**UASG**

Budget Proposal – 2015/16

*Version 2015-05-14*

Universal Acceptance is the concept that all domain names should be treated equally.

Domain names and e-mail addresses should be Accepted, Stored, Processed and Displayed in a consistent and effective manner.

Many systems still assume that domain names (and associated e-mail addresses) are only available in ASCII and that Top Level domain names are restricted to a well-defined and constant two or three characters. Since the introduction of IDN ccTLDs in 2010 and the most recent wave of new gTLDs in 2013, this is no longer the case.

In February 2015 the community created the Universal Acceptance Steering Group that is being supported by ICANN. The group is chaired by Ram Mohan and the vice-chairs are Edmon Chung, Christian Dawson and Rich Merdinger.

There are four Project Groups within the UASG:

* Topline and Technical Issues
* International
* Measurement and Monitoring
* Community Outreach

The following are budget proposals received so far. Many of these will cross over among the various groups.

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| **Comms** | Raising Awareness among technical groups, Industry groups and software developers  Presentation at Conferences  The UASG will raise awareness of the UA issues at 150 technical conferences during the year reaching more than 100,000 technical people around the world. UA Ambassadors, people well briefed on UA issues, will present based on a standard UA presentation set. Every opportunity will be made to take advantage of UA Ambassadors already attending an event, but it’s envisioned that up to 30% of the technical conferences may require funds for UA Ambassadors to travel or funds for sponsorship to get onto the conference agenda. |  |
| **M&M** | Monitoring the degree of UA Readiness  Testing the Top 100  This project will contract with a professional software testing organization to review the top 100 websites, browsers and operating systems to determine if they are UA Ready – able to accept, validate, and display e-mail addresses and domain names as expected. This exercise will be repeated every six months so that progress can be monitored. As UA Readiness is achieved, the scope may expand to include the top 100 non-compliant entities.  The results will also be used to reach out to the top 100 non-compliant entities and urge their taking steps to remedy the situation.  The Testing script and criteria for the selection of the websites and software will be developed by the UASG. Tests will include a variety of new gTLDs [various lengths], recent gTLDs [the dynamic nature of any validation tables used], IDNs and Right-to-left TLDs. |  |
| **T&T**  **Intn’l**  **Comms** | Hack-a-thon  This project will organize one ‘hack-a-thon’ in India in the fourth quarter of 2015, where a group of programmers will be brought together to develop domain name and e-mail validation routines in a wide variety of languages.  The objects are to:   * raise awareness of the issue among the technical community * raise awareness of the issue within India (a multi-script community) and * develop solution libraries that can be used by others.   There are a handful of companies that could help us running it, Angelhack for example.  Funds will be used for organization, promotion, logistics and prizes for participants. This project will be co-funded by Verisign.  Success will be to get at least 100 participants delivery solutions in at least 40 different programming or scripting languages.  Detail objectives of library requirements will be developed by the UASG. | $100,000 |
| **T&T** | E-Mail Readiness  E-mail readiness at the client and server end is one of the largest current obstacles to UA readiness.  This project will look at the top 50 e-mail clients and server applications and evaluate their UA and EAI readiness.  Each client or server evaluation is expected to take two – four hours for a total of 23 days.  The Wikipedia page on e-mail clients and e-mail server applications will be the source for applications to test. This page will be updated with a UA Readiness indicator based on the evaluation.  The evaluation criteria will be developed by the Topline Issues Project group in conjunction with the Monitoring and Measurement Group.  Non-compliant applications will be contacted by the Community Outreach group to advise the results of the evaluation and encourage enhancements to become UA and EAI ready. | $23,000 |
| **T&T** | Programing and scripting languages UA Readiness  This project will look at the top 50 programming and scripting languages and determine if they are UA Ready – meaning they have utilities or library routines that can deal with:   * IDNs – storing, display, transforming to and from ASCII * Validation of TLDs   Results will be recorded in a Wikipedia page on Programming and Scripting languages.  Non-compliant programming and scripting languages will be subject to further effort – quite possibly through a Hack-a-Thon  Each programming or scripting language evaluation is expected to take four hours for a total of 25 working days. | $25,000 |
| Intn’l  Comms | 1. Interactive guide to EAI ecosystem – This is a web based tool that explains all the layers of the email ecosystem and the necessary changes (RFCs and guidelines, with examples and test cases) to fully adopt EAI end to end. This should be a visual tool available in multiple languages.  a. Goal: To provide a holistic view of the system (layers as well as providers) for developers of all sizes so that they understand which part of the ecosystem they influence and which parts they need to collaborate with others.  b. Budget required for: i) consultant that understand Email and EAI end-to-end and upside down who can draw the ecosystem for us, ii) web designer and developer to program the interface, iii) maintenance |  |
| Intn’l  Comms | A repository for tools and best practices for IDN, IRIs and EAI. Something like github or something similar.  a. Goal: To provide a go-to resources pool for medium to small size developers for all things IDN and EAI. Contributions could come from big players like Microsoft, Google, Verisign, etc.  b. Budget required for: i) set up ii) maintenance |  |
| Intn’l  Comms | Promotional video that promotes the value of IDNs from the user standpoint. This video should also address the software developer question: “what is in for me?”  a. Goal: To inspire the software developer community to embrace and adopt universal acceptance and IDNs  b. Budget for: production of the video |  |
| Intn’l  Comms | Stock pictures representing IDN-issues for presentation purposes (for example: Chinese user trying to make sense of the Latin alphabet, users using or typing IDNs in browsers, apps, etc) |  |
| Intn’l | 1. Testing budget  a. subcategory Testing tools, equipment & services (hosting, domain names...)  Rationale: from time to time, we will have a need arrange some tests on existing technical solutions and check where are the issues that we need to solve. Also, maybe we will have some expenses for developing tools, management tools ...  b. subcategory Collaboration tools  Rationale: We were talking about collaboration tool or something similar, and I think that this will have huge impact on the measurement of our work. This collab. tool will be used by other Project Groups so... |  |
|  | 2. Education, research and promotion  a. subcategory Travel funding  Rationale: we were talking about that, and I am not only suggesting that we attend ICANN meetings. We must have travel funding also for other meetings, where we will meet our target audience and talk with them (W3C, IETF meetings...).  b. subcategory Educational and Promotional tools, presentations and site  Rationale: as You suggested various tools for educational purposes (from point 1. through the point 4.), we need to show to our target audience where they are and what is needed from them.  Suggestion I: maybe we can have a full site for this educational tools, one place where we could pack all of those things, and it could be (or must be?) under ICANN domain name and linked from ICANN main site.  goal: To have everything on one place, to cover everybody, from beginners to advanced users. Maybe this could be a case for the whole UASG. But, on this site, we must interact with every user, so there must be a simple form "tell us about Your IDN problem"  budget: a) creating the full concept of the web site, b) web design and developing, c) maintenance  Suggestion II: "How to solve IDN issues" Infographics for end users - how to set up IDN email, how to setup browsers to see full IDN domain name, security issues...  goal: to have some creative solutions for the presentations and education of our target groups  budget: designer (maybe we can use ICANN designers or agency, I am not familiar how ICANN is creating graphics)  c. subcategory Educational & tech events |  |
| Intn’l  Comms | 3. Other expenses & reserves  a. subcategory Translating  Rationale: every material that came out from our work, and is intended to be for wide(r) audience, should be in many languages. We need translation, and I don't know if this can be done with ICANN stuff.  b. subcategory Reserves  Rationale: we must have some small reserve in budget for something that we didn't planed |  |