2017-2-28

Universal Acceptance Steering Group

Help Wanted…   Local UA Initiative

Send Applications to: don.hollander@icann.org
V1.0

Background

Universal Acceptance is a foundational requirement for a truly multilingual Internet, one in which users around the world can navigate entirely in local languages. It is also the key to unlocking the potential of new generic top-level domains (gTLDs) to foster competition, consumer choice and innovation in the domain name industry. To achieve Universal Acceptance, Internet applications and systems must treat all TLDs in a consistent manner, including new gTLDs and internationalized TLDs. Specifically, they must accept, validate, store, process and display all domain names.

The Universal Acceptance Steering Group is a community-based team working to share this vision for the Internet of the future with those who construct this space: coders. The group's primary objective is to help software developers and website owners understand how to update their systems to keep pace with an evolving domain name system (DNS).

EAI, Email Address Internationalization, is part of the Universal Acceptance Program and includes support for IDNs in the domain name part of an email address and Unicode characters in the local part of an email address.

The Work

This work is to raise awareness of Universal Acceptance and EAI in local (nation, state, very large city) communities.

We are looking for proposals that will assist us to achieve our objective. The UASG can provide good documentation and a up to US$10,000 in funding to cover costs and overheads for an organization to raise awareness of UA and EAI locally.

Key components of a local model (taken from UASG008)

Focal Point

There should be one organisation and one person within that organisation that is passionate about the issue and can act as the local catalyst and evangelist.

This person should be articulate and well respected, should understand the issue, and should be able to devote the requisite time to the effort.

Universal Acceptance

Getting a Group

A group which will allow amplification of the message should be gathered. This group should include:

Trade, Professional and Community Bodies	Academic & Community Groups	Government
• Local Computer Society • Local Open Source Community • ISP Associations • Computer Supplier Trade organisations • Association of Government IT Managers • Very large industry groups – Banking, Insurance, Health, Manufacturing. • Chambers of Commerce	• Chapters of the Internet Society • At Large Structures • Universities and other Tertiary Training Institutes IT Programs, IT Departments, and Language and Cultural studies departments • Association of Vice-Chancellors • Indigenous IT Societies	• Ministers – ICT, Business, Industry, Indigenous Affairs, Culture (and their relevant Ministries) • Ministry of ICT • Government CIO • Local Government Associations • Local Government CIOs
Internet Industry	**Media**	**Others**
• ISPs, Email & Hosting providers • ICT Consultants • ccTLD • gTLD with local operations • Registrars (local and global)	• IT industry publications – newspapers, magazines • Technology Bloggers • Business media • Indigenous Culture advocates •	• Community leaders in the ICT, Business, Cultural, Indigenous Language topics. • Well known and highly visible local ICT businesses

Creating the Message

The UA initiative is about raising awareness with the software community that the Internet has changed markedly since 2010 and that the domain name space has changed.

There are now more than 1,500 top level domain names that may not have been visible when existing software was developed.

Software developers need to take this into account as they develop new applications and as they revised existing applications.

The UASG has developed a variety of materials, including technical guidebooks. The UASG produces materials in English and other languages. These should be translated for the local community. And, similarly, local materials should be shared with other national initiatives where they are relevant.

Raising Awareness
The operation of the local initiative should be like an ever expanding spiral.

Start with a small group who know each other and will be most likely to work well together.

Develop a work plan of creating relevant local material and spreading the message.

Start organising some workshops to discuss the issue, demonstrate the lack of UA Readiness, and share the experiences of others who have already started down the path.

Identify some tangible and achievable activities that can be assigned to individuals.

Set some dates and review.

Repeat with an expanding base.

Celebrate local success through targeted media.

Measuring Results
The UASG has identified some measures of success. These include checking popular websites to see if they accept a variety of email addresses for registration.

Local websites can be included in the measurement process.

Reporting
It will be useful for the local initiative, other local initiatives, and the global UASG community to produce regular reports.

These reports should include:
- Nature of those engaged (numbers, types of organisations and people)
- Activities of engagement (newsletters, mailing lists, media reports)
- Measures of success – data based and anecdotal.

The Proposals
The proposal should include the following:
- Background information on the organization including its history and indication of financial sustainability.
- Comments on existing relationships with potential partners as outlined above.

- An indication of how the funds will be used.
  - *Examples can include production of tangible material (pamphlets, printed reports, stickers, banners, posters, etc.)*
  - *Covering venue and catering costs for physical gatherings.*
  - *Translations into local languages*
  - *Travel and accommodation costs*
  - *Contribution to staff costs*
  - *Allocation toward overheads.*

Desired Characteristics
- An organization respected locally for its technical knowledge.
- An organization that demonstrates relationships with other technology organizations and associations.
- An organization that has demonstrated prudent financial management for several years.
- An organization that will be able to sustain the effort in future without additional financial support.

Next Steps
Please provide us with:
- A brief statement of interest and why you want to do this work and why we should want you to do this work.
- An indication of the approach that you will take and how funding will be used.
- An indication of the amount of funds that you're requesting.
- Two referees.

There is no deadline for this Help Wanted Ad. We will accept proposals throughout the year (or until our budget is depleted)

Send completed expressions to: don.hollander@icann.org
If you have any questions, please send those to don.hollander@icann.org.   Please allow 24 hours for answers.

Note:
- A sponsorship agreement will be entered with ICANN.
- This is a one-off fund of up to US$10,000 per community designed to help get local UA initiatives started.

Universal Acceptance