**Telecommunication
Development Bureau (BDT)**

Ref.:   BDT/IEE/SIS/DM/130   Geneva, 19 February 2016

                                                   To:

                                                   -   ITU Member States
                                                   -   ITU-D Sector Members and Academia

Subject: **Girls in ICT Day Celebrations 28 April 2016**

Dear Sir/Madam,

International Girls in ICT Day is an initiative backed by ITU Member States in Plenipotentiary Resolution 70 (Rev. Busan, 2014) to create a global environment that empowers and encourages girls and young women to consider studies and careers in the growing field of information and communication technologies (ICTs). Resolution 70 calls for all ITU members to celebrate and commemorate International Girls in ICT Day on the fourth Thursday of April every year. This initiative also contributes to the achievement of the recently adopted Sustainable Development Goals (in particular targets 4.4, 5.b and 8.6) thus raising the importance of celebrating the initiative with inspiring events worldwide.

The current youth unemployment situation is severe and alarming, but the excellent job prospects provided by the ICT sector and the growing importance of digital skills to pursue successful professional careers across all sectors make ICTs a promising means to address the unemployment crisis. For this reason, it is important to raise awareness among girls and young women about these excellent job prospects, giving them the confidence to pursue ICT careers and inviting them to envision their future as ICT creators.

I would like to encourage all ITU Members to **organize Girls in ICT Day events this year on 28 April 2016** to introduce girls and young women to ICT careers, role models and to participate in hands-on ICT creation workshops, becoming part of this global campaign which to date has attracted over 177,000 girls and young women in 5,300 celebrations of International Girls in ICT Day in 150 countries worldwide.

As a first step in the organization of an event, I invite you to consult the ITU Girls in ICT Portal at www.girlsinict.org. You will find useful resources, such as a toolkit, flyers, branded promotional materials, contact details for ITU regional Girls in ICT Day Focal Points, as well as detailed information about the events organized around the world in previous years (http://girlsinict.org/girls-in-ict-day-events) to spark your imagination for how to organize your own event.

I would also like to encourage you to share information about the Girls in ICT Day activities you are planning in your country by writing to girlsinict@itu.int if you have not yet already done so. The Girls in ICT team can put you in touch with other stakeholders, promote your events and activities as well as share ideas on how to make your event a success. In addition, after your event, kindly provide us with information, photos and videos of your activities so that we can post them on the Girls in ICT Portal. We've also added a Facebook

page and a social media feed to the Portal (http://www.facebook.com/ITUGirlsInICT and #Girlsinict), and invite you to use these social media tools.

To support girls and young women beyond Girls in ICT Day, the ITU Girls in ICT Portal houses over 350 programmes to support girls and young women to enter the ICT sector, profiles of successful women in ICT, links to BDT thematic reports such as Digital opportunities: Innovative ICT solutions for youth employment, as well as other informative and inspirational materials. Please allow me to encourage you to take full advantage of these resources in your efforts to promote girls and young women in ICT studies and careers.

I would like to thank in advance all ITU Members for their dedication to the Girls in ICT initiative and to empowering girls and young women through ICTs. I am looking forward to a very successful celebration of Girls in ICT Day on 28 April 2016.

Yours faithfully,

[Original signed]

Brahima Sanou
Director