



Universal Acceptance

Statement of Work:

Pilot Project for Large-Scale UA Remediation Campaign (EAI Support of Global Websites)

Ver.: 2021-04-16

Purpose

The Universal Acceptance Steering Group (UASG) anticipates a need to conduct large-scale remediation campaigns. The purpose of this project is to get a prototype process for such UA remediation campaigns, to get some experience with the process, and to learn lessons about the remediation process. UASG wants to use the level of EAI support by two thousand widely used websites worldwide. The operators of these websites will be contacted and invited to improve their EAI support.

The goal of Universal Acceptance (UA) is to ensure that every domain name and email address can be used by all Internet-enabled applications, devices, and systems. This includes both new generic top-level domains (gTLDs) and Internationalized Domain Names (IDNs). While it may be expected that these work in the same manner as legacy TLDs, that is not the case, and problems with their acceptance are common. As an example, this has become evident from checking if websites or email servers support Email Address Internationalization (EAI), which is the ability to send and receive messages with non-ASCII characters mailbox names such as 广场@ua-test19.com.

Description and Scope of Work

The Universal Acceptance (UA) Steering Group (UASG) through its Technology working group (WG) would like to review the UA testing results of the websites already done and contact the owners of the websites which failed the tests to update them about the test results and ask them to fix the EAI acceptance issues in their websites.

The UASG conducted a survey of the top global websites in different countries in 2017, 2019 and 2020. The study tested the acceptance of the different types of email addresses using different types of domain names, e.g. legacy domain names, new generic top level domains and internationalized domain names. The total websites tested were 2,000 and test details are published in [UASG025](#) published in 2019 and [UASG027](#) published in 2020. The contractor is required to contact the tested websites and engage them to resolve the email or EAI acceptance issues documented in the test results.

ICANN will provide an email account for the contractor to contact the website owners, avoiding confusion and maintaining a single point of contact that can be maintained beyond the scope of the project.

The following tasks will be required from the contract:

1. Review the UASG025 and UASG027 reports and their test datasets, check for duplicates and redundancies, and prepare a final list of the websites that failed the tests.



2. Prepare a standard message to the website owners/webmasters that indicate the purpose of communication, email or EAI support issue and provide links to the relevant UASG reports.
3. Conduct a quick test to reconfirm the test results, e.g. check if the website is still not supporting the email type originally reported.
4. Contact the website owners or webmasters to report the issue(s) identified and keep records of these communications for follow up and tracking progress, the contractor is required to create a dashboard that includes a summary of the status of the work progress.
5. Follow-up, respond to the inquiries and engage with the website contacts to help resolve UA acceptance issues with the support from the UA Technology WG and UASG. A relevant level of technical capability will also be expected from the contractor to address such queries.
6. Provide regular monthly reports the UA Technology working group, UASG and ICANN on the progress of remediation and progress status for the duration of the project.

Note:

The contractor should not be considering the website content and should follow the process for testing the websites.

Deliverable

1. Provide a proposed project plan outlining the methodology for reaching out and how to engage with the website owners at a large scale
2. Implement the plan after its approval by the Technology WG, and proceed to the implementation steps listed below:
 - 2.1. Develop a database of contacts using publicly available information and follow up outreach to them, and the remediation status with a dashboard
 - 2.2. Provide a regular summary report at the start of each month which should include the following:
 - 2.2.1. Project progress
 - 2.2.2. Issues faced
 - 2.2.3. Lessons learnt or best practices identified
3. On the project completion, provide the following:
 - 3.1. A final report on the overall progress made, issues identified and recommendations. The report should also include lessons learnt from the remediation process especially the best practices implemented to successfully remediate the UA issues.
 - 3.2. Any scripts used for (re)testing the websites and relevant data from the remediation process.
 - 3.3. A presentation summarizing the report (using the PowerPoint templated provided)

Timeline

- Due date for proposals: 28 May 2021
- Tentative start date: 15 June 2021
- Tentative end date: 30 January 2022

Proposal Submission

The proposal should be submitted to: UAProgram@icann.org before the submission due date. The proposal should include the relevant expertise and experience of the contractor, the proposed process for conducting the remediation study, including details about how and with which frequency the



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website owners will be engaged and motivated to upgrade their websites, and also the resource time and effort being committed to the project through the six months of the project duration.

Conflict of Interest

To help avoid any perceived or actual conflict of interest, UASG leaders, UASG Ambassadors, members holding working group's leadership positions in the UASG, and any organization(s) affiliated with individuals in these UASG roles, are prohibited from participating in this SOW.

References and Resources

The contractor should review the UASG published documents inventory available in the UASG website: www.uasg.tech.