



INTERNET GOVERNANCE

*Digital Dialogue
across borders*

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future of data

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Your own
indoor forest

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Dear reader,

We have always been proud to promote .eu as the European extension. Today, we are even prouder as that statement takes on an entirely new light with .eu now being offered in the Cyrillic script. Providing the ability to express ones genuine identity online, in addition to creating a trustworthy and secure online environment, are near and dear to our hearts and serve as the backbone of our mission statement.

Keeping in line with our vision, earlier this year, EURid, in cooperation with the European Commission, hosted the 9th annual EuroDIG meeting on Internet governance in Brussels. Online multilingualism, trust and security were common topics, leading to fruitful discussions about how the Internet community can improve in those areas. Since its creation, EURid has been proactive in the Internet governance arena by supporting and participating in global discussions and meetings on the matter, including, together with UNESCO and Verisign, the workshop on online linguistic diversity and IDNs.



“Providing the ability to express one’s genuine identity online”

In this issue of the .eu Illustrated, we share our thoughts on this year’s EuroDIG meeting, showcase an exclusive interview with ICANN President and CEO, Göran Marby, and the Principal Advisor of DG CONNECT, Megan Richards, about the future of Internet governance, and highlight various .eu testimonials that contribute to making .eu the distinguished European extension.

Enjoy the read,

Giovanni Seppia,
External Relations Manager

1 June 2016



.eю is now available!

eurid.eu/en/news

17 June 2016

EURid partners with Naturefund and EuroNatur to protect the Osogovo Mountain Chain.

eurid.eu/en/news

28 June 2016

EURid granted its ISO/IEC 27001 recertification.

eurid.eu/en/news

29 June 2016

EURid compensates for its 2015 CO₂ emissions through the Dak Rung Hydropower project.

eurid.eu/en/news

3 815 601

.eu domain names registered at the end of Q2 2016.

TOP 3 COUNTRIES
for .eu domain name registrations

The Netherlands

2

1

Germany

France

3

+3.8%
Croatia

+3.1%
Latvia

+7.9%
Bulgaria



183 223

NEW .eu
REGISTRATIONS
IN Q2 2016

TOP GROWTH COUNTRIES

Q2 2016 vs Q1 2016



81%
RENEWAL RATE

The renewal rate during Q2 was 81%. The average renewal rate over the past ten years is 80%.



We'll take care of the technical aspects so that your creativity shines.

Marc Van Wesemael,
General Manager



Agenda

October, 25-27

SMAU

Milan, Italy

SMAU is an event where entrepreneurs, managers and credible individuals share information with the goal of helping participants keep abreast of innovation, technology and the digital landscape. A special platform for start-ups, accelerators and research centres is also provided at this event.

November, 9

XI TARGI EHANDLU

Warsaw, Poland

XI Targi eHandlu represents a 3 in 1 formula; a trade show including lectures from specialists and an E-Commerce Gala Awards ceremony. The objective of the event is to help SME and start-up companies establish and develop the most effective e-commerce tools and applications over the Internet.

September, 23-24

WEBEXPO

Prague, Czech Republic

WebExpo is Central Europe's largest conference dedicated to the web. This event will unite 1600 web professionals and 70 influential speakers from around the world to share their experiences and opinions from their respective fields and show participants how to cultivate success on the web.

November, 16

.EU WEB AWARDS

Brussels, Belgium

The 2016 .eu Web Awards ceremony will be held at the Natural Science Museum in Brussels where nominees and their registrars, various European stakeholders and members of the Jury will be invited to celebrate the extraordinary talent of some of our .eu domain name holders.



For more upcoming events, check out
eurid.eu/about-us/meet-us

Share your story! Are you a .eu domain name holder wishing to share your story?
For contributions please email press@eurid.eu.

Embracing the Digital (R)evolution

The European Dialogue on Internet Governance (EuroDIG) is an open multi-stakeholder platform to exchange views about the Internet and how it is governed. The main aim of EuroDIG is to promote the engagement of Europeans in a multistakeholder dialogue in order to share their expertise and best practices and, where possible, identify common ground. This enables EuroDIG to pull together national perspectives and to apply and shape European values and views regarding the Internet. Culminating in an annual event that takes place in a different capital city each year, EuroDIG draws 'messages' from all sessions which will be presented to the UN-led Internet Governance Forum (IGF).

This year, the 9th edition of EuroDIG took place in Brussels on 9-10 June, hosted by EURid in cooperation with the European Commission, under the theme "Embracing the Digital (R)evolution". Representatives from government, business, technical community, civil society, academia and interested individuals gathered in Brussels to address key Internet governance and policy issues. Located in the "heart" of Europe, the 2016 edition of EuroDIG benefitted from the presence of several European law makers and regulators who had a chance to interact directly with interested stakeholders.

These participants included European Commissioner Oettinger, Vice President for the Digital Single Market Andrus Ansip, Secretary General of the Council of Europe Thorbjørn Jagland, Foreign Minister of Estonia Marina Kaljurand and several Members of European Parliament. Other high level participants included ICANN CEO Göran Marby, Kathy Brown President and CEO of ISOC and the Director General of the European Commission DG Connect Roberto Viola.

EURid's General Manager Marc van Wesemael reflected in his welcoming address on the spirit of the EuroDIG meetings reminding the audience that, "Internet Governance is a process that should remain open, bottom-up, accessible and affordable." Sandra Hoferichter, EuroDIG's Secretary General, added: "The *D* in EuroDIG stands for *DIALOGUE* ... to exchange and discuss ideas, to explore different points of view, to listen to each other." The following two days truly echoed this open and inclusive spirit as over 600 participants discussed topics linked to Internet privacy, security and access in different session formats.

EuroDIG is a flexible forum guided by direct input from stakeholders. The topics discussed were submitted by the interested European community during the preparation phase and elaborated in an open planning meeting. Furthermore, the preparation and conduct of each session is guided by the participants and every individual is invited to contribute to this inclusive process. The topics of Internet economy and human rights emerged as the primary areas of interests and were addressed by talking about fragmentation, jurisdiction, Internet of Things, free flow of data, innovation and the evolution of the Digital Single Market.

The EuroDIG secretariat is currently working on finalizing the "Messages from Brussels" which will be forwarded to the IGF ahead of the 2016 meeting in Guadalajara, Mexico. These messages will be shared with the international community at the IGF, serving to highlight the European perspective on Internet governance and showing the important position it holds in Europe and the inclusive, active and broad discussions that take place around this topic. ■

To learn more about Internet Governance, check out our interview with the President and CEO of ICANN and the Principle Advisor of DG CONNECT.



Attendees chat before heading into the fray.



Günther Oettinger addresses the crowd.

INTERVIEW

with the ICANN President and CEO – Göran Marby and the Principal Advisor of DG CONNECT – Megan Richards



Internet Governance plays a vital role in the development and evolution of one of most important inventions of all time, The Internet. To celebrate and better understand what Internet Governance is all about, we took the time to interview two of the most important figures in the industry.

In your eyes, what role do governments play in Internet Governance?

Göran Marby: At ICANN, governments are a core part of the community. More than 160 governments participate in and are represented by the Governmental Advisory Committee (GAC), which gives them a voice in ICANN's multi-stakeholder model.

Megan Richards: Governments play an important role in ensuring that public policy concerns are taken into consideration when developing and implementing policies that have an impact on or with the Internet. Therefore, and in full conformity with the multi-stakeholder model of Internet Governance, it is clear that governments have an active and useful role to play in assessing, interpreting and applying public policy provisions in many of the fora dealing with the Internet.

It should be recalled that, like the Internet itself, its governance comprises many different layers and networks, all of which interact and connect. Each of those different components includes the actors appropriate to its work plans. Governments want to ensure that their citizens are covered online by the same laws that apply to them in the offline world. Since the Internet knows no borders, the application of those laws leads to interesting discussions about jurisdiction.

Why does the multi-stakeholder management model for Internet Governance work?

Göran Marby: The inclusivity of the multistakeholder model results in better, stronger policymaking, as it allows for a wide variety of expertise and perspectives. The ICANN community, for example, is made up of

a wide variety of stakeholders, including the private sector, the technical community, governments, as well as civil society including the academic community and end-users, who all have a voice and a role in shaping and developing the policies that help coordinate at a global level the Internet's system of unique identifiers within our scope – the Domain Name System, Internet Protocol addresses and protocol parameters.

Megan Richards: The multi-stakeholder model works because the Internet itself concerns virtually all sectors – technical community, civil society and end users, academia, governments and international organisations, business and industry. By including representatives of all sectors, the multi-stakeholder model ensures that all interested parties have a voice in determining issues of interest to all. As the technology of the future, with the potential to have a global impact, it is appropriate that the Internet apply new approaches to its governance. It may not be the most efficient or fastest model but it does ensure that the outcome is the right one and that all have had an opportunity to participate and voice their ideas, concerns and contributions.

What do you believe to be the most pressing Internet policy matter in 2016?

Göran Marby: As the Internet expands, and more and more devices come online, the demand for Internet

Protocol (IP) addresses increases. As the pool of Internet Protocol version 4 (IPv4) addresses continues to shrink, the more critical it becomes that companies and network operators transition to IPv6, which is capable of providing the necessary amount of IP addresses.

Among its many crucial functions as a platform for technical coordination, ICANN has been and continues to support the numbers community with a focus on driving IPv6. We are working closely with our regional partners in Europe, and around the world in the numbers community – including the regional Network Coordination Center, RIPE NCC – to increase adoption.

Megan Richards: There are so many pressing Internet policy matters to be addressed in 2016 and in the foreseeable future that it is difficult to limit the field to just one, however one that is of particular interest in 2016 is the transition of the IANA supervisory function from the US government to the multi-stakeholder community and the related improvements to ICANN accountability. The multi-stakeholder proposals have been forwarded to the US government and the June 9th report of the Department of Commerce's NTIA confirms that their criteria have been met. We are following the next steps very closely and hope that there will be no obstacles to a successful transition before the end of the current contract between ICANN and NTIA expires on 30 September 2016. Another important milestone in 2016 will be the first Internet Governance Forum (IGF) meeting



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Megan Richards

under its new 10-year mandate – the multi-stakeholder advisory group (MAG) is working on a substantive 2016 agenda, building on improvements introduced in the first ten years of IGF's existence. In parallel, this summer a strategic dialogue will address how, what and where even more improvements can be made to the IGF and its future development.

What is the difference between Governance of and on the Internet?

Göran Marby: Governance of the Internet is determined by loose collaboration by voluntary groups of organizations and people that work together to set rules, standards, policies and provide technical support so that the world can be connected on this global, interoperable, resilient and stable Internet. The ICANN ecosystem is a small part of this voluntary world, responsible for setting and implementing the rules that facilitate the Internet's unique identifiers and supporting the technical operation of the Domain Name System (DNS).

Governance on the Internet goes beyond technical issues and involves complex social, economic and transnational issues related to the use of the Internet. This area is outside of ICANN's remit.

Megan Richards: The World Summit on the Information Society in 2005 defined Internet governance as “the development and application by governments, the private sector and civil society, in their respective roles, of shared principles, norms, rules, decision-making procedures, and programs that shape the evolution and use of the Internet.” As ever more public policy issues arise in relation to use and expansion of the Internet, Internet governance has tended to mix the management of technical resources necessary for its stability and resilience with issues relating to the use of the Internet (known as those related to the “content layer”). Perhaps a useful look at Internet Governance as a whole (as described by Jovan Kurbalija of the Diplo Foundation in his book “An Introduction to Internet Governance”) provides a useful summary of the complexity and layered approach to Internet Governance. He describes Internet Governance as a cube with four axes. The WHAT axis of the cube concerns the ISSUES of Internet governance (e.g. infrastructure, copyright, and privacy). It highlights the multi-disciplinary nature of Internet governance issues.

The WHO axis of the cube focuses on the main ACTORS with regards to Internet governance (states, international organisations, civil society, and the private sector). This is the multi-stakeholder aspect.



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The WHERE axis of the cube deals with the FRAMEWORK of Internet governance, in which Internet issues should be addressed (self-regulatory, local, national, regional, and global). This is a multi-levelled approach to Internet governance.

Moving the different pieces of the Internet governance cube shows the intersections – or the HOW, showing how issues should be addressed both in terms of cognitive techniques (e.g. analogies) and in terms of legal instruments (e.g. soft law, treaties, and declarations). He uses the example of privacy issues (what) to show what should be addressed by governments, business, and civil society (who) at regional level (where).

What are your goals in terms of Internet Governance?

Göran Marby: As ICANN, our goal is to continue supporting the multistakeholder model in Internet Governance and contributing to the global policy discourse with all interested parties – all only within our mission and scope.

Megan Richards: There are many but just to name a few priorities here: We would like to ensure that the European Commission's initiative on the Global Internet Policy Observatory (GIPO), which is an automated tool to increase Internet Governance capacity-building – particularly for underserved communities – attain its 2016 goal of finalizing the functioning prototype and its 2017 goal of full implementation. At the end of that period we would like to see a successful transition of the operation of GIPO to a global multi-stakeholder entity that can ensure that GIPO continues to operate, develop and provide as much useful information and assistance to the many more people and groups for which Internet Governance is of interest and importance, in line with the growth and expansion of the Internet itself.

We have seen a rising interest and attention to Internet Governance by political and industrial leaders around the world. The growth of the digital economy has of course brought to their attention the importance of the Internet and the way in which it is governed so I am hopeful that adequate care and concern will be paid to this issue by even more actors in the future. ■

.eu across the EU and EEA

3.8
MILLION
REGISTRATIONS

.eu SEES

TRANSNATIONAL,
INTERGENERATIONAL
AND MULTISECTOR
POPULARITY

April 2016 marks ten years since EURid opened general registration of the .eu TLD on a first come – first served basis. Since 2006, millions of businesses and individuals from across the European Union – and even the EEA – have opted for the stable and secure domain that is .eu.

In June of 2016, EURid welcomed a new member to the .eu family, that being .euo. .euo exemplifies the establishment of one's genuine identity online while also serving as a critical component in promoting multilingualism on the Internet.

The top ten countries for .eu registrations make up 85.6% of .eu registrants, with Germany topping the list, followed by the Netherlands and France.

*Discover more of our success stories
on our youtube channel:*

[youtube.com/user/Europeanregistry](https://www.youtube.com/user/Europeanregistry)



Dataethics.eu

Advocacy Group
Denmark

Based in Copenhagen, Dataethics.eu is a “thinkdotank” that promotes the ethical use of data and data services by consulting and working with corporations and other organisations.



Earth-net.eu

Tourism
Belgium

EARTH, The European Alliance for Responsible Tourism and Hospitality, is the first European responsible tourism network, aiming to promote responsible tourism in Europe and across the world.



Garbags.eu

Baggage
Portugal

Garbags.eu produces handmade, 100% upcycled bags, with the goal of minimising the amount of waste in landfills and inspiring those to be more ecological.

eu



Greenworks.eu

Interior Design
Sweden

Greenworks.eu is working towards making our lives greener – even when we're inside. As Scandinavia's leading producer of vertical gardens, they provide greenery that both, compliments buildings' interior layout and leads to a healthier life.

eu



Zerowasteshop.eu

Waste Initiative
Poland

Zerowasteshop.eu serves to promote the zero waste initiative, which entails the sale of naturally sustainable, 100% biodegradable products for re-use.

eu



Locusmap.eu

Navigation
Czech Republic

Locus Map is a mobile navigation app offering various types of world maps such as hiking and cycling maps, nautical charts and city layouts, right in the palm of your hand.

eu

re
wrap

ReWrap.eu

Product Design
Netherlands

ReWrap.eu is a young Dutch brand that is committed to merging stylish and appealing product design with an environmentally conscious approach, abiding by the cradle to cradle principle.

eu



Superfred.eu

Social Networking
Italy

Superfred.eu is an online social platform focused on knowledge sharing and informal learning, allowing avid readers from around the world to connect through the lending and giving away of books.

Shrimp.eu

Seafood
Greece

As the first and only Greek shrimp farm, Shrimp.eu aims to raise the healthiest and most delicious shrimp on the market, while providing learning opportunities to those interested and maintaining a low carbon footprint.

eu

dataethics.eu



“Thanks to being a part of a larger whole, such as the European Union, we are able to put in place, as well as retain structurally sound laws surrounding data protection and privacy.”

“We chose .eu because of its cross-border presence, as, in order to cultivate success, our focus must be on a European level.”

Dataethics.eu is a Copenhagen based, politically independent European “ThinkdoTank”. Their primary mission is to promote ethically-centered data services by providing knowledge, consultation and collaboration

opportunities on data ethics to corporations, organizations, institutions and individuals. Their core values consist of individual data control and self-determination, privacy-by-design, transparency and co-creation.

dataethics.eu *works tirelessly to ensure that the future of data remains transparent and people-centric.*

“We are globally facing problems related to climate change. More vegetation in the city can help to reverse the damage we've caused by filtering the air and reducing both CO₂ emissions and heat islands.”

“We chose .eu because we consider Europe to be our home.”

Greenworks, a Swedish eco-minded live furnishing company, aims to increase the presence of vegetation in indoor spaces, primarily in urban areas, by providing living furniture to businesses and individuals alike. Through the understanding that

a good relationship between humanity and nature adds to a higher quality of life, Greenworks' mission is to improve the well-being of people, combat climate change related problems, and contribute to a more sustainable planet.

greenworks.eu *aims to make all of our lives greener, and not just when we're outside.*



greenworks.eu

Join the .european online community and discover a world full of opportunity.

3 reasons to choose .eu



Signal quality and trustworthiness as a legal entity in the European Union or the EEA subject to EU trading and consumer laws.



Demonstrate your environmental commitment by registering a .eu. EURid, dedicated to compensating its CO₂ emissions, is the only registry in Europe to be registered by the EU Eco-Management and Audit Scheme (EMAS).



Show you are European and an international player open for business across the 28 EU Member States, the EEA countries and beyond.



Visit www.eurid.eu and register your .eu today.

