

## Notes

# UASG Workshop – March 12, 2017 – ICANN58 Copenhagen

Version 2017-03-14

These are the notes from the UASG Workshop held March 12, 2017. The presentations published should be used as an integral part of the notes. Recordings will be available in due course.

Ram opened the meeting with a brief reiteration of what Universal Acceptance is and what EAI is. He gave a report on the history and nature of the UASG.

It was noted that the UASG changed in nature about a year ago from ‘a group of volunteers supported by staff’ to ‘staff being supported by volunteers.’ Ram also noted that because of the change in our process coming up with ideas was NOT the same as volunteering to do the work. So, ideas and suggestions are welcome and the UASG has budget to get them actioned. *We would appreciate continued involvement and monitoring of effort, but there’s not so much requirement to allocate material amount of time.*

Elections: The UASG Charter allows up to two terms of two-years of the role of Chair and Vice-Chairs. During the recent nomination period, there was only one accepted nomination for Chair and that was Ram who will continue in the role for until the 1<sup>st</sup> quarter of 2019. *Applause.*

There were six nomination for three positions of vice-chair. Participants in the UASG were encouraged to engage with all the candidates and ask pointed questions about motivation, plans, contributions.

Voting paper have been distributed to all subscribers of the UA-Discuss list and the deadline for voting is March 19<sup>th</sup>. *Results will be reported shortly after that pending review by an independent scrutineer.*

What’s working – and not...

- The communications efforts of the UASG are driven by a Communications Working Group co-chaired by Lars Steffen and Christian Dawson with active participation from Edelman PR, Gwen Carlson, Jennifer Chung and members of Gwen’s team. This is an active group and more details were reported later.
- Evaluation projects for the UA readiness of Browsers, Messaging Applications and Email software and services is not progressing well because of a lack of reasonable choice in qualified tenders. Renewed efforts were being made to find researchers and some announcements are expected this quarter.
- Programming Language Review: Identification, Evaluation and Mitigation. This project got off to a slow start. There has been active and robust discussion but delivery has been slow. This project has been revived and a report later in the day will cover the topic.

- IDNA – there are some challenges in the implementation of IDNA and the UASG is supporting efforts within the IETF community to address this issue. An Internet Draft on the topic has recently been published by John Klensin that is going through the IETF process.
- The UASG is not financially constrained. The biggest issue is finding people to do the work. Some suggestions that came out of the meeting:
  - Engage with Universities
  - Engage with organisations and not just individuals.
  - Members of the UASG community are encouraged to share the help wanted advertisements within their networks.
- *The ICANN contracting process is robust, rigorous and thorough – which also means it's not so easy nor so fast.*

### Local Engagement

- While the UASG can do some things at a global level – producing documentation, evaluations and addressing programming languages, getting the message to our target audiences needs to be done at a local level.
- The UASG has a Local Engagement Seed fund to help provide funds for 'beer and pizza' to help grease the local communications channels. A [Help Wanted ad](#) has been published if local communities want to leverage these funds with their own resources.
- The UASG has developed a [local engagement model](#) to help guide local initiatives.
- The UASG will facilitate regular discussion among various local engagement initiatives.
- **ACTION: There will be a conference call in late May 2017 for people interested in local engagement initiatives. Don to organise**
- Argentina
  - Tony Harris of Cabase is leading the Local Engagement in Argentina
  - There will be a conference that Cabase is organising for Internet Day in May (*actually two days, the Internet is that big - 17 & 18*) where UA will be featured.
  - The UASG Quick guide has been produced in Spanish and Tony has printed copies that he will distribute at the conference.
  - The UA101 (see later in Communications) has been translated into Spanish.
- Bulgaria
  - Sebastian from EuRid is keen to lead an initiative in Bulgaria to raise awareness among our target audiences there. EuRid has recently been delegated .eu in Cyrillic
- Germany
  - Lars Steffen reported on the work that ECO is doing in German and the wider European Union with a variety of partners.
  - Eco (and I2 Coalition) are working on a Night.Talk event at the World Hosting Days event at the end of March.
- China
  - We heard about work already underway in China, including the production of a UA Readiness report on various Government Ministries.
- Other

- Not presented at the meeting, but we are aware of other local initiatives in Thailand, Taiwan, Hong Kong and India.
- Satish and others noted that the At Large community offers another channel into a wide geography and that the UASG should take advantage of that.
- **ACTION: Don to work with Satish to share the UA Local Engagement model and find champions within local communities through the At Large structures.**

#### Programming Language Evaluation

- Sara Dickinson of Sinodun has taken on the project to create a set of evaluation criteria to be used to evaluate programming languages for UA Readiness and mitigation.
- She is building on the work from several calls in late 2016.
- The Evaluation Criteria is currently out for comment and we'll organise a call in either later March or early April – noting that the IETF is at the end of March and will be taking some people's attention.
- The Evaluation Criteria is expected to be completed by the end of April.

#### Communications

Significant work is underway in the Communications Group as outlined in the slides.

Some significant points from the discussion:

- Our target audiences have been the IT teams and the people who help the IT teams make decisions. This was a specific strategy to encourage IT teams to get their systems UA ready BEFORE there were demand generated problems identified.

During an analyst briefing earlier this year, we heard that we might be targeting the wrong audience and instead should be targeting those parts of an organisation that can put pressure on IT teams to get things resolved – specifically the revenue generating parts of the executive suites – CMOs, CFOs, etc.

Arguments:

Status Quo: IT Teams need to be made aware of the issue so that they can build UA into their programme schedules and budgets. Good documentation on UA has only been available for a year and efforts are now underway to raise awareness with IT Teams.

Change: The 'push' message to IT Teams is not yielding fast responses. A demand 'pull' will be necessary to get UA into IT Teams plans. Why wait for nothing to happen when we can stimulate demand.

***This was left unresolved and would be taken up on the mailing list.***

- Tweeting: The UASG is publishing material (Case Studies, Blog Posts, articles) two or three times a month. To help raise awareness and profiles, it would be beneficial if people who have Twitter accounts would Tweet these activity.

The UASG does have a Twitter handle but the Communications group decided to leverage ICANN's existing (much larger audience) resources.

- Publishing: The UASG is producing a series of introductory, short articles (~500 words) that we're getting published into various industry and professional association newsletters and such. UA101 is a short introduction to UA (available in English, Spanish and German). UA102 – in final editing – is a short introduction to EAI. UA103 will be Tips and Tricks for Developers. Expected end of May.

These are available for members of the UASG to make their own to publish in their own local communities. Or, they can be published with the UA Secretary General's name in the by-line, whichever people think will work best. We would just like to know where they've been published.

Members were also encouraged to provide us an introduction to local associations and we can engage with them.

**ACTION: Members of the UASG to take the UA101 articles and get the published in their local communities.**

**ACTION: Members of the UASG to Tweet or re-Tweet notice of articles published.**

#### CIO's Guide to UA.

This is a joint effort by Eco and I2 Coalition to prepare a document that can help CIOs within the Internet industry accelerate their getting UA Ready. A first draft is expected by the end of March.

**ACTIONS: Lars and Christian to publish a first draft of CIO's Guide to UA to the UASG group by the end of March 2017.**

#### Issues Logging

- The UA issues logging has been in production since ICANN57 with promotion of its existence initially limited to the UA-Discuss list
- The number of issues raised has been 'underwhelming'
- In early 2017 we spiralled out promotion with articles published by Eco, I2 Coalition, TheDNA and others.
- The number of issues raised remained low.
- During discussion at the workshop it was felt that it was time to spiral out again and put the link of the front page of the UASG.TECH web site.
- **ACTION: Don to get Issue Logging link published on front page of UASG.TECH.**

## Anti-Abuse

Peter Meyer from Eco presented on recent engagements with the Anti-Abuse community.

It sounds like the Anti-Abuse community's technical teams are certainly UA & EAI Aware and their monitoring tools are already able to monitor all domain names and email addresses.

What wasn't clear was whether their own business systems were UA ready.

The discussion did establish a communication channel through Peter paving the way for future dialogue.

One item of note is the need to make sure that the anti-abuse community recognise that there are multiple channels in the ICANN community to address their issues and that the UASG is focused on a very specific topic.

## UA @ ICANNT-IT

Sigmund provided another useful update from ICANN IT's pursuit of UA.

- a. They are addressing the UA issue in ASCII TLDs as a bug fix and expect to have all applications sorted within six months. This work is relatively simple and short (~1 week). It also helps build the data dictionary of all places that URLs and Email addresses are used in all applications.
- b. They are building IDN remediation into all application upgrades.
- c. They have a complete set of 'stories' for addressing the UA issue.

**ACTION: ICANN IT expects to be able to publish "Agile stories" that they use for UA developments by the end of May.**

## Emojis

- There was extensive discussion about whether the UASG should be including Emoji's in our recommended use cases. No conclusion was reached and we agreed to continue discussion in the mailing list.
- No, Exclude Emojis: They are explicitly excluded from the IDNA protocols
- Yes, Include Emojis: They are already in use as domain names and have been for several years; they are a growing repertoire of the Unicode code set; they are growing in use in content; they are another way for people to have their own identify on the Internet.

## EAI

Reluctantly, we ran out of time for substantive discussions around EAI. There were some key items to note:



- a. EAI Workshop: Microsoft is hosting an EAI Workshop in their offices in Redmond Washington on April 12 & 13, 2017. The UASG has travel and accommodation funding available for senior engineers who can contribute to the discussion.
- b. Documentation
  - i. The UASG has published its Quick Guide to EAI. There remain some controversial items in the document and we had hoped to get resolution in Copenhagen. Instead, we'll have a close reading of this during the EAI Workshop in Seattle – April 12 & 13
  - ii. WE are planning a comprehensive guide to EAI (like the introduction to UA). This will include an extensive section on testing use cases and error debugging approaches. It will also include a Good Practice Guide to address issues not covered or not clear from the RFCs. *The UASG is still seeking someone technically competent to write this.*
  - iii. We are monitoring initiatives in the IETF to produce a supplement to the relevant RFCs. We think that this is pre-mature as there has not yet been sufficient EAI solutions in production.
  - iv. We are keeping an informal list of software and service providers who are either EAI ready or moving in that direction.
- c. There are precious few full implementation of EAI that we have seen (Coremail and XGenPlus) but there are a number of organisations that are working on it.

#### White Paper

Michael Kende went over the White Paper:

1. Key calculations and assumptions were thoroughly explored.
2. Concern over a lack of an IDN in the case studies was noted.
3. Could a quote (with permission) of the Blogpost by Cindy Zhou be included to raise interest with the CMOs of the world.

#### Summary of Actions:

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- **ACTION:** Don to work with Satish to share the UA Local Engagement model and find champions within local communities through the At Large structures.
- **ACTION:** Members of the UASG to take the UA101 articles and get the published in their local communities.
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