

UA Communications Working Group Meeting

10 February 2020

Attendees

1. Amrita Choudhury
2. Dennis Tan
3. Ejikeme Egbuogu
4. Gwen Carlson
5. Ines Hfaiedh
6. Jane Sexton
7. Jessica Ranftl
8. Mark Datysgeld
9. Omir Kerr
10. Peter O. Adeleye (Casey)
11. Poncelet Ileleji
12. Rahul Gosain
13. Raymond Mamattah
14. Roberto Gaetano
15. Sushanta Sinha
16. Sarmad Hussain

Agenda

1. Next steps for [questionnaire](#) developed for [Software Developers](#) and [Email Tools and Services Providers](#).
2. Preparation for the Cancun meeting
 - a. Overview of sessions – tentative:

Sun, 8 Mar.	1515 - 1645	UA: Measurement and Communication WGs
Mon, 9 Mar.	1700 - 1830	UA: Technology and Internationalized Email WGs
Wed, 11 Mar.	1515 - 1645	UA: Local Initiative and Ambassador WGs
Thu, 12 Mar.	1030 - 1200	UA: Coordination Workshop
 - b. Presentation for UA Comms WG
 - c. UA Booth
3. Communicating [IGF Berlin message \[intgovforum.org\]](#):
 - a. The adoption of Internationalised Domain Names (IDNs) needs further encouragement and support by all stakeholders to increase the benefits made possible by having Internet domains in local languages and scripts.
 - b. Universal acceptance of IDNs and internationalized email addresses is not just a technical issue, it is also a policy issue. Governments and public entities should promote universal acceptance and lead by example through using IDNs themselves.
4. Thoughts on DC DNSI session (attached)
5. AOB

Meeting Summary

Questionnaires were reviewed and finalized them. The group agreed to circulate these questionnaires to UA Tech WG and UA EAI WG members respectively.

UA Cancun meeting agenda was presented. It was shared that at ICANN66 a new meeting strategy for UA was experimented, with the early practice of full Day0 changed to four sessions within the meeting agenda. This revised strategy was successful, as it allowed community to get more involved. This time during the UA Coordination meeting, FY21 Action Plan discussion would also be kicked-off. UA Comms WG needs to discuss what to present during its 45-minute session at ICANN67. The template has been shared. ICANN comms team can help with proofing the slides. UA Booth is also being organized, and it can be used as a venue to present any extra slides from UA Ambassadors, to manage the time in the main UA sessions. A schedule for the booth sign-up will also be shared.

The WG discussed that the UA Comms WG session at an ICANN meeting may be a working session, beyond only providing updates to the community. The potential topics for ICANN67 could include the following points:

- Meeting with Indian Railways on UA adoption for their systems
- Responses to the questionnaire
- Other items

IGF Berlin Message, which calls for use of IDNs and supporting UA, was reviewed. This message is particularly addressed to the governments and the public sector. The contribution of DC-DNSI towards this message was recognized and it was agreed to leverage this message. One mechanism is to share the messaging by UA Comms WG with DC-DNSI to share it within the government channels. It was raised how the message can be leveraged for ICANN67. Raising the statement with ALAC and GAC WGs related to UA may be useful. This could be done as a communication from UA Comms WG to them.

The WG also discussed engagement with **DC-DNSI**. The WG discussed if more communication with DC-DNSI may be useful. For example, some of the general document could be shared across the list to get feedback from DC-DNSI. Specific suggestions on what could be shared will be developed by the chairs with further discussion with the ICANN staff.

Action Items

No.	Action Item	Owner
1	Share UA messaging (software dev. & email services providers) questionnaire with the Tech and EAI working groups; request their response by 20 February.	Sarmad
2	Develop a brief presentation on Comms WG progress and results for ICANN67 session; share deck with Jane for finalization. <i>Comms WG to use part of this meeting in Cancún as a working session.</i>	Rahul and Lilian
3	Connect and develop strategies to communicate IGF Berlin message (e.g., quarterly updates for governments and public entities to leverage for community outreach).	Rahul, Lilian, Sarmad and Gwen