

## 2018 IGF

### Working Group on Outreach and Engagement (WGOE)

#### Background

Several efforts on communications have been done by the IGF community and the MAG itself, including the creation of a dedicated MAG Working Group on Communications and Outreach (WGCO). The MAG activities and decisions are clear and transparent to the community, and publicly available. The same happens with major intersessional activities as BPFs, DCs, NRIs and CENB, whose facilitators works closely with the IGF Secretariat in order to disseminate projects and milestones. However a coordinate effort on outreach activities it's in order to better engage with the at-large community.

#### Purpose

The plural and diverse nature of the IGF, as well as its multistakeholder community, could benefit of a single and continuous effort on outreach, which concentrates all the activities included in the preparatory process of the IGF meeting in a simple and clear way. Taking into account the great efforts carried out by the co-facilitators of each initiative and project, the WGOE will adopt a light-touch approach, just acting as facilitator of the communication among the MAG, the IGF community and the at-large community which could have an interest in the IGF activities, in order to increase the engagement in the IGF preparatory process and, in consequence, in the IGF meeting activities, both, online and onsite.

#### Objectives / Goals

- Increase the coordination among IGF activities through the create and maintenance of a communication channel among facilitators of major intersessional activities and WGOE.
- Produce periodic reports to the community on advances of the IGF preparatory process, including major intersessional and MAG activities.
- Increase the engagement on IGF activities through the emphasis on opportunities of participation for the at-large community.
- Help the IGF Secretariat to publish IGF related information.
- To distribute information so as to help MAG members be aware of major issues related to Internet Governance.

#### Expected outputs

- A mapping of IGF activities.
- Periodic reports on IGF 2018 preparatory process, taking into consideration the mapping.
- Overall report on IGF 2018 process.

## Implementation plan

- As first step, the WGOE will focus on the creation of the IGF activities map, to be shared with the MAG for approval.
- Simultaneously, the WGOE will decide its modalities, taking as a baseline the creation of written documents to be disseminated among the community. Those modalities will be shared with the MAG for approval.
- The WGOE will work on a deliverable-based approach, taking into account its approved modalities.

## Timeframe

- **April 18** - Suggested approval by the MAG (MAG Virtual Meeting II).
- **April 25** - Presentation of IGF activities map and WGOE proposed modalities to the MAG (via mailing list)
- **May 02** - Suggested approval of IGF activities map and WGOE modalities by the MAG (MAG Virtual Meeting III)
- **May 03** - First deliverable: Presentation of WGOE to the community
- Further timeframes to be determined by the WGOE.

## Membership

This group will be open to MAG members and co-chaired for at least two MAG members.

## Relationship to other IGF efforts

This is a crucial element of success for the WGOE. A close collaboration with other IGF efforts will be needed and promoted, with support of the IGF Secretariat, the MAG chair and the MAG members.

## Modalities

The WGOE will take as a baseline the creation of written documents to be disseminated among the community, but other modalities could be taken into account in order to increase the outreach with different audiences. For this modalities, the WGOE could collaborate with different stakeholders.

The modalities could include:

- Webinars.
- Blog posts.
- Tweet storms.

<end>