

UA Measurement WG Meeting

13 December 2023

Attendees

Nabil Benamar

Imran Hossen

Jim DeLaHunt

Kunle Olorundare

Herve Hounzandji

Anna Bagdasaryan

Abdullah Qamar

Joel Okomoli

Nicholas Fiumarelli

Seda Akbulut

Meeting Agenda:

1. Welcome and Roll Call
2. Developing a [5-year action plan](#) for Measurement WG to achieve the [UASG's 5-year strategic plan](#) (30 min)
3. Drafting the SOW Rating email software using EAI Self-Certification Guide (phase 1) - Continue from the Project plan section. <https://docs.google.com/document/d/1kz4ZcEG1t-XTnpxpXgZMGG9iOoysYVJw/edit> (30 min)
4. EAI WG related SOW suggestions

Meeting recording: [Link](#), password X20qS\$2w^g

Meeting Notes

Seda presented the meeting agenda on screen and started the meeting. Nabil welcomed Jim to start with the agenda#4 first.

Agenda#4: EAI WG related SOW suggestions

Jim gave notification to the WG about the discussion with the EAI WG on 12 December 2023 on their SOW (Make it easier to experiment with [self-hosted] working EAI systems). One of the biggest questions there was how do we make it easier for the people that want to experiment EAI without having to switch their entire organization to a new email system. They may want somebody in their IT department to put up some test addresses. Maybe they want to do some marketing tests of whether customers respond better to internationalized email addresses in the local language rather than Latin script email addresses. EAI WG

would like to make it easier for those to experiment the EAI. So the idea was that the WG would commission the assembly of some existing software into an easy to test bundle. There are two options for this:

1. To deploy it on your own server.
2. Using free trial email systems.

The questions are how easy the experiment could be performed with the free trials, what scripts of email address the service supports.

Jim talked about the scenario of organizations willing to set up their own email systems using their own IDN domain names. EAI WG would like to allow those experiments to be enabled by providing some variety of example solutions in a report.

Nabil asked for clarification on what we mean by definition of easy and whether it is easy to experiment implementation or easy work for the users. Jim explained that it would be both. Mainly to set up the trial service, and provide understandable instructions to make it straightforward for both hosts and users (create, send, receive emails).

Jim said this would help the organizations to try out the Internationalized Emails, and help with decision making. Nabil agreed. Jim said the EAI WG would make an official request to the Measurement WG. Seda put this item in the 5-year plan as M15: "Evaluate the email systems (free services and the ones that can be deployed) in terms of how easy to experiment the EAI email services"

Agenda#2: Developing a 5-year action plan

Nabil asked Jim if planning for 5 years forward is practical. Jim said it would take more than 5 years by looking at the UA readiness status in the current situation. Jim said the strategic plan should be more specific and WGs should respond to what is achievable and what is not. Jim drew attention to the decreasing effectiveness of the work in comparison of ICANN's funding. So we should have smarter and realistic objectives.

Nabil also asked about the UA Day shifting the focus from awareness to adoption. He would like to know how to measure the adoption and help other organizations. It might take some years for academia to follow up the technology.

Jim would like to ask UASG what the strategic situation is and what the main obstacles are, and what the big forces are that would reward Universal Acceptance. Jim’s answer to this would be the demand-supply paradox. There should be a creation of demand, the customers should be well informed that UA is possible. What we could do is to shift the paradox, rather than focusing on technology, we should take a look at the business perspectives as well.

Nabil talked about the white paper previously published, and plans for UA adoption related tech-support, also to showcase those who have already done the adoption. For the time being, there is no example to show yet. This would be interesting to see during the upcoming UA Day events. This would provide some reflection of the importance of UA. Jim said success stories would be very powerful, people should talk about the benefits.

Jim talked about the example of the Government of Rajasthan State employing the EAI for their people to get email addresses in local language. When the users could get more benefit from the cost of implementing it, that would be a good story to share. Seda noted this as action item M16:

M16	Studies and tasks related to business benefits vs cost balance	<p>UA Adoption success stories (e.g., through UA Day) that talk about benefits, costs, impacts, technical and economic challenges and benefits.</p> <p>Data collection for similar work based on geographies, countries to showcase the costs and benefits for businesses and/or industries, cultures in those countries.</p>
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Jim suggested that another thing to do during UA Day is ask and listen to the assembled audience about their thoughts on email addresses and domain names in their local languages, and brainstorm with them. Those would be interesting data to collect. Nabil agreed that the audiences of UA Day should be encouraged. Nabil also shared his experience of UA Day Morocco that the audience was curious but not enthusiastic about UA in their business. Nabil clarified that he did not mean to generalize, and other countries may have different audience vibe.

Nicolas said that he was from LACNIC, but attended the meeting as an individual. He shared that the analogy of technology is not mandatory, just like what he experienced with the MANRS Steering Community, there are similar challenges like advocacy and letting people experience the value of UA hands on. The good thing is that many language communities have come together for the purpose of UA, and good ideas were shared.

Jim said the topic of benefits of UA would come from the people who are not in this meeting at the moment. People who are already active on the internet are mostly the ones who can live in the world of Latin Script domain names and Latin Script email addresses. The benefit of UA would come from those who do not function well in this world, and would do much better in the environment of their own languages. They may not be part of the UASG or related conversations. UASG could bring those people in for the conversation, and learn from them about the values of UA and discover new perspectives. Nabil agreed.

Kunle said that we may need more people's opinions. The current issues need to be figured out with more help from the respective language users. The 5-year plan needs to be broken down into each year's action plan by the WGs. Annual action plans would be easier to take on step by step.

This topic was noted as M17:

M17	Find ways of bringing active internet users into UASG platform to share their insights	Maybe a good target are the youth groups at the iG ecosystem, which is full of volunteers and advocates in their own regions. There are like global movements there
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Seda also shared that if the members feel something to be added to the 5-year action plan, and suggested WG to add inputs to the list.

Messages from Nicolas and Joel in the chat:

Nicolas: Great you put the HTML5 Email Field.

I think for a 5-year plan we need to learn from other analogue technologies that are not mandatory, so integrating with tech by default as a tool or library could be the way. Just thinking of an analogue with DNS-SEC, RPKI. Also some incentive for students and researchers, Inter-University Collaboration Programs, etc. Maybe a good target are the youth groups at the iG ecosystem, which is full of volunteers and advocates in their own regions. There are like global movements there

Joel: We can also target tech groups such as IEEE and IETF

Nicolas: I remember last year some colleagues from youth Uruguay talked with some gov authority here to correct the UA_NOT_readiness of their e-mail servers. I dn if it was corrected but is a first approach that demonstrate what users's communities can do for advocacy.

Survey report from the UA-Tech WG

Seda shared the link to the [survey report](#) and talked about the survey results conducted by the Tech-WG, suggesting that the survey outcome might shed some light on the planning. There are insights from UA experts about challenges and opportunities for UA implementation. WG could review the report and add more inputs to the 5-year planning list.

Agenda#3: SOW (Rating email software using EAI Self-certification Guide)

Seda shared the link to the SOW and presented the draft, and the scope is Gmail, Microsoft Outlook, and Zoho2. The 'Description of Work' was mostly done. The only change was about the bug reporting, the instruction was for the vendor to find out the bugs, however, not required to report them to the companies. Since the contract for SOW would be a short period of time, the bug reporting and follow-up would better be handled by ICANN. The vendor will report the certification levels for each software to WG, also on problems with the software, and or problems with the guide.

Seda suggested WG review the 'Description of Work' and confirm before moving on to the 'Deliverables' section. Jim asked to confirm if everyone is on the same document, and Seda added the discussed updates.

Jim suggested adding a new item in the sub-bullet of #3 as: "Determine the certification level using the self-certification guide, and report the certification level which it shows."

Seda presented the listed items in 'Deliverables' for the WG to review.

Jim asked if there were expectations for another tester to run the test on the same software again. In case anybody challenges the work, it would be appropriate to have well documented test cases and test results. Seda explained that this would be for the future reference. Jim suggested wording changes and updated 3.c as "notes on testing procedure with sufficient detail to respond to challenges of test results."

Jim said there are some overlaps between 3 and 4 and suggested that it would be good to have an evaluation report for each tested product. In case the product owner might contact us and would like to know more, we should be able to give them a relevant report which is only about the one product and not others. Discussion was paused due to time constraints.

Next Meeting

Nabil and Jim discussed the next meeting date and time. The proposed date was 03 January. Joel suggested 10 January, but Jim suggested having a doodle poll to decide between 3 and 10 Jan. Joel said please notify two days before the next meeting.

The meeting ended.

Next meeting: [TBD] January 2024, Wednesday UTC 15:00

Action items

No.	Action Item	Owner
1	Review the Survey Report from the Tech WG	Measurement WG
2	Prepare to finish the SOW	Measurement WG
3	Meeting day and time update to be sent to WG	Seda
4	Send the meeting time poll to the mailing list	Seda