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ICANN72 | Virtual Annual General Meeting – DNS Women\_Universal Acceptance  
Wednesday, October 27, 2021 – 14:30 to 16:00 PDT

MICHELLE DESMYTER: Hello, and welcome to, “DNS Women: Universal Acceptance. Where Are We Today?” My name is Michelle DeSmyter, and I am the remote participation manager for this session. Please note that this session is being recorded and follows the ICANN expected standards of behavior.

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And with this, I will hand the floor back over to Vanda Scartezini.

VANDA SCARTEZINI:

Thank you, Michelle. \*phone rings\* Sorry. Someone is calling my phone. I forgot to close it. Okay. Hi, everyone. Thank you for being with us today in one more section. DNS Women is being brought to you during these online times we are living during our ICANN meetings. We hope the next meeting we'll maybe be face-to-face, at least partially.

So today we have the opportunity to listen to Mark Datysgeld—I hope my pronunciation is good—to explore his experience in universal acceptance. So Mark has a master's degree in international relations with a focus on Internet governance and a specialization in health policy and has several publications in human rights environment as well. For the last few years, Mark has been dedicated to several interesting studies on universal acceptance, both independently and in partnership with ICANN. Mark was also awarded in 2019 as one of the world's future leaders—and I hope he will become one—by the International Institutes of Communication. And nowadays he is a member of the GNSO Council.

I appreciate having some Board members with us, like Leon and Beck. I If you allow me, I will give the floor to address with some words to our DNS Women group and our participants. So since this is a woman's group, Becky, if you can address—or Tripti is with us, too—with some words to our group, I'd appreciate it. So, Becky or Tripti first. Take the floor.

BECKY BURR: Vanda, it's Becky. Greetings to everybody. It's a delight to be here as usual. And thank you, Vanda, for organizing it and particularly for focusing on this very important topic.

VANDA SCARTEZINI: Thank you. Tripti, you have some words for us?

TRIPTI SINHA: Thank you, Vanda. Thank you very much for inviting us. I love the fact that you put all the energy to keeping this group together. And Becky and I were just one a panel of women again just prior to this. So we're just delighted to be reengaged again. And as you said, I wish we could meet in person again. So thank you. And we look forward to the discussion.

VANDA SCARTEZINI: Thank you. Leon, can you have the floor?

LEON SANCHEZ: Thank you very much, Vanda. My apologies. I'm just turning on my camera. Thank you. And I agree with what has been said. It's incredible and amazing the amount of energy that you put into preserving this group. As you know, I'm a strong supporter of women in DNS, being a parent to two ladies. Of course, I'm interested in pushing for developing spaces in which women feel safe and are able to contribute in a

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meaningful way. So my congratulations to you and all the women that are present for continuing to advance this effort, Vanda.

VANDA SCARTEZINI: Thank you, Leon. So Mark will make his presentation and, after that, we will open for questions. As Michelle said, you can write it in the proper way into the chat or raise your hand, and our colleagues will allow you to open your mic. So please choose the language—

GORAN MARBY: Vanda, is it okay for [inaudible]. Hello and thank you for inviting me.

VANDA SCARTEZINI: Yay, you are here! Thank you.

GORAN MARBY: I've been here all along. You told me to be here.

VANDA SCARTEZINI: Applause. Thank you.

GORAN MARBY: I even prepared just a two-minute remark, if that's okay.

VANDA SCARTEZINI: Okay. Please do that. I haven't seen you yet.

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GORAN MARBY:

Thank you. Now I really want to say I got so happy about this invitation because you combined two things [I love]. The DNS and women is very close to my heart. To give equal opportunities for people regardless of gender or background into ICANN is something that is very, very important to me, not only personally but also for ICANN as a whole.

I think some of the discussions today about the importance of diversity in so many dimensions ... It has become clear also during the session where we talked about potential meetings—that importance. And this session really puts an emphasis on it.

And for me, to talk about [gender actually makes sense] with IDNs. It's so important because I sometimes even call it the next generation of the Internet: the Internet 2.0. We have today about 1,500 ways to identify ourselves on the Internet with five billion users. I'm speaking more in a personal capacity, but I have to say that we have a challenge to make sure that people around the world using different languages, different keyboards, have the ability to have their own identifiers on the Internet without having the obligation to read from left to right with a dot in the middle somewhere.

So thank you for combining two of the things that make me work for ICANN. Thank you, Vanda.

VANDA SCARTEZINI:

Thank you. And sorry for not giving you first the floor.

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GORAN MARBY: I'm so small, so I'm easily overlooked.

VANDA SCARTEZINI: Yeah. Still. Okay. I acknowledge you are very important in our community, especially with those women around that you make so many presences [for] during our face-to-face meetings. [inaudible] our celebration to have women around. So thank you.

And with no further delays, Mark, welcome. And the floor is yours.

MARK DATYSGELD: Thank you so much, Vanda. Thank you so much, everyone. I'll start answering some questions that nobody is asking. First of all, why am I here?

So Vanda kindly invited me because we have been working together for several years. She has been supporting a lot of the work I have been doing in researching universal acceptance. And something we always discussed is how few women we have in our project and how unfortunate that is. We have some very good ones and they're here today, like Marie Kolesnikova. We have Lilian Ivette here. We have Sylvia Herlein. They are awesome, and they do much work. It's disproportionate. But we would really like to see more involvement from the DNS women. If, for whatever reason, that's happening, we want to make sure we are doing our best to reach out and to make this as open as possible. So that's Question 1 out of the way.

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I'll ask myself another imaginary question. Why don't I have slides? Well, I do have slides if you want. I could put them up, but that would make me like a big talking head with big slides, and you would all be of the picture, and I don't think that's the point. I think we could have a conversation here. I could try to bring some ideas. And if you want, you can ask questions. You can intervene. We have our very trustworthy UA women here to support and lead. So I think that, as a conversation, this is a better format, if you don't mind.

So with that said and the introduction out of the way, where are we in terms of universal acceptance today? When I joined this project back in 2017, I have to say that it was very far ahead in certain areas, but it was being held back in other areas. And I think the community over these past few years has been able to progress a lot in that sense, which is the sense of finding the actual measurements, the metrics, understanding what the numbers look like. This is something that wasn't really clear before because I think, generally, people didn't even have a clear idea of how to measure that.

And back when we followed up on a study that I think was first done by Donuts that actually measured the acceptance of all domains in website for[ms] ... We did that back in 2017 and then '18 again. It's one of the key documents of universal acceptance that you keep seeing in different presentations. I think that was kind of a breakthrough. That was when we had the opportunity to start really measuring things and seeing just how little acceptance there is.

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In case you're not too familiar with that one, we could project it, but you must have seen it in different places around ICANN. The truth of the matter is that acceptance of Unicode at ASCII.ASCII—that's kind of the e-mail that we think really breaks this system—is around 14% o4 15%. And that's bad. That's really, really bad. That shows that, as soon as we get into the Unicode realm, the system is really breaking. And we need to take action about that. That's the consensus that this group has come to. The UASG has come to this point in which we realize that we need very direct, very proactive action because we are hearing about a new round of gTLDs, and hopefully this will include IDNs. At least that's very much what a lot of us are hoping for.

But with these levels of acceptance, it becomes very hard to actually make this proposition. It makes it very hard to approach stakeholders and say, "Why don't you invest this quarter of a million dollars+ for making a new gTLD with IDNS and supporting your local region, your local script, your local language and investing into that?" It becomes a bit of a hard proposition, supposing that we are being transparent. And we want to be because we have this data. Now, back in the previous round, that data didn't exist. So it's fair enough that people didn't know, but now we do. And it's bad.

So what we have been trying to accomplish, I think—I definitely am not putting her on the spot, but I'd really like Maria to talk more about this as soon as I wrap this up—is we are trying to figure out ways to communicate and get this message outside of just our tiny ICANN bubble. And that is a very important next step. Why is that? Because by now it has become pretty clear that the degree of dependency that



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exists within universal acceptance requires interaction with many different actors.

So just to give you some perspective on ... Some of us have been working on trying to fix these systems and trying to fix this software. And in formal presentations, this is usually not discussed in depth. I will try not to discuss it in depth in the sense of engineering but give you an idea of what it feels like to try to fix a UA issue.

So you have to start your testing from the most fundamental part of that network. You have to look at it starting from the operational system level. And then gradually you have to climb sequence of steps in which you evaluate the different components of the software. You evaluate the environment it's running inside and you evaluate the way it is communicated with the network.

Of course, it's outside of ICANN's remit to directly tell people, "Hey, you should change this in your software," right? But it is the community's role. And that's where our communication enters. That's here our front-facing kind of attitude is necessary because we as a community can do that. We can go to developers and say, "Hey, you need to move this in this direction, and this is why: because we believe in a more inclusive Internet, because we want to keep moving [the die], or we want to keep innovating this space for it to make sense to more people."

And we have been producing quite a bit of research in that sense. So the one that's the most recent is presented as UASG 033. If anybody can put the link to that one in the chat for me, that would be super useful. And that's an attempt to explore the open-source software environment.

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That's what we were trying to do there. We were trying to see what UA acceptance look like in terms of—thank you so much, Pitinan. You're always awesome. Pitinan helps a lot and has helped us a lot to figure out a lot of things in UA, especially in terms of Asian languages and technicalities that we can only imagine.

So with this study, we're trying to look into the open-source software and see what it looks like. And we looked at that, what we saw is some libraries, which are the building blocks of software. So you use a library in case you don't want to rewrite an entire function of this software. Say you wanted the user to be able to draw a line. You're not going to code, "Oh, this is how you draw a line." You get a library for that. And what we found out is that a lot of these building blocks are not UA-ready.

So, for example, here's one of the ways we are thinking about this right now. If we fix the building block and we fix enough building blocks, then we are kind of offering a solution by default. Then the developer doesn't have to think about that. So that's interesting.

What if we can just put that out of the equation? Still, it's not that easy to fix a software package like that, a big framework, or a library. It still requires this communication aspect. We need to be able to approach these people. We need to be able to talk to them and say, "Hey, this is our mission. We want to make the Internet inclusive," [which] I already said.

So this is, in my personal opinion as somebody has been ... I would like to say that I work a lot on this project. It's a passion for me. I'm incredibly passionate about it. I spent many hours on this. And I know

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that, before me, a lot of people did that as well. I saw Ram Mohan's name in the chat. We have a lot of history in this community. A lot of people have worked really hard for us to even get to where we are. But unfortunately, we need to do so much more.

And, to do that, I think, when Vanda invited me, I said, "You know, it's good that we get a space to help communicate this is in a more organic [way]." It's a good space for this kind of debate. Lilian is mentioning the staff that supports in any way. Yes, Lilian, they're incredible. We could not have received better people to work with.

So I will call those some initial considerations, just kind of setting this up. Like I said, I have plenty of UA presentations I can do—plenty of them—and I can suggest topics for us to discuss, but first I wanted to more give an opportunity for us to just set up just up a neutral ground and kind of establish where we are.

So in summary, we need to be able to reach people now. We are doing the research, but how do we reach the people that we need to impact? How do we leverage the ICANN community and the ICANN machine to be able to do that?

And I'm sure that Maria has thoughts on that, so if you could, Maria, give us at least a few words on that, that would be a pleasure. Thank you.

MARIA KOLESNIKOVA: Hi, all.

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VANDA SCARTEZINI: Hi.

MARIA KOLESNIKOVA: It's so surprising to talk to you here, but I am really happy to be with DNS Women. I'm from [DNS]. I'm from a ccTLD registry, and I am a DNS woman as well. So nice to see you all.

VANDA SCARTEZINI: Welcome.

MARIA KOLESNIKOVA: And according to our recent local research in Russia, I would say that one of the most totally UA-ready websites is a women.ru.

VANDA SCARTEZINI: Good.

MARIA KOLESNIKOVA: So girl power rules. So what I want to say according to how we are trying to communicate on universal acceptance ... So of course we are trying to reach out to a different kind of stakeholders. And the problem is that we are quite limited in our resources because there are not so many people in the UASG community. So of course, we need some help from other supporting organizations and advisory committees, such structures like DNS Women as well, because we need some people who are on this topic and who can understand it and who can reach out to

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more people around themselves because we need to spread the message.

And this is quite difficult because, from one side, you know this quite a narrow thematic and it's very difficult to talk about this with a wide audience because they cannot understand all details about the domain name system and everything around it. And we also hear very often that, for example, for technology companies, for developers, this topic is narrow as well. And we have some gap in communications with technology because they think little about the domain name system, about e-mail addresses. For them, it's just a very, very small part of the development process. So for this reason, it's really hard to reach out to them and get their attention to this problem because they try to spend less time on these questions and to use something very traditional, something very simple, to implement the support of these things on one hand. And on the other hand, they just don't follow the changes in our DNS system so much. So they just think about other things regarding their frameworks, libraries, development processes, [inaudible], and so on and so on and so on. So this is one thing.

And we are trying to reach out to these technology companies, big ones or small ones or regional ones. And this is quite a lot of levels where we need to work. So we of course we have our UASG structure which is working on a global level. And also UASG has local initiatives and ambassadors, people who work on regional levels because they know their local markets, local developers, and they're to [reach out].

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But the problem is that we really need some people who can influence these developers around them. This can be like local governments, like academia, and like universities who teach local students and who can speak with them about these problems, with IGF summer schools, for example, because you also have some students or young specialists or people involved in the Internet thematic and they also need to know about this topic.

For example, this year, from my experience, we made such a lecture for the Russian IGF summer school. And it was great because people just get the ideas and can think about how multilingualism on the Internet is developed because, when you talk to a wide audience, a general audience, you need to speak about more wide problems, not about just domain names and e-mail addresses. But we need to speak about how the Internet is evolving, what is going on, how we are switching from ASCII encoding for Unicode encoding. These are things happening.

So what else I can say? Also, one aspect of universal acceptance is that sometimes people think that it's really simple and that that is something you can't touch. But when you go to a hotel website or, as Mark mentioned, a beauty website or something that use and do every day, just try to put their e-mail address in your local script. Just try to do it and you understand everything at once because sometimes, when you ... The main message that you get surely will be that put in an invalid e-mail address, or this domain name can't be supported. And that's it. And this happens very, very, very often, in different places.

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And you can feel it because, when we are speaking about universal acceptance and so on and so on, nobody understands what this is about. But when you type it and you get a response, then you really can understand and feel, with users who registers IDN domain names for their projects who try to advertise them on Facebook, for example, or other social networks, what they feel and what problems they met and face. And I'm sure they really don't know how to struggle with them. So we need to help them to reach the universal acceptance readiness.

So I can talk for a lot of time. I have many thoughts. Thank you for the opportunity to express my opinion. So I'm here if you have any questions. Thank you so much.

VANDA SCARTEZINI:

Thank you, Maria. You add a lot of value to our meeting.

Mark, back to you.

MARK DATYSGELD:

Thank you so much, Maria. This is the kind of discussion that we keep having internally. And if that sounds like fun to you, come join us. No, but for me, there's a lot of things that still need to be fought and we need this mass around us. I am a firm believer that we'll be able to do it no matter how many people we have. But the more people we have, the better.

And something I was discussing just before in the preparation meeting for this is, do you need to be a technician to join this kind of work? And

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the answer is no. You need to have some knowledge of the domain name process. Having a tiny bit of coding background helps, but that's not essential. That's not the thing that really makes or breaks this because we have a pretty good group of nerds. We are the AI subgroup. And we already have plenty of people who are obsessed with code over there. We already are having these discussions. So exactly what's missing is the opposite. We need people who are good at getting messages out there, helping us break into the different [inaudible] bodies, helping us break into the different platforms, and really getting [the message out there].

So, no, you don't need to be a super coder. I'm not a super coder. I kind of hack my way around things. And that's enough. So it's good to have this diversity in terms of skillset in any way. And I keep thinking that this is part of the problem for us: that people think you need to have this background. No, it's not really necessary. And we are so excited when somebody joins us that we are super accommodating. Trust me, everybody will be very happy to explain everything because we are a small community and we really care about this.

So to kind of complement what I'm saying, are we making any progress in this sense of reaching out to people? A little bit. So to give you an example, in these past two years, we have been trying to work out an issue that we discovered when we were researching the websites and the [form fields]. We discovered that every HTML5 [form field] on the Internet, no matter what, [inaudible] in universal acceptance. And that's a problem. So we went to standards and found out that this was intentional. So the acceptance goes well for new short domains, for



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new long domains, your .accountant who will be validated. And even if you have [ASCII@IDN.ASCII](#), all of that is okay. But for HTML5, the moment you escape from those and you enter the Unicode realm or you try to do right to left, then, by default, it doesn't work. So there you have it. The de facto language that the Internet is being developed in doesn't support universal acceptance.

So this is the level of problem that we are talking about. It's things that shouldn't be this way, but they are so complicated that they are. And we have reached to the WHATWG. It's the group that develops the standards for HTML and then forwards it to the WC3 for implementation and for discussion. And they are willing to talk to us. We have been talking with them and we have specialists in our community. Some of the people – who are the super coders in our community, like John Levine, have been engaging with them. But then again, we lack the critical mass to make them care. We lack the critical mass to really say, “Look you would help us immensely if you just understood this issue.”

So that's how I go back to my initial point and bringing forth that we need this ability to reach more people. The work is being done. We receive a lot of support from the community that we do have. The ICANN staff that works with us is wonderful. We're just looking for that next step.

So I will wrap up.

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VANDA SCARTEZINI: Mark, thank you. And excuse us, but I have a comment from [Beo] and then another question. And then I'll see if we have some hands around and also comment on that. [Beo] comments that perhaps the way to make the case is to remind the developers of Y2K of how bad it was to delay making change until the last minutes. Do they really want to go through that again? Maybe it's time to get out in front of UA. Do you want to comment on this comment specifically?

Or I can also do the questions. This is a question from [Nicola], I believe. To guarantee a universal acceptance into the Internet ecosystem, it's important to educate all stakeholders in the language diversity. To do something like this is so. First of all, stimulate the stakeholder for an educational about language diversity and use it correctly and appropriately. And the online system historically a domain in English as [inaudible] a sort of diversity. How is it possible to conciliate all this diversity?

MARK DATYSGELD: Lilian has a hand up. I wonder if she wants to go first or if I should react to this. Lilian, what would you rather have?

VANDA SCARTEZINI: Yeah, you can react—

LILIAN IVETTE DELUQUE: Yes, I have a question.

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VANDA SCARTEZINI: Yes, please, Lilian?

LILIAN IVETTE DELUQUE: The LAC community has many women with high capacity, but my question is, why? We don't just have a young woman who has stepped up to an ambassador position ... I [will read you] my question. Okay?

VANDA SCARTEZINI: Okay, go ahead.

LILIAN IVETTE DELUQUE: We don't yet have a young woman who stepped up to the ambassador position [inaudible]. What are strategies that we employ to find one or more?

MARK DATYSGELD: Harold has his hand up, but I think I'll react to this. And I invite all other DNS women to pitch in as well. So the quest for a female ambassador has been a long one. I can speak personally that I have been trying so hard to make this happen. And I hope that if it's not somebody is in this room, in case you know somebody who would be interested in being an ambassador, it's a super cool thing to do. You get to talk about universal acceptance to different audiences and engage with different people. Please forward that person to us. Please let us know about this person. We would be really happy to engage with them and see how we can best help them get into this position. That would be actually something that would make us really happy. So please keep that in mind when you're

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going to sleep today. If you have that thought of, “Hmm, this person,” [we’re here].

About the question of linguistic diversity, I see that Glenn is in the chat. Hey there, Glenn. So good to virtually see you. I hope we can be in touch again soon. I think that working together with the ALAC on the initiatives that they already do in terms of diversity would be super good. It’s a good match. And it’s [interesting] that they are doing this course now. It gives me hope that this is a step forward. And there’s no reason this can’t happen in every region. So if you have ideas about how to bring linguistic diversity, drop me a note. Drop Glenn a note. He really knows his stuff.

And about the y2K bug, yeah, this is something that I keep telling. Back when I was an ambassador, because I wasn’t doing research then—I was focusing on being an ambassador—I always told people, what if a state—let’s not name any state—decides that this is a good reason to splinter the Internet? “No, we’re going to do the DNS that actually supports our language.” That’s not unthinkable and it’s not something that we can be sure it not going to happen. So it is an argument, isn’t it? We need to minimize the vectors who can have an argument to end this thing that we pursue of a single, unified, interoperable Internet. And supporting all the domain names seems to be a way of doing it.

VANDA SCARTEZINI:

Okay. So we have more hands. Laura? Harold, I believe you raised your hand first.

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HAROLD ARCOS: Thank you, Vanda. Thank you, Mark. Thank you for this new DNS Women [presentation]. Okay, you're talking about the ability to know about who are the actors that are not yet involved in universal acceptance. In your opinion, why don't they?

VANDA SCARTEZINI: Mark?

MARIA KOLESNIKOVA: Okay, I can comment on this.

VANDA SCARTEZINI: Maria, go ahead.

MARIA KOLESNIKOVA: I will talk from my experience as I'm not a native English-speaking person. And in my personal opinion, I would say that European people who use a lot of English language sometimes, from an American ... I like all these people and respect them, but the problem is that sometimes it seems difficult to understand what we have in our minds when we use English, a not-native language. So some people, when you are not in this situation and you know English very much and use it every day and it's native for you, you have not faced these problems. But as a non-native English speaker, for example, it's quite a stress to speak the

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whole day long in English. This is difficult and it requires too much concentration to use it.

So that's why, for example, I don't use English in my ordinary life. So I can use my e-mail in Russian. I can speak in Russian and I can read and I can write in Russian everywhere in my work environment and in my personal environment. So this is convenient. And vice-versa with people who use English when they try to learn other language. So probably only at this moment can they understand what we feel. And statistics show that most Internet users do not know English very much. So the percentage of people, of Internet users, who really know English and can freely use it is quite low.

So that's why we need to think about this huge amount of Internet users who really want to use it to feel free and express themselves in their local language on the Internet and get all the advantages of being online for them but are in an uncomfortable, let's say, situation/environment. So this is my opinion. We just can't understand the differences in how people think and feel when they use other languages. That's it.

MARK DATYSGELD:

Thank you, Maria. I wonder if I can get to ... I noted that [Gabriela Givon] made a question in the chat and I don't want to miss it. So I'll get to it. She asks, "What are the advancements we achieved anyway during the past few years?"

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So I think one of the key achievements is that, ironically enough, a lot of the Internet is migrating to HTML 5. The use cases that quartered there are getting better. So you can see in the progression over the years that new short domain names like dot-...I don't want to give any example, any branding example, like dot-three-letters. And the big ones like, I don't know, .accountant, are getting much better acceptance right now. So that's actually good from the perspective of new domain names. So one of our sides is getting covered. It's actually improving. The problem is that we are not seeing improvements on the IDNs and, let's say, more broadly, the Unicode side of the equation. So it's a bit of an uneven progress. And what we would like is to start moving the needle in terms of the Unicode project so we can see growth all across the board, not just on one side of our equation. So thank you for the question.

VANDA SCARTEZINI: Susan?

MARK DATYSGELD: I believe ...

VANDA SCARTEZINI: You can read the next one.

SUSIE JOHNSON: Yes, definitely. Thank you, Vanda. This question is from [Kelsi]. "I am the Chair of one called "Women Be Free." We promote ICT for women. How

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can I contribute in partnership with other ICANN organizations in a local level for women in universal acceptance matters?” Over to you.

MARK DATYSGELD:

Vanda, would you like to give her some pointers on how to get involved in DNS Women in general?

VANDA SCARTEZINI:

Well, when we started DNS Women in 2009 with some other colleagues—some of them are not anymore with us—we started to see around that that the DNS environment was so narrow for women and that we needed to, in some way, bring some space to talk more freely without the embarrassment to say something that looks stupid or looks out of context or something like that. Many people, especially in different cultures, have this embarrassment and do not address what they think or do not address what they want to know better. So the idea to have this environment was initially to give this space for women.

After that, we started to see that there was room for a lot of improvement because we could talk about businesses opportunities. We could talk about what someone is doing that they can share with you and what you could do better and so on. And that [inaudible] more and more knowledge about and bring more and more women to the community and then ask them to join groups inside the ICANN to make sure people like we have now—a lot of women—are on the Board. In my time on the Board, we were about five. We are again like that. But during some time, we had just a few women sitting there who paid attention



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on many issues that can bring more [to] this side of the work that is 50% of the work anyway.

So now we believe that addressing some important issues for ICANN will bring more and more opportunity to women to engage in ICANN and then be part of our community. Being part of our community does not mean anything like a payment or something like that. No, it's just joining. And we share some friends from the United States nowadays [who] design a new website for free. Everything is for a community approach to bring women together and not exclude men but it's more a space to recognize that sometimes some cultures, with some approaches—it's easy with the younger women—can have some difficulties in addressing, in an open space full of men, their questions.

So that is the general idea of this virtual [meeting], and anyone can participate. Any women around the world can participate. And with this new website that we'll present, I hope, face-to-face in our time in Puerto Rico, I believe we're going to have more and more engagement opportunities even for business among women around the world.

Thank you, Becky. I believe we have Laura and Theresa. I appreciate your [presence today]. Missing you. Laura, the floor is yours.

LAURA MARGOLIS:

Hello, Vanda. Hello, Mark. And thank you so much for your presentation. Thank you, Maria, also. And I fully agree with you about the language limitations, so we would have to work on that.

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And regarding your presentation, Mark, I would like to know what are, in your thoughts, the innovative ways to communicate this message to the world? How can we communicate it?

MARK DATYSGELD: Thank you, Laura. Miss you so much. It's been a while.

LAURA MARGOLIS: Yeah.

MARK DATYSGELD: So we are actually talking about [,hell, a lot] and we want to reach out to people in different ways. And we don't necessarily need to do technical presentations. But I think that this environment, for example, something like this—is already a step in the right direction—something a little more open, a little less technical. What if we can get more people to do this within their own little networks? Just talk to people about then kind of issues that we are seeing and trying to see if there's engagement. That's one way to do it. We don't really do that. We go to conferences and talk to people and talk to developers. So what if we can make it a little less heavy? So that's one of the ways that I see as being able to move this forward.

And second is trying to reach out to places that we don't think about usually. So when I did engagements with ISPs one time, they simply didn't have any idea about this at all. It's like this was simply not something in their heads. And just introducing the concept to them

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already allowed me to start a conversation there. And we move from having zero knowledge within that niche to actually having people to talk to there just because it occurred to us: “Hey, maybe they would care. We need to talk to them.”

So those are two avenues that, based on our experience, have been pretty good.

VANDA SCARTEZINI: So, Theresa, please, the floor is yours.

THERESA SWINEHART: Thank you. And, Vanda, it’s great to see you and everybody online. Truly a pleasure. It’s been a while.

So I just wanted to flag ... I know that this had come up over the course of the different activities, but as we talked about yesterday in the executive Q&A session, this is an area of one of Goran’s goals and also part of the strategic plan. So in addition to the focus on the UASG activities, any suggestions that could complement some of the efforts underway there are most welcome coming out of this group and obviously the network that this provides into a wide range of different sectors that need to be aware of the importance around universal acceptance and IDNs as far as inclusivity goes and diversity and communications on the Internet using the addressing system.

So I love the session and just wanted to just flag that quickly as well [to offer] any opportunities.

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VANDA SCARTEZINI: Thank you. Maria?

MARIA KOLESNIKOVA: I'll probably give some understanding of our messaging and communications because ... So you should understand that the process that the UASG is trying to move forward is quite difficult and is a large-grade process. And we are trying to push it from a small group of people. So that's why it's going on very slow. And the first step UASG was focused on was analyzing what is not working and what is not supported with universal acceptance. So we need to understand what were these places that don't support universal acceptance.

So now UASG is formulating how to fix it because now we want to know more about what doesn't work. And now we are trying to find ways how to fix it. And that is why this is a good and right time to start better communication because now we can explain to more and more companies and developers and other stakeholders what they can do to fix it.

And also you should understand that, when we are trying to reach out to developers, these are quite specific stakeholders. They're specific persons and you need to speak to them in their own professional language. And this has some difficulty because we are not technicians and sometimes it's difficult. But we all of course can speak on this topic in very simple ways because we all have e-mails and we all have domain names. [Like] how I was trained in the beginning by UA enthusiasts, just

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ask about what you as an end user want to get. This is the main approach. So if you want to use your IDN or your e-mail address in the local script, ask about this. “I want this opportunity to use it. So why do I not have this opportunity, please? Update your software. Update your service. Update your website. Do it for me. I’m your customer.”

So this is how all these messages can be made in a very, very simple way by anyone. So this is how it can work.

And from the other side, we as, let’s say, influencers—because we are more into the topic and we (me and you) can contact and reach out to stakeholders that we want—of course can provide more specific and professional information like some expertise on this in different ways.

So for this, probably your experience, your questions, will be very, very much helpful for us to understand what kind of messaging you need, for example. So if you, for example, want to join this project, what—

VANDA SCARTEZINI:

Maria, sorry. We are running out of time. We certainly will have more, but I need to give the floor to Akinori. Please, Akinori, the floor is yours.

AKINORI MAEMURA:

Thank you very much. And I need to be quick. Thank you very much, everyone, for the really active, vivid conversation here. I was really impressed with Mark’s and Maria’s articulation on the UASG’s efforts. That actually has been long. Universal acceptance has been promoted by the community effort by the UASG, which we really appreciate.

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And then, as Theresa mentioned, it is one of the goals of the CEO, Goran Marby, for advancing the IDN on universal acceptance. That's namely his goal [8] this year, also, with the strategic goal ... That was reflective of the Board operational priority (BOP) for this coming year. And we will have some ... I'm actually the shepherd for that BOP. Then my plan is to have the CEO goal and the UASG's action plan coherent with the Board BOP. It is still provisional. I am still thinking about that. What kinds of activities would be most effective to advance those kind of activities? So I'll be in touch with you UASG. Then let's talk. But what would be the most effective way in total?

And we had a quite capable hand in the IDN UA Program at the GDS. And Sarmad, Pitinan, and Sarah they are so helping you. I'm really expecting, in the coming year, the conversation and the activity for universal acceptance. Thank you very much. I really enjoyed this session.

VANDA SCARTEZINI:

Thank you, Akinori, for your presence. I'd like to give a few minutes at the end of this session to Avri that I had no opportunity to give before. So, Avri, are you still there?

AVRI DORIA:

Yes, I'm still here. At this point, though, with the session having already expanded its time, I really have nothing to say except that I'm really glad to see a session of DNS Women discussing the issues that are before us and especially having strong women presenters like Maria

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being the ones that explain this to us. And so I want to thank you for this session.

I do, in my other life as coordinator of the IGF Dynamic Coalitions on Schools ... I very much will take away the idea that you UA ... I know that Glenn is far ahead of us and is already doing it, but we'll definitely take that away as an idea.

But thank you for the suggestion and thank you for giving me a time to say that. Thank you.

VANDA SCARTEZINI:

Thank you, Avri. I believe we are at the end of our session. And I do appreciate having this vivid session in my poor English speaking. And it's quite interesting to have these dynamics around this issue. With Mark [and] the association of software I'm working with as a director, we have a focus on this issue for our sector of software here in Brazil to embrace these things and try to help in some way to make Brazil make some protagonist in this kind of issue in the ICANN world.

So just as a remark, our association is also a member of the Business Constituency. So it's something that we are pushing for many, many years.

And I appreciate all persons—Board members, all colleagues, and women. Thank you very much, Maria, for [inaudible] make it a [great] and interesting interference on that. And I believe we need to continue to do that in another section, maybe in the next meeting. We hope we will be face-to-face.

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But anyway, we will do something to continue these discussions. Certainly, we will have more issues to have because we are far from the solution of those issues.

Thank you, everyone.

MARK DATYSGELD: Thank you very much, everyone.

VANDA SCARTEZINI: Please, Michelle—your last words, Mark?

MARK DATYSGELD: Thank you so much for being here, everyone. Have a great ICANN meeting. Feel free to reach out to any of us. We really, really care about this topic. We will answer any questions you have. To us, it's an active pleasure, if you can believe that. Thank you, everyone. Talk to you soon.

VANDA SCARTEZINI: Thank you. Bye-bye.

**[END OF TRANSCRIPTION]**