



**ITU TELECOM  
WORLD 2009**  
Geneva  
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## ITU TELECOM WORLD 2009 In Review

- The importance of human factors/ people-centred applications in the adoption of ICTs, and of behavioral change triggered by ICTs. Need to see ICT4D as an aim as well as a tool.
- Better leveraging ICTs to improve environmental performance. ICTs are part of “Clean Development Fund” proposals and are part of the “Clean Development Mechanism” via projects for renewable energy and energy efficiency.

Some overall themes coming from the session include:

- Climate and natural phenomena monitoring and tracking. These are areas which urgently need better exchanges on the appropriate mix of top down/global/mitigation issues with bottom up/local/adaptation issues;
- Moving from vision to reality, shifting discussions from a think tank to a do tank, and raising awareness
- The necessity of both scaling up (from pilot projects) and scaling down (from grand plans to actual projects).

### Moderator

- \* **Mr Graham Vickery**, Head, Information Economy Group, Organisation for Economic Co-operation and Development, OECD, France

### Panellists

- \* **Mr Dan Bross**, Senior Director of Corporate Affairs, Microsoft, United States
- \* **Mr Parvez Iftikhar**, CEO, Universal Service Fund Pakistan, Pakistan
- \* **Mr Bhushan Raj Shrestha**, Chairman, Nepal Research and Educational Network (NREN), Nepal (Republic of)
- \* **Dr Carolin Richter**, Director, GCOS Secretariat, WMO, Switzerland
- \* **Mr Patrick Kalas**, Swiss Agency for Development and Cooperation, Switzerland
- \* **Mr Souheil Marine**, Telecommunication Development Bureau (BDT), International Telecommunication Union, ITU