Introduction to UA Local Initiatives

Universal Acceptance of Domain Names and Email Addresses (UA)

ICANN

8 August 2019

Agenda

- ◉ Overview of UA

- ◉ Status of UASG's Action Plan for FY20

- ◉ Details of Local Initiatives
  - ○ Purpose
  - ○ Intended Geographies
  - ○ Suggested Outcomes
  - ○ Formation Process

Overview and Status of Universal Acceptance (UA)

Universal Acceptance Initiative

Vision

All domain names and all email addresses work in all software applications

Mission

To mobilize the software application developers to get their products UA Ready by providing encouragement, documentation, case studies, tools and measures to deliver the right user experience to the end user

Impact

Promote consumer choice, improve competition and provide broader access to end users
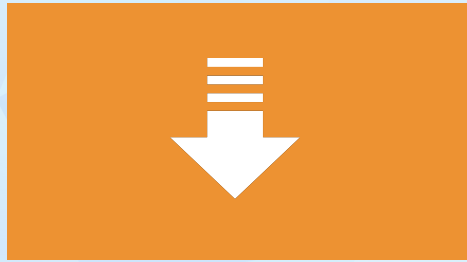
Categories Affected by UA Issues

⊙ **Domain Names**

- ○ **Newer** top-level domain names: example.sky
- ○ **Longer** top-level domain names: example.global
- ○ **Internationalized** domain names مثال.البحرين

  - Display is another problem, in addition to above

    Should not be as A-label: xn--mgbh0fb.xn--mgbcpq6gpa15g

    Should be correct for right-to-left scripts: البحرين.مثال

⊙ **Internationalized email addresses (EAI)**: अजय@डाटा.भारत (email address in Hindi language)

- ○ Available standards not implemented by all email software and service providers making email delivery unreliable
- ○ Test if your email is compliant: https://uasg.tech/eai-check/

Five Actions for UA Readiness

Applications should be able to do the following for all domain names and email addresses:

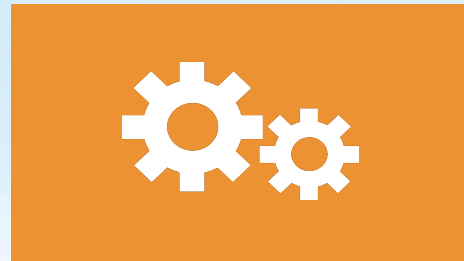| Accept	Validate	Store

Process	Display

Universal Acceptance Steering Group (UASG)
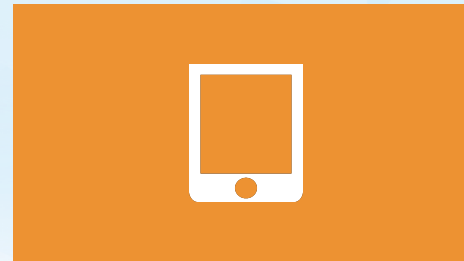
- To address the Universal Acceptance of domain names and email addresses, Universal Acceptance Steering Group (UASG) organized as a community imitative

- UASG has produced documentation to define, address the challenges and share progress, posted at https://UASG.tech, e.g.:
  - Quick Guide to Universal Acceptance
  - Quick Guide to Email Address Internationalization
  - UA Case Study: Government of Rajasthan, India
  - Quick Guide to Tendering and Contractual Documents

- UASG is actively engaged in disseminating the information to relevant stakeholders

Universal Acceptance Steering Group (UASG) Structure

- ⊙ UASG is a community-based group supported by ICANN org
  - ○ **Leadership Team:** Chair and two to three Vice-chairs elected by the community
  - ○ **Coordination Group:** UASG Leadership and chairs of all working groups
  - ○ **Working Groups:** UASG community can opt for focused working groups
  - ○ **Community:** General UASG community, interacting on UA-discuss email list

- ⊙ Current UASG Leadership team (March 2019-March 2021)
  - ○ **Chair**: Ajay Data, Data Ingenious
  - ○ **Vice Chairs**:
    - • Dennis Tan Tanaka, Verisign
    - • Mark Svancarek, Microsoft
    - • Dusan Stojicevic, Gransy

UASG's Action Plan for FY20

Community Stakeholders

- **Technology Enablers** - Organizations producing relevant standards and best current practices and providers of software programming languages, tools and frameworks

- **Technology Developers** - Organizations and individuals developing and directing applications

- **Email Software and Service Providers** – Organizations and individuals providing internationalized email software and services

- **Influencing Individuals and Organizations** - Individuals at local and international level who can help promote UA Readiness, and organizations which can be used to spread the UA message more broadly

- **Government Policy Makers** - Government officials, as an explicit group, are included to try to generate demand for UA Ready products and services through accessibility standards and procurement processes

UASG Working Groups

- **Technology WG** - Plans, coordinates and oversees work on standards, best current practices, programming languages, tools and development platforms.

- **Email Address Internationalization (EAI) WG** - Plans, executes and oversees engagement with email software and service providers to make them EAI Ready

- **Measurements WG** – Plans, oversees and directs the measurement efforts for UA readiness

- **Communications WG** – Plans and develops communication strategy and oversee its execution, in collaboration with other WGs

- **Local Initiatives WG** – Plans, develops and oversees the execution of local initiatives in various geographies

- **UA Ambassadors WG** – Plans and executes training and outreach in local regions

UASG Organization and Stakeholder Interaction

Stakeholders: Organization:	Tech. Enablers	Tech. Developers	EAI Providers	Infl. Indv. and Orgs.	Policy Makers
Technology WG	x	x			
EAI WG			x		
Measurements WG					
Communications WG	x	x	x	x	x
Local Initiatives WG		x	x	x	x
UA Ambassadors WG	x	x	x	x	x

Local Initiatives

Purpose of Local Initiatives

In close consultation with UASG leadership and its working groups, and with the support and collaboration of ICANN org, undertake the following in the region:

- ⊙ Plan and undertake outreach to and collaborate with the stakeholders identified by UASG
    - ○ Technology: Enablers and Developers
    - ○ Email: Software and Service Providers
    - ○ Influencers: Individuals and Organizations
    - ○ Government: Policy Makers

- ⊙ Identify opportunities for and review the messaging and communications for local stakeholders

- ⊙ Identify relevant technical training requirements, audience and opportunities

Intended Geographies

- A region could span one or more countries and territories, as identified by the members of the local initiative

- Focus on regions which develop and export software products
  - China
  - EU
  - India
  - Russia
  - United States

- Other regions – based on community interest
  - Initial interest by
    - Middle East and Africa (MEA)
    - Latin America and Caribbean (LAC)
    - South East Europe (SEE)

Suggested Outcomes

- ◉ A local initiative may undertake many activities, which would generally fall under three areas:
    - ○ Technical collaboration
    - ○ General outreach
    - ○ Public sector engagement

Suggested Outcomes: Technical Collaboration

- ◉ Focused on technical stakeholders, and may include technical training as well as collaboration with the local industry to implement UA Readiness practices
  - ○ Collaborate with technology developing organizations to implement UA Readiness in their software development cycle
  - ○ Collaborate with email service providers or organizations with their own email services to support EAI in their practice
  - ○ Conduct technical trainings at relevant technical events and academic platforms on UA readiness for website/application development
  - ○ Conduct technical trainings at relevant technical events and academic platforms on EAI Ready technologies and how to configure them to support EAI
  - ○ Identify relevant local popular and e-government applications and web portals for testing UA Readiness
  - ○ Develop EAI test-bed

Suggested Outcomes: General Outreach

⊙ Focus on technical and non-technical audience to raise the awareness about UA challenges and its impact and to encourage adoption of UA Readiness

  ○ Enlist influencing organizations and influencing individuals to promote UA Readiness

  ○ Publish articles locally in technical and non-technical journals and magazines to promote UA Readiness among the stakeholders identified

  ○ Present on UA Readiness related topics at major technology events and conferences

  ○ Help develop case studies of UA readiness for technology development and EAI support, based on the collaborations given above

Suggested Outcomes: Public Sector Engagement

- ◉ Aim to raise awareness and to promote procurement policies and standards to support UA Readiness
  - ○ Encourage Governmental Advisory Committee (GAC) members to help promote UA readiness nationally
  - ○ Meet with national and local government policy makers for the following:
    - • Discuss UA Readiness of local business and e-government websites
    - • Encourage to update national procurement policy to include UA readiness requirements at least for e-government services
  - ○ Interact with relevant standards bodies to discuss UA readiness and to encourage them to update national accessibility standards

Formation Process: Membership

- Local community members
  - Chair
  - Software/web Developers
  - Software Project Managers and Architects
  - System Administrators, especially those managing email servers for organizations
  - Unicode and/or Localization Experts, with knowledge of local scripts
  - Communications and (technology) media experts
  - Marketing managers
  - Academia, Community and civil society members motivated with language and accessibility of internet
  - DNS and IDNA experts
  - TLD registries and registrars

Formation Process: Proposal and Support

- ◉ Proposal for Local Initiates
  - ○ Introduction to the Region
  - ○ Motivation for Starting the UASG Local Initiative in the Region
  - ○ Members of the Local Initiative
  - ○ Local Stakeholders
  - ○ Overall Plan
  - ○ Intended Outcomes
  - ○ Budget

- ◉ Funding available to undertake specific activities – based on a proposal document

- ◉ Support by ICANN org

Thank You

- Access all UA documents and presentations at website: https://uasg.tech

- Access details of ongoing work from wiki pages: https://community.icann.org/display/TUA

- Register to participate or listen in the UA discussion list at: https://uasg.tech/subscribe

- Register to participate in UA working groups here

- For more information, email info@uasg.tech