



Social Impact, Cloud Computing and Innovation

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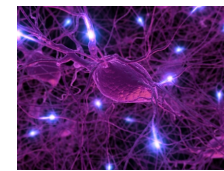
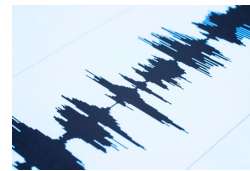


- Cloud computing for government and research:
 - One of the main authors of the SIENA Roadmap, an EC recognised reference document for standards
 - VENUS-C: an open, scalable and user-centric cloud infrastructure. Featured in the DAE.
 - EC Tender Study on Cloud for e-Science and Public Authorities with IDC
 - Spearheaded the Cloudscape flagship series
- International cooperation on ICT, global research data infrastructures, policy dialogue, biodiversity research & ecosystem approach to fisheries management
 - Multi-cultural and stakeholder approach
 - Brazil, India, China, South Pacific





- Greater efficiency & cost savings
 - US Government already made savings of \$5.5 bn through «Cloud First» approach
 - Smarter government by design: Shared Services, Municipality-as-a-service
- New types of research more quickly & for more researchers
 - e.g. social media assessment; eco-efficiency analysis of buildings & much more
- New public services: wildfires, flood modelling, earthquake monitoring, forecast-as-a-service





- Provides a social information infrastructure
 Japanese earthquake & tsunami:
 cloud proved resilient, dependent, disaster tolerant solution
 free services to citizens, government & businesses
 matching survivors with supplies & rescue services
 (What? Where? Who? How many? Needs?)



- Open government data as the “new gold”
 - Ideal companion for the Cloud Service Model (NIST definition of PaaS)
 - «Network effect» enabled by social, mobile & cloud technologies
 «citizen empowerment», «decision-making democratisation»



- Some early movers:

New York Digital Agenda: contests for new apps on the Apple iPhone & Android:
 helped create new companies now worth millions of dollars

UK Catalogues of Cloud Apps

Replicated by other governments & city admins:

«don't re-invent the wheel»





- In today's economy we need smarter investments: achieving more with less
- How can we better meet specific community needs that are unfunded?
- The role of government is to engage with social projects and encourage collaborative funding
- Understand how social crowdfunding can be integrated into existing government programmes at municipal & other levels
 - Better and cheaper social innovation solutions
 - A framework to close the innovation gap

These approaches are expected to bring about significant changes that can be replicated



Social Impact Cloud Computing Innovation Programm

- Investigate the role played by new technology capabilities for new types of social innovation
- Combine best practices like sustainable development

As easy as A – B – C D



ASSET BASED COMMUNITY DEVELOPMENT (ABCD)

- Community ownership of the assets as a foundation for local entrepreneurial development
- Combine with crowdfunding models, new technologies & open collaboration
- Create a controlled process (role for local government) to match them together



India – acclaimed as a pioneering social innovator. Nestas’ «Our frugal future» – a natural flair for economical IT & social innovations



Thank you!