

RIPE

# Outreach/ Communication performance

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for Membership and Community



# RIPE: Community, NCC, Regions

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Community:

developed in Western Europe

NCC:

founded to help community

Regions:

different cultures, travel difficulties

# Communications and External Relations

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Have planned activities,

- more than 16 FTEs, 4,6 FTEs in regions, including “Communications Director for Eastern Europe and Central Asia”
- offices in Dubai and Moscow
- and some more

(see activity plan and annual report for more information)

# Communications and External Relations

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Why important:

- policy is developed by community - everyone should be able to join process
- entities, affected by policy should be fully aware of consequences

Otherwise,

# Communications and External Relations

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Why important:

- policy is developed by community - everyone should be able to join process
- entities, affected by policy should be fully aware of consequences

Otherwise, policy is no better, than

*plans «on display in the bottom of a locked filing cabinet stuck in a disused lavatory with a sign on the door saying Beware of the Leopard»*



# Successful?

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Russian Internet business Ombudsman, CEO of  
RIPE NCC Member:

-“I’m just paying for IP Addresses”

Not aware of NCC membership, while paying  
membership fees.

Not aware of Community, RIPE



# Success?

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## Community in ENOG region:

- low participation in RIPE Community activities
- poor RACI involvement
- low RIPE Atlas distribution
- poor government interaction

# Success?

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Membership in ENOG region:

- low participation in GM
- little grows in GM participation
- activities are not transparent



# Success?

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RIPE / RIPE NCC visibility is low

Community suggestions ignored

No local language social media

New connections are not developed

# Questions to the board:

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- 1) Which objectives have been set by you to NCC for regional outreach?
- 2) Which key performance indicators have been set by you?
- 3) Which key performance indicators are used inside NCC for related departments/activities?
- 4) How community members (including very active ENOG PC) can help you?

asked at 31 March 2016



# Questions to the board:

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Answer received 24 May 2016

2 page copy-paste from activity plan/annual report, no questions answered

+ intransparency bonus: secret “train the trainers” CIS area programme

# Secretariat?



# Actions

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- (regional) outreach policy
- outreach BOF/TaskForce/WorkingGroup
- development of KPIs
- ER/Communications activities audit

# Not to happen

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Hope you will never hear:

*your policy was discussed on mailing list «in your local planning department on Alpha Centauri for fifty of your Earth years, so you've had plenty of time to lodge any formal complaint and it's far too late to start making a fuss about it now»*

# Questions?

