



Telecommunication
Development Bureau (BDT)



Ref.: Circular BDT/DNE/FNS/085

Geneva, 30 September 2025

To:
Administrations of ITU Member States

Subject: Launch of the ITU–IEEE GenAI for Good Challenge – Applications open from 7 October 2025

Dear Sir/Madam,

The International Telecommunication Union (ITU), in partnership with IEEE Humanitarian Technologies (IEEE HT), is pleased to announce the launch of the “GenAI Challenge for Good”, a global initiative to foster the responsible and inclusive development of open-source generative artificial intelligence (GenAI) in advancing the United Nations Sustainable Development Goals (SDGs).

The 2025 edition of the Challenge will focus on three SDGs with high global impact and urgency:

- Healthcare (SDG 3: Good Health and Well-being)
- Agriculture (SDG 2: Zero Hunger)
- Climate (SDG 13: Climate Action)

Innovators, researchers, entrepreneurs, and organizations worldwide are invited to propose transformative GenAI solutions addressing these priority areas. Selected projects will demonstrate not only technological innovation but also their potential for scaling in countries to deliver tangible, inclusive benefits for communities.

To support this ambition, the three winning teams, one per thematic area, will be awarded a cash prize to accelerate and scale up their solutions in real-world contexts.

Applications will officially open on Tuesday, 7 October 2025 through both the [ITU Challenge Website](#) and [IEEE Challenge Website](#).

We kindly request Member States to disseminate this announcement widely among relevant stakeholders, including academic institutions, research centres, startups, civil society, and industry actors, to ensure broad participation.

Key dates of the Challenge:

- Launch and registration open: Tuesday, 7 October 2025
- Online information sessions: 13 and 14 October 2025
- Application deadline: 1 December 2025
- Finalists notified: Week of 19 January 2026
- Winners announced: April 2026

ITU and IEEE HT are looking forward to your support in promoting this initiative and in encouraging strong and diverse participation from your country.

Together, we can ensure that GenAI serves as a powerful enabler for good, delivering inclusive benefits to communities worldwide.

Yours faithfully,

(signed)

Cosmas Luckyson Zavazava
Director