UA Ambassador's Onboarding Guide

Sarmad Husain
IDN-UA Programs Director

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.

UA Steering Group (UASG)

- The UASG is the Universal Acceptance Steering Group. It was founded in February 2015 and tasked with undertaking activities that will effectively promote the Universal Acceptance of all valid domain names and email addresses.

- The UASG will be tasked with undertaking activities that will effectively promote the Universal Acceptance of all valid domain names and email addresses. These efforts will at least target Universal Acceptance of all ASCII domain names, ASCII email addresses, IDN domain names, email using EAI.

- The Steering Group itself will be overseen by one Chair and two to three Vice-Chairs who will be appointed to two-year terms with the possibility of one reappointment so that Chairs and Vice-Chairs will serve for a period of no less than two years and no more than four.

UA Steering Group (UASG)

Chair
Dr.Ajay Data

Vice Chair
Dušan Stojicevic

Vice Chair
Mark Svancarek

Vice Chair
Dennis Tan Tanaka

UASG Working Groups

UASG WG	Leadership
Technology WG	Satish Babu (Chair) Dessalegn Yehuala (Vice Chair)
EAI* WG	Mark Svancarek (Chair) T. Santhosh (Vice Chair)
Measurements WG	Dennis Tan Tanaka (Chair)
Communications WG	Rahul Gosain (Chair) Lilian Ivette De Luque Bruges (Vice Chair)
Local Initiatives WG	Dr.Ajay Data (Chair)
UA Ambassadors	Dusan Stojicevic (Chair)

Check the website for leadership profiles : https://uasg.tech/about/people/

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@société.org
    – Unicode@ASCII   测试@example.com
    – Unicode@IDN   όνομα@παράδειγμα.ευ
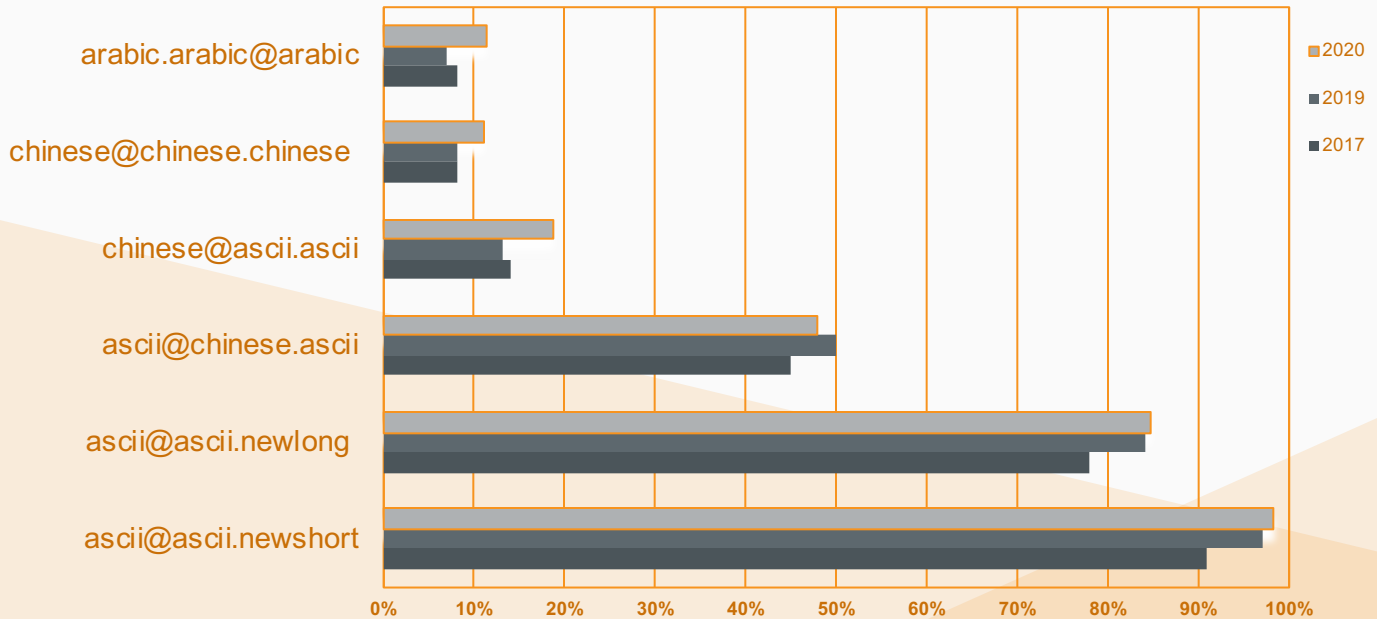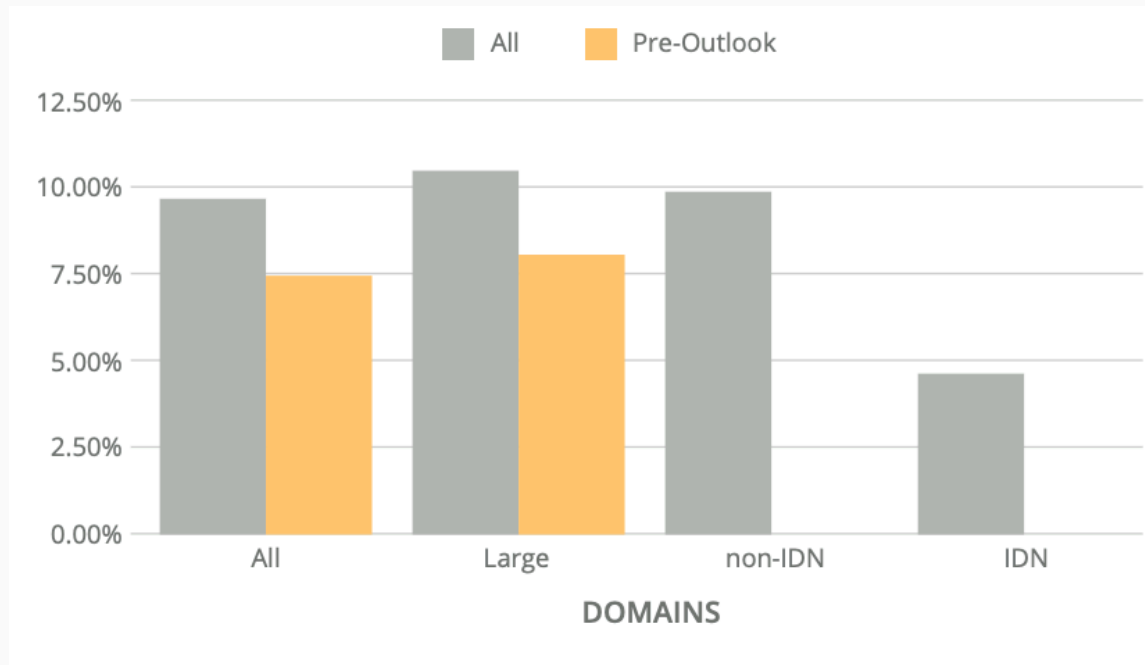   – Unicode@IDN; right-to-left scripts   ای-میل@مثال.موقع

Accept   Validate   Process   Store   Display

Acceptance of Email Addresses by Top 1000 Websites Globally

Legend:
- 2020
- 2019
- 2017

Categories (top to bottom):
- arabic.arabic@arabic
- chinese@chinese.chinese
- chinese@ascii.ascii
- ascii@chinese.ascii
- ascii@ascii.newlong
- ascii@ascii.newshort

X-axis: 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

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: UASG WG:	Tech. Enablers	Tech. Developers	EAI Providers	Influencers	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	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.

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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

UA Ambassador's Roles & Responsibilities

- The UASG appoints Universal Acceptance Ambassadors, well respected articulate industry leaders, who will be encouraged and supported to raise the issues of UA and EAI within their respective spheres to our target audience of developers and CIOs.

- UA Ambassadors will be selected by the UA Coordination Group and will hold the position for a renewable 12 months.

- Designated UA Ambassadors will be empowered to raise awareness of UA & EAI issues at national and regional level. They will be supported with relevant collateral and presentation templates.

- UA Ambassadors can provide UA training

UA Speaking Opportunities in National and Regional Events

- Focus on national events (open for regional engagements)

- National and regional IGFs

- National and regional I* organizations events (e.g RIRs, ISOC, NOGs, …)

- Governments ICT events and forums

- Developers, startups and technical events and meetings

- Linguistic and multilingual internet events

  * Note : UA Ambassadors are required to submit an event report for each event

ICANN Support

- **UA Presentations and materials**

- **Travel support (based on request and approval of UASG, ICANN travel team)**

  - ✓ UA Ambassadors will also be able to call on up to US$5,000 to support travel, accommodation and event registration. Standard travel funding criteria processes currently used by ICANN will apply

  - ✓ Application 3 month in Advance

- **Showcase and promote the Ambassador's activities**

Ambassadors Events and Engagements

Events form :
Please fill out this form when you are planning to attend/host a UA event or when you have a UA speaking engagement: Google Form [forms.gle]

Ambassadors Google drive folder :
https://drive.google.com/drive/folders/0AEBHe0AoEs8pUk9PVA

UA events calendar :
*   https://uasg.tech/events/

Principles of
Universal Acceptance

UA Readiness Framework

Accept

Process by which a domain name or an email address is received from a user interface, file, or API (application program interface) to be used by a software application or online service.

UASG Recommendations

* Input fields should be large enough to accept any valid input.

* Applications and services should accept UTF-8 encoded domain names and email addresses.

* Software should accept both A-labels and U-labels but convert A-labels to U-labels for display and for any processing that does not require A-labels.

* In almost all cases an entered domain name or email address should be converted into Unicode Normalization Form C (NFC) before further processing.

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Process to check an email address or domain name for correct syntax and, when appropriate, that a name that is expected to exist in the DNS actually does. Validation techniques may need updating to work with modern domain names and email addresses.

UASG Recommendations

* All domain names should be validated against the Internationalized Domain Names in Applications standard, currently IDNA2008.

* If an input string is expected to be an existing entry in the DNS, validate it with a DNS lookup.

* Because the local part of an email address is defined only by the mail system that receives mail, it is generally not possible to validate it. Asking the user to enter the email address twice may detect typing errors.

* In most cases, all of the components of a domain name or email address (except the TLD name if it is not an IDN) should be in a single script or closely related scripts.

The temporary or long-term storage of domain names and email addresses, which should be stored in well-defined formats regardless of the expected duration of the storage.

UASG Recommendations

* Typically, domain names and email addresses should be normalized according to Unicode Normalization Form C (NFC) before storing.

* In most applications, domain names and email addresses should be stored in files and databases encoded as UTF-8, the most common and best-supported Unicode encoding.

* Within application code, the most appropriate representation of Unicode depends on the programming environment.

* Applications should choose a consistent internal representation—either U-labels or A-labels—for IDNs.

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Occurs whenever
an email address or domain
name is used by an
application or service to
perform an activity or
changed into an alternative
format. Additional validation
may occur during processing.

UASG Recommendations

* As Unicode evolves, upgrade software when practical to use the most recent version of the standard and any available graphics and fonts.

* Use APIs that support UTF-8 input or output whenever available. Use standard well-debugged libraries to process and validate IDNs.

* Give special consideration for scripts written right-to-left that are used in domain names and email addresses.

* When creating registries or other data structures that include script or language information, allow for as many as possible, ideally all that the Unicode Standard supports.

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Occurs whenever an email address or domain name is rendered visually by a user interface.

UASG Recommendations

* Consider that although modern software and devices can display nearly all Unicode code points, older systems may have limited support, and require that applications manage some of their old fonts.

* Display IDNs in their native character form unless there is a specific requirement to display them as A-labels.

* Some mixed left-to-right (LTR) or right-to-left (RTL) text makes sense to users, and some does not. Use the Unicode restriction levels criteria to flag potentially misleading strings.

* In some cases it may be necessary to design applications separately for different languages or language groups.

UA resources and tools

UA Links, Resources and Publications

- UA Working Groups : https://uasg.tech/information/members/working-groups/

- UA Presentations : https://uasg.tech/ua-presentations/

- Operational Documents : https://uasg.tech/information/members/operational-documents/

- Case Studies : https://uasg.tech/case-studies/

- UA Information for IT Leaders : https://uasg.tech/information/it-leaders/

- UA Information for Developers : https://uasg.tech/information/developers/

- WG subscription form : https://docs.google.com/forms/d/e/1FAIpQLScRg7caDnbgEo_r6UnP3s5OvtIMlE9btaM--sIWXukWbA52oQ/viewform

Check
www.uasg.tech

Contact Information

* UA Program :

    * info@uasg.tech

    * UAProgam@icann.org

* Report UA problems with other applications:
  https://uasg.tech/global-support-centre/

Thank You