

## I-CoDI Youth Challenge Design Brief

### Project Description

The **I-CoDI Youth Challenge** brings together hybrid teams of internal ITU Staff and external youth experts to ideate solutions to a specific youth challenge. After pitches on the 20th of November, one of the solutions will be selected to be implemented by the ITU.

### Scope

The goal is to develop new and untraditional approaches to the I-CoDI Youth Challenge question, **'How can the ITU communicate effectively with and For Youth?'**. Scope of the solutions sought after is very open and can range from ITU program initiatives, new communication channels and technologies or networking activities.

### Constraints

- Solution needs to be fully designed within 100 days and implementable by Q3 2021
- Solution has to be applicable for all three ITU bureaus
- Limited seed funding will be provided to get the solution off the ground
- Solution has to be sustainable and replicable
- Impact of solution needs to be clearly measurable

### Target Users

- Young people, aged 10 to 24
- ITU Staff
- Member States governments

### Exploration Questions

- How might youth be included in ITU activities in untraditional ways?
- How might the ITU engage with unconnected youth?
- How do we get more people attracted to ITU?
- How can personal experience be ensured when participating in ITU initiatives?
- How can new communication platforms and channels be used to create awareness of ITU projects?
- How can correct target groups be identified?
- How might we improve the way young people network with the ITU?
- How can youth be brought into ITU meetings and dialogues through proper communication strategies?

### Expected Outcomes

- 5 min pitch presentation (see Pitchdeck guidelines)

### Success Metrics

- **FIT OF SOLUTION WITH VISION:** Is the concept/solution innovative and fitting to the needs of the challenge?
- **ROADMAP FOR IMPLEMENTATION** Is the concept/solution implementable within the by Q3 2021?
- **SUSTAINABILITY AND REPLICABILITY.** How sustainable is the solution presented? Is it replicable?
- **IMPACT.** What is the likely impact of the solution for ITU both internally and externally?