

Restore Trust initiative: a vision to drive action

industry and regulatory join forces to fight
unwanted & fraudulent communications

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Capacity Middle East, Dubai, UAE
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the \$1 Trillion war



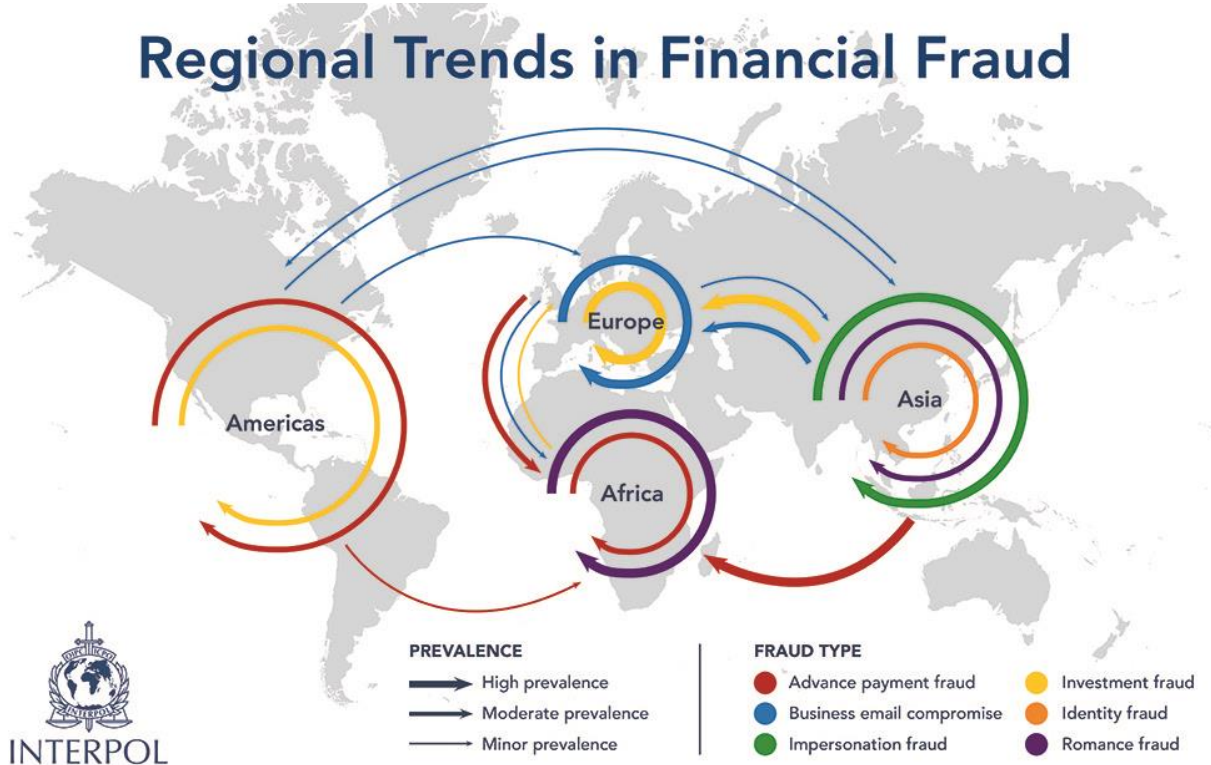
INTERPOL

March 11, 2024

New INTERPOL assessment on global financial fraud highlights how the increased use of **technology** is enabling organized crime groups to better target victims around the world.

The use of Artificial Intelligence (AI), large language models and cryptocurrencies combined with phishing- and ransomware-as-a-service business models have resulted in more sophisticated and professional fraud campaigns without the need for advanced technical skills, and at relatively little cost.

Regional Trends in Financial Fraud



key take-aways from “GASA 2024 Global State of Scams” report

% of 58,239 respondents

- staggering **\$1 Trillion lost** worldwide in scams – roughly stable estimate vs.2023. Some countries lose **several % points of their GDP** to scams (up to 4%)
- very frequent scam attempts, getting more frequent : about **75%** exposed to **same** amount or **more often** than in 2023. About **50%** exposed **once a week** or **more** often.
- phone **calls and texts** remain **primary methods** reported (approx. **64%** of cases). E-mails under 50%
- **increased** awareness: **67%** confident they could **detect scams**
- only **13%** got all or **most** of the **money** back. **70%** did **not** report the scam, and **26%** believe reporting a scam would **not make a difference**.

according to the World Economic Forum, **only 0,05%** of all cybercriminals are **prosecuted**. Citizens of the **UAE** the **most satisfied** with their government’s efforts to arrest scammers.

scammers can **go free** because they can **operate globally**, while the various stakeholders (telecom service providers, banks, law enforcement...) operate mostly **locally** and in **silos**, and **global cooperation** and **information sharing** is *“complicated”*



phone spam: a global problem "Hiya Threat Report Q3 2024"

spam defined as unwanted calls, includes both fraud calls and nuisance calls. As measured by Hiya in 40+ countries

9.7 Billion

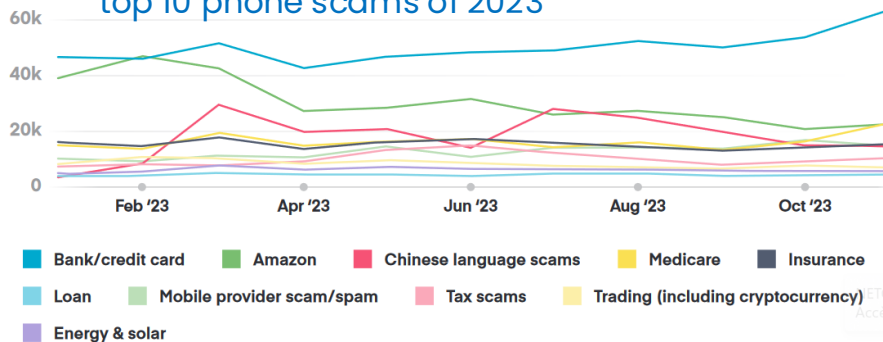
Q3 2024
Global calls flagged as suspected spam in Q3 2024

105 Million

Calls flagged as suspected spam per day

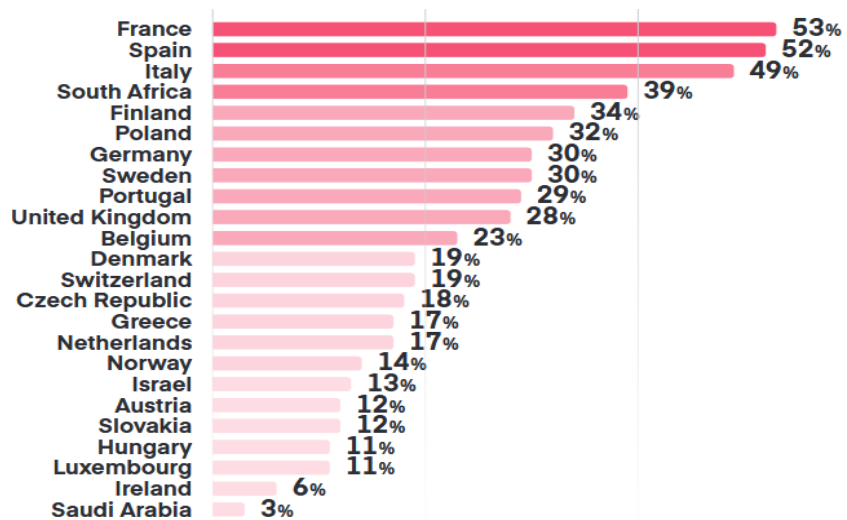
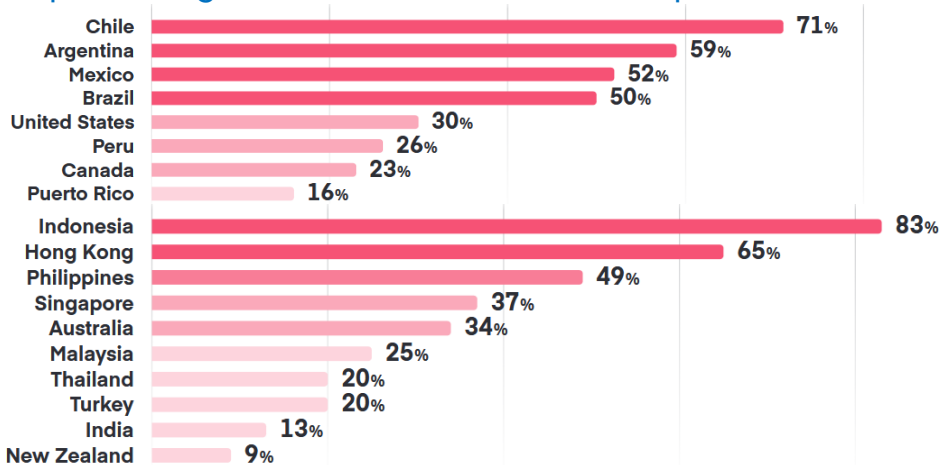


top 10 phone scams of 2023



AI-generated deepfakes threaten to supercharge scams. One in four respondents have experienced an audio deepfake

percentage of unknown calls that are spam



FTG EAR
Access Int
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United Nations Convention against Transnational Organized Crime

UNTOC adopted by UN General Assembly: November 2000, (resolution 55/25) ; Entry into force: Sept 2003
signatories: 147 ; parties: 192 (as of 20 October 2023)

- [main international instrument](#) in the fight against transnational organized crime.
- recognition by Member States of the seriousness of the problems, and the need to foster and enhance close [international cooperation](#)
- States that ratify this instrument commit themselves to taking a series of measures against transnational organized crime, including
 - creation of domestic criminal offences (participation in an organized criminal group, money laundering, corruption and obstruction of justice);
 - adoption of new and sweeping frameworks for extradition, mutual legal assistance and law enforcement cooperation;
 - promotion of training and technical assistance for building or upgrading the necessary capacity of national authorities

UNODC Global Programme on Implementing UNTOC

- [Issue Paper on Organized Fraud](#) (October 2024)
 - Chapter I : understanding organized fraud, definition of fraud
 - Chapter II : typology of organized fraud
 - Chapter III : discussion of organized fraud offenders, profiles and pathways into offending
 - Chapter IV : description of the cross-cutting facilitators of fraud
 - Chapter V : national and international responses,, gaps and areas for improving prevention and law enforcement
- [Legislative Guide to implementing UNTOC](#) : work in progress



Communiqué from the Global Fraud Summit (London, March 12-12, 2024)

attended by ministers and representatives [Australia](#), [Canada](#), [New Zealand](#), the [US](#), the [UK](#), [G7](#), [Singapore](#) and [Republic of Korea](#) alongside [INTERPOL](#), [UNODC](#), [Financial Action Task Force \(FATF\)](#) and the [European Union](#)

the communiqué is an agreed [global framework](#) to [tackle fraud](#) and dismantle criminal networks.

ministers have signed up to a communiqué which sets out an agreed global framework to tackle fraud and declares that fraud is an [increasing transnational threat](#).

The communiqué has [4 key pillars](#):

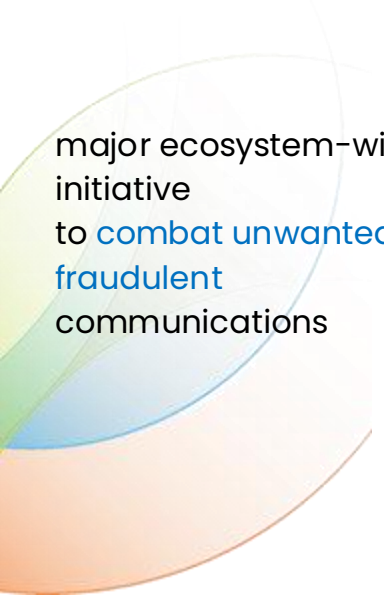
- pillar 1: [building international understanding](#) of the domestic and international fraud threat
- pillar 2: [empowering the public](#) by aligning and enhancing global messaging on fraud and driving forward global co-ordination of returning lost funds
- pillar 3: [pursuing fraudsters acting transnationally](#) by coordinating and increasing international law enforcement activity
- pillar 4: [recognising the role of industry in the fraud response and encouraging strong collaboration](#) both with the public sector and cross-sector



international telecoms are part of the solution,
need to be part of the discussion

Restore Trust in international communications:

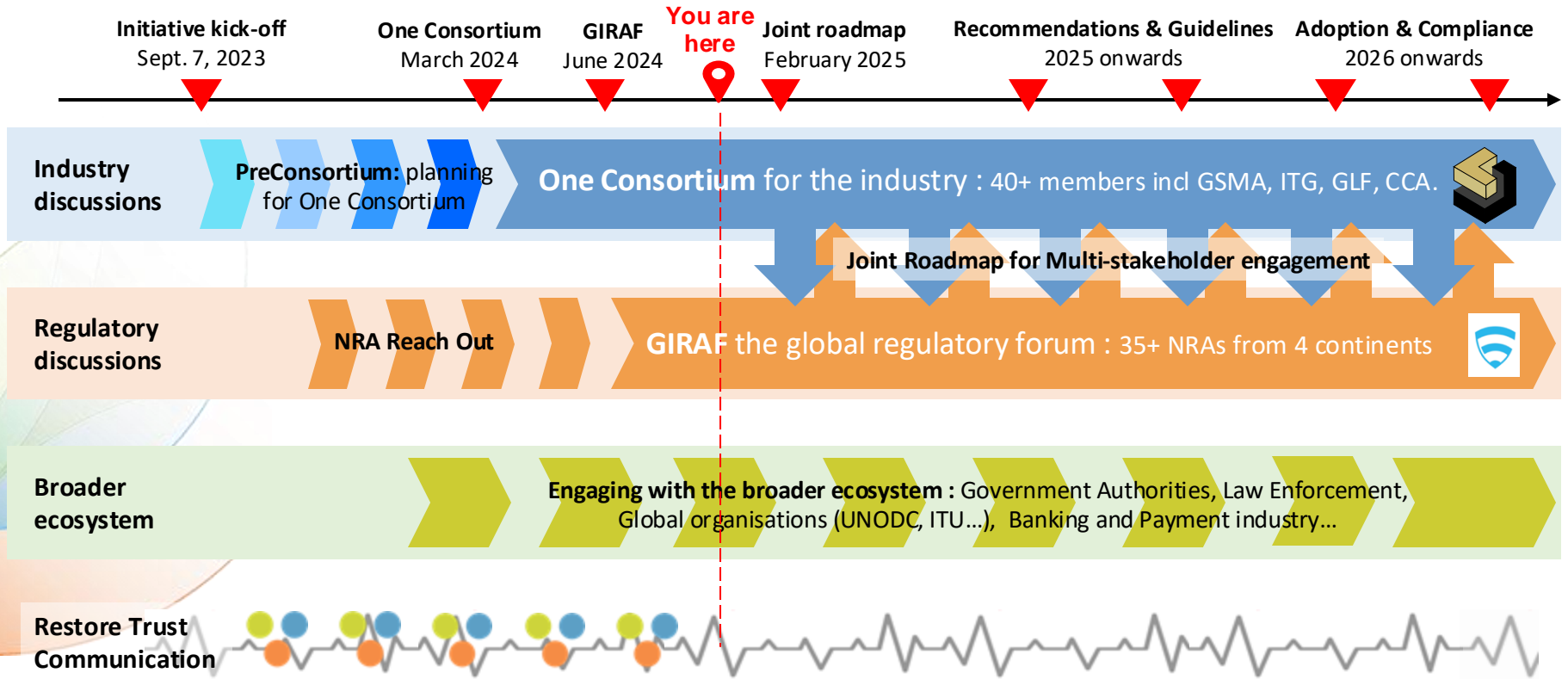
a global purpose-built initiative to address a **global societal challenge**



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

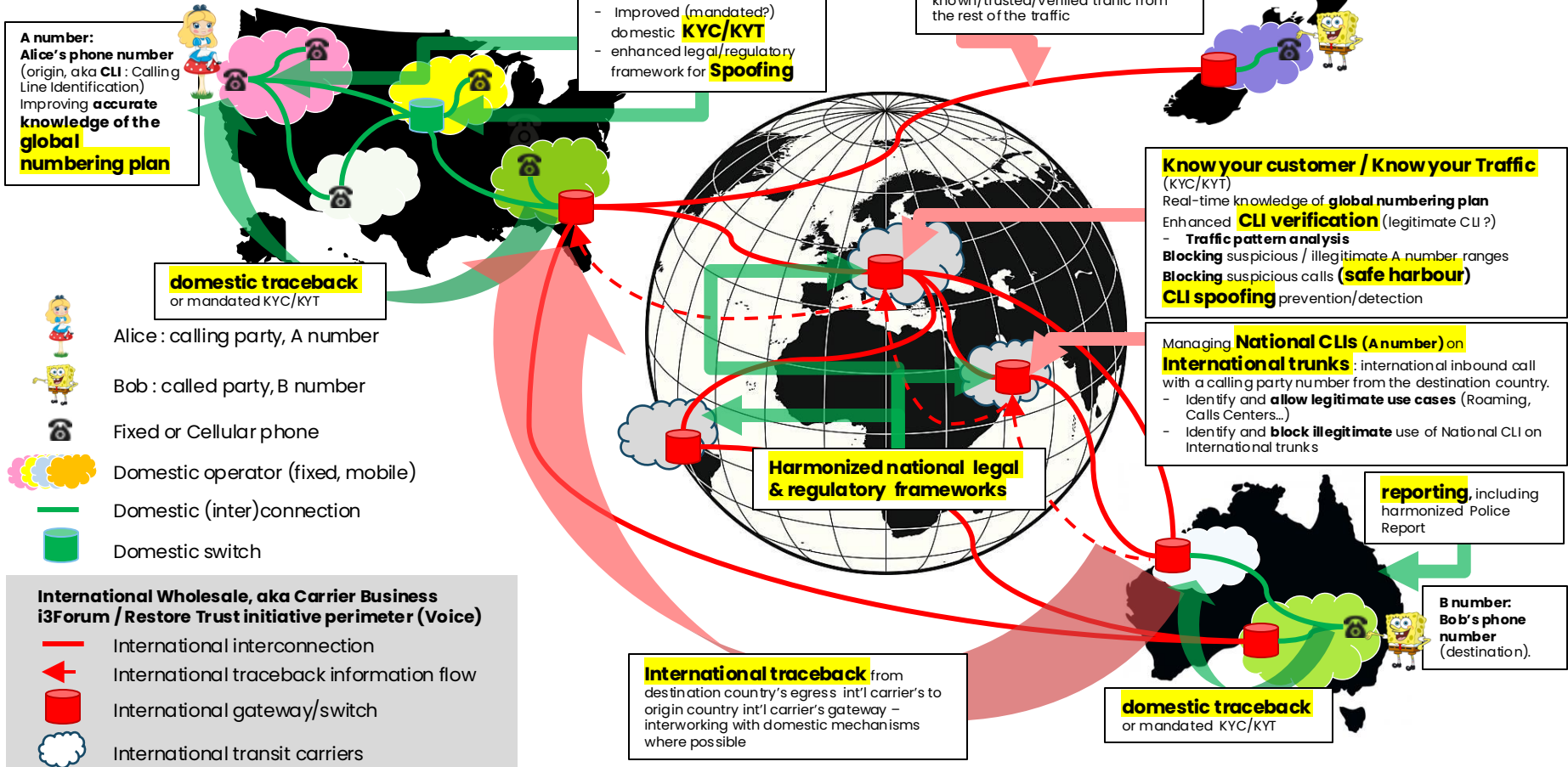
- **growing public trust** issue : spams, scams, phishing, smishing etc
- National Regulatory Authorities (NRAs) **each step in** to protect the public, address national situation
- limited efficiency for int'l communications : focus on **terminating end**, "whack-a-mole", lack of **global** clarity 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



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**

- 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

domestic traceback
or mandated KYC/KYT

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).

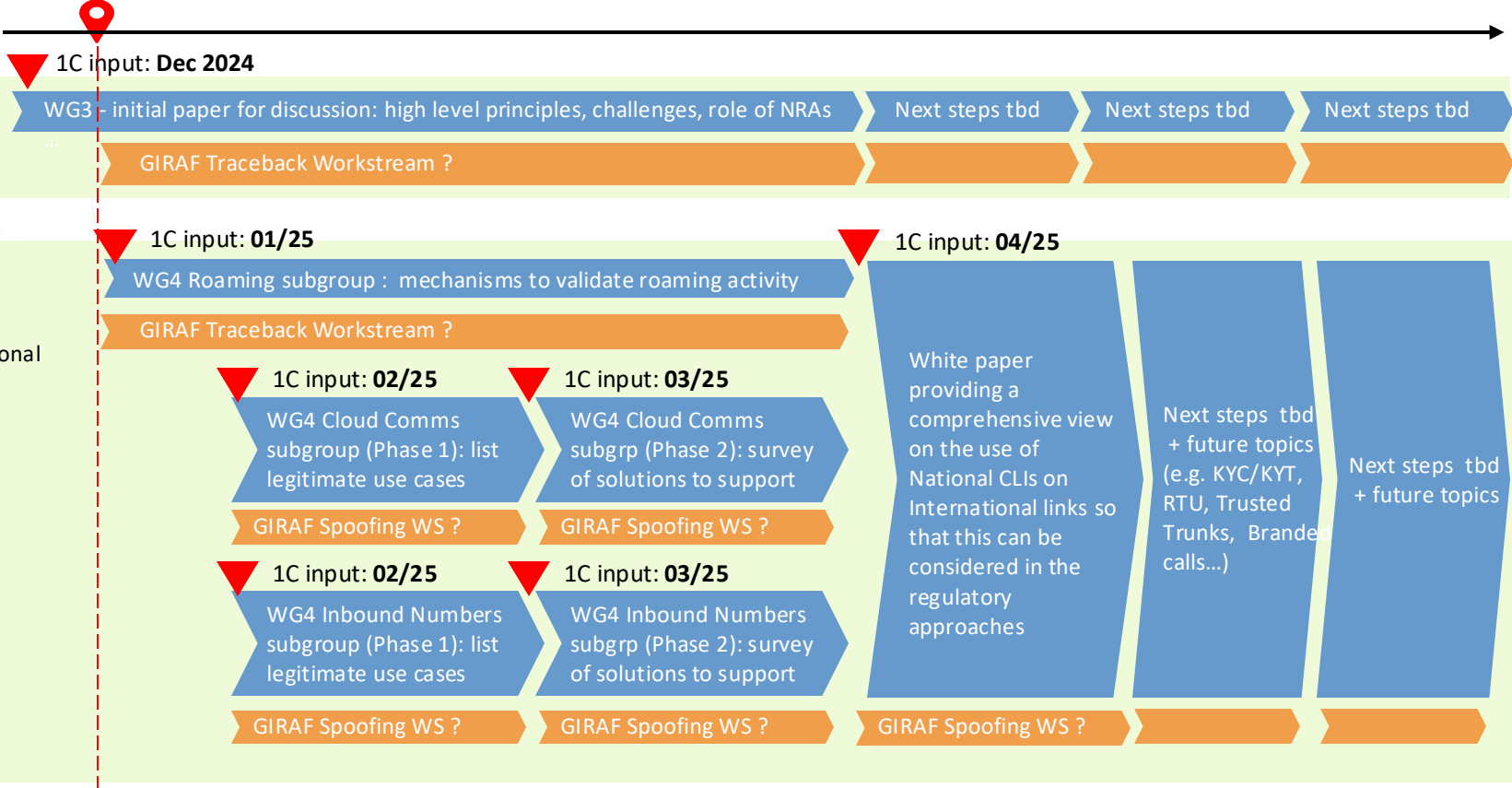
- Alice : calling party, A number
 - Bob : called party, B number
 - Fixed or Cellular phone
 - Domestic operator (fixed, mobile)
 - Domestic (inter)connection
 - Domestic switch
- International Wholesale, aka Carrier Business i3Forum / Restore Trust initiative perimeter (Voice)**
- International interconnection
 - International traceback information flow
 - International gateway/switch
 - International transit carriers

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

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

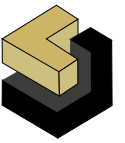


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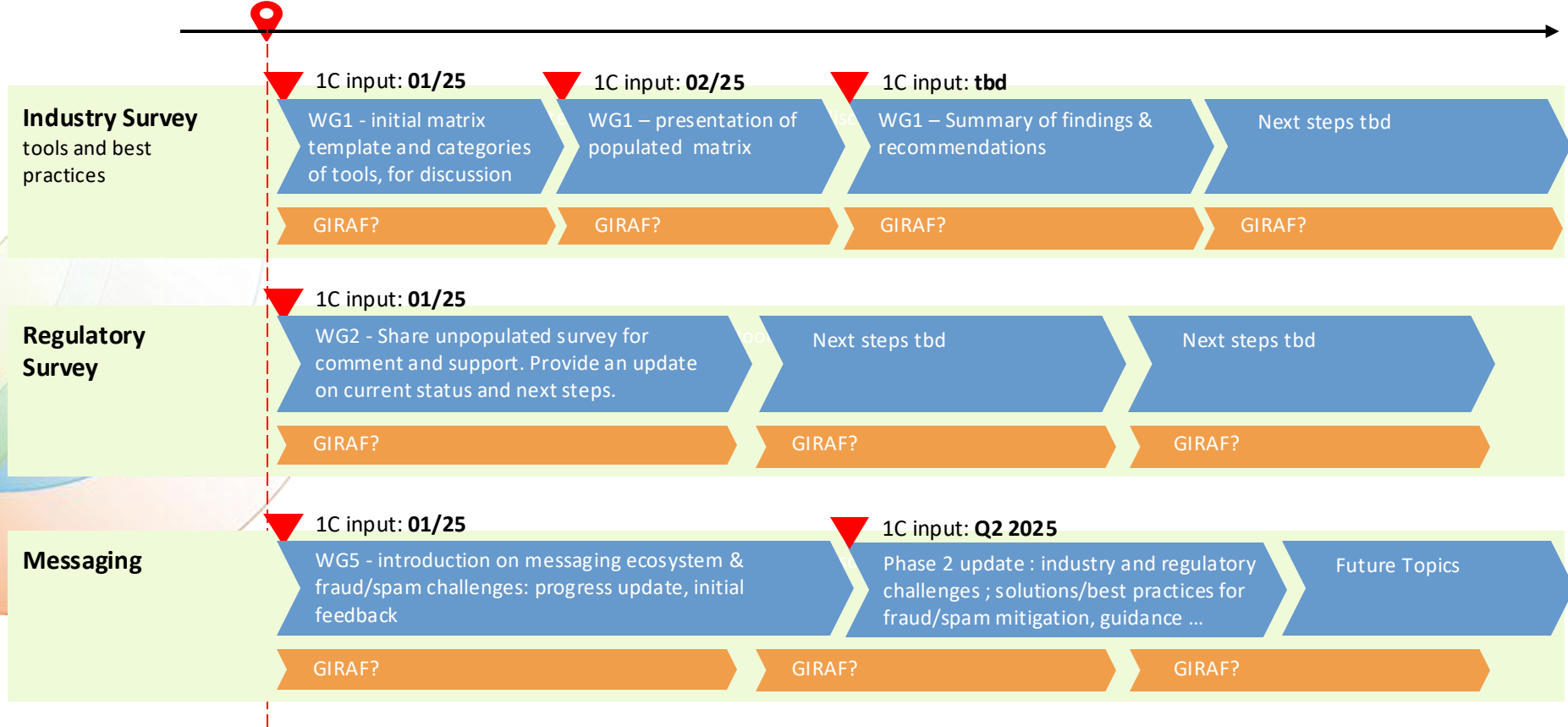


Joint Initial Roadmap for global industry & NRA engagement 2/2

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You are here



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...)

thank you !

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