

ITU's 160th Anniversary

A 2025-long campaign

October 2024



Agenda

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- 6 **Q&A**

Objectives

Between 1 January and 31 December 2025:

1. **Showcase** how technology matters to people's lives and has historically advanced social good globally and in your country or organization;
2. **Celebrate** 160 years of innovation and multilateralism with ITU, global, regional and in-country key milestones;
3. **Mobilize** collective efforts towards a digital future that is universal and sustainable;*
4. **Promote** gender equality in digital transformation, the theme of World Telecommunication and Information Society Day 2025; 2025 marks Beijing+30.

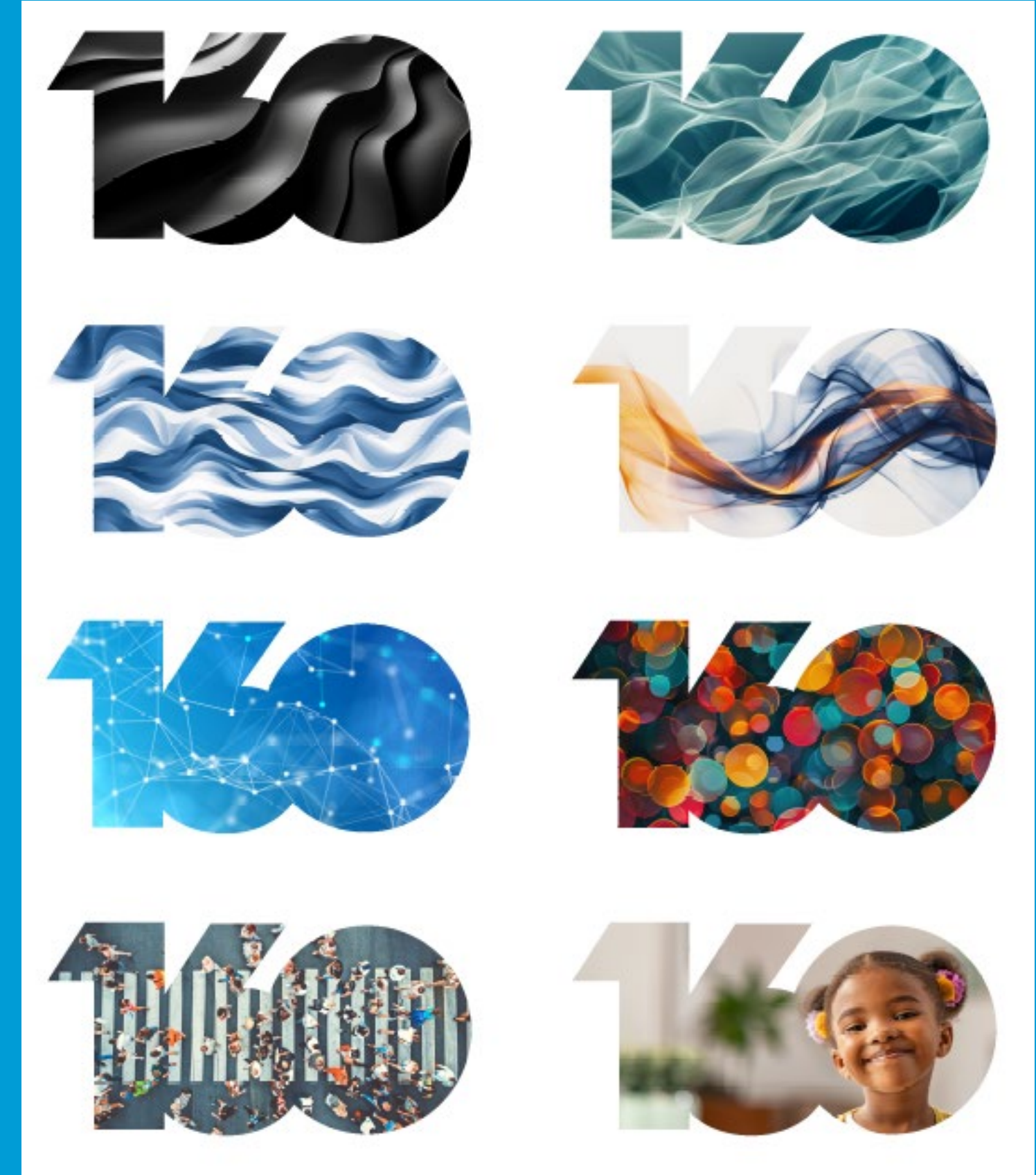


* <https://www.itu.int/en/council/planning/Pages/default.aspx>

Strategy

Between 1 January and 31 December 2025:

1. Take ITU to **where the people are**;
2. **Make people feel** that ITU is behind their daily lives - whether they use the Internet personally or not (e.g. weather forecasts in the newspaper);
3. **Use understandable** language, content and tech examples that resonate with the general public;
4. Use communication means that also **reach the unconnected**, such as radio.



What is the ITU Secretariat doing?

What is the Secretariat doing?

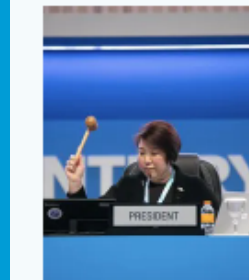
Engaging with members and the general public:

- **Global social media campaign** with UN volunteers
- **EXPO 2025, Osaka, Japan:** ITU exhibit at the UN Pavilion from 12 to 18 May; WTISD-25 at Cartier Women's Pavilion on 15 May; visit of your national or company pavilion
- **Public celebration:** at the Place des Nations with the City and Canton of Geneva as well as the international and Swiss ecosystems and throughout the city at various moments in time
- ***Not a Woman's Job?*** photo stories at ITU Headquarters
- **Council-25:** side events dedicated to ITU160
- **Gala/party:** during AI for Good Global Summit and WSIS
- **Give visibility** to your ITU160 commemorations



Photos 2024 - Not a woman's job?

Celebrating women who dare to lead, innovate and forge new paths in science and tech:



Sulyna Abdullah

"Approved!", said Sulyna Abdullah as she hit the gavel during one of the meetings of the Working Group of the Plenary at ITU's Plenipotentiary Conference in 2018. Sulyna is currently Chief of Strategic Planning and Membership at ITU, the UN Agency for Digital Technologies. Originally a lawyer, Sulyna spent close to two decades at the Malaysian Communications and Multimedia Commission after which she had a short stint at Netflix.

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Patricia Acosta

Patricia Acosta tests exoskeletons in the lab for safety.

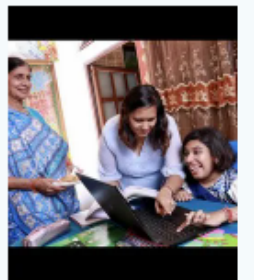
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Dr. Carlotta Berry

Dr. Carlotta Berry, electrical engineering professor and endowed chair at Rose-Hulman Institute of Technology, shows off her open-source robot used for education, research and outreach programmes in science, technology, engineering and mathematics (STEM). As a Black woman engineering professor, she is sometimes considered a "unicorn." She uses her intersectionality to teach, research and promote STEM to diverse communities by using robotics.

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Shiksha Bheergoonath

Three generations of women in the Bheergoonath family are united in progress through technology. The daughter Shiksha, who has cerebral palsy, is homeschooled by her mother and grandmother. Taught to use technology and supported by her mother's unconditional belief, Shiksha is empowered to overcome physical limitations.

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Making resources available, evolving:

- Dedicated campaign website
- Circular letter CL-24/48
- ITU history videos produced by geneveMonde.ch with the support of the Republic and Canton of Geneva (image on the right)
- Social media pack
- Advocacy kit with messaging (coming)
- Cross-promotion throughout 2025



SCAN ME



What can YOU do?

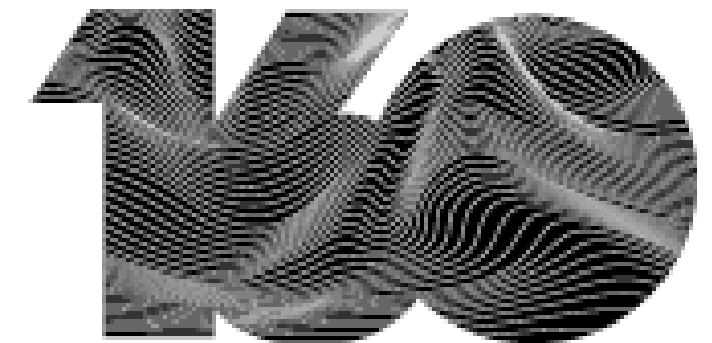
Whether you are a member state, company, university, regional or international organization:

- **Join the conversation on your social media** using #ITU160: When and why have you become a member of ITU? How has technology historically advanced social good around you? What role have innovation, multilateralism and gender equality played in this? What is your vision and strategy to create a digital future for all that is universal and sustainable?
- **Reach out to media** in your country: Consider media briefings and contributing opinion pieces in mainstream media.
- **Host anniversary initiatives:** Open museum, tangible tech exhibits, local community roundtables, movie watch parties...
- **Be a partner** by providing financial, in-kind or Junior Professional Officer/loans/secondment support: contact itu160@itu.int.



Join the informal ITU160 Member Committee, meeting virtually in November, December, February and April:

- **Be a champion** and mark ITU160 in your country, region, or organization.
- **Inspire** ITU members and stakeholders to mark ITU's 160th anniversary in their country, their region, their organization;
- **Mobilize** respective Head of State or Government, Chief Executive Officer or President of the Board as well as ministers to VVIP events organized by the Secretariat;
- **Share your vision** and strategy towards a positive digital future for all (e.g. for the ITU160 website, ITU News blogs).
- **Contact:** itu160@itu.int.



ITUInterviews

Herbert Bertine

Former Chair, ITU-T Study Group 17
Speaking about his 50 years with ITU

Some activation opportunities

Potential activations in 2025

January

1 – Launch 160th campaign
15 – Not a Woman's Job
photo exhibition at ITU
20-24 – World Economic
Forum

February

11 – Safer Internet Day
11 – International Day of
Women and Girls in Science

March

Women's History Month
3-6 – Mobile World Congress
8 – Int. Women's Day
10-21 – Beijing+30

April

21 – World Creativity and
Innovation Day
25 – Int. Girls in ICT Day

May

7-8 – Forum on Science,
Technology and Innovation
for the SDGs
12-18 – ITU Exhibit at UN
Pavilion, Japan Pavilion
15 May – WTISD-25 at
EXPO 2025
17 – Place des Nations
public celebration

June

High-Level Political Forum on
Sustainable Development
17 June to 27 July – ITU
Council

July

9 TBC – Gala during
WSIS/AI for Good Global
Summit/AI Governance Day
20 – International Moon Day
TBD Global Symposium for
Regulators

August

12 – Youth Day

September

UNGA
SDG Digital
8 – Int'l Day of Literacy
28 – Int'l Day for Universal
Access to Information

October

14 – Int. E-waste day
14 – World Standards Day
15 – Int. Day of Rural
Women
31 – World Cities Day

November

17-28 – WTDC
11 – World Science Day for
Peace and Development

December

ITU Year in Review with
review of celebrations



Years of **ITU**

“Digital transformation is driving the global agenda, and for 160 years, ITU has been at the forefront. The best is yet to come — let’s open the doors to the future together!”

Doreen Bogdan-Martin, ITU Secretary-General

Any questions,
comments?

ITU160@itu.int

Monika Gehner



Years of **ITU**