



**New gTLD Program**  
**Community Priority Evaluation Report**

Report Date: 6 October 2014

Application ID:	1-912-59314
Applied-for String:	ECO
Applicant Name:	Big Room Inc.

**Overall Community Priority Evaluation Summary**

<b>Community Priority Evaluation Result</b>	<b>Prevailed</b>
<p>Thank you for your participation in the New gTLD Program. After careful consideration and extensive review of the information provided in your application, including documents of support, the Community Priority Evaluation panel determined that the application met the requirements specified in the Applicant Guidebook. Your application prevailed in Community Priority Evaluation.</p>	

**Panel Summary**

<b>Overall Scoring</b>	<b>14 Point(s)</b>	
<u>Criteria</u>	<u>Earned</u>	<u>Achievable</u>
#1: Community Establishment	4	4
#2: Nexus between Proposed String and Community	3	4
#3: Registration Policies	4	4
#4: Community Endorsement	3	4
Total	14	16
<b>Minimum Required Total Score to Pass <u>14</u></b>		

<b>Criterion #1: Community Establishment</b>	<b>4/4 Point(s)</b>
<b>1-A Delineation</b>	<b>2/2 Point(s)</b>
<p>The Community Priority Evaluation panel has determined that the community as defined in the application met the criterion for Delineation as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook (AGB), as the community defined in the application is clearly delineated, organized and pre-existing. The application received the maximum score of 2 points under criterion 1-A: Delineation.</p> <p><u>Delineation</u></p> <p>Two conditions must be met to fulfill the requirements for delineation: there must be a clear straightforward membership definition and there must be awareness and recognition of a community (as defined by the applicant) among its members.</p> <p>The community defined in the application (“ECO”) is as follows:</p> <p>Members of the Community are delineated from Internet users generally by community-recognized memberships, accreditations, registrations, and certifications that demonstrate active commitment, practice and reporting.</p>	

Community members include:

Relevant not-for-profit environmental organizations (ie, accredited by relevant United Nations (UN) bodies; International Union for Conservation of Nature (IUCN) member; proof of not-for-profit legal entity status with documented environmental mission).

Businesses (ie, members of environmental organizations; UN Global Compact participants; hold internationally-recognized environmental certifications; report to a global sustainability standard).

Government agencies with environmental missions (ie, UN bodies, national/sub-national government agencies with environmental responsibilities).

Individuals (ie, members of environmental organizations; academics; certified environmental professionals).

This community definition shows a clear and straightforward membership and is therefore well defined. Membership is determined through formal membership, certification, accreditation and/or a clearly defined mission, a transparent and verifiable membership structure that adequately meets the AGB criteria. Individuals' and organizations' association with, and membership in, the defined community can be verified by way of (1) membership in environmental organizations or certifiable practice in relevant fields in the case of individuals; or (2) accreditation, certification, or environmental mission in the case of organizations. In all cases, the application's membership definition depends on a transparent, explicit, and formal affiliation to an entity with an environmental focus.

In addition, the community as defined in the application has awareness and recognition among its members. According to the application:

The Community has historically structured and organized itself and its work through an international network of organizations, including millions of individual members with strongly aligned goals, values and interests. As well as collaborating via long-standing international multi-stakeholder fora and membership organizations, members traditionally organize through multi-organization alliances around specific events, geographies, and issues.

According to the AGB, "community" implies "more of cohesion than a mere commonality of interest" and there should be "an awareness and recognition of a community among its members." Based on the Panel's research and materials provided in the application, the community members as defined in the application demonstrate the "cohesion" required by the AGB. The application dictates four types of members, whose cohesion and awareness is founded in their demonstrable involvement in environmental activities and who "demonstrate active commitment, practice and reporting." This involvement may vary among member categories as below:

**Not-for-profit environmental organizations and government agencies with environmental missions:** These entities must have a demonstrable mission that is directly associated with promoting environmental goals. Their mission and activities therefore align with the community-based purpose of the application, which is to foster transparency and communication in order to advance progress towards environmental goals.

**Individuals:** These may be members of the organizations included in the above grouping, or are academics or professionals whose degree, license, or other form of certification demonstrates that their area of work falls in a field related to the environment.

**Businesses:** These are businesses which may be members of one of the organizations referred to in the first grouping of members (such as the UN Global Compact), or have certified compliance with standards that are recognized by such organizations as showing commitment to environmental goals.

In all of the above cases, each individual or entity has a clear, public and demonstrable involvement in environmental activities. The interdependence and active commitment to shared goals among the various membership types are indicative of the “cohesion” that the AGB requires in a CPE-eligible community. The Panel found that entities included in the membership categories defined in the application are shown to cohere in their work towards clearly defined projects and goals that overlap among a wide array of member organizations. For example, Conservation International is a nonprofit organization that falls within the application’s delineated community. It shows cohesion with the application’s membership by way of its advocacy to and cooperation with both businesses<sup>1</sup> and governments<sup>2</sup> worldwide. Greenpeace, another such organization, has consultative status with the UN and actively involves its thousands of members, volunteers, and experts worldwide in its campaigns.<sup>3</sup> Furthermore, businesses that are included in the applicant’s defined community have voluntarily opted to subject themselves to evaluation of their compliance with environmental standards that qualify them for the accreditations referenced in the application. As such, the defined community’s membership is found to meet the AGB’s standard for cohesion, required for an adequately delineated community.

The Community Priority Evaluation panel determined that the community as defined in the application satisfies both of the conditions to fulfill the requirements for Delineation.

### Organization

Two conditions need to be met to fulfill the requirements for organization: there must be at least one entity mainly dedicated to the community, and there must be documented evidence of community activities.

The community as defined in the application has at least one entity mainly dedicated to the community. In fact, several entities are mainly dedicated to the community as defined by the application, such as the International Union for Conservation of Nature (IUCN), World Wide Fund For Nature (WWF), United Nations Environment Program and the Global Reporting Initiative, among others. According to the application:

All the major international membership organizations (IUCN, WWF, Greenpeace, Friends of the Earth), the biggest global business and environment organizations (World Business Council for Sustainable Development (WBCSD), Green Economy Coalition), the largest international Community alliances (350.org, TckTckTck) and the key global environmental reporting standards (Global Reporting Initiative, Carbon Disclosure Project) support the creation of .ECO as a Community TLD. The United Nations Environment Programme (UNEP) has been an observer to the .ECO community process since 2010.

As the world’s largest and longest established organizations and alliances, these institutions represent over 190 countries, 1,000 entities, and more than 10 million individual members.

The international organizations like those above actively include elements from all the application’s defined membership categories. The IUCN, for example, engages the private sector<sup>4</sup>, individuals like environmental scientists<sup>5</sup>, governmental agencies and other member organizations<sup>6</sup>. Its activities include the IUCN’s World Conservation Congress that brings together its members, as well members of other organizations and government representatives.<sup>7</sup> The UN Global Compact similarly has regular events held worldwide where its affiliate organizations, governments and private sector partners come together in relation to the organization’s environmental goals.<sup>8</sup> These organizational activities are representative of others that the Panel has reviewed that show ample evidence of the organized activity that the AGB requires of a community.

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<sup>1</sup> <http://www.conservation.org/how/pages/innovating-with-business.aspx>

<sup>2</sup> <http://www.conservation.org/how/pages/working-with-governments.aspx>

<sup>3</sup> <http://www.greenpeace.org/usa/en/campaigns/>

<sup>4</sup> <http://iucn.org/about/work/programmes/business/>

<sup>5</sup> <http://www.iucn.org/about/union/commissions/>

<sup>6</sup> [http://www.iucn.org/about/union/members/who\\_members/](http://www.iucn.org/about/union/members/who_members/)

<sup>7</sup> [http://www.iucn.org/about/work/programmes/gpap\\_home/gpap\\_events/gpap\\_2012/](http://www.iucn.org/about/work/programmes/gpap_home/gpap_events/gpap_2012/)

<sup>8</sup> [https://www.unglobalcompact.org/NewsAndEvents/event\\_calendar/index.html](https://www.unglobalcompact.org/NewsAndEvents/event_calendar/index.html)

The Community Priority Evaluation panel determined that the community as defined in the application satisfies both of the conditions to fulfill the requirements for Organization.

#### Pre-existence

To fulfill the requirements for pre-existence, the community must have been active prior to September 2007 (when the new gTLD policy recommendations were completed).

The community as defined in the application was active prior to September 2007. The application presents the following as examples:

1948: First formal Community institution, the International Union for Conservation of Nature (IUCN), was established. Not-for-profit organizations, businesses and governments came together to address pressing environmental challenges. 1972: Global Environmental Community recognized by the world's governments on creation of the UN Environment Programme (UNEP), the UN's designated authority for addressing environmental issues at the global and regional level.

Many of the organizations that fall within the application's delineation have been active prior to 2007, including the UN Global Compact (founded in 2000)<sup>9</sup>, Greenpeace (founded in 1971)<sup>10</sup>, and others. The Panel has determined that since organizations like those referenced above are mainly dedicated to the members of the community as defined by the application, and since they and others were active prior to 2007, the community as defined in the application fulfills the requirements for Pre-existence.

#### 1-B Extension

**2/2 Point(s)**

The Community Priority Evaluation panel determined that the community as identified in the application met the criterion for Extension specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook, as the application demonstrates considerable size and longevity for the community. The application received a maximum score of 2 points under criterion 1-B: Extension.

#### Size

Two conditions must be met to fulfill the requirements for size: the community must be of considerable size, and must display an awareness and recognition of a community among its members.

The community as defined in the application is of a considerable size. The community for .ECO as defined in the application is large in terms of the number of members. According to the applicant:

40,000+ Not-for-Profit Organizations, eg, 34,376 US environmental organizations (2011 Internal Revenue Service Exempt Organizations Business Master File, National Center for Charitable Statistics); 6,157 in the UK (March 2012, 1/3 of 18,470 Environment/Conservation/Heritage registered charities, Charity Commission);

148,000+ Businesses, eg, 68,200 US businesses committed to environmental sustainability (Pew Charitable Trust, "The Clean Energy Economy", 2009); 80,000 small and medium enterprises in the EU use certified environmental management systems (Danish Technological Institute, "SMEs and the Environment in the European Union", 2010);

193+ Environment-focused Governmental Bodies – eg, 193 member states (UN website, March 2012);

18 million+ Individuals, eg, International: WWF, 5M; Greenpeace, 2.8M; FOE, 2M; Ocean Conservancy, 0.5M. National: National Wildlife Federation, 4M; Sierra Club, 1.4M; National Resources Defense Council, 1.2M; The Nature Conservancy, 1M (Members, 2010).

<sup>9</sup> [https://www.unglobalcompact.org/docs/news\\_events/8.1/UNGC\\_Annual\\_Review\\_2010.pdf](https://www.unglobalcompact.org/docs/news_events/8.1/UNGC_Annual_Review_2010.pdf)

<sup>10</sup> <http://www.greenpeace.org/usa/en/campaigns/history/>

In addition, as previously stated, the community as defined in the application has awareness and recognition among its members. This is because the community is defined in terms of its association with, and active participation in, environmental activities and environmental conservation and preservation.

The Community Priority Evaluation panel determined that the community as defined in the application satisfies both of the conditions to fulfill the requirements for Size.

#### Longevity

Two conditions must be met to fulfill the requirements for longevity: the community must demonstrate longevity and must display an awareness and recognition of a community among its members.

Many of the major catalysts of the modern environmental movement have continued or worsened in recent years, and the organizations founded with missions of environmental advocacy have redoubled their efforts. The number and breadth of environmental laws and protocols will continue to grow.<sup>11</sup> The effects of climate change are especially long-term<sup>12</sup> and many of the organizations in the application's delineated community advocate for long-term solutions and measures that they have committed to seeing through.<sup>13</sup> The Panel has therefore determined that the community as defined in the application demonstrates longevity. The pursuits of the .ECO community are of a lasting, non-transient nature.

In addition, as mentioned previously, the community as defined in the application has awareness and recognition of a community among its members. This is because the community is defined in terms of its association with, and active participation in, environmental activities. Its members are actively committed to environmental causes, such as sustainable use of the environment and environmental conservation and preservation.

The Community Priority Evaluation panel determined that the community as defined in the application satisfies both the conditions to fulfill the requirements for Longevity.

### **Criterion #2: Nexus between Proposed String and Community**

**3/4 Point(s)**

#### **2-A Nexus**

**2/3 Point(s)**

The Community Priority Evaluation panel determined that the application met the criterion for Nexus as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook. The string "identifies" the name of the community, without over-reaching substantially beyond the community, but does not "match" the name of the community. The application therefore received a score of 2 out of 3 points under criterion 2-A: Nexus.

To receive the maximum score for Nexus, the applied-for string must "match" the name of the community or be a well-known short-form or abbreviation of the community name. To receive a partial score for Nexus, the applied-for string must "identify" the community. "Identify" means that the applied-for string should closely describe the community or the community members, without over-reaching substantially beyond the community.

The applied-for string (.ECO) identifies the name of the community. According to the applicant,

The term "eco" has long been used to identify members of the Global Environmental Community (the Community), as well as concepts, products and services associated with the Community's goal of a respectful, responsible and sustainable use of the environment. The term appears in common usage and is clearly associated by consumers with environmentally responsible practices.

<sup>11</sup> <http://www.britannica.com/EBchecked/topic/189205/environmentalism/224631/History-of-the-environmental-movement>

<sup>12</sup> <http://www.epa.gov/climatechange/science/future.html>

<sup>13</sup> [http://www.oecd.org/env/cc/Outlook%20to%202050\\_Climate%20Change%20Chapter\\_HIGHLIGHTS-FINA-8pager-UPDATED%20NOV2012.pdf](http://www.oecd.org/env/cc/Outlook%20to%202050_Climate%20Change%20Chapter_HIGHLIGHTS-FINA-8pager-UPDATED%20NOV2012.pdf)

The Oxford English Dictionary (OED) offers the following examples:  
 Individuals and organizations (eg, eco-activist, eco-charities, eco-group)  
 Concepts (eg, eco-advocacy, eco-activism, eco-justice, eco-cultural, eco-literacy, eco-philosophy, eco-minded, eco-savvy, eco-awareness, eco-consciousness)  
 Products and services (eg, eco-product, eco-label, eco-house, eco-holiday, eco-resort, eco-bottle, eco-bulb, eco-forestry, eco-car)  
 (Oxford English Dictionary, 3rd edition, Mar. 2008; online version Sept. 2011)  
 Eco in Consumer Protection Public Policy

The Panel has determined that the string “.ECO,” is not a match of the community or a well-known short-form or abbreviation of the community name, as the AGB requires for a score of 3 for Nexus. This is because various organizations that are a part of the community as described by the application name the same community in various ways, but generally by use of the word “environment” or by words related to “eco” but not by “eco” itself or on its own. However, because of the common association of the prefix “eco” with various phrases closely associated with environmental protection, such as those provided in the excerpt of the application above, the Panel has determined that the string does identify the community, without overreaching substantially beyond the community.

Additionally, while the string identifies the name of the core community members (i.e. not-for-profit environmental organizations, government agencies with environmental missions, etc.) the community as defined by the application also includes some entities, such as businesses that use certified environmental management systems, which may not automatically be associated with the gTLD. For example, the applicant includes in the proposed community businesses that are participants in the UN Global Compact<sup>14</sup>. Business participants include China Development Bank, a US-based technology firm, Intel Corporation, a Brazil-based natural resources firm, Vale, and UK-based Unilever, a consumer goods company<sup>15</sup>. These companies, and the many others with the same or similar participation in the UN Global Compact, are not commonly known by the string “ECO” as the AGB requires for a full score on Nexus. However, since these entities comprise only part of one category of the application’s community membership, the over-reach is not substantial, as the public will generally associate the string with the community as defined by the applicant. Therefore, the Panel has determined that the application should receive partial credit for Nexus.

The Community Priority Evaluation panel determined that the applied-for string “identifies” the name of the community as defined in the application, but does not “match” it. It therefore partially meets the requirements for Nexus.

**2-B Uniqueness**

***1/1 Point(s)***

The Community Priority Evaluation panel determined that the application met the criterion for Uniqueness as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook, as the string has no other significant meaning beyond identifying the community described in the application. The application received a maximum score of 1 point under criterion 2-B: Uniqueness.

To fulfill the requirements for Uniqueness, the string must have no other significant meaning beyond identifying the community described in the application. The string as defined in the application demonstrates uniqueness as the string does not have any other meaning beyond identifying the community described in the application. According to Oxford Dictionaries, the prefix “eco-” is defined as “Representing ecology, ecological, etc.” The string “eco” as a word or concept itself is defined as “Not harming the environment; [as in] eco-friendly.” The application cites, as in the excerpt above, several such uses of the applied-for string that correspond to the environmental focus of the community it defines. As such, the Panel has determined that the concept to which the definition refers is the same as the community purpose of the applied-for

<sup>14</sup> The UN Global Compact is the world's largest corporate citizenship and sustainability initiative, with over 10,000 business participants and other stakeholders from more than 145 countries. See <https://www.unglobalcompact.org/ParticipantsAndStakeholders/index.html>.

<sup>15</sup> [https://www.unglobalcompact.org/HowToParticipate/Lead/lead\\_participants.html](https://www.unglobalcompact.org/HowToParticipate/Lead/lead_participants.html)

string and that the applied-for string therefore satisfies the condition to fulfill the requirements for Uniqueness.

<b>Criterion #3: Registration Policies</b>	<b>4/4 Point(s)</b>
<b>3-A Eligibility</b>	<b>1/1 Point(s)</b>
<p>The Community Priority Evaluation panel determined that the application met the criterion for Eligibility as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook, as eligibility is restricted to community members. The application received a maximum score of 1 point under criterion 3-A: Eligibility.</p> <p>To fulfill the requirements for Eligibility, the registration policies must restrict the eligibility of prospective registrants to community members. The application demonstrates adherence to this requirement by restricting eligibility to individuals and entities (non-for-profit, businesses and governments) that are members of the global environmental community and that meet recognized standards. (Comprehensive details are provided in Section 20e of the applicant documentation). The Community Priority Evaluation panel determined that the application satisfies the condition to fulfill the requirements for Eligibility.</p>	
<b>3-B Name Selection</b>	<b>1/1 Point(s)</b>
<p>The Community Priority Evaluation panel determined that the application met the criterion for Name Selection as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook, as name selection rules are consistent with the articulated community-based purpose of the applied-for gTLD. The application received a maximum score of 1 point under criterion 3-B: Name Selection.</p> <p>To fulfill the requirements for Name Selection, the registration policies for name selection for registrants must be consistent with the articulated, community-based purpose of the applied-for gTLD. The application demonstrates adherence to this requirement by specifying several categories of name registration policies. The applicant further ensures that any strings “used in a manner inconsistent with the Community’s goals, values, and/or interests” (Application, Q18(b)) will be flagged and subject to additional scrutiny. The Community Priority Evaluation panel determined that the application satisfies the condition to fulfill the requirements for Name Selection.</p>	
<b>3-C Content and Use</b>	<b>1/1 Point(s)</b>
<p>The Community Priority Evaluation panel determined that the application met the criterion for Content and Use as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook, as the rules for content and use are consistent with the articulated community-based purpose of the applied-for TLD. The application received a maximum score of 1 point under criterion 3-C: Content and Use.</p> <p>To fulfill the requirements for Content and Use, the registration policies must include rules for content and use for registrants that are consistent with the articulated community-based purpose of the applied-for gTLD. The application demonstrates adherence to this requirement by specifying that any approved registrant on the gTLD will post a link to their ECO Profile. This ECO Profile is a repository of registrant-specific information that, according to the application:</p> <p>“will cover community-recognized memberships, accreditations, registrations, certifications, and reports that demonstrate active commitment, practice and reporting. Additional questions may: be both qualitative and quantitative; include commitments to environmental and social issues that are considered to be linked to environmental goals; and, reference robust existing environmental standards, requirements, indicators, regulations, codes, and calculators.”</p> <p>Therefore, the applicant has required not only certain specific content (in the form of a link to the above registrant-related information), but such content is clearly consistent with the articulate community-based purpose of the applied-for string. The Panel has therefore determined that the application satisfies the condition to fulfill the requirements for Content and Use.</p>	
<b>3-D Enforcement</b>	<b>1/1 Point(s)</b>
<p>The Community Priority Evaluation panel determined that the application met the criterion for Enforcement as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook, as the</p>	

application provided specific enforcement measures as well as appropriate appeal mechanisms. The application received a maximum score of 1 point under criterion 3-D: Enforcement.

Two conditions must be met to fulfill the requirements for Enforcement: the registration policies must include specific enforcement measures constituting a coherent set, and there must be appropriate appeals mechanisms. The applicant outlined policies that include specific enforcement measures constituting a coherent set. The applicant's registry will evaluate complaints against a registrant agreement and decide on an appropriate course of action, which may result in the case being referred to a dispute resolution process. There is also an appeals mechanism, whereby a registrant has the right to seek the opinion of an independent arbiter approved by the registry. The Community Priority Evaluation panel determined that the application satisfies both conditions to fulfill the requirements for Enforcement.

**Criterion #4: Community Endorsement**

**3/4 Point(s)**

**4-A Support**

**1/2 Point(s)**

The Community Priority Evaluation panel has determined that the application partially met the criterion for Support specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook, as there was documented support from at least one group with relevance. The application received a score of 1 out of 2 points under criterion 4-A: Support.

To receive the maximum score for Support, the applicant is, or has documented support from, the recognized community institution(s)/member organization(s), or has otherwise documented authority to represent the community. In this context, "recognized" refers to the institution(s)/organization(s) that, through membership or otherwise, are clearly recognized by the community members as representative of the community. To receive a partial score for Support, the applicant must have documented support from at least one group with relevance. "Relevance" refers to the communities explicitly and implicitly addressed by the application's defined community.

The Community Priority Evaluation panel has determined that the applicant was not the recognized community institution(s)/member organization(s), nor did it have documented authority to represent the community, or documented support from the recognized community institution(s)/member organization(s). While organizations like the IUCN and the UN Global Compact are sufficient to meet the AGB's requirement for an "entity mainly dedicated to the community" under Delineation (1-A), it does not meet the standard of a "recognized" organization. The AGB specifies that "recognized" means that an organization must be "clearly recognized by the community members as representative of the community." The IUCN and others, as shown in their mission and activities, are clearly dedicated to the community and it serves the community and its members in many ways, but "recognition" demands not only this unilateral dedication of an organization to the community, but a reciprocal recognition on the part of community members of the organization's authority to represent it. There is no single such organization recognized by the defined community as representative of the community. However, the applicant possesses documented support from many groups with relevance; their verified documentation of support contained a description of the process and rationale used in arriving at the expression of support, showing their understanding of the implications of supporting the application. Despite the wide array of organizational support, however, the applicant does not have the support from the recognized community institution, as noted above, and the Panel has not found evidence that such an organization exists. The Community Priority Evaluation Panel has determined that the applicant partially satisfies the requirements for Support.

**4-B Opposition**

**2/2 Point(s)**

The Community Priority Evaluation panel determined that the application met the criterion for Opposition specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook, as the application did not receive any relevant opposition. The application received the maximum score of 2 points under criterion 4-B: Opposition.

To receive the maximum score for Opposition, the application must not have received any opposition of relevance. To receive a partial score for Opposition, the application must have received opposition from, at most, one group of non-negligible size.



The application received letters of opposition, which were determined not to be relevant, as they were either from individuals or groups of negligible size, or were not from communities which were not mentioned in the application but which have an association to the applied for string. The Community Priority Evaluation Panel determined that the applicant satisfies the requirements for Opposition.

**Disclaimer:** Please note that these Community Priority Evaluation results do not necessarily determine the final result of the application. In limited cases, the results might be subject to change. These results do not constitute a waiver or amendment of any provision of the Applicant Guidebook or the Registry Agreement. For updated application status and complete details on the program, please refer to the Applicant Guidebook and the ICANN New gTLDs microsite at <[newgtlds.icann.org](http://newgtlds.icann.org)>.