

YOUR GUIDE TO BUSINESS VIEWS ON IGF 2018 DISCUSSIONS

An open, stable and trusted Internet is not only vital for business operations worldwide but it is also prerequisite to achieving the 17 United Nations Sustainable Development Goals (SDGs).

That is why, as the world business organization with a global network of over 6 million members in more than 100 countries, the International Chamber of Commerce and its Business Action to Support the Information Society (BASIS) initiative, works to ensure private sector views are represented at the Internet Governance Forum and anywhere else the future of the Internet is under consideration.

We have been actively involved since discussions on Internet Governance began over 10 years ago, continually making the case for business inclusion in the full range of policies and decisions on the Internet and information society.

This guide concisely sets out business views on the IGF 2018 sub-themes and key issues up for discussion. To learn more about our work visit www.iccwbo.org or join the discussion at @ICCnetgov. We look forward to engaging with you!

DEVELOPMENT, INNOVATION AND ECONOMIC ISSUES

- > ICTs underpin efforts to realize all 17 SDGs. In pursuit of these goals and a people-centred Information Society, policymakers must improve their understanding of how ICTs work in practice, including knowledge of the ICT ecosystem, roles of relevant stakeholders and relevant policy issues.
- > In this context, the IGF will also continue to play an important and unique role promoting cooperation and experience sharing among all stakeholders.
- > Private sector investment and innovation has transformed the Internet from an information exchange network to the platform for sustainable, social and economic development we recognize it to be today.

DIGITAL INCLUSION AND ACCESSIBILITY

- > Frameworks that enable Internet connectivity should be based on light-touch ICT policy and regulations, encouraging competition and enabling the entry of new players into the ICT ecosystem, while permitting the promotion of innovative business models.
- > Multistakeholder efforts are necessary for continued support of capacity building initiatives that seek to empower individuals and businesses locally as content producers. They are also needed for developing business models that are unique and relevant to national economies.
- > Attention should be given to developing tools that promote Internet access for the elderly and for people living with disabilities.

CYBERSECURITY, TRUST AND PRIVACY

- > Stakeholder cooperation is essential for strengthening Internet security and responding to the large and growing range of cybersecurity threats to the global Internet. Stakeholder collaboration is important to promote a culture of security, with appropriate legislation in place to combat cybercrime.
- > Policy frameworks should provide for robust and appropriate data protection that guarantees the privacy of the citizen without hampering innovation. Governments should assure that their policy and regulatory environments are up to date and reflect best practices regarding the protection of privacy and security.
- > Companies should adopt recognised and applicable best practices to ensure that personal data is appropriately secured as technology and services evolve. Voluntary compliance with broadly accepted industry guidelines is an effective approach to ensuring privacy and security standards.

EMERGING TECHNOLOGY

- > ICC urges governments to adopt policies that facilitate the adoption of new technologies – and global movement of data that supports them – to ensure that individuals and businesses can realize the full potential of the Internet as a platform for innovation and economic growth.
- > Governments should work in partnership with business to enable convergence and to ensure that regulation does not create unnecessary burdens or unintended consequences that could stifle the potential for economic and societal benefits that deployment of new technologies and business models can bring.
- > When designing and deploying new technologies, all relevant stakeholders should work together to ensure human-centric approaches that take into account social/cultural factors, values and ensure trust

HUMAN RIGHTS, GENDER AND YOUTH

- > The rights we have offline must also be protected online, in accordance with the rule of law and with international human rights legal obligations.
- > Efforts should be made to enhance the capacity of women to access and to use the Internet. These should include protecting the rights of women to participate politically, economically, culturally and socially.

MEDIA AND CONTENT

- Business encourages efforts to promote local content, improve cultural and linguistic diversity, and bring Internet access to everyone, particularly to those in developing countries.
- Restrictions on freedom of expression using communications services and the Internet diminish their usefulness, inhibit the exchange of ideas, undermine public accountability, and stifle innovation and commercial opportunities.

TECHNICAL AND OPERATIONAL ISSUES

- Business is a long-time advocate of the need to ensure the continued security, operational stability and multistakeholder nature of the Internet.
- ICC BASIS remains committed to raising awareness of issues relevant to the basic functioning of the Internet among business as well as serving as a voice for business perspectives on the broader governance issues.

EVOLUTION OF INTERNET GOVERNANCE

- Effective multistakeholder Internet governance includes continued efforts by various stakeholders (individually and collectively — including private sector led, multistakeholder and intergovernmental) to address Internet-related issues and the promotion of greater cooperation among organizations.
- Such cooperation should be guided by the objectives of information sharing, raising awareness and where appropriate, coherence in work programmes and collaboration.