

WORKSHOP ON COMBATTING SPAM
Follow-up to Communication COM (2004) 28

15 NOVEMBER 2004 - BRUSSELS

Agenda

9:30 **Registration**

10:00 – 13:00 **Morning Session**

Intra-EU Cooperation

1. Introduction to the workshop: where are we now on spam?

- Assessing the implementation of the actions in the Communication COM (2004) 28 on unsolicited commercial communications or ‘spam’

Mark Esseboom, Dutch Ministry of Economic Affairs (on behalf of the Dutch Presidency) and Peter Scott, DG INFSO, EC

2. Raising consumer awareness: the consumer voice

- **BEUC - Machiel van der Velde**
- Commission initiatives: the Safer Internet Plan
DG INFSO, EC, Richard Swetenham,
- Discussion

3. Industry Initiatives

- Self-regulation, technical initiatives, filtering
 - **EuroISP – Richard Nash, Secretary General**
 - **FEDMA – Alistair Tempest, Director General**
 - **Spamhaus – Steve Linford, Director**
 - **Symantec – Kenneth Schneider, Chief Architect**
 - **Microsoft – Horacio Gutierrez, Associate General Counsel**
 - **Cisco – Patrik Fältström, Corporate Consulting Engineer**

- Discussion
- Lessons to be learned

13:00 – 14:30 Lunch

14:30 – 17:30 Afternoon Session

4. Public Authorities, Legislation and Enforcement

- What works? Case studies of effective prosecutions/cooperation (NRA/DPA)
 - **Eric Walter, Direction du Développement des Médias, Services du Premier Ministre, France**
- Discussion/Lessons to be learned

5. International Cooperation

- Current and future initiatives in bi-lateral, multi-lateral and regional cooperation (panel)
 - **Philippe Gerard, DG INFSO, EC**
 - **Tom Dale, Chairman of the OECD task force on spam**
 - **Hugh Stevenson, Associate Director for International consumer protection, Federal Trade Commission, US**

- **Discussion**

6. Conclusions