UASG – practice

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Universal Acceptance

UA in a Nutshell (theory)

Universal Acceptance (UA) ensures that all domain names and email addresses can be used by all Internet-enabled applications, devices and systems.
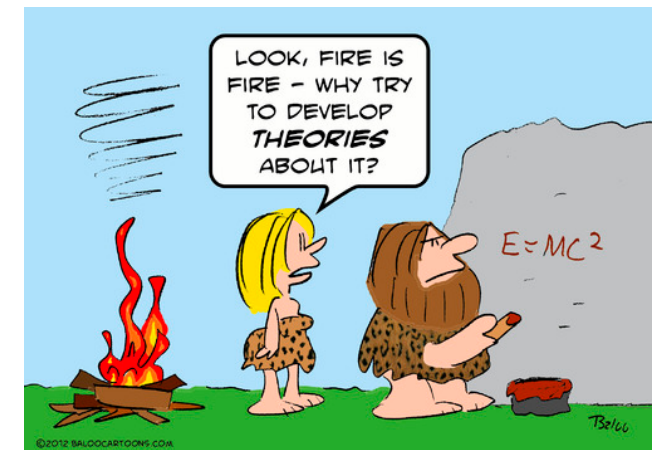
Vision
All domain names and all email addresses work in all software applications

Mission
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

Impact
Promote consumer choice, improve competition and provide broader access to end users

Universal Acceptance

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- To address the Universal Acceptance of domain names and email addresses, Universal Acceptance Steering Group (UASG) organized as a community initative

- UASG has produced documentation to define, address the challenges and share progress, posted at https://UASG.tech, e.g.:
  - Quick Guide to Universal Acceptance
  - Quick Guide to Email Address Internationalization
  - UA Case Study: Government of Rajasthan, India
  - Quick Guide to Tendering and Contractual Documents

- UASG is actively engaged in disseminating the information to relevant stakeholders

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UASG Working groups

- **Technology WG** - Plans, coordinates and oversees work on standards, best current practices, programming languages, tools and development platforms.

- **Email Address Internationalization (EAI) WG** - Plans, executes and oversees engagement with email software and service providers to make them EAI Ready

- **Measurements WG** – Plans, oversees and directs the measurement efforts for UA readiness

- **Communications WG** – Plans and develops communication strategy and oversee its execution, in collaboration with other WGs

- **Local Initiatives WG** – Plans, develops and oversees execution of local initiatives in various geographies

- **UA Ambassadors WG** – Plans and executes training and outreach in local regions
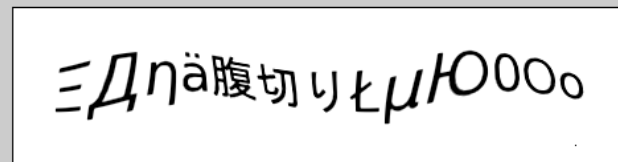
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Practice – tech work

- Our practical results are always visible on uasg.tech

Some planned activities in this FY 2020/21:

- **Measurement working group** is looking at UA-readiness on social network applications, e.g. Facebook, Wechat, and will prepare and publish UA Readiness Annual Report

- **Tech WG** will look at Readiness Evaluation of Standards and Best Practices and Review Programming Languages for UA Readiness

- **EAI WG** will do EAI Tools Evaluation

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To prove you are not a robot please retype the code from the image:

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Practice – outreach and more

- **Comms WG** will develop communications for reaching out to Programming language library maintainers and will publish case studies with comms partner

- **Ambassadors WG** recently added 6 new people and we are in stage of taking all opportunities for supporting their effort in time of covid 19 pandemic.

- **Example**> the work of Ambassador in Egypt

"We are a group of graduates from Faculty of Computer and Information Science, Ain-Shams University (FCIS), Egypt who selected a project that is affected by Universal Acceptance (UA) issues…" AFRALO newsletter

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Practice – outreach and more

- **Local Initiatives WG** – solving issues in local markets and bring those issues to our (international) attention

- **Example** - One of the practical results is coming from LI for CIS and EE member - RFC 8398 "Internationalized Email Addresses in X.509 Certificates"

- **ICANN team** – maintaining important "Log issue" option on the website

- **Leadership** - managing all operations and reaching directly top players on the market – Apple case
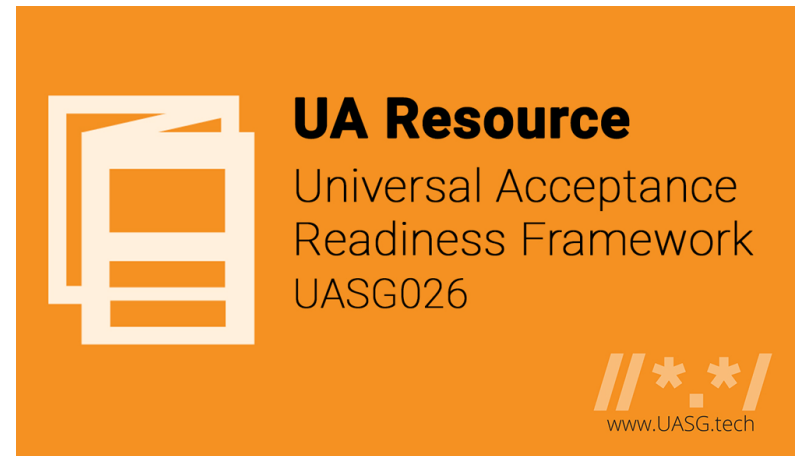
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Practice – we have done (documents)

- Case studies - https://uasg.tech/case-studies/ (last one is THNIC)

- Documents for developers - https://uasg.tech/information/developers/

last ones

1. Country-Based Evaluation of Websites for Acceptance of Email Addresses in 2020)

2. UA Assessment of Programming Language Libraries

UA Resource

Universal Acceptance
Readiness Framework
UASG026

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www.UASG.tech

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Practice – who is doing what for developers

- Ambassadors (for local market), ICANN team, LI (for local market) are in contact with developers and their firms (among other groups) – we organized several trainings for that

- Leadership/ICANN team – we are talking with major players

- Tech, Measurement and EAI WGs are creating useful documents and doing research for developers

- Comms – preparing the strategy for communication and preparing our communication with stakeholders.

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How to approach?

1., 2. Technology Enablers and Technology Developers are the most approachable groups – direct talk

3. Email Software and Service Providers – almost the same as the previous group, but be aware of the situation on this market

4. Influencing Individuals – the specific approach to each of them

5. Influencing Organizations – details of their influence and a lot of effort

6. Governments = politics?

Effort and time is rising

Practical advices

- Contact people from other regions – they may have a solution

- UA Hackathon (with gov/academia/developers assoc…)

- UA on regular web/internet events – exercises not presentations

- Registrars meetings organized by ccTLD/ICANN/CENTR/APTLD

- Software developers meetings / when they say – it's not creating money – show them examples (Apple iOS14 Features page) and say

- Government – what can we do for you? CSR – corporate social responsibility…

- Use UASG and their channels (Log issue etc) – we are open to hear your UA problems and we will try to help you

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Questions?

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UASG