

UA Comms WG Meeting

23 January 2023

Attendees

Anil Kumar Jain	Olivier Kouami
Benedict Sagoe	Raymond Mamattah
Carine Malor	Regina Fuchsova
Jane Sexton	Samwel Kariuki
Maud Adjeley Ashone Elliot	Sushanta Sinha
Mohammad Abdul Haque Anu	Theorose Elikplim Dzineku
Mohammed Awal Alhassan	Seda Akbulut

Agenda

1. Welcome and roll-call
2. Updates on Quarterly [UASG Newsletter](#) Contents ([drive](#))
3. Some action items from ICANN org and BIUWG Meetings
 1. UASG to work with the Communications team to look into developing a video on UA by the Board members, also providing the talking points for them.
 2. UASG will make a business plan for each [big technology organization](#) to build dialogue

Six companies shortlisted (two from each category):

1. Search Engines: Google and Microsoft (Bing)
2. Mobile Phones: Apple, Samsung
3. Social Media: Youtube, Meta (formerly known as Facebook)

For communication to the above companies, we may first appreciate their existing efforts in UA because every company has a priority and business plan to implement UA in their industry. Second, we may write about the efforts ICANN undertook for the last 10 years under UASG which include technical development with respect to guidelines, sample codes, training, evaluations, etc. We may also adopt a research report conducted in 2017 which estimated an approximate business opportunity of 9.8 billion dollars for adoption of UA. (Or renew this study?) We may invite them separately in a conversation with UASG and motivate them to join efforts of UASG in future.

- 4. Google Doodle for UA Day
- 5. Preparation for the UA Day (audio, video materials, etc)
- 6. AOB

Meeting recording

Meeting Notes

Anil started the meeting by requesting the material (audio, video, text or training material) support for UA day celebration. The topic was added to the agenda.

Updates on UASG newsletter

Seda said Raymond had sent the outline for the newsletter and there were some comments on the document. Since this is a quarterly newsletter, this would be good to be published before the UA day (tentatively next month). Anil and Raymond asked the UASG chairs to provide some text for this, however, there was no response or feedback yet. The drive folder which includes the content for the newsletter is linked in the agenda, there are reports from the local initiatives.

Raymond said he got feedback from Satish, Anil and another person. Next step is to follow up with Dr. Ajay Data and include other online materials. Anil said the messages from another UASG chair would be received tomorrow. Meanwhile, reviewing the comments in the newsletter template was processed by the meeting participants.

Raymond said for the newsletter, the remark from the chairpersons of UASG would be included only in this issue, and for the next issue, would like to receive from different working groups and it would not be the same for all issues. For this first round, it would focus on calling people to join the WG's.

“Upcoming events related to the UA day” section is added to the “Highlights” part of the newsletter.

Anil sent one more of the UASG chair's remarks during the meeting. Raymond would add the UASG chairs remarks to the newsletter offline and adjust the format. Anil suggested taking inputs from all members first and then leaving the final adjustments to the newsletter team or ICANN Comm group. Samwell suggested avoiding having repeated information on the newsletter.

Action items from ICANN org and BIUWG Meetings

Summary of action items were as follow:

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Six companies shortlisted (two companies from three categories):

1. Search Engines: Google (Google Search), Microsoft (Bing)
2. Mobile Phones: Apple, Samsung
3. Social Media: Youtube, Meta (formerly known as Facebook)

For communication to the above companies, we may first appreciate their existing efforts in UA because every company has a priority and business plan to implement UA in their industry. Second, we may write about the efforts ICANN undertook for the last 10 years under UASG which include technical development with respect to guidelines, sample codes, training, evaluations, etc. We may also adopt a research report conducted in 2017 which estimated an approximate business opportunity of 9.8 billion dollars for adoption of UA. (Or renew this study?) We may invite them separately in a conversation with UASG and motivate them to join efforts of UASG in future.

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Anil said most of the tech companies are on the track on UA, for example, Google India just announced it is working on a hundred Indian languages to be included in their search engine. If we were to write letters to those big tech companies, we must appreciate their efforts, and also share what we are doing right now for Universal Acceptance and multilingual internet, and how we can help the developer community, user community. We need to let them know what could be expected from ICANN in the future. If possible, each of them could be invited to have a separate conversation with the UASG group members, because having all of them in the same meeting might be distracting. Anil expressed his thought that they would have potential to collaborate with ICANN on this work.

Seda asked regarding the white paper of business opportunities in 2017, if it would be necessary to review this study or just use the assumptions at this moment. Anil said Comms working group of UASG may attempt to have another study to renew the current one since it is 5 years old. Anil suggested adding this to agenda items.

Samwel commented on the suggestion list that some of the companies seem to be coming from the same tech-group, and asked if it would be possible to include from the different groups like linkedin or twitter.

Google Doodle for UA day

Seda updated that there is work going on about the submission on the UA day to Google Doodle. The proposal would be shared with the legal team first to share the UA day and UASG logo to make the artwork, so depending on their feedback, a doodle would be submitted to be shared on the UA day.

Anil shared that there is a separate group working on various activities of UA day to be celebrated on 28 March. UASG has funds to celebrate UA day in various countries and cities, and the length of the event can be from two hours to half day or full day depending on capabilities and capacity of each and every country. Anil highlighted that the last day for the UA day proposal is 31 January. The contents and audio, video materials would be shared to them, as well they can create their own content in their own languages. In case the working group members have any suggestions, Anil suggested adding them to the google doodle and he would convey them to the UA working group to be discussed.

Preparation for the UA Day

Anil asked about the list of available materials and websites. If there are other materials from ICANN that the working group did not know of, he would like to remind ICANN to share them as well.

Anil also asked the WG members who were in the meeting to convey the message to other absent members and suggested reminding them to add comments and suggestions or any other related ideas.

AOB

Sushanta asked for a design soft Banner that can be printed locally

Next Meeting: Monday 5 February 2023 UTC 1600-1700

Action items

No.	Action Item	Owner
1	List all UA Day Available materials	Seda
2	Share UA day support materials	Seda
3	Add suggested info and Adjust the newsletter template	Raymond

