Combating Spam
Internet Society Project for Developing Countries

July 8, 2013

Durban South Africa

Kevin G. Chege
ISOC

chege@isoc.org

Internet Society

Who we are - The Internet Society

- Founded in 1992 by Internet Pioneers as an international non-profit organization
  - Organizational home of the Internet Engineering Task Force (IETF)

  - 100+ organization members

  - Tens of thousands of individual members

  - 90+ chapters worldwide

  - Regional Bureaus: Africa, Europe, Latin America & Caribbean, North America, South & South East Asia

What we do – The Internet Society

- Priorities and Activities at the Intersection of Internet Technology and Policy

— Fostering an open, innovative, and trusted Internet worldwide

— Advancing policies and strategies that strengthen the Internet's growth and evolution

— Enabling a vibrant organization and vital global community to advance the Internet's future

— Empowering people to achieve human potential through unencumbered Internet use

Global Policy is at a Crossroads

Events are underway that will have a profound effect on the Internet and its technical community

- WCIT – New international telecommunications treaty
- WTPF – Discussion on the ITUs Internet role
- WTDC – Focus on Developing Country wants and issues
- PP-14 – Treaty to redefine the ITUs role and focus for the next four years

Issues Need to be Addressed

- Spam
- Security
- IP Addressing
- Numbering and Misuse
- Infrastructure Investment
- Peering and Interconnection
- Censorship and Human Rights
- Tariffs, Transit and Termination Payments

Post WCIT-12 Observations

- Discussion raised legitimate concerns and noteworthy questions, in particular on technical topics (combating spam, security, etc.)

- Some concerns raised showed lack of clear understanding of the problem needing to be addressed.

- Others raised potential social-economic implications including consumer protection issues related to concerns identified.

- Many lacked timely insights and access to technical best practices, policy approaches and community partnerships that are currently in place.

- Identified differing views between developed and developing countries.

Need and Concerns Identified

- We are at an incredibly important moment in the Internet's evolution
  - Countries want to become part of the information economy
  - Concerns need to be addressed such as the high cost of access and connectivity issues
  - Capacity building and assistance with infrastructure decisions need to be addressed
- Need opportunities for engagement with the Internet technical community
  - Internet Society's desire is to bring the communities together to start a dialogue to address the issues, to develop long term partnerships with policy makers and experts
- *Opportunity identified* – address policy concerns about unwanted traffic (spam, malware, botnets, etc.) thus the Internet Society's Combating Spam Project was born

Internet Society's Approach

- The Combating Spam Project activities are built upon the Internet Society's three basic pillars of Internet development:

  - Human capacity development (training people and increasing/building their skills/capacity)

  - Technical/physical infrastructure development (building the Internet architecture)

  - Governance infrastructure development (building and encouraging models that sustain the Internet infrastructure)

Internet Society Project Objectives

- To play the role of convener and facilitator to demonstrate how the multi-stakeholder model can help tangibly address a key concern of policymakers - unwanted traffic/spam

- To bring governments and policy makers together with industry, technical experts, and other partners
  - to build awareness and offer a basis for sustainable relationships and long term partnerships to address the on-going mitigation of unwanted traffic

- To locate and distribute high-quality technical and policy information, where possible, utilizing existing materials contributed by experts so that the information can be shared among concerned policymakers to further their understanding

- To facilitate an on-going, inclusive and supportive community of global stakeholders where everyone has a role

What do policy makers mean by "spam"?

- WCIT-12 International Telecommunications Regulations (ITR) treaty defined spam as "*unsolicited bulk electronic communications*"

- Spam consists of much more than bulk communications

- Spam also includes <u>unwanted forms of communication</u>, including malware, botnets and phishing which comes from delivery of unwanted forms of electronic communication

Combating Spam Project Components

- Our activities are based on the Internet Society's role as Convener/Facilitator
- Substance, documents and materials
  - ➤ Leveraging existing technical materials and developing new white papers prepared by experts from within the industry
  - ➤ Creating training videos that showcase technical experts speaking on a specific topic related to spam to reach new audiences and for others to use to refresh knowledge base
- Workshops for Regulators
  - ➤ Outlining roles (Policy Makers, Technical Community, Experts, Tools) and relationships
  - ➤ Dialogue with Industry experts regarding tools, techniques, risks and on-going partnerships

Combating Spam Project Components cont'd

- Sustainable Partnerships
    - ➤ Promote an exchange between experts and technical communities through Technical Workshops held in conjunction with regional Network Operator Group (NOG) and Regional Internet Registry (RIR) meetings
    - ➤ Encourage on-going connections between these developing and expert communities to ensure that mentors and resource "backups" are established that can address issues as they arise

Workshop for Policy Makers – Combating Spam

- The Workshop will begin with an introductory discussion of "definitions"
  - the goal is to demonstrate that this is a complex subject that has many meanings. This will also help to scope the activity to unwanted traffic
- Three highly interactive discussion tracks will follow:
  - **Role of Tools** – discussion of what software and equipment options that governments and network operators can consider implementing as part of a spam, malware, and botnet mitigation program
  - **Role of Governments** – discussion of policy development based on existing examples and models of what other countries have adopted to mitigate spam
  - **Role of Industry** – discussion of existing industry organizations where technical experts from network operators, mobile operators, ISPs, other applications, services and email providers develop practices and codes of conduct to mitigate spam and its impact to Internet access

Sustainable Partnerships

- Spam, botnets, malware, etc. all require sustained engagement by the <u>entire</u> technical community. There is no "quick fix" or cure.
- A key goal of Internet Society's Spam Project is to help facilitate long-term capacity building and on-going partnerships in the targeted regions between technical experts and within the global industry by facilitating technical workshops where these parties can meet
  - As the problem changes and evolves, a community of experts in the region will be capable and knowledgeable to address it as well as having a trusted relationship established within the broader community for reinforcement and assistance

Sustainable Partnerships cont'd

- Identify and facilitate relationships between groups of experts at universities who are conducting technical research on spam mitigation techniques with technical audiences at universities in developing regions
    - Establishment of these relationships will allow for the next generation of network operators and policy makers to be exposed to the research work of identified universities and their technical community.

Project focused on Shared Responsibilities

- As new players come into the "unwanted" traffic stakeholder dialogue, current players must have some form of <u>accountability</u> to help sustain their engagement:

  - Mentorship

  - Outreach

  - Backup

  - Capacity Building

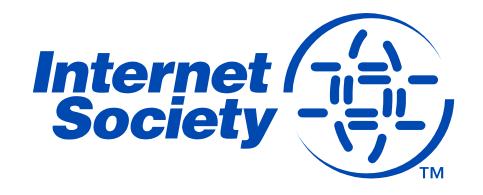- There is an ongoing role for _ALL_ to play to expand this circle of knowledge and trust

16

Current Workshops Scheduled for 2013

- Combating Spam Workshop for Policy Makers

  1. Confirmed Date: September 9-10
     Location: Nairobi, Kenya
     (at African Telecommunications Union (ATU) meeting)
  2. Confirmed Date: October 7
     Location: Mendoza, Argentina
     (at Organization of American States (CITEL) meeting)
  - Other workshops are slated for:
    Africa, the Caribbean, and at IGF 2013 in Bali

- Additional information on the Internet Society Spam Project and workshop details can be found at:
  http://www.internetsociety.org/what-we-do/policy/combating-spam-project

Internet Society

For more info, please contact Karen Mulberry
Policy Advisor
Internet Society
mulberry@isoc.org

Thank You!

http://isoc.org