# Challenge Brief, and Terms and Conditions

**Challenge question**

Do you have a promising idea to connect the unconnected and close the digital divide?

**Background**

The world today has 1.8 billion young people between the ages of 10 and 24; almost to 90 per cent of whom live in developing countries. Africa's population is 1.2 billion. Forty-one per cent of its population is below the age of 15; and 19 per cent are between 15 and 24 years old. Young people — especially girls and young women — in many developed and developing countries face disproportionate exposure to poverty and unemployment.

Internet connection provides opportunities for young people to access education, quality health care and other necessities. Generation Connect, ITU's youth strategy initiative, aims to improve the lives of young people around the world and ensure meaningful participation of youth as key stakeholders in ITU's implementation of the 2030 Agenda for Sustainable Development.

**Challenge scope and eligibility**

The Generation Connect Video Pitch Challenge seeks promising and meaningful ideas to connect the unconnected to close the digital divide, highlighting the importance of youth involvement.

- **Young ICT enthusiasts aged between 18 to 30 years** are eligible to participate in this challenge.
- Participants must share their ideas **through a story** on **how ITU can achieve its goals to connect the unconnected** and **close the digital divide**.
- This story must be conveyed through a **video recording no longer than one minute**.

The video pitch must fit **one** of the following topics:

| Topic | Description |
|---|---|
| Capacity building | Brings digital skills to society. |
| Cybersecurity | Offers solutions that promote online safety and security. |
| Digital inclusion | Empowers people with specific needs; including indigenous peoples, people in rural areas, persons with disabilities, and youth and children. |
| Climate change and environment | Helps countries mitigate and adapt to the effects of climate change. |
| Emergency telecommunication | Enhances disaster risk reduction and improves national emergency telecommunications and early warning and monitoring systems. |
| ICT applications | Enhances citizens' lives, promoting smart living and improving public service availability. |
| Regulatory and enabling environment | Enables collaboration for a sound policy, legal and regulatory environment for digital development. |
| Technology and network development | Enables reliable ICT infrastructure and services for all. |
| Data and indicators | Facilitates evidence-based data collection and analysis to measure the information society and promote informed decision making. |

# Challenge Brief, and Terms and Conditions

**Challenge outcome(s)**

Generation Connect aims to engage youth globally and encourage their participation as equal partners alongside the leaders of today's digital change, empowering young people with the skills and opportunities to advance their vision of a connected future. Young voices in the international digital development dialogue should be amplified as we all push to connect the unconnected and bridge the youth digital divide.

This challenge also exemplifies ITU's long-term commitment to provide youth with platforms to participate in ITU's initiatives.

**Selection Committee**

A selection committee of experts selected by ITU and supporting partners will be convened to select **up to 10 winning submissions**. The committee will be composed of at least 5 experts, including outside experts and with at least one member from the board of ITU Generation Connect. The committee's selections will be based on overall performance and the evaluation criteria during a live pitching event.

**Key dates**

| 2 June 2021 | Challenges launched |
|---|---|
| 31 July 2021 | Application deadline |
| 16 August 2021 | Selection of winners |

**Evaluation criteria**

The evaluation criteria below will be used for the **selection of the** winning proposals. Each criterion has been assigned a percentage weight for scoring.

- **20% for Originality**: the concept must be original.
- **20% Creativity:** the idea must be innovative and unique.
- **10% Sustainability:** the idea must clearly elaborate the ways in which the proposal will be able to continue.
- **20% Viability:** the idea must be realistic and logical.
- **10% Impact:** the idea must fall within the scope of the challenge and have crosscutting impacts.
- **20% Relevance:** the idea must be relevant to the challenge topics.

**Awards**

1. The top **10 winning submissions** will be featured at the Generation Connect Youth Summit.
2. Their creators will also be invited to participate virtually in the event and join the Generation Connect virtual community.

# Challenge Brief, and Terms and Conditions

3. Standout ideas[1] to be featured on "International Youth Day" during **The Road to Addis**

**Additional Terms and Conditions for Participation in the Generation Connect Video Pitch Challenge**

1. The Generation Connect Video Pitch Challenge ("Challenge") is organized by the International Telecommunication Union ("ITU" or the "Organizer"). By submitting your application form for participation to the Challenge, you accept the present terms and conditions.

2. You hereby warrant that all information submitted is true, complete, and up-to-date. You represent that you are not related to any of the members of the Challenge's selection committee, and that neither you nor any members of your family (up to the third degree) are employed by the Organizers. The Organizer reserves the right to verify your eligibility for participation in the Challenge as well as the accuracy of your submitted information.

3. You will retain all intellectual property rights on the content of your submissions. However, by participating in the ITU Innovation Challenge and by accepting the Award, you grant the Organizer a limited three-year, non-exclusive, global, royalty-free right and license to use, reproduce, communicate, demonstrate, make available for public, display and distribute the content of your submission for the Organizer's informational, educational or awareness-raising purposes, via printed or digital or online media, including the Organizer's website. You represent that you have the legal right to grant such license to the Organizer. You also permit the Organizer to use your name, likeness, video and/or photograph in connection with the ITU Innovation Challenge, in any media, worldwide, at no remuneration.

4. The Organizer reserves the right in its sole discretion to disqualify you if it reasonably considers that the information you have provided and/or your submissions do not comply with the terms, instructions and guidelines provided in the Challenge website (https://cocreate.itu.int), the Challenge application form, as well as the present terms and conditions. By way of example, submissions which are not in English or which the Organizer deems to be off topic, advertisements for unrelated projects or otherwise not in accordance with the nature of the Challenge or the mission of the Organizer are subject to removal.

5. You understand and agree that the Organizer may create content based on your updates, such as success stories, blog posts, photos or social media postings which may be published on the Organizer's website and other communication channels and made available to the public, at Organizer's discretion.

6. You are not allowed to use the Organizer emblem or the logos of any Organizer events without the prior written permission of the Organizer.

7. All submissions must not: a. violate the intellectual property rights of third parties; b. be illegal under applicable national laws and international law; c. depict or incite hatred, defame, abuse, harass, stalk, threaten a specific person or social group, incite violence or conflict or otherwise violate the legal rights of third parties (including those of privacy and publicity) and d. violate the terms of use of any social media service, website, mobile application or any other platform used in connection with your submission. You agree to release and hold harmless the Organizer from and against any and all claims, expenses, and liability arising out of or relating to your participation in the ITU Innovation Challenge and the content of your submissions.

---

[1] Outstanding winning submission, or the top three to five winning submissions.

8. You acknowledge and agree that your participation in the ITU Innovation Challenge is free of charge but does not entail any right to compensation of any kind or to reimbursement of any expenses incurred from such participation.

9. The Organizer is not responsible for any lost, late, corrupted, mutilated or misdirected submissions, or submissions not received within the established deadlines.

10. You acknowledge and agree that the Organizer is entitled to modify the content of the ITU Innovation Challenge website and/or the present terms and conditions and to abbreviate, modify, suspend, cancel or terminate the Challenge (in whole, or in part) without any obligation, by notifying you via an announcement at the Challenge website (https://cocreate.itu.int).

11. The Organizer reserves the right to make all final decisions regarding the ITU Innovation Challenge. Nothing herein shall be considered to be a limitation or a waiver of the privileges and immunities of the Organizer, which are specifically reserved.