

UA EAI WG Meeting

17 August 2021

Attendees

Abdalmonem Galila
Mark Datysgeld
Mark Svancarek
Nitin Walia
Sasa Kovacevic
Sarmad Hussain
Samantha Mancia
Jim DeLaHunt
Seda Akb
Prince Andrew Livingstone Zutah

Agenda

- 1) Welcome and roll call
- 2) Coordination with UA Comms WG on relevant items in FY22 Action Plan (e.g., E2.1, E2.2) – how to proceed?
- 3) Issue about display name
- 4) Continue work on [self-certification guide](#)
- 5) AOB

Meeting Notes

The group continued working on the items in the FY22 Action Plan that called for coordination with the Comms WG:

A suggestion was made to come up with a better term than “EAI”, it was noted that this could be included in the discussion with Comms as well.

E1 – Make it easier to experiment with a self-hosted working EAI system

It was noted that once finished it would be beneficial to have the Comms WG to promote it. It would also be necessary to identify who the stakeholders are, who should be made aware of it, how the information will be disseminated, and how the roles should be divided amongst the Comms WG and EAI WG. It was noted that this item can also be a part of a bigger campaign about promoting EAI. E1 is just setting up the email system and making sure it works, people need to know about it and be persuaded to spend time thinking about better email, which will involve a conversation about UA in general.

It was asked if anything can be done with the Comms team prior to the completion of E1, and it was noted that the EAI WG can communicate with the Comms WG that this is in progress, and have them think about where it fits into their larger persuasion campaign, to see if they have input in terms of a better way to set it up in order to help accomplish their goals.

Summary: Communicate with the Comms WG about the intent and proposed schedule for E1 and get their feedback to make it messageable. When ready, inform them and collaborate on the messaging.

E2.1 – Ask mail service providers - do you have customers that would like to participate? / E2.2 – Identify customers to showcase

It was noted that for these items the EAI WG would need to ask the Comms WG to create a list of bullet points and identify which mail service providers to connect with, as well as identifying what operational work the EAI WG can do to provide support. It was also suggested that the EAI WG identify a benchmark in terms of size of the customers.

Summary: If EAI WG provides the list of providers, collaboration with the Comms WG can begin on the request verbiage.

E3 – Make it easy for individuals to experience the use of globally inclusive email addresses

It was noted that the EAI WG will create a first draft, then ask the Comms WG to review and provide input. It was also noted that the EAI WG would need the list from the Comms WG for E2.1 and E3, and that although they start at the same time, they don't depend on one other.

If the EAI WG provides a list of service providers and their services, then the Comms WG can create user centric documentation and publish it. Since the Comms WG is managing the website and social media part, the EAI WG can ask that they list details on the website and promote in social media channels.

Two roles were identified for the Comms WG on this item:

1. Working with EAI WG to develop a message for the end user or service provider.
2. Undertaking of the dissemination itself. For that the EAI WG needs to develop a holistic approach where the Comms WG works with ambassadors and local initiatives to develop a strategy and get the message out.

Summary: If the EAI WG provides a list of service providers, then a discussion with the Comms WG can be kicked off about the messaging and document development approach. Work will be done with the Comms WG to build the message together, using the Comms WG to help tie the message with the other WGs. Once the message is out, the Comms WG can disseminate it.

General notes:

It was brought up that the Comms WG probably has an idea about what UA messages they want to promote, it would be valuable to see how the ideas about email promotion fit into the priority list. How can the EAI WG come up with a valuable message that will go to the top of a list?

It was noted that the document produced from E3 will probably use the list of service providers identified by E2.2, so it would be best to complete E2.2 first, then E3.

It was noted that the messaging is applicable to 2 groups: potential users and admins and existing or potential service providers. Messaging would be needed for both target groups on E1, 2 and 3.

It was also noted that a single UA and email marketing plan can probably incorporate all of E1, E2.1, E2.2, and E3. They all represent different ways to communicate and persuade.

E4 – Establish a regular line of communication with UASG WGs supporting their actions

The rationale is that UASG WGs are very productive but don't benefit enough from each other. It was suggested that across the various UA WGs there should be an internal meeting every once and a while (separate from the ICANN meeting) where the WGs can go through ideas, discuss each other's plans, and align goals.

It was suggested that Göran, or another board member, participate in a general coordination call so that they can understand the requirements and approach of the activities undertaken by the UA WGs. It was noted that although board members and exec team members have been regularly attending ICANN UA sessions, and expressed an appreciation of the discussions, the WG felt it would be more beneficial if someone from the board or executive team is involved in a WG or perhaps takes on the role of sponsor for engagement with targets. It was noted that the ICANN org team can help facilitate.

It was also noted that it's easy to ask if a project is a priority, but would be better to ask what the board's priorities are and figure out how the project in question fits into their priority list. In this sense, it would be framed so that the project is helping them to achieve their priorities.

Summary: Request board members to confirm that it is actually a priority by including them in cross group meetings and having them help with the Comms WG.

E5.1/E5.2 – Improve support of globally inclusive email addresses by engaging market share leaders, not limited to email service providers

It was noted that market leaders are people that use email addresses as identifiers in general (Facebook, eBay, etc.). There is an action item for ICANN org, the dependency being the information coming from the EAI WG/Comms WG to ICANN. The EAI WG needs clarity on what the messaging and desired outcomes are when reaching out. The EAI WG also needs a list of

companies to reach out to, not just mail service providers, but a priority list from the Comms WG or EAI WG for ICANN Org to reach out to.

It was noted that there is an [RFP](#) out on communication in the context of SubPro which deals with UA messaging, and that some of the input provided could also be used to help.

A filter that could be considered for E5.1 is choosing who to approach: which market leaders cause the largest obstacles to UA by rejecting the use of globally inclusive email addresses and URLs?

Summary of Comms Role in EAI FY22 Plan:

- E1. E2, E3 are part of a single marketing/awareness program.
- Communicate to comms team about the intent and likely schedule of E1; get their feedback on how to make it measurable. When ready, inform the and collaborate on messaging. Messaging is applicable to 2 groups : potential users and admins, and existing or potential service providers.
- E2 if EAI WG provides the list of providers, we can begin to collaborate on the request verbiage
- Need a benchmark for the size of the providers.
- E3 If EAI WG provides a list then kick off a discussion with Comms about the message and document development approach. Start with social media and UASG website – these are not blocked waiting for EAI WG. 2 distinct roles (1) work with EAI WG to create the over-arching message, with WGs and ambassadors (2) disseminating the message. Comms already has an idea. Ask them how we fit in, how are we prioritized, and how we can tweak our portion of the message.
- E4 Request: Board member to confirm that it’s a priority. Include them in the cross-group meeting. Have them help with comms. Ask what their priority is and see how we fit in. Let us help you.
- E5 bring in the Board see if they will sponsor a relationship

Public Comment Feedback

It was noted that based on the public comment feedback, 2 stakeholders were added to the stakeholders page of the FY22 Plan. The EAI WG hasn’t done any planning around stakeholders #5 (TLD registries and registrars) and #6 (Academia). A suggestion was made to discuss these at a future meeting and see if there’s anything EAI would like to do focused on these stakeholders.

Issue about display name

This item came from the recent email discussions. When someone who reads language A receives an email in language B with an email address in language B, but they cannot read language B, what should the email program do? One possibility is that the program makes a version of the sender email readable in language A – transcription or transliteration. It was noted that this extra step of helping with unfamiliar languages would be categorized as PLATINUM.

A solution was proposed that users can select a display name for their email addresses. They can use the display name in their own language when communicating with people who read/speak their own language, and other email display names to communicate with other languages. The mail server can check to see if it's enabled or not, and if the destination has the language, it can select one of the display names from different languages to reach the other end. The main concern in this scenario is how to ensure the display name is the correct one.

Another proposed solution was to leave it up to the user to decide which display name they use.

It was noted that it's important to differentiate between Transliteration and Translation. Transliteration is easier and more likely to be perfect than translation.

The WG chair noted two items on this subject:

1. Ironically in the earlier drafts of the EAI technical document they put forward a concept for tagging these aliases together. It was suggested that it was like science fiction unless someone creates an RFC to do it.
2. The focus for the EAI WG's work is on speakers of the same language that want to talk to each other. The connection between speakers of other languages is secondary, applicable only to highly educated people who work internationally. It could be discouraging for people to adopt if they think it's too complicated.

Next meeting: Tuesday, 24 August 2021 UTC 1530-1630

Action items

No.	Action Item	Owner
1	Plan a bimonthly meeting for all UA WGs to go through ideas, discuss each other's plans, and align goals.	Sarmad, Mark SV + WG Chairs
2	Add the new stakeholders (TLD registries and registrars & Academia) to the agenda for discussion at a future EAI WG meeting	Sarmad