

eco PORTFOLIO

SHAPE THE INTERNET WITH US

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ASSOCIATION OF THE
INTERNET INDUSTRY



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Editorial – for a shared and sustainable digital future

When we explain how important the Internet has become, we often use the words “cross-sectional technology” and “foundational technology”. Now, it could be that these two terms don’t strike you as particularly gripping – but then, just try for a moment to imagine how our world and our daily lives without the Internet would look like.

The Internet industry is the foundation and driving force of innovation for other industry sectors. In the mobility sector, industrial manufacturing, or the service sector, fundamental processes have long been interconnected via the Internet. The digitalization of education and administration is also gaining momentum. As such, the Internet has long been doing much more than we had initially expected. The strength of the Internet was recently demonstrated during the COVID-19 crisis, with a large portion of people now working from home thanks to the Internet, while in their private lives, the Internet also builds bridges between family members and friends.

We seek allies for a sustainable digital ecosystem!

The Internet is also making a vital contribution to achieving our climate goals, as the “ecological balance of digitalization” is clearly positive. The Internet actively helps to reduce CO2 emissions through its numerous fields of application and use.

The Internet is therefore omnipresent and is growing in importance from year to year – which makes it all the more important for us to proactively shape digital transformation together. If we want to turn our digital future into one which is bright, we need courage and vision. And we need a common platform, because lone players will always struggle in the digital ecosystem.

For more than a quarter of a century, eco has been connecting and exchanging ideas with the most important players on the Internet – and increasingly also with companies whose business models are based on the Internet. Our association already includes more than 1,000 member companies from over 70 countries. This gives us the opportunity to learn from each other, to grow together, and

to jointly develop and stand behind relevant industry, political, and societal positions.

We invite you to not only get to know and avail of what we offer – but also to actively participate in shaping it.

We look forward to having you on board!

Andreas Weiss
Managing Director

Alexander Rabe
Managing Director

eco – Association of the Internet Industry

A warm welcome to eco!

eco shapes the Internet

With more than 1,000 member companies from over 70 countries, eco is the largest Internet industry association in Europe. Since 1995 we have played a decisive role in shaping the development of the Internet: We foster new technologies, infrastructures, and markets, and form framework conditions.

Internet with responsibility

Together with our members, we are committed to a free, technology-neutral, network-neutral, and high-performance Internet. We thereby want to support the security and the reliability of the Internet, as well as build trust in it. Our goal is to shape the digital transformation of society and the economy in the best possible way so that successful economic action can succeed on the basis of our democratic values.

As the voice of the Internet industry, we assume societal responsibility for ethically oriented digitalization.

eco connects across industries

Digital transformation is permeating more and more areas of our lives. This is also expanding the spectrum of our association work – and not only in terms of content. It is essential that we shape progress and change together!

Companies in the information and telecommunications industry need to interact closely with traditional industries in order to create a sustainably functioning digital ecosystem. eco serves as a neutral platform which allows points of view, goals, and concerns to be discussed on an equal footing. We bring our members and industry stakeholders into dialogue with academia, society, and politics.

With a wide range of events, we promote active exchange and networking: regionally, nationally, and also internationally. In this way, we want to enlist as many members as possible to our common ecosystem and connect them with each other in a way which creates added value for all.

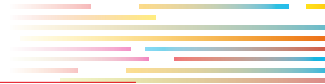
eco creates standards

In our expert and competence groups, you will find the ideal platform for exchange on current and future Internet topics and for the further development of these topics.

Work with us to develop industry standards, guidelines, position statements, and white papers, with eco representing your voice in politics and industry in articulating these demands.

Through its close connection to DE-CIX, eco itself is a part of the industry and an active shaper of digital transformation, with strong technological core competencies in the fields of infrastructure and security.

Seals of quality developed by eco set standards and make the market more transparent for providers and users. These standards sustainably strengthen the Internet and digital industry as the engine of the overall economy. eco's advisory services for members and its services for Internet users offer support on legal issues, increase security, and improve youth protection.



eco represents your interests

As an international pioneering competence alliance and a network partner for industry and politics, our goal is to sustainably strengthen providers of digital infrastructure and services. One of our most important tasks in this respect is that of representing our members' interests vis-à-vis politics and in national and international committees. With our offices in Cologne and Berlin, we are on location for all of the relevant decision-making processes.

Political engagement at German and European level

The eco Policy, Law & Regulations division promotes Internet-friendly regulations that open up optimal development opportunities for the dynamic and innovative Internet industry, thereby offering the greatest possible scope for your entrepreneurial visions. In collaboration with our members, we participate in important national and international legislative processes on the strength of consultancy work and position papers. In so doing, with our legal and technical know-how, we are able to influence all Internet-relevant issues such as platform regulation, data protection, copyright, youth protection, telecommunications regulations, and artificial intelligence.



The Law & Regulations Competence Group provides up-to-date information on legal policy issues and legislative projects. It serves to coordinate lobbying activities and to facilitate the exchange of experience and views among members. Through the association, members are given the opportunity early on to play an active role in legislation and, in so doing, to participate in shaping the future of legal policy.

Active in important committees

eco is a founding member of EuroISPA, the European umbrella organization of Internet service provider associations. We work closely together with EuroISPA in order to keep you informed at the earliest possible point about ongoing EU legal proceedings in Brussels and to influence decision-making processes at European level on your behalf.

eco is active in international committees with a view to continuously advancing and shaping the topic of Internet governance as part of the multi-stakeholder approach.

We are also a driving force of the Internet Governance Forum (IGF). At the IGF-D (Germany) and the European Dialogue on Internet Governance (EuroDIG), eco also engages in dialogue with state representatives, international organizations, the private sector, and civil society on topical problems of the Internet and possible global solutions.

eco also represents its members at ICANN, the "Internet Corporation for Assigned Names and Numbers," through its involvement in various Supporting Organizations. ICANN coordinates the assignment of unique names and addresses on the Internet.

In addition, eco, together with other partners from politics and industry, participates in various initiatives and alliances to combat illegal Internet content and to promote youth media protection on the Internet.

Further information on the Policy, Law & Regulations division:
international.eco.de/topics/policy-law

Our reach is international

The Internet does not stop at national borders – and neither, of course, does the work of eco! Which is why eco also represents its members' interests in international committees and cooperates intensively with partner associations and organizations from other countries.

The eco International team coordinates the global association activities and the presence of eco at specialist congresses and industry events in order to connect members and partners worldwide with each other and to integrate them into eco's work.

With this in mind, we produce a steady stream of English-language communication for our members: All relevant studies, guidelines, information material, and news are published in both English and German, as is all important news from the industry, which we also share with international partners.

The highlight of eco International's work is the English-language online publication dotmagazine, which serves as a platform for specialist articles from our members and partners. Up-to-date information on political developments in Berlin, Brussels, and Europe is also provided via the "eco European" English-language newsletter.

The team is on hand to assist eco international members so that they can benefit to the greatest possible extent from the association's many advantages and services.

Further information:

international.eco.de

dotmagazine.online

The screenshot displays the eco website interface. At the top, there is a navigation bar with the eco logo and a search bar. Below the navigation bar, there is a large banner for dotmagazine with the text "DIGITAL BUSINESS MODELS: LEGAL CHALLENGES" and "topDNS An Initiative to Fight DNS Abuse". Below the banner, there is a section titled "With more than 1,000 members, eco is the largest Association of the Internet Industry in Europe. These members trust our work:" followed by logos for ARISTA, enclive, SSC, GOLDBECK, and NomaBlox. Below this, there is a "Current News" section with several articles. One article is titled "Digitalisation makes rural areas more attractive!" and features a circular chart showing "80.4%". Another article is titled "An encryption ban is practically unfeasible and violates fundamental rights!". The website also features a "dotmagazine" logo and a "Subscribe to our newsletter" button.

eco – topics, experts, synergies

The developments taking place in the Internet industry are as fast and dynamic as their medium: Constantly changing technologies, framework conditions, and content require a continuous exchange among market players.

Our competence and expert groups and our rounds of discussion and talks keep you up-to-date on all of the latest developments. They also help you to assess the relevance of global market developments for your business. They offer you a wealth of current topics, exciting ideas, and stimulus, as well as practical know-how.

Benefits for you

- Meet with experts and benefit from the best practices of others.
- Avail of our meetings for their inspiring specialist dialogue and effective networking.
- Present your own services and products and share your experience.
- Work with us to develop industry standards and recommendations for market-determining industry and political decisions.





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**Competence
Groups and Topics**

Topics at the cutting edge of current developments



Anti-Abuse CG

The eco Anti-Abuse Competence Group comprises representatives from the anti-abuse departments of German web hosting companies and Internet Service Providers (ISPs), as well as selected experts from the anti-abuse field.

The Anti-Abuse CG has a particularly strong culture of confidentiality, and thus allows a positive and open exchange between the specialist units of companies, many of whom are ordinarily in competition with each other.

international.eco.de/topics/eco-security



Cloud Computing

Our Cloud Computing unit is committed to promoting the acceptance and needs-based provision of cloud services in the German market. We also provide guidance to build trust in the cloud and to ensure market transparency.

international.eco.de/topics/eco-cloud-computing



Data Center CG

In the Data Center Competence Group, companies from the field of technical DC operations (cloud & hosting, co-location, in-house operation), experts from consulting and planning fields, and solution providers for IT and facility management meet regularly for an open and confidential exchange of information on an equal footing.

international.eco.de/topics/datacenter



Email CG

The Email Competence Group is an integral part of the German Internet industry in terms of developing common standards for sending and receiving emails. In addition to general topics, the group focuses on technical content that is of crucial importance for senders and recipients and has an impact on their daily business.

international.eco.de/topics/e-mail



Internet of Things CG

Ultimately, digitalization will inevitably lead to the introduction of IoT wherever networkable products are involved. In many industries, operational digital transformation poses a significant challenge. The IoT CG brings together companies and experts from across sectors and industries to address these challenges and promote an open exchange of knowledge driven by innovative solutions and approaches.

international.eco.de/topics/internet-of-things-home



Artificial intelligence

The eco Association is committed to the ethical utilization of artificial intelligence and is involved in projects that deal with the standardization and normalization of AI, as well as those promoting the development of this technology for people and companies.

international.eco.de/topics/artificial-intelligence

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KRITIS CG

In the future, new challenges and regulatory requirements will arise for numerous German companies that, until now, have not been categorized as operators of critical infrastructures. The KRITIS Competence Group offers eco members who are themselves operators of critical infrastructures a trustworthy platform for exchanging experiences and jointly representing their interests.

international.eco.de/topics/kritis-critical-infrastructure



Mobility CG

Innovative business models, intermodal mobility concepts, and new technologies are generating new momentum and endeavoring to shape the ecosystem of future-oriented mobility by connecting the automobile and the Internet.

By collaborating with companies, decision-makers, and experts from the mobility sector, we aim to advance various mobility topics.

international.eco.de/topics/eco-mobility



Names & Numbers CG

The Names & Numbers Forum Competence Group is the domain industry's representative body within the eco Association. More than 150 registries, registrars, resellers, secondary market providers, consultants, and security experts from the circle of member companies are represented in this Competence Group.

In 2022, the Names & Numbers Forum launched the topDNS initiative to collaborate with association members in developing solutions and strategies to promote a secure DNS and to combat DNS abuse.

international.eco.de/topics/names-numbers-topdns.eco.de



Networks CG

In the Networks Competence Group, companies from the technical network operations sector (Internet service providers, carriers, telecommunications companies, backbone providers), experts from consulting and planning fields, and solution providers for network equipment meet regularly for an open and confidential exchange of information on an equal footing.

international.eco.de/topics/networks





New Work CG

In the hybrid working world, the advantages of flexible, digital working models are harmonized with the advantages of a customized in-person culture. Consequently, many IT companies have already implemented their positive experiences with digital collaboration in hybrid working models. The New Work CG brings together cross-industry experts to jointly address the challenges of the digital working world and to shed light on innovative solutions and approaches through open knowledge exchange.

international.eco.de/topics/new-work



Digital business models

Digitalization is driving a structural change and upheaval which is transforming traditional industrial and economic sectors, with new business models emerging daily and existing digital applications being optimized. We identify key technologies for digital transformation and explore the potential of technologies for new types of business models.

international.eco.de/topics/digital-business-models



Security CG

The Security CG brings together cross-industry companies and experts to discuss current issues relating to the security of (IT) infrastructures in the Internet industry.

It also organizes the annual "Internet Security Days" conference for IT security experts, security officers, and user companies.

international.eco.de/topics/eco-security

An overview of all Competence Groups, business areas, and their blogs can be found at:

international.eco.de/topics





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Services

eco Complaints Office – active against illegal Internet content



For over 20 years now, the eco Complaints Office has been fighting successfully against illegal content on the Internet and is committed to ensuring that illegal content is taken down and that criminal offences are reported to the authorities. In addition, the Complaints Office is engaged in ensuring better youth protection on the Internet.

The work of the eco Complaints Office is based on voluntary cooperation with society as a whole, with its foundation being the self-regulation of providers and the engagement of Internet users.

All Internet users can report suspected illegal content free of charge and anonymously under international.eco.de/eco-complaints-office. The Complaints Office's lawyers then assess whether the reported content violates German law and, in cases of violations, take appropriate measures. The eco Complaints Office can also be reached via the German information platform for young people jugend.support, as well as via the German



portal www.internet-beschwerdestelle.de/en/index.html.

Closely networked nationally and internationally

In order to effectively fight illegal Internet content, cooperation with other actors is essential. Among others, eco works together with providers, partner complaint offices, and law enforcement agencies.

As (co-)operator of the portal internet-beschwerdestelle.de/en/, eco is part of the German Safer Internet Centre (www.saferinternet.de), which also includes the FSM, jugendschutz.net, "Nummer gegen Kummer" and klicksafe (operated by the State Media Authority of Rhineland-Palatinate and the State Media Authority of North Rhine-Westphalia). Here the eco Complaints Office is also active in the promotion of media competence and awareness on the Internet.

eco is a founding member of INHOPE (www.inhope.org), the international umbrella organization of Internet hotlines. Within the



worldwide network, detected illegal Internet content can be forwarded to the relevant partner. This ensures that such content is followed up in the respective country of origin.

Benefits for you

- Easy and simple submission of complaints on illegal Internet content
- Legal expertise
- Cooperation with law enforcement agencies
- Network of experts and committee work at national and international level
- Know-how and experience flowing into the political representation of interests
- Neutral, transparent processes

The eco Complaints Office is part of the eco Policy, Law & Regulations division.

Further information and contact: international.eco.de/eco-complaints-office
hotline@eco.de

eco Youth Protection Officer Service – support on questions of youth protection



Youth protection on the Internet is a task for society as a whole. With the eco Youth Protection Officer Service, both eco members and external companies have the opportunity to make their contribution to this cause.

If you're operating in Germany as a telemedia provider, you may even be obliged to appoint a Youth Protection Officer in accordance with the German Interstate Treaty on the Protection of Minors in the Media (JMStV). One of the central tasks of a youth protection officer is to advise providers. The officer is also the contact person for users and the point of contact for official oversight.

You can benefit from eco's many years of experience in assessing online content in the field of youth media protection and its participation in an international network.

Our eco Youth Protection Officer Service is happy to support you and can offer you:

- Comprehensive consultation on matters relating to youth protection
- A neutral point of contact between you and your users
- Minimization of liability risk
- Prevention of official fines and written warnings
- Increase in user trust through effective youth protection
- Up-to-date information on developments and legal changes in the area of youth media protection
- A service based on the type of provider
- A seal of quality/logo for your website

Further information and contact:
international.eco.de/topics/eco-youth-protection-officer-service
jugendschutzbeauftragte@eco.de

Youth protection is a task for society as a whole

Youth protection on the Internet requires more than the operation of a complaints office and support within the framework of a youth protection officer service. As such, eco is involved in a variety of committees on the topic of youth protection and supports projects which elevate children's and young people's media competence.

In addition, with its Youth Media Protection Expert Lunch, eco offers association members active in this field an open forum for providing information and exchanging experiences and views.

Further information:

international.eco.de/eco-complaints-office-old/youth-media-protection-expert-lunch

eco External Data Protection Officer Service

DATA PROTECTION OFFICER

When you think of the EU General Data Protection Regulation, the German Federal Data Protection Act, or legally secure processing of personal data, it is clear that the requirements for data protection are extensive and often confusing.

With the eco External Data Protection Officer Service, we offer our members an external data protection officer on request, train employees and managers on data protection issues, and carry out data protection audits.

You receive a professional solution to meet the challenges of data protection, fulfil your legal obligations, avoid penalties, and secure competitive advantages.

Internal data protection officers are often overburdened

Most telecommunications and Internet industry companies have a legal obligation to nominate a data protection officer for their company. Internal data protection officers have to split their work between their own

profession and the new task, and also have to complete extensive training and further education measures in order to stay up to speed with the current legal status.

By appointing an external data protection officer, conflicts of interest that may arise from other roles of internal data protection officers within the company can be avoided. In addition, the risk of liability is outsourced.

The eco service is implemented in cooperation with Rickert Rechtsanwaltsgesellschaft mbH and dp.institute Data Protection Consulting GmbH.

Legal compliance ensured

eco supports its members in acting in compliance with data protection regulations and in presenting themselves optimally on the market. At the same time, through regular publications, eco raises companies' awareness of the importance of data protection.

Benefits for you

- The provision of an external Data Protection Officer to fulfill your legal obligations
- Support and advice for all of your questions related to data protection law
- Outsourcing the risk of liability
- Service packages customized for your specific needs
- High level of specialist knowledge and practical experience in the field of the Internet and telecommunications
- No additional costs for the training and further training of staff
- Internal data audits to check to what extent your company fulfills the requirements of data protection law
- Executive workshops and staff workshops on the topic of data protection

Further information and contact:
international.eco.de/eco-services/external-data-protection-officer
dataprotectionofficer@eco.de

eco Data Protection Service for international members



The EU General Data Protection Regulation is not only relevant for companies based in Europe, but also applies to all companies with customers in the EU, regardless of where they are headquartered. Within the framework of our eco Data Protection Service, we support member companies outside of Germany in ensuring compliance with European data protection regulations. Whether it is a matter of creating legal compliance in processes, training employees, or reacting effectively to security incidents – eco is on hand to support you.

Benefits for you

- Over 20 years of experience and expert know-how in the IT and telecommunications sector
- Legal security in European business relations
- Customized data protection workshops and audits, as well as help with security incidents
- eco as your legal EU representative

Further information & contact:

international.eco.de/eco-data-protection-service
legal@eco.de

eco Legal Consultations



With a strong team of lawyers, each with different areas of specialization, we at eco have been focusing for many years on legal questions regarding all aspects of the Internet. We provide our collective know-how exclusively to our members. Each eco member receives an annual quota of free consultancy hours.

You can put any number of questions to us, in areas such as:

- Telecommunications, telemedia, and competition law
- Copyright and trademark law
- Remote sales law, GTCB law
- Liability issues, contract law
- Data protection law
- Examination of search warrants and requests for information
- Youth media protection law

Further information and contact:

international.eco.de/legal-consultations
legal.advice@eco.de

Datacenter Star Audit (DCSA)



Since 2005, eco authorized auditors have been objectively assessing the infrastructure and services of data centers through means of the DCSA – with this being implemented increasingly throughout Europe. The DCSA is suitable for any company that operates a data center/server room or who avails of colocation.

Regardless of your business model or the size of your IT area, the DCSA offers you the opportunity to present your redundancy concept transparently and understandably, as well as your quality, security, and availability. The audit is performed in a timely manner at a manageable financial cost. The seal of quality increases your trustworthiness vis-à-vis customers, auditors, banks, and insurance companies.

Further information and contact:
international.eco.de/topics/datacenter/dcaudit
info@dcaudit.de

StarAudit for cloud providers



As an international certification system, StarAudit (provided by EuroCloud) supports both providers in the conceptual design of their services, as well as users in their selection process.

The certification scheme audits cloud services based on a clearly defined set of criteria. Independent auditors assess the providers in areas such as data protection, operations, and infrastructure. Users can easily find the right provider for them, thanks to the easy-to-understand star rating. StarAudit creates real competitive advantages by reducing the need for expensive individual audits and effectively supporting multi-provider governance.

Further information and contact:
staraudit.org
info@eurocloud.de

dotmagazine – for your expertise



dotmagazine, which is eco's English-language online specialist magazine, reports on the Internet industry's entire spectrum – ranging from infrastructure right through to the service layers of the Internet. With this magazine, we create an international content platform where all of our association's members, partners, and experts can share their expertise along the entire value chain.

You too can contribute your knowledge to the monthly focal topic through specialist articles, podcasts, or interviews! Edited professionally and journalistically, we position you as an opinion leader and make your voice heard – and we offer this to our members free of charge.

For readers, dotmagazine offers in-depth insights into the background and impacts of digitalization.

Further information and contact:
dotmagazine.online
dotmagazine@eco.de

The logo for 'eco' features the lowercase letters 'eco' in a black, sans-serif font. Below each letter is a small square: a red square under 'e', a grey square under 'c', and a black square under 'o'.

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Initiatives

Alliance for the Strengthening of Digital Infrastructures in Germany



The Internet is the basis for Germany as a future-oriented business location and for an open and free society. However, while providers of large social media platforms are often in the focus of political and public attention, the companies at the beginning of the Internet value chain – namely operators of digital infrastructures such as data centers and providers of colocation facilities – along with their merits and challenges have so far remained largely unknown.

Nevertheless, this industry is of crucial importance for digital performance, digital sovereignty, and thus for Germany's successful digital transformation. In addition, high-performance data centers, fiber optic connections, and 5G networks form the central digital ecosystem for sustainable digitalization. As such, digital infrastructures make a significant contribution to achieving the climate goals in Germany and Europe.

In order to draw attention to the importance of digital infrastructures in Germany and to enter into a constructive dialogue with politicians, an initiative composed of leading representatives of the digital infrastructure ecosystem with a focus on the data center industry was founded in 2018 under the umbrella of eco – Association of the Internet Industry.

Members of the Alliance Advisory Body and Steering Committee get to benefit from numerous advantages and functions.

Further information & contact:
digitale-infrastrukturen.net/en
info@digitale-infrastrukturen.net

Benefits for you

- Advisory Board member: Inclusion in all events, content development, and media work of the Alliance. Use of the initiative's advertising material, as well as placement of your company logo on the Alliance website and publications
- Steering Committee: Opportunity to take on a spokesperson role at various Internet policy event formats. These include panels and roundtable discussions, as well as the Internet Policy Forum in Berlin, the latter which was initiated by the Association of the Internet Industry
- Targeted placement of statements in studies, position papers, opinions, and leading industry policy media
- Exclusive insights through participation in political appointments, as well as influence on Internet policy decisions at the state, federal, and EU levels: for example, attending committee and parliamentary group meetings, roundtables, and one-to-one talks with high-ranking political representatives.

Anti-Ransomware EuroCloud Native moving the industry



The fight against ransomware requires strong allies and close collaboration with public authorities and companies.

Together with its members, eco has set itself the goal of informing you how ransomware can jeopardize your company and what measures can be taken against ransomware. The Anti-Ransomware initiative serves as a contact and information center for small and medium-sized enterprises, connecting them with security authorities and partners from the IT security industry.

Together with our strong partners Microsoft, Rohde&Schwarz, and Sophos AG, we offer our expertise to support you and your company in the fight against ransomware.

Further information and contact:
www.eco.de/initiative-ransomware
sicherheit@eco.de



The initiative of the eco subsidiary association EuroCloud has been established to connect innovative cloud natives and their alliance partners. Together, these companies form a community of digitalization enablers.

Pooling interests, fostering exchange, and creating transparency: EuroCloud Native is an initiative of EuroCloud Deutschland_ eco e.V. (EuroCloud), the association of the cloud computing industry in Germany. Since 2020, the ECN has specifically targeted providers of public cloud-based solutions and services, most of which are young companies or start-ups. The ECN, founded by experts, is not only a specialist forum for cloud native topics, but also serves as a contact point for addressing media questions.

EuroCloud Native gives a voice to the often smaller but sometimes highly specialized cloud native providers. To this end, the ECN pools the interests of the providers and makes them visible in order to foster exchange, enter into dialogue with hyperscalers, and – last but not least – to make it easier for customers to choose a cloud native provider. Because the truth is: the demand for such services in the public cloud is greater than the supply. With this initiative, EuroCloud provides the necessary know-how and paves the way for the success of the public cloud in Germany.

Dr Nils Kaufmann, Board Member at EuroCloud, is Head of the ECN. Thomas Noglik and Felix Höger, who are both EuroCloud Board Members, support the work and take care of the connections to the association. Cloud native applications are developed in the public cloud and for the public cloud. They are scalable, flexible, and agile, and fully exploit the technological potential of virtualization.

#Join the solution AI in Practice

Benefits for you

- Representation of interests and communication: We give the market and providers a voice
- Advice and workshops: We enlighten, inform, and educate
- Best-practice sharing: We learn from the best and share our knowledge
- Roundtables on current topics: We exchange ideas, shape the trends, and talk them through with experts, the media, and the public
- Development of common quality standards: We professionalize the market and offers
- Product development: We design and implement cloud native services
- Promotion of collaboration between public cloud providers: We get ourselves involved and get down to business

Further information and contact:

www.eurocloudnative.de
cloudnative@eurocloud.de

JOIN THE SOLUTION

#JOINTHESOLUTION: We are part of the solution – the Internet industry.

Our world is facing great challenges. One thing is certain: As actors in the Internet industry, we are part of the solution. Think of the following: CO2 reduction through green IT and green coding in the fight against climate change; Smart City concepts that make our cities more habitable, resource-friendly, and energy-efficient; health care technologies that detect cancer at an early stage on the strength of artificial intelligence; or digital platforms that promote social cohesion and humanitarian causes. In all such instances, digital and disruptive technologies help in tackling the pressing societal challenges in a variety of ways.

In our campaign "#JOINTHESOLUTION: We are part of the solution – the Internet industry," our goal is to present these solutions, tell their story, and shed light on the positive impact of digitalization.

Further information:

international.eco.de/jts-solution



The AI in Practice initiative is designed to provide an overview and classification of current and future AI trends, along with their opportunities and challenges. The aim is to develop manageable concepts for companies. The eco Association provides a view of AI from the perspective of AI providers, data centers, edge services, cloud natives, channel partners, and their customers.

The focus topics:

- Platforms for AI offerings
- AI applications
- Data ecosystems
- Data centers – utilizing AI while remaining sustainable
- Important framework conditions for AI

SHAPE THE INTERNET WITH US.

#LiT – Ladies in Tech



Women are clearly underrepresented in the Internet industry across Europe, with less than one in five tech specialists being female. At the same time, the industry is taking on board the fact that heterogeneous teams are more successful and innovative. The digital industry is booming, with new business fields and job profiles emerging every day. In order to ensure the future-proof viability of Europe as a digital location, the promotion of women and diversity is therefore a central issue for us as the largest association of the Internet industry in Europe.

Our mission: To collectively make the Internet industry more diverse

The #LiT – Ladies in Tech (LiT) initiative was founded in spring 2019 by Oliver Süme, Chair of the eco Board, and Lucia Falkenberg, Chief People Officer at eco. With the initiative, we offer a platform for exchange to female professionals and executives in the digital economy. Our mission is to give women in tech a face and a voice by elevating them to the stage of important panels and events,

promoting their digital visibility, placing the issue of women in tech on the media agenda, and advocating for their interests through our policy work. By presenting the diverse career paths and opportunities for women in tech, we want to counteract the shortage of skilled workers in the long term and inspire even more women to pursue a career in our promising industry.

Partnerships sought: Participation welcome

Within our initiative, we rely on the momentum of an alliance of strong partners from business, science, politics, and civil society to do our part in agenda-setting on this highly relevant topic, both socially and economically. We are convinced that we can only achieve diversity together, meaning that men are also warmly welcome in the initiative.

Activities for Girls' Day or International Women's Day, ideas for workshop topics or white papers: Your suggestions and feedback are always welcome. We can only achieve diversity together. We would be happy to discuss the participation opportunities for you as an eco member in a personal meeting. We look forward to seeing you!

Benefits for you

- Active involvement, participation, and positioning as a driver of the highly relevant topic of "women in tech," both socially and economically
- Positioning as a company with a diverse mind-set and increasing your attractiveness as an employer
- More visibility for your female tech experts: Placement as speaker at events, testimonials in press releases, and online and offline communication measures
- Increased visibility for the expertise of your female experts, for example by contributing to white papers or our interview series "Women in Tech," or as a guest on our German-language podcast, "Das Ohr am Netz" ("An Ear to the Internet")
- Networking and exchange of experience with inspiring female experts and executives from the Internet industry

Further information and contact:

lit.eco.de

international.eco.de/women-in-tech

topDNS – eco initiative to fight DNS abuse



The stable, safe, and secure operation of the DNS has proven to be the foundation for the global expansion of the Internet as a universal public resource. However, like every innovation and every technology, the Internet and the DNS are subject to abuse, like malware, botnets, phishing, pharming, or spam. The topDNS Initiative and its members have set themselves the goal of fighting DNS abuse.

“The DNS is an ecosystem, not just a registration system”

However, the task to prevent and tackle abuse on the Internet is a complex one. The DNS ecosystem is diverse, given that it includes various stakeholders & intermediaries with different roles, responsibilities, and options at hand to accomplish this task.

Registries and registrars are often asked to completely suspend Internet domains when there is suspicion of abuse. However, suspensions should not be undertaken lightly

and should always be seen as a last resort in combating illegal content. The deletion of such content is not only more effective in the long term but also reduces the risk of collateral damage if legal content and services are also affected by the suspension.

The goal of the topDNS Initiative is to bring all relevant stakeholders & intermediaries to the table and to give visibility to those who are engaged in the fight against DNS abuse – even beyond the domain industry.

Spreading the messages of the domain industry

The eco topDNS Initiative works closely with other working groups and initiatives, such as the Registrar Stakeholder Group (RrSG) and Registry Stakeholder Group (RySG) at ICANN, the DNS Abuse Institute of PIR, the Internet & Jurisdiction Policy Network, and many more.

For over 20 years, eco has been committed and motivated to combating abuse and illegal content on the Internet, and to having crimes prosecuted. Cooperation with the various stakeholders in the process is as important to us as neutrality and transparency.

To achieve this goal, the topDNS Initiative is based on two main pillars:

Education & Awareness

- Promotion of existing efforts to fight different types of DNS abuse
- Education of policy & decision-makers and subject-matter expert groups
- Inclusion of hosting providers and their abuse teams
- Spreading the messages of the industry

Collaboration & Operationalization

- Collaboration at eco, a neutral and trusted platform in the Internet industry
- Sharing best-practice guidance for abuse handling
- Standardization of abuse reports, use cases, statistics & definitions
- Development of a Trusted Notifier Framework

Further information and contact:

topdns.eco.de
topdns@eco.de

The logo for 'eco' features the lowercase letters 'eco' in a black, sans-serif font. Below each letter is a small square: a red square under 'e', a grey square under 'c', and a black square under 'o'.

eco

Our Network

Certified Senders Alliance – the quality standard in email marketing



The Certified Senders Alliance (CSA) is a service of the eco – Association of the Internet Industry, in conjunction with the German Dialogue Marketing Association (DDV). Since its foundation in 2004, the CSA has acted as a neutral interface between mailbox providers and senders of commercial emails. The goal is to improve the quality of commercial emails such as newsletters, invoices, and order confirmations, and to protect email recipients. To achieve this, the CSA develops and establishes quality standards for commercial emailing, thereby actively contributing to the protection of users and strengthening the email communication channel.

Establishing and safeguarding quality standards

The CSA certifies senders who commit to adhering to the CSA criteria. For these certified senders, all sending IPs are maintained on an IP list that is used for filtering by participating mailbox and security providers. As filtering decisions at mailbox providers are partly made on an IP basis, certified senders can be granted corresponding advantages, such as improved delivery, no IP warming, and no throttling.

Certified senders are given access to software that allows them to monitor compliance with key CSA criteria and identify any anomalies in their email sending. This software includes real data from mailbox providers and the eco Complaints Office, enabling them to optimize and protect their email delivery.

Benefits for you

- Improved delivery of your commercial emails
- CSA seal of quality promotes your trustworthiness
- Self-regulation through access to a monitoring system with real data from mailbox providers
- Reputation protection through early warnings from the CSA and the eco Complaints Office

Further information and contact:

certified-senders.org
info@certified-senders.org

DE-CIX – We make interconnection easy. Anywhere.



eco is a 100% shareholder of DE-CIX Group AG and, since 1995, has been a major part of the global Internet infrastructure community.

DE-CIX is the world's leading operator of carrier-neutral and data center-neutral Internet Exchanges. Be it in Europe, Africa, North America, the Middle East, or Asia – at more than 50 locations, more than 200 employees from around 35 nations ensure the delivery of seamless peering and interconnection services. Customers peering at DE-CIX not only exchange data in a direct, cost-neutral, and secure redundant connection, but also minimize latency times and thus maximize user experience. With a data volume of almost 40 exabytes per year (as of 2023) and almost 1,100 connected networks, DE-CIX in Frankfurt is one of the largest Internet Exchanges in the world.

DE-CIX interconnection services

More than 3,500 network operators, Internet service providers (ISPs), and content providers from over 100 countries rely on DE-CIX services such as the DirectCLOUD service. This private direct connection guarantees continuous connectivity to selected cloud service providers on the DE-CIX Cloud Exchange. The GlobePEER service connects customers worldwide with the DE-CIX platforms in Frankfurt, Hamburg, Munich, Dusseldorf, Leipzig, Marseille, Madrid, Barcelona, Lisbon, Palermo, Istanbul, New York, Dallas, Chicago, Richmond, Phoenix, Oslo, Helsinki, Kristiansand, Copenhagen, and Esbjerg.

New services from data economy to home office

DE-CIX consistently expands and develops its interconnection ecosystem: Companies that join together in Closed User Groups exchange data collaboratively through logically separated services within a dedicated user group (federation). Those who use the Microsoft Azure Peering Service optimize their connection to cloud services such as Microsoft 365.

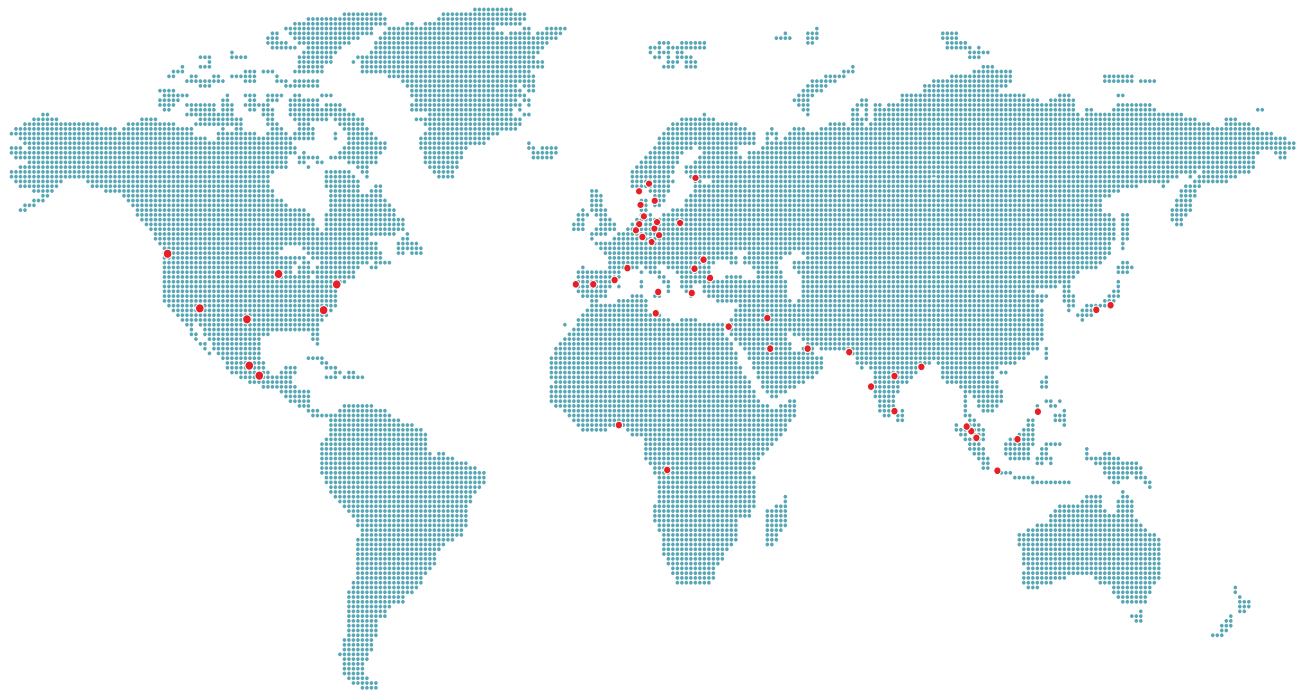
Events, training, and the DE-CIX MeetingCenter

At its various locations, DE-CIX stays in touch with its customers and the community through events and roundtable discussions. The DE-CIX Interconnection Academy provides training material and webinars on technical topics related to interconnection and Internet infrastructure. The DE-CIX MeetingCenter in Frankfurt offers customers and eco members with 170 m² of high-quality event space with state-of-the-art conference technology for free use.

Benefits for you

- The world's leading operator of Internet Exchanges
- Uncomplicated connection to over 3,500 networks
- Direct data exchange – without any detours and cost-neutral
- Redundant, secure connections with low latency
- Premium interconnection services for optimal use of infrastructure
- Know-how and knowledge transfer derived from almost 30 years of experience

DE-CIX worldwide locations



Status: May 2024

Further information and contact:

www.de-cix.net
info@de-cix.net



EuroCloud Deutschland_eco e. V. – a strong network for the cloud



Cloud computing is the major foundation of digitalization, which will fundamentally change our lives both professionally and privately. At eco, you are at the very heart of the “cloud,” thanks to the 2009-founded EuroCloud Deutschland_eco e. V.

Pioneer of the cloud

As an independent industry association, EuroCloud Deutschland_eco promotes the cloud market, market transparency, and trust in solutions. With guidelines, tools, practice-oriented recommendations, and informative events, the association ensures perfect compatibility in the interaction between users and providers of cloud services. This is based on the strength of the work of its competence groups, which focus on the topics of Law & Compliance, Open Cloud, and Business Communications.

EuroCloud promotes innovations for all areas of business and living on the basis of cloud platforms, and makes it possible to enable the high speed of IT innovation to be experienced by every industry. EuroCloud is the only European, multilateral, and non-proprietary cloud association.

A double helping of industry power

The close cooperation with eco means added value for all members. Active participation in events of both associations and the extensive valuable contacts make it possible to optimally promote your own topics and to help shape framework conditions.

Best of all: As an eco member, membership of EuroCloud Germany does not cost you a single extra cent. As such, you receive the benefits of two organizations for the price of one.

Benefits for you

- Expert know-how and knowledge transfer in competence groups, workshops, and collaborative events
- First-hand information on market-changing developments
- Practice-oriented cloud guidelines for providers and users
- Joint development of orientation aids, guidelines, and tools
- Cooperation at national and international level in the design of technical and legal framework conditions
- Strong set of contacts, including with the German federal government and the EU Commission
- A strong Europe-wide network as part of EuroCloud Europe and eco

Further information and contact:

www.eurocloud.de

info@eurocloud.de

networker NRW e.V.

networker • NRW
Der IT Verband •

networker NRW e.V., founded in 2000, is a dynamic network of personal contacts in the IT industry in North-Rhine Westphalia. Our goal is to consolidate the industry's expertise and serve as a point of contact for the media, companies, and those seeking advice.

With over 185 members, we offer exclusive business opportunities and connections. As a neutral intermediary for small and medium-sized enterprises, we forward inquiries to experts in our network, thereby facilitating networking and business contacts for our members.

Our internal and external events are designed to raise the visibility of our members and support their customer acquisition. One of our key priorities is to safeguard the industry by promoting young talent, which is why we are actively involved in the placement of applicants, interns, and specialists. In doing so, we leverage our connections with universities, employment agencies, and our own online job exchange.

Goals:

- Strong network
- Expand your professional network: Utilize the connections of our IT association
- Skill enhancement
- Gain new business opportunities: Connect with potential customers and partners
- Exclusive events
- Increase your expertise: Benefit from our events and workshops

Further information:

www.networker.nrw

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eco

Events

eco Events – up-to-date know-how combined with network power

Dull association work is a thing of the past. Bringing the right people together in inspiring contexts is what we specialize in.

Discover new venues, formats, culinary delights, and partners – networking at its very finest. Our extensive network of contacts in politics and business offer you a unique starting point.

Our eco events give you the ideal opportunity to interact on an equal footing with political representatives and exchange your knowledge with experts and executives from all segments of the Internet industry.

Gain a competitive advantage by learning about and helping shape political and regulatory developments at the earliest possible stage. Meet decision-makers, new business partners, and potential customers, and establish valuable business relationships.

Seize the opportunity: Get informed and present your message on location, tap into synergies and sales potential, or unwind from everyday business life over the course of a pleasant get-together.



SHAPE THE INTERNET WITH US.



Berlin Events – politics and industry in dialogue



Whether it's at lunchtime formats like "Chocolate & Sushi," roundtables, or evening events such as the popular *eco poll/Talks: eco* brings politics and industry into dialogue with each other. At its political events, *eco* invites high-caliber representatives from the German Bundestag and ministries to take the stage.

Get involved in the development of positions that will shape the conditions of the industry going forward. Engage in direct discussions with decision-makers at our numerous Internet and network policy events.

CSA Email Summit



The CSA Summit of the Certified Senders Alliance brings together experts from around the world to exchange information on email marketing.

Be there when renowned speakers report on technical innovations, legal requirements, and standards. Work with attendees to develop self-regulatory options to strengthen email as a trusted communication tool.

summit.certified-senders.org

Data Center Expert Summit



The specialized conference on future topics in the data center industry

The Data Center Expert Summit is THE conference for decision-makers, operators, planners, and users from the data center and server room operations. It focuses on topics such as energy efficiency/storage, automation, AI, waste heat, sustainability, and regulations.

dces.eco.de

Internet Security Days



The Internet Security Days (ISDs) focus on current cyber threats, future trends in IT security, and practice-based use cases. International IT security experts exchange views and experiences over the course of the extensive conference program and the accompanying fair and get up to speed on new strategies.

We welcome you to RheinEnergieSTADION to collaboratively create promising synergies and develop new solutions.

www.eco.de/isd

Network Policy Forum



What are the top priorities on the digital policy to-do list, what strategy for accelerated digitalization is the German federal government pursuing, and how can digital policy issues be effectively integrated into a holistic sustainability concept for Germany as a business location?

These and other questions are discussed together with high-ranking representatives from politics, business, and science. The goal is to determine where Germany and Europe stand as a digital location and to provide a visionary outlook for our digital future.

Local networking



The paths to eco are often very short: With our LocalTalks and Roadshows, we're regular visitors to German localities. Expert speakers provide the necessary material for further specialist discussions in various topic areas.

Meet decision-makers from industry, SMEs, politics, and the media in very special settings, and network directly on location.

SHAPE THE INTERNET WITH US.



Informal industry meetings in abundance



Care for a little more? Then meet up with the industry at our New Year receptions, breakfast meetings, and summer festivals. Or pick up some inspiration from paintings, installations, and colors at the occasional art exhibition.

There are opportunities aplenty: Contacts and delicious food are guaranteed.

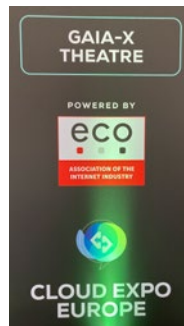
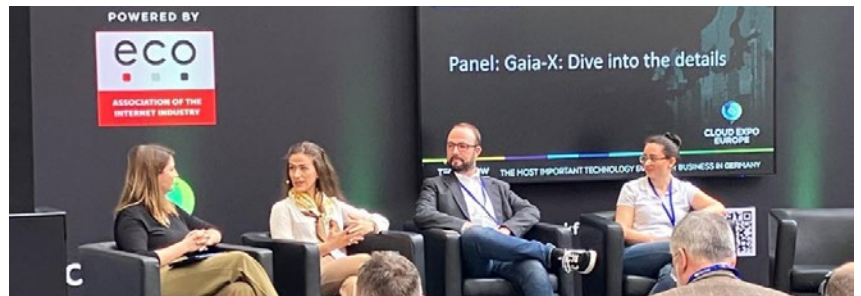
Stay digitally connected: Through webinars, eco netTALKs, or online roundtables, you can stay in touch with Internet industry experts anytime and anywhere.



Trade fair appearances for industry specialists



“Whether in Frankfurt, Hamburg, or Nuremberg – there’s no place too far away for the Internet industry. Each year, we take part in various trade fairs, offering our members the opportunity to be part of our joint stand and to network with the community.”





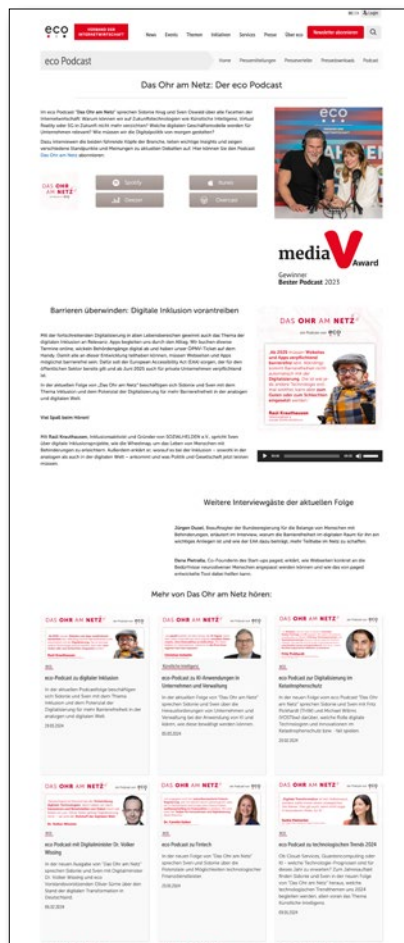
eco Podcast

In the German-language eco podcast “Das Ohr am Netz” (“An Ear to the Internet”), Sidonie Krug and Sven Oswald cover all facets of the Internet industry: Why can we no longer function without future technologies such as artificial intelligence, virtual reality, or 5G in the future? Which digital business models will be relevant for companies? How should we shape the digital policy of tomorrow?

The two experts interview leading figures in the industry, share important insights, and present various viewpoints and opinions on current debates.

Further information:
www.eco.de/podcast

DAS OHR AM NETZ



From near or far – eco is there for you



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Email: peter.joniec@eco.de

We're constantly developing new topics and formats – and would be glad to do so together with you!

Contact us to find out what opportunities and possibilities you can expect at eco with a view to achieving year-round market visibility, generating leads, and establishing valuable contacts.

From presentations at exciting large-scale events, to exclusive formats with hand-picked guests, to newsletters and online magazines, and right through to joint roadshows and trade fair appearances – with us, you'll benefit from individual marketing support that perfectly fits your needs.

Our current events and dates can be found under:
international.eco.de/events

You can naturally also find out more via our various communication channels.



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Head of Communications
Telephone: +49 (0) 30 221 567 19
Email: sidonie.krug@eco.de

SHAPE THE INTERNET WITH US.



Optimally informed and presented

From current to background information – you can learn everything you need to know about the industry from us.

Our newsletters will keep you up-to-date regularly and free of charge:

eco weekly ...

... informs you once a week in German language about the most important news, events, and topics of the Internet industry.

eco politik digital ...

... provides facts and figures on a hot topic from the realms of Internet politics in condensed form every two weeks. In addition, this German-language newsletter updates you on all eco political papers of the given month, as well as on events in the political world.

Newsletter+ ...

... is an optional extension of the eco newsletter. As a member, receive all your membership benefits in the newsletter, which can also sometimes be accessed as a non-member. Special conditions for selected events of eco and its partners.

dotmagazine ...

... is published twice a month as a newsletter in English and is targeted at interested readers from all around the world. Aside from eco news and international updates, here you will find articles from the English-language online specialist magazine. Learn more on page 19 and at dotmagazine.online.

Der #LiT Newsletter ...

... exclusively dedicates itself four times a year on the topic of "Women in Tech".

lit.eco.de/newsletter

Social Media: highly up-to-date and condensed

On X, Facebook, Bluesky, LinkedIn, and Xing, eco keeps you informed on multiple topics in a compact form. Here you will find relevant information on digital trends and future topics, eco, and events in the digital industry.

Networking

www.facebook.com/ecoverband

www.xing.com/net/ecoassociation

www.eco.de/linkedin

www.linkedin.com/showcase/eco-association

X

[@eco_de](https://twitter.com/eco_de)

[@eco_en](https://twitter.com/eco_en)

Bluesky

[@eco.de](https://bsky.app/profile/eco.de)

Bilder

www.flickr.com/ecoev

YouTube

www.youtube.com/ecoAssociation

eco Podcast

www.eco.de/podcast

eco european ...

... is published regularly in English and reports on current political developments in Berlin, Brussels, and Europe, as well as on eco's stance on these topics.

international.eco.de/newsletter



We'd be delighted to welcome you on board at eco

Do you have any other questions or need further information? Or would you like to meet us in person at our next events?

You've already made up your mind and would like to become a member of our strong network?

We look forward to our contact and collaboration with you!

We'd be happy to support you in having your interests optimally taken care of in the association, and to advise you in choosing events or helpful contacts from our network.

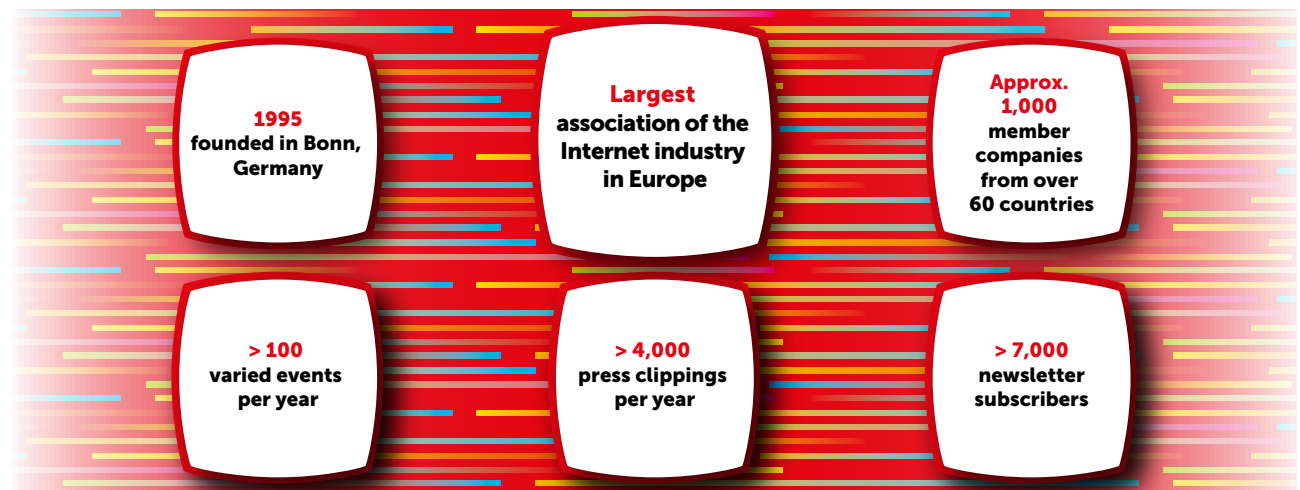


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Facts and Figures, eco Association – good to know





Your eco member benefits: Our services – your opportunities

- **Shape Internet policy with us!** We represent your interests in political decision-making processes in Europe and in international committees.
- **Take part!** Expand your network at over 100 events per year, such as competence group meetings, workshops, congresses, and webinars.
- Access **exclusive information, study, and survey results** in the members+ portal.
- Subscribe to our English-language “dotmagazine” and “eco european” newsletters, and/or to our German-language newsletters “eco weekly” and “eco politik digital,” in order to keep yourself constantly up to speed on the latest developments and trends in the Internet industry!
- In addition, in **member mailings** receive exclusive information, discounts, and specials as part of your membership.
- **Enhance your visibility!** Your experts get to speak at eco competence groups, workshops, and congresses. Interviews with your company representatives as well as dates for your events get published in the eco newsletter or in dotmagazine.
- **Allow us to advise you!** Our lawyers will answer your questions as part of an annual free-of-charge assignment of advice.
- Use our **modern seminar rooms and video conferencing facilities** in Cologne, Frankfurt, and Berlin free-of-charge once a quarter!
- As a member, **gain free access to very special events of our partners or numerous discounts for tickets** for these events.
- Benefit from special member conditions for a wide range of eco services such as the **Certified Senders Alliance**, the **External Data Protection Officer service**, or the **Datacenter Star Audit**.
- Become a EuroCloud member! The free membership in **EuroCloud Deutschland_eco e. V.** offers you direct access to the market for cloud computing.

Become a member of Europe's largest association of the Internet industry and benefit from these and other plus points!

You can find further information at
international.eco.de/about-eco/membership
member@eco.de

or here:





eco

**Looking forward
to you!**

You will find us here

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ASSOCIATION OF THE
INTERNET INDUSTRY