

AFRALO UA Adoption Strategy for At-large members (Individual members and ALSs)

Introduction:

Creating a strategy to adopt UA in Africa for the benefit of end users involves creating a framework that ensures all domain names, including internationalized Domain Names and new gTLDs are accepted, validated, processed, stored and displayed correctly across all software applications and online platforms.

This strategy is designed for the members of AFRALO. It is meant to provide steps through which AFRALO members could help in UA adoption in Africa

Vision:

To overcome the technical and social barriers to universal acceptance of domain names in Africa. Leading to a more inclusive and accessible Internet across the continent.

Goals:

- A. Engaging AFRALO members and Organizations from the region
- B. Awareness and Education
- C. Collaboration and Partnerships
- D. Technical Support and Resources
- E. Policy Advocacy
- F. Capacity Building
- G. Monitoring and Evaluation
- H. Marketing and Outreach

Note: Participants are encouraged to implement as many action items as they can. However, they are not required to implement each and every goal nor action item.

Goals, Action Items and Metrics

Goal

- A. Engaging AFRALO members/ALSs and Organizations from the Region

Action items for AFRALO UA Day team and all Participants

- Forming an AFRALO UA Day Follow up team which will be established during the second UA Day session and through the mailing list within one week following the conclusion of the AFRALO UA second session.
- Sending out an invitation to all AFRALO Members/ALSs and relevant organizations in Africa to participate in the implementation of the strategy
- Creating an excel spreadsheet including all participants and a column for documenting their activities pertaining to the strategy. The sheet should be available online on AFRALO UA Day wiki page. Participants will update the sheet throughout the year as they accomplish any of the goals/action items outlined in the strategy.
- Publishing activities accomplished every three months on the mailing list and AFRALO Newsletter
- AFRALO UA Day follow-up team to publish metrics related to each of the goals every six months.

Metrics:

- Number of participants from
- Number of activities concluded by participants

Goal

- B. Awareness and Education:

Action items for all participants:

1. Stakeholder identification: Identify Key stakeholders in Africa
2. Workshops and Seminars: Organize workshops and seminars to raise awareness about the benefits and technical requirements of UA
3. Case Studies
 - Gather success stories from across Africa and distribute those case studies across the continent.
 - Classify African case studies per stakeholder

Metrics:

- Number of participants that contributed to any of the action items
- Number of seminars and workshops conducted
- Number of case studies made available through participants

Goal

C. Collaboration and Partnership

Action items for all participants:

1. Partner with stakeholders from the region: Identify Possible partners who could help in promoting and implementing UA across Africa.
2. Collaboration among AFRALO members: Identify AFRALO members with whom you can collaborate
3. International Collaboration: Identify International organizations including ICANN structures members with whom you could partner and leverage their expertise and resources

Metrics:

- Number of partnerships identified globally, locally and among AFRALO members
- Number of active partnerships globally, locally and among AFRALO members

Goal

D. Technical Support and Dissemination

Action items for all participants:

1. Technical Guidelines: Develop and disseminate technical guidelines for UA implementation tailored to the African context.
2. UA Ready Tools: Promote the development and use of UA-ready software and libraries
3. Testing and Compliance platforms: Use UASG testing platforms to test readiness of websites and applications
4. Identify common tools and applications that are widely used in your country or region that are not UA ready to help those applications become UA ready
5. Start with yourself and become UA ready
6. If you have the technical capability help others to become UA ready, means could include partnerships
7. Collaborate with ICANN GSE - Africa team to become UA ready
8. Collaborate with UASG to become UA ready

Metrics

- Number of technical guidelines shared
- Number of guidelines developed
- Number of developed applications that are UA ready
- Number of times UASG testing platforms have been used to test UA readiness
- Tools and applications identified as widely used in the region along with their UA readiness.
- Number of sites and applications that became UA ready

Goal

E. Policy Advocacy

Action items for all participants:

1. Policy Development: Advocate for the incorporation of UA standards in national and regional ICT policies
2. Regulatory Frameworks: Reachout to telecommunication regulators to establish guidelines and mandates that require UA compliance
3. Incentives for adoption: Advocate for incentives for businesses that implement UA standards

Metrics:

- Number of outreach activities in that regard
- Number of outreach events that have led to significant results

Goal

F. Capacity Building

1. Training Programs: offer training programs for IT professional on how to implement UA in their systems
2. University Curricula:
 - Advocate for integrating UA topics into the curricula of computer science and IT degrees. If you are in academia add UA topics to your curricula.
 - Help in providing incentives to students to attend UA related classes, through incentives such as partnering with industry to provide internships or training to those who attend UA classes.
3. Online Resources:
 - Identify Existing online resources
 - Raise awareness about the online resources provided through the UASG task force and any other similar online resources.

Metrics:

Number of conducted trainings

- Number of initiatives related to academia in relation to UA readiness
- Number of online resources that have been identified

Goal

G. Monitoring and Evaluation

- Monitoring the number of websites that have adopted UA
- Monitoring the number of EAI
- Send out surveys to your community to identify their UA readiness

Metrics:

- Number of surveys sent out and number of and responses received
- Percentage increase in UA ready websites
- Percentage increase in EAI

Goal

H. Marketing and Outreach

- Promotional Campaigns: Run promotional Campaigns showing the importance of UA for local languages, preserving one's identity and cultural heritage
- Success Stories: Publicis success stories from the region on your websites and social media
- Engagement via media: Utilize social media as well as regular media whenever possible to increase visibility and understanding of UA issues
- Conduct surveys to understand the need for IDNs in specific regions in Africa

Metrics:

- Number of UA awareness campaigns conducted
- Number of publicized stories
- Number of surveys conducted to understand the need for IDNs in the region.

Implementation:

Implementation of the strategy will depend on participants from AFRALO ALSs and members and any other relevant entities/organizations from the region who would like to take part in it. In addition an AFRALO UA Day follow-up team will be established and will be responsible for:

- Sending out an invitation to all AFRALO Members/ALSs and relevant organizations in Africa to participate in the implementation of the strategy
- Creating an excel spreadsheet including all participants and a column for documenting their activities pertaining to the strategy. The sheet should be available online on AFRALO UA Day wiki page. Participants will update the sheet throughout the year as they accomplish any of the goals/action items outlined in the strategy.
- Publishing activities accomplished every three months on the mailing list and AFRALO Newsletter
- Working on increasing the number of participants.