

# **Illustrated**

POWERED BY **EURid**

Spring Edition

Empowering  
Europe's digital roots –  
green, trusted and  
made in Europe



In this edition of .eu Illustrated, we bring you a fresh collection of stories and insights from across the .eu community — from inspiring sustainability efforts and key digital policy moments, to practical tips for building and protecting your online presence.

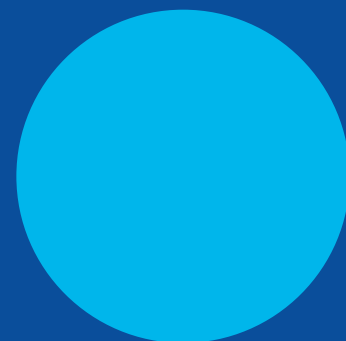
We explore the global push for a greener future in honour of Earth Day 2025, and take you to Prague, where the digital world's stakeholders gathered to shape an Internet that remains open and secure. Our 'From Dot to Brand' series provides compact guide to mastering your digital identity, essential reading for anyone looking to grow their presence online.

And as the summer season approaches, we have included a few travel ideas from some of our favourite .eu users to help you plan your next European adventure.

Enjoy the read — and the season ahead.

Reelika Kirna

Communications Manager



# Multistakeholder voices continue to shape the digital future

In today's rapidly evolving digital landscape, one question demands our attention: what does it take to keep the Internet open, secure, and democratic? In Prague, the conclusion was clear – sustained and strengthened collaboration within the multistakeholder model is essential, even as challenges emerge. But let us rewind...

On 9 April 2025, The Prague Dialogue: Internet Governance & Disinformation Challenges event brought together a diverse group of stakeholders for an impactful discussion. Co-organised by EURid, ICANN, CZ.NIC, and CEVRO University, this expert exchange placed international issues in a regional context and served as a collaborative warm-up dialogue to the global policy discussions that will continue in Prague in June 2025 during ICANN83.

In her role as host and moderator, Regina Fuchsová of EURid captured the essence of the day's discussions with a powerful reflection on the Internet's impact on modern society. She concluded:

**“The Internet has transformed from a niche academic network into a global, interactive platform that influences nearly every aspect of life and brings forth challenges that impact democracy. As we continue to navigate these complexities, it is crucial to align online and offline safety standards while actively engaging in shaping the future of this unique network, where local communities, in Europe and beyond, play a vital role in strengthening democracy.”**



Regina Filipová Fuchsová  
Industry Relations Manager at EURid





This spirit of shared responsibility echoed throughout the event. As Natálie Terčová of IGF Czechia noted, “Effective Internet governance depends on multistakeholder cooperation. The NETMundial+10 guidelines adopted in São Paulo in 2024 offer a clear path to deepen collaboration among governments, academia, the technical community, civil society, and the private sector.” The dialogue explored the stability of the multistakeholder model, and the growing risks posed by disinformation and geopolitical shifts. Reflecting on the panel, Callum Voge of the Internet Society (ISOC) warned, “We cannot take the multistakeholder model for granted, as there are governments that actively promote an alternative, top-down, vision for the Internet which could negatively impact how we are able to use it. Our vision for WSIS+20 is clear: the multistakeholder model must be respected and the IGF should be given a permanent mandate.”

Beyond policy, the resilience of the technical infrastructure stood out as another focal point.

**“DNS, the domain name system, is a key protocol of the Internet. The technical community within the multistakeholder governance model makes sure it stays transparent, resilient, robust and secure for all users. The Root Key Signing Ceremony involving Trusted Community Representatives is an important part of this mechanism.”**



Ondrej Filip  
CEO at CZ.NIC

At the same time, the societal stakes at play were also emphasised. “Ensuring democracy and an independent foreign policy direction is a continuous endeavour for any country,” stated Martina Heranová from CEVRO University. “Every election becomes a test of our society’s resilience against various interferences. All European citizens must always bear this in mind and not be influenced by hostile propaganda and disinformation.”

Gabriella Schitteck of ICANN captured the core message of the event with a compelling reminder:

**“The loss of the multistakeholder model can ultimately lead to the fragmentation of the Internet. Everyone who can – get engaged and speak up on its behalf!”**

She also took a moment to express her heartfelt thanks to EURid, saying, “Thank you for the collaboration and for organising such a well-run event.” Her words highlighted not only the urgency of collective action but also the value of strong partnerships in shaping a more inclusive and sustainable internet future.

As the Internet community now looks ahead to ICANN83 Policy Forum, The Prague Dialogue event brought forward a powerful message: the strength of the digital world lies in our shared and continuous commitment to an open, inclusive, and resilient Internet governance model.



**Gabriella Schitteck**  
Stakeholder Engagement Director  
Nordic & Central Europe at ICANN



Earth Day 2025

# Our Power, Our Planet – A shared responsibility



The EURid team  
Sam, Geo, and Julie

On 22 April, Earth Day 2025 brought the world together under the theme “Our Power, Our Planet” – a global call to accelerate the transition to renewable energy and build a cleaner, greener future. The target is ambitious but essential: to triple clean electricity by 2030.

At EURid, sustainability is woven into everything we do. Since 2012, we have proudly held EMAS certification (EU Eco-Management and Audit Scheme), a testament to our ongoing commitment to environmental responsibility and transparent reporting.

In line with this commitment, we have taken consistent steps to reduce our environmental impact — from energy-saving initiatives and responsible travel policies to optimised digital infrastructure. For the emissions we cannot eliminate, we support certified offsetting projects, such as tree and hedge planting,





to help balance our carbon footprint. Our goal is to lead by example and inspire lasting, meaningful change in both the digital and physical worlds.

As part of these efforts, EURid currently contributes to seven plantation projects in partnership with PlantC. In the Belgian villages of Suixy and Prouvy, we supported the planting of 203 trees — estimated to sequester approximately 16.30 tonnes of CO<sub>2</sub> over 30 years — and 159 hedge seedlings, expected to offset a further 5.53 tonnes. In May 2025, we visited these locations to witness the work first-hand and gain a deeper understanding of the positive impact being made on the ground.

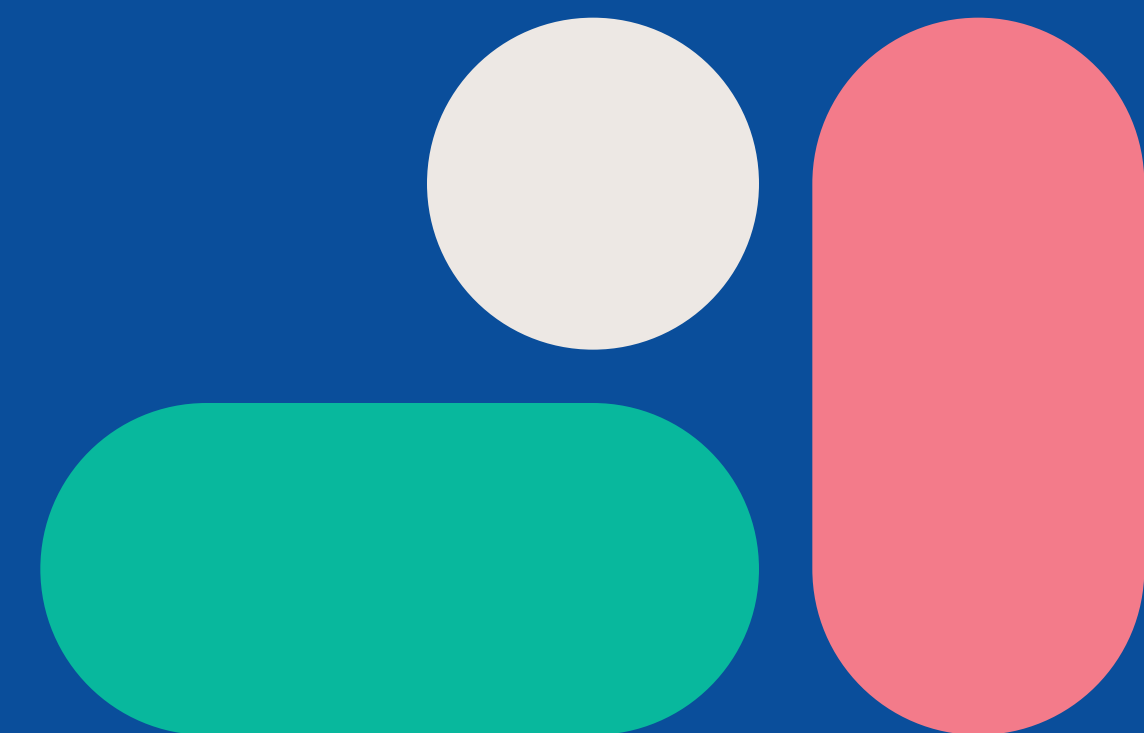
Reflecting on the experience, our Legal and Compliance Manager, Geo Van Langenhove, shared: “Visiting these inspiring sites was deeply enriching. Meeting the passionate landowners and the dedicated PlantC team gave us a true appreciation for the care and expertise needed to restore natural landscapes. From understanding the challenges young trees face in tough conditions to learning how hay planting supports biodiversity, the visit offered powerful insight into the realities of ecological restoration. These conversations were not only informative but also uplifting, driven by a shared commitment to protecting our planet. The visit reaffirmed our belief that real change happens on the ground — and we are proud to be part of it.”

We continue to encourage our community to take action — because every step, no matter how small, contributes to a more sustainable future.

- Learn and share knowledge about renewable energy and sustainable living
- Support clean energy and climate-positive policies
- Get involved in local initiatives and help raise awareness



**Together, we have the power to drive meaningful change — for our planet, our communities, and future generations.**



From Dot to Brand

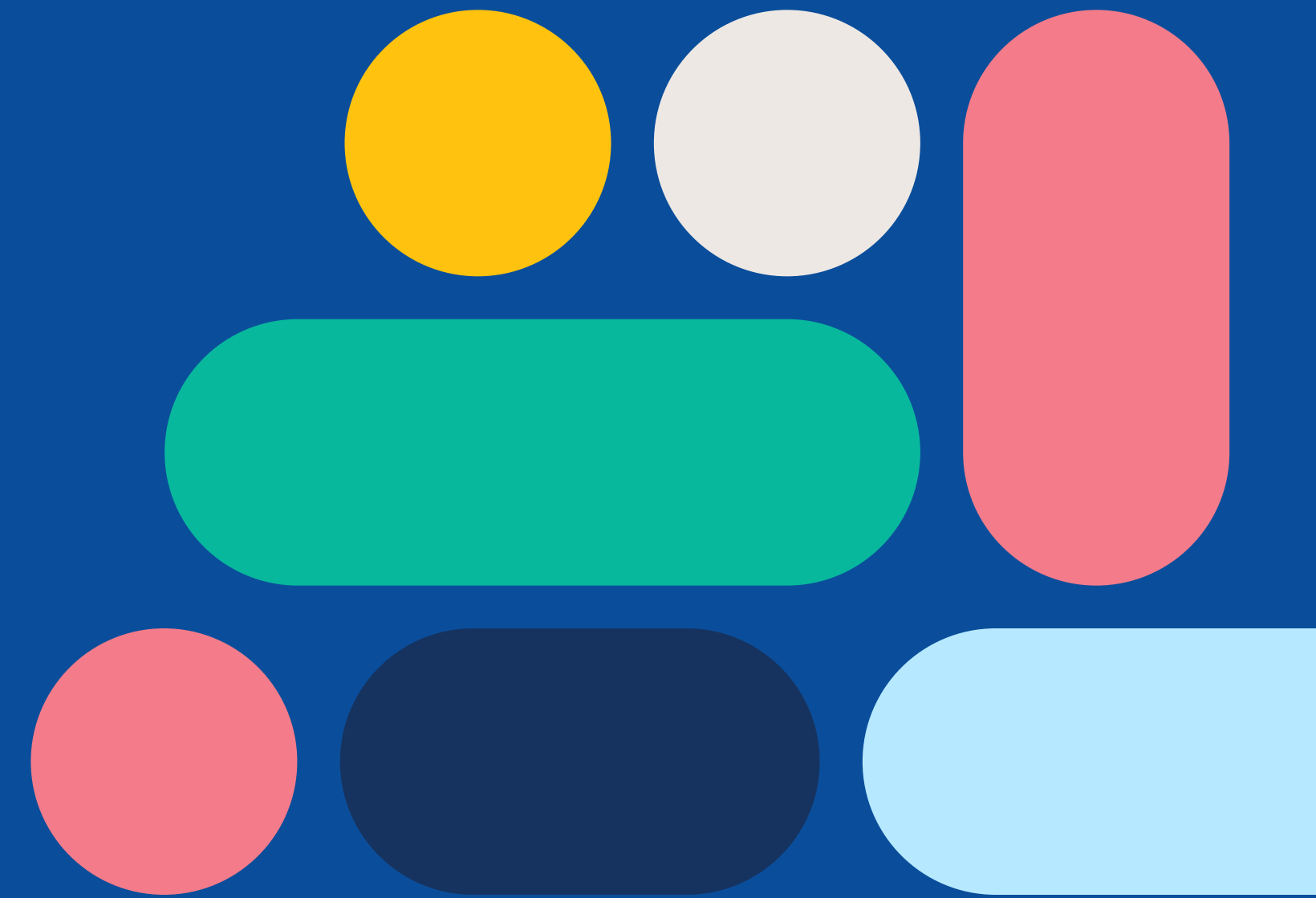
# Online presence essentials

Your domain name is more than just a web address — it is your digital identity. Whether you are running a business, launching a project, or building a personal brand, knowing how to create and secure your online presence is key. This guide breaks down three foundational areas every online owner should understand: domain name basics, intellectual property, and website security.

1. Understanding domain names

2: Protecting your domain name and brand

3: Top website security basics





## 1. Understanding domain names

Your domain name is the starting point of your digital presence.  
Here are six essential insights into how domain names work:



### 1 Why domain names matter

Domain names turn complicated IP addresses (like 31.214.213.51) into easy-to-remember names such as *eurid.eu*, making it simple for people to find you online.

### 2 Domain name levels explained

In *www.eurid.eu*:

- *.eu* is the top-level domain (TLD)
- *eurid* is the second-level domain
- *www* is a subdomain or third-level domain

### 3 What is an FQDN

FQDN stands for Fully Qualified Domain Name.  
It is the full address made up of all domain levels — for example, *www.eurid.eu* — giving each website its unique identity.

### 4 Subdomains

Subdomains come before the second-level domain (like *help.* in *help.example.eu*) and direct users to specific areas or services.  
They are flexible and useful for managing different parts of your site.

### 5 Understanding a full URL

Example:

*https://eurid.eu/en/get-your-eu/*

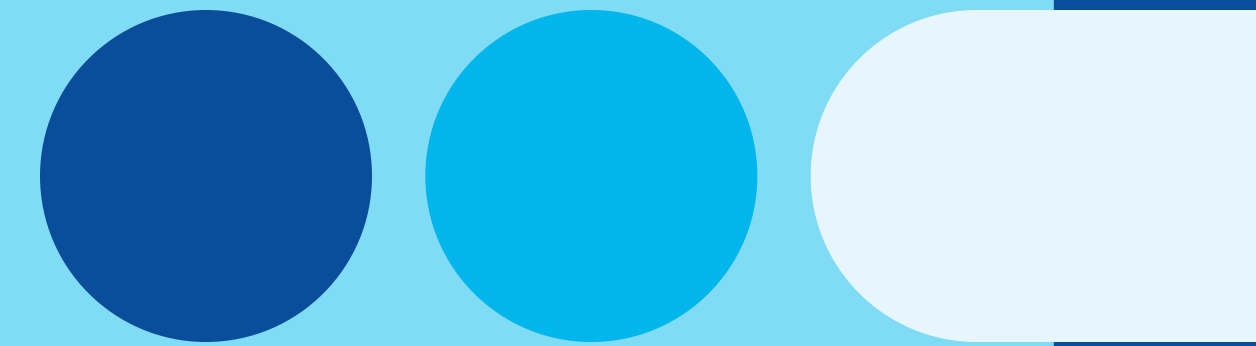
- *https://* = secure protocol
- *www.eurid.eu* = full domain
- */en/get-your-eu/* = specific page path

### 6 Length limits and tips

Subdomains: max 63 characters.  
Full domain name: max 253 characters.  
Keep it short and memorable!

## 2: Protecting your domain name and brand

Your domain name is part of your brand. Here are six steps to ensure it is protected under intellectual property rules:



### 1 Check for trademarks first

Before registering a domain name, search the European Union Intellectual Property Office ([EUIPO](#)) database to avoid conflicts with existing trademarks.

### 2 Register trademarks and domain names together

This parallel approach strengthens your legal protection and ensures consistency across platforms.

### 3 Secure different versions of your domain name

Protect your brand by registering common misspellings and different extensions (e.g. .eu, .com, .shop).

### 4 Understand the power of trademarks

Trademarks legally protect your brand, help you stand out, and prevent others from using your name unfairly.

### 5 Dispute resolution options

If your trademark is infringed via a domain, use .eu ADR ([Czech Arbitration Court](#)) or UDRP (via [WIPO](#)) to challenge it.

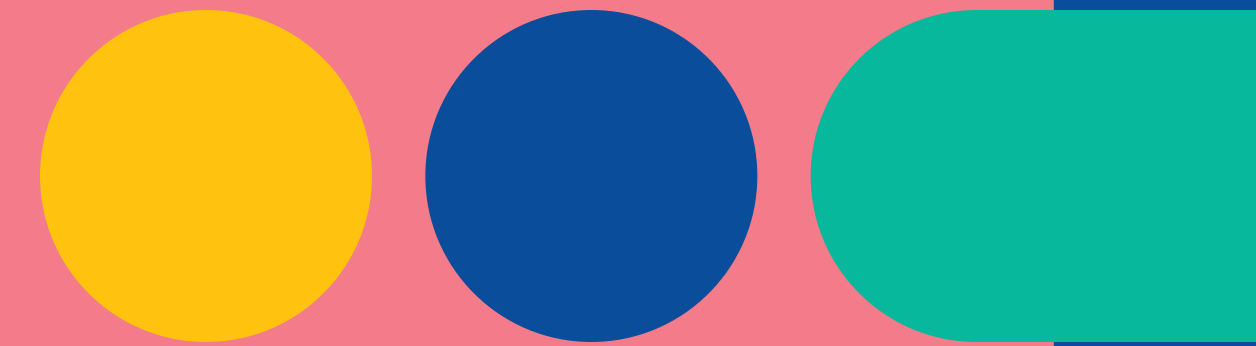
### 6 SME Fund support

Registering an EU trademark is affordable and supported by the [SME Fund 2025](#) — a useful aid for small businesses.



### 3: Top website security basics

Security is not optional. It is essential to protecting your site and users.  
Here are six terms you must know:



#### 1 SSL/TLS encryption

Protects data exchanged on your site — critical for logins and transactions. Look for the padlock icon in the browser.

#### 2 DNS & DNSSEC

DNS translates your domain into an IP address. DNSSEC adds extra protection by verifying that users are directed to the correct site.

#### 3 HTTPS

This secure version of HTTP ensures your web traffic is encrypted. It builds trust with users and is a ranking factor in search engines.

#### 4 Registry Lock

This extra layer of security prevents unauthorised changes to your domain registration settings.

#### 5 Two-factor authentication (2FA)

Adds a second step (like a mobile code) to logins — an easy way to drastically improve your account's security.

#### 6 Regular backups

Backups protect you from data loss due to attacks or errors.

**Bonus tip:** 31 March is World Backup Day — a great reminder!



# Holiday destinations!

Still planning your summer holiday? Here is a handpicked selection of European destinations worth exploring, proudly brought to you by your very own .eu.

## Visititaly.eu

Italy's official tourism portal, [visititaly.eu](https://visititaly.eu), serves as a comprehensive guide to the country's rich cultural heritage, stunning landscapes, and culinary delights. From the romantic canals of Venice to the historic ruins of Rome, and the picturesque coastlines of Amalfi, the website offers insights and travel tips to help you experience Italy like a local and provides curated itineraries and recommendations to make your trip unforgettable.

[visititaly.eu](https://visititaly.eu)



## Prague.eu

The official tourism portal of the Czech capital, offering a comprehensive guide to the city's rich history, vibrant culture, and modern attractions. Visitors can explore detailed itineraries, discover hidden gems, and plan their trips with practical information on accommodations, dining, and events. The site emphasizes sustainable tourism practices, ensuring that travelers can enjoy the city's beauty while preserving its heritage.

[prague.eu](https://prague.eu)



## Visitbulgaria.eu

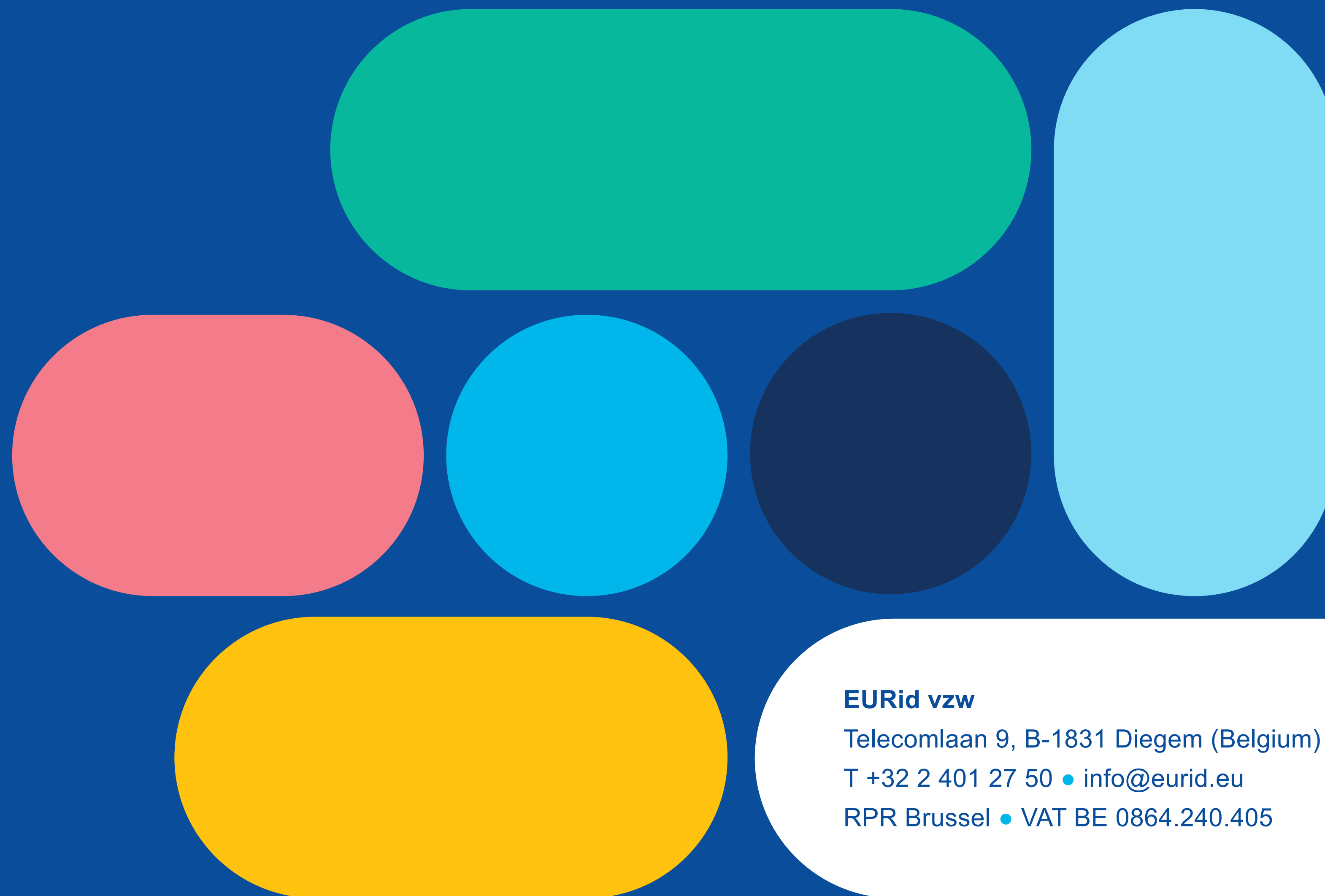
Maybe you would like to explore Bulgaria in smaller groups with a carefully organised agenda. Find boutique tours for groups of 6 to 15 travellers, offering personalised service and expert guidance. They listen closely to customer feedback to continually improve their itineraries. Trips are scheduled during the best seasons to ensure the perfect experience. As a licensed and accredited operator, they offer special bonuses for loyal customers and early bookings.

[visitbulgaria.eu](https://visitbulgaria.eu)





That's a wrap  
for this edition,  
thank you for reading!



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