



## FY20 COMMUNITY REQUEST FORM

The deadline for FY20 Budget consideration is **25 January 2019**. All questions and completed forms should be sent to **planning@icann.org**.

### REQUEST INFORMATION

<b>Title of Proposed Activity</b>		
IDN and Beyond		
<b>Community Requestor Name</b>	<b>Chair</b>	
Lianna Galstyan	Satish Babu	
<b>ICANN Staff Community Liaison</b>		
Heidi Ullrich		

### REQUEST DESCRIPTION

#### 1. Activity: Please describe your proposed activity in detail

Implementation of IDN program is key to the Multilingual Internet. Armenia has launched IDN ccTLD in 2015 but so far it is not popular among end-users. Some of the reasons are the lack of awareness within the community as well as the incomplete functionality of IDN email addresses. Therefore, we plan to have a one-day event about the IDNs and recent development of Universal Acceptance implemented by the Universal Acceptance Steering Group (UASG) to be held in Armenia.

Speakers from ICANN community, UASG, IDN ccTLDs from the neighboring countries and the AP region will be invited. UASG members can make a presentation on recent developments, while the IDN ccTLD representatives will share the current situation in their corresponding Registries.

Support of \$3,000 is being requested.

#### 2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other

Meeting organization including travel support of speakers if funding permits

#### 3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity

One time activity planned for October 2019

### REQUEST OBJECTIVES

#### 1. Strategic Alignment. Which area of ICANN's Strategic Plan does this request support?

2.2 Proactively plan for changes in the use of unique identifiers and develop technology roadmaps to help guide ICANN activities.  
Improve technical acceptance of Internationalized Domain Names (IDNs), within operating systems, applications, services, etc.



# FY20 COMMUNITY REQUEST FORM

- It is very important to understand and share knowledge of the improvement and development of IDNs acceptance by all operating systems and applications

**2. Demographics. What audience(s), in which geographies, does your request target?**

The proposal targets registries, registrars and end-users from Armenia as well as from the neighboring countries. Delegates from Georgia, Iran are planned to be invited.

**3. Deliverables. What are the desired outcomes of your proposed activity?**

Recent survey done by the IDN ccTLD of Armenia revealed that majority of Armenian population are not aware of IDN program, or what technical solutions/development been produced. The ideal outcome will be the increase of domain name registrations but a general awareness raising and end-users active participation of the program is the desired outcome of the event.

Another important aspect is to identify enthusiasts of end-users and technical specialists, who might become involved in working groups within ICANN.

**4. Metrics. What measurements will you use to determine whether your activity achieves its desired outcomes?**

We will prepare a survey to collect feedback from participants about the effectiveness and usefulness of the event and presented information.

The indirect monitoring of domain name registration number will also be considered.

## RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

**Staff Support Needed (not including subject matter expertise):**

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments

**Subject Matter Expert Support:**

**Technology Support: (telephone, Adobe Connect, web streaming, etc.)**

**Language Services Support:**



# FY20 COMMUNITY REQUEST FORM

<b>Other:</b>
<b>Travel Support:</b>
<b>Potential/planned Sponsorship Contribution:</b>
Armenian IDN ccTLD as well as some local organizations will co-sponsor the event. Have reached out to the USAG as well.