ICANN75 | AGM – Planning for UA (UA) Day
Thursday, September 22 2022 – 15:00 to 16:00 KUL

SEDA AKBULUT:	Welcome, everyone. Good morning, good afternoon, good evening. Participating online and on-site here, my name is Seda, and I will be the remote participation manager for this session. Please note that this session is being recorded and governed by the ICANN expected standards behavior. During the sessions, questions or comments submitted in the chat will only be read aloud if put in the proper form.
	And I will read the questions and comments aloud during the time set by the chair of the moderator. Interpretation available in three languages, English, French, and Spanish. And if you wish to speak, please raise your hand in the Zoom room. And once the session facilitator calls upon your name, kindly unmute your microphone and take the floor. And with that, I will leave the floor to our vice chair, to Anil Kumar Jain. Thank you.
ANIL KUMAR JAIN:	Thank you, Seda. Good morning, good afternoon, good evening, as per the time of the location from where the remote participants have joined. The time has come when Internet has to break the language barrier. And breaking language barrier

means to reach Internet to those largest population globally who are not conversing in English.

Universal Acceptance is one such activity in the process of breaking the language barrier. In ICANN, we have decided to celebrate, and to enjoy, and to create a festivity among the working of Universal Acceptance. And that festivity is the main aim is to reach this Internet, this Universal Acceptance concept to each and every person globally so that they start thinking, working, and adopting the Universal Acceptance.

In this session, we will go through, first of all, the definition of Universal Acceptance. Then we will also go through the concept of UA Day, which is going to be one of the biggest celebration in a multistakeholder community globally. And we expect large population across the world to join us. With me, we are going to have the discussion along with me, Mr. Satish Babu from ALAC. And, of course, with us, connected are from ccNSO, Qing Cai, from GAC, Nigel Hickson, and from GNSO, Christian Dawson. So we will go through this.

Next slide, please. So the basic vision of the UASG, which is there is, all domain name and email addresses work in all software application. So this is a very important thing that any language, email in any language, any website should be accepted and should be gone there. And what is the impact which we feel? Is

the promote consumer choice, improve competition, and provide broader access to end users.

Next slide, please. So note, let us look at what are the five major pillars of Universal Acceptance. One is to accept as we discussed in the first slide. And once we accept any email, or any request, or any search, should be able to validate it correctly. Once it is able to validate and process it, it should be able to store it properly so that the recipient should be able to get the display in whatever language the sender has send it. So basic idea is that end-to-end, the movement of Internet through domain and email should be able to be received by the recipient in the format in which they desire.

Next slide, please. So we have in UASG six working group where we have technology working group, email address, international working group, measurement working group, communication working group, local initiative, which we promote in various countries, people should be able to generate more and more interest in UASG activities, and of course, individuals who are UA ambassador, which are working day and night to promote the message and to give the message of Universal Acceptance to the people.

Next slide, please. Now let us come to the main topic of today, Universal Acceptance Day. Now we together as a community has

decided that every year we are going to celebrate Universal Acceptance Day on 16th of Feb. And every year, and this is just to create a budget. I said that everybody across the globe should know how and what is going on. So, basically, the objective of UA is to share UA challenges and current gaps in UA technology.

So a discussion should start among the technical group. Drive changes toward the UA readiness in all software system and devices. Motivate technical and government decisions marker toward UA adoption. Unless the government is with us things find difficult to move. Create awareness among all the technical community who can provide the solutions. And the most important is to rally language communities together around UA. So this is to celebrate and celebrate and enjoy the UA Day.

Next slide, please. The strategy is to have three level of celebrations. One is local celebration in individual countries or maybe individual states. Then we can have regional celebrations on Asia Pacific region, in North America region, in Africa region, these kind of regions. So regional celebrations can be there and ultimately one major event that is the global event which is going to be happen.

The idea here is that we should have all these events together on the same day so a big celebration can be there. To organize the local events, we are contacting ALSes, ISOC chapters. In

contacting the regional events, we are in touch with the regional organization like RALO, regional business associations, and definitely all of us are going to decide which day, which place we are going to have a global event on 16 of Feb.

Next slide, please. The planning is to developing the plans around the UA Day. And here, the all SOs/ACs of ICANN are involved, all GAC members are involved. In fact, we are taking this message to all ccNSOs, GNSOs, GAC, everywhere. We want more and more volunteers to do that.

Other global organizations like ALSes, ISOP chapters will also be getting contacted. In decentralized planning, UASG is developing a framework, and this framework include the material, the audio visuals, which can be given to the stakeholders to organize the UA Day. And there is a flexibility of organizing the UA Day that is what we are going to discuss in the next slide.

Next slide, please. So what we are saying is that we are reaching. If you see the kind of reach which we have, which I have discussed about the various organization within ICANN, academia, language, communities, government department, we are also reaching to telecommunication. We are also reaching to UNESCO, Unicode, W3C, WHATGW, ISPs, email service providers across the world. So we want that all of you who are listening and

who are not listening whom you can reach should become part of the volunteers in making UA Day a great success.

Next slide, please. Now here, the flexibility which we talked, the UA Day can be a full day event. It can be a half day event. It can be quarter event. In fact, the flexibility is that since we are preparing the material, which is audio visuals and the pamphlets and all those things, in case we are not able to hold a separate UA Day celebration in your place, in your country.

And if you are celebrating, say, in ALSes, or in ISOP or any other event which is happening, you can allocate towards one hour or maybe half an hour for this event. So that integration of multiple events is possible. The idea is message of UA should reach to more and more people. And technical training materials are also being organized so that more and more technical community can get involved in understanding the problems and in understanding the gaps and then preparing the solution to this. This can be a full-day event for the training or maybe two-day events.

Next slide, please. ICANN through UASG also earmarked certain budgets for undertaking these events. The budgets can be at the local level, at the regional level, or at the global level. The figures which are indicated is the total budget which is allocated at as on date, which will be distributed to all the people who are going to

apply for various event with the details, how we are going to celebrate the UA Day in their areas, in their country, in their regional level, at the national level.

Next slide, please. Now to contribute to the UA Day and listening to this particular session, tomorrow, you decide to, yes, I want to undertake the UA Day lead in my own country, in my own region, then you can reach out with your proposal to info@uasg.tech, and we will be coming back to you with the solutions, with the approvals. And in case the funding is required, we will be providing you the funding also. The details of the proposals, in what template you have to submit your proposal is going to be available. It is going to be published on uasg.tech. The email which we have indicated info@uasg.tech is as on date, but we are going to provide you a more customized email shortly.

Next slide, please. Now this is what is the basic introduction of UA Day. Of course, we are going to have lot of discussions around the UA Day proposals. And you will come to know more. We welcome the community interaction on this, their suggestions so that UA Day with the objective with which we have thought of should be a great success. Now with us, we have Satish Babu who is from At-Large organization. He is the chair of APRALO as on date. But today, I think he's going to be the in the main ALAC. So I hand over to Satish Babuji to give his inputs from ALAC.

SATISH BABU:	Thanks very much, Anil. This is Satish Babu for the record. So I am the kind of liaison with UASG from ALAC, and we have been thinking about the UA Day for quite some time now. We are, of course, very keen to promote and support Universal Acceptance of email IDs and domain names because we are spread over all the five regions. We have a lot of language communities which are in the fringe right now because they cannot access the Internet in their own script.

So we are very keen to make this happen, and we see the value of the UA Day as a means of reaching out, and rallying people, mobilizing them, bring them together, trying to articulate the demand. Because we see it, there's a gigantic problem here that the service providers are not able to provide or not trying to provide services or close the UA gap because they don't sense sufficient demand. So the demand is latent. And through the UA Day, we hope that we'll be able to fully articulate the demand so that the tech providers they've seriously considered in closing the UA gap.

Our current initiatives that we have thought of include just after ICANN75. At CANN75, we had a session earlier wherein the ALAC had done end user survey on the perceptions of end users on the need for internationalized domain names in the Hindi language

community, Hindi speaking community in India, not India. So this is a community who spoke Hindi as a main language and wrote the script used was Devanagari. So Hindi language in Devanagari script.

The survey was done through a professional agency. And we have, at this point, only the preliminary information or the results of the survey. And we are able to make out that there is a latent demand from the rural and the urban areas. And should we be able to close the UA gap, provide and popularize internationalized domain names, there could be some off tick. We are not quantized the numbers in terms of how many domain names can be sold or how many email IDs can be generated and used. But the initial results are promising. We'll be coming out with the final report shortly.

Now although we speak about UA and IDNs in one breadth, they are actually different. IDNs is basically policy. UA is more an operational kind of aspect. And the code policy on IDNs, the ALAC team continues to be active, participate actively on EPDP on IDNs. Next week, actually, this Sunday, coming Sunday, just after ICANN75, we are having the India school on Internet governance. And several of us are going from here to Hyderabad where the India School is being held.

As a day 0 event of India SIG, we are having a special session on Universal Acceptance. We have three UA ambassadors in India. They are all joining. We have a local initiative in India. They are joining. We are bringing to the language communities. And in fact, we also have the outgoing ICANN Board chair, Maarten with us and speaking at this location. He's also speaking in other events in the same location, but he will join the particular session.

And finally, like I said, we are spread over all the five regions. There is already quite a bit of enthusiasm and excitement about the ability of being able to participate in the UA Day celebrations. So we are waiting for the announcement from the UASG for the details on the actual form, and the deadlines, and the kind of funding available. So those details need to now come out so that we can take up. We can disseminate that within our communities around the world and stimulate interest through applications for the particular UA Day coming up. I'll stop here. Happy to take any questions. Thank you. Go team.

ANIL KUMAR JAIN: Thank you, Satish, for giving us information about the engagement of ALAC in UA activity, in IDN activity. And the batch which you are starting for the UA's, starting from the coming Sunday itself, it is something fantastic. And I think all of us must be waiting for those events to come so that more and more

information should be flowing. Now we have as we said, that we have various working group chairs with us. Satish Babuji is the chair of the Technical Working Group. We have Nabil, who is also chair of the Measurement Group. May I request Nabil to give his versions on the proposed UA Day?

NABIL BENAMAR: Thank you. It's my pleasure to present what we are planning to do during the UA Day. So as a chair of the Measurements Working Group, we are planning to discuss more about what has been achieved so far for all existing platforms, software, email servers, web servers applications, both in the mobile framework, mobile applications and desktop ones, and to make the tests for UA readiness for different platforms. So we need to bring people from different stakeholders to discuss more of this topic.

We are planning also for making workshop on UA readiness and Universal Acceptance in general. It can be in sort of workshop train day during workshop to be able to show what is still missing. And especially that we are tackling another topic in our working group, which is preparing curriculum for academia so that faculty members, students involved in computer science related topic and measures can find suitable curriculum content to be inserted and included in their regular curriculum related to different

measures, especially computer science, databases, computer networks, security, etc.

So we are still working on this. But during the UA Day, it will be a good opportunity to raise the awareness of this and to raise the awareness on the fact that it's steel absent, UA content is still absent in the curriculum in the majority of universities. And we hope that the UA Day will make it to the goal, meaning that we can raise this awareness and share thought about the suitable content to be to be done. Thank you.

ANIL KUMAR JAIN: Thank you, Nabil, for giving your perspective on the UA Day. And also, the preparation which you have in your mind to prepare for the UA and we are seriously getting ready on 16 of Feb, the coming 16 of Feb. Now we have Qing Cai from ccNSO who is with us today also. So I request Qing to please give his version, what are the preparation, and what are your views about UA Day from ccNSO perspective. Over to you, Qing. Yeah.

QING CAI: Okay. Good afternoon. This is Qing Cai. And just yesterday in ICANN75, ccNSO held successful Universal Acceptance discussion at which many experts further expand that supporting UA as the necessity for Internet development. And Universal Acceptance,

we all play a role in promoting Internet development. They also called ccTLD to pay more attention to UA, encourage ccTLD members to join the work of UASG, or from a joint working group with other communities to join, promote the progress of UA.

At the same time, they hope that ccTLD can learn the technical documents prepared by UASG and use them to improve its support for UA. At the meeting, they made a [00:22:02 – inaudible]. The subsequent ccTLD show firm discussion result are further resolutions on supporting your UA and UA Day activities. We will give further feedback in time. Thank you.

ANIL KUMAR JAIN: Thank you, Qing, and thank you very much for getting agree for all ccTLDs to celebrate and to prepare themselves for the UA Day. Now may I request mark is there with us who is Chair of the working group EI, to give his comments and his preparedness and his community for the UA Day. Over to you, Mark.

SEDA AKBULUT: Mark is not here. We can move on, perhaps, GAC. Nigel?

ANIL KUMAR JAIN: Thank you. Mark appears to be not there, must be traveling because now this is the transition time which is there. So we have

Nigel from GAC, Nigel Hickson. I request him to kindly give his preparation, his thought about the proposed UA Day celebration. Over to you, Nigel.

NIGEL HICKSON: Yes. Thank you very indeed, and good morning, and good evening to everyone. And apologies that I'm remote as they say, I'm virtual speaking from London. I wish I could be in Kuala Lumpur. I'm sure it'll be warmer. But I just wanted to, and it's a great privilege to talk on behalf of the GAC or for the GAC on this issue.

I mean, first of all, thank you to the UA Working Group and all other participants in ensuring that this topic is in the public domain, in ensuring that the importance of Universal Acceptance is known to a greater audience. Because clearly, it is something which is a fundamental requirement of the global Internet. And it is really excellent to see the ICANN across the community and in the organization and in the ICANN board is champing Universal Acceptance. So from your Chief Executive here Marby, downwards.

And therefore, the prospect of having or the planning to have a Universal Acceptance Day seems to us to be absolutely important and exceedingly appropriate in terms of this issue. The importance of the day for the GAC and that I think for many of us

is to raise awareness, is to ensure that people really do understand that there is a problem.

It is timely because we in ICANN and in other areas, we're talking about a new round of generic top level domains. And clearly, in this round of new generic top level domains, we want to encourage, we want international domain names to be prominent in the applications that are made. This is of crucial importance for the global internet.

And therefore, in doing so, we need to ensure that the applicants have confidence that in applying for these names, that these names will be able to be used in all the different scripts, that they'll be able to use terms of the global Internet. And therefore, we need to do more in governments across the government advisory committee, all of us, to ensure that our systems, our public services, our outreach in terms of the services to the public have Universal Acceptance built into them.   It simply is not acceptable in this global age, if you like, to provide public services to the citizens and residents of a country, but do not accept different types of scripts.

We've made some progress in the UK. There's probably more progress to be made, but clearly across other countries, there's also progress to be made. So I'm not going to say much more about it here. It will be good to hear other views, of course, of the

different participants. But just to finish, we will certainly work in the government advisory committee to raise awareness of the Universal Acceptance Day early next year.

We would try and get commitment from the different GAC members to at least some form of events, to hold some form of awareness activity, and to report back on that into the Universal Acceptance Working Group. So thank you so much for this opportunity to say a few words, and look forward to further collaborations.

ANIL KUMAR JAIN: Nigel, thank you very much for giving such an encouragement words on behalf of GAC. I know there are around 180 GAC members as on date, which is a huge community to take this message of UA Day to each and every country, which matters. And thank you very much. And we hope that we are going to have a bigger or community which is going to join the UA Day.

Now next is we have GNSO, which is the biggest group for promoting the domains. We have Christian Dawson who is liaison to UASG from GNSO. May I request Christian to please give your views on behalf of GNSO? Over to you Christian.

CHRISTIAN DAWSON: Yes. Thanks you. And I appreciate the introduction. Christian Dawson for the record. And I have been appointed a liaison to the GNSO from the UASG. And I'm honored here to be speaking about how it is we can leverage the GNSO in order to make UA Day successful. I will start by saying that any planning is in its earliest possible stages when it comes to collaboration with the GNSO.

Yesterday, Dr. Data and myself sat in the GNSO Council and Dr. Data laid out plans for what was happening within for UA Day, which means that people have had about 24 hours or less to start thinking through what possible engagements could exist.

What I want to do is take a moment to make sure that people have fully understand the breadth and scope of the GNSO. It is ICANN's largest deliberative and policymaking body. And it is split between two houses. There are the domain registries and registrars, which make up the contracted members of the ICANN community.

And then on the other side, there were the non-contracted parties, which is made up of the commercial stakeholder groups and the non-commercial stakeholder groups. When you think about it, these include the world's business users, the world's intellectual property holders, the world's Internet service providers, and the providers of Internet access around the world. But then we're also looking at the non-commercial, and not for

profit organizations, and civil society organizations that have a real stake in making sure that they understand how the Internet is governed.

When you think about the grand diversity of that body. You have to realize that each one of those individual constituencies has a completely different lens through which they look at the importance of Universal Acceptance. And they each need to imagine what Universal Acceptance means to them.

There's not much uniformity when it comes to what it is that they're looking to see tomorrow's Internet become. So when we go to these communities and ask them to imagine what they can bring to UA Day, each of those organizations, each of those stakeholder groups needs to have a different perspective in order to come to something that's going to be useful.

A civil society organization is going to have a very different perspective than a domain registry or registrar. But we want that kind of diversity in thought and perspective just as we want the kind of global diversity that we get from the wide breadth of engagement that comes from the GNSO. So I want to say that there are two different initiatives that should come from engagement from here as we push more information to the GNSO and we ask them to come up with their own ideas of how the GNSO should engage in UA Day.

The first is that each of those different constituencies should take back to their member organizations the information that's happening here so that we have an opportunity to hear from a diverse voices from lots and lots of different perspectives what their take on UA and the importance of UA is. We want to hear from lots of those voices around the world. So asking them to not only come up with something as a GNSO, but to really go back to their member organizations is going to be very important. When it comes to the GNSO itself, the group that we spoke to was the GNSO Council, who are the representatives that are elected by the GNSO stakeholder groups in order to represent them. Those are the members of deliberative body that make the policy making decisions.

What is interesting there is that the work that they're doing is very future looking. A lot of the focus of current Internet policy is around the advancement of new gTLD rounds, which are focused on IDNs. So IDN and EAI issues that are future looking are areas of importance and interests to the body itself.

Therefore, we expect when we engage back with the communities and ask them to figure out what content they can provide, that we can encourage the body itself to talk about future looking aspects of what's happening in the future of UA, while simultaneously encouraging a flow back to the members of the individual stakeholder groups and their members to try and

broaden the perspective that we can get around the world, to try and find a lot of potential satellite events that we could do. I'll take questions, if there are any.

ANIL KUMAR JAIN: Thank you, Christian for sharing your views on GNSO, very interesting. With your discussion it has come to my knowledge very importantly that not only the registries, the registrars, as well as registrants, has to get activated in the whole process. And I request both ccNSOs and gNSOs to ensure that all registrars and good number of registrants should get information about the UA Day celebration and they should be prepared for it.

Second aspect, which you have discussed in the discussion is the different stakeholders will have different perspective about celebration of UA Day, fine. That is why UASG has decided to prepare the material. The material will be print material, material will be the audio visuals, material will be the complete guidance how the UA Day is expected in the boundaries. Although The UA Day celebration cannot be fixed under the boundaries, but we will definitely provide the guidance to all of you so that we can have a wonderful UA Day celebration with us.

With this, I just want to open up the platform for questions and answers based on the discussions which we have till now, and we will try to answer inquiries and apprehensions about the UA Day

SEDA AKBULUT: Thank you, Anil. We have one hand raised by Dennis.

ANIL KUMAR JAIN: So we can take the question from him. Please go ahead.

DENNIS TAN: Thank you. Dennis Tan, thanks for the record. I have a three part question. So if you indulge me. I know this is underway and has been in the plans and for quite some time, so I don't want to be disruptive, but just a few questions for clarification and context. So the first one is we heard prior in the week the work and that the local initiatives and ambassadors do on a daily basis, weekly basis. So in that sense, there's a lot of work in the field today in order to raise awareness and provide resources to in the field in the market. So what would be the difference between a UA Day and the work that local initiatives ambassadors are doing today?

The second part of the question, what was the opportunity cost? We're talking about $80,000 of money which is going to be spread across different regions and initiatives. Was there any other items on the agenda consideration to, for example, fund an open source

organization in order to fix code or change code that would make it IDN aware or EAI ready.

And the last but not least, if we go down their path of a UA Day, what's the success criteria look like? What is good? What's the return on investment on that activities or raising awareness? What do we expect to get out of it, not only next year, but the years that follow? Thank you.

ANIL KUMAR JAIN: Thank you, Dennis. Three questions, which are raised in one question itself. First is yes, on day-to-day basis, there are UA ambassadors, local initiative. Even the people who are not connected, but they are promoting the Universal Acceptance on daily basis. But try to understand that these are the initiative which is working as on date. And they are in individualistic in nature, whether it is individual who is going as a UA investor or it is going as a local initiative, a group of people.

But when we are creating a UA Day as a concept. We are trying to create batch. It means that today if they are reaching out two community, a community, one community or two community. With the UA Day, we expect that this reach should get multiplied by several factors.   So that is what we expect that, like we celebrate any day, which is a forum day. So the participation will multiply many fold.

And that is what we expect from the UA day, that more and more people who are today, even if they are not connected, they should get connected. The technical people, the commercial people, the language people, the academia, everybody should get committed on this.

The second, you talk about the opportunity cost. We discussed about the budget, which we have earmarked for organizing the UA Day at any level, whether it is at local level, regional level, or at the global level. But these are indicative cost. Now we expect that a good number of organization may not need any funding from ICANN to undertake this UA Day. Some may need a small funding, but some definitely from various part of the world may need some more funding.

So these are indicative funding, which we have earmarked as a budget right now. But depending on the request which we are going to receive from the UA Day planning from various groups, we can, again, work on this, and we can approach ICANN to provide more funding. So I personally feel on behalf of UASG that there should not be any restriction on those in celebration of the UA Day.

Third question is that with all these UA Day batch, which we are planning to create, what is the expectation? See, today, the adoption of even the first step, which Satish has said that UA and

IDN are different, but, yes, IDN is one major part of UA. So adoption of IDN today is not as the ccTLDs or gTLDs are there. So adoption has to increase if there is a push from the users that we need Internet in local languages.

And that is what we expect that they should be more requirement, more demand generation about the local language Internet. This is multi language Internet. And then once the demand is generating, then all of us who are technical, legal, financial, or commercial organization will come together, will provide the solutions. And I think the major objective of UA is to reach to each and every citizen of this globe. We should be able to meet.

SATISH BABU: Thanks, Anil, Satish, for the record. So thanks, Dennis, for the questions. I think they make lot of sense. On the first question and in general about UA Day, there is an implicit assumption that the progress on UA is somewhat slow. There is a need to accelerate that. And one of the reasons why it is perhaps not to the level that we would like is because what I mentioned as the chicken and egg problem of the community is not demanding the technology service, provider is not responding.

So we were looking at how do we get all these stakeholders mobilized so that the language communities will start

demanding more aggressively from the technology providers, and that will give a demand supply situation that we work towards closure of these gaps. So that is an implicit assumption. And Anil has already mentioned about the total cost. This is indicative there are other people including governments who may be spending much more than this on the UA Day.

And the third point is, I absolutely agree that we should treat this as a pilot and we should review the results and see whether they are commensurate with the investment, in time, and money that we are all making together. Thank you.

SEDA AKBULUT: Thank you, Satish, we have also another comment on question from Mark Datysgeld.

MARK W. DATYSGELD: Thank you very much, cahirs. My comment relates more to the project management aspect of this initiative. I am a big believer in it. We just need to think about how to centralize this between a few players, not necessarily a super limited list, but we need to have some aggregators, some regional aggregators that we'll be able to talk between each other. Because depending on the scope of this project, if we are talking about let's [00:43:51 - inaudible] here. Like a hundred events. It's not something that

can be coordinated from a top level. We can't coordinate this as strong as the UASG community is. It would be very hard to coordinate it from that angle.

So my comment for the record and for the consideration of the team moving forward is that we identify some local partners, some regional partners that we have historically worked with, and we have those even in the room, right? We have Chris, i2Coalition right there. We have our partners from Dotecho in Europe. We have our friends from DotAsia.

So this historical UA allies might be some points of reference for us to bring together the local communities. So they can filter a bit of the effort. They can tell us a bit about what's going on and help us understand the needs better of each region rather than us trying to necessarily coordinate this from the top down.

Because one thing that we have learned from this effort over so many years is each community is different. They all have their particularities. They all have their way of seeing things. So my concern is more geared towards that. But that said, I'm a big supporter of the project. We'll be super involved in it. It's more of a matter of us noting that there might be this need to create this channels, this communicators. So thank you very much, team, and let's do this.

ANIL KUMAR JAIN: Thank you, Mark. Wonderful suggestion, and we appreciate the solution which you have told us. And I just want to inform you that right now, UASG has a plan to have coordination at local level, at regional level, and at the central level also. And we, as I said during the initial remarks and presentation, that we have already created a website for celebration of the UA Day.

We are also creating a separate email, specifically to UA Day, and we are going to publish the request from various local chapters which are going to apply for the UA Day celebration and the format will be quite uniform so that we are able to get the right kind of input.

Now when the UA day is celebrated, UASG is also trying to aggregate the outcome of this UA Day at the local level, at the regional level, and then aggregate at the central level so that the outcome of UA Day expectations, as Satish has said, that this is a learning process. First year will be a learning process for all of us, and we'll get lot of input from all these celebrations.

We'll collaborate, we'll get all these inputs together, and the results will be shared with the community through ICANN and UASG Com Group so that we understand that what is happening and what results we are able to get, and what improvements we are going to have in the forthcoming UA Day also. Thank you, Mark. Thank you very much for good suggestion. Thank you.

SEDA AKBULUT: Thank you, Mark. And Anil, we have Hussain raising hand.

SARMAD HUSSAIN: This is Sarmad. We have some questions in the chat as well.

HOSSEIN MIRZAPOUR: Okay. My name is Hossein Mirzapour. I'm GAC member from Iran for the record. First of all, I appreciate your job. Thank you for bringing up this nice, promising initiative. Actually, I'm not so experienced in this matter. I know the topic. I have been in more in this topic since ICANN74. I have already talked with some stakeholders.

And based on my observation, whether they don't know so much about the importance of UA, not yet, or they look at it as a giveaway and as a duty, not an opportunity. They think it's just a must do things. They don't see a lot of economic potential, economic opportunities inside this change. Or some of them, they have been partially aware of it, but they look at it as like a bit far not doable.

So my question is that to just change their mind to first aware them and then convince them to be more engaged, what's your plan? What's your material? If you want, based on my

discussions, I have already categorized three main suggestion. First of all, we need, I think, a bit more best practices to be presented. Some countries like India, I know that they have done a great job. We can show them. Actually I already talked with one Indian businessman, doctor Rajah, that it changed my mind a lot. I saw a lot of opportunities, economic business opportunities inside that.

Second is that we can involve more email service, provides more big companies for our event. I think if we can have, well, like, people from Google, Microsoft, etc., it will help a lot to attract attention. And the last but not least, we should think of government's particularly from different perspectives. To make the longest story brief, I don't want to go these details, but I think the way we can involve government is a bit different from private sectors. Thank you.

NABIL BENAMAR: Thank you. This is Nabil for the record. Just to add, so it's a good comment. Thank you very much for your interaction with us in these topics. And yes, so definitely the goal, the main goal of for the UA Day is to raise awareness and to bring awareness about this topic. And there is a challenge and there is a solution for this. We need to show during the UA Day that we have some examples, working examples for email addresses. There are some

applications that you can install to create your email address with your own scripts.

As you know, the Arabic scripts is used, for example, in different languages. Persian is one of them. And there are a lot of work that has been done in this regard. We need to show how we were able to overcome all the challenges, especially in this specific script, but for the other script, any script has its own challenges, issues, etc.

But there are some applications now for email. You can create your own email with your own script. You can send email with this. We will see that we can test them, see if it can go through Gmail servers, etc., and where it blocks. And this is why if we invite, for example, Google, and Microsoft, and this all big players of the Internet ecosystem, we will definitely agree on some solutions. Thank you very much.

ANIL KUMAR JAIN: Thank you, Nabil. And I am really thankful to you, Hossein, for your wonderful suggestions. And I'm assuring on behalf of UASG that all your three suggestions will be taken care in celebration of the UA Day. Thank you very much. Some other questions from online?

SEDA AKBULUT: Yes. By the way, for the record, may I also have your name? Please share your name also for the record.

HOSSEIN MIRZAPOUR: Hossein Mirzapour. I'm GAC member from Iran.

SEDA AKBULUT: Okay. We have one comment from Marita. We from APROLO will surely participate in the UA Day actively and have events around that. We will discuss and share the same with the UA team too in some time on which places ALSes would participate and what support we will need. Anna, Dot AM registry will be glad to accept this initiative, and we'll do everything to organize celebration of the UA Day in Armenia.

Mohammed Awal Alhassan has a question, can open source groups like Wikimedia, language user groups take part in the UA Day. UA issues have been of so much interest to me, but before I came to know of ICANN, which offers the biggest platform to push forward the UA agenda, I was introduced to the Wikimedia stuff and I cofounded a language user group in northern part of Ghana, and there are other language user groups in different parts of the country whose mission is directly in line with the ICANN's UA. Could these groups collaborate for the UA Day activities?

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ANIL KUMAR JAIN: Thank you for this query. My answer to this is that each and every person whether they are connected with ICANN, or ITF, United Nations any other organization, government, non-government, Academician, language group people, the people in the software application groups, email service providers, everybody who are connected directly or indirectly, can participate and celebrate the UA day because this is a universal work which all of us has to take responsibility.

And I also want to thank the other participant who have given that they are ready to celebrate UA Day. It is a wonderful news. And I again appeal all of you to come forward, remember 16th Feb as the day which we have to celebrate and we have to wait for it. Before I end, we have the UASG chair with us online. May I request Doctor Ajay Data to give his final comments on the discussion on UA Day? Over to you, Dr. Ajay Data.

AJAY DATA: Thank you very much, Anil, for this opportunity. I'm sorry for everyone too. I could not join physically there. I had to do something and leave. The questions which were raised are very, very relevant and what Anil has said at the end, actually, broadens the scope and involves almost everyone. We want to include everyone. So inclusive is our theme, and nobody will be left behind is the overall agenda.

Just to answer also on two discussions which we had. One from our GAC member from Iran and Nabil responded. But I want to tell the audience that Google, Microsoft, and Apple, all three companies have worked with UA and their systems and applications related to EAI is phase one ready, which means that if you use an iPhone and you send an email in EAI address, you can't and if you have yourself an EAI address, you can configure that in your phone.

And similarly, if you send an email to Gmail or the Google Workspace, your mail will get delivered and will get responded to an EAI address. And similar thing is for Microsoft Office and Microsoft Outlook from their matter. So the global companies are supporting it. So let's believe that they are there with us, and this is getting pushed heavily. What are lacking is Phase 2 where people are not many people are hosting it.

But I think as Satish said, this is a demand and supply situation. The moment we have more demand, there'll be more suppliers. It is not a technological challenge, which cannot be solved, or it could be solved by only few. Hence, do not worry about that. Let's celebrate and bring people online.

And what I would appeal everyone here who is listening to me, do not worry about whether you can do it or not do it. Simply go to

uasg.tech website. There's a link for UA Day. And click on that, and you will get more information.

Why I'm saying that email address is one part, but we are going to update this page continuously and provide you the content, material, the page, the proposal formats, everything will be there on uasg.tech website on a UA Day page. And that will give ready information from our side to everyone globally. With these notes, I will leave this floor with Anil again. Thank you for the opportunity.

ANIL KUMAR JAIN: Thank you very much, Dr. Ajay Data. Being visiting some other activity, you are able to find time and address all of us and resolve lot of queries. Thank you very much. It is a wonderful discussion which we had.

SEDA AKBULUT: We have one last question from Jack George. Wherever UA will be discussed and celebrated, will UASG have a local domain, web page, and email address in each of the regional languages and scripts? It is crucial to demonstrate that advances in UA are not merely theoretical, but also practical.

ANIL KUMAR JAIN: I think this is a wonderful question and desire. I'm not saying that it is a question. It is a desire. And we would like that those countries where the UA Day celebration is planned and they intend to celebrate UA Day, we will definitely ensure that their system are UA already, and we should be able to prepare a website in their own local language, publish the material, and all the things which are related in their own language.   This wonderful. Thank you very much for this suggestion. Sarmad?

SARMAD HUSSAIN: Thank you. This is Sarmad Hussain for the record. So just to share some additional information in this context, we already have a document named UASG004 available in the document repository at uasg.tech, which actually provides test cases for UA. And if you go and take a look at that document, what it does is we have registered domain names in all the different scripts, which are currently supported and through the roots zone LGR. So these are scripts which are used to write many, many different languages across the world.

Also, in addition, we've configured an email server and provided email addresses in all these scripts so that the way these are set up, this mail service is set up is that you can email at any of these email addresses, and it will auto respond to you in case your system is UA ready. So there is some preliminary work, of course,

already available supporting all the different scripts in case the systems need to be tested. But, of course, more can be done in the context of UA Day. Thank you.

SEDA AKBULUT: Thank you. We are now over time, but we have two more comments. Can we handle this one?

ANIL KUMAR JAIN: Yeah. Comments, of course, you can just read out.

SEDA AKBULUT: Okay, so from Jack George, today, every expenditure made to increase the UA awareness throughout the world is worthwhile. It is time to highlight UAs advancements in the Internet ecosystem and their advantages: businesses, both public and private, and service providers who have made investments and raised the UA flag so far on the UA Day. Best wishes, UASG leadership.

And there is another command, Dennis, why are ICANN meetings necessary? Why community travel to attend to the ICANN meetings, why ICANN do so much expenses for ICANN meetings. If you know the answer to these questions, you will realize that UA Day is also quite significant. More significant than the cost will

be the return of Universal Acceptance to the world consciousness, which has been absent up until now. So these are the all comments and questions so far we have received. Thank your time.

ANIL KUMAR JAIN: Thank you very much for all the comments, questions, participation, and interest, which one more question is there. We can take up. Yeah. Please go ahead.

JEAN F. QUERALT: Thank you, Jean F. Queralt from the IO Foundation for the record. I wanted to ask a question and make a couple of suggestions. The first one, I don't believe we have mentioned about the length of those celebrations for how, is it expected to be half a day, full day, two days. I don't believe it's going to be two days, but still it would be good to give the guidance on that.

Also, I would like to know if there will be or if there's any plan on providing technical support for technologies in terms of capacity building. So it's not only about raising awareness to the final user, but also how it's going to be affecting system admins and so forth. And they will need some guidance in that particular regard. And I don't know if that's going to be contemplated in the type of activities that will be provided during the UA Day.

And finally, I think I'm going to be echoing some thoughts from many people that the funds must be raised if you expect that there's going to be support across the board for these kind of events, because organizations, they don't grow money from the trees. And to the very least, if it would be possible to use the network that ICANN has to cover things such as venues.

So for instance, is the APAC constituency does have agreements or contacts with certain universities and certain places, which could bring over spaces for the events. That's already a cost that is alleviate from the organizer, and then they can only concentrate on catering, and PR, and so forth. Thank you.

ANIL KUMAR JAIN: Thank you very much for the question. First question about you said the length of the celebration. If you see the screen, it is written. We have a flexibility from half an hour, to half a day, or one full day. Anytime, whatever you can adjust is what you can do. UA Day can do second. You said about the support system, the technical support.

The first is the technical training material, which we are preparing and we'll hand over to all the local and regional celebrating teams to conduct the trainings, and the training can be conducted with the help of UASG also online wherever it is possible for us to reach.

Third, about the technical support, UASG on regular basis are developing software which are technically oriented to various applications, whatever is required. And those technical supports are available on regular basis. Definitely, they'll be available on UA Day also. So we hope that you join us. Second, last thing you said whether the ICANN network can help you out to reach out to those places which are required for celebration, for example, university and colleges.

Definitely, please submit your request to us wherever ICANN can reach wherever UASG can reach, definitely, we'll support at the local level. But I think the reach is much more for the local UA Day celebrating team than ICANN. We will definitely like to extend the support to all of you. Thank you very much for the queries.

We would like to close the call today. It's a wonderful, and I would like to thank all the panelist, all attendees in person, all attendees online, the ICANN org, and the support staff who has given contribution to make these sessions successful.

Finally, we are all looking at 16th Feb as the UA Day celebration. I again request you that not only you celebrate, not only your organization celebrate, but make this as a global festival where more and more people around you can join. Thank you very much. We can now stop recording. Thank you very much.

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