

TRR, Vanuatu Contribution to GSR 15 Consultation from TTR, Vanuatu

- **Stimulating demand: raising awareness about the potential of m-services and applications to achieve socio-economic opportunities by empowering citizens;**
 - Regulators should always be open to new innovative ideas and facilitate this smooth market entry for the benefit of both operators and consumers;
 - First and foremost, the Regulator must know the extent and limit of their powers and responsibilities they have under the relevant laws and regulations governing m-service within the sector.
 - Even if the powers or roles of the Regulator are not clearly defined in the legislative framework, the Regulator should always be supportive, impose no regulatory barriers and provide a framework that will provide flexibility and facilitate m-services applications within the laws of the country;
 - The Regulator should design and include, in their regulatory awareness programs, awareness of m-services to highlight the socio-economic impact and benefit of m-services and how they contribute to the welfare of the people;
 - The Regulator can encourage m-service provider partnerships; particularly to benefit citizens and create, if possible, a 'win-win' situation;
 - The Regulator can encourage other ICT stakeholders to support and buy-in to m-service applications;
 - The Regulator should collect relevant statistics on the economic performance of m-services and monitor its development;
 - Building public private partnerships, building inter agency partnerships, building partnerships at tradition levels are also areas where the Regulator can be seen as a development partner. Partnering with local communities, area councils and village chiefs, are essential to raising awareness of m-apps and m-services;
 - Light touch regulation and a well-established monitoring regime are necessary for Regulators to promote to stimulate demand for m-apps and m-services.

- **Facilitating use, availability and access: Identifying policy, regulatory and industry-led measures to lift regulatory and technical barriers and foster access, development and take-up of apps and m-services;**
 - The Regulator needs to work closely with other Regulators in other jurisdictions to share experiences and adopt best practices to promote demand and access of m-service within the sector;
 - Light touch regulatory measures such as supporting approval of such services (e.g. that to MobiMani in Vanuatu), to progress m-apps and m-services that will have far reaching positive impacts on the people including those that live in the rural areas - assists with financial inclusion initiatives;
 - The Regulator can facilitate or take part in discussions and processes to align international trade or commerce frameworks (e.g. WTO standards) with the national context especially where it impacts provision of m-apps and m-services that provide trade and commerce benefits for the people;
 - The Regulator should embrace private public partnerships and market-centred approaches;
 - The Regulator can assist by establishing working relationships with related stakeholders and/or work closely with the Government and other regulatory agencies to support use, availability and access of m-service within the sector but it must continue to maintain its independence;
 - Open access to networks by m-service providers should be facilitated and encouraged by Regulators by providing an avenue that operators feel free to discuss, in confidence, their plans and service offers;

- If the telecommunication law is silent in terms of regulation of m-service, a simple Regulative framework needs to be designed to encourage m-services within the sector;
 - The Regulator should always be ready to provide regulatory guidance and advice on m-services to potential m-services suppliers, Government, consumers and service providers;
 - Subject to relevant laws and regulations, mandating where appropriate, standards and interoperability between operators and new entrants to ensure no delays in the introduction of new services. The Regulator should look at developing/having innovative regulatory mechanisms to facilitate and support national unified Short Codes to ensure that certain m-apps can be used across networks;
 - Promoting a “light touch” regulatory approach, intervening only when necessary, and ensuring that market forces work within the prescribed laws of the Country. The approach should encourage an open dialogue on development of government policies, infrastructure development, service provision and investment, and on regulatory issues;
 - The Regulator should support a face to face, open and transparent approach on regulatory issues, as necessary, along with an understanding of, and appreciation for, the different roles and required deliverables of each respective stakeholders;
 - Regulators should encourage international best practice for the regulatory framework that is applied and those which have proven to have contributed to positive development of m-services;
 - The Regulator must implement the Government policies and strategies on m-services, as required;
- **Protecting the users and suppliers: Identifying measures to ensure ease of use, trust, privacy and confidence as well as basic security in the use of m-services and applications taking into consideration their transnational nature;**
 - The Regulator must ensure a consumers rights, privacy and confidence is protected at all times;
 - The Regulator should monitor and encourage m-service operators to ensure protection of consumer interests;
 - Consumers of m-services must at all times be informed of and understand all required information on promotion of or use of m-services.
 - Regulators must adopt and apply consumer awareness programs in their annual work plan.
- **Roles of ICT stakeholders: identifying the roles and responsibilities of the government, the telecom/ICT regulator, the industry and consumers to facilitate and stimulate uptake and use in a safe and secure manner.**
 - Regulators should take an active role, lead and coordinate with ICT stakeholders for the development of an avenue that will stimulate uptake and use of m-services in a safe and secure manner;
 - Regulators should provide policy advice to the government on areas of m-services and can provide proposals for the role each stakeholder could play within the sector in order to drive m-services within the sector;
 - The Regulator should always be ready to identify and explore innovative ways to ensure citizens benefit from social and economic opportunities brought by m-services, including in rural communities;
 - The Regulator should encourage and support the establishment of an independent task force to develop a common set of Country principles to guide policies regarding m-service;
 - There is a need for facilitation of and support for mechanisms for local content development and use. MobiMani is an example in Vanuatu that is gaining interest and momentum;
 - There is a need for facilitation of and support for research, data and statistics collection to analyse and determine reality of situations where the m-apps and m-services can potentially impact and benefit;