CCWG-Accountability WS2 Questions on Diversity: The Business Constituency (BC)

The CCWG Accountability Work Stream 2 Diversity Sub-Group wishes to gather information from ICANN SO/AC/groups on their current consideration of diversity and any actions they undertake to promote diversity. In this context, the term SO/AC/groups refers to:

SO—ccNSO, GNSO, ASO
AC—ALAC, GAC, RSSAC, SSAC
Groups—ICANN Board, ICANN Staff, NomCom, Stakeholder Group or Constituency

Other groups and individuals are also welcome to complete this questionnaire and are requested to indicate their special interest and/or affiliation.

The Diversity Sub-Group has identified the following non-exhaustive list of elements of diversity as potentially relevant to ICANN SO/AC/groups:

> A. Geographic/regional representation
> B. Language
> C. Gender
> D. Age
> E. Physical Disability
> F. Diverse Skills
> G. Stakeholder Group or constituency

Your cooperation is sought to answer the following questions:

1. **What relative importance does your SO/AC/group give to these seven dimensions of diversity?**

   The Business Constituency (BC) strongly supports the need to increase diverse representation within the ICANN Community. The above, non-exhaustive list of elements of diversity cover areas that the BC believes is important in building an inclusive Community with a varied range of perspectives, cultural influences, skills, viewpoints and backgrounds. Specifically, of the seven dimensions of diversity, the BC is mostly concerned about geographic / regional representation, gender and skills diversities. Though its primary language of business is English, yet a number of members are multi-lingual and do meet such needs especially in BC Newsletter translation to French, Spanish and Portuguese..

2. **What, if any, additional dimensions of diversity are important to your SO/AC/group?**

Varying Types of Businesses. The Business Constituency (BC) represents the voice of commercial Internet users within ICANN. The Business Constituency's membership represents all business and commercial users of the Internet including a variety of different business models such as ISPs, content providers, et cetera. The Business Constituency recognizes that the Internet impacts all business users, and strives to include and represent a diversity of viewpoints on the many ICANN issues in which we actively engage.

Varying Sizes of Businesses. The Business Constituency's members vary in size, revenues, and resources. A high emphasis is placed on making sure that all members have an equal opportunity to contribute to our work, to actively participate, and to ensure that their concerns are heard and addressed on key issues. We continue to reach out and grow business participation within the ICANN Community at all levels. In this regard, BC is specifically interested in entity size as a form of diversity dimension with respect to small and large companies diversities.

Varying Viewpoints. Because the Business Constituency enjoys a variety of business types, we believe it is important that the ICANN Community remain inclusive of divergent viewpoints. This diversity of views fosters growth among ICANN as a whole, and we actively seek businesses from varying cultures, developed and developing nations.

3. **How, if at all, does your SO/AC/group measure and track diversity issues related to its work?**

   The BC invests its own funds (US$42,250 between FY14-FY17) in addition to support from ICANN org to grow its membership diversity across geographic areas and business sizes through vigorous outreach engagement activities. Since 2014, we have continued to track and measure our performance in this area and the result is impressive -- diversity improvement from 22% in 2014 to 37% in 2017 in the above mentioned metric areas.

4. **How, if at all, does your SO/AC/ group seek to promote diversity in its membership, its active participation, and its leadership?**

   The Business Constituency considers diversity to be a priority when recruiting members, encouraging participation, and building our leadership. To date, we have focused on increasing our representation from the global South through Outreach events over the past few years, and this effort has been successful. Over 20% of our membership represents African and Asian nations, and we are working to increase this number. We most recently have new members from Latin America, Africa, and India, and we continue to make gender diversity a key focus. In recent meetings we have noticed that approximately half of the participating representatives are women.

   There are several ways in which we encourage our members to actively participate, from our email lists, telephone conferences, physical meetings, appointment of issue managers on key topics, and bridges of information flow with other GNSO constituencies. We believe

these types of engagement help us to fulfill our mission to ensure that ICANN policy positions are consistent with the development of business via an Internet that is stable, secure, and reliable while promoting consumer confidence globally.

5. **What, if any, educational and informational initiatives does your SO/AC/group pursue to promote diversity awareness?**

   Translation. The Business Constituency has made resources available to support the translation of key documents to assist in engaging members who are not native English speakers.

   Newcomer Education. The Business Constituency understand that the learning curve when joining the ICANN Community can be steep. In order to help educate new members on the breadth and complexity of the issues that we engage on, we have worked closely with new members to help to mentor them and equip them to be active participants. Several of our new members have moved on to become active leaders on our Executive Committee.

   BC Newsletter. The Business Constituency also publishes a newsletter to concide with every ICANN Public Meeting aimed at educating a broad range of our current and potential new members.

   Meet the BC. The BC publishes a pamphlet providing information about its diverse membership to illustrate its appeal to all qualified to be a member of the BC.

   BC Factsheet. This is an educational material to explain ICANN acronyms to newcomers and as handy reference for existing members.

   Bizconst.org website. The BC maintains bizconst.org to provide the latest information about its activities, membership, and policy positions.

   ICANN Business Briefings. The Business Constituency also coordinates closely with ICANN to participate in business briefings aimed at increasing diverse participation, particularly from developing and least developed nations.

6. **What if any, formal or informal practices or written or unwritten policies are pursued in your SO/AC/group to promote diversity?**

   The Business Constituency through special budget request for leadership development provides travel support for diverse participants who may not otherwise be able to attend the global ICANN meetings. We also actively encourage diverse participants to apply for leadership positions and become otherwise engaged with the ICANN Community at large. In addition, the BC charter provides for regional diversity in the composition of its leadership positions.

You are also welcome to append any additional general comments on the topic of diversity.

It is imperative to bring new participants into the ICANN community in order to do the policy development and review work that confronts us. New participants will help relieve "volunteer burn-out" among those doing the work at ICANN today, and will strengthen ICANN's legitimacy across the world.