BASIS
Business Action to Support the Information Society
**BASIS: AN EFFECTIVE VOICE FOR BUSINESS WHERE IT MATTERS**

**ICC Chair Sunil Bharti Mittal:** Access to an open, stable and trusted Internet is an imperative for business today. Through BASIS, ICC plays an important role in helping shape policies to support the growth and development of the Internet and information society for inclusive and sustainable development.

**ICC Secretary General John Danilovich:** As the world business organization with a presence in over 130 countries, ICC plays a central role in representing business members from all sectors, sizes and regions in major international organizations and negotiations — from the United Nations to the G20. We work to promote international trade, responsible business and a global approach to regulation through advocacy and standard setting activities.

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**MOBILIZING BUSINESS PARTICIPATION IN THE INTERNET GOVERNANCE FORUM**

Aligning efforts where possible, ICC BASIS works with all stakeholders to improve mutual understanding.

Each year, our members identify and nominate business representatives to the IGF Multistakeholder Advisory Group (MAG) – the group responsible for thought leadership to the content, planning and execution of the forum.

**SAFEGUARDING THE FUTURE AND DEVELOPMENT OF THE INFORMATION SOCIETY**

ICC served the global business community during the World Summit on the Information Society (WSIS) both in 2003 and 2005 and was subsequently asked by business to continue this work convening and sharing business views in the WSIS follow up activities; and so ICC BASIS was created. In addition to providing valuable business input and expertise, ICC raises awareness across the business community on how the important Internet governance dialogues and deliberations affect business interests and the future of the Internet thus strengthening private sector engagement.

**THE RECOGNIZED VOICE OF BUSINESS AT THE HIGHEST LEVELS**

We amplify broad business positions and priorities leveraging ICC’s highest level consultative status to the United Nations. ICC BASIS provides a cost-effective way for members to stay informed and influential when developments impacting business are discussed. ICC BASIS is a respected and recognized collective voice because ICC is not just consulted but listened to — whether speaking on high level panels or participating in expert-level discussions.

**THE INTERNATIONAL CHAMBER OF COMMERCE (ICC)**

**BUSINESS ACTION TO SUPPORT THE INFORMATION SOCIETY**

ICANN

**BROADENING INPUT WITH DIVERSE BUSINESS VIEWS**

ICC BASIS served on the IANA Stewardship Transition Coordination Group (ICG) to ensure a broad business perspective was factored into the transition deliberations. While members work on specific community interests in the Internet Corporation for Assigned Names and Numbers (ICANN), ICC BASIS helps members leverage their collective vigilance where warranted and raise a united voice where beneficial, such as in the ICANN accountability deliberations, which will be ongoing.

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BASIS Project Director Elizabeth Thomas-Raynaud: BASIS members advocate and leverage the policies developed by the 274 business experts of ICC’s Commission on the Digital Economy appointed from ICC’s network of over 90 national committees, in Internet governance discussions. Those policies are vetted through a robust consultation process that invites input from the entire ICC global network.”

BASIS member, Africa Information & Communication Technologies Alliance board member and SME owner Hossam Elgamal, Egypt: Bringing small business and developing world perspectives isn’t easy because taking care of business is our priority. BASIS membership makes engagement easier and more impactful through information sharing and cooperation among members.”
BASIS and IGF MAG member Cheryl Miller, Verizon:
Through BASIS the private sector promotes common values of an open, secure and stable Internet that is fully invested in social and economic development. Global business members reap the benefits of cooperating across sectors, geographies and cultures; and contributing to the invaluable knowledge, experience and perspective sharing that multistakeholder activities like IGF deliver."

JOIN US AT IGF!
Every year at the IGF, BASIS actively supports the WSIS mandate that Internet governance be transparent and inclusive, with the full involvement of governments, the private sector, civil society, academia, the technical community and international organizations.

JOIN US FOR OUR WORKSHOPS AND DAILY BUSINESS BRIEFINGS!

www.iccwbo.org/BASIS
BECOME A MEMBER!

BASIS members:

- are aware: receive updated information on the most impactful global discussions on Internet governance and ICTs for development
- collaborate: build relationships with stakeholders and with companies and associations from across sectors and geographies
- make a difference: ensure global business priorities are heard at the highest level of decision-making

CONTACT

To learn more about BASIS, please contact us at BASIS@iccwbo.org or follow us @ICCnetgov