

Wachstumspartnerschaften

Peter Grütter
 Distinguished Fellow, Cisco Systems
 Präsident, asut Schweiz. Verband der Telekommunikation
 Bern, 29.5.2012

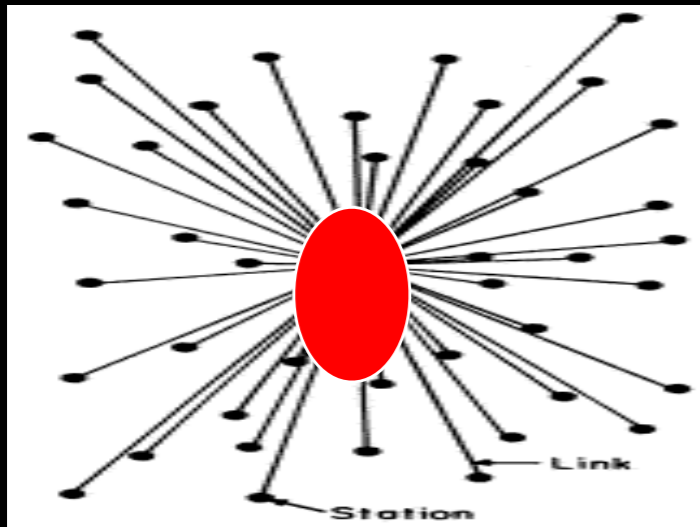
Agenda

1. Das Entstehen der vernetzen Gesellschaft
2. Wachstumspartnerschaften: neue Rollenprofile für Staat, Wirtschaft und Gesellschaft
3. Collaboration Age

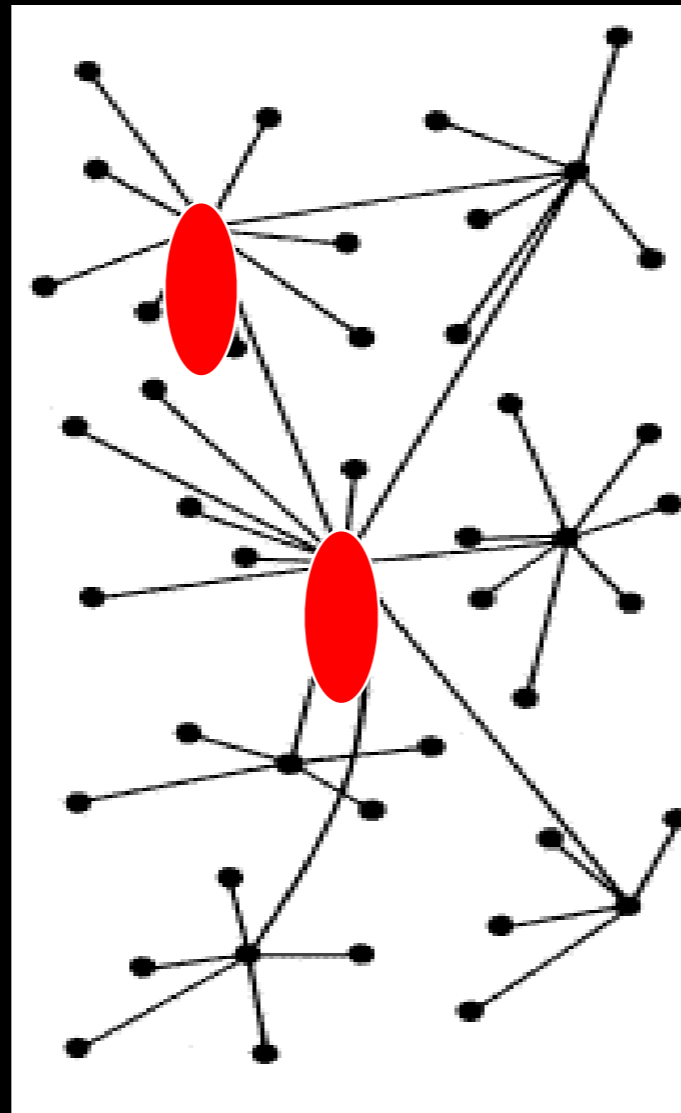
The Network is changing the game

Key attribute = control

Key attribute = resilience

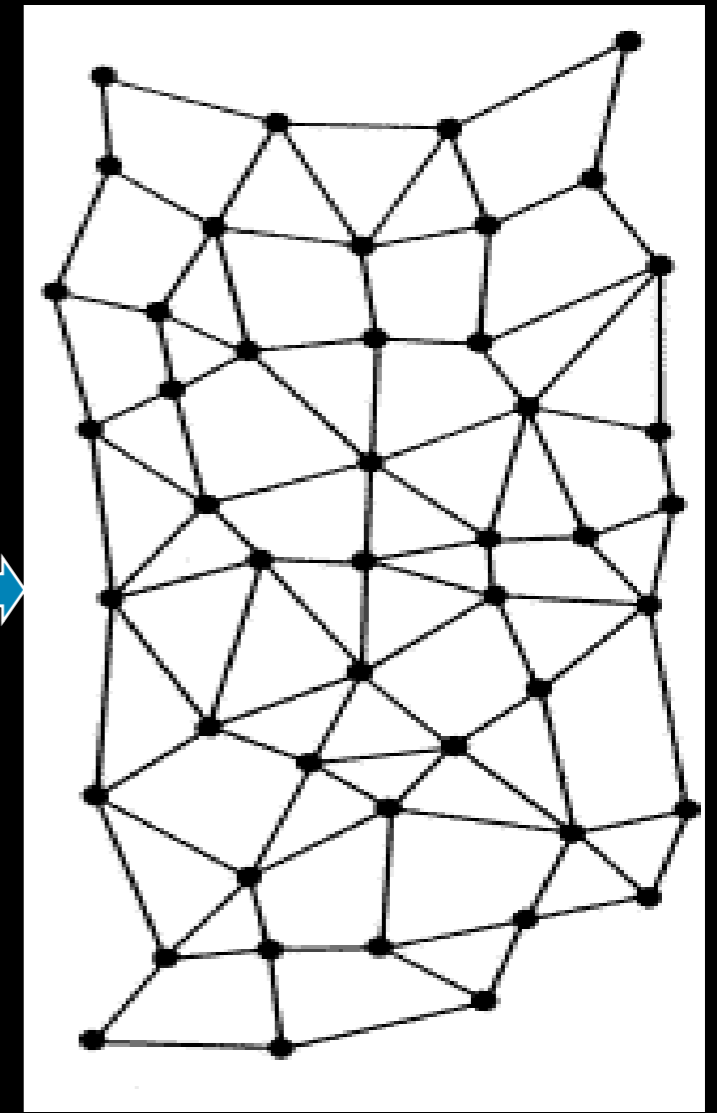


20th century Governance



Decentralized Governance

MISMATCH



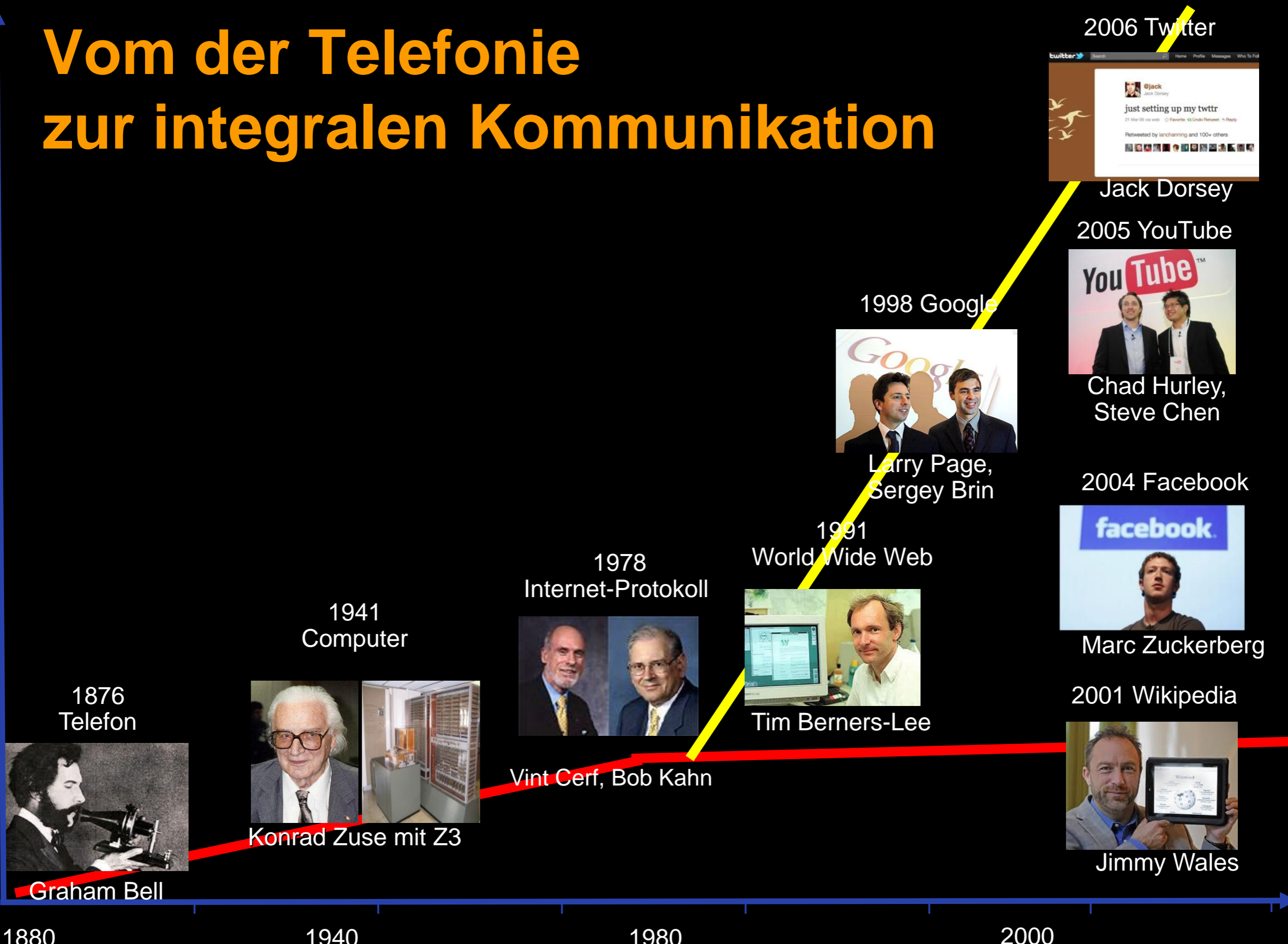
Distributed Governance

from **Command**

to **Concertation**

Vom der Telefonie zur integralen Kommunikation

Sprach-, Daten-, Videokommunikation



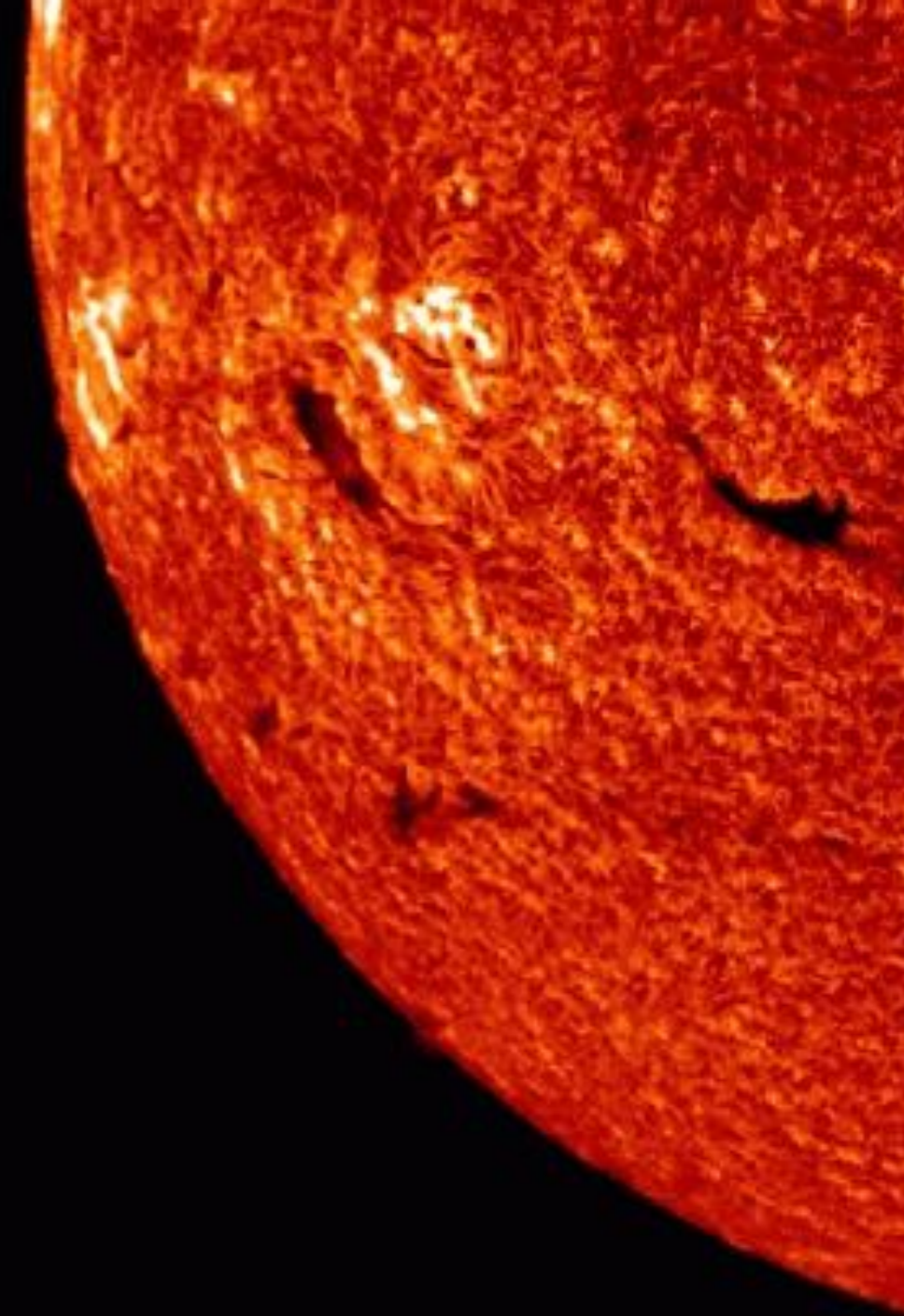
Der Daten-Tsunami

**Digitaler Fussabdruck
2010: 1,3 Zettabyte
(eine 1 mit 21 Nullen),
200 Gigabytes pro Kopf.
20 Millionen mal mehr
als alle Bücher, die je
geschrieben wurden.**

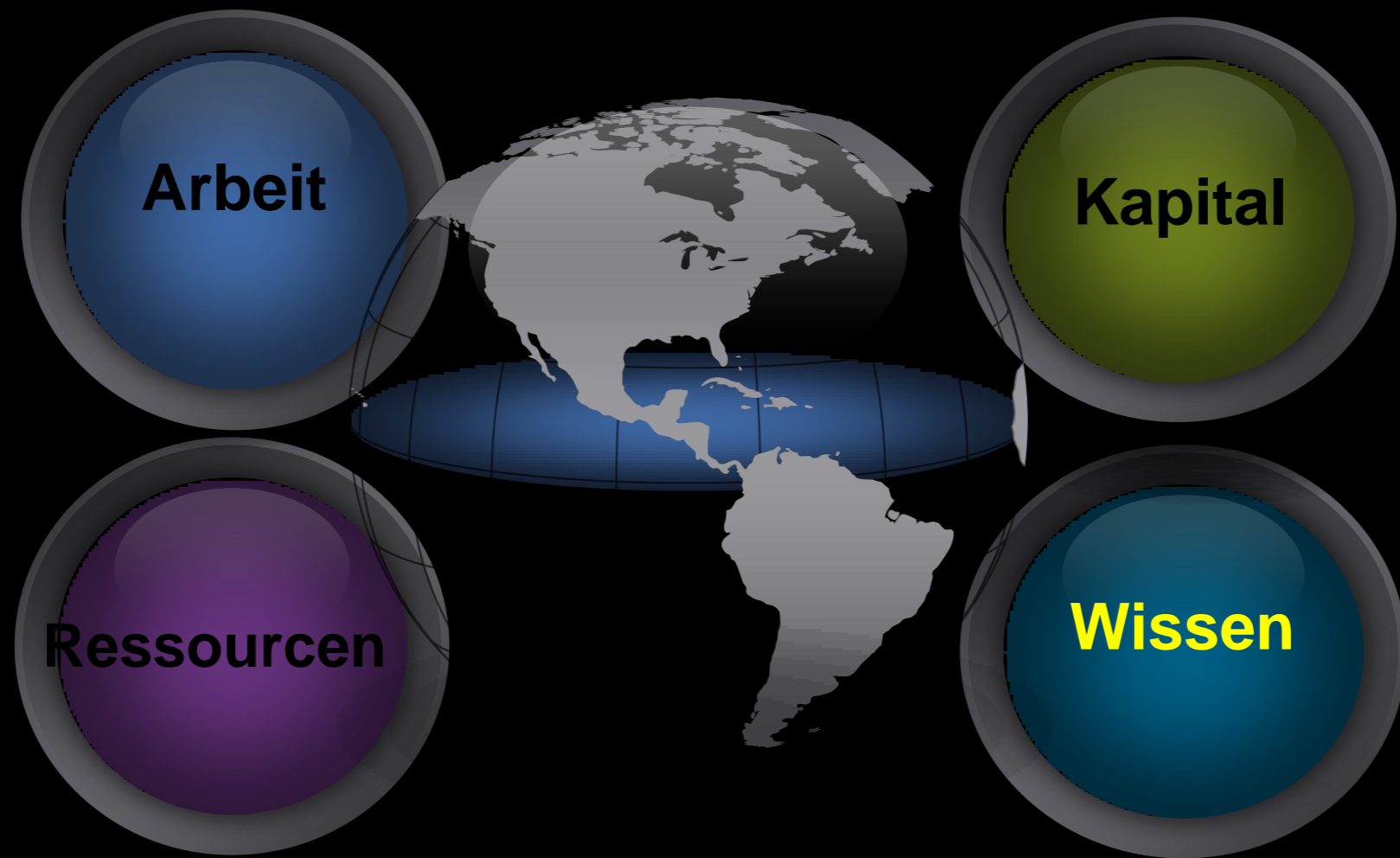
**2011 haben 20 Schweizer
Durchschnittshaushalte
mehr Internetverkehr
generiert als die ganze
Welt im 2007.**

Für 2015 erwarten wir

- 4x mehr Daten total**
- 26x mehr mobile Daten**
- 50% Videoanteil**



Wissen als Produktionsfaktor



Wachstums- partnerschaften

„Die umfassende Vernetzung der modernen Gesellschaft ermöglicht neue Formen der Zusammenarbeit von Staat, Wirtschaft und Zivilgesellschaft: echte Wachstums-partnerschaften.“

Peter Gruetter, Präsident asut

The Telegraph

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David Cameron urged to boost growth

David Cameron is to come under fresh pressure over the Government's growth agenda with businesses and modernising Tory MPs pressing for new policies to boost the economy.



Businesses call for a rebalancing of the economy with a "modern industrial strategy".



By Kameel Ahmed

9:25PM BST 19 May 2012

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A report — backed by companies including Cisco, Ernst & Young, Airbus and IBM — will call for a rebalancing of the economy with a "modern industrial strategy" that encourages the Government and business to work together.

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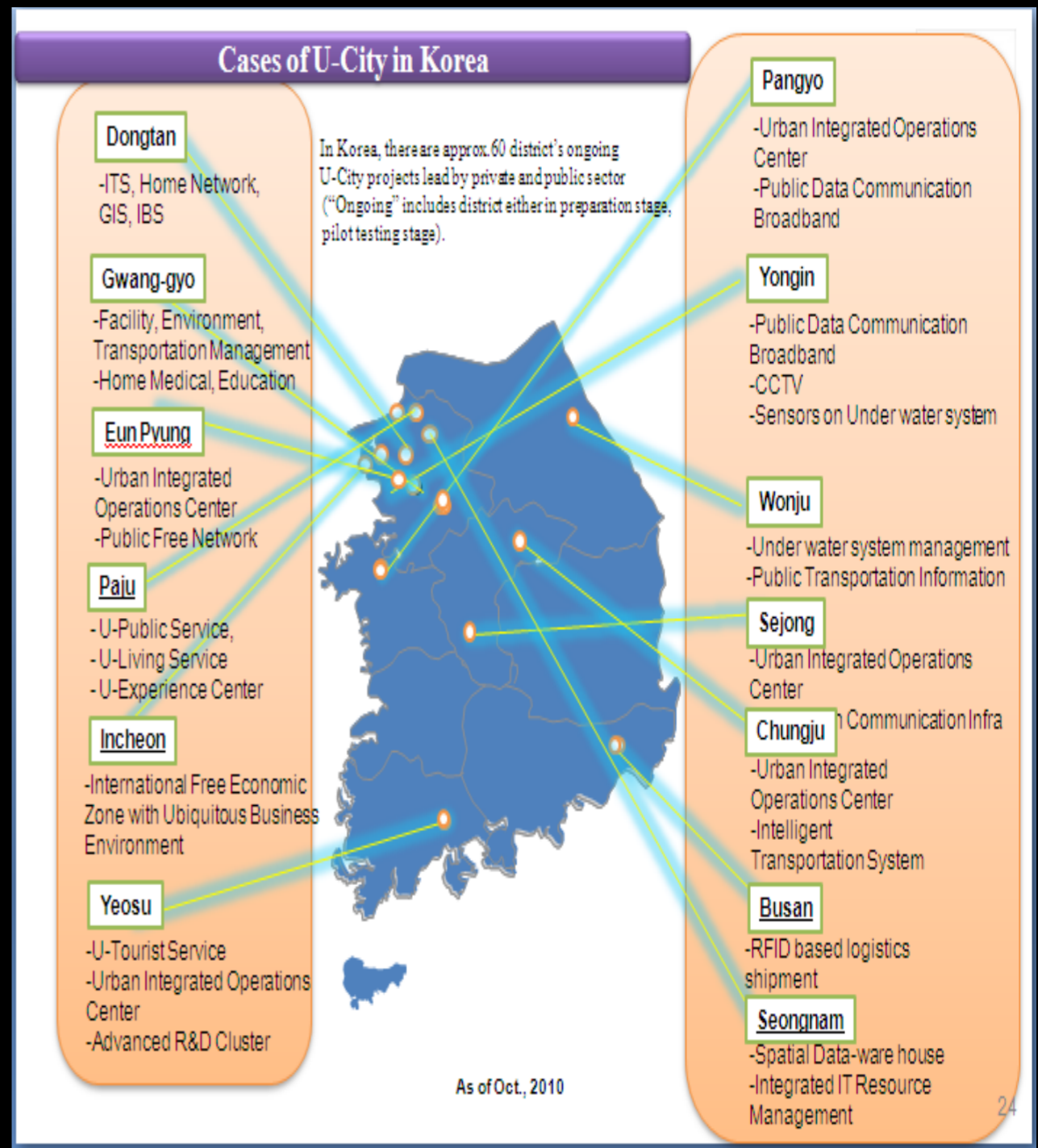
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„The Telegraph“ 22 May 2012

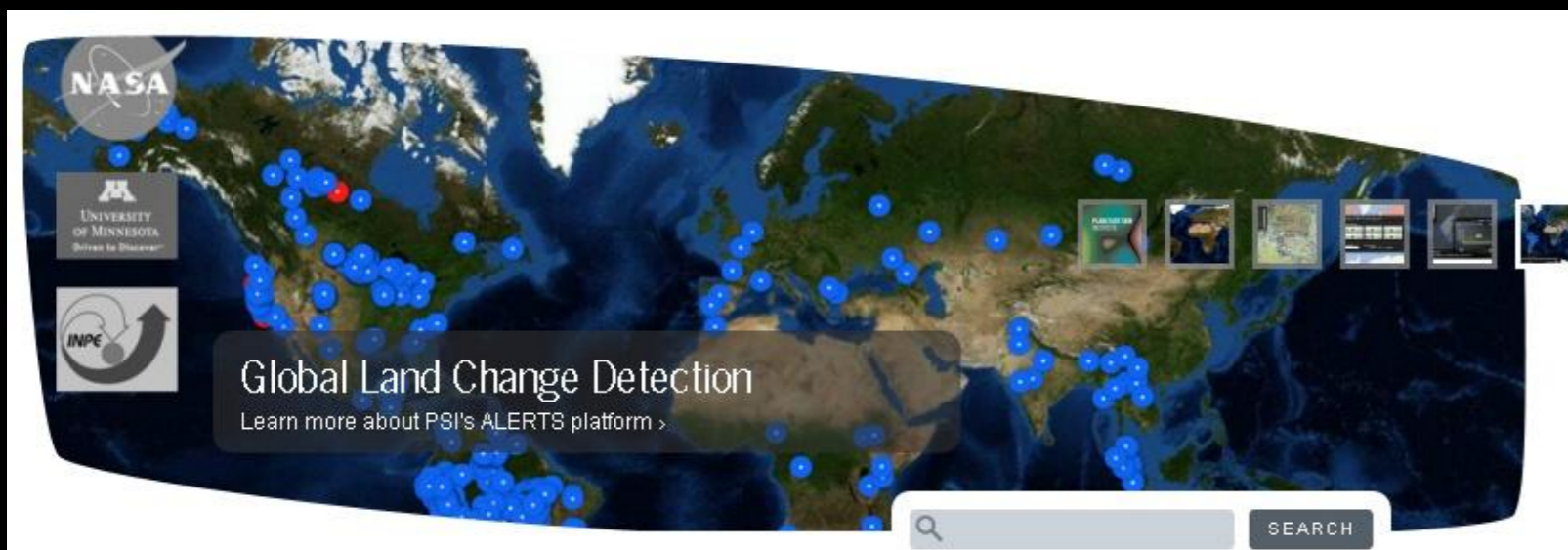
U-City concept (Korea)

- U-City: u means ubiquitous and stands for the use of technology to address the core urbanization challenges (land/housing, traffic, disaster prevention and recovery, crime, pollution, energy, community) and to connect the public services verticals with each other and with the private sector and the citizens to create a resilient, sustainable and human oriented urban space.
- U-City operations are managed in an Integrated Operation Center and bundled in a **Public-Private Co-operation Company** (reflecting a partnered governance model).



Planetary Skin Institute (Brazil)

- Planetary Skin Institute (PSI) was set up by **Cisco and NASA** to address complex issues of resource scarcity.
- PSI and **Brazil's Ministry of Science, Technology & Innovation (MCTI)** announced Nov 2011 in Durban that they are undertaking a major multi-year collaborative R&D program to fast track the development of Brazil's **National Early Warning System** for Natural Disasters, before scaling this capability Latin-America wide.



<http://www.planetaryskin.org/>

Partnerschaft Cisco – EPFL (Schweiz)

STRATEGIC

1. **Partnership with Presidency**
2. **Innovation Board:** CEO/CTO club
3. **EPFL CTO partnership:** local infrastructure and strategic infrastructure planning

JOINT PROJECTS & RESEARCH

1. **Video lab** completed
2. **CTI funded program:** PhD research on multistream multipath video
3. **Evaluation of testing tool**
4. **Internships at Cisco** and joint research activity on Medianet program

ON CAMPUS

1. **Cisco R&D office on EPFL industry campus** (along with Credit Suisse, Logitech, Nestle', Debiopharm, Medtronic...)
2. **Access to technical & personal development classes** for Cisco personnel
3. **EPFL researcher lectures to Cisco:** broadcast over TP to Cisco engineering worldwide

INCUBATION

1. **Montreux Jazz Café:** deployment of **streaming platform** for massive data center video content
2. **Polytech Ventures fundd - ocal incubator activity:** PSE startups, Innogrant...
3. With **EPFL Presidency**, partnership with **Vaud Economic Dept for new startup fund** (advisory)





Collaboration Age



An aerial photograph of a city grid, likely Zurich, Switzerland, with a blue semi-transparent overlay. The overlay covers the central and right portions of the image, creating a gradient from light blue to dark blue. The city's streets and buildings are visible through the overlay.

PPP

Verein PPP Schweiz