

ANNIVERSARY TOOLKIT

JULY 2014



1865 - 2015

Get involved!

www.itu150.org

BACKGROUND:

2015 MARKS ITU'S 150TH ANNIVERSARY

On 17 May 2015 ITU will be celebrating 150 years since the signing of the first International Telegraph Convention and the creation of the International Telegraph Union. For a century and a half since 1865, the International Telecommunication Union (ITU) has been at the center of advances in communications – from telegraphy through to the modern world of satellites, mobile phones and the Internet.

150 years is only a brief interval in the recorded history of mankind. Yet those 150 years have been extraordinarily significant in terms of human progress and discovery. One of the most remarkable advances of the past 150 years has been the incredible increase in both the speed and variety of human communications.

First we saw the telegraph and the telephone, then radio and television, followed by satellite communications and the internet – heralding a new era of ubiquitous connectivity over the past twenty years. It is difficult to imagine how we communicated in 1865 – with no phones, no email, no instant messaging or SMS. Even the telegraph wasn't available for personal use, so the most common method of long-distance communication back then was to send letters carried on horseback or by ship. The exponential growth of science and technology over the past 150 years is fascinating – and it is part of ITU's story.

The story of ITU is one of international cooperation, among governments, private companies and other stakeholders. The continuing mission is to achieve the best practical solutions for integrating new technologies as they develop, and to spread their benefits to all.

2015 will be a commemoration year that we wish to celebrate with all our members – including governments, private companies, and other stakeholders.

THEME, OBJECTIVES AND KEY DATES OF THE ANNIVERSARY

The theme for ITU's 150th anniversary will be *"Telecommunications and ICTs: drivers of innovation"* as decided at the 2014 Session of ITU Council. This will be the theme for the 2015 World Telecommunication and Information Society Day (WTISD), to be held on 17 May 2015, as well as for all the anniversary celebrations to be organized by ITU. Overall ITU 150 will be an opportunity for:

- **Highlighting the history of ICTs and the achievements of ITU's membership.** The objective of the anniversary will be to commemorate the unique contribution that telecommunication and information and communication technologies (ICTs) have made to drive innovation, as well as to accelerate social and economic development, highlighting the unique contribution that ITU and ITU Membership have made on this regard.



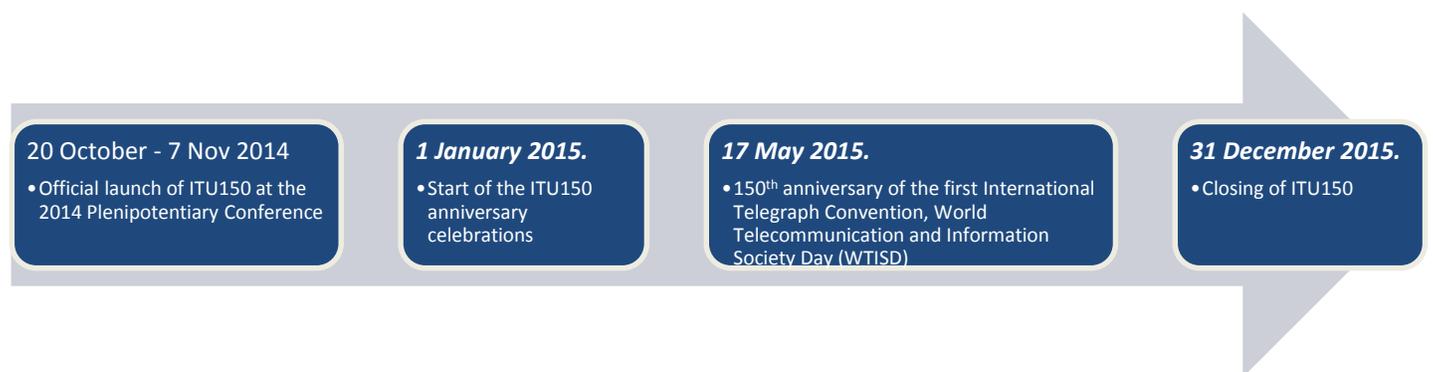
Be part of ITU 150

Join this historic event by becoming a partner of the anniversary or by organizing activities within your country or region.

Contact itu150@itu.int for further information on how to get involved in ITU150.

- **Building a bright digital future for all.** Looking into the future the anniversary also provides an opportunity to share views on the future of the ICT sector, identifying the main challenges that still need to be addressed to expand access to ICTs and build digital inclusion for all.
- **Enhancing collaboration.** Through ITU150 we also want to make ITU's work better known worldwide, to continue promoting innovation and new technologies accessible to all and to reinforce relationships among all players of the ICT ecosystem, including public administrations, private sector companies, entrepreneurs, non-for profits, as well as the 7 billion of people living in our planet.
- **Celebrating with the whole ICT sector.** ITU Membership at large (including ITU Member States, Sector Members, Associates and Academia), as well as other relevant stakeholders are invited to adopt the theme of ITU150 for their own anniversary celebrations to be organized at the international, regional and national level, and to contact ITU Secretariat to request content support or to showcase these activities in the main website for ITU's 150th anniversary.

Key dates for the anniversary



HOW TO GET INVOLVED

Join this historic event by becoming a partner of the anniversary or by organizing activities within your country or region. There are several ways Member States, Private Sector, Academia, and individual delegates and other supporters can contribute to 150th Anniversary celebrations.

- Showcase your achievements at ITU Headquarters
- Organize 150th activities in your own country
- Make a financial contribution to support ITU's anniversary celebration
- Sponsor a specific 150th Initiative

BECOME A ITU150 PARTNER



ITU Members are encouraged to become a partner in the 150th Anniversary celebrations.

Contact us at itu150@itu.int to see how you can benefit.

What types of activities can you organize?

National Events

- National dialogues on the future of the ICT sector
- Symposia and/or technical events with the academia, research centers, industry, entrepreneurs
- Series of webinars

Publications and communications

- Publication of books on relevant personalities and milestones that contributed to the development of telecommunications at the regional and national level.
- Series of technical papers on the future of the ICT sector
- Issuing stamps, posters, flyers and other general communication material to observe celebration



National Projects and initiatives

- National initiatives to bring ICTs to schools, hospitals, rural areas
- Launch of new ICT-enabled public services inspired by ITU150
- Connecting the unconnected, digital literacy campaign to promote digital inclusion

You name it!

- Share with us your own ITU150 initiatives so we can give you visibility and provide you content support!

How will ITU support national celebrations?

The ITU Secretariat will be at the availability of Members to support the organization of national celebrations. ITU support will include:

- **Provide content support.** In order to promote ITU's history and to make unique ITU records widely available to researchers, ITU staff, and ITU delegates, the ITU Library and Archives Service has been working on a digitization programme for several years now. The purpose of the programme is to organize, catalogue, digitize and publish a selection of historical documents. These digitized historical collections are made available on the History of ITU Portal www.itu.int/history. In addition to that, more content specifically for the anniversary celebration will be developed.
- **Provide a visual identity.** Using the ITU150 visual identity will make your national celebration clearly marked as an ITU150 celebration. Benefit from this additional exposure and national and international recognition by contacting ITU150 team, who will be able to provide you with a detailed set of guidelines on how to use ITU150 visual identity and provide you examples on how other national celebrations use this identity.
- **Include you in social media interaction: add your voice to the global conversation.** A set of social media accounts will be used to initiate a global conversation on the history and future of telecommunications. Contact us to learn how to add your voice to this global conversation. Official accounts will include (but not be limited to) use of Facebook, Twitter, Google+, Tumblr, as well as other social media channels.

- **Enhance your visibility.** From October 2014 the dedicated portal www.itu150.int will evolve into an online repository of ITU150 related celebrations. Contact us to announce your activities and let us share your national celebrations with the whole community.

ITU150 official partners will get additional benefits to organize and showcase their national celebrations. Find more information by contacting itu150@itu.int

SAVE THE DATE! LAUNCH OF THE ITU150 PROGRAMME AT PP-14

The official programme of ITU's 150th anniversary, including a preliminary overview to national celebrations will be launched at the 2014 ITU Plenipotentiary Conference (PP-14). Held every four years, this conference defines ITU's mission, vision and areas of work for the future. The conference, attended by ITU Member States and Sector Members, will provide a global platform to kick off with ITU 150 programme and to show your engagement for the anniversary. Take action now to be part of this global launch:

Sponsors

- Confirm **by 30 September 2014** your financial contribution to ITU150

National celebrations

- Confirm by **10 October 2014** the activities that you be organizing in the context of ITU150 by submitting your initiative at www.itu150.org

For more information visit www.itu150.org or contact us at itu150@itu.int.