

# Budget – FY 2017/18

*Version  
2016-11-18*

## Introduction

Universal Acceptance is the concept that all domain names and all email addresses are accepted by all software applications.

Since the introduction of IDN ccTLDs in 2010 and the new gTLD programme in 2013, registrants have experienced many instances where their domain names or their email addresses are not accepted as they expect.

The Universal Acceptance Steering Group is a community initiative that is supported by ICANN to raise awareness in the software community of these changes and to facilitate and encourage changes (often simple) to their software to facilitate all domain names and email addresses working as expected.

The UASG has three target audiences for its messages:

- The Doers – Application Developers and System Architects
- The Directors – CIOs and senior technical managers
- The Influencers – Members of the C\* Suites, Government Ministers, Industry Pundits and leading consultants.

Email Address Internationalisation (EAI) is an integral part of the UA solution. It is vital that email solutions support EAI so that email addresses with Internationalised Domain Names (IDNs) can be sent and received. EAI also supports non-ASCII characters in the mailbox name.

The UASG, started in February 2015, has spent its formative years building content, structure and process. We expect that by the start of the FY17/18 year, most of the core content necessary for our target audiences will be complete.

The UASG is strongly supported by ICANN. Not only does ICANN provide budget for the UASG's activities, but it provides administrative and logistical support for its operations. In addition, ICANN Board, Executives and Staff are aware of the UA issues and are supportive of our goals and leverage their own resources toward our objectives.

During the FY17/18 year, we expect continued support from ICANN staff in the following specific areas:

- Procurement, legal and accounting services (Finance, Legal)
- Operation of an incident logging service (GSS)



- Evaluation of UA readiness of popular websites (GSS)
- Communications (GDD)
- Travel
- Global Engagement executives raising awareness of UA & EAI in relevant forum (GSE)
- Influencing the Influencers by raising awareness during speeches and presentation (Executive & Board)
- Providing technical guidance, advice, and awareness – particularly in technical forum (CTO)
- Providing real-world experience and advocacy in getting UA & EAI Ready (ICANN IT)
- Raising awareness and engaging with ICANN Constituencies.
- Supporting UASG gatherings – physical and virtual (ICANN IT & Meetings)

No costs to the UASG are allocated toward these functions.

### Non-ICANN Revenue

The UASG recognises the value of the time and effort that participants contribute toward its goals.

The UASG does NOT expect a direct financial contribution from members of the UASG, but we do expect that some activities planned by the UASG may be funded by third parties. This may include gatherings, UA Ambassadors, and events.

In the FY17/18 year, we will focus on the following:

- Continued raising awareness of UA
- Continued raising awareness of EAI to the email software and service providers
- Continuing to build UA and EAI readiness in popular open source platforms.
- Monitoring and measuring progress in UA & EAI Readiness.

<h2>Activities</h2>	
<h3>Monitoring &amp; Measurement</h3>	
<p><b>Issue logging and resolution</b>  The UASG will provide a facility for members of the Internet industry to log issues of non-UA and non-EAI compliance.</p> <p>This service will be provided by the ICANN Global Support Centre.</p> <p>Logged entries will be investigated and information about UA &amp; EAI provided to the relevant website manager. UA &amp; EAI readiness issues logged will be monitored on a regular basis.</p>	
<p><b>Popular Website Readiness Evaluation</b>  We will review the readiness of popular websites by trying to interact with them with a variety of email address formats used as unique identifiers. These will include addresses with short new gTLDs, long new gTLDs, IDNs, and fully <a href="mailto:Unicode@idn.idn">Unicode@idn.idn</a>.</p> <p>Quarterly reports will be produced to monitor progress.</p> <p>This work will be provided by ICANN's Global Support Centre.</p>	
<p><b>Browser Readiness Evaluation</b>  We will NOT perform another browser readiness evaluation as our initial effort showed most browsers and their operating systems are UA Ready or are actively working toward that.</p>	
<p><b>EAI Readiness</b>  We will perform a review of the major email software and service providers to test their EAI Readiness. This will be done during the 4<sup>th</sup> quarter.</p> <p>This will build on work done in the 2<sup>nd</sup> half of the FY16/17 year.</p>	<p>\$10,000</p>
<p><b>Messaging &amp; Social Media</b>  We will perform a review of the major messaging and social media applications to evaluate their abilities to:</p> <ul style="list-style-type: none"> <li>a) Accept a variety of email addresses as unique identifiers</li> <li>b) Perform 'linkification' of domain names and email addresses</li> </ul> <p>This work will build on work done in the 2<sup>nd</sup> half of the FY16/17 year</p>	<p>\$10,000</p>

<p>Popular Open Source Programming Languages &amp; their Frameworks and Popular Open Source Utilities</p> <p>Building on work started in FY16/17, we will continue looking at major programming languages and their frameworks to determine if their latest releases are UA Ready.</p> <p>Where they are NOT UA Ready, we will make them so and advocate to their user community the adoption of these new facilities</p> <p>We will also review the most popular open source applications and utilities in use and determine if they are UA &amp; EAI Ready. Where they are not, we will provide resources to make them ready. Mailman, a popular email group utility, is an example of such a utility.</p>	<p>\$250,000</p>
<p><u>Total Monitoring &amp; Measurement</u></p>	<p><b><u>\$270,000</u></b></p>
<p>Community Outreach</p>	
<p>Communication Consultancy</p> <p>We will continue with our engagement of our communications consulting advisor to spread awareness of Universal Acceptance to our target market, particularly outside of the Internet Industry</p> <ul style="list-style-type: none"> <li>• Continue editorial placement in professional publications</li> <li>• Build editorial content for industry specific publications, particularly those that serve the IT, CEO &amp; CMO professionals</li> <li>• Continue to develop case studies as more and more applications become UA Ready.</li> </ul>	<p>\$250,000</p>

<p><a href="#">UA Ambassadors- Pilot</a></p> <p>We will pilot a UA Ambassador programme. A UA Ambassador will be an actively visible ambassador of Universal Acceptance. They will:</p> <ul style="list-style-type: none"> <li>• Participate in industry and professional gatherings</li> <li>• Reach out to CIO and Senior IT managers in their region</li> <li>• Produce local editorial content on UA</li> </ul> <p>UA Ambassadors will be technically capable with pedigree and good communications skills.</p> <p>UA Ambassadors may also work on getting Open Source programmes UA Ready, so that they can talk from experience.</p> <p>If successful, UA Ambassadors will eventually be placed in:</p> <ul style="list-style-type: none"> <li>• Europe</li> <li>• China</li> <li>• West Coast of USA</li> <li>• East Coast of USA</li> <li>• India</li> </ul> <p>The pilot will be for 4 to 6 months.</p> <p>Cost of ambassadors will include fees, overhead and travel.</p> <p>NB: We will also work with members of the UASG to second their own staff to become UA Ambassadors.</p>	\$100,000
<p><a href="#">Conference Sponsorship</a></p> <p>Provide sponsorship where it is necessary to get a UA Speaker into a prominent speaking slot.</p> <p>We will use our Sponsorship program guidelines and ensure that our target audiences are at the event.</p> <p>We expect this budget to cover between 25 and 40 events.</p>	\$50,000
<p><a href="#">Material Production</a></p> <p>Produce brochures and reports</p>	\$10,000
<p><a href="#">Advisory Group</a></p> <p>Costs to spin up and engage participants in an Advisory Group. Could include hospitality costs for advisory group gatherings.</p> <p>Cover costs for members of the Advisory group to attend events on behalf of the UASG.</p>	\$45,000

<a href="#">UASG Website</a> Costs to maintain existing UASG.tech website. This includes hosting and associated costs as well cost for loading and managing content.	\$10,000
<a href="#">Universal Acceptance Workshops</a> We will operate at least five regional UA Workshops co-located with another relevant event.  We will work with ICANN's GSE team to identify relevant venues.	\$100,000
<a href="#">EAI Face to Face meetings</a> Costs to cover one Face to Face meeting for EAI developers. 20 people @ \$2,500 each	\$50,000
<a href="#">Local Initiatives</a> Provides seed money for local initiatives	\$50,000
<a href="#">Research</a> Funds to cover research into UA & EAI Issues.	\$100,000
<a href="#"><u>Total Community Outreach</u></a>	<b><u>\$765,000</u></b>
<a href="#">Administration</a>	
<a href="#">UASG Coordination Group – Face to Face meetings</a> Costs to cover two Face to Face meetings. One is scheduled for Hong Kong in October 2017, a second yet to be scheduled.	\$40,000
<a href="#">Staff</a> Covers costs for a Secretary General and administrative support staff	\$200,000
<a href="#">Staff Travel</a> Covers travel and associated costs for up to 12 events per year. These are expected to be ICANN Meetings, possibly IETF, and other relevant events.	\$48,000
<a href="#">Contingency</a> Unplanned expenditure	\$100,000
<a href="#"><u>Total Administration</u></a>	<b><u>\$388,000</u></b>
<a href="#"><u>Total budget</u></a>	<b><u>\$1,423,000</u></b>