Universal Acceptance Day

1 June 2023
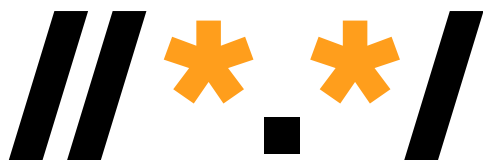
Universal Acceptance

UA Day
#Internet4All

ICANN

Table of Contents

UA Day Overview

Universal Acceptance (UA) is a technical best practice that ensures all valid domain names and email addresses, regardless of script, language, or character length, can be equally used by all Internet-enabled applications, devices, and systems. UA Day was organized to rally local, regional, and other global communities and organizations to spread UA awareness and to encourage UA adoption with key stakeholders. It was organized by the volunteer-led Universal Acceptance Steering Group (UASG) and supported by the Internet Corporation for Assigned Names and Numbers (ICANN).

UA Day events consisted of UA awareness and technical training sessions hosted by UA Ambassadors, UA Local Initiatives, At-Large Structures, Internet Society (ISOC) chapters, universities, and other interested organizations around the globe on or around 28 March 2023. The sessions aimed to engage and mobilize technical and language communities, companies, governments, and Domain Name System (DNS) industry stakeholders to better understand the benefits of UA.

Note: Participation data in this document is based on 45 UA Day events that reported information back to ICANN as of 1 June 2023.

Call for UA Day Proposals

ICANN and the UASG called for inaugural UA Day event proposals. UA Day events could be held on or around 28 March 2023 with one of the following focus areas:

- **UA awareness session:** provide a high-level overview of UA and Email Address Internationalization (EAI), the benefits of being UA-ready, basic technical concepts related to UA, and next steps to become UA-ready.
- **UA technical training session:** provide in-depth training on becoming EAI-ready for email system administrators and on becoming UA-ready for developers.
- **UA strategy session:** discuss appropriate mechanisms to promote UA adoption at the regional level.

UA Day Event Proposals and Shortlist

A total of 90 UA Day proposals were received by the due date of 31 January 2023. The UASG's evaluation team shortlisted 54 proposals, which included local and national proposals from 43 countries and territories and included at least one proposal for each of the five geographic regions. A few additional UA Day events were also independently organized. The keystone UA Day event was held in New Delhi, India, hosted by the Government of India. A breakdown of proposals received and shortlisted by the UASG for support from ICANN by region is provided in **Table 1** below.

Table 1: UA Day Proposals Received and Shortlisted by Region

Region	Proposals Received	Proposals Shortlisted
Africa	32	20
Asia Pacific	41	18
Europe	2	2
Latin America and Caribbean	12	9
North America	2	2

UA Day Events by Region

As shown in **Figure 1** below, 37 percent of the UA Day events were held in the APAC region, 36 percent were held in Africa, and 20 percent were held in the Latin America and Caribbean region.
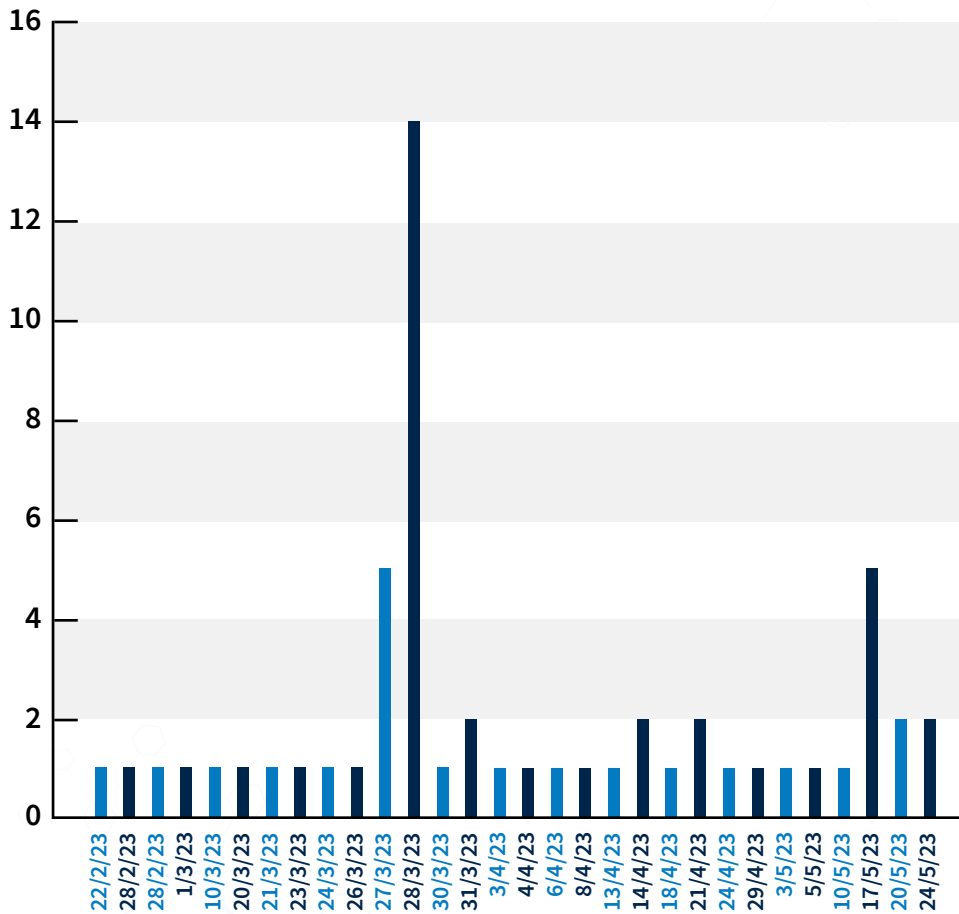
Figure 1: Distribution of UA Day Events Organized Across Different Regions
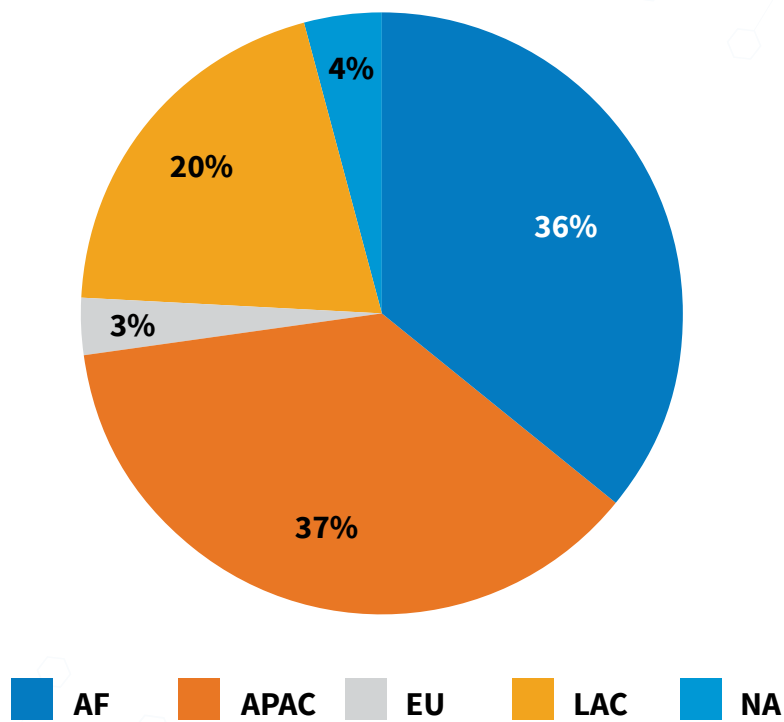
UA Day Events by Date

The UA Day events were organized over a three-month period from February-May 2023, with most events occurring on or around 28 March 2023. A few events were held around Internet Day on 17 May 2023, as shown in **Figure 2**.

Figure 2: Timeline of UA Day Events Held in 2023

UA Day Events by Location

UA Day events were held in over 40 countries and territories. Regional events also included representatives from multiple locations.

Africa
- Benin, Cameroon, Central African Republic, Republic of Chad, Egypt, Ghana, Kenya, Liberia, Libya, Malawi, Morocco, Niger, Nigeria, Rwanda, Sierra Leone, United Republic of Tanzania, Tunisia, Uganda

Asia Pacific
- Bangladesh, China, India, Lao People's Democratic Republic, Malaysia, Republic of the Union of Myanmar, Nepal, Pakistan, Papua New Guinea, Republic of Türkiye, Samoa, Sri Lanka, Thailand

Europe
- Armenia, Belgium, Germany, and the Netherlands.

Latin America and Caribbean
- Brazil, Plurinational State of Bolivia, Ecuador, El Salvador, Grenada, Guadeloupe, Mexico, Nicaragua, Trinidad and Tobago
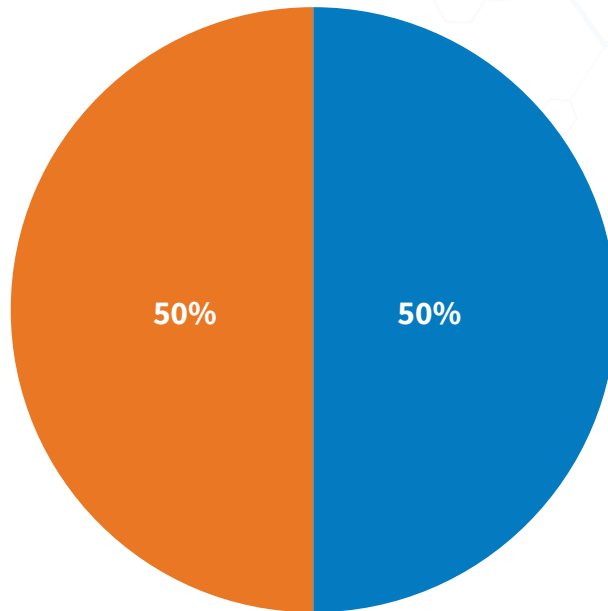
North America
- Canada, United States of America

UA Day Events by Type

Of the total 56 UA Day events held, 50 percent focused on creating UA awareness, while the other 50 percent included UA technical training.

Figure 3: Distribution of UA Day Events Based on Session Focus

50%   50%

■ UA Awareness   ■ UA Training

UA Day Event Materials and Publications

To support UA Day event organizers and manage consistent messaging, a variety of materials were developed, including awareness and technical training presentations, graphics, and videos. These materials were made available to UA Day organizers through the UA Day webpage at https://UniversalAcceptance.day. UA Day materials included the following:

- Awareness Presentation-1hr (AR, ES, FR, HI, RU, ZH)
- Awareness Presentation-2hr (AR, ES, FR, HI, RU, ZH)
- Welcome Video by UASG Chair
- Promotional Videos (ICANN, UASG)
- Technical Overview for UA--2hr
- Programming Training for UA-4hr
- Email Administration Training for UA-4hr

The webpage also included suggested agendas for the different events to help with organization.

In support of UA Day, ICANN published UA-related survey results and UA adoption guidelines for the domain name industry:

1. Surveys to assess UA-readiness
   a. gTLD Registries, Registrars, and Registry Service Providers
   b. ccTLDs
2. UA Roadmap for Domain Name Registry and Registrar Systems

UA Day Participants

UA Day events were able to create significant awareness around the world and featured a total of 9,424 participants across the globe (based on the data provided from 45 events reported to-date). 63 percent of participants were from the APAC region, 22 percent from LAC, 13 percent from Africa, 2 percent from Europe, and less than 1 percent from North America. The distribution of participants across regions is shown in **Figure 4**.

These participants represented many different stakeholders, including:

- Businesses
- Governments and telecom regulators
- Research institutions
- Civil society and non-government organizations, including At-Large Structures and ISOC chapters
- IT companies and technology startups
- Telecom companies
- DNS industry
- Internet service providers and hosting providers
- Academia, including faculty and students

Figure 4: Participants in UA Day Events Across Regions
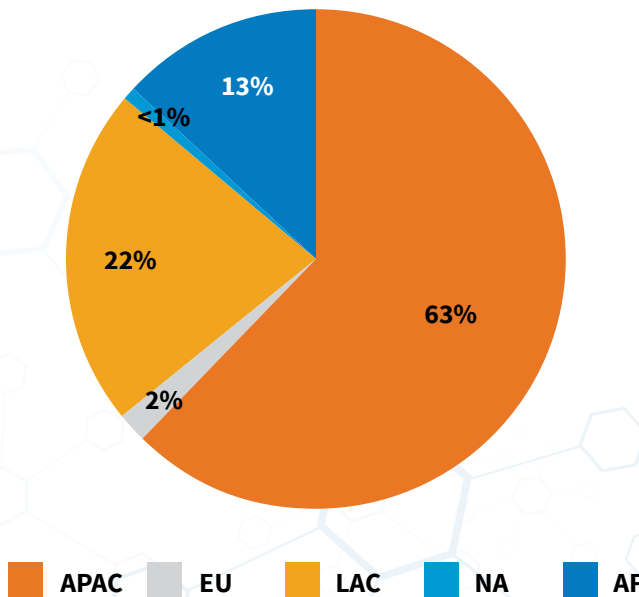
UA Day Events by Language

UA Day events were held in more than 22 languages, including Arabic, Armenian, Bengali, Cantonese, Chichewa, Chinese, Dutch, English, French, German, Hindi, Myanmar, Nepal, Persian, Portuguese, Russian, Sinhala, Spanish, Swahili, Thai, Turkish, and Urdu.

UA Day Outreach and Media Coverage

ICANN conducted comprehensive communications outreach to spread UA Day awareness and encourage participation. Two press releases were published:

- [UA Day: Global Effort to Drive a More Inclusive Internet](#) on 9 March 2023
- [Charting Towards a Multilingual and Inclusive Internet](#) on 24 March 2023

The press releases garnered more than 1,500 "pickups" by various global media outlets. This coverage was supplemented with additional coverage generated by media inquiries resulting from the press releases, media outreach by ICANN's Communications team, and efforts from UA Day organizers.

ICANN conducted extensive social media engagement leading up to and on UA Day, including paid social campaigns on Twitter and Facebook. The paid campaigns resulted in over one million impressions/reach and over 3,500 link clicks to the UA Day page. Event organizers also contributed to media outreach and social media campaigns.

UA Day Photos

For a gallery of UA Day event photos, visit [ICANN's Flickr page](#).

Visit us at icann.org

🐦 @icann

f facebook.com/icannorg

▶ youtube.com/icannnews

● flickr.com/icann

in linkedin/company/icann

☁ soundcloud/icann

📷 instagram.com/icannorg

ICANN

One World, One Internet