

## **Coordinating Committee of Business Interlocutors (CCBI)**

World Summit on the Information Society (WSIS)  
Tunis, 16-18 November 2005

### **PrepCom-3 – 19-30 September 2005 Subcommittee A**

#### **Statement attached to Intervention on behalf of CCBI Capacity building and meaningful participation in the Information Society and on Issues related to Internet governance Thursday 29 September 2005**

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Thank you Chairman.

CCBI appreciates this opportunity to provide a few examples of the efforts that businesses individually and in partnerships with governments, civil society and international organizations are making to increase capacity in developing countries around the world. Capacity building actually consists of various elements, including human, institutional and ICT capacity. These elements provide a foundation for increasing participation in the Information Society, including on Internet governance issues.

The first example is the Microsoft Digital Inclusion Initiative is a coordinated global effort now underway in nearly 100 countries to provide ICT access, education, and skills training that enable people to reach for and embrace new opportunities in employment and education. The two flagship programs are Unlimited Potential (UP) and Partners in Learning (PiL) - the first focuses on community-based IT skills development and the second on students and educators in Kindergarten through 12<sup>th</sup> grade schools. Microsoft's combined goal for the two programs is to reach more than a quarter of a billion people in the next five years.

The second example is the **Jordan Education Initiative** (JEI) is an example of a strong public-private partnership to foster basic education through ICT. The JEI is an ambitious Kindergarten through 12<sup>th</sup> grade e-learning project developed by the Kingdom of Jordan and World Economic Forum and key ICT companies such as Cisco, Computer Associates and Intel.

The mission of the Jordan Education Initiative is to create a model for effective Internet-enabled learning in Jordan which can be replicated and implemented in other countries in the region – and eventually worldwide. Launched in 2003, JEI is organized around three tracks – development of Discovery Schools (through in-classroom technology, e-curricula and teacher training), lifelong learning and ICT industry development – all of which are advancing well. ICT companies like Cisco, IBM, Sun Microsystems, Microsoft, Intel and HP are working on in-classroom technology; a comprehensive math e-curriculum has been developed with Cisco and a local Jordanian IT

company; and teachers and supervisors have received training on the new pedagogical approaches in the JEI.

As a model intended to be replicated around the world, discussions are already being held to build upon JEI in 12 other countries across the Middle East, including a program that will soon be launched in areas that will serve Palestinian people will be served. It is a true public-private partnership, overseen by the World Economic Forum, with strong support from the Royal Family and government of Jordan.

Business's commitment to making the Internet more available around the world is exemplified in example 3 Cisco's **Networking Academy** program, which exists in more than 10,000 academic institutions in 160 countries in 9 languages. This initiative currently is providing technology training to more than 450,000 students on how to design, build; operate, and maintain Internet Protocol-based networks. 1.6 million students around the world have already graduated from this program.

In various partnership programs with the United Nations Development Program, the U.S. Agency for International Development, the International Telecommunication Union, UNIFEM and many others, Cisco has made the Academy program available to students in Least Developed Countries (LDCs) to help them build their countries' economies, particularly in Africa. Since its inception in 2000, Cisco's LDC initiative has established 200 academies in LDCs and trained more than 8,000 students. Cisco has set a goal that 30% of all students are women. This goal is being met.

Example 4 is the United States Telecommunications Training Institute (USTTI), a non-profit joint venture between leaders of the US telecommunications, broadcast and IT industries, and senior government officials. The goal of this collaborative effort is to share the communications, technological, and managerial advances on a global basis by providing a comprehensive array of tuition-free training courses for qualified women and men who regulate and manage communications and IT infrastructures throughout the developing world.

Now in its 23<sup>rd</sup> year, the USTTI continues to expand its curriculum, which now includes 75 courses that reflect the technological changes that have shaped the ICT sector since the 1980s. Thanks to the commitment of USTTI corporate, government, academic and medical institution supporters, and hundreds of volunteer professors, the USTTI has provided free ICT training to nearly 7,000 women and men from 164 developing countries. USTTI is proud to say that it received more than 11,000 new applications for training last year and that its 6,000 graduates continue to stay in touch through its Alumni Home Page.

Another example of an effective partnership is the initiative just announced by UN Secretary General Kofi Annan of six of the largest U.S. foundations -- Ford, MacArthur, Rockefeller, Andrew W. Mellon and Flora Hewlett Foundations, the Carnegie Corporation of New York and the Partnership for Higher Education of Africa. The consortium has entered into a partnership with Intelsat to provide global bandwidth. The foundations have announced a \$200 million commitment over the next five years to further strengthen higher education in seven African nations. The initiative will enable African universities to obtain eight times the amount of Internet bandwidth at less than 1/3 the price paid by most African universities. This is an extension and expansion of the \$150 million program begun in 2000.

In Example 6, the GSM industry is delivering practical, affordable ICT solutions via mobile systems with the development of Ultra Low Cost Handset (ULCH) to serve low-income markets. The first fruits of this effort over the past year have halved the cost of a handset from already low initial cost of a year ago. Millions of these handsets have met with very rapid acceptance in developing countries. The second offering will likely achieve an additional 26% cost savings.

GSM handset manufacturers have ULCH strategies and the cost of handsets is expected to become even lower yet with time, giving more consumers in developing countries access to low-cost ICT through their mobile phones.

Some of the main barriers for people accessing ICTs are affordability, and the availability of relevant content and powering arrangements.

For mobile solutions, affordability encompasses the total cost of ownership that is comprised of three main components: handset costs, the costs of tax and regulation, and the service/usage costs.

Affordability is influenced by the payment structure. Micro pre-payment plans have lowered the total cost of ownership enabling lower income consumers to pay for services. Micro financing programs for service providers have also further enabled ownership of mobile infrastructure, for example the Grameen Village Phone program in Bangladesh and Uganda.

Mobile ICTs such as the ULCH expands the local user base and thus can promote the development of relevant local content. New low-powered units also effectively utilize available resources, and can promote other local infrastructure development which increases connectivity and reduce transmission delay.

In 2004 Lucent, in partnership with Anatel and other organizations, invested USD 1 Million in a CDMA trial. The successful trial, conducted in the city of Brasília, within the federal district, proved the benefits of using the lower frequency bands in Brazil. During the first quarter of the trial, more than

3,500 people in Brasília's poorest outlying regions could access telecommunication services – both voice and high-speed data – for the first time. Anatel's plan is to replicate this successful trial nationwide through an active public-private partnership.

In one of yesterday's interventions, Mr Chairman, CCBI proposed text for Tunis output documents promoting multistakeholder collaboration on education and training.

Thank you, Mr. Chairman, for the opportunity to share a few examples of business' efforts that are already underway working with others to contribute to capacity building to bring the benefits of the Information Society to people around the world and to further increase the internationalization and decentralization of the Internet. We hope these examples will promote PrepCom3 support for capacity building which CCBI believes is so critical to mainstreaming ICT to achieve the Millennium Declaration Goals.

## **WHAT IS THE COORDINATING COMMITTEE OF BUSINESS INTERLOCUTORS (CCBI)?**

The World Summit on the Information Society (WSIS) was held during the week of 8 December 2003 in Geneva, culminating in the Summit segment on 10-12 December 2003. The second part of this Summit will take place in 2005 in Tunisia.

Principals of the Summit host countries and executive secretariat invited the International Chamber of Commerce (ICC) to create the Coordinating Committee of Business Interlocutors (CCBI) as a vehicle through which to mobilize and coordinate the involvement of the worldwide business community in the processes leading to and culminating in the Summit. ICC and the CCBI group led the private-sector effort to provide substantive input into the first phase of the Summit, and mobilized the private sector to participate in the preparatory phases and at the Summit itself. The CCBI, is constituted of the following organizations and their members: Among the organizations actively involved in the work of the CCBI, in addition to ICC, are: Asociacion Hispanoamericana de Centros de Investigacion y Empresas de Telecomunicaciones, Brazilian Chamber of Electronic Commerce, the Business Council of the United Nations, Business and Industry Advisory Committee to the OECD; Global Business Dialogue on Electronic Commerce; Global Information Infrastructure Commission; Money Matters Institute; United States Council on International Business; World Economic Forum; World Information Technology and Services Alliance; French Publishers Association; International Publishers Association; and Gobierno Digital.

For further information regarding CCBI, please consult the WSIS website at: <http://www.itu.int/wsisis/index.html>  
the CCBI website at [www.businessatwsis.net](http://www.businessatwsis.net)  
or ICC's website at: <http://www.iccwbo.org/policy/ebitt/id2343/index.html>  
or contact [wsis@iccwbo.org](mailto:wsis@iccwbo.org)

## **ABOUT ICC**

ICC is the world business organization, the only representative body that speaks with authority on behalf of enterprises from all sectors in every part of the world. ICC promotes an open international trade and investment system and the market economy. Business leaders and experts drawn from the ICC membership establish the business stance on broad issues of trade and investment, e-business, IT and telecoms policy as well as on vital technical and sectoral subjects. ICC was founded in 1919 and today it groups thousands of member companies and associations from over 130 countries.

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