

UA Comms WG Meeting

25 March 2024

Attendees

Anil Kumar Jain	Mutegeki Cliff Agaba
Adebunmi Akinbo	Raymond Mamattah
Arinola Akinyemi	Poncelet Ileleji
Emmanuel Oruk	Samwel Kariuki
Harsha wijayawardhana	Sushanta Siha
Henrietta Ampofo	Seda Akbulut
Lavish Mawuena Mensah	

Agenda

1. Welcome and roll-call
2. Newsletter issue #3
3. UA Day
4. Review the 5 year plan slide deck and [5-year action plan](#)
 - a. Year-by year plan
 - b. Map each action item with the strategic goal and define what percentage it contributes to each year's goals.
 - c. What action items from the can be moved to other WGs?
 - d. Any final comments.
5. AOB

Meeting recording: [link](#), password %5&=\$4y8Ua

Meeting Notes

Anil started the meeting by explaining about the agenda items, and suggested talking about the UA Newsletter first. Also proposed on sharing information about UA day.

Agenda 2# Newsletter Issue #3

Raymond updated that the draft of Newsletter#3 is almost completed to be shared. There is more Information to be added, for example the SOI would be



covered as well. The main highlight of this year would be the representatives of SOs and ACs. All the inputs would be reviewed by the end of week. It can be released by mid of April.

Poncelet asked if there could be any blog posts for anybody to contribute. A blog would be easier to update for a particular purpose. Raymond replied that this newsletter procedure is different from managing a blog, people would submit their contributions and Raymond as the editor would manage the issues. Poncelet said posting as in the blog would allow the working groups and community members to participate more actively and show more actions.

Raymond explained the finishing work regarding the newsletter, after integrating the members contribution and compiling the issue by Raymond, Seda would be checking with the ICANN Communications Team to make sure the version is clean to publish. This procedure normally takes about a week, and thus, this current issue would be ready by the second week of April.

Agenda #3: Update on UA Day

Seda updated that 7 UA day events have been completed since the beginning of March 2024. The contracting works were mostly done, and the events would be held until the end of May 2024. There would be 16 events completed by the UA Day, 28 March 2024. The event hosts would be requested to share the event documentation, pictures and video recordings. Event hosts would link to UASG's social media handles as well so the events could be broadcasted real time. Overall UA Day Report would be developed at the end of May as consolidation of the UA Day.

Anil confirmed that all events are listed and linked on the <https://uasg.tech/ua-day/> website, so the community members would be able to participate online.

Mutegeki asked if the contact details of event organizers would be available, and Seda said the contact details are not directly available but there is a link on the website to the organizers' website.

Harsha asked how to update the event information for the UASG website, their event would be on 28 March. There would be some event-streaming links to update, and Seda confirmed that UA Day team members would help update their information on <https://uasg.tech/ua-day/>.

Adebunmi said the information of venue and registration link for the UA Day event with DNS Africa would be passed to Seda.

Raymond asked what the role of UASG is or what to do for the UA Day celebrations. This year, similar to the last year, the global UA Day event will be in Serbia on 28 March. Seda answered that Anil and Nabil from UASG would be supporting the global UA Day to represent UASG, and the ICANN executives would be attending. When the event organizers request speakers depending on the topics, or local language, for each event, UA Ambassadors would be supporting as well. Anil added that UASG has provided videos and study materials for the UA related topics as well.

Agenda #4: Review on [five-year plan](#)

Anil shared the observations from the ICANN79 community session and focus session. Most of the members appreciate the UASG's work on drafting out the five-year plan.

There are some tasks listed for unrelated WGs, those would be realigned. The timeline for each action item should be listed in the plan as well. Also, the tasks should be matching with [the strategic plan of UASG](#). WG has added the timeline in the planning sheet, and Seda added a new column in the [planning sheet](#) for the WG to work on matching with the strategic goals.

Task by task, Anil asked WG if the members agreed with the tasks assigned to the Comms-WG.

C1 3	Start UA Adoption with UASG members' systems, or at least start creating a demand through UASG members on the systems they use including the governmental systems, e-citizen systems
C1 4	Motivate technical decision makers to adopt UA in their existing, as well as future technologies
C1 7	Encourage start-ups, commercial companies, academia to drive system upgrading with technology leadership

C13: Raymond said although this item is not directly related to the Comms-WG, we have a role to play for engagement and outreach, including social media.

Harsha added that Comms WG could help showcasing the UA Adoption achievements, and this would also be part of Comms WG's work as well.

Seda suggested rephrasing the task to make sure the task sounds Comms-related. Anil suggested doing this at another meeting. WG needs more time to decide if this task is to be taken as a WG related task.

C14: Anil said this should be part of the Comms WG.

There is no other objection, this would be decided by the next meeting.

Emmanuel said in chat:

"I think we can add to word strategies at the end of the word existing"

C17: Lavish asked:

"By saying technical decision makers, how are we engaging the tech giants?"

Anil answered that UASG along with ICANN's GAC and government engagement (GE) team would face the Government bodies as they are the main influencers, in addition to GAC members. With the tech giants, we cover mainly Apple, Google, Meta, etc.. ICANN already started to meet with Meta. Whenever is needed UASG is ready to discuss with them. The second pillar is the tech giants, UASG would be engaging with them as well. DNA industry

team members will be involved in this as well, they are Registries, Registrars and Registrants.

Regarding C17, Adebunmi said that Technical WG makes the material ready, Comms WG can promote them. Comms WG role is to ensure the training material needs to be ready for engagements. Reporting success stories should be done by Comms. He added that for those who want to be part of this UA mission and those who are enforcing it, what skills would be acquired and contributed to the next tech generation, in the purpose of attracting more participation. And asked if the results would be tested by the end of the day. Anil answered that the detailed plans would come after the planning and thanked for thorough questioning.

Harsha said that in the last three weeks, the UA topic was brought to the President and the Minister of Technology of Sri Lanka. He is convinced and coming to UA Day. There will be press release from the ministry office. UA compliance website badge or logo will be added. Harsha has planned to meet up with them, and following that, the tech giants would be requested to support the UA goals and request tech giants to be UA compliant.

Harsha shared the concerns of communicating among the different script communities, for example, Latin script users and Sinhala script users. The API on the email service with cross languages focus would be developed and finalized within a few weeks, with the purpose of Latin script users to be able to send/receive emails with other script users.

C18 will be discussed ,and decisions about rewording for C13, C14 and C17 will be made in the next meeting.

AOB

Henrietta asked if any of the WG members are from Germany, and shared that she would be attending a tech conference there. If any WG members would be around, she would like to connect and discuss more on UA topics. Seda



Universal Acceptance

answered that there is a web page for the UASG members who would be representing at the UA related events. Seda pointed to the page ([List of External Upcoming Events](#)) where Comms WG members can update their upcoming events and connect. This information could be found on the [main page of the Comms WG](#). Anil added that connecting with Arnt or sharing through the mailing list would help as well.

The meeting has ended.

Lessons learned: start early for call for proposal and shortlist early so that the travels can be planned easily especially for Africa internet is an issue for remote participation.

Next Meeting: Monday [TBD] April 2024, 14:30 UTC

No	Action Item	Owner
1	Review the five-year action items to keep Comms related	WG
2	Match the five-year action items to the UASG strategic goals.	WG