

UA Comms WG Meeting

13 November 2023

Attendees

Anil Kumar Jain

Raymond Mamattah

Krislin Goulbourne-Harry

Franklin Agbenyo

Maria Kolesnikova

Arinola Akinyemi

Barkha Manral

Bernard Sackey

Hadia Elminiawi

Harsha Wijayawardhana

Juliana Harsianti

Letsatsi Lekhooa

Maud Adjeley Ashong Elliot

Mohammad Kawsar Uddin

Poncelet Ileleji

Sushanta Sinha

Adugna Necho Mulatu

Ece Cetin

Seda Akbulut

Agenda

1. Welcome and roll-call
2. Developing a [5-year action plan](#) for Comms WG to achieve the [UASG's 5-year strategic plan](#) (deadline 31 Dec 2023)
3. Develop and implement a strategy on how to reach out to different people to submit local/national/regional proposals. ([UA Day 2024 Planning](#))
4. Starting the newsletter issue#3
5. AOB

[Meeting recording](#)

Meeting Notes

Agenda#2: Developing a [5-year action plan](#) for Comms WG to achieve the

[UASG's 5-year strategic plan](#)

Anil welcomed the newcomers and participants and gave a speech about UASG and the importance of UA. He then shared the summary of UASG's 5-year plan which was reviewed by the community. With the UASG working working groups, annual plans for five years are being developed to reach the 5-year goals.

Seda displayed the main targeted goals on a 5-year [action plan](#) and their breakdown in years. She shared that the deadline for working groups to come up with a 5-year action plan is 31 December. Anil asked Seda to have a sub group to focus on a 5-year plan. Seda shared that the working group still has time in which about 4 meetings can be held. If we cannot complete it by then, then we can set up an additional call.

the 5-year plan has been shared with WGs and ua -discuss list already. It has also been shared at [ICANN78 session](#). Sushanta asked if it was an evolving document, and then Anil confirmed.

Anil summarized the 5-year plan and highlighted the certain groups that were identified as the catalyst achieving the UA-readiness goals:

1. Governments
2. DNS Industry and Service providers
3. Big technology companies

Anil explained the strategic action plan for future:

- We must communicate attractive stories and achievements to motivate stakeholders,
- Tech WG and Measurement WG should continue measuring the KPI and supporting the developments,
- UASG should continue capacity building activities.

Anil suggested that the next call should be dedicated to a 5 year plan only.

As there were no comments and suggestions for the 5-year action plan, Seda suggested going through the [FY24 Action Plan](#) as a starting point.

Harsha said the 5-year plan was too long for the fast-growing internet world. He suggested having a shorter plan for 1 to 2 years. Anil explained that ICANN, UN and IGF were doing similar plans, so we're aligning with them. He said that UASG was open for discussions, so we can always review and mid-course corrections in case it was required.

Maria asked for confirmation to have time to review the 5-year plan and to see if there is a necessity to change. She also suggested adding a range in the table where the targeted goals are listed. Poncelet agreed. Anil said the 5-year plan would be finalized after the community's input.

Seda continued to explain the FY24 Action Plan item by item. Anil asked the details of each item. Seda shared the progress updates as follows:

C1: Explainer Videos: In Progress.

C2: Writing Partner: Completed

C3: UA Content Matrix: Not started

C4: UASG.tech website update: Suggestions are collected. In Progress

C5: Outreach events: In Progress

C6: UA Day 2024: In Progress

C7: Case Studies: Not started

C8: EAI/Tech videos: Not started

C9: Newsletter: Two issues have been published. Third issue is in progress.

Agenda#3: Develop and implement a strategy on how to reach out to different people to submit local/national/regional proposals. ([UA Day 2024 Planning](#))

Anil shared that Maria, chair of the CIS-EE Local Initiative, already submitted a global UA Day proposal. He thanked her and invited more proposals.

Letsatsi said that he also submitted a local proposal for Lesotho.

Hadia mentioned that AFRALO's planning a regional online event, for which they may need support for an online platform. She also asked whether it will be an obstacle for AFRALO's regional event acceptance because their participants and ALSes submit individual proposals for local national events. It was responded by Anil and Seda that each category and event will be evaluated once all proposals are received.

Raymond Mamattah asked if the regional event is only virtual then it's not country based. He said it cannot affect a national event.

Abdulkarim mentioned global UA Day. He asked if one proposal for a global event was sufficient or if we were waiting for other proposals. He also asked if it had to be from local initiatives? Anil responded that anybody can apply. Maria mentioned that

the CIS-EE UA Local Initiative has proposed to host the UA Day keynote event in Serbia, Belgrade.

Raymond asked if they could easily get a visa for Serbia. Maria said more information on visas for Serbia would be available on the event website when it is open. She also provided information on visa requirements:

<https://www.mfa.gov.rs/en/citizens/travel-serbia/visa-requirements>

Seda asked the Comms WG to develop a strategy to reach out to organizations that can submit UA Day proposals. Interest groups. But at local/national and regional level, rather than on global level as we have received one from CIS-EE.

- **UASG Newsletter issue#3**

Raymond informed participants that he is doing a write up for the next newsletter.

Maria explained that previously, they intended to make UASG Newsletters on the monthly basis. She suggested making the newsletter on a regular basis, such as every month or every quarter.

Anil suggested that ICANN Guidelines need to be followed. He said collecting the information from UASG WGs and compiling them takes time. Additionally, ICANN's review adds up on this timeline. Therefore, Raymond said a monthly period is not possible. Anil agreed to Raymond. Maria said the quarterly period can also work for the newsletters.

Agenda item of the next meeting is decided to be on a 5-year plan only.

Next Meeting: Monday 27 November 2023, 14:30 UTC

No	Action Items	Owner
1	Share all the links in the meeting notes	Staff