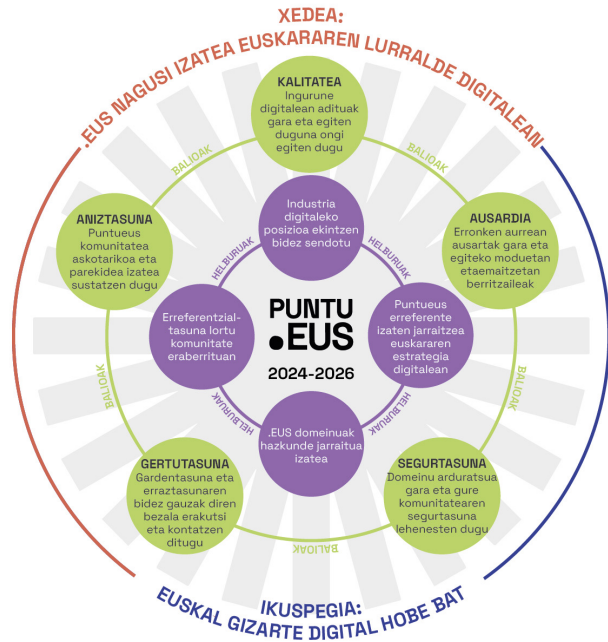


ZURE  
ESPRESIO  
DIGITALA

STRATEGIC PLAN

2024-2026



# STRATEGIC PLAN 2024-2026

The following picture summarizes the main elements of the Strategic Plan:

- Mission
- Vision
- Values
- Strategic axes

## VISION

**A BETTER BASQUE  
DIGITAL SOCIETY:  
COHESIONED THROUGH BASQUE,  
REINFORCING SECURITY AND  
PROMOTING INCLUSION**

STRATEGIC PLAN 24-26  
VISION



MISION

**MAKE .EUS THE MAIN  
DOMAIN IN THE DIGITAL  
TERRITORY OF BASQUE**

STRATEGIC PLAN 24-26

MISION



# VALUES

## QUALITY

We are experts in the digital environment, and we do well what we do.



## COURAGE

In the face of challenges, we are bold and innovative in both form and results.



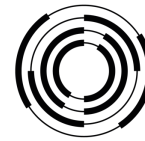
## PLURALITY

We promote a plural and egalitarian .EUS community.



## CLOSENESS

We show and tell things as they are with transparency and simplicity.



## SECURITY

We are a responsible domain and prioritize the security of our community.



# STRATEGIC AXES

For the period 2024-2026, four main strategic axes have been identified. In addition, the indicators of results and the corresponding strategic objectives for each one have been defined.



## CONTINUOUS GROWTH OF THE .EUS DOMAIN

.EUS domains have experienced sustained growth over the last 10 years, but we are approaching a turning point: the annual rate of new registrations will soon be equivalent to the deletion rate, which could halt growth. To prevent this from happening, it is necessary to strengthen growth by maintaining consistency.



## CONSOLIDATING POSITION IN THE DIGITAL INDUSTRY THROUGH ACTIONS

In recent years, we have taken significant steps in the Digital Industry sector, highlighting the remarkable work of PUNTUEUS through actions, collaborations, and special communications. In this new stage, we must strengthen the position gained in previous years, demonstrating through our actions what has been presented in various forums in recent years, fostering collaborations and initiatives.



## ACHIEVING REFERENTIALITY IN THE RENEWED COMMUNITY

It has been 10 years since the creation of the domain, and the new generations have experienced the project differently. Considering the changes in society, we must renew our community, maintaining diversity, and especially attracting the attention of the youth.



## PUNTUEUS, A LEADING FIGURE IN THE DIGITAL STRATEGY OF THE BASQUE LANGUAGE

Since the creation of the domain, initiatives like PUNTUEUS Behatokia have contributed to laying the foundations for the development of an effective digital strategy for the Basque language. In this regard, we must delve deeper and continue to be a reference in the development of the digital strategy for the Basque language.

# STRATEGIC AXES

For the period 2024-2026, four main strategic axes have been identified. In addition, the indicators of results and the corresponding strategic objectives for each one have been defined.



## CONTINUOUS GROWTH OF THE .EUS DOMAIN

1. Use PUNTUEUS initiatives for domain registration
2. Offer comprehensive solutions to clients
3. Development of digital channels
4. Sell more services associated with the domain
5. Loyalty of registrars



## CONSOLIDATING POSITION IN THE DIGITAL INDUSTRY THROUGH ACTIONS

1. Consolidate the position as a company in the Internet sector
2. Strengthen position as a cybersecurity agent
3. Develop international positioning



## ACHIEVING REFERENTIALITY IN THE RENEWED COMMUNITY

1. Promote the Kaixo Mundua project in commerce
2. Unify new generations in the PUNTUEUS community
3. Gender and diversity

puntu.eus



## PUNTUEUS, A LEADING FIGURE IN THE DIGITAL STRATEGY OF THE BASQUE LANGUAGE

1. Measure the digital situation of Basque
2. Influence the digital situation of Basque

# MILESKER ZUEN ARRETAGATIK

ZURE  
ESPRESIO  
DIGITALA

0034 934 085 051  
[INFO@PUNTU.EUS](mailto:INFO@PUNTU.EUS)  
[WWW.PUNTU.EUS](http://WWW.PUNTU.EUS)

