



79 | COMMUNITY FORUM



Universal Acceptance Steering Group (UASG) Governance and Plans

ICANN79 | 5 March 2024

UASG



Universal Acceptance

Session Overview

UASG five-year strategic plan (70 min)

- * Overview of strategic plan
- * Overview of action plan by each Working Group (WG)

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

Governance of UASG (20 min)

- * Maturing UASG Governance – Accountability, transparency and openness
 - * Statement of Interest Implementation
 - * UASG WG chairs and vice-chairs selection

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:

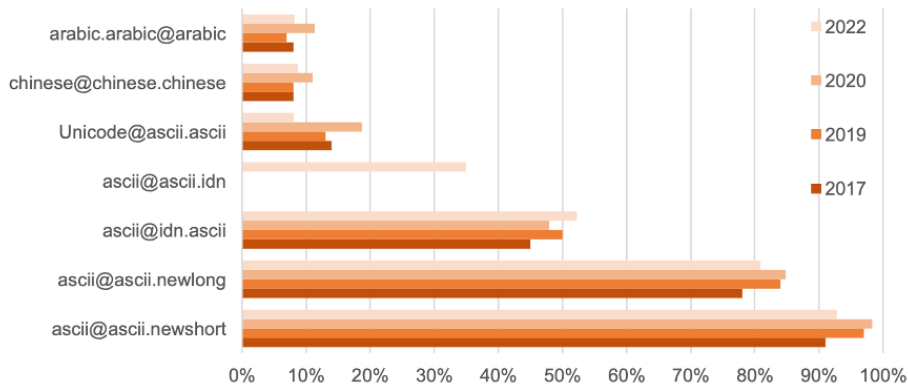
- * the key problem statement
- * achievements to date, and
- * a roadmap for the next five years.

Progress of UA-Readiness of Applications

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

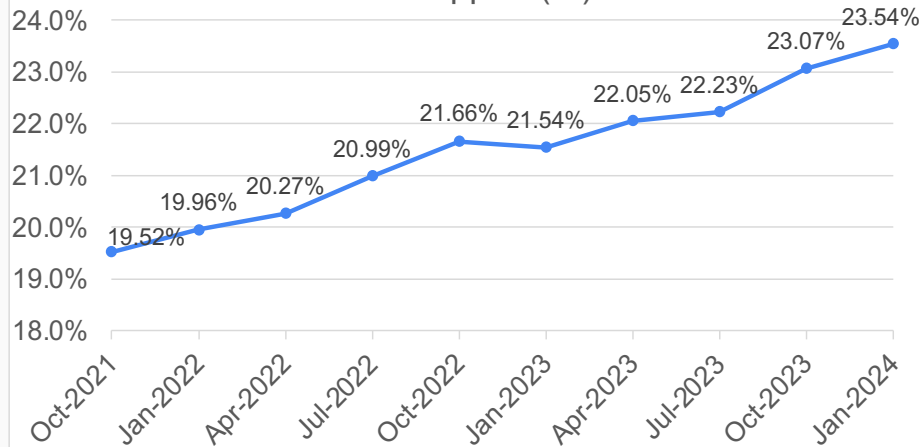
The acceptance rates of emails created with new, longer or local language top-level domains in software applications and services.

EAI Acceptance Rate: 2017 to 2022



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

EAI Support (%)



UASG Five-Year Strategic Plan FY2025-2029

- * Move from focus on UA awareness towards “UA Adoption”.
- * Taking proactive steps by (1) seeking cooperation with more stakeholders, (2) considering the business side and the supply-demand paradox, and (3) producing more training materials.
- * 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.

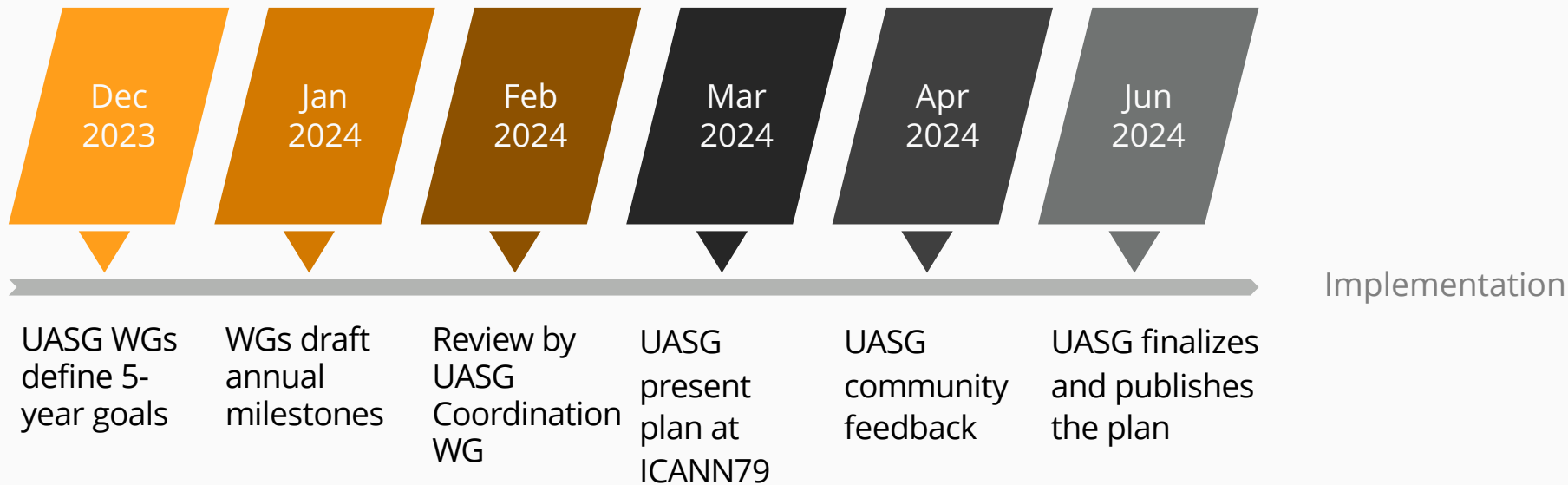


UASG Five-Year Strategic Plan FY2025-2029

- * To promote UA adoption, UASG to focus on the following stakeholders:
 - * Governments on the demand side, for updating their procurement policies; engage with GAC.
 - * 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 5-year strategy was gathered at ICANN78 Hamburg meeting. Each UASG Working Group developed 5-year action plan in line with the UASG strategy. Please join UASG WGs to further contribute to the detailed plans. <https://uasg.tech/join/>

Five-Year Action Planning for UA

UASG Working Groups (WGs)



The action items here are combination of inputs received from the WG members and inputs of UA experts on the Tech WG UA Strategy Survey.

Big thanks to all!



UASG Action Plan - Summary

Working Groups	Main Directions and Tasks
Measurement	Develop UA curriculum and integrate it into more courses. Focus on business involvement and work on supply and demand side. Improve effectiveness and structure of UASG.
Technology	Remediate through code fragments to support UA and develop training materials incorporating these codes. Development of a UA self-certification guide for websites. Collaborate with strategic stakeholders on technical issues. Study IDN Variant TLDs' impact.
EAI	Develop a comprehensive EAI self certification program with automated tests and score generator. Encourage certification amongst producers and customers. Publish a registry of vetted certification scores. Engage with market share leaders and technical community.
Communications	Generate and update the UA promotional materials at all Comms channels per stakeholder and in multiple languages. Partner with local journalists and professional PR for marketing campaigns to promote the economic benefits of UA.

UA Measurement WG 5-year Action Plan

Nabil Benamar

Measurement WG Chair



UA Measurement WG Action Plan - 1



* In progress

Category	Task	Year
UA Curriculum	Update IT-related curricula to include IDNs and UA. More courses over the years, on different learning platforms.	2025
IDNA2008	Write-up on the opportunities in using IDNA2008 and on the shortcomings of IDNA 2003.	2025
Email packages	Rating email software using EAI Self-Certification Guide (phase 1)	2025
Business	Update to '2017 \$9.8 billion opportunity' study to showcase the UA implementation's benefits for businesses.	2025
Android platform	Characterize how much Android platform limits acceptance of IDNs in web browsing.	2025
HTML5 email field	Collect data and identify how to address HTML5 email field for accepting globally inclusive email addresses as identifiers.	2025

UA Measurement WG Action Plan - 2

Category	Task	Year
Business	Market research to identify growing email or social media products which compete on UA support	2025
Business	1) Amplify customer problems, making them visible to product owners. 2) Identify competitors, alerts them to potential issues, and motivates early fixes to win the market.	2025-9
Business	UA Adoption success stories (e.g., through UA Day) that talk about business benefits vs cost balance and impacts, technical and economic challenges.	2025-9
Supply & Demand	Become experts in creating conversations between email buyers and sellers, government policy makers, business/economic decision makers.	2026-2027
Supply & Demand	Understand the business demand for UA readiness. Showcase the UA value.	2026-2027
Supply & Demand	Publicly list UA-ready systems/software, presenting them as top international quality, and maintain a list of qualified companies offering services for IDNA.	2026-2027

UA Measurement WG Action Plan - 3

Category	Task	Year
Email systems	Evaluate both free email services and those deployable on own servers to make a catalogue of the services and report how easy to experiment the EAI email services.	2025-9
Gap Analysis	Gap analysis of e-commerce platforms and more Content Management Systems (Phase 2)	2025
Gap Analysis	Periodic measurement on websites' and email servers' UA Readiness.	2025-9
UASG	Measure UASG's effectiveness. Figure out what worked and what did not, and then plan to do more of what had worked out.	Every year
UASG	Understand the strategic situation and reaching consensus with the UASG on how to overcome the challenges related to the adoption of UA.	Every year
UASG	Find ways of bringing active internet users (e.g. youth groups at the IG ecosystem) into UASG platform to share their insights	2026

Request for Community Input

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

- Are these actionable items reasonable?
- Are the stakeholders in focus the right ones?
- Any other comments on the action plan which UASG needs to take to meet the goals?

UA Technology WG Update

Satish Babu

Technology WG Chair



UA Technology WG Action Plan - 1



* In progress

Category	Task	Year
Test	Identify technology stacks for UA testing. Identify the most commonly-used libraries for Android and iOS and test them for UA Readiness.	Every year
Strategy	Identify the big picture UA challenges through surveys of targeted stakeholders and provide recommendations to the UASG.	2025
Remediation	Contribute improvements to Dovecot code to correct EAI support problems. Patching up Dovecot, IMAP Servers to support UTF8.	2025
Strategy	Look into the Tech Survey and other resources (e.g., UASG 031, UASG 040) for more strategic actions.	2025
Strategy	Achieve a shared understanding of the strategic situation of UA and obstacles blocking it within UASG members.	2026

UA Technology WG Action Plan - 2

Category	Task	Year
Test	Test for bugs in email software when email addresses contain non-ASCII text in the human-readable parts of the address syntax.	2025
Education	Step by step instructions to configure Content Management Systems (CMS).	2025
Education	Develop a UA readiness self-certification guide for websites to establish a framework for what it means to be UA-ready. This guide will focus on website behavior, not software tool evaluation regardless of the content management system (CMS) used.	2025
Education	Develop UA hackathon ideas in open source coding.	2025-9
Study	Address anything related to IDN Variant TLDs' impact on UA.	2025-6

UA Technology WG Action Plan - 3

Category	Task	Year
Remediation	Commission minimal but functioning code fragments, like the Java, JS, Python code samples published on github.	2025-9
Education	In addition to the UA Curriculum, develop material as we develop code fragments for language-specific workshops and for developers.	2025-9
Education	Develop various guidelines for UA adoption.	2026-9
Collaboration	Conduct annual workshops with various technical stakeholders (e.g., the Unicode Consortium, IETF) in order to highlight technical issues requiring collaborative action.	2025-7
Collaboration	1) Update standards and develop best practices, focusing on the recommendations in the UASG040 report. 2) Develop international standards; the W3C may incorporate UA requirements into separate guidelines (e.g., accessibility, multilingual internet, i18n).	2025

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Email Address Internationalization (EAI) WG Update

Mark Svancarek

EAI WG Chair



UA EAI WG Action Plan



* In progress

Category	Task	Year
Self Certification Program	Develop an end to end EAI self certification <u>program</u> .	2025-9
EAI system	Make it easier to experiment with a self-hosted working EAI system. Create an open-source solution which is easy to configure, deploy and use for admins and users wanting to test EAI with their own domains.	2025
Supply & Demand	Identify and publicize reference customers and providers.	2027-9
Education	Similar to ICANNWiki, create resources and protocol for rapid community updates to EAI-specific sub-sites.	2025-6
Education	Write and publish question and answers for the technical community on Stackoverflow and UASG blog.	2025-6
Engagement	Improve support of globally inclusive email addresses by engaging market share leaders (not limited to email service providers)	2025-7

What's Ahead with the EAI Self Certification Guide

#	Task	Description
1	Self-certification guide for EAI	Beta release of self certification guide for EAI.
2	Items related to UASG resources for a future self-certifier	This category covers how to get started when you want to certify (e.g, https://uasg.tech/eai-certification/ , training videos and materials)
3	Items related to self-certification and score generation	-Develop code to perform automated tests of software being evaluated. -Online or client-side program for generating a score.
4	Items related to score submission processes	Publication of a registry of vetted certification scores. Determine process and owners for creating and maintaining the list.
5	Accepting scores and confirming proper process	
6	Items related to self-certifier using logo and promoting scores	

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UA Communications WG Update

Anil Kumar Jain

Communications WG Chair



UA Communications WG Action Plan



Category	Task	Year
Comms Promotional Material	Gathering, verifying and updating the most comprehensive knowledge base on UA (materials published on website, Github repository, etc.)	Every year
-Multilingual content	Update uasg.tech and community page to become more multilingual.	2025-6
Comms Promotional Material	Generating new and informative content on UA thematic for each stakeholder group (videos, blogs, reports, SMM-posting, etc.)	Every year
-Case Studies / Best Practices	Collect and share successful UA adoptions from regional organizations to inspire others.	Every year
Comms Promotional Material	Develop and update UASG communication channels (e.g., website, social media, community page, media, collaborative publications) with regular audits and improvements, such as SEO for the website, enhancing social media pages, and evaluating media presence.	Every year

UA Communications WG Action Plan

Category	Task	Year
Promotion of UA content	Promotion of UASG and UA-related content via different communication channels.	Every year
Promotion of UA content	Looking for and developing partnership with key influencers from the listed stakeholder groups (international organizations; IT giants; media platforms, governments, etc).	Every year
-Public relations	1) Invite local journalists to UA Day events, encourage them to conduct interviews, and cover UA matter in local media. 2) Launch professional PR and marketing campaigns targeting key audiences to promote the economic benefits of UA.	Every year
-Call for action	Prepare a call for action paper by listing all actions for each stakeholders (businesses, academia, developers, policy makers)	2025

UA Communications WG Action Plan

Category	Task	Year
UASG Community Updates	Building and developing internal communication processes within UASG community.	Every year
- Exchange for experience.	Dedicated UASG member to establish a communication channel between UASG and SOs/ACs by joining their meetings.	Every year
Engagement	Start UA adoption with UASG members' systems, or at least start creating a demand through UASG members on the systems they use, including the governmental systems, e-citizen systems.	
Engagement	Motivate technical decision makers to adopt UA in their existing, as well as future technologies. Encourage start-ups, commercial companies, academia to drive system upgrading with technology leadership.	
Engagement	Invite government representatives to UASG meetings, UA Day events.	

Request for Community Input

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Governance of UASG



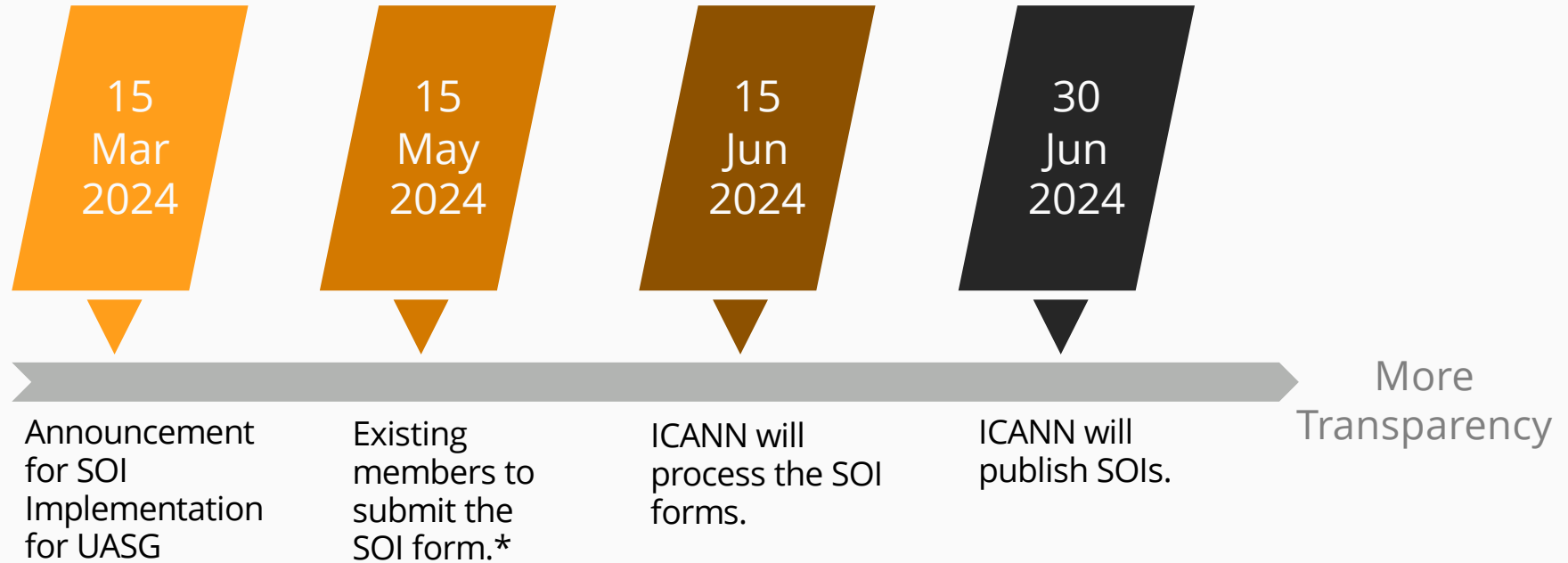
Maturing UASG Governance

UASG leadership always believe in a transparent, accountable and open process for its members:

- * Based on the consensus of UASG Admin and Coordination Teams, the Statement of Interest (Sol) mechanism will be in place for all UASG members, including ua-discuss list, WG members and leadership roles to improve the UASG's governance.



Tentative Timeline: SOI Implementation



* Individuals who do not submit an SOI prior to the 15 May 2024 deadline will be removed from all UASG mailing lists. Subscriptions can be reinstated after the deadline and following receipt of an SOI.

Request for Community Input

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

- * What are your thoughts on the timeline to implement the SOI?
- * Any other comments on the SOI implementation process?

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 WG.
- * Attended at least five meetings in past six months of that WG.

Additional Governance Topics Being Discussed

- * Duration for UASG working group leadership position.
 - * Holding multiple leadership positions by a UASG Coordination WG member.
 - * Role of UASG leadership working group(s) and their charter.
 - * Bringing more transparency of information accessible to the community.
 - * Planning and budgeting process.
 - * Establish mechanisms for monitoring and evaluating the effectiveness of resource utilization.
 - * Regular review the effectiveness of the governance plan and operational processes.
- * Based on these discussions the UASG intends to update its existing charter.

Request for Community Input

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

- * What are your thoughts on the proposed changes in the UASG structure?
 - * Regarding UASG Working Group (vice)chair positions
 - * Regarding UASG Leaders elections
- * Any other comments on how to improve the UASG Governance?

Recent UA Reports

FY23 UA Readiness Report highlights



-  Documentation of current gaps in technology.
-  UA-readiness of tested identity platforms, web hosting tools, websites, and more.
-  Remediation activities undertaken, including the free code samples to support UA.

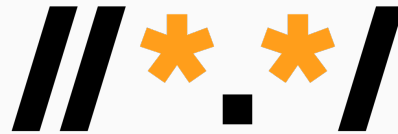
The UA Activities Report highlights:



-  Outreach and engagement activities by ICANN and UASG, particularly by UA Local Initiatives and UA Ambassadors.
-  Technical training materials on programming languages and email configuration.
-  Publications to promote UA adoption.

Engage with ICANN and UASG at ICANN79

Join the ICANN79 session
Universal Acceptance (UA) Day 2024
on Wednesday, 6 March



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/>

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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