

.eus Pioneers Program Call for Proposals

Do you want to be one of the 90 Pioneers?

Purpose of the .eus Pioneers Program

General Registration period for the .eus domain names is expected to begin in December 3rd, 2014. Pending ICANN's approval, the Pioneer Program offers potential .eus domain name holders the possibility to register and start using .eus domain names in June 21st 2014. Such early registered domain names are called **Pioneer Names**.

The active and positive use of .eus Pioneer Names will provide their holders a unique opportunity to be among the very first to showcase their products or services to the basque speaking community and the world, while driving public interest and increasing awareness of the .eus TLD.

Among all the eligible applications received, PuntuEUS will select and allow registration of a maximum of 90 .eus Pioneer Names

Call For Proposals for .eus Pioneer Names

The publication of this document on PuntuEUS website (www.domeinuak.eus) initiates a Call For Proposals for .eus Pioneer Names open to any party which meets the **eligibility requirements** set forth below. The Call For Proposals period will end on May 30th, 12:00 am CEST

How to Submit Proposals for .eus Pioneer Names?

1. On What Criteria will .eus Pioneer Name Proposals be Selected?

PuntuEUS will select and allow registration of a maximum of 90 .eus Pioneer Name. Such Pioneer Names will be selected by PuntuEUS from among the **eligible**

applications, based on a criteria of visibility, notoriety, diversity and commitment to the promotion of the interests of the Basque cultural and linguistic community as represented by the .eus TLD. PuntuEUS Fundazioa will conduct a proactive promotion of the Pioneer Program among all those relevant parties that may be interested in participating.

2. Who is eligible to Participate in the .eus Pioneer Program?

Any party, individual or legal entity, which complies with the **eligibility requirements** set forth below and demonstrates dynamism and interest associated with a commitment with the Basque language and culture may participate.

3. What are the Eligibility Requirements for the .eus Pioneer Names?

3.1 General eligibility requirements. The Pioneer Name applied for must comply with the general eligibility criteria for all .eus domain names. Thus, it must contain contents in Basque or related to the Basque culture (the broader meaning of the 'culture' concept)

3.2 Eligibility and Name Selection

3.2.1 General eligibility requirements

Registrations are restricted to bona-fide members of the Basque linguistic and cultural community. This community consists of those who:

- use (or commit to use) the Basque language for their online communications,
- and/or promote the different aspects of Basque culture online,
- and/or intend to specifically address their online communications and services to that community.

In addition, the registrant's use of the registered domain name must be beneficial to the cause and the values of the Basque linguistic and cultural community;

3.2.2 Specific eligibility requirements.

In addition to the above general eligibility criteria, the named applied for as Pioneer Name must be identical to the following:

- a) For entities and individuals, which have a specific vocation in promoting Basque language and /or culture (see table below) well-known within the Basque community:
 - i. their own name or well-known artistic name (including clear variations and/or abbreviations thereof), and/or
 - ii. the online service/s they provide; or
- b) For the relevant Public Authorities (at any level) with competence in the areas where Basque is an autoctonous language:
 - i. Their own name, including clear variations and/or abbreviations thereof, or
 - ii. The name of a public service or public interest for which the applicant Public Authority has specific responsibilities; including environment, urban planning, health, culture, education, turism, media and so on, or
 - iii. A Geographical name for any subdivision of the areas where Basque is an autochthonous language, local landmarks, and other locally-relevant and iconic names in the area, including clear variations and abbreviations thereof; provided that the applicant is a Public Authority exercising control over that place or local landmark under local law; or
- c) For legal entities proving prior online communications in Basque (e.g. through a website, mailing list, blog...):
 - i. their registered company names and trade names (including clear variations and/or abbreviations thereof); and
 - ii. the same domain names registered by them in other TLDs and effectively used.

In addition, applicant must be ready to demonstrate technical ability to announce the working website, which must be totally or partially written in Basque before the beginning of the Launch Phase (September 16th 2014).

4. How must .eus Pioneer Names be Used?

Selected Pioneer Names are expected to contribute to the promotion, development and adoption of the .eus TLD. To this end, until the General Registration period begins, Pioneer Name holders will be required to:

- i. Set-up and maintain an **active website** for each Pioneer Name selected;
- ii. Actively use such website to promote the services products associated with the Pioneer Name. **The website using the Pioneer Name must not redirect to other web pages.**
- iii. Have **all or a substantial part of the content published in such website written in Basque.**
- iv. **retain the domain name and not transfer it** to a party alien to the Pioneer contract, unless it is an affiliate of the Pioneer Name holder.

5. What is the Required Economic Contribution to Have a Pioneer Name?

Pioneer Name holders must contribute to the development of the relevant TLD by either:

5.1 Financial Contribution: paying a Pioneer Fee per domain name; or

5.2 In-kind Contribution: The parties interested in this form of contribution must specify their interest in the in-kind contribution in their proposals. Moreover, they must also describe with sufficient detail in what areas the amount will be invested and how they expect such investment will benefit the visibility or public awareness of the .eus TLD, whichever applies. PuntuEUs will decide, at its sole discretion and on a case-by case basis, whether a proposed in-kind contribution is accepted or not. If it is not accepted, the applicant will still be given the opportunity to register the



.eus Pioneer applied for with pre-payment of the Pioneer Fee.

The Pioneer Fee has been divided in 4 different groups:

Group	Subgroup	Minimum contribution (financial or in kind)
Individuals	Websites of individuals, in general.	300€
Entities whose principal activity is the promotion of the Basque language and culture.	Associations for the promotion of Basque language, associations for the promotion of Basque culture, publishers and booksellers, writers, translators, interpreters, art institutions, institutions that promote popular culture and traditions, museums, sports associations, popular movement, academia, etc.	500€
Public institutions and derived entities	Autonomies, communities, provinces, towns and villages, politic and socioeconomic organizations, political parties (including the names of people in the highest levels), trade unions, employers, professional associations.	3.000€
Companies and media	All kinds of companies and media.	5.000€

6. How will Selected .eus Pioneer Names Be Registered?

Once a .eus Pioneer Name has been selected by PuntuEUs, final registration of that Pioneer Name will be subject to:

- i. Prior payment of the **Pioneer Fees** per Pioneer Name or formal commitment previously approved by PuntuEUs to make an **In-kind Contribution** in the promotion of the relevant TLD; and

- ii. Acceptance of the terms and conditions of the Pioneer Contract

Registration of the selected Pioneer Name will be carried out through an accredited registrar.

7. Send Us Your .eus Pioneer Name Proposal Now

PuntuEUS invites any potential .eus registrants to submit their proposals for .eus Pioneer Names. Proposals must be sent by email to info@domeinuak.eus and must include the following information:

- a. Name of the applicant. If the applicant is a **Public Authority** of an **area where Basque is used**, this must be clearly specified.
- b. Pioneer Name(s) proposed. This portion must specify whether the proposed Pioneer Name is identical, a variation or an abbreviation of the:
 - i. Applicant's **registered trademark**: Jurisdiction and Registration number.
 - ii. Name of the **Public Authority** which applies for the Pioneer Name, as the case may be; or
 - iii. **Service rendered** by the **Public Authority** which applies for the Pioneer Name, as the case may be; or
 - iv. **Geographic names** of the areas where Basque is used;
 - v. Name of the **entity** or **individual** which applies for the Pioneer Name, as the case may be; or
 - vi. Any other name which the applicant has the right to use according to local law (e.g. denominations of origin).
- c. Brief description of the content, products, and/or services which the applicant is ready to offer on the website using the selected Pioneer Name and how the commitment to the Basque cultural and linguistic community would be fulfilled, should it be selected by PuntuEUS. This portion must

indicate the expected date at which the content or services will go live;

- d. Statement that all or good part of the contents of the website using the selected Pioneer Name will be written in Basque; and
- e. **In-kind contributions:** , the proposal must include a statement of the exact amount and valuation of the proposed in-kind contribution (no less than the Pioneer Fee of the applicant's group).

In case that the application does not contain all required information, PuntuEUs may request additional information. If the information remains incomplete thereafter, PuntuEUs may discard the application.

This Pioneer Program will be presented to ICANN and conducted according to the terms and conditions established in the present call for proposals and the provisions set by ICANN for the Qualified Launch Programs, that may be found in:

<http://www.icann.org/en/news/public-comment/qlp-addendum-13feb14-en.htm>