1. ICANN IN YOUR LANGUAGE Overview

2. Localization Toolkit Program

3. Memorandum of Understanding (MoU)

4. Experiences from the Community
   - Hiro Hotta, representing Japan Registry Services Co., Ltd. (JPRS)
   - Panus Na Nakorn, representing Electronic Transactions Development Agency of Thailand (ETDA)

5. Question and Answers
ICANN IN YOUR LANGUAGE

Improve the Collaboration with ICANN Global Constituents and Stakeholders

Background
- Help bridge the language gap outside 6 UN and Portuguese languages
- Originally launched at ICANN52 Meeting in Singapore

Several Key Components
1. Glossary and Terminology Database
2. Language Localization Toolkit
3. New Outreach Materials
1. Glossary and Terminology Databases
   a. Quizlet – Online ICANN Glossary in UN Languages plus Portuguese (https://quizlet.com/ICANNLangs)
   b. Currently working on Japanese, Korean and Turkish
   c. Includes term definition and pronunciation
   d. Online and Mobile Application version available
Terminology set for Acronyms, General Terms, IDN, gTLD, WHOIS and IANA
ICANN - Glossaire nouveaux gTLD

<table>
<thead>
<tr>
<th>STUDY</th>
<th>PLAY</th>
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<tr>
<td>Flashcards</td>
<td>Scatter</td>
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<tr>
<td>Learn</td>
<td>Gravity</td>
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<td>Speller</td>
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<td>Test</td>
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| List | Info | Original | Alphabetical |

<table>
<thead>
<tr>
<th>Term</th>
<th>Translation</th>
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<tr>
<td>A-Label</td>
<td>Étiquette A</td>
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<tr>
<td>Applicant</td>
<td>Candidat</td>
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<tr>
<td>Applicant Guidebook</td>
<td>Guide de candidature</td>
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<tr>
<td>Application</td>
<td>Candidature</td>
</tr>
<tr>
<td>Application form</td>
<td>Formulaire de candidature</td>
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<tr>
<td>Application round</td>
<td>Série de candidature</td>
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<tr>
<td>Application submission period</td>
<td>Période de dépôt de candidature</td>
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<tr>
<td>Applied-for gTLD string</td>
<td>Chaîne faisant l'objet d'une candidature à un nouveau gTLD</td>
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2. Language Localization Toolkit

a. Originally a joint project between ICANN APAC Region and Korean Internet & Security Agency (KISA)

b. Set of tools and materials for translating ICANN Outreach Materials outside normal ICANN Languages

c. Regions translate the prepared source material and attribution placed in the translated works

d. Language Services provides instructions, terminology and glossary support, and the basic outreach materials

e. Language Services organize best-practices, tips and recommendations, collects and disseminate translated content on the ICANN Community WiKi
3. More Localization Toolkit Sources

a. ICANN Learn courses
   • “Intro to ICANN” - Thai to be first translated
   • Language Services prepared source, and help build course after community translation
   • Many Introductory and Beginner’s courses available

b. Work with Partners & ICANN Regions to identify additional candidate Outreach Materials

Language Localization Toolkit on ICANN Community Wiki
https://community.icann.org/display/ICANNLSLT/LOCALIZATION+TOOLKIT
The Localization Toolkit was originally a project to provide a basic set of tools for the APAC Region Community to reach out to their wider Community (constituencies, colleagues, and friends) about ICANN. In the spirit of the multi-stakeholder model, the APAC Region jointly developed the original Toolkit with Korean Internet & Society Agency (KISA) to reach out to the diverse APAC community in each of their respective local languages. It was very successful and resulted in several regions using the tools to moving ahead with language translation of community outreach material not currently supported by ICANN. The ICANN Language Services team has adopted the Localization Toolkit and will continue the basic support while enabling a broader reach of languages and materials to the regions.

Basic Support

While ICANN materials and updates are normally translated in the 6 official UN languages and Portuguese, we recognize these languages do not fully cater to all of the languages within the various regional markets. The toolkit serves as a basic set of ICANN materials for your use to reach out to your wider ICANN Community (members, stakeholders, and constituencies) in their local language. Whichever stakeholder group you are from in ICANN - technical community, business, government, civil society, or simply an individual internet user you can use the Localization Toolkit to share and advance the work of ICANN.

Downloadable Template Modules of basic ICANN material

The following set of Microsoft Power Point (PPT) presentations about ICANN and updates on recent ICANN work are available for download. These can help you get started reaching out to your local community. The presentations are available in English, but are also been translated to the following regional languages below. We welcome you to translate these PPT decks into your local language to enable effective local outreach.

Click on the links below to download the English PPT decks:

1. About ICANN - English (updated as of 1 July 2014)
   1.1 About ICANN

2. Issues of the Day at ICANN - English (updated as of 1 July 2014)
   2.1 Universal Acceptance of all Top Level Domains
   2.2 Internationalised Domain Names
   2.3 WHOIS
Language Localization Toolkit

Reaching Out to your Local Community

Once you have selected the appropriate materials and translated them for your event or community, you can use them for your event or market. Please make sure to provide the materials to ICANN Language Services team so we can post them for the benefit of the entire community. The APAC Region has graciously prepared a short Best-Practices Guide based on their community outreach experiences. You see it here Best-Practices Guide

Please share with us the feedback you received from your event. E-mail us at Community@ICANNlanguages@icann.org.

What Models should I use for my stakeholders at my event?

Your messaging will no doubt change according to your audience. Here are some (general) guidelines on which decks to use for different stakeholder groups:

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Recommended Decks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth/Students/Users</td>
<td>1.1</td>
</tr>
<tr>
<td>Businesses (non-DNS industry but Internet related)</td>
<td>1.1</td>
</tr>
<tr>
<td>Technical Community (DNS industry)</td>
<td>1.1 (only if they do not know ICANN well)</td>
</tr>
<tr>
<td>Government representatives</td>
<td>1.1</td>
</tr>
</tbody>
</table>

Local examples are key to engaging your audience; so feel free to add any local examples to your deck.

Community-driven Localised Material - Please email your localized decks to Community@ICANNlanguages@icann.org. We will consolidate and populate this page with all the localized material that is sent back to us.

I. Korean
(Courtesy of pilot ICANN-KISA Roadshow for Korean Registrars in May 2014)

1.1 About ICANN (Korean)
2.1 Universal Acceptance of all Top Level Domains (Korean)
2.2 Internationalised Domain Names (Korean)
2.3 WHOIS (Korean)
2.4 New Generic Top Level Domains (New gTLDs) (Korean)
Memorandum of Understanding (MoU)

Mechanism for Coordinate and Collaborate to address the Linguistic needs of the Regional Community.

1. Goals of MoU Partnership:
   a. Remove language impediments to participation in ICANN
   b. Greater coordination of regional language translation efforts
   c. Ensure content of relevant interest are accessible to the local community

2. Current MoUs Partners:
   a. Japan Network Information Center (JPNIC) and Japan Registry Services Co., Ltd. (JPRS)
   b. Electronic Transactions Development Agency of Thailand (ETDA)
Experiences from the Community

MoU Partners will share some language support experiences from the Region

1. Hiro Hotta, Director of Japan Registry Services Co., Ltd. (JPRS, a .JP ccTLD Registry)

2. Panus Na Nakorn, M.A., Ph.D.
   Electronic Transactions Development Agency (ETDA)
   Royal Thai Government
Question and Answers.
Engage with ICANN

Thank You and Questions
Reach us at:
Email: Community2ICANNLanguages@icann.org
Website: icann.org

twitter.com/icann
facebook.com/icannorg
youtube.com/user/icannnews
linkedin.com/company/icann
soundcloud.com/icann
weibo.com/ICANNorg
flickr.com/photos/icann
slideshare.net/icannpresentations