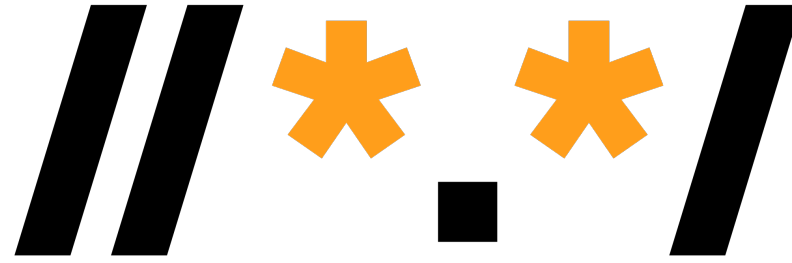


Update on UA Day Activities

Sarmad Hussain
Senior Director of IDN and UA Programs

ALAC Monthly Meeting
25 April 2023





Universal Acceptance

UA Day
#Internet4All

28 March 2023

<https://UniversalAcceptance.day>

Objectives of UA Day

- ⦿ In order to mobilize the technical community to become UA-ready, Universal Acceptance Steering Group (UASG) proposes to organize a UA Day.
- ⦿ The UA Day aims to rally local, national, regional, and global organizations and community to create a “buzz” around adopting UA.
- ⦿ Organizations to propose one of the following:
 - **Organize a UA Awareness session:** provide a high-level overview of UA and Email Address Internationalization (EAI), the benefits of being UA-ready, basic technical concepts related to UA, and next steps to become UA-ready.
 - **Organize a UA Technical Training session:** provide in-depth training on becoming EAI-ready for email system administrators and on becoming UA-ready for developers.
 - **Organize a UA Strategy session:** discuss appropriate mechanisms to promote UA adoption at the regional level.

Strategy for UA Day

- ⦿ Plan and support UA awareness and technical training events on or around the UA Day (28 March 2023).
 - Local/National
 - Regional
 - Global
- ⦿ Encourage UA Ambassadors, UA Local Initiatives, ICANN, and interested global partners and organizations to host UA Day events.
- ⦿ Reach out to the ICANN community and ALAC, RALOs, and ALSes to host events.

UA Day Events: Call for Proposals and Responses

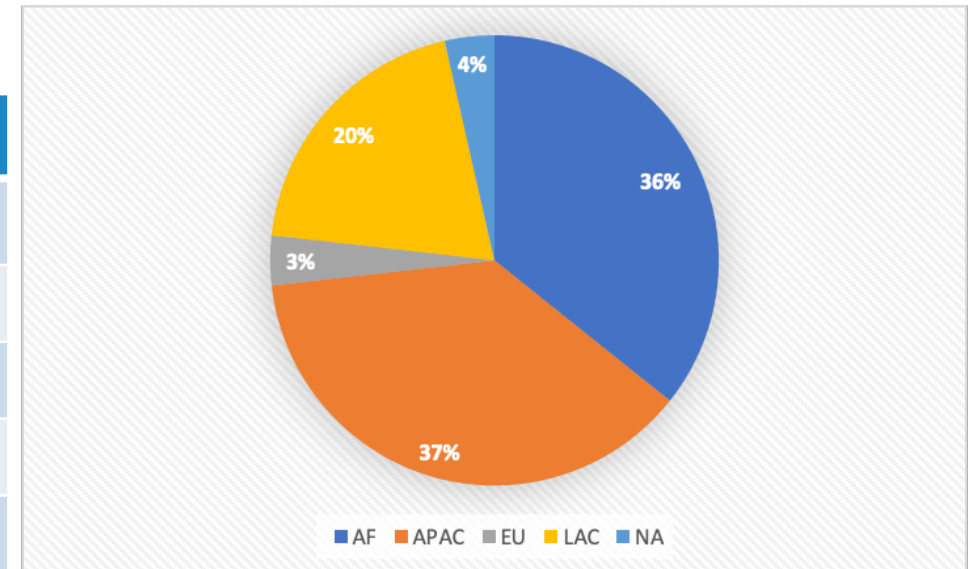
- ⦿ A [call for UA Day event proposals](https://UniversalAcceptance.day) was published on 21 December 2022. Proposals were collected through an online form on <https://UniversalAcceptance.day>.
- ⦿ The last date for accepting the proposals was 31 January 2023. Successful proposals are published on the UA Day webpage at <https://UniversalAcceptance.day>.
- ⦿ A total of 89 proposals for local/national and regional UA Day events were received by 31 January 2023.

Region	Proposals
Africa	32
Asia Pacific	41
Europe	2
Latin America and Caribbean	12
North America	2

Shortlisted UA Day Events

- Of the 89 proposals, a total of 50+ events shortlisted from 40+ locations. The main UA Day event hosted by Govt. of India.
- **AF:** Benin, Cameroon, Central African Republic, Republic of Chad, Egypt, Ghana, Kenya, Liberia, Libya, Malawi, Morocco, Niger, Nigeria, Rwanda, Sierra Leone, United Republic of Tanzania, Tunisia, Uganda
- **APAC:** Bangladesh, China, India, Lao People's Democratic Republic, Malaysia, Republic of the Union of Myanmar, Nepal, Pakistan, Papua New Guinea, Samoa, Sri Lanka, Thailand, Republic of Türkiye
- **EUR:** Armenia, Germany, the Netherlands.
- **LAC:** Brazil, Ecuador, El Salvador, Grenada, Guadeloupe, Mexico, Nicaragua, Plurinational State of Bolivia, Trinidad and Tobago
- **NA:** Canada, United States of America

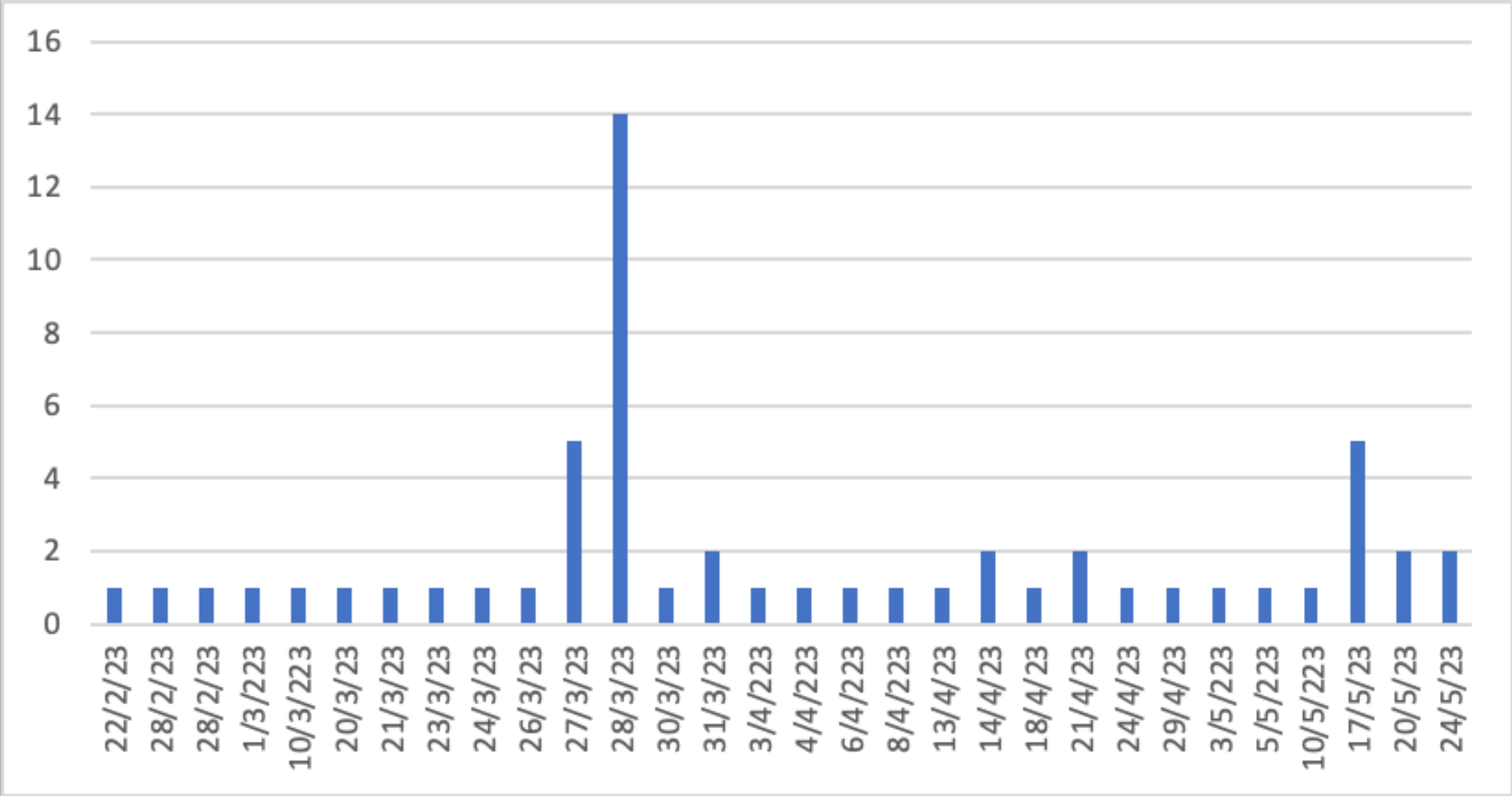
Region	Proposals	Shortlisted
Africa	32	20
Asia Pacific	41	18
Europe	2	2
Latin America and Caribbean	12	9
North America	2	2



ALAC, RALOs and ALSes Contribution to UA Day Events

- ⦿ 22 events organized by ALAC, RALOs and ALSes, as per details on [this page](#).
 - AFRALO: 11
 - APRALO: 4
 - EURALO: 1
 - LACRALO: 4
 - NARALO: 2

Timeline of UA Day Events

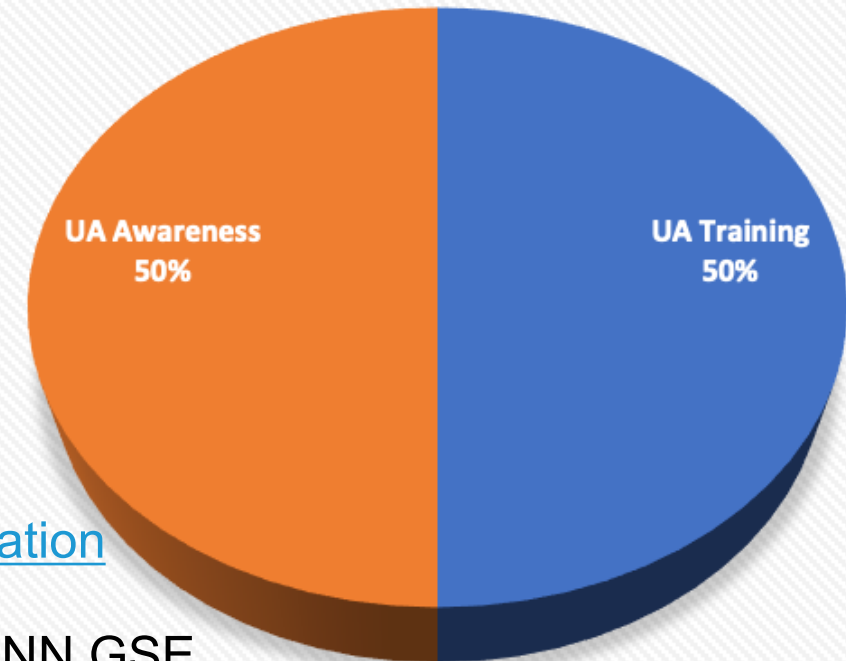


Attendance and Outreach of UA Day Events

- ⦿ Based on the 27 UA Day events reported till 24 April, 2023:
 - There were 6661 attendees in these events.
 - Two large events in China and India, each with around 2000 attendees (physical and virtual).
 - The events were held in more than 18 languages, including Arabic, Armenian, Bengali, Chinese, Dutch, English, French, Hindi, Myanmar, Nepal, Portuguese, Russian, Sinhala, Spanish, Swahili, Thai, Turkish, and Urdu.
- ⦿ Two press releases were published by ICANN:
 - [UA Day: Global Effort to Drive a More Inclusive Internet](#) on 9 March 2023
 - [Charting Towards a Multilingual and Inclusive Internet](#) on 24 March 2023
 - These press releases garnered more than 1,500 “pickups” by various global media outlets.
- ⦿ ICANN conducted extensive social media engagement leading up to and on UA Day, including paid social campaigns on Twitter and Facebook.
 - The paid campaigns resulted in over one million impressions/reach and over 3,500 link clicks to the UA Day page.

ICANN Support and Publications

- Developed UA Day materials published at the <https://UniversalAcceptance.day>.
 - [Awareness Presentation-2hr](#) ([AR](#), [ES](#), [FR](#), [HI](#), [RU](#), [ZH](#))
 - [Welcome Video](#) by UASG Chair, Ajay Data
 - Promotion Videos ([ICANN](#), [UASG](#))
 - [Technical Overview of UA-2hr](#)
 - Programming Training for UA-4hr – [Training Presentation](#)
 - Email Administration Training for UA-4hr – [Training Presentation](#)
- Planned agendas with event organizers, with the support of ICANN GSE team and assigned speakers and trainers as needed (with the support of ICANN GSE team UA Ambassadors).
- Published survey and reports for relevant stakeholders:
 - [Survey to assess UA-readiness of contracted parties and ccTLDs](#)
 - [UA Roadmap for Registry and Registrar System](#)



ICANN Board Involvement in the UA Day Events

- ◉ [Video on UA](#) by Edmon Chung part of UA Day materials.
- ◉ Global Event on 28 March in New Delhi, India: Tripti Sinha, Edmon Chung and Sally Costerton.
- ◉ Regional Event on 28 March in Yerevan, Armenia: Danko Jevtović.
- ◉ Local Event on 28 March in Managua, Nicaragua: León Sánchez.
- ◉ Local Event on 28 March in the Hague, The Netherlands: Maarten Botterman.
- ◉ Regional Event on 30 March in La Paz, Bolivia: Patricio Poblete.
- ◉ Local Event on 31 March in New York, USA: Sarah Deutsch.
- ◉ Local Event on 31 May (31 May) in Hong Kong, China: Edmon Chung.

UA Day Next Steps

- ⦿ Contract and support any remaining UA Day events.
- ⦿ Work with host organizations to gather post-event reporting.
- ⦿ Develop a UA Day recap report.

Thank You
