

## UN General Assembly: ETNO welcomes the “Digital with Purpose” report

Brussels, New York, 26 September 2019 – ETNO, the Association representing Europe’s leading providers of digital networks and services, welcomes the release of the Global Enabling Sustainability Initiative’s (GeSI) latest report on how to best use ICT tools to boost the achievement of the Sustainable Development Goals (SDGs).

### Digital with Purpose

The report will be launched today in New York, at an event hosted by the International Chamber of Commerce on the occasion of the UN General Assembly and Climate Week NYC 2019. The innovative report was prepared by global consultant Deloitte and is called [#DigitalWithPurpose-Delivering a SMARter2030](#). Among the findings, it identifies and quantifies the ways in which digital technologies, both established and cutting edge, are capable of delivering transformative impact against each of the 17 UN SDGs, while also exploring where these technologies can have a negative impact. The report – which draws on input from academics, key international NGOs and over 500 use cases – also provides specific recommendations and actions for all who are committed to taking on the 2030 Agenda and helping move the world onto a sustainable path.

### ETNO’s DG activities

Lise Fuhr, Director General of ETNO, has personally engaged in the development of the report as a Member of the Expert Panel, which also included leading American economist Jeffrey Sachs. In this context, she will speak at 2 key events in New York this week. The [launch](#) of the report, hosted by International Chamber of Commerce, and a [panel debate](#) on its findings, hosted by Deloitte.

Lise Fuhr, ETNO Director General, said: *“Fact and figures in the report show that an extensive uptake of digital networks and services will be essential to speed up the achievement of the SDGs. As 5G is being rolled out across the world, its adoption can help traditional sectors to empower societies and dramatically reduce their environmental footprint”*.