



## **Public Hearing on the post-i2010 strategy, 23 September 2009, Brussels**

### **Orange France Telecom Intervention on Research and Innovation**

In addition to the formal document filled in by Orange, we would like to stress the following five points as opportunities in the definition of the European policy for the ICT sector beyond 2010.

#### **A European vision that goes beyond Europe: anticipating global cooperation**

We observe the convergence of a number of social and technology macro trends, and we believe the definition of the European Vision i2010 should take these into account explicitly. This would enable the positioning of European policies in a wider global context, and position us as a key player of this required evolution.

These trends can be summarised roughly as:

- The stronger and increasing expression of human desire for justice, equity and objective information, as observed in citizen journalism (election in Zimbabwe, monk journalism in Burma, etc.), popular collaboration (“Coup de Texte” against President Estrada in the Philippines), activist blogs presenting alternative opinions;
- The globalisation of the key societal issues we are currently facing and the recognition from both politicians and citizens that a solution should come from a global collaboration beyond the borders of Europe: ecological and economic crisis, public health protection (recent pandemic), security.
- Our improved capacity to organise collective actions through a combination of human organisation and technology levers.

Orange France Telecom believes that the current generation of business and policy leaders is the one to prepare the implementation of global solutions to address these issues. In particular, we believe the EU post-i2010 strategy could be essential to reach that objective, by sharing best practice at European level. In the context of this consultation, we concretely recommend to develop a R&D policy at the frontier of social, political sciences and collaboration technology, and to support the development of relevant infrastructures to improve our common capacity to collaborate beyond European boundaries; a strong collaboration with transnational groups and world organisations will help Europe to better address these global problems.

#### **Intelligence of the hand: pragmatism for R&D**

Orange France Telecom believes in the importance of balancing a bottom-up pragmatic innovation approach (learning by doing) with a more top-down theoretical and research approach. We however recommend to promote tangible solutions in our approach to R&D, as we believe pro-active actions enable addressing issues in a systemic way, covering all aspects of one question ( legal, business model or human factors on top of ICT); this overall view to tackle issues is essential to work together for innovation.

#### **Size matters: favouring synergies and optimising resources**

Orange France Telecom believes that innovation comes from collaboration. We therefore recognise the importance of a “scale effect” in several of our activities, to go beyond a critical point of “human networking effect” where synergies can take place and initiate a change in human behaviour or business dynamics. We therefore recommend to avoid spreading our scarce resources throughout European regions in a virtuous, but inefficient, attempt of equity. We rather encourage the creation of centres of expertise and “valleys”, where players both collaborate and compete in a creative emulation. This approach, together with an increased budget allocated to ICT, would encourage the development of wider universities and research centres and favour the co-locations of individuals and businesses within clusters, to enable fruitful cooperation. This would also stimulate innovation across multinationals, SMEs and individuals in Research centres, and make non European actors to join this European creative ecosystem.





### **Seed before harvest: lead programs in education and science**

Orange France Telecom strongly supports the concept of lead-program whenever virtuous commercial forces do not succeed in developing new business or new areas of welfare for European citizens. We favour the set-up of infrastructures, R&D programs and a relevant legal framework to better address key European priorities as Climate sciences, Health care, education and Knowledge sciences.

Recognising the need for development of new ideas and exploration in many of these new areas, and conscious of the limits sets by our budgets, we would also favour an approach that would rather concentrate the efforts on a few hot-spots. We would encourage an approach enabling a return on investment from the first phase. We would for instance recommend to invest in infrastructures in a significant number of "Pilot School", providing advanced ICT equipment and services to students and teachers, rather than providing incentives to buy only a few PCs in every European school.

### **Citizen power and Open Data**

Orange France Telecom believes in the creative role of individuals, and the exploitation of collective intelligence.

We therefore recommend the creation of a relevant legal and commercial environment and the appropriate ICT infrastructures (sensors, networking, databases, and analytical tools) to capture and make available large amount of public information, to entrepreneurs, academics and researchers. Installing environment captors on diverse high locations (e.g. antennas), to record data such as temperature, wind, humidity, pollens, smokes, etc.) would help Europe to leap forward in Environment sciences and bring tangible benefits to citizens: early fire detection, finer climate predictions, spam records, media consumption, car traffic patterns, etc.

