UA Comms WG Meeting
29 January 2024

Attendees

Anil Kumar Jain	Jimmy
Emanuel Oruk	Raymond Mamattah
Lavish Mawuena Mensah	Mohammad Kawsar
Godsway Kubi	Adebunmi Akinbo
Ruby Damenshie-Brown	Frank Anati
Stephen Dakyi	Franklin Agbenyo
Amina Ramallan	Yin May Oo

Agenda

1. Welcome and roll-call
2. UA Day Preparations - 10 min
3. Developing a 5-year action plan for Comms WG to achieve the UASG's 5-year strategic plan - 30 min
    1. Review the comments on 5-year plan and address anything relevant
1. Updates on Newsletter issue #3 - 5 min

2. AOB

Meeting Recording

Meeting Notes

Yin May initiated the meeting and left the floor to Anil for taking each agenda items.

- **UA Day preparation:**

Anil provided a quick background information and stats eregarding the number of shortlisted UA Day proposals. 56 national events are shortlisted out of 133 proposals from more than 50 countries. The UA Day team is preparing for the contracting process with the shortlisted event organizers.

Anil asked Yin May whether we have a detailed list of shortlisted proposals and whether we have presentations to be used in these events. Yin May answered that all details will be listed once the list is confirmed for publishing.

Amina shared the link to a UA event in which Nabil would be speaking and invited all to participate: https://forms.gle/qUQPkRwzCL4aeqYv6

- 5-year action plan

The discussion continued from where the WG has left, which was C8 action item:

C8: Direction: Publish a document on how to implement IDN New gTLD for countries (research new methodology for regular researches on UA)

Anil shared that the timeline for C8 can be from 2026 onward, which should be 4 months before the announcement of the New gTLD round. And this should be a medium priority. No comments were received and the WG moved to C9.

C9	Task: Update uasg.tech and community page to become more multilingual

No comments received for C9. Anil shared it should be top priority and to be done every year.

	Task: * Encourage local journalists writing up UA issues/new reports/an event/achievement etc in local media, press. * Also reach out to local journalists to invite them to the UA Day events in each country,
C10	encourage them to ask questions and interview at UA Day events.

Anil shared that we normally do not hire journalists, we only educate or motivate them to write articles. We should invite journalists and share our information with the community at large.
Adebunmi shared that the correct word is to motivate them and keep them

well informed. A media session is suggested.

C11	Task: Prepare a call for action paper, list all actions for each stakeholders (businesses, academia, developers, regulators such as governments and telecom regulators, etc.)

Adebunmi said that C11 is related to C11 and added that as a journalist, the media community will be able to inform the general public on what is going on in UASG, what is working for some people in certain places, and the small challenges that could be happening in some other places. This would encourage other people to know if they are able to support in ensuring a solution for either the business sector or the government sector, or be able to understand why they should emulate other countries who have not yet responded to a call from UASG. To share their success story or their challenges.

C12	Dedicated UASG (Commms or ua-discuss) member to establish a communication channel between UASG and SOs/Acs to join their meetings. Ask the existing/new liaisons to give feedback to UA. Create a mechanism to collect feedback and experience.

Anil shared that we already have liaison from Sos and ACs. It should be top priority and to be done every year every quarter. Raymond shared that other SOs and ACs should have liaisons as well.

C13	Promote UA adoption (policies) in case studies or produce videos.

No comments were received.

C14	Motivate technical decision makers to adopt UA in their existing, as well as future technologies

Anil said it should be taken as a regular basis and top priority.

| C15 | Promote the economic benefit of UA achievement along with the information on cost and time required for UA Adoption. |

Anil shared that C15 should be top priority and should be done in 2025 and 2029.

| C16 | Start UA adoption with UASG members' systems or at latest start creating demand through UASG members on the systems they use including the government e-citizen systems. |

Anil said that C16 appears to be part of C13. As there was no objection it was decided to be merged with C13. And C13 should be top priority.

| The new C16 | Make professional PR and marketing campaigns focus on key audiences to promote economic benefits of UA. |

Mohammad shared that it could be impactful to hire PR people for each country based on the needs of the country. Akinbo agreed to Mohammad.

Raymond said that this item sounds like the one that has to do with the journalists. So, it is a repetition. Getting PR experts from the countries will also conflict with the works of our Ambassadors. So, we'd better influence our Ambassadors to do better.

| C17 | Encourage start-ups, commercial companies, academia to drive system upgrading with technology leadership |

Adebunmi gave an example, the academy would adopt UA, add it to their curriculum, and use it to train the next generation of individuals. It would also affect the government in this way. Anil agreed and added that it should be done on a regular basis but with lower priority.

| C18 | Invite government representatives to UASG, UA meetings, UA Day events |

Anil said that while this is top priority of UASG we should not have a separate agenda as UASG is planning to have a separate WG for Governments.

Amina shared that as UASG already has a liaison in GAC, and GAC has a UA working group, there is no need to create another WG for Governments.

- **Newsletter issue#3**

Raymond shared that he is waiting for the updates about UA Day events list to be published.

Next Meeting: Monday 12 February 2024, 14.00 UTC

No	Action Items	Owner
1		