



79 | COMMUNITY FORUM



Universal Acceptance (UA) Day 2024

Overview

ICANN79 | 6 March 2024

UASG



Universal Acceptance

Session Overview

UA Day 2024

- * Focus for UA Day 2024
- * Local and national events
- * Timeline
- * Support for UA Day
- * How to promote UA Day 2024 events

UA Day 2024 Keystone Event

Community input and discussion on collaboration moving forward

UA in a Nutshell

To address UA, the Universal Acceptance Steering Group (UASG) was organized as a community initiative.

Vision

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

Impact

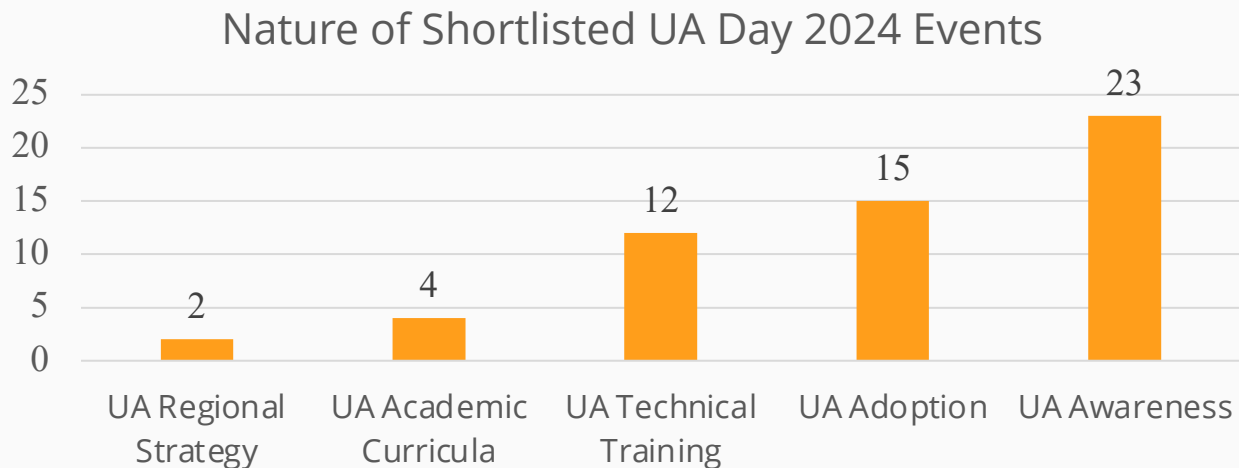
Promote consumer choice, improve competition, and provide broader access to end users.

UA Day 2024

- * Supporting five types of events:
 - * UA awareness
 - * UA technical training
 - * UA academic curricula
 - * UA adoption
 - * UA regional strategy
- * Training, academia and adoption aiming to build sustainable technical capacity.
- * Received 133 proposals from 65+ countries.
- * Shortlisted 56 proposals from 50+ countries:
 - * 51 national events.
 - * 5 regional events.

UA Day 2024 Main Objectives

- * Promote to a wider audience the need, benefit, and scope of UA for digital inclusion.
- * Create awareness in the technical community on UA-related issues and solutions.
- * Encourage updates of procurement terms to include UA as a requirement.
- * Motivate technical and government decision makers for UA adoption.
- * Celebrate achievements in UA and recognize success stories.

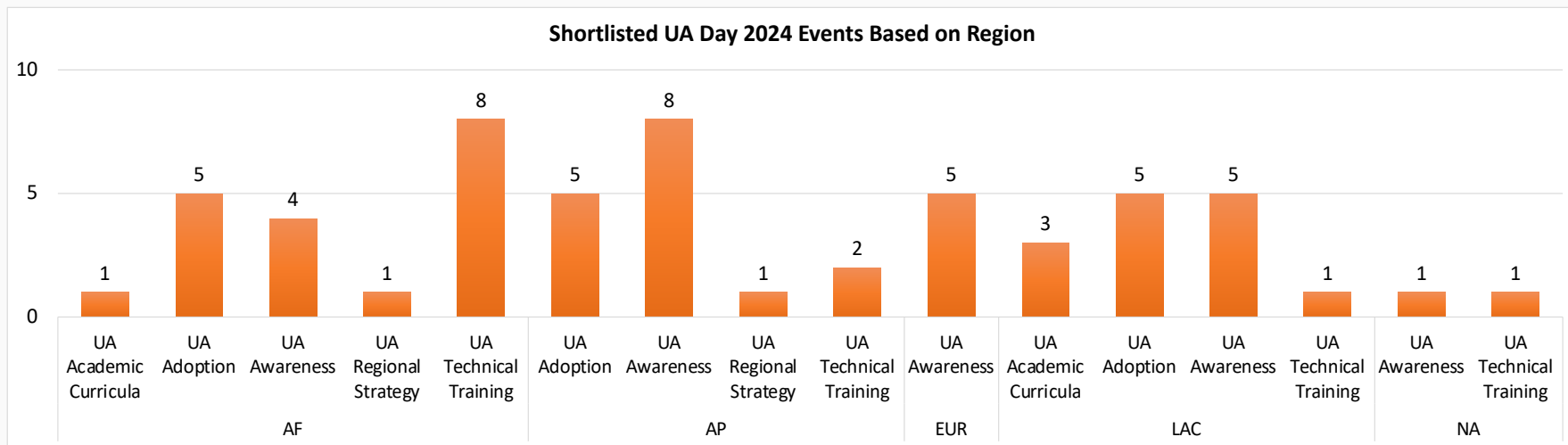


Nature of UA Day Events

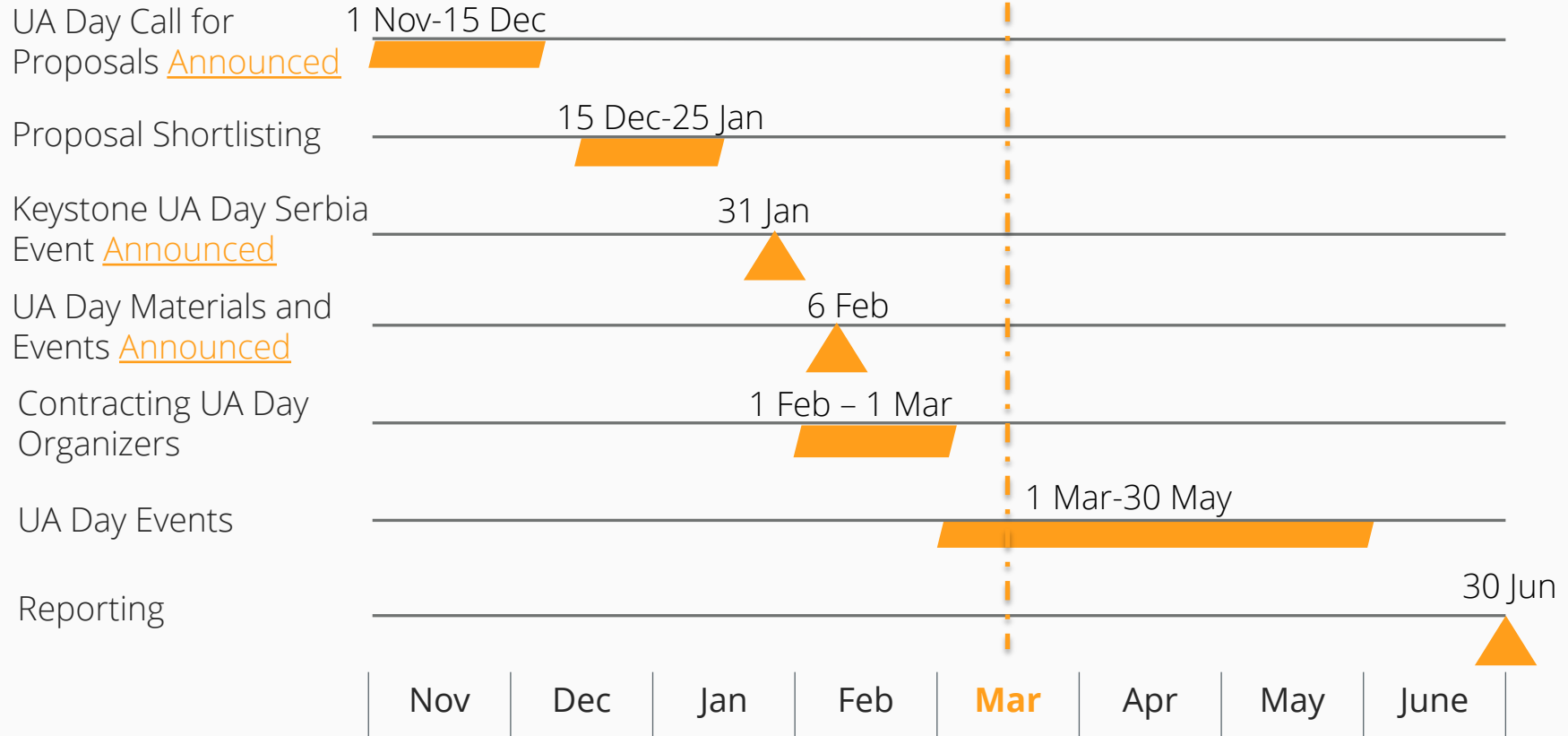
Level of Events	Type of Event
Local or national	One-hour UA Day Awareness Event
Local or national (only for new applicants)	Two-hour UA Day Awareness Event
Local or national (only for new applicants)	Half-Day UA Day Awareness Event
Local or national	Half-Day UA Day Adoption Event
Local or national (only 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

Local National Events

56 events in more than 50 countries are shortlisted out of 133 proposals.



Timeline: UA Day 2024



ICANN Planning and Support

- * Developed UA Day materials published at the <https://UniversalAcceptance.day>
 - * [Awareness Presentation-1hr](#)
 - * [Awareness Presentation-2hr](#) (AR, ES, FR, PT, RU, ZH)
 - * [UA Adoption Event Requirements](#)
 - * [Academic Curriculum Discussion and Roadmap Development](#), (AR, ES, FR, PT, RU, ZH)
 - * [Programming Training for UA-4hr](#) (AR, ES, FR, PT, RU, ZH)
 - * [Email Administration Training for UA-4hr](#) (AR, ES, FR, PT, RU, ZH)
 - * Promotional videos ([ICANN](#), [UASG](#))
- * 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!

ICANN Support



ICANN ORG TO
CONTRACT THE
SHORTLISTED
EVENTS



TOTAL FINANCIAL
SUPPORT FROM
ICANN FOR UA DAY
EVENTS IS ABOUT
\$ 100,000



UA AMBASSADORS
AND ICANN STAFF TO
SUPPORT DIFFERENT
EVENTS
(MARCH – MAY 2024)



ICANN TO MANAGE
THE LOGISTICS OF
UA DAY 2024
EVENTS



ICANN ORG TO
COMPILE AND
PUBLISH UA DAY
2024 FINAL REPORT

Support from SOs/ACs

- * ccNSO was actively involved in supporting UASG for shortlisting 133 proposals.
- * The ALAC and At-Large Community are working with the UASG, RALOs, At-Large Structures, and individual members around the world to promote the end user benefits of UA and encourage the adoption of UA at the local and regional levels.

Region	Proposals	Shortlisted	By At-Large
AF	43	19	17
APAC	33	16	9
EUR	10	5	1
LAC	42	14	8
NA	5	2	2

Promotion of UA Day Events

Promoting events effectively requires a strategic approach:

- * Identify the target audience: Invite relevant stakeholders (e.g., ccTLDs, developers, regional/local stakeholders, etc.)
- * Leverage multiple channels: Consider event platforms to record and promote your event. Utilize a mix of online and offline channels to reach a wider audience.
- * Collaborate with:
 - * The non-shortlisted UA Day proposers.
 - * Influencers or partners who have a strong following or influence in your region.

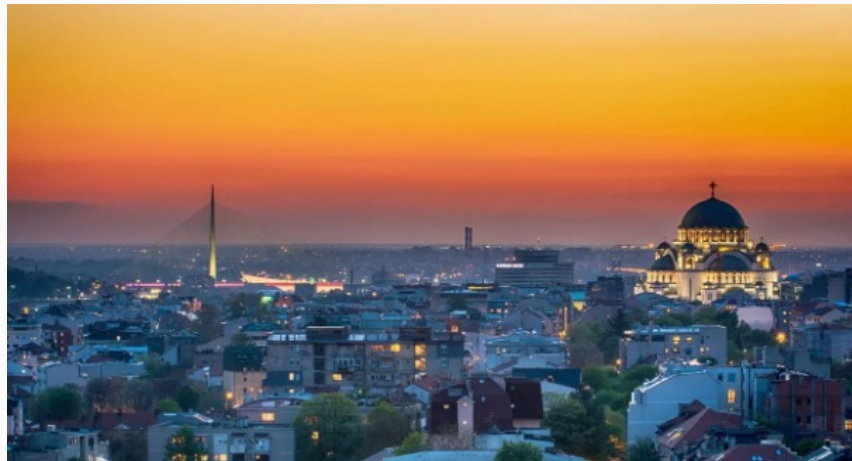
UA Day 2024 Keystone Event

Announced the keystone UA Day event to be marked in Belgrade, Serbia on 28 Mar 2024.

Initiated by UA Local Initiative in Commonwealth of Independent States and Eastern Europe (CIS-EE), and RNIDS, .rs .CP5 ccTLD.

Further details at:

- * <https://uaday.rs/>
- * <https://uaday.rs/?lang=en>
- * <https://UniversalAcceptance.day>

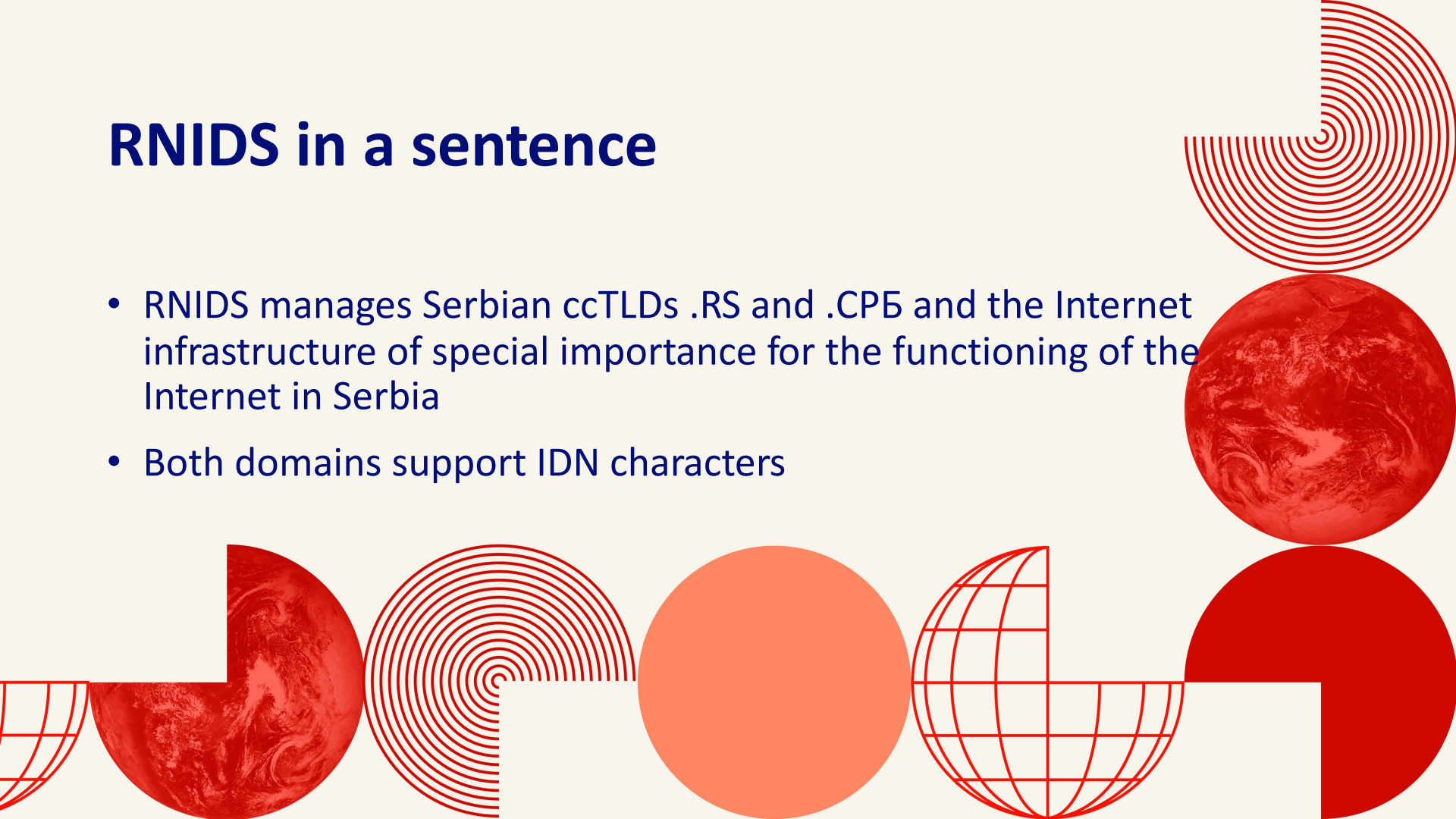


UA DAY 2024

Keystone UA Day Event
28th March 2024
Belgrade, Serbia

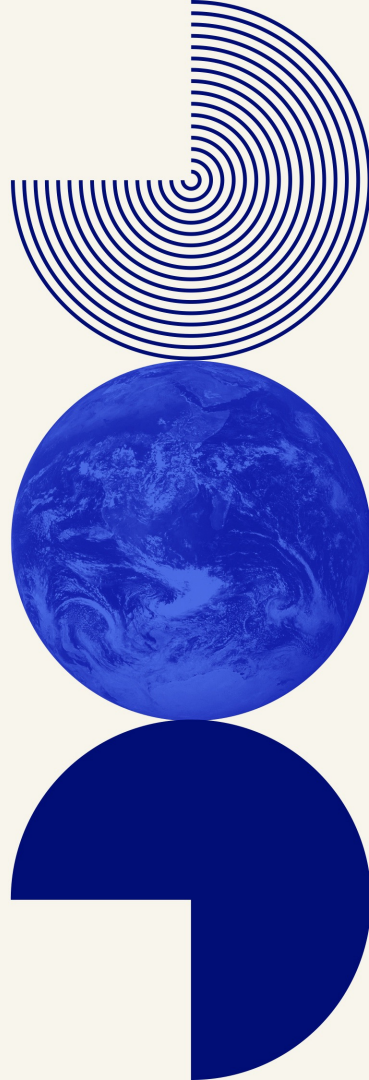
RNIDS in a sentence

- RNIDS manages Serbian ccTLDs .RS and .CPB and the Internet infrastructure of special importance for the functioning of the Internet in Serbia
- Both domains support IDN characters



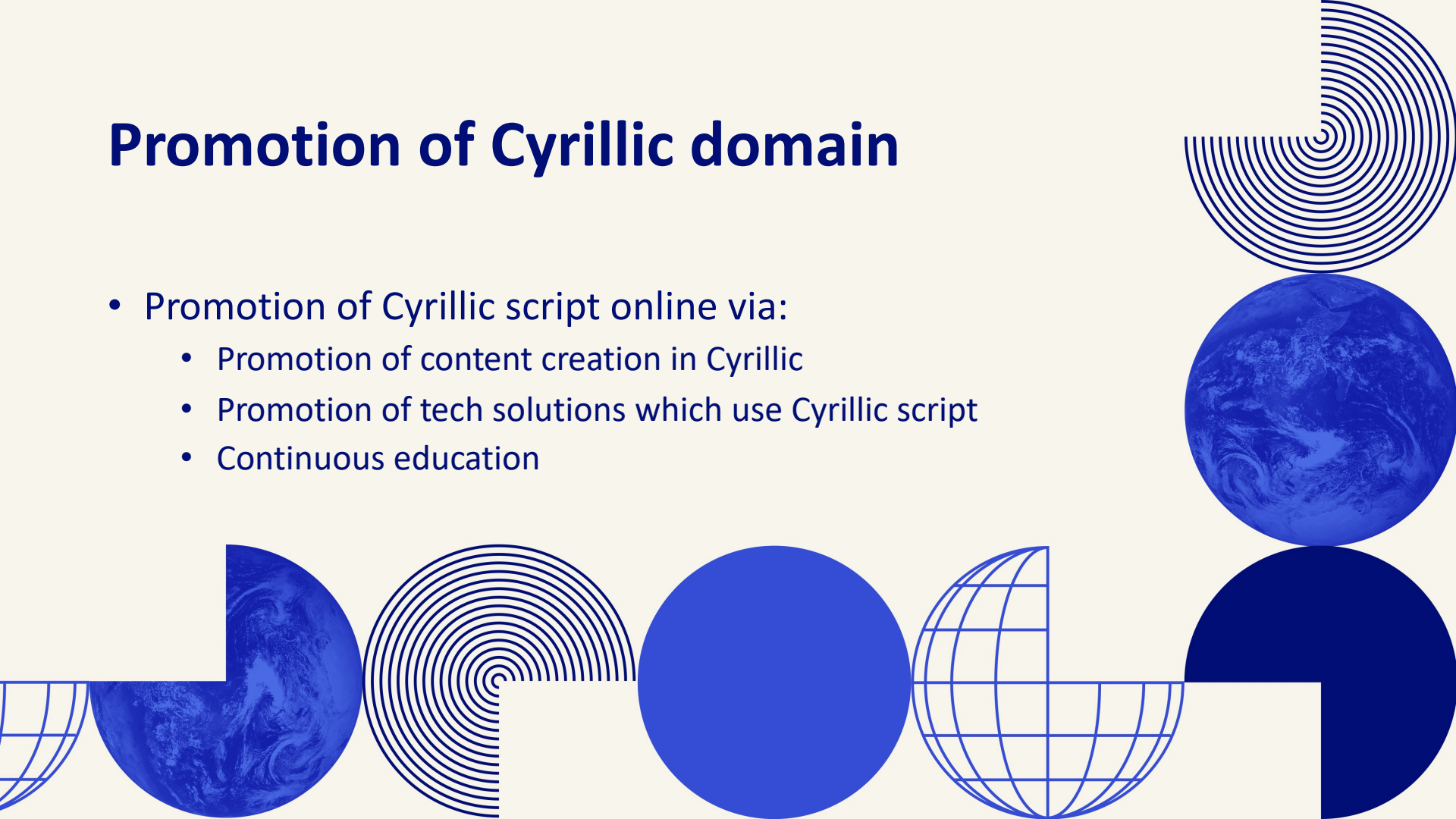
.cpб

- The official language used in Serbia is Serbian, the Cyrillic script (Latin script can also be used in accordance with the law)
- .cpб - the second Serbian national domain
- The second Cyrillic ccTLD in the world (2011)
- Registration of .CPБ begun on 27th January 2012, free of charge in the first year
- 3.500+ domain names registered today



Promotion of Cyrillic domain

- Promotion of Cyrillic script online via:
 - Promotion of content creation in Cyrillic
 - Promotion of tech solutions which use Cyrillic script
 - Continuous education



/UNIVERSAL ACCEPTANCE (UA) DAY 2024

Crowne Plaza hotel, Belgrade

28.03.2024.

Register now

#internet4all



Participate online or onsite, register at

uaday.rs



Thanks for your attention

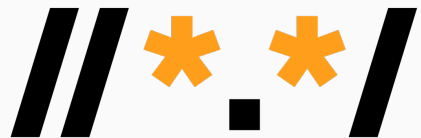
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Be a Part of UA Day 2024



Universal Acceptance

UA Day
#Internet4All

28 March 2024

Join a UA Day Event Near You!

See the list of UA Day events on 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.

Community Input Discussion on Collaboration Moving Forward

Thank You