
Towards a Resource Mobilization Strategy

Process so far + CWG FHR 2023 Doc 11

CWG-FHR : 11-13 October 2023

Background and Mandate

1. At its **2017 session, Council agreed** to principles for Resource Mobilization. In these principles, Council agreed: “As ITU’s primary source of revenues, the top priority for Resource Mobilization is assessed contributions from ITU’s Member States”.
2. **PP22 (Dec 5) instructs the ITU SG to:** “develop an-ITU-wide resource mobilization strategy to address the need for additional funding to meet organizational priorities and present it to the Council for review and guidance on its implementation”.
3. **PP22 (Dec 5) Instructs the ITU Council:** “to examine programmes aimed at increasing revenues, enhancing efficiency in the use of financial resources and reducing the costs of ITU drawn up by the Secretary-General with the assistance of the Coordination Committee”.

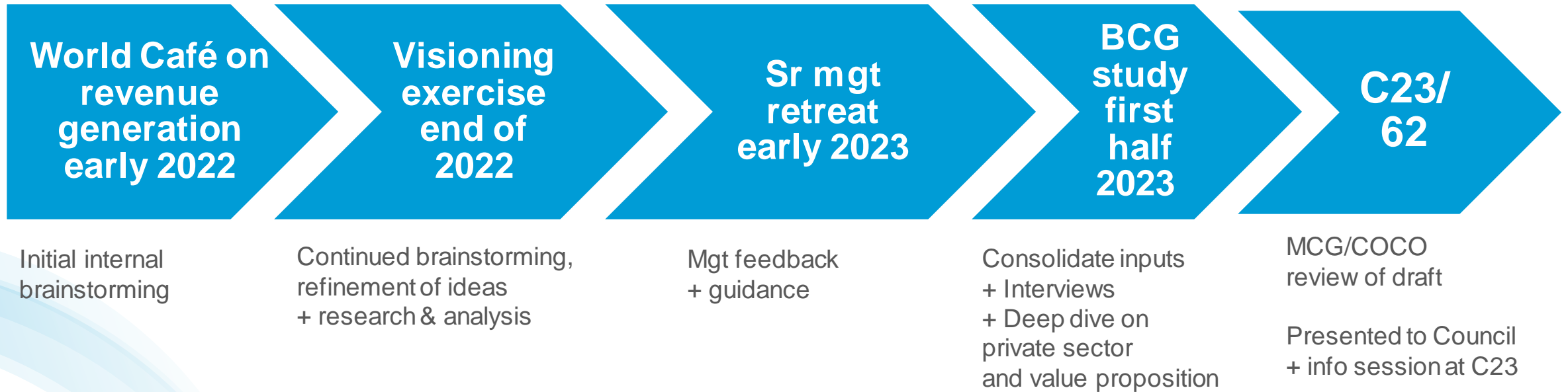
Background and mandate continued...

4. During Council 2023 in July, the secretariat presented document C23/62 Rev1, which provided initial analysis and potential strategies regarding resource mobilization.
5. Council noted Document C23/62(Rev.1) and invited the Secretary-General to Report to CWG-FHR and to the Council on:
 - The refinement of the draft ITU-wide resource mobilization strategy and its implementation, as well as
 - How ITU could leverage the outcomes of the ITU World Café (C22/INF/13) held in 2022.



CWG-FHR Doc 11

Research, Consultations and Analysis So Far..



Potential Strategies Going Forward

As per C23/62

Strengthen core membership offering to increase engagement and lay the foundation for Sector membership fee structure changes.

Develop ITU-wide thematic initiatives as complementary to membership, formalizing “extra-budgetary” contributions with multi-year commitments.

Pilot testing green digital action theme.

Leveraging standalone offerings to better capture and synergize value and impact.

i.e. popular events like Ai4G for ongoing support/ engagement.

+ Cost recovery / revenue generation products

ITU World Café – Revenue Generation

Doc CWG-FHR 23/11

1. Member State Contributions:

Key pillar of ITU's financial stability. Encourage continued support.

[Link to C23/62](#)

Deliver across
all areas to
increase value

2. Cost Recovery:

Most CR revenues come from satellite filings and publications. Modernize to reflect changes in industry. Update at next CWG-FHR.

Leverage
standalone
offerings

3. Sector Membership

Highest level ever - almost 1K entities, increasingly diverse, but revenues stable – not growing. Analysis for next CWG-FHR.

Strengthen core
membership
offering

4. Voluntary contributions:

Strengthen internal capacity to bring extra-budgetary support to Member States. Address prerequisites – IT systems, processes, skills – as part of transformation plan.

ITU-
wide thematic
initiatives

Next Steps

1. Internal Preparations:

Incorporate CWG-FHR feedback + prepare further analysis + intersectoral coordination + implementation of pilot initiative

2. CWG-FHR January 2024

Provide additional analysis, recommendations + update on pilot implementation

3. Council 2024

Refine draft following CWG-FHR feedback and propose final resource mobilization strategy and implementation status