



**NIC MÉXICO**

# What could be the ccTLD Social Responsibility

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# Social needs as a trigger



- For many organizations, Social needs (poverty, pollution, hungry, health, etc.) represent the signal to become involved and look for solutions.
  - What could be the role of an Organization in their local community?
  - What could be the role of a ccTLD within their local community?
  - Are there any differences?

# Reponses from Organizations (ccTLDs)



- Initial response is: Philanthropy
  - Schools, vulnerable communities, welfare support.
  - It's **good**, it makes a better world and it should continue (but it doesn't solve any problem or is limited...)
  - It could be done by someone else.
- Next response is: Corporate Social Responsibility
  - Wider concept, compromise with community, authorities, environment.
  - It's **good**, it makes a better world and it should continue (but there might be something else we can do as a ccTLD...)
  - It could be done by someone else.

# The .MX reflection



1. We want to make sure to address our most relevant goals (Mission/Vision)
  - That IS THE MAIN SOCIAL RESPONSIBILITY of every single organization.
  - If we don't do it, NO ONE ELSE WILL!
  
2. We want to make it with highest technical, service and employee satisfaction standards
  - And make it efficient and sustainable.
  - If we don't do it, NO ONE ELSE WILL, either!

# The .MX reflection



3. We want to spread Internet principles and Internet Governance Principles.
  - We have a role, we are part of an ecosystem
  - We make contributions to organizations with an specific role to protect those principles
    - ISOC (membership and NGL program), ISOC Mexican chapter, ICANN
    - Accurate demographic and Statistical information (The World Internet Project Mexico: WIP.MX)
  - We help create Regional organizations to support Internet growth and development in the region
    - LACNIC (Founding members), LACTLD (Founding members), LACNOG (Founding members)
  - We are founding a local (MX) initiative to discuss IGF topics respecting IGF principles

Do what no one else will, what no one else can do... or at least, what no one else can do it better!