

### Proposed actions for the UAC to leverage drivers to increase lower barrier “Lack of Demand”

Barrier	Factor	Action to influence factor	Comment
<b>Lack of Demand / lack of need</b>	Lack of awareness	UNESCO and the SDG around multilingualism has a way forward to drive the multilingual and inclusive Internet	
		Liaise with other stakeholders ambassador role	
		Highlight the non-business benefits of languages online (cultural, inclusion,...)	
	Almost no demand from local community	Lack of demand is the issue. adjust the communication, based on the audience. (e.g. SMEs)	
		Have more ccTLD involved. e.g. IDN marketing	
	Lack of interest	Highlight the non-business benefits of languages online (cultural, inclusion,...)	
	Need for government decisions, including need for procurement rules & policy	UNESCO and the SDG around multilingualism has a way forward to drive the multilingual and inclusive Internet	
		Highlight the non-business benefits of languages online (cultural, inclusion,...)	
		UAC strengthen the cooperation to other communities interested in UA	
		Future discussion: a policy driven approach with Government for enforcement OR a market driven approach focusing on creating demand through key ecosystem players or sectors	
	Lack of demand by registrars	Apply UA roadmap for Registry systems and report annually how much UA ready they are.Lack of demand is the issue. adjust the communication, based on the audience(e.g. SMEs)	
		UAC to Liaise with other stakeholders in ambassador role	
		Have more ccTLD involved. e.g. IDN marketing	
		Highlight the non-business benefits of languages online (cultural, inclusion,...)	

**Proposed actions for the UAC to leverage drivers to increase lower barrier “Lack of Technical Solutions”**

<b>Barrier</b>	<b>Factor</b>	<b>Action CSC or ccTLD to influence factor</b>	<b>Comment</b>
<b>Lack of Technical Solutions</b>	Need for Emoji Domain Support	Technical standards to include letters from more languages	
	Adoption of UA by “big tech, working email	Ensure more big tech is UA ready through local branches	
	Lack of interest	Highlight the non-business benefits of languages online (cultural, inclusion,...)	
	EAI challenges	UAC library development + UA-ready software lists relevant for ccTLD	
		Use the EAI self certification guide and self certify the email systems that are provided locally. Report on progress	
	Lack of demand	UAC Provides used cases and reward them	
		UAC strengthen the cooperation to other communities interested in UA	

**Proposed actions for the UAC to leverage drivers to increase lower barrier “Internal ccTLD Focus”**

Barrier	Factor	Action to influence factor	Comment
<b>Internal ccTLD Focus</b>	Size of the operation	UAC Provides used cases and reward them	
		UAC offers support with implementation and awareness	
	Lack of funding	UAC gives Free Technical Technical Solutions to the ccTLDs and small companies	
		UAC offers support with implementation and awareness	
		UAC library development + UA-ready software lists relevant for ccTLD	
	Lack of UA technical expertise	UAC offers support with implementation and awareness	
		Apply UA roadmap for Registry systems and report annually how much UA ready they are	
		Relevant portion of the UA curriculum could be applied to ccTLD staff training programs	
		UAC library development + UA-ready software lists relevant for ccTLD	
		Agree barriers complexity/ impact and start with the ones that can be more achievable/ have higher impact	
	Third party dependencies		