



## General Secretariat (SG)

Geneva, 20 December 2021

**Ref:** Circular Letter/SPM/SPD/No. CL-21/58

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**To: ITU Member States,  
Sector Members, Associates and Academia**

**Subject: WTISD 2022: “Digital technologies for Older Persons and Healthy Ageing”.**

Dear Sir/Madam,

I am pleased to inform you that the theme for the World Telecommunication and Information Society Day in 2022 (WTISD 2022) to commemorate the anniversary of the founding of ITU on 17 May 1865, is “Digital technologies for Older Persons and Healthy Ageing”.

The ageing of the global population will be the defining demographic trend of the 21st century. It is therefore timely that ITU aims to present how telecommunications/information and communication technologies (ICTs) have a role to play in achieving healthier ageing, but also in helping people build smarter cities, combat age-based discrimination at the workplace, ensure financial inclusion of older persons, and support millions of caregivers across the world.

WTISD 2022 is an opportunity for ITU membership, partners, and other stakeholders to raise awareness about the important role of telecommunications/ICTs in supporting older persons.

I invite you to consult ITU’s dedicated website [www.itu.int/en/wtisd](http://www.itu.int/en/wtisd), and to actively participate in commemorating the theme of WTISD 2022 throughout the year with national, regional, and international initiatives towards healthier and wealthier inclusive societies 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 the [WSIS Stocktaking process on ICTs and Older persons](#). For photo and video materials, please find the technical requirements in Annex 2.

I look forward to celebrating the World Telecommunication and Information Society Day 2022 together.

Yours faithfully,

[Original signed]

Houlin Zhao

# Annex 1

## Calls to action

For “Digital technologies for Older Persons and Healthy Ageing”, ITU invites:

### Member States to:

- Continue leveraging telecommunications/ICTs by developing digital policies and strategies that reflect how digital technologies can enable older persons healthy ageing, while participating and contributing to society.
- Report national progress with special focus on the targets that particularly contribute to inclusiveness in the framework of [ITU’s Connect 2030 Agenda](#) (Targets [2.9](#), [2.10](#)), by providing data and statistics, as appropriate, as well as initiatives to be included under Goal 2 Inclusiveness in the Connect 2030 Agenda microsite.

### Sector Members, Associates and Academia to:

- Continue to facilitate cooperation and partnership in areas such as innovation and digital knowledge/literacy to generate opportunities and take advantage of new possibilities for economic, social and political growth to increase digital inclusion and age-friendly digital environments, as well as to continue to achieve the Connect 2030 Agenda.
- Share their technology-driven strategies to support elder people.

### All stakeholders to:

- Raise awareness of this year’s theme, “Digital technologies for Older Persons and Healthy Ageing.”
- Reflect how ITU and its membership respond and contribute to improve the lives of older people, their families, and communities.
- Share with ITU their trends, good practices, guidelines, and possible solutions, to show how digital technologies can leverage the contributions of older generations, reduce their age-related vulnerability, and foster their socio-economic development to achieve healthier and wealthier inclusive societies.
- Enhance cooperation between governments, business communities, UN bodies, civil society and other stakeholders by actively participating in ITU’s work.
- Engage in the [WSIS Forum Special Track on ICTs and Older Persons](#), the [Healthy Ageing Innovation Prize](#) and [submit your activities on ICTs and older persons to the WSIS Stocktaking process](#).

## 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 WTISD2022 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, by 17 March 2022, 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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