

DIGITAL

OUTREACH

For a better future



A UN/ITU publication for
World Telecommunication & Information Society Day
17th May 2010

Launch at Shanghai World Expo 2010 and
WSIS Forum 2010

In anticipation of the Shanghai World Expo 2010 and WSIS 2010 Forum, ITU and Tudor Rose have agreed to produce together a publication entitled OUTREACH. Published in May 2010, the book is timed to cover essential areas for ICTs and will debate how these issues, crucial to humanity, will be met in the years ahead. This innovative endeavour is a striking example of sharing respective resources to engage the many official governmental, international, institutional and professional interests in displaying the extent and variety of their efforts to reduce the digital divide. The book is a joint ITU-Tudor Rose publication, and available for sale through ITU and other appropriate channels from May 2010 (recommended retail price US\$125 per copy) in a premium hardback cover and of approximately 250 pages. Copies of the publication will be presented free of charge to each delegation at WSIS Forum 2010, and to selected visitors arriving at ITU events for Shanghai World Expo 2010. Courtesy of Tudor Rose Programme Partner Agreements, thousands more complimentary copies will be delivered directly to stakeholders within developing nations.

Content of the publication will consider the following issues:

- ICT and Urban Management
- ICT and Urban Life
- Towards the Elimination of the Digital Gap: Global Cooperation
- Connecting the World: Driving Local Growth through Global Innovation
- Smart City: ICT and Finance
- Smart City: ICT and Logistics
- Smart Life: ICT and Education

Whilst the Shanghai World Expo 2010 focus on 'Better City, Better Life' will clearly influence the content of many reports, OUTREACH is intended for greater distribution and lengthier life than just the events of May 2010. As a consequence chapters of the publication will also look at the significance and importance of ICTs in rural societies, and how bridging the digital divide can have often greater benefits on these societies than their urban cousins, such as in mitigation of climate change, early warning and rescue in natural disasters.

Furthermore the book will consider the importance of a number of cross-cutting global issues, including strengthening cybersecurity and convergence in high-speed communications.

Digital Reach

The International Telecommunication Union took the lead in holding the UN World Summit on the Information Society (WSIS), placing it on the global agenda of world leaders who met in Geneva in 2003 and Tunis in 2005 to establish the foundations for equitable and universal access to information and communication technologies, including the Internet.

In preparation for the Tunis Summit, Tudor Rose and ITU co-published Digital Reach in November 2005. The book covered all the key thematic areas for the Summit. The book is still available for sale through ITU and other appropriate channels in a premium hardback edition of over 200 pages. Courtesy of Tudor Rose Programme Partner Agreements, thousands of complimentary copies have been delivered directly to stakeholders within developing nations.





ITU

ITU is the leading United Nations agency for information and communication technology issues, and the global focal point for governments and the private sector in developing networks and services. For 145 years, ITU has coordinated the shared global use of the radio spectrum, promoted international cooperation in assigning satellite orbits, worked to improve telecommunication infrastructure in the developing world, established the worldwide standards that foster seamless interconnection of a vast range of communications systems and addressed the global challenges of our times, such as mitigating climate change and strengthening cybersecurity.

ITU also organizes worldwide and regional exhibitions and forums, bringing together the most influential representatives of government and the

telecommunications and ICT industry to exchange ideas, knowledge and technology for the benefit of the global community, and in particular the developing world.

From broadband Internet to latest-generation wireless technologies, from aeronautical and maritime navigation to radio astronomy and satellite-based meteorology, from convergence in fixed-mobile phone, Internet access, data, voice and TV broadcasting to next-generation networks, ITU is committed to connecting the world.

ITU is based in Geneva, Switzerland, and its membership includes 191 Member States and more than 700 Sector Members and Associates. The organisation will mark the 145th year of its establishment at the Shanghai World Expo.

UN Shanghai Expo

The Shanghai World Expo 2010 on Better City, Better Life, is an international exposition that will take place from 1 May to 31 October 2010 in Shanghai, China. The Expo, which will cover over 5 square kilometers hopes to attract 70 million people to see the displays of exhibitors from over 200 countries from the public and private sectors, civil society, international organizations.

The main theme of Expo 2010 Better City, Better Life will show exciting initiatives aimed at achieving better living conditions and more sustainable urban environments – where over half of the world's population lives. The sub-themes of the Expo are:

- Blending of diverse cultures in the city
- Economic prosperity in the city
- Innovations of science and technology in the city
- Remodelling of communities in the city
- Interactions between urban and rural areas

The Government of China has invited the United Nations to demonstrate its work at Shanghai World Expo 2010 in a 3,000 square meter pavilion. The United Nations will have its own state-of-the-art pavilion held under the theme of One Earth, One UN. The Pavilion will be situated in a prime location within the International Organizations area of the Expo site. It will host permanent and rotating exhibitions as well as a vibrant programme of activities. As the lead



agency in the United Nations System for sustainable urban development, UN-HABITAT will coordinate the participation of all agencies, programmes and funds of the United Nations at the Shanghai World Expo 2010. The message: One Earth, One UN Since ancient times, cities have set the social, political, economic, cultural, scientific and environmental trends of the world – both good and bad. With half of humanity now living in cities, and with urban poverty, pollution and crime rising, one of the biggest challenges facing the global community is sustainable urbanisation. The crucible of change, a magnet for people from everywhere, the city is the laboratory of our humanity, the engine of sustainable economic growth and development. The United Nations is the international forum where all nations meet as equals in the common interest of our One Earth. The Shanghai World Expo 2010 will give every United Nations agency the opportunity to showcase new ideas and solutions for cities in a dazzling One United Nations pavilion presenting the challenges and opportunities of globalisation.

Through Expo Online, Shanghai 2010 will create a full virtual counterpart of the physical Expo. This is a major innovation in World Expos: ICT is no longer limited to deliver the platforms and services, but becomes a new media that enhances the modes of exhibition and brings the Expo to an even bigger global public.



WSIS

WSIS Forum 2010 to be held in May 2010, at the ITU Headquarters, Geneva, Switzerland.

The Forum will offer participants a series of diverse meetings, including high-level panels addressing critical issues to the WSIS implementation and follow-up in multi-stakeholder set-ups, WSIS action line facilitation meetings, thematic workshops, kick-off meetings for new initiatives and projects, speed-exchanges facilitating networking among the participants, and the others. Participants will have structured opportunities to network, to learn and to participate in the multi-stakeholder discussions and consultations on the WSIS implementation.

The UN General Assembly Resolution 56/183 (21 December 2001) endorsed the holding of the World Summit on the Information Society (WSIS) in two phases. The first phase took place in Geneva from 10 to 12 December 2003 and the second phase took place in Tunis, from 16 to 18 November 2005.

Geneva Phase: 2003

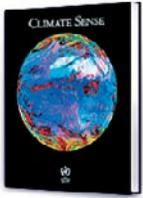
The objective of the first phase was to develop and foster a clear statement of political will and take concrete steps to establish the foundations for an Information Society for all, reflecting all the different interests at stake.

Nearly 50 Heads of state/government and Vice-Presidents, 82 Ministers, and 26 Vice-Ministers from 175 countries as well as high-level representatives from international organizations, private sector, and civil society attended the Geneva Phase of WSIS and gave political support to the Geneva Declaration of Principles and Geneva Plan of Action that were adopted on 12 December 2003. More than 11,000 participants from 175 countries attended the Summit and related events.

Tunis Phase: 2005

The objective of the second phase was to put Geneva's Plan of Action into motion as well as to find solutions and reach agreements in the fields of Internet governance, financing mechanisms, and follow-up and implementation of the Geneva and Tunis documents.

Nearly 50 Heads of state/government and Vice-Presidents and 197 Ministers, Vice Ministers and Deputy Ministers from 174 countries as well as high-level representatives from international organizations, private sector, and civil society attended the Tunis Phase of WSIS and gave political support to the Tunis Commitment and Tunis Agenda for the Information Society that were adopted on 18 November 2005. More than 19,000 participants from 174 countries attended the Summit and related events.



CLIMATE SENSE

Climate Sense is a fully illustrated 288-page case-bound book with over 100 authors' commentaries drawing upon experiences around the world and reflecting how people are using climate information to improve their lives.



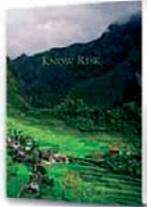
ELEMENTS FOR LIFE

Elements for Life is a fully illustrated 350-page book with over 100 authors relating their work in weather, climate and water services at international, regional, national, municipal and local levels of activity.



THE FULL PICTURE

This fully illustrated, 280-page book brings together the views and experiences of experts from across the world, who are working towards a framework for sharing Earth observation data for the benefit of all.



KNOW RISK

This fully illustrated, 376-page hardback book was published in January 2005, with commentaries from over 160 authors describing their work in disaster reduction at international, regional, national, municipal and local levels.



RISK WISE

Published in August 2008 for launch at the International and Risk Conference (IDRC Davos 2008), *Risk Wise* is the latest in a series of volumes addressing natural disasters, and how their impact can be reduced by effective capacity building and prevention strategies.



REAL RISK

A fully illustrated, 160-page hardback book, *Real Risk* offers perspectives, case studies and analysis on disaster risk reduction and mitigation in the light of major natural disasters that have occurred since the publication of *Know Risk* in early 2005.



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