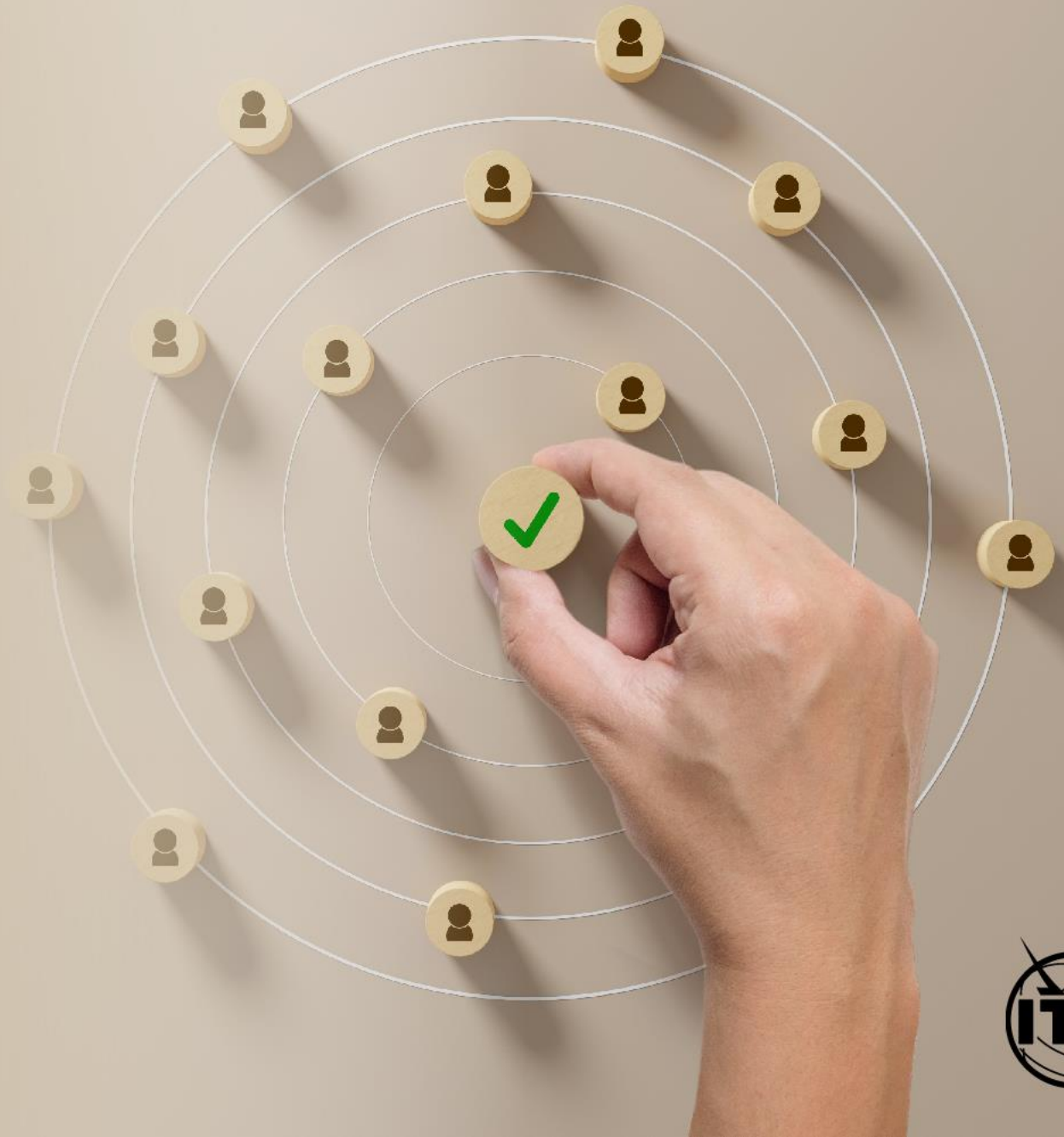


**ITUEvents**

# **Industry Engagement Workshop**

**19 April 2024  
Geneva, Switzerland**

[itu.int/go/iew24](https://itu.int/go/iew24)



# Agenda

- **Vision**
  - Seizo Onoe – Director, ITU TSB
- **Keynote**
  - Ulrich Dropmann - Head of Standardization and Industry Environment, Nokia
- **Session 1 - Current Perspectives on Industry Engagement**
  - Didier Berthoumieux - Head of Standardization Office, Nokia
- **Session 2 - Metrics and Industry Engagement**
  - Hiroshi Yamamoto - Head of Standardization Office, NTT
- **Session 3 - Value Proposition for Industry Engagement**
  - Arnaud Taddei - Global Security Strategist, Broadcom Europe
- **Session 4 - Standardization Process and Industry Engagement**
  - Scott Mansfield - Standards Researcher, Ericsson Canada
- **Summary, Outcomes and Next Steps**

# Session 1: Current Perspectives on Industry Engagement

- Evolution towards digitalisation, intelligence, green. Proposal of ITU-T Private partnership, flexible participation models, evolve towards agile stds.
- Indicators of Success : Practicality, Originality, Ubiquity, Singularity
- ITU-T little relevance for enterprise market. Future is for young experts, GitHub open source implementations. It is The place to interact with policy makers. Reinvent ITU-T.
- ITU-T only E2E standard organisation. Work items should be based on requirements from identified customers (Telcos).



# Session 2 [Metrics and Industry Engagement]

The purpose of this theme is to explore potential key metrics strengthening relationships between ITU-T and industries.

This time, three representatives from famous SDOs presented their metrics-related initiatives.

- Christopher Clark from ITU covered Internal Tracking / Metrics for engagement and Trends in participation as an example metric.
- Hideyuki Iwata from TTC, covered standardization localization efforts in Japan and trends in technology fields that are of interest to industry through the number of recommendation downloads and seminar participants.
- David Law from IEEE, covered its standardization activities and provided his deep insight on industry engagement metrics.

We would like to collect and consider further information based on the knowledge obtained this workshop and contribute to Industry Engagement Action Program, Glenn introduced at the beginning session.



# Session 3 – Value Proposition for Industry Engagement

- Need to consider many underlying aspects, risks, changes and balances in the background. Acknowledge:
  - Why, e.g. Balance between Interoperability vs innovation; equality vs equity
  - Landscape changes (many more consortia, technology changes, etc.)
  - unawareness (better explain consortia vs SDOs and ITU,
  - Not all areas are in the same place (mobile vs hyperscalers vs ...)
  - Risks: fragmentation, geopolitics, systemic weaknesses in some areas (e.g. security),
    - explosion of IoT, a future will less standards or more standards? Academia drift (standards → technical papers?)
  - Wind of change: Culture, next generation, better recognize tools (Github), the 'proximity' with opensource
  - Tools matters (Github) and enable metrics
- Need to consider to improve a number of areas to establish a good value proposition
  - E.g. → stop reward bad behavior and recognize contributors and not just editors (but need tools .... See above)
- A lot of compatible constituencies in the value proposition to organize/prioritize!
  - Technical stability, Competence Centre, Innovation, Interoperability, New and Emerging Technologies, Integration, Process, Unique bridge between diverse stakeholders, Global international standards, Focus on the technology, Collaboration, Inclusive
- A need to promote what ITU-T has
  - Scale deployment, long process experience, common patent policy, developing countries 'home',
  - to translate the value seen by engineers to business decision makers, to onboard, to communicate,
  - to move from standardisation evil to integral part of strategy,
  - Data available and more analysis,
- Need for next steps, followup, a 2nd workshop?
  - Consensus on what should be the value proposition will need steps! One? Specialised? Both?
  - Good luck to the one who will write the report!!



# Session 4 - Standardization Process and Industry Engagement

- ITU-T has very mature processes that enable Industry to effectively create International standards.
- ITU-T is effective when subject matter experts are engaged and supportive of the standards ecosystem.
- ITU-T is establishing a tooling environment that brings together best practices from traditional standards organizations and the open industry community.
- Speed and flexibility is key to Industry interest.
- Standards developed in the center of competence and reducing duplication is a driver of participation.



# Summary

- We have progressed on the action plan
  - Lack of awareness
  - Value proposition
  - Motivate coordination
  - Bridge the gap
  - Resolution 68

