

eco – Association of the German Internet Industry

October 16th 2014,
eco Names & Numbers Forum

Thoughts on the idea of a R

Association of the German Internet Industry

WE ARE SHAPING THE INTERNET.

eco
■ ■ ■

Who is eco?

- Founded in 1995
- Largest Internet Industry Association in Europe
- Nearly 800 members worldwide
- Mission: To promote the commercial and non-commercial use of the Internet, particularly through
 - the Exchange of experiences amongst members and third parties about new technical developments and applications
 - joint development and drafting of technical security standards
 - participation in the establishment of directives and laws at the national and international level

We develop markets, promote technologies and create frameworks.

Topics & Competence Groups

Infrastructure

- Expert Group DE-CIX
- Datacenter Expert Group
- Names & Numbers Forum

Content

- Games
- Streaming Media

Applications

- E-Mail
- Mobile

New Work

- e-Recruiting

e-Business

- e-Commerce
- Online Marketing

Security

Policy and Law

- Law and Regulation
- Net Neutrality
- Self Regulation and Youth Protection
- Internet Governance

How eco works...

- Competence groups and projects are
 - Mostly chaired by industry representatives
 - Focus on wishes of the community
 - Members determine the agenda
- Some examples:
 - INHOPE – eco was instrumental in setting up a global network of hotlines fighting online child sexual abuse, including developing policies and best practice
 - Certified Senders Alliance – programme to increase the quality of permission marketing
 - Botfrei / Initiative-S

We develop markets, promote technologies and create frameworks.

eco and the domain industry

- Names & Numbers Forum founded in 2008
- 150+ members from the domain industry
- 3x Registrar Atlas Study
- 30+ events
- Receptions at numerous ICANN meetings
- Member of the ISPCP for many years
- Thomas Rickert, Director N&N, Member of the GNSO Council
- Host of the 2014 EuroDIG, active at the IGF

We develop markets, promote technologies and create frameworks.

Some eco members:



How can eco support the ROA?

- eco can provide a professional framework including staff support
- eco is experienced in setting up meetings at the national and international level
- eco is experienced in making people work together remotely and f2f
- Content must come from members and third parties
- eco (or any other host) should not do more than provide a framework and promote the interests of the members

We develop markets, promote technologies and create frameworks.

How can eco support the ROA?

- Two options for implementation:
- ROA as a committee / WG
- ROA as an association inside the association (this is an option that has been chosen by cloud service providers – feasible, but a bit more cumbersome)

We develop markets, promote technologies and create frameworks.

How to achieve the goals?

- Inaugural meeting to decide on basic questions, i.e. chair, co-chairs, vice chairs, consensus calls vs voting, intervals / duration of meetings etc.)
- Members should draft a charter / work plan for a certain time span
- Mailing list, RFCs, telephone conferences, f2f meetings (preferably before or after ICANN or other on topic conferences)

We develop markets, promote technologies and create frameworks.

Cost?

- Financial needs depend on the wishes of the members
- Financing possible through membership fees or sponsoring
- Eco membership fees: 2,500 EUR / year max (1,500 EUR for companies with less than 500,000 EUR annual turnover)
- All members have the same voting rights
- To be inclusive, participation should not depend on membership or on financial contributions

We develop markets, promote technologies and create frameworks.



Contact

eco – Association of the German Internet
Industry e. V.

Lichtstraße 43h, 50825 Cologne

Ph +49 (0) 221 – 7000 48-0

Fax +49 (0) 221 – 7000 48-111

info@eco.de

<http://international.eco.de>

twitter.com/eco_de

www.facebook.com/ecoassociation