**Strategy-on-a-page - Purpose and Goals - draft for ccNSO Council**

This document: [https://docs.google.com/document/d/18kS42BvVyOhLnoVcMB0yKkCJ9dwgcwvXloiCiK1t3Y/edit](https://docs.google.com/document/d/18kS42BvVyOhLnoVcMB0yKkCJ9dwgcwvXloiCiK1t3Y/edit)

This is a **first draft** for the ccNSO Council to consider and shape, prepared by the Triage Committee.

**Our purpose:** In July 2020, the ccNSO Council agreed that from their perspective, the value and purpose of the ccNSO for the ccTLD Community and other stakeholders is as follows:

The ccNSO provides a global platform for ccTLD managers to:

1/ Undertake policy and policy-related work  
2/ Cooperate and learn  
3/ Engage with other stakeholders  

Moreover, the ccNSO is the supporting organisation within ICANN specifically for ccTLD managers and the decisional participant through which the ccTLD Managers act.

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<tr>
<th><strong>Goal:</strong> Evolve the global policies that serve ccTLDs in the ICANN environment, consistent with ccNSO values and the needs of ccTLDs.</th>
<th><strong>Goal:</strong> Support the growth and development of ccTLDs around the world through the exchange of information and ideas, and building strong relationships.</th>
<th><strong>Goal:</strong> Contribute to ICANN’s broader work on its core mission and responsibilities, to advance ccTLD perspectives and interests.</th>
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<td><strong>Outcome:</strong> Policies are suitable for ccTLD needs.</td>
<td><strong>Outcome:</strong> ccTLDs experience ccNSO as a positive force in their evolution.</td>
<td><strong>Outcome:</strong> The ccTLD voice is part of key work by ICANN beyond the limited scope of the ccNSO itself.</td>
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**Foundation/s:**

- Clear tracks of participation to nurture and grow ccTLD participation in the ccNSO  
- Clear, modern, transparent processes and information sharing to support an open and effective organisation  
- High quality support from ICANN staff to facilitate the operations of the ccNSO