



Session Outcome Document

Innovation and A.I. for a better information to citizens and more accurate EWS

Eurovisioni and WBU/EBU – ABU

Monday 7 July 2025 at 4 PM CEST

<https://www.itu.int/net4/wsis/forum/2025/en/Agenda/Session/223>

Key Issues discussed: Looking Beyond 2025 (5–8 bullet points highlighting achievements, emerging trends, challenges in 20 years, figures, success stories and opportunities for WSIS beyond 2025)

- WSIS since 2026 is a unique opportunity to showcase best practices or best policies that have used technological innovation at the service of the SDG implementation
- It's also the best place to be in to know which are the most advanced solutions that technology could provide to some of the most urgent problems of our civilization
- The marriage of WSIS+20 the "A.I. for good summit" increased the opportunities to become aware of all technical solutions that are around, and nowadays, this means to investigate about the progress made by artificial intelligence
- In our case, what is relevant are the progresses made -thanks to the artificial intelligence- in the field of weather forecast, that now allow to provide forecasts with a degree of accuracy and anticipation that had no equivalent in the past.

Tangible Outcomes of the session

- key achievements
- agreements/commitments as an outcome of the session

Key Recommendations and Forward-Looking Action Plan for the WSIS+20 Review and Beyond (2–5 bullet points presenting concrete actions and guidance to inform the WSIS+20 Review by UNGA and build the multistakeholder vision of WSIS beyond 2025)

- According to WMO the introduction of A.I. is already now allowing to deliver more accurate, precise and advanced forecast, that could be more localized. But as the case of Texas floods showed just few hours before the session, the main problem – once you have identified the

area and the exposed population- remains and it is how to inform the vulnerable population and how to convince them to act (evacuate certain areas, move on the top of the hills or of buildings, etc. etc.);

- According to BBC This could only happen if a preparatory work of awareness could be made across the population beforehand and if the tools to communicate (the so-called last mile) with the final users are still in place when the disaster occurs;

announcements/launch during the session

- What the Texas floods experience shows is that kind of disasters such as floods or tsunami or earthquakes tends to destroy non resilient infrastructure and to shutdown electricity. When this occurs (and it was the case in Spain in April 2025 with a gigantic black out, or in Turkey and Syria for a big earthquake 3 years ago, or in Texas one week ago, and in general more often than in the past) telecom networks are out of orders and cannot reach anymore the population. So alternative media needs to be kept available.
- This is exactly what forecasts the M.A.R.S. strategy promoted by EBU¹; where this acronym stands for: **Multilayer, Anywhere, Resilient, Sustainable**. In other terms this means that to face emergency of the future, you cannot rely only on one network, but you a plurality of networks, interconnected among them : cellular networks, 5G broadcast networks, but also terrestrial and satellite broadcasting (TV and radio) and , last but not least, analogue radio FM or AM or , even, in certain cases, short/medium waves radio.²
- In this sense would be primordial that in all countries at risk of disaster and of climate change impactful events, there will be a preliminary assessment of ALL possible “last mile” solutions and not only telco’s based solutions, including satellite and terrestrial broadcasting (TV and, especially, radio).
- Once this connection is established, it’s crucial to proceed in close cooperation among all stakeholders (weather forecast, civil protection, NDM =National Disaster management authorities) in order to assess the resilience of the infrastructures (all of them, not only the telcos) in that given country or region; to identify which are the tools available for the “last mile” communication and to establish safe and robust lines of communication among them;

¹ <https://tech.ebu.ch/publications/white-paper-2024-10-16>

² [tech-i – December 2024 – Issue 62](#); [tech-i archive](#)

- It's also very important that new technologies such as 5G broadcasting (that allow the broadcasting signal to access to the mobile devices present in a given zone using the already approved ITU/3GPP standards) would be adopted and included in all new portable devices, allowing to have a multiplicity of communication layers, that could prove to be more resistant at time of crisis;
- Broadcasters -on their side- need to improve, strengthen and maintain a high level of cooperation with the organizations that could spread around the population early warnings alerts ;
- Project like MSL – Media saving lives, promoted in these last years by UNDRR in partnership with WBU – World Broadcasting Union, is a perfect examples of what needs to be done, to train media professionals at broadcasting media) in order to be aware of what to do in case of crisis and to establish permanent and secured links between regulatory authorities and the journalists in the broadcasters newsroom (TV, radio and community radio);
- And finally, according to BBC, the introduction of A.I. in the newsrooms and in the weather forecasts units of the media could also improve a lot in order to cover the “last mile” gap.
- WMO and World Broadcasting Unions and the European Broadcasting Union promised to improve and enlarge already existing cooperation like in the EW4all project³ and collaborative efforts to achieve the goals above mentioned.

More in general, would be good to have in the future WSIS follow up a dedicated track to climate change and disaster reduction, because this will be one of the main topic of the future years to come.

USEFUL MATERIAL TO KNOW MORE:

EBU contribution to EW4All : see annexe

EBU: <https://www.itu.int/en/ITU-D/Emergency-Telecommunications/Pages/Early-Warnings-for-All-Initiative.aspx>

BBC : <https://bbc.com/news/articles/czel61ge514o>

BBC : <https://bbc.co.uk/weather/articles/cwy6ykp7049o>

ABU: [WBU/UNDRR Media Saving Lives initiative to focus on effective early warnings and risk communications – ABU](#)

RTVE-RADIO NACIONAL ESPANA: [video “Apagon Abril 2025”- LinkedIn](#) ; [Facebook](#) ; [X](#)

³ EW4All UN/ITU : <https://www.itu.int/en/ITU-D/Emergency-Telecommunications/Pages/Early-Warnings-for-All-Initiative.aspx>