



International Chamber of Commerce
The world business organization

An ICC initiative
BASIS
Business Action to Support
the Information Society

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ICC BASIS key business messages

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ICC BASIS supports the IGF and its continuity because:

- It is a unique forum for multi-stakeholder exchange.
- It informs policy through discussion.
- Its multistakeholder model sets the example of such exchange at regional and national levels.
- Participants share ideas and listen to others' perspectives, spreading best practices and building human and institutional capacity and informing policy approaches.
- Without it some governments and intergovernmental organizations could act to hinder the global exchange of information, services, and open trade.
- National, regional, and international dialogue among all relevant stakeholders is essential in Internet policy development.
- The simple idea of *MEETING* has turned out to be of extraordinary importance in a world of constant contact over the Internet. It is a way for people to focus and have face-to-face interactions, which cement relationships and orients actions that would otherwise be amorphous. It builds community.

The Internet has been an amazing success story and a favorable Internet governance environment is a pre-condition for continued investment, innovation and development. The IGF has helped to create this type of environment.

Business supports the continuity of the IGF with its current multistakeholder principles and structures intact because without the IGF there is no space for discussion on all current Internet governance issues among all relevant actors.

National and regional IGF initiatives

- Business applauds the growing number of national and regional initiatives that have been catalyzed by the IGF.
- These initiatives give national and regional stakeholders an opportunity to discuss Internet governance issues from national and regional perspectives and this informs the international level discussions.
- These initiatives are concrete outcomes of the IGF and echo its multistakeholder-on-an-equal-footing format.

Internet governance: economic benefits and business contributions

- Effective Internet related policies from both supply and demand perspectives improve economic recovery and growth as evidenced by the many national stimulus packages that include Internet and information and communication technologies linked initiatives.

- Business has produced innovations in network design and technology that have enabled the huge surge in data transfers, which supports economic life across the globe, from micro-finance schemes run by individuals using mobile phones to international trading.
- Business is also a major user, perhaps the largest user, of the Internet – along with governments, individuals and all participants in the IGF, and thus business interests go beyond providing services and applications.
- According to the World Bank report, *Information and Communications for Development 2009*, for every 10 percentage-point increase in high-speed Internet connections there is an increase in economic growth of 1.3 percentage points.

Access and diversity

Enabling more people to gain access to the Internet is the most effective way to ensure diversity.

An environment that enables development is the way to attract investment, promote innovation and help build necessary infrastructures to bring the benefits of the Internet to the next billion users. This requires:

- independent regulators
 - respect for the rule of law
 - intellectual property rights protection and enforcement
 - pro-competitive legal, policy and regulatory frameworks that also increase user choice regarding quality and lower cost of services
 - independent courts
 - policy approaches that foster entrepreneurship
- The Internet provides greater access to more diverse content, including user generated content. It also reduces barriers to entry, increases the ability to cater to niche markets, and improves access to information through the use of search technologies – all contributing to cultural diversity.
- Business supports efforts to increase the ability of non-English speakers to communicate on and through the Internet while at the same time ensuring the stability of the Internet and the protection of intellectual property rights.
- The timely deployment of new internationalized domain names (IDNs), with attention to technical, trademark and trade name issues, can help ensure that all people are a part of the global information society.
- Particular attention should be given to developing tools that promote access for the elderly and those with disabilities.
- Business contributes to establishing enabling environments through education initiatives, promoting innovation and creativity, public – private research and development partnerships.

Openness, privacy, and security

- Business fully supports the open exchange of ideas and free flow of information in a manner that respects the rights of others and the rule of law.
- ICTs increase access to information and promote free speech, even where local laws contradict human rights principles. While companies must comply with local laws wherever they operate, they seek, together with governments, sensible solutions that endeavor to enhance communication within and across borders and to minimize restrictions to expression
- The unhindered flow of data and information is essential for business, trade and all users.
- Cybercrime poses challenges to all stakeholders. They all have a role to play in protecting against these threats. Education and information exchange, the development and diffusion of technical tools to protect networks and users, and effective and cooperative policy approaches can help us address these important issues without stifling innovation and entrepreneurship.
- Cultural and regulatory diversity mean that cooperation is required to ensure that international frameworks to protect privacy have a degree of flexibility.
- Business supports and relies on a global network of incident response mechanisms to further collaboration on better analysis, greater deterrence, and quicker mitigation efforts globally.
- Skills and capacity building are foundations of responsible use of tools and data and, therefore, enable security and protecting privacy.

Mobile telephony and Internet security

- Many people access the Internet through mobile devices, and mobile telephony has brought access to many.
- Consumer protection laws must remain flexible to ensure that consumers remain confident and are able to benefit from new ways to access the Internet.
- Among other fun and convenient applications, new payment systems are emerging in conjunction with increased mobile commerce.
- Technology must also keep pace with these developments, ensuring that network protections are in place and individuals are not vulnerable by virtue of their use of new technologies.

Critical Internet resources

- Critical Internet resources include a broad range of resources from infrastructure, the domain name and addressing system, to backbones and radio spectrum.
- Exchanging practical information about the approaches that different countries and regions have adopted regarding the management of regional Internet resources will add to stakeholders' collective knowledge.
- Involvement of all stakeholders in the management of Internet resources at national, regional and global levels is essential.
- Competitive and lightly regulated business environments are the best way to address many of the issues involving critical Internet resources.

- The stability and continued development of the Internet is paramount.

IPv4 / IPv6

- It is in the interest of all Internet users that the Internet continues to evolve and thrive. Adoption of IPv6 is an important step in this regard.
- The integration of IPv6 does not have a hard deadline like, for example, the system changes for Y2K did. IPv6 will coexist with IPv4 for a number of years. However, it is still essential that IPv6 deployment be prioritized to ensure that it occurs and that inter-working of IPv6 and IPv4 be accommodated.
- IPv6 creates opportunities for new types of services and provides the basis for continued technical innovation in communications technologies.
- Security and stability of the existing network is an essential requirement.
- Business provides expert input into the technical coordination bodies responsible for developing and overseeing IP and its related protocols to help ensure that as new technologies develop, they are compatible with and take advantage of IPv6.
- Governments are encouraged to take action to support IPv6 deployment, recognizing that market forces, not government intervention, should be the main driving force for deploying IPv6.

IDNs for development

- The ability to create and access multilingual or internationalized domain names (IDNs) will foster an inclusive, democratic, legitimate, respectful, and locally empowering Information Society.
- IDNs are also necessary to safeguard the cultural and linguistic integrity of names, brands and trademarks represented in native character scripts. Companies and individuals in societies that use non-Latin characters will be able to globally preserve their unique web-identities.
- A greater sense of belonging and ease of access, through IDNs, will facilitate the use of the Internet for societal and economic benefit.

Enhanced cooperation

Paragraph 71 of the Tunis Agenda clearly states that “all stakeholders” and “all relevant organizations” should be involved in the “enhanced cooperation” process. This principle of inclusiveness is critically important to success in achieving “enhanced cooperation”.

- Business from around the world believes that enhanced cooperation refers to continuing efforts by all stakeholders (individually and collectively) to promote greater cooperation among existing organizations, including those that are private sector-led and intergovernmental (IGOs), not the creation of new entities to facilitate such cooperation or processes.

- Enhanced cooperation amongst the relevant organizations that address Internet related issues should be guided by the objective of information sharing, creating more awareness and where appropriate, coherence in work programmes and collaboration.
- Enhanced cooperation should be facilitated across the spectrum of all relevant organizations including those that are private sector-led, those that are intergovernmental (IGOs) and those that are multistakeholder.
- The dynamic nature of the Information Society and the Internet are such that new or additional groups will emerge that should be allowed to be part of this enhanced cooperation process. In keeping with the Tunis Agenda principle of inclusiveness, “All relevant organizations” should not be interpreted as a snapshot in time.
- The fact that many of the organizations that are addressing Internet-related issues and their decision-making processes are already multistakeholder should be recognized since this can be an important foundation for enhanced cooperation.
- Business, given its expertise, should be involved on an equal footing, in any discussions or decisions regarding ‘enhanced cooperation’.

Taking stock of Internet governance and way forward

- Are the main themes of 2005 still relevant today?
 - The overall themes are still relevant today, but as we have seen, the interconnections between issues have evolved in the discussions and this will continue to be the case in the future.
 - The flexible and multistakeholder nature of the IGF enables it to be timely each year and address emerging issues of the day.
- Are there new themes that are being overlooked in Internet governance discussions?
 - Each year we see a new main session topic and an emerging issues session which both bring new issues into the discussions.
 - We do not believe there are specific Internet governance issues that are being overlooked.
 - We do encourage continued evolution of the broader topics and consistent integration of new IGF policy issues on the horizon.
- From Athens to Vilnius. Has the context of the discussions changed, and, if so, how?
 - The context of the discussions has changed to address the evolving issues of today, which is productive.
 - The discussion on security-openness-privacy is a good example of how the main session discussions have changed; it was recognized that the emerging policy challenges were about balancing these three elements appropriately, which led to a new focus for the discussions.

- The workshops have become increasingly more balanced in terms of the viewpoints expressed and incorporating audience participation and are thus progressing discussions and feeding into the main session programme for the next year in a productive manner.
- Participants are getting more familiar and comfortable with the interactive discussion format and thus making the exchanges more substantive.
- Has Internet governance globally advanced over the five years of the IGF?
 - ICC BASIS believes that Internet governance has advanced over the 5 years of the IGF.
 - The ever increasing number of national and regional IGF initiatives is a testament to this advancement.
 - The range of workshop and open forum events, as well as increased participation from stakeholders from developing countries in particular are also demonstrations of how the discussions have evolved.
- Capacity building: where were we five years ago and where are we now?
 - The national and regional IGF initiatives are a testament to the increased human and institutional capacity building and the involvement of all relevant stakeholders in IG discussions at all levels.
 - It is perhaps difficult to measure capacity building but there is an increase in the stakeholders who have engaged in an IGF and are now involved in ICANN and other processes.

Emerging issues – cloud computing

- The potential benefits of the shift to cloud computing are enormous. They include:
 - Greater efficiency in allocating resources
 - Leveraging the cloud computing scale for improved technologies
 - Improved information sharing
 - Additional platforms for innovation
 - Improved productivity, lower cost
 - Fosters innovation
 - Improved speed to market
 - Availability and reliability
 - Security functions
- Cloud computing raises three primary public policy issues. These are issues related to privacy, security, and national laws/jurisdiction.
- Many regulators are also looking at clouds and questioning whether existing laws apply as well as how to enforce laws in the cloud. While much of the technology behind cloud computing is not new, the innovation it facilitates and widespread usage at corporate and

individual levels has resulted in some new uses. As with the Internet in general, cloud computing facilitates interaction between consumers at many levels. Going forward, it may be necessary to consider how existing rules apply or need to be modified for these new relationships in the cloud.

- Cloud computing will continue to grow only if users are confident that their data can be moved between providers or brought back in house if desired. Consensus will be necessary but attempts to mandate practices will stifle innovation.

About the International Chamber of Commerce (ICC)

The International Chamber of Commerce is the largest, most representative business organization in the world. Its thousands of member companies in over 120 countries have interests spanning every sector of private enterprise.

A world network of national committees keeps the ICC International Secretariat in Paris informed about national and regional business priorities. More than 2000 experts drawn from ICC's member companies feed their knowledge and experience into crafting the ICC stance on specific business issues.

The United Nations, the World Trade Organization, and many other intergovernmental bodies, both international and regional, are kept in touch with the views of international business through ICC.

For more information please visit: www.iccwbo.org

About Business Action to Support Information Society (BASIS)

ICC created BASIS to raise awareness among the public, governments, civil society, intergovernmental organizations and technical community of what business requires to continue contributing to the development of the Information Society. It serves as the voice of business in the global dialogue on the Information Society, following two World Summits on the Information Society (WSIS) held in Geneva (2003) and Tunis (2005).

To promote the environment in which business around the world will continue to thrive as an innovator of information and communication technologies, BASIS participates in UN-linked forums set up to continue the dialogue, such as the Internet Governance Forum (IGF) and the WSIS follow up and implementation processes, and the UN Global Alliance for ICTs and development (GAID).

To help shape the agenda and participate in these global discussions, BASIS relies on the policies developed in the ICC Commission on E-business, IT and Telecoms as the foundation for its efforts. BASIS builds on the activities and network of the Coordinating Committee of Business Interlocutors (CCBI), which ICC formed to coordinate participation by world business in the processes leading up to and at WSIS.

BASIS members include business organizations such as the TechAmerica, World Information Technology and Services Alliance (WITSA), Africa Investor, Global Information Infrastructure Commission (GIIC), Japan Business Federation (Nippon Keidanren), and the Association for Competitive Technology (ACT) as well as several ICC national committees and companies from across sectors and geographies.

For further information regarding BASIS, the founding partners, members and activities, visit: www.iccwbo.org/basis

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