



The Secretary General

Geneva, 7 July 2014

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— ITU Member States and Sector Members
— ITU Associates
— ITU Academia, Universities and their associated research establishments

Subject: Launch of the first GEM-TECH Awards at PP-14

Dear Sir/Madam,

Women's digital empowerment and their full participation in the information society is one of ITU's key objectives. The 2010 ITU Plenipotentiary Conference strengthened Resolution 70 (Rev. Guadalajara, 2010) on "gender mainstreaming in ITU and promotion of gender equality and the empowerment of women through information and communication technologies" and subsequently, the ITU Council, at its 2013 session, adopted the ITU Gender Equality and Mainstreaming (GEM) policy.

To promote this policy, and recognize and reward ITU members who are leading the way in using ICTs to expand opportunities for women and girls, I am proud to launch the annual GEM-TECH Awards, which will be conferred for the first time at the 2014 ITU Plenipotentiary Conference (PP-14) in Busan, Republic of Korea in partnership with UN Women and in connection with the Beijing+20 review of the implementation of the Beijing Platform for Action in 2015.

The first ITU-UN Women GEM-TECH Awards will be awarded in seven categories covering crucial topics of gender equality and mainstreaming in and through ICTs, and are open to all stakeholders working in related areas.

I encourage all ITU members to nominate deserving organizations and individuals, both within and outside your respective organization, for this prestigious award. Winners will be announced during PP-14 on the 21st of October 2014, followed by a series of activities to celebrate the winners' achievements. Please note that:

- **Nominations will be open from 5 July- 5 September 2014**
- **Winners will be contacted by 5 October 2014**

I invite you to submit your nominations for an organization or an individual at www.itu.int/gem-tech-awards. Self-nomination is permitted.

To make our first GEM-Tech Awards ceremony the success it deserves to be, I also take this opportunity to invite you to support this important new ITU initiative by becoming a GEM-TECH Award sponsor and thereby becoming champions of this initiative.

This is an initiative worthy of your support, and I look forward to celebrating with you all in Busan in October.

Yours faithfully,

A handwritten signature in blue ink, appearing to read 'Hamadoun I. Touré', is written over a light blue circular stamp.

Dr Hamadoun I. Touré