

## Restore Trust initiative: a vision to drive action

industry and regulatory join forces to fight  
unwanted & fraudulent communications

PTC'25, Honolulu, HI  
January 22<sup>nd</sup>, 2025

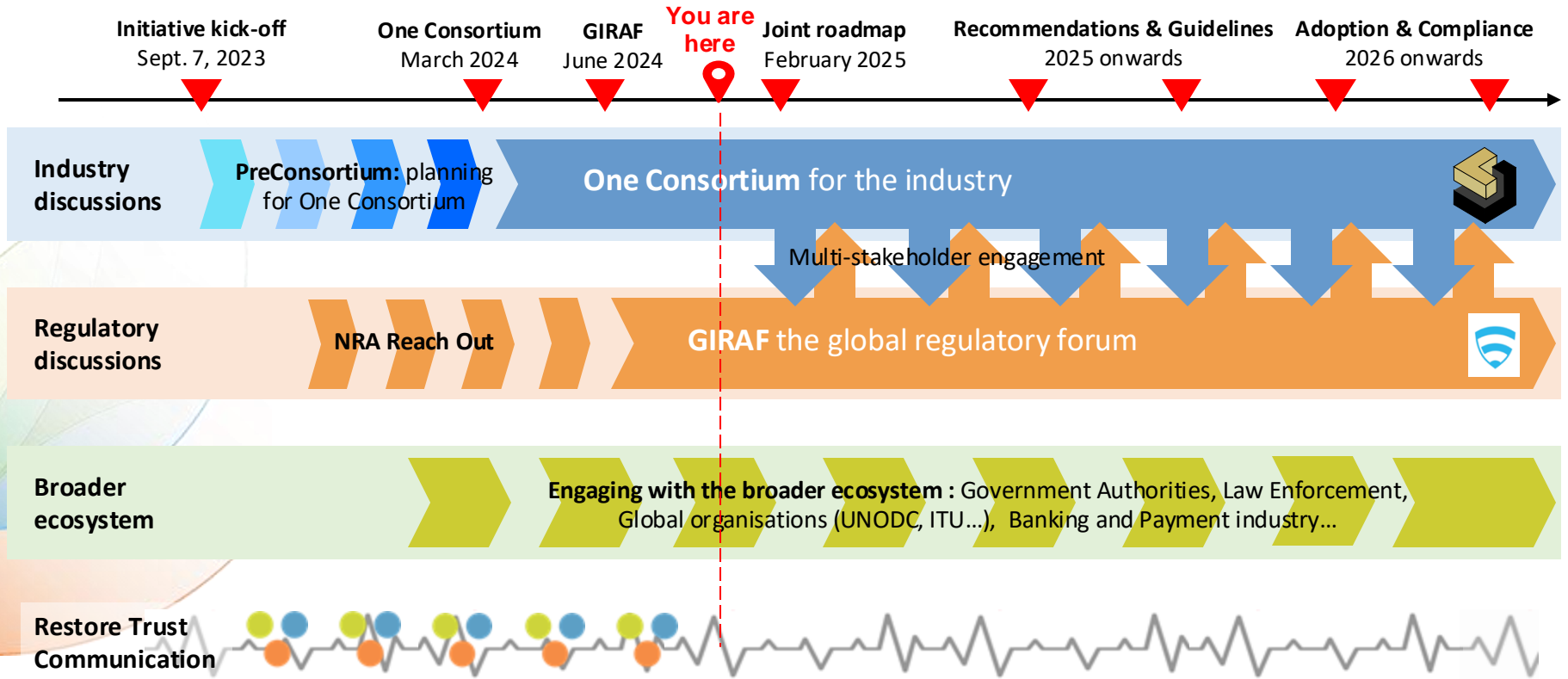
# Restore Trust in international communications:

a global purpose-built initiative to address a **global societal challenge**

major ecosystem-wide  
initiative  
to **combat unwanted/  
fraudulent**  
communications

- **growing public trust** issue : spams, scams, phishing, smishing etc
- National Regulatory Authorities (NRAs) **each step in** to protect the public, address national situation
- limited efficiency for int'l communications : focus on **terminating end**, "**whack-a-mole**", lack of **global** clarity and **alignment**
- **fragmented** approach by individual NRAs
- international traffic carrying companies are **part of the solution**, need to be **part of the discussion**
- i3Forum spearheading **ecosystem-wide initiative**

# 3 pillars for the Restore Trust initiative : from vision to action to impact





## One Consortium for the international communications industry (voice and messaging)

the industry's  
**contribution**  
to restoring trust in  
calls and messages.

[www.oneconsortium.org](http://www.oneconsortium.org)

- One Consortium, the industry pillar of the Restore Trust initiative, **launched on March 15<sup>th</sup>, 2024**
- inclusive, not-for-profit, members driven, members funded : **we need everyone**
- **initial objectives**, working with NRAs :
  - 1) co-develop global guidance and a vendor neutral “toolbox”
  - 2) drive adoption in the industry
  - 3) build an industry-wide self-governance to drive compliance
- **unique** in several ways :
  - 1) purpose built to address a **global societal issue** from the perspective of the **international telecoms** industry
  - 2) purpose built to co-develop solutions **with regulators**, globally (GIRAF)
  - 3) participation from **major industry associations** : leverage existing work, prevent duplication, boost awareness and adoption
- **40+ traffic carrying companies (voting) & vendors (non voting) – more lined up**
- **8 industry associations** (non voting) incl GSMA, ATIS, ITG, GLF, i3forum, CCA...



a **global informal forum for NRAs\*** to enhance the fight against international unwanted/fraudulent communications

initial  
format &  
governance

- **informal** group of experts set for an initial term of **2 years**
- **goal** : enhance the fight against fraudulent/unwanted communications originating from abroad, through multilateral **NRA collaboration**, cooperation with the international communications **industry** (One Consortium) and with **other stakeholders** (e.g. law enforcement...)
- **scope** : unwanted/fraudulent voice & messaging initially.
- **result** : implementation of coordinated/harmonized guidelines & best practices. GIRAF works to help design, agree, encourage & facilitate adoption and implementation of guidelines and best practices
- **inclusive and free**: opt-in, open to all NRAs or public competent Authorities with similar regulatory responsibilities, contributing as their resources and availability allow
- **independent** from the industry and currently **chaired by Nkom** (Norwegian NRA),
- **non-binding** : GIRAF works to produce **non-binding**, harmonized (where possible), recommended best practices and guidelines – for the Industry and for NRAs
- **sovereignty** : individual NRAs retain fully sovereignty and are free to implement such guidelines

*\* the term NRA refers broadly to National Regulatory Authorities and any public competent Authority with similar national telecom regulatory responsibilities, including numbering plan administrator*



a **global informal forum for NRAs\*** to enhance the fight against international unwanted/fraudulent communications

topics and activities

- **information sharing** between NRAs : best practices, lessons learned, future plans etc.
- **cross-education** between Industry and NRAs – especially on international aspects
- discuss common objectives & harmonized guidelines for NRAs to potentially evolve their **own national framework**, and make **recommendations** to the industry
- some of the topics for discussion :
  - legitimate and illegitimate **spoofing**,
  - numbers **sub-allocation**
  - **KYC/KYT** obligations
  - **safe harbour** conditions for providers
  - carrier participation in **international traceback** mechanism
  - information **sharing**



a **global informal forum for NRAs\*** to enhance the fight against international unwanted/fraudulent communications

- **participants** to date : **approx. 35 National Regulatory Authorities** from 29 European countries, as well as NRAs from North and South America, Middle East, South East Asia, Oceania
- reaching out to **additional NRAs globally** to keep growing participation : Latin America, Asia-Pacific, South Asia, Middle East, Africa...
- **virtual meetings** held monthly since July 2024,
  - participants exchange updates on their various initiatives and plans
  - contribution driven
  - “deep dives” on topics of interest incl spoofing, international traceback etc...
  - drafting guidelines and recommendations to the industry and to NRAs regarding the fight against unwanted/fraudulent int’l communications
- **initiated cooperation** with One Consortium

launched **June, 2024**

as part of the **Restore Trust initiative**

**fast growing** global participation

# Joint Initial Roadmap for global industry & NRA engagement 1/2

One Consortium's proposal to GIRAF for discussion (Jan 2025)

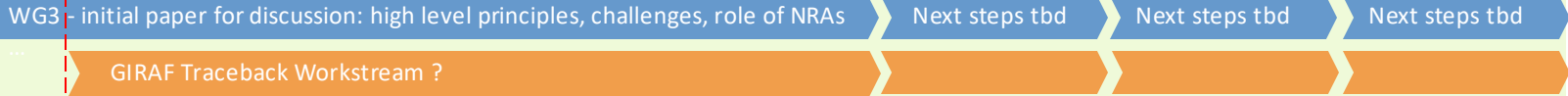


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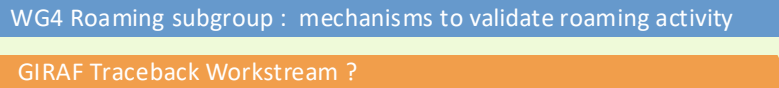
## International Traceback



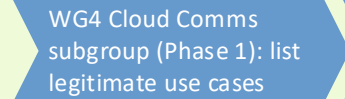
## Spoofing

issue of National CLIs on International links

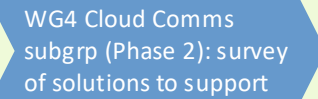
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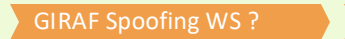
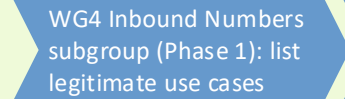
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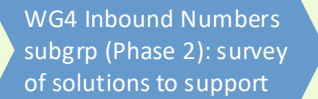
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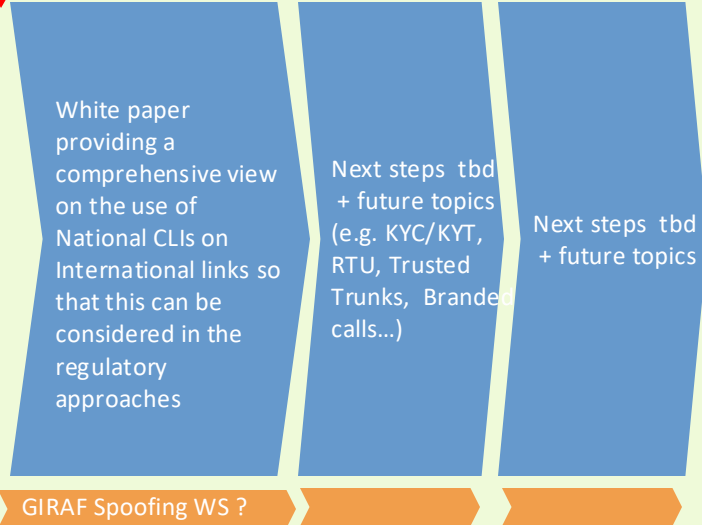
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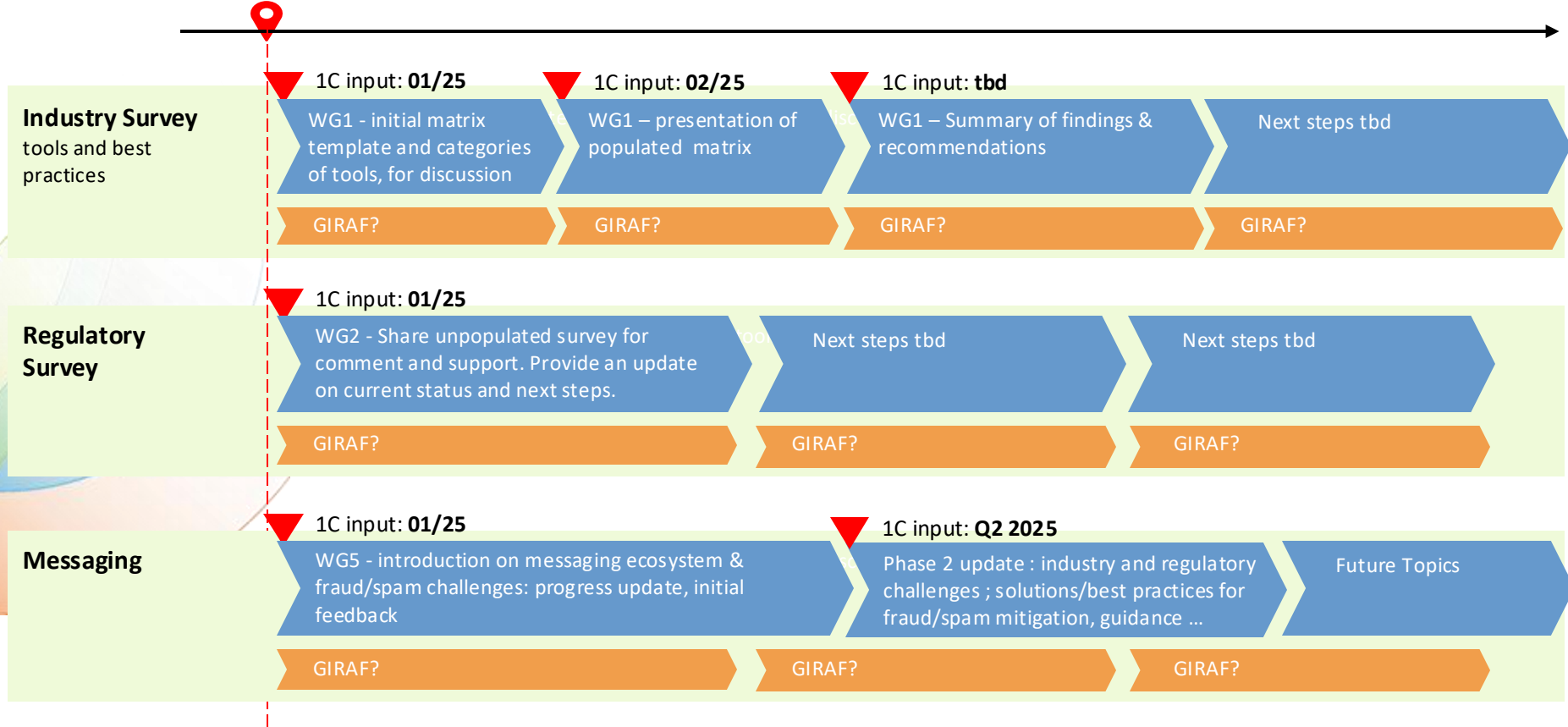


# Joint Initial Roadmap for global industry & NRA engagement 2/2

One Consortium's proposal to GIRAF for discussion (Jan 2025)



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# Where can we improve things together?

some suggestions for voice (not comprehensive)

**A number:**  
Alice's phone number  
(origin, aka **CLI** : Calling Line Identification)  
Improving **accurate knowledge of the global numbering plan**

**domestic traceback**  
or mandated KYC/KYT

- Improved (mandated?) domestic **KYC/KYT**  
- enhanced legal/regulatory framework for **Spoofing**

**Trusted Trunks**: on the same interconnection, **separating** known/trusted/verified traffic from the rest of the traffic

**Know your customer / Know your Traffic** (KYC/KYT)  
Real-time knowledge of **global numbering plan**  
Enhanced **CLI verification** (legitimate CLI ?)  
- **Traffic pattern analysis**  
**Blocking** suspicious / illegitimate A number ranges  
**Blocking** suspicious calls (**safe harbour**)  
**CLI spoofing** prevention/detection

Managing **National CLIs (A number)** on **International trunks**: international inbound call with a calling party number from the destination country.  
- Identify and **allow legitimate use cases** (Roaming, Calls Centers...)  
- Identify and **block illegitimate use** of National CLI on International trunks

**Harmonized national legal & regulatory frameworks**

**reporting**, including harmonized Police Report

**International traceback** from destination country's egress int'l carrier's to origin country int'l carrier's gateway - interworking with domestic mechanisms where possible

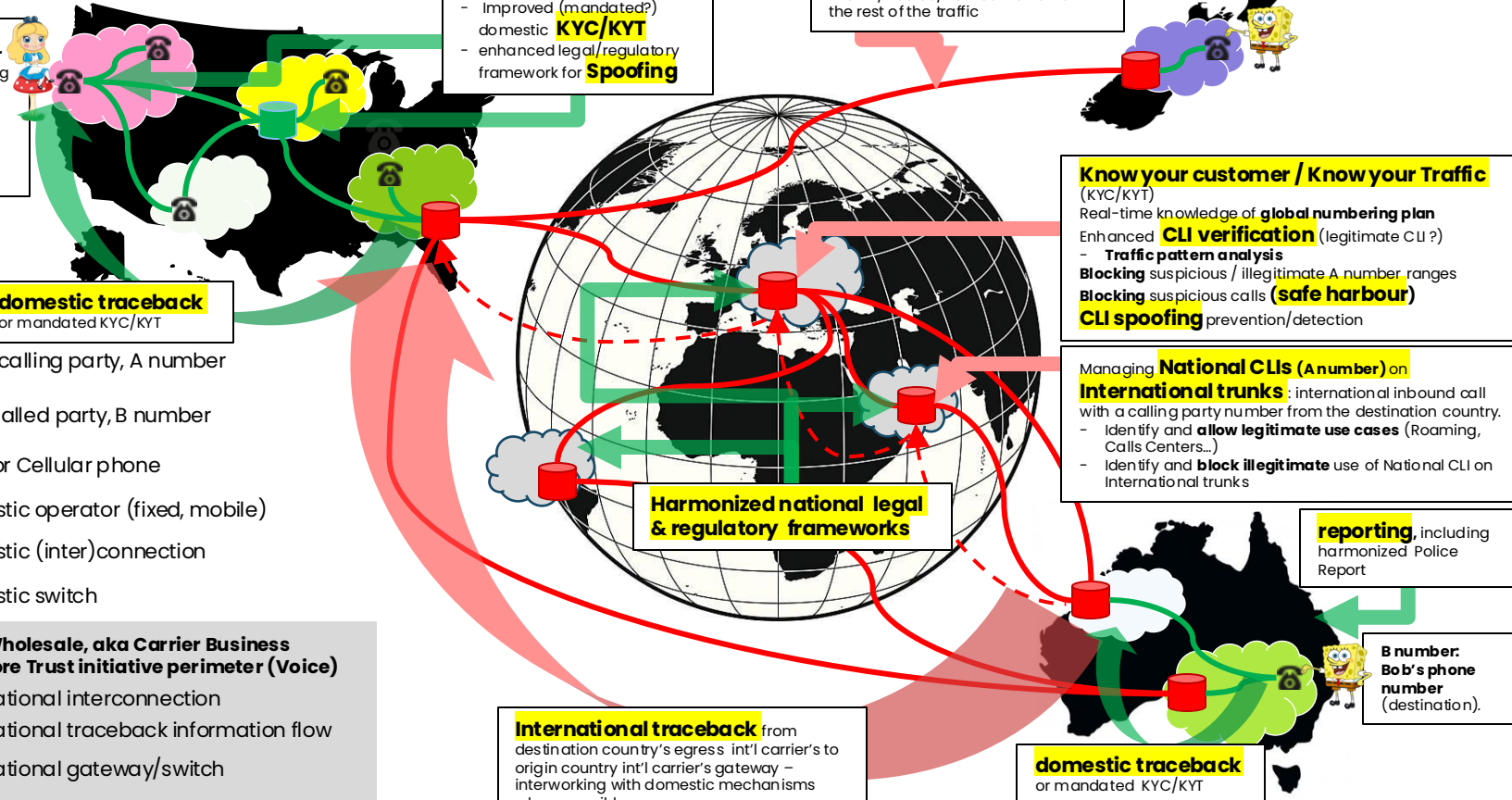
**domestic traceback**  
or mandated KYC/KYT

**B number:**  
Bob's phone number (destination).

 Alice: calling party, A number  
 Bob: called party, B number  
 Fixed or Cellular phone  
 Domestic operator (fixed, mobile)  
 Domestic (inter)connection  
 Domestic switch

**International Wholesale, aka Carrier Business i3Forum / Restore Trust initiative perimeter (Voice)**

-  International interconnection
-  International traceback information flow
-  International gateway/switch
-  International transit carriers



# Restoring Trust in international communications

## Call to Action – let's join forces!

- Telecom Industry
- Telecom Regulators
- Other industries and regulators : banking & payment...
- Law Enforcement e.g. Interpol, Europol
- Policy makers, UNODC
- Other private initiatives (e.g. GASA...)

mahalo !

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