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| The International Teleocmmunication Union - Connecting the World. | **International telecommunication union**  **Telecommunication Standardization Bureau** | |  |
|  | | | Geneva, 11 December 2024 | |
| **Ref:**  **Contact:** | | **TSB Circular 009** TSB Events / FW  **Fred Werner** | **To:**  - ITU Member States;  - ITU Sector Members;  - ITU Associates and Academia;  - Permanent Missions and Embassies in Geneva;  - Relevant international, regional and  national organisations;  - Intergovernmental organizations operating satellite systems;  - The United Nations;  - Specialized agencies of the United Nations and the International Atomic Energy Agency | |
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| **Subject**: | | **Innovate for Impact: The AI for Good Challenge to Meet the SDGs** | | |

Dear Sir/Madam,

It is my pleasure to inform you that the International Telecommunication Union (ITU) AI for Good is launching three simultaneous global calls to contribute to a global repository of AI-driven solutions for sustainable development. More detailed information has been published on the [Innovate for Impact Portal](https://aiforgood.itu.int/innovate-for-impact-2025/).

1. Submit innovative AI use cases impacting sustainable development goals [here.](https://aiforgood.itu.int/innovate-for-impact-2025/#usecase)
2. Apply to be an “AI for Good Scholar” [here.](https://aiforgood.itu.int/innovate-for-impact-2025/#scholar)
3. Apply to be a member of the Technical Advisory Committee [here.](https://aiforgood.itu.int/innovate-for-impact-2025/#advisor)

These global calls are supported by the Ministry of Industry and Information Technology (MIIT) of China.

These three calls are free of charge and open to individuals and organizations coming from a country that is a member of ITU. There are several incentives linked to the three calls:

(a) selected use cases from the submissions may be featured and highlighted at the AI for Good Global Summit in Geneva (8-11 July 2025) and stand a chance to win mentoring, prizes and resources;

(b) AI for Good Scholars would work closely with ITU to develop, analyse and refine AI use cases for the SDGs and receive funding to attend the AI for Good Global Summit in Geneva, in addition to recognitions and mentoring;

(c) Selected experts will evaluate use case applications and select the top use cases who will be featured at the main stage during the AI for Good Global Summit, and the experts will also receive funding for their travel to Geneva to attend the Summit.

A detailed set of incentives along with the process and guidelines for submissions and evaluations has been published on the *“*[*Innovate for Impact*](https://aiforgood.itu.int/innovate-for-impact-2025/)*”* portal.

We encourage submissions from a broad spectrum of participants, which include, but are not limited to:

* Academia and Research Entities
* Startups
* Industry
* Policymakers and Government Bodies
* Non-Governmental Organizations (NGOs) and Civil Organizations
* Individual Innovators

Gender balance and regional balance will be considered. **Submissions for the three calls should be sent by** **15 February 2025.**

For any additional information you may require, please contact [ai-calls@itu.int](mailto:ai-calls@itu.int).

Yours faithfully,

Seizo Onoe  
Director of the Telecommunication  
Standardization Bureau