Private Sector Engagement in Responding to the Use of the Internet and ICT for Terrorist Purposes

Strengthening Dialogue and Building Trust

February 2017

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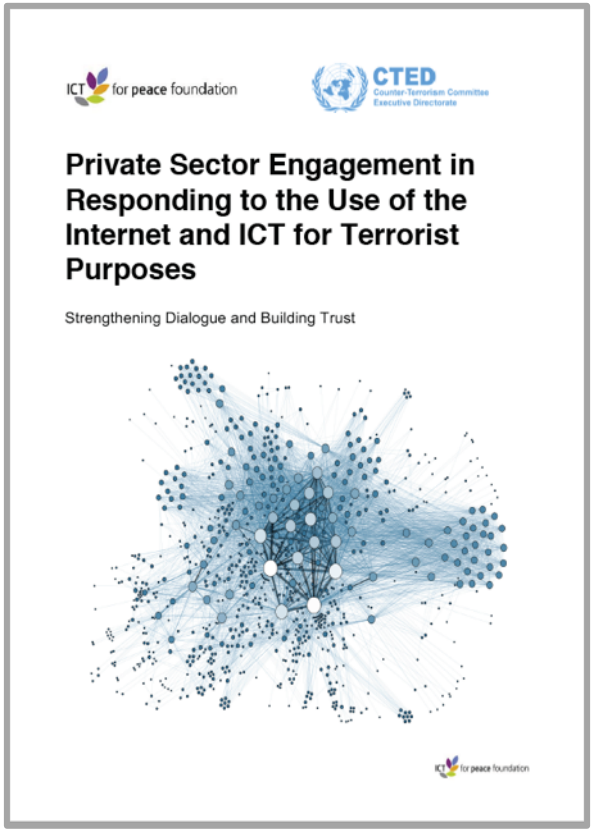
Objectives of the joint ICT4Peace and UN CTED project in 2016

- **Phase 1: April – December 2016**
  - The purpose of Phase 1 was to deepen the knowledge base:
    1. *Identify and analyse existing and emerging threats*
    2. *Understand industry approaches and the principles and norms*
    3. *Understand trends in multi-stakeholder and public-private engagement*
    4. *Scope appropriate mechanisms / platforms for knowledge sharing*

  How? Consultations via three workshops in **Zurich**, **Kuala Lumpur**, and **Silicon Valley** with major stakeholders from the ICT industry, civil society, and inter-governmental agencies + interviews + desk research.

  - We reported our initial findings to a Special Meeting of the UN CTC in Dec 2016 and there will be further follow-up with the CTC in Feb. 2017

We presented our summary report for Phase 1 at the UN in December



http://bit.ly/2kMBDZJ

Google: UN private sector engagement ICT For Peace

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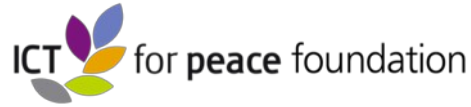
Our advisory group: Leading technology companies and a range of academic, civil society groups, and inter-governmental organisations



ICT4Peace Global workshops held in 2016: Industry representatives from technology, media, telecommunications, finance, and advisory

ICT4Peace Global workshops held in 2016:
Governments and inter-governmental organisations were key stakeholders in the consultation

ICT4Peace Global workshops held in 2016: Leading civil society organisations and human rights groups were prominent

ICT4Peace Global workshops held in 2016: Academic institutions and think tanks contributed papers for each of the global meetings

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Context: Social media and internet technologies are used by almost half the world's population with adoption rising quickly

- Worldwide population: 7.5 billion
- The internet has 3.17 billion users = nearly 50% of the population
- 2.3m Google searches per minute - 6000 Tweets per second; 17 trillion webpages indexed by Google as of Jan 2016
- 2.3 billion active social media users (1.5bn on Facebook)
- Internet users have an average of 6 social media accounts
- Social media users have risen by 200 million in the last year
- There are 1.65 billion active mobile social accounts globally with 1m more every day

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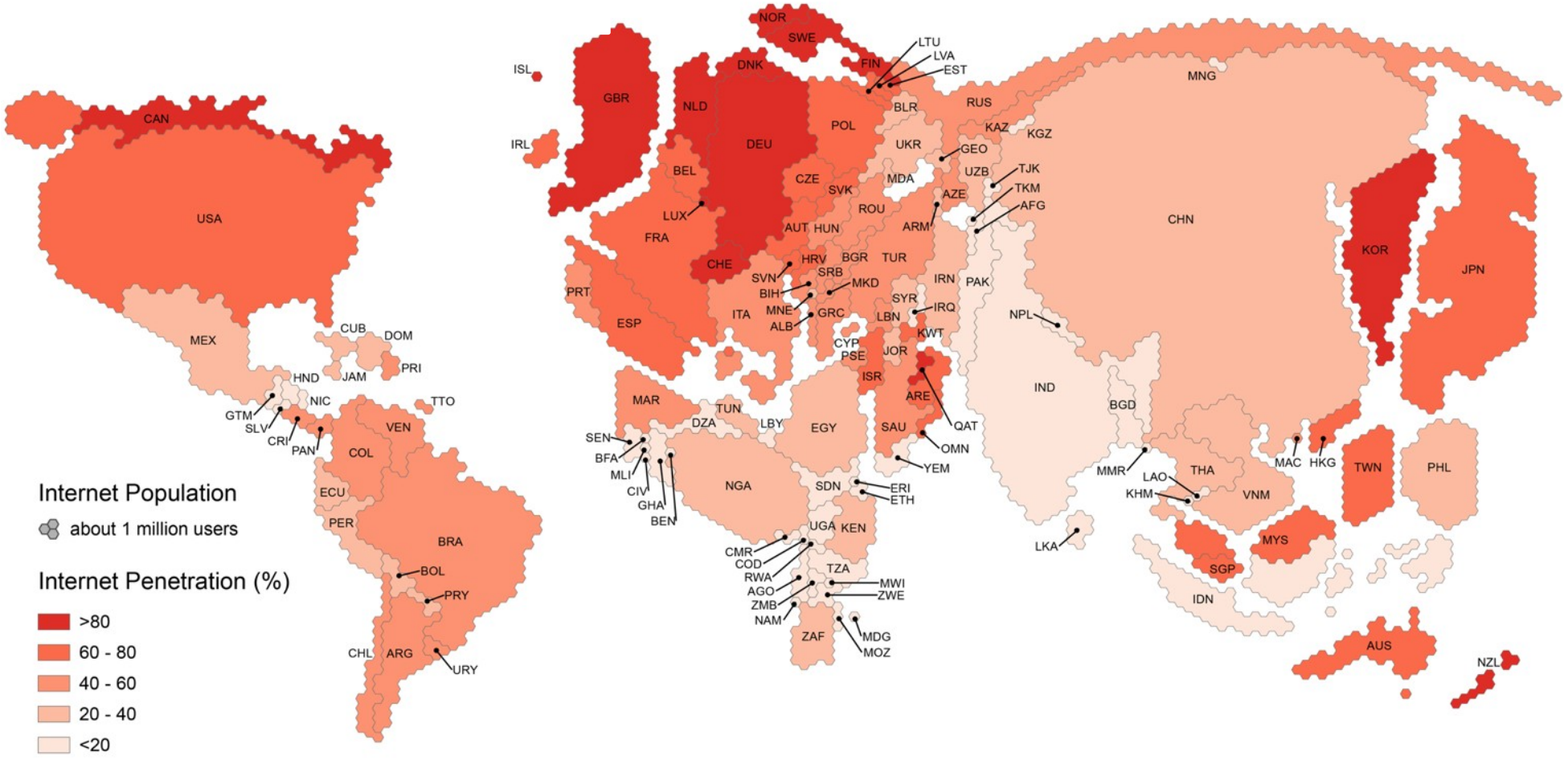
Source: Google, Mashable, Brandwatch

Context: Within the next decade, communications technologies powered by the internet will become more influential in Central Asia



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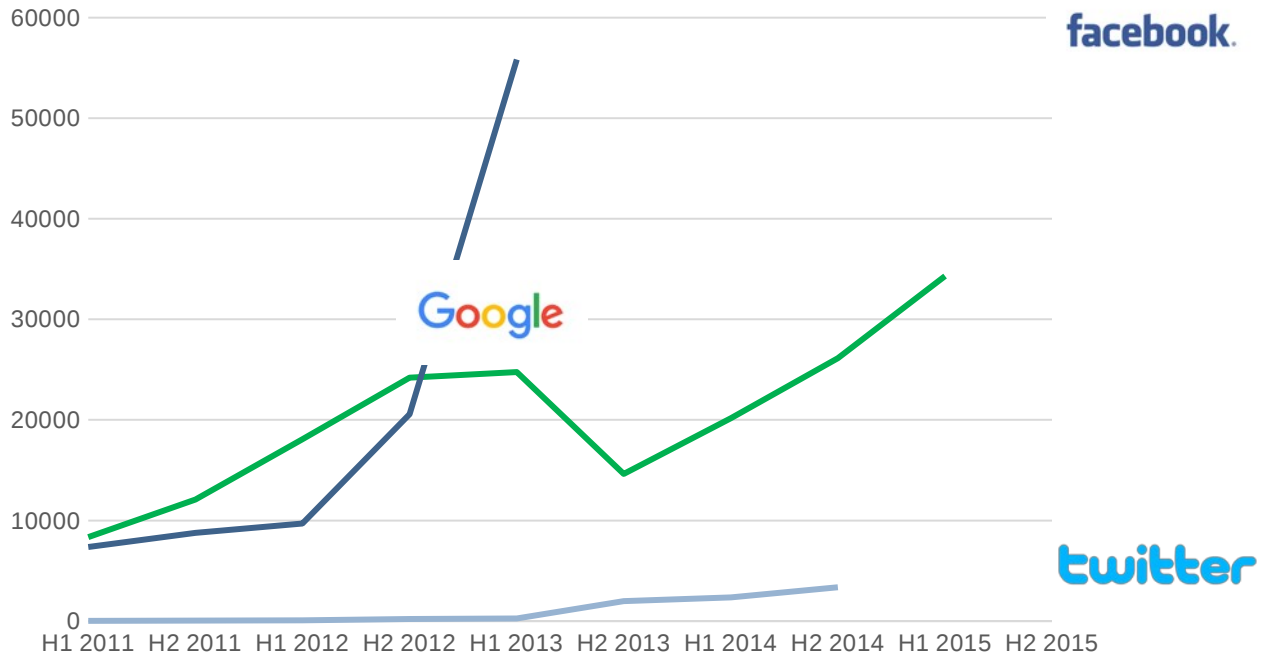
Source: Oxford Internet Institute, World Bank, IMF

Industry response: In 2015 the top tech companies took down over 160,000 items of concern for governments

Content takedowns requested by governments (2011-2015)



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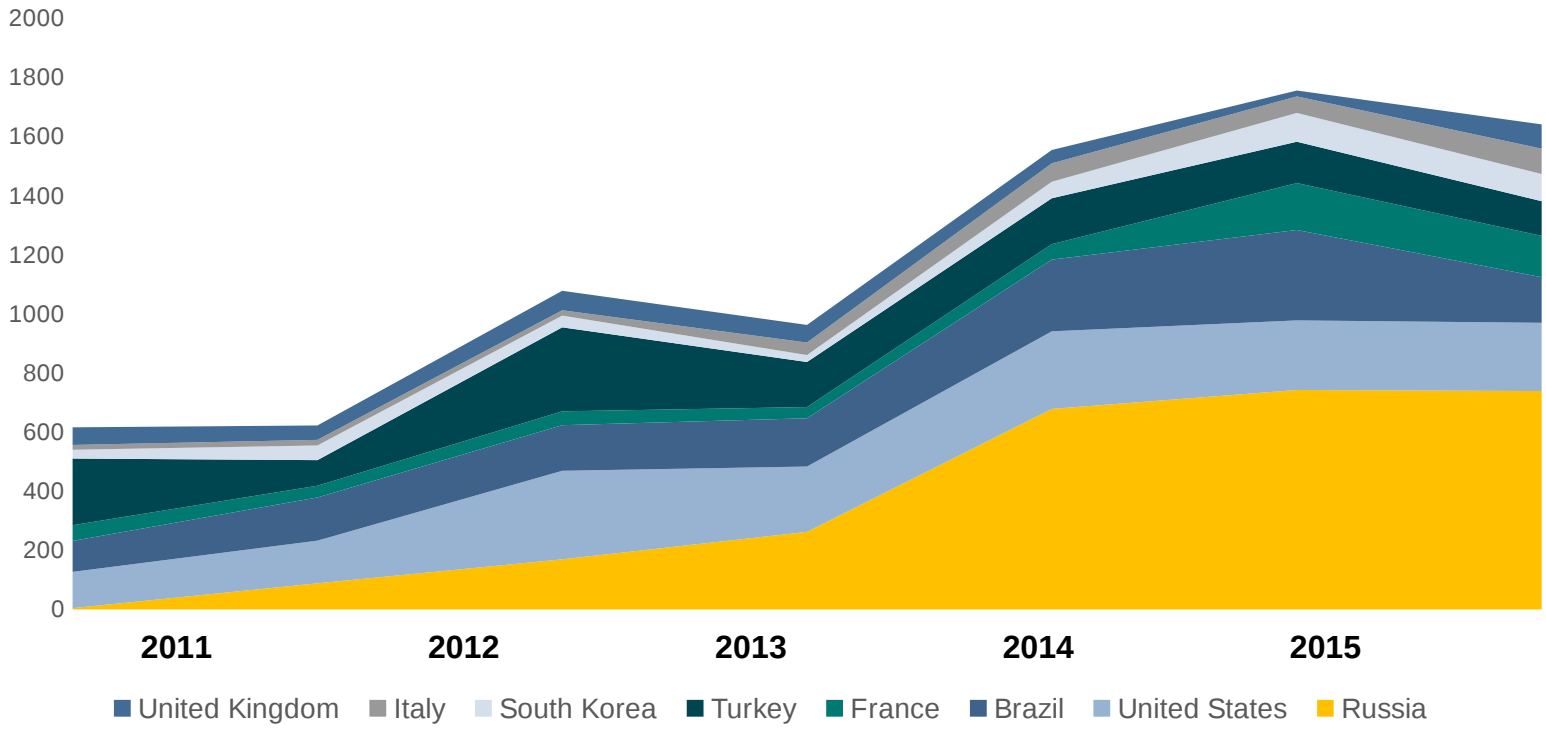
In 2015 Google agreed to over 600 take-down requests from the Russian government and is working harder to support governments

Partially or completed complied requests for Google content by country by year



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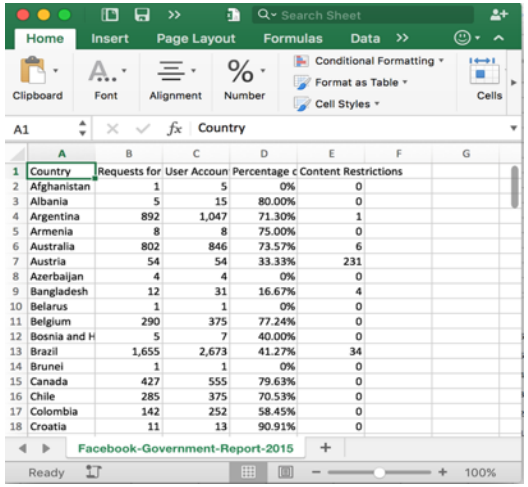
Based on the principle of openness, major technology companies now regularly produce Transparency Reports

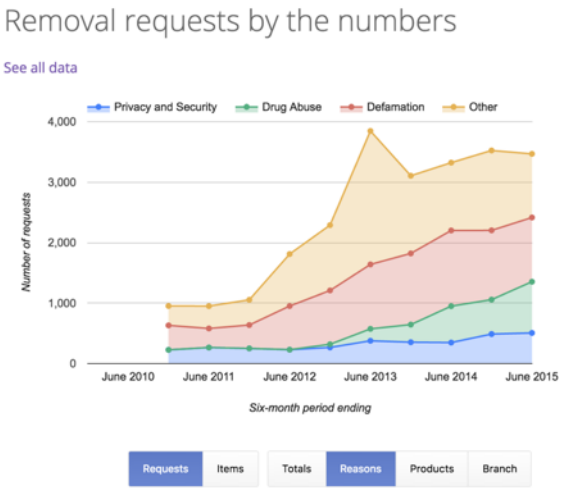
facebook

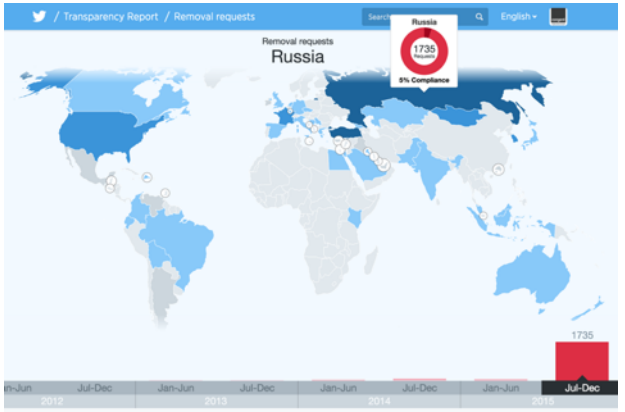
Google

twitter



	A	B	C	D	E
1	Country	Requests for	User Accoun	Percentage c	Content Restrictions
2	Afghanistan	1	5	0%	0
3	Albania	5	15	80.00%	0
4	Argentina	892	1,047	71.30%	1
5	Armenia	8	8	75.00%	0
6	Australia	802	846	73.57%	6
7	Austria	54	54	33.33%	231
8	Azerbaijan	4	4	0%	0
9	Bangladesh	12	31	16.67%	4
10	Belarus	1	1	0%	0
11	Belgium	290	375	77.24%	0
12	Bosnia and H	5	7	40.00%	0
13	Brazil	1,655	2,673	41.27%	34
14	Brunei	1	1	0%	0
15	Canada	427	555	79.63%	0
16	Chile	285	375	70.53%	0
17	Colombia	142	252	58.45%	0
18	Croatia	11	13	90.91%	0





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Industry responses: The industry is already developing an emerging voluntary policy framework e.g. around Terms of Service

Defining terrorism using sanctions lists

- Challenges in defining **terrorism -** some companies use international, regional or national **sanctions lists**
- Microsoft has announced it is using the **consolidated UN sanctions list** to inform its decisions

"Terms of Service" and emerging policy

- Some companies are adapting "Terms of Service" and using community guidelines to **prohibit certain content**
- Companies have a **zero- tolerance policy** for terrorist content their platforms and committed to ensuring safety

Global Network Initiative (GNI) and other industry initiatives

- Many companies participate in the **Global Network Initiative** or other industry initiatives which set guiding principles for industry action on a number of issues
- These initiatives are generally linked to the UN Business and Human Rights principles

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Industry responses: Other than developing policy, industry is taking proactive steps to counter the terrorist use of their platforms

Developing guidance systems	•Developing **guidance and systems** for content flagging, referral and content/ account removal and for remedial action – **artificial intelligence**
Building policy and legal teams	•Employ **specialist legal teams** •**Content policy teams** now play critical roles
Co-operation with Internet Referral Units (IRUs)	•Cooperating with **government** or **regional internet referral units** (IRUs), e.g. UK CTIRU, Netherlands, EU IRU based in the Hague
Investment in counter-narrative	•Developing tools and mechanisms to **counter the narratives of terrorist** and **violent extremist groups** •Carried out **with government agencies** and/ **or civil society** and **community organizations**

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Industry responses: Other concerns raised in our consultations

Legitimacy of the private sector in terms of shaping norms of behaviour

Small companies have **limited capacity**, resources, knowledge of the issues

Disconnect between ONLINE and OFFLINE PVE efforts

Limited evidential basis for responses / what does or does not work

Limited investment in long-term **education** and critical thinking

Respecting human rights

Recommendations from our report: Our focus for 2017-2018

1. Build on existing policy initiatives and avoid duplication of effort
2. **Strengthen dialogue on the emerging normative framework through multi-stakeholder engagement (policy & tech liaison)**
3. Promote coordination between inter-governmental initiatives
4. **Establish a Global Knowledge Sharing/ Capacity Building Platform focused on Policy & Practice**
5. Build capacity and raise awareness (companies, gov. agencies, civil society etc.)
6. Strengthen the Links Between Offline Prevention Efforts and Online Content Management and Counter-Narrative Efforts
7. Support data-driven research on effectiveness
8. Promote Critical Thinking and Media/ Digital Literacy

Implementing the recommendations: Initiatives the joint UNCTED/ICT4Peace will focus on in 2017-2018

1 UN CTED / ICT4P Multi-Stakeholder Series

Strengthening Dialogue and Building Trust

Objectives:

1. Support continued dialogue around emerging policy, principles and norms
2. Share experiences, lessons, policy and practice on public-private partnerships
3. Focus on capacity building for start ups
4. Supporting States to understand how to engage better with private companies

2 Global Knowledge Sharing Platform

- Target audiences (industry actors; government agencies; civil society groups)
- What will be shared on the “one stop shop” platform:
  - norms, standards, principles
  - sample Terms of Service, sample government legislation
  - examples of public-private/ multi-stakeholder initiatives
  - policy-relevant research on changing nature of the threat
  - tool-kits for capacity building

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Conclusions

- The private sector is developing sophisticated capability to counter the use of technology by terrorists including through taking down large amounts of terrorist content
- There is risk a of over-regulation by governments –measures by governments should be proportionate to the size of the danger and not over-react to the problem
- The private sector is already supporting the emergence of a voluntary framework e.g. self-regulation
- Public-private partnerships are successful – more support is required to build capacity in States and smaller technology companies