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| The International Teleocmmunication Union - Connecting the World. | | **International telecommunication union**  **Telecommunication Standardization Bureau** | |  |
|  | | | Geneva, 30 November 2021 | |
| **Ref:** | **TSB Circular 363** | | **To:**  - Administrations of Member States of the Union; | |
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|  |  | |  | |
| **Subject:** | **CALL FOR SUPPORT: Less than 10 years to go to solve the Sustainable Development Goals – join our journey through the AI for Good platform – All Year, Always Online** | | | |

Dear Sir/Madam,

The International Telecommunication Union (ITU) warmly invites its Member States to support the [AI for Good platform](https://aiforgood.itu.int/), a year-round digital event organized by ITU, in partnership with 38 UN sister agencies and co-convened with Switzerland. It features weekly programming across multiple formats and time-zones, including keynotes, expert webinars, interviews, demos, networking, AI smart-matching, challenges, start-up pitching and more.

Since moving to an online format due to the COVID pandemic, AI for Good has reached almost 200,000 online views, including a 60,000-strong community, from 180+ countries, and has consistently attracted broad based international media coverage, making it the leading action-oriented, global and inclusive United Nations platform on AI.

The goal of AI for Good is to identify practical applications of AI to advance the Sustainable Development Goals(SDGs) and scale those solutions for global impact. AI holds great promise, however collaboration is key as we approach the 2030 deadline.

We therefore hope for your support through our impactful 365-day sponsorship packages (noting attractive   
25% ITU member discounts), enabling your nation to benefit in multiple ways:

* Through our new AI-powered ‘Neural Network’, smart-matching helps you to **build** connections with innovators and experts, **connect** you to social impact opportunities, **learn** through custom content aligned to your goals, and **showcase** AI for good startups in your virtual National Pavilion
* Highlight growth, investment and partnership opportunities
* Leverage expert thought leadership and content
* Help startups scale their AI for good solutions through our Innovation Factory global competition
* Be seen as a supporter of the SDGs, boosting credibility that your country is a great place to do business.

We encourage you to contact the organizing team at [ai@itu.int](mailto:ai@itu.int) by the end of this year, hopefully for a January start-date, and see examples of how other Member States have benefitted. Meanwhile, you can learn more at [aiforgood.itu.int](https://aiforgood.itu.int/).

It is now more timely than ever to support us in our challenging but exciting journey to solve the SDGs. Indeed, as ITU Secretary-General recently highlighted in his WTPF-21 report, technologies such as AI have great potential to transform humanity’s most pressing challenges and together we can help *‘put the world back on track to achieve the UNSDGs by 2030, and start the new chapter of our digital future’*.

I wish you all a peaceful end to the year and a most promising start to 2022, with the hope that we can count on your collaboration towards accelerating the SDGs.

Yours faithfully,

Chaesub Lee

Director of the Telecommunication

Standardization Bureau