ICANN
POLICY FORUM
74
THE HAGUE

Universal Acceptance Steering Group (UASG) FY22 Status Update and FY23 Plans

ICANN74 Prep Week | 02 June 2022
Universal Acceptance Community Update

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Universal Acceptance

Session Overview

Universal Acceptance (UA) Overview

- Definition and Categories Impacted
- UA-Readiness of Websites, EAI-Readiness of Mail Servers
- Universal Acceptance Steering Group (UASG): its Structure and Stakeholders

FY22 Status Update and FY23 Planning from UASG Working Groups

- UA Measurement Working Group
- UA Technology Working Group
- UA Email Address Internationalization (EAI) Working Group
- UA Communications Working Group
- UA Local Initiatives (LI)

Community Feedback on FY23 Planning

- Open Discussion and Feedback on FY23 Planning
- Question and Answer (Q&A)

Universal Acceptance and Categories Impacted

UA: All domain names and email addresses work in all software applications.

Domain Names (including Internationalized Domain Names):

- New short top-level ASCII domain names: example.sky
- New long top-level ASCII domain names: example.engineering
- Internationalized Domain Names (IDNs): คน.ไทย

Email Addresses (including internationalized email):

- 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
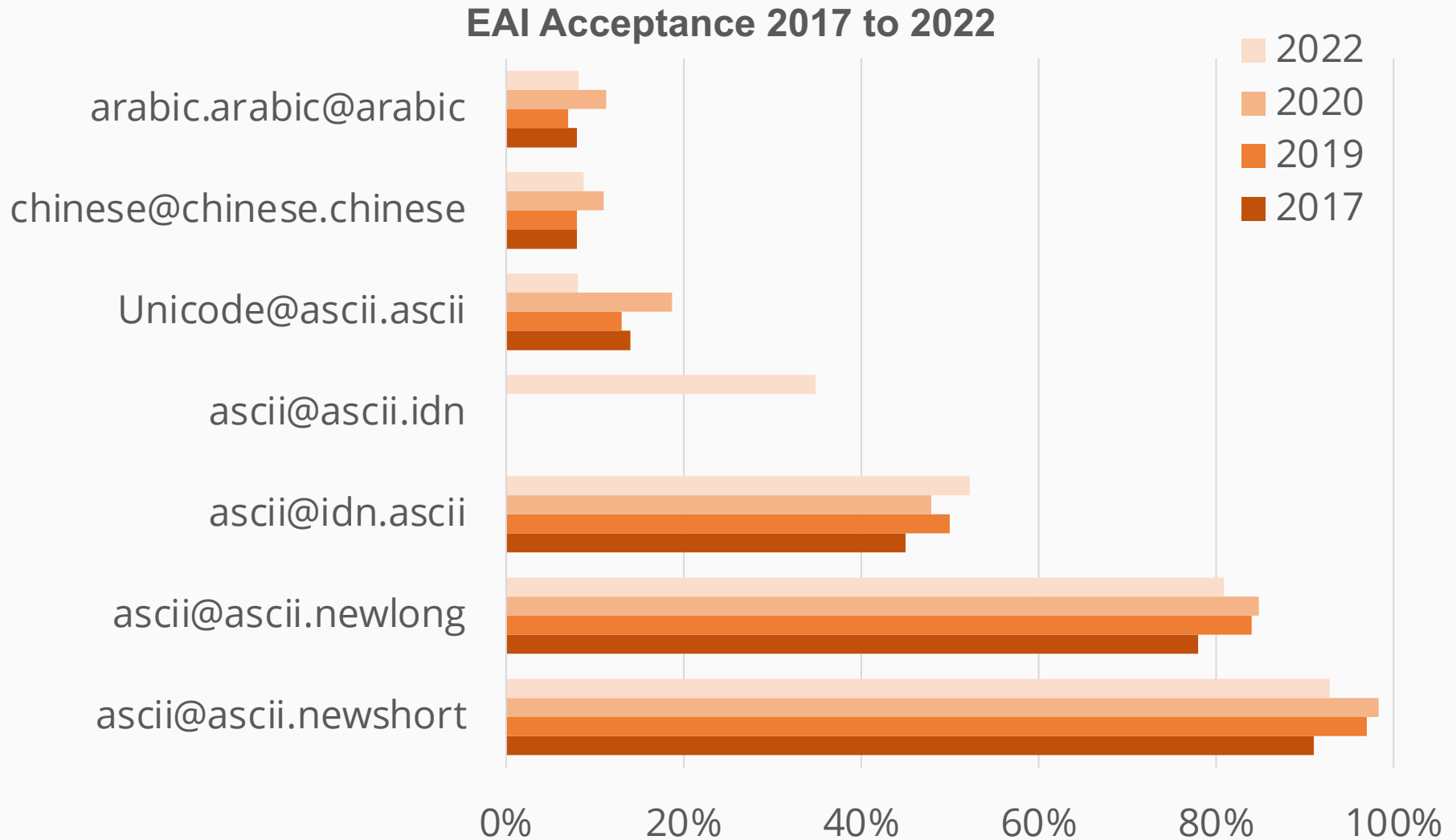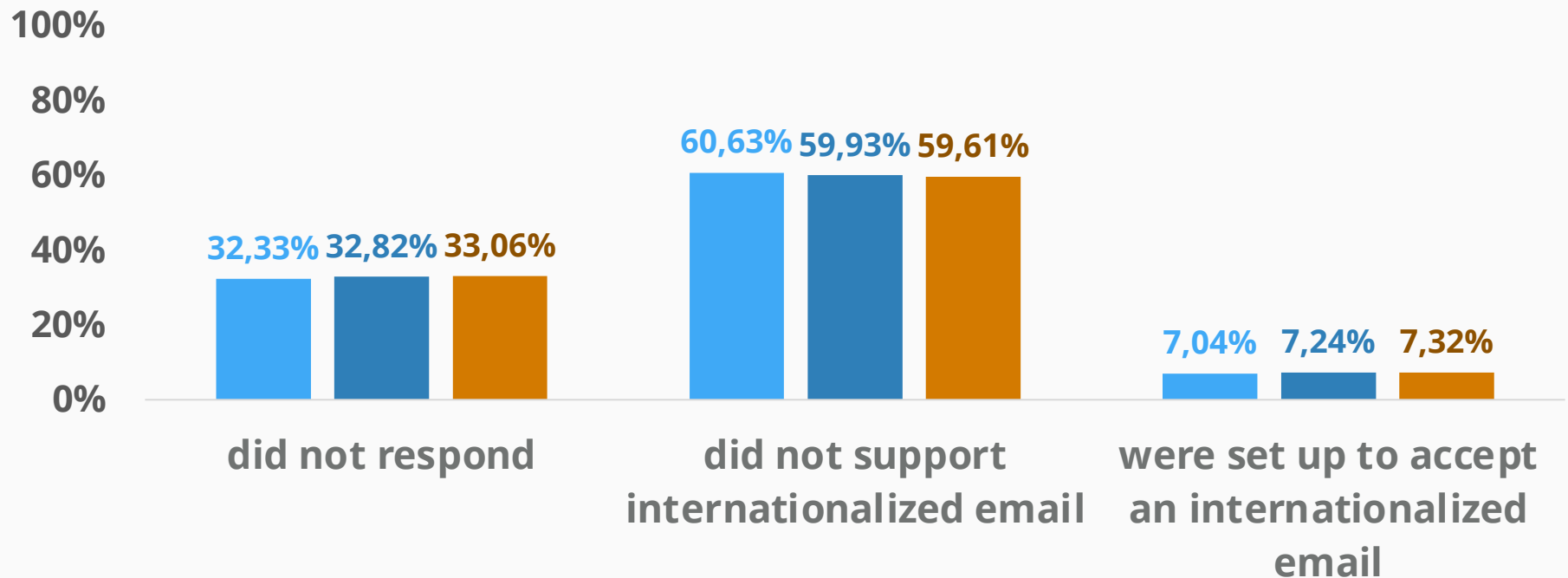
| Accept | Validate | Process | Store | Display |

EAI Acceptance of Top Websites Globally

EAI Acceptance 2017 to 2022

Legend: 2022, 2020, 2019, 2017

Categories: arabic.arabic@arabic, chinese@chinese.chinese, Unicode@ascii.ascii, ascii@ascii.idn, ascii@idn.ascii, ascii@ascii.newlong, ascii@ascii.newshort

X-axis: 0%, 20%, 40%, 60%, 80%, 100%

EAI Support in Mail Servers Deployed

Tested IP Addresses

■ '21 Q4 ■ '22 Q1 ■ '22 Q2

	did not respond	did not support internationalized email	were set up to accept an internationalized email
'21 Q4	32,33%	60,63%	7,04%
'22 Q1	32,82%	59,93%	7,24%
'22 Q2	33,06%	59,61%	7,32%

*A total of 2,506,329 IP addresses tested from 35,521,173 mail servers

Test your email server for EAI support: https://uasg.tech/eai-check/

Summary of FY22 Work

Summary of FY22 Action Plan status:

- Measurement, Technology, EAI, and Communications working groups are actively working on their FY22 tasks (see https://uasg.tech/ for FY22 Action Plan details).

- UA Local Initiatives conducted outreach and training to local communities in China, India, Thailand, and the Commonwealth of Independent States and Eastern Europe.

- UA Ambassadors conducted limited engagement due to constrictions related to the Covid-19 pandemic but continued to engage online.

- More details on progress made by each working group is presented in the following slides.

- Recent reports published by the UASG: UASG034 through UASG040.
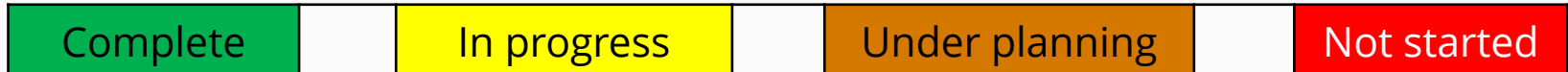 - All reports can be viewed here: https://uasg.tech/document-hub/

Focus for FY23

- UA-readiness requires a considerable effort by all of us! It cannot be done in isolation; if my email server supports UA but yours does not, email in local languages will not work.

- The UASG's focus is shifting from identifying the UA gaps in systems to fixing the systems through submitting bug reports, engaging with big technology organizations and open-source communities, as well as conducting training.

- Focus on government policymakers for top-down UA adoption by requiring UA support in their procurement contracts. This will enable the protection of cultural values create business and career opportunities.

- Focus on academia for sustainable bottom-up UA adoption by including UA training in their curriculum.

FY23 Planning

- UASG working groups have reviewed their FY22 work in order to plan for FY23.

- The shortlisted items are being presented here for community input and will also be shared with the UASG community later via ua-discuss mailing list.

- UASG leadership will finalize the FY23 Action Plan after incorporating community input.

FY22 Status Update: Measurement WG

Complete		In progress		Under planning		Not started

Ref	FY22 Task Status
M1	Prepare and publish UA-Readiness Annual Report
M2	Gap analysis of various technologies: • Content Management Systems • Social media applications • Browsers • Web hosting tools (in progress) • Identity platforms (in progress)
M3	Gap analysis of top 1,000 websites globally
M4	Measure EAI support advertised by the email servers

FY23 Action Plan: Measurement WG

Complete		In progress		Under planning		Not started		New for FY23

Ref	FY23 Plan
M1	Prepare and publish UA-Readiness Annual Report
M2	Gap analysis of e-commerce platforms, web hosting tools, identity platforms, and more Content Management Systems (Phase 2)
M3	Collect data and identify how to address HTML5 email field for accepting globally inclusive email addresses as identifiers
M4	Characterize how much Android platform limits acceptance of IDNs in web browsing
M5	Update IT-related curricula to include IDNs and UA

FY22 Status Update: Tech WG

Complete		In progress		Under planning		Not started

Ref	FY22 Task Status
T1	Identify technology stacks for UA testing
T2	Demonstrate how to program for UA in Java, Java Script and Python3
T3	Conduct technology remediation • Conduct Programming Languages Phase 3 work (UASG037) • Testing of 2,000 websites • Sample codes work and outreach to 2,000 websites
T4	Prioritize and develop training materials • Develop training materials on Python support for UA
T5	Identify the big picture UA challenges in 2022 through surveys of targeted stakeholders and provide recommendations to the UASG.

FY23 Action Plan: Tech WG

| Complete | | In progress | | Under planning | | Not started | | New for FY23 |

Ref	FY23 Plan
T1	Identify technology stacks for UA testing – Phase 2
T2.1	Demonstrate how to program for UA in Java, Java Script and Python3
T2.2	Step by step instructions to make UA-ready websites, configure CMS, etc.
T3	Conduct technology remediation for websites
T4	Develop additional training materials
T5	Identify the big picture UA challenges in 2022 through surveys of targeted stakeholders and provide recommendations to the UASG
T6	Work on the action items recommended in the Standards and Best Practices UASG040 report
T7	Academia outreach: engage with ACM and IEEE to update IT-related curricula to include IDNs and UA
T8	Contribute to the annual UA/EAI Day in Feb. 2023

FY22 Status Update: EAI WG

Complete		In progress		Under planning		Not started

Ref	FY22 Task Status
E1	Finalize self-certification guide for EAI
E2	Make it easier to experiment with a self-hosted working EAI system
E3.1	Identify reference customers to showcase adoption of globally inclusive email and document the experience
E3.2	Identify reference mail service providers to showcase for adoption of globally inclusive email and document the experience (UASG030A)
E4	Make it easier for individuals to experience the use of globally inclusive email addresses
E5	Establish a regular line of communication with other UASG working groups and support their work
E6.1	Improve support of globally inclusive email addresses by engaging market share leaders (not limited to email service providers)
E6.2	As ICANN has succeeded in scheduling meetings with market leaders, prepare for and hold those meetings. Do follow-up actions and report on the results.

FY23 Action Plan: EAI WG

Complete		In progress		Under planning		Not started		New for FY23

Ref	FY23 Plan
E1	Update self-certification guide for EAI
E1.1	Build self-cert tool to generate scores
E1.2	Help reference providers perform self-certification using the guide from E1
E2	Make it easier to experiment with a self-hosted working EAI system
E3.1	Identify reference customers to showcase adoption of globally inclusive email and document the experience
E3.2	Identify reference mail service providers to showcase for adoption of globally inclusive email and document the experience
E4.1	Improve support of globally inclusive email addresses by engaging market share leaders (not limited to email service providers)
E4.2	As ICANN has succeeded in scheduling meetings with the market leaders, prepare for and hold those meetings. Do follow-up actions and report on the results
E5	Publish knowledge base in technical community e.g., Stackoverflow, Serverfault: (1) answer EAI questions (2) post questions leading to good answers (3) create tags: get volunteers; contribute and collect statistics; evaluate impact

FY22 Status Update: Communications WG

Complete		In progress		Under planning		Not started

Ref	FY22 Task Status
C1	Develop communications plan
C2	Content for communications channels: explainer videos
C3	Organize a strategic comms partner
C4	Review UA/EAI content and its dissemination channels
C5	Translation of relevant reports and case studies
C6	Maintain social media presence of UASG
C7	Maintain uasg.tech website
C8	Review and implementation of uasg.tech upgrades
C9	Conduct outreach at international and regional IG forums/events
C10	UASG Annual Report

FY23 Action Plan: Communications WG

Complete		In progress		Under planning		Not started		New for FY23

Ref	FY23 Plan
C1	Content for communications channels: explainer videos
C2	Organize a strategic comms partner
C3	Review UA/EAI content and its dissemination channels
C4	Maintain social media presence of UASG (Facebook, Twitter, LinkedIn), led by ICANN org
C5	Maintain uasg.tech website
C6	Coordinate reviews and upgrades of uasg.tech with other WGs
C7	IGF strategy: Conduct outreach at international and regional IG forums/events
C8	UASG Annual Report, led by ICANN org
C9	Case studies on EAI/UA implementations
C10	Promote and support annual UA Day
C11	Develop video/written content that includes messages from UASG leaders, industry influencers, and the ICANN community for distribution

FY22 Status Update: Local Initiatives

Complete		In progress		Under planning		Not started

Ref	FY22 Task Status
L1	Set up additional Local Initiatives

FY23 Action Plan: Local Initiatives

Complete		In progress		Under planning		Not started		New for FY23

Ref	FY23 Plan
L1	Maintain existing Local Initiatives
L2	Set up additional Local Initiatives (2-3)

Question and Answer (Q&A)

Get Involved!

Follow, share, like, and engage with the UASG on social media.

Use the UASG hashtag in relevant posts: #Internet4All

Twitter: @UASGTech

LinkedIn: https://www.linkedin.com/company/uasgtech/

Facebook: https://www.facebook.com/uasgtech/

Join the UA Discuss email alias: https://uasg.tech/subscribe

Report a problem if you find an application or webpage that is not UA-ready: https://uasg.tech/global-support-center/

For more information, visit https://uasg.tech or email info@uasg.tech.