

# The Restore Trust initiative

telecom industry and regulators join forces globally  
to fight unwanted & fraudulent communications

ITU Workshop

*Securing Telecom Networks: Toward collaborative approach for combating fraudulent  
communications using digital certificate*

November 2025

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# Agenda

- The Restore Trust initiative : from vision to action
- One Consortium
  - the industry pillar
  - contribution : Cloud Numbers, KYC/KYT, Traceback
- GIRAF, the global regulatory forum
- Working together : the joint roadmap

# The \$1 trillion war against scams: a global issue, voice & SMS key

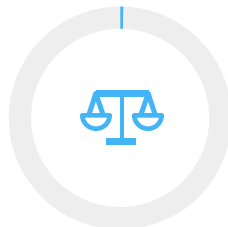
- Scams deeply **impact the global economy** – up to 4% of the GDP in some countries
- Scammers operate as of organized crime, acting from anywhere to anywhere. They operate **globally**, when we (telecom service providers, banks, law enforcement...) operate mostly locally, in multiple jurisdictions and frameworks
- Beyond remarkable national initiatives and regional cooperation, the telecoms ecosystem must contribute to **global alignment and cooperation**, prevention, traceability, and information sharing



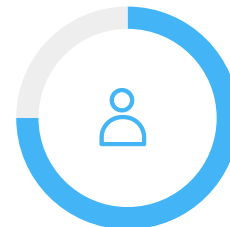
**64% of scams** involve  
voice calls or SMS  
(GASA)



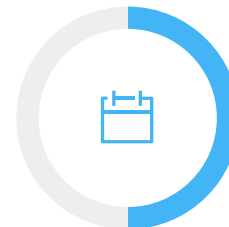
only **13% of  
victims** get all or  
most of the  
money back  
(GASA)



Only **0.05% of all  
cybercriminals**  
are prosecuted  
(WEF)



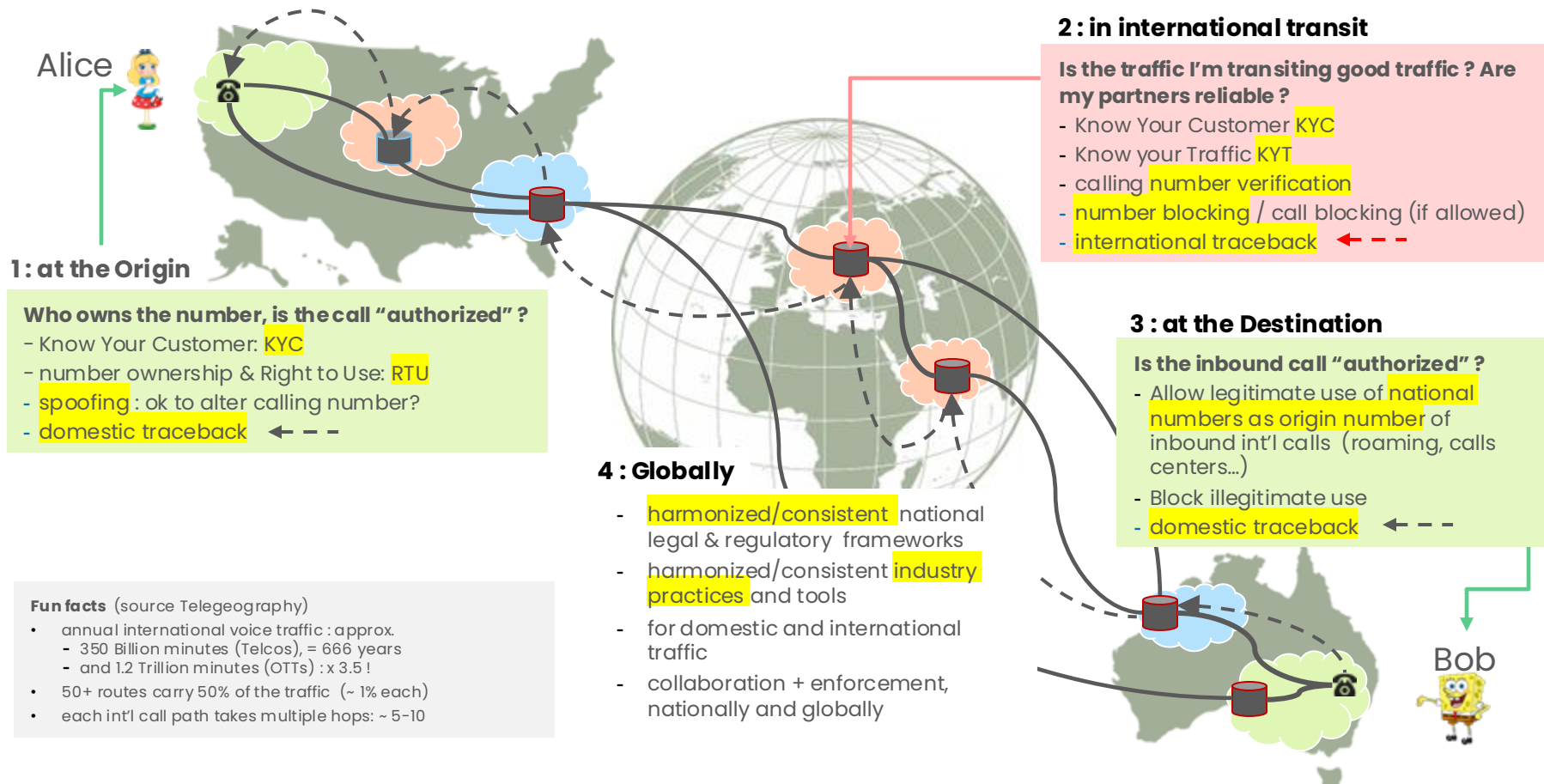
**75% report** same  
level of scams  
attempts or more vs  
2023



**50% targeted** by  
scam attempt  
once a week or  
more frequently

# The telecoms ecosystem contribution: Restore Trust initiative

# The global telecoms ecosystem is complex, fragmented, opaque how can we improve things together ?



# Restore Trust initiative : Telcos and Regulators together against scams, globally three pillars for global collaboration



# One Consortium

the industry pillar

# One Consortium : international communications industry

- One Consortium, the industry pillar of the Restore Trust initiative, launched on [March 15<sup>th</sup>, 2024](#)
- inclusive, [not-for-profit](#), members driven, members funded
- [50+ members](#) : traffic carrying companies (carriers, service providers, CPaaS, global platforms...), vendors, industry organizations : GSMA, i3Forum, ATIS, ITG, CCA, CCUK...
- initial objectives, working with telecom National Regulatory Authorities (NRAs) :
  - 1) co-develop [global guidance](#) and a [vendor neutral](#) "toolbox"
  - 2) drive adoption in the industry
  - 3) build an industry-wide self-governance to drive compliance
- unique in several ways :
  - 1) purpose built to address a global societal issue from the perspective of the international telecoms industry
  - 2) purpose built to [co-develop solutions with regulators](#), globally (GIRAF)
  - 3) participation from major industry associations : leverage existing work, prevent duplication, boost awareness and adoption

the industry's  
contribution  
to restoring trust  
in calls and  
messages.





Membership  
(October 2025)

Strategic Partners



### Contributing Members



### Industry Organizations



### Supporting Members



## Working groups : focused & quick paced !

5 industry working groups kicked off in July 2024

New working group on digital Identity

- working group #1 : Survey of **Industry Landscape** (tools and best practices)
  - compile a survey of generic industry tools and best practices
  - linking with survey of regulatory initiatives (WG2)
  - Deliverable: finalizing a **report** summarizing the tools and best practices (November)
- working group #2 : International Survey of **Regulatory Initiatives**
  - completed initial round of survey regulations and industry initiatives (77 countries) – Phase 1
  - Deliverable: Finalizing an initial **report** summarizing the regulations and industry initiatives (November)
- working group #3 : **International Traceback**
  - Deliverable: a “**non paper**” on International Traceback, jointly with GIRAF (end of year) as a **recommendation** for an Industry Led International Traceback Process
- working group #4 : **Illegitimate Spoofing**
  - identify use cases for national CLIs used on international links (e.g. **roaming, cloud communications**)
  - Deliverable: **white paper** recommending best practices on roaming and cloud communications
  - Deliverable: **Know Your Customer (KYC) / Know Your Traffic (KYT)**
  - Right To Use (RTU)
- working group #5 : **Messaging**
  - issue a report on messaging ecosystem and ongoing efforts to mitigate spam and scam messages.
  - develop a report with regulatory and policy recommendations, and best practices.

# **GIRAF**

Global Informal Regulatory Antifraud Forum

## GIRAF : a global informal forum for telecom regulators

- informal group of experts launched in June 2024 ; 39 regulatory authorities from 5 continents (fast growing), monthly plenary meetings, working groups, joint sessions with One Consortium (all virtual meetings)
- scope : unwanted/fraudulent voice & messaging initially.
- goal : foster multilateral NRA collaboration, global cooperation with the international communications industry (One Consortium) and other stakeholders
- initial objective : framework of non-binding, harmonized recommendations, best practices and guidelines
- inclusive and free: opt-in, open to all NRAs or public competent Authorities with similar regulatory responsibilities, contributing as resources and availability allow
- neutral, non-binding and independent, led by regulators : Nkom (Norway) and others
- sovereignty : individual NRAs retain full sovereignty and are free to implement GIRAF guidelines and recommendations

# GIRAF : ongoing survey of participants (20 respondents to date)



## Existing and planned NRA measures

rank		48	
1	Spoofing	21	44%
2	Voice/SMS filtering + firewall	5	10%
2	Call/SMS Blocking	5	10%
4	KYC/KYT	4	8%
5	Information sharing	3	6%
5	Awareness & Adoption	3	6%
	Caller suspension	1	2%
	Internet	1	2%
	Reporting	1	2%
	Payment	1	2%
	Traceback	1	2%
	Enforcement & Cooperation	1	2%
	AI	1	2%

## Topics for GIRAF discussion

rank		44	
1	Enforcement & Cooperation	10	23%
2	Best Practices	9	20%
3	Spoofing	8	18%
4	Traceback	5	11%
5	Regulation overview	4	9%
6	Voice/SMS filtering + firewall	2	5%
	Information sharing	1	2%
	KYC/KYT	1	2%
	Platforms + OTTs	1	2%
	AI	1	2%
	Awareness & Adoption	1	2%
	Phishing	1	2%

- 13 meetings
- **participants** to date : **39 National Regulatory Authorities** from 5 continents : Europe, North and South America, Africa, Middle East, Asia Pacific
- reaching out to **additional** NRAs **globally** to keep growing participation : e.g. Spanish speaking regulators, French speaking regulators, Pacific Islands, Caribbeans...
- **virtual meetings** held monthly since July 2024,
  - Information sharing and best practices
  - contribution driven
  - “deep dives”
  - Task Forces
- **cooperation** with the industry (One Consortium) and other stakeholders
  - join roadmap for global multi-stakeholder discussions, joint working groups (Traceback, Spoofing, industry & regulatory best practice, messaging)
  - Interaction with UNODC, Interpol, Google and others that want to interact
- **Now:**
  - Spoofing recommendation on its way, thanks to Greece NRA
  - GIRAF General Statement: «Carry with care» tbd
  - Group on fraud on social media did not fly
  - Liasoning with 1C on its Traceback Group and on their Survey Group

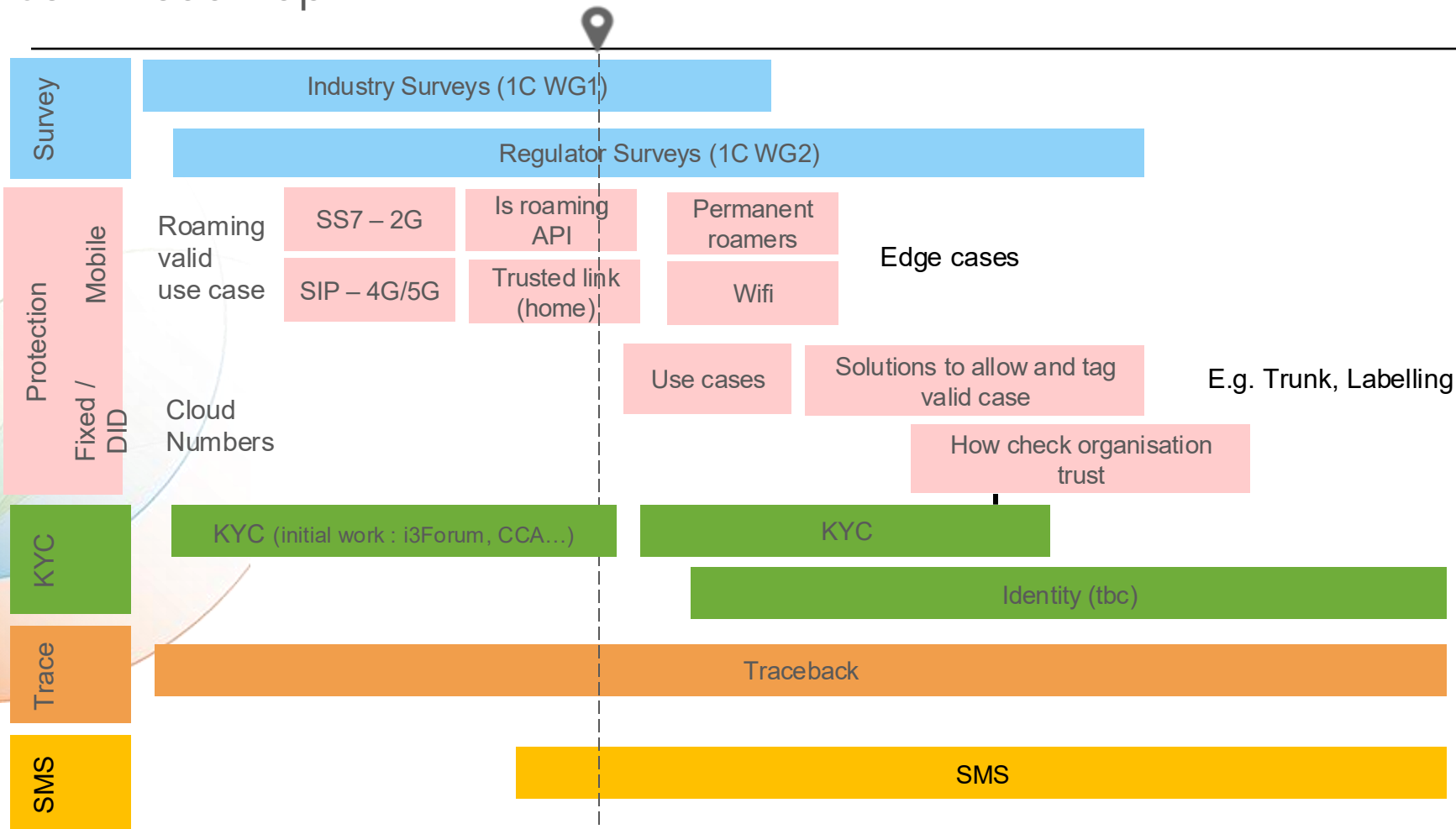


## **Industry and Regulators joining forces against scams**

How do we have a greater impact together ?  
Multi-stakeholder engagement and the joint  
roadmap

# Joint Roadmap

You are here





## Restoring Trust in international communications

- Great **global traction** and initial progress in a short time – solid foundations
- Now is the time to **accelerate** and start delivering together – many countries are taking action, harmonization & adoption are key
- Please consider participating in the GIRAF Task Forces, and the joint work with the industry

Thank you !  
please reach out to discuss further