

# OPEN INNOVATION 2.0

AN EXAMPLE IN ACTION : GREENTOUCH

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# WHERE DO WE STAND TODAY?

- OI is too often viewed as **an extension** of a collaboration with a university or an industrial partner
- Industry is pulling in **too many directions**
- **Unclear role** of university in innovation paradigm
- Public authority monies **spread too thin**

# BIG AND AMBITIOUS GOALS

- OI 2.0 goes beyond your company.

- It is about your **industry**.

- It is about **society**.

- **Industry** has an important role in defining the bold goals



improve energy efficiency in  
communication networks  
by a factor of 1000

# YOU CAN'T DO IT ALONE

- The challenge is too complex to solve on your own
- You need to involve **all stakeholders** of the **value chain**
- Covers **all dimensions**: technical, social, economical, policy etc
- Requires a **multi-disciplinary** approach



Around 50 members including,  
manufacturer, supplier, operator,  
academia, ...

# ALIGN MOTIVATION AND AGENDA

- Bigger **societal cause** and **shared value**
- Aligned with **individual member** organization's **strategic interest**



Reduce carbon footprint for the betterment of our planet

# PUBLIC PRIVATE PARTNERSHIP

- Today we start to see forms of public private partnership
- Public authorities have an important role **to complement** the industry investment.
- Grand challenges are too grand and **too capital intensive** to be borne by the private sector only.



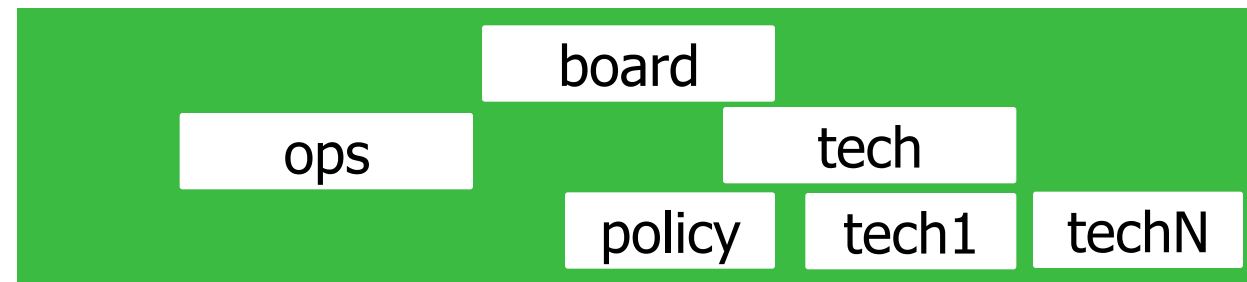
Indirect funding through  
existing funding programs

# STRUCTURE AND ORGANIZATION

- Consortium model

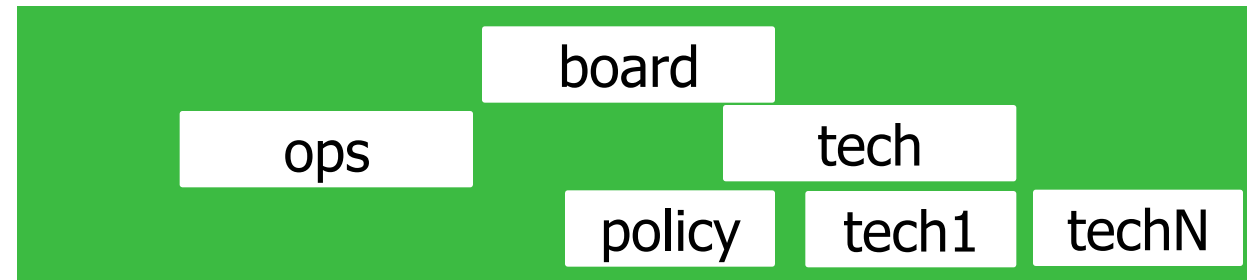
- Governance model

- Board
- Operations committee - sets process, funding, ...
- Technical committee - sets research agenda, projects, ...



# STRUCTURE AND ORGANIZATION

- Operator / **service provider** interest group
  - Exchange best practice
  - Create a pilot platform
- **Policy / standards** / services group
  - Standardization
  - Policy influencing





# FRAMEWORK TO CREATE & SHARE

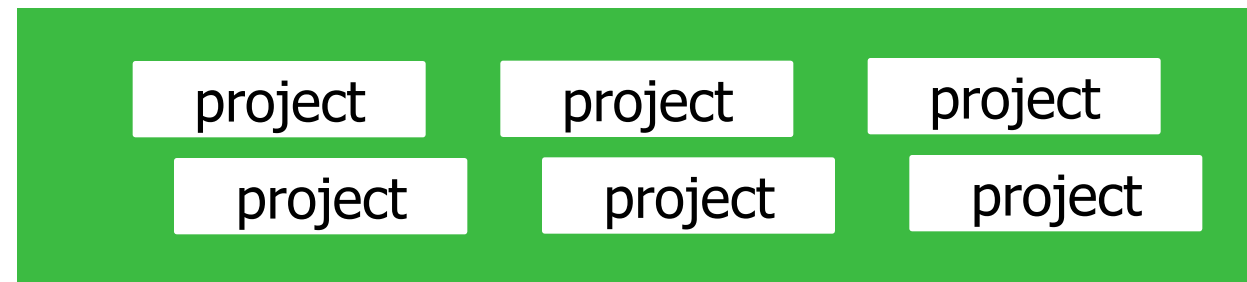
- **Projects** are established amongst members

- In specific areas with clear deliverables

- Rules of the game set in **IPR frame**

- Research amongst project partners is shared royalty-free with consortium members to further research in other areas

- Fair and reasonable conditions to commercialize



# COORDINATED COLLABORATIVE INNOVATION

- Common Research agenda
- **Projects** approved and managed
- Keeps an **end-to-end view**
- Identifies **research gaps, skill gaps**



Technical Committee

# GREENTOUCH: WHERE ARE WE?

- May 2013 announcement (green meter analysis):

*“Energy consumption in communication networks can be reduced by up to 90% by 2020, despite traffic growth”*

- Many more ongoing projects
- Major results announcement in May 2015



# GREENTOUCH

- Questions?
- You can find us on
  - [www.greentouch.org](http://www.greentouch.org)
  - @Green\_Touch



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