

**UNITED NATIONS COMMISSION ON SCIENCE AND TECHNOLOGY
FOR DEVELOPMENT (CSTD)**

**Contribution to the CSTD ten-year review of the implementation of WSIS
outcomes**

Submitted by

THE US COUNCIL FOR INTERNATIONAL BUSINESS

DISCLAIMER: The views presented here are the contributors' and do not necessarily reflect the views and position of the United Nations or the United Nations Conference on Trade and Development.

United Nations Commission on Science and Technology for Development (CSTD)

Questionnaire for CSTD's 10-year review of WSIS implementation

The same questionnaire is available online: <http://unctad.org/en/Pages/CSTD.aspx>

Please share your experience, views and priorities in response to the following questions, addressing the issues that you consider most important for the CSTD's ten-year WSIS review. Issues that you might consider could include any or more of the following, but need not be confined to these:

- infrastructure, access and inclusiveness;
- content, applications and capacity-building;
- technical, financial and related issues;
- governance and wider public policy aspects of the Information Society;
- social, economic and other development activities and impacts;
- the implications of new trends in technology and services;
- measurement and monitoring of the Information Society; and
- the relationship between the Information Society, sustainable development and the Post-2015 Development Agenda.

1. To what extent, in your experience, has the “people-centered, inclusive and development-oriented Information Society,” envisaged in the opening paragraph of the WSIS Geneva Declaration of Principles, developed in the ten years since WSIS?

The US Council for International Business (USCIB) contributed actively to the Multistakeholder Preparatory Platform (MPP) process that culminated *WSIS+10 High Level Event Outcomes Documents* agreed to in June 2014. We concur, as noted in Section B of the WSIS+10 Statement on the Implementation of WSIS Outcomes, that the WSIS Action Lines have helped in building a common understanding of the desirability to realize a globally interconnected and inclusive Information Society. In turn, we believe that the WSIS process has fueled significant progress in realizing the “people-centered, inclusive and development-oriented Information Society” envisaged in the Geneva Declaration of 2003.

We note specifically that, according to the ITU, in 2006 only 408 million in developing countries were Internet users. By 2013, that number had increased to 1.8 billion. Related to this, mobile broadband subscriptions skyrocketed in the developing world, increasing from 43 million subscribers to 1.2 billion subscribers in the past four years.

The Internet and the World Wide Web have generated an unprecedented explosion in commerce and creativity. According to a May 2011 study by the McKinsey Global Institute entitled, “[Internet Matters: The Net’s Sweeping Impact on Growth, Jobs, and Prosperity](#),” nearly \$8 trillion exchange hands each

year through e-commerce. The same report states that the Internet accounts for 21 percent of gross domestic product growth in the last five years in mature countries.

A March 2012 report by the Boston Consulting Group entitled, "[The Internet Economy in the G-20: The \\$4.2 Trillion Growth Opportunity](#)," provides policy makers more data about the impact of the Internet on economic growth and job creation. According to the report, Internet-savvy small- and medium-sized enterprises (SME) across eleven of the G-20 countries have experienced 22 percent higher revenue growth over the last three years than comparable businesses with no Internet usage. The report also found that SMEs that have an Internet presence generate more jobs.

It is difficult to overstate the transformative impact of the Internet. For example, Internet based technology has increased efficiency of nearly every sector of the economy, supported the development of new products, services, and business models and allowed businesses to reach users all over the world with increasing ease. The past decade has also witnessed what is sometimes referred to as the "social web." New platforms for communication, sharing and collaboration have brought communities closer together, facilitated new and excited conversations and have changed the shape of political discourse and society.

These data points serve as a testament to the enormous progress that has been made in the past 10 years towards bridging the global digital divide and contributing to poverty eradication and economic development. Such dramatic increases likely would not have been possible without the global commitment to the WSIS process and the underlying principles of the Geneva Declaration and Tunis Agenda. They have created an atmosphere for dialogue and action that have preserved and promoted the flexible Internet that allows for the freedom to innovate and connect.

2. How far do you consider the implementation of specific WSIS outcomes to have been achieved?

USCIB also acknowledges, as noted in Section C of the WSIS+10 Statement on the Implementation of WSIS Outcomes, that several challenges have emerged in the implementation of the WSIS Action Lines that warrant more concerted attention to fully realize an inclusive Information Society beyond 2015. Specifically, greater efforts still are needed to improve affordable access to ICTs in developing countries through more extensive deployment of broadband networks, complemented by sharing of best practices and other financial and technical support aimed at building capacity from the ground up. The private sector is working to meet this challenge. For example, a number of governments, private sector entities, and civil society groups have come together to form the Alliance for Affordable Internet, a group that develops best practices and advocates for policy change to bring access to emerging markets.

We urge that continued evaluation of what has been accomplished since 2005 through the WSIS process will provide an even better understanding of what practical measures need to be developed to further implement improvements consistent with the people-centered, inclusive, and development-oriented goals of the process.

Unilateral efforts by governments to restrict lawful use of the Internet or to foster the development of an indigenous ICT sector by imposing localization requirements, for example, only serve to inhibit precisely the kind of investment, innovation, and competition that would spur growth and creativity in

indigenous industry and broader economic development. Open markets truly are the best way to encourage investment, innovation and growth.

In addition, repression, censorship and mass government surveillance have all limited the extent to which the world can share in the benefits of the information society.

3. How has the implementation of WSIS outcomes contributed towards the development of a “people-centered, inclusive and development-oriented Information Society?”

Implementation of the WSIS Action outcomes has yielded benefits at the national, regional, and international level and in fostering a robust multistakeholder model of Internet governance.

National -- At the national level, the Tunis Agenda and Geneva Plan of Action served to elevate in the national consciousness of developed and developing countries alike the importance of ICTs as enablers for growth and development. Leaders in government, business, civil society, and the technical community – the multistakeholder Internet governance community -- in turn seized on this mandate to advance the achievement of these internationally agreed development goals. The success of all stakeholders working cooperatively and collaboratively in propelling the potential of ICTs to advance development goals and address a range of social welfare need is exemplified in the data cited in question #1. This data notes that at least 1.8 billion global citizens now have access to the Internet and thus, to such Internet-enabled services in the areas of e-education, e-health, and e-government, to name a few.

International -- At the international level, the WSIS process also has fostered much improved cooperation across UN agencies and other international organizations that possess expertise needed to implement the WSIS Action Lines. The WSIS Forum, in particular, which is co-organized by the ITU, UNESCO, UNDP and UNCTAD and in collaboration with other relevant UN agencies such as UNDESA, FAO, UNEP, WHO, and ILO, among others, has served as a mechanism for coordinating implementation activities, information exchange, and sharing of best practices among all stakeholder groups.

Regional -- Regional commissions and Internet governance forums also have facilitated inputs to the WSIS process, which has enabled a more effective approach to bridging the digital divide by leveraging all stakeholder efforts through inclusive, bottom up activities. Specifically, local and regional Internet Governance Forum (IGF) processes have served as effective ways to expand participation in the Internet governance debate, share best practices and pertinent information exchange, better anticipate consequences of actions, generally create a healthy exchange of ideas at the grass-roots level, while also feeding into the global IGF as well as informing WSIS Action Line implementation.

Multistakeholder Model -- Perhaps one of the most notable outgrowths of WSIS implementation that has fostered precisely the people-oriented, inclusive, and development-oriented goal envisioned in the Geneva Declaration of Principles has been the evolution of the multistakeholder model of Internet governance. As affirmed in the WSIS Tunis Agenda, this model is multilateral, transparent and democratic, and relies on the full involvement of governments, the private sector, civil society, the technical community, and international organizations.

USCIB affirms that the multistakeholder model, with its distributed, inclusive, bottom-up process, has preserved and promoted the flexible Internet that encourages innovation and expansion of Internet connectivity and related economic developmental benefits. Multistakeholder consultations better enable the consideration of perspectives of supply *and* demand, can better assess consequences of decisions and promote responsiveness to actual needs. Simply put, such discussions help to avoid needless burdens and unintended consequences. Further, the consultative input of business, technical community, and civil society participants helps to promote and align society objectives.

Through the active involvement of business, civil society, and the technical community in policy development, we can avoid unintended consequences and achieve the best outcomes. With full participation, we are less likely to see policies and regulations that effectively fragment the Internet. Through multistakeholder collaboration, we are more likely to see business continue to perform its proper role in the economy, serving as an engine for economic development, jobs, and poverty eradication.

USCIB is committed to playing its part within the multistakeholder model. Furthermore, we favor strengthening and expanding *existing* organizations, institutions, and processes for any multistakeholder Internet governance discussion. The robust growth in the ICT sector in the past 10 years has been enabled in large part by the success of stakeholders working together within these existing mechanisms.

Internet Governance Forum (IGF) – The IGF, in particular, has emerged as an invaluable multistakeholder mechanism that has helped to foster realization of a people-centered, inclusive, and development-oriented Information Society. It has served as a neutral, non-duplicative, and non-binding process that has enabled much-needed bottom-up dialogue as the digital economy and related challenges have rapidly changed in the past decade. Since the IGF does not have any oversight functions nor does it replace existing arrangements, mechanisms, institutions or organizations, it has emerged as much-needed laboratory to enable free discussion of public policy issues, exchange of best practices, and the building of invaluable interpersonal relationships. Perhaps most important, the IGF has demonstrated to policy makers and decision makers in governments, in particular, the benefits of a forum enabling multistakeholder discourse.

USCIB strongly supports initiatives aimed at strengthening the IGF, both financially and in terms of personnel support, to ensure its longer-term longevity. USCIB was pleased that the April 2014 NETmundial meeting in Brazil not only reinforced the importance of meaningful multistakeholder participation in existing Internet governance processes and forums, but also, reaffirmed the importance and value of the IGF.

4. What are the challenges to the implementation of WSIS outcomes? What are the challenges that have inhibited the emergence of a “people-centered, inclusive and development-oriented Information Society?”

Promoting Investment in Broadband Development -- The single most important issue for developing economies continues to be the question of how to create a sustainable broadband ecosystem that attracts investment and promotes the use, development and deployment of broadband and related products and services. Strategies that are proven to promote broadband deployment and, in turn, helped to fuel the growth of the Internet include: (1) open and competitive markets with minimal and fair regulatory intervention; (2) a strong reliance on voluntary commercial arrangements; and (3) policies that promote efficiency through engineering-driven design, such as the creation of IXPs; and (4)

policies that promote the growth of the products and services delivered over broadband. Policies that reduce network efficiency and increase costs, such as requirements that certain functions to be performed locally, ultimately will not enable the emergence of a “people-centered, inclusive, and development-oriented Information Society” and should be avoided.

Spectrum -- Availability of spectrum has a role as well in promoting the availability of the Internet. Research and development on new technologies that lower cost and increase bandwidth, and opening up markets to competition, where feasible, can also help lower cost.

Locally relevant Content – Content is clearly a driver of broadband adoption. Increased availability of content local communities find relevant to them will drive adoption and a sustainable broadband ecosystem. Policies that promote the continued creation of locally relevant content should be encouraged, including protections for the freedom of expression, the press, privacy and intellectual property and the development of e-commerce infrastructure, including consumer protections and trusted online payment systems. Such policies should be market-driven and based on voluntary commercial arrangements, avoiding schemes that unduly burden any one sector over another such as mandatory must-carry regimes.

Promoting Freedom of Expression –USCIB highlighted in our submission to the MPP process a very worrisome trend in a growing number of countries that exercise political censorship by blocking content or requesting removal of content for political reasons. Again, USCIB associates itself with language in the Section C of the WSIS+10 Statement on the Implementation of WSIS Outcomes, which notes such actions violate fundamental free expression principles and human rights. We will continue to be challenged by the need to ensure equal respect for and enforcement of all human rights online and offline. Importantly, such censorship of content also impedes legitimate data and information flows necessary for the economic development that WSIS participants pledged to pursue nearly a decade ago.

Institutional Capacity, Investment, and North-South Cooperation — Capacity-building remains critical to ensuring that institutions throughout the world are better able to collaborate on-line to address developmental issues and share information that can improve the quality of life for all people. In turn, more innovative financing is required to enable such investments. In addition, greater efforts should be made through regional and global entities –such as the Internet Governance Forum (IGF) -- to sow the seeds for expanded north-south cooperation that would facilitate the transfer of technology and know-how needed to realize the transformation to a digital economy. The views of emerging economies are critical. The next billion Internet users likely will come from less-developed countries and they will play important roles in driving and shaping the development of the Information Society and the digital economy.

Protecting Intellectual Property (IP) -- IP protection and enforcement is the foundation of important sectors that drive demand for broadband and drives the creativity, innovations and the creation of content users want. Governments should ensure adequate and effective protection of IP to grow local creative industries, advance demand for broadband and other ICT services, expand the availability of locally relevant content and the growth of legitimate online marketplaces. Protection of IP also facilitates access to information and technology developed elsewhere that can be used to train and nurture local talent.

Protection of Intermediaries – We supported the NETMundial principle that liability limitations should be implemented in a way that respects and promotes economic growth, innovation, creativity, and free flow of information. In this regard, cooperation among all stakeholders should be encouraged and address to deter illegal activity, consistent with fair practices.

Privacy and Security – It is important to promote respect for privacy in the digital age. Business and government should work together in developing practices aimed at ensuring protection for personal data in a manner that not only provides effective protection of sensitive personal data and privacy, but also enables the data flows that are needed by new technologies and business models to foster both economic growth and societal benefits.

Public trust and confidence in the availability, reliability, and resiliency of information systems and networks, including the Internet, must continue to be strengthened in order to realize ICT-enabled economic growth and ensure the seamless operation of global business. This should entail pursuing greater global cooperation toward achieving cohesive, compatible, cybersecurity policies and agreement among governments aimed at preventing unreasonable government intrusion without appropriate oversight protections.

5. How are these challenges being addressed? What approaches have proved to be effective in your experience?

USCIB notes that many of these challenges have been addressed – and continue to be addressed— through private-sector initiatives, public-private partnerships and governmental and inter-governmental initiatives that exemplify the concept of “enhanced cooperation.” Tunis Agenda not only outlined the establishment of an Internet Governance Forum (IGF), but also called upon the U.N. Secretary General to start a process of enhanced cooperation among the (existing) relevant organizations that address various aspects of Internet-related issues.

Some governments have highlighted a concern about certain Internet-related policy or technical issues for which they cannot identify relevant existing mechanisms to address their perceived problem. USCIB gathered extensive data identifying more than 50 international venues, organizations, and private sector initiatives that have enabled governments to secure assistance on Internet public policy issues. We compiled this data to help inform the analysis of the CSTD Working Group on Enhanced Cooperation (WGEC).

We understand that the CSTD intends to continue that work and complete the mapping exercise aimed at identifying existing international mechanisms that address a broad range of Internet public policy issues to determine if there are any gaps that need to be addressed. Such analysis is critical to ensuring that the CSTD’s assessment of the WSIS implementing is fully and properly informed and we look forward to its completion.

We further offer USCIB’s WGEC submission as an Addendum to these comments because we feel it is directly relevant to the CSTD’s inquiry into WSIS implementation. It further substantiates our view that multiple stakeholders from business, the technical community, civil society, and academia –in addition to governments and IGOs – are fully capable and available to address many of the Internet-related public policy issues of concern to governments that are fledgling entrants to the digital economy.

Again, we underscore that unilateral efforts by governments to restrict lawful use of the Internet or to foster the development of an indigenous ICT sector by imposing local rules only serve to inhibit precisely the kind of investment, innovation, and competition that would spur growth and creativity in indigenous industry and broader economic development.

6. What do you consider the most important emerging trends in technology and other aspects of ICTs which have affected implementation of WSIS outcomes since the Summit? What has been their impact?

Again, we note that the extent to which mobile broadband subscriptions have skyrocketed in the developing world in the past four years, increasing from 43 million subscribers to 1.2 billion subscribers. This explosion in mobile telephony, in turn, has stimulated the creation of new and innovative APPs, which mobile subscribers can use to address a host of social welfare needs. These include applications related to e-health, e-government services, and agricultural needs, to name a few.

Mobile broadband has been made possible by the rapid improvements in the capabilities of “smartphones.” With a mobile broadband connection and access to a smartphone, billions of people now tap globally powered cloud services and have the capability of a supercomputer literally in their pockets.

7. What should be the priorities for stakeholders seeking to achieve WSIS outcomes and progress towards the Information Society, taking into account emerging trends?

Stakeholders should recommit to the principles of the WSIS and work to ensure the current model of Internet governance continues to evolve as the Internet itself evolves making sure that it remains accountable to all stakeholders. In that vein, we support the continued improvement of the current model of governance to ensure that all stakeholders, particularly those from emerging markets, are able to meaningfully participate in the Internet governance process and that the process allows for all stakeholders to readily and easily engage. This approach, applied to the priority areas we have identified in question number 4, will advance the WSIS goals.

8. What role should information and communications play in the implementation of the post-2015 development agenda?

We agree with the conclusion put forth at the WSIS+10 High Level event and in the WSIS+10 Outcome Documents, which states that ICTs will play a critical role in achieving the sustainable development goals. The digital economy, in reality, is *the economy*. In the post-2015 period, sectors as wide-ranging as manufacturing, agriculture, logistics, and finance all will rely to some degree on ICTs and a secure, stable, and resilient Internet to develop their businesses. Thus, USCIB urges continued close interaction between the WSIS implementation process and the Post-2015 Development Agenda in order to ensure that efforts across relevant UN agencies are coherent and coordinated.

9. Please add any other comments that you wish to make on the subject of the review that you believe would be helpful.

USCIB feels it is important to reiterate that the focus in the post-2015 period should be on enabling the UN's Commission on Science and Technology (CSTD) to continue its thoughtful and thorough evaluation of what has been accomplished since 2005 through the WSIS process. Based on this, stakeholders would have a better understanding of what practical measures need to be developed to further implement improvements based on the current Action Lines framework. Importantly, the flexible, bottom-up nature of the Internet and stakeholder freedom to innovate and connect within this environment must be preserved.

10. We would also welcome any documents, reports, etc. that you can forward which you think will provide useful evidence for the review. Please send these to cstd-wsis10@unctad.org.

- USCIB submission to CWG-Internet on the role of governments;
- USCIB submission to the MPP process; and
- USCIB submission to WGEC of examples of Enhanced Cooperation (also included as Annex below).

**Addendum:
USCIB Submission to CSTD WGEC of examples of Enhanced Cooperation
31 January 2014**

Technical Standards

Asia Pacific Network Information Centre (APNIC) (<http://www.apnic.net/>)

- APNIC has established relationships with various regional and global organizations aimed at enhancing understanding throughout the Asia Pacific region of the technical operation of the Internet. These partnerships range from the Advanced Science and Technology Institute, Philippines, to the Beijing Internet Institute, Dhaka University, and the Internet Service Providers Association of Pakistan, among many others. See <https://www.apnic.net/community/support/memberships-and-partnerships/>

Fostering a sustainable and innovative Internet for future generations

OECD's Internet Policy Principles (<http://www.oecd.org/internet/innovation/48289796.pdf>)

- Stakeholder groups from business, government, the technical community, and civil society participated in the development of the Principles and have access to them.
- At the OECD's High Level Meeting on The Internet Economy: Generating Innovation and Growth, held in June 2011, stakeholders agreed on 14 basic principles for Internet policy making as an important step in ensuring that the Internet remains open and dynamic. The principles address such issues as privacy, security, multistakeholder cooperation in policy development, respect for fundamental rights, promoting cross-border delivery of services, promoting an open,

distributed, and connected nature of the Internet, respect for intellectual property protections, among other issues.

- The OECD recognized that developing countries needed more direct guidance in understanding how to implement the Internet Policy Principles. It convened a voluntary Group in April 2013 to enable multistakeholder dialogue on challenges at the regional, national, and local levels with IPP implementation. In December 2013, the OECD directed the group to develop a strategy for developing country engagement that concretely addresses the benefits of embracing the Principles for Internet development and governance.

APEC Digital Prosperity Checklist

<http://apec.org/Groups/SOM-Steering-Committee-on-Economic-and-Technical-Cooperation/Working-Groups/Telecommunications-and-Information.aspx>

- At the 2008 APEC Trade Ministerial, APEC economies formally endorsed the Digital Prosperity Checklist, which outlines specific actions or steps economies could take in six key areas – or “I’s” – that would enable them to promote the use and development of ICTs as catalysts for economic growth and development, as well as the benefits associated with each action. The six “I’s” include: infrastructure, investment, innovation, intellectual capital, information flows, and integration (referring to the ability to connect domestic industries with the global economy).
- The Checklist, through the presentation of these combined resources, will not only enable economies to better tailor their policy, legal, and regulatory environments to be successful in competing in the digital economy, it will also provide a framework for APEC to consider future work in this area.
- The Checklist reflects the general APEC principle of voluntarism. Its elements are neither mandatory nor exhaustive, and it will not prejudice the current or future policy of APEC members.

ICANN/Pacific Islands Telecommunications Association

<http://www.icann.org/en/news/announcements/announcement-2-10may07-en.htm>

- ICANN and the Pacific Islands Telecommunications Association (PITA) concluded a Memorandum of Understanding in May 2007, which demonstrates how the concept of enhanced cooperation has been implemented. This MOU, in particular, has had a direct and positive impact on coordination and management of critical Internet resources. The objective of the MoU was to build a non-exclusive partnership that would enable information on Internet issues flow in both directions, promote regional telecommunications and information technology standards, and aid in transferring skills, knowledge, and capacity to the Pacific Islands region.

Internet and Security

OECD’s Security Guidelines

<http://www.oecd.org/sti/ieconomy/oecdguidelinesforthesecurityofinformationsystemsandnetworksto>

[wardsacultureofsecurity.htm](#))

- Stakeholder groups from business, government, the technical community, and civil society participated in the development of the Principles and have access to them.
- Adopted in 2002, these Guidelines established a framework of principles for use by OECD and non-OECD members alike to enhance the security of information systems and networks in order to foster economic prosperity and social development. After their adoption, the OECD monitored their implementation and organized events to share experience and best practices across governments and with the business community and civil society.
- In 2012, the OECD initiated a review of the 2002 Guidelines, and in December 2014 began work aimed at revising the guidelines. The OECD actively solicited input to the review from OECD and non-OECD members and across all stakeholder groups. Although the OECD has invited non-OECD member/stakeholder participation in the revision process, to date, this process has been dominated by current members and member stakeholder groups.

APEC Telecommunications and Information Working Group (APEC Tel) -- TSSOE

<http://apec.org/Groups/SOM-Steering-Committee-on-Economic-and-Technical-Cooperation/Working-Groups/Telecommunications-and-Information.aspx>)

- In November 2005, Senior Officials from APEC member economies – *which includes both developed and developing countries* -- endorsed the Strategy to Ensure a Trusted, Secure, and Sustainable Online Environment (TSSOE). The TSSOE is aimed at promoting close cooperation among the individuals, companies and governments of APEC member economies and among member economies to promote an online environment that will secure the advantages of the Information Society for all users. The TSSOE encourages APEC Member economies to take action in the following areas:
 - Develop cohesive domestic strategies to ensure a trusted, secure and sustainable online environment.
 - Address the threat posed by the misuse, malicious use and criminal use of the online environment by ensuring that legal and policy frameworks address substantive, procedural and mutual legal assistance arrangements.
 - Develop watch, warning and incident response and recovery capabilities to help prevent cyber attacks and minimize damage and recovery time from incidents, and the cooperative arrangements to support these efforts.
 - Develop partnerships among government, industry, academics and others that recognize the important roles each plays in ensuring a trusted, secure and sustainable online environment, including through the development, implementation and review of guidelines and best practices.
 - Reach out to users to raise their awareness of the issues of online security, and assist them to understand and fulfill their role and responsibility in contributing to a trusted, secure and sustainable online environment.
 - Encourage research and development efforts to improve the security of the online environment, and promote the design, development and implementation of appropriate and usable security measures in existing and new technologies.
 - Support cooperative efforts among economies to promote the development and implementation of a trusted, secure and sustainable online environment.

- At the September 2013 Meeting of the APEC-Tel, APEC member economies agreed to a joint project with the OECD aimed at revising and upgrading the TSSOE to address current online cybersecurity challenges in concert with the OECD's review/revision of the 2002 OECD Security Guidelines. Thus, APEC member economies who are not OECD members will be able to share the benefits of this joint review.

The London Action Plan (LAP) (anti-spam initiative) (<http://londonactionplan.org/>)

- The London Action Plan (LAP) was founded in 2004 with the purpose of promoting international spam enforcement cooperation. Since inception, LAP has expanded its mandate to include additional online and mobile threats, including malware, SMS spam and Do-Not-Call.
- LAP membership includes representatives from the government regulatory and enforcement community and interested industry members. Through annual meetings and bimonthly teleconferences, members stay connected and share information that is critical for any organization engaged in anti-spam regulation and enforcement.

Seoul-Melbourne MoU (anti-spam) (http://www.sm-mou.org/smmou/about_mou.php)

- In October 2003, a Memorandum of Understanding (MOU) for cooperation in the regulation of spam was signed between Korea Internet and Security Agency (then called the Korea information Security Agency) and the Australian Communications and Media Authority (then called the Australian Communications Authority).
- Both parties realized early on that Spam was a global problem requiring global solutions and so they decided to expand the MoU to include other organizations from the region.
- In April 2005 the MoU was expanded to include 12 organizations from 10 economies. By May 2010, the MoU covered 13 organizations from 10 countries in the Asia Pacific region.
- Further membership applications are pending as anti-spam legislation is enacted in various countries in the region. Membership is open to all relevant Government and industry organization/s of any country/region. All Signatories have equal status.

Child Online Protection

Center for Safe Internet Pharmacies (CSIP) <http://www.safemedsonline.org>

- Stakeholders: Microsoft co-founded this non-profit in 2011 to help address the issue of illegal pharmaceutical websites. Other members include Google, Yahoo, Facebook, American Express, Visa, eNom, Go Daddy, and UPS.
- Goal: The goal of the organization is to limit consumer access to illegal pharma sites by not allowing these sites to purchase online advertising, removing domains, and blocking payment processing and shipping. This organization related to children's online safety because it helps keep kids from purchasing illegal pharma online (there are issues with teen prescription drug abuse, identity theft, counterfeit drugs, buying drugs without a prescription).
- Accomplishments of CSIP:
 - In November 2012, CSIP participated in [Operation Pangaea](#) with the Food and Drug Administration (FDA) and law enforcement bodies and shut down more than 18,000 illegal pharmacy websites and seized approximately \$10.5 million worth of pharmaceuticals

worldwide. Microsoft's cybercrime center provided tools and information to the FDA and INTERPOL to enable Operation Pangaea.

- CSIP supported consumer education campaigns for the FDA's [BeSafeRX](#) and the Partnership for Drugfree America's [Medicine Abuse Project](#), which yielded a total of 41,265,758 social media impressions.
- The number of illegal drug and pharmacy ads on major search engines like Google and Bing has declined by more than 99.9% percent since 2010. These ads have virtually been eliminated.

Virtual Global Task Force (www.virtualglobaltaskforce.com)

- All stakeholders can be involved
- VGT is an international partnership of law enforcement agencies, NGOs and industry working to prevent children from on line abuse, improve international enforcement; share best practices and make recommendations regarding how to better prevent and enforce against child sexual abuse. Their work has resulted in numerous prosecutions and changes in Internet related practices such as changes to the way Google and Microsoft operate their search engines to prevent images, videos or pathways related to child abuse images to appear in search results. VGT coordinates online related law enforcement operations across jurisdictions; identifies and brings to justice child sex offenders worldwide; creates educational and training materials for parents, teachers, law enforcement and children. The organization has significant leadership from child protection and law enforcement agencies around the world. VGT holds periodic summits to address specific Internet related issues related to combating line child abuse online. Recent announcements:

- VGT recommends worldwide adoption of Open Data Protocol, increased victim identification efforts - See more at: data-protocol/#sthash.2m7PSC4c.dpuf
- VGT board applauds government, industry strides against online child exploitation - See more at: <http://www.virtualglobaltaskforce.com/2013/vgt-board-applauds-government-industry-strides-against-online-child-exploitation/#sthash.oZz6yOtA.dpuf>

Microsoft PhotoDNA (<http://www.microsoft.com/en-us/news/presskits/photodna/>)

- Microsoft has long worked with organizations like the National Center for Missing and Exploited Children (NCMEC), the International Centre for Missing and Exploited Children (ICMEC) and law enforcement agencies around the world to help protect children against technology-facilitated crimes. Microsoft, with the help of imaging experts at Dartmouth College, created [PhotoDNA](#), an image hashing technology that helps to identify and combat the distribution of graphic child pornography online. This technology was donated by Microsoft to NCMEC (www.missingkids.com) in 2009. Since then, PhotoDNA has been used by Microsoft, Facebook, Google, Twitter and other online providers to combat the online redistribution of the worst images of child pornography known to NCMEC. It has also been made available to law enforcement at no cost, supported by a partnership with [NetClean](#).
- In addition to PhotoDNA, Microsoft is engaged in efforts to with governments, industry, and NGOs around the world in efforts to combat child pornography and other online abuses. These efforts include:
 - Partnership with the International Center for Missing and Exploited Children
 - Partnership with the Government of Denmark and Save the Children
 - Partnership with the UAE Minister of Interior, Child Protection Section

ThinkUKnow (<http://www.thinkuknow.org.au/>)

- Partnership between law enforcement and industry;
- Stakeholders – Partnership between Microsoft, The Australian Federal Police, Datacom and ninemsn. Under license from CEOP.
- ThinkUKnow (TUK) provides free, evidence-based cyber safety and security sessions to all Australians. They raise awareness of how technology can be used safely and ethically to create a better and safer online world for children.
- Presentations are delivered almost every weekday of the year to adults – parents, teachers and caregivers.
- TUK is volunteer run by employees from the 4 partner organizations. There are over 300 volunteers with over 70 Microsoft Australia employees participating in the program, delivering presentations daily.

ICANN Expert Working Group on gTLD Directory Services (<http://whois.icann.org/>)

- EWG was formed from all stakeholder groups; procedures are in place for input from non-group members.
- The group is making recommendations regarding the reform of the WHOIS data and access procedures which will have an impact on the ability of law enforcement and others to enforce child protection policies. Reports and draft recommendations are available for review and comment.
- ICANN also handles complaints about accuracy of current WHOIS data
- Final report to ICANN Board expected June 2014

International Telecommunications Union (ITU)

- ITU Resolution 67 (Hyderabad, 2010) – Role of the Telecommunication Development Sector in child online protection
- Study Group 1, Question 22-2
- Council Working Group on Child Online Protection: Open to member countries and sector members. Dr. Sherif Hashem (Egypt), Chair. More information can be found at <http://www.itu.int/council/groups/wg-cop/index.html>
- Child Online Protection Initiative: An international collaborative network to promote online protection of children. The project is open to participation to all (ITU member states, sector members, other stakeholders). The initiative focuses on identifying risks to children in cyberspace, creating awareness of online safety issues, developing practical tools to minimize risk and sharing knowledge and experience. The project has created guidelines, shared best practices, coordinated online safety education pilot programs and developed model laws to protect children. More information (in UN languages) can be found at <http://www.itu.int/osg/csd/cybersecurity/gca/cop/>

African Child Online Protection (ACOP) Summit – Enabling Safe Innovation

- Annual Africa Child Online Protection Summit in Uganda, held in June 2013 and February 2014, to encourage collaboration on online safety issues in Africa.

Financial Coalition Against Child Pornography

- The Financial Coalition Against Child Pornography is a coalition of 34 leading banks, credit card companies, electronic payment networks, third-party payments companies and Internet services companies dedicated to putting an end to commercial child pornography. Establish model legal

frameworks, best practices, implement banking practices. More information available at <http://www.missingkids.com/FCACP>

FOSI Global Resource and Information Directory (GRID)

- GRID is designed to create a single, factual and up-to-date aggregate source of information for governments, industry, lawyers, academics, educators and all those dedicated to making the Internet a safer, better place. The portal aggregates information from a comprehensive range of trusted sources; monitors, tracks and provides commentary on the efforts of countries around the world to make the Internet safer for their citizens.. www.FOSIGRID.org

UNICEF

- UNICEF has multiple work efforts underway to conduct research and make recommendations for protecting children in collaboration with partners from all stakeholders. Recent efforts include:
 - Sexual Abuse and exploitation of children through the Internet and other information and communication technologies, <http://www.unicef-irc.org/research/215/>
 - Child Safety Online: Global Challenges and strategies, <http://www.unicef-irc.org/publications/650>

GSMA Mobile Alliance Against Child Sexual Abuse Content

- Stakeholders: Open to all including governments.
- The Alliance uses a combination of technical measures, cooperation and information sharing to create barriers to the misuse of mobile networks and services for hosting, accessing or profiting from child sexual abuse content. <http://www.gsma.com/publicpolicy/myouth/mobiles-contribution-to-child-protection/mobile-alliance>

INHOPE

- This is the International Association of Internet Hotlines, which coordinates a network of 46 Internet Hotlines in 40 countries, supporting them in responding to reports of illegal content to make the Internet safer. <http://www.inhope.org/gns/who-we-are/at-a-glance.aspx>

OECD Committee for Information, Computer and Communications Policy (ICCP)

- The ICCP made recommendations for protecting child online in 2012, after a collaborative effort by governments, private sector, civil society and the technical community that began in 2008 at the Seoul Ministerial Meeting of the OECD and was conducted in collaboration with the APEC TEL (APEC Telecommunications and Information Working Group). http://www.oecd.org/sti/ieconomy/childrenonline_with_cover.pdf

Privacy and data protection

OECD Privacy Guidelines (<http://www.oecd.org/sti/ieconomy/2013-oecd-privacy-guidelines.pdf>)

- Stakeholder groups from business, government, the technical community, and civil society participated in the development of the Principles and have access to them.
- In 1980, the OECD issued Guidelines on the Protection of Privacy and Transborder Flows of

Personal Data. These guidelines were the first international statement of the core information privacy principles and have proven highly influential over the years, serving as the basis for national and international privacy instruments. In July 2013, the OECD approved Revised Privacy Guidelines to replace and update the 1980 framework. The revisions were undertaken by a multistakeholder group of experts from governments, privacy enforcement authorities, academia, business, civil society and the Internet technical community.

- The OECD has undertaken an outreach effort aimed at informing and engaging both OECD and non-OECD members about the revised Privacy Guidelines and urging that they continue to serve as the basis for national privacy frameworks.

APEC Cross Border Privacy Rules (CBPR) system (<http://www.apec.org/Groups/Committee-on-Trade-and-Investment/~//media/BBDCED12534F4EA48F3542D03AFD56B9.ashx>)

- Various stakeholder groups participated in discussions that developed the system. Business from throughout the APEC region may see authorization under in the system.
- The APEC Cross-Border Privacy Rules (CBPR) System is a voluntary, certification-based system that promotes a consistent baseline set of data privacy practices for companies doing business in participating APEC economies. APEC Economic Leaders endorsed the system when they met in Honolulu in November 2011.
- APEC is seeking to expand the model beyond the Asia Pacific region by engaging with EU data privacy officers in an approach that would implement the concept of interoperability. This process has entailed input from numerous stakeholders and potentially will yield a practical approach to ensuring privacy of cross-border data flows throughout the world.
- APEC countries, such as Indonesia, Malaysia, the Philippines, and others emerging economies had input into the development CBPR.

Human Rights

Council of Europe

- In November 2013, the Council of Europe held a conference, “Freedom of Expression & Democracy in the Digital Age,” which examined recent challenges and threats to online freedom of expression, assembly, association and the media in Europe, and analyzed the roles and responsibilities of State and non-state actors in protecting it. See -- [http://www.coe.int/t/dghl/standardsetting/media/belgrade2013/Online%20freedom%20of%20expression,%20assembly,%20association_MCM\(2013\)007_en_Report_IanBrown.pdf](http://www.coe.int/t/dghl/standardsetting/media/belgrade2013/Online%20freedom%20of%20expression,%20assembly,%20association_MCM(2013)007_en_Report_IanBrown.pdf)
- The Council of Europe also has set forth a comprehensive Action Plan aimed at implementing Article 10 of the European convention on Human Rights (ECHR), which states that everyone has the right to freedom of expression and information. And this right applies both offline and online. See -- <http://hub.coe.int/protecting-freedom-of-expression-and-information/>.

Rule of Law Initiative – Reed Elsevier

(<http://www.lexisnexis.com/en-us/about-us/rule-of-law/overview.page> and <http://qa-za.lexisnexis.com/ruleoflaw/rule-of-law.aspx>)

- All stakeholders can be involved
- Advancing the rule of law around the world: including the principles that no person is above the law and that governmental authority is legitimately exercised only in accordance with written and publicly disclosed laws. These efforts include:
 - Providing products and services that enable law practitioners and help justice systems, governments and businesses to function more effectively, efficiently and transparently.
 - Documenting local, national and international laws and making them accessible in print and online to individuals and professionals in the public and private sectors.
 - Partnering with governments and non-profit organizations to help make justice systems more efficient and transparent.
 - Supporting corporate citizenship initiatives that strengthen civil society and the rule of law across the globe.

Anti-Human Trafficking Initiative – Reed Elsevier

(<http://qa-za.lexisnexis.com/ruleoflaw/rule-of-law.aspx>)

- All stakeholders can be involved
- Human trafficking is one of the fastest growing crimes in the world and it is now tied with the illegal arms industry as the second largest international criminal enterprise, after the illegal drug trade. A report released in 2013 by the United Nations Office on drugs and crime, reported that sex trafficking accounts for 58 percent of all human trafficking cases that are investigated around the world. Labour trafficking accounts for 36 percent of the cases. Women account for 55 to 60 percent of the victims, and women and girls account for 75 percent of trafficking victims. Children account for 27 percent of victims during the 2007 to 2010 time period, up from 20 percent between 2003 and 2006. Two out of every three child trafficking victims were girls. In total, there are an estimated 20.9 million people around the world who are victims of human trafficking.
- Combat human trafficking by offering direct financial support, through promoting awareness, sponsoring victims support and assisting with training and education initiatives.

OECD's Internet Policy Principles (<http://www.oecd.org/internet/innovation/48289796.pdf>)

- Stakeholder groups from business, government, the technical community, and civil society participated in the development of the Principles and have access to them.
- At the OECD's High Level Meeting on The Internet Economy: Generating Innovation and Growth, held in June 2011, stakeholders agreed on 14 basic principles for Internet policy making as an important step in ensuring that the Internet remains open and dynamic. One of these principles calls for "promoting and protecting the global free flow of information," expressly stating that "governments should respect fundamental rights."
- The OECD recognized that developing countries needed more direct guidance in understanding how to implement this and other of the Internet Policy Principles. It convened a voluntary Group in April 2013 to enable multistakeholder dialogue on challenges at the regional, national, and local levels with IPP implementation. In December 2013, the OECD directed the group to

develop a strategy for developing country engagement that concretely addresses the benefits of embracing the Principles for Internet development and governance.

E-Commerce and trade

OECD's Internet Policy Principles – Promoting and Enabling Cross-Border Delivery of Services

(<http://www.oecd.org/internet/innovation/48289796.pdf>)

- Stakeholder groups from business, government, the technical community, and civil society participated in the development of the Principles, which serve as a guide for OECD and non-OECD members alike.
- At the OECD's High Level Meeting on The Internet Economy: Generating Innovation and Growth, held in June 2011, stakeholders agreed on 14 basic principles for Internet policy making as an important step in ensuring that the Internet remains open and dynamic. One of the principles calls for promoting and enabling the cross-border delivery of services. The principle asserts that:
 - Suppliers should have the ability to supply services over the Internet on a cross-border and technologically neutral basis in a manner that promotes interoperability of services and technologies, where appropriate.
 - Users should have the ability to access and generate lawful content and run applications of their choice. Barriers to the location, access and use of cross-border data facilities and functions should be minimized, providing that appropriate data protection and security measures are implemented in a manner consistent with the relevant OECD Guidelines and reflecting the necessary balance among all fundamental rights, freedoms and principles.
- The OECD recognized that developing countries needed more direct guidance in understanding how to implement the Internet Policy Principles. It convened a voluntary Group in April 2013 to enable multistakeholder dialogue on challenges at the regional, national, and local levels with IPP implementation. In December 2013, the OECD directed the group to develop a strategy for developing country engagement that concretely addresses the benefits of embracing the Principles for Internet development and governance.

APEC Electronic Commerce Steering Group (ECSG) -- Paperless Trading Initiative

(<http://www.apec.org/Groups/Committee-on-Trade-and-Investment/Electronic-Commerce-Steering-Group.aspx>)

- The ECSG's Paperless Trading Subgroup develops projects on the use of paperless trading in commercial processes involving business-to-business (B2B) and business-to-government (B2G) transactions and promotes the use of electronic documents and internet technologies in international trade.
- These projects aim to use "e-solutions" or electronic procedures and processes in cross-border trade to save time and costs for firms and government agencies seeking regulatory compliance information from traders. Areas covered by these projects include: electronic certificates of origin (ECO), electronic invoicing, business requirements for data harmonisation and single window, best practices in paperless trading, archiving of e-documents and e-trade financing.

- Among those projects, the ECO project has been implemented in live transactions between member economies beyond its pilot stage, saving substantial cost and time and thus realizing the benefits of trade facilitation.
- Work is underway to implement [APEC's Strategies and Actions Toward a Cross-Border Paperless Trading Environment](#) to enable the electronic transmission of trade-related information across the region by 2020.
- Seventeen economies have submitted [Individual Action Plans on Paperless Trading](#) outlining progress made "to reduce or eliminate the requirement for paper documents needed for customs and other cross-border trade administration and other documents and messages relevant to international sea, air and land transport" as set out in the [APEC Blueprint for Action on E-Commerce](#).

Intermediary liability

OECD's Internet Policy Principles – Internet Intermediary Liability

(<http://www.oecd.org/internet/innovation/48289796.pdf>)

- Stakeholder groups from business, government, the technical community, and civil society participated in the development of the Principles.
- At the OECD's High Level Meeting on The Internet Economy: Generating Innovation and Growth, held in June 2011, stakeholders agreed on 14 basic principles for Internet policy making as an important step in ensuring that the Internet remains open and dynamic. One principle calls for appropriate limitations of liability for Internet intermediaries with regard to third party content. The Principle encourages governments to convene stakeholders in a transparent, multi-stakeholder process to identify the appropriate circumstances under which Internet intermediaries could take steps to educate users, assist rights holders in enforcing their rights or reduce illegal content, while minimizing burdens on intermediaries and ensuring legal certainty for them, respecting fair process, and more generally employing the principles identified in the OECD Internet Policy Principles.
- This principle was based on the OECD's 2010 study, "The Economic and Social Role of Internet Intermediaries," which examined the economic and social purposes of intermediaries, the value of Internet intermediaries in the value chain, and developments in Internet intermediary markets. See --
<http://photos.state.gov/libraries/usoecd/19452/pdfs/Internet%20Intermediaries%20Econ%20and%20Social%20Role.pdf>
- The OECD recognized that developing countries needed more direct guidance in understanding how to implement the Internet Policy Principles. It convened a voluntary Group in April 2013 to enable multistakeholder dialogue on challenges at the regional, national, and local levels with IPP implementation. In December 2013, the OECD directed the group to develop a strategy for developing country engagement that concretely addresses the benefits of embracing the Principles for Internet development and governance.

Intellectual property rights

Alianza (<http://www.alianza.tv/en/index.php>)

- The "Alianza contra Piratería de Televisión Paga" (the "Alianza") is a business partnership which brings together most of the major players in the media and pay-TV industry, aiming at

combating FTA (Free to Air) piracy and enforcing IP rights throughout Latin America. (FTA piracy involves the illegal use of “free-to-air” satellite receivers to decrypt pay television audiovisual signals illegally and without authorization.)

- The Alianza creates a framework for broader industry collaboration in the fight against FTA piracy and is working on raising public awareness about the negative impact of piracy on innovation, content generation, industry development, and consumers’ welfare.
- So far, 19 major companies from the media, technology, and pay TV industries are part of The Alianza: Discovery, ESPN, HBO, Telecine, Televisa, Turner, Fox, Globosat, Band Sports, Winsports, ABTA (Brazilian Association of Pay TV), Media Networks, NAGRA, Technicolor, Telefónica, Claro, Sky, VTR, DIRECTV Latin America.
- Since it initiated operations in January, 2013, The Alianza has achieved important results in fighting piracy and enforcing IP rights in Latin America:
 - 24 enforcement actions filed against FTA piracy in Latin America.
 - First criminal conviction in Latin America for violation of protection protocols, violation of copyright and illegal access to telecommunications, through the use of FTA pirate devices which were utilized for the reception and decryption of protected satellite television channels.
 - 30.000 FTAs destroyed/seized, thanks to Alianza actions in Brazil, Uruguay, Colombia, Argentina, Chile, Peru.
 - 3 countries with new legislation or regulation to combat FTA piracy: Colombia, Ecuador, Uruguay. The Alianza is also promoting new legal frameworks in Chile and Brazil.
 - 26 trainings with Latin American authorities and public officials to share knowledge about pay TV piracy and its negative effects on business and consumers.

OECD work on Intellectual Property Protections

- Stakeholder groups from business, government, the technical community, and civil society participated in the development of the Internet Policy Principles, which serve as a model for both OECD and non-OECD members alike.
- The Internet Policy Principles include a principle addressing the promotion of creativity and innovation. It asserts that intellectual property protection is a fundamental tool for the advancement of innovation and creativity on the Internet. New and complementary approaches balanced to ensure effective protection of intellectual property should also be encouraged where necessary, and should also ensure protection of legitimate competition and fundamental principles such as freedom of expression, access to lawful content and Internet services and technologies, fair process, and privacy. See --
(<http://www.oecd.org/internet/innovation/48289796.pdf>)

APEC Intellectual Property Rights Experts Group (IPEG)

(<http://www.apec.org/Groups/Committee-on-Trade-and-Investment/Intellectual-Property-Rights-Experts-Group.aspx>)

In 2005, APEC Ministers Responsible for Trade endorsed the [APEC Anti-Counterfeiting and Piracy Initiative](#) the goals of which include:

- Reducing counterfeit and pirated goods trade and combat transnational networks that produce and distribute these items.
- Promoting the enactment of appropriate legal regimes and enforcement systems to curtail online piracy and to undermine the online trade in counterfeit goods. *This includes the development of guidelines to prevent Internet sales of counterfeit goods.*
- Increasing Member Economies' ability to develop and manage effective anti-counterfeiting and piracy enforcement systems through education and training throughout the region.
- To advance its mandate, the IPEG has established a series of IPR Model Guidelines.

The IPEG has been especially active in providing IP capacity building programs over the past two to three years through the following initiatives:

- The *Intellectual Property Explorer* web-based tool was introduced in 2010 by Australia based on the *APEC IP Public Education and Awareness project for Small and Medium Enterprises*. This is a free, secure and simple on-line business tool aimed to assist SMEs to gain a better understanding of IP in their respective businesses and strategies to exploit their intangible assets at intellectualpropertyexplorer.com. The project was jointly sponsored by Australia; Hong Kong, China and Singapore.
- The APEC project on “Enhancing of APEC Capacity Building for Intellectual Property Protection and Utilization: Training for Trainers” was held in Sanya, China on November 30 to December 2, 2010. A total of 22 trainers from different APEC member economies attended the session. Participants exchanged knowledge of the different approaches and best practices of intellectual property training in APEC economies.
- A seminar entitled Trading Ideas 2009: the Future of IP in the Asia Pacific was held in conjunction with the 29th IPEG meeting in Singapore on July 30-31, 2009. The event was aimed at building the capacity of small and medium enterprises to commercialize their IP.
- A workshop on Effective Practices in the Border Enforcement of Intellectual Property Rights was held on July 20-23, 2009 in Honolulu, Hawaii. The workshop demonstrated how economies can develop a successful border enforcement regime. Topics of discussion included TRIPS border measure obligations, public policy concerns, case studies, risk assessment and ex-officio actions, and the APEC Model Guidelines.

Credit Card Company Voluntary Best Practices for Infringing Sites

Participants: American Express, Discover, MasterCard, PayPal, Visa, Software & Information Industry Association (SIIA)

Description:

- In June 2011, American Express, Discover, MasterCard, PayPal and Visa developed voluntary best practices to withdraw payment services for sites selling counterfeit and pirated goods.
- SIIA supported the development of the following voluntary best practices.
 - Rightsholder requests to payment processors must contain specific information regarding the alleged infringement; evidence that the payment processor’s services are being used to purchase allegedly infringing material;
 - If available, copies of Digital Millennium Copyright Act notice or cease-and-denial letters to the allegedly infringing merchant; and,
 - A statement that the rightsholder is, in fact, the rightsholder.

- Under the agreement, payment processors must investigate whether the allegedly infringing merchant is infringing. Payment processors must have procedures merchants can avail themselves of to dispute complaints.

Capacity building

National Research and Education Networks (NREN) -- Google

- Google has provided infrastructure and non-infrastructure related support to NRENs in Africa, Latin America, Middle East and Asia Pacific. In Africa, Google spent more than US\$1.2 million for bandwidth augmentation, google global caches and technical training to NRENs in countries such as Kenya, South Africa, and Ghana.
- In 2012 alone, Google provided free Google Apps accounts to 70 educational institutions in Asia Pacific. At US\$50 per account, this works out to more than \$90 million worth of free Google apps accounts to students and teachers across the region.
- In June 2013, Google worked with the World Bank, Internews, and the Kenyan government to provide training on frequency spectrum management, ICT policy and regulation and spectrum mapping for senior policy-makers and regulators (deputy-minister and head of section level) from Somalia and South Sudan.
- In 2014, Google will work with industry groups such as the Messaging, Malware, and Mobile Anti-Abuse Working Group (MAAAWG), ISOC, USTTI and local African organizations such as NEPAD to conduct workshops for African regulators in Washington DC and Africa in 2014.

ICANN/African Telecommunications Union

<http://www.icann.org/en/news/announcements/announcement-14nov07-en.htm>

- In 2007, ICANN concluded an MOU with the African Telecommunications Union, “Partnership to Grow Internet Information in African Nations,” expressly aimed at “increasing awareness about Internet Governance issues and working together on the development and growth of the Internet in Africa.”

U.S. AID Higher Education Solutions Network (HESN) (<http://www.usaid.gov/hesn/>)

- With \$137 million over 5 years from USAID and leveraging nearly equal investments from the institutions, the universities established eight Development Labs, collaborating with a network that extends beyond 100 partner institutions in academia, civil society and government across 38 countries.
- This network is creating a vibrant framework of cooperation between development professionals and academia by harnessing the ingenuity and passion of scientists, students, faculty, and entrepreneurs to solve some of the world’s most pressing development challenges.
- By tapping into and connecting the talent of this ecosystem of individuals, the Development Labs allow researchers, innovators, and institutions to directly engage in the redefinition of problems and identification of new solutions.
- Within HESN, interdisciplinary teams are working on the creation of reliable development related databases, new ways to evaluate “what works,” and accelerating the creation, testing, and scaling of high-impact technologies and approaches.

Access, accessibility and affordability

Project Loon – Google (<http://www.google.com/loon/>)

- Project Loon is Google's early-stage effort to deliver broadband via high-altitude balloons. It is one of several exploratory initiatives by Google aimed at connecting the most remote and hard-to-reach areas.

Enabling Use of TV White Spaces for Delivering Broadband – Google

(<http://googlepublicpolicy.blogspot.com/2013/11/launching-our-spectrum-database-to-help.html>)

- Google has long advocated that unused channels in the television broadcast spectrum -- called white spaces -- could be used to deliver low-cost broadband in unserved, underserved, and hard-to-reach areas. To that end, we have developed a database to make this spectrum available for the transmission of broadband data. We are also working with many other stakeholders to ensure that regulatory frameworks support rapid deployment of these networks.

Alliance for Affordable Internet (<https://a4ai.org/>)

- The Alliance for Affordable Internet is a coalition of private sector, public sector, and not-for-profit organizations who have come together to advance the shared aim of affordable access to both mobile and fixed-line Internet in developing countries. Its primary goal is to realize the UN Broadband Commission's Broadband Target of entry-level broadband services priced at less than 5% of average monthly income.
- The Alliance has facilitated South-South dialogue to share expertise, best practices, and success stories.
- On a practical level, the Alliance has produced an outline of policy and regulatory best practices aimed at driving down the cost of internet access that is readily accessible online (<http://a4ai.org/policy-and-regulatory-best-practices/>).

Multilingualism and cultural diversity on the Internet

Driving Demand for Locally Relevant Content – Google

- Google has worked with local businesses across the globe to establish an online presence for their businesses. Not only does this effort contribute to locally relevant content, it allows businesses to grow their revenues by expanding their reach to a broader audience.
- In Africa alone, Google has developed localized country domains for over 30 countries and provided content in 37 languages.

UN Education, Scientific and Cultural Organization (UNESCO) (www.unesco.org/)

- UNESCO has a partnership with ICANN on the implementation of multilingualism. The UNESCO-ICANN agreement covers a variety of cooperation areas so that as many language groups as possible can benefit. UNESCO's network of linguistic experts play a leading role in this partnership, which entails informing Member States about the new IDNs, encouraging

involvement of other relevant United Nations agencies, and establishing working groups to help developing and least-developed countries participate fully. See http://www.unesco.org/new/en/education/themes/strengthening-education-systems/languages-in-education/single-view/news/unesco_and_icann_sign_partnership_agreement_to_promote_linguistic_diversity_on_internet/

- Through a series of IGF workshops beginning in 2006, the cooperative work of UNESCO and ICANN on multilingualism has evolved, eventually resulting in the conclusion in December 2009 of an MOU aimed at supporting the introduction of top-level Internationalized Domain Names (IDN), particularly in the developing world.
- At the 2010 Internet Governance Forum (IGF), UNESCO and ICANN signed a letter of intent aimed at assisting Internet users' access in Member States whose official languages are based on the Cyrillic script.
- UNESCO has collaborated with the European Registry of Domain Names (EURid), supporting publication of a EURid study that examined the global use of Internationalized Domain Names (IDNs) that support non-Latin scripts and multilingualism online. See http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/wsis/igf_eurid_bridges_online_multilingualism.pdf/

OECD – Relationship between Local Content and Internet Development

(<http://www.oecd.org/sti/ieconomy/50305352.pdf>)

- The OECD has produced a useful body of work accessible to both OECD and non-OECD members alike that focuses on how the Internet can be leveraged to promote and disseminate local content for social and economic benefit. .” This project, “The Internet Supporting Local Content Development,” builds on complementary work done by UNESCO and ISOC. It has been examining how the Internet supports the development, storage, and dissemination of local content.
- The second phase of the project will make an important contribution by examining the Internet and the development of local content in Arabic-speaking countries.

Internet uses and applications

Facilitating Discussions between Policy-makers and the Technical Community – Google

- Google supports meetings of regional operators groups (e.g., AfNOG, MENOG), regional Internet registries (e.g., AfriNIC) and regional peering and interconnection fora (AfPIF).
- Google also has worked with the Internet Engineering Task Force (IETF) to make it easier for regulators from across the globe to participate in IETF meetings and better understand the bottom up, multistakeholder process of Internet standards development.
- Google’s main goal when engaging in these fora is to foster national and cross-border interconnection opportunities by providing a forum where key players from infrastructure and service providers, Internet Exchange Points (IXP), regulators and policy makers can engage and share their experiences while learning from experts in the field.

Stakeholders and governance

Internet Governance Forum (IGF) (<http://www.intgovforum.org/cms/>)

The IGF serves as a shining example of enhanced cooperation. Since 2005, the IGF has catalyzed partnerships between governments and other stakeholders and opened new doors for cooperation and coordination on a broad range of Internet-related public policy issues. Through workshops, sessions, and open forums – and invaluable informal networking opportunities – the IGF, in particular, has enabled governments with fledgling ICT sectors to better understand how to address technical aspects of establishing IXPs, offered technical, non-regulatory solutions to spam, and considered approaches to ensuring privacy and managing risk, among other very concrete take-away benefits. Specific examples of IGF facilitation of enhanced cooperation include:

- Through a series of IGF workshops beginning in 2006, the cooperative work of UNESCO and ICANN on multilingualism has evolved, eventually resulting in the conclusion in December 2009 of a Memorandum of Understanding (MOU) aimed at supporting the introduction of top-level Internationalized Domain Names (IDN), particularly in the developing world;
- At the 2010 IGF, UNESCO and ICANN signed a letter of intent to promote Internet access by users in Member States whose official languages are based on the Cyrillic script; and
- A workshop at the 2013 Bali IGF featured a discussion of a project in Porto, Portugal, which uses cloud computing and the Internet of things to integrate bus, train, and Metro in a city where there is a multi-modal transportation system and fiber-optical Internet backbone. Government officials actively participated in the question-and-answer period.

Internet Governance Forum (IGF) – Corporate Support (Google)

- Google and other leading US ICT companies have been strong supporters of the IGF, regarding it as the premier forum for robust and collegial discussion of key Internet governance and policy questions. USCIB members strongly support an extension of the IGF’s mandate beyond 2015 and recognize that it needs a consistent source of funding to continue operations.
- The contracting process with the UN makes it difficult to attract a large number of donors.
- For this reason, Google has established an independent fund through the Tides Foundation as an additional donation vehicle -- <http://www.tides.org/>. This fund offers an option to contribute to the IGF via a non-profit vehicle, but funds cannot be used by the IGF Secretariat until an agreement between the Tides Foundation and the UN is finalized. The draft agreement has been pending with the Office of Legal Advisor at the UN.

African School on Internet Governance (<http://african-ig-school.events.apc.org/home/about-afrisig/>)

- Supporters: Information Society Division at the African Union Commission; Google Africa; Internet Society (ISOC) Africa; AfriNIC ; Advanced Information Technology Institute (AITI); The European School on Internet Governance; ICANN; Research ICT Africa; United Nations Economic Commission for Africa; Diplo Foundation
- Purpose: The address the fact that African participation in Internet governance, be it in technical, social or political spheres, is insufficient. In addition, few African countries have established sustainable open and inclusive policy discussion forums where government, civil society, businesses and technical people are able to interact effectively and collaborate to develop consistent national and institutional strategies aimed at mobilizing the Internet for economic, social, political and cultural development.

- The first Summer School on IG (SSIG) was held in Europe in Meissen in July 2007. It has become an annual event and has given rise to the South School on IG held annually in Latin America for the last four years. The African School on IG builds on this experience, but customizes session content to meet the needs of African IG interest groups.



ITU Council Working Group on Internet-related Public Policy Issues

**Response to the Question of the Third Meeting:
Stakeholder Input on the Role of Governments**

April 11, 2014

The United States Council for International Business (USCIB) is pleased to offer comments responding to the recent question of the ITU's Council Working Group on International Internet-related Policy concerning the role of governments.

1. *Recognizing the scope of work of ITU on international Internet-related public policy matters, represented by the list of topics in Council Resolution 1305 Annex 1 which was established in accordance with decisions of ITU membership at the Plenipotentiary Conference, the Council Working Group on International Internet Related Public Policy invites Member States to provide their position on following question:*

What actions have been undertaken or to be undertaken by governments in relations to each of the international Internet-related public policy issues identified in Annex 1 to Resolution 1305 (adopted by Council 2009 at the seventh Plenary Meeting)?"

Importance of the Multistakeholder Model -- As the ITU itself has noted, in 2006, 408 million people in developing countries were Internet users. By 2013, that number had skyrocketed to 1.8 billion. The explosion in mobile broadband subscriptions in the developing world also has helped to fuel the exponential increase in Internet users; between 2009-2013, mobile subscriptions leaped from 43 million to 1.2 billion.

Such a dramatic increase likely would not have been possible without global commitment to the principles in the Tunis Agenda and global support for the multistakeholder model of Internet governance. This has preserved and promoted the flexible Internet that encourages innovation and expansion of Internet connectivity. Further, these impressive data points serve as a testament to the power of the multistakeholder model for global Internet governance. As affirmed in the WSIS Tunis Agenda, this model is multilateral, transparent and democratic, and relies on the full involvement of governments, the private sector, civil society and international organizations.

Business is committed to playing its part in achieving the Tunis Agenda. We have long argued that different actors should take the lead within their respective spheres of competence but should ensure appropriate consultation for all stakeholders to provide their views as Internet matters are addressed.

The robust growth in the ICT sector in the past eight years has been enabled in large part by the success of stakeholders working together to implement WSIS Action Lines, including the Action Lines pertaining to (a) information and communication infrastructure (C2), (b) building confidence and security in the use of ICTs (C5), and (c) creating an enabling environment (C6) for which the ITU has ably served as the Lead Facilitator.

Government Participation as a Stakeholder – The multistakeholder approach to Internet governance basically operates as an ecosystem. Governments acting in a multistakeholder environment have contributed and should

continue to lead on certain matters according to their mandates and competencies, such as the development of public policy.

But the best outcomes can be achieved through thorough collaboration with other stakeholders. Governments necessarily must rely on the private sector, civil society, the technical community, and others to advise on what is technically and commercially feasible and would enable the Internet to continue to scale, evolve, and change.

Multistakeholder consultations better enable the consideration of perspectives of supply *and* demand as well as promote responsiveness to actual needs. Simply put, such discussions help to avoid needless burdens and unintended consequences. Further, the consultative input of business, technical community, and civil society participants helps to promote and align society objectives.

Unilateral efforts by governments to regulate how the Internet operates from a technical perspective or to foster the development of an indigenous ICT sector by imposing local rules only serve to inhibit precisely the kind of investment, innovation, and competition that would spur growth and creativity in indigenous industry and broader economic development.

The ITU as a Facilitator of Multistakeholder Participation – Through its leadership in facilitating the implementation of WSIS Action Lines C2, C5, and C6, the ITU has acquired hands-on experience enabling the input and participation of multiple governments and stakeholder groups in fostering public policy discussions and initiatives to promote ICTs and address challenges of the digital age. This track record demonstrates that the multistakeholder framework has proved more effective in addressing Internet policy matters against a dynamic technological backdrop than binding rules developed by an intergovernmental organization.

USCIB therefore urges the ITU to build on its experience facilitating implementation of key WSIS Action Lines and believes that the ITU has a role to play in facilitating inputs to the multistakeholder Internet governance processes that have propelled development of the global ICT sector. The ITU possesses both the human and institutional resources to engage governments and stakeholders from around the world – particularly from developing countries – in existing multistakeholder processes and forums that address Internet-related public policies.

Through the active involvement of business, civil society, and the technical community in policy development, we can avoid unintended consequences and achieve the best outcomes. With full participation, we are less likely to see policies and regulations that effectively fragment and balkanize the Internet. Through multistakeholder collaboration, we are more likely to see business continue to perform its proper role in the economy, serving as an engine for economic development, jobs, and poverty eradication.

Global Venues/Initiatives Providing Assistance on Internet Public Policy Issues – USCIB gathered extensive data identifying more than 50 international venues, organizations, and private sector initiatives that enable governments to secure assistance on Internet public policies issues, many of which are listed in Annex 1 of Resolution 1305. We compiled this data to help inform the analysis of the CSTD Working Group on Enhanced Cooperation (WGEC). The WGEC has been engaged in a mapping exercise aimed at identify existing international mechanisms that address a broad range of Internet public policy issues to determine if there are any gaps that need to be addressed.

We offer USCIB's WGEC submission as an Addendum to these comments because we feel it is directly relevant to the CWG-Internet's inquiry into the role of governments. It further substantiates our view that multiple stakeholders from business, the technical community, civil society, and academia –in addition to governments

and IGOs – are fully capable and available to address many of the Internet-related public policy issues faced by governments that are fledgling entrants to the digital economy.

ADDENDUM

CSTD Working Group on Enhanced Cooperation

Request for Examples of Enhanced Cooperation

U.S. Council for International Business

31 January 2014

Technical Standards

Asia Pacific Network Information Centre (APNIC) (<http://www.apnic.net/>)

- APNIC has established relationships with various regional and global organizations aimed at enhancing understanding throughout the Asia Pacific region of the technical operation of the Internet. These partnerships range from the Advanced Science and Technology Institute, Philippines, to the Beijing Internet Institute, Dhaka University, and the Internet Service Providers Association of Pakistan, among many others. See <https://www.apnic.net/community/support/memberships-and-partnerships/>

Fostering a sustainable and innovative Internet for future generations

OECD's Internet Policy Principles (<http://www.oecd.org/internet/innovation/48289796.pdf>)

- Stakeholder groups from business, government, the technical community, and civil society participated in the development of the Principles and have access to them.
- At the OECD's High Level Meeting on The Internet Economy: Generating Innovation and Growth, held in June 2011, stakeholders agreed on 14 basic principles for Internet policy making as an important step in ensuring that the Internet remains open and dynamic. The principles address such issues as privacy, security, multistakeholder cooperation in policy development, respect for fundamental rights, promoting cross-border delivery of services, promoting an open, distributed, and connected nature of the Internet, respect for intellectual property protections, among other issues.
- The OECD recognized that developing countries needed more direct guidance in understanding how to implement the Internet Policy Principles. It convened a voluntary Group in April 2013 to enable multistakeholder dialogue on challenges at the regional, national, and local levels with IPP implementation. In December 2013, the OECD directed the group to develop a strategy for developing country engagement that concretely addresses the benefits of embracing the Principles for Internet development and governance.

APEC Digital Prosperity Checklist

(<http://apec.org/Groups/SOM-Steering-Committee-on-Economic-and-Technical-Cooperation/Working-Groups/Telecommunications-and-Information.aspx>)

- At the 2008 APEC Trade Ministerial, APEC economies formally endorsed the Digital Prosperity Checklist, which outlines specific actions or steps economies could take in six key areas – or “I’s” – that would enable them to promote the use and development of ICTs as catalysts for economic growth and development, as well as the benefits associated with each action. The six “I’s” include: infrastructure,

investment, innovation, intellectual capital, information flows, and integration (referring to the ability to connect domestic industries with the global economy).

- The Checklist, through the presentation of these combined resources, will not only enable economies to better tailor their policy, legal, and regulatory environments to be successful in competing in the digital economy, it will also provide a framework for APEC to consider future work in this area.
- The Checklist reflects the general APEC principle of voluntarism. Its elements are neither mandatory nor exhaustive, and it will not prejudice the current or future policy of APEC members.

ICANN/Pacific Islands Telecommunications Association

(<http://www.icann.org/en/news/announcements/announcement-2-10may07-en.htm>)

- ICANN and the Pacific Islands Telecommunications Association (PITA) concluded a Memorandum of Understanding in May 2007, which demonstrates how the concept of enhanced cooperation has been implemented. This MOU, in particular, has had a direct and positive impact on coordination and management of critical Internet resources. The objective of the MoU was to build a non-exclusive partnership that would enable information on Internet issues flow in both directions, promote regional telecommunications and information technology standards, and aid in transferring skills, knowledge, and capacity to the Pacific Islands region.

Internet and Security

OECD's Security Guidelines

(<http://www.oecd.org/sti/ieconomy/oecdguidelinesforthesecurityofinformationsystemsandnetworkstowardsacultureofsecurity.htm>)

- Stakeholder groups from business, government, the technical community, and civil society participated in the development of the Principles and have access to them.
- Adopted in 2002, these Guidelines established a framework of principles for use by OECD and non-OECD members alike to enhance the security of information systems and networks in order to foster economic prosperity and social development. After their adoption, the OECD monitored their implementation and organized events to share experience and best practices across governments and with the business community and civil society.
- In 2012, the OECD initiate a review of the 2002 Guidelines, and in December 2014 began work aimed at revising the guidelines. The OECD actively solicited input to the review from OECD and non-OECD members and across all stakeholder groups. Although the OECD has invited non-OECD member/stakeholder participation in the revision process, to date, this process has been dominated by current members and member stakeholder groups.

APEC Telecommunications and Information Working Group (APEC Tel) -- TSSOE

(<http://apec.org/Groups/SOM-Steering-Committee-on-Economic-and-Technical-Cooperation/Working-Groups/Telecommunications-and-Information.aspx>)

- In November 2005, Senior Officials from APEC member economies – *which includes both developed and developing countries* -- endorsed the Strategy to Ensure a Trusted, Secure, and Sustainable Online Environment (TSSOE). The TSSOE is aimed at promoting close cooperation among the individuals, companies and governments of APEC member economies and among member economies to promote an online environment that will secure the advantages of the Information Society for all users. The TSSOE encourages APEC Member economies to take action in the following areas:
 - Develop cohesive domestic strategies to ensure a trusted, secure and sustainable online environment.

- Address the threat posed by the misuse, malicious use and criminal use of the online environment by ensuring that legal and policy frameworks address substantive, procedural and mutual legal assistance arrangements.
- Develop watch, warning and incident response and recovery capabilities to help prevent cyber attacks and minimize damage and recovery time from incidents, and the cooperative arrangements to support these efforts.
- Develop partnerships among government, industry, academics and others that recognize the important roles each plays in ensuring a trusted, secure and sustainable online environment, including through the development, implementation and review of guidelines and best practices.
- Reach out to users to raise their awareness of the issues of online security, and assist them to understand and fulfill their role and responsibility in contributing to a trusted, secure and sustainable online environment.
- Encourage research and development efforts to improve the security of the online environment, and promote the design, development and implementation of appropriate and usable security measures in existing and new technologies.
- Support cooperative efforts among economies to promote the development and implementation of a trusted, secure and sustainable online environment.
- At the September 2013 Meeting of the APEC-Tel, APEC member economies agreed to a joint project with the OECD aimed at revising and upgrading the TSSOE to address current online cybersecurity challenges in concert with the OECD's review/revision of the 2002 OECD Security Guidelines. Thus, APEC member economies who are not OECD members will be able to share the benefits of this joint review.

The London Action Plan (LAP) (anti-spam initiative) (<http://londonactionplan.org/>)

- The London Action Plan (LAP) was founded in 2004 with the purpose of promoting international spam enforcement cooperation. Since inception, LAP has expanded its mandate to include additional online and mobile threats, including malware, SMS spam and Do-Not-Call.
- LAP membership includes representatives from the government regulatory and enforcement community and interested industry members. Through annual meetings and bimonthly teleconferences, members stay connected and share information that is critical for any organization engaged in anti-spam regulation and enforcement.

Seoul-Melbourne MoU (anti-spam) (http://www.sm-mou.org/smmou/about_mou.php)

- In October 2003, a Memorandum of Understanding (MOU) for cooperation in the regulation of spam was signed between Korea Internet and Security Agency (then called the Korea information Security Agency) and the Australian Communications and Media Authority (then called the Australian Communications Authority).
- Both parties realized early on that Spam was a global problem requiring global solutions and so they decided to expand the MoU to include other organizations from the region.
- In April 2005 the MoU was expanded to include 12 organizations from 10 economies. By May 2010, the MoU covered 13 organizations from 10 countries in the Asia Pacific region.
- Further membership applications are pending as anti-spam legislation is enacted in various countries in the region. Membership is open to all relevant Government and industry organization/s of any country/region. All Signatories have equal status.

Child Online Protection

Center for Safe Internet Pharmacies (CSIP) <http://www.safemedsonline.org>

- **Stakeholders:** Microsoft co-founded this non-profit in 2011 to help address the issue of illegal pharmaceutical websites. Other members include Google, Yahoo, Facebook, American Express, Visa, eNom, Go Daddy, and UPS.
- **Goal:** The goal of the organization is to limit consumer access to illegal pharma sites by not allowing these sites to purchase online advertising, removing domains, and blocking payment processing and shipping. This organization related to children's online safety because it helps keep kids from purchasing illegal pharma online (there are issues with teen prescription drug abuse, identity theft, counterfeit drugs, buying drugs without a prescription).
- **Accomplishments of CSIP:**
 - In November 2012, CSIP participated in [Operation Pangaea](#) with the Food and Drug Administration (FDA) and law enforcement bodies and shut down more than 18,000 illegal pharmacy websites and seized approximately \$10.5 million worth of pharmaceuticals worldwide. Microsoft's cybercrime center provided tools and information to the FDA and INTERPOL to enable Operation Pangaea.
 - CSIP supported consumer education campaigns for the FDA's *BeSafeRX* and the Partnership for Drugfree America's [Medicine Abuse Project](#), which yielded a total of 41,265,758 social media impressions.
 - The number of illegal drug and pharmacy ads on major search engines like Google and Bing has declined by more than 99.9% percent since 2010. These ads have virtually been eliminated.

Virtual Global Task Force (www.virtualglobaltaskforce.com)

- All stakeholders can be involved
- VGT is an international partnership of law enforcement agencies, NGOs and industry working to prevent children from on line abuse, improve international enforcement; share best practices and make recommendations regarding how to better prevent and enforce against child sexual abuse. Their work has resulted in numerous prosecutions and changes in Internet related practices such as changes to the way Google and Microsoft operate their search engines to prevent images, videos or pathways related to child abuse images to appear in search results. VGT coordinates online related law enforcement operations across jurisdictions; identifies and brings to justice child sex offenders worldwide; creates educational and training materials for parents, teachers, law enforcement and children. The organization has significant leadership from child protection and law enforcement agencies around the world. VGT holds periodic summits to address specific Internet related issues related to combating line child abuse online. Recent announcements:
 - VGT recommends worldwide adoption of Open Data Protocol, increased victim identification efforts - See more at: data-protocol/#sthash.2m7PSC4c.dpuf
 - VGT board applauds government, industry strides against online child exploitation - See more at: <http://www.virtualglobaltaskforce.com/2013/vgt-board-applauds-government-industry-strides-against-online-child-exploitation/#sthash.oZz6yOtA.dpuf>

Microsoft PhotoDNA (<http://www.microsoft.com/en-us/news/presskits/photodna/>)

- Microsoft has long worked with organizations like the National Center for Missing and Exploited Children (NCMEC), the International Centre for Missing and Exploited Children (ICMEC) and law enforcement agencies around the world to help protect children against technology-facilitated crimes. Microsoft, with the help of imaging experts at Dartmouth College, created [PhotoDNA](#), an image hashing technology that helps to identify and combat the distribution of graphic child pornography online. This

technology was donated by Microsoft to NCMEC (www.missingkids.com) in 2009. Since then, PhotoDNA has been used by Microsoft, Facebook, Google, Twitter and other online providers to combat the online redistribution of the worst images of child pornography known to NCMEC. It has also been made available to law enforcement at no cost, supported by a partnership with [NetClean](#).

- In addition to PhotoDNA, Microsoft is engaged in efforts to with governments, industry, and NGOs around the world in efforts to combat child pornography and other online abuses. These efforts include:
 - Partnership with the International Center for Missing and Exploited Children
 - Partnership with the Government of Denmark and Save the Children
 - Partnership with the UAE Minister of Interior, Child Protection Section

ThinkUKnow (<http://www.thinkuknow.org.au/>)

- Partnership between law enforcement and industry;
- Stakeholders – Partnership between Microsoft, The Australian Federal Police, Datacom and ninemsn. Under license from CEOP.
- ThinkUKnow (TUK) provides free, evidence-based cyber safety and security sessions to all Australians. They raise awareness of how technology can be used safely and ethically to create a better and safer online world for children.
- Presentations are delivered almost every weekday of the year to adults – parents, teachers and caregivers.
- TUK is volunteer run by employees from the 4 partner organizations. There are over 300 volunteers with over 70 Microsoft Australia employees participating in the program, delivering presentations daily.

ICANN Expert Working Group on gTLD Directory Services (<http://whois.icann.org/>)

- EWG was formed from all stakeholder groups; procedures are in place for input from non-group members.
- The group is making recommendations regarding the reform of the WHOIS data and access procedures which will have an impact on the ability of law enforcement and others to enforce child protection policies. Reports and draft recommendations are available for review and comment.
- ICANN also handles complaints about accuracy of current WHOIS data
- Final report to ICANN Board expected June 2014

International Telecommunications Union (ITU)

- [ITU Resolution 67 \(Hyderabad, 2010\) – Role of the Telecommunication Development Sector in child online protection](#)
- [Study Group 1, Question 22-2](#)
- [Council Working Group on Child Online Protection](#): Open to member countries and sector members. Dr. Sherif Hashem (Egypt), Chair. More information can be found at <http://www.itu.int/council/groups/wg-cop/index.html>
- [Child Online Protection Initiative](#): An international collaborative network to promote online protection of children. The project is open to participation to all (ITU member states, sector members, other stakeholders). The initiative focuses on identifying risks to children in cyberspace, creating awareness of online safety issues, developing practical tools to minimize risk and sharing knowledge and experience. The project has created guidelines, shared best practices, coordinated online safety education pilot programs and developed model laws to protect children. More information (in UN languages) can be found at <http://www.itu.int/osg/csd/cybersecurity/gca/cop/>

African Child Online Protection (ACOP) Summit – Enabling Safe Innovation

- Annual Africa Child Online Protection Summit in Uganda, held in June 2013 and February 2014, to encourage collaboration on online safety issues in Africa.

Financial Coalition Against Child Pornography

- The Financial Coalition Against Child Pornography is a coalition of 34 leading banks, credit card companies, electronic payment networks, third-party payments companies and Internet services companies dedicated to putting an end to commercial child pornography. Establish model legal frameworks, best practices, implement banking practices. More information available at <http://www.missingkids.com/FCACP>

FOSI Global Resource and Information Directory (GRID)

- GRID is designed to create a single, factual and up-to-date aggregate source of information for governments, industry, lawyers, academics, educators and all those dedicated to making the Internet a safer, better place. The portal aggregates information from a comprehensive range of trusted sources; monitors, tracks and provides commentary on the efforts of countries around the world to make the Internet safer for their citizens.. www.FOSIGRID.org

UNICEF

- UNICEF has multiple work efforts underway to conduct research and make recommendations for protecting children in collaboration with partners from all stakeholders. Recent efforts include:
 - Sexual Abuse and exploitation of children through the Internet and other information and communication technologies, <http://www.unicef-irc.org/research/215/>
 - Child Safety Online: Global Challenges and strategies, <http://www.unicef-irc.org/publications/650>

GSMA Mobile Alliance Against Child Sexual Abuse Content

- Stakeholders: Open to all including governments.
- The Alliance uses a combination of technical measures, cooperation and information sharing to create barriers to the misuse of mobile networks and services for hosting, accessing or profiting from child sexual abuse content. <http://www.gsma.com/publicpolicy/myouth/mobiles-contribution-to-child-protection/mobile-alliance>

INHOPE

- This is the International Association of Internet Hotlines, which coordinates a network of 46 Internet Hotlines in 40 countries, supporting them in responding to reports of illegal content to make the Internet safer. <http://www.inhope.org/gns/who-we-are/at-a-glance.aspx>

OECD Committee for Information, Computer and Communications Policy (ICCP)

- The ICCP made recommendations for protecting child online in 2012, after a collaborative effort by governments, private sector, civil society and the technical community that began in 2008 at the Seoul Ministerial Meeting of the OECD and was conducted in collaboration with the APEC TEL (APEC Telecommunications and Information Working Group). http://www.oecd.org/sti/ieconomy/childrenonline_with_cover.pdf

Privacy and data protection

OECD Privacy Guidelines (<http://www.oecd.org/sti/ieconomy/2013-oecd-privacy-guidelines.pdf>)

- Stakeholder groups from business, government, the technical community, and civil society participated in the development of the Principles and have access to them.
- In 1980, the OECD issued Guidelines on the Protection of Privacy and Transborder Flows of Personal Data. These guidelines were the first international statement of the core information privacy principles and have proven highly influential over the years, serving as the basis for national and international privacy instruments. In July 2013, the OECD approved Revised Privacy Guidelines to replace and update the 1980 framework. The revisions were undertaken by a multistakeholder group of experts from governments, privacy enforcement authorities, academia, business, civil society and the Internet technical community.
- The OECD has undertaken an outreach effort aimed at informing and engaging both OECD and non-OECD members about the revised Privacy Guidelines and urging that they continue to serve as the basis for national privacy frameworks.

APEC Cross Border Privacy Rules (CBPR) system (http://www.apec.org/Groups/Committee-on-Trade-and-Investment/~/_media/BBDCE12534F4EA48F3542D03AFD56B9.ashx)

- Various stakeholder groups participated in discussions that developed the system. Business from throughout the APEC region may see authorization under in the system.
- The APEC Cross-Border Privacy Rules (CBPR) System is a voluntary, certification-based system that promotes a consistent baseline set of data privacy practices for companies doing business in participating APEC economies. APEC Economic Leaders endorsed the system when they met in Honolulu in November 2011.
- APEC is seeking to expand the model beyond the Asia Pacific region by engaging with EU data privacy officers in an approach that would implement the concept of interoperability. This process has entailed input from numerous stakeholders and potentially will yield a practical approach to ensuring privacy of cross-border data flows throughout the world.
- APEC countries, such as Indonesia, Malaysia, the Philippines, and others emerging economies had input into the development CBPR.

Human Rights

Council of Europe

- In November 2013, the Council of Europe held a conference, “Freedom of Expression & Democracy in the Digital Age,” which examined recent challenges and threats to online freedom of expression, assembly, association and the media in Europe, and analyzed the roles and responsibilities of State and non-state actors in protecting it. See --
[http://www.coe.int/t/dghl/standardsetting/media/belgrade2013/Online%20freedom%20of%20expression,%20assembly,%20association_MCM\(2013\)007_en_Report_IanBrown.pdf](http://www.coe.int/t/dghl/standardsetting/media/belgrade2013/Online%20freedom%20of%20expression,%20assembly,%20association_MCM(2013)007_en_Report_IanBrown.pdf)
- The Council of Europe also has set forth a comprehensive Action Plan aimed at implementing Article 10 of the European convention on Human Rights (ECHR), which states that everyone has the right to freedom of expression and information. And this right applies both offline and online. See --
<http://hub.coe.int/protecting-freedom-of-expression-and-information/>.

Rule of Law Initiative – Reed Elsevier

(<http://www.lexisnexis.com/en-us/about-us/rule-of-law/overview.page> and <http://qa-za.lexisnexis.com/ruleoflaw/rule-of-law.aspx>)

- All stakeholders can be involved
- Advancing the rule of law around the world: including the principles that no person is above the law and that governmental authority is legitimately exercised only in accordance with written and publicly disclosed laws. These efforts include:
 - Providing products and services that enable law practitioners and help justice systems, governments and businesses to function more effectively, efficiently and transparently.
 - Documenting local, national and international laws and making them accessible in print and online to individuals and professionals in the public and private sectors.
 - Partnering with governments and non-profit organizations to help make justice systems more efficient and transparent.
 - Supporting corporate citizenship initiatives that strengthen civil society and the rule of law across the globe.

Anti-Human Trafficking Initiative – Reed Elsevier

(<http://qa-za.lexisnexis.com/ruleoflaw/rule-of-law.aspx>)

- All stakeholders can be involved
- Human trafficking is one of the fastest growing crimes in the world and it is now tied with the illegal arms industry as the second largest international criminal enterprise, after the illegal drug trade. A report released in 2013 by the United Nations Office on drugs and crime, reported that sex trafficking accounts for 58 percent of all human trafficking cases that are investigated around the world. Labour trafficking accounts for 36 percent of the cases. Women account for 55 to 60 percent of the victims, and women and girls account for 75 percent of trafficking victims. Children account for 27 percent of victims during the 2007 to 2010 time period, up from 20 percent between 2003 and 2006. Two out of every three child trafficking victims were girls. In total, there are an estimated 20.9 million people around the world who are victims of human trafficking.
- Combat human trafficking by offering direct financial support, through promoting awareness, sponsoring victims support and assisting with training and education initiatives.

OECD's Internet Policy Principles (<http://www.oecd.org/internet/innovation/48289796.pdf>)

- Stakeholder groups from business, government, the technical community, and civil society participated in the development of the Principles and have access to them.
- At the OECD's High Level Meeting on The Internet Economy: Generating Innovation and Growth, held in June 2011, stakeholders agreed on 14 basic principles for Internet policy making as an important step in ensuring that the Internet remains open and dynamic. One of these principles calls for "promoting and protecting the global free flow of information," expressly stating that "governments should respect fundamental rights."
- The OECD recognized that developing countries needed more direct guidance in understanding how to implement this and other of the Internet Policy Principles. It convened a voluntary Group in April 2013 to enable multistakeholder dialogue on challenges at the regional, national, and local levels with IPP implementation. In December 2013, the OECD directed the group to develop a strategy for developing country engagement that concretely addresses the benefits of embracing the Principles for Internet development and governance.

E-Commerce and trade

OECD's Internet Policy Principles – Promoting and Enabling Cross-Border Delivery of Services

(<http://www.oecd.org/internet/innovation/48289796.pdf>)

- Stakeholder groups from business, government, the technical community, and civil society participated in the development of the Principles, which serve as a guide for OECD and non-OECD members alike.
- At the OECD's High Level Meeting on The Internet Economy: Generating Innovation and Growth, held in June 2011, stakeholders agreed on 14 basic principles for Internet policy making as an important step in ensuring that the Internet remains open and dynamic. One of the principles calls for promoting and enabling the cross-border delivery of services. The principle asserts that:
 - Suppliers should have the ability to supply services over the Internet on a cross-border and technologically neutral basis in a manner that promotes interoperability of services and technologies, where appropriate.
 - Users should have the ability to access and generate lawful content and run applications of their choice. Barriers to the location, access and use of cross-border data facilities and functions should be minimized, providing that appropriate data protection and security measures are implemented in a manner consistent with the relevant OECD Guidelines and reflecting the necessary balance among all fundamental rights, freedoms and principles.
- The OECD recognized that developing countries needed more direct guidance in understanding how to implement the Internet Policy Principles. It convened a voluntary Group in April 2013 to enable multistakeholder dialogue on challenges at the regional, national, and local levels with IPP implementation. In December 2013, the OECD directed the group to develop a strategy for developing country engagement that concretely addresses the benefits of embracing the Principles for Internet development and governance.

APEC Electronic Commerce Steering Group (ECSG) -- Paperless Trading Initiative

(<http://www.apec.org/Groups/Committee-on-Trade-and-Investment/Electronic-Commerce-Steering-Group.aspx>)

- The ECSG's Paperless Trading Subgroup develops projects on the use of paperless trading in commercial processes involving business-to-business (B2B) and business-to-government (B2G) transactions and promotes the use of electronic documents and internet technologies in international trade.
- These projects aim to use "e-solutions" or electronic procedures and processes in cross-border trade to save time and costs for firms and government agencies seeking regulatory compliance information from traders. Areas covered by these projects include: electronic certificates of origin (ECO), electronic invoicing, business requirements for data harmonisation and single window, best practices in paperless trading, archiving of e-documents and e-trade financing.
 - Among those projects, the ECO project has been implemented in live transactions between member economies beyond its pilot stage, saving substantial cost and time and thus realizing the benefits of trade facilitation.
- Work is underway to implement [APEC's Strategies and Actions Toward a Cross-Border Paperless Trading Environment](#) to enable the electronic transmission of trade-related information across the region by 2020.
- Seventeen economies have submitted [Individual Action Plans on Paperless Trading](#) outlining progress made "to reduce or eliminate the requirement for paper documents needed for customs and other cross-border trade administration and other documents and messages relevant to international sea, air and land transport" as set out in the [APEC Blueprint for Action on E-Commerce](#).

Intermediary liability

OECD's Internet Policy Principles – Internet Intermediary Liability

(<http://www.oecd.org/internet/innovation/48289796.pdf>)

- Stakeholder groups from business, government, the technical community, and civil society participated in the development of the Principles.
- At the OECD's High Level Meeting on The Internet Economy: Generating Innovation and Growth, held in June 2011, stakeholders agreed on 14 basic principles for Internet policy making as an important step in ensuring that the Internet remains open and dynamic. One principle calls for appropriate limitations of liability for Internet intermediaries have with regard to third party content. The Principle encourages governments to convene stakeholders in a transparent, multi-stakeholder process to identify the appropriate circumstances under which Internet intermediaries could take steps to educate users, assist rights holders in enforcing their rights or reduce illegal content, while minimizing burdens on intermediaries and ensuring legal certainty for them, respecting fair process, and more generally employing the principles identified in the OECD Internet Policy Principles.
- This principle was based on the OECD's 2010 study, "The Economic and Social Role of Internet Intermediaries," which examined the economic and social purposes of intermediaries, the value of Internet intermediaries in the value chain, and developments in Internet intermediary markets. See -- <http://photos.state.gov/libraries/usoced/19452/pdfs/Internet%20Intermediaries%20Econ%20and%20Social%20Role.pdf>
- The OECD recognized that developing countries needed more direct guidance in understanding how to implement the Internet Policy Principles. It convened a voluntary Group in April 2013 to enable multistakeholder dialogue on challenges at the regional, national, and local levels with IPP implementation. In December 2013, the OECD directed the group to develop a strategy for developing country engagement that concretely addresses the benefits of embracing the Principles for Internet development and governance.

Intellectual property rights

Alianza (<http://www.alianza.tv/en/index.php>)

- The "Alianza contra Piratería de Televisión Paga" (the "Alianza") is a business partnership which brings together most of the major players in the media and pay-TV industry, aiming at combating FTA (Free to Air) piracy and enforcing IP rights throughout Latin America. (FTA piracy involves the illegal use of "free-to-air" satellite receivers to decrypt pay television audiovisual signals illegally and without authorization.)
- The Alianza creates a framework for broader industry collaboration in the fight against FTA piracy and is working on raising public awareness about the negative impact of piracy on innovation, content generation, industry development, and consumers' welfare.
- So far, 19 major companies from the media, technology, and pay TV industries are part of The Alianza: Discovery, ESPN, HBO, Telecine, Televisa, Turner, Fox, Globosat, Band Sports, Winsports, ABTA (Brazilian Association of Pay TV), Media Networks, NAGRA, Technicolor, Telefónica, Claro, Sky, VTR, DIRECTV Latin America.
- Since it initiated operations in January, 2013, The Alianza has achieved important results in fighting piracy and enforcing IP rights in Latin America:
 - 24 enforcement actions filed against FTA piracy in Latin America.

- First criminal conviction in Latin America for violation of protection protocols, violation of copyright and illegal access to telecommunications, through the use of FTA pirate devices which were utilized for the reception and decryption of protected satellite television channels.
- 30.000 FTAs destroyed/seized, thanks to Alianza actions in Brazil, Uruguay, Colombia, Argentina, Chile, Peru.
- 3 countries with new legislation or regulation to combat FTA piracy: Colombia, Ecuador, Uruguay. The Alianza is also promoting new legal frameworks in Chile and Brazil.
- 26 trainings with Latin American authorities and public officials to share knowledge about pay TV piracy and its negative effects on business and consumers.

OECD work on Intellectual Property Protections

- Stakeholder groups from business, government, the technical community, and civil society participated in the development of the Internet Policy Principles, which serve as a model for both OECD and non-OECD members alike.
- The Internet Policy Principles include a principle addressing the promotion of creativity and innovation. It asserts that intellectual property protection is a fundamental tool for the advancement of innovation and creativity on the Internet. New and complementary approaches balanced to ensure effective protection of intellectual property should also be encouraged where necessary, and should also ensure protection of legitimate competition and fundamental principles such as freedom of expression, access to lawful content and Internet services and technologies, fair process, and privacy. See -- <http://www.oecd.org/internet/innovation/48289796.pdf>

APEC Intellectual Property Rights Experts Group (IPEG)

<http://www.apec.org/Groups/Committee-on-Trade-and-Investment/Intellectual-Property-Rights-Experts-Group.aspx>

In 2005, APEC Ministers Responsible for Trade endorsed the APEC Anti-Counterfeiting and Piracy Initiative the goals of which include:

- Reducing counterfeit and pirated goods trade and combat transnational networks that produce and distribute these items.
- Promoting the enactment of appropriate legal regimes and enforcement systems to curtail online piracy and to undermine the online trade in counterfeit goods. *This includes the development of guidelines to prevent Internet sales of counterfeit goods.*
- Increasing Member Economies' ability to develop and manage effective anti-counterfeiting and piracy enforcement systems through education and training throughout the region.
- To advance its mandate, the IPEG has established a series of IPR Model Guidelines.

The IPEG has been especially active in providing IP capacity building programs over the past two to three years through the following initiatives:

- The *Intellectual Property Explorer* web-based tool was introduced in 2010 by Australia based on the *APEC IP Public Education and Awareness project for Small and Medium Enterprises*. This is a free, secure and simple on-line business tool aimed to assist SMEs to gain a better understanding of IP in their respective businesses and strategies to exploit their intangible assets at intellectualpropertyexplorer.com. The project was jointly sponsored by Australia; Hong Kong, China and Singapore.
- The APEC project on “Enhancing of APEC Capacity Building for Intellectual Property Protection and Utilization: Training for Trainers” was held in Sanya, China on November 30 to December 2, 2010. A total of 22 trainers from different APEC member economies attended the session. Participants exchanged knowledge of the different approaches and best practices of intellectual property training in APEC economies.

- A seminar entitled Trading Ideas 2009: the Future of IP in the Asia Pacific was held in conjunction with the 29th IPEG meeting in Singapore on July 30-31, 2009. The event was aimed at building the capacity of small and medium enterprises to commercialize their IP.
- A workshop on Effective Practices in the Border Enforcement of Intellectual Property Rights was held on July 20-23, 2009 in Honolulu, Hawaii. The workshop demonstrated how economies can develop a successful border enforcement regime. Topics of discussion included TRIPS border measure obligations, public policy concerns, case studies, risk assessment and ex-officio actions, and the APEC Model Guidelines.

Credit Card Company Voluntary Best Practices for Infringing Sites

Participants: American Express, Discover, MasterCard, PayPal, Visa, Software & Information Industry Association (SIIA)

Description:

- In June 2011, American Express, Discover, MasterCard, PayPal and Visa developed voluntary best practices to withdraw payment services for sites selling counterfeit and pirated goods.
- SIIA supported the development of the following voluntary best practices.
 - Rightsholder requests to payment processors must contain specific information regarding the alleged infringement; evidence that the payment processor's services are being used to purchase allegedly infringing material;
 - If available, copies of Digital Millennium Copyright Act notice or cease-and-denial letters to the allegedly infringing merchant; and,
 - A statement that the rightsholder is, in fact, the rightsholder.
- Under the agreement, payment processors must investigate whether the allegedly infringing merchant is infringing. Payment processors must have procedures merchants can avail themselves of to dispute complaints.

Capacity building

National Research and Education Networks (NREN) -- Google

- Google has provided infrastructure and non-infrastructure related support to NRENs in Africa, Latin America, Middle East and Asia Pacific. In Africa, Google spent more than US\$1.2 million for bandwidth augmentation, google global caches and technical training to NRENs in countries such as Kenya, South Africa, and Ghana.
- In 2012 alone, Google provided free Google Apps accounts to 70 educational institutions in Asia Pacific. At US\$50 per account, this works out to more than \$90 million worth of free Google apps accounts to students and teachers across the region.
- In June 2013, Google worked with the World Bank, Internews, and the Kenyan government to provide training on frequency spectrum management, ICT policy and regulation and spectrum mapping for senior policy-makers and regulators (deputy-minister and head of section level) from Somalia and South Sudan.
- In 2014, Google will work with industry groups such as the Messaging, Malware, and Mobile Anti-Abuse Working Group (MAAAWG), ISOC, USTTI and local African organizations such as NEPAD to conduct workshops for African regulators in Washington DC and Africa in 2014.

ICANN/African Telecommunications Union

<http://www.icann.org/en/news/announcements/announcement-14nov07-en.htm>

- In 2007, ICANN concluded an MOU with the African Telecommunications Union, “Partnership to Grow Internet Information in African Nations,” expressly aimed at “increasing awareness about Internet Governance issues and working together on the development and growth of the Internet in Africa.”

U.S. AID Higher Education Solutions Network (HESN) (<http://www.usaid.gov/hesn/>)

- With \$137 million over 5 years from USAID and leveraging nearly equal investments from the institutions, the universities established eight Development Labs, collaborating with a network that extends beyond 100 partner institutions in academia, civil society and government across 38 countries.
- This network is creating a vibrant framework of cooperation between development professionals and academia by harnessing the ingenuity and passion of scientists, students, faculty, and entrepreneurs to solve some of the world’s most pressing development challenges.
- By tapping into and connecting the talent of this ecosystem of individuals, the Development Labs allow researchers, innovators, and institutions to directly engage in the redefinition of problems and identification of new solutions.
- Within HESN, interdisciplinary teams are working on the creation of reliable development related databases, new ways to evaluate “what works,” and accelerating the creation, testing, and scaling of high-impact technologies and approaches.

[Access, accessibility and affordability](#)

Project Loon – Google (<http://www.google.com/loon/>)

- Project Loon is Google’s early-stage effort to deliver broadband via high-altitude balloons. It is one of several exploratory initiatives by Google aimed at connecting the most remote and hard-to-reach areas.

Enabling Use of TV White Spaces for Delivering Broadband – Google

(<http://googlepublicpolicy.blogspot.com/2013/11/launching-our-spectrum-database-to-help.html>)

- Google has long advocated that unused channels in the television broadcast spectrum -- called white spaces -- could be used to deliver low-cost broadband in unserved, underserved, and hard-to-reach areas. To that end, we have developed a database to make this spectrum available for the transmission of broadband data. We are also working with many other stakeholders to ensure that regulatory frameworks support rapid deployment of these networks.

Alliance for Affordable Internet (<https://a4ai.org/>)

- The Alliance for Affordable Internet is a coalition of private sector, public sector, and not-for-profit organizations who have come together to advance the shared aim of affordable access to both mobile and fixed-line Internet in developing countries. Its primary goal is to realize the UN Broadband Commission’s Broadband Target of entry-level broadband services priced at less than 5% of average monthly income.
- The Alliance has facilitated South-South dialogue to share expertise, best practices, and success stories.
- On a practical level, the Alliance has produced an outline of policy and regulatory best practices aimed at driving down the cost of internet access that is readily accessible online (<http://a4ai.org/policy-and-regulatory-best-practices/>).

Internet.org

- Internet.org is a global partnership between technology leaders, nonprofits, local communities, and experts working to make internet access available to the two-thirds of the world not yet connected, along with the many opportunities of today's knowledge economy. To achieve its goal, Internet.org partners will develop joint projects, share knowledge and tools, and mobilize industry and governments to address three key challenges in developing countries: affordable access, efficiency, and business models. Founding partners include Facebook, Ericsson, Nokia, MediaTek, Opera, Qualcomm, and Samsung.
- Internet.org has thus far launched a number of new projects: an education partnership with Facebook, Nokia, Airtel, edX, and the government of Rwanda called Social EDU that gives students free access to an online education platform on affordable smartphones; a partnership with Facebook and Ericsson that will launch the Internet.org Innovation Lab, where developers can test applications and optimize them for different network environments; and, finally, a Facebook research project with Unilever aimed at better understanding how Internet access can be increased for rural communities in India.

Multilingualism and cultural diversity on the Internet

Driving Demand for Locally Relevant Content – Google

- Google has worked with local businesses across the globe to establish an online presence for their businesses. Not only does this effort contribute to locally relevant content, it allows businesses to grow their revenues by expanding their reach to a broader audience.
- In Africa alone, Google has developed localized country domains for over 30 countries and provided content in 37 languages.

UN Education, Scientific and Cultural Organization (UNESCO) (www.unesco.org/)

- UNESCO has a partnership with ICANN on the implementation of multilingualism. The UNESCO-ICANN agreement covers a variety of cooperation areas so that as many language groups as possible can benefit. UNESCO's network of linguistic experts play a leading role in this partnership, which entails informing Member States about the new IDNs, encouraging involvement of other relevant United Nations agencies, and establishing working groups to help developing and least-developed countries participate fully. See http://www.unesco.org/new/en/education/themes/strengthening-education-systems/languages-in-education/single-view/news/unesco_and_icann_sign_partnership_agreement_to_promote_linguistic_diversity_on_internet/
- Through a series of IGF workshops beginning in 2006, the cooperative work of UNESCO and ICANN on multilingualism has evolved, eventually resulting in the conclusion in December 2009 of an MOU aimed at supporting the introduction of top-level Internationalized Domain Names (IDN), particularly in the developing world.
- At the 2010 Internet Governance Forum (IGF), UNESCO and ICANN signed a letter of intent aimed at assisting Internet users' access in Member States whose official languages are based on the Cyrillic script.
- UNESCO has collaborated with the European Registry of Domain Names (EURid), supporting publication of a EURid study that examined the global use of Internationalized Domain Names (IDNs) that support non-Latin scripts and multilingualism online. See http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/wsis/igf_eurid_bridges_online_multilingualism.pdf/

OECD – Relationship between Local Content and Internet Development

(<http://www.oecd.org/sti/ieconomy/50305352.pdf>)

- The OECD has produced a useful body of work accessible to both OECD and non-OECD members alike that focuses on how the Internet can be leveraged to promote and disseminate local content for social and economic benefit. .” This project, “The Internet Supporting Local Content Development,” builds on complementary work done by UNESCO and ISOC. It has been examining how the Internet supports the development, storage, and dissemination of local content.
- The second phase of the project will make an important contribution by examining the Internet and the development of local content in Arabic-speaking countries.

Internet uses and applications

Facilitating Discussions between Policy-makers and the Technical Community – Google

- Google supports meetings of regional operators groups (e.g., AfNOG, MENOG), regional Internet registries (e.g., AfriNIC) and regional peering and interconnection fora (AfPIF).
- Google also has worked with the Internet Engineering Task Force (IETF) to make it easier for regulators from across the globe to participate in IETF meetings and better understand the bottom up, multistakeholder process of Internet standards development.
- Google’s main goal when engaging in these fora is to foster national and cross-border interconnection opportunities by providing a forum where key players from infrastructure and service providers, Internet Exchange Points (IXP), regulators and policy makers can engage and share their experiences while learning from experts in the field.

Stakeholders and governance

Internet Governance Forum (IGF) (<http://www.intgovforum.org/cms/>)

The IGF serves as a shining example of enhanced cooperation. Since 2005, the IGF has catalyzed partnerships between governments and other stakeholders and opened new doors for cooperation and coordination on a broad range of Internet-related public policy issues. Through workshops, sessions, and open forums – and invaluable informal networking opportunities – the IGF, in particular, has enabled governments with fledgling ICT sectors to better understand how to address technical aspects of establishing IXPs, offered technical, non-regulatory solutions to spam, and considered approaches to ensuring privacy and managing risk, among other very concrete take-away benefits. Specific examples of IGF facilitation of enhanced cooperation include:

- Through a series of IGF workshops beginning in 2006, the cooperative work of UNESCO and ICANN on multilingualism has evolved, eventually resulting in the conclusion in December 2009 of a Memorandum of Understanding (MOU) aimed at supporting the introduction of top-level Internationalized Domain Names (IDN), particularly in the developing world;
- At the 2010 IGF, UNESCO and ICANN signed a letter of intent to promote Internet access by users in Member States whose official languages are based on the Cyrillic script; and
- A workshop at the 2013 Bali IGF featured a discussion of a project in Porto, Portugal, which uses cloud computing and the Internet of things to integrate bus, train, and Metro in a city where there is a multi-modal transportation system and fiber-optical Internet backbone. Government officials actively participated in the question-and-answer period.

Internet Governance Forum (IGF) – Corporate Support (Google)

- Google and other leading US ICT companies have been strong supporters of the IGF, regarding it as the premier forum for robust and collegial discussion of key Internet governance and policy questions. USCIB members strongly support an extension of the IGF's mandate beyond 2015 and recognize that it needs a consistent source of funding to continue operations.
- The contracting process with the UN makes it difficult to attract a large number of donors.
- For this reason, Google has established an independent fund through the Tides Foundation as an additional donation vehicle -- <http://www.tides.org/>. This fund offers an option to contribute to the IGF via a non-profit vehicle, but funds cannot be used by the IGF Secretariat until an agreement between the Tides Foundation and the UN is finalized. The draft agreement has been pending with the Office of Legal Advisor at the UN.

African School on Internet Governance (<http://african-ig-school.events.apc.org/home/about-afrisig/>)

- Supporters: Information Society Division at the African Union Commission; Google Africa; Internet Society (ISOC) Africa; AfriNIC ; Advanced Information Technology Institute (AITI) ; The European School on Internet Governance; ICANN; Research ICT Africa; United Nations Economic Commission for Africa; Diplo Foundation
- Purpose: The address the fact that African participation in Internet governance, be it in technical, social or political spheres, is insufficient. In addition, few African countries have established sustainable open and inclusive policy discussion forums where government, civil society, businesses and technical people are able to interact effectively and collaborate to develop consistent national and institutional strategies aimed at mobilizing the Internet for economic, social, political and cultural development.
- The first Summer School on IG (SSIG) was held in Europe in Meissen in July 2007. It has become an annual event and has given rise to the South School on IG held annually in Latin America for the last four years. The African School on IG builds on this experience, but customizes session content to meet the needs of African IG interest groups.



WSIS+10 High-Level Event

Open Consultation Process

Official Submission Form #1 on the Outcome Documents of the WSIS +10 High-Level Event 13-17 April 2014, Sharm el-Sheikh

Background: The WSIS+10 High-Level Event will be an extended version of the WSIS Forum to address the progress made in the implementation of the WSIS outcomes related to the WSIS Action Lines under mandates of the participating agencies, while providing a platform for multistakeholder coordination of the implementation of the WSIS outcomes, with involvement and participation of all WSIS action line facilitators, other UN agencies and all WSIS stakeholders.

The WSIS+10 High-Level Event will review the WSIS Outcomes (2003 and 2005) , in particular, related to the Action Lines with a view to developing proposals on a new vision beyond 2015, potentially also exploring new targets. The meeting will be organized taking into account decisions of the 68th Session of the UN General Assembly.

This open and inclusive open consultation process will result in:

- Draft Outcome Documents for consideration by the WSIS+10 High-Level Event, by 1st March 2014:
 - Draft WSIS+10 Statement on Implementation of WSIS Outcomes
 - Draft WSIS+10 Vision for WSIS Beyond 2015 under mandates of the participating Agencies

(Please see the Official Submission Form #1)

- Multistakeholder guidance on the Thematic Aspects and Innovations on the Format of the WSIS +10 High-Level Event.

(Please see the Official Submission Form #2)

Please note that formal submission should be sent to the wsis-info@itu.int not later than **20 September 2013**.

A. Your Information

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B. Formal Input on the WSIS+10 High-Level Event Outcome Documents

Referring to the background documents i.e. the WSIS +10 Visioning Challenge, the Final Statement and Final Recommendations from the WSIS+10 Review Event Towards Knowledge Societies for Peace and Sustainable Development, the Booklet WSIS Forum 2012 & 2013: Identifying Emerging Trends and a Vision Beyond 2015 and the WSIS Forum 2013 Outcome Document, all WSIS Stakeholders are kindly invited to provide formal submissions and inputs towards the Outcome Documents of the WSIS+10 High-Level Event.

1. Draft WSIS+10 Statement on Implementation of WSIS Outcomes

(Please note that the anticipated length of this Statement is two pages)

Since the two Summits, in 2003 and 2005, WSIS Stakeholders have made every effort in implementing a common vision of the Information Society.

Overall;

- a) What are the main achievements in the area of the information society, in particular, in the implementation of the WSIS Action Lines, in the past ten years?

1. Draft WSIS+10 Statement on Implementation of WSIS Outcomes

- a) What are the main achievements in the area of the information society, in particular, in the implementation of the WSIS Action Lines, in the past ten years?

The WSIS Action Lines have served the WSIS process well. They continue to stimulate development and constitute a sound framework for realizing the goal of a globally inter-connected Information Society.

According to the ITU, in 2006, 408 million in developing countries were Internet users. In the last seven years, that number has increased to 1.8 billion. Relatedly, mobile broadband subscriptions have skyrocketed in the developing world, increasing from 43 million subscribers to 1.2 billion subscribers in the past four years.

Bridging Digital Divide -- These data points serve as a testament to the enormous progress which has been made since the Tunis Agenda was adopted towards bridging the global digital divide and contributing to poverty eradication and economic development. Such a dramatic increase likely would not have been

possible without the global commitment to the principles in the Tunis Agenda which have preserved and promoted the flexible Internet that allows for the freedom to innovate and connect.

This framework, established through the WSIS summit, has led to significant accomplishments across all WSIS Actions Lines. In particular, both governmental and non-governmental stakeholders have made significant progress in promoting ICTs (C1), improving infrastructure (C2), and building capacity, confidence, and security (C4-C6). The inter-related nature of the Action Lines has ensured that achievements in one area stimulate progress in other areas.

Multistakeholder Model -- These data points also demonstrate the power of the multistakeholder model for global Internet governance. As affirmed in the WSIS Tunis Agenda, this model is multilateral, transparent and democratic, with the full involvement of governments, the private sector, civil society and international organizations. In 2005, the global community found that this model has “worked effectively,” and the robust growth in the ICT sector since then only reaffirms the strength of the model.

Post-2015 -- As a result, the US Council for International Business (USCIB) does not support holding a WSIS Summit in 2015 or re-defining the Action Lines or goals of the WSIS process. A Summit, in particular, would detract attention from pressing forward with WSIS Action Lines implementation as well as divert precious financial resources.

Continued thorough and thoughtful evaluation of progress on what has been accomplished since 2005 through the WSIS process will provide an even better understanding of what practical measures need to be developed to further implement improvements.

b) What key identified challenges would need to be addressed in the next 10 years?

Promoting Investment in Broadband Development -- The single most important issue for developing economies is the question of how to create a sustainable broadband ecosystem that attracts investment and promotes the use, development and deployment of broadband and related products and services. Strategies that have promoted broadband deployment and, in turn, helped to fuel to growth of the Internet include: (1) open and competitive markets with minimal and fair regulatory intervention; (2) a strong reliance on voluntary commercial arrangements; and (3) policies that promote efficiency through engineering-driven design, such as the creation of IXPs and hosting capabilities. Policies that reduce network efficiency and increase costs, such as requirements that certain functions to be performed locally, should be avoided.

Locally relevant Content – Content is clearly a driver of broadband adoption. Increased availability of content local communities find relevant to them will drive adoption and a sustainable broadband ecosystem. Policies that promote the continued creation of locally relevant content should be encouraged, including protections for expression, the press, privacy and intellectual property and the development of e-commerce infrastructure including consumer protections and trusted online payment systems. Such policies should not establish mandatory must-carry regimes that unduly burden distributors of content.

Promoting Freedom of Expression – An issue of growing concern is the number of countries in the world that are blocking content or requesting removal of content for political reasons thereby violating fundamental free expression principles. This not only limits basic human rights, but also impedes legitimate data and information flows necessary for the economic development that WSIS participants pledged to pursue nearly a decade ago.

Institutional Capacity – Capacity-building remains critical to ensuring that institutions throughout the world are better able to collaborate on-line to address developmental issues and share information that can improve the quality of life for all people. Such information may be of a practical nature referenced in our answer to Question 1 a).

Protecting Intellectual Property (IP) -- IP protection and enforcement is the foundation of important sectors that drive demand for broadband and drives creativity, innovations and the creation of content users want. Governments should ensure adequate and effective protection of IP to advance demand for broadband and other ICT services, the creation of locally relevant content and the growth of legitimate online marketplaces. Protection of IP also facilitates access to information and technology developed elsewhere that can be used to train and nurture local talent.

Privacy –It is important to promote respect for privacy in the digital age. Business and government should work together in developing practices aimed at ensuring protection for personal data in a manner that not only provides effective protection of sensitive personal data and privacy, but also enables the data flows that are needed by new technologies and business models to foster both economic growth and societal benefits.

Security -- Public trust and confidence in the availability, reliability, and resiliency of information systems and networks, including the Internet, must continue to be strengthened in order to realize ICT-enabled economic growth and ensure the seamless operation of global business. This should entail pursuing greater global cooperation toward achieving cohesive, compatible, cybersecurity policies and agreement among governments aimed at preventing unreasonable government intrusion without appropriate oversight protections.

- c) What do the WSIS Stakeholders envision for an information/ knowledge society ensuring that the youth, women, poor, persons with disabilities and indigenous peoples benefit from the enormous opportunities provided by the ICTs?

Our best chance for ensuring that youth, women, poor, persons with disabilities, and indigenous peoples benefit from the opportunities provided by ICTs lies in the current WSIS Action Lines framework. This approach will continue to encourage multiple stakeholders to give concerted and thoughtful consideration of practical means of implementing policies to address challenges involved in bridging the global digital divide.

2. Draft WSIS +10 Vision for WSIS Beyond 2015 under mandates of the participating agencies (Definition of new priorities and objectives for WSIS Action Lines beyond 2015)

Please note: Participating agency refers to the Agencies tasked by the WSIS Outcomes to lead facilitation of WSIS Action Lines; See Annex to the Tunis Agenda for the Information Society.

- a) In your opinion, what are the **key emerging trends** in the Information and Communication Technology (ICT) landscape that should be considered in the implementation of WSIS Action Lines beyond 2015? **Please specify the Action Line you are providing an input for.**

Please note: You may wish to refer to the WSIS Forum 2012 & 2013 Booklet on Identifying Emerging Trends and a Vision Beyond 2015, available at www.wsis.org/review/mpp.

- C1. The role of public governance authorities and all stakeholders in the promotion of ICTs for development
Continued efforts should be made to facilitate the participation of governments from around the world in the existing processes and forums promoting ICTs for development as well as Internet

governance at national, regional, and international levels.

Governments acting in a multistakeholder environment should contribute according to their mandates and competencies. They cannot act alone defining or implementing policy, but necessarily must rely on the private sector, civil society, and others to define and implement policy. Transparency and dialogue are keys to the success of multistakeholder processes aimed at promoting ICT4D, implementing the WSIS Action Lines, and successfully operationalizing and implementing public policy pertaining to the Internet and ICT services.

- **C2. Information and communication infrastructure**

The continued focus of the global community should be in deploying broadband infrastructure through measures aimed at encouraging investment. Studies have shown that deployment of broadband and ICT infrastructure contributes and enables innovation, and entrepreneurship in ICTs.

- **C3. Access to information and knowledge**

- 3T

- **C4. Capacity building**

- Capacity-building remains critical to ensuring that institutions through the world are better able to collaborate online to address developmental issues and share information that can improve the quality of life for all people.

- **C5. Building confidence and security in the use of ICTs**

- Privacy –It is important to promote respect for privacy in the digital age. Business and government should work together in developing practices aimed at ensuring protection for personal data in a manner that not only provides effective protection of personal data and privacy, but also enables the data flows that are needed by new technologies and business models to foster both economic growth and societal benefits.

Security -- Public trust and confidence in the availability, reliability, and resiliency of information systems and networks, including the Internet, must be strengthened in order to realize ICT-enabled economic growth and ensure seamless operation of global business. This should entail pursuing greater global cooperation toward achieving cohesive, compatible, cybersecurity policies and agreement among governments aimed at preventing unreasonable government intrusion without appropriate oversight protections.

Child Online Safety – Providing parents and children with the information they need to navigate cyberspace is critical to the creation of a trusted environment that will encourage children to go online. Governments, educators and industry can help parents and children understand how to maximize the benefits and minimize the risks of being online. Responsible practices, clear information, robust education and coordinated law enforcement efforts can greatly improve the level of safety children experience online.

- **C6. Enabling environment**

- There is a need for legal, regulatory, and policy environments that are aimed at fostering ICT investments, recognizing the importance of these investments in helping to bridge the Digital Divide.

- **C7. ICT Applications:**

- E-government
 - 3T
- E-business
 - 3T
- E-learning
 - 3T

- E-health
 - 3T
- E-employment
 - 3T
- E-environment
 - 3T
- E-agriculture
 - 3T
- E-science
 - 3T
- C8. Cultural diversity and identity, linguistic diversity and local content
 - We now have a more clear understanding of the role that content plays in driving adoption and creating a sustainable Internet ecosystem. We have made considerable progress in enabling greater non-English content on the Internet, and encouraging the broad creation of content of all kinds from professional to user generated. Stakeholders should continue this progress. Policies should be established that encourage the development of and access to locally relevant content including content that preserves local heritage such as museum and library collections, content in indigenous languages, and any other content in demand by local users. There are specific policies that will encourage increased creation of locally relevant content including protections for expression, the press, privacy and intellectual property as well as the development of e-commerce infrastructure such as consumer protection practices and trusted online payment systems. Such policies should not establish mandatory must-carry regimes that unduly burden distributors of content.
- C9. Media
 - Protection of content-carrying signals should be enhanced.
- C10. Ethical dimensions of the Information Society
 - Stakeholders should unite in opposing policies aimed at blocking content or requesting removal of content for political reasons. Such policies not only limit basic human rights, but also impede legitimate data and information flows necessary for the economic development that WSIS participants pledged to pursue nearly a decade ago.
- C11. International and regional cooperation
 - 3T

b) What are areas that have **not been adequately captured by the framework of the existing 11 WSIS Action Lines** and would need to be addressed beyond 2015? **Please specify the Action Line you are providing an input for.**

We have not identified any areas that are not adequately captured by the current Action Line Framework.

- C1. The role of public governance authorities and all stakeholders in the promotion of ICTs for development
 - 3T
- C2. Information and communication infrastructure
 - 3T
- C3. Access to information and knowledge
 - 3T
- C4. Capacity building
 - 3T
- C5. Building confidence and security in the use of ICTs
 - 3T

- C6. Enabling environment
 - 3T
- C7. ICT Applications:
 - E-government
 - 3T
 - E-business
 - 3T
 - E-learning
 - 3T
 - E-health
 - 3T
 - E-employment
 - 3T
 - E-environment
 - 3T
 - E-agriculture
 - 3T
 - E-science
 - 3T
- C8. Cultural diversity and identity, linguistic diversity and local content
 - 3T
- C9. Media
 - 3T
- C10. Ethical dimensions of the Information Society
 - 3T
- C11. International and regional cooperation
 - 3T

c) In your opinion are there any priority areas that need to be addressed in the implementation of WSIS Beyond 2015.

3T

3. Ensuring accountability of the WSIS Action Lines beyond 2015 (Targets and Indicators for an open and inclusive information/knowledge society for all beyond 2015)

Please note that information provided under this point will be relevant to the second physical meeting of the open consultation process on WSIS+10 High-Level Event.

a) How can the **monitoring and evaluation** of future implementation of the WSIS process, in particular, the Action Lines be better enabled?

USCIB believes that the UN's Commission on Science and Technology (CSTD) is uniquely qualified and best suited, as a third-party entity without any Action Line responsibilities, to monitor and evaluate future implementation of the WSIS process going forward.

b) What are the **priority areas** that the post-2015 WSIS process should focus on and which goals and targets could monitor the new vision for WSIS beyond 2015?

See our answers to Question 2.

4. Any additional comments or suggestions

USCIB feels it is important to reiterate that the focus in the post-2015 period should be on enabling the UN's Commission on Science and Technology (CSTD) to continue its thoughtful and thorough evaluation of what has been accomplished since 2005 through the WSIS process. Based on this, stakeholders would have a better understanding of what practical measures need to be developed to further implement improvements based on the current Action Lines framework. Importantly, the flexible, bottom-up nature of the Internet and stakeholder freedom to innovate and connect within this environment must be preserved.