Your guide to business views on IGF 2022 discussions

As the institutional representative of 45 million businesses in over 130 countries, the International Chamber of Commerce (ICC) considers Internet governance to be critical for the promotion of international trade, economic development, and innovation.

In today's digital economy, Internet governance has implications for businesses operating all over the world, regardless of location, sector or company size. The importance of this agenda cannot be understated in the COVID-19 aftermath, supply chain shocks and geopolitical tensions, especially as economies worldwide are working towards a sustainable economic rebuild.

The Internet and digital technologies are a vital component of this recovery. This is why global leaders from all stakeholder groups must work collectively to ensure that 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!**
- facilitate stakeholder collaboration for trusted AI. **Keep it trustworthy!**
- preserve the multistakeholder model for Internet governance. **Keep it ours!**

ICC and its Business Action to Support the Information Society (BASIS) initiative, work to ensure private sector views are represented at the Internet Governance Forum and all other forums where the future of the Internet is under consideration.

This guide concisely sets out business views on the key issues up for discussion at IGF 2022.
To learn more about our work visit our website or join the discussion on social media at @iccwbo on Twitter and @International Chamber of Commerce on LinkedIn.

For more information on our IGF 2022 delegation and work, visit our ICC BASIS @ IGF 2022 page.

We are looking forward to working with you!

Keep it whole!

An open, stable, and trusted Internet is vital for business operations worldwide and a prerequisite to the effective functioning of public services such as education, health care or various government services. Sectors as wide-ranging as manufacturing, agriculture, logistics, and finance rely in varying degrees on information and communication technologies (ICT) and digital technologies (DTs).

ICC and its members share the core belief that ICTs and DTs, when properly harnessed, are a formidable engine of innovation, competitiveness and sustainable economic growth, as well as instruments of social and economic empowerment for all. This unique potential can only be fully

harnessed if the fundamental nature of the Internet as an open, interconnected, and interoperable network of networks is preserved.

Technical, legislative and policy developments – such as bans or restrictions on international data flows; techno-protectionist initiatives, interference with free expression, privacy, and/or encryption; and Internet shutdowns; among others – heighten the risk that the Internet fragments into siloed parts. These risks threaten the open, interconnected, and interoperable nature of the Internet, along with its associated benefits to social and economic development, while also harming human rights.

Find out more

ICC BASIS supports the principles for an open, interconnected and interoperable internet set out by this multistakeholder statement and participates actively in the IGF Policy Network on Internet Fragmentation.

Keep it open!

Private sector investment and innovation has transformed the Internet from an information exchange network to the platform for sustainable social and economic development we recognise it to be today. The open, stable and trusted Internet is vital for business operations worldwide and a prerequisite to the effective functioning of public services, continuously reimagining the way people interact with their peers, businesses and governments. However, despite the enormous progress in expanding connectivity in recent years, 2.9 bn people still remain unconnected. The persisting digital divides in access, application, and skills among and within countries emphasize the need for universal meaningful connectivity.

In order to reach their development potential, ICT must be accessible, affordable, and relevant to the needs of all citizens. Connecting the unconnected is not just about infrastructure and access to mobile, the Internet and new technologies. Meaningful connectivity also requires focus on adoption barriers, including creating an enabling environment for the creation and availability of locally relevant content in local languages and addressing skills gaps.

In pursuit of these goals and of a people-centric, sustainable digitalization, policymakers must improve their understanding of how ICTs work in practice, including knowledge of the ICT ecosystem, the roles of the various stakeholders and relevant policy issues.

Frameworks that enable Internet connectivity should be based on light-touch ICT policy and regulations, encourage competition and the entry of new players into the ICT ecosystem to foster the emergence of innovative products, services, and business models.

Policy and regulatory mechanisms should consider the value of the entire communications and digital services ecosystem. They should be non-discriminatory, technology-neutral, and supportive of innovative business models and the development of a wide range of technologies, standards, and system architectures.

Successful efforts to deliver universal meaningful connectivity need to be grounded in evidence and data, should enable the effective management of spectrum, and must facilitate investment across the entire digital value chain.

Find out more

ICC White Paper on Delivering Universal Meaningful Connectivity

Keep it flowing!

Cross-border data flows underpin every aspect of today's business—cloud services, remote work, workplace collaboration, management of human resources, customer relationships and supply chains. They also underlie distance learning, telemedicine, the fight against cybercrime and child abuse online, fraud monitoring and prevention, investigation of counterfeit products, and a broad range of other activities. The processing and transfer of personal data are also integral to many of these exchanges, making trust a vital element for resilient and sustainable economic growth and recovery.

However, there is an increasing lack of trust, or confidence, due to concerns that policy objectives—such as privacy, security, consumer and human rights protection, access to data or even industrial competitiveness—would be compromised when data moves abroad. Failure to address this erosion of trust risks impeding data flows. Lack of trust can serve as the rationale for an increasing number of compelled data localisation measures globally, which may result in increasingly fragmented national approaches to data governance and a growing number of restrictions that prohibit or considerably encumber cross-border data flows, and significantly curb the economic and societal benefits they enable.

ICC urges governments to promote policies that facilitate the adoption of new technologies and the global movement of data that supports them. Policymakers should support open cross-border data flows, while also ensuring that users have adequate privacy, security, and IP protections and that those protections are implemented in a manner that is transparent, non-discriminatory, and not a disguised restriction on trade.

One potential cause of eroding trust is the concern that government demands to access data may conflict with universal human rights and freedoms, including privacy rights, or cause conflicts with domestic laws when such access transcends borders. High-level principles and safeguards for government access to personal data held by the private sector are an essential first step in addressing cross-border data flows with trust. Such safeguards, based on existing best practices, can help protect individual rights, reduce conflicts of law, and ultimately serve as a foundation for enabling trusted global data flows when adopted by governments.

Trust is strengthened when governments adopt robust and comprehensive commitments to protect the rights and freedoms of individuals, including the fundamental right to privacy, when personal data are subject to government access. In addition, cooperation between governments and stakeholders including business and multilateral organisations are needed to advocate for interoperable policy frameworks that would facilitate cross-border data flows, enabling data to be exchanged and used in a trusted manner, thereby aiming for high privacy standards.

Find out more

ICC White Paper on Trusted Government Access to Personal Data held by the Private Sector

Keep it safe!

Cyberspace is now an intrinsic part of every country's development, creating enormous opportunities and enabling everything from distance learning to economic and societal growth. However, the centrality of cyberspace to our everyday lives also creates vulnerabilities, with rapid digitalisation challenging the adequacies in cyber resilient infrastructures, especially for low- and middle-income countries around the world. The growing vulnerabilities of this disproportionate cyber hygiene has fallen short in tackling the frequency and intensity of cyberattacks, threatening to thwart the potential economic impact of ICT and digital technologies.

The borderless nature of the Internet, the digital economy, increased cyber-physical interdependency through IoT, and cybercrime, paint a complex legal and operational picture for cybersecurity. Neither businesses nor governments can combat these borderless threats on their own. As businesses and regulators both seek to find meaningful ways to mitigate cybersecurity concerns, collaboration is crucial.

To empower and protect societies from increased cybersecurity risks, the international multistakeholder community should explore practical ways to mainstream cybersecurity capacity building (CCB) into broader digital development efforts. This is also essential for building resilient societies and promoting a whole-of-society approach to dealing with threats emanating from cyberspace.

In this context, ICC proposes to convene a global multistakeholder process, to agree and adopt Cybersecurity Development Goals (CDGs), a set of aspirational and feasible goals to define an actionable, collaboratively drafted and agreed agenda to increase the security of the online environment.

Similarly to the Sustainable Development Goals framework, the CDGs will serve as a mobilizing call to action for the international community to collaborate in closing digital divides, bolster resilience by fostering access to digital transformation, and enable the implementation of international law and norms to curtail malicious cyber activities.

The CDGs represent a way to mainstream cybersecurity into the global digital development agenda to identify and address challenges to implementation or gaps in capacity, and to direct resources to build targeted programmes in response.

Find out more

ICC Policy Primer on Cybersecurity

ICC Cybersecurity Issue Brief #1: Call for government action on cybersecurity

ICC Cybersecurity Issue Brief #2: Implementing norms and rules for responsible state behaviour in cyberspace and enhancing cooperation to counter cybercrime

Keep it trustworthy!

Artificial Intelligence (AI) is a general-purpose technology that holds the potential to increase productivity and build cost-effective, impactful solutions across numerous sectors. It is perceived as a great transformer for both developed and developing economies, promising to enhance any decision-making process through the knowledge gained from applying analytics and machine learning to the data available.

At the same time, the design, development and deployment of algorithmic systems and tools also holds challenges, often surrounding the role of humans, transparency, and inclusivity. These risks, if left unaddressed, might hinder further innovation and progress as they in turn continue to undermine the trust necessary for the adoption and use of AI technologies.

ICC works in partnership with business, governments, and international organizations to promote the uptake and operationalization of principles, guidelines and standards along which trustworthy AI systems can developed. We believe that AI systems should be:

1. benevolent: designed to benefit people and the planet by driving inclusive growth, sustainable development and well-being;
2. human-centric: designed in a way that respects the rule of law, human rights, democratic values and diversity, and inclusive of appropriate safeguards – for example, enabling human intervention where necessary – to ensure a fair and just society;
3. transparent: explainable and have responsible disclosure around them to ensure that people understand AI-based outcomes and can challenge them;
4. secure: function in a robust, secure, and safe way throughout their life cycles and allowing for potential risks to be continually assessed and managed;
5. accountable: organisations and individuals developing, deploying or operating AI systems should be held accountable for their proper functioning.

Trustworthy AI systems developed along these principles can help generate positive outcomes for society and provide new opportunities for businesses to create value.

Find out more

ICC is a strong supporter of the Principles for responsible stewardship of trustworthy AI developed by the OECD.

Keep it ours!

The very nature of the global Internet necessitates an effective multistakeholder governance model to be at its core. To this end, business looks forward to contributing to the possible evolution of the Internet Governance Forum—and, specifically, to ensuring that this important mechanism is strengthened, agile and capable of supporting an inclusive and interdependent digital world. Effective multistakeholder Internet governance includes continued efforts by all stakeholders (individually and collectively—including private sector led, multistakeholder and intergovernmental) to address Internet-related issues and the promotion of greater cooperation among organisations. Such cooperation should be guided by the objectives of information sharing, raising awareness and where appropriate, coherence among work programmes and collaboration.

The IGF offers a unique, open and inclusive setting for multistakeholder dialogue around issues, norms, principles and decision-making processes related to the use and evolution of the Internet.

Find out more

ICC BASIS is a hub of multinational enterprises, SMEs and associations from around the world and across sectors that work actively and collectively to foster business engagement on Internet governance policy issues. If you are interested in joining us or working with us, please get in touch by contacting Timea Suto or Meni Anastasiadou.

About the International Chamber of Commerce

The International Chamber of Commerce (ICC) is the institutional representative of more than 45 million companies in over 130 countries. ICC's core mission is to make business work for everyone, every day, everywhere. Through a unique mix of advocacy, solutions and standard setting, we promote international trade, responsible business conduct and a global approach to regulation, in addition to providing market-leading dispute resolution services. Our members include many of the world's leading companies, SMEs, business associations and local chambers of commerce.

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