



Make the world your domain

Introducing .eco

Eight years in the making, we are excited to announce that the community-led .eco domain is coming to market in 2017.

Globally supported

- The creation of .eco was supported by 50+ of the world's leading environmental non-profits.
- Leading environmental not-for-profit organizations in 60+ countries have applied for 900+ names through the .eco Domain Grants program.

Considered one of the top 10 most sought after new extensions

.eco will be the globally preferred, trusted domain for organizations, businesses and people who are committed to positive change for the planet.



Delivers on expectations

- A survey showed that over 70% of Internet users expect enforcement of credentials and use consistent with an extension's meaning (Nielsen Survey, ICANN 2016).
- A survey of small business owners in the US showed that 64% expect owners of domain names ending in .eco to have made a specific commitment to the environment (Vision Critical Survey, 2012).

Encourages action

- The .eco Profile includes questions about environmental interests and actions that are designed to encourage active engagement.

.eco is for

- Not-for-profits
- Governments
- Businesses
- Products
- People ready to make a commitment to the planet



Make the world your domain

We're going to tell the world

We know that millions of people, businesses and organizations around the world are committed to the same positive change for the planet that we are. We want to recognize those leading the way by helping them get a .eco domain.






Our .eco Grants Program will award up to 500 free .eco domain names to environmental not-for-profit organizations. Grantees will be announced in early 2017, and can begin using their names during general availability. The Champions program is designed for sustainability leaders in any field whether business,

government, or not-for-profit. By participating in the program, Champions will be among the first to launch their .eco domains and will be part of .eco launch marketing.

Get on board with .eco now

Registry services for .eco are provided by Afilius. Existing ICANN accredited registrars who are already connected with Afilius may onboard .eco directly through their account in Afilius' Online Registrar Management System (ORMS).

Activating .eco domains is easy

-  1. Register a .eco domain
-  2. Receive activation instructions by email
-  3. Create a .eco profile
-  4. Start using .eco domain
-  5. Add the .eco trustmark to .eco website

.eco launch timeline

