Celebrating 150 years: examples from the past
Early anniversaries were often commemorated rather soberly, among the member administrations, celebrating the successes of the Union.

A large programme of activities was set up for the centenary year - 1965. Since then, anniversary celebrations have had more of a public relations aspect than earlier anniversaries.
1866 – 1st year

- Commemorative medal struck in 1866 by the Paris Mint to commemorate the first Conference of the International Telegraph Union, held in Paris in 1865.
- Two Bréguet telegraphs are shown around a central figure representing the electric telegraph.
By hand converted into signs, our voice encompasses the whole world
1890 – 25th Anniversary

• To mark the 25th anniversary in 1890, the 7th International Telegraph Conference was held in Paris, seat of the signature of the first convention.

• The 25th anniversary was noted by the opening speakers, and a special tribute was given by Mr. Nielsen, the delegate from Norway, who had participated in the 1865 Paris Conference and all the subsequent International Telegraph Conferences. He was the only surviving member of the 1865 Conference to be present at the 1890 Conference.

• To commemorate the founding of the Union, a copy of the photograph of the delegates at the 1865 Conference was given to each member of the 1890 Conference.
Tribute to Founding Members

Founding Fathers of ITU: the countries who signed the first Convention in 1865: [Current Council Members marked in yellow]

- Austria
- Belgium
- Denmark
- France
- Germany (individual German States: Bavaria, Baden, Hamburg, Hanover, Saxon, Prussia, Wurttemberg)
- Greece
- Hungary
- Italy
- Netherlands
- Norway
- Portugal
- Russia
- Spain
- Sweden
- Switzerland
- Turkey
1915 – 50th Anniversary

The Bureau prepared a memoir which briefly outlined the history of the Telegraph Union.
This book was distributed to all the member Administrations.
1915 – 50th Anniversary

• In order to celebrate the 50th anniversary of the Telegraph Union with appropriate dignity, the Lisbon Conference, 1908, unanimously accepted the proposal of the Conference’s President, Mr. Pereira, to erect a **monument** in Berne.

• An international competition, to which 106 projects were submitted, chose the design of Mr **Giuseppe Romagnoli**, a Bolognaised sculptor.

• Due to the First World War, the erection and inauguration of the monument did not take place until Saturday 16 December **1922**.

• In 2002-2003, the Swiss Confederation, through the Office fédéral des constructions et de la logistique, undertook a thorough restoration of the monument.
Further information:
http://www.itu.int/en/history/Pages/ITUMonument.aspx
MONUMENT CÉRAMIQUE DE LA FONDATION DE L'UNION TÉLÉGRAPHIQUE

DÉDICACÉ À BERNE LE 15 DÉCEMBRE 1922.
1940 – 75th Anniversary

- The 75th anniversary of the Union passed almost unnoticed, in the midst of the Second World War.

« Un anniversaire.

L’Union internationale des télécommunications a 75 ans. C’est en effet le 17 mai 1865 qu’elle fut fondée, à Paris.

Le Bureau de l’Union se propose de publier dans le courant de l’année, pour célébrer cet anniversaire, une plaquette dans laquelle sa vie sera retracée à grands traits.

Mais il nous semble que ce serait manquer aux égards dus à une aussi respectable institution que de ne pas lui adresser un modeste hommage au moment même où elle atteint sa soixante-quinzième année… »
1965 – 100th Anniversary

ITU organized a broad programme of events to celebrate its 100th anniversary. The Centenary celebrations were considered a great success and “helped to convince the world of the usefulness of the Union and of its promising future.”
“From Semaphore to Satellite”, book on the history of telecommunications was published on about 19,000 copies.
Some 100 countries and the United Nations issued in all about **220 postage stamps** commemorative of the Centenary. Most of the administrations concerned agreed to supply the Union with copies of these stamps in order to allow for the preparation of 2000 albums to be distributed. Copies of the albums were provided to each ITU member and the remaining albums were made available for purchase.
Satellite commercial "EARLY BIRD" et Station de PLEUMEUR-BODOU
1965 - 100th Anniversary -
Commemorative medal

A commemorative medal was struck in gold, silver and bronze in time for the Plenipotentiary Conference in Montreux. The design of the Centenary medal symbolized the advances in telecommunications and ITU’s membership in the United Nations family.
The title of the brochure “One hundred years of international cooperation, 1865-1965”, reflects the underlying theme of the centenary celebrations: 100 years of cooperation among the nations. By coincidence, 1965 had been designated as International Cooperation Year by the General Assembly of the United Nations.
1965 - 100th Anniversary - Publicity materials

• A poster, a pamphlet and a special issue of the leaflet on "The I.T.U.-what it is-what it does-how it works" were distributed free of charge in all countries.

• A press kit containing written and illustrative material intended to facilitate the preparation of articles on the ITU was also distributed to the most important newspapers, journals and technical reviews throughout the world.
1965 - 100th Anniversary – Publicity materials

WHAT IS TELECOMMUNICATION?

WHAT IS THE NEED FOR THE ITU?

WHAT DOES THE ITU CONSIST OF?

"Tele", which comes from ancient Greek, means "far off", so that "telecommunication" simply means "long-distance communication". The ITU Convention (which is the organization's Charter) defines it as "Any transmission, emission or reception of signs, signals, writing, images and sounds or intelligence of any nature by wire, radio, optical or other electromagnetic systems" — in other words, telegraph, telephone and radio and all their applications such as telex and television.

The International Telecommunication Union (ITU) is the United Nations specialized agency dealing with telecommunications.
1965 - 100th Anniversary - Commemorative ceremony in Paris

To commemorate the Centenary of the founding of the ITU, the French Government invited the ITU Administrative Council, as a body, to participate in a ceremony on 17 May 1965 in Paris.

The ceremony was held at the Ministry of Foreign Affairs in the Salon de l’Horloge, the very room in which the 1865 Convention had been signed.

The representatives of the founder countries of the ITU and its Administrative Council took part in the ceremony.
The participants in the Plenipotentiary Conference in Montreux were invited by the Swiss Government to a ceremony in Berne, for the unveiling of a **bronze plate** bearing the names of all the countries which were Members of the Union on 17 May 1965, affixed to the side of the monument erected in honor of the Union’s 50th anniversary.

Music was played by the Fanfare PTT of Berne, notably a special **ITU Anthem** composed by Bernard Schulé, which was performed for the first time.
1965 - 100th Anniversary – Gift to the Union: Centenary Memorial

• The Swedish and French Administrations (two of the founding members of the Union) proposed that the Members of ITU should jointly offer a Centenary gift.

• An international competition for an “ITU Centenary Memorial” was held in 1965. A project submitted by a Soviet team, led by Mr. D.B. Riabitchev, was selected.

• The project was never constructed due to technical and logistical difficulties.
Selected project – never executed
Description

The last century has been the century of great discoveries. The world has become "an ear that hears all" and "an eye that sees all".

Invisible radio waves envelop the earth, curtailing distances and drawing people together.

The monument is a space bounded by two spherical surfaces of reinforced concrete. The titanium coating (screens) of the spheres make the space resound perpetually. When sound from the surrounding medium strikes this space, it is repeatedly reflected and it is a long time before it dies out completely. This sound statue represents the many tongues of the world.

The surfaces of the polished titanium give the sensation of infinity, while the reflected sunlight fills the space of the statue with light - representing space without shadows.

It would be possible to install special radiating or self-radiating devices on the sphere to produce fantastic sounds and to strengthen the effect of the resonance of the space.
1965 - 100th Anniversary - International Amateur Radio Club (IARC)

The International Amateur Radio Club (IARC) commemorated the ITU Centenary by operating its station located on ITU headquarters on all amateur frequency bands for a 72-hour period from 15-17 May 1965.
1965 - 100th Anniversary – National celebrations

The Centenary of the Union was celebrated in many countries by the publication of articles in the newspapers and various journals, by the holding of special meetings and by speeches and lectures.
1965 - 100th Anniversary – UN family celebrations

• The Economic and Social Council, in a formal resolution, expressed its congratulations to ITU on the occasion of its' Centenary.

• The United Nations and most specialized agencies associated themselves with the Celebration of the ITU Centenary, in most cases by the publication of special articles in their official journals.

• The Centenary of the I.T.U. was one of the main events in 1965, which had been declared "International Cooperation Year."
The International Telecommunications Union (ITU), oldest of the United Nations specialized agencies, is celebrating its 100th birthday in 1965, designated by the United Nations as International Co-operation Year. The ITU was born as the International Telegraph Union, on May 17, 1865, when the growing network of electric telegraph lines linking country to country had shown the need for international agreement on communication procedures and regulations. Thirty-five years later the first radio transmission opened up another new era in telecommunication. Radio, broadcasting, television and other technological achievements during the past fifty years have all brought increasing responsibilities to the ITU. Today, as the ITU enters its second century, the contributions it is making to the development of space communications show that it is already planning for the needs of tomorrow's world.

A night spent in a space communications station south of San Francisco will give you an idea of just how many names, an article published in UNESCO COURIER
1965 -100th Anniversary – Centenary film

The film, “In Signal Honour” – “Pour 3 milliard d’hommes” was co-produced with the French Ministry of Posts and Telecommunications and the Office de Radiodiffusion-Télévision Française (ORTF).

Further information and links:
http://www.itu.int/en/history/Pages/ITUFilms.aspx
1990- 125th Anniversary - ITU Open Day

- **Sunday 13 May 1990**
- Exhibition of telecommunications of the past, present and future, covering **1000m²** and displaying **150 panels** in three languages.
- It was the first time that ITU opened its doors to the public.
- **1700 visitors**!
The Swiss PTT designed a special postmark for ITU’s 125th anniversary and Open Day event (1990). It was stamped on envelopes specially designed for the 125th anniversary and sold at a PTT philately counter during the Open Day.
The ITU Association of Japan offered 14 cherry trees to ITU for its 125th anniversary. During the opening ceremony for the ITU Open Day, Dr. P. Tarjanne, ITU Secretary-General, Messrs. D. Föllmi, Shigeo Sawada, Chairman of the ITU Association of Japan, and Akio Ijuin, Minister, Permanent Mission of Japan to the United Nations in Geneva, proceeded to symbolically plant one of the trees.
This medal commemorating the 125th anniversary of ITU is still given out by the Secretary-General on special occasions.
“Great discoveries: Telecommunications”
To mark its 125th anniversary, ITU produced an illustrated book on the history of telecommunications and the ITU.
This commemorative volume was published by a commercial publisher in association with ITU to mark the 130th anniversary of ITU and the 100th anniversary of radiocommunications.
1995 - 130th Anniversary

- Pins, stickers, overprint on ITU letterhead
- The design of this commemorative pin was also used for stickers and was printed on ITU stationery during the 130th anniversary year.
2015

HOW DO YOU WANT TO CELEBRATE?
Suggestions from ITU’s Intersectoral Preparatory Group

• 2 meetings in 2013
• Many proposals
  – To choose a theme: “150 years of innovation”
  – To identify “Champions” among the ITU Membership
  – To prepare two types of events:
    • Celebrations on 17 May 2015, our anniversary day
    • A series of events to take place during the whole year 2015
ITU prepares a complete range of corporate communication tools:

- Develop / update an ITU **War Chest** of Corporate Communications tools
- Mobilize, coordinate and support a global team of **ITU150 champions**
- Develop **branding** and **visuals** in all UN
- Develop a **sponsorship package** for ITU members to get involved in the ITU150.
- Gather written / videoed **testimonials** from ITU members on the benefits of membership.
- Host a Future150 event at ITU which crystal-balls the next 150 years of innovation gathering together some of the great thinkers, futurists, technologists of our time.
WE HOPE TO HAVE INSPIRED YOU
THANK YOU