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Background on the Strategic Targets  
of the draft ITU Strategic Plan 2020-2023

The Strategic Targets of the Strategic Plan for the Union for 2020-2023 are developed based upon the S.M.A.R.T. criteria:

* Specific: Targets describe the tangible impact that ITU would like to see from its efforts: the long-term economic, socio-cultural, institutional, environmental, technological or other effects sought, which may, however, be largely outside the Union’s direct control.
* Measurable: Targets build on existing statistical indicators, leveraging ITU or other related knowledge bases, are measurable and have an established baseline.
* Action-oriented: Targets guide specific efforts under the strategic and operational plans of the Union.
* Realistic and relevant: Targets are ambitious, but realistic, and are linked with the strategic goals of the Union.
* Time-bound and traceable: Targets correspond to the time-frame within the four-year period of the strategic plan of the Union, i.e. by 2023.

In order to satisfy the measurable criterion, the formulation of the targets generally includes quantitative target value, such as x% of households being connected to the Internet, in other cases the target is also quantitative, but requires all (countries) to meet a certain criterion, such “to have an enabling environment for persons with disabilities”.

Table 1. Targets

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| Target | Data source |
| **Goal 1: Growth** |  |
| Target 1.1: by 2023, 65% of households worldwide should have access to the Internet | ITU |
| Target 1.2: by 2023, 70% of individuals worldwide should be using the Internet | ITU |
| Target 1.3: by 2023, internet access should be 25% more affordable (baseline year 2017) | ITU |
| Target 1.4: by 2023, all countries should adopt a digital agenda/strategy [proposed target] | ITU |
| Target 1.5: by 2023: 80% of SMEs should be selling products or services online [proposed target] | UNCTAD |
| Target 1.6: by 2023, increase by 50% the number of fixed broadband subscriptions [proposed target] | ITU |
| Target 1.7: by 2023, 40% of countries to have more than half of the fixed broadband subscriptions more than 10 Mbit/s [proposed target] | ITU |
| Target 1.8: by 2023, 40% of population should be interacting with government services online [proposed target] | ITU |
| Target 1.9: by 2023, 30% of population should be using digital financial services [proposed target] | World Bank |
| **Goal 2: Inclusiveness** |  |
| Target 2.1: by 2023, in the developing world, 60% of households should have access to the Internet | ITU |
| Target 2.2: by 2023, in the least developed countries, 30% of households should have access to the Internet | ITU |
| Target 2.3: by 2023, in the developing world, 60% of individuals should be using the Internet | ITU |
| Target 2.4: by 2023, in the least developed countries, 30% of individuals should be using the Internet | ITU |
| Target 2.5: by 2023, the affordability gap between developed and developing countries should be reduced by 25% (baseline year 2017) | ITU |
| Target 2.6: by 2023, broadband services should cost no more than 3% of average monthly income in developing countries | ITU |
| Target 2.7: by 2023, 96% of world population covered by broadband services | ITU |
| Target 2.8: by 2023, gender equality among Internet users and in mobile phone ownership should be achieved | ITU |
| Target 2.9: by 2023, enabling environments ensuring accessible telecommunications/ICTs for persons with disabilities should be established in all countries | ITU |
| Target 2.10: by 2023, improve by 40% the proportion of youth/adults with telecommunication/ICT skills [proposed target] | ITU |
| **Goal 3: Sustainability** |  |
| Target 3.1: by 2023, improve cybersecurity preparedness of countries, with key capabilities: presence of strategy, national computer incident/emergency response teams and legislation | ITU |
| Target 3.2: by 2023, increase the global e-waste recycling rate to 30% | ITU & UNU |
| Target 3.3: by 2023, raise the percentage of countries with an e-waste legislation to 50% [proposed target] | ITU & UNU |
| Target 3.4: by 2023, net telecommunication/ICT-enabled Greenhouse Gas abatement should have increased by 30% compared to the 2015 baseline [proposed target] | IPCC |
| Target 3.5: by 2023, all countries should have a National Emergency Telecommunication Plan as part of their national and local disaster risk reduction strategies [proposed target] | ITU |
| **Goal 4: Innovation** |  |
| Target 4.1: by 2023, all countries should have a policy/strategy fostering telecommunication/ICT-centric innovation [proposed target] | ITU |
| **Goal 5: Partnership** |  |
| Target 5.1: by 2023, increased telecommunication/ICT-related funding/development programmes, projects and initiatives [proposed target] | ITU |

In order to report on these quantitative requirements, ITU Statistics collects data from Member States. For the data collected by ITU Statistics, the Strategic Targets can be broadly categorised in two groups, those measured at a macro or national level, for instance the cost of Internet access, and those measured at a micro or Household/Individual level, such as the proportion of households connected to the Internet.

The source of data collection is based on the nature of the type of information being measured. If the nature of the data is macro, such as the existence of a national plan of strategy, or a value that is set or that applies to the entire country, such as the price of Internet access, then the data is collected through the regulator survey. If the nature of the data is micro, meaning that it measures on-the-ground values, which may vary between different places within the country, then the household survey is used. In order to accurately quantify e.g. the proportion of household with Internet access, taking into account intra-country variation, the household survey is conducted on a nationally representative set of households.

Indicators are collected using questionnaires, these questionnaires can be divided into two sets, firstly those addressed to the “Government agency in charge of telecommunications/ICT (Ministry, regulatory authority)” and those addressed to the “National Statistical Offices”. The former are called regulator survey and relate to questionnaires on policy, such as the “enabling environment for persons with disabilities”. The later are called household surveys and relates to more quantitative or statistical questions, such as the proportion of households with Internet access. An overview of the various types of questionnaires used is presented in Table 1. [2]

For several of the existing and proposed targets, data is collected not by ITU statistics, but by other divisions, this includes the targets on cybersecurity and e-waste.

In addition to data Collected by ITU, it is proposed to use data collected for the Sustainable Development Goals by other UN and International Organizations coordinated by the UN Statistics, such as the targets related to Small- and Medium-sized enterprises, which is collected by UNCTAD (based upon data gathered by the World Bank) and Digital Financial Services, which is collected by the World Bank, through its custodianship of SDG 8.10.2. [5]

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| **Table 2: Overview of ITU Questionnaires** | | | | | |
| **Name of Questionnaire** | **Short World Telecommunication/ICT Indicators (WTI) questionnaire** | **Long World Telecommunication/ICT Indicators (WTI) questionnaire** | **ICT Price Basket (IPB)  Questionnaire** | **Short Questionnaire on ICT Access and Use by Households and Individuals** | **Long Questionnaire on ICT Access and Use by Households and Individuals** |
| **Addressed to** | Government agency in charge of telecommunications/ICT (Ministry, regulatory authority) | Government agency in charge of telecommunications/ICT (Ministry, regulatory authority) | Government agency in charge of telecommunications/ICT (Ministry, regulatory authority) | National Statistical Offices | National Statistical Offices |
| **Format** | Online | Online | Online | Online | Excel |
| **Periodicity** | Annually | Annually | Annually | Annually | Annually |
| **Collection period** | March/April | July/September | October | March/April | June/September |
| **Number of indicators** | 14 | 66 | Three main sets of ICT prices (mobile cellular, mobile broadband and fixed broadband) | Five | 18 core indicators, including many classificatory variables |
| **Data published** | June and December | June and December | June and December |  | July |
| **Sample questionnaire** | [Click here](https://www.itu.int/en/ITU-D/Statistics/Documents/datacollection/ITU_SQ_2018.pdf) (pdf format) | [Click here](https://www.itu.int/en/ITU-D/Statistics/Documents/datacollection/ITU_LQ_2018.pdf)(pdf format) | Click here (pdf format) IPB Rules (pdf format) | [Click here](https://www.itu.int/en/ITU-D/Statistics/Documents/datacollection/ITU_HH_SQ_2018.pdf)(pdf format) | [Click here](https://www.itu.int/en/ITU-D/Statistics/Documents/datacollection/ITU_HH_LQ_2017.xls) (excel format) |
| **Definition of indicators in 6 languages** | [Click here](https://www.itu.int/en/ITU-D/Statistics/Documents/datacollection/WTI-Short-Quest-2018-Indicators-6-languages.pdf)(pdf format) | [Click here](https://www.itu.int/en/ITU-D/Statistics/Documents/datacollection/WTI-Long-Quest-2017-Indicators-6-languages.pdf) (pdf format) |  | [Click here](https://www.itu.int/en/ITU-D/Statistics/Documents/datacollection/HH-Short-Quest-2018-Indicators-6-languages.pdf) (pdf format) | [Click here](https://www.itu.int/pub/D-IND-ITCMEAS-2014) |
| Source: <https://www.itu.int/en/ITU-D/Statistics/Pages/datacollection/default.aspx> [2] | | | | | |

Household Survey Data

The data collection for the Household Survey is based on the “Manual for Measuring ICT Access and Use by Households and Individuals” (2014 edition). This revision of the Manual was conducted through ITU’s Expert Group on ICT Household Indicators (EGH), which was created following a recommendation by the 10th World Telecommunication/ICT Indicators Meeting. (Mauritius, 2011), with the main mandate to review the core indicators on ICT household access and individual sue and to revise and update the manual. [1]

Cybersecurity by ITU

The Telecommunications Development Bureau collects a number of indicators related to the cybersecurity readiness or preparedness of member states [8]. This information is used i.a. for the compilation of the Global Cybersecurity Index. It is proposed to use cybersecurity indices to measure the performance of member states in improving cybersecurity preparedness / readiness.

E-waste by ITU and UNU

Together with the United Nations University, the Telecommunications Development Bureau produces the Global E-waste Monitor [6]. The information collected for the E-waste monitor is related to the proposed targets on the amount of e-waste properly recycled, as well as the target on the all member states having a national e-waste legislation or a policy.

Digital skills by ITU / UNESCO

As part of the Sustainable Development Goals framework, ITU has developed internationally-agreed upon definitions and methodology for measuring ICT skills, through its Expert Groups and after consultations with member states. [3] ITU collects this data i.a. through its household survey. Additionally, also under the SDG framework, the UNESCO Institute for Statistics compiles ITU data and publishes on the SDG statistics database.

SMEs by UNCTAD based on the World Bank Enterprise Survey Data

The United Nations Conference on Trade and Development compiles “Core ICT indicators” for Small- and Medium-sized Enterprises (SMEs) and Micro-, Small-, and Medium-Sized Enterprises based on the Enterprise Survey data collected by the World Bank.

The Enterprise Survey is a firm-level survey of a representative sample of an economy's private sector, it cover i.a, finance, infrastructure, and ICT usage.

The questions on ICT usage including, owning a computer, a mobile phone, using the Internet, and selling products or services on the Internet.

The survey includes a number of questionnaires that are addressed to various forms of enterprises, including a micro-survey that is addressed to firms with five or fewer employees.

Digital Financial Services the ITU / World Bank

ITU collects data on proportion of individuals using Internet banking. ITU data exists for 70 countries.

Sustainable Development Goal 8.10.2 on financial inclusion is under custody of the World Bank. [5] For this SDG, a number of indicators are gather and compiled, including an indicator on digital financial services, which is collected as part of the World Bank’s Global Findex (Financial Index). Currently there is the following data:

1. Asia and pacific: 35 countries
2. Africa: 38 countries
3. Latin American and Caribbean: 21 countries
4. Europe, North America, Australia, New Zealand and Japan: 47 countries

The data is collected every three years, currently three iterations have been done, 2011, 2014, and 2017.

As the UN Specialized Agency for Telecommunication/ICT, ITU can promote and monitor the role of digital financial services as a rapidly-saleable means of financial inclusion.

Relation to the Broadband Commission Targets

The Broadband Commission for Sustainable Development has set seven targets, for 2025. As an advocacy group, the Broadband Commission has a role in setting more ambitious targets. The development of the Broadband Commission Targets was done in alignment with the process of elaborating the proposed targets of the ITU Strategic Plan.

References

[1] MANUAL for Measuring ICT Access and Use by Households and Individuals 2014 EDITION

<https://www.itu.int/dms_pub/itu-d/opb/ind/D-IND-ITCMEAS-2014-PDF-E.pdf>

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[3] United Nations Statistics, Sustainable Development Goals, Metadata 4.4.1: Digital Skills

<https://unstats.un.org/sdgs/metadata/files/Metadata-04-04-01.pdf>

[4] World Bank, Enterprise Surveys, Methodology

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[8] ITU, Global Cybersecurity Index

<https://www.itu.int/en/ITU-D/Cybersecurity/Pages/GCI.aspx>

[9] Short World Telecommunication/ICT Indicators (WTI) questionnaire

<https://www.itu.int/en/ITU-D/Statistics/Documents/datacollection/WTI-Short-Quest-2018-Indicators-6-languages.pdf>

[10] Long World Telecommunication/ICT Indicators (WTI) questionnaire

<https://www.itu.int/en/ITU-D/Statistics/Documents/datacollection/WTI-Long-Quest-2017-Indicators-6-languages.pdf>

[11] ICT Price Basket (IPB) Questionnaire

<http://www.itu.int/ITU-D/ict/ipb/>

[12] Short Questionnaire on ICT Access and Use by Households and Individuals

<https://www.itu.int/en/ITU-D/Statistics/Documents/datacollection/HH-Short-Quest-2018-Indicators-6-languages.pdf>

[13] Long Questionnaire on ICT Access and Use by Households and Individuals

<https://www.itu.int/pub/D-IND-ITCMEAS-2014>