

QUESTIONS AND ANSWERS ABOUT THE NPOC

GENERAL

Q: What is the NPOC?

A: The Not-for-Profit Organizations Constituency (NPOC) is a coalition of not-for-profit organizations/NGOs that are affiliating to represent, specifically, the operational interests of not-for-profit and non-governmental organizations. The focus of the NPOC shall be to provide the real world perspective of how DNS polices effect the operational readiness and execution of non-commercial missions and objectives.

Q: In which Stakeholder Group will NPOC be located?

A: We propose that the NPOC be a new constituency within the Non Commercial Stakeholder's Group (NCSG). Currently, the only constituency within the NCSG is the Non Commercial Users Constituency (NCUC). As provided in the proposed NPOC Charter, the NPOC will be subject to the provisions of the NCSG Charter, including those related to GNSO Council representation and membership requirements.

Q: Why did you choose the name Not-for-Profit Organizations Constituency (NPOC)?

A: We brainstormed, discussed, deliberated and pontificated at great length regarding the Not-for-Profit Organizations Constituency (NPOC) name. The name was not chosen lightly. NPOC turned out to be the most representative, most inclusive name for this group of like-minded organizations.

Q: How can I learn more about the NPOC?

A: For more information or to join the NPOC, please send an email to info@npoc.org.

MEMBERSHIP

Who can be members of the NPOC?

A: Membership is open to any not-for-profit organization/NGO with missions such as: philanthropic, humanitarian, educational, academic and professional development, religious, community associations, promotion of the arts, public interest policy advocacy, health-related services, and social inclusion. Members may be local or regional not-for-profit organizations or larger international not-for-profit organizations. All NPOC must be members of the NCSG and, therefore, are subject the NCSG membership requirements.

Q: How will the NPOC qualify potential members?

A: Potential members must submit an application and a document and/or other paperwork evidencing that its organization is recognized as a not-for-profit or non governmental organization within its jurisdiction. Such documentation will be provided to the appropriate group within the NCSG to process its NCSG membership application.

Q: What organizations have indicated an interest in the NPOC?

A: As you can imagine, it is an operational challenge for many organizations to obtain approval to join an affiliation that is still in pendency status. We are pleased that more than 20 organizations have asked to participate in our constituency formation discussions and have joined our mailing list. Until we have permission from these organizations or completed applications, we cannot provide a listing of interested organizations. We hope to provide the ICANN community with a listing as soon as permission can be obtained.

Q: Must all not-for-profit organizations/NGOs join the NPOC?

A: No! Not-for-profit/NGOs are not required to leave the NCUC and join the NPOC. We hope not-for-profit/non-governmental organizations that are concerned with the practical implications of DNS policies on operations and the NPOC's approach to DNS issues will choose to affiliate with the new constituency. Just as there are many types of commercial users in the Commercial Stakeholder's Group, there are many types of non-commercial users in the NSCG.

The NPOC recognizes that not all not-for-profit/NGOs share the same views or approach to DNS policy. In fact, the NPOC encourages organizations that support the activities and policy positions taken by NCUC to remain affiliated with the NCUC. Nothing in the NPOC charter requires the NPOC to be the only constituency for not-for-profit or non-governmental organizations. We believe offering options for non-commercial membership provides the best opportunity for growing participation in ICANN.

BENEFITS OF APPROVING A NEW CONSTITUENCY

Q: How will the ICANN Community benefit by the addition of this new constituency?

A: The organizations that have indicated an interest in the NPOC have a perspective on DNS policy that has not been articulated or advocated by the NCUC. In fact, the Board recognized this need by appointing a GNSO Councilor tasked with increasing the voice and participation of these types of organizations in ICANN policy development.

During the last year, members of the NPOC Formation Committee and interested organizations have spoken at various DNS related events in order to share this new non-commercial perspective on DNS policy. The importance of these efforts have been confirmed by the significant amount of feedback from the community that "we didn't know that" or "that's the first time we have heard that perspective" about not-for-profit/NGOs.

Also, as more new organizations become involved, the NPOC will encourage its members to join ICANN Work Groups and other policies related working teams to assist with the important work of ICANN.

Q: How will the NCSG benefit from the addition of this new constituency?

A: We believe creating a constituency for non-commercial organizations that share the same approach to DNS issues will ultimately lead to increased membership in the NCSG, thereby increasing the non-commercial footprint in ICANN. The formation effort of the NPOC is a positive advancement for the NCSG. By providing a constituency for these similarly situated organizations for affiliation, NCSG will enjoy increased membership because the members of the NPOC will also be members of the NCSG. Those supporting the NPOC believe ICANN's multi-stakeholder model is premised on the value of bringing together a village of distinct voices to discuss DNS policy. We believe encouraging different non-commercial voices to affiliate in a formal constituency, enhance rather than dilute the impact of non-commercial users in ICANN.

NPOC CURRENT ACTIVITIES AND EXAMPLES OF ITS DNS ISSUES & POLICY POSITIONS

Q: How is the NPOC organizing and describe its current activities?

A: The NPOC Formation Committee:

- Established a website at www.npoc.org (which is a work-in-progress);
- Published an informational brochure;
- Launched a quarterly newsletter;
- Encouraged interested organizations to join the NCSG;
- Conducts monthly meetings allowing for in-person and teleconference participation; and

- Recruits, recruits, recruits.

We are pleased that several NPOC-interested organizations have participated in the various ICANN public comment periods, including: DAGv3, DAGv4, The Expressions of Interest (“EOI”) Pre-Registration Model and the Joint SO/AC Working Group recommendations. Most of these organizations had not previously participated in ICANN. Also, one of the NPOC members submitted her name for consideration for selection to an AoC Review Team. These activities demonstrate NPOC members are willing and anxious to be engaged in policy work.

Q: What are examples of issues that are important to NPOC members?

A: NPOC members are particularly interested in how DNS policies impact the operation of their organizations. Examples of these operational concerns include:

- Decreasing fraudulent and deceptive practices and activities on the DNS by ensuring reasonable access to accurate information on Registrants to investigate these concerns;
- Managing the protection of not-for-profit organizations/NGOs’s online presence in light of the expansion of the DNS;
- Encouraging increased compliance by ICANN community with existing policies that govern the DNS (such as agreements with Registries and Registrars). Increased compliance will assist non-profits/NGOs perform fraud and abuse investigations;
- Addressing concerns related to operating an organization within the DNS on a limited budget in order to deliver important and socially beneficial non-commercial services (such as policies and pricing for domain registration services or new gTLDs used for non-commercial purposes); and
- Increasing awareness, participation and access to the DNS.

NCUC AND THE NPOC

Q: Is the NPOC a duplication of the NCUC?

A: No! The proponents of the NPOC believe when it comes to representation of nonprofits, NGOs, non-commercial users, and individuals, there can never be too much representation. Some current members of the NCSG/NCUC have stated nonprofits/NGOs are already adequately represented in the NCSG/NCUC. While many members of the NCUC are nonprofits/NGOs, the perspective and experiences being articulated by the organizations interested in the NPOC have not been supported or advocated by existing or historical NCUC/NCSG constituents. In fact, many within the NCUC/NCSG have stated the perspectives and DNS policy positions advanced by the new nonprofits interested in the NPOC are irreconcilable with the NCUC perspective. Our experience has been that these new viewpoints have been aggressively challenged and dismissed as inappropriate. Some organizations have decided to opt out of, or not participate in exchanges with the NCUC/NCSG. We believe this underscores the need for a new constituency that will augment, and not duplicate the representation of non-commercial users.

Q: How is the mission and focus of the NPOC different from the NCUC?

A: The NPOC is focused on how DNS policies impact how NPOC Members actively manage their infrastructures, create and improve internal processes and controls, manage risks, and respond to and respect the welfare of the communities they represent.

During the past year, as the organizations interested in the NPOC have began to participate in ICANN policy discussions and NCUC/NCSG list serves, the differences between their viewpoints and those already existing within NCSG/NCUC organizations and its individual members has been very apparent. The chart below highlights an exemplary depiction of the differences between the NPOC and NCUC/NCSG perspective on key DNS policies.

ISSUE	NCUC/NCSG	Position of NPOC
Threats to the stability of the Internet – DNS abuse	<ul style="list-style-type: none"> • Generally reviews issue from the perspective of Registrants especially individual Registrants. • Also, commonly reviews issues from the perspective of individual (rather than organizational) end users of domain names. 	<ul style="list-style-type: none"> • Reviews issue as an organization/service delivery threat that impacts the operations of the organization and the clients or community served. • Reviews issue from that perspective that related DNS policies may require further analysis of the organization’s internal controls to mitigate threats and manage risks/threats.
WHOIS	<ul style="list-style-type: none"> • Generally reviews issue with a focus on vigorously protecting the privacy of personally identifiable information of individual (rather than organizational) Registrants. • Generally takes a negative view on the interest in this issue by the law enforcement/government community as overreaching and harmful to the rights of individual Registrants. • Generally recommends a thin WHOIS. 	<ul style="list-style-type: none"> • Reviews requests for reasonable access to verifiable Registrant information as mission critical to investigating fraud and abuse matters. • Generally supports the interest and involvement of the law enforcement/government community in the issues and views this community as valuable allies in preventing and resolving fraud and abuse matters. • Recommends a thick WHOIS.
Trademark issues for gTLDs	<ul style="list-style-type: none"> • Generally reviews trademark protection issues and policies negatively. • Generally disapproves rights protection mechanisms and views efforts by organizations to protect trademarks as an expansionist tactic. 	<ul style="list-style-type: none"> • Reviews trademark protection issues and protection of their organization’s online presence as critical to their ability to serve clients and communities. • Supports strong rights protection mechanisms in order to ensure mission delivery and prevent frauds and abuse.

Historically, the NCUC has been the catch all constituency for all non-commercial users within the GNSO. As demonstrated above, it is easy to imagine the impossible task and challenges facing the NCUC/NCSG when trying to equally represent the full breath of non-commercial viewpoints within one constituency. We think providing a new vehicle for additional perspectives in the NCSG will allow the NCUC to continue to advocate its unique perspective, while continuing the dialog and exchange of new ideas on an even playing field.

NEXT STEPS AND OUTREACH

Q: Is it important to approve and recognize the NPOC now according to the Board approved process?

A: Yes! The NPOC has more than 20 interested organizations ready to participate formally in ICANN policy discussions.

Q: What outreach efforts have been made?

A: The NPOC has created an informational newsletter for interested new no-profits/NGOs for recruitment purposes.

To date, the Formation Committee has presented during several conference calls and meetings where not-for-profit organizations have gathered or otherwise advocated the interests of not-for-profit organizations:

- January 2010: Conference call with several not-for-profit organizations to discuss DNS issues, resulting in comments being submitted by at least 4 organizations not previously engaged with ICANN and several signing a joint comment
- January & February 2010: Two informational conference calls hosted by Debra Hughes
- March 2010: Presentation by Debra Hughes on DNS Abuse and Related Issues Affecting Non Profit Organizations at the ICANN 37th Annual Meeting in Nairobi, Kenya
- March 2010: Presentation to the Executive Committee of the Global Knowledge Partnership in Delhi, India by Anthony Harris
- April 2010: Participation/Report provided at Association of Corporate Counsel’s Non-Profit Committee Meeting
- May 2010: Two informational webinars for not-for-profit organizations hosted by the AAMC
- June 2010: Presentation by Debra Hughes at the “Brand Management in the Age of New gTLDs” at the ICANN 38th Annual Meeting in Brussels, Belgium on June 23, 2010
- July 2010: Webinar Debrief for not-for-profit organizations after ICANN 38th Annual Meeting in Brussels, Belgium
- August 2010: NPOC monthly conference call and debrief
- September 2010: NPOC monthly conference call and debrief
- October 2010: NPOC monthly conference call and debrief
- October 2010 - Presentation by Debra Hughes “Brands as Strings” at the Business Constituency’s Event

Q: What is the NPOC’s future outreach plan?

A: The NPOC firmly believes outreach is a journey, not a destination. As we are just getting up and running our efforts have not been as strong in the traditionally underserved markets – Eastern Europe, Central Asia, Eastern and Western Africa – as we plan on in the future. Being a recognized Constituency within the ICANN community will greatly assist continued outreach efforts. Currently, we are focusing on raising awareness in our local communities as well as reaching out to our contacts in various countries including Argentina, Australia, Brazil, Chile, Columbia, Israel, Lebanon, Taiwan and Tanzania.