The Implications of the Changing Nature of Work

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Is the Nature of Work in fact changing? If so, how?
Preparing for Tomorrow’s Resilient Community Today
FIG. 1 - Centralized, Decentralized and Distributed Networks
A Blueprint for City Transformation

Connected & Sustainable Work
- Smart Work Centers
- Digital Swarming & Hub Pavilions
- Connected Workplaces
- Connected Workforce

Connected & Sustainable Mobility
- Smart Transportation Pricing
- Personal Travel Assistant
- Connected Public Transportation

Connected & Sustainable Buildings
- Homes
- Office Buildings
- Public Spaces
- Public Transit Hubs
- Hospitals and Schools

Connected & Sustainable Energy
- Renewables & co-Generation
- Urban Monitoring & Measurement
- Citizens Energy Efficiency

Sustainable Socio-Economics
- Active Citizenship & Ecomaps
- Innovative Green Business Models and Sustainability Clusters

Sustainable Urban Planning

Broadband Platform – 4th Essential Infrastructure
IP-Enabled Homes and Offices, Roads, Utilities, Workplace Design
On the Threshold of a Massive Rethink in Urban Design

New Shared Cultures
Social Innovation
Empowerment
From Atoms to Bits, From Bits to Decision-Making
New Green Business Models, New Partnerships
Distributed Approach
The Network is the Platform for Urban Transformation

„Design’ of Behavior & culture
Design of Cities
Design of Policies, Organizations, Business Models, Services, interfaces
Design of Infra
Bring the Work to the Worker
It is often claimed we have been living in the Information Age for roughly twenty years. One fresh point of view is that we haven’t. We have merely applied information technology to optimize the last leg of the Industrial Age.
Telework = Smart Work

or

Telework is part of something bigger that constitutes Smart Work

or

Telework is the opposite of Smart Work
Industrial to Knowledge Era Evolution

Many Silos

- Buildings
- People
- Hierarchies
- Teleworking
- Applications
- Rigid Hours

New, Blended Approach

- Open work spaces, distributed, physical and virtual
- Access
- Collaboration
- Result Oriented
- Smart Working
- Blending of „Work” and „Private Life”

Convergence

Adapted from “Connected and Sustainable Work,” Cisco IBSG, presented at CUD Global Conference, 2008
WorkLife Innovation

Three Angles

- Organization/Employer view
- Urban Metropolis view
- Individual view

What potential impact can „Smart Work’ have (or already has) on the individual, employers/organizations and communities at large?

How do you see this happen in your own community?
Driving the “Worker Experience” Dimension

1. Personalization & Relevancy

2. Collaboration creating the best smart+connected work environment feasible

3. Belief & Value System

4. Executive Scaling

5. Metrics

Source: Cisco IBSG, 2008
The internal Cisco Telepresence Story

- 899 TelePresence rooms in 230 cities, 57 countries globally
- 162,915 meetings via TelePresence
- $652 million USD reduced travel costs since beginning of fiscal year 2009.
- 351,896 metric tons CO2 emissions saved.
Work is not a Place. It is a Thing we Do. Whenever we are Wherever we are

Smart Work Centers

From 1 to 99 locations in the Netherlands
From 1 proof of Concept to Network of SWCs

Double U Network

- 99 SWCs (July 2010)
- Portfolio approach of physical smart work environments and networked services
- Double U Reservation Tool
  www.w-smartwork.nl
- Public Telepresence (October 14 2010)
- WorkSnug Augmented Reality
  Smart Phone Application

• Reduced Carbon Footprint
• Reduced Commute Traffic
• Reduced work place costs per employee
• Facilitating a Smart + Connected Work environment for communities, employers and workers
• SWCs as platforms for new business, SMEs, incubation and education
2010

Amsterdam

The Hague

Rotterdam

Almere
Double U Smartwork
Chain of SWCs, Portfolio Approach

- Governance
- Multiple Stakeholders
- One Stop Shop
- Booking Tool
- Independent Platform
- WorkSnug
- Market Organizer
- Standards, Label
Access for all
Enhancing distributed work environments as local community based platforms as well as regional and international business hubs
Double U Smartwork Services

www.w-smartwork.nl

WorkSnug
Worksnug as a Double U App

Augmented reality layer depicting public work spaces in Amsterdam

Double U Icon appears if location is a „certified’ member of the Double U Smartwork Network

iPhone Worksnug ScreenShot, Amsterdam, July 1, 2010
A Smart Working Community Connected

Connecting
A Network of SWCs
Public Spaces
City Hall
Schools

Linking
Students
Start Ups
Companies
Government

TPiEX Goal: Cover The Benelux
Offer TelePresence services at low cost

Local business hubs
...evolving into Connected Economic Clusters

Amsterdam

Rotterdam

Creative Media
Art
Finance

Logistics
Engineering
Water

Engineering
Design
Amsterdam - ABN AMRO - Schiphol - Cisco - IBM - Accenture - Apple - VU University - ING - Nuon
Amsterdam Metropolitan Area
Amsterdam Metropolitan Area

Components all there:

- Technology: Broadband, Internet Exchange
- ICT Center of Excellence
- Classic Infra
- Green Vision
- Knowledge & Know How
- Climate of Innovation
- Smart Work Environment

Yet success will be determined by Region’s ability to orchestrate governance, marry it with technology and organize itself as a smart, connected economic cluster.
KOREA Smart Work Centers Chain Development Plan

500 Nationwide Smart Work Centers Plan 2010-2015

Smart Work Centers in All Metropolitan Cities

NATIONAL KOREAN SMART WORK STRATEGY, ANNOUNCED BY THE COUNTRY’s PRESIDENT

• SWC Pilots: October 2010
• 450 SWCs by 2015
• Replication of TPEX business model, TPEX Korea Consortium
• Public AND Private investments
• Stakeholders: National Informatization Agency, Presidential Green Growth Committee, LG, KT, Feelink
International Collaboration: Global ‘Smart Work’ Association

- Linking local, regional and national communities and SWC networks globally
- Exchange Program
- Linking public telepresence clouds
- Best Practice Sharing
- Bringing different stakeholders together: cities, governments, SPs, telcos, universities, incubators, research facilities, trade centers etc
Creating a Smart+Connected City that is Sustainable and in which work is truly smart, connected and sustainable.

GOVERNMENT cannot do it alone. Private Sector will not drive this by itself. Collaboration is required, Governance is essential.
Imperative Ingredients for creating a Smart+Connected Work Environment

• Public Sector Leadership
• Governance
• Broadband
• Distributed Network Approach
• Diversification in Business Cases
• Human Factor
• Network Effect
  - Network of Public Work Spaces well connected
  - Network of Connected Communities