



Координационный центр
национального домена сети Интернет

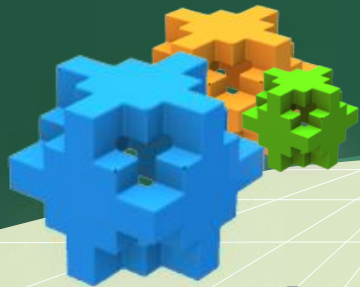
The First Russian Internet Governance Forum: the Background, Concept, Challenges, and Outcomes



A presentation for the 5th Internet Governance
Forum

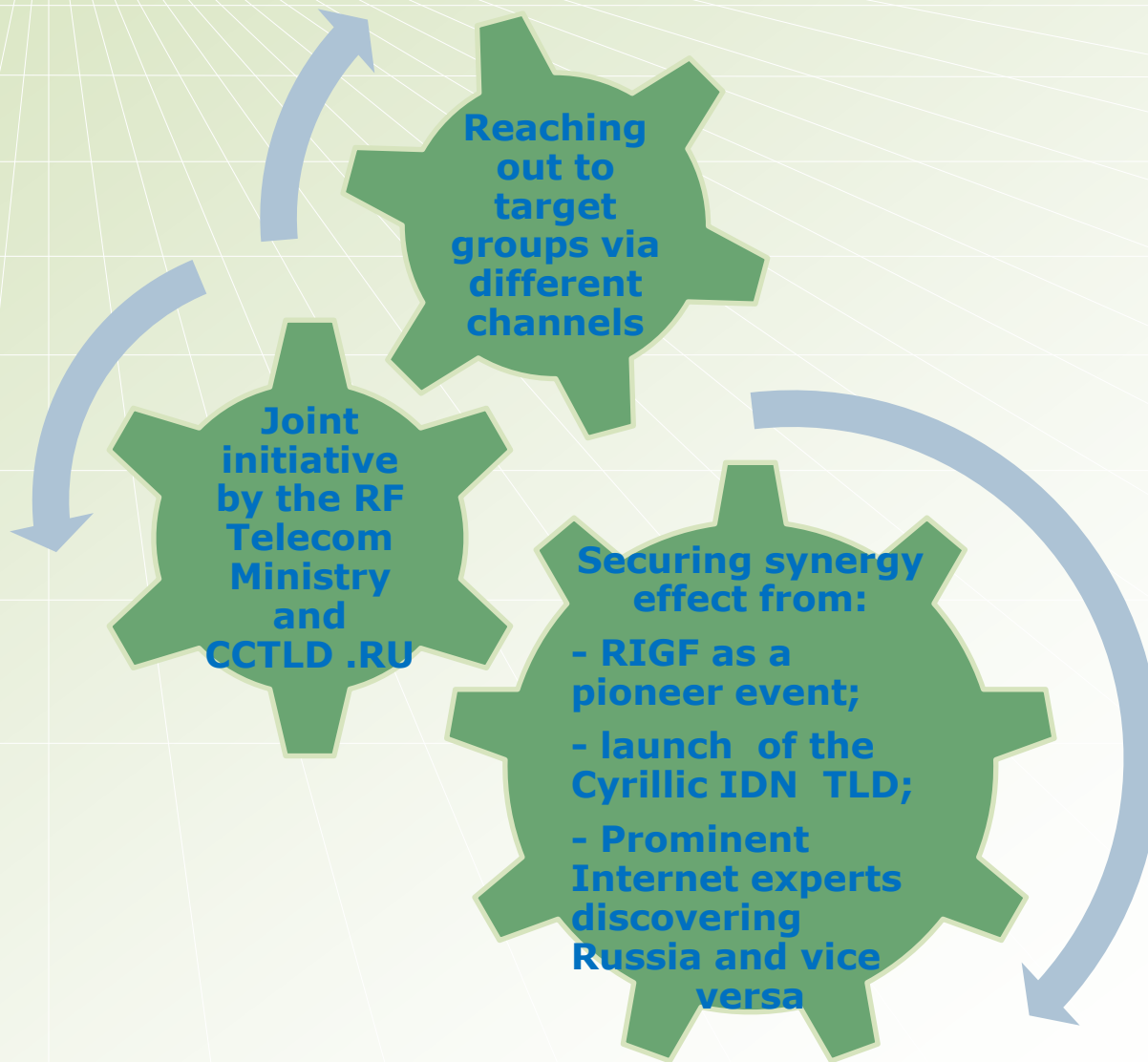
Vilnius, September 2010

The First Russian Internet Governance Forum: the Background

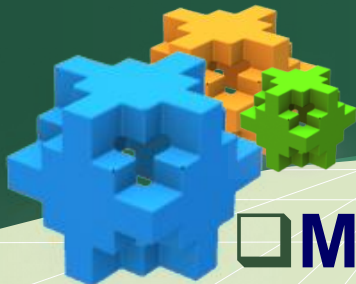


- **The groundbreaking event**
- **Major stakeholders not exposed to IGF**
- **No expertise in the Internet governance area AND multistakeholderism practices**
- **The structure of major stakeholders:**
 - **No visible role of the academia and civil society VIS-À-VIS rapid expansion of the Internet in Russia**

The First Russian Internet Governance Forum: the Concept



The First Russian Internet Governance Forum: the Challenges



❑ Marketing

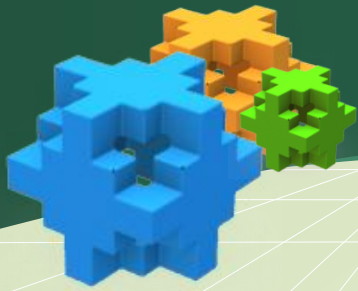
- **Tight deadlines (December 2009- May 2010)**
- **No CCTLD .RU's previous record in holding events of such magnitude**
- **Adequate audiences are hard to find**
- **Risky bet: coincidence of the launch of the Cyrillic IDN TLD and inauguration of the RIGF**

❑ Communication

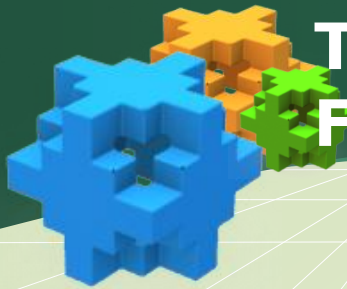
- **The Soviet legacy:**
 - **Strong anti-American sentiments**
 - **Remnant of the imperial mindset**
- **No culture of dialogue and tradition and skill of going public and being outspoken**

Key IGF messages
might be lost on the
audience

The First Russian Internet Governance Forum: the Outcomes



- ✓ **Russia is on the global IGF map**
- ✓ **Public enlightenment and education: building awareness**
- ✓ **Strong interest from the public servants and academia – a possible rise of two critical constituencies to back the process**
- ✓ **Controversial perspectives by the community at large**
- ✓ **Business community showed no visible enthusiasm – what are possible lures?**
- ✓ **Growing understanding of the need for having other NIS countries engaged; and**
- ✓ **Possible transformation of the event into a regional (CIS-wide? Eurasian?) dialogue**



The First Russian Internet Governance Forum

Thank you!

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www.cctld.ru OR <http://кц.рф>