

Case Study

.ECO

“.ECO is fast becoming a powerful source of credible environmental information online.”



 Website

<https://go.eco>

 Registry Name

Big Home, Inc

 Location

Vancouver, Canada

Background

Environmentalists and Big Room Inc. co-founders Trevor Bowden and Jacob Malthouse first met during their time working at the United Nations Environment Programme. Understanding the power of the Internet to drive a cause, they often talked about creating an online space that signaled eco-friendliness and reflected the interests of the global environmental community. When ICANN's New gTLD Program was announced, they recognized the opportunity to create a new environmentally-focused top-level domain (TLD) and believed the best way to bring it to life was to work with the environmental community.

Trevor and Jacob were excited about the idea of building community support for a TLD dedicated to businesses, organizations and people committed to positive change for the planet. They believed that .ECO represented a once-in-a-lifetime opportunity to convene environmental organizations worldwide to support the building of a new piece of Internet architecture that was aligned with their values and goals.

Objectives

Big Room's key objective is to create a new trusted and transparent corner of the Internet for environmental organizations, companies and individuals. According to market research firm Nielsen, "In 2014, 65% of total sales measured globally were generated by brands whose marketing conveyed commitment to social and/or environmental value."¹ By working as a digital identity and trustmark, .ECO is helping consumers find credible environmental information online and allowing companies to differentiate themselves as eco-friendly.

To activate a .ECO domain, registrants first have to pledge their commitment to positive change for the planet and share their environmental actions on a public-facing profile. Big Room then uses these pages to create a searchable directory of businesses, organizations and people committed to environmental action, which is available at <https://profiles.eco>. While .ECO has only been available for just over a year, there are already indications that a community is developing with registrants beginning to interact among themselves.

.ECO is attracting a wide variety of registrants, who are using the domain in innovative ways. Examples include:

- Green entrepreneurs and small businesses like VoltStack.eco, for a battery powered generator
- Non-profits organizations like GoodOnYou.eco, a global fashion-rating tool
- Sustainability departments in companies and larger community-focused businesses like Vancity.eco, Canada's largest community credit union
- Environmental consultants like harmsen.eco
- Companies like Koala, a natural cleaning products company, which rebranded its entire product line to Koala.eco

TRIVIA



Date TLD available on Internet: **25 April 2017**



Number of registrations: **3,453**



In addition to operating .ECO, Big Room plans to launch a foundation that provides funding for environmental work worldwide.



Big Room believes that anyone who is committed to positive change for the planet should register a .ECO domain name.

¹ Nielsen (2015), *The Sustainability Imperative, New Insights on Consumer Expectations* (<http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2015-reports/global-sustainability-report-oct-2015.pdf>)

New gTLD Fast Facts

The Internet Corporation for Assigned Names and Numbers' (ICANN) New gTLD Program is responsible for introducing new generic top-level domains (gTLDs) into the Internet, which will result in the largest-ever expansion of the domain name system. The goal of this expansion is to enhance competition, innovation and consumer choice. Top-level domains are the letters immediately following the final dot in an Internet address. Through the program, the domain name system is expanding from 22 gTLDs to hundreds.

The New gTLD Program, led by ICANN's Global Domains Division makes it possible for communities, governments, businesses and brands to apply to operate a top-level domain registry. Operating a registry is a responsibility that requires a major commitment. In essence, the registry operator becomes the custodian of a piece of the Internet's core infrastructure. For this reason, ICANN established a rigorous process for those who applied for a new gTLD. The application process is a cornerstone of the New gTLD Program.

THE NEW GTLD PROGRAM BY THE NUMBERS



gTLD Key Stats

1930

total applications received by the deadline (May 2012)

1300+

new gTLDs or "strings" possible



Language Options

1st time Internationalized Domain Names will be available as gTLDs, enabling new extensions in different language scripts such as Arabic, Chinese and more.



Applications By Region

17 Africa **675** Europe

303 Asia/Pacific **911** North America

24 Latin America/Caribbean



Safeguards In Place

17 new safeguards created to help lay the foundation for a broader, more mature domain name industry. Examples include Rights Protection Mechanisms and DNS Security.



One World, One Internet

