

ICC Strategy – formatted to map where ICC Commission on Digital Economy Policy actions – current and planned contributions to strategic priorities

The International Chamber of Commerce (ICC) is the world business organization, representing over 6 million companies of all sizes and sectors and chambers of commerce in more than 100 countries.

Vision

A world where peace, sustainable economic growth and shared prosperity are underpinned by rules-based, open, multilateral trade and investment.

Mission

To promote open, rules-based multilateral trade and investment, the market economy system, sustainable economic growth, responsible business conduct, and a global approach to regulation. These objectives are pursued through a combination of policy advocacy, practical tools and rule-setting activities by business, including market-leading dispute resolution services.

ACHIEVE THE FOLLOWING STRATEGIC PRIORITIES BY:

1. Using a combination of:
 - a. effective policy advocacy,
 - b. modern rule-writing for a digital world, and
 - c. practical tools for business.
2. Leveraging ICC's newly obtained observer status with the United Nations General Assembly and ICC's relations with other international and intergovernmental organizations to integrate global business priorities into the international policy agenda.
3. Mobilizing ICC's membership and networks in the pursuit of these priorities.

STRATEGIC PRIORITIES

1. Demonstrate how international trade, investment, and globalization can contribute to inclusive growth

| | Policy tools (a/b/c) | Advocacy channels (UN or other) | Membership and networks |
|---|---|--|---|
| Foster greater trade and investment opportunities for all through responsible business conduct | <ul style="list-style-type: none"> - Cybersecurity guide for business (2015) promotion, NC translation, and encourage Academy to develop online material as part of SME package - Development of Artificial Intelligence (AI) position paper (in development) - Development of cybersecurity position paper (in development) - Development of privacy toolkit for SMEs (proposed not resourced) - Self-regulation for the digital economy (proposed scoping) | <ul style="list-style-type: none"> - EU - global advocacy on GDPR implementation; - APEC e-commerce steering committee input - UN and agency engagements - ICT for SDG discussions | <p>Leverage members in-country and leaders to help evangelise messages</p> <p>Support capacity of networks to disseminate and promote tools and, where relevant, adapt for local impact</p> <ul style="list-style-type: none"> - Web and teleconference briefings on release of material |
| Promote open markets, inclusive and sustainable trade through WTO rules, and combat protectionism | Adapt and target existing ICC policy positions for G20/B20 discussions; UN SDGs, WTO and other global fora | <ul style="list-style-type: none"> - Promote e-commerce rules: WTO, UNCTAD - G20/B20 digital taskforce engagement - alignment with BIAC on OECD to reinforce messages – WSIS Forum, ITU | <p>Engage with relevant members and leverage leaders to promote messages on behalf of the commission</p> <p>Support development of network capacity to advance global positions in local or regional contexts</p> |
| Encourage governments to address trade-related inequalities and adjustment | <ul style="list-style-type: none"> - Coordinate business efforts through real time trade controls working group to mitigate risk of ICT being an obstacle to international trade rather than a driver | <ul style="list-style-type: none"> - UN Committee of experts in tax matters - WCO - WTO | Leverage members and networks (public and private sector participation) to encourage dialogue on the trends of real-time transaction control systems (for tax and other law enforcement purposes) |

2. Foster sustainability through business

| | Policy tools (a/b/c) | Advocacy channels (UN or other) | Membership and networks |
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| Lead business engagement in the implementation of the United Nations Sustainable Development Goals and of the Paris Climate Agreement | <p>ICT and SDGs update of paper for annual goals under review</p> <ul style="list-style-type: none"> - AI position paper (in development) | <ul style="list-style-type: none"> - Engagement in UN HLPF/input into ECOSOC via UN Commission on Science and Technology; engagement and side meetings at STI Forum - WSIS Forum – ICT for | Raise awareness and support capacity building in network to advance ICT4D agenda and ecosystem strategy to promote enabling environment for sustainable investment. |

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| | | <ul style="list-style-type: none"> development and digital skills UNGA side events on role of private sector and ICT for SDGs, and digital skills | <ul style="list-style-type: none"> Web/teleconferences on demand Input into HL messaging of Chairmanship and SG |
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3. Uphold open economies to improve living standards for all

| | Policy tools (a/b/c) | Advocacy channels (UN or other) | Membership and networks |
|--|---|--|---|
| Demonstrate the role of trade and investment as drivers of economic and social development | ICT and SDGs update of paper for annual goals under review <ul style="list-style-type: none"> AI policy in this context (in development) | Engagement across all channels (see advocacy plan detail) <ul style="list-style-type: none"> ICT as development enabler digital skills | Members in country to work with the NCs to leverage positioning to engage local and regionally Engagement of company leaders to share case examples and advocate at global level <ul style="list-style-type: none"> call for inputs and cases and updating of material to these |

4. Promote the rule of law and sound governance

| | Policy tools (a/b/c) | Advocacy channels (UN or other) | Membership and networks |
|---|---|--|---|
| Shape a predictable and clear international regulatory environment for companies to conduct international business in a sustainable and responsible way | Convening diverse business views on cybersecurity to develop ICC policy statement to reduce business risk, identify and highlight where interests align and position ICC to advocate for common goals. | UN and agencies B20/G20 Mutual reinforcement through OECD/BIAC Input into APEC e-commerce steering work | Ensure broad input to the work from membership and support network capacity to promote and advocate the work <ul style="list-style-type: none"> Webinar/teleconference briefing Advocacy toolkits |
| Develop voluntary rules and self-regulatory instruments to help companies meet their legal obligations and to promote good business practice | <ul style="list-style-type: none"> Cybersecurity guide for business (2015) promotion and development of online course Development of privacy toolkit for SMEs Self-regulation for digital economy (scoping phase – newly proposed) | By business for business <ul style="list-style-type: none"> Launched at Global Conference on Cyberspace; promoted via network and advocated at IGF, WSIS Forum and G20/B20 tbd | <i>Advocacy plan will detail</i> |

5. Encourage innovation and the digital economy for economic growth and job creation

| | Policy tools (a/b/c) | Advocacy channels (UN or other) | Membership and networks |
|---|--|--|--|
| Encourage the development of the digital economy for the benefit of all economic sectors, especially SMEs, and all parts of society | <ul style="list-style-type: none"> Development of privacy toolkit for SMEs (proposed not resourced) Cybersecurity guide for business: policy development on cybersecurity (possible norms for business and common global business views) | <ul style="list-style-type: none"> WTO, UNCTAD UN and agencies – ITU, WSIS Forum and CSTD as well as STI Forum B20/G20 Strengthen partnership with OECD/BIAC and APEC on | Leverage ICC Academy to develop tools based on inputs of member expertise and needs expressed in global fora |

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| | <ul style="list-style-type: none"> - Artificial intelligence – build consensus across business and move toward recommendations for policymakers | <p>advancing ICC messaging and reinforcing mutual goals</p> | |
| <p>Accompany digitalization by developing rules for e-commerce and being the voice of world business on internet governance issues</p> | <ul style="list-style-type: none"> - Leverage ICC BASIS key messages on Internet governance topics – built on ICC Commission on Digital Economy consensus positions - Convene workshops and expert roundtables on key topics | <ul style="list-style-type: none"> - Support promotion of e-commerce rules for WTO, UNCTAD and related channels - UN Commission on Science and Technology for Development, WSIS Forum, Internet Governance Forum and International Telecommunications Union - STI Forum and UN engagement - Select regional IGF to bolster support and build business capacity where weak | <p>Leverage engagement of BASIS members to raise resource and expertise in IG area for focused advocacy</p> <p>Build partnerships with NCs to bring in members interested in advocacy and shaping policy via a dual DEC (NC) and BASIS membership scheme</p> <p>Support NC capacity to engage at local and regional IGF and bridge stakeholder contacts to strengthen network</p> |