



Universal Acceptance

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# **Action Plan for Universal Acceptance of Domain Names and Email Addresses**

**FY22: July 2021 - June 2022**

Universal Acceptance Steering Group  
27 July 2021

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Universal Acceptance Steering Group

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## 1 Introduction

Universal Acceptance (UA) is when all domain names and all email addresses work in all software applications. The Universal Acceptance Steering Group (UASG) was formed in 2015 to advocate and enthuse the relevant stakeholders to make their applications UA ready.

UASG will continue to:

1. Raise awareness of the issue among the relevant stakeholders
2. Help technology and email providers make their tools, systems and services UA ready by providing documentation and training
3. Encourage businesses and governments to ask their developers and suppliers to provide UA ready solutions for the benefit of end users
4. Measure progress on UA readiness

This document provides the operating plan for the UASG from July 2021 till June 2022 (FY22).

## 2 Overview

The vision of the UASG is:

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

The mission of the UASG is:

**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**

### 2.1 Geographic Scope

Work on UA requires both working with global and local stakeholders. Beyond reaching out to the global stakeholders, for FY22, UASG intends to continue to support the local stakeholders through existing initiatives in China, Commonwealth of Independent States and Eastern Europe (CIS-EE: Armenia, Belarus, Georgia, Latvia, Russia, Serbia and Ukraine), India and Thailand; and support additional



ones. UASG will also continue to consider other geographies where there's keen local interest or where there is need to engage further. This includes Africa and Latin America and Caribbean (LAC).

## 2.2 Measures of Success

UASG will keep developing the two separate measures of success:

- Global indicators, and
- Progress with the stakeholders

UASG will continue to measure and publish UA readiness annually.

### 2.2.1 Global Indicators

The current tentative list of indicators includes the following:

1. UA readiness of technology, including Social Media, Content Management Systems, Programming Languages, etc.
2. Top websites globally accepting a wide range of email addresses.
3. Email software and services supporting internationalized email addresses.
4. Email deployments supporting internationalized email addresses.

### 2.2.2 Progress with Stakeholders

The progress with stakeholders can be measured against the progress markers in Section 3.

## 2.3 Working Groups and Stakeholders

UASG has organized itself in working groups focused on different aspects of the work identified and addressing the various stakeholders in the community. The stakeholders and UASG working groups are identified here and discussed in more detail in subsequent sections.

### 2.3.1 Stakeholders

The UASG working groups will be working to reach out to a number of stakeholders (external to the UASG) to promote UA readiness. These stakeholders will include the following:



1. **Technology Enablers** - Organizations producing relevant standards and best current practices and providers of software programming languages, tools and frameworks.
2. **Technology Developers** – Organizations, (open source) communities and individuals developing and deploying online applications and services using the programming languages, tools and frameworks.
3. **Email Software and Service Providers**
  - a. **Email Software Providers** - Organizations and individuals providing the different applications, tools and utilities for the email ecosystem.
  - b. **Email Service Providers** - Organizations and individuals providing services for the email ecosystem.
4. **Email (and System) Administrators** - Organizations and individuals deploying and administering email related software and services.
5. **Top-Level Domain Registries and Registrars:** Country code top-level domain managers (ccTLDs) and generic TLDs (gTLDs) operators, especially internationalized domain name (IDN) TLDs, as well as registrars.
6. **Academia:** Faculty and students of technical programs at universities.
7. **Government Policy Makers** - Government officials generating demand for UA ready products and services by updating accessibility standards and procurement processes. Officials overseeing planning and deployment of e-government services for citizens.

The following section identifies UASG stakeholders, expected outcomes from UASG efforts with those stakeholders and measures to assess progress and achievement.

### 2.3.2 Working Groups

The UASG will continue to be organized into the following working groups (WGs). The global groups will work closely with the geographically focused groups for local awareness and delivery.

#### 2.3.2.1 Global Working Groups

- A. **UA Technology WG**
- B. **UA Email Address Internationalization (EAI) WG**
- C. **UA Measurements WG**
- D. **UA Communications WG**

#### 2.3.2.2 Geographically Focused Working Groups

- E. **UA Local Initiatives WG**



## F. UA Ambassadors WG

The geographically focused local initiatives and ambassadors will be supported in close collaboration with ICANN Global Stakeholder Engagement (GSE) team and local resources.

The working groups will have an explicit set of activities that they will address as part of their [charters](#). The accomplishment of these groups will be one of the measures of the success of this program. These groups will comprise of volunteers from the community, with oversight from the UASG leadership team, comprising of UASG elected chair and vice chairs, as per the [UASG charter](#).

## 3 Stakeholders

This section provides details of the stakeholders, the outcome aimed for them, and a sequence of how UASG would like to see progress and measures for success. Kindly note that the outcome and progress markers depict longer term-goals and how stakeholders may progress to achieve these goals. It is expected that the stakeholders will make progress on these during the current financial year.

### 3.1 Technology Enablers

Technical community members from standards bodies (e.g., IETF, W3C, Unicode Consortium, etc.) as well as those who provide programming languages, tools and frameworks (open source or proprietary).

This stakeholder will be managed by the *Technology Working Group*.

#### 3.1.1 Outcomes

1. Relevant technology standards support all domain names and all email addresses.
2. Programming languages, tools and frameworks providers provide proper support to accept, validate, store, process and display domain names and email addresses.



### 3.1.2 Progress Markers (progress by Stakeholders)

1. Becoming familiar with UA issues and limitations in their own standards and technology.
2. Identifying areas that need to be reviewed for their standards and platforms and prioritizing them for remediation (gap analysis).
3. Reviewing and remediating their standards and platforms.
4. Publishing updated standards and libraries for use.
5. Presenting their work on UA readiness at relevant fora.

### 3.1.3 Measures

1. Technical Standards
  - a. Technical standards and relevant gaps identified.
  - b. Remediation mechanism for addressing these gaps developed.
  - c. Engagement undertaken to address these gaps.
2. Frameworks, Libraries and Tools
  - a. Leading development technologies (Open Source and Proprietary) identified and prioritized for gap analysis to support UA.
  - b. Gap for UA readiness for these technologies published.
  - c. Engagement undertaken for remediation of these technologies.
  - d. Technologies remediated to support UA.

## 3.2 Technology Developers

Those involved in developing software products and services, and their management, including local, regional and global organizations which provide software applications and services.

The *Local Initiatives Working Group* and *UA Ambassadors* will reach out to this stakeholder with training and materials developed by the *Technology Working Group*. In addition, this stakeholder is also managed by the *Technology Working Group*.

### 3.2.1 Outcomes

1. Application developers know about UA and its benefits for end users.
2. They are actively developing software which is UA ready and integrated UA support in their software development practice.
3. They are also engaged in training peers on how to program for UA readiness.



### 3.2.2 Progress Markers (progress by Stakeholders)

1. Becoming aware of UA issues and UA documentation on how to address it.
2. Taking stock of existing inventory of applications for UA remediation.
3. Piloting UA readiness upgrades.
4. Including UA readiness in procurement processes.
5. Updating methodology for technology development for UA readiness.
6. Designing, developing and testing application for UA readiness.
7. Publishing and presenting UA ready development and testing practices at relevant fora.

### 3.2.3 Measures

1. Training development and dissemination to technology developers (in conjunction with Ambassadors and Local Initiatives).
2. Remediation efforts conducted by technology WG to fix the technology.
3. Technology supporting UA (measure to be decided).

## 3.3 Email Software and Service Providers

Providers of open-source and proprietary email applications, tools and services, including ancillary tools and services e.g., for spam.

The *Local Initiatives Working Group* and *UA Ambassadors* will reach out to this stakeholder with training and materials developed by the *EAI Working Group*. In addition, this stakeholder is also managed by the *EAI Working Group*.

### 3.3.1 Outcomes

1. Email and related software and services are able to send to and receive from all email addresses (including EAI) and able to host such email addresses, as needed.
2. Email and related tools and services are accepting, validating, storing, processing and displaying internationalized email addresses.

### 3.3.2 Progress Markers (progress by Stakeholders)

1. Becoming aware of motivation, issues and documentation for addressing EAI.
2. Finding peers for interoperability testing.
3. Upgrading their email systems and services to be EAI Ready.
4. Publishing EAI ready practices at relevant fora.



### 3.3.3 Measures

1. EAI Readiness of email related software and services.
2. Estimation of market share of EAI supporting tools and services.

## 3.4 Email (and System) Administrators

Those involved in deploying, configuring and administering email related software and services in organizations.

This stakeholder is managed by the *Local Initiatives Working Group* with input from the *EAI Working Group*.

### 3.4.1 Outcomes

1. Email deployments are updated and configured to send and receive all email addresses including those in local languages and scripts (level 1 support).
2. Email deployments are also supporting creation of email addresses in local languages, as needed (level 2 support).

### 3.4.2 Progress Markers (progress by Stakeholders)

1. Becoming aware of motivation, issues and documentation for UA.
2. Participating in training to understand the issues and solutions for EAI.
3. Finding peers for interoperability testing.
4. Upgrading email deployments to be EAI Ready.
5. Presenting EAI deployment practices at relevant fora.

### 3.4.3 Measures

1. Training development and dissemination to email administrators (in conjunction with Ambassadors and Local Initiatives).
2. Number of email servers on the Internet announcing EAI support.
3. Estimation of EAI addresses in use (measure to be investigated).

## 3.5 Top-Level Domain Registries and Registrars

Country code top-level domain managers (ccTLDs) and generic TLDs (gTLDs) operators, especially internationalized domain name (IDN) TLDs, as well as registrars.



UASG will reach out to the stakeholder through *UASG Leadership*, *UA Local Initiatives* and *UA Ambassadors*.

### 3.5.1 Outcomes

1. The TLD operators and registrars are leading by example by making their own systems UA ready, supporting domain names and email addresses in the languages and scripts used by their respective communities.
2. The TLD operators and registrars are encouraging the organizations they work with, e.g., registrars, resellers and service providers, to be UA ready.
3. The TLD operators and registrars are engaging with their stakeholder community to encourage UA adoption.

### 3.5.2 Progress Markers (progress by Stakeholders)

1. Becoming aware of motivation, issues and documentation for supporting UA.
2. Identifying and prioritizing their internal systems to update to support IDNs and EAI in the local languages and scripts used by their communities.
3. Conducting UA training of their staff and organizations in domain services.
4. Upgrading their systems and services to be UA ready.
5. Encouraging their registrars, resellers and service providers to support UA.
6. Developing outreach materials on need and benefits of UA.
7. Engaging with the community and the public sector to encourage UA adoption.

### 3.5.3 Measures

3. UA readiness of TLDs.
4. UA readiness of the registrars, resellers and service providers.

## 3.6 Academia

Faculty and students of technical programs at universities.

The *UA Local Initiatives Working Group* and *UA Ambassadors* will reach out to this stakeholder with training and materials developed by the *Technology Working Group* and *EAI Working Group*.



### 3.6.1 Outcomes

1. Technical faculty is aware of need to support UA and understand the technical solution.
2. Technical faculty has included UA as part of the curriculum and teaching it regularly to its students.

### 3.6.2 Progress Markers (progress by Stakeholders)

1. Becoming aware of motivation, and issues related to UA.
2. Getting faculty trained on technical solutions for UA.
3. Including UA related training in the coursework.
4. Upgrading their curriculum to include UA related items.
5. Requiring UA readiness in student related projects and assessments.

### 3.6.3 Measures

1. Outreach to academia to inform about UA.
2. Technical training of faculty on UA.
3. Incorporation of UA in technical courses for students.

## 3.7 Government Policy Makers

Government officials in technology related ministries or departments, responsible for government technology procurement and e-government services development.

This stakeholder group is managed by the *Local initiatives and their collective Working Group*. The working group, which would comprise of chairs of all Local Initiatives, may support developing overall messaging, whereas each local initiative will undertake the outreach to the local government officials. UASG will also interact with Government Advisory Committee (GAC) IDN and UA WG to support the outreach and help with measurements.

### 3.7.1 Outcomes

1. Policy makers understand the issues and need of UA and including these in relevant standards and government's procurement criteria.
2. They are requiring their e-government systems and services to be UA ready.



### 3.7.2 Progress Markers (progress by Stakeholders)

1. Becoming aware of UA Issues, its need and relevant UA documentation, including procurement guidelines.
2. Assessing UA readiness of existing accessibility standards.
3. Assessing UA readiness of e-Government systems and services.
4. Updating relevant standards to include UA readiness.
5. Developing procurement requirements for UA readiness.
6. Requiring UA support in procurement.
7. Developing and upgrading e-Government systems and services to be UA ready.

### 3.7.3 Measures

1. Number of governments engaged.
2. Number of geographies using UA in their procurement processes.

## 4 UASG Organization and Operations

UASG's working groups are comprised of volunteers from the community. They work towards determining scope and priority of work to address UA. This section provides the details of the working groups, what they are planning to do in FY22 and the expected budget for their work items in case where the work needs to be contracted based on the statements of work defined by the working groups. If the budget for a work item is not specified, it implies that either the explicit budget support is not needed to undertake the work item, or its budget is already covered in another work item.

The budget allocation is presented as a guideline, with all figures in US dollars. UASG leadership team, in consultation with the WG chairs, will continue to review it quarterly based on the progress of the work by the WGs during the year and may re-allocate funds as needed.

### 4.1 Technology Working Group

The Technology working group will focus on remediation of standards and technology and developing technical training for this purpose. They focus on Technology Enablers and Technology Developers as the stakeholders.



#### 4.1.1 Tentative Budget

#	Task	Description	Budget
T1	Identify technology stacks for UA testing	Research, identify and prioritize technology stacks for UA testing	0
T2	Demonstrate how to program for UA	Develop, test and publish functional minimal running prototypes to demonstrate UA readiness on the prioritized technology stacks. The purpose is to demonstrate UA readiness to developers to persuade them to adopt this practice	40,000
T3	Conduct technology remediation	Develop remediation strategy and undertake remediation of technology prioritized	40,000
T4	Prioritize and develop training materials	Develop training materials for different platform, including programming languages, content management systems, etc.	20,000
T5	Identify the big picture UA challenges as of 2022 and issue recommendations for the UASG	Do as a survey or some other form of community consultation	Budget to be re-allocated based on scope

#### 4.2 EAI Working Group

This EAI working group will focus on identification of relevant technology and its gap in supporting EAI, remediation of the technology and providing training materials for email software and service providers to promote EAI support and deployment.

##### 4.2.1 Tentative Budget

#	Task	Description	Budget
E0	Finalize self-certification guide for EAI	Ongoing from FY21. Must ensure that the terminology of support levels is identical to E3 and useful for both suppliers and user/buyers	0
E1	Make it easier to experiment with a self-hosted working EAI system	Provide system admins/mail providers with technical working EAI setup(s), configuration(s) and test(s) for self-hosting. This may include but is not limited to scripts and instructions for locating and/or downloading resources	30,000



E2.1	Identify reference customers to showcase adoption of globally inclusive email, and document the experience	Ask mail service providers to suggest reference customers. Identify reference customers to showcase adoption of globally inclusive email and document the experience. Work with UA-Comms to develop and publish the customer stories	5,000
E2.2	Identify reference mail service providers to showcase for adoption of globally inclusive email, and document the experience	Work with the service providers of the customers. Work with UA-Comms to develop and publish the provider stories	5,000
E3	Make it easy for individuals to experience the use of globally inclusive email addresses.	Create a new user centric documentation about how to find a service provider and use/test that provider's services. Publish it in the UASG website and utilize the UASG social media channels	0
E4	Establish a regular line of communication with UASG working groups supporting their actions	Schedule recurring calls between working groups to improve coordination with UASG's communications, technology and measurement working groups, supporting their actions by bringing in questions/resources that this group is best suited to answer	0
E5.1	Improve support of globally inclusive email addresses by engaging market share leaders, not limited to email service providers	Identify the market leaders (special emphasis on Facebook Ebay, etc.) whom UASG would like to meet, list them by priority, and work with ICANN org and Board to get those market leaders to hold meetings	0
E5.2		As ICANN has succeeded in scheduling meetings with the market leaders, prepare for and hold those meetings. Do follow-up actions and report on the results	0

### 4.3 Measurement Working Group

This working group will plan, oversee and direct the gap analysis efforts of the UASG for various frameworks and technologies and report on progress on UA readiness.



### 4.3.1 Tentative Budget

#	Task	Description	Budget
M1	Prepare and publish <i>UA Readiness Annual Report</i>		0
M2	Gap analysis of various technologies, including Content Management Systems, Social Media Applications, Browsers, Ecommerce Platforms, Websites, etc.	Finish and publish ongoing gap analysis work on social network applications and browsers. Conduct second phase of analysis of content management systems	60,000
M3	Gap analysis of top 1000 websites globally	Conduct another review of the UA support of 1000 websites globally to see how it has improved over past years	20,000
M4	Measure EAI support advertised by the email servers	Survey email servers deployed globally to measure EAI support advertised by them	20,000

## 4.4 Communications Working Group

The Communications Working Group will develop communication strategy for the UASG and oversee its execution, in collaboration with other WGs.

### 4.4.1 Tentative Budget

#	Task	Description	Budget
C1	Develop Comms Plan	Develop a communications plan for the UASG/UA that will review and study objectives, key audiences, messaging and communications channels to reach the defined stakeholders	20,000
C2	Content for communications channels: Explainer videos	3 explainer videos (e.g., animated format), ~3-5 mins explaining UA/EAI issues and based on training materials, in English with subtitles in the 6 UN official languages	20,000



C3	Organize a strategic comms partner	UASG communications/content development and production (7-10 Blogs, 3-4 Case studies, etc.) and Ad-hoc support (incl. organizing SMM) / Decide on the possibility to create 2-3 materials for mass media editions	50,000
C4	Review UA/EAI content and its dissemination channels	Review of UASG/UA WGs activities and projects content, its appropriate format and dissemination channels for relevant stakeholders (e.g. via website, smm, UA community and other channels). Including consideration of possibilities to make regular Newsletters	0
C5	Translation of relevant reports and case studies	Translations by requests of UA community members (by ICANN)	0
C6	Maintain Social Media (Twitter) presence of UASG	Publications of UASG content on Twitter (by ICANN Comms Team)	0
C7	Maintain UASG.tech website	Hosting and website maintaining	5,000
C8	Review and implementation of UASG.tech new website	Website re-design	5,000
C9	Reach-out and present the UASG/UA community in the national, regional IG forums/events	Consider and organize opportunities for UASG speaker(s) to present UA activities/projects at F2F or online local events	\$0
C10	UASG Annual Report	Participation in preparation of UASG Annual report and organizing its promotion	\$0

## 4.5 Local Initiatives Working Group

A local initiative will focus on a particular geography. It will be supported by ICANN's GSE teams, to the extent possible. The Local Initiatives working group will consist of chairs or each local initiative and their nominees.

### 4.5.1 Tentative Budget

#	Task	Description	Budget
L1	Set up Local Initiatives	Supporting the four existing local initiatives and set up 2-3 new local initiatives. The budget will be distributed across the local initiatives based on the proposals received using the UASG LI charter	200,000



## 4.6 UASG Governance

The UASG Leadership team consists of an elected Chair and the three Vice-Chairs (as per the [charter](#)). The UASG Leadership team is responsible for the overall management of the UASG. It provides guidance, oversight and connections and will be supported by the UASG secretariat, with staff from ICANN org, for operations of the initiative. The UASG Coordination Working Group consists of the UASG Chair and Vice-Chairs, and Chairs of each Working Group and Local Initiatives. It will also be supported by ICANN org. The UASG Coordination Working Group looks at the different cross-WG coordination matters and makes appropriate recommendations for the consideration of the UA Leadership team.

UASG leadership has based the budget on input from the working groups and estimates on how much funds such work may need. The leadership team has also assumed that the current COVID situation may improve towards the start of 2022 calendar year allowing for face-to-face interactions. The leadership team realizes that the estimates and the COVID situation may change and plans to review and realign the budget accordingly based on quarterly reviews.

UASG leadership has also recommended practicing the following Conflict of Interest (COI) statement for all the Statements of Work (SOW) issued by UASG:

*To help avoid any perceived or actual conflict of interest (COI), UASG leaders, UASG Ambassadors, members holding working group's leadership positions in the UASG, and any organization(s) affiliated with individuals in these UASG roles, are prohibited from participating in the SOW. In addition, ICANN org COI applies.*

### 4.6.1 Specific Budget for UASG Operations

#	Task	Description	Budget
A1	Support travel for UA and UASG related work	One travel support for admin and coordination team members, as required	30,000



A2	Develop communication materials	Design and printing of communication materials, as needed	5,000
A3	Support local travel for UA Ambassadors	Support travel for all the UA ambassadors for second half the year due to Covid travel restrictions at this time	27,500

#### 4.7 Financial Summary

(All figures in US dollars)

Technology	\$100,000
EAI	\$40,000
Measurement	\$100,000
Communications	\$100,000
Local Initiatives	\$200,000
Administration	\$62,500
<b>Total</b>	<b>\$602,500</b>