



GIIC's Perspective on Internet Governance and the IGF Hyderabad 2008

For the past several years, The Global Information Infrastructure Commission (GIIC) has been working closely with various business organizations committed to promoting policies that encourage the private sector ICT investment necessary to spread the use of ICTs and the Internet around the world.

The mission of the GIIC is to provide private sector leadership to bring about the conditions needed to foster investments in information infrastructure, and ICT and Internet capabilities in both developed and developing economies.

Through the involvement of many groups and individuals, we saw in the WSIS process and now in the IGF process, a growing recognition of the power of ICTs and the Internet to contribute to economic and social developments around the world.

The GIIC has participated in the many of the meetings linked to the World Summit on the information Society (WSIS). Because of the GIIC interest and participation in the WSIS process, GIIC members continue to be actively involved in discussions taking place in the IGF. Through its positions and statements over the years, the GIIC has commented on critical issues affecting the development of the Information Society through the use of ICT and Internet applications.

We think business regards the greater use of ICT and the Internet for economic and social development as a "win-win" proposition for all sectors of society.

We recognize that the realization of this vision will enhance not only private sector interests, but those of society at large.

The international business community understands that a meaningful discussion about the Internet, and the policies that affect its growth and development, will set the stage throughout the world for enhanced deployment of products and capabilities based on ICTs.

Successful realization of a secure and reliable Internet will also foster greater use of ICTs throughout the world to enhance commerce at local, national, regional, and international levels.

This is the promise that has prompted the business community to be involved in the work of the IGF. We have commented on a number of issues being discussed by multistakeholders at the IGF.

Critical Internet Resources

- The Internet has securely and flexibly evolved and functions fairly well under the current governance structure. Therefore, we would NOT like the sudden change of its structure, for example, by introducing the intergovernmental governance system to the Internet.
- Of course, we welcome the dialogue, including issues such as, how we could secure the neutrality and transparency of the current governance system, but we should note that the IGF has no oversight function as described in the Section 77 of the Tunis agenda.

Access

- Access is the primacy issues, especially for developing economies. But here, we would like to emphasize the importance of education to enlighten users how to utilize the internet appropriately, as well as we as infrastructure development itself.
- Developed countries should contribute more in terms of human resource development, by providing educational materials, and technical know-how as appropriate.

Openness

- We should respect the open access to the Internet and the freedom of expression. For openness, we believe striking the balance between government regulation and private self-regulation is important to combat harmful content on the Internet.
- Sharing our knowledge through the Internet fosters new and creative endeavors. Free utilization of artistic and literary works through mutual collaboration contributes to the development of industry and culture. Therefore, we need to establish the new balances between “copyrights protection” and “practical use” of the content.

Security

- Raising the user awareness about internet security is very critical. National or regional efforts can NOT respond to all the problems effectively, because the Internet goes beyond the national boundaries.
- Therefore, it is very important to share know-how and best practices on a global basis. From that point, we believe CSIRTs (Computer Security Incident Response Teams) are an effective framework for providing rapid notification of security incidents and for adopting measures against current and future threats.
- Education on security is a key for developing economies in order to build secured infrastructures for people to access to the Internet. In this respect, developed countries should consider providing assistances to promote “access” and “security” in parallel.

Diversity

- Multilingual software applications and IDNs (internationalized domain names) should be more widely introduced on the Internet to respect the diversified cultures

- and languages around the world.
- To respect such a diversification, we believe that the further continued international supports would be inevitable.

Engaging multistakeholders in discussions about important topics related to the Internet and Internet Government.

It is important to promote multistakeholder discussions to highlighted the fact that access to the information infrastructure and ICT and Internet capabilities is one of the most fundamental measures of a society's ability to grow its economy, enhance its social well-being, and integrate itself with the global economy. All stakeholders must work together in countries so that the right policies are in place to ensure access to the Internet. To this end, the GIIC encourages companies, working with various business and other associations, to organize such discussions.

OECD Ministerial Meeting on the Future of the Internet Economy – June 2008

At the OECD Ministerial Meeting on the Future of the Internet Economy in Seoul, Korea on June 17, 2008, the GIIC commented on the changing role of ICT. ICT has historically been viewed as a tool to advance productivity. Now, ICT is recognized as a tool to develop our creativity and innovative thinking. This potential of ICT could lead the dramatic changes that can contribute to the global agenda, such as addressing environmental challenges.

Global ICT Industry's Views and Actions on Addressing Environmental Issues

Considering the sustainability of economic developments empowered by the Internet, the "Environment and the Internet / ICT is becoming a more important factor. However, we have not sufficiently discussed the environmental Impact of the use of such technology.

We all realize that the world is facing a growing number of global environmental problems, including the depletion of natural resources, global warming and pollution caused by waste generation. Addressing these issues is a high-priority task for every corporation and individual. Environmental protection is now being positioned as a top management priority. Companies are reevaluating their corporate activities through the viewpoint of "green".

Especially for the ICT industry, companies are now realizing that they can do two significant things; lower the environmental impact of the ICT industry, and further lower that impact by others using ICT. With this understanding, companies are challenging themselves toward the realization of "Green ICT".

It is also important to reduce the waste. For example, 90% of e-mails are considered to be spam. An Internet service provider has to use nearly 25% of its mail servers to combat spam.

On April 25, 2008, the GIIC welcomed more than 80 delegates to a discussion of “The Power of Green: In the Future of ICT, Is It Part of the Problem or the Solution?” at the 2008 GIIC annual meeting in Tokyo. The World Bank Tokyo Development Learning Center hosted the event.

Conference participants discussed and debated:

- ICTs’ contribution to monitoring, measuring and addressing climate change;
- ICTs’ role as an “enabler” for behavioral and economic changes in other industries which can reduce carbon demand; and
- the ICT industry’s efforts to reduce its own electrical power demand through innovation and cooperation.

Global ICT executives concluded that ICT has a tremendous potential to mitigate the challenges of climate change. The GIIC recently published the “Tokyo Declaration” as a result of intensive discussion at its Tokyo annual conference this April.

The report led to the issuance of the “Tokyo Declaration”, which contains the following recommendations:

Lower the Environmental Impact of ICT

1. Lowering electricity consumption of ICT: ICT sector can lower electricity consumption by identifying and replacing power-hungry components, and adding sustainability to selection criteria for equipment and services. Both industry and government should strive to promote innovative technology development toward next generation low-power IT products.
2. Responsible Internet Use To Combat Spam: Communication carriers, Internet Service Providers, and other network operators incur a large cost for additional energy and other mechanisms to deal with Internet spam. For the healthy development of the global Internet, we should pay more attention to assessing how best to combat Spam in order to reduce the energy cost factors and help the environment.

Lower the Impact by using ICT

3. ICT for Measurement and Compliance. Sensor technologies should be promoted for the purpose of capturing and quantifying GHG impact, enforcing compliance models, and rewarding good actors for their efforts to reduce GHGs and the overall effects of climate change.
4. ICT as Enabler for New Business Practices: By using ICT as the enabler for new business practices across the enterprise, it will have a transformational effect. This will aid business growth and enhance the reputation of the company as an environmentally-responsible organization. It is necessary to introduce a framework for an organization/company to be evaluated, by visualizing the ICT contribution to the environment, so that environmental-friendly organizations and activities can be recognized fairly.

Achieving the Goal

5. Exchange of Information: The ICT industry must summarize the studies and

analyses and better exchange the information with all parties. Then, the two aspects, "of ICT" and "by ICT", can be well understood by everyone. By doing this, one can communicate a clear message on its role on climate change to those outside of the industry. This active engagement will demonstrate a commitment on the part of the industry to seek solutions which reflect positive business opportunities and good environmental stewardship.

6. **Development of a Roadmap:** Leaders of the ICT industry and public sectors, particularly in emerging markets, must work together to develop and implement new roadmaps that define ICT use as a tool for clean business and economic growth and competition. While not every economy can leapfrog over old infrastructures to new infrastructures, some infrastructures – such as wireless communications – or energy-saving ICT products and data centers are better positioned to enhance economic growth while promoting concepts that minimize the environmental impact of 20th century industrial practices.
7. **Market-Based Approaches:** To achieve the goal, market-based approaches should be favored to reward the integration of ICT into economic activities, and foster competition and investment policy based on the adoption of practices that reduce greenhouse gas (GHG) and provide other “green” innovations and products. We expect government to initiate policies to support and stimulate such market-based approaches.
8. **Early Action Needed:** Viewed from a long-term perspective, the costs of early action are far less than the costs of delaying action. Policymakers, businesses and users all need to play their part to implement the ambitious policy reforms and practices which will deliver the most cost-effective environmental improvements. As an immediate next step, the GIIC urges the G8 ministers to raise and discuss the issue of ICT and sustainable development at the July 2008 G8 Hokkaido Toyako Summit, for the purpose of better understanding the relationship between ICT and the environment and this topic’s future impact on sustainable development.

Conclusion

In the GIIC’s view, the most important thing business leaders can do to contribute to the IGF is to familiarize all multistakeholders about the realities that confront business firms when they consider whether to expend financial, human, and technological resources in the development and deployment of ICT capabilities.

The ICT industry leaders continue to promote the innovation and development of services, applications, content, devices and networks that allow more users to share in the benefits of the Internet, including in the development of innovative ICT solutions to address major global challenges such as climate change, healthcare and education.

The IGF, with multistakeholders involved, allows all of us to exchange ideas and suggest solutions that work. It also allows us to learn what more needs to be done to address the new challenges now known as Internet governance.

All stakeholders must continue to work together to promote continued innovation and growth of the Internet and to bring its benefits to more of the world’s people.