



## The Global Telecom Women's Network

# Newsletter

February 2011

### Dear GTWN Members, Networkers and Friends

This year the GTWN's Annual General Meeting will again coincide with the GSM Association's Mobile World Congress from February 14 to 17 in Barcelona, Spain. We are fortunate to have strong support for the work of the GTWN from our many members and friends and their organizations, which enables senior executive women in the telecommunications, digital media and related industries to meet and exchange views on issues of importance to the future of this sector.

We are most grateful to China Mobile Limited for their sponsorship of our GTWN Power Breakfast meeting on Tuesday February 15 at the Arts Hotel. In particular, we are very pleased to welcome our keynote speaker, Mme Xin Fanfei, Executive Director and Vice-President of China Mobile.

The theme of the Power Breakfast is the Transformational Power of Mobile Broadband. Discussion will focus on the economic and social benefits that are being realized now, and which are promised for the future, from the variety of applications and services that rely on current and future mobile technologies. In addition to our keynote speaker we are pleased to have a CEO Panel for the first time at the GTWN Power Breakfast. The panel will be led by Margaret L. "Peggy" Johnson, President Global Market Developments and Executive Vice-President, Qualcomm, and Bridget Cosgrave, Director General DIGITALEUROPE and GTWN Global President. It will be moderated by Informilo CEO and global technology expert Jennifer Schenker of Time magazine, Business Week, International Herald Tribune and World Economic Forum fame. As always, we anticipate having excellent and incisive contributions from the entire forum. A special presentation on mWomen by Trina DasGupta of the GSMA and a Mobile Demo App from one of our GTWN Next Generation, Alexandra Chong of Luluwise, will complete the program.

This newsletter highlights some of these issues as background to the exciting presentations and discussions we will be having at the GTWN Power Breakfast. A key emerging area, for example, is that of disaster management, where mobile services, social networking and other digital media tools are being used to assist in disaster preparation, reporting and recovery. The new digital environment also provides a number of new opportunities for conventional market players from new green technologies, such as smart grids. The gaming sector is also a rapidly expanding area, with increasing gamification of the industry being revealed in a recent survey of household use of digital media. We are also very pleased to give an update on mWomen in this issue, whose launch we highlighted last year. Finally, we profile two new members of the GTWN International Steering Committee, Michele Merrell of Brightstar and Ann Mei Chang of Google.

#### Co-editors

Ingrid Silver  
Partner, SNR Denton  
GTWN President Europe

Vicki MacLeod  
GTWN Secretary General

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## GMSA mWomen Program

By Sarah Crampsie, mWomen/GSMA



Following the launch of the *Women & Mobile: A Global Opportunity* report last year at Mobile World Congress, The GSMA mWomen Program was formally launched by Rob Conway, CEO of the GSMA, with U.S. Secretary of State Hillary Rodham Clinton, and Cherie Blair, Founder, Cherie Blair Foundation for Women, at the US State Department in October 2010.

The GSMA mWomen Program is an unprecedented global public-private partnership between the worldwide mobile industry and the international development community designed to accelerate mobile services for the unconnected and provide life-changing services to women living on less than US \$2 per day. The aim of the GSMA mWomen Program is to close the gender gap, (identified in the *Women & Mobile* report as 300 million) by 50 percent over three years, increasing access to mobile phones for 150 million women. By increasing access, mWomen hopes to leverage the mobile channel to provide at scale value added services in health, education, finance and entrepreneurship to women in the developing world.

The vision of the GSMA mWomen Program is to create an enabling market environment to address the barriers to women's mobile phone adoption, as identified in our report. We will do this by collaborating with the mobile industry to design and implement the mWomen business case for mobile network operators and deliver a marketing tool kit. We will also be developing and delivering life-changing services via the mobile channel through our public-private partnerships with the international development community, who are experts in the key service arenas.

Our goals and aims are supported by 22 mobile network operators (including Vodafone, Roshan, Mobilink, Dialog and Telefonica to name but a few), who have operations in 115 developing countries. Other key companies in the mobile ecosystem, including Nokia, Ericsson and Google, also support the GSMA mWomen Program; and we have international development community support, including from the U.S. State Department, USAID, the Bill & Melinda Gates Foundation and BBC World Service Trust.

At the launch of the program with Secretary Clinton we also announced the mWomen Base of the Pyramid Apps Challenge, sponsored by Vodafone. The

aim of the challenge was to stimulate and accelerate the market place to create innovative products through mobile technology that provide women living in the developing world with tools to improve their quality of life. Given the diverse market place, applicants could enter in two tiers: features phones and smart phones. We are delighted to report that we received 62 high-quality entries from all over the world. The winners of the challenge will be announced at the GSMA Awards Ceremony on Tuesday February 15 at MWC.

On Wednesday February 16 in Hall 2 Mezzanine, Room D, from 1430 to 1900, we will be hosting "Closing the Gender Gap," the first gender-focused seminar at Mobile World Congress, where we will showcase the GSMA mWomen Program and our aim to close the mobile phone gender gap and bring women life-changing services. To achieve this and other key commercial objectives to target the female market, the seminar will also look at how better to nurture female talent and address the leadership gender gap in the mobile phone and technology industries.

We are also excited to announce the launch at the seminar of the mWomen Charter, a unique advocacy tool to highlight and bring action towards the mobile phone gender gap, and the mWomen Deployment Tracker, an interactive, online tool designed to create a hub for gender and mobile projects around the world, encouraging collaboration and shared learnings. Come along to find out more!

For more information about the GSMA mWomen Program and our Mobile World Congress seminar, "Closing the Gender Gap," please visit our website [www.mwomen.org](http://www.mwomen.org)

## Humanitarianism 2.0

By Adele Waugaman<sup>1</sup>



<sup>1</sup> Adele Waugaman is the Senior Director of the United Nations Foundation and Vodafone Foundation Technology Partnership, which leverages wireless technologies to support and strengthen humanitarian work worldwide. More information is available at [www.unfoundation.org/technology](http://www.unfoundation.org/technology).



**Tsunami survivor**  
Photo courtesy of  
Evan Schneider

As natural disasters and civil conflicts increase worldwide, so too does access to new and lower cost technologies. Today there are over 5.3 billion cell phone subscriptions worldwide, with the fastest growing mobile markets in emerging economies. Even in places where there are no paved roads or running water, mobile networks are helping to connect the unconnected. Along with the uptake in cell phone usage is the rise of the mobile internet, which is fueling the rapid growth of web-based social networking. If Facebook were a country, it would be the third most populous nation in the world, with over 600 million regular users. Distributed networks and innovative technologies are disrupting traditional communication models and reshaping how business is done, including the business of disaster relief. The sea change in information-sharing in humanitarian emergencies can be seen clearly in the international response to the 7.0 magnitude earthquake that struck Haiti in January 2010. Damage from the quake killed over 200,000 people, leveling many government and UN offices, and destroying valuable data including maps and census data in the process. In the immediate aftermath, people around the world used online and mobile technologies in unprecedented ways to support the relief effort.

"Crowd-sourcing" and the use of collaborative technologies enabled concerned citizens and survivors of the earthquake to become important sources of information. They posted details about missing persons via Google's PeopleFinder, uploaded information about the location and needs of survivors, some still trapped in rubble, via the online mapping tool Ushahidi, and helped map the Haitian capital through the Sahana Foundation's OpenStreetMap project, to name a few.

Innovative services like these can be an important extension of traditional communications services that play a critical

role in disaster recovery. A December 2009 report, *New Technologies in Emergencies and Conflicts*, examines the evolving role transformative communications technologies play before, during and after disasters.

The report, part of the United Nations Foundation and Vodafone Foundation Technology Partnership's Access to Communications publication series, looks at how authorities, humanitarian aid organizations and affected communities can leverage the opportunities and manage the challenges of new technologies, and innovative uses of existing technologies.

Projects and case studies throughout the report demonstrate success stories and lessons learned in emergency communications at key stages along the timeline of a crisis – from early warning and preparedness to immediate humanitarian relief, reconstruction and long-term development. These include:

- **Alerts:** People need as much reliable information as possible to prepare for the onset of disasters. Regulations and standards are vital, but effective early warning systems must have people at their center. Recognizing the gap of information and mechanisms by which to report the impact of global shocks on the poorest and most vulnerable populations, the United Nations Global Pulse project is leveraging technology to provide decision-makers with real-time data and analysis that account for how global crises affect the most vulnerable populations.
- **Preparedness:** Preparedness depends on education and planning in order to ensure rapid and efficient response when it is needed most. Ushahidi, a free and open source platform combining SMS, Twitter and Google Maps, allows mobile phone users to submit and receive alerts during crisis situations. Originally developed in response to the violence following the Kenyan elections in 2007, the platform has since been used in Afghanistan,

*(continued overleaf...)*

Humanitarianism 2.0 cont'd



Colombia, the Democratic Republic of Congo, Egypt, Gaza, India and Lebanon.

- **Response:** The overwhelming need at the height of an emergency is high-quality information for those affected and for relief organizations coordinating efforts on the ground. The United Nations Operational Satellite Applications Program (UNOSAT) is using satellite imagery to map and monitor population movements and refugee flows. In one case in the Democratic Republic of Congo, UNOSAT used satellite imagery to predict and document an attack on a remote village. In addition to proving atrocities, this information was used to coordinate emergency response and relief efforts.
- **Reconstruction:** New technologies and applications offer great potential for longer-term reconstruction and rebuilding after an emergency. M-PESA, a money-transfer

system led by Safaricom, was used during the post-election violence in Kenya in 2007 to transfer money to affected families. In place of conventional food distribution, the program issued pre-loaded SIM cards for mobile phones. Donations and charitable funds were then transferred via mobile so that families could purchase food and supplies without carrying cash. Similar efforts have been undertaken by the World Food Program using mobile phones to distribute food vouchers. To help increase the efficiency of information-sharing between large aid organizations and the emerging "volunteer technology community", the United Nations Foundation and Vodafone Foundation, in close collaboration with the UN Office for the Coordination of Humanitarian Affairs, have commissioned a team of researchers at the Harvard Humanitarian Initiative to look at the future of "disaster relief 2.0".

The report, which will launch at the Marcwound the globe that are connected continues to grow, so too do opportunities to leverage communications tools to break down the barriers to access to information and services.

Moreover, the rise of SMS and web-based services creates an opportunity for people, including those worst affected by humanitarian crises, to become active participants in development and disaster relief work. This is a key transformation, and will help ensure that innovation is harnessed to serve those who stand to benefit from it the most.

## Of Droughts and Flooding Rains<sup>1</sup>: How Social Media is Changing the Management of Natural Disasters in Australia

by Vicki MacLeod, Secretary-General, GTWN

Australia is no stranger to natural disasters. The devastating bushfires in Victoria in February 2009<sup>2</sup> came at the end of 10 years of severe drought. Then in late 2010 the drought finally broke, with much needed rains bringing relief to parched gardens. Joy was short-lived, however, as severe flooding of previously parched river systems soon replaced drought.

Residents in three-quarters of Queensland (equivalent to an area the size of Texas) suddenly found themselves under metres of water, with the small rural town of Grantham being virtually swept away. Even Brisbane, the capital of Queensland, a city of two million people, suffered

unprecedented damage following weeks of torrential rain. Areas of two other Australian states, New South Wales and Victoria, also suffered serious flooding, with towns in the southern state of Victoria progressively facing the floods, as the massive Murray-Darling river and creek system responded to the highest rainfall totals in 100 years.

This was the first such event to occur in the social-networking era. As the clean-up continues, media commentators are reflecting on the critical role that has been played, throughout this disaster and in the continuing clean-up, by Twitter and Facebook as well as eye-witness video reports from smartphones of people who were caught

<sup>1</sup> "I love a sunburnt country" is by Australian poet Dorothea Mackellar and describes her love for her native country often visited by natural disasters.

<sup>2</sup> The Black Saturday bushfires were a series of bushfires that ignited or were burning across Victoria around Saturday 7 February 2009 during extreme bushfire-weather conditions, resulting in Australia's highest ever loss of life from a bushfire. 173 people died as a result of the fires and 414 were injured.

*Of Droughts and Flooding cont'd*

up in the disaster, including harrowing and sometimes shocking pictures of flood victims being swept away in what has been called an "inland tsunami". The local Queensland police made good use of both Twitter and Facebook during the disaster (see . @QPSmedia). The traditional media channels of TV and newspaper also made good use of social media channels during their reporting of the floods, some assigning young tech-savvy reporters to follow and report on the Twitter and Facebook chatter, while also using social media channels, as well as Google Earth, to provide interactive mapping of the impact of the floods.

The recent experience in Australia has highlighted the many beneficial uses of communications technology during natural disasters. There are now plans to roll out an SMS-based disaster warning system across Australia, similar to the one that was put in place in Victoria after the 2008

bushfires. However, it is clear that while communications technology has been used in a generally positive way during natural disasters in recent years, mostly this has been in an ad hoc and unco-ordinated manner, and its full potential has not yet been realised. There is to be a government inquiry into the handling of the Queensland flood crisis, and it is likely that one of the areas for close investigation will be ways to improve the effectiveness of interactive media strategies in future disaster relief efforts. For example, further efforts could be made in the use of interactive maps and SMS texting on a large scale to create dialogue between citizens and relief workers, to advise locals on the progress of floods, road closures and access to safe areas, to help guide search-and-rescue teams and to find people in need of critical supplies.

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## Welcome to Our New GTWN International Steering Committee Members



**Michele M. Merrell:** Michele is the senior director of global marketing and communications for Brightstar Corp., a global leader in services and solutions for the wireless industry. Michele has more than fourteen years of wireless industry experience and is responsible for the company's global marketing, public relations, branding/corporate identity, advertising and corporate communications. Prior to joining Brightstar, Michele held senior-level marketing positions within the wireless industry including Vice President of External Communications at U.S. Cellular. She has also held senior-level marketing and communications positions at BellSouth Cellular, Voiceglo, a VoIP telecommunications company, as well as Tyco International.

Michele's achievements have earned her dozens of awards and recognition over her career. In 2011, Michele is a featured panelist at GSMA's Mobile World Congress show speaking on "Pathways to Leadership-Nurturing Female Leadership in the Mobile and Technology Industries." Michele is a member of the Board of Directors for the Education Fund, which supports innovation and improvement in education for the Miami-Dade public school system. She is also active in numerous organizations, including the American Marketing Association, Public Relations Society of America, Association of Women in Communications and Executive Women in Wireless.



**Ann Mei Chang:** Ann Mei Chang is the Senior Engineering Director for Emerging Markets at Google, leading a global team to bring relevant internet services to the half of the world's population which is not yet connected. Prior to her current role, she led engineering for Google's mobile applications and services globally, including products such as search, ads, Google Mobile Maps, Gmail, YouTube, Goggles, and Voice Search across all mobile device platforms. She oversaw a more than 20 times growth of Google's mobile business in under three years, building the business to over \$1B in annual revenues.

Ann Mei has more than twenty years of engineering and leadership experience in diverse sectors of the software industry. Prior to joining Google, she served as the VP of Engineering at There, a high-tech startup building an online virtual world. And, while at both Apple and Macromedia, Ann Mei led development team for the first release of Final Cut Pro, an award-winning professional video editing software product. She has also held leadership roles at several other leading Silicon Valley companies including Intuit, SGI, and smaller startups.

Ann Mei is currently a member of both the GSMA mWomen Working Group and the Global Telecom Women's Network International Steering Committee. She holds a BS degree in Computer Science from Stanford University.



## Spotlight on GTWN Power Breakfast Speaker, Mme. Xin

Madam XIN Fanfei, Executive Director and Vice President of China Mobile Limited (the Company), joined the Board of Directors of the Company in January 2006. Madam Xin assists the Chief Executive Officer in relation to the general administration and investor and media relations of the Company. She previously served as Deputy Director of the Foreign Affairs Division, Director of the Planning Division, Director of the Department of Planning and Construction of Tianjin Posts and Telecommunications Administration, Director and Vice President of Tianjin Mobile, Chairwoman and

President of Heilongjiang Mobile, and Chairwoman of former China Mobile Peoples Telephone Company Limited. Madam Xin graduated from Xidian University, and received an EMBA degree from Peking University and a Doctor of Management degree from Hong Kong Polytechnic University.

Madam Xin is a professor-level senior engineer with many years of experience in the telecommunications industry.

## China Mobile Limited

China Mobile Limited (the "Company", and together with its subsidiaries, the "Group") was incorporated in Hong Kong on 3 September 1997. The Company was listed on the New York Stock Exchange ("NYSE") and The Stock Exchange of Hong Kong Limited ("HKEx") on 22 October 1997 and 23 October 1997, respectively. The Company was admitted as a constituent stock of the Hang Seng Index in Hong Kong on 27 January 1998. Currently, the Company is the largest telecom operator in terms of market capitalization.

As the leading mobile services provider in China, the Group boasts the world's largest mobile network and the world's

largest mobile customer base. As at the end of 2010, the Group's total customer base reached 584 million. In 2010, the Company was once again selected as one of the "FT Global 500" by Financial Times and "The World's 2000 Biggest Public Companies" by Forbes magazine, and was again recognized on the Dow Jones Sustainability Indexes ("DJSI"). The China Mobile brand currently ranks 8th in "BRANDZTM Top 100 Most Valuable Global Brands 2010" by Millward Brown and Financial Times, with a brand value of US\$52.616 billion. Currently, the Company's credit rating is AA-/Outlook Stable by Standard and Poor's and Aa3/Outlook Positive by Moody's (respectively equivalent to China's sovereign credit rating).

## The Future of Digital Media: Entertainment or Just Fun and Games?<sup>1</sup>

Lucy Hood interviewed by Vicki MacLeod

The rapid growth of bandwidth-hungry digital media, and the increasing game-ification of services and applications, is challenging the traditional business models of the carriage and content industries. Coming from opposite ends of the converging digital media sector, which runs over IP networks, both are seeking to answer the consumer's demand for ever-increasing quality at an ever-decreasing price.

At the 2011 Pacific Telecommunications Council (PTC) held from 16 to 19 January 2011 in Honolulu, Hawaii, a panel of experts<sup>2</sup> from the global connectivity sector examined the

implications of the game-ification of digital media services and the challenges it poses for investment in this sector.

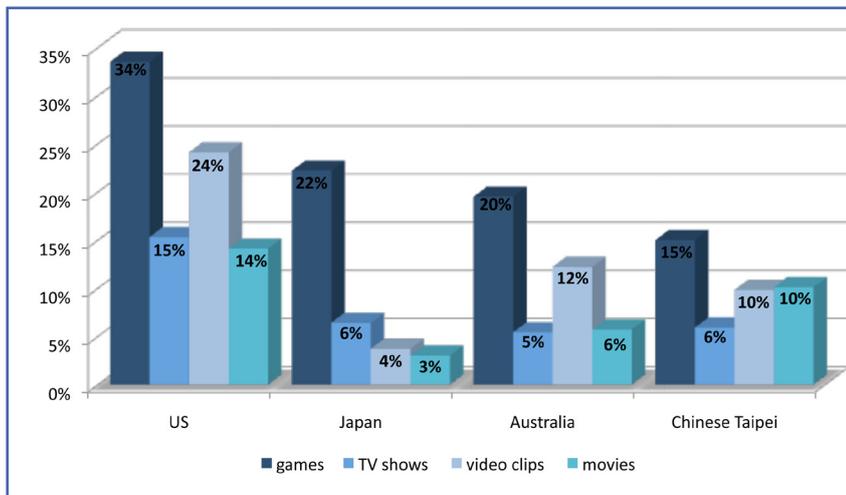
Lucy Hood, as moderator of the session, highlighted the results of the recent Digital Media Survey undertaken by the Institute for Communication Technology Management (CTM) at the University of Southern California's Marshall School of Business, where Lucy is the Executive Director. A surprising fact which has arisen from this research is that games consoles are now more used in the US market than digital video recorders. There has also been a rapid increase in the use of wireless in the home, mostly for file

<sup>1</sup> [http://www.ptc.org/ptc11/?page\\_id=1635](http://www.ptc.org/ptc11/?page_id=1635)

<sup>2</sup> The panel consisted of Helmut Angst, Chairman of the Board of North America for Deutsche Telekom; Erick Contag, COO of GlobeNet, USA; Justin McAleer, director, Strategy & Business development, of TeliaSonera, International Carrier, Sweden; and Len Sheleznyak, Director, Digital Entertainment, Level 3 Communications, USA. The panel was moderated by Lucy Hood, Executive Director of the Institute for Communication Technology Management at USC Marshall School of Business, USA. This article is based on that discussion and research work done by CTM under the direction of Lucy Hood, [lhood@usc.edu].

The future of digital media cont'd

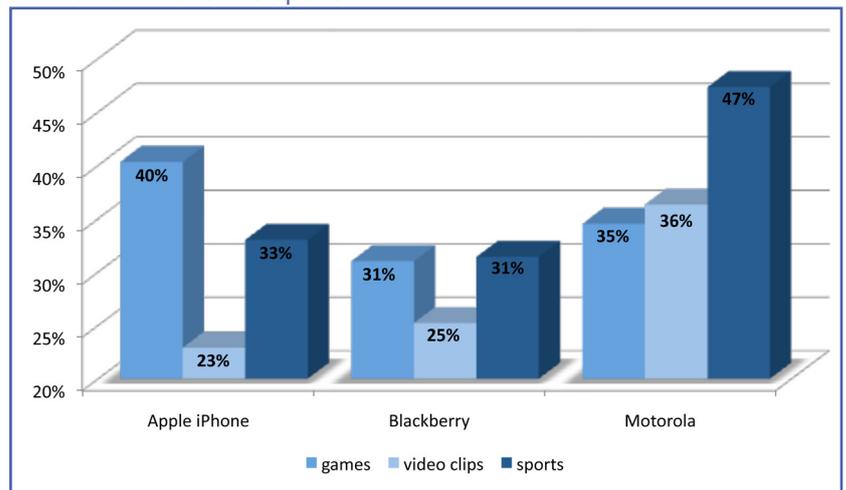
Gaming is the leading entertainment application across the world



An example of the consumer appetite for gaming applications has been clearly demonstrated by the launch of *Cityville*, which is a browser-based casual social city-building simulation game developed by Zynga as an application for the social-networking website Facebook. In the first month since its launch, *Cityville* attracted 100 million active users, making it the most successful game application ever on Facebook, beating Farmville's previous record. With this type of unprecedented consumer take-up, the challenge is how to monetise this application and recover, across the infrastructure and content players, the investment that is needed in the underlying infrastructure to ensure a quality experience for consumers.

transfer between different consumer digital media devices, such as PCs, iPads, iPhones and game consoles. The use of DVD players has dropped by about eight per cent across all market segments, while mobile gaming continues its steady climb. Gaming is now the most widely used application across the world. Interestingly, there is a market difference between iPhone and Android users, with the iPhone now being the number one gaming device in the US, while Android users are most interested in video and sports content.

iPhone is the #1 gaming device in the US. Android users are the most interested in video and sports.



As these marked changes are taking place in the digital media marketplace, there is an increasing tension between the amount of bandwidth required to enable these services and applications to be developed, and the amount of money that consumers are prepared to pay. The biggest challenge for this sector is to work out how best to monetise the content, and to unlock some of its value, so that firms in this sphere can continue to innovate. There would seem to be a necessary trade-off between quality, speed and price (although consumers want it all – good, fast and cheap –), and the key is to find a workable compromise between the business models of the media and the telecommunications sectors.

In the next five years, it is clear that there will be ever-increasing demands for bandwidth as customers demand more and more from their services. Services and applications will be always on, and will follow the individual throughout the day, from the home to the office, seamlessly across multiple platforms. The consumer will drive demand for this type of service, and it will be up to the whole digital media sector to work together to share both the risks and the rewards.

The telco business model relies on spreading the return on investment over an extended period of time, through subscription, and increasingly, “upselling” services and content to existing consumers. The traditional media business model is largely based on high, one-off returns from content that is often time-limited and rapidly changing. The gaming sector in many ways is combining both of these models, with games subscribers buying one-off products, but often subscribing, either directly or through “upgrading”, to buy new versions of existing games.

For further information on the work of the CTM and its ongoing research, please contact Lucy Hood at [lhood@usc.edu](mailto:lhood@usc.edu).

## Smart Services: Eco-Sustainable Opportunities for Telecom Operators<sup>1</sup>

Kindly provided by Laureen Cook, Vice President Alcatel-Lucent

Climate change is a global reality that affects all consumers and businesses. Even though the ICT sector is estimated to contribute a relatively small 2 to 2.5% of global carbon emissions, the environmental impacts are significant and growing and cannot be ignored. ICT industry emissions are projected to grow to 1.4 gigatons<sup>2</sup> by 2020. ICT collaboration is therefore vital for helping other industries achieve their carbon footprint goals. The Global e-Sustainability Initiative (GeSI)<sup>3</sup> estimates that ICT involvement with these industries will deliver by 2020 cost savings of \$US 946.5 bn through reductions in electricity and fuel consumption.

IP-based telecom networks will become the next generation backbone of other industries. As a result, telecom operators will provide the technology foundation and foster the creation of a new order of environmental economics by increasing the uptake of telecom services in other industries.

So how are these applications (“smart services”) being deployed? And what are the business opportunities for telecom operators that are emerging from these new services? These opportunities are arising in smart buildings, smart utilities, as well as smart transportation. There are also business opportunities for telecom operators in healthcare, water and gas grids, and consumer collaboration applications. Devices are connected at an IP level to optimize interworking on a peer-to-peer basis. Therefore, from a network perspective, whether a thing is an automobile, a dishwasher, computer, TV, security camera, a sensor or a smart meter, is less important than the protocols, as well as the intelligence and dynamic and self-configuring software capabilities that it supports.

The key enabler of smart homes and smart buildings will be the availability of both fixed and wireless broadband access<sup>4</sup>. As 2G subscribers migrate to 3G, and then to 4G and beyond, they will benefit not just from broadband access, but also from terminal innovation. This is because the latest mobile devices are converged smart multi-

use terminals, with video and data storage capabilities previously only available in PCs. With affordable terabit laptops on the horizon, a range of tailored and personalized smart services will be developed to meet consumer environmental needs. As well, smart buildings will support the upper bounds of computing capabilities necessary to exploit the broadband services delivered by the access networks.

Like telecom networks and smart buildings, the power grids of utility networks are also undergoing a comparable IP-based transformation. This is largely due to meeting the future demand challenges associated with supporting new products that are nearing the mass adoption phase, such as alternative-fuel vehicles. For this reason, utility networks globally are taking initial steps to migrate from a traditional rigid grid approach to a more intelligent and flexible IP-based smart grid approach. A power network that supports these characteristics is often referred to as Smart Grid 2.0. In the US alone, recent analysis from the Electric Power Research Institute (EPRI) estimates that the implementation of smart grid technologies could reduce electricity by more than 4% by 2030, which equates to a cumulative saving of \$US 20.4 bn.

Localised microgrids are, however, not supported by today's power grids, and this is yet another factor driving the move to smart grids. Microgrids reduce strain on the smart grid in heavy-use periods by facilitating the use of localized renewable power sources, and also support programmable access to power grids in off hours. There is also the potential to sell power generated locally back to the grid to increase capacity. Smart buildings could potentially be used to store power and sell it to a smart grid via a smart meter. Buildings that support such capabilities are referred to as zero-energy buildings.

In response to the global interest in smart grids, a group of telecom operators<sup>5</sup> is working in conjunction with telecom vendors to embrace smart grid technology. The foundations for this telecom business opportunity result from IP transformation. For example, installing 26 million

<sup>1</sup> This article is based on a white paper of March 2010 prepared by Jim Hodges of the consultancy Heavy Reading for Alcatel-Lucent, and is summarized here with the permission of Alcatel Lucent.

<sup>2</sup> 1 gigaton equals 1 billion tons of CO2 emissions

<sup>3</sup> <http://www.gesi.org/>

<sup>4</sup> For the latest OECD broadband penetration statistics see [http://www.oecd.org/document/54/0,3343,en\\_2649\\_34225\\_38690102\\_1\\_1\\_1\\_1,00.html](http://www.oecd.org/document/54/0,3343,en_2649_34225_38690102_1_1_1_1,00.html)

<sup>5</sup> Including AT&T, Deutsche Telekom, T-Mobile, Vodafone, SK Telekom and Verizon

Smart services cont'd

smart meters and 20 million gas meters in the UK alone constitutes a sizeable Internet of Things implementation opportunity. Further opportunities exist in smart traffic routing and smart traffic road management, as well as the support of intelligent train systems and enhanced commuter connectivity. Telecom operators will provide the backbone connectivity to support all of these services, including monitoring, surveillance, real-time information and e-ticketing.

In order to achieve meaningful environmental change on a global scale, co-operation in a number of cross-industry directions is imperative. First, always –on power models must give way to a flexible programmable paradigm.

Second, transportation systems, utility grids, and buildings, must be given the capability to intelligently communicate and interact, with their users and with each other. Finally, these approaches must factor in the dynamic information needs of subscribers and be capable of delivering enhanced collaborative tools and services, regardless of location. An IP-based telecom network is the foundation on which these new smart technologies and services will be built. By embracing the new realities of environmental economics, telecom operators have the potential to tap into a range of non-telecom-centric revenue streams that did not even exist only a few years ago.

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## Mobile Phone Common Charger Simplifies Life for European Consumers

Brussels Tuesday, 8 February 2011 – At a joint press conference, European Commission's Vice-President, Antonio Tajani and DIGITALEUROPE Director General, Bridget Cosgrave, launched the European mobile phone common charger.

*"The new European common charger is a major achievement for industry that will deliver benefits to millions of European mobile phone users,"* said Cosgrave. The common charger, based on the Micro USB interface, will simplify the life of mobile phone users across Europe. *"Consumers can now safely use a single charger with phones from various suppliers,"* added Cosgrave.

Industry collaborated with the European Commission under a Memorandum of Understanding on the development of a common charger for Smart phones and data enabled mobile phones. *"The availability of the European common charger is an exciting step forward. Fourteen companies have committed research and development resources to deliver a common charger under a Voluntary Agreement,"* outlined Cosgrave.

*"With the launch of this common charger, we can diminish the need for different chargers on the market as consumers will be able to re-use their chargers with future products,"* pointed out Cosgrave. *"This should help reduce electronic waste in the future and reduce the impact on the environment,"* she confirmed.

With the publication of the European standard in December 2010, by CEN/CENELEC and ETSI, the European Standardisation Bodies, companies can now supply common chargers to their customers.

*"This excellent collaboration has resulted in a publication of a global standard by the IEC (International Electrotechnical Commission) earlier this month. The European standard has now been published internationally, enabling companies from all around the world to develop compatible products,"* Cosgrave concluded.

Manufacturers will announce the release dates in line with new product launches in the course of 2011.

For more information, please contact:  
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## GTWN International Steering Committee Members

### **Bridget Cosgrave**

Director General  
DIGITALEUROPE  
SES Member of the Board  
Global President

### **Hélène Cholette-Lacasse**

Industry Canada  
(Regional President, Canada)

### **Ann Mei Chang**

Senior Engineering Director  
Emerging Markets, Google

### **Carla Cico**

CEO, Rivoli S.p.A  
Member of the Board  
Alcatel-Lucent

### **Sallye Clark**

Partner, Arent Fox

### **Laureen Cook**

Vice-President, Alcatel-Lucent

### **Susan Dark**

Managing Director,  
Nikko Investments

### **Cathy Dobson**

President and Founder,  
Red Door Consulting GmbH

### **Amb. Diana Lady Dougan**

International Communications Center for Strategic &  
International Studies

### **Marilyn Esposito**

MCC Worldwide President  
(Regional President, USA)

### **Elke Geising**

Executive Director,  
Nala Partners, South Africa

### **Ann Glover**

CEO,  
Amadeus Capital Partners Ltd

### **Heather Hudson**

University of San Francisco

### **Janice Hughes**

Director  
RedShift Strategy

### **Candace Johnson**

Co-initiator  
SES ASTRA and SES GLOBAL  
(Founding Global President)

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Founder and CEO, Inventions-TV

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### **Dr Mina-Jacqueline Schachter-Radig**

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### **Ingrid Silver**

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### **Marie-Monique Steckel**

President, Alliance Française,  
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### **Myla Villanueva**

President, Novare Technologies  
(Regional President, Asia-Pacific)

### **Micheline Wens**

Vice President  
Ipanema Technologies

### **Janet Yale**

Corporate Board  
TELUS, Canada





## *GTWN Mission Statement*

The purpose of the GTWN is to provide a forum for executive women active in telecommunications to get together and “network”; to provide a role model to younger women managers active in telecommunications; and to contribute to the evolving global information society in a positive manner.

[The Changing Culture of Communication ... From Generation to Generation](#)

For more information, please visit: [www.gtwn.org](http://www.gtwn.org)

## SNR DENTON

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