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GenAI for Good CHALLENGE

Q & A Session | 26 September, 2025

Welcome!

Today's Speakers

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About IEEE

486k
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IEEE is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity. IEEE and its members inspire a global community through its highly cited publications, conferences, technology standards, and professional and educational activities.

About IEEE Humanitarian Technologies

We are IEEE's Tech for Social Impact Hub.

IEEE Humanitarian Technologies (HT) supports current initiatives and enables new programs—supported by a global network of volunteers and technical professionals—working together to achieve positive social, economic, environmental and humanitarian impact at scale

About ITU

1k+
Companies, Academia, International & National Organizations

14
Regional & Area Offices in the world

194
Member States

The International Telecommunication Union (ITU) is the United Nations agency for information and communication technologies.

Radiocommunication

Standardization

Development

AI for Good

Neural Network
+37’000
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The Challenge

What is the GenAI for Good Challenge?

Co-designed by IEEE Humanitarian Technologies and the International Telecommunication Union the GenAI for Good Challenge is a global initiative connecting innovators and changemakers addressing real-world challenges in health, agriculture, and climate resilience.

Why is the Challenge unique?

You'll work on urgent challenges identified by UN agencies and advance your solution in a real world setting with funding and a structured framework built for deployment and impact.

- Work with UN in-country offices, global partners, national ministries, and ITU local leads to implement your solution.
- Leverage GENIE.AI—an open source framework developed by ITU.
- Develop solutions have the potential to scale from local to national levels, creating meaningful change and improving lives on the ground.
- Access up to $25k in grants and prizes.

Focus Areas & Use Cases

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What are the focus areas and use cases?

The Challenge is built around three focus areas aligned with the UN Sustainable Development Goals. Each focus area has a specific use case that defines the problem to solve and the people you'll design for.

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Focus Area: Agriculture

AI-Powered Agricultural Extension Chatbot in Lesotho

2 ZERO HUNGER

A mobile-friendly AI chatbot offering farmers and agricultural advisors in Lesotho real-time agriculture advice, crop alerts, and market guidance—via voice, text, and basic phones.

VIEW FACT SHEET >>

When developed and deployed, this solution could:

- Reach thousands of farmers and extension workers nationwide
- Enhance agricultural advisors efficiency and knowledge delivery
- Improve food security by reducing crop loss and boosting productivity
- Support climate resilience and sustainable agricultural practices

AI-Chatbot for Prevention and Control of NCDs in The Gambia

3 GOOD HEALTH AND WELL-BEING

A mobile-friendly chatbot delivering prevention advice for non-communicable diseases, plus healthy lifestyle tips and risk-factor guidance—via voice, text, and basic phones.

VIEW FACT SHEET >>

When developed and deployed, this solution could:

- Reach up to 1.5 million people nationwide
- Save over US $5.5M in health costs and productivity over 15 years
- Reduce avoidable hospital visits and strengthen health system efficiency
- Build long-term healthy behaviors, starting with youth engagement

Focus Area: Climate

AI-Powered Extreme Weather Advisor in Bangladesh

An AI-powered advisor providing early warnings and safety guidance during droughts, heatwaves, and storms—delivered through SMS, WhatsApp, social media, and voice for broad, multilingual access.

VIEW FACT SHEET >>

When developed and deployed, this solution could:

- Provide localized early warnings to thousands of farmers and households
- Support drought and heatwave preparedness through clear steps
- Reduce crop losses and protect rural livelihoods
- Amplify the reach of trusted weather and disaster information services

Eligibility and Participation

Who is eligible?

Participation in the GenAI for Good Challenge is open to anyone over the age of 18, globally. Full eligibility details and contest rules will be available when applications open.

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Are there any licensing requirements?

To be eligible for the Challenge, all teams must license their work under Apache 2.0, MIT, or another equivalent open-source license.

What expertise is required?

There's no single requirement. A variety of expertise can be useful. Each team should assess what skills are needed to develop their prototype. Each team's relevant skills will be evaluated as a part of the initial application. Your proposal should reflect the capacity to deliver the type of prototype you outline.

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Teams & Collaboration

Do I need a team before I apply?

No — you don't need a team to start your application. However, you must have a team in place in order to submit it.

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How large can a team be?

Team size is flexible and should be based on the needs of your proposed solution. Please note that you may only join one team.

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Timeline and Process

What is the Challenge timeline?

- **Applications Open** — OCTOBER 7, 2025
- **Information Sessions** — OCTOBER 13-14
- **Applications Close** — DECEMBER 1, 2025
- **Finalist Teams Announced** — JANUARY 2026
- **Winning Teams Announced** — APRIL 2026
- **Implementation & Awards** — 2026

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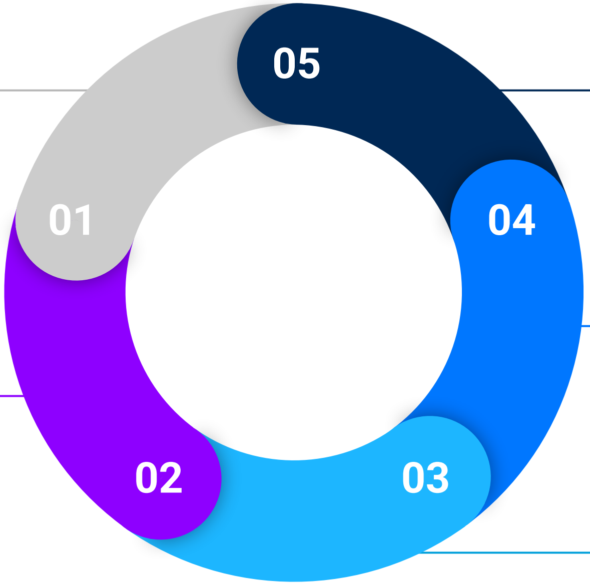
What is the Challenge process?



Submit your application

Submit a written application for generative AI-driven solutions aligned to one of the defined use cases.

Begin prototyping

Selected teams advance to prototyping, applying open-source framework developed by ITU to design prototypes.

Refine your solution

Teams refine solutions with input from technical experts and local stakeholders to ensure readiness and social and environmental impact.

Pitch your solution

Finalists present their prototypes to a panel of global judges and partners from the IEEE and ITU networks

Deploy your solution

Winning teams move into deployment planning with IEEE, ITU, UN in-country offices, global partners, and national ministries—depending on the focus area— and access up to $25k in grants and prizes.

Funding & Implementation

What are the prizes for winners?

Three winning teams (one per focus area) will receive $10,000 in 2026 to implement their prototype, followed by a $15,000 cash prize upon successful completion.

Winning teams must adhere to grant guidelines to receive funding. The cash prize is subject to successful completion of grant requirements.

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How & with whom will winning solutions be implemented?

Solutions are implemented in partnership with UN in-country offices, global partners, national ministries, and ITU local leads—depending on the focus area.

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Resources & Support

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What resources will be available to help me get started?

Two online info sessions on 13–14 October at 8:00 AM ET will follow the application launch to help you prepare. Visit the Challenge page for updates and resources, and register to stay informed.

Where can I find official updates, guidelines, and resources after this webinar?

Thank you for joining us.

Visit the ieeeht.org to find more resources and sign up for official updates.

Join the conversation—follow us on social:

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Enter the chat #GenAI4GoodChallenge

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Questions?