



## SESSION OVERVIEW:

### Language Services Focus Group on Translation for ICANN.org

Date & Time:

Tuesday, 14 October 2014 – 1:45 to 3:00 PM PDT

Location:

Olympic Room, with Remote Participation available via:

<http://la51.icann.org/en/schedule/tue-language-services>

#### Session Purpose

This discussion session will serve as an opportunity for the Community to review and provide feedback on the work and recommendations of the Focus Group on Document Translation for the new ICANN.org, led by the Development and Public Responsibility Department (DPRD).

#### Background

As part of ongoing efforts to better serve the needs of ICANN's growing and diverse community, in June 2014, ICANN established a focus group to explore translation approaches for the recently launched new icann.org site. Specifically, the group was tasked with: identifying the types of documents and content that should be translated for the new icann.org, and recommending the types of translation methods that should be utilized for these types content. The focus group consisted of a diverse set of 27 participants from both ICANN staff and community. Five virtual meetings were held to discuss current website translation approaches at ICANN, and to produce this report and set of recommendations. Participants were encouraged to share their previous experiences with various translation methods, and participated in a survey to determine best translation practices moving forward.

#### Recommendations of the Focus Group for Discussion

##### General Principles for Document Translation

- All content on ICANN.org should be available in all UN official languages.
- Documents translated into all UN languages should be released simultaneously.
- Executive Summaries of select reports and documents can be translated in lieu of the full document, unless requests for full document translation are made by the ICANN community.
- The method of translation (professional, machine, crowdsourced) should always be tagged on the document, to set and inform the expectations of the reader.
- In line with the current efforts, the Language Services Department should continue their work to create an inventory listing which documents and content have been translated into each language.
- The focus group recommended that the issue of document translation beyond the 6 UN languages for specific reports and outreach documents be discussed with staff and the wider community at ICANN 51.

##### Website Navigation and Landing Pages

- The focus group recommended that the new ICANN.org be translated into the 6 UN official languages, consistent in site navigation and content.

##### Methods of Document Translation

- Unless otherwise specified, all content on the new icann.org should be translated using professional human translation.
- Machine translation can be used to translate 'Logistical Meeting Information' such as agendas, schedules, etc.
- Crowdsourced translation, through the ICANN community or fellowship program, may be used to translate 'Public Forums.'

##### Localization of Content

- Videos and infographics can be generated into localized content by regional teams to ensure proper dialectical phrasing and conveying of meaning.
- All localization of content must take place in conjunction with the Language Services Department to maintain consistency in ICANN content and messaging across the organization.

##### Legally Binding Documents

- Although legally binding documents and contracts must be completed in English, Model Contract translations could be provided in the 6 UN official languages, to be used as a reference or guide to legal documents for non-English speakers.