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| **WORKSHOP ON SECTOR MEMBERSHIP OUTCOMES REPORT** |

**Background**

The 2010 Plenipotentiary Conference (PP-10) asked Council to review the present approach to Sector Membership, including the possibility of changes in areas such as the fee structure and membership categories, with a view to enhancing the benefits for Sector Members and Associates. PP-10 also established a new category of participation in ITU for Academia and asked Council to consider further refinements of this new category. In addition, PP-10 revised fee payment provisions and approved new reduced membership fees for organizations from countries with low incomes to participate in ITU-R and ITU-T activities.

The Council meeting of 2011 asked the Council Working Group on Human and Financial Resources (CWG-HR/FIN) to consider these issues further and report back. Among other things, the CWG-HR/FIN recommended that the Secretariat organize consultations among Member States, Sector Members, Associates and Academia to generate ideas and support the development of recommendations that can be considered by Council 2012.

To this end, a workshop was held on 18 June 2012 at ITU Headquarters in Geneva, to review the status of Sector Membership and potential reforms. The Workshop was held during a week of various Council Working Group meetings to take advantage of the presence of Member States and Sector Members.

The Workshop was chaired by the Chairman of the Council Working Group on Human and Financial Resources, Mr Bruce Gracie, Canada.

The following is a summary of the outcomes of the Workshop.

**Structure**

The Workshop was comprised of a plenary and a roundtable session. During the morning plenary, several presentations were made about Sector Membership related outcomes of PP-10, recent trends and analysis, and the current Sector Membership strategy. A formal contribution to the meeting was also provided by Telefon AB – LM Ericsson, Ericsson Canada which included several recommendations which were considered by the workshop participants. To help generate ideas in an informal manner, participants were divided into smaller groups as part of a brainstorming roundtable session in the afternoon.

As in Annex, a total of five themes were discussed during the roundtable session, each with a series of questions to generate debate. The group then reconvened for a final plenary session during which time a list of ideas and issues were identified for further analysis and discussion.

**Proposals for further analysis and discussion**

The Chairman summarized the discussions by identifying a number of proposals for further analysis and discussion.

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|  | **Proposal** | **Level of Decision** | **Notes** |
| 1 | Ensure that the cost and benefits between the various categories of membership is coherent and not undermined by incremental revisions. | Council-13, then PP-14 | The group noted that each change affecting one category of membership should be considered in light of the potential impact on other categories. In particular, there was some concern expressed regarding the impact of an extension of Academia rights on the Associate category and even Sector Membership. |
| 2 | Consider a possible category of membership for regulatory bodies. | Council-13, then PP-14 | This important group currently falls under the “other entity” category of membership. |
| 3 | Provide tools for Sector Members to promote their affiliation with ITU, including the ITU Logo.  | Council-13, possibly PP-14 | The Secretariat has been receiving requests from Sector Members who wish to promote their affiliation with ITU, but the current rules do not allow this. |
| 4 | Consider eliminating the distinctions between categories of ROA, SIO, other telecom entities. | Council-13, then PP-14 | These distinctions were seen to be outdated and do not reflect current market realities. |
| 5 | Consider introducing a category of membership for non-governmental organizations. | Council-13, then PP-14 | Need to clearly define NGO and civil society participation. Could possibly charge a low fee with limited rights, similar to Academia (no decision-making rights). Currently, a number of NGOs are participating as “international and regional organizations” and are exempted from fees. |
| 6 | Consider possibly limiting Associate status to smaller companies.  | Council-13, then PP-14 | The Associate category was created with the aim of providing a lower cost option for smaller companies. However, since its introduction, many larger companies have chosen this option, while Sector Membership numbers have declined.  |
| 7 | Review access to information and meetings and how we communicate this to members and others. | Council-13, then PP-14 | This issue was raised by a number of participants. Some noted that it may be possible to make some documents publically available while keeping other documents TIES protected. It was also suggested that members be given the option of choosing whether or not to make their contribution publically available. |
| 8 | Consider innovative approaches to fees to encourage new members, as well as multiple memberships of existing members. | Council-13, then PP-14 | There was not support for introducing a single ITU membership or fees based on the size of the company; however, the group was favorable to exploring options such as discounts for multiple sector/country memberships as well as a possible introductory, trial period discount. |
| 9 | Ensure consistent application in rules governing participation. | Operational | This could include the development of clear guidelines and training for chairs, vice chairs and staff Counsellors of study groups, rapporteur groups and various conferences. Also could design distinctive badging and name plates to make it easier to differentiate between various categories of members so that the rules can be properly applied. Some participants asked that Member States encourage non-member companies that participate as part of the national delegation to become a Sector Member after they have participated in several ITU activities. The ITU-T Tutorial for Rapporteurs and Editors, to be held in September 2012, is a good example of an effort to increase the efficiency of the work of the study groups while harmonizing their practices (e.g. by explaining their role, authority and responsibilities, as well as approval procedures). |
| 10 | Develop an outreach strategy with organizations involved in similar activities to reduce overlap, strengthen collaboration and widen the scope of ITU membership. | Operational | Participants emphasized the need to reach out to new players in adjacent markets (i.e. health, smart grid, banking etc), and the internet community. TELECOM World, ITU-T Focus Groups, the Global Standardization Sympoisum, the World Standards Cooperation, the Global Standards Collaboration and the Global Symposium for Regulators are providing special opportunities to reach out to new communities. It was also noted that staff in regional/area offices could be mobilized as part of a strategy to retain existing, and attract, new members.  |

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| 11 | Organize additional Sector Membership consultations during upcoming ITU events. | Operational | Opportunities in 2012 include: GSR, TELECOM World, WTSA and WCIT. |
| 12 | Review/improve information available on the ITU website. | Operational | The new ITU website will be launched shortly. Assess feedback and review. Several participants said they found it hard to find information on the ITU website, and there is little consistency in the naming of documents. Clearer document titles and similar methods across sectors were seen as helpful. |
| 13 | Provide special recognition of Sector Members who make especially important contributions. | Operational | This could include companies that below to all three sectors, paying more than the minimum fee for example. Recognition could include special plaques in ITU; profiles on the website and ITU News, public thanks at ITU Events, special invitations from the Secretary General among others. |
| 14 | Strengthen the customer relationship function at ITU. | Operational | The group supported the efforts of the Secretariat to implement a customer relationship management system and establish focal points for Sector Members. Customer service training for staff was also considered a plus. |
| 15 | Reconsider the focal point system recently implemented in ITU-T. | Operational | A number of participants noted that this system is quite burdensome for the focal point. It was also mentioned that the TIES interface to manage accounts and access documents could be updated to make it more user-friendly. |

**Annex**

**Roundtable Themes**

1. **A NEW MEMBERSHIP FEES MODEL**?
* Membership fees according to companies’ size of revenues?
* Reduced fee for Small and Medium Entreprises? Consultants? NGOs?
* Discount for companies members of the 3 sectors?
* Discount for multiple market memberships per sector?
* Limit Associate category to companies below a certain size?
* Fees increase by rate of inflation?
* Reduced fee for companies in low income countries – modifications?
* Issue of exemption of fees for REGINTORG
1. **INCREASED BENEFITS FOR SECTOR MEMBERS?**
* Proposals for additional benefits for Sector Members?
* Should the relative rights of various categories of membership? –access to meetings, leadership roles, part in the decision making process
* How to reward special Sector Members? ie. Members of the 3 sectors, multiple memberships, contribution superior to ½ unit
1. **A REFORM OF MEMBERSHIP CATEGORIES?**
* Reorganize ROA/SIO/Other entities, etc. categories?
* Single membership for all three sectors?
* Remove the Associate category? Allow Associate status for more than one Study Group?
* Clarify rights for Academia, such as rights to fellowships, various meetings, roles
* Issues over the REGINTORG category: to be limited to intergovernmental organizations?
* New category for NGOs? Business Associations? SMEs/consultants?
1. **HOW TO RETAIN MEMBERS?**
* How to improve services? Registration system, communication channels, customer services at ITU, interpretation/translation, etc.
* Create a Members’ forum on the ITU website (Members zone) to complement Linkedin Group?
* How to avoid leakage? Control access to docs and meetings - key role of TIES Focal points, SG management teams
* Strengthen regional presence?
1. **HOW TO ATTRACT MEMBERS?**
* Suggestions on the outreach strategy: Which events to attend? Target audiences?
* How can Member States help in attracting new members? From participation in delegation to becoming Sector Member. National events.
* How existing Sector Members can help promote ITU membership? Involve them in roadshows, host recruitment events?
* How to encourage membership upgrade? Trial mechanisms within sectors (Associates can attend another SG meeting) and between sectors (ITU-R member can attend ITU-T or D meeting).

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