UASG

Influencing the Influencers

Background

The UASG has identified its target audience as Doers (Programmers and Architects), Funders (CIO's) and Influencers (C*O, Board members, Government Ministers and senior officials, and influential bodies and individuals to the programming community.

The UASG has a strategy to reach the Doers and Funders. This paper provides a strategy to reach the Influencers.

As we pursue Influencers we should be cognoscente of the need for diversity based on Geography, Language, and Gender.

Who are the influencers?

We see the influencers as individual and organisations that can reach our target audiences – including other influencers.

We have broken down the influencers into three groups: Organisations, Iconic individuals, and influential pundits

We are looking for people who are well known, well respected, have a diversity of skillsets (Policy, programming, IT issues generally)
Examples are shown in Appendix A.

What do we want them to do?

We want Influencers to raise awareness of Universal Acceptance issues and opportunities within their spheres of influence. This can be through placement of editorial, inclusion of UA in presentations that they give, providing a testimonial for the UASG to use from time to time, and being aware and sharing that awareness with others.

We will also form an **Advisory Council** of key influencers who will, two to three times per year, consider the work that we're doing and provide advice on how to amplify our work toward our overarching objective.

The Advisory Council is expected to be geographically divergent, from multiple sectors of society (Government, NGOs IGOs, Commercial, Academia, Technical, Media), well known and highly regarded by our target audiences.

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Where we deem an organization to be one of our influencers, we'll ask their Chair or CEO to participate in the Advisory Council.   Where the influencer is an individual, they will participate in their own right.

We will not expect to remunerate any members of the Advisory Council, though we don't expect them to be out of pocket for their participation.

How do we engage the influencers?
We'll use our own networks to identify and ask people to participate both as individuals and as part of the organisations that they represent.

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Appendix A:

Influencer	Type	Who will engage	Comments
ICANN	Org		ICANN is well engaged at all but the very senior level – President. Some additional Board members' engagement could be useful. ICANN's Global Stakeholder Engagement team should be better briefed on reaching out to Governments, IT Societies, Application Developers.
ITU	Org		While the ITU if focused on telecommunications, they are well regarded by governments and if they share the UA message in their regular briefings our reach will be expanded.
ISOC	Org		ISOC Chair and CEO have been approached but have declined participation as they have too much on their plate already. Pursue individual members of their Board as well as regional and topic leaders.
GAC	Org		The GAC has had one briefing on UA and were supportive, but we need to raise awareness with more nation states through the GAC
ccNSO	Org		The ccNSO has been briefed several times, but it could be useful to get greater support from individual ccTLDs, perhaps starting with those on the ccNSO Council
Regional ccTLD Organisations	Org		CENTR, APTLD, AFTLD & LACTLD have all been approached but they report no interest from their members.
RIRs	Org		APNIC is the most advanced of the RIRs. A fresh approach, now that more documentation is available, should be taken with the others. They have ready access to ISPs, but probably the wrong parts of the ISPs
NTIA	Org		
NIST	Org		Engaging NIST to get UA as part of a national standard, including provisions in tendering documents, could advance UA in the USA
IGF	Org		The IGF is provides a forum for awareness advocacy.

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UNESCO	Org		UNESCO has access to Governments and others with an Education, Scientific and Cultural base. Part of the White Paper should be of particular interest.
UNDP	Org		UNDP is focused on developing countries, not a big part of our audience.
UN	Org		
EU Commission	Org		The EU Commission and related bodies provide an efficient access to European Governments, agencies and multi-nationals
GSMA	Org		GSM Association would allow reach into many network operators, hardware builders, operating systems developers and application suppliers.
W3C	Org		The W3C provides conduit not just to browser developers, but those who have browser capacities within their core products.
Women in IT	Org		There are a number of Women in IT organisations around the world.
Matt Mullenweg – CEO of Wordpress Parent Company	Ind		Wordpress is one of the world's leading social media platforms. Besides being useful to have Wordpress UA Ready, it will be useful for Wordpress to tell its development community of the UA issue.
Paul Mockapetris	Ind		
Joi Ito – Head of MIT Media Labs	Ind		
Linus Torvalds	Ind		
Vint Cerf	Ind		
Janis Karklins	Ind		
Mitchell Baker			
Marissa Mayer (CEO of Yahoo)	Ind		
Meg Whitman Chair of HP)	Ind		
			https://www.linkedin.com/title/leading-software-engineer
Mark Anderssen			
Desiree Miloshevic	Ind		

O'Reilly Books	Org		
Tim Berners-Lee	Ind		
Jennifer Pahlka – Code for America			
Microsoft			
Lei Jun			
Ask CNNIC for suggestions			
Andrew Sullivan – Chair IAB	Ind		
Ma Huateng (also known as **Pony Ma)** president of Tencent Inc.	Ind		
Ding Lei (known as William Ding) president of NetEase	Ind		

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Appendix B
Relevant SDG (Sustainable Development Goals)

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Local Infrastructural Development:
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8.2   Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors

9.1   Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all

9.a   Facilitate sustainable and resilient infrastructure development in developing countries through enhanced financial, technological and technical support to African countries, least developed countries, landlocked developing countries and small island developing States

9.b   Support domestic technology development, research and innovation in developing countries, including by ensuring a conducive policy environment for, inter alia, industrial diversification and value addition to commodities

9.c   Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020

11.a   Support positive economic, social and environmental links between urban, peri-urban and rural areas by strengthening national and regional development planning

12.6   Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle

12.7   Promote public procurement practices that are sustainable, in accordance with national policies and priorities

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12.a   Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production

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Cultural Diversity & Heritage:
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4.7   By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development

8.9   By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

11.4   Strengthen efforts to protect and safeguard the world's cultural and natural heritage

12.b   Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products

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Social & Environmental Development:
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6.b   Support and strengthen the participation of local communities in improving water and sanitation management

13.b   Promote mechanisms for raising capacity for effective climate change-related planning and management in least developed countries and small island developing States, including focusing on women, youth and local and marginalized communities

15.c   Enhance global support for efforts to combat poaching and trafficking of protected species, including by increasing the capacity of local communities to pursue sustainable livelihood opportunities

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