



**Telecommunication
Development Bureau (BDT)**

Ref.: Circular BDT/DIR/EQL/040

Geneva, 7 April 2020

To:

- ITU Member States
- ITU-D Sector Members and Academia

Subject: International Girls in ICT Day Celebrations - 23 April 2020

Dear Sir/Madam,

As noted in my Circular Letter dated 27 January 2020, the annual celebration of Girls in ICT day will take place on 23 April 2020. Taking into consideration the unprecedented challenges caused by COVID-19, the International Telecommunication Union (ITU) encourages all stakeholders to organize their celebrations virtually.

The COVID-19 global health emergency has turned our world upside down. Limiting the spread of this highly infectious virus demands radical changes to the way we work and interact with one another.

While many major events around the world are being cancelled or postponed because of COVID-19, we will maintain the Girls in ICT Day celebration on 23 April 2020, but in a virtual format.

Given these circumstances, we strongly encourage you to focus your activities around social media outreach and virtual events, rather than live gatherings. Let's turn our constraints into an opportunity to really demonstrate the power of technology to change lives.

We can be creative on TikTok, Instagram, Snapchat, Facebook, Twitter and other platforms, with engaging messaging, images, videos and more and, where feasible, take advantage of video conferencing and collaboration platforms like Zoom, Skype, Jabber, Facetime, Houseparty and others to connect remotely for dialogues and debates on more effective strategies to bridge the digital gender divide, and attract more girls to tech.

At ITU, we are working to transform our own on-site celebrations in our international host country of Samoa into a fun and inspiring virtual event, in collaboration with the Samoan government. We'll be sharing details about how all stakeholders can join the excitement on our Girls in ICT portal in early April.

A social media package is available for download from the itu.int/girlsinict website.

Our [Girls in ICT portal](https://itu.int/girlsinict) remains the central hub for sharing your activities with the Girls in ICT community right around the world. We will still be mapping your (virtual) celebrations, so don't forget to tell us all about your unique way of adapting your Girls in ICT Day 2020 for maximum outreach and effect.

I would like to thank in advance all ITU Members for their dedication to the Girls in ICT initiative and to empowering girls and young women through technologies. I am looking forward to a very successful virtual celebration of Girls in ICT Day on 23 April 2020.

Yours faithfully,

[Original signed]

Doreen Bogdan-Martin
Director