BUSBC Suggested Principles for Internet Governance

- Area: COMBINED INTERNET GOVERNANCE PRINCIPLES AND ROADMAP
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Abstract

We applaud the efforts of the Brazilian government to coordinate the engagement of a broad group of stakeholders to discuss such an important topic. The Internet represents one of the greatest engines for growth, providing benefits across regions and levels of development. It is the great equalizer, providing businesses of all sizes the opportunity to access the billions of consumers outside of their physical location and to compete on the quality of products offered. The Internet allows consumers, educators, and health providers alike the ability to access the best products and technology and to share information throughout the world. This all depends on a governance structure that is open, transparent, and representative of all stakeholders. The current multistakeholder model approach to Internet governance has fulfilled these needs while creating a decentralized structure that fueled rapid development around the world.

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To Whom It May Concern:

Established in 1976, the U.S. Section of the Brazil-U.S. Business Council (Brazil Council) is the premier business advocacy organization dedicated to strengthening the economic and commercial relationship between Brazil and the United States, representing more than 100 of the top U.S. companies with investments in Brazil. The U.S. Chamber of Commerce (U.S. Chamber), the world's largest business federation representing the

interests of more than three million businesses of all sizes, sectors, and regions, as well as state and local chambers and industry associations, and dedicated to promoting, protecting, and defending America's free enterprise system. The U.S. Chamber and the Brazil Council greatly appreciate the opportunity to provide content for the "Global Multi-stakeholder Meeting on the Future of Internet Governance," or NETmundial and looks forward to active participation during the meeting on April 23-24.

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In order to ensure that global growth and prosperity continue, we respectfully offer the following principles to serve as a core for Internet governance:

•Policies must maintain a bottom-up approach that allows for robust and meaningful input from all stakeholders.

•Policies must be future proof and technology neutral, able to accommodate rapidly developing technology and different types of uses and sectors.

•Policies need to promote a voluntary, global system of standing setting.

•Policies should facilitate the stability, security, interoperability, and functionality of the underlying network structure.

•Policies must support the seamless flow of digital services, applications, products and information.

The roadmap for the future of Internet governance must incorporate the above policy concerns while also maintaining its flexibility to adapt. One of the great strengths of the inclusive governance model is the ability to nimbly and quickly address fast moving technological changes. The future of Internet governance must avoid codifying rigid rules or a top-down system, which only causes bottlenecking for decisions and makes it more difficult for a wide-spectrum of stakeholders to participate freely.

By ensuring the above principles and following the suggested roadmap for future Internet governance we can guarantee freedom of digital opportunity for generations to come. The U.S. Chamber appreciates the consideration of this content and is happy to answer any questions you may have.

The U.S. Chamber and the Brazil Council are at your disposal to provide additional information and to contribute to the very important discussion about the future of Internet Governance during your event in April in Brazil.

Yours Truly,

Renata Vasconcellos