> *At the birth of the Internet we argued about whether the virtual spaces of the interest were "real". We now understand that the Internet is real. The challenge for non-profit, NGO and civil society organizations, in pursuit of their mission, is to figure out their proper residence in the Internet, and help shape the policies that govern citizenship in the Internet ecosystem.*

This ICANN/NPOC Outreach session at the ICANN58 meetings in Copenhagen has several objectives. But first we need to understand the context in which non-profits and NGOs work. Most focus on issues of social justice, the environment, sustainable development, and similar concerns. The Internet is seen as a tool kit, to assist the work of the organization. Less attention is paid to the issues around an organization's Internet presence, to ethical issues around security, privacy, to data minings, and to the rights and responsibilities of that citizenship presence in the Internet ecosystem.

With limited resources and weak Internet skills, many non-profits have no domain name presence. Many depend heavily on social media, and remain unengaged in Internet ecosystem policy issues, even though those policies shape the nature of their residency in the Internet ecosystem, and impact on the rights and responsibilities of that residency, and how they do their work in pursuit of their mission.

The three main stakeholders at this session have both complementary and different interests.

- Non-profits and NGOs seek better use of the Internet ecosystem in their work. They are also becoming increasingly aware of, and engaged in, Internet governance policies that determine the nature of their residency, the rights and responsibilities of that residence, and how they do their work in the Internet ecosystem.

- ICANN as a multistakeholder policy making organization seeks broader and deeper non-profit, NGO, civil society engagement in its domain name system (DNS) Internet governance processes.

- NPOC, the not-for-profit constituency group within ICANN, serves both of these sets of interests, broadening and deepening non-profit, NGO and civil society engagement in ICANN's Internet governance, and in Internet governance at all levels. NPOC is also committed to a building a greater understanding of the benefits and risks of social media strategies and domain name residency in the Internet ecosystem.

This NPOC outreach session will cover the following topics, leaving ample time for discussion.

**Sam Lanfranco (NPOC)** The risks and benefits of social media & website strategies; simple paths to Internet domain name residency; rights and obligations of digital citizenship in the Internet Ecosystem.

**Jimson Olufuye (Business Constituency)** Domain names, Digital Object Architecture (DNS/IoT), a threat or an opportunity; Opportunities in the new gTLD (domain name strings) rounds

**Nigel Hickson (CCWG-IG & ICANN Staff)** How the Internet Governance (IG) domain extends beyond the ICANN DNS remit, and how ICANN and the Internet constituencies can think about that.

**Joan Kerr (NPOC) & Adam Peak (ICANN Staff)** ICANN Learn and how to participate in the ICANN policy development process.