

# Strategy

TII Strategy 2018 – 2021



TELECOMMUNICATIONS  
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## TII strategic vision:

An innovative and competitive industry that maximises the potential social and economic benefits for Ireland of advanced telecommunications networks and services

### Strengthen industry profile

- Stakeholder outreach
- Convey social and economic contribution
- Industry voice

### Shape a positive business environment

- Engage with policymakers and regulators
- Encourage competitive EU and national telecoms policy
- Seek improved regulatory regime
- Addressing risks to business

### Promote Ireland's digital agenda

- Investment in telecoms infrastructure
- Pro-investment climate
- Demand stimulation

## Strengthen industry profile

### Stakeholder outreach

- Run stakeholder outreach programme
- Convey industry message
- Evaluate feedback
- Events and networking

### Convey social and economic contribution

- Profile industry's economic, social and CSR contribution
- Assemble supporting data
- Manage TII/Samaritans partnership

### Industry voice

- Build consensus on issues via TII working groups
- Representation in media
- Develop new alliances on common issues
- Representation on industry concerns

## Shape a positive business environment

### Engage with policymakers and regulators

- Dept. of Comms, European Commission, ComReg, ODPC and BAI
- Government departments, local authorities and political parties

### Seek improved regulatory regime

- Encourage competitive EU and national telecoms policy
- Urge optimum regulatory policies, improved regulatory processes and cost effective regulation
- Share best practice on compliance – GDPR, Electronic Communications Code

### Addressing risks to business

- Monitor impact of Brexit on the sector
- Cyber security threats
- Digital piracy



## Promote Ireland's digital agenda

### Investment in telecoms infrastructure

- Reduce barriers to rapid roll out of high speed broadband
- Address planning, road opening and regulatory barriers
- Work with the Government Taskforce

### Pro-investment climate

- Address disincentives to investment
- Propose pro-investment policies

### Demand stimulation

- Encourage demand stimulation policies
- Support the Government's National Digital Strategy objectives

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