ICANN69 | Virtual Annual General – Outreach for Addressing Universal Acceptance
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SARMAD HUSSAIN: Thank you all for joining this session on outreach for addressing universal acceptance on 19th of October 2020 as part of ICANN 69 virtual annual general meeting. This is Sarmad Hussain, and here is the agenda for this session. We will have an introduction to universal acceptance. After that, we will have a series of presentations from UA local initiatives which include CIS-Eastern Europe, China, India and Thailand. We will have updates from ambassadors, from Abdalmonem, Harish and Walter Wu, and then finally, we'll share some information on how to establish a local initiative if you're interested for your region, and then take up any questions for the panel.

So without further delay, let me request Dr. Ajay Data who's the chair of Universal Acceptance Steering Group to take us through the introduction. Dr. Data.

AJAY DATA: Good morning, good afternoon, good evening as per the location you have. Thank you very much, and welcome to the universal acceptance update session here. Those who have been hearing first time—Next slide, please.

Those who have been hearing first slide about universal acceptance, this is about having all the domain names, all the e-mail addresses to

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be treated equally. As the domain name system has changed—you can read a little bit on your screen—that has [entered] into many challenges into the software, websites and everywhere else. So we could have long top-level domain name which are more than three characters, we could have domain names which could be any script, such as an example for Russia, and there could be geography-related, script-related domain names which are worldwide available. Just like in India, we have 22 top-level domain names which are served by government of India. Next slide, please.

Obviously, the idea of UA is to allow end users to navigate Internet in the preferred language, so by breaking the language barrier and bringing billions of people online. This has been going on for many years here, but strong understanding of UA brings a lot of people online who could not access the Internet until today. And these are the people who have problem accessing the Internet in English or they're not interested to navigate Internet to the full potential other than their local language.

So, what could the UA mean to you, basically? And if you see, on the screen, there are many aspects to it. I will not read every line for you, we'll leave these presentations available. They're all available in the public domain on UA site. However, the main point here is that bringing developers, tools, knowledge, content, all those things together and ensure that the systems which are being used to navigate Internet, whether it is a website or a software application or an e-mail server, or any tool which is being used, supports all the domain names, all e-mail addresses without any issue.

For example, if I have a handy domain name, could I access and send an e-mail to anybody? Could I subscribe to, could I do an ecommerce? All those things there. And there are many [meanings] which could happen.

The biggest advantage which I see is the connectivity if you break the language barrier, then because if you cannot reach out to millions of people, billions of people, now once you have the communicable identity in their hands in their own native script, then you can reach out [inaudible]. Obviously, as you can see, governments can take the biggest benefit. The communicatives can take the biggest benefit out of it. And by breaking the barrier, we can obviously bring millions of people online.

And you could see the opportunity size. Actually, UASG has a [report] which is available on site. [A conservative estimate] is it's an opportunity for 9.8 billion US dollar, and this is a large opportunity for all the people who'd like to take benefit out of this, and maybe developer, or a customer provider, or a tool developer, whatever you are, there's a pie for you. Next slide, please.

UASG was founded a few years before in 2015, and this has been doing wonderful work in this region to take the message forward, involve stakeholders through working groups. I will talk about them more in this, but the main objective of this working group is to raise awareness among stakeholders. Very important, so we have the communication working group, and all the working groups work together to raise awareness, help developers understand the systems, make them UA

ready. We find the gaps and do the remediation and do the projects for remediation. There's a readiness report also which you can see, and you can take the tools to UA readiness and build really a UA ready program. And this is in a nutshell the entire work is done UASG working group. Next slide, please.

As I was telling, there are many working groups we have. You can see broadly six working groups apart from the admin which is led by the elected representative here. Technology working group where we talk about the standards, programming languages, tools and development platform.

EAI working group sees about e-mail address internationalization where e-mail addresses which are on IDNs are supported well and the technology related. There are many components related to this, [MUAs, MXes,] all those things are getting discussed there, and the gaps are being found out and people are encouraged to make their systems EAI-ready so that IDNs and e-mail addresses are accepted well.

Measurement working group identifies the gaps and tools and technologies and then do the project around them and try to solve those gaps and make the tools and libraries UA-ready.

Communication working group, designs strategy, oversees execution, and helps all the working groups to take their message forward. This is a very important working group and this is actually the main core where entire work done by all the working group gets spread through this working group.

Local initiatives, which his very close to my heart because we are going to each corner of the region to empower the local communities to address their local needs, address their programs, address their software's and bring their own people in their own region come online by solving the problems related to UA. That's a very powerful working group which works independently in the region. We are going to talk what has happened in the past and various categories, regions. We will share. This is one working group which is very important for taking the UA to the last mile and the last grass roots level.

UA ambassadors are the people who do the outreach at a national level. We have many ambassadors. They all work together, share best practices, share knowledge, and then take the work further. They are the people who are advocating and guiding people to become UA-ready. Next slide, please.

This is our main categories affected by UA readiness. I will not take much time here but you could see that there are new top-level domains which are short and normal three-level characters, then .sky, just like .com, like .fbi, .tata, like UASG.tech as a long top-level name. We have .engineering, .professional, .doctor, it could be any top-level domain name. Basically, long, we consider more than three characters having a top-level domain name.

And IDNs are domain names which are having non-ASCII characters. And EAI examples are below where you could see there are many examples related to EAI. And the first example, ASCII@ASCII is completely in ASCII but having a long top-level domain as an example.

So these are all the scope which we try to cover, that they are all accepted equally and no application rejects them, no library rejects them, considering them as invalid.

And the principles of UA have five pillars. Accept, validate, process, store, and display. Very simple example, I will explain in 30 seconds. Accept is when I have an e-mail ID, I go to the site and try to type in, and if it allows me to type in [inaudible] characters and accept. Validate, is it valid? Process is for the purpose, maybe signed up for a newsletter or ecommerce or a listing for whatever region. Process it well, store it well, and display it wherever required.

If your application or website or mobile app is able to follow these five principles, congratulations, your app is UA ready. If not, then it's a bug, it requires a solution, and UA as a team is ready to support you, help you and help everybody to make their systems UA-ready. Next slide, please.

So we did publish a readiness report which is available on UASG.tech website. I will not spend much time, it's a very long report, but just to tell you in a nutshell, 9.7% only e-mail servers are potentially configured. It could be .2, .1% here and there, but this is in a nutshell the [search] we have, that all the e-mail systems are not UA-ready. That's what it tells. Only 9.7% are UA-ready e-mail systems which support local languages and scripts.

Only 11% out of top 1000 websites globally support e-mail addresses in Arabic and Chinese languages. It's a very important aspect that if I go to a website which is top 1000 globally, is it accepting an EAI

address to perform my task on that website? Only 11%. We have a long path to go, and this cannot be done without their support.

98.3% websites out of 1000 websites globally support email addresses with short top-level domains. What are short top-level domains? Like in India, .in. I was presenting today in the morning to ccNSO-organized tech day, and a similar thing that all the ccNSO members who have short top-level domains for their own country, for their own geography, they are well accepted. So .in or for US, it's .us, for South Africa, .sa, like that. All short top-level domains are accepted well, but still, you could see 1.7% are still missing. So we cannot afford even .1% not match, so we have to see that it match 100% soon. Next slide, please.

This is a very important aspect to it, and recently, our colleague shared a link to UA readiness report, so you may like to see that report in the chat and download it and read it at your leisure. Around the world, it is very important—as I was sharing, ambassadors and local initiatives, these are the pure regional initiatives.

We realize as leadership [inaudible] itself in the [inaudible] that we need to go down. We cannot decide everything on centrally, four, five, ten people deciding for the whole world. It is not really a good idea. How do we attract and go to the likeminded people, go to the leaders in their region, tell them this is the issue which we are addressing. If you think there's an issue in your region, why don't you drive that in your region? And that has worked well. So you could see ambassadors

are in so many countries, Benin, Brazil, China, Egypt, India, Nigeria, South Africa, Turkey and USA. This is very important region.

So you can imagine that we are covering almost 60-70% of the world already by our presence of ambassadors. UA local initiatives are the initiatives which a group of people in their region and the community gets together and they decide that they want to do something for UA. So we are going in those regions and planning to do some activities in that region, and we support them.

Our UA role is to support them, and the rest, everything is driven by their local initiative champions, local leaders who drive that in their region. You could see the names where we have gone and we're establishing, and some of the regions are in the talks which are going to be approved. We support them in all modes of support, technical support, documentation support, promotion support, [inaudible] support, all kinds of support [inaudible] local initiative to really make UA a success and break the barriers for the region. Next slide, please.

You can see some of the pictures and how our ambassadors are taking initiatives. These are some of the pictures which are building capacity, getting to the stakeholders and takin the UA message to the next level. Next slide, please.

Ambassadors program. This is a little detail. In the past, this was only the list of the countries, but you could read the names which are very important. This here, you could see in 2020, in spite of a lockdown, we could process applications and we could have six new ambassadors, which is fantastic. So we have six new ambassadors and seven old

ambassadors. So we have total 13 ambassadors right now which are active in different countries, regions.

And if you are one of them who would like to take the initiative, please feel free to start working, please feel free to get connected with the community there, organize, [inaudible], make an effort, get in touch with us, join our working groups and apply for UA ambassadorship program so that you can represent UA there. Everybody is welcome to become part of the entire program. This is fantastic, passionate work, which if somebody is interested to do for UA, this is the program to be part of. Next slide, please.

Local initiatives, which I am chair also there, and I would like to invite Maria Kolesnikova for CIS-EE to take us through for that region what is happening in local initiatives program. maria, over to you, please.

MARIA KOLESNIKOVA: Hello to everyone. Yes, I'm Maria Kolesnikova from Russia, and I'm representing the local initiative of CIS and Eastern Europe region. So not only Russia. Next slide, please.

I want to introduce our local initiative shortly. It was approved by UASG leadership in December 2019, and so far, it consists of many independent experts or official representatives of IT organizations from seven countries, Armenia, Belarus, Georgia, Latvia, Russia, Serbia and Ukraine. Most members are representing the IDN TLD registries, of course.

We are focusing on providing not only how to promote, providing information and activities not only how to promote IDNs but also mostly on [EAI] implementation and support in different software.

Of course, we are working on the basis of UASG recommendations and on local initiative chapter which are provided by UASG and on the following directions, like technical collaboration with local developers, system administrators, hosting and mail service providers.

We are trying to raise awareness on universal acceptance issues for nontechnical audience as well, and we are trying to engage the public sector in all these discussions devoted to implementation of EAI or IDN support.

I want to mention that this year also, additional working group was launched in Russia to discuss universal acceptance issues exactly in the Russian Federation because it has really different scope of problems, and we hope it also helps to move forward in this field of universal acceptance implementation locally. Next slide, please.

Now here you can see our recent activities. There will be two slides, this one and the next one. We work in the typical directions like technical collaboration, general outreach and public engagement, and also, we are working on some software, we are trying to do it besides the UASG itself.

In technical collaboration, we are providing trainings and hackathons, and I want to mention that in Russia was two hackathons this year, for professional developers and for students. Very successful, and it was

very interesting that developers really don't know about universal acceptance issues. That was news for them, but they managed to provide some really good decisions in 46 hours. So it works. There are exactly technical solutions already exist.

And our colleauges from Ukraine are working on organizing also one hackathon for their students, and before it, there will be four UA-related lectures on different side of universal acceptance like EAI and cryptography libraries or something like this.

We are working not only with technical community but also nontechnical community. We provide in some publications and surveys and webinars for them. You can see some results here. Next slide, please.

Of course, we are trying to engage the public sector. For this, we're providing some local consultations in each country. Our members work in each country with their local governments. For example, in Russia now, we're providing research on UA readiness of e-governance resources, so we hope it will help to make this dialog more effective.

And I want to mention that we are working on some software. Of course, we are trying to do it. I want to mention that in our region, it's very important to have universal acceptance implementation in [inaudible] because it is [inaudible] mail software which I think—and our members think—it can change the situation on the market because this software is mostly used in our region.

And also, we work with some CMS software like WordPress and our Russian local software, Bitrix. So we are in consultations with these organizations. And recently, one of our colleauges provided the EAI support in OpenSLL, so he helped to do it and it is announced that it will be ready in version 3.0. And I want to mention that IDN survey for ccTLD registries was provided this year with the focus on universal acceptance issues. So ccTLD registries should be aware of all these issues and we are, as members of the ccTLD community, quite interested to look what our colleauges do with all these issues already now what they have in their systems, and I think that UASG need to help us in this progress to make some consultations and recommendations exactly for ccTLD registries and how to work with this. Next slide, please.

Here, I think I'm out of time, but here are our future activities as you can see, so we are going to continue our work in the whole three directions, so for technical community, nontechnical community, and of course, public sector. You can see our plans, and the most interesting thing that in Armenia and Russia, we are looking how to organize EAI testbeds to help the local developers make their tests go deeper in universal acceptance issues and how to work with them. And of course, maybe for public sector for the whole public, the whole audience, it will be interesting and they can also try to how to work with EAI addresses. So I think that's it. Thank you.

AJAY DATA:
Thank you, Maria. Our call is due for local initiative working group, so next time, whatever help you require, please reach out to us, reach out to me and during this call, we shall do everything to make your local initiative successful. Thank you very much, Maria, for this update. May I invite from China Rui Zhong to update about China local initiative, please.

RUI ZHONG:
Thank you, chair. Hello everyone. This is Rui Zhong from the Internet Society of China. Maybe my network's a little [stuck] because my camera is stopped here. Maybe you can hear me all right.

Yeah, I'm going to present China's local initiative for helping UA, and I will show you the progress of what we did. In January of 2020, the Chinese domain name initiative was launched by Internet Society of China. The main task of this community is to organize various activity and actively engage with relevant stakeholders to promote UA of Chinese domain name supported by mainstream Internet application, including but not limited to browsers, e-mail, social media, Chinese input methods, search engine, etc.

There were [28] founding members of this Chinese domain name initiative. They're coming from registry and registrar and the civil society, technical community, and Internet companies. You can see that this initiative receives wider support from the community. So to create a more IDN-friendly environment to bring IDN to a high level, we plan to work closely together with various local stakeholders to [inaudible] the UA so you could see the slide that stakeholders are of a

wide range from the e-mail service providers to search engine to social media, to civil society. We have many community panels. Next slide, please.

This slide is about current progress we have made. You can see in China, Tencent and NetEase are the two leading personal e-mail [inaudible] [in the market share,] and their progress on EAI will [be set a good and leading example] for the rest of the industry. So the China UA initiative team have close contact with these two companies. Just last month, in September, our team members and China's UA ambassador together flew to Guangzhou city to meet the e-mail technical group of Tencent and NetEase for communication.

And during the outreach visit, we get to know that the NetEase mail team introduced that it has been developing Chinese EAI since 2013 and in 2014, its brand [inaudible] e-mails with the suffix [inaudible].net, this e-mail system has already supported Chinese IDN.

And after this outreach last month, the NetEase company also decided to put forward full support of EA for another two personal e-mail brands which is 163.com and 126.com. [inaudible] the NetEase personal e-mail user is very good. It's estimated over 1 billion users.

As for QQ mails, Tencent, they say that Tencent is now developing a new e-mail system that will enable [WeChat] user register e-mail account using [WeChat] account directly through web and the app.

As you may know, the [WeChat] users are very active in China. It's reported that it now have over 1.1 billion user of WeChat accounts. So

this new e-mail system has supported Chinese IDN, and the QQ mail intends to provide more users with Chinese IDN support services. So these tools are leading e-mail service provider will set a good example for the rest of the industry. Next slide, please.

This is another progress we have made for web browsers. The Sogou mobile browser already supported Chinese IDNs and the Qihoo 360 browser also passed Chinese IDN testing. These two web browsers are very famous in China and also have a large amount of users. And for search engine, you may note Baidu is the top user. Baidu has improved support of Chinese IDNs, and over 4 million Chinese domain names were already listed in their system. Another search engine is Qihoo 360 and over [inaudible] about 300,000 Chinese domain names were already listed. Next slide, please.

The next slide is about future activity. The major part is to launch more outreach to the Internet or IT company, for example, [inaudible] AI-based Chinese [inaudible] developers. And we organize more training courses for UA education to more stakeholders, for example, for the students, for the developers and things like that.

The second part is to outreach to web administrators and developer and outreach to universities, colleges and startups. Actually, last week, we had made a webcam online training for the Internet Society of China's members and the end users last week. And also, we [inaudible] outreach for the government. We will talk to them and to get full support of the policy and also, we will talk to high-level leadership of the company to receive more of their support. That's all

for our sharing, and finally, I would like to give a special thanks for the support from the UASG leadership and the working team and the ICANN Beijing engagement center and the UA ambassador. Thank you very much. That's all.

AJAY DATA: Thank you very much for this update. Good to see large companies supporting us. this proves that the mission is very critical and important for all of us. May I invite Sarika Gulyani for India and local initiatives? Sarika, over to you.

SARIKA GULYANI: Thank you, Dr. Data. Hello everybody. I'm happy to be here representing the local India initiative. The local India initiative is run by FICCI, which is Federation of Indian Chambers of Commerce and Industry. We are very thankful to the ICANN team and the UASG leadership for giving FICCI this opportunity to run this local initiative which is very crucial, I would say, looking into the diversity of our country.

I just take a minute to explain why FICCI. FICCI itself stands for Federation of Indian Chambers of Commerce and Industry which is an association or ethics body which is more than 90 years old, and we work across the 45 sectors of the economy. We were formed by the father of our nation, Mahatma Gandhi. He was instrumental in making the charter of FICCI, and in fact was part of the first AGM of FICCI.

The reason FICCI was formed is that we wanted the stakeholder groups to come together and work for the development of the nation in collaboration with different regions and within the country.

And as FICCI, we have been delivering this and while I would just like to quote that our father of nation also mentioned that ability to reach unity in diversity will be the beauty and test of our civilization. That was one of the areas which FICCI ILIA, which is Indian Language Internet Alliance who's running the local chapter has taken up this initiative because we feel that this community-based alliance which is working for the sustainable development of the Indic Internet and the language technology landscape of India cannot do without UA. UA is a cornerstone for the truly multilingual inclusive Internet. So that is how the whole genesis of our chapter which we started from April onwards have taken place.

I would just want the participants to put a little thought on the numbers that I would like to share. India, we know, is a highly diverse nation. What we talk about is we have 22 official languages, which even Dr. Data mentioned, and we have more than 30+ languages spoken by more than 1 million native speakers and more than 1600 dialects.

And if you talk about the overall economy, how is it coming up, while it's a population of 1.35 billion, we have as of now 745 million Internet users. What we're expecting is 9 out of the 10 new Internet users would be Indic Internet users. We're targeting a number of around 500

million Internet users in the next two years, so that's a number which we are talking about.

And when we really want to get these Internet users enjoy the real Internet economy, be it created by the ecommerce industry or the others. To talk about ecommerce, it has a potential of more than $200 billion USD in next five years for India. So that's the numbers we're talking about in digital economy. So UA is a key pillar for getting the successful internet economy.

Now I'll come on the local initiative stakeholders which we have since we started in April. As of now, we have academia, I would say both the technical and the nontechnical community, we have language service providers, publishers, technology service providers, and of course, we are working with our other partners like NIXI which is National Internet Exchange of India and others.

So we are expanding and it's growing. We started with a small number when we started, but the response has been really tremendous and it's helping us to go deeper into a long path which we have to take. Next slide, please.

The local initiative of India is basically working on taking into consideration the three pillars which is technical collaboration, general outreach, and community development. I would say the general outreach is of course the highest focus, because I just talked to you about the numbers and that is something which we are working on, of course, keeping in mind the technical collaboration and community development.

I'm not going to read out the various activities which are covered here and in the next slide, which we apparently have been able to successfully implement during the pandemic time. As I mentioned, we started officially in April 2020, so we have been successful [inaudible] various—I would say the stakeholder consultations, working group meetings, general awareness programs, and the response from the participants in terms of both their participation in the event and as well as the inquisitiveness to go forward with the UA journey is really great. That is something which is motivating us with the help of the UASG leadership to take this forward.

We have been also successfully been able to do a few pandemic specific webinars where we have talked about how UA and how language is important and how importantly the UA can play a role in the inclusive Internet. Next slide, please.

I'll just take a small example. We did a technical workshop on Java with our ambassadors and of course the source material we had with us, and it was a good response. In fact, there has been a solution which has come from the participants that they're also looking [inaudible] in Python and other languages. That is something we would request the UASG leadership to consider and maybe we can take it up in our plan for 2021. That's what we've even mentioned.

As FICI-ILIA we have also linked a special UA page with our website for our members to come in, post their quires, obviously benefit from the resources which have been shared by the UASG leadership with us. The colleague has already shared the UASG leadership report link. We

definitely recommend you go through that report which is also available on our website, because this is something which would really give you a good insight and it is a really good report which has come after a lot of effort. As our chapter, our journey continues to work on the awareness and technical outreach collaboration. Next slide, please.

In the upcoming activities through December, we are right now working on the knowledge management and publications on the UA awareness. There have been various articles which we ask our members to write in and that has been successful in getting through. We are working on that. We are also working on another feedback report from our members on the particular things which have been done so far [from us,] so that can help us, a repository to go forward.

We would be taking up the technical workshops on EAI and Java training session in next two months. We would definitely continue the journey of genera awareness. Also asking now the members on the challenges that they would have faced so far in implementation and adoption of UA so that we can take the help of the UASG leadership.

We would definitely continue, because it's a highly community-based alliance, our working group meetings. I'm happy to share that we already have three working group meetings to date and we would encourage our ambassadors to join in, so we will definitely continue that approach.

One of the key things which I would like to mention is that FICCI works very closely with different stakeholder groups which have started

initially. Bhashantara, which stands for language, is the annual language symposium of our country which we do with the government of India. So this year, it's scheduled for November which is next month. We'll have a dedicated focused session on UA which will be very helpful. We would love to have the participation and we'll share the details with the UASG leadership to further circulate. That is something that we would [inaudible] government of India also participate [inaudible] discussion on UA [inaudible] other subject would happen [inaudible]. Next slide, please.

For the planned 2021, of course, since the path is really long and we understand the diversity which India carries forward, in 2021, we'd definitely like to go on the [phase-wise] manner for the regional awareness starting with southern and western and other areas. So we have different regions. As I said, there are 28 states and nine union territories and 22 official languages. That's something which needs to be [doubled up.]

We look forward to [inaudible] sessions on UASG and implementation [benefits from] the members [who have done them] so far. We would request UASG leadership support in the technical outreach with python and NLP training sessions. Of course, we would get more stakeholders involved which would include getting the universities, startups and governments being there, and when I talk about the government, it covers both the federal level and the state level, so we would be working both with the ministry of electronics and IT center in the region and the state governments, and we also propose to have UA case study sessions which are not limited to our members within

our local chapter but we also feel that global best practices sharing sessions can happen where we would request the [inaudible] group from Russia, China and Thailand to come over and share their experiences with our members so that we can actually learn from each other and collaboratively work for the overall journey of UA.

Thank you, and I rest my comments here.

AJAY DATA: Thank you, Sarika, for the update. May I bring from THNIC Photchanan for updating about Thailand their local initiatives?

PHOTCHANAN RATANAJAIPAN: Hi everyone. This is Photchanan Ratanajaipan from Thailand. Next slide, please. UA local initiative in Thailand just launched last month. It is led by a group of representatives from THNIC foundation, .th registry, registrar, and Thai programmer association and we are [inaudible] to have collaboration with Thai webmaster association in Thailand.

Even the initiative had just launched, THNIC has been doing IDN, EAI and UA-related activities for many years. In this formal initiative, we will be focusing on EAI readiness and acceptance targeting to increase the awareness of UA significance and educate related stakeholder, especially the software and web developers and system administrators to ensure that EAI email address can be accepted and used correctly. Next slide, please.

These pictures are some activities that we have done recently such as an EAI hackathon in a youth camp and another online EAI hackathon during COVID lockdown. On the right is the company that we recognize that its websites are .thai EAI ready. That means it is verified that it accepted EAI e-mail addresses for member registration and can process the address correctly, can send back the response and user can log into the system correctly using that Thai e-mail address. The lower right corner is an outreach to a technical meetup to introduce EAI. Next slide, please.

We are also operating a Thai IDN e-mail service that we call [inaudible] which supports dual e-mail address, English and Thai. This service runs on an e-mail service that we call Crossflow from a local e-mail service provider. The provider is also our partner to provide EAI-ready e-mail system, including [MUA, MSA, MTA, MDA] that I think almost 100 compatible with the EAI, but we didn't pass or submit this test to UASG yet.

Currently, the service is a free service to promote EAI for Thai citizens. Registering still requires verification with OTP on mobile phone, and currently, the number of accounts is about 2000.

We have used the identity or e-mail accounts in the e-mail service for identity verification by another application such as videoconference. That is how we tried to make use and promote the usage of [inaudible] service.

We also provide an account for testing. If you don't have an experience with any EAI account before, you may try to send an e-mail to our

testing e-mail—I may type into the chat later. The testing account is called [inaudible] in Thai language.

From your EAI-compatible e-mail service, you can send for example from Gmail, when you send your e-mail to that account, you can get a reply from that. so it makes sure that you can get the mail from an EAI account. It is an autoreply account. Next slide, please.

This is the 2021 plan for technical collaboration, general outreach and public sector engagement that we plan to do. We will develop EAI video clips, training materials in Thai. It's like a series of short video clips to explain how to set the e-mail server to be EAI-compatible. We organize webinars, seminars and hackathons. We will maintain and enhance local UA and EAI Thai online resource that we have done some. We may have to do some revision and addition resources to that.

We also tried to communicate to stakeholders and conduct outreach focusing on fixing popular websites that are not EAI-ready. We also tried to discuss more with the high-level government department like digital government agency and ministry of interior that may consider using e-mail address for Thai people. That's all for our Thailand local initiative. Thank you.

AJAY DATA: Thank you very much. DO we have [inaudible] joining us here, or do we directly invite ambassadors? Sarmad? Okay, we have Abdalmonem Galila. Please, mic is yours, Abdalmonem.

ABDALMONEM GALILA: Thank you, Dr. Ajay. This is Abdalmonem Galila, manager of .masr IDN ccTLD and universal acceptance ambassador since more than two years ago.

I will start activities by this year from January 2020 until the moment. The first activity about universal acceptance healthcare medical system. It is a graduation project for the computer science students. I conducted EAI and universal acceptance training and they succeeded to build a system with open source software and they managed to build two EAI servers, one for Arabic language and another for French language, and it has already ended and I'm looking to have another idea for graduation project this new year, inshallah. Next slide, please.

The second activity this year was in Tanzania. There are two events there. The first event was in the University of Dodoma, I conducted universal acceptance IDN, EAI awareness sessions and an introduction to EAI workshop, but I didn't conduct EAI workshop there. The other place, it is called Kongwa, it is already in Tanzania in Dodama as well. I conducted universal acceptance session in high level scope to encourage them to build the community.

And recently, since two days ago, we formed a group of volunteers from university of Dodoma to move the wheel of universal acceptance inside their university and we started by [system] inventory to collect all the systems targeted by universal acceptance and will manage to do how should we proceed with [the system] in order to move the wheel. Next slide, please.

It is my honor to be invited by Maria to be a technical expert for two hackathons. First hackathon for software developers, more than 250 developers at this hackathon, and other one, for students, small developers, and also, I was there as a technical expert and doing the evaluation of the code for both hackathons. Next slide, please.

Also, I was part of the organizing team of EuroDIG 20 for universal acceptance sessions. Also, I conducted EAI deployment workshop with seven or eight participants from Russian and other countries. I can't remember which countries.

During AFRALO, I have five minutes for every monthly meeting to talk about the recent activities of UASG, and there are two statements related to universal acceptance. I was one of the penholders of these two statements, the first statement for the Middle East and the other one for Africa. It is a recent one, by the way. It [inaudible] four days ago while ICANN 69.

And for my future as universal acceptance ambassador, I am [going to] be part of the digital transformation projects for the government and continue my work for the information technology institute to conduct EAI and universal acceptance trainings. I am looking also to have another universal acceptance graduation project from the faculty of computer science. That is all from me. Thank you.

AJAY DATA: Thank you very much, Abdalmonem. I can tell you that you have been doing wonderful work, and you have done two ambassadors for UA.

And the next similar work which was done by Harish, very passionate, powerful, knows technology very well. Harish, over to you, please, to update for India.

HARISH CHOWDHARY: Thank you. During this year, I have organized so many sessions related to the universal acceptance out of which few of them are present on the slide, like a Facebook Live event, and it was organized by MP-POST. It is one of the Hindi newspapers of Madhya Pradesh on the Internet. The most important part was that it is for Hindi-speaking audience and it was an interview session by the newspaper journalists and they have asked several questions like what is UA and how it will be helpful for end users, what are the opportunities for students, faculties who are doing engineering and how they can create the tools for the end users. So these are the 13qns which was asked during this Facebook awareness session.

Another session was organized with the help of ISOC rural development SIG and India UA local initiative that is with the ILIA. It was a global webinar on the platform of rural development SIGs and there were participants all over the world. Thanks a lot that UASG leadership also was there as an esteemed speaker and a lot of people and participants really came to know what is the universal acceptance and what are the advantages of it. Next slide, please.

[I've done a] workshop and it was also including the coding challenge. It is at the National Institute of Technology Bhopal. It is one of the prestigious institutions in India. We call them National Institute of

Technology, and it was organized on 19 September, and there was a workshop and a 45-minute tutorial session before the challenge where I have shared the concepts related to universal acceptance, available tools and different RFCs, libraries available so that participants can code and they can provide and come up with some solution.

So this coding challenge also include testing as well in which the scripts or code could be created so that a website or an app could be tested automatically for the UA readiness.

There were 48 teams registered for the workshop and there were 60+ participants who have attended, and there was a lot of social media buzz around it and a lot of people across India, Delhi got what is universal acceptance and what are the real challenges. They also shared the problems faced during the [inaudible] sessions and I have tried to communicate and help them.

We have also created a group on WhatsApp and I'm providing them whenever there is need and whenever they require guidance for the development of a UA-ready solution. Next slide, please.

Another one, there was a webinar on the role of universal acceptance in Indic Internet and language technology sector of India. It was organized by FICCI-ILIA group, and I have just tried to dovetail some Indian—some companies which are actually already involved in the process so that it will bring more success to the webinar. That's the part I have played during the webinar, and this is one of the important information for all our UA colleauges as well as the participants, It's RTO which his a major website for the ministry of roads and transport,

government of India, providing services for license and all these new transport office now using a Devanagari domain, and this is the screenshot and you can see the URL is saarthi.bharat in Devanagari script. [inaudible] this website, now, in the standard URL could be in Hindi language also. Next slide, please.

This is some of the coverage of the technical workshop [inaudible] NIT Bhopal and social media also, and this is all from my side regarding the workshops conducted. For the remaining part of the 2020 and further in 2021, I'm planning similar workshops and seminars, including security development program for universities and academic institutions, plus hackathon and roundtable consultations. And in the end, I would like to thank UASG leadership, ISOC rural development SIG special interest group, FICCI-ILIA, ICANN India, and last but not least, Ministry of Electronics and IT Government of India for their continuous support and guidance. Thanks a lot.

AJAY DATA: Thank you very much, Harish. We all know you are doing wonderful work in India supporting the initiatives. Thank you for this continued support. Walter Wu from China who's going to talk as an ambassador.

WALTER WU: Thank you, chairman. This is Walter from China, the China UA Ambassador. And actually, the China ambassador work, all three China ambassador work very closely with our local initiative

team and just like Mr. Zhong present in his presentation, in the last year, ambassadors and China local intuitive, we have a very active work for promote the UA issue in China. We visit a lot of big Internet companies like Baidu, Sogou and Tencent. The major purpose of the meeting, to meet with those Internet companies, is to try to solve the three major issues for UA: the browser support, the search engine, and the EAI.

And also, we actually work very closely, very actively to promote the IDN and UA ideas with community other than the Internet users. For example, we work very closely to the China trademark association and the China advertisement association. The major purpose to conduct the communication with both associations is to bring the idea of IDN and UA issues and to try to seek the usage from the end users, especially the enterprise users. Next slide, please.

Here, I just show some table for the browser support. After the local initiative efforts, we can see much more browsers support the Chinese IDN now compared with one year before. Like Sogou or Baidu, they actually support—more versions of the browser can resolve IDN properly. Next slide, please.

Actually, I just take this opportunity to give a little bit analysis about EAI market in China. In China, there are 340 million individual mailbox users compared with the total internet user in China is [940 million,] so about one third of users is using e-mail in their daily life. But for the enterprise e-mail service, the total user is much less. There are only 140 million users using the enterprise e-mail service. And most people

believe in China actually the e-mail service take a lot of the challenge by competing with the instant message services in China because IM service like WeChat or QQ is far more popular in China than the e-mail.

But I think that's a situation that is good for the EAI because all of them, no matter the [free] mail service provider or the enterprise service provider, they have to face competition with the other communication service like the IM. So that is why they believe [inaudible]

AJAY DATA: Walter, we lost your voice. No, we can't hear you. I can see you in the chat. It's not just me, even some people [inaudible]. Sarmad, could you update me, or Bashir?

SARMAD HUSSAIN: I think we have difficulty in his connection, so see if he's back, maybe towards the end of the presentation, we can request him to complete, but we can continue with the local initiative slide and [then question and answer.]

AJAY DATA: Thank you very much, Sarmad. And I can see the message Rui from China is trying to contact Walter. Great. Thank you, Rui.

So, here is a slide which you can see how to establish a local initiative, which I have said in my introduction that it's one of the most important tasks and initiatives which UA has, to go to the region and

allow the leaders in the region to take the initiative in the region passionately and bring more people online. And that's how we break the barrier and bring people online. We understand that community, the local stakeholders much better. So it is very simple.

You can start your own local initiative in your region which can be done through messaging and outreach, and training. These are the main umbrellas in which you work, of course, apart from the advocacy, influencing, talking to the influencers, all those things also [come into the picture,] and you have to just imply get together and combine likeminded people, and there's an application which is available as a local initiative charter. There's a link available in the presentation. And we can just share the link also in the chat. I can request somebody to do it. And this can be directly downloadable, just fill the template and send it to us. If you don't find the link, you can just see it on the UASG.tech website, and also to the UASG secretariat.

You can also communicate on info@uasg.tech e-mail address and we can just make your entire process and flow very smooth and take you through the entire guidance [inaudible] for sure. And you are more than happy to talk to the local initiative champions which we have just heard, and we're very happy to connect you, what it takes and what kind of effort is required. Next slide, please.

Thank you. Until we get Walter back, maybe open the floor for questions/answers. If somebody's preferring to chat, can go on chat, otherwise, raise a hand and we can just follow the queue.

So I don't see any question, any queue here. So, anybody want to take the mic and ask questions? That's okay. Albert, please go ahead.

ALBERT DANIELS: Thank you. Could you give some examples of collaborations with public sector, governments, when it comes to public sector procurement and getting your UA clause into requests for proposals? Could you talk a little bit about that??

AJAY DATA: Yes. Very important question, Albert. We have some success stories in India, and we have even the [inaudible] document which was floated [with the UA condition] which we can even share as a template. Maybe we'll try to put that as a success story on our UASG.tech website to download. So government was shown that we have a benefit for making our softwares UA-ready which his going to be future-ready for bringing next billion people online. This is one example.

Second example is in this state, I am government of Rajasthan, Rajasthan is the name of this state, where government of Rajasthan has gone ahead and implemented an EAI project where they started to provide an e-mail address to every citizen in Hindi, so almost 7 million e-mail accounts are given free of cost by citizens to have better connectivity between the government and the citizens, and of course, between citizens and citizens. That makes a full e-mail address communication among the citizens who do not prefer to communicate in except their native language. So that's the response. I

hope it answers your question. But if you have any [repeat] question, please, we will come back to you. Joan Katambi, do you want to ask a question, please?

JOAN KATAMBI: Thank you so much, Ajay and everyone else who has done a presentation. My question is, I've looked at initiatives that have been done, and I'm wondering, do we have some of those initiatives that have actually been done in the universities for us actually to borrow [inaudible] maybe I could bring it down here back in my university.

And then two, could we have two people represent UA in a country? For example, if you have one from the civil society or from the registrars or service providers and then have someone also represent UA from the university or academic institutions' perspective, if that is also allowed. Thank you.

AJAY DATA: Yes. For sure, Joan. We have the focus. And there's a dedicated presentation for university and there are case studies and there are efforts which our ambassador, Abdalmonem Galila shared in universities and running the hackathons, making them active, making them knowledgeable there, and we have a dedicated presentation available as a lecture for the university. I would request either Sarmad or Abdalmonem to add into this answer.

Secondly, before the answer, yes of course, we could have more people in that region. Ambassadors program do not restrict anybody

to have exclusive right, so if you are passionate enough to represent universal acceptance initiative in your region, please start working on this and get in touch with us. We would be very happy to have more and more people in that region to support the UA. That is no problem.

SARMAD HUSSAIN: So I think Abdalmonem would like to come in, Dr. Data.

ABDALMONEM GALILA: Thank you, Dr. Ajay, thank you, Joan. It's my pleasure to help for anything related to universal acceptance, including EAI training, universal acceptance training. I'm talking about hands-on training, not just talking theoretically to participants. And for any [idea] related to hackathon, I would be happy to share it with you. For ideas related to graduation project, also my pleasure to share it with you as well. You are one of my fellows before, so I have your e-mail and I will text you soon, inshallah. Thank you.

AJAY DATA: Thank you, Abdalmonem. And if your question is done, please lower your hand. May I go to Rui in China to ask a question?

RUI ZHONG: Hello. Not really a question, I just want to raise a suggestion. Is it possible to provide some official promotion brochure or video clip in different language to introduce what is the UA and what is the

initiative [inaudible] and which way to reach the UA or something like that?

AJAY DATA: So we have the UASG introduction document in many languages available, and if you think that—of course, in Chinese, that is available, and if you think there's another language which would be required, we'd be very happy to convert that into that language and support that local community. We are more than happy to look at that issue. No issue at all.

And [if you view the] introduction document, you can look at the website, there are many languages, introduction documents are available. And if you want any specific document to be converted, please feel free to reach out. We should be very happy to do it. Mohamed, do you want to ask any question?

RUI ZHONG: No question. Thank you.

AJAY DATA: Okay. So I can see one question on the chat which I can read. What kind of support would be available to those willing to start a local initiative? So there's a charter available which you can download and see. It's a template which will give you quite an idea what kind of [information is sought.] UASG as a group, look at your entire plan to what you wish to achieve in your region. We guide with our

knowledge, whatever has been working, not working, and we more or less let you drive that thing through our documents, through our technical capabilities and through our financial aid. All those things come together to you. Anybody who has an interest in this local initiative can join the force and drive that initiative. There is no restriction who can and cannot join. I hope this answers the question.

SARMAD HUSSAIN: We have Mohamed in the queue.

SARMAD HUSSAIN: I think I asked Mohamed but he was not asking queue. Mohamed, your hand is raised.

MOHAMED ELBASHIR: Yeah, thanks very much, Dr. Data. Just wanted to add a few comments about our joint work with ICANN global stakeholders team. Besides the initiative and the work that they're doing, we're already reaching out to our colleauges in the different regions. Recently, we had active engagements in Africa with the African universities association. We have a webinar that has been conducted recently and we're also looking to do technical webinars on setting e-mail services at African universities to be EAI-ready. In the Middle East region as well, we're working with our GSE team in the region, and also recently we had a webinar with the Arab region ICT organization.

Besides that, the initiatives as well, we're looking to regional activities as well and we're happy to work with anyone who's interested to translate materials or establish a UA local initiative. Thank you very much.

AJAY DATA: Thank you, Mohamed. Thank you very much. And thank you, Gwen, for posting this link. This is our most important document which gives our entire inventory of what UA has done until now. Thank you very much, Gwen, f or your support and pasting the link here. Any further questions? Sarmad.

SARMAD HUSSAIN: I don't see anybody in the queue. Thank you.

AJAY DATA: Okay. So Walter, if you're there, we can give you a few minutes to speak.

WALTER WU: Yeah. Thank you, chairman. Actually, I nearly finished my presentation. I think when I dropped, I'm just trying to analyze some local situation on the EAI issue. So the local initiative and all the three ambassador, we set up a strategy, is we were trying to talk with free mail provider first and let them support sending and receiving IDN e-mail properly, and then we will work closely for those enterprise e-mail providers. I think it takes a longer time, but I think we received or

have seen a very active sign that free mail providers like Tencent or NetEase, they already agreed to support the IDN e-mail. So I think gradually, in China, we will make some progress on that part. So that finishes my part. Thank you.

AJAY DATA: Thank you very much, Walter. Before we close, Walter and every panelist here, may I invite you to share your last 30-second or one-minute views for the audience, whatever you have done and what you would like to say? Not more than a minute, please, and then we will close. So Walter, because you were speaking, could we start just directly from you, what you want to say to the audience here?

WALTER WU: Okay. Actually, I think my major presentation is to try to give a conclusion about the current situation of EAI solution. I think the local initiative and all three ambassadors will work very closely with the community here in China to try to promote the EAI. I think it takes a longer time, but I think we have already got a very positive sign of that. So I think that's my point. Thank you.

AJAY DATA: Thank you very much. Can we have Maria and then Harish? Maria, please.

MARIA KOLESNIKOVA: Sorry, I was making [some other deals.] You want me to say what about what?

AJAY DATA: Maria, the last comments about suggestions, initiatives, any guidance you would like to give to the audience. And maybe people participate in the mission you have.

MARIA KOLESNIKOVA: I can say that to start the local initiative or to be UA ambassador is quite easy. If you want to do it, just do it, and you will get really good support from UASG. And there are lots of documents on UASG.tech. you can look at them and analyze them. But from the practical perspective and from our local experience, I can say that I wish there will be more information for nontechnical audience, because lots of UASG documentation for technical audience, for technical experts, that is very useful and that is exactly for those who need to decide this UA issue but to promote all this information and to help other people to raise awareness on universal acceptance. There should be more information with [low] technical details with more interactive content, with more explanation content for maybe not so technical audience, and this is, I think, something that we will have in future and this is something that exact local initiative work on, because we try to spread this practical and useful information from UASG to our local audience on our local languages, and in a way that is more, how to say, typical, more common for the local audience. And this is very important, I think, point, and I'm glad that UASG have this, us, like local initiative

and UA ambassadors, because this is something different, some different work that should be done as well. Thank you.

AJAY DATA: Absolutely, Maria. Thank you very much for your words. Harish.

HARISH CHOWDHARY: Thanks, Dr. Data. So my understanding is that given the size of the people affected by UA, that in that case, we need more and more capacity building work [inaudible] general awareness. Plus one to Maria because yes, a set of people know about the issue but a lot of people don't know about the issue as well, because as per my understanding during the workshops, seminars, talking with startups as well as academia. So I would also suggest that we should have some academic papers kind of thing so that we could specifically focus on academia as well, because they are—you know, professors are there which can give a demo to their students in their scholar programs or in their research work. So in a way, we can increase the number of people who are actually educating about the universal acceptance. So that is what is, I think, required.

AJAY DATA: Thank you, Harish. Sarika.

SARIKA GULYANI: Thank you, Dr. Data. I'll say three, four words. I'll say there's a huge potential. We have talked about it. All across the world, in fact, there

have been queries on starting new local initiatives. We will say that it's a very nice thing. Please do that since it's a very important journey which we all have to work together with our country, of course, there's a huge potential.

We really look forward to, I would say, the collaboration that's from the different stakeholders, the committee, and of course, the support from the ICANN and the UASG leadership team so that we take this journey together. Last but not least, I would say the fourth one would be the demonstration of the success stories. There have been many companies in India who have really worked hard and have done well.

We would like to compliment you, Dr. Data. Data Xgen is one of them, and then we have [inaudible] the list goes on and on. So [inaudible] we can have the sharing of best practices across chapters. That's something also we look forward to. So I would say potential, collaboration, support, and of course, demonstration of success stories. Thank you.

AJAY DATA: Thank you very much, Sarika. Appreciate your guidance also. May I have Abdalmonem Galila, please? Could we have Rui from China, if we get Abdalmonem later?

RUI ZHONG: Okay. Actually, [I would think to] realize the UA is very important and significant for the Internet diversity and inclusiveness. So we think in the future, we'll continue to work closely with ICANN UASG and we will

also learn from all the other stakeholders, collaboration with other stakeholders and to learn from other local initiatives and work together to [exchange] the best practices and to learn from each other. Thank you.

AJAY DATA: Thank you very much. Now, can we invite Photchanan from Thailand?

PHOTCHANAN RATANAJAIPAN: Actually, we have done something, but it may be not successful. But from this kind of session that we joined today, I think we can learn from each other and I can give you suggestions for [our tactic,] for example to contact with the government agency. I think we can help each other on this. Thank you.

AJAY DATA: Thank you very much. I'd be very happy to help because we could convince the government in many ways. Recently, we went ahead and made Rajasthan [police] which is a [police department] department of our state, 100,000 policemen went live with [inaudible] IDN they're able to use beautifully. So there are many case studies which are happening in India now. May we have Abdalmonem now? Is he available?

SARMAD HUSSAIN: He's not responding. His mic is still muted.

AJAY DATA: Okay. Sarmad, anybody left here? I think we are done.

SARMAD HUSSAIN: There's one question in the chat from Yao]

AJAY DATA: Yeah. I see that. Could UASG do more outreach to big e-mail service providers? Yes, of course. And Yao, you could see that China is one of the regions that we could meet Tencent and meet developers. [You heard that part of the meeting.] And this is one initiative which we are doing. Google and Microsoft became EAI -ready phase one. Apple got convinced to become, their e-mail client, EAI -ready. We worked with them very closely to make that client tested and EAI-ready. Even my developers worked with them.

So this is a great thing, and we have to do more and more in the whole world. And we depend on the local initiatives and the champions to open the gate for us and go ahead and talk. And if they want to pursue, it's great, because it is very local and the connectors are most important thing here.

So if I can take the [clue] from Yao's question, if you have a connect in the region you are, and you're listening to me, please connect us and we will go to their contacts and request them to make their systems UA ready. We will be very happy to move in that direction. Please feel free to reach out to us.

I just want to say at the end that we're absolutely open. There is no working group which is closed. You are more than welcome to join, you are more than welcome to participate and contribute, drive leadership in your region, become ambassadors, drive local initiatives. All the things are open. So this is a unique, wonderful opportunity to make a difference in your region by your own passion and initiative, and UA as a group with my friends around here, we're all ready to support you in the best possible way. This is absolutely available to us.

UASG.tech domain EAI ready? Yeah, I think we are going to be EAI-ready soon. We're working on that. Some contractual things are pending. So we will have UASG.tech domain EAI-ready. That's what is pending for sure right now.

I think, Sarmad, we are done with the timing now. Any other thing which you want to say?

SARMAD HUSSAIN: Just to thank all the panelists for a great session, and thank you for your time to all the community members for attending. We hope this was useful for you to get an overview of what's happening in the outreach for universal acceptance, an effort led by the community across the globe.

We have a couple of other sessions, one tomorrow on the technical side of things, and then on Wednesday, we have a session on general update to the community which will cover the overall progress of UA.

So we look forward to seeing many of you again tomorrow and the day after. Thank you very much for joining, and we'll close the session.

AJAY DATA: Thank you very much. Thank you for joining.

[END OF TRANSCRIPTION]