



OPEN INNOVATION 2.0

AN EXAMPLE IN ACTION : GREENTOUCH

Thierry Van Landegem,
Chairman GreenTouch and VP Bell Labs
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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



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.

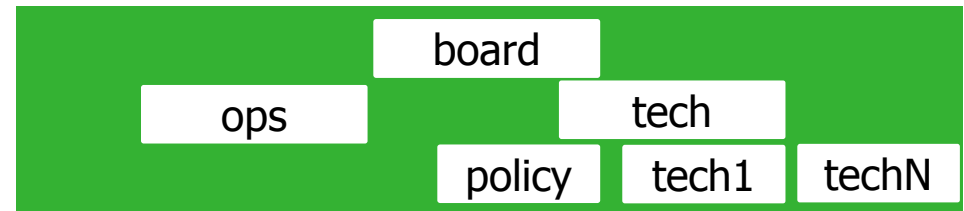


Indirect funding through
existing funding programs



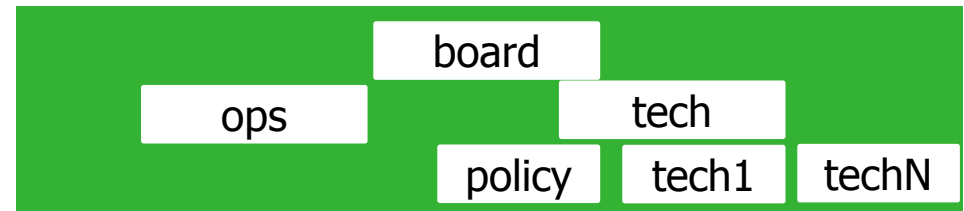
STRUCTURE AND ORGANIZATION

- 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 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



GREENTOUCH

- Questions?
- You can find us on
 - www.greentouch.org
 - @Green_Touch



AT THE SPEED OF IDEAS™