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|  | INTERNATIONAL TELECOMMUNICATION UNION  **TELECOMMUNICATION STANDARDIZATION SECTOR**  STUDY PERIOD 2022-2024 | | | TSAG-TD153R1 |
| TSAG |
| Original: English |
| **Question(s):** | | N/A | | Geneva, 12-16 December 2022 |
| **TD** | | | | |
| **Source:** | | Rapporteur, TSAG RG-IEM | | |
| **Title:** | | Draft material for the development of an action plan for industry engagement | | |
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| **Abstract:** | Based on TSAG-C020, this TD contains draft material for the development of an action plan for industry engagement in the context of TSAG Rapporteur Group Industry Engagement, Metrics (RG-IEM). |

**Action**: The drafting group on industry engagement is invited to review and develop this material.

1. The proposed action plan is premised on the need to identify and consider a full range of measures to advance and strengthen the engagement between industry and Member States in the fulfilment of the purposes of the Union and goals of the Strategic Plan from both developed and developing countries, including the following:  
   1. Identify if there is a problem of lack of awareness of standardisation and the ITU in particular, including, but not limited to:
      1. Correlate the lack of awareness with the lack of engagement in standards
      2. Build a plan that identifies the roles involved and ways to increase the engagement
      3. Identify if there is a lack of courses in leadership curricula (MBAs, etc.)
   2. Identify how ITU can achieve a common vision of the future as a partnership between Member States and industry in order to preserve and strengthen its international credibility by more clearly defining the respective roles of such partnership;
   3. Identify value propositions to enhance participation and retention of industry as Sector Members, Associates and SMEs in ITU-T;
   4. Identify how to attract industry from developed and developing countries to participate in ITU-T as new Sector Members, Associates and SMEs;
   5. Identify how to urgently bridge the gap between technology, policy, and strategy in standardization;
   6. Identify how ITU-T Sector Members, Associates and SMEs can contribute to a dialogue leading to an enabling environment that adds value and enhances quality;
   7. [Identify the participation of ITU-T Sector Members, Associates and SMEs in other standards development organizations.]
2. The Action Plan developed by TSAG could also consider implementation strategies for achieving the above through the organization of regular workshops and surveys with the industry to receive feedback on how to enhance participation in the ITU.
3. These actions would be complementary to the current activities being undertaken as part of the CTO/CxO process as outlined in (Resolution 68, Rev. Hammamet, 2016), although part of the Action Plan would be focused on determining whether the original objectives of this process have been achieved and whether a more effective and transparent process should be considered.
4. Format the action plan on the basis of the results-based structure of the ITU Strategic Plan.

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