



78 | ANNUAL GENERAL MEETING



Planning for Universal Acceptance (UA) Day 2024

ICANN78 | 25 Oct 2023

UASG



Universal Acceptance

Session Overview

Looking at UA Day 2023

- * Recap of UA Day 2023

Planning UA Day 2024

- * Focus for UA Day 2024
- * Timeline
- * Community feedback

Recap of UA Day 2023

- * UA Day 2023 aimed to rally local, national, regional, and global organizations and communities to create a “buzz” around adopting UA.
- * Reached out to the ICANN community and ALAC, RALOs, and ALSes, UA Ambassadors, UA Local Initiatives, and interested global partners to host events.
- * The inaugural UA Day was held on 28 March 2023.
- * The keystone UA Day event was held in India and hosted by the government of India.
- * Most were at national level; not many regional events.
- * No strategy events; half awareness and half technical training events.

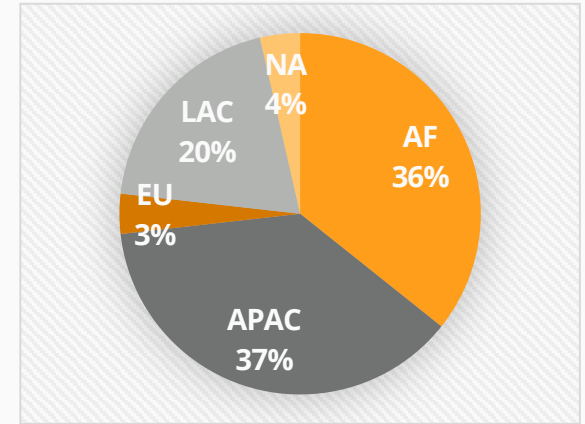
ICANN Planning and Support

- * Developed UA Day materials published at the <https://UniversalAcceptance.day>.
 - * [Awareness Presentation-2hr](#) ([AR](#), [ES](#), [FR](#), [HI](#), [RU](#), [ZH](#))
 - * [Welcome Video](#) and Promotion Videos ([ICANN](#), [UASG](#))
 - * [Technical Overview-2hr](#)
 - * [Programming Training for UA-4hr](#)
 - * [Email Administration Training for UA-4hr](#)
- * Pre-planned agenda options posted at [UA Day webpage](#).
- * ICANN helped plan and manage UA Day events:
 - * Supported UASG for shortlisting the proposals.
 - * Finalized dates and agendas with event organizers.
 - * Contracted UA Day events.
 - * Coordinated speakers and trainers from ICANN and UA Ambassadors.
- * Multiple teams involved: GDS, GSE, Comms, Procurement, Legal, and others. THANK YOU!

UA Day 2023 Events

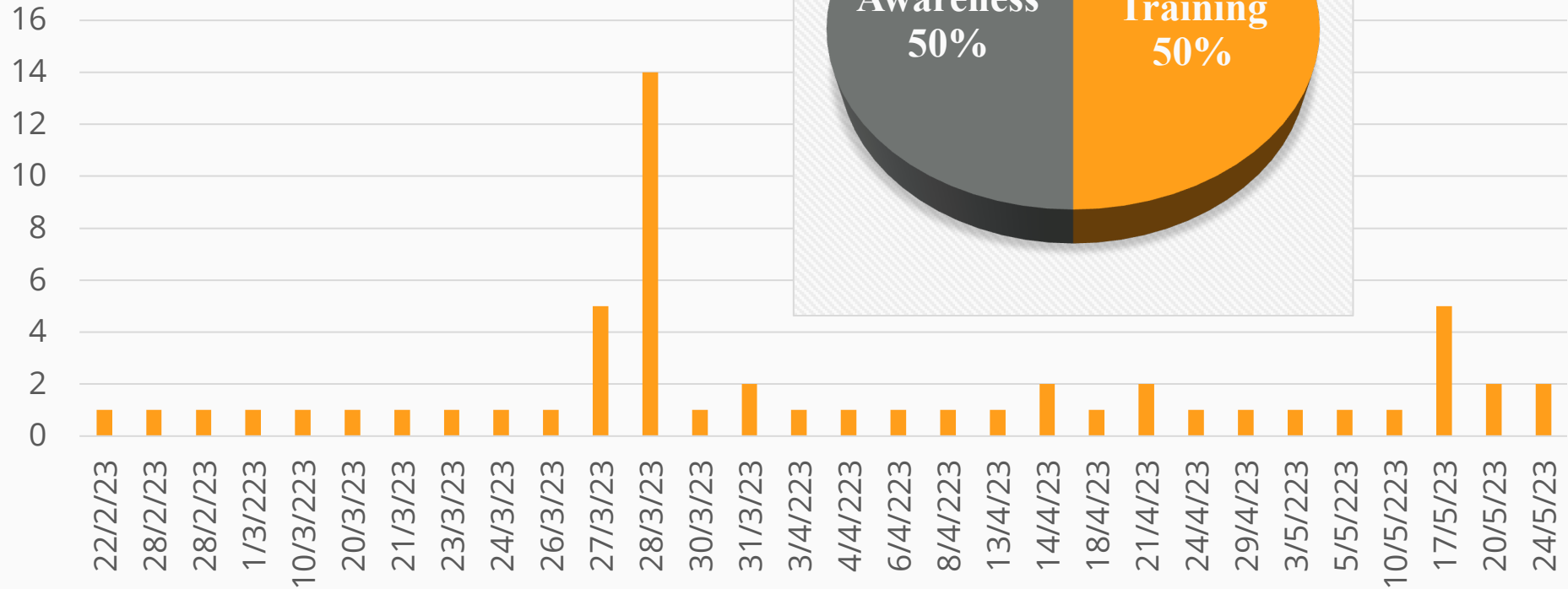
- * Of the 89 proposals, over 50 events were shortlisted and held in over 40 countries. Most events were held in March and April 2023.

Region	Proposals	Shortlisted
Africa	32	20
Asia Pacific	41	18
Europe	2	2
Latin America and Caribbean	12	9
North America	2	2



- * There were over 9,400 participants in 56 UA Day events.
- * UA Day events were held in 22 languages, including Arabic, Armenian, Bengali, Cantonese, Chichewa, Chinese, Dutch, English, French, German, Hindi, Myanmar, Nepal, Persian, Portuguese, Russian, Sinhala, Spanish, Swahili, Thai, Turkish, and Urdu.

UA Day 2023 Events



UA Day Comms

- * ICANN conducted comprehensive outreach to spread UA Day awareness and encourage participation.
- * Two press releases were published:
 - * [UA Day: Global Effort to Drive a More Inclusive Internet](#) on 9 March 2023.
 - * [Charting Towards a Multilingual and Inclusive Internet](#) on 24 March 2023.
- * The press releases garnered more than 1,500 “pickups” by various global media outlets.
 - * Additional coverage generated by media inquiries on the press releases, media outreach by ICANN, and efforts from UA Day organizers.
- * ICANN conducted extensive social media engagement leading up to and on UA Day, including paid social campaigns on Twitter and Facebook.
 - * Over 1,000,000 impressions/reach and over 3,500 link-clicks to the UA Day page.
 - * Event organizers also contributed to social media campaigns.

More Images at [ICANN's Flickr Page](#)



UA Day Event – Nepal

Planning UA Day 2024



UA Day 2023: What Worked Well

- * Significant contributions from ALSes. Through active outreach done by ALAC, 23 ALSes (many of which are also ISOC chapters) organized UA Day events.
- * Active participation from UASG members and UA Ambassadors.
- * The UASG gained new members and Ambassadors after UA Day.
- * Raised general awareness.

What else?

UA Day 2024: What can be Improved?

- * More events from the North American and European regions.
- * Concrete results from events. Thus the focus on training and adoption for 2024

Focus for UA Day 2024

- * UA Day 2024 will focus on UA adoption instead of general awareness.
- * Support two levels of events – national and one global.
- * Those who already organized a UA Day event in 2023:
 - * Awareness → technical training; technical training → UA adoption
 - * No funding for awareness events for past organizers, LIs, and Ambassadors.
- * Three-month window for conducting UA Day events (1 March – 30 May).
- * Organizers to provide partial funding.

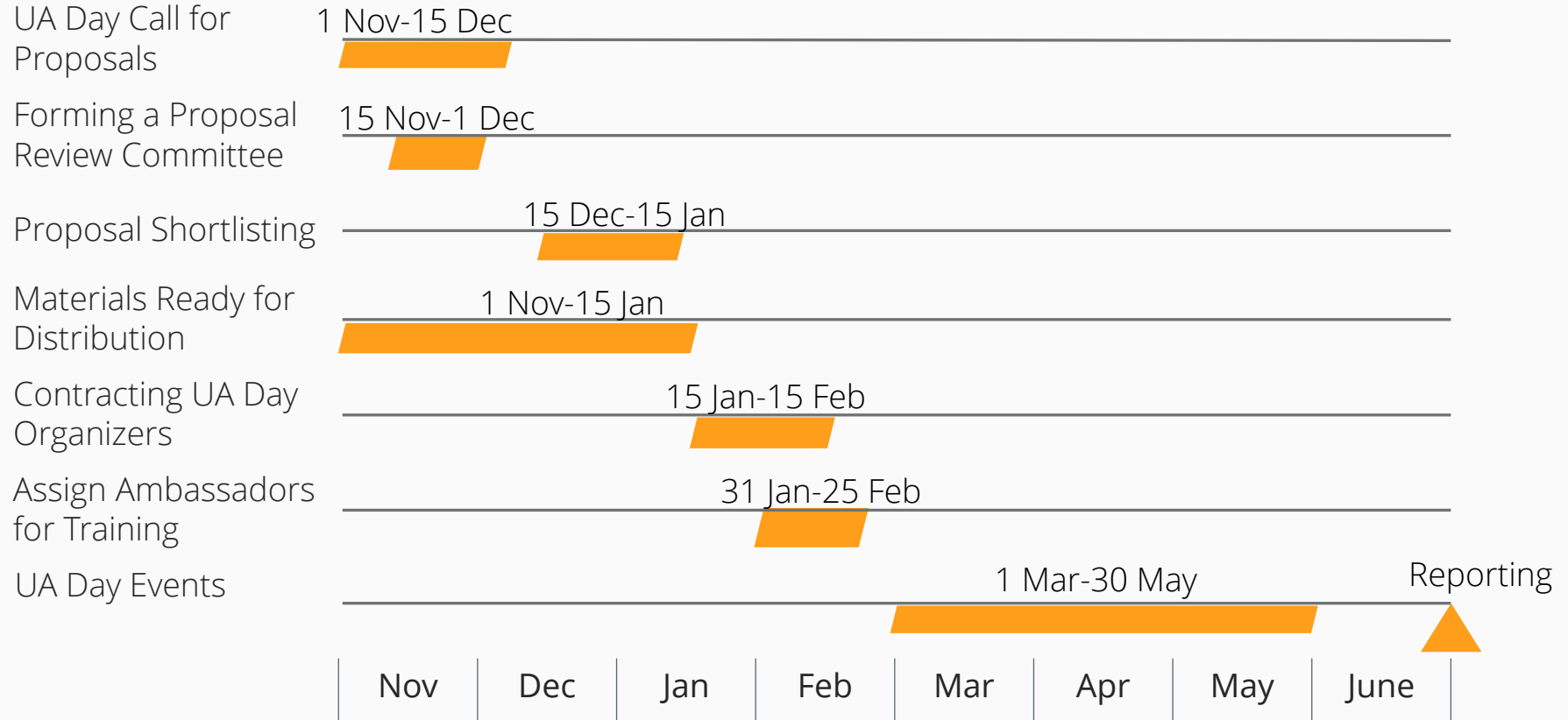
Options for Proposals

Level of Events	Type of Event
Local or national	One-hour UA Day Awareness Event
Local or national (only for new applicants)	Two-hour UA Day Awareness Event
Local or national (only for new applicants)	Half-Day UA Day Awareness Event
Local or national	Half-Day UA Day Adoption Event
Local or national (only for universities)	Half-Day UA Day Academic Event
Local or national	One-Day UA Day Training Event
Local or national	One-Day UA Day Training and Adoption Event
Regional (Not more than one per region)	One-Day UA Day Strategy Event

Considerations for Shortlisting Proposals

- * Region of the proposal – geo diversity.
- * Diversity of the events (awareness, training, adoption).
- * Number and diversity of participants (e.g., technical, community, government, academia).
- * Amount of financial support requested.
- * Availability of other resources requested (logistical support, speakers, trainers, technical support).

Tentative Timeline: UA Day 2024

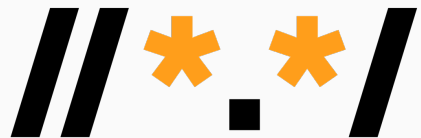


Request for Community Input

Now we'd like to gather insight, feedback, and suggestions from the community.

- * What should a UA adoption event look like? How does it differ from awareness/training sessions?
- * Whom to reach out to for organizing the UA Day events on UA Adoption?
- * What can be improved on for UA Day 2024?
- * What are your expected outcomes from UA Day 2024?
- * How do we measure concrete results from UA Day events?

Be a Part of UA Day 2024



Universal Acceptance

UA Day
#Internet4All

28 March 2024

A UA Day proposal template with further details on how to organize UA Day events will be published on UniversalAcceptance.day soon. Stay tuned!

Get Involved!

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

Use the UASG hashtag in relevant posts: [#Internet4All](#)

X: [@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.

Thank You