



General Secretariat (SG)

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To: ITU Member States,

Sector Members, Associates and Academia

***Subject: World Telecommunication and Information Society Day (WTISD) - Monday, 17 May 2021
“Accelerating Digital Transformation in challenging times”.***

Dear Sir/Madam,

The COVID-19 crisis has not only highlighted the critical role of information and communication technologies (ICTs) for continued functioning of societies but has also brought to the fore the startling digital inequalities between and within countries. ITU Members have stepped up and engaged in activities that have proven essential in saving lives and sustaining economies.

They have demonstrated their remarkable resilience in the face of challenging times. At the same time, the COVID-19 pandemic has highlighted the urgency of accelerating digital transformation and advancing the goals and targets of the Connect 2030 Agenda to leave no one behind.

It is therefore timely that the Second Virtual Consultation of Councillors decided on “Accelerating digital transformation in challenging times” as the theme for this year’s World Telecommunication and Information Society Day (WTISD 2021): 17 May 2021.

WTISD 2021 is an opportunity for ITU membership to continue to push for digital transformation by promoting national strategies on ICT development, smart policies to encourage investments, cooperation, and partnership. I invite you to consult ITU’s dedicated website www.itu.int/en/wtisd, and to actively participate in commemorating the theme of WTISD 2021 throughout the year with national, regional, and international initiatives to accelerate digital transformation as highlighted in the Call to Action (Annex 1).

Please share your challenges, lessons learned, success stories, case studies, good practices, solutions, publications, and policies designed to meet present and future challenges by sending them to strategy@itu.int. For photo and video materials, please find the technical requirements in Annex 2.

I look forward to your participation at the 17 May celebrations, as well as your contributions and continued use of digital technologies to respond to and recover from COVID-19, and to build preparedness for future challenging times.

Yours faithfully,

[Original signed]

Houlin Zhao

Annex 1

Calls to action

To accelerate the digital transformation in challenging times, ITU invites:

Member States to:

- Continue leveraging telecommunications/ICTs by developing digital policies and strategies to adapt and respond timely and effectively to different challenges that may occur.
- Report national progress with special focus on the targets that particularly contribute to digital transformation in the framework of the Connect 2030 Agenda (Targets 1.4, 1.7, 3.1, 3.5, 4.1, 5.1), by providing data and statistics, as appropriate, as well as initiatives to be included in the [Connect 2030 Agenda microsite](#).

Sector Members, Associates and Academia to:

- Continue to facilitate cooperation and partnership in areas such as innovation, infrastructure, investment, and capacity development to advance digital transformation for all and achieve the Connect 2030 Agenda.
- Share their technology-driven strategies, considering the possible opportunities and/or challenges of digital transformation, and how these challenging times, such as the Covid-19 pandemic, can be used as an opportunity to connect all.

All stakeholders to:

- Raise awareness of this year's theme, "Accelerating Digital Transformation in challenging times."
- Reflect how ITU and its membership respond and adapt to new challenges through ICTs.
- Enhance cooperation between governments, business communities, UN bodies, civil society and other stakeholders in challenging times.
- Reinforce the importance of developing digital strategies and other technology-driven initiatives as part of digital transformation.
- Consider both the opportunities and/or challenges of digital transformation when trying to find timely and effective answers to the different challenges that the world may experience.
- Share with ITU their challenges, lessons learned, expertise, guidelines, success stories, case studies, good practices, solutions, publications, and policies put in place to better meet future challenging times (Annex 2).

Annex 2

Video and photographic footage requirements

Rights of use

- Content provided to ITU can be used at the discretion of ITU and not limited to the creation of assets for WTISD.
- Any copyright details provided to ITU will be acknowledged in any final products using the material, wherever possible.
- All ITU members will be able to use the final product to highlight their role addressing the theme of WTISD-21 and our shared goals.

Content requirements

- All content needs to be provided clean, with no watermarks or logos, if possible.
- Please provide video content in the highest quality feasible. Ideally FULL HD 1920 x 1080 either 25p or 50i, but other formats and frame rates will also be acceptable.
- Photographs should be supplied unedited and in RAW file format if possible.

Type of content

- Hero shots
 - A hero shot is a shot of the principal character in their environment that singles them out. Ideally the hero is the beneficiary or those delivering digital transformation.
- Technology in action
 - Show technology in different environments, in action, being used and/or being produced.
- Setting shots to provide context
 - Shots of local populations going about their day.
 - Shots of the location.

How to share content

- Please upload all the footage using the following upload link:
<https://spaces.hightail.com/uplink/ITUvideo>

For further details on audio-visual content, please contact:

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