

UA Comms WG Meeting

27 November 2023

Attendees

Anil Kumar Jain	Samwel Kariuki
Raymond Mamattah	Sushanta Sinha
Barkha Manral	Theorose Elikplim Dzineku
Krislin Goulbourne-Harry	Keolebogile Rantsetse
Abdulkarim Oloyede	Bibek Silwal
Maria Kolesnikova	Ece Cetin
Mohammad Kawsar Uddin	Seda Akbulut
Mohammad Abdul Haque	
Regina Fuchsova	

Agenda

1. Welcome and roll-call
2. Develop and implement a strategy on how to reach out to different people to submit local/national/regional proposals. ([UA Day 2024 Planning](#)) - 20 min
3. Developing a [5-year action plan](#) for Comms WG to achieve the [UASG's 5-year strategic plan](#) (deadline 31 Dec 2023) - 30 min
Review the comments on 5-year plan and address anything relevant
4. Newsletter issue#3 -5 min

[Meeting recording - Pwd: #p&HYE5x^t](#)

Meeting Notes

Anil welcomed the newcomers and participants and mentioned the importance of the 5-year strategic and action plans, and UA Day.

Agenda#2: Develop and implement a strategy on how to reach out to different people to submit local/national/regional proposals.

Anil started the meeting with agenda item #2. He reminded the last day of submitting applications is December 15th. He suggested reaching out to different people to motivate them about the UA Day proposal submissions.

Seda answered Maria's question on the number of UA Day proposals received and said the number was almost 25 by now.

Krislin asked whether they should be reaching out to local ISOC Chapters, and Anil confirmed that all of them should reach out to ISOC chapters in our own countries to inform them about the UA Day and motivate them to submit a proposal to organize a UA Day event.

Samwel said he was working for the Internet Society of Kenya and he would be helping them to apply. He suggested working with the local chapters and communities. He also mentioned that they would be requiring speakers to come and support after the approval.

Maria suggested connecting representatives and National IGF. She also suggested using the list of hosts who held events last year and informing them about UA Day 2024 proposal submission, then ask help from them to reach out to neighboring organizations if they are not organizing a UA Day event again.

Mohammad asked if there was an opportunity to apply for more than one event from a single country. He also asked if there is an opportunity to apply jointly for one application. Anil answered yes, it was possible for both of Mohammad's questions.

Seda clarified to Maria's question that people who hosted events before can host again, but if they are hosting an awareness event for the second time, ICANN cannot fund for this because the focus is shifted from awareness to training and adoption. She added, ICANN may fund previous hosts' events if they are hosting an event other than "awareness event". She also suggested reaching out to educational institutions and organizations to to inform about the UA Day event. She said, the stronger the application, the higher the chances to be selected.

Sushanta asked if the academic events are for one day and if it is also about awareness, Seda confirmed that they are one day events and mostly about UA

Curricula including different types of modules for different course programs, such as computer programming and will be introduced to people.

The WG member identified the following as to remind the proposal submission dates. Seda noted them to further check internally how the message can be delivered.

- ISOC Chapters
- IG Forums
- ALSs in various countries involved in IG
- Previous year's hosts and ask them to reach out to neighbor orgs if they are not organizing this year

Agenda#3: Developing a [5-year action plan](#) for Comms WG to achieve the [UASG's 5-year strategic plan](#)

Anil started a new discussion on a 5-year action plan. He asked if Seda can help go through the plan. Seda mentioned she added the comments that were received on the task section. Maria confirmed the suggestions as they are general high-level suggestions and she said it was also possible to add concrete task items for each year to be taken under them. Her suggestions are based on the Comms WG's role as a communicator. Seda read the comments one by one.

Maria mentioned there was some research on USD 9.8 billion economic benefits of UA but there is no new research on it. She stressed the importance of the stakeholders in making decisions.

Seda summarized the overall comments received for the 5-year plan, both from Jim and Maria. She highlighted two comments, one is for focusing on businesses and the other is evaluating each WG's strengths and to see what structural changes are necessary in future.

Anil suggested keeping on assessing the issues over a dynamic process and thanked Maria for reminding the importance of the research. He mentioned he requested a revised version of the research to have new data. He also suggested publishing different papers on how to implement IDN new gTLD for countries. He asked if there were any other comments from anybody else. Maria shared

that the focus should be on decision makers, such as governments and businesses.

Sushanta said the concept of the research will be very useful for the community. He suggested taking it seriously and planning for the communities. He said he supported the importance of the research. He asked what our approach would be to accessibility. He suggested having a plan on the approach and how to transform.

Anil asked Seda to brief the participants on the aspects of the steps and stages of UA Day implementations. Seda mentioned ICANN is providing these updates from time to time according to the updates ICANN receives from the internal teams.

Mohammad suggested making a strategy to target local journalists to write about the issues of UA. Anil suggested preparing a press note including what countries can benefit from UA and what steps can be taken, then Mohammad's suggestion can be implemented. Anil also suggested reaching out to various stakeholder groups for the UA Day celebration.

Maria agreed that the media approach should be improved. She suggested having a more general direction of work and then developing a task to improve the structure of the work and reach these directions. Anil agreed that adding actionable items is also important instead of only advising.

Maria also noted that it would be good to prepare a call-to-action item for the people on the ground so they can use these ideas in their local communities. Seda noted this under C11 item in the 5-year action plan and for UA Day. Anil said ICANN is working to strengthen relationships with the governments and large organizations such as Google. He said ICANN is also focusing on the domain name industry to implement these ideas.

Following items have been listed without any prioritization order:

[5-year action plan:](#)

Ref	Task
C1	Direction: Gathering and updating the most comprehensive knowledge base on Universal Acceptance (materials published on website, Github repository, community page, etc.);
C2	Direction: Generating new and informative content on UA thematic for each stakeholder group (videos, blogs, reports, smm-posting, etc.) for the following promotion and keeping in the knowledge base
C3	Direction: Promotion of UASG and UA-related content via different communication channels (SMM campaigns, publications in media, partnership with external platforms well-visited by key stakeholders, ICANN newsletters + UA-related events of different levels)
C4	Direction: Develop/update existing UASG communication channels/instruments and create new ones, if necessary (UASG website, social media pages, community page; Media; collaborative publications on UASG members and partners channels, etc). That should include regular audit of the channels, their update and further improvement. For example, SEO audit of the UASG website, audit and improving social media pages, evaluation of presence in media and other related platforms, etc.
C5	Direction: Building and developing internal communication processes within the UASG community. Including communication on UA-related topics within the ICANN community and its structures.
C6	Direction: Looking for and developing partnership with key influencers from the listed stakeholder groups (international organizations; IT giants; media platforms, etc).
C7	Task: Collect the good work of countries and regional organizations' UA adoptions and share best practices to motivate other stakeholders
C8	Direction: Publish a document on how to implement IDN New gTLD for countries (research new methodology for regular researches on UA)
C9	Task: Update uasg.tech and community page to become more multilingual
C10	Task: Hire local journalists writing up UA issues/new reports/an event/achievement etc in local media, press. Also reach out to local journalists to invite to the UA Day events in each country, encourage them to ask questions and interview at UA Day events
C11	Task: Prepare a call for action paper, list all actions for each stakeholders (businesses, governments, academia, developers, etc.)

Anil started the newsletter topic and asked Raymond to participate in the conversation. Raymond had technical difficulty in Zoom, so the newsletter conversation is postponed to the next call.

Seda asked if Anil had any suggestions on the action items and Anil mentioned it was important to find out different ways to reach out to stakeholders and previous year’s hosts and their neighbor organizations. Anil said he would attend all the working group meetings of all other working groups also, and he would appeal to all the members to reach out to their organization, their government.

Next Meeting: Monday 4 December 2023, 14:30 UTC

No	Action Items	Owner
1	Reach out to ISOC chapters in your own countries to inform them about the UA Day and motivate them to submit a proposal to organize a UA Day event.	Comms WG
2	Send a reminder to interested and relevant organizations about the UA Day proposal submission deadline	Staff
3	Attend all the other working group meetings to ask members to reach out to their organization, their government to host or attend UA Day meetings.	Anil
4	Plan comms material for the UA Day to cover “call to action for each stakeholder”	Staff