



# Global Policy Commissions

Workplan 2024



## **How we work**

As the institutional representative of over 45 million businesses in almost 170 countries, we are uniquely positioned to leverage private-sector expertise and insights to deliver practical solutions to interconnected challenges.

We act as the primary voice of the real economy in a range of intergovernmental organizations – from the United Nations to the World Trade Organization – championing the needs of local business in global decision making.

Our business-centric but purpose-led approach to external engagement provides us with the credibility and integrity needed to build trusted and influential relationships with policymakers across the world.

The convening power of our global network enables us to set rules and standards that facilitate over \$17 trillion dollars in trade each year – as well as providing tailored products and services that directly address the real challenges faced by businesses operating internationally.

We also provide the world's premier private global dispute resolution services, leveraging ICC's unique independence, integrity, and expertise.

## **Our policy commissions**

Our 11 global policy commissions bring together thousands of leading professionals across different technical disciplines – providing an unparalleled source of global business expertise from which to develop high-impact content and initiatives.

While the commissions themselves serve as thematically focused forums, we also deploy cross-cutting working groups to blend expertise from different specialist areas – allowing us to create outputs with a genuinely holistic take on real-world challenges.

Our commissions deliver value in four principal ways:

- Keeping members updated on key policy developments and enabling peer-exchange on emerging trends
- Developing common industry positions on major public policy issues
- Delivering technical input to shape key intergovernmental processes
- Establishing common rules and self-regulatory standards for cross-border commerce.

To maximize the impact of the substantive outputs from our commissions, we leverage ICC's unique access into major multilateral organizations – as well as working hand-in-hand with our network of national committees with direct links into national capitals and local business communities.

## **Our global strategy**

Recognizing the severe challenges faced by business as a result of uncertain economic and geopolitical conditions, we are committed to ensure that ICC's policy work informs effective

decision making by governments – while providing business the tools they need to facilitate cross-border business and drive sustainable development.

In this context, our global operations are guided by a strategic framework encompassing five defining themes for the future of international business:

- Enabling global trade
- Promoting access to justice, integrity and respect for the rule of law
- Accelerating sustainability and climate action
- Shaping an open, trusted and interoperable digital economy
- Strengthening multilateral cooperation.

## **Priority Commission projects 2024**

In this context, our headline work program for 2024 responds to each of these strategic themes – placing a strong focus on projects where ICC can provide a unique value proposition to our corporate members.

- > Rules, standards and guidance
- > Policy advocacy

## **Anti-Corruption and Corporate Responsibility**

- > Promote widespread usage of the revised ICC Rules on Combatting Corruption – including through the development of an updated ICC Anti-Corruption Clause.
- > Deliver and promote the first-ever industry framework to support responsible engagement with “sensitive” markets.
- > Develop an “Integrity Advocacy Toolkit” to support and enable engagement to combat corruption by companies and local business networks.
- > Provide a platform to enable peer exchange on best practices and facilitate constructive engagement with policy makers on business and human rights.

## **Banking (Trade, Supply Chain and Export Finance)**

- > Upgrade and grow the ICC Trade Register to establish this data pool as the definitive source of market intelligence for trade finance products for banks, investors and regulators.
- > Secure proportionate capital treatment of trade finance assets in the context of key legislative initiatives.
- > Support the adoption of digital processes under ICC trade finance rules – including through the development and implementation of standardized APIs.<sup>1</sup>
- > Issue new financial crime and risk policy guidance for trade finance transactions.
- > Issue guidance on the application of ICC banking rules in the form of opinions and technical advisory briefings.
- > Assess the need for revisions of or updates to key ICC rules and guidance products.

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<sup>1</sup> In conjunction with the ICC Digital Standards Initiative

## Commercial Law and Practice

- Develop and pilot practical tools to facilitate the effective use of the ICC Incoterms® rules by businesses throughout the world.
- Update ICC's suite of model contracts to meet new business needs.
- Monitor the evolution of new technologies with a view to identifying opportunities to facilitate the effective use of ICC tools and standards.
- Champion the modernization of legal frameworks to enable digitalization of cross-border trade processes.<sup>2</sup>

## Competition

- Shape a step-change in antitrust policy to enable essential industry collaboration to meet global climate and sustainability goals – targeting key jurisdictions in Asia, North America and LatAm.
- Encourage increased harmonization of national merger control regimes to provide greater certainty and predictability for business operating internationally.
- Provide guidance to help companies navigate increasingly complex policy approaches to foreign subsidies.
- Deliver updated tools to support companies in building robust antitrust compliance systems.

## Customs and Trade Facilitation

- Deliver business insights into key World Customs Organization workstreams – including on valuation and product classifications.
- Deliver thought leadership on emerging challenges for national customs agencies in areas such as circular economy, e-commerce and digitalization.<sup>3</sup>
- Advocate for improved “trusted trader” programs, including through amendments to relevant WCO standards.
- Provide a platform to identify – and respond to – key in-country trade facilitation challenges utilizing the full reach of ICC's national committee network.

## Digital Economy

- Advocate for enhanced international cooperation to fight cybercrime and enhance the resilience of the global cyber ecosystem – including through leading business engagement in ongoing UN treaty negotiations.
- Inform the development of global policy frameworks to enable “data free flow with trust”, leveraging practical industry approaches.
- Create an overarching ICC narrative on artificial intelligence – reiterating support for existing governance frameworks and emphasizing business leadership in developing and deploying AI responsibly.
- Lead business engagement in intergovernmental discussions on the future governance of the internet.

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<sup>2</sup> In conjunction with the ICC Digital Standards Initiative

<sup>3</sup> In conjunction with the ICC Global Trade & Investment Commission

## Environment and Energy

- Channel business expertise into critical-path UNFCCC negotiations ahead of COP29.
- Lead business engagement in key international processes to facilitate the harmonization and effective design of carbon pricing mechanisms.<sup>4</sup>
- Provide business insights to support the development of an effective and workable international treaty to curb plastics pollution.
- Pilot and further develop the ICC Principles for Sustainable Trade.<sup>5</sup>

## Intellectual Property

- Inform potential policy approaches to curb the growing threat of abusive third-party funding of IP litigation.
- Inform ongoing UN negotiations to recalibrate existing legal frameworks governing the relationship between scientific research, innovation and biodiversity preservation.
- Lead business engagement in new treaty negotiations shaping the future of the global innovation systems.
- Support the roll-out of tools to help small businesses better leverage their IP assets.
- Update the flagship ICC IP Roadmap in response to new policy developments and industry trends over the past five years.
- Champion effective policy approaches to combat counterfeiting and piracy – with a particular focus on vulnerable “hot spots”, such as free trade zones.

## Marketing and Advertising

- Complete the revision of the ICC Marketing and Advertising Code – backed by a comprehensive global outreach campaign.
- Revise existing ICC self-regulatory codes on market research and food, beverage and alcohol marketing communications.
- Demonstrate the continued relevance of advertising self-regulation on issues of growing interest to policymakers and consumers – such as influencer marketing and the use of new technologies.
- Promote the adoption of existing ICC frameworks, guides and principles to build trust in corporate sustainability claims – including through the release of a new training module on the ICC Framework for Responsible Environmental Marketing Communications.

## Taxation

- Provide business insights to shape workable international tax reforms under the OECD inclusive framework – and the proposed development of a new UN convention – emphasizing the need for tax certainty and international coordination.
- Lead business engagement in key regional forums which have the potential to shape international tax norms – including the Platform for Taxation in Latin America and the Caribbean and the EU Commission Platform for Tax Good Governance.
- Advocate for the implementation of robust tax dispute prevention and resolution mechanisms.

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<sup>4</sup> In conjunction with the ICC Global Taxation Commission

<sup>5</sup> In conjunction with the ICC Global Banking Commission

- Lead international debate on the appropriate tax treatment of cross-border teleworkers in a post-pandemic world.
- Support business in navigating the relationship between tax, sustainability policy and “ESG” reporting – including the development of a new report on the role of taxation in the implementation of the UN Sustainable Development Goals.<sup>6</sup>

## **Trade and Investment**

- Shape and accelerate negotiations on the reform of the World Trade Organization system.
- Make the business case for governments to adopt a permanent prohibition on the application of customs duties to data transfers at the WTO’s next Ministerial Conference.<sup>7</sup>
- Deliver business insights to shape a high-standard outcome to the WTO e-commerce negotiations.
- Lead global debate on potential trade policy reforms to meet global sustainability goals, including in the area of circular economy.<sup>8</sup>
- Champion open and transparent cross-border investment – backed by good regulatory practices.

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<sup>6</sup> In conjunction with the ICC Global Environment & Energy Commission

<sup>7</sup> In conjunction with the ICC Global Customs & Trade Facilitation and Taxation Commissions

<sup>8</sup> In conjunction with the ICC Global Customs & Trade Facilitation and Environment & Energy Commissions

## **External engagement opportunities**

ICC is committed to providing high quality engagement opportunities for members to participate in and contribute expert insights to critical intergovernmental negotiations, both directly and indirectly. Complementing the global policy commissions, ICC leverages its Permanent Observer status to the UN General Assembly to accredit delegations of business leaders to intergovernmental conferences held by the UN and its associated organizations.

In 2024, engagements will include a program of events on the margins of the opening of the UN General Assembly in New York and the ICC pavilion at the UN Climate Change Conference (“COP29”) in Azerbaijan. These opportunities are developed based on feedback from ICC national committees and commission members – ensuring that resources are allocated for maximum impact and return on investment.

## **Special initiatives and partnerships**

We maintain several special initiatives and partnerships to provide specialist services to business and support the implementation of critical policy reforms at country level – leveraging, where relevant, the work of the global policy commissions. These include:

### **ICC Digital Standards Initiative (DSI)**

The [ICC DSI](#) is an ambitious global initiative to remove paper-based processes from the global trading system by championing harmonised, practical standards for digital trade documents and platforms – and accelerating their implementation globally.

### **Global Alliance for Trade Facilitation**

The [Global Alliance for Trade Facilitation](#) is a unique donor-funded program to support the implementation of customs reforms in developing and least developed countries. The Alliance leverages local, multistakeholder partnerships – ensuring that programs are informed by business needs and expertise.

### **ICC Business Action to Support the Information Society (BASIS)**

[ICC BASIS](#) provides a unique platform to facilitate business engagement in major internet governance processes.

### **SME Action**

A holistic portfolio of engagement focused on the needs of small business – encompassing ICC’s SME Champions Network, private sector expertise and the development of practical guidance to enable access to finance, effective digitalization and ambitious climate action.