Universal Acceptance (UA) Updates and UA Day

GAC Webinar | 1 September 2022

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Universal Acceptance

Universal Acceptance (UA)

UA Vision

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

Impact

UA provides the gateway to the next billion Internet users.
UA promotes consumer choice, improves competition, and provides broader access to end users.

UASG

- The Universal Acceptance Steering Group (UASG) was founded in February 2015 and was tasked with undertaking activities that effectively promote the Universal Acceptance of all valid domain names and email addresses.

- Main objectives:

  Raise awareness of UA issues among relevant stakeholders.

  Help developers make their systems UA-ready by providing documentation and getting common standards, technology, and tools UA compliant.

  Encourage businesses and governments to ask their developers and suppliers to provide UA-ready solutions for the benefit of end users.

  Measure progress on UA-readiness.

Why Does UA Matter? – UASG038

Social Relevancy: Consumer Choice and Multilingualism

- New TLDs represent cultures, brands, geographies, and special interests (e.g., .ไทย, .AFRICA, .SPORT).
- The Internet population is made up of over 4.5 billion active users, and at least one billion more are expected to come online by 2023.

Business Opportunities: Competitive Advantage

- A UASG study in 2017, found that the Universal Acceptance of domain names is a $9.8+ billion opportunity, which is a conservative estimate.

Career Opportunities: Competitive Differentiator

- A strong understanding of UA is the new competitive differentiator every developer should have in their skill set, which does not require learning a new category of coding.

UASG Working Groups

UASG WG	Role
Technology WG	Oversees remediation work on standards, programming languages, tools, and development platforms.
Email Address Internationalization (EAI) WG	Oversees engagement with email software and service providers to make them EAI-ready.
Measurements WG	Identifies UA-readiness gaps in tools and technologies.
Communications WG	Develops communication strategy and oversees its execution in collaboration with other working groups.
Local Initiatives WG	Conducts national and regional UA awareness, training, and stakeholder engagements.
UA Ambassadors	Organizes training and outreach at national and regional levels.

Focus Areas for UA Adoption

- **Collaboration:** UA-readiness requires a considerable effort by all of us! It cannot be done in isolation; if my email server supports UA but yours does not, email in local languages will not work.

- **Remediation in Technology:** The UASG's focus is shifting from identifying UA gaps in technology and systems to fixing the systems and providing solutions through the submission of bug reports, engaging with big technology organizations and open-source communities, as well as conducting training.

- **Governments:** Focus on government policymakers for top-down UA adoption by requiring UA support in their procurement contracts. This will enable the protection of cultural values create business and career opportunities.

- **Academia:** Focus on academia for sustainable bottom-up UA adoption by including UA training in their curriculum.

UASG Updates

* **FY22 UA-Readiness Report:** provides an overview of the state of UA in FY22.

* **FY23 UASG Action Plan:** details the operating plan for the UASG for FY23.

* **UA Day (16 Feb. 2023):** plan to organize multiple events by institutions and groups across the world to raise UA awareness.

UA Day - 16 February 2023

* **Objective:** In order to mobilize the technical community to become UA-ready, UA Day aims to rally multiple organizations to create a "buzz" around UA.

* **When?** To be organized on **16 February** every year, starting in 2023.

* **How?** UA Day will be a unique event, planned at three levels (local / regional / global) to conduct outreach to industry bodies, regional organizations, and academia, run hackathons, etc. UA Day will be supported and funded by ICANN org.

* **What's next?** In developing UA Day plans, the UASG seeks support, commitments or proposals for holding UA Day events from you.

Create UA Awareness and Celebrate UA Achievements!

Be Part of UA Day

Contribute to UA Day events globally!

Please send your proposals for organizing a local UA Day event to
info@uasg.tech.

A UA Day Proposal Template will be published soon on uasg.tech with
further details on how to organize UA Day events.

How can GAC and Its Members Contribute?

- **Appoint a GAC liaison to the UASG**
  - Allow the UASG to keep GAC informed
  - Understand how the UASG can support GAC members

- GAC members work locally to **update procurement procedures** to include UA as a requirement in the tendering process for software services and applications to better serve citizens.
  - See UASG009: Quick Guide to Tender and Contractual Documents

- **Contribute to UA Day**
  - GAC requested to organize a UA webinar on UA Day
  - GAC members requested to organize UA local events on UA Day

ICANN75 Universal Acceptance Meetings

1. Sun, 18 Sep. - Fellows and NextGen with GAC and UASG

2. Mon, 19 Sep. - Tech Day – UA Roadmap for Registries and Registrars

3. Tue, 20 Sep. - Driving Local Change for UA Adoption Globally

4. Wed, 21 Sep. – UASG meeting with GNSO (during Council Meeting)

5. Wed, 21 Sep. - ccNSO and Universal Acceptance

6. Thu, 22 Sep. - Planning for UA Day

Get Involved!

For more information, visit https://uasg.tech or email info@uasg.tech.

Join the UA Discuss email alias: https://uasg.tech/subscribe

Register to participate in UA working groups https://uasg.tech/join/.

Follow, share, like, and engage with the UASG on social media.

Use the UASG hashtag in relevant posts: #Internet4All

Twitter: @UASGTech

LinkedIn: https://www.linkedin.com/company/uasgtech/

Facebook: https://www.facebook.com/uasgtech/

Report a problem if you find an application or webpage that is not UA-ready: https://uasg.tech/global-support-center/