

GAC Early Warning – Submittal__Green-CZ-2257_

Application ID:	1-1255-2257
Entity/Applicant Name:	United TLD Holdco Ltd.
String:	green
Early Warning Issue Date:	20 November 2012

Early Warning Description – This will be posted publicly:

This early warning is for three applications for the string .GREEN, they are:

Top Level Domain Holdings Limited

Afilias Limited

United TLD Holdco Ltd.

This early warning is based on concerns that these 3 applications are not directly involved or focused on the Global Public Benefit of the .GREEN string and could actually cause Detriment to the global Green movement and community due to their possible lack of commitment to sustainable activities.

Reason/Rationale for the Warning – This will be posted publicly:

From reading all four applications for .GREEN, we have impression that the only applicant who is prepared to administer this important string is DotGreen via their many years of being involved in the Green movement and Internet world. Its application and business plan is focused on the social, environmental and economic aspects of .GREEN and all Internet users. The compelling action to create a Public Benefit Charity, and to partner with EarthShare a Federation of the 610 leading GREEN organizations in the world in delivering benefits toward global sustainability projects speaks very strongly in favor of the Global Public Interest, a mandate of ICANN. It is probably the only entity who genuinely seems prepared to bring Green and the Internet together via .GREEN and this is backed up by the many positive comments of support submitted for its application during the ICANN Public Comment period where stakeholders have a voice. This is a string that has the Public Interests as a priority and the potential of Global Public Benefit but it must be in the right hands to allow that to happen. It seems from its application, its past actions of promoting sustainability, and by the comments submitted by the global public and experts of the Green Economy and Movement that DotGreen will operate .GREEN TLD in a manner to maximize Global Public Benefit.

These 3 applicants are applying for .GREEN as a TLD string amongst many others they are applying for. They are probably less prepared than Dot Green Community, Inc. to play an active participatory role in the Green movement or community in either a local or global manner. They are not recognized by leaders in the Green Movement, as evidenced that there were no positive comments of supports issued for their applications. It is possible they will not create Global Public Benefit, but also it is also possible they will create serious Detriment because all those involved in the social, environmental and economic aspects of Green will not view them as credible players. This lack of credibility could not only affect the international term *GREEN*, and those Internet users, governments, corporations, non-profits and the global community and economy which are growing around it, but also the credibility of the new gTLD

program and of ICANN.

Possible Remediation steps for Applicant – This will be posted publicly:

The Top Level Domain Holdings Limited, Afiliias Limited and United TLD Holdco Ltd. should inform if and how they plan to use the TLD .green. In case they are not able to ensure use of the domain .green for environmental or green cases the applications should be withdrawn.

Further Notes from GAC Member(s) (Optional) – This will be posted publicly:

This Early Warning is based upon the request of DotGreen Community, Inc.

INFORMATION FOR APPLICANTS

About GAC Early Warning

The GAC Early Warning is a notice only. It is not a formal objection, nor does it directly lead to a process that can result in rejection of the application. However, a GAC Early Warning should be taken seriously as it raises the likelihood that the application could be the subject of GAC Advice on New gTLDs or of a formal objection at a later stage in the process. Refer to section 1.1.2.4 of the Applicant Guidebook (<http://newgtlds.icann.org/en/applicants/agb>) for more information on GAC Early Warning.

Instructions if you receive the Early Warning

ICANN strongly encourages you work with relevant parties as soon as possible to address the concerns voiced in the GAC Early Warning.

Asking questions about your GAC Early Warning

If you have questions or need clarification about your GAC Early Warning, please contact gacearlywarning@gac.icann.org. As highlighted above, ICANN strongly encourages you to contact gacearlywarning@gac.icann.org as soon as practicable regarding the issues identified in the Early Warning.

Continuing with your application

If you choose to continue with the application, then the “Applicant’s Response” section below should be completed. In this section, you should notify the GAC of intended actions, including the expected completion date. This completed form should then be sent to gacearlywarning@gac.icann.org. If your remediation steps involve submitting requests for changes to your application, see the change request process at <http://newgtlds.icann.org/en/applicants/customer-service/change-requests>.

In the absence of a response, ICANN will continue to process the application as submitted.

Withdrawing your application

If you choose to withdraw your application within the 21-day window to be eligible for a refund of 80% of the evaluation fee (USD 148,000), please follow the withdrawal process published at <http://newgtlds.icann.org/en/applicants/customer-service/withdrawal-refund>. Note that an application can still be withdrawn after the 21-day time period; however, the available refund amount is reduced. See section 1.5 of the Applicant Guidebook.

For questions please contact: gacearlywarning@gac.icann.org

Applicant Response:
