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**Addendum 1 to**  
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**English only**

## **Coordinating Committee of Business Interlocutors (CCBI)**

### **World Summit on the Information Society** **The Coordinating Committee of Business Interlocutors (CCBI)**

#### **Business View on Summit Outcomes**

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#### **What does business need as outcomes from this Summit?**

1. Focus on Information Society Building Blocks
2. Recognize the Importance of Pro-Competitive Policies and Private Sector Investment
3. Link ICT investment to economic development, social growth and poverty reduction
4. Incorporate Measuring and Accounting tools in Summit pronouncements
5. Prescribe National ICT Strategies
6. Acknowledge the critical role of Business in the Future of the Information Society

#### **1. FOCUS ON INFORMATION SOCIETY BUILDING BLOCKS:**

The Summit's substantive agenda needs to be focused very clearly on the fundamental building blocks of the information society, and thus far there has not been sufficient focus or prioritization.

What would be a concrete reflection of this focus? A dramatically improved articulation of the themes and content for the Summit as the outcome of PrepCom II which incorporate the basic issues below.

#### **2. RECOGNIZE THE IMPORTANCE OF PRO-COMPETITIVE POLICIES AND PRIVATE SECTOR INVESTMENT**

Business needs to see a clear focus by governments on pursuing policy and regulatory frameworks that are pro-competitive and which will create legal, policy and regulatory environments that are conducive to and attract private sector investment in ICTs.

What would be a concrete reflection of this understanding? A collective commitment to develop national ICT strategies within a time-certain period.

### **3. LINK ICT INVESTMENT TO ECONOMIC DEVELOPMENT, SOCIAL GROWTH AND POVERTY REDUCTION**

Business needs to know that the world's political leaders fully understand the link between ICT investment and economic growth, and that this awareness is heightened following this Summit to a degree sufficient to warrant consideration of investment by business, where before WSIS, such investment would not be considered.

This summit needs to lead to an increased and comprehensive awareness by national political leaders of how ICT investment can drive economic growth, the enhancement of social well being, and poverty reduction.

What would be a concrete reflection of this understanding? A collective commitment as stated above to develop national ICT strategies within a time-certain period.

### **4. INCORPORATE MEASURING AND ACCOUNTING TOOLS IN SUMMIT PRONOUNCEMENTS:**

All commitments made must have a built in form of measurability and accountability otherwise they are hollow and business will be hesitant to engage in a process that is leading to non-measurable outcomes or outcomes that are not concrete. Commitments by governments to ensure that the outcomes of this Summit are developed with markers to enable some form of measurement and future stock-taking to learn and build upon the successes and failures of initiatives.

What would be a concrete reflection of this? Benchmarking mechanisms built into the outcomes of this Summit to allow for review of the progress governments have made in developing and implementing, for instance, the necessary national policy and regulatory frameworks to promote investment in ICTs.

### **5. PRESCRIBE NATIONAL ICT STRATEGIES**

The national ICT strategies referred to above should include the following elements:

- actions at national level to create the necessary policy, legal and regulatory environments to attract investment in ICT;
- support for the existing international policy, legal and regulatory initiatives being coordinated by intergovernmental organizations such as the WTO, Hague Convention on Private International law, WIPO etc.;
- actions at a national level to foster entrepreneurship by addressing issues such as corruption, judicial reform, alleviating administrative burdens and reducing bureaucracy at all levels of society;
- encouragement of competitive policies through legislative and administrative changes;
- engagement with national business communities to create public-private partnerships to promote ICTs as a tool for economic development and establish transparent processes for policy development;
- actions to eliminate or reduce investment restrictions, promote pro-competitive policy frameworks for basic telecommunications and establish independent telecommunications regulatory authorities;
- actions to expedite and encourage the deployment of e-commerce, e-government, telemedicine, distance education, and other productivity enhancing and socially useful ICT applications;

- provisions to cultivate human resources through investment in education and life-long training;
- commitment to create a strong financial sector that can support investment and take responsibility for the consequences of risk and investment;
- the cultural approach to risk-taking, bankruptcy and failure is a strong factor in how a country's entrepreneurs will act and react----thus cultivating a tone of acceptance and acknowledgement of the need for risk-taking and possible negative consequences is fundamental to establishing a culture of innovative business.

**6. ACKNOWLEDGE THE CRITICAL ROLE OF BUSINESS TO THE FUTURE OF THE INFORMATION SOCIETY**

The critical role of the private sector must be recognized more clearly and actively in the WSIS process.

This has not been adequately done to date.

This is the only way to enable the regional leadership to be responsive to the needs of business and thereby encourage more engagement by the business entities and their representatives.

**If the WSIS leads to the right conditions, what will business do?**

Given the right conditions, business will assume the risks necessary, and invest. Absent that investment, there is no 'information society'.

Business is the only sector of society with the capability to generate massive amounts of capital required to build the infrastructure, technology, and tools to deploy the information society.

'No investment, no information society'.

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