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| Note by the Secretary-General |
| cONTRIBUTION FROM THE PEOPLE’S REPUBLIC OF CHINAProposal on Strengthening the Promotion of the Winning Projects of WSIS Prizes Contests |

I have the honour to transmit to the Member States of the Council a contribution submitted by the **People’s Republic of China**.

 Houlin ZHAO
 Secretary-General

CONTRIBUTION FROM THE PEOPLE’S REPUBLIC OF CHINA

**Proposal on Strengthening the Promotion of the Winning Projects of WSIS Prizes Contests**

## 1 Background

In accordance with the Geneva Plan of Action, ITU has organized a series of activities, such as WSIS Forums, WSIS Prizes and WSIS Stocktaking. Recalling PP-14 Resolution 140 (Rev. Busan, 2014) on resolving “that ITU should continue to coordinate WSIS Forums, World Telecommunication and Information Society Day (WTISD) and WSIS Project Prizes and maintain the WSIS Stocktaking database, and contribute to and closely collaborate with the Partnership on Measuring ICT for Development”.

## 2 Discussion

WSIS Prizes aim to recognize public and private sectors and individuals for outstanding success in implementing WSIS outcomes, in particular promoting sustainable development. WSIS Forums, WSIS Prizes and WSIS Stocktaking have already become the key initiatives for ITU to implement WSIS outcomes and SDGs.

Although the annual WSIS Prizes contest has attracted a number of enterprises and institutions, we notice that many of them still lack understanding of and participation in various activities related to WSIS Prizes, especially the emerging Internet companies. In order to stimulate participation from more stakeholders, it is necessary to strengthen the promotion of the winning projects of WSIS Prizes contests, for the purpose of further building the brand image, improving motivation of enterprises and institutions, and increasing the influence of ITU and WSIS.

## 3 Proposal

The General Secretariat is invited to take the following necessary measures:

1. Strengthen efforts to widely promote the winning projects of WSIS Prizes contests by leveraging big ITU events (such as ITU Telecom World).
2. Improve the accessibility of WSIS winning materials by providing links on ITU website and do promotion to increase their visibility.

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