

Relatório de Viagem

Reunião: WSIS Forum 2018

Local e Data: Genebra, 19 a 23 de março de 2018

Participante: Ministro Carlos da Fonseca (MRE)

Realizou-se, em Genebra, entre os dias 19 e 23 de março, a sexta edição do WSIS Forum. A delegação brasileira foi integrada pelo Secretário de Telecomunicações do MCTIC, André Müller Borges, pelo Diretor do Departamento de Serviços de Telecomunicações, Laerte Davi Cleto, e pelo Ministro Carlos da Fonseca, Chefe da Divisão da Sociedade da Informação do Ministério das Relações Exteriores.

2. No dia 19, o Ministro Carlos da Fonseca participou, com o expositor, do painel do WSIS Forum dedicado ao tema: “Building Vibrant ICT Centric Innovation Ecosystems - Good Practices for Accelerating Digital Transformation”. Na ocasião, realizou a seguinte apresentação sobre a Estratégia Brasileira de Transformação Digital:

“The rapid economic and social changes triggered by digitalization bring about new challenges to government action, particularly with regard to its role as an enabler of digital transformation, as well as a provider of services and an economic regulator. The Brazilian Digital Transformation Strategy is an attempt to prepare the country to face those challenges. The Strategy, whose content reflects Brazilian priorities in the field of digitalization, is the outcome of a year-long coordinated effort led by the Ministry of Science, Technology & Communications, with the participation of over thirty different Ministries and Federal Agencies. The document also reflects the active engagement of the productive sector, the academic community and civil society in various stages of the initiative.

Brazil is the fourth country in the world in terms of Internet traffic, the fifth in number of machines per Tld, and the ninth country in number of registered domains. A recent study conducted in Brazil points out that the digital economy accounted for approximately 22% of the Brazilian GDP in 2016, and may reach 25% of GDP in 2021. It also points out that an optimal digital strategy could bring an additional estimated growth of 5.7% in the GDP (equivalent to US\$115 billion) in a given year.

Those figures give an idea of the importance of “digitalization” to Brazil. At the same time, the Global Competitiveness Index ranks Brazil at the 80th position, which is way below what the country could achieve with digital transformation as a tool to achieve greater labor productivity.

Some of the main challenges today facing the Brazilian government regarding digital economy have to do with:

(1) Connectivity: a recent survey conducted by the Brazilian Statistics Agency showed that 21 million Brazilian households still do not have fixed Internet connectivity. This

number corresponds to around 30% of homes, which represents a significant evolution with regard to the situation in 2015, when more than 40% of households did not have connection. However, around 4.5 million Brazilians still do not have any kind of connectivity at all.

- (2) Connectivity costs at entry level broadband services are also relatively high, exceeding the Broadband Commission for Digital Development affordability targets, which are of less than 5% of the average monthly income.
- (3) In terms of digital skills, the same survey showed that 24 million Brazilians did not use the Internet because of the lack of knowledge/skills. This number represents broadly 38% of respondents that declared they did not use the Net. Another survey carried out by Dell Technologies at the end of 2017 showed that 59% of Brazilian entrepreneurs believed the lack of digital skills was the main barrier to the digital transformation of Brazilian companies.
- (4) Digital innovation is yet another field in which the country faces a great number of challenges. The most important one is probably the lack of investment in technological startups. A survey conducted by the a Brazilian agency with over 300 Brazilian startups from the tech/ICT sector showed that 30% of them shut down during their first year of operation due to difficulties in getting access to credit/investment. This shortage of capital is due to the concentration of the financial services industry in the country and the lack of venture and angel funds. However, startups that were supported by government programs tended to perform better, with less than 10% of them actually shutting down after the first year of operations.
- (5) In terms of cybersecurity, Brazil ranks among the countries that experienced the greatest number of incidents in the last years. In 2017, the country experienced 265 thousand Distributed Denial of Service attacks (728/day). Overall, more than 350 thousand cyber security incidents were registered (160 thousand against companies). 62 million Brazilians were victims of cybercrime, which represents 61% of the adult population with Internet connectivity. Financial losses were over US\$ 22 billion. Problems are intensified by the fact that neither individual users nor companies (especially SMEs) are prepared to deal with cyber incidents. An example: only 40% of data stored in the Cloud by Brazilian companies is encrypted.

These numbers show the importance of digitalization in terms of economic growth and set the ground for the formulation of the Brazilian Digital Transformation Strategy.

The Digital Strategy's main document focuses on seven key areas, namely: (1) network infrastructure and Internet access, (2) research, development and innovation, (3) confidence and security in the digital environment, (4) education and vocational training, (5) international cooperation, (6) digitalization of the economy, and (7) digital citizenship. For each key area, the strategy establishes a broad diagnosis of the current situation and the challenges to be faced, a set of strategic goals for the next 5 years, which may include public policy programs, specific initiatives or the design and implementation of new normative framework. The strategy also establishes a set of indicators to measure progress in achieving those goals, some of which are listed:

A final word about the methodology employed for the formulation of the Strategy.

Activities began on 17 February 2017, when five WG were established, as listed. 25 WG meetings were held, in addition to meetings with more than 130 experts, 4 large thematic Workshops and a two-month open public consultation, which gathered an additional 700 contributions. The entire experience led to the E-Strategy review and improvement, which is now consolidated as a public policy to be implemented. This final document was built as a dynamic public policy document, which means that it will be under constant monitoring, evaluation and adjustment, as the global pace of digital transformation tends to accelerate.

The next steps are:

- A presidential executive order defining priorities, responsibilities, targets and deadlines for the strategic actions outlined.
- And the possible establishment of an agency responsible for overseeing the implementation, monitoring progress, and revising the Strategy along the next 5 years”.