

## RECOMMENDATIONS 7 & 12: GNSO LANGUAGE TRANSLATION AND TRANSCRIPTION

### STRATEGIC ALIGNMENT

#### Part One – Which ICANN Objective does this meet

Promote ICANN’s role and multistakeholder approach. See Strategic Plan, page 19 at: <https://www.icann.org/en/system/files/files/strategic-plan-2016-2020-10oct14-en.pdf>.

#### Alignment with Strategic Objectives

##### Goal

Encourage community role in implementation.

##### Project/Recommendation

Recommendation 7: That Stakeholder Groups and Constituencies engage more deeply with community members whose first language is other than English, as a means to overcoming language barriers.  
Recommendation 12: That ICANN assess the feasibility of providing a real-time transcription service in audio conferences for Working Group meetings.

### SCOPE DESCRIPTION

#### Scope Statement

1. Staff to provide an overview and costs of existing measures to overcome language barriers.
2. Staff to review work already done at ICANN in relation to this topic and propose possible approaches for the GNSO, including an analysis of costs versus benefits, and present this to the GNSO Review Working Group.
3. The GNSO Review Working Group to analyze the review and possible approaches and determine recommended approaches to the GNSO Council.

#### Out of Scope

The above scope is sufficiently clear.

#### Assumptions

None.

#### Deliverables

None.

### OPTION ANALYSIS

None were considered or were necessary to be considered.

### SOLUTION

#### 1. Overview of Current Language Services and Costs:

Languages are one of the key features of cultural identity, communication and the possibility of reaching out beyond borders. ICANN, as an International Organization, has the responsibility to provide information to the world, therefore, considers its many languages an asset, rather than a burden. While committed to integration and recognizing that "Multilingualism brings communities closer together", ICANN wants to promote actively the freedom of its community members to speak and write in their own language.

Participation in Working Groups is already a low-cost, or no-cost, option for members and observers. All meetings are accessible via remote participation and there are recordings and transcripts. For meetings at ICANN meetings real time transcription (RTT) and translation of transcripts often are provided. Meeting times

are rotated to accommodate all time zones, depending on the composition of the Working Group. Currently, the determination to provide real time transcription (RTT) or teleconference interpretation is evaluated based on the needs and composition of individual Working Groups.

#### *Interpretation:*

##### Overview:

Interpretation is the conversion of the spoken word from a source language into a target language. It is provided in different ways:

- Simultaneous Interpretation: ICANN has used and will continue using simultaneous interpretation during meetings, where appropriate.
- Consecutive interpretation, is provided in a way where the target language version is rendered after the source version.
- Teleconference Interpretation: This service is provided during teleconference calls. ICANN has been using this particular service to enhance communication during some At-Large, RALO's and GNSO teleconferences.

##### Benefits and Uses:

Different situations require different interpreting formats, the most common of which are simultaneous and consecutive interpreting.

Consecutive interpreting works best for small groups or one-on-one conversations. The interpreter waits until the speaker is finished before relaying the message in the listener's language, and vice versa. Consecutive interpreting has the advantage of being more like a conversation, with both parties able to speak uninterrupted by an interpreter. However, it usually takes about twice the amount of time since the interpreter has to wait until each party finishes speaking before beginning the interpretation – in essence

In simultaneous interpreting, also known as conference interpreting, the interpretation is transmitted to listeners in real time while the original speech is still in progress. Simultaneous interpreting is primarily used in formal or large group settings, where one person is speaking in front of an audience, rather than in conversational environments. This type of interpreting service frequently requires audiovisual equipment, such as wireless receivers, headsets and microphones, to relay messages quickly to a large audience.

Telephone interpretation is conducted in consecutive mode, where the interpreter waits to translate until the speaker has stopped speaking for a moment, before interpreting the entire phrase.

##### Costs:

The cost for teleconference interpretation is per language, so each hour, per language will be \$230. The support is provided with two interpreters/language, remotely. The support for interpretation during ICANN meetings has a different cost. As this service cannot be provided remotely the cost now includes equipment, technicians, travel and accommodations for the interpreters, etc. For example, a day of interpretation for the Governmental Advisory Committee (GAC) room, with all 6 UN languages, is approximately \$18,000.00. This total does not include travel, accommodations and any cost from the IT department, it is only the cost for interpreters and equipment (booths, mics, headsets).

#### *Real Time Transcription (RTT):*

##### Benefits and Uses:

RTT is only provided in English, so it has limited to engage with community members whose first language is other than English. The decision as to whether to use RTT depends on the type of meeting. For example, RTT is most useful during a call, but not as useful for a webinar. Having RTT on a call is used to register the conversation or discussion that is taking place during the call/session, in most cases for legal purposes (as with Board sessions/calls). However, it is also used when a Working Group is working on something and the notes of what they are discussing are needed rather quickly to continue with their work after the call/session. RTT has also been helpful for hearing impaired Working Group members, as another way to be inclusive. Note, however, that RTT transcript is not 100 percent accurate. Some words may be missing from an RTT transcript, depending of the quality of the connection, the speed in which the speakers talk, etc. During RTT support, the scribes are typing just as a court reported does, and when the scribes review the transcript before delivering the final copy, they will look for typos, not missing words, because they do not work with the original audio as a reference to hear the session again and include whatever may be missing.

#### Costs:

The cost per hour of RTT during a call and during ICANN meetings is approximately \$120. Deliverables include, aside from the actual service, the provision of a transcript, first a draft and within 24 hours the final. However, the transcript from an RTT session is not 100 percent accurate.

## **2. Possible Approaches to Using Language Services**

To date interpretation and transcription has been provided when a particular need has been identified, most commonly in the GAC and ALAC and particularly at ICANN meetings where the meeting is based in a country where English is not the official or primary language. Simultaneous interpretation also has been offered on a trial basis, such as for the Pre-ICANN61 Policy Open House sessions on 02 March. While the costs may not seem high, they can become quite high if it was decided, for example, that all Working Group meetings have interpretation and/or RTT. One approach would be to offer a variety of options and for Working Groups to determine whether and/or when to request a service. For example, if a Working Group had a high percentage of Spanish speaking members, it might decide to request interpretation in English and Spanish, or to request audio-transcription. Thus, a cost-effective approach would be to not mandate language service use for Working Group or GNSO Council meetings, but to allow the groups to put forward a request along with justification concerning the need for the service, with services approved on an as-needed basis when justified.

## **3. Translation of Documents**

As an alternative or a complement to transcription, Working Groups may request translating of key documents. Note that one of ICANN's guiding principles for translation is, "To maximize as much as possible within budgetary constraints, the work of ICANN - policy development, strategic, operational planning, and supporting information for all- should provide non-English-fluent stakeholders equal access to influence and participate in the development process as fluent English speakers presently do." For additional details see Appendix A below.

## **4. Stakeholder Group and Constituency Engagement**

Recommendation 7 states, "that Stakeholder Groups and Constituencies engage more deeply with community members whose first language is other than English, as a means to overcoming language barriers." One option to address this recommendation is for Stakeholder Groups and Constituencies to request, via ICANN support staff, translation of key policy documents. In particular, ICANN's Language Services offers a translation framework for Policy Documents as follows:

## Policy Documents and Information

Content that falls in this category includes: issue papers, policy drafts, final reports and other similar documentation, **comments solicited from constituencies or communities related to policy development, working group charters and mandates [emphasis added]**, announcements related to all Policy-development activities.

- Languages: 7 ICANN Langs.
- Language selection logic: Baseline is UN languages with inclusion of Portuguese as additional language (historical ICANN approach, generally accepted, inclusion of Portuguese will be well received by community).
- When defining or implementing a new policy development process, sufficient time should be allocated for translation (assuming 2000 words require one day of translation per language).

Another option provided by ICANN's Language Services to aid in participation by non-English speakers is a transcript from the call/session via Audio-Transcription. This service is provided after the fact. ICANN staff submit the audio file or link to the audio to Language Services and they will process and provide a transcript within 24 hours. Audio-Transcript is 100 percent accurate to the audio.

### Cost Projections/Possible Scenario:

The costs to provide teleconference interpretation and RTT are quite high, especially if one projects them across all possible Working Groups. The following is a sample analysis with respect to potential language interpretation and transcription costs. The calculation of meetings is taken from the GNSO calendar 2017 ([https://gnso.icann.org/en/group-activities/calendar/2017\[gnso.icann.org\]](https://gnso.icann.org/en/group-activities/calendar/2017[gnso.icann.org])). It includes Working Groups and Work Tracks, but not Stakeholder Group or Constituency-specific meetings, or GNSO Council meetings. If a large Working Group such as the New gTLD Subsequent Procedures PDP Working Group isn't included it would significantly reduce the costs.

Note, however, note that other factors need to be considered such as additional phone lines, change of phone provider as Verizon cannot accommodate interpretation, longer Working Group meetings as interventions in other languages will need to be translated back to English, as well as additional staff support to set up and arrange interpreted calls.

WGs, WTs Meetings (incl. Subteams)	2017
CWG on Country and Territory Names as TLDs	2
Next-Gen RDS PDP WG	46
GNSO Review Working Party	20
New gTLD Subsequent Procedures Working Group	125
Cross-Community Working Group on New gTLD Auction Proceeds Drafting Team	26
GNSO IGO INGO CRP PDP WG	40
Review of All Rights Protection PDP Working Group	80
GNSO Bylaws Drafting Team	2

GNSO Standing Selection Committee	14
<b>Total</b>	<b>355</b>

<b>assumptions:</b>	
duration/meeting (hours)	1
interpretation + transcription needed	50%
interpretation into additional languages	2
interpretation hours	355
transcription hours	178
cost per interpretation hour	\$230.00
cost per transcription hour	\$120.00
total interpretation cost	\$81,650.00
total transcription cost	\$21,300.00
<b>Total estimated cost</b>	<b>\$102,950.00</b>

**Working Group Determination:**

*Recommendation 7: That Stakeholder Groups and Constituencies engage more deeply with community members whose first language is other than English, as a means to overcoming language barriers.* The Working Group notes that the recommendation may be addressed by Stakeholder Groups and Constituencies requesting via ICANN Language Services for key documents relating to policy and outreach to be translated within the parameters of ICANN’s Annual Budget.

*Recommendation 12: That ICANN assess the feasibility of providing a real-time transcription service (RTT) in audio conferences for Working Group meetings.* The Working Group has assessed the feasibility of providing RTT services in audio conferences for Working Group meetings to be both expensive as well as inadequate for addressing engagement as RTT is only provided in English. Instead, Working Groups should be allowed the option of teleconference interpretation, but with the understanding that the goal would be to use these services for those Working Groups where there is a clear demand for interpretation. The demand may depend on the composition of the active WG membership and should clearly been defined with a rationale by the WG leadership. The WG leadership team will channel any such requests that have budget implications to the GNSO Council for consideration. The Working Group notes that a traditional RTT solution typically includes professional translators. Understanding that the costs for such translators may be prohibitive for some uses, other solutions may include automated services, volunteers or translations of executive summaries of transcripts after public meetings. In addition, Working Groups should consider translating transcripts, again only if there is an identified demand for this service.

The Working Group determined that the available services and options are sufficient to fulfill these recommendations recognizing that demand and justification is required as budget constraints apply.

**KEY DEPENDENCIES**

None.

**RISK IDENTIFICATION**

None.

**KEY PERFORMANCE INDICATORS**

It is not clear to staff whether a KPI applies in the implementation of these recommendations.

**NECESSARY TO PROCEED**

**Next Phase Activities/Resources**

Staff resources.

**APPROVERS**

Name	Completion of Recommendation Approved by Consensus
GNSO Review Working Group	27 April 2018

**REVISION HISTORY**

Date	Version	Description	Author
17 January 2018	V1	Original Draft.	Julie Hedlund, Policy Director
14 February 2018	V2	Revised based on the discussion during the Working Group meeting on 08 February 2018.	Julie Hedlund, Policy Director
29 March 2018	V3	Revised based on the discussion during the Working Group meeting on 01 March 2018.	Julie Hedlund, Policy Director
12 April 2018	V4	Revised based on the discussion during the Working Group meeting on 01 March 2018.	Julie Hedlund, Policy Director
27 April 2018	V5	Final Implementation Charter approved by consensus on 27 April 2018	Julie Hedlund, Policy Director

**Attachments:** Appendix A: ICANN Translation Information

## Appendix A: ICANN Translation Information

Source: <https://wecann.icann.org/docs/DOC-10074>

### Translation

The ideal translation should be accurate and natural to the reader. The intended audience, who is unfamiliar with the source text, should easily understand it. The success of a translation is measured by how closely it measures up to these ideals. The ideal translation should be:

- Accurate: reproducing as closely as possible the meaning of the source text.
- Natural: using natural nuances of the receptor language in a way that is appropriate to the kind of text being translated.
- Communicative: expressing all aspects of the meaning in a way that is readily understandable to the intended audience.

Translation, then, consists of studying the lexicon, grammatical structure, communication situation, and cultural context of the source language text, analyzing it in order to determine its meaning, and then reconstructing this same meaning using the lexicon and grammatical structure which are appropriate in the receptor language and its cultural context. ([Larson 1998](#))

#### *Guiding Principles*

##### ◆ **The suggested translation process is based on the following guiding principles:**

- ICANN is committed to producing non-English-language versions of information where it serves to increase participation in the work of the organization and general comprehension of strategic objectives.
- To maximize as much as possible within budgetary constraints, the work of ICANN - policy development, strategic, operational planning, and supporting information for all - should provide non-English-fluent stakeholders equal access to influence and participate in the development process as fluent English speakers presently do.
- ICANN's translation efforts will focus on holistic processes and not documents. For example, if a public consultation is to be held on a text, the main document, announcement and background reference information which provides context to support the comment period will be translated. Taking into account budgetary constraints, ICANN will try to make possible for public comments to be accepted in the same languages, with translation as required for non-English comments received.
- Quality is essential. Translations should be useful to the ICANN community and stakeholders. ICANN translations are, and will continue to be produced by an array of independent linguists and multilingual Language Service Providers (LSPs), already comfortable with ICANN's particular language and jargon. The use of regular vendors offers consistency. Working with several providers allows us to negotiate fees, as well as greater production of material, and maximize Turn-around-time (TAT). For consistency purposes, all vendors will utilize ICANN's Translation Memory (TM) assets and terminology glossaries. As translators learn about ICANN and TM databases grow, the need for review of their work will decrease over time.
- To ensure quality control, non-English native ICANN staff will be asked to participate, from time to time, in a validation and spot check process to monitor quality. In an effort to accomplish this, Language Services will create a Multilingualism Awareness Program to share with current and new ICANN staff. To ensure the success of this new initiative,

Language Services will seek support from HR and the corresponding department managers.

- **English remains the working language of ICANN; all translated documents are non-authoritative and will contain a statement that reflects this reality.**
- The focus will be producing translated content that supports the overall strategic objectives of ICANN internationally.
- The ICANN community can and should play an important role in translations, but it is unrealistic to expect that the community will actively create professional translations for ICANN on an ongoing, voluntary basis. At the same time the subject matter expertise would be very important to support translators. ICANN Language Services is currently assessing a monitored crowd sourcing system that will permit community members to get involved. This system will allow the community to translate material such as the comments of a fellow community member, and other written information related but NOT produced by ICANN.
- All ICANN staff and direct members of an ICANN body (GAC, ALAC, GNSO, NOMCOM, etc.) will refrain from relying on or requesting the translation of documents from a community member or an independent linguist not working directly with the Language Services Unit. Although the ICANN community has wide language skills and is eager to offer translation services to ICANN, material produced by ICANN shall only be translated by ICANN-retained LSPs.
- Machine Translation (MT) is not suitable to translate ICANN documents. With the possible exception of using MT in cases that have proven successful such as mailing lists ICANN shall not invest in additional deployment of MT technology.

#### *Key Elements*

The key elements of the recommended translation process are:

- Implementation of a document classification system that distinguishes content and documents to be proactively translated (outreach content, strategic and policy-related materials) in a standard set of languages, and reactively translated in required languages.

Outreach information to be available in: Current 5 UN Languages + Portuguese-BR. Although English, Chinese, Spanish, Japanese, Portuguese, German, Arabic, French, Russian, and Korean are the Top 10[1] or “Most Proactive Internet Languages” this fact does not necessarily reflect ICANN’s demand for translated documentation.

Strategic and policy documents and related written materials to be available in: English, Arabic, Simplified Chinese, French, Spanish, Russian (UN and WHO languages), thought it shall always be possible to modify the languages for a given process to suit the needs of that process. Portuguese[2] to be included in the UN set of languages.

- Adoption of a standard submission timeline for documents that must be translated prior to ICANN meetings (e.g. four weeks prior to a meeting).
- Adoption of a standard submission timeline for announcements in order to post the translated versions at the same time the EN source is posted, or with a time difference with the EN version, of no more than eight hours.

- Adoption of the “Controlled English / Plain English” step to be part of the document production process.
- Creation and maintenance of two linguistic databases: one that stores multilingual ICANN terminology (terminology database) and one that stores sentences that have been translated (Translation Memory (TM)) database). These databases, now in place, are ICANN’s assets.

### *Translation Technology*

The main types of translation technology used in translation projects are:

- Machine translation (MT): an automated translation engine that produces translations from one to another language.
- Terminology management: a database system that stores key terms for use during the translation process; normally linked to Translation Memory (TM) for automatic term look-up. See the Terminology section below for more information.
- Translation memory (TM): a database system that stores translated sentences for later reuse during the translation process.
- Subtitling tools: tools used to add subtitles to video footage and add translated versions if required.

ICANN has invested in a Machine Translation tool (Systran) that produces rough translations from one language to another. Systran has been used to translate some online content (mainly ALAC mailing lists) but does not produce translations that can be published without extensive editing and polishing. After a few years utilizing this system, ICANN is now replacing the service with Google Translate, in order to provide support for mailing lists translations only. Systran’s rules-based MT engine was also the tool used by Google for its Translate service ([http://translate.google.com/translate\\_t](http://translate.google.com/translate_t)) but has recently been replaced by Google’s own statistics-based machine translation engine. The main difference between using a free, public MT engine and using a licensed MT engine, is that a licensed system can be “trained” in ICANN terminology and language use. Without training and customization of the tool and some level of standardization of the source text, both tools will provide a general understanding of the text in the requested target language. Both tools will not aid translators in producing high-quality translations as in most cases it will take more time to post-edit and fix machine translations compared to creating the translations from the source material. Considering the highly diverse and complex nature of content published by ICANN and the lack of resources available to train the MT system, we will not allocate any resources in further expanding the use of MT translation of static documents. Translation memory technology is already being used by the translation suppliers contracted by ICANN. There is no need for ICANN to invest in this technology because the savings will be specified by the translation suppliers producing translations using TM tools. A Translation Management System is currently being used to support all translations. The system is beneficial allowing language service providers to leverage, use the memories and streamline the translation process. Because this is not set in a corporate platform, it does not require a corporate license. Therefore, the investment is minimal and the benefit represents great savings and quality. Another tool used by ICANN (through its partnership with dotSub) is dotSub’s video footage transcription and subtitling technology. This technology is used to add English and translated subtitles to various videos posted on the ICANN global website. The technology can also be licensed so ICANN’s preferred translation supplier can create the translated subtitles. Considering the fact that video-based content is more likely to reach the intended audiences than online textual content providing subtitled video footage could have a big impact on increasing the ICANN community and participation. It is key though that the resources producing and translating the subtitles using dotSub technology stick to the agreed ICANN standard terminology and style conventions.

### *Translation and Terminology Standards*

## ◆ ICANN Languages

ICANN's historical approach has been to translate most documents into a first set of 5 (five) languages, Arabic (AR), Chinese Simplified (ZH), French (FR), Russian (RU) and Spanish (ES); and some additional documents into the first set plus an additional 5 (five) languages, Japanese (JA), Korean (KO), Italian (IT) Portuguese BR (PT-br) and German (DE) to complete a set of 10 (ten) languages. The rationale or selection logic baseline, when it came to the first 5 languages, was to duplicate the UN (United Nations) language set, and when translating into the full set of 10 languages, the idea behind this decision was to cover the "Most Proactive Internet Languages". The 5 UN languages, better referred to as the 6 UN Languages, including English (EN), is also the same set of languages used by WHOIS, as well as other international institutions like the ICC (International Criminal Court), the IMF (International Monetary Fund) who also includes Japanese (JA), the WB (World Bank), and the UPU (Universal Postal Union) who also has included German (DE) and Portuguese (PT) to the original set of 6 languages. The foregoing selection of languages for ICANN translations is being set to the initial 6 UN Languages (Arabic, Chinese Simplified, English, French, Russian and Spanish) plus Portuguese-br, the name for this language set will be referred as the "7 ICANN Langs". Unless indicated otherwise, all documents submitted for translation shall be translated into the "7 ICANN Langs". The translation of a document(s) into any other language not included in the "7 ICANN Langs" will be treated as an individual translation and shall be submitted providing the corresponding rationale for the request. Moreover, when approaching an ICANN Meeting or a meeting where the host and/or organizing country is one for which the official language of the country is not included within the "7 ICANN Langs" set, a head of a department as well as a project owner from ICANN may submit a request for translation of a document(s) into the official language of the host country. This request shall be accompanied by the approval from corresponding Manager, Director, or ICANN's COO.

## ◆ Terminology

Understanding the terminology in ICANN communication is essential. The ICANN policy documents and related information contain many acronyms and terms which are ICANN-specific or have a very specific meaning in the ICANN context. For this reason, establishing an extensive terminology database in multiple languages for ICANN terminology is very important and will enhance the translation process by providing additional consistency. The terminology database will also clarify the rules that need to be applied while translating ICANN terms (i.e. acronym(s) remains in its original format, the translated equivalent is included in parenthesis only the first time the acronym(s) appears in the document). The terminology database combines the existing IDN glossary, ICANN translation glossary, and online English definitions glossary into one central database. Languages to be included in the glossary are the ones selected for Outreach information. The multilingual terminology database not only serves the translators but is also available on the ICANN website for the community and people new to ICANN. The terminology database should contain the following record fields:

- English term or concept
- ICANN domain or other metadata
- Acronym
- English Definition
- Equivalent in each of the "outreach" target languages
- Definition in each of the "outreach" target languages
- Variants

The terminology database will be kept up-to-date, containing all the latest ICANN terms and acronyms, including all approved target language equivalents. To support this effort, LS will conduct once a month revision, update and maintenance of the current TMs (Translation Memories) for each and all the supported languages - 7 ICANN Langs. This task will be performed during two, full day meetings with

language experts (Arabic, Chinese-S, English, French, Russian, Spanish and Portuguese-BR).

#### ◆ **Language Quality Assessment (LQA) / Validation**

Translation quality may be monitored at specific milestones of each project. There are four specific steps to maintain and enhance quality:

- Maintaining language assets during pre-production,
- Managing queries during the translation process,
- Performing validation reviews,
- Conducting yearly service-level business assessments of our translation suppliers

Based on the LISA (The Localization Industry Standards Association) QA model, our Language Quality Assessment (LQA) will consist of a partial review carried out on sample files by independent reviewers to check and record the quality level at various stages and to define subsequent steps. Factors such as vendor experience and recent performance, content/project complexity, schedule and budget constraints will determine the frequency and level of LQA required ensuring the desired quality level for all ICANN translations. To create translations that are useful to the intended target audience, literal translations of any source text will be avoided. It is essential that the concept or process described in the English source document is understood and then rendered in each target language. Translators of ICANN content should therefore have a full understanding of ICANN's history, goals, organizational structure, processes, language, and terminology.

**When translation quality is poor, the reviewer should not spend time revising the document but notify the Translator immediately in order to correct it prior to a new review.**

#### *Document Classification*

##### ◆ **Translation Criteria**

**The following types of documents will be translated by ICANN:**

1. **Outreach information** - e.g. ICANN Fact Sheet, FAQ, information for first time visitors, glossaries, printed brochures on ICANN, and IANA information.
2. **Communications material** - All announcements, all PCP, IIC documents, Press releases, Documents from Department 10-Executive (Speeches, interviews, etc.), Monthly Magazine, ICANN Blog and Twitts, Video Transcripts, meetings documentation, Meeting Guides and web sites, Travel Support guidelines, travel summary, etc.
3. **Strategic documents** - e.g. Strategic Plan, Operating Plan, Budget, Annual Report and Accountability and Transparency Framework, CAG Report.
4. **Policy documents** - e.g. issue papers, preliminary and final reports, SSAC papers, Nominating Committee, GNSO, At-Large working groups documents and statements, ALAC documents, independent review reports from Nominating Committee, GNSO, etc., RALO's documents, Monthly Policy updates, policy briefings, and IDN status reports
5. **Board Material** - Approved Resolutions, Board Meeting Minutes, Board briefing material and ICANN Bylaws.
6. **GAC Material** – All GAC communiqués and supporting documents.

7. **Specific projects documents** - e.g. New gTLD Draft Applicant Guidebook (and related materials), IDN Materials, Registrar and Registry material (Web pages and RDE documents), etc.
8. **Other documents** (demand driven) - e.g., Ombudsman documents, forms, contracts, and web pages.

#### ◆ **Translation Framework**

**The following content and document classification system has been defined by LS:**

1. Outreach information (proactive translation - 7 ICANN Langs)
2. Communications material (proactive translation – 7 ICANN Langs)
3. Strategic documents (proactive translation – 7 ICANN Langs)
4. Policy documents (proactive translation - 7 ICANN Langs)
5. Board Material - (proactive translation – 7 ICANN Langs)
6. GAC Material - (proactive translation – 7 ICANN Langs)
7. Specific Projects material - (proactive translation – 7 ICANN Langs)
8. Other documents (on-demand translation - languages vary)

Below is the scope for each of these categories and the decision criteria used to determine whether a given document or piece of content should be translated. **Note:** It is understood that a single document alone should not be translated without the accompanying information that supplies necessary context, and, when documents are to be posted, announcements related to the same must themselves be translated into the same languages as the documents to which they relate.

#### **Proactive Translation**

##### ***Outreach Information***

Content that falls in this category includes: ICANN Fact Sheet, FAQ, Fellowship information, For first-time visitors, General information, Global partnerships, Mission, Participation information, Glossaries, Policy process summary, printed brochures on ICANN, IANA Functions Department information (optional), ICANN Monthly Magazine (optional), and announcements related to the same as relevant.

- Languages: 7 ICANN Langs with the possible addition of one or more language(s) depending on the particular needs or requirements of a meeting, session, project, etc.
- Language selection logic: The languages listed above cover 71.2% of all Internet users source: [www.internetworldstats.com](http://www.internetworldstats.com).

##### ***Communications Material***

Content that falls in this category includes: All announcements, all PCP, IIC documents, Press releases, Documents form Department 10-Executive (Speeches, interviews, etc.), Monthly Magazine, ICANN Blog and Twitts, Video Transcripts, meetings documentation, Meeting Guides and web sites, Travel Support guidelines, travel summary, etc.

- Languages: 7 ICANN Langs.
- Language selection logic: Baseline is UN languages with inclusion of Portuguese as additional language (historical ICANN approach, generally accepted, inclusion of Portuguese will be well received by community).

##### ***Strategic Documents and Information***

Content that falls in this category includes: Strategic Plan, Operating Plan, Budget, Annual Report, Accountability and transparency framework, President's Strategy Committee Report, and (optional) board minutes/resolutions, as well as accompanying announcements and supplementary information necessary for context or understanding of the main texts.

- Languages: 7 ICANN Langs.
- Language selection logic: Baseline is UN languages with inclusion of Portuguese as additional language (historical ICANN approach, generally accepted, inclusion of Portuguese will be well received by community).

### ***Policy Documents and Information***

Content that falls in this category includes: issue papers, policy drafts, final reports and other similar documentation, comments solicited from constituencies or communities related to policy development, working group charters and mandates, announcements related to all Policy-development activities.

- Languages: 7 ICANN Langs.
- Language selection logic: Baseline is UN languages with inclusion of Portuguese as additional language (historical ICANN approach, generally accepted, inclusion of Portuguese will be well received by community).
- When defining or implementing a new policy development process, sufficient time should be allocated for translation (assuming 2000 words require one day of translation per language).

### ***Board Material***

Content that falls in this category includes: Approved Resolutions, Board Meeting Minutes, Board briefing material and ICANN Bylaws.

- Languages: 7 ICANN Langs.
- Language selection logic: Baseline is UN languages with inclusion of Portuguese as additional language (historical ICANN approach, generally accepted, inclusion of Portuguese will be well received by community).

### ***GAC Material***

Content that falls in this category includes: All GAC communiqués and supporting documents

- Languages: 7 ICANN Langs.
- Language selection logic: Baseline is UN languages with inclusion of Portuguese as additional language (historical ICANN approach, generally accepted, inclusion of Portuguese will be well received by community).

### ***Specific projects Material***

Content that falls in this category includes: e.g. New gTLD Draft Applicant Guidebook (and related materials), IDN Materials, Registrar and Registry material (Web pages and RDE documents), etc.

- Languages: 7 ICANN Langs.
- Language selection logic: Baseline is UN languages with inclusion of Portuguese as additional language (historical ICANN approach, generally accepted, inclusion of Portuguese will be well received by community).

### **Demand-Driven Translation**

#### ***Other Documents***

Content that falls in this category includes: public non-English comments, forms, brochures, contracts, older materials on the website, content not included in any of the other categories, mailing list postings, any web pages not offered as official translations, etc.

- Languages: 7 ICANN Langs.
- Language selection logic: Baseline is UN languages with inclusion of Portuguese as additional language (historical ICANN approach, generally accepted, inclusion of Portuguese will be well received by community).
- For some content types, such as contracts, a translation must be followed by a legal review in the countries where the document will be used, unless the translation is only provided as reference and the English document remains the only legally valid document.

Decision criteria for on-demand translation should be based on answers to the following questions:

- **Audience:** Is the document or content aimed at an international or national audience?
  - Does the material address country-specific information or information that is mostly relevant for a specific region? For documents aimed at a national

audience or communicating only country-specific information, only the language of the country in question should be sufficient. For information that is relevant for a specific region (e.g. IDNs forAsia) Asian languages might be more important.

Depending upon the answers to the above question, a selection of languages must be defined through the following questions:

- **Language Requirement:** Does the intended audience demand, require or expect local language versions?
  1. Is the document or content targeted at a specific institution or organization that expects a translated version, e.g. national government? For official publications translations might be expected or even required.
  2. Can the intended audience use any of the existing language versions of the document (either the original version or translations) to understand the content?
  3. Is there no inherent risk or disadvantage for not having the document or information available in the requested language?

Once the languages have been identified, the amount of content to be translated must be determined through the following questions:

- **Document:** Would it be sufficient to have the introduction or executive summary in the local language?
  1. Does the document contain a short but comprehensive executive summary that provides sufficient information about the document?
  2. Is the document or content part of ICANN's strategic thinking or initiatives, or a policy development process? If yes, the full document should be tagged for proactive translation in the predefined languages.
  3. Is it possible to omit particular chapters from the translation, such as appendices?

Once the languages and content to be translated have been identified, the feasibility of producing a translation in time for its intended purpose must be investigated through the following questions:

- **Timing & Lifespan:** Is there sufficient time to translate the document?
  1. What is the life span of the document? Will it be relevant for a longer period of time?
  2. Will the document or content be updated in the near future? For content that will be updated soon or regularly, the translation should be done once the document has reached final or near-final state.

The answers to these questions would lead to a translation decision: yes, no, or partial translation (e.g. an executive summary only).

#### *Naming & Numbering Conventions*

Currently ICANN does not have a document management or versioning system. Documents are often only differentiated by file name or date. Translation naming and numbering conventions should be integrated with an overall document naming and versioning process. Many software products are available that can automate document management, which in addition to versioning also manage permissions, audit trails, lock/unlock functionality, backup and rollback, collaboration. Until such software has been implemented, ICANN documents should at least have the following attributes in the file name:

- Document identifier or name (*standard convention, e.g. GNSO Domain Tasting Issue Report*)
- Date of publication (*standard date format: e.g. 21 February 2008*)
- Locale (e.g. **en** = English documents, **fr** = French, **es** = Spanish, etc.) (*See below for further information*)

The header in the beginning of each document will have a fixed set of attributes with at least the

following information (also refer to the attached sample “icann-document-template”):

- Document description
- Document owner and/or authors
- Document version (major new version: 1, 2; update: 1.1, 2.1, etc.)
- Document status (draft, final, retired - exact flow to be defined)
- Document history (versions, summary of changes)

Do not delete or alter the disclaimer notice<sup>[3]</sup> (see footnote 3) in all translated documents. This disclaimer states that the document contains an unofficial, non-normative translation of the official document; if possible, make sure to add a link to the name and location of the original source EN version. A link to the original source version should always be included in each translated version.

◆ **Locale codes identify the language and country:**

ICANN’s translation will be identified by using the two-letter code system made official in 2002, containing 136 codes. Many systems use two-letter ISO 639-1 codes supplemented by three-letter ISO 639-2 codes when no two-letter code is applicable. [http://www.loc.gov/standards/iso639-2/php/code\\_list.php](http://www.loc.gov/standards/iso639-2/php/code_list.php) (see some examples below)

English is represented by **en**

French is represented by **fr**

German is represented by **de** (from the endonym Deutsch)

Spanish is represented by **es** (from the endonym Español)

The country identifier is added in case ICANN decides to release language versions for specific countries, e.g. Portuguese for Portugal (**pt\_PT**) and Portuguese for Brazil (**pt\_BR**), French for France (**fr\_FR**) or French for Canada (**fr\_CA**). Adding the country argument illustrates which language variant has been chosen for translation.

---

[1] Group, M. M. (2010, June 30). Internet World Stats. Retrieved May 4, 2011, from Internet World Users by Language: <http://www.internetworldstats.com/stats7.htm>

[2] Portuguese is the most widely spoken language in the southern hemisphere, the fifth most spoken language in the world, and the third most spoken in the Western world. The UN is currently considering the petition made for adding Portuguese to their List of Official Languages.

[3] This document has been translated from English in order to reach a wider audience. While the Internet Corporation for Assigned Names and Numbers (ICANN) has made efforts to verify the accuracy of the translation, English is the working language of ICANN and the English original of this document is the only official and authoritative text.