

ICANN 75
ANNUAL GENERAL
KUALA LUMPUR



Planning for Universal Acceptance (UA) Day

ICANN75 | 22 September 2022

Universal Acceptance Steering Group (UASG)



Universal Acceptance

Session Overview

- Introduction to UA
- Introduction to UA Day

- ALAC - Satish Babu
- ccNSO - Qing Cai
- GAC - Nigel Hickson
- GNSO - Christian Dawson

- Community Input – Moderator: Anil Kumar Jain

Universal Acceptance (UA)

To address UA, the Universal Acceptance Steering Group (UASG) was organized as a community initiative.

Vision

All domain names and email addresses work in all software applications.

Impact

Promote consumer choice, improve competition, and provide broader access to end users.

Universal Acceptance and Categories Impacted

UA: All domain names and email addresses work in all software applications.

Domain Names (including Internationalized Domain Names):

- New short top-level ASCII domain names: example.sky
- New long top-level ASCII domain names: example.engineering
- Internationalized Domain Names (IDNs): คน.ไทย

Email Addresses (including Email Address Internationalization):

- ASCII@ASCII (new and long TLD): ekrem@misal.istanbul
- ASCII@IDN: marc@société.org
- Unicode@ASCII: 测试@example.com
- Unicode@IDN: अजय@डाटा.भारत
- Unicode@IDN; right-to-left scripts: ای-میل@مثال.موقع



Accept



Validate



Process



Store



Display

UASG Working Groups

UASG WG	Role
Technology WG	Oversees remediation work on standards, programming languages, tools, and development platforms.
Email Address Internationalization (EAI) WG	Oversees engagement with email software and service providers to make them EAI-ready.
Measurements WG	Identifies UA-readiness gaps in tools and technologies.
Communications WG	Develops communication strategy and oversees its execution in collaboration with other working groups.
Local Initiatives WG	Conducts national and regional UA awareness, training, and stakeholder engagements.
UA Ambassadors	Organizes training and outreach at national and regional levels.

Introduction to UA Day



Objectives of UA Day

In order to mobilize the technical community to become UA-ready, UA Day aims to rally local, national, regional, and global organizations to create a “buzz” around adopting UA.

- * Share UA challenges and current gaps in UA technology.
- * Drive change towards the UA-readiness of all software, systems, and devices.
- * Motivate technical and government decision makers towards UA adoption.
- * Create awareness of UA-related issues in the technical community.
- * Create awareness of UA solutions in the technical community.
- * Rally language communities together around UA, and towards enabling policies to promote UA adoption.
- * Celebrate the achievements of UA so far.

UA Day Strategy

UA Day will be a unique event, planned at three levels to conduct outreach to industry and academia, run hackathons, and more.

1. Local, national events between November 2022 – January 2023.
 - To be organized by UA Local Initiatives, UA Ambassadors and other community stakeholders, e.g., ALSes, ISOC chapters, etc.
2. Local and regional events in January and February 2023
 - To be organized in each geographic region with technology industry and community stakeholders, e.g., RALOs, regional business associations.
3. Local, regional and global events on 16 February 2023
 - To be organized on **16 February** every year starting in 2023, with technology industries and other global stakeholders.



UA Day Planning

- * In developing the plans around UA Day, the UASG seeks support, commitments or proposals for holding UA Day events from the following:
 - ICANN SOs/ACs
 - GAC members, who can work with their respective governments.
 - Other global organizations to promote UA, e.g., ALSes and ISOC chapters.

- * Decentralized planning
 - * The UASG is developing a framework with materials and guidelines for stakeholders to organize UA-Day sessions.
 - * UASG will give organizations the flexibility on how to organize the sessions within this framework.

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Potential Organizations to be Involved in UA Day

To organize UA Day events, the UASG will reach out to:

- * Supporting Organizations and Advisory Committees (SO/ACs)
- * Regional organizations, RALOs and ALSes
- * ISOC Chapters
- * Academia
- * Language communities
- * Government departments
- * Global technology organizations , industry bodies
- * Telecommunication/ICT regulators, mobile phone operating systems
- * International organizations (e.g., UNESCO, etc.)
- * Relevant open-source communities
- * Standards bodies (e.g., Unicode,W3C,WHATWG,etc.)
- * Registries, registrars, resellers, ISPs
- * Email service providers

Outreach Package for UA Day

The UASG will develop and distribute the following outreach and training materials to collaborating organizations for UA Day events. These would cover both general messaging and technical training.

Outreach materials:

- * Half-hour event
- * One-hour event
- * Two-hour event
- * A quarter day event
- * A half day event

Technical training materials:

- * A full-day event
- * A two-day event

Financial Support for UA Day

The following budget is proposed in the [FY23 Action Plan](#), to be supported by ICANN org:

A5 Organize UA Day in Feb 2023			
	A5.1	Support regional events – one in each geographical region	\$ 25,000
	A5.2	Global UA Day Meeting / Workshop	\$ 30,000
	A5.3	Local Hackathon/Workshops by UA Local Initiatives and Ambassadors	\$ 30,000



Be a Part of UA Day

Contribute to UA Day events globally!

Please send your proposals for organizing a local UA Day event to info@uasg.tech.

A UA Day Proposal Template will be published on uasg.tech with further details on how to organize UA Day events.



Input from Panelists

ALAC - Satish Babu

ccNSO - Qing Cai

GAC - Nigel Hickson

GNSO - Christian Dawson



ALAC's Work on UA and IDNs

- * ALAC is keen to support and promote work around UA and IDNs.
- * The current initiatives include:
 - * At ICANN75, ALAC is planning a session to discuss the preliminary findings from the End-User Survey on IDNs that ALAC has carried out with the Hindi Language community in India.
 - * The ALAC Team continues to participate actively in the EPDP on IDNs.
 - * Immediately after ICANN75 (on 25 Sep. 2022), APRALO is organizing a special session on Universal Acceptance at Hyderabad, India, as a Day 0 event of inSIG2022, jointly with three UA Ambassadors and Local Initiatives based in India.
 - * The At-Large community is enthused about UA Day being scheduled for Feb. 2023 and is waiting for the formal announcement and details of the event.

Input from Panelists

ccNSO - Qing Cai

GAC - Nigel Hickson

GNSO - Christian Dawson



Community Input

Anil Kumar Jain - UASG Communications WG



Question and Answer (Q&A)

Get Involved!

Follow, share, like, and engage with the UASG on social media.

Use the UASG hashtag in relevant posts: [#Internet4All](#)



Twitter: [@UASGTech](#)



LinkedIn: <https://www.linkedin.com/company/uasgtech/>



Facebook: <https://www.facebook.com/uasgtech/>

Join the UA Discuss email alias: <https://uasg.tech/subscribe>

Report a problem if you find an application or webpage that is not UA-ready: <https://uasg.tech/global-support-center/>

For more information, visit <https://uasg.tech> or email info@uasg.tech.