

Universal Acceptance Local Initiatives

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Universal Acceptance

Agenda

- * Charter
- * Strategy and Intended Outcomes
- * Update on Local Initiatives
- * Next Steps



Local Initiatives: Summary of Charter

[UA Local Initiatives charter](#) asks to form local community groups which should closely collaborate with UA Leadership, UA WGs, and ICANN org to undertake the following work in a region:

- * Reach out to and collaborate with the identified stakeholders in the region to enable them to promote and adopt UA readiness.
- * Identify opportunities for and review the messaging and communications for local stakeholders.
- * Identify relevant technical training requirements, audiences, and opportunities.

Local Initiatives: Intended Geographies

- * A region could span one or more countries and territories as identified by the members of the local initiative.
- * Focus on regions which develop and export software products:
 - * China
 - * European Union
 - * India
 - * Russia
 - * United States
- * Other regions –based on community interest:
 - * Initial interest by
 - * Middle East and Africa (MEA)
 - * Latin America and Caribbean (LAC)
 - * South East Europe (SEE)



Local Initiatives: Strategy

- * Community members form the local initiative plan. The plan generally falls into three categories:
 - * Technical collaboration
 - * General outreach
 - * Public sector engagement



Outcomes: Technical Collaboration

- * Collaborate with technical stakeholders (technology developers and email service providers) to:
 - * Implement UA readiness in their software development cycle.
 - * Support EAI in their email server deployments.
- * Conduct technical trainings at relevant technical events and academic platforms on:
 - * UA readiness for website/application development.
 - * EAI-ready tools and how to configure them to support EAI.
- * Identify relevant and local general purpose and e-government applications and web portals for testing UA readiness.
- * Develop EAI test-bed.

Outcomes: General Outreach

- * Focus on technical and non-technical audience to raise awareness about UA's impact and challenges, and encourage adoption of UA readiness.
 - * Enlist influencing organizations and influencing individuals to promote UA readiness.
 - * Publish articles in local technical and non-technical journals and magazines to promote UA readiness among the stakeholders identified.
 - * Present on UA readiness-related topics at major technology events and conferences.
 - * Help develop case studies of UA readiness for technology development and EAI support, based on local collaborations.



Outcomes: Public Sector Engagement

- * Aim to raise awareness and promote procurement policies and standards to support UA readiness.
 - * Encourage Governmental Advisory Committee (GAC) members to help promote UA readiness nationally.
 - * Meet with national and local government policymakers for the following:
 - * Discuss UA readiness of local businesses and e-government websites.
 - * Encourage national procurement policy updates to include UA readiness requirements (at least for e-government services).
 - * Interact with relevant standards bodies to discuss UA readiness and encourage updates to national accessibility standards.



Update on Local Initiatives



Update on Local Initiatives

ICANN org is working with local communities to organize local initiatives to address UA readiness of domain names and email addresses.

- * **India** – Samiran Gupta
- * **Eastern Europe Central Asia** – Natalia Mochu
- * **Africa** – Pierre Dandjinou
- * **China** – Jia-Rong Low
- * **Middle East** – Baher Esmat
- * **DC-DNSI** – Dennis Tan Tanaka
- * **LACRALO** - Sylvia Herlein Leite

Update on Local Initiatives: India

Samiran Gupta



India - Landscape

- * **Population 1.33 billion** - the world's most populous, multilingual country.
- * **The Indian Constitution recognizes 22 languages written via 12 scripts.** These languages are: Assamese, Bengali, Gujarati, Hindi, Kannada, Kashmiri, Konkani, Malayalam, Manipuri, Marathi, Nepali, Oriya, Punjabi, Sanskrit, Sindhi, Tamil, Telugu, Urdu, Bodo, Santhali, Maithili and Dogri.
- * **Not enough content in Indian scripts is available on the Internet** – due to lack of demand. However this situation is starting to change due to several factors including - the saturation of access to those who can use the Internet in the English language, rising income levels, and a faster rate of Internet penetration as infrastructure expands and data charges decline. According to KPMG and Google study in 2017, the demand for Indian language Internet is growing at 18% and by the year 2021 there could be 536 million Internet users in India using Indian languages.
- * **Anticipated UA challenges in India more related to Indic scripts coming online.**

India – Landscape (continued)

Specific to the use of the Internet in Indic scripts, some key highlights in recent times have been:

- **2014:** India launches .bharat TLD in Devanagari script. Subsequently, over a period of time, .bharat is now available in 14 more scripts.
- **2015 - Ongoing:** The Neo Brahmi Generation Panel (NBGP) established by Indian community members to validate the Label Generation Rules (LGR) for nine Indic scripts – Bengali (Bangla), Devanagari, Gujarati, Gurmukhi, Kannada, Malayalam, Tamil, Telugu, Odiya. While eight of these nine scripts have been integrated to the Root Zone of the Internet, finalisation of the work related to the Bengali script is presently ongoing.
- **2016:** The Bureau of Indian Standards (BIS) made it mandatory for all smartphones sold in India to include the facility to read in all 22 Indian official languages and have input capabilities for three languages – Hindi, English and one more official Indian language.
- **2019:** Google’s search engine now supports Hindi, Tamil, Telugu, Bengali, Gujarati, Marathi, Kannada and Malayalam languages.
- **2019:** C-DAC India launches the Unified Virtual Keyboard for Indian Languages on Android Platform.

India – Challenges and Opportunities

* **Challenges:**

1. Understanding of Universal Acceptance issues are not well-known.
2. Adoption of Unicode has been inconsistent. Some of the largest regional publications have resisted using Unicode.
3. Despite a rising demand for use of Indic content online, supply has been slow. This is a challenge and an opportunity.
4. Knowledge of Internationalized Domain Names (IDNs) is low.

* **Opportunities:**

1. Motivating government agencies in being early adopters of UA compliance.
2. Motivating apps developers to be UA compliant at the get go.
3. Outreach to large enterprise networks - such as banks for example – to become UA compliant.

Current Developments vis-à-vis UA Local Initiative

- * On 16th October 2019, the Indian Language Internet Alliance (ILIA) submitted a proposal to UASG for spearheading UA Local Initiative in India.
- * ILIA is comprised of community members from business, technology, academia and government and is working towards greater adoption of Indic scripts for content development in India.
- * ILIA has proposed a detailed plan, presently under consideration at UASG. The plan includes activities such as training workshops, webinars, outreach events, round-table discussions, and community development. A key focus of the Local Initiative in India is for ILIA to be a catalyst for change. To help stakeholders take "the next steps" to be UA compliant.
- * ILIA is a part of the Federation of Indian Chambers of Commerce and Industry (FICCI), a non-government, non-profit organization formed in 1927 to support Indian businesses.

Expected Timeline of Activities

Activity	Activity Types & Number	Number of Participants, Duration & Venue	Tentative Timelines
Technical Collaboration	3 Training Workshops 2 Webinars / Live Sessions	Workshops with 50 participants, for half-day (Pune, New Delhi, Chennai and Hyderabad)	December 2019 March and April 2020, Live Sessions Mid-weeks of January and March 2020
General Outreach	2 Outreach and Awareness Events	Conference with 100 participants, for a full day (Mumbai and Bangalore)	Mid-week of January and February 2020
Public Sector Outreach	2 Roundtable Meetings	Roundtables- 25, 2-3 hrs, New Delhi and Bangalore	End week of March and April 2020
Community Development	Articles to FICCI-ILIA Members (350+), and FICCI Digest (250,000+ members and other social media platforms) 2 Expert talks with technical students	Expert Talks with Students - Half Day, Bangalore and Pune	end of December 2019, February 2020 and April 2020

In Conclusion

- * The ILIA proposal addresses UASG's local initiative strategy pillars of technical engagement, general outreach and public sector engagement, as seen in the previous slide.
- * Apart from this, ILIA also plans to contribute towards community development.
- * The ILIA proposal is under consideration at UASG and we await a "go/no-go" decision on the same.
- * We look forward for the Local Initiative to kick off in India. Samiran Gupta will be directly engaged to support and monitor this initiative.

Update on Local Initiatives: Eastern Europe Central Asia

Natalia Mochu



Background for Local Initiative Set Up

- * Regional Coordination Group on Universal Acceptance of CIS and Eastern European countries as a Local Initiative was set up as a result of the round table discussion on IDN/EAI issues held on 7th of April, 2019 in Moscow.
- * The Local initiative is established for the region defined as CIS and Eastern Europe based on the list of countries considered to be part of it and its community members' common feeling of the closely related historical and cultural background as well as many geographical and social similarities.
- * In average the internet penetration in Eastern Europe is approximately 80% of its population. For example, in Russia the total number of internet users is more than 93 mln and 76% of Russian Federation population (by the end of 2018).

Background for Local Initiative Set Up (cont.)

- * The most recognized regional languages: Russian, Belarusian, Uzbek, Kazakh, Azerbaijani, Romanian, Kyrgyz, Tajik, Armenian, Turkmen, Ukrainian, Georgian, Latvian, Serbian, Bulgarian and others.
- * The most recognized regional scripts in usage: Cyrillic, Armenian, Georgian, extended Latin
- * IDN ccTLDs have been launched such as .рф, .հայ, .გე, .бел, .укр, .срб, қаз, etc and IDN domain names have become available on the second level in some of ccTLDs - .su, .lv, .ua, .rs, etc.
- * After the launch of New gTLD Program, the most well recognized new gTLDs in the region now are as follows: .moscow, .москва, .дети, .онлайн, .сайт, .рус, club, .store, .expert, .xyz, .shop, .pro and many others.

Motivation for Starting Local Initiative

- * Low general awareness and trust to IDNs and new gTLDs based on the lack of knowledge and myths
- * No strong demand on EAI products and services
- * Technology issues connected with IDN/EAI support in different software and applications
- * Low market demand
- * Low level of UA Readiness adoption in different software applications and especially mail product and services



Current Developments

- * Local Initiative submitted on 31 of October to UASG
- * Local Initiative has gathered local experts and official representatives totally from 12 IDN ccTLD and New gTLD registries of 7 countries - Armenia, Belarus, Georgia, Latvia, Russia, Serbia, Ukraine.
- * The members of the Local Initiative will be focused on communication and collaboration with stakeholders within their countries considering the local specific and community diversity in each country:
- * Technical collaboration and support – outreach to Technology Enablers, Technology Developers and Email Software and Service
- * General outreach and awareness raising with the general public and the Influencing Individuals and Organizations
- * Public sector engagement and consulting

Plan of Activities

Activity	Activity Types & Number	Details	Timelines
<p>Technical Collaboration and support</p>	<p>UASG Training for trainers on UA engagement</p> <p>3 Technical trainings for Email administrators</p> <p>4 Hackathons</p>	<p>The aside event of the EE DNS FORUM 2019 (https://eednsforum.org/), Armenia</p> <p>Armenia, Russian, Serbia</p> <p>Ukraine, Russia, Georgia</p>	<p>12 October 2019,</p> <p>Nov-Dec 2019 – May-June 2020</p> <p>May-June 2020, Q4 2020</p>
<p>General Outreach and awareness raising</p>	<p>Series of educational materials on UA&EAI</p> <p>Readiness for the local community usage</p> <p>Educational seminars for entrepreneurs</p> <p>UA presentations/ discussions at local meetings</p>	<p>Russia</p> <p>Latvia</p>	<p>FY20</p>

Update on Local Initiatives: AFRICA

Pierre Dandjinou



Key Pilots Outreach Activities Undertaken

- * Specific communities targeted (ALSes, Academia)
- * Helped them to get involved
- * March 02, 2019; Cotonou – Benin
 - Awareness workshop in collaboration with ISOC-BENIN (an ALS)
- * March 12, 2019; Accra-Ghana
 - Awareness workshop in collaboration with ISOC-GHANA (an ALS)
- University Outreach in South Africa
- November 1st; Presentation to UbuntuNet Connect 2019 conference participants



Local Initiatives in Africa

❖ ISOC-BENIN

- * Collaboration for the awareness session on March 02, 2019
- * Use of the material provided by GSE Africa team for better understanding
- * Creation of a script to do test for a “group” of identified domain names especially under “.bj” ccTLD
- * Identification of local structures using their own email platforms

- * Domain names tested: 108
- * Number of domain names with MX records: 84
- * Number of mail servers: 121
 - UA readiness Status of mail servers: Ready (37); Not ready (71); unknown (13)

Local Initiatives in Africa (continued)

Next steps:

- * Benin: ISOC-BENIN is planning for a workshop with the administration of the identified domain names

Objective: provide solution for them to make their email systems UA ready
GSE-Africa team in discussion with the ALS to better elaborate on the initiative

- * To be replicated with other community stakeholder groups
(Association of Africa Universities, WACREN, UbuntuNet)
- * Thinking about a technical session on configuring email systems during AIS
(to be more discussed)

Update on Local Initiatives: China

Jia-Rong Low



China: Landscape

Focus Areas	Key Statistics
Internet users	829 million, 98% mobile Internet users
Chinese New gTLD	21 TLDs
New gTLD registration	about 550,000 (account for 87% of global IDN new gTLD registration)
.中国 registration	About 850,000
EAI	Coremail-supported email systems are technically ready but not switched on; Most email systems are not EAI-ready

* **Domain names registration** is good, **usage** is poor.

Challenges/Opportunities

- * Search engine support (**work with Baidu**)
- * Mobile browsers support (**work with top 3 - 4 browser developers**)
- * Government (MIIT) website license approval process does not support Universal Acceptance (**work with MIIT**)
 - * Other areas include procurement requirement
- * EAI (**work with Coremail and Tencent**)
- * Raise awareness with other Internet services (**IM, speech input, e-commerce**)
- * Identify “influencers” (**targeting end-users**)

Current Developments vis-a-vis Local Initiative

- * Internet Society of China to establish a “UA Working Group” as well as MIIT-authorized entity spearheading China’s UA Local Initiative.
 - * *Stakeholders will include: Registries, Registrars, Email service providers, Search engines, Browser developers, Social media platforms, Speech input providers, Technical standard organizations, etc.*
- * ISC will start the setup process internally in November and get the preparation work done in about one month.
- * In December, ISC will host a meeting formally declaring the founding of the UA Working Group, which will issue a Call for Action Letter regarding Chinese IDN and UA.

Current Developments vis-a-vis Local Initiative

- * Between Nov-Dec, Chinese Academy of Sciences to concurrently prepare a set of UA Readiness Measurements and present on the founding meeting. Once agreed, the Working Group will do a round of test in 2020 and aim to publish the results on MIIT's website.
- * Based on the test results and inputs of the members, the Working Group will publish the UA Action Plan in the 1st quarter of 2020, which will list all the major UA issues and prioritize 2-3 in one year.



What to Expect Going Forward

- * ISCO to submit proposal to UASG in Dec. 2019 or Jan. 2020
- * Identify critical projects/areas that will include:
 - * **Browsers:** Sogou, 360, Baidu
 - * **Search engine:** Baidu
 - * **EAI:** 1) CAS and CAICT will begin to put in use Chinese EAI systems;
2) Coremail to engage with their customers (e.g. 163.com and China Unicom) to switch on
3) work with Tencent to keep updating their system to support EAI
 - * **Speech input:** Xunfei and Sogou
 - * **IM platforms:** WeChat and QQ
 - * **E-commerce login and payment:** Alibaba and JD.com
 - * **Technical standard:** Work with China Communication Standards Association to explore UA-related standards
 - * **Media:** Do comms campaigns in accordance to the meetings / tests / events

Closing

- * **Technical collaboration**

- * This item has been addressed sufficiently as the critical projects/areas mentioned in the previous slide show

- * **Public sector engagement**

- * Already get MIIT's full support. Need to work on two things: Improving the ICP (websites) Bei'An system and making government regulations/rules to push UA adoption
- * Work with CONAC to push for the usage of EAI for all Chinese governments and public organizations (who have registered IDNs)

- * **General outreach**

- * This area needs to be further elaborated
- * UA Ambassadors to do more trainings or other awareness-raising activities among college students, hosting industry, trademark agents/law firms, and journalists



Update on Local Initiatives: Middle East

Baher Esmat



Updates from the Middle East

* Egypt

- * Lots of awareness activities led by UA Ambassador, Abdalmonem Galila targeting government IT teams and computer engineering faculty, students and fresh graduates
- * Snapshot of activities underway:
 - * UA/EAI Hackathon held in September 2019; another one is slated for January 2020; both with students
 - * One-day UA/EAI training with the Information Technology Institute (ITI); 15 sessions are planned over 6 months
 - * Awareness sessions with IT / web development teams from the government; currently with the ministry of CIT and the Cabinet's information center
- * Work on a local initiative is underway
 - * Draft plan has been in the works

... continue (Updates from the Middle East)

* Pakistan

- * A group of technical folks from universities and government bodies have come together to develop an EAI testbed using Urdu domain names under پاکستان.
- * Preparatory work is underway

* Turkey

- * Initial discussions and potential interest from the Middle East Technical University (METU)
- * Tossed the idea with other organizations as well

... continue (Updates from the Middle East)

* Saudi Arabia

- * Initial discussions with the Communications and Information Technology Commission (CITC) and they showed interest
- * The CITC team has significant expertise in IDNs particularly with the Arabic script

* Task Force on Arabic Script IDNs (TF-AIDN)

- * Ongoing discussions on developing a region-wide EAI testbed
- * Some members scattered in the different UA sub-groups



Update on Local Initiatives: DC-DNSI

Dennis Tan Tanaka



Update on Local Initiatives: LACRALO

Sylvia Herlein Leite



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2-7 November 2019

LACRALO LOCAL INITIATIVE

Universal Acceptance Regional Experience

Sylvia Herlein Leite
LACRALO IDN-Multilinguism Working Group

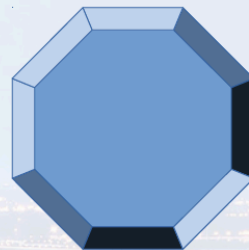
ICANN
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4 Sub Regions - LACRALO

- 1) Central
- 2) Caribe
- 3) Andes
- 4) Mercosur

Components of Development Process

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2-7 November 2019



3 months

**Alexa
Analysis Tool**

6 hosting

**Hosting and
Domains
Acquisition**

8 volunteer

**2 per each
sub-region**

LACRALO LOCAL INITIATIVE Universal Acceptance Regional Experience



Thanks for having me!!

Sylvia Herlein Leite
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Next Steps

- * The local initiative plans will be finalized in consultation with UASG leadership with the support of ICANN org.
- * UASG will publish quarterly reports on the work undertaken by the local initiative.



Q&A



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