Universal Acceptance

UASG Local Initiative Charter

Draft for feedback by 31 July 2019.

Please send feedback to ua-discuss@icann.org (please subscribe to this email list at https://uasg.tech/subscribe.

Purpose

The UASG Local Initiative will work in close consultation with UASG leadership and UASG working groups and with the support and collaboration of ICANN org. Its purpose is to undertake the following in a region:

- Plan and undertake outreach to and collaborate with the stakeholders identified by UASG (given below) in the region to enable them to promote and adopt UA-Readiness.
  - o Technology Enablers
  - o Technology Developers
  - o Email Software and Service Providers
  - o Influencing Individuals and Organizations
  - o Government Policy Makers
- Identify opportunities for and review the messaging and communications for local stakeholders
- Identify relevant technical training requirements, audience and opportunities

Strategy

Community members are encouraged to organize into a local initiative for a particular geographical region for the purpose above. The region could span one or more countries and territories, as identified by the members of the local initiative.

The local initiative will be formed on the basis of a local initiative plan (see proposal template in Appendix below), which will provide a brief overview of what the initiative wants to achieve in the region, its members and chair(s), its intended outcomes, the plan on how it will achieve these goals and a tentative budget. The plan should be finalized in consultation with the UASG Leadership team and with the support of ICANN org.

To promote the adoption of UA Readiness, a local initiative may undertake many activities, which would generally fall under three areas: (i) Technical collaboration, (ii) General outreach, and (ii) Public sector engagement.

(i)   Technical collaboration will be focused on technical stakeholders, and may include technical training as well as collaboration with the local industry to implement UA Readiness practices. Some examples of outcomes in this area would be the following:

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a. Collaborate with technology developing organizations which agree to implement UA Readiness in their software development cycle
b. Collaborate with email service providers or organizations to support EAI in their practice
c. Conduct technical trainings at relevant events on UA readiness for website/application development, including collaborating organizations
d. Conduct technical trainings at relevant events on EAI Ready technologies and how to configure them to support EAI, including collaborating organizations
e. Identify relevant local popular and e-government applications for testing UA Readiness for testing

(ii) General outreach will focus on technical and non-technical audience to raise the awareness about UA challenges and its impact and to encourage adoption of UA Readiness. The focus may remain on the stakeholders identified by UASG. Some examples of outcomes in this area could be the following:

a. Enlist influencing organizations and influencing individuals to promote UA Readiness
b. Publish articles locally in technical and non-technical journals and magazines to promote UA Readiness among the stakeholders identified
c. Present UA Readiness at major technology events
d. Help develop case studies of UA readiness in technology development and email services based on the collaborations

(iii) Public sector engagement would aim to raise awareness and to promote procurement policies and standards to support UA Readiness. It may not be possible to achieve these goals in the short-term. However, it is being suggested that a coordinated plan is put in place to work towards these goals.

a. Interact with Governmental Advisory Committee (GAC) members to discuss UA readiness of local business and e-government websites and encourage them to help promote UA readiness nationally
b. Meet with government national and local policy makers to discuss UA Readiness of local business and e-government websites and encourage them to update national procurement policy to include UA readiness requirements at least for e-government services
c. Interact with relevant standards bodies to discuss UA readiness of local business and e-government websites and to encourage them to update national accessibility standards

(iv) Publish quarterly reports on the work undertaken by the local initiative

Membership
Membership should include some representation from:
- Members from the UASG Community from the region
- Members of local community who would like to contribute
- Local partners and influencers

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- Local UASG Ambassadors
- ICANN local GSE and comms teams

Based on the variety of work to be undertaken, a broad base of expertise is desirable in a local initiative, including the following:

No.	Expertise/Role	Notes
1	Chair	Plan and manage progress of the local initiative; organize and motivate members; coordinate with UASG and ICANN organization
2	Software/web Developers	Understand technical challenges of integrating UA readiness in applications and websites
3	Software Project Managers and Architects	Understand technical and management challenges of integrating UA readiness in applications
4	System Administrators, especially those managing mail servers	Understand configuration challenges of mail servers for EAI support
5	Unicode and/or Localization Experts, with knowledge of local scripts	Understand localization requirements for the technology and local scripts
6	Communications and (technology) media experts	Help with messaging to local audience
7	Marketing managers	Help identify and reach out to relevant audience
8	Academia, Community and civil society members motivated with language and accessibility of internet	Help with messaging and outreach to private and public sector
9	DNS and IDNA experts	Bring expertise of DNS and IDNs
10	TLD registries and registrars	Bring expertise of domain name market

Membership will be self-selecting. UASG standards of behaviour apply. https://uasg.tech/wp-content/uploads/2019/01/UA-Expected-Standards-of-Behavior.pdf

Chair of the Working Group:
- UASG Leadership team would nominate the working group chair(s), in consultation with the working group members. The chair will become member of the UA Coordination Group along with UASG Chair, Vice-Chairs and other Working Groups' chairs.
- The chair role is for one calendar year. He/she should be nominated one month prior to the end of the current chair's term to ensure a smooth transition.

Operations
- The UASG local initiative mailing list will be used for communications: ua-<region>@icann.org.
- About meetings:
  - o Frequency: Held regularly at a time convenient for the participants.
  - o Attendance: Meetings are open to all – including non-appointed members of the Working Group.

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- o Meeting agenda: The previous meeting record and a meeting agenda will be forwarded to members of the Working Group at least one week before the next meeting.
- o Objectives: Meetings will end with a clear understanding of expectations and assignments for next steps.
- o Duration: Meetings are expected to be one hour. Extension of time, in 15 minute increments, will require the consent of the majority of members attending that meeting. Consensus will be indicated with a show of hands.
- o Meeting Minutes: The Secretariat will keep a record of meeting attendees, key issues raised, and actions required. Comments from individual members will generally not be attributed and a verbatim record of the meeting will not be prepared. Meeting minutes will be reviewed by Working Group members, and if adopted the document will be circulated among wider UASG membership for information purposes. Any changes to the record of the past meetings shall be in writing and forwarded to the Secretariat prior to the next meeting.
- Funding for local initiatives is available as per UASG's Action Plan and following UASG and ICANN org processes.
- Any ICANN supported training and meeting or any ICANN supported travel will be booked through ICANN org. This requires at least three month advance notice.

Meeting Ground Rules

- Speak one at a time – refrain from interrupting others.
- Wait to be recognized by chair before speaking.
- Chair will call on people who have not yet spoken before calling on someone a second time for a given subject.
- Share the oxygen – ensure that all members who wish to have an opportunity to speak are afforded a chance to do so.
- Maintain a respectful stance toward towards all participants.
- Listen to other points of view and try to understand other interests.
- Share information openly, promptly, and respectfully.
- If requested to do so, hold questions to the end of each presentation.
- Make sure notes taken are accurate.
- Remain flexible and open-minded, and actively participate in meetings.

Roles and Responsibilities

The Working Group is an advisory group to UASG Leadership team and UASG Coordination Working Group. The Working Group members agree to:

- Provide specific local expertise, including identifying emerging local issues.
- Review project reports and comment promptly.
- Attend all meetings possible and prepare appropriately.
- Complete all necessary assignments prior to each meeting.
- Relay information to their constituents after each meeting and gather information/feedback from their constituents as practicable before each meeting.
- Articulate and reflect the interests that advisory group members bring to the table.
- Maintain a focus on solutions that benefit the entire program.

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- Present its recommendations for the project at the end of the planning process. The presentation would include subjects such as: project's Purpose and Need Statement, alternatives to be studied, mitigation measures, and phasing plan. The Working Group shall select from among its members a presenter or team of presenters.

The Working Group Chair and the Secretariat agree to the following:
- Provide Working Group members the opportunity to collaborate with other on making recommendations for the project.
- Effectively manage the scope, schedule and budget.
- Keep partners informed of progress.
- Provide documentation to support recommendations.
- Provide technical expertise.
- Brief local decision makers and produce briefing materials and reports.
- Conduct public meetings necessary to inform and engage the community.
- Manage logistics for meetings.
- Explain the reasons when deviations are taken from recommendations.

Appendix:

Proposal for UASG Local Initiative in <Region>
<Date>

Introduction to the Region

Brief description of the geographical bounds of the region, languages spoken, scripts used, total and internet population and other relevant demographic information. Also include the ccTLD(s) and gTLDs used in the region.

Motivation for Starting the UASG in the Region

Explanation of the challenges and types of issues currently being faced in the region in the context of Universal acceptance of domain names and email addresses. Which of these issues would the local initiative intends to resolve?

Members of the Local Initiative

List the initial members of the local initiative.

No.	Name	Organization	Role	Expertise
1			Chair	
2			(co-chair/ coordinator, etc.)	
3			Member	
4				
5				
6				
7				
8				
9				
…				

Local Stakeholders

Explanation of the types of local stakeholders which will be outreached by the local initiative.

Intended Outcomes

For the stakeholders identified, bulleted list of outcomes intended for each of the stakeholder for the current financial year.

Overall Plan

A high-level plan for how the local initiative intends to organize its work to reach out to the intended stakeholders with a tentative timeline for the outcomes.

Budget

A tabular presentation of activities and corresponding budget for achieving the goals of the local initiative for the current fiscal year, with an indication of how much of this budget is needed from UASG's budget for that fiscal year.