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## **ICC BASIS Summary**

### **Engagement with international thought leaders**

#### **Meissen Academy**

#### **2012 European Summer School on Internet Governance (SSIG)**

<http://www.euro-ssig.eu/>

Since its inception, the Internet Governance Summer School has strived to bring together thought leaders and next generation leaders from government, civil society, the technical community and business to discuss emerging trends in Internet governance. In its 6<sup>th</sup> year, the diversity of participants, both faculty and fellows, from all regions of the globe, allows the sharing of emerging issues and concerns. With the increasing recognition of the importance of business in relation to Internet governance and policy, the program has strengthened its' business focus. The 2012 event held at the Meissen Academy in Germany in July hosted fellows from 22 countries. The model of this program is already replicated in Latin America, and there is interest to establish one in the Africa region.

This year, ICC BASIS representatives from various industry sectors led discussions explaining why and how business is engaged in Internet governance and Internet policy developments. Specific topic areas covered a wide range of issues.

#### **Themes of focused discussions included:**

- Cybercrime versus Cybersecurity: what roles do business, the government, and international organizations have in this area; trends emerging in governance models, including networked governance and its' relevance to cybercrime and addressing cybersecurity
- Access, costs of access, barriers to investment and emerging trends around mobile broadband and increase of data usage drew much interest. In particular differences in pricing and business models changing globally as markets emerge, and as new business models evolve
- Spectrum and spectrum developments
- Privacy protection and data access
- Transborder data flows and cloud computing, jurisdictions and applications
- Harmful content and the protection of intellectual property rights versus Internet rights and freedoms and corporate responsibilities.
- Network management, managing traffic and net neutrality.
- Risk of emerging trends to seek imposing telecom regulations to IP networks and the Internet overall, in light of the upcoming ITU WCIT, WTPF, and WSIS +10.

Over the past years the program, based on demand, has continuously strengthened business engagement. This programme represents a key opportunity for business and other stakeholders to conduct informed discussions on emerging trends around Internet policy, essential for awareness and national dialogues. This year, ICC BASIS secretariat and members were on the faculty, and ICC BASIS secretariat's, Constance Weise was one of the 25 fellows. See fellows list at: <http://www.euro-ssig.eu/>

The faculty included Internet governance experts from governments, business, civil society and the Internet technical community, bringing a range of views and expertise:

[http://www.guarder.net/euro-ssig/2012/EuroSSIG\\_2012\\_LOP\\_Faculty\\_web.pdf](http://www.guarder.net/euro-ssig/2012/EuroSSIG_2012_LOP_Faculty_web.pdf)



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The business sessions were:

- 1) Presentation and interactive discussion: The business dimension of Internet governance
  - Moderator: Ayesha Hassan, International Chamber of Commerce
  - Claudia Selli, AT&T, (Security/infrastructure)
  - Thomas Spiller, The Walt Disney Company (free flow of information / freedom of expression / human rights)
  - Theresa Swinehart, Verizon (multistakeholder approach, enhanced cooperation)
  - Respondent / lead discussant: Peter Hellmonds, Independent International Public Affairs Professional
- 2) Joint lecture & discussion: [The management of gTLDs](#)
  - The case of .com: Keith Drazek, Verisign
- 3) Interactive workshop with students and business faculty

This report provides a compilation of why some of the ICC BASIS members and staff who participated in this programme value the opportunities and interactions.

### **Claudia Selli, AT&T**

Students at the EUROSSIG are a knowledgeable and varied group of fellows working in the sector and interested in contributing to the Internet governance (IG) debate. Business presence is valuable and important in bringing the business perspective and experience in the debate which otherwise would risk being unbalanced. It helps explain business positions on a variety of issues at stake and could help advancing discussions with civil society and government representatives. It is furthermore a nice occasion to show business engagement and to network and strengthen relations with Internet governance stakeholders. Last but not least it is also an occasion to learn from the debate and questions raised.

AT&T is a proud sponsor of EUROSSIG as of this year. We think it is a valuable experience which helps students with different backgrounds and in most cases working on Internet governance to better understand thorny issues and to hear all the different perspectives and therefore helps them in building their own opinion. Having an educated crowd, particularly when it comes to policy makers, is of paramount importance as policy could have an impact on innovation and investment. Moreover it helps AT&T as well as other businesses to strengthen relationships with other stakeholders and improve the debate around IG issues and eventually helps to find common ground on less controversial issues. This year, I participated in the business session which was focused on the business dimensions of Internet governance. I touched upon cyber-security, the protection of infrastructure, the role of business in owning and maintaining the infrastructure and in educating the users and finally I highlighted the role of governments and the impact that policy could have on stifling innovation and investments.

The debate after the presentations was interesting and sometimes challenging in that some civil society representatives have very different views from business. This session and the interactive workshop later in the day gave us an opportunity to discuss business perspectives and hear the perspectives of others.



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### **Peter Hellmonds, lead discussant**

The European Summer School on Internet Governance fills a void in the Internet Governance landscape, as there are few – if any – institutions of higher learning that offer such kind of in-depth experience with first-hand practitioners of Internet Governance in such a short time span. The business section provides an opportunity for the fellows and other faculty members to speak with representatives from industry who explain the business rationale behind some of the thorny subjects. Last year, I presented the case of mobile broadband and the requirement for more spectrum. This year, my new role as a lead discussant was really quite challenging, and I enjoyed listening to my colleagues and formulating the first set of questions. I believe the business section could afford to be given more time space to allow fellows to really digest the presentations heard and to answer more in-depth questions, engaging the industry representatives in more meaningful dialogue.

### **Keith Drazek, Verisign**

The European Summer School on Internet Governance (EuroSSIG), held every summer in Meissen, Germany, offers a unique experience to all participants -- faculty and fellows alike. It's an intimate week-long microcosm of the multi-stakeholder Internet governance community; a venue where representatives from business, academia, civil society, technology, standards, and government come together to discuss the Internet policy and governance landscape. The EuroSSIG is a valuable opportunity to help educate future leaders and present the views of business in the context of the larger Internet governance discussion.

### **Thomas Spiller, the Walt Disney Company**

As a first time participant to a EUROSSIG, I was pleased with the mix of the fellows' profiles as well as their geographic diversity. This provided for interesting exchanges and debates and confirmed that the topic of Internet governance is not monolithic in the way it is perceived by different actors, quite the contrary. I was particularly impressed by the representation from emerging economies, for which the development of a healthy and balanced Internet ecosystem is a win-win.

In this context, I believe it is essential that the voice of business, and of the content industry in the case of The Walt Disney Company, is heard; at times where the whole online human right dimension is mobilizing so much citizens and netizens around the globe. Engaging with different actors of the Internet ecosystem, and in particular from government and civil society through EUROSSIG, offers tremendous opportunity to dispel myths, build trust but also listen to and address the concerns of others. When it comes to the human rights/freedom online dimension, I believe that there are significant misconceptions. The very simple message that no business can thrive in a closed Internet system was refreshing to many EUROSSIG participants. Using examples coming from developing countries, and the growing share of the content industry in countries like Nigeria, as well as the ICC messages on freedom of expression online, I made the point that there is no difference between online and offline when it comes to rule of law and that business fundamentally cares about free flow of information but also privacy, security or online child protection because it makes good business sense. But I also made clear that, like in the offline world, protecting the rights of others and the rule of law must be respected in the online world in the frame of international human rights and appropriate legal processes. And coming back to the content industry, I



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made a point in underlining that this includes the “right the protection of artistic production” as stated by the **Universal Declaration of Human Rights**.

I closed my EUROSSIG presentation by using the words of a former top global climate change negotiator when he said that “*business cannot succeed in a society that fails*” to illustrate the point that all of us, from civil society to business, have a stake in the positive evolution of the internet ecosystem. Failure to do so will not only impact our ability to exchange and communicate via the internet but would diminish growth and jobs prospects at times where we most need them. This point led to some good discussion among the EUROSSIG participants showing the interest of having continuous business representation at the summer school.

### **Constance Weise, ICC BASIS secretariat**

The European Summer School on Internet Governance was a wonderful experience, full of young and eager people from around the world wanting to learn about Internet Governance, and looking to share their countries’ Internet Governance issues. The high-calibre of experts from the technical community, private sector and civil society taught us all comprehensively and on a wide variety of themes; e.g. the history of IG to policy, development and human rights issues, regulation of management and of course business’ reasons for being involved. The week finished with a look to future challenges including cybercrime and cybersecurity, and an evaluation of the multistakeholder model for Internet Governance.

It was a fantastic to be tutored not only by academics but also by a variety of practitioners from the Internet world, and to learn from and discuss IG issues with peers. However, what I have taken away from this experience is that it is not only important to meet and learn from like-minded students, it is also critical for the IG community, such as the private sector, to share their views on the Internet and its governance through accessible company examples. Through this informed opinion, students understand what is at stake and how to effectively tackle the issue – through cooperation of all stakeholders while working toward a common goal.

From an ICC BASIS view, this experience helped to get an insight into numerous country-specific issues of Internet Governance. This is crucial knowledge, not only for ICC as the global business organisation, but also for the Digital Economy Commission and BASIS initiative and its international presence. The EuroSSIG also enabled me to network with fellows and faculty staff from around the world – another valuable pre-requisite for ICC BASIS’ advocated multistakeholder approach on Internet Governance.

### **Statistics regarding the SSIG faculty and students**

Over the past six years, the SSIG fellows have come from a wide range of countries and backgrounds, see fellows’ **statistics in the annex of this summary**. This impressive range has meant that fellows and faculty from around the world have had an opportunity to meet and exchange views with people they may never have had a chance to meet otherwise. In addition, many of the fellows have gone on to become actively engaged in the global IGF, national and regional IGF initiatives, ICANN and other processes in the Internet governance landscape as civil servants, business, civil society or Internet technical community representatives.



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## Annex

### SSIG fellows' statistics 2007-2012

#### Statistic of Participants EuroSSIG 2012

	<b>Country</b>	
1	Albania	1
2	Armenia	1
3	Botswana	1
4	Bulgaria	1
5	Brazil	1
6	Burkina Faso	1
7	Burundi	1
8	Cameroon	1
9	Comoros Islands	1
10	DR Congo	1
11	Czech Republic	1
12	France	3
13	Germany	1
14	India	2
15	Malaysia	1
16	Niger	1
17	Norway	1
18	Pakistan	1
19	Peru	1
20	Poland	1
21	Serbia	1
22	Ukraine	1
	<b>Total</b>	<b>25</b>

	<b>Continents</b>	
	Africa	7
	Asia	4
	Europe	12
	South America	2
	<b>Total</b>	<b>25</b>

	<b>Gender</b>	
	female	11
	male	14
	<b>Total</b>	<b>25</b>

	<b>Groups</b>	
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	academic	8
	civil society	5
	government	3
	business	5
	n. n.	4
	<b>Total</b>	<b>25</b>

### Statistic of Participants EuroSSIG 2011

	<b>Country</b>	
1	Austria	1
2	Belarus	1
3	Belgium	1
4	Botswana	1
5	Brazil	1
6	China	1
7	Costa Rica	1
8	Fiji Islands	1
9	France	1
10	Germany	9
11	Ghana	2
12	Indonesia	1
13	Lebanon	1
14	Norway	2
15	Romania	1
16	South Africa	1
17	Spain	1
18	Tunisia	1
19	UK	1
20	United Arab Emirates	1
	<b>Total</b>	<b>30</b>

	<b>Continents</b>	
	Africa	6
	Asia	4
	Europe	18
	South America	2
	<b>Total</b>	<b>30</b>

	<b>Gender</b>	
	female	12
	male	18
	<b>Total</b>	<b>30</b>



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<b>Groups</b>		
academic		15
government		5
business		9
n. n.		1
<b>Total</b>		30

### Statistics of Participants EuroSSIG 2010

	<b>Country</b>	
1	Azerbaijan	1
2	Belarus	1
3	Belgium	1
4	Brazil	2
5	Cameroon	2
6	Canada	1
7	China	2
8	Czech Republic	1
9	Estonia	1
10	France	3
11	Germany	1
12	Ghana	1
13	Iceland	1
14	Italy	2
15	Pakistan	1
16	Poland	1
17	Romania	1
18	Russia	3
19	Serbia	2
20	Spain	1
21	UAE	1
22	Ukraine	1
23	USA	1
	<b>Total</b>	32

<b>Continents</b>		
	Africa	3
	Asia	5
	Europe	20
	North America	2
	South America	2
	<b>Total</b>	32

<b>Gender</b>		
	female	17



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	male	15
	<b>Total</b>	32

	<b>Groups</b>	
	academia	17
	civil society	4
	government	4
	business	5
	Int. org.	2
	<b>Total</b>	32

### Statistics of Participants EuroSSIG 2009

	<b>Country</b>	
1	Brazil	1
2	Cameroon	1
3	Cote d'Ivoire	1
4	Czech Republic	1
5	France	2
6	Germany	1
7	Hungary	1
8	India	1
9	Iran	1
10	Italy	2
11	Malaysia	1
12	Mongolia	1
13	Norway	1
14	Portugal	3
15	Romania	1
16	Sweden	3
17	Ukraine	1
18	USA	1
19	Venezuela	1
	<b>Total</b>	25

	<b>Continents</b>	
	Africa	2
	Asia	4
	Europe	16
	North America	1
	South America	2
	<b>Total</b>	25

	<b>Gender</b>	
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	female	6
	male	19
	<b>Total</b>	<b>25</b>

	<b>Groups</b>	
	academic	16
	civil society	5
	government	1
	business	3
	n. n.	
	<b>Total</b>	<b>25</b>

### Statistics of Participants EuroSSIG 2008

	<b>Country</b>	
1	Belgium	3
2	Republic of Benin	1
3	Bulgaria	1
4	Canada	1
5	Congo	1
6	France	1
7	Germany	1
8	Nepal	1
9	Netherlands	1
10	Pakistan	1
11	Poland	1
12	Saudi Arabia	1
13	Slovenia	1
14	Trinidad and Tobago	1
15	United Kingdom	3
16	USA	1
	<b>Total</b>	<b>20</b>

	<b>Continents</b>	
	Africa	2
	Asia	3
	Europe	12
	North America	2
	South America	1
	<b>Total</b>	<b>20</b>

	<b>Gender</b>	
	female	7
	male	13



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	<b>Total</b>	20
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	<b>Groups</b>	
	academic	7
	civil society	4
	government	2
	business	7
	n. n.	
	<b>Total</b>	20

### Statistics of Participants EuroSSIG 2007

	<b>Country</b>	
1	Armenia	1
2	Austria	1
3	Croatia	1
4	Egypt	1
5	France	1
6	Germany	1
7	India	1
8	Italy	1
9	Latvia	1
10	Mozambique	1
11	Pakistan	2
12	Romania	1
13	Sweden	1
14	Switzerland	1
15	Tunisia	1
16	Turkey	1
17	United Kingdom	1
18	USA	1
	<b>Total</b>	19

	<b>Continents</b>	
	Africa	3
	Asia	3
	Europe	12
	North America	1
	<b>Total</b>	19

	<b>Gender</b>	
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	female	8
	male	11
	<b>Total</b>	19

	<b>Groups</b>	
	academic	12
	civil society	3
	government	1
	business	2
	n. n.	1
	<b>Total</b>	19

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