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| The International Teleocmmunication Union - Connecting the World. | **International telecommunication union****Telecommunication Standardization Bureau** |  |
|  | Geneva, 8 May 2023 |
| **Ref:** | **TSB Circular 97** | **To:**- Administrations of Member States of the Union;- ITU-T Sector Members;- ITU-T Associates;- ITU Academia |
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|  |  | **Copy to:**- The Chairmen and Vice-Chairmen of Study Groups;- The Director of the Telecommunication Development Bureau;- The Director of the Radiocommunication Bureau |
| **Subject:** | **Digital transformation webinar series(Fully virtual meetings)** |

Dear Sir/Madam,

1 The International Telecommunication Union (ITU) has set a strategic goal of supporting digital transformation, recognizing the importance of digital technologies in driving economic growth, social development and sustainability. To help achieve its strategic goal, ITU, together with other organizations and United Nations agencies, is organizing a series of webinars on **digital transformation.** This webinar series seeks to discuss emerging topics related to digital transformation, facilitate collaboration among stakeholders, and explore the role of standardization in the process. The webinar series showcases ITU’s commitment to accelerating digital transformation globally and also acts as a new platform for highlighting the latest work and outcomes of ITU-T Study Groups, including [ITU-T Study Group 20 “Internet of things (IoT) and smart cities and communities (SC&C)”](https://www.itu.int/go/tsg20).

2 The objectives of these episodes are to:

 - investigate the expanding role of digital transformation in driving innovation, sustainable growth, and inclusion;

 - promote digital transformation in a holistic way across all sectors;

 - discuss the role of standards to accelerate digital transformation.

3 The episodes will share lessons learned from stakeholders and will provide a platform to present
ITU standards, guidelines, and publications. The following episodes are planned:

1. The episode on **Digital transformation of mobility: paving the way for road safety** is planned to take place on 14 June 2023. It will examine the existing application of modern technologies like artificial intelligence (AI), Internet of Things (IoT), digital twin in fostering different Society of Automotive Engineers (SAE) levels of autonomous driving and thereby leading a transformational change in the domain of smart mobility.
2. The episode on **Digital transformation of testing: federated testbeds as a service** is planned to take place on 21 June 2023. It will answer a key question whether testing activities may migrate to virtual environments and whether testing as a service based on federated testbeds can facilitate enabling quicker time-to-market for products and services. It will also examine up-to-date ecosystem of testbeds, including existing use cases and clarify on how federated testbeds framework defined in Recommendation [ITU-T Q.4068](https://www.itu.int/ITU-T/recommendations/rec.aspx?rec=14765) could help with such challenge.
3. The episode on **Ethical use of technology for animals: is digital transformation fair in animal husbandry and biodiversity conservation** is planned to take place on 26 July 2023. This episode will seek to answer: how do our actions in the digital age impact non-human animals? How can we ensure the ethical use of emerging technologies such as AI, IoT, digital twin in agriculture and biodiversity conservation?
4. The episode on **Decade of healthy aging: role of digital technologies** is planned to take place on 22 August 2023. The next decade presents a unique opportunity for leveraging digital technologies to promote healthy aging. In this webinar, we will explore the role of digital technologies in promoting healthy aging and discuss how these technologies can enable treatment and prevention strategies and help people live better-quality lives for longer.
5. The episode on **ChatGPT: risks and rewards of generative AI in cities** is planned to take place on 4 September 2023. This episode will explore the increasing application of generative AI in cities while delving into how to balance the ethical and transparency issues revolving around this technology across sectors including health and education.
6. The episode on **Digital tourism: bridging the gap between communities and destinations** is planned to take place on 27 September 2023. This episode will explore the impact of emerging technologies on tourism in cities, while also underscoring the key strategies required for cities to employ digital technologies for enhancing quality of services for tourists and reducing operating time and cost of tourism-related services.
7. The episode on **“Fashioning” the metaverse to accelerate digital transformation: what has gone out of style** is planned to take place on 2 October 2023. This episode will provide insights on how the fashion industry is now embracing the metaverse to improve existing business and retail processes and customer experiences across their value chains.
8. The episode on **Disaster risk reduction in the digital transformation age** is planned to take place on 13 October 2023. This episode will foster evidence-based decision-making for disaster risk reduction strategies through the adoption of technologies such as AI, IoT, digital twin and even the metaverse.
9. The episode on **World cities day: digital transformation for a better urban life** is planned to take place on 31 October 2023. This episode will explore how digital transformation can help improve the adaptability and scalability of cities to facilitate the delivery of amenities while enhancing efficiency of operations.
10. The episode on **Digital transformation in the pharma Industry** is planned to take place on 14 November 2023. This episode will explore the paradigm shift witnessed by the pharma industry post COVID-19, as the world shifts from traditional pharmaceutical value chain operations to digital transformation to meet its medical needs.
11. The episode on **Buildings in action: the intersection of digital transformation smart technology and sustainability in cities** is planned to take place on 28 November 2023. This episode will present the critical resources available in supporting sustainable digital transformation in the building sector for facilitating resource efficiency by leveraging emerging technologies.
12. The episode on **Harnessing digital transformation for smart manufacturing** is planned to take place on 12 December 2023. This episode will delve into the complex nature of digital transformation in the context of manufacturing while examining trends related to customer demand and market competition, to better comprehend the benefits and risks associated with the process.

4 Participation in the episodes is open to ITU Member States, Sector Members, Associates and Academic Institutions and to any individual from a country that is a member of ITU and who wishes to contribute to the work. This includes individuals who are also members of international, regional and national organizations. Participation is free of charge.

5 Information relating to these episodes, including the draft programme, speakers, registration link will be made available on the respective episode webpage on the main landing page: <https://www.itu.int/cities/standards4dt/>.

These websites will be regularly updated as new or modified information becomes available. Participants are recommended to check periodically the episode webpage for new updates.

6 Online registration is mandatory for all participants. More information on registration will be available on the webinar series [main page](https://www.itu.int/cities/standards4dt/).

7 All previous episodes of this **Digital Transformation Webinar Series**, are available on the main landing page [here](https://www.itu.int/cities/standards4dt/).

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| Yours faithfully,Seizo OnoeDirector of the TelecommunicationStandardization Bureau |  Qr code  Description automatically generated |
| Digital Transformation Webinar Series |