



Telecommunication
Development Bureau (BDT)

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Geneva, 26 March 2024

- Administrations of ITU Member States
- Palestine (Resolution 99 (Rev. Dubai, 2018))
- ITU-D Sector Members, Associates and Academia
- United Nations Funds and Programs, Specialized Agencies, and IAEA

Subject: Regional Workshop on Increasing Consumer Awareness: Mechanisms to promote informed Consumer Decision Making – Brasília, Brazil, from 18 to 20 June 2024

Dear Sir/Madam,

We are pleased to invite you to attend **the ITU Regional Workshop on Increasing Consumer Awareness for the Americas**, which will take place in Brasília, Brazil, from 18 to 20 June 2024. The event is organized by the Telecommunication Development Bureau (BDT) of the International Telecommunication Union (ITU) in close collaboration with National Telecommunications Agency of Brazil (ANATEL).

The objective of the workshop is to identify and share international best practices on consumer protection and empowerment frameworks and mechanisms including effective strategies and initiatives to increase consumer awareness. The workshop will also address cybersecurity and online safety aspects and serve to increase knowledge on consumer protection issues within the [Digital Regulation Network](#) initiative.

Eight workshop sessions will be dedicated to consumer awareness and will benefit from the presence of international experts involved in the work of [Question 6/1](#) of ITU-D Study Group 1 (*Consumer information, protection and rights*) and a session will be dedicated to Cyber security and Online Safety aspects with the intervention of experts of [Question 3/2](#) of ITU-D Study Group 2 (*Securing information and communication networks: Best practices for developing a culture of cybersecurity*).

This workshop is open to all including the public, and will be held in English, Spanish and Portuguese with simultaneous interpretation. To enhance knowledge sharing, we recommend Administrations, where feasible, to appoint representatives with expertise, experience, and responsibility in consumer protection and cybersecurity domains.

A draft agenda is attached as **Annex 1**. More details on the agenda and practical information of the event including online registration is available on the workshop webpage <http://www.itu.int/go/ica-workshop>.

Attendance at the event is free of charge while participating entities are responsible bearing the costs of transportation, accommodation, and daily expenses of their representatives. It is essential for participants to ascertain in advance whether they require a visa to enter Brazil. If so, arrangements must be made at the consular headquarters of Brazil in their respective countries prior to traveling.

Ms. Ana Veneroso, Programme Coordinator at the ITU Regional Office for Americas (ana.veneroso@itu.int) and Ms. Hanna Elina Kuitunen (hanna@anatel.gov.br) of ANATEL are at your disposal for further information or clarification as required.

We look forward to your participation in this event.

Yours faithfully,

(original signed)

Cosmas Luckyson Zavazava
Director BDT, ITU

(original signed)

Carlos Baigorri
President, ANATEL

Annex 1
Draft Agenda
Increasing Consumer Awareness
Mechanisms to Promote Informed Consumer Decision
18-20 June 2024 | Anatel, Brasilia, Brazil
[SAUS Quadra 6, Bloco E]
<http://www.itu.int/go/ica-workshop>

Day 1 - Programme for 18 June (Organized in partnership with ITU-D Study Group 1 (SG1) Q6/1)

09:00 - 09:30	Arrival and Registration of the workshop participants
09:30 - 10:15	Opening Ceremony Welcome remarks by Ms Cristiana Camarate , Agência Nacional de Telecomunicações (ANATEL), co-Rapporteur of ITU-D SG1 Question 6/1 and Ms Wei Pei, China Institute of Communications, co-Rapporteur of ITU-D SG1 Question 6/1 Remarks by Ms Regina Fleur Assoumou Bessou, Director of International Cooperatio, Telecommunicatios Regulatory Authority of Côte d'Ivoire (ARTCI) and Chair of ITU-D Study Group 1. Remarks by Mr Bruno Ramos, Regional Director, ITU Regional Office for Americas Speech by Mr Carlos Baigorri, President, Agência Nacional de Telecomunicações (ANATEL).
10:15 - 10:45	Photo Session and Break
10:45 - 12:00	Session 1: Mechanisms to address traffic management and zero-rating issues affecting consumers. Termination of zero rating offers and impact to consumers Consumer rights and ad blocking Zero rating model for public interest services Traffic management models and consumer rights
12:00 - 12:15	Questions and Answers session
12:15 - 14:00	Lunch Break
14:00 - 15:00	Session 2: Billing transparency Market trends in ICT/Telecommunication billing including third party payments Regulatory approaches and challenges Consumer concerns and consumer protection measures regarding third party charges/payments in ICT/Telecommunications bills
15:15 - 15:30	Questions and Answers session
15:30 - 16:00	Break
16:00 - 17:15	Session 3: Consumer protection mechanisms relating to QoS/QoE Consumer perception of the minimum Quality of Service (QoS) standards QoS initiatives to be meaningful to consumers Effect of Quality of Experience (QoE) on customer perceived value and customer satisfaction
17:15 - 17:30	Questions and Answers session
17:30	End of Day 1

Day 2 - Programme for 19 June - Organized in partnership with ITU-D Study Group 1 Q6/1

09:30 - 10:15	Session 4: KEYNOTE on Consumer decision making in the Digital Economy
10:15 - 10:45	Break
10:45 - 12:00	Session 5: Leveraging consumer behavior in consumer protection and empowerment Behavioral science models Global trends of ICT consumer behaviour Application of behavioral science in consumer protection and empowerment Designing behavioural informed consumer protection interventions in the ICT and Telecommunications sector Case studies of behavioural science interventions in the ICT and Telecommunications sector
12:00 - 12:15	Questions and Answers session
12:15 - 14:00	Lunch Break
14:00 - 15:15	Session 6: Comparison tools for a better-informed consumer Current landscape of comparison tools in the presence of a digital era Information asymmetries in the digital world and consumer empowerment What is the role of regulators in the digital market? The role of comparators in the digital market Regulatory framework in the implementation of comparators. What guidelines or requirements must they meet? The future of comparison tools
15:15 - 15:30	Questions and Answers session
15:30 - 16:00	Break
16:00 - 17:15	Session 7: Empowering vulnerable consumers The adaptation of vulnerables people, in particular the visually impaired, the deaf and mute Digital skills for the elderly Protecting children online
17:15 - 17:30	Questions and Answers session
17:30	End of Day 2

Day 3 - Programme for 20 June - Organized in partnership with ITU-D Study Group 2 Q3/2

09:30 - 11:15	<p>Session 8: Cyber-security awareness and online safety</p> <p>Cyber hygiene</p> <p>Awareness hot topics for consumers</p> <p>International experiences and lessons learn on awareness</p> <p>Questions and Answers session</p>
11:15 - 11:30	
11:30 - 11:45	<p>Highlights of Seminar deliberations</p>
11:45 - 12:00	<p>Session 9: Closing Ceremony</p> <p>Remarks by Ms Cristiana Camarate, ANATEL, Brazil and co-Rapporteur of ITU-D SG1 Question 6/1</p> <p>Remarks by Ms Regina Fleur Assoumou Bessou, ARTCI, Côte d'Ivoire and Chair of ITU-D Study Group 1</p> <p>Remarks by Mr Bruno Ramos, Regional Director, ITU Regional Office for Americas</p> <p>Speech by Mr Vicente Aquino, Counselor, ANATEL, Brazil</p>
12:00	<p>End of Day 3 and of workshop with Brunch</p>