

# ARE YOU A BUSINESS NEWCOMER TO THE INTERNET GOVERNANCE FORUM?

## Every business has a stake in the Internet

- Regardless of sector, size or location, all businesses are affected by Internet policy developments. As users, innovators and investors of technology, the private sector contributes insight and experience to ensure the stable functioning and sustainable growth of our digital world.
- The IGF facilitates business engagement with all Internet stakeholders—government, civil society and the technical community. Here, we can collaborate and exchange perspectives on how best to advance the development of an open, secure, stable and undivided Internet.

## Your participation in the IGF is essential to:

- Shape the key policy developments that affect your business
- Inform policymakers about business processes and systems
- Build common understanding around innovative technologies and business models
- Impact how digital technologies are used and considered for sustainable development
- Exchange best practices with all stakeholders from across the globe
- Support efforts to empower women and disadvantaged groups online
- Engage with experts and secure support for capacity building initiatives

## IGF 2021 KEY ISSUES FOR BUSINESS

Business calls on global leaders from all stakeholder groups, who meet year after year at the IGF, to continue to work together to ensure that policy actions are coherent with existing commitments to:

- promote a globally connected, stable, unfragmented Internet.  
**KEEP IT WHOLE!**
- expand connectivity and ensure meaningful access for everyone.  
**KEEP IT OPEN!**
- enable data free flows with trust to support a truly global digital economy.  
**KEEP IT FLOWING!**
- increase efforts to strengthen cybersecurity.  
**KEEP IT SAFE!**
- preserve the multistakeholder model for Internet governance.  
**KEEP IT OURS!**