



81

ANNUAL
GENERAL
MEETING



IDN and UA Strategy: Capacity Building Initiatives

Sarmad Hussain
Geraldo Ferreira
Seda Akbulut



ICANN81
11 November 2024

Agenda

- ICANN Org's UA Strategy FY25-27
- Panel on UA Curriculum
- Panel on UA Day

ICANN Org's IDN and UA Strategy

Sarmad Hussain

ICANN Org's Strategy and Plans

- Ensure Universal Acceptance for building and promoting the multilingual Internet, requiring the coordination of work occurring at the org, community, and broader Internet ecosystem levels.
- [ICANN's Strategy for FY26-30](#) keeps a focus on Internationalized Domain Names (IDNs) and Universal Acceptance (UA) to facilitate digital inclusion.
 - Promote the advancement of IDNs and UA.
 - Proactively collaborate with all relevant external parties to promote UA.
 - Cultivate consumer choice, competition, inclusivity, and innovation.
- IDNs and UA are part of the New gTLD Program: Next Round.
- ICANN CEO Goal on digital inclusion provides additional focus on IDNs and UA, in the context of the New gTLD Program: Next Round.
- ICANN org's FY25-27 IDN-UA strategy and plans aligned with the ICANN's strategy and the CEO goals, and ICANN org is resourcing internally to implement and deliver on them.

ICANN Org's IDN-UA Strategy

- The strategy defines nine objectives.
- For each objective, ICANN org has identified the following:
 - Stakeholders.
 - Outcome for these stakeholders.
 - Activities and projects for FY25-FY27 to be done by ICANN org.
 - Shortlist of activities and projects to be taken up in FY25 by ICANN org.
 - Detailed plans for FY25 being taken up by the different ICANN functions.
- The objectives and associated activities and projects in its IDN-UA Strategy allow ICANN org to address the activities identified in [ICANN's Strategy for FY26-30](#) and the CEO goals, along with the activities in the [ICANN's Operating and Financial Plan FY25-29](#).
- The strategy is being implemented directly by ICANN org through its various functions.

Objectives of ICANN Org's IDN-UA Strategy for FY25-27

1. **Strengthen messaging** to support IDNs and UA, appropriately tying in with the next new gTLD round(s) and digital inclusion.
2. **Engage with big tech and open source organizations** to update their apps and services to support UA.
3. **Conduct outreach to tech developers and system administrators** to support IDNs and UA from the ground-up to cause the change in end-user technology.
4. **Lead by example** by making ICANN org's systems UA-ready.
5. **Onboard the broader DNS industry** to support IDNs and UA, including gTLD and ccTLD registries, registrars, registry service providers, resellers, hosting providers, Internet service providers, and others.
6. **Strengthen and broaden ICANN community collaboration** to promote adoption of IDNs and UA.
7. **Bring IDNs and UA into the Internet governance policy discussions** for international organizations and governments for supporting digital inclusion.
8. **Identify and pursue additional opportunities** to achieve IDN implementation and UA adoption, including IDN policy implementation.
9. **Measure progress** on IDN implementation and UA adoption based on indicators.

UA Curriculum Overview

Geraldo Ferreira

UA Curriculum Need and Overview

The UA Curriculum serves to raise awareness among developers about the significance of UA

A strong understanding of UA is an essential skill every software developer should have in their skill set

Developers who create online systems with UA in mind help to ensure their work is future-proofed

Businesses that are UA-ready are best positioned to reach growing global audiences

Get Involved: UA Curriculum Process for Universities

- How universities and ICANN can work together to implement the UA Curriculum

- ICANN's Role

 - Provide the UA Curriculum materials

 - Conduct a 2-3 day faculty training

 - Provide technical support to the universities for up to 2 years to integrate the curriculum

 - Promote the collaboration on UA Curriculum through social media and other channels

- Universities' Role

 - Make relevant faculty members available for the 2-3 day training locally or online

 - Integrate the UA Curriculum by updating the courses in the relevant degree program(s)

 - Seek technical support from ICANN as needed for the program

 - Hold quarterly interim discussions during the program to provide feedback

UA Curriculum Integration Program

- First pilot done with four universities in Bahrain in collaboration with the Telecom Regulatory Authority of Bahrain.
 - Follow up discussions with individual universities.
 - Look into developing additional teaching tools.
 - Identify technical projects for UA adoption.
 - Identify additional opportunities for engaging faculty and students.
- Additional pilots being discussed for APAC, Africa and LAC regions.

UA Curriculum

Panelists



Nabil Benamar

Professor of Computer Sciences, Moulay Ismail University of Meknes & Al Akhawayn University in Ifrane
Chair, UASG Measurement WG



Sami Mohamed Ali

APTLD Board
Quality of Service Expert
Telecommunications Regulatory Authority - Kingdom of Bahrain



Eunice Alejandra Pérez Coello

Professor and Chief of Research Project in the Electric and Electronic Department at TecNM Instituto Tecnológico de Mérida

UA Academic Curriculum Intro and Available Resources

Nabil Benamar

Key Objectives for Academic Curricula for UA

- Introduce basic internationalization, including Unicode, IDNs and EAI
- Operationalize UA use cases, i.e., accept, store, process, validate, and display
- Learn to use built-in libraries for processing Unicode and IDNs
- Provide technical knowledge and skills on standards or RFCs for IDNs and EAI
- Produce test cases and procedures to verify UA support

Curricular Design Considerations

- Cover theoretical knowledge, standards and best practices
- Develop practical programming competence
- Develop short (micro-learning) modules to integrate key concepts into the existing coursework:

Internationalization using Unicode

Internationalized Domain Names

Email Address Internationalization

- Distribute new concepts across relevant courses
- Introduce minimal new courses, only focused on more advanced topics

Detailed module descriptions and contents available at:

<https://community.icann.org/display/TUA/Draft+UA+Curriculum>

Draft UA Academic Curriculum Modules

- ICANN has published the UA Academic Curriculum, which consists of 12 modules covering the important topics of IDNs, EAI and UA.
 - Module 1: Unicode Programming Fundamentals
 - Module 2: Unicode Advanced Programming
 - Module 3: Unicode in Data Structures and Algorithms
 - Module 4: Unicode in Database Management Systems
 - Module 5: Introducing Internationalized Domain Names (IDNs)
 - Module 6: Programming in Internationalized Domain Names (IDNs)
 - Module 7: Email Address Internationalization (EAI)
 - Module 8: Advanced Topics in Internationalized Domain Names (IDNs)
 - Module 9: Programming in Email Address Internationalization (EAI)
 - Module 10: Processing IDNs and EAI in Mobile Apps
 - Module 11: IDN Security
 - Module 12: Unicode, IDNs and EAI Support in Operating Systems

Courses Impacted at Universities

Updates in existing courses:

- Fundamentals of Programming or Programming I
- Advanced Programming or Object Oriented Programming
- Data Structures and Algorithms
- Database Management Systems
- Data Communication and Computer Networks
- Mobile Application Development
- Computer Security
- Operating System

Suggested new course:

- Advanced Topics in IDNs and Universal Acceptance

Resources to Support Curricular Update

- Detailed module descriptions covering Java and Python programming languages
- Draft module student guide
- Draft module instructor guides and videos
- Draft assignments
- References for additional materials and contents available at:
<https://community.icann.org/display/TUA/Draft+UA+Curriculum>
- Faculty training program (on request and availability) by ICANN – please email
UAProgram@icann.org

UA Curriculum Adoption Plans in Bahrain

Sami Mohamed Ali

ICANN Universal Acceptance Curriculum Adoption

Building ecosystem for the Arabic IDN

What is .bh and البحرين?

البحرين .bh
bahrain
domain
registry

هيئة تنظيم الاتصالات
TELECOMMUNICATIONS REGULATORY AUTHORITY
Kingdom of Bahrain - مملكة البحرين

The .bh and البحرين domain extension is the official internet country code designation for the Kingdom of Bahrain. Whether you're an individual or a business, a .bh domain name gives you a single destination to set up a unique web address – because this domain name extension is new, there is currently great availability to get the exact name you want for your website.

.bh is a critical steppingstone in realizing the vision of promoting Bahrain as the Digital Kingdom. It's a versatile domain name, and no registration restrictions on who can use a .bh domain – any individual or entity in the world can register.

Consumers can register the domain and get more information from the following links:

WWW.REGISTER.BH

WWW.DOMAINS.BH



Objectives

To support in building an environment for the Arabic Internationalized Domain Name(IDN) and Email Address Internationalization (EAI)

Involving the youth in UA community development by deploying technologies that supports the Arabic IDN.

To promote the Arabic Email Addresses and IDN
البحرين.

Provide business opportunities for the industry with new innovative solutions to support UA.



Annual Hackathons to develop knowledge and interest among students and universities.

University Professors training conducted to teach the UA curriculum.

Four Universities participated and agreed to encourage staff and students.

Universities interested in engaging with ICANN on research and development programs as well as explore Internship for students.

Evaluation criteria development in progress to assess adoption of UA curriculum per university.

Purpose is to enhance the knowledge & technical skills needed to build UA ready systems.

1. Introduction to the fundamentals of Universal Acceptance (UA) and Email Address Internationalization (EAI):

An introduction to the basics of UA and EAI and highlighting the universal acceptance challenges.

2. Email Address Internationalization (EAI) Configuration Technical (systems):

A detailed technical training on how to configure email systems to support Email Address Internationalization (EAI).

3. Programming (in Java) to Support Universal Acceptance Technical:

A detailed technical training for programmers on how to design and develop Java applications and systems to support UA.

4. Universal Acceptance: Its Impact and Next Steps:

A discussion on how UA issues impact our communities, how to address these issues, and the business opportunities presented by being UA-ready.

Insights into the UA Curriculum Adoption and Future Steps in Mexico

Eunice Alejandra Pérez Coello

Insights into the UA Curriculum adoption and future steps in Mexico

“Integrating Universal Acceptance into the curricula of Mexican High Education Institutions”

Objective:

Hybrid event

Generate strategies to integrate **UA** topics in the curricula of higher education institutions and universities in Mexico with the activity RoundTable discussions.



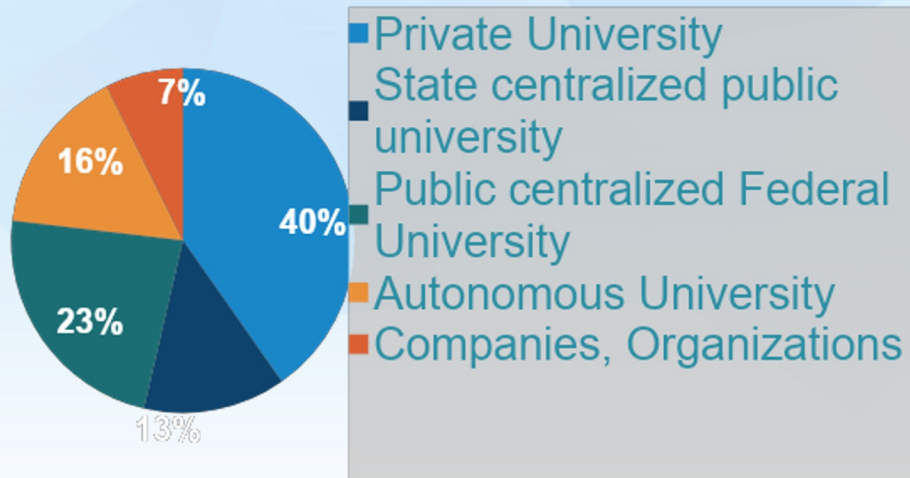
PREVIOUS ACTIVITIES

- Translation and share the modules proposed by the UASG into Spanish.
- Publication of the content on the official **CEDIIES** website.
- Sending via e-mail of the translated documents to interested parties for their reading.
- Sensibilization Webinar “**Impact and principles of Universal Acceptance for digital and multilingual inclusion on the Internet**” with Daniel Fink as speaker, held on **April 10th**.
- Targeted and personalized invitations to strategically selected academics.

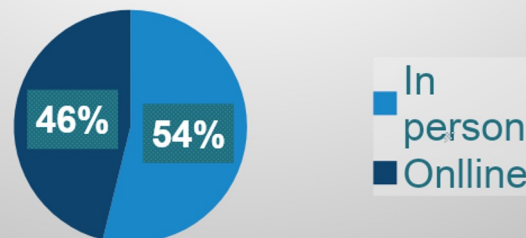


UA Day 2024 Mexico Event Attendance

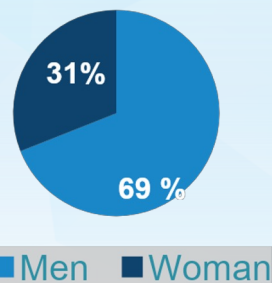
Participant Types



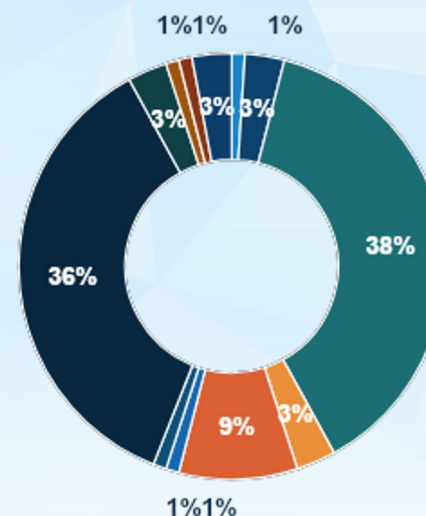
78 attendees



Gender



Profile



- Lawyer
- IT-oriented career coordinator
- Student
- Researcher
- Director, coordinator or head of IT department
- Head of Curriculum Design
- Head of Academic Development and Innovation Department
- Professor
- Registry of gTLDs
- IT Support
- Assistant Director of Educational Innovation
- Technician or network operator

Activity Roundtable discussions

RoundTable 1

GlobalEd UA: Navigating Formal Education Frontiers

Objective:

To discuss and propose strategies for Formal Education (System established by an educational institution being specific subjects) or traditional teaching system and the integration of the topics to the curriculum.



RoundTable 2

InformaLearn UA: Exploring Informal Learning Horizons

Objective:

To discuss and propose strategies for Informal Education (a form of education that takes place outside the programs established by the official educational system) through self-directed learning and community and daily participation.



RoundTable 3

BeyondForm UA: Empowering Non-formal Education Paths

Objective:

To discuss and propose strategies based on non-formal education (knowledge acquired through experience and interaction with the environment, exchange of knowledge, observation, dialogue and practice, as operators, technicians) that is acquired outside the curricula in flexible and personalized spaces

Conclusions

General conclusions of the roundtable discussions on the UA Day 2024 event

- **By analyzing the proposed modules, we realized how the modules related to the activities we develop with our students in class and out of class. At the same time, it provides us with new ideas to propose activities to raise awareness and disseminate the proposed modules in informal education.**
- We propose, with an inter-university effort, to develop a diploma course for teachers on Universal Acceptance.
- **There is no dissemination that has permeated the educational sector, it is generally maintained as a business need.**
- The discussion of the topic has been enriching, since it has allowed us to have a new vision of the topic, at first some of the participants thought that Universal Acceptance was focused on recognizing internet users with different abilities.
- **It has also allowed us to identify areas of opportunity, mainly in the area of software development, to start with the introduction of the topic to the students.**
- Participation in **UA Day** comes from the interest of providing students with topics that update them and provide them with soft and technical skills that have been detected as necessary for them by stakeholders and interest groups. At UA we found these skills, attitudes and knowledge to bring to the students. These seminars are gaining strength and demand and with non-formal education we can make it take a little more into account, with seminars or courses on online platforms we can promote UA issues in an agile way and reach more audiences.
- **Transfer these topics to the business incubators of the universities and support them to be included in the participation in the creation of new companies.**
- Replicate the topics and the activity in several universities to promote and increase the knowledge of the topic and this can be analyzed in each one evaluating the impact achieved in professors, students and community in general.

Conclusions

Final conclusions on the UA Day 2024 event

- The development of the previous Webinar was convenient to sensitize the academic community, favoring participation and interest in the event and non-technical knowledge about UA.
- For the webinar a large number of registrations were achieved, however the attendance was lower than the re-registered. A contact base of people interested in the topic was achieved.
- **For the hybrid event, personalized invitations caused a greater impact and guaranteed the attendance of participants with decision-making capacity and knowledge of the reality of HEIs and UAs.**
- According to the design of the activity, it required full attention of the participants and long hours of work, we found areas of opportunity in which it could be streamlined for the virtual modality achieving the same objectives. **We found that this could also be the reason for the inconsistency of the participants with their daily activities, as well as the intermittency of connectivity that occurred in the second block.**
- The participants expressed the importance of having the documentation and the dialogue with the experts in the local language, which favored participation, understanding of the topic and contribution of ideas.

Continuity and Next steps by the UA Day Mexico

Create a whatsapp group where they share their progress, in order to generate a network of research and implementation on UA.

Invitation to other teachers to get involved in the topic.

Teachers applying projects to their students starting with the basics, using libraries where different languages are used.

Professors including the topic of universal acceptance within their subjects.

Next steps

“Global Education Network: Peer Collaboration for Universal Acceptance in Mexican Universities”

Promote the creation of didactic materials, such as practices and exercises that complement the curriculum established by UASG, focused on UA and based on formal, informal, and non-formal education methods. The resources will integrate educational practices into the 12 modules of the UA curriculum in a guide distributed to universities with international specialists from countries with a high need for Universal Acceptance (UA), to collaborate on adopting UA in educational institutions. Through a peer collaboration approach.

Universal Acceptance (UA) Day

Seda Akbulut

UA Day Need and Overview

- Why UA Day?

UA Day aims to create global awareness and build capacity for UA adoption.

- UA Day Objectives

Promote to a **wider audience** the need and benefits of UA for digital inclusion.

Raise awareness in the **technical community** on **UA-related issues and solutions**.

Motivate technical and government **decision makers** for UA adoption.

Celebrate achievements in UA and recognize **success stories**.

- Global participation:

The inaugural UA Day was held on 28 March 2023.

Involves ICANN community, ALAC, RALOs, and ALSes, UA Ambassadors, UA Local Initiatives, UNESCO and interested global partners to host events.

Tentative Timeline: UA Day 2025



UA Day Events:
1 March – 30 May

Building a Collaborative UA Day 2025

- ICANN recently announced collaboration with UNESCO on UA Day 2025.

[ICANN and UNESCO Join Forces to Champion Universal Acceptance for UA Day 2025](#)

Develop a policy paper on UA adoption.

- How you can contribute to UA Day:

Participate in the UA Day events in your region or country.

- Shortlisted events will be published in December on <https://universalacceptance.day/>.

Encourage UA adoption activities where feasible.

Hold UA Day event using your own resources.

Universal Acceptance Day

Panelists



Anil Kumar Jain
Chair, UASG



Satish Babu
Member, ALAC and ALAC Liaison to the UASG
Chair, UASG Technology WG



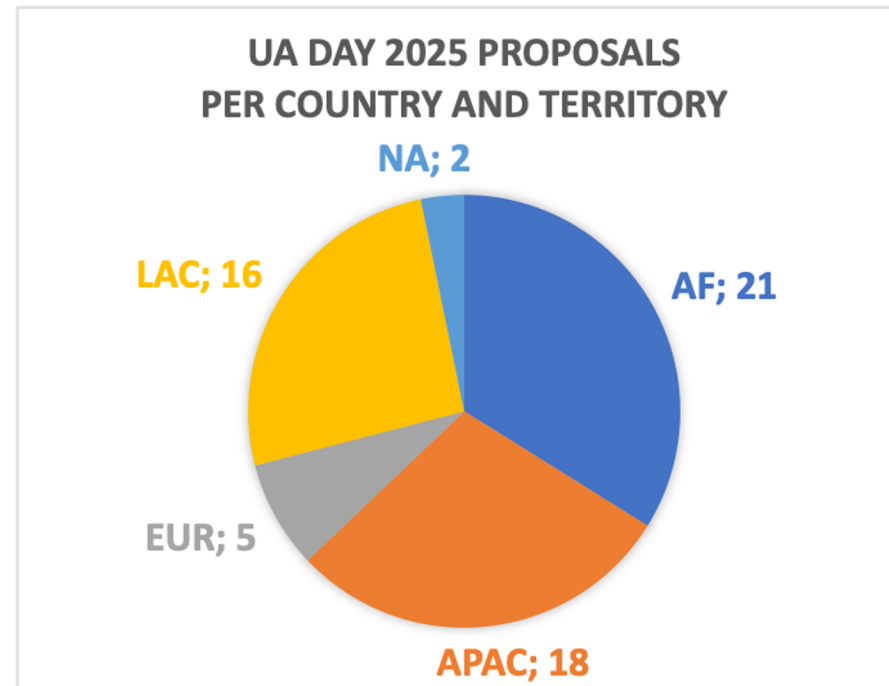
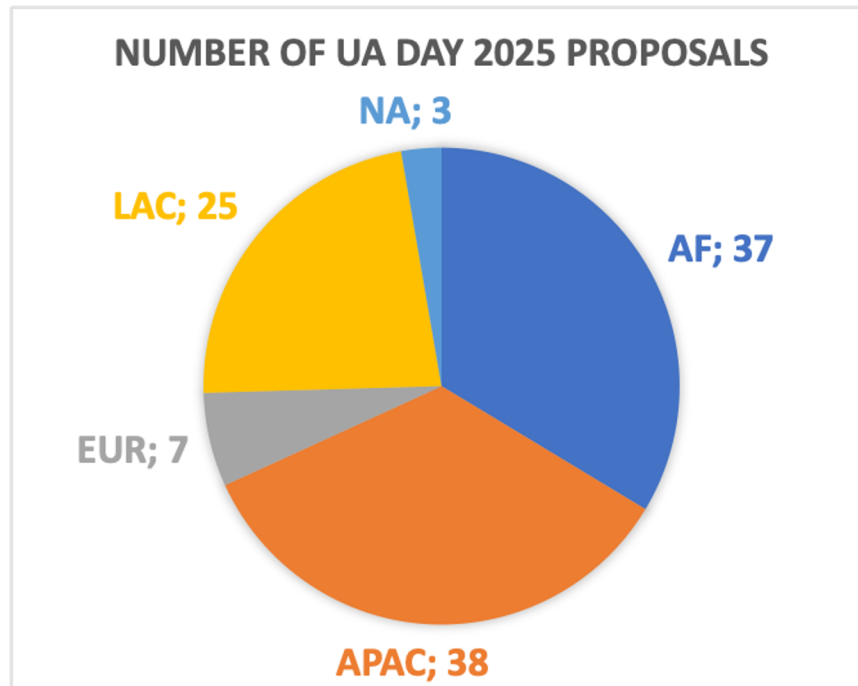
Abdalmonem Galila
ccNSO UAC Chair | مصر.
Vice Chair, UASG EAI WG

UA Day 2025 and Proposal Review Process

Anil Kumar Jain

Overview of UA Day

- Celebrated annually over a three-month period, from 1 March to 30 May.
- UA Day 2023 and 2024 events were held [in 32 languages](#), including Amharic, Arabic, Armenian, Bengali, Bemba, Burmese, Cantonese, Chichewa, Chinese, Dutch, English, French, German, Haitian Creole, Hindi, Korean, Lao, Macedonian, Nepali, Nyanja, Persian, Portuguese, Russian, Serbian, Sesotho, Sinhala, Spanish, Swahili, Tamil, Thai, Turkish, and Urdu.
- A total of 110 proposals received from 62 countries or territories.



Types of Events in UA Day 2025

- Types of events proposed:

Types	AF	APAC	EUR	LAC	NA	Total
Academic Curriculum	4	6	1	6		17
Adoption	17	14		9	1	41
Awareness	7	13	5	5		30
Regional Strategy	1	1		3	2	7
Training	8	4	1	2		15
Total	37	38	7	25	3	110



UA Day
#Internet4All

28 March 2025

<https://UniversalAcceptance.day>

Join a UA Day Event Near You!

The events will be published in December.

Proposal Selection Process

● UA Day 2025 Review Team

Event proposals are being evaluated by a selection committee of 10+ members.

110 proposals that are received by 18 October are being scored based on the mutually agreed criteria.

● Main criteria for selection

Geographical diversity is preferred (One regional strategy per region, at least one event from each country that submits a proposal).

- Multiple regional sessions in the same region are encouraged to be merged in one.

Diversity of the events is preferred (Awareness, strategy, training, adoption, curriculum).

- Higher impact sessions (adoption, curricula, training) are encouraged.

Higher number and diversity of participants is preferred.

Special Thanks to Community Support

- **Support from SOs/ACs**

ccNSO and ALAC are actively involved in raising awareness about UA and UA Day within their members.

Out of 52 UA Day events in 2024, 21 events were organized by At-Large Structures, and 11 events were organized with the collaboration of ccTLD managers.

UA Day, ALAC and the ICANN At-Large

Satish Babu, Member, ALAC

- ALAC Participation in UA Day so far
- The way ahead

The 2024 Picture

Region	Total 2024 Events	Events by ALSes	Percentage
AF	17	11	65%
APAC	15	3	20%
EUR	5	0	0
LAC	13	6	46%
NA	2	1	50%

- At-Large and ALAC are significant stakeholders in the UA Day.
- The number of events in the previous slide does not include events where At-Large has been involved as supporters, speakers and trainers. The numbers would be much larger in this case.
- ALAC, its regional organizations (RALO), At-Large Structures, and individual volunteers will continue its support to the UA Day.

ccNSO Universal Acceptance Committee (UAC) Update

Abdalmonem Galila, UAC Chair | مصر.

ICANN81 | November 2024

Purpose ccNSO UA Committee (UAC)



Focus on topics related to UA and
IDNs



Share information by and for
ccTLDs



Liaise with other groups under the
ICANN umbrella

How can ccTLDs contribute to UA Day 2025?

Here are some ideas:

1. **Monitor the event calendar**

Participate and learn more about trends, challenges, and solutions

1. **Organise your own local event**

Who is your target audience? e.g. local users and businesses, developers, policy makers...

What is their knowledge level?

What are their needs?

1. **Create engaging social content**

What is UA?

Why is it important?

How can users benefit from it?

How can ccTLDs contribute to UA Day? Learn from your peers!

showcasing the efforts by two ccTLDs in 2024, inspiring ccTLDs to organise future events

ccNSO UA Webinar on 18 September 2024 Recording:

<https://community.icann.org/x/HBwFBQ>

Past and future UA Day events, by and for ccTLDs

Session chair: Abdalmonem Galila (مصر), Chair UAC

- Looking back: ccTLD events for UA Day 2024
 - Seda Akbulut, ICANN org
 - Anawin Pongsaboripat, .th
 - Margarita Valdes, .cl
- Call for event proposals UA Day 2025
 - Seda Akbulut, ICANN org



Go-to resources for ccTLDs

Mailing list

- **WHAT IS THIS?** | stay informed about UA events and updates and share your experiences with other subscribers.
Open to all persons associated with a ccTLD - whether ASCII or IDN - with an interest in universal acceptance and IDNs.
- **SEE & SUBSCRIBE** | <https://community.icann.org/x/gYFREw>



Library

- **WHAT IS THIS?** | a vetted list of resources for ccTLDs on UA, Internationalised Domain Names (IDNs) and Email Address Internationalisation (EAI) for ccTLDs. Includes: link to tools, articles, reports and more. It is accessible to all.
- **HAVE A LOOK & SUBMIT CONTENT** | <https://community.icann.org/x/UIAvEQ>



Interested in UA and/or UAC?

1

Become a UAC member

Join the ccNSO Universal Acceptance Committee and be an active part of this effort. The committee is open to ccTLD representatives globally.

ccnsoscretariat@icann.org

2

Use the UAC library

Consult the library and/or suggest content to be included.

<https://community.icann.org/x/UoAvEQ>

3

Stay informed

Subscribe to the dedicated ccNSO UA email list.

<https://community.icann.org/x/gYFREw>

UA Day Reports

- Learn more about past UA Day events and their impact by visiting <https://www.icann.org/ua-day-en>

- UA Day 2024

Report: [English](#) | [العربية](#) | [Español](#) | [Français](#) | [Português](#) | [Русский](#) | [中文](#)

- UA Day 2023

Report: [English](#) | [العربية](#) | [Español](#) | [Français](#) | [Português](#) | [Русский](#) | [中文](#)

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