

# UA Comms WG Meeting

## 18 October 2021

### Attendees

Lilian Ivette Deluque  
Mark Datysgeld  
Maria Kolesnikova  
Adebunmi Adeola Akinbo  
Arinola Akinyemi  
Collin Roberts  
Jane Sexton  
Gwen Carlson  
Seda Akbulut  
Poncelet Illeleji  
Raymond Mamattah

### Agenda

1. Welcome and Roll-call
2. Continue discussion on the potential list of case studies, and agreeing on the next steps
3. AOB

### Meeting Notes

#### Case studies:

In the meeting, updates on case studies discussed in last meeting were presented. A new case study is proposed from the Indian region which might be included in the list.

The list goes as follows. First three case studies are prioritized.

1. UA University Projects and Hackathons  
University project in Egypt, Hackathons in Serbia and Thailand.  
The Serbian hackathon was held one month earlier so it will be shared with WG.  
Africa region: UmojaHack Africa hackathon connects 1000 African students on Zindi  
<https://www.google.com/amp/s/www.benjamindada.com/umojahack-africa-hackathon/amp/>  
This case study will be a merged case because both somehow target universities.
2. Tools: Commingate PRO and Bitrix CMS (will be merged)  
This case study can also be merged.
3. Guidelines to promote the use of IDN and IDN ccTLDs among ASEAN community report  
Indian website accepts EAI in all forms. It will be better to include more UA ready websites instead of only one. The other website can be “woman.ru”.

4. Indian Government: Rajasthan Police, Karnataka state gov't: This one can take time to get enough information.
5. NIXI (TBD): This is not currently UA ready so it won't be included now. There was a [white paper](#) presented by APTLD, ICANN and UASG about ccTLDs achieving UA readiness. We might need to give a reminder to everyone about this paper. It will be good to have other registries and ccTLDs under the same UA case study.
6. This was excluded as it will be done as a blog: German Federal Ministry of Interior, Building and Community
7. UA Local India Chapter, has a case study of one of their members "Mera.Bharat".

**Case studies** so far reflected the general approach and managerial aspects of UA readiness. Perhaps in the next case studies, we can also get information about the technical aspects, development sides. How they benefited from UASG033 or other documents. The questions can be answered both by the managers and the technical developers. This way we can have different types of information on the cases. Questions are not mandatory when preparing the case study. We can be flexible and let the organization come up with their composition. If needed, customized questions for their role can be provided in a generic way.

**For social media campaigns**, it was discussed how we can run paid campaign. For that we need to look into deep details of our Facebook page followers, engagement and what kind of material is liked on our page. For paid campaigns our content must be focus and target our audience. The key message should be identified for each type of audience. We need to make clear plan for not wasting our money. It was stated that paid campaigns are not expensive to worry about. Technology Influencers can also be regarded as an audience as well.

We also need to target **big tech companies** who are likely to invest. The group also started to work on identifying the big technology companies. As a first step, we develop the criteria about identifying those companies. Then we will get feedback from other WGs to make the list larger.

**Regarding UASG033**, a list of maintainers is ready. According to a past experience a few years ago, when CIO's were reached out, the response rate was low and there was only little interest. Therefore, it was suggested that looking at our network to see if we have any contacts on those organizations might be more effective. And instead of the Comms WG, this effort may be managed by EAI or Tech WG.

The agenda item for next meeting was set as looking at the case studies, uasg.tech website

**Next meeting:** Monday 1 November 2021 UTC 1600-1700

## Action items

<b>No.</b>	<b>Action Item</b>	<b>Owner</b>
1	Contact Communicate, Bitrix and Serbian Registry if they agree for a case study	Maria
2	Ask ambassadors, and chair of WG, Coordination WG for any latest hackathons	Maria
3	Ask Adebunmi to share case study questionnaire	Maria
4	Share link of big tech companies	All
5	List of open source maintainers to be reached out	Mark D