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ccTLD Multi-Stakeholder Approach

ATU ccTLD Workshop
17 – 19 March 2009
Mauritius




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NB!!! ☺

*This is not an academic stakeholder theory outline.
It is only an experience-based perspective based
on MSA experiences.*




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Agenda


- MSA basics**
- The .za MSA experience**
- Conclusion**



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MSA basics




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Basics

MSA = multi-stakeholder approach

- What is a stakeholder?
 - A person (legal/juristic) or group that has an important, empirical stake or interest in a process or programme
- What is a multi-stakeholder approach?
 - an approach that involves different stakeholders working together to achieve a common goal (loose definition)



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Basics

- What are the types of stakeholders?
 - *direct, primary*: those who have a direct interest in a process, which interest is primary to them meeting their goals/?
 - e.g. za DNA & ISPs
 - *Indirect, secondary*: those who have a secondary, indirect interest in another stakeholder's process, but whose indirect interest will be affected
 - e.g. .za DNA & local universal service & access agency (USAASA)
- In defining your stakeholders, take a systemic (not systematic) view of who your interests affect

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Basics

- When is MSA suitable?
 - Usually when one stakeholder cannot pursue its interest/s without affecting other stakeholder's interest directly or remotely!
 - Can ICANN introduce new gTLDs without affecting the interests of ccTLDs, current gTLDs, IP constituency & govts?
 - When inclusivity matters & is of greater benefit, and excluding others may be to the detriment of your interest




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Basics

- What makes success of an MSA?
 - Understanding decisions/actions that affect others beyond the stakeholder making them
 - Clear identity of stakeholders – you must know them!
 - Clearly defined common interests/goals
 - Willingness to work together (through negotiation, discussion, consultation, collaboration)
 - Compromise where necessary – “must-haves vs nice-to-haves”
 - Govts / regulators wanting (not needing) to become ccTLD managers is a nice-to-have & a great “no, no!!!”
 - Agree to differ where differences are serious




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Basics

- Availability & commitment to working together
- Set clear targets & timelines
- Clear intra-stakeholder accountability lines
 - Each stakeholder must bring along its base
- Persuasion & consensus are always better than confrontation & voting



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The .za MSA experience

An MSA in a ccTLD context




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.za history

- .za established by an individual
 - run as an academic project by individuals
 - .za domains commissioned without clear framework
- Ad-hoc policy & structure (SLD)
- SLD overcrowding (*see below*)
- Unintended “club of the few”
- Lack of compliance with broader national priorities
- Govt intervened & confrontation occurred (*see below*)
- Re-delegation to .za DNA in Jan 2004
 - Zone file at IS




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.za history

Active domains		Dormant domains		Private domains	
AC.ZA	LAW.ZA	ALT.ZA	NGO.ZA	AGRIC.ZA*	INCA.ZA*
CITY.ZA*	MIL.ZA	BOURSE.ZA*	TM.ZA	CYBERNET.ZA*	LANDESIGN.ZA*
CO.ZA	NOM.ZA	NET.ZA**	WEB.ZA**	DB.ZA*	
EDU.ZA	ORG.ZA			GRONDAR.ZA	NIS.ZA*
GOV.ZA	SCHOOL.ZA			IACCESS.ZA*	OLIVETTI.ZA*
				IMT.ZA*	PIX.ZA*

* To be deleted in 2009
** To re-open for new registrations



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.za history

.za re-delegation: a case of conflict later resolved through identifying common interest & goals

- Only 2 stakeholders: govt & Namespace
- Suspicious of each other
- At some point, they had really tense relationships
 - Lawsuit threats
 - Anti-govt T-shirts printed during parliamentary hearings!
- But...they realized they needed each other
 - Things turned for good...




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.za history

- Both parties realized common goals:
 - To have .za owned by citizens
 - Run according to best practice
 - For the benefit of citizens
 - Govt did not have capacity to be ccTLD manager but resources, will & commitment
 - Agreed on establishing .za DNA©
 - Initially funded from public funds but operating free from govt interference



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Defining .za stakeholders

Govt:

- Initially seen as a threat
- Proved neutral & committed to .za
- Provides resources & much needed political push
 - DOC

Business:

- Has the technical skills and expertise
- Business centric - will ensure sustainability
- Represent the private sector interests
 - A source of support & revenue generation
 - ISPA, Chamber of Business, Business Unity SA



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Defining .za stakeholders

Academia & research institutions:

- A good source for staffing/Internship programs
- Promoting awareness starts here for future growth
- Capacity building activities at local level
- Perceived as neutral but strategic institutions

Civil Society = critics, mediators....ALAC!:

- May be good advocates of societal interests
- Middle-men between Govt. & Private Sector
 - Sangonet, Sangoco



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Defining .za stakeholders

Legal fraternity:


- The legal issues and they are many!
 - Intellectual property, Privacy/Whois issues
 - .za dispute resolution

Registries:

- They run & maintain the registries
- They have the skills & capacity

Registrars:

- They sell & grow the .za namespace



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Defining .za stakeholders

Youth:

- Fast adopters of the Internet & its benefits
- Future market for rapid growth
 - National Youth Commission, Umsobomvu Youth Fund

Women:

- Previously excluded from the mainstream economy
 - Classified as previously disadvantaged, must be included
- Increasing influence on socioeconomic decision-making
 - Women in ICT, SA Women Entrepreneurs, Business Women Association




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Areas of stakeholder engagement

- Education & awareness
 - Basic .za DNS benefits
 - E-commerce
- Communications & publicity
- Policy development
- Licensing regulations
- Reviving web.za & net.za
- Local capacity building



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How are we engaging them?


- Mailing lists
 - Members
 - Discussion
- Public consultation
 - Policy & licensing
 - Co.za accreditations
- Publicity & awareness campaign
 - Set to commence in April 2009
- Re-designing the .za DNA website
 - Regular updates
 - Brand-oriented



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Conclusion




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Are we successful?

We hope so...but we realise there is still a lot to cover in bringing on board all our stakeholders and encourage them to participate meaningfully.




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Thank you☺

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