

# UAC: Workplan

December 2023

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## About this document

This document provides a report of the process that led to the development of the UAC work plan.

Taking into consideration the UAC scope as defined in its charter, the UAC further explored the relevance of the themes for the ccTLD community and ccNSO in general. The goal was to better understand how to organise potential work on these themes, resulting in a work plan for the next year.

## About UAC

Universal Acceptance is cornerstone to a digitally inclusive and multilingual Internet, ensuring all domain names and email addresses – in any language, script, or using any new or long TLD – are accepted equally by all Internet-enabled applications, devices, and systems. The Country Code Names Supporting Organization (ccNSO) explored its potential role in Universal Acceptance. To that end, it organized a session during ICANN75 where both ccTLDs and other stakeholders suggested activities the ccNSO could undertake to complement existing work by the Internet community. In December 2022 and January 2023, ccTLD representatives participated in two workshops to further explore their expectations regarding potential ccNSO

action and how to organize next efforts. After the conclusion of the workshops, the ccNSO Council developed a Roadmap which was presented during ICANN76.

- ccNSO UAC workspace, with links to meetings recordings, attendance records, background materials etc.: <https://community.icann.org/x/UlfxDg>
- Dedicated UAC section on the ccNSO website: <https://ccnso.icann.org/en/workinggroups/uac.htm>
- [ccNSO UAC Terms of Reference](#)
- [ccNSO Universal Acceptance Roadmap](#) | March 2023

In this paper, the Ad Hoc Council Group ccNSO & UA presented the proposed role of the ccNSO with respect to Universal Acceptance (UA) . First, the role and actions of the Ad Hoc Group were described, followed by details regarding the proposed Roadmap for activities related to the role of the ccNSO with respect to UA. Finally, it includes a summary of the process that led to the development of this Roadmap.

- Session recordings: ICANN75 (September 2022), [two workshops](#) (December 2022 and January 2023), [ICANN76](#) (March 2023)

## Purpose UAC and relation with the ccNSO value

Extract from the UAC Charter:

*“The purpose of the ccNSO Universal Acceptance Committee (UAC) is to provide the ccTLD community a platform to interact and share information at a global level and with other groups under the ICANN umbrella on topics related to UA and acceptance of IDNs. The initiative should not overlap with other related efforts.”*

In July 2020, the ccNSO Council agreed that from their perspective, the value and purpose of the ccNSO for the ccTLD Community and other stakeholders is as follows:

*The ccNSO provides a global platform for ccTLD managers to:*

- *Undertake policy and policy-related work*
- *Cooperate and learn*
- *Engage with other stakeholders*

*The ccNSO is the supporting organizations of ICANN specifically for ccTLD managers and the decisional participant through which the ccTLD Managers act.*

The UAC contributes to the global platform function of the ccNSO, as it engages with other stakeholders and allows ccTLD managers to cooperate and learn.

# Action plan

## Methodology: phased approach

The UAC used a phased approach to draft its work plan, in line with the UAC objective as defined in its Charter:

1. Step 1: Napkin pitch
2. Step 2: Impact-effort analysis
3. Step 3: Set priorities

### Step 1: Napkin pitch

The napkin pitch provides a simple, consistent format to solicit details of an idea or approach, and summarise and communicate these ideas. It covers the critical components associated with the idea or approach with respect to:

- the stakeholders,
- the ability to execute or deliver the idea,
- the rationale.

The UAC was split into two groups, and participated in the napkin pitch exercise via two breakout sessions. IGLC members raised suggestions for the following napkin quadrants:

- Benefits & needs for ccTLDs
- Benefits & needs for ccNSO
- Execution by UAC

Staff captured the discussions with sticky notes on a [Google Jamboard](#).

For more details about the napkin pitch discussions, see Annex A. A summary was provided below

13 Dec '23		Summary Napkin Pitch 1	
<b>Concept</b>	<b>UAC as Liaison Committee for ccTLDs</b>		
<b>The big idea</b>	<b>The UAC liaises with relevant groups to become point of contact for ICANN and others with respect to ICANN related UA ccTLD activities</b>		
<b>Benefits &amp; needs for ccTLDs</b>	<ul style="list-style-type: none"><li>• Information sharing</li><li>• Digital inclusion: all TLDs are equal</li><li>• ccTLDs know about the local context</li><li>• ccTLDs have contacts with the local stakeholders</li><li>• ccTLDs cooperate via ccNSO at global level</li></ul>		

<b>Benefits &amp; needs for ccNSO</b>	<ul style="list-style-type: none"> <li>● ccNSO is place where ASCII and IDN ccTLDs come together</li> <li>● ccNSO as a place for practice sharing and learning among ccTLDs globally</li> <li>● ccNSO as vehicle for ccTLDs to liaise with other ICANN stakeholders</li> </ul>
<b>Execution by UAC</b>	<ul style="list-style-type: none"> <li>● Coordination with other groups under the ICANN umbrella <ul style="list-style-type: none"> <li>○ UASG: ccNSO Council appointed a dedicated liaison - monthly reports provided (ongoing)</li> <li>○ UAC to assist in UA Day Event / cooperation</li> </ul> </li> <li>● Liaising with regional organisations</li> <li>● Liaise with email and other service providers</li> </ul>

13 Dec '23	
Summary Napkin Pitch 2	
<b>Concept</b>	<b>UA readiness and UA practices sessions</b>
<b>The big idea</b>	<b>The UAC assists and/or takes the lead in organising UA readiness and UA practice sessions</b>
<b>Benefits &amp; needs for ccTLDs</b>	<ul style="list-style-type: none"> <li>● ccTLDs as role models</li> <li>● Strengthening service to local community and regulators - ccTLD managed by government departments, the expertise in becoming UA ready, create win-win situation</li> <li>● Foster collaboration</li> <li>● Learn from others: <ul style="list-style-type: none"> <li>○ Contextual/Environment in which a ccTLD operates and expectation regarding UA: embedded in - and impact of - societal and cultural context</li> <li>○ At Registry level: marketing, technical and educational efforts.</li> <li>○ Service provisioning: How to increase scale / network advantages, market share, simplify instructions for users, implementation of UA registrars and users, information to customers. Source of information: UA Roadmap, UA library</li> </ul> </li> </ul>
<b>Benefits &amp; needs for ccNSO</b>	<ul style="list-style-type: none"> <li>● ccNSO: ccTLD specific</li> <li>● ccNSO diverse community (UA discussion strengthens diversity claim)</li> <li>● ccNSO provides platform for cross regional cooperation</li> <li>● Platform for sharing practices</li> </ul>
<b>Execution by UAC</b>	<ul style="list-style-type: none"> <li>● Knowledge transfer: share information to ccTLDs via multiple channels <ul style="list-style-type: none"> <li>○ Tabletop Exercises</li> <li>○ Workshops</li> <li>○ Share success stories on implementation, explain benefits UA readiness</li> <li>○ Develop Roadmaps (A-Z) assistance: what needs to be done by individual ccTLDs and rest of supply chain to be UA ready (see ICANN ccTLD survey and UA ready Roadmap)</li> <li>○ Sessions at public meetings ( ccNSO, other)</li> <li>○ Assist and cooperate to organise local events</li> </ul> </li> <li>● UAC to assist in UA Day Event / cooperation (liaison function see summary first napkin exercise)</li> </ul>

	<ul style="list-style-type: none"> <li>● Information gathering/survey <ul style="list-style-type: none"> <li>○ ccTLD UA readiness journeys, case studies</li> <li>○ Develop Roadmaps (A-Z) assistance: what needs to be done by individual ccTLDs and rest of supply chain to be UA ready (see ICANN ccTLD survey and UA Readiness Roadmap)</li> <li>○ Transfer information gathered</li> </ul> </li> <li>● Tools for Information sharing and gathering UA library, dedicated email list (Ongoing)</li> </ul>
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### Step 2: Impact-effort analysis

During its **add date** workshop, the UAC evaluated the proposed actions assessing whether the required (level of) effort and the expected impact/benefit for ccTLDs of the proposals will be low, medium, or high

To assess the level of impact, the UAC used 2 criteria, based on its Charter:

- Added value to coordination and facilitation of participation of ccTLD in UA-related matters
- Increase level of participation of ccTLD community in UA-related discussions

Given the limited resources - limited time of members to spend on UAC related matters, no budget, and limited staff - it is clear that not all actions can be undertaken at the same time. This analysis was converted into a matrix. The impact effort matrix is also referred to as an *action priority matrix*. Why use the impact effort matrix? Overall, to show the value the feature can add to the IGLC and/or its services and to measure the resources you need to complete the task.

More specifically:

- To rapidly identify what activities you should focus on, along with the ones you should ignore.
- To optimize limited time and resources.
- To reflect on a range of strategies and find the most efficient path to achieve goals and reduce wasted time and effort.
- To get projects back on track, align team priorities, and identify the best solutions to a problem.

The impact effort matrix template plots activities against two variables:

- *Level of Effort (Horizontal Axis)* – How much time, money, resources, and capacity will be needed to achieve the desired outcome.
- *Level of Impact (Vertical Axis)* – How much value or impact the outcomes will have.

Overall, the activities fall into one of four categories:

- **Quick wins** – Give the best return based on the effort.

- **Major Projects** – Provide long term returns but may be more complex to execute, may need additional research.
- **Fill-ins** – Don't require a lot of effort but neither do they offer many benefits.
- **Thankless tasks** – Time-consuming activities with low impact that should be avoided.

Following conclusion of step 2, the UAC agreed on the following actions:

placeholder

For a summary of the impact-effort analysis, go to Annex B

### Step 3: Set priorities

The next and final step for the UAC was to determine the preferred order to further explore and work on the topics below, taking into account the results of the previous steps

placeholder

### UAC Action Plan

Taking into consideration the various steps that led to the development of the UAC workplan, UAC will address the topics in the following order:

placeholder

# ANNEX A: Napkin pitches

Staff captured the discussions with sticky notes on a [Google Jamboard](#). Below is a summary of the napkins.

22 Nov '23		Room 1 (Bart)	Room 2 (Joke)
<b>Concept</b>	<b>UAC as Liaison Committee for ccTLDs</b>		
<b>The big idea</b>	<b>The UAC liaises with relevant groups to become point of contact for ICANN and others with respect to ICANN related UA ccTLD activities</b>		
<b>Benefits &amp; needs for ccTLDs</b>	<ul style="list-style-type: none"> <li>• ccTLD knows UA relevant work, relevant for SLD and TLD ( for example email issues).</li> <li>• Information sharing</li> <li>• Confident it will work for all systems</li> <li>• One world, One internet: all should be treated the same, local community support</li> <li>• Execution of digital inclusion</li> <li>• Contributes to advantage of scale</li> <li>• ccTLD embedded locally: Government / Management / Security</li> </ul>	<ul style="list-style-type: none"> <li>• ccTLD close links with local stakeholders (government, webhosters, ISPs etc.) assist in building local coalition for benefit of end-users</li> <li>• Assist in cross-community approach globally</li> <li>• Local policy making: UAC as and library point of reference</li> <li>• Learn from other ccTLDs, who are at different level of knowledge, have dealt with different issues, and different level of implementation of UA</li> </ul>	
<b>Benefits &amp; needs for ccNSO</b>	<ul style="list-style-type: none"> <li>• UA needs to work across regions and countries (uniform platform)</li> <li>• Good (common) practices</li> <li>• ccNSO umbrella for ASCII and IDN ccTLDs</li> </ul>	<ul style="list-style-type: none"> <li>• Clout to engage with email providers and others</li> <li>• Platform to reach out to other groups under ICANN umbrella</li> <li>• Learning platform</li> </ul>	
<b>Execution by UAC</b>	<ul style="list-style-type: none"> <li>• UA survey, registry roadmap</li> <li>• UAC participant is responding to survey</li> <li>• Document share policies/ local policies and practices (library)</li> <li>• Coordinate with other groups under ICANN umbrella</li> <li>• Point of contact between other groups and ccTLDs</li> </ul>	<ul style="list-style-type: none"> <li>• Liaison with regional organisation</li> <li>• Contact with registrars</li> <li>• Contact to reach out to audiences including local communities</li> <li>• How do other groups fulfil liaison ( example DASC, SOPC?)</li> <li>• Liaison to UASG/ICANN org UA group</li> <li>• Partner with GNSO: knowledge sharing, exchange of policy related matters and experiences</li> </ul>	

**BIG IDEA: UAC as Liaison Committee for ccTLDs** 22 November 2023 Bart

The UAC liaises with relevant groups to become point of contact for ICANN and others with respect to ICANN related UA ccTLD activities

**ccTLD Benefit/Need**  
 What Needs  
 What are  
 How will a

ccTLD knows UA relevant work is ongoing to SLD and TLD (for example email issues)

Be confident it will lowrisk for all systems

One world one Internet: all should be treated the same. Local community support

Execution of digital inclusion: UA important part ccTLD

More registration: business interest, but not only, scale advantages

ccTLD have similar reasons: government management/ security

Information sharing on use SLD and how to support other ccTLDspolicy

**Execution**  
 How w  
 Whatg  
 Which  
 What d

UA survey registry roadmap

Value UAC to outreach to ccTLD and hosting providers and other local technical organizations

Coordinate with other organisation under umbrella (ALAC, GAC)

Connect other groups. Extend to all ccTLD s, then to other stakeholder

**ccNSO Benefit and Needs**  
 What makes ccNSO uniquely positioned to deliver on Big Idea?  
 How will Big Idea benefit/sustain the ccNSO?

ccNSO is unique organisation with members of ccTLD and IDN ccTLD in one place, platform to share information among, embership

UAC become participant in responding to survey

Document policies for adoption as amended

Policies for local ccTLDs

Replica of good practices

UA needs to work across, countries and region

Umbrella for ASCII and IDNccTLD to remove UA issues, will make them equal

**BIG IDEA: UAC as Liaison Committee for ccTLDs** 22 November 2023 Joke

The UAC liaises with relevant groups to become point of contact for ICANN and others with respect to ICANN related UA ccTLD activities

**ccTLD Benefit/Need (Custom)**  
 What Needs  
 What are benefits for a ccTLD o  
 How will a ccTDL Benefit from Idea?

ccTLDs to have comprehensive overview of what is happening in terms of UA-matters across ICANN

ccTLDs at different levels of implementation, different knowledge needs

ccTLDs often have close link with governments, put to be UA-ready, and thus offer benefits to end-users, and eventually ccTLDs

cross-community approach

policy making: UAC could serve as point of reference for facts and fact-finding

ccTLDs learn from each other: policy, tech, marketing

**Execution**  
 How w  
 Whatg  
 Which  
 What d

UAC ask them to put the topic on their agendas, ccTLDs to learn from peers in the region.

UAC as a topic on the agenda of the same meetings during ICANN public meetings

UAC on Big Idea to make it

UACG prep week updates, covers UASG and ICANN work, include UAC as well?

invite relevant people as observers

**ccNSO Benefit and Needs**  
 What makes ccNSO uniquely positioned to deliver on Big Idea?  
 How will Big Idea benefit/sustain the ccNSO?

reach out to e-mail service providers.

liaise with the other groups within ICANN: UASG

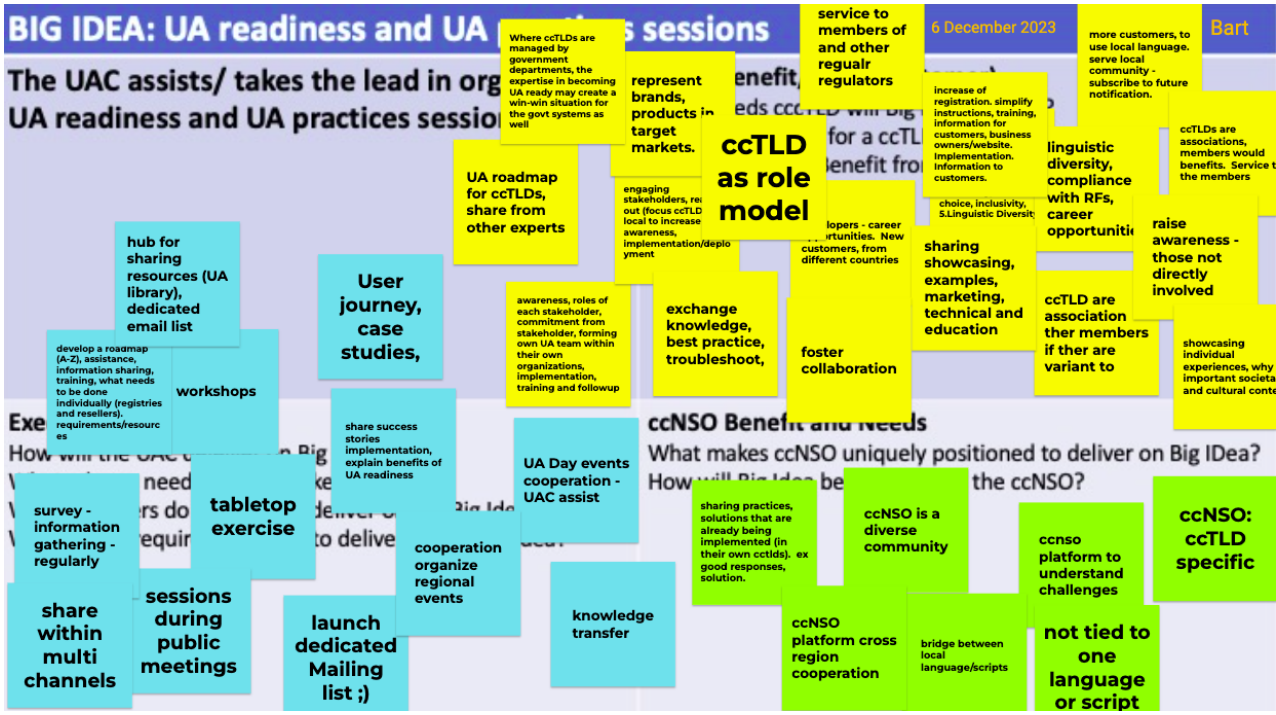
contact to reach out to the audiences, local communities.

how do other ccNSO groups fulfill the liaison role?

liaison to UASG

partner with ccNSO, knowledge exchange regarding policy matters and experiences

<b>Concept</b>	<b>UA readiness and UA practices sessions</b>
<b>The big idea</b>	<b>The UAC assists and/or takes the lead in organising UA readiness and UA practice sessions</b>
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<b>Benefits &amp; needs for ccNSO</b>	<ul style="list-style-type: none"> <li>• ccNSO: ccTLD specific</li> <li>• ccNSO diverse community (UA discussion strengthens diversity claim)</li> <li>• ccNSO provide platform for cross regional cooperation</li> <li>• Platform for sharing practices</li> </ul>
<b>Execution by UAC</b>	<ul style="list-style-type: none"> <li>• Hub for sharing resources (UA library, dedicated email list)</li> <li>• Workshops</li> <li>• Tabletop Exercises</li> <li>• Sessions at public meetings ( ccNSO, other)</li> <li>• Assist and cooperate to organise local events</li> <li>• Knowledge transfer: share information multiple channels</li> <li>• UAC to assist in UA Day Event cooperation</li> <li>• Share success stories on implementation, explain benefits UA readiness</li> <li>• Information gathering/survey</li> <li>• Develop Roadmaps (A-Z) assistance: what needs to be done by individual ccTLDs and rest of supply chain to be UA ready (see ICANN ccTLD survey and UA ready Roadmap)</li> <li>• ccTLD UA readiness Journeys, case studies</li> </ul>



## ANNEX B: Summary of the impact-effort analysis

- 
- Coordination with other groups under the ICANN umbrella
  - UASG: ccNSO Council appointed a dedicated liaison - monthly reports provided (ongoing)
  - UAC to assist in UA Day Event / cooperation
- Liaising with regional organisations

Staff captured the discussions with sticky notes on a Google Jamboard. Below is a summary of the discussions.

Topic	Quick wins (High impact, low effort)	Major projects (high impact, high effort)
Knowledge transfer: tabletop exercise	-	-
Knowledge transfer: workshop	-	-
	Fill ins (Low impact, low effort)	Thankless tasks (Low impact, high effort)
	-	-
		-