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

More than 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
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.
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 end-to-end view
• Identifies research gaps, skill gaps
GREENTOUCH: WHERE ARE WE?

• May 13 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 (#16), and others, in the pipeline

• Need to further expand to complete skill gap
Questions?

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