



I C A N N | 5 5
M A R R A K E C H
5 – 10 MARCH 2016



ICANN Language Services – Community Translation

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Agenda

1. ICANN IN YOUR LANGUAGE Overview
2. Localization Toolkit Program
3. Memorandum of Understanding (MoU)
4. Experiences from the Community
 - ⊙ Hiro Hotta, representing Japan Registry Services Co., Ltd. (JPRS)
 - ⊙ Panus Na Nakorn, representing Electronic Transactions Development Agency of Thailand (ETDA)
5. Question and Answers

ICANN IN YOUR LANGUAGE

**Improve the
Collaboration with
ICANN Global
Constituents and
Stakeholders**

Background

- Help bridge the language gap outside 6 UN and Portuguese languages
- Originally launched at ICANN52 Meeting in Singapore



Several Key Components

1. Glossary and Terminology Database
2. Language Localization Toolkit
3. New Outreach Materials

ICANN IN YOUR LANGUAGE

1. Glossary and Terminology Databases

- a. Quizlet – Online ICANN Glossary in UN Languages plus Portuguese (<https://quizlet.com/ICANNLangs>)
- b. Currently working on Japanese, Korean and Turkish
- c. Includes term definition and pronunciation
- d. Online and Mobile Application version available

Quizlet

Quizlet Search Quizlet Create a Study Set Log In Sign Up Google Sign In

ICANNLangs PLUS 1 HIGH SCORE

Created Studied Folders

ICANNLangs has created 32 sets Filter these sets Latest Alphabetical

In October 2014

ICANN-English Acronyms 519 terms

In September 2014

- ICANN en tu idioma 6 sets ← Terminology set for Acronyms, General Terms, IDN, gTLD, WHOIS and IANA
- ICANN 中文术语表 (ZH) 6 sets
- ICANN на вашем языке 6 sets
- ICANN dans votre langue 6 sets
- ICANN in لغتك العربية 6 sets

Quizlet

Quizlet

Search Quizlet



Create a Study Set

Log In

Sign Up



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ICANN - Glossaire nouveaux gTLD 111 terms by ICANNLangs [PLUS](#)

STUDY



Flashcards



Learn



Speller



Test

PLAY



Scatter



Gravity











List

Info

Original

Alphabetical

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A-Label	Étiquette A	 
Applicant	Candidat	 
Applicant Guidebook	Guide de candidature	 
Application	Candidature	 
Application form	Formulaire de candidature	 
Application round	Série de candidature	 
Application submission period	Période de dépôt de candidature	 
Applied-for gTLD string	Chaîne faisant l'objet d'une candidature à un nouveau gTLD	 

Language Localization Toolkit

2. Language Localization Toolkit

- a. Originally a joint project between ICANN APAC Region and Korean Internet & Security Agency (KISA)
- b. Set of tools and materials for translating ICANN Outreach Materials outside normal ICANN Languages
- c. Regions translate the prepared source material and attribution placed in the translated works
- d. Language Services provides instructions, terminology and glossary support, and the basic outreach materials
- e. Language Services organize best-practices, tips and recommendations, collects and disseminate translated content on the ICANN Community Wiki

Language Localization Toolkit

3. More Localization Toolkit Sources

a. ICANN Learn courses

- “Intro to ICANN” - Thai to be first translated
- Language Services prepared source, and help build course after community translation
- Many Introductory and Beginner’s courses available

b. Work with Partners & ICANN Regions to identify additional candidate Outreach Materials

Language Localization Toolkit on ICANN Community Wiki

<https://community.icann.org/display/ICANNLSLT/LOCALIZATION+TOOLKIT>

Language Localization Toolkit

Dashboard › Language Services › LOCALIZATION TOOLKIT › Pages

Search

Dashboard Board Res Accountability Projects GSE SOAC/E At-Large Cross Comm GNSO ccNSO Language Services Registries UASG Di

LOCALIZATION TOOLKIT

Tools

Expand all Collapse all

- LOCALIZATION TOOLKIT
 - Best-Practices Guide
 - FAQ

LOCALIZATION TOOLKIT

Created by admin, last modified by Butch Pfremer on Jun 17, 2015 [Translate](#)

The Localization Toolkit was originally a project to provide a basic set of tools for the APAC Region Community to reach out to their wider Community (constituencies, colleagues, and friends) about ICANN. In the spirit of the multi-stakeholder model, the APAC Region jointly developed the original Toolkit with Korean Internet & Society Agency (KISA) to reach out to the diverse APAC community in each of their respective local languages. It was very successful and resulted in several regions using the tools to moving ahead with language translation of community outreach material not currently supported by ICANN. The ICANN Language Services team has adopted the Localization Toolkit and will continue the basic support while enabling a broader reach of languages and materials to the regions.

Basic Support

While ICANN materials and updates are normally translated in the 6 official UN languages and Portuguese, we recognize these languages do not fully cater to all of the languages within the various regional markets. The toolkit serves as a basic set of ICANN materials for your use to reach out to your wider ICANN Community (members, stakeholders, and constituencies) in their local language. Whichever stakeholder group you are from in ICANN - technical community, business, government, civil society, or simply an individual internet user you can use the Localization Toolkit to share and advance the work of ICANN.

Downloadable Template Modules of basic ICANN material

The following set of Microsoft Power Point (PPT) presentations about ICANN and updates on recent ICANN work are available for download. These can help you get started reaching out to your local community. The presentations are available in English, but ave also been translated to the following regional languages below. We welcome you to translate these PPT decks into your local language to enable effective local outreach.

Click on the links below to download the English PPT decks:

- 1. About ICANN - English** (updated as of 1 July 2014)
 - 1.1 About ICANN
- 2. Issues of the Day at ICANN - English** (updated as of 1 July 2014)
 - 2.1 Universal Acceptance of all Top Level Domains
 - 2.2 Internationalised Domain Names
 - 2.3 WHOIS

Language Localization Toolkit

Dashboard > Language Services > LOCALIZATION TOOLKIT > Pages

Search

- Dashboard
- Board Res
- Accountability
- Projects
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- SOAC/E
- At-Large
- Cross Comm
- GNSO
- ccNSO
- Language Services
- Registries
- UASG
- Di

LOCALIZATION TOOLKIT

Tools

Reaching Out to your Local Community

Once you have selected the appropriate materials and translated them for your event or community, you can use them for your event or market. Please make sure to provide the materials to ICANN Language Services team so we can post them for the benefit of the entire community. The APAC Region has graciously prepared a short Best-Practices Guide based on their community outreach experiences. You see it here [Best-Practices Guide](#)

Please share with us the feedback you received from your event. E-mail us at Community2ICANNLanguages@icann.org.

What Modules should I use for my stakeholders at my event?

Your messaging will no doubt change according to your audience. Here are some (general) guidelines on which decks to use for different stakeholder groups:

Stakeholder	Recommended Decks
Youth/Students/Users	<ul style="list-style-type: none"> 1.1
Businesses (non-DNS industry but Internet related)	<ul style="list-style-type: none"> 1.1 2.1-2.4
Technical Community (DNS industry)	<ul style="list-style-type: none"> 1.1 (only if they do not know ICANN well) Choose only one or two topics from module 2 to focus on
Government representatives	<ul style="list-style-type: none"> 1.1 2.1

Local examples are key to engaging your audience, so feel free to add any local examples to your deck.

Community-driven Localised Material - Please email your localized decks to Community2ICANNLanguages@icann.org. We will consolidate and populate this page with all the localized material that is sent back to us.

I. Korean

(Courtesy of pilot ICANN-KISA Roadshow for Korean Registrars in May 2014)

- 1.1 About ICANN (Korean)
- 2.1 Universal Acceptance of all Top Level Domains (Korean)
- 2.2 Internationalised Domain Names (Korean)
- 2.3 WHOIS (Korean)
- 2.4 New Generic Top Level Domains (New gTLDs) (Korean)

Memorandum of Understanding (MoU)

Mechanism for Coordinate and Collaborate to address the Linguistic needs of the Regional Community.

1. Goals of MoU Partnership:
 - a. Remove language impediments to participation in ICANN
 - b. Greater coordination of regional language translation efforts
 - c. Ensure content of relevant interest are accessible to the local community

2. Current MoUs Partners:
 - a. Japan Network Information Center (JPNIC) and Japan Registry Services Co., Ltd. (JPRS)
 - b. Electronic Transactions Development Agency of Thailand (ETDA)

Experiences from the Community

MoU Partners will share some language support experiences from the Region

1. Hiro Hotta, Director of Japan Registry Services Co., Ltd.
(JPRS, a .JP ccTLD Registry)
2. Panus Na Nakorn, M.A., Ph.D.
Electronic Transactions Development Agency (ETDA)
Royal Thai Government

Question and Answers.

Engage with ICANN



Thank You and Questions

Reach us at:

Email: Community2ICANNLanguages@icann.org

Website: icann.org



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SlideShare

slideshare.net/icannpresentations