

# Universal Acceptance (UA) of Domain Names and Email Addresses

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Yaovi Atohoun

Stakeholder Engagement and Operations Manager – Africa, ICANN

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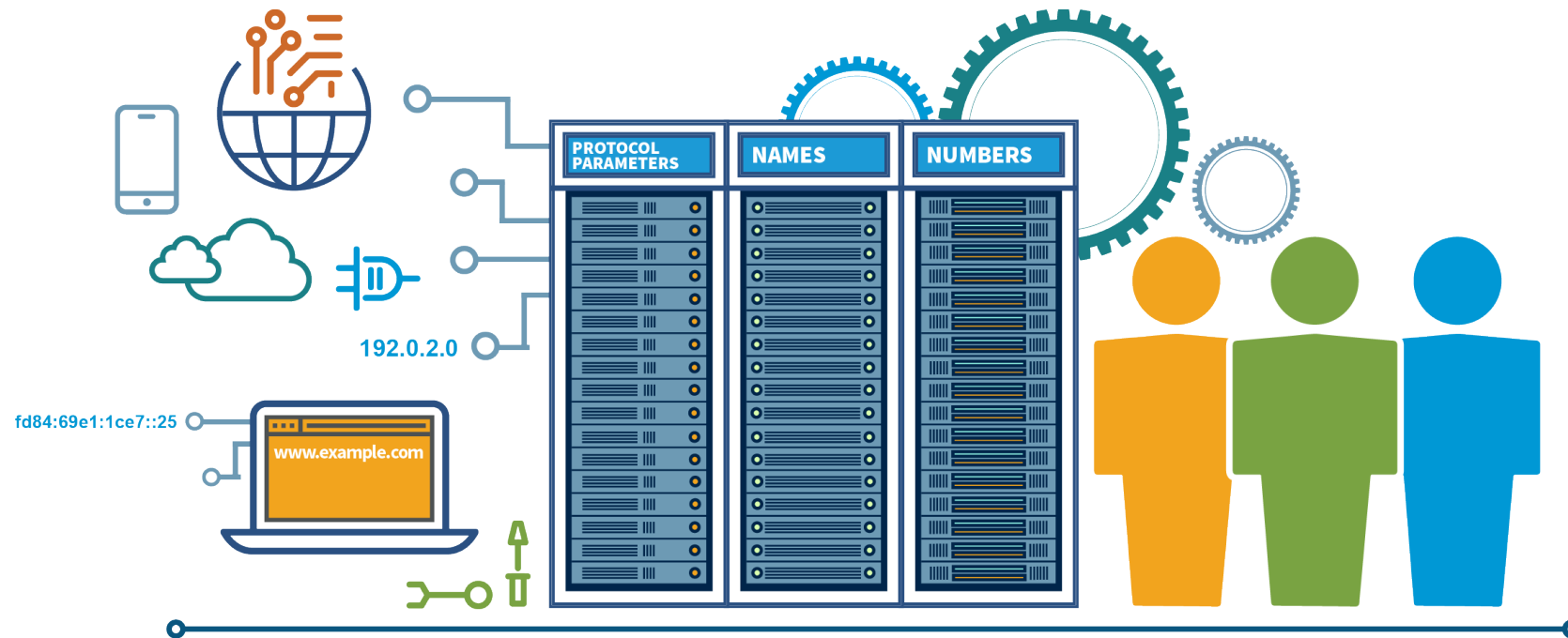
# Agenda

- ⦿ ICANN in Brief
- ⦿ Overview of Universal Acceptance
- ⦿ Status of UASG's Action Plan for FY20
- ⦿ Details of Local Initiatives
  - ⦿ Purpose
  - ⦿ Intended Geographies
  - ⦿ Suggested Outcomes
  - ⦿ Formation Process

# ICANN in Brief

# Overview

Coordinating with our partners,  
we help make the Internet work.




# ICANN Ecosystem





# ICANN's Mission


The mission of the Internet Corporation for Assigned Names and Numbers (ICANN) is to **ensure the stable and secure operation of the Internet's unique identifier systems**


Specifically, ICANN:

- 

1 Coordinates the allocation and assignment of names in the root zone of the Domain Name System
- 

2 Coordinates the development and implementation of policies concerning the registration of second-level domain names in generic top-level domains (gTLDs)
- 

3 Facilitates the coordination of the operation and evolution of the DNS root name server system
- 

4 Coordinates the allocation and assignment at the top-most level of Internet Protocol numbers and Autonomous System numbers
- 

5 Collaborates with other bodies as appropriate to provide registries needed for the functioning of the Internet as specified by Internet protocol standards development organizations

# Exploring ICANN's Multistakeholder Community



# Engage at ICANN



## Issues discussed at ICANN affect your business

ICANN's work ranges relates to a broad range of Internet challenges, including policies on generic names that affect your network configuration and your brand or business practices online. Let your voice be heard on the issues that affect your business.



## ICANN is open to everyone

You can tailor your participation to your needs. Remote participation is available in several languages at all ICANN's Public Meetings. Issues open for Public Comment are listed on our website for all stakeholders to provide input.



## Take advantage of our multistakeholder model

Not only is ICANN open to everyone, everyone participates on equal footing. This makes it a unique place to interact with and learn from representatives from different sectors such as academia and government.



# ICANN's Global Presence

Call one of our regional offices or submit a question online



Contact us ▶

[www.icann.org/contact](http://www.icann.org/contact)

## Regional Offices:

Los Angeles, U.S.A  
(Headquarters)  
Brussels, Belgium  
Istanbul, Turkey  
Montevideo, Uruguay  
Singapore

## Engagement Centers:

Beijing, China  
Geneva, Switzerland  
Nairobi, Kenya  
Washington, D.C., U.S.A.

## Partnership Centers:

Asunción, Paraguay  
Cairo, Egypt  
Seoul, Republic of Korea

# Overview and Status of Universal Acceptance (UA)

## **Vision**

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

## **Mission**

To mobilize the software application developers to get their products UA Ready by providing encouragement, documentation, case studies, tools and measures to deliver the right user experience to the end user

## **Impact**

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

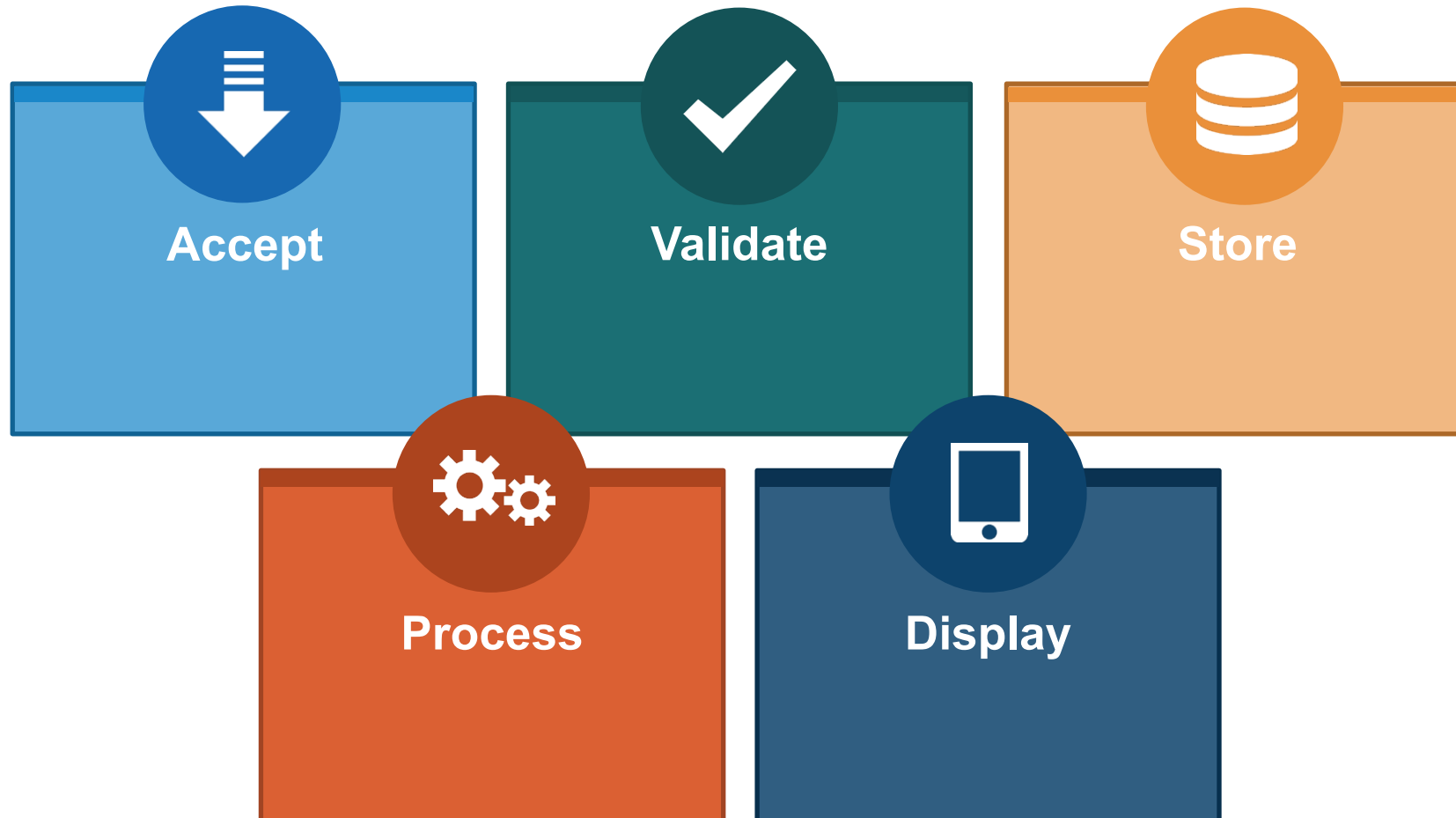
## ⦿ Domain Names

- **Newer** top-level domain names: `example.sky`
- **Longer** top-level domain names: `example.global`
- **Internationalized** domain names `البحرين.مثال`
  - Display is another problem, in addition to above
    - Should not be as A-label: `xn--mgbh0fb.xn--mgbcpq6gpa15g`
    - Should be correct for right-to-left scripts: `مثال.البحرين`

## ⦿ Internationalized email addresses (EAI): `अजय@डाटा.भारत` (email address in Hindi language)

- Available standards not implemented by all email software and service providers making email delivery unreliable
- Test if your email is compliant: <https://uasg.tech/eai-check/>

# Key Principles of UA Readiness



- ⦿ To address the Universal Acceptance of domain names and email addresses, Universal Acceptance Steering Group (UASG) organized as a community initiative
- ⦿ UASG has produced documentation to define, address the challenges and share progress, posted at <https://UASG.tech>, e.g.:
  - [Quick Guide to Universal Acceptance](#)
  - [Quick Guide to Email Address Internationalization](#)
  - [UA Case Study: Government of Rajasthan, India](#)
  - [Quick Guide to Tendering and Contractual Documents](#)
- ⦿ UASG is actively engaged in disseminating the information to relevant stakeholders

- ⦿ UASG is a community-based group supported by ICANN org
  - **Leadership Team:** Chair and two to three Vice-chairs elected by the community
  - **Coordination Group:** UASG Leadership and chairs of all working groups
  - **Working Groups:** UASG community can opt for focused working groups
  - **Community:** General UASG community, interacting on UA-discuss email list
  
- ⦿ Current UASG Leadership team (March 2019-March 2021)
  - **Chair:** Ajay Data, Data Ingenious
  - **Vice Chairs:**
    - Dennis Tan Tanaka, Verisign
    - Mark Svancarek, Microsoft
    - Dusan Stojicevic, Gransy

# Action Plan for FY20: Universal Acceptance Steering Group (UASG)



- ⦿ **Technology Enablers** - Organizations producing relevant standards and best current practices and providers of software programming languages, tools and frameworks
- ⦿ **Technology Developers** - Organizations and individuals developing and directing applications
- ⦿ **Email Software and Service Providers** – Organizations and individuals providing internationalized email software and services
- ⦿ **Influencing Individuals and Organizations** - Individuals at local and international level who can help promote UA Readiness, and organizations which can be used to spread the UA message more broadly
- ⦿ **Government Policy Makers** - Government officials, as an explicit group, are included to try to generate demand for UA Ready products and services through accessibility standards and procurement processes

- ⦿ **Technology WG** - Plans, coordinates and oversees work on standards, best current practices, programming languages, tools and development platforms.
- ⦿ **Email Address Internationalization (EAI) WG** - Plans, executes and oversees engagement with email software and service providers to make them EAI Ready
- ⦿ **Measurements WG** – Plans, oversees and directs the measurement efforts for UA readiness
- ⦿ **Communications WG** – Plans and develops communication strategy and oversee its execution, in collaboration with other WGs
- ⦿ **Local Initiatives WG** – Plans, develops and oversees the execution of local initiatives in various geographies
- ⦿ **UA Ambassadors WG** – Plans and executes training and outreach in local regions

<b>Stakeholders: Organization:</b>	<b>Tech. Enablers</b>	<b>Tech. Developers</b>	<b>EAI Providers</b>	<b>Infl. Indv. and Orgs.</b>	<b>Policy Makers</b>
<b>Technology WG</b>	X	X			
<b>EAI WG</b>			X		
<b>Measurements WG</b>					
<b>Communications WG</b>	X	X	X	X	X
<b>Local Initiatives WG</b>		X	X	X	X
<b>UA Ambassadors WG</b>	X	X	X	X	X

# UASG Organization and Stakeholder Interaction

<b>Stakeholders: Organization:</b>	<b>Tech. Enablers</b>	<b>Tech. Developers</b>	<b>EAI Providers</b>	<b>Infl. Indv. and Orgs.</b>	<b>Policy Makers</b>
<b>Technology WG</b>	X	X			
<b>EAI WG</b>			X		
<b>Measurements WG</b>					
<b>Communications WG</b>	X	X	X	X	X
<b>Local Initiatives WG</b>		X	X	X	X
<b>UA Ambassadors WG</b>	X	X	X	X	X

# Local Initiatives

In close consultation with UASG leadership and its working groups, and with the support and collaboration of ICANN org, undertake the following in the region:

- ⦿ Plan and undertake outreach to and collaborate with the stakeholders identified by UASG
  - Technology: Enablers and Developers
  - Email: Software and Service Providers
  - Influencers: Individuals and Organizations
  - Government: Policy Makers
- ⦿ Identify opportunities for and review the messaging and communications for local stakeholders
- ⦿ Identify relevant technical training requirements, audience and opportunities

- ⦿ A region could span one or more countries and territories, as identified by the members of the local initiative
  
- ⦿ Focus on regions which develop and export software products
  - China
  - EU
  - India
  - Russia
  - United States
  
- ⦿ Other regions – based on community interest
  - Initial interest by
    - Middle East and Africa (MEA)
    - Latin America and Caribbean (LAC)
    - South East Europe (SEE)

- ⦿ A local initiative may undertake many activities, which would generally fall under three areas:
  - Technical collaboration
  - General outreach
  - Public sector engagement



- ⦿ Focused on technical stakeholders, and may include technical training as well as collaboration with the local industry to implement UA Readiness practices
  - Collaborate with technology developing organizations to implement UA Readiness in their software development cycle
  - Collaborate with email service providers or organizations with their own email services to support EAI in their practice
  - Conduct technical trainings at relevant technical events and academic platforms on UA readiness for website/application development
  - Conduct technical trainings at relevant technical events and academic platforms on EAI Ready technologies and how to configure them to support EAI
  - Identify relevant local popular and e-government applications and web portals for testing UA Readiness
  - Develop EAI test-bed

- ⦿ Focus on technical and non-technical audience to raise the awareness about UA challenges and its impact and to encourage adoption of UA Readiness
  - Enlist influencing organizations and influencing individuals to promote UA Readiness
  - Publish articles locally in technical and non-technical journals and magazines to promote UA Readiness among the stakeholders identified
  - Present on UA Readiness related topics at major technology events and conferences
  - Help develop case studies of UA readiness for technology development and EAI support, based on the collaborations given above

- ⦿ Aim to raise awareness and to promote procurement policies and standards to support UA Readiness
  - Encourage Governmental Advisory Committee (GAC) members to help promote UA readiness nationally
  - Meet with national and local government policy makers for the following:
    - Discuss UA Readiness of local business and e-government websites
    - Encourage to update national procurement policy to include UA readiness requirements at least for e-government services
  - Interact with relevant standards bodies to discuss UA readiness and to encourage them to update national accessibility standards

- ⦿ Local community members
  - Chair
  - Software/web Developers
  - Software Project Managers and Architects
  - System Administrators, especially those managing email servers for organizations
  - Unicode and/or Localization Experts, with knowledge of local scripts
  - Communications and (technology) media experts
  - Marketing managers
  - Academia, Community and civil society members motivated with language and accessibility of internet
  - DNS and IDNA experts
  - TLD registries and registrars

- ⦿ Proposal for Local Initiatives
  - Introduction to the Region
  - Motivation for Starting the UASG Local Initiative in the Region
  - Members of the Local Initiative
  - Local Stakeholders
  - Overall Plan
  - Intended Outcomes
  - Budget
- ⦿ Funding available to undertake specific activities – based on a proposal document
- ⦿ Support by ICANN org

- ⦿ Access all UA documents and presentations at website: <https://uasg.tech>
- ⦿ Access details of ongoing work from wiki pages: <https://community.icann.org/display/TUA>
- ⦿ Register to participate or listen in the UA discussion list at: <https://uasg.tech/subscribe>
- ⦿ Register to participate in UA working groups [here](#)
- ⦿ For more information, email [info@uasg.tech](mailto:info@uasg.tech)



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