An Innovative Truth VI
Sustainability is the Key to Success

On the 10th of June 2014, the sixth edition of An Innovative Truth took place at Castle de Haar in Haarzuilens, The Netherlands. An Innovative Truth is a series of energizing and involvement-stimulating conferences covering the topics of Sustainable ICT and Energy. This year's theme: Sustainability, Key to Success!

This new edition of An Innovative Truth - Conference on Sustainable ICT and Energy, was organized by the IIP Sustainable ICT Foundation - Platform for Sustainable ICT, together with CGI Netherlands and the GreenICT Foundation, following five successful previous editions of this event. This year, the An Innovative Truth Conference was attended by invitation only. The program featured keynotes presentations given by exclusively leading speakers and contained a plenary debate among representatives of science, government and business.

Conference chairman Roderik van Grieken and Roel Croes - Initiator and Secretary IIP Sustainable ICT Foundation

SUSTAINABILITY IS BECOMING MORE MAINSTREAM

Five years ago sustainability within and through information and communication technology (ICT) was considered an additional benefit. Nowadays, it's increasingly becoming mainstream thinking. A lot of organizations have incorporated sustainability goals in their business operations. Modern data centers are more or less energy efficient and therefore sustainable. Network infrastructure designs are, by definition, smart and ICT is used in many environments to save energy and costs.

The trend is that sustainable technological developments and innovations are becoming increasingly a part of general policy in organizations: they are more common and they take an increasingly important part in the policy.

Organizations make conscious, realistic trade-offs between immediate benefits and future possibilities, which are both in the field of sustainability and the commercial area. For a consistent course, it is important for any organization that the short-term and long-term sustainability goals are harmonically coordinated.

We have to bear in mind that we're dealing with technology-driven environments, as it is possible that the negative impacts are being contributed mainly by technology itself. The risk is that the remedy is worse than the disease. For example, a situation in which an ICT solution uses more energy than the problem it solves, needs to be avoided.

OBSERVABLE POSITIVE TREND

The above mentioned positive trend is observable in science, government and business. Scientific research programs are geared to sustainability needs and sustainability criteria are fulfilling an increasing role in the evaluation of scientific research projects. The government also uses sustainability criteria more often in the policy towards citizens and its own organization. Business also capitalizes on the opportunities that the sustainability of society entails.

The keynotes of the conference were good examples of the trend described. Besides technical topics, a set of non-technical (research) questions were addressed, such as regulatory issues, privacy, user psychology and pricing systems. The keynote speakers highlighted, each from his own perspective, current trends and future possibilities.

Traditionally, the four involved stakeholder groups - science, government, ICT-supplying businesses and ICT-applying businesses (the energy sector) - were represented amongst speakers. Led by conference chairman Roderik van Grieken, Director of the Netherlands Debate Institute, the following speakers contributed to this successful event:

Prof. Johann Hurink
Professor University of Twente

Robbert-Jan Stegeman
CIO Alliander

Joris Laponder
Director Corporate Accounts Eneco

Roel Croes
Secretary IIP Sustainable ICT Foundation

Leo Dijkstra
Account Director Utilities Sector CGI

Prof. Nico Baken
Senior Strategist KPN and Professor Delft University of Technology

Sake Algra
CEO CGI Netherlands

"Energy equals information."

SOCIALLY SUPPORTED VISIONS

During his keynote address, Professor Johann Hurink emphasized the importance of proper energy grid control with the help of scientific ICT and mathematics. As an example, he mentioned TRIANA, a three step smart grid control methodology tested live by RWE, that deals effectively with network balancing and privacy challenges.

Robbert-Jan Stegeman endorsed the growing importance of information and communication technology in the energy world. During his intriguing speech, *A Connected Utility - Thriving & Surviving in a Fast Changing World*, he stated as CIO of Alliander: "Energy equals information".

The importance of effective data handling and the sharing of knowledge was also endorsed by Joris Laponder. Being Director Corporate Accounts at Eneco, he referred to the recently signed contract between ENECO and the NS, on behalf of the rail carriers grouped within the VIVENS cooperative. Within a few years, all electric trains in The Netherlands will be running on new green power.

Interviewed by Roderik van Grieken, Nico Baken emphasized that sustainability challenges related to energy and materials are a part of a bigger picture. Pragmatic cross-sectoral thinking, as described in his manifesto, can provide durable solutions.

Roel Croes was interviewed by Roderik van Grieken on the recent, actual and coming activities of IIP Sustainable ICT Foundation. One of the topics he mentioned was the theme "biobased ICT". As sustainable ICT is mainly focused on "energy" instead of "materials", it wasn't very hard to draw the attention of the attendees. Biobased ICT can offer global game changing possibilities for organizations based in the Netherlands. The ICT sector offers, partly based on (future) scarcity and strategic reasons, significant opportunities for innovative use of materials. Therefore, it might be a very interesting market for the high-quality Dutch (biobased) chemical sector.

Another topic he mentioned was the portal website on Sustainable ICT & Energy, **ICTgaatvoorgroen.nl** - which was launched festively in the presence of high level representatives at the 2013 edition of *An Innovative Truth* in the Beatrix Theatre Utrecht. Right now, this portal website is fully functional and is attracting a sizeable amount of visitors each day. This portal website is handled by the IIP Sustainable ICT Foundation, as requested by, and on behalf of, the Ministry of Economic Affairs and the Netherlands Enterprise Agency.

An Innovative Truth

An Innovative Truth is a non-commercial conferences formula. The purpose of this conference is to stimulate mutual cross-fertilization of science, government and business (suppliers and users) in the area of sustainable ICT & Energy and thus to promote scientifically challenging and commercially interesting innovation and research. *An Innovative Truth VI - Sustainable ICT & Energy Conference* was initiated by GreenICT Foundation and was made possible by financial contributions of CGI Netherlands, GreenICT Foundation and IIP Sustainable ICT Foundation.
For more information, visit the conference website:
www.aninnovativetruth.nl

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