

*for more information
go to www.girlsinict.org*

girlsinct@itu.int



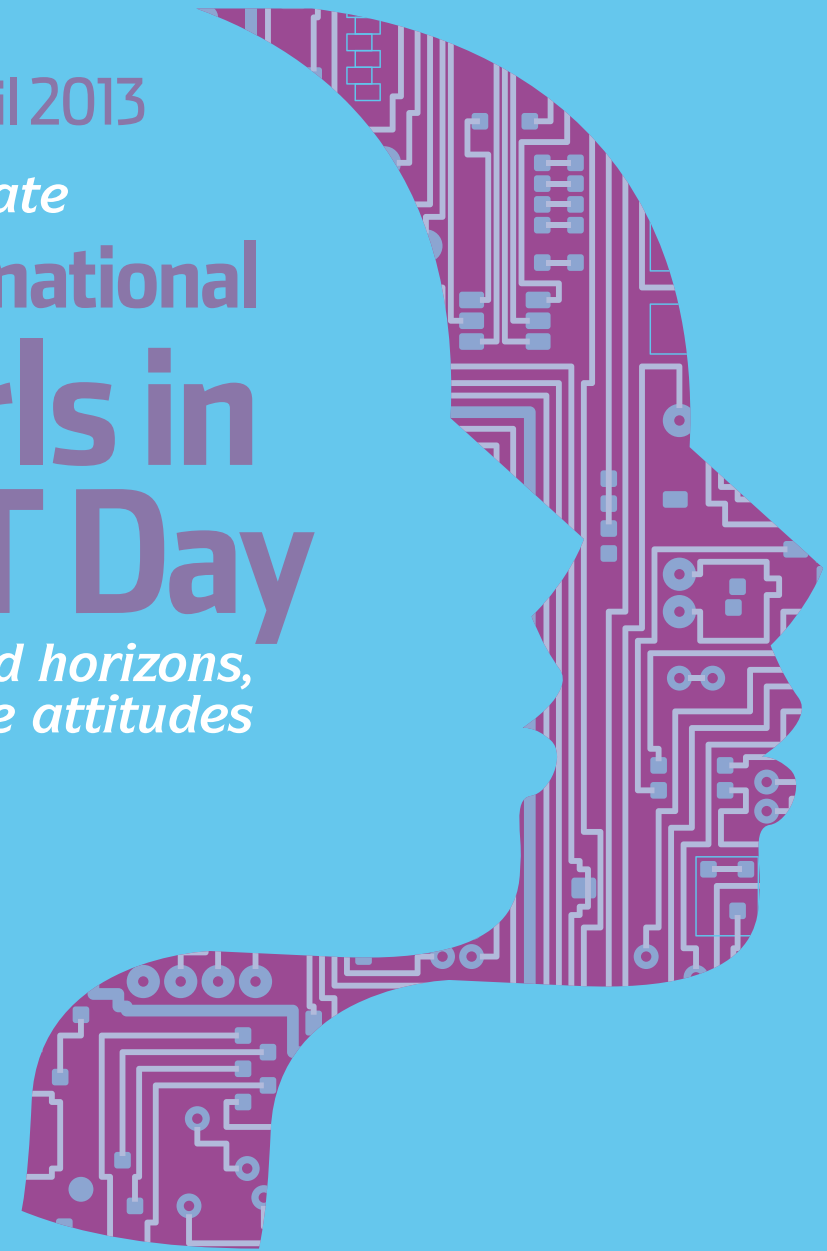
International Telecommunication Union,
Place des Nations, Geneva, Switzerland

25 April 2013

Celebrate

International Girls in ICT Day

*Expand horizons,
change attitudes*



*Committed to
Connecting the World*



What is International Girls in ICT Day?

International Girls' in ICT Day is an initiative backed by ITU Member States in Plenipotentiary Resolution 70 (Guadalajara, 2010) to create a global environment that empowers and encourages girls and young women to consider careers in the growing field of information and communication technologies (ICTs). International Girls in ICT Day is celebrated on the 4th Thursday in April every year. **International Girls in ICT day will next be observed on 25 April 2013.**

Who organizes Girls in ICT Day events?

Ministries of ICT, Education, Labour, Youth, National ICT Regulatory Authorities, ICT companies, academic institutions, relevant UN agencies, NGOs and other stakeholders are encouraged to organize Girls in ICT day events on 25 April 2013. The ITU Secretary General invites all ITU Member States and Sector Members to organize events attracting as many girls and young women as possible.

Please contact ITU at girlsinct@itu.int for further information and coordination if you're planning to celebrate Girls in ICT Day in 2013. The ITU Girls in ICT Portal has many useful resources for event organizers at www.girlsinct.org. The Girls in ICT Portal also includes over 500 programs to support young women and girls to prepare for and enter a career in ICTs.

How to organize Girls in ICT Day events?

There's a lot of experience to build upon. In 2012, Girls in ICT Day organizers from around the world found new and innovative ways to celebrate, raise awareness about the opportunities of the ICT sector and empower girls and young women with the knowledge that careers in ICT can be for them. All stakeholders created their own events, tailored to fit their needs and means, most involving from 20 to 500 girls. One country held over a thousand events nation-wide, made possible through widespread, high-level government support and public-private funding. In total, nearly 90 countries organized events empowering more than 30,000 girls worldwide.

Why don't we try to reach even more girls and young women on International Girls in ICT Day 2013? Some countries may wish to organize nation-wide events, whether in schools or ICT companies. Others may wish to hold a series of regional events, while some may organize their country's first-ever Girls in ICT Day event.

The goal is to invite teenage girls and university students to fun and instructive "open days" at the office of ICT companies, other companies with ICT departments, ICT training facilities, universities, research centers, government bodies, and all ICT-related institutions where girls can see for themselves what a career in the field might bring, freely ask questions, and meet women role models. Another approach is to invite speakers to take part in "women in ICT career days" at local schools. ITU recommends that teachers and career advisers, who are often not aware of the opportunities offered by the ICT sector, be invited as well so they become better informed about the possibilities of ICT careers. Inviting successful women to speak about their experiences, especially showcasing creative ICT careers, as well as running contests, offering prizes and awards, or giving girls "hands on" experiences are examples

of how to make the event more appealing. Other ideas are to organize career fairs or mentoring and shadowing programmes (where girls shadow a woman leader in ICT for one or several days).

Stakeholders organizing an event are encouraged to:

- Take pictures and make videos of their events
- Create a website and post photos of the activities
- Build up momentum for their activities by advertising them on social networks.
- Use the Facebook page of ITU Tech Needs Girls (<http://www.facebook.com/TechNeedsGirls>) and Twitter with #GirlsinICT to advertise
- Conduct follow-up surveys with the participants
- Write up information about the experience and share it with the community

Still need inspiration? Please check out the ITU Girls in ICT Portal. There you'll find photos, videos, contact details for event organizers and other information showcasing the variety of Girls in ICT Day events held in 2012 (<http://girlsinct.org/girls-in-ict-day-events>). A more detailed description can be read in the ITU News magazine (<https://itunews.itu.int/En/2593-The-world-celebrates-Girls-in-ICT-Day.note.aspx>). The Girls in ICT Portal also has banners, electronic widgets and logos you can download to use in events along with video messages from the ITU Secretary General and Director of the Telecommunication Development Bureau, a Girls in ICT Day toolkit and follow up surveys. The Girls in ICT team invites you to tell us about your plans for International Girls in ICT Day. Please also feel free to contact us for advice or more information. Just send an email to girlsinct@itu.int and we will get back to you.

Why do we need a Girls in ICT Day?

Globally, it is estimated that the world shortfall in skilled ICT professionals exceeds two million.

Despite the obvious benefits, many girls never even consider a career in ICTs.

The ICT sector remains a growing sector for employment, and a key economic factor underpinning both national and international development in both developed and developing countries. Many countries and regions are predicting a shortage of qualified staff with math, science, engineering and computing skills to meet the growing demand.

At the same time, many companies are looking to increase the number of women in the sector.

This means that highly qualified women in technical fields have significant opportunities available to them in both developed and developing countries. The need for qualified professionals in developing countries worldwide should come as no surprise, considering the rate of ICT growth in developing countries. The BDT **Thematic Report: A Bright Future in ICTs: Opportunities for a New Generation of Women** includes more information (<http://girlsinct.org/trends-analysis-and-profiles/bright-future-icts-opportunities-new-generation-women>)