



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





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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**



by States

- **Self-regulation**
- **Technical solutions**



by industry

- **Awareness raising**



by all, including consumers





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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**





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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**





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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**





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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**





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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**

