

## **Drivers and barriers UA readiness - Consolidated outcome ICANN82 and 83 sessions**

### **Drivers**

The UAC consulted the community in Seattle (ICANN82) on potential drivers for UA Readiness. In earlier work the following set of drivers were identified:

- Get more international customers
- Be more competitive
- Implement UA before the next round
- Regional Customer needs
- Support local language communities
- Act as role model
- Stay compatible with recent standards

When asked, the community members present in Seattle also listed the following:

- Digital Inclusion
- Digital Literacy
- Capacity in own organization to understand and do the work
- Legal Requirements
- Including multiple languages ( ranging from 16 recognized to over 800) in one country

On the question whether the ccTLD would expand its effort in UA or IDNs, the message was mixed at best. Although the average was favorable, there was a wide distribution of responses going from negative to strongly positive.

Looking at the various concepts, the main, underlying drivers/goals why ccTLDs get involved in UA and UA readiness appear to be

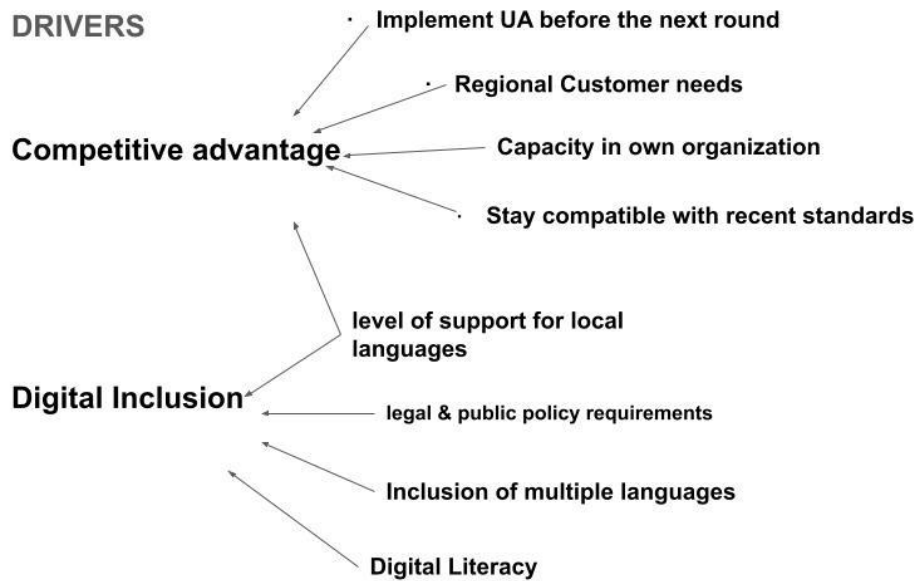
1. Digital Inclusion and
2. Competitive advantage

In turn these drivers or goals are determined by sub-level goals or drives, which all appear to contribute to the goal/driver.

Digital Inclusion includes and is determined by Digital Literacy, Inclusion of multiple languages, level of support for local languages, and legal & public policy requirements.

Competitive advantage includes and is determined by Capacity in own organization to understand and do the work, Regional Customer needs, and to get more international customers

From this overview the following picture emerges:



## Barriers

In Prague (ICANN83) the focus of consultation changed to barriers. Again based on previous work the following barriers were identified, which impede UA:

- Lack of UA technical expertise
- Third party dependencies
- Policy-related hurdles
- Lack of demand
- Political situation in the region
- No trust in open source
- Other priorities

From these barriers the 3 most important ones were:

1. Lack of demand
2. Lack of technical expertise
3. Other priorities

In addition the community present identified the following barriers:

- Lack of Technical solutions in the market
- No interest from registrars
- EAI continues to be challenge
- Almost no demand from local community
- Lack of awareness
- Size of the ccTLD
- Economic hurdles
- No procurement policy
- Lack of funding

- Lack of awareness and lack of policy
- Lack of interest by users (to accustomed to ASCII)

To understand, what was considered the main barrier the following emerged:

- Need for Demand, change lack of need
- Government decision, Government should require all suppliers to gov to be UA ready
- Emoji Domain Support
- Adoption of UA by “big tech”, working email
- Remove/Reduce policies imposed by government
- Get management to understand the importance
- Government department leading use of IDN and EAI

Looking at the various concepts raised with respect to barriers, the main overarching barriers appear to be the following:

1. Lack of Demand / lack of need
2. Lack of Technical solutions
3. Internal ccTLD focus

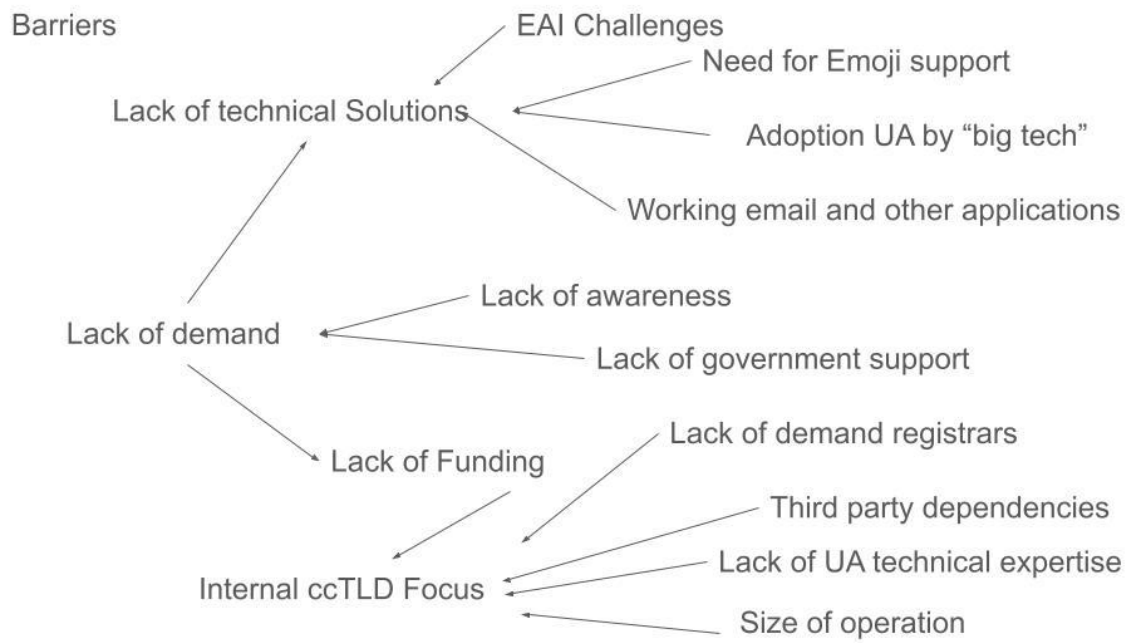
Each of these overarching barriers include and are determined by some of the others.

The Lack of demand/lack of need appears to include: Lack of awareness, Almost no demand form local community, Lack of interest, Need for government decisions, including need for procurement rules & policy, Lack of demand by registrars,

The Lack of Technical solutions appears to include: need for Emoji Domain Support, Adoption of UA by “big tech”, working email, EAI challenges, but also lack of demand.

The Internal ccTLD Focus as barrier encapsulates the following: size of the operation, lack of funding, Lack of UA technical expertise, Third party dependencies

From this overview the following picture emerges:



From this overview the following questions could be raised:

- How can the drivers be leveraged? what is the role for UAC?
- What can be done to lower or even overcome each of the the barriers?
- What is role for UAC?