ITU WSIS thematic meeting on countering spam – Session 7

Multilateral and bilateral cooperation to combat spam - A background paper

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Outline

• Why cooperate?
• What should be done?

Note: the positions expressed in this presentation are those of the author and do not necessarily represent the views of the Commission
1. Why cooperate?

- Background
- A crucial role for multilateral and bilateral cooperation
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2. What can international cooperation do?

Promoting a multi-faceted and integrated approach e.g.:

• Effective legislation against spam in every country
• International cooperation on enforcement
• Self-regulation by industry
• Technical solutions
• Awareness and education
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Mainly by:

- Effective legislation
- Cooperation on enforcement
- Self-regulation
- Technical solutions
- Awareness raising

} by States

} by industry

} by all, including consumers
2. 1. Promoting effective legislation against spam in every country

- **Legislation is a first, necessary step:**
  - Basic rules, providing as much legal certainty as possible
  - Taking into account the international context
  - With the necessary investigation and enforcement powers
  - With powers to cooperation across borders e.g. with third countries

- **Illustration**
2.2. Promoting international cooperation on enforcement

- International cooperation on enforcement is essential to ensure the effectiveness of any ‘anti-spam’ rules:
  - Bilateral and multilateral cooperation (e.g. WSIS, ITU, OECD, APEC, EU)
  - Facilitating information sharing and mutual assistance on specific cases
  - Choice of instruments depending on a variety of factors

- Illustration e.g. MoU, networking
2.3. Promoting self-regulation by industry

- Industry can do a lot. Best industry practices should be promoted:
  - contractual practices
  - marketing practices
  - Self-regulatory tools
  - Working across industry sectors

- Illustration
2.4. Promoting technical solutions

- Industry, research bodies, the Internet community need to further develop technical solutions. This work should be promoted e.g.:
  - Short term vs. longer term
  - Effective filtering
  - Security measures
  - Research

- Illustration
2.5. Promoting awareness and education

- Consumers (and businesses) need to know:
  - What the rules are
  - How to minimise exposure to spam
  - What technical solutions can do for them
  - Where to complain when confronted to spam

- Illustration
Conclusion

• build consensus now