

ICANN Business Constituency (BC) Comment on
[IANA 2030 Strategy: Draft PTI Strategic Plan covering 2025 to 2030](#)

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Background

This document is the response of the ICANN Business Constituency (BC), from the perspective of business users and registrants, as defined in our Charter. The mission of the BC is to ensure that ICANN policy positions are consistent with the development of an Internet that:

1. Promotes end-user confidence because it is a safe place to conduct business;
2. Is competitive in the supply of registry and registrar and related services; and
3. Is technically stable, secure and reliable.

General Comment

The Business Constituency (BC) appreciates the opportunity to comment on the IANA 2030 Strategy. We commend PTI for developing a comprehensive strategy that addresses the evolving needs of the Internet community. We believe that the IANA 2030 Strategy presents a valuable framework for guiding IANA's future.

The IANA 2030 Strategy outlines a comprehensive plan for the Public Technical Identifiers (PTI) organization, which oversees the Internet Assigned Numbers Authority (IANA) functions. The strategy focuses on three key areas: Innovation, Operational Excellence, and Community Engagement.

The BC strongly supports the strategy's focus on innovation, operational excellence, and community engagement, as these priorities align well with ICANN's broader goals.

We believe that these pillars are essential for PTI to maintain its critical role in the global Internet ecosystem.

Specifically, we welcome the emphasis on:

1. Technological innovation to enhance operational efficiency and security.
2. Streamlining processes and improving customer experience.
3. Expanding community engagement and outreach to underrepresented regions.

The BC however has the following concerns:

Resource Constraints: The strategy acknowledges the need for increased resources (budget and staff) to support innovation, technology adoption, and expanded community engagement. However, the plan does not explicitly outline how these resources will be secured.

Potential Resistance to Change: The strategy acknowledges potential resistance to change within the organization, particularly regarding the adoption of new technologies and processes. The plan should outline specific strategies for overcoming this resistance, such as effective communication, training, and change management initiatives.

Measuring Community Impact: While the strategy outlines goals for community engagement, the metrics for measuring the impact of these efforts are not as specific as those for operational excellence and innovation. Clearly defined metrics are crucial for evaluating the success of community engagement initiatives.

Addressing the "Digital Divide": While the strategy mentions engaging with underrepresented groups, it lacks specific initiatives to address the digital divide and ensure equitable access to the Internet for all.

Recommendations

Alignment with ICANN Strategic Plan: We recommend that IANA continue to closely align its strategic priorities with the overarching goals and objectives of the ICANN Strategic Plan. This will ensure consistency and avoid duplication of efforts within the ICANN ecosystem.

Develop a Robust Resource Acquisition Plan: The strategy should include a detailed plan for securing the necessary funding and staffing to support its ambitious goals. This may involve advocating for increased budget allocations within ICANN, exploring alternative funding sources, and demonstrating the value of these investments.

Implement a Change Management Framework: To address potential resistance to change, the strategy should incorporate a comprehensive change management framework, including clear communication plans, training programs, and incentives for staff participation.

Enhance Community Impact Measurement: The strategy should include more specific and measurable metrics for evaluating the impact of community engagement initiatives. These metrics could include:

- Increased participation from diverse stakeholder groups in IANA-related discussions and decision-making processes.

- Improved understanding of IANA's role among underrepresented communities.
- Successful implementation of initiatives that address the digital divide and promote equitable access to the Internet.

Address the Digital Divide Explicitly: The strategy should include specific initiatives to address the digital divide and ensure equitable access to the Internet for all. This could include:

- Collaborating with organizations working to bridge the digital divide.
- Supporting initiatives that promote digital literacy and skills development in underserved communities.
- Ensuring that IANA's services and resources are accessible and inclusive for all users.

Conclusion:

We believe that the IANA 2030 Strategy provides a solid foundation for PTI's growth and development over the next five years. By addressing the identified weaknesses and implementing the recommended improvements, PTI can effectively navigate the challenges of the evolving Internet landscape and continue to play a critical role in ensuring a stable, secure, and inclusive Internet for all.

This comment was drafted by Arinola Akinyemi and has been approved in accordance with our [Charter](#).