

#ICT4SDG Campaign

Clearly position ITU as the UN agency with a clear ICT mandate



fast forward together
#ICT4SDG



ICTs and the SDGs

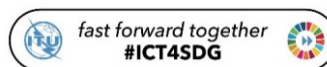
“The spread of information and communication technology and global interconnectedness has great potential to accelerate human progress, to bridge the digital divide and to develop knowledge societies, as does scientific and technological innovation across areas as diverse as medicine and energy”.

2030 Agenda for Sustainable Development (Paragraph 15)

ICTs are catalytic drivers to enable the achievement of all the SDGs

Specifically referenced in the SDG targets:

- SDG4 Quality Education (4b)
- SDG5 Gender Equality (5b)
- SDG9 Industry, innovation and Infrastructure (9c)
- SDG 17 Partnerships for the Goals (17.8, as a means of implementation)



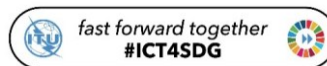
#ICT4SDG campaign

Overview

- ITU's new campaign has been developed to support the promotion of telecommunications and ICT as a catalyst for sustainable development and the achievement of the SDGs
- The campaign will be anchored in SDG9c (universal and affordable access) and we will strive to demonstrate how achieving global connectivity will lead to significant progress towards achieving all the other SDGs

Types of collateral

- Posters and Roll-ups
 - Black and White photographs
 - Colourful Background using the colour of the specific SDG logo it refers to. One poster per SDG
 - Powerful short examples of ICT contributions to achieving the SDGs



- **ITU branding**

- Designs for each SDG
- Using the tagline “fast forward together” we will be highlighting the potential of ICTs to be catalytic drivers towards achieving the SDGs. The idea with this tagline is that it can be used interchangeably e.g. fast forward health, fast forward education, fast forward climate action etc. depending on which specific SDG our members or partners may be interested to highlight

Usage

- The campaign can be created indefinitely with new stories
- Flexible campaign enabling member buy-in and ownership
- This is a member- and partner-oriented communications campaign, hence all the promotional materials, which are made available to all ITU members and partners through an online platform, are very flexible in their use. This enables you to take ownership of the materials and personalize them to best fit your needs as well as use or adapt any of the content available.
- Together we can encourage global decision makers and key influencers to ensure that ICTs play their central to the global development agenda – #ICT4SDG!
- For additional information please email ict4sdg@itu.int

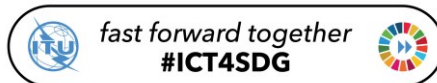


- The *fast forward together* can be adapted, e.g.
 - *fast forward health*
 - *fast forward education*
 - *fast forward climate action*

Fast forward the SDGs

Many of the Sustainable Development Goals (SDGs) will not be met unless we accelerate the pace of change. We need information and communication technologies (ICTs) to meet the SDGs.

Talk to us today about how ICTs can help achieve the SDGs.





Adama is reaping the harvest of real-time data

In Mali, thanks to regular SMS messages from the nkalo agricultural information service, delivered straight to his phone, Adama stays up to date on the latest market data, and knows the best time to harvest and sell his crops.

Want to increase your project's yield through ICTs?

| | | |
|---|---|--|
|  | <i>fast forward together</i> #ICT4SDG | 1 NO POVERTY  |
|---|---|--|

| | | |
|---|---|---|
|  | <i>fast forward together</i> #ICT4SDG |  |
|---|---|---|





Naki's mobile phone is her best babysitter

For pregnant women like Naki, knowing when to visit her local clinic was often a guessing game. Today, access to mobile phones means Naki and thousands of pregnant women in Ghana get the care they need through regular data collection and texts alerting them to their next check-up.

Want to find out how data can deliver results for your project?

 *fast forward together*
#ICT4SDG

3 GOOD HEALTH AND WELL-BEING


 *fast forward together*
#ICT4SDG 



John's personal library now has 39,000 books

Cell phones are helping applications like Ready4reading bring the power of knowledge to children like John across sub-Saharan Africa. For the first time in our history where you grow up doesn't need to define your future.

Why not bring the future to now with ICTs?



fast forward together
#ICT4SDG

4 QUALITY
EDUCATION



fast forward together
#ICT4SDG



From street sweeper to web entrepreneur

Angelica is just one of more than a million previously unskilled women who have benefited from Telecentre.org's Digital Literacy programme. Formerly a street sweeper, she's now a successful entrepreneur with a fast-growing online business.

Why not kick-start your project with the help of ICTs?

| | |
|---|---|
|  <p><i>fast forward together</i> #ICT4SDG</p> | <p>5 GENDER EQUALITY</p>  |
|---|---|



| | | |
|---|---|---|
|  | <p><i>fast forward together</i> #ICT4SDG</p> |  |
|---|---|---|



Kamal just eliminated the guessing game

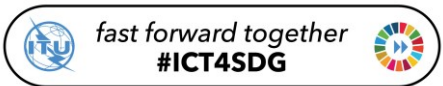
In Benin, Kamal used to monitor his village's water supply through trial and error. Now he and thousands of other water supply managers use the mWater platform to monitor the supply in real time.

Interested in getting your project flowing with ICTs?



fast forward together
#ICT4SDG

6 CLEAN WATER AND SANITATION





Mahmoud is mobile mapping his city

In Egypt, Mahmoud and his friends from 'Transport for Cairo' are using their GPS-enabled mobile phones to map the transport system, including both formal and informal modes of transport such as microbuses.

Discover the benefits ICTs can bring to your project.

 *fast forward together*
#ICT4SDG

9 INDUSTRY INNOVATION AND INFRASTRUCTURE


Senam discovered the power of networks

A new and innovative partnership between industry and the Jamaican government paved the way for the roll-out of broadband and vital ICT infrastructure. Now, connected to new market opportunities, Senam's business is flourishing.

Discover how to power your project with ICTs.



fast forward together
#ICT4SDG

17 PARTNERSHIPS FOR THE GOALS



fast forward together
#ICT4SDG



