

Universal Acceptance Steering Group (UASG) Progress and FY21 Plans

Ajay Data / ICANN68 Prep Session Webinar / 11 June 2020



Universal Acceptance

Universal Acceptance (UA)

To address UA, the Universal Acceptance Steering Group (UASG) organized as a community initiative.

Vision

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

Mission

To mobilize software application developers to get their products UA ready by providing encouragement, documentation, case studies, tools, and measures to help provide a better user experience for end users.

Impact

Promote consumer choice, improve competition, and provide broader access to end users.

Categories Affected and UA Readiness

* Domain Names

- Newer top-level ASCII domain names: example.sky
- Longer top-level ASCII domain names: example.africa
- Internationalized Domain Names (IDNs): คน.ไทย

* Email Address Internationalization (EAI):

- ASCII@ASCII (new and long TLD) ekrem@misal.istanbul
- ASCII@IDN marc@soci  t  .org
- Unicode@ASCII 测试@example.com
- Unicode@IDN   νομα@παράδειγμα.ευ
- Unicode@IDN; right-to-left scripts   -  میل@مثال.موقع



Accept



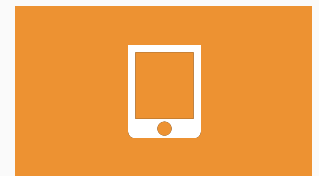
Validate



Process

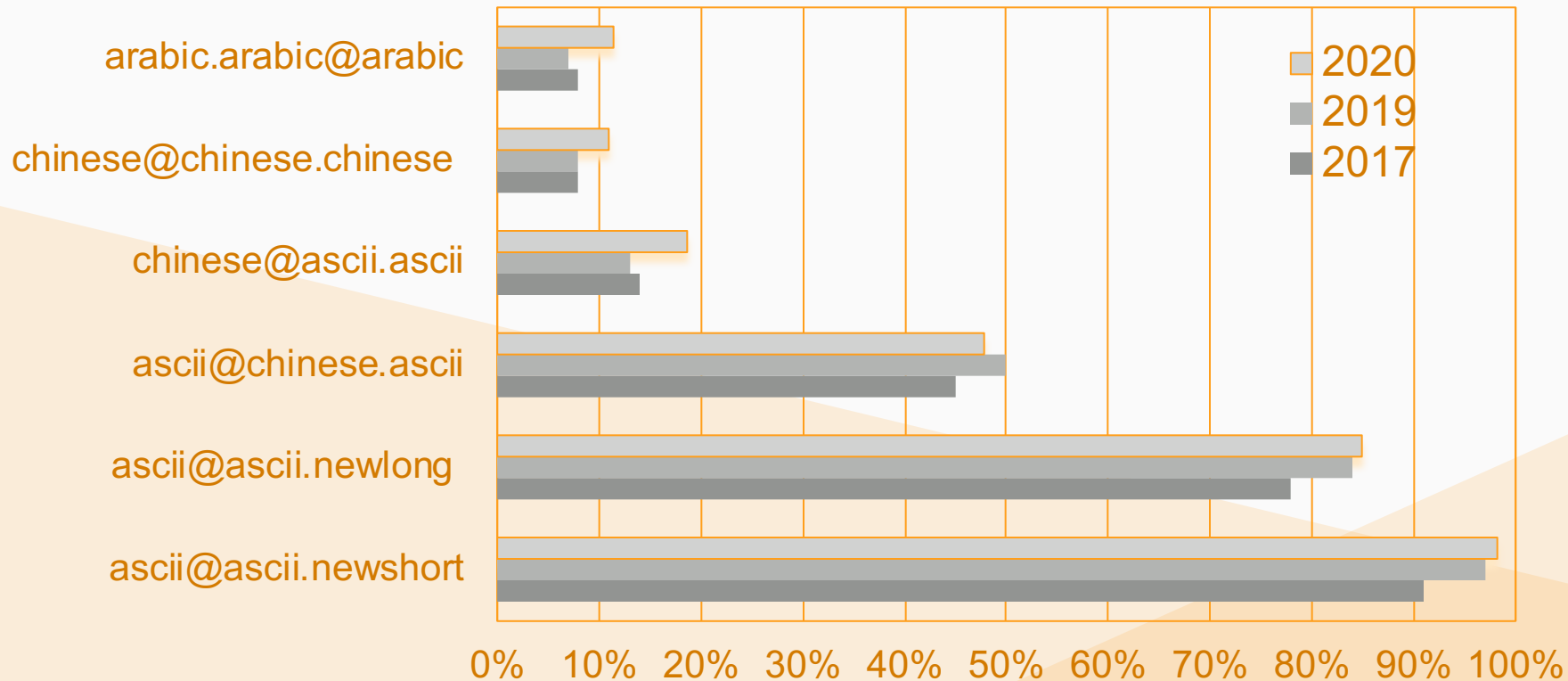


Store



Display

Acceptance of Email Addresses by Top 1000 Websites Globally



Email Servers to Configured to Support EAI in 2019



Test your email server for EAI support: <https://uasg.tech/eai-check/>

UASG Organization and Stakeholder Interaction

UA Stakeholders:	Tech. Enablers	Tech. Developers	EAI Providers	Influencers	Policy-makers
UASG WG:					
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	x	x	x	x	x

* Email Address Internationalization (EAI)

Update on Local Initiatives

- * The aim is to interact with local stakeholders to promote UA readiness.
 - * Messaging and outreach
 - * Technical training
- * Local Initiatives formed
 - * Commonwealth of Independent States and Eastern Europe (CIS-EE)
 - * India
 - * China
- * Local Initiatives under review
 - * Thailand
 - * Turkey
- * See the [Local Initiative Charter](#) for further details, including a proposal template.
- * Please contact us at info@uasg.tech if you are interested in starting a local initiative in your country or region.

Update on Technical Training for UA Readiness

- * Training Materials available at the [training wiki page](#).
 - * [UA Technical Overview](#) Overview 1.5 hours
 - * [Configuring for EAI](#) Email 3 hours
 - * [UA for Java Developers](#) Programming 3 hours
- * UA Train-the-Trainer Program
 - * Let us know if you would like to volunteer as a technical trainer for UA.
 - * 40+ volunteers from 17 countries who already identified to help conduct trainings.
 - * [UA Technical Overview](#) 18 May 2020
 - * [Configuring for EAI](#) Week of 15 June 2020
 - * [UA for Java Developers](#) Week of 20 July 2020
- * Training already being rolled-out locally and regionally
 - * CIS-EE Local Initiative Email 10 May 2020
 - * CIS-EE Local Initiative Email 16 March 2020 (for local audience in [Russian](#))
 - * India Local Initiative Overview Week of 15 June 2020
 - * APNIC's [NFH](#) Overview 15 July 2020

Summary of FY20 Progress

- * Summary of progress on FY20 Action Plan.
 - * The UASG has formed the identified working groups and is currently finalizing their charters, leadership, and membership.
 - * Working groups are actively working on respective action plans (see [wiki pages](#) for details).
 - * UA Ambassadors are actively engaging with the community and providing continual updates.
 - * UA Local Initiatives are forming and conducting outreach to local communities.
 - * More details on progress by each working group is presented in upcoming slides.



Lessons Learned and Next Steps

- * UA readiness requires a considerable effort by all of us! It cannot be done in isolation; if my email server supports UA but yours does not, the email in local languages will not work.
- * It is great to see continued support and contributions from the community aimed at achieving UA readiness. However, we need more people adopting UA in practice.
- * There has been a significant demand for training by UA Local Initiatives and we have responded by developing training materials, instructing trainers, and organizing training sessions. Please volunteer as a trainer.
- * UA Ambassadors have been extremely helpful, but more are needed to spread the message actively. Please volunteer to be a UA Ambassador.

Lessons Learned and Next Steps Cont'd.

- * Moving forward, we need to continue gap analysis to further document the extent of the problem (i.e. lack of UA readiness). The UA Measurement Working Group will assist with this analysis.
- * The focus also needs to shift towards outreach to stakeholders who can enact UA readiness. The UA Technology and EAI Working Groups will focus on this effort.
- * In order to be more effective, messaging needs to target these stakeholders as well, beyond just general messaging. The Communications Working Group is working on this.








FY21 Planning

- * Working groups have reviewed their work and lessons learned in order to plan for FY21.
- * We have worked to prioritize which FY20 actions are still relevant and have identified additional items that are needed to address UA.
- * The shortlisted items are being presented here and will also be published for community feedback.
- * UASG leadership will finalize the FY21 action plan in early July 2020.








FY20 Progress and FY21 Plan for Tech. WG

	Complete		In progress		Under planning		Not started		New for FY21
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

Ref	FY 20 Task Status	FY21	Priority
T1	Define UA Readiness - UASG026		
T2	Review and Revise Test Suite based on T1 – UASG004		
T3	Create a UA Readiness Maturity Model - ICANN Case Study	x	Medium
T4	Identify relevant standards bodies - IT Industry		
T5	Update relevant UASG documentation based on updated standards – UASG004 , UASG005 , UASG007	x	
T6	Determine the evaluation criteria for choosing Frameworks and Programming Languages – used to develop SOW		
T7	Review and revise existing Programming Language Evaluation Criteria		
T8	Develop two related communications plans and material to reach leading Open Source and Proprietary library maintainers – comms WG	x	High
T9	Execute Review for popular Open Source Programming Language Libraries and utilities.	x	Medium
T10	Execute Remediation for popular Open Source Programming Language Libraries and utilities	x	High

FY20 Progress and FY21 Plan for Tech. WG

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Ref	FY 20 Task Status	FY21	Priority
T11	Identify and sponsor suitable Hackathons to get Internet Infrastructure applications made UA Ready	x	Low
T12	Participate in Conferences and developer publications, raising awareness of UA and displaying changes in libraries to make them UA Ready	x	Low
T13	Develop Training Materials for technology training for UA Readiness	x	High
T14	Provide oversight and advice for technical issues that may arise	x	
T15	Participate in the development of Communications and Training Material, Presentations, etc.	x	
T16	Establish measurement criteria for effectiveness of remediation efforts	x	Medium
T17	(added from 25May call) Do remediation of issues raised by the other WGs		High

FY20 Progress and FY21 Plan for EAI WG

	Complete		In progress		Under planning		Not started		New for FY21
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Ref	FY 20 Task Status	FY21	Priority
E1.1	Oversee the review or development of training material for EAI: EAI Training for Email administrators		
E1.2	Develop detailed training for Email software providers	x	Medium
E1.3	Develop overview training of EAI for managers and policy makers (Already covered in other EAI publication)		
E2	Oversee the EAI Evaluation Efforts	x	High
E3	Keep a registry of email software and service providers and their EAI status - updated ongoing basis	x	Medium
E4	Experience EAI with Free email accounts - merge with E3		

FY20 Progress and FY21 Plan for EAI WG

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Ref	FY 20 Task Status	FY21	Priority
E5	Expand the UASG021A criteria e.g. including APIs	x	Medium
E7	Understand the chicken-and-egg adoption problems and address them for EAI	x	Medium
E8	Reach out to be part of the standard forum (WHATWG)	x	High
E9	Address the gap from the supplies side: create solid mechanism to inform the result of gap analysis and how to remediate the gap E9.1 Review the result of the EAI Evaluation (UASG021C)	x	High
E10	Activities in GitHub: Evaluating existing library (on-going) and publish library / source code	x	High
E11	Publish knowledge base in Technical community e.g. Stackoverflow, Serverfault: (1) answer EAI questions (2) post questions leading to the good answers (3) Create tags: Get volunteers; Contribute and collect statistics; Evaluate Impact	x	High

FY20 Progress and FY21 Plan for Meas. WG

	Complete		In progress		Under planning		Not started		New for FY21
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Ref	FY 20 Task Status	FY21	Priority
M1	Create measures for assessing the UA & EAI Readiness of the Internet - UASG026		
M2	Prepare an annual report with UA Readiness Index and analysis of the state of UA and EAI Readiness.	x	Ongoing
M3	Help them identify measures of success for UASG projects and evaluate progress of UASG projects.	x	Medium
M4	Evaluate the UA Readiness of different genres of applications – Open source applications, Content Management Systems, Common operating system utilities – UASG024 , Certificates, Ecommerce Platforms	x	High
M5	Evaluation of UA Readiness of popular Websites Outputs (Global and Targeted Geographies) – UASG021D , UASG025 , UASG027	x	Medium

FY20 Progress and FY21 Plan for Comms. WG

	Complete		In progress		Under planning		Not started		New for FY21
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Ref	FY 20 Task Status	FY21	Priority
C1	Develop a Communication Strategic Plan and associated deliverables	x	High
C2	Commission independent and expert audience identification research and tested messaging and channels		
C3	Commission independent and expert audience research of most receptive messages		
C4	Commission independent and expert audience research to Identify most responsive channels of reaching these audiences		
C5	Prepare at least six UA Case Studies on different types of organizations	x	High
C6	Organize UA Day	x	Low
C7	Oversee the regular review of all UASG published documents and research reports. Update as appropriate	x	Ongoing
C8	Review UASG.tech website on an annual basis	x	Medium
C9	Fund hosting and maintenance of the UASG website	x	Ongoing
C10	Continue UASG Leadership program without spending funds on program development or awards	x	Low

FY20 Progress and FY21 Plan for Comms. WG

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Ref	FY 20 Task Status	FY21	Priority
C11	Produce materials (printing, design)	x	Ongoing
C12	Organize Strategic Communications Partner	x	High
C13	An annual research into audience specific interests		
C14	Provide support and encouragement for Global and Regional IGFs and Schools of Internet Governance (Participated in IGF, also with DC-DNSI)	x	Ongoing
C15	Organize regular meetings of the UA Ambassadors		
C16	Manage a calendar of events for use by the UASG Community	x	Medium
C17	The UASG to maintain a social media presence	x	Ongoing
C18	Active participation in discussions in the technical platforms such as GitHub and StackOverflow and such		
C19	Leveraging ICANN's Global communications team, the UASG will look to have at least 6 media messages, for each region, each year	x	Ongoing
C20	Translation of content, including relevant reports and case studies, in languages identified	x	Ongoing

FY20 Progress and FY21 Plan for Local Initiatives

	Complete		In progress		Under planning		Not started		New for FY21
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Ref	FY 20 Task Status	FY21	Priority
L1	Procure a local facilitator	x	Ongoing
L2	Organize face-to-face meeting of the local coordination/advisory group	x	Low
L3	Identify relevant industry and professional fora and publications and encourage presentations of experiences	x	Medium
L4	Get UA Topics included in local fora and publications	x	Medium
L5	Provide six-months operation review on the effectiveness	x	Medium
L6	Identify senior public officers and policy (national, regional, local) keen on UA Readiness in the geographies		
L7	Make selected public representatives aware of UA	x	High
L8	Get public sector organizations to create procurement policies that are UA focused for e-government services	x	Medium
L9	Identify auditors of government agencies and educate them of UA issues	x	Medium
L10	Engage with the local accessibility community and encourage the inclusion of UA within Computer Accessibility standards	x	Low

FY20 Progress and FY21 Plan for Local Initiatives

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Ref	FY 21 Additional Tasks	FY21	Priority
L11	Focus on training materials and communication materials appropriate for local usage	x	High
L12	Train local stakeholders on technical aspects of UA readiness	x	High
L13	Organize UASG.tech materials for better access	x	High
L14	Survey local markets on popular software being used and demand of UA and IDNs	x	High
L15	Provide awareness and training to students in technical programs	x	High

// 8.31

Recent and Updated Publications

- * See <https://uasg.tech> for a complete list of UA reports, evaluations, and technical documentation, including translations.
 - * Country-Based Evaluation of Websites for Acceptance of Email Addresses in 2020 - [UASG027](#).
 - * Universal Acceptance Readiness Framework - [UASG026](#).
 - * Global Evaluation of Websites for Acceptance of E-mail Addresses in 2019 - [UASG025](#).
 - * EAI Readiness in TLDs – [UASG021D](#).
 - * EAI: Evaluation of Major Email Software and Services - [UASG021B](#).
 - * Introduction to Universal Acceptance - [UASG007](#).
 - * Universal Acceptance Quick Guide - [UASG005](#).
 - * Inventory of all UA documents available on UASG.tech: <https://uasg.tech/wp-content/uploads/documents/UASG000-en-digital.pdf>
- * [UASG Blogs](#)
 - * [ICANN UA Case Study](#)
 - * [UA Ambassadors Work](#)

Get Involved!

- * Follow, share, like, and engage with the UASG on social media. Use the #Internet4All hashtag in all UA related posts.
 - * Twitter: [@UASGTech](https://twitter.com/UASGTech)
 - * LinkedIn: <https://www.linkedin.com/company/uasgtech/>
 - * Facebook: <https://www.facebook.com/uasgtech/>
- * Sign up for a working group [here](#).
- * Become a [UA Ambassador](#) or start a [local initiative](#).
- * Join the UA Discuss email list: <https://uasg.tech/subscribe>.
- * Report a problem if you find an application or webpage that is not UA ready: <https://uasg.tech/global-support-center/>.
- * For more information, visit <https://uasg.tech> or email info@uasg.tech.