



### **ITU Campaign: ICTs for a Sustainable World**

#### **1. ICT as Enabler of Sustainable Development**

1.1 In light of the United Nations much-awaited global summit: “Transforming our World: The 2030 Agenda for Sustainable Development”, committed to the post-2015 development agenda will take place from 25 to 27 September 2015, in New York, International Telecommunication Union has joined this international effort in promoting the global development goals together with other international agencies and stakeholders from all sectors.

1.2 The Sustainable Development Goals (SDGs) and targets will stimulate action over the next fifteen years in areas of critical importance for humanity and the planet. ICTs have incredible potential to improve development outcomes in both the developing and the developed world, and it is self-evident that digital inclusion is necessary for sustainable development in the 21st century.

#### **2. ITU Launched “ICTs for Sustainable Development” Microsite**

2.1 In order to gather various ITU activities towards this new start, and with the aim of drawing attention to the direct impact ICTs have on achievement of SDGs, ITU has prepared a special campaign and launched a microsite on the ITU website. ITU hopes for this microsite to become a one-stop-shop for all things related to ICT as enabler of sustainable development, provides an overview of each of the 17 global goals with a case study on how ICTs are and can be relevant to achieving sustainable development goals. Online resource is available at <http://www.itu.int/en/sustainable-world/Pages/default.aspx>

2.2 All three pillars of sustainable development – economic development, social inclusion and environmental protection – need ICTs as key catalysts, and ICTs will be absolutely crucial for achieving the SDGs. This website allows us to understand the potential of ICT as enabler of sustainable development, to monitor the impact of ICTs in achieving SDGs through real-time news, success stories, and predict challenges and opportunities laying ahead.

#### **3. Other Major ITU Online Resources on Sustainable Development**

3.1 In addition to aforementioned microsite, ITU Communications have also prepared various products and services as a part of this campaign. On 24<sup>th</sup> of September the ITU has released a specially produced video film called “ICTs for a Sustainable World” – it is featured on and can be accessed from the ITU YouTube Channel: <https://www.youtube.com/user/itutelecommunication>

3.2 All ITU social media conversations linked to the topic of sustainable development is being promoted through [#ICT4SDG](#) as the main hash tag.

3.3 Starting in September 2015 the ITU published regular blogs from featured authors and from the ITU Secretary General on topics relevant to the role of ICTs for Sustainable Development Goals. These blogs are posted at <https://itu4u.wordpress.com/>