



78

ANNUAL
GENERAL
MEETING



Five-Year Planning for Universal Acceptance (UA) and Governance of UA Steering Group (UASG)

ICANN78 | 24 Oct 2023

UASG



Universal Acceptance

Session Overview

Developing UASG five-year strategic plan

- * Overview and the five-year plan

Community Feedback on five-year plan - Question and Answer (Q&A)

Governance of UASG

- * Maturing UASG Governance – Accountability, transparency and openness
 - * Statement of Interest Mechanism
 - * UASG WG chairs and vice-chairs selection
- * Reviewing UASG organization structure
 - * UA Ambassador selection
 - * UA Local Initiative finalization

Community Feedback on governance model - Question and Answer (Q&A)

General Overview of UASG

Universal Acceptance Steering Group (UASG) was formed in 2015 by the community, and supported by ICANN, to promote the Universal Acceptance (UA) of domain names and email addresses.

The Universal Acceptance Steering Group (UASG) is committed to ensuring that all domain names and email addresses are accepted, validated, and used uniformly across all applications, devices, and systems.

The strategic plan is going to outline:

- * the key problem statement
- * achievements to date, and
- * a roadmap for the next five years.

Problem Statement

1

Lack of Universal Acceptance

Still, any internet applications, systems, and devices do not fully support Internationalized Domain Names (IDNs), new generic top-level domains (gTLDs) and email addresses on them. This leads to exclusion and frustration for users whose online identities are not represented in Latin characters.

2

Reduced Accessibility and Innovation

Failure to achieve Universal Acceptance hampers innovation and limits accessibility to the internet for millions of users worldwide, particularly in regions with non-Latin scripts.

3

Economic Impact

Businesses, governments, and organizations with non-Latin script domain names face challenges in reaching their target audiences, affecting economic growth and global inclusivity.



Achievements Till Date

1

Awareness and Education

Conducted awareness campaigns, such as UA Day, and workshops to educate developers, businesses, and policymakers about the importance of Universal Acceptance. Developed resources, best practices, and guidelines for implementing Universal Acceptance.

2

Technical Improvements

Reached out to software providers to improve support for non-Latin scripts and new gTLDs. Encouraged the development of plugins, libraries, and APIs to facilitate Universal Acceptance.

3

Policy Advocacy

Engaged with ICANN, IETF, and other key stakeholders to advocate for policies that promote Universal Acceptance. Influenced domain registries and registrars to offer services that facilitate Universal Acceptance.

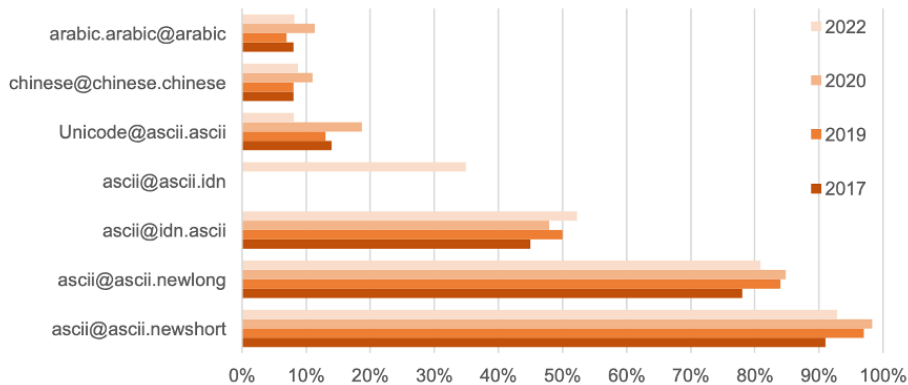


Progress of UA-Readiness of Applications

UASG has been measuring two global metrics for gauging the UA-readiness of applications.

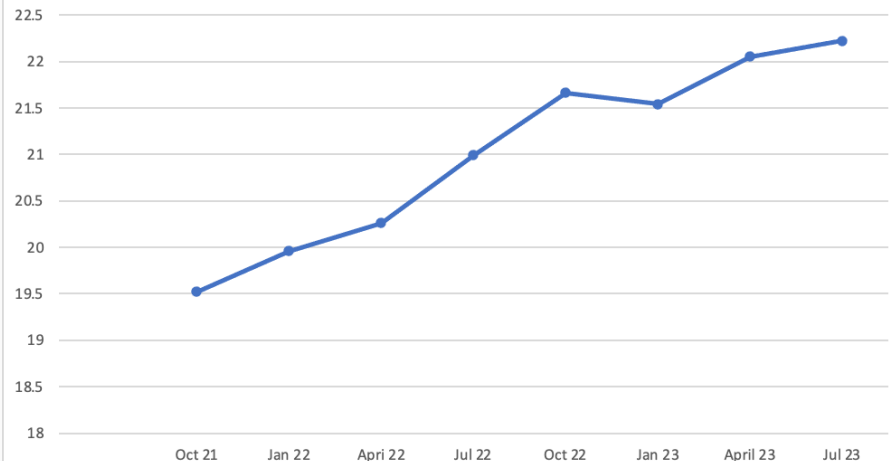
The acceptance rates of emails created with new, longer or local language top-level domains in software applications and services.

EAI Acceptance Rate: 2017 to 2022



The number of email servers listed in gTLD zone files which support internationalized email addresses.

EAI Support (%)



Contribute to UASG Strategic Plan FY2025-2029

- * See more details about UASG's targets to develop the Strategic Plan

<https://docs.google.com/document/d/1D2obkDSmhH-6mI5BDQT06F0ox42MCRL2h2a-e6wYLSE/edit?usp=sharing>



- * Provide your input on the document or at UASG Working Group (WG) meetings.
- * Join UASG WGs to develop 5-year action plan <https://uasg.tech/join/>



UASG Five-Year Strategic Plan FY2025-2029

- * Move from focus on UA awareness towards “UA Adoption”.
- * Set specific UA Adoption targets:
 - * Applications (websites, etc.):
 - * 50% support for EAI;
 - * 99% ASCII email using short and long ASCII TLDs.
 - * Email servers:
 - * 50% support Level 2 or Gold level;
 - * 90% support Level 1 or Silver level.
- * Develop a strategic plan (incorporating WG input) and present at ICANN79.



Roadmap - UASG Five-Year Strategic Plan FY25-29

*New gTLD-Next Round

Five Year Targets	Baseline	FY25	*FY26	FY27	FY28	FY29
Websites - 50% support for EAI	10%	15%	25%	30%	40%	50%
Websites - 99% ASCII email using short and long ASCII TLDs	85%	88%	92%	95%	99%	-
Email Client/servers - 50% to support level 2 or Gold level (able to create, send and receive EAI email)	<10%	10%	20%	30%	40%	50%
Email Client/servers - 90% to support level 1 or Silver level (able to send and receive EAI email)	22%	30%	40%	55%	75%	90%

Request for Community Input

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

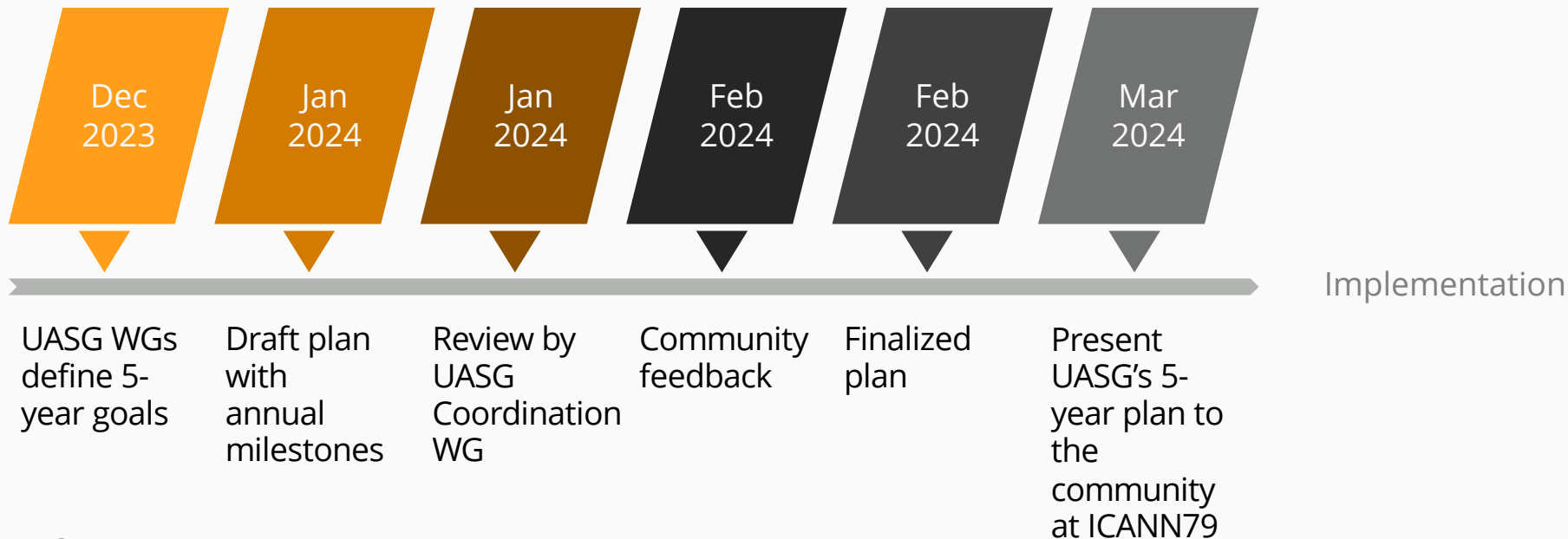
- * Are these targets reasonable?
- * What are some of actions which UASG needs to take to meet these goals?

UASG Five-Year Strategic Plan FY2025-2029

- * To promote UA adoption, UASG to focus on the following stakeholders:
 - * Governments on the demand side, for updating their procurement policies; engage with GAC; set up a Government Engagement WG for UASG to implement.
 - * Big tech companies / Open source communities on supply side, for supporting UA in their tools and applications; ICANN to help support the outreach.
 - * DNS industry and service providers (TLD registries, registrars, ISPs, hosting providers, etc.)
- * UASG continue to work with existing stakeholders
 - * Technology enablers, technology developers, email tools and service providers, governments, academia, TLD registries and registrars



Timeline: UASG Five-Year Strategic Plan



Where are we now?

The first community feedback on the targets being set for the next 5 years will be gathered at this meeting (ICANN78). Each UASG Working Group will include this item in their recurring meeting agenda and develop annual goals for 5-year.

Please join UASG WGs to further contribute to the detailed plans. <https://uasg.tech/join/>

Request for Community Input

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

- * Are the stakeholders in focus the right ones?
 - * Governments
 - * Big tech companies / Open source communities
 - * DNS industry and service providers (TLD registries, registrars, ISPs, hosting providers, etc.)
- * How should we engage with and convince each of the stakeholders that will be in focus?
- * Any other comments on the plan, targets and timeline?

Community Feedback on Five-Year Planning for UA



Universal Acceptance

Governance of UASG



Maturing UASG Governance

Objectives of UASG membership



- * Attracting New Members in UASG
- * Increase active participation of UASG members on UA-discuss and WG lists

UASG needs to develop a transparent, accountable and open process for its members

- * Discussed using Statement of Interest (Sol) as one of the mechanisms and also explore more possible mechanisms.
- 
- * A mutual consensus was formed in UASG Coordination WG to test Sol implementation initially for all leadership positions.
 - * The process of introducing the Sol in general for ua-discuss is in progress.
 - * One person one leadership position is being discussed within the Coordination WG.

Maturing UASG Governance



* UASG WG Chairs and Vice Chairs selection

- * Selected through existing process, based on self-nomination and rough consensus by WG, finalized by UASG leadership team
- * Must be a member for at least 6 months with preference given to those attending more WG meetings during this time
- * Cannot continue if they do not attend three consecutive meetings without apology
- * No call for nomination during the year
- * WG meeting cannot be held without any chairs



* UASG Chair and Vice Chairs election

- * At least one year experience in any on WG
- * Attended at least five meetings in past six months of that WG

Request for Community Input

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

- * How can UASG improve its governance and attract more members?
- * What are your thoughts on the proposed changes in the UASG structure?
 - * Regarding UASG Working Group (vice)chair positions
 - * Regarding UASG Leaders elections

Reviewing UASG Organization Structure

- * New Working Groups (WGs)
 - * Ad-hoc Government Engagement WG to be part of Coordination WG till March 2024 and then it will be decided how to open up for community.
 - * UA Day WG to be part of Communications WG and will be open to community.
 - * No need for WGs for Ambassadors and Local Initiatives.
 - * Look into setting up a WG for work with academia as that work develops under Measurement WG.

- * Coordination WG to continue to be a closed group with current membership including:
 - * WG chairs
 - * Local Initiative chairs
 - * Liaisons of SOs and ACs

Local Initiatives - UASG Organization Structure

Local Initiatives (LI) aim to engage local stakeholders with focus on UA deployment while also conducting national and regional awareness and training efforts.

LIs already exist in APAC and Eastern Europe. UA Project part of Coalition of Digital Africa with Association of African Universities.

What's next?

- * Focus on onboarding one each from LAC and EUR regions for geo-diversity.
- * Each LI budget for FY24* will be USD 18k and advised to manage additional local sponsorship.
- * LI activities to focus exclusively on technical training and UA adoption
- * Apply for UA Day events separately and compete for UA adoption events (no funding for awareness events)

* FY24: July 2023 - June 2024

UA Ambassadors - UASG Organization Structure

- * Ambassadors appointed for one year; can be reappointed as per the [Charter](#).
- * Consists of well-respected and articulate industry leaders who will raise the issues of UA and EAI within their respective spheres with focus on UA adoption.

Updates:

- * Focus on UA technical training and UA adoption and so require technical background.
- * Support for FY24 will be USD 3k per year and per country to allow for more ambassadors.
- * Distributed geographically and with gender diversity.
- * 5 new technical UA adoption focused UA Ambassadors joined the program from Bolivia, India, Nigeria, St. Vincent and the Grenadines, and Zambia in August 2023.
- * Can add additional UA Ambassadors if they can volunteer without funding support.

For more information about UA Ambassadors visit: <https://uasg.tech/about/people/>

Request for Community Input

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

- * What recommendations do you have to build a stronger and efficient structure?
- * What are your thoughts on the proposed changes in the UASG structure?
 - * **Regarding Local Initiatives (LI)**
 - * LAC and EUR regions in focus for new LIs
 - * Arranging additional local sponsorships by Lis
 - * Focus on technical training and UA adoption
 - * Apply for UA Day events separately and compete
 - * **Regarding UA Ambassadors**
 - * Budget constraint
 - * Technical background requirement for UA Adoption focus

UASG Operating Procedures

UASG leadership team confirmed the list of processes to be documented in UASG's operating procedures

- * More than 20 processes identified, many of these already documented, remaining to be added



The procedure to create the document

- * Initial draft documented by staff
- * Reviewed by UA leadership team
- * Shared with coordination with for input
- * Shared for community input
- * Finalized by UA leadership team
- * Published by staff

Document to be published in searchable HTML format on UASG.tech website

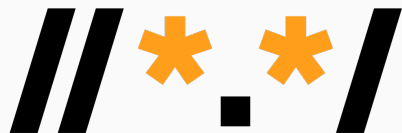
Community Feedback on Governance of UA Steering Group (UASG)



Universal Acceptance

Engage with ICANN and UASG at ICANN78

Join the ICANN78 session
Planning for Universal Acceptance (UA) Day 2024
on Wednesday, 25 October



Universal Acceptance

UA Day

#Internet4All

<https://universalacceptance.day/>

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.