

IEEE Activities in Europe



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IEEE Confidential

IEEE Ad Hoc Committee on Activities in Europe

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- ❑ Martin Bastiaans
- ❑ Cor Claeys
- ❑ Gordon Day
- ❑ David Law
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- ❑ Dirk Van Hertem
- ❑ Chris Brantley
- ❑ Karine Iffour
- ❑ Matt Loeb
- ❑ Tara Wisniewski



Key initiative: Public Policy Engagement

■ Purpose:

Develop and sustain the capacity of IEEE's 60,000 members in Europe to shape public policy in technical areas of interest.

To ensure that the interests of the European technologists and IEEE are represent in a coordinated manner.

Why is this work important?

- IEEE Board's 2013 priority: Expand IEEE's engagement in policy and advocacy globally
- European members identify the opportunity and commit to participation
- Multiple opportunities for engagement – particularly at the European Union—in IEEE technical areas of interest
- European IEEE volunteers involved in piloting IEEE's expansion in policy and advocacy

Public Policy Engagement ... the timeline

- ❑ **Q2 and Q3 2012:** Meetings to assess landscape, identify key initiative and determine the path forward
- ❑ **Q4 2012 and Q1 2013:** Member surveys
- ❑ **Q2 2013:** Approval by the IEEE Board of Directors of the NIC proposal “Public Policy Engagement in Europe”
- ❑ **Q3 and Q4 2013:** Planning and implementation



Member Survey Summary

IEEE Members in Europe have a strong interest in greater public engagement and have provided actionable guidance on priorities, including their willingness to participate.



Key Activities Underway

- Engage pool of 350 committed members with policymakers and key stakeholders
- Establish working groups of technical experts focused on particular technologies/issues of interest
- Implement communications plan, including a dedicated web presence and materials

Key Activates Underway

- Establish high-level IEEE presence at key symposia, conferences, workshops and events
- Host leadership events
- Hire additional staff resource
- 26 experts groups (Energy, ICT, Standardisation, Education, and R&D)

Benefits

- The technology profession and practitioners will be represented and their interests defended at the European level
- Members will enjoy a larger and more diverse network and will be more engaged
- IEEE will raise its visibility and brand recognition

Looking ahead...

■ Key Outcomes

- Members have the **capacity** to truly influence policy in Europe
- Establish **one voice** for the profession in Europe



Questions and Discussion

Results of the Europe Member Surveys

Two Surveys

- European Member Survey -Third Quarter 2012 – To identify IEEE European membership interests
- European Member Follow-Up Survey - First Quarter 2013 – To obtain a pool of experts

Survey of IEEE Members in Europe

Purpose: To assess the importance of and member interest in IEEE becoming more involved in European public affairs and activities

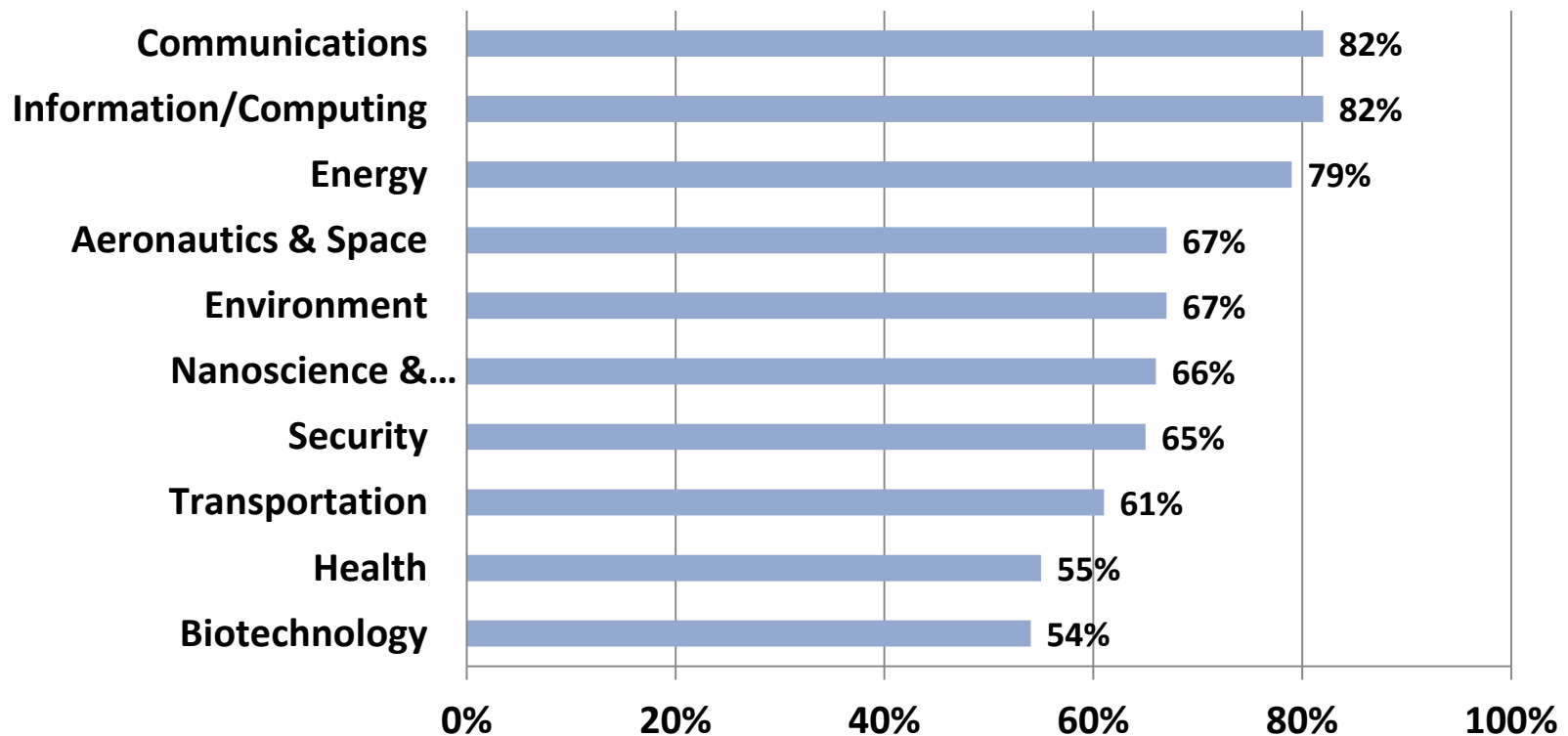
- *Data Collection Period:* 23 August 2012 to 6 September 2012
- *Sample:* 4,000 European members
- *Response:* 794 – Response rate of 20%
- *Margin of Error:* $\pm 3.1\%$

Survey Highlights

- Majority of members are personally interested in national and EU-level public affairs and activities
- Even more indicate it is important for IEEE to become involved in public affairs and activities
 - The majority indicate it is important for IEEE to become involved in technology areas and areas affecting technology professionals
 - Over 60% want IEEE to address each of the specific areas
- 60% of respondents said IEEE should represent the greater community of technology professionals in Europe
 - 32% said IEEE should just focus on its members living in Europe

Technologies of Interest

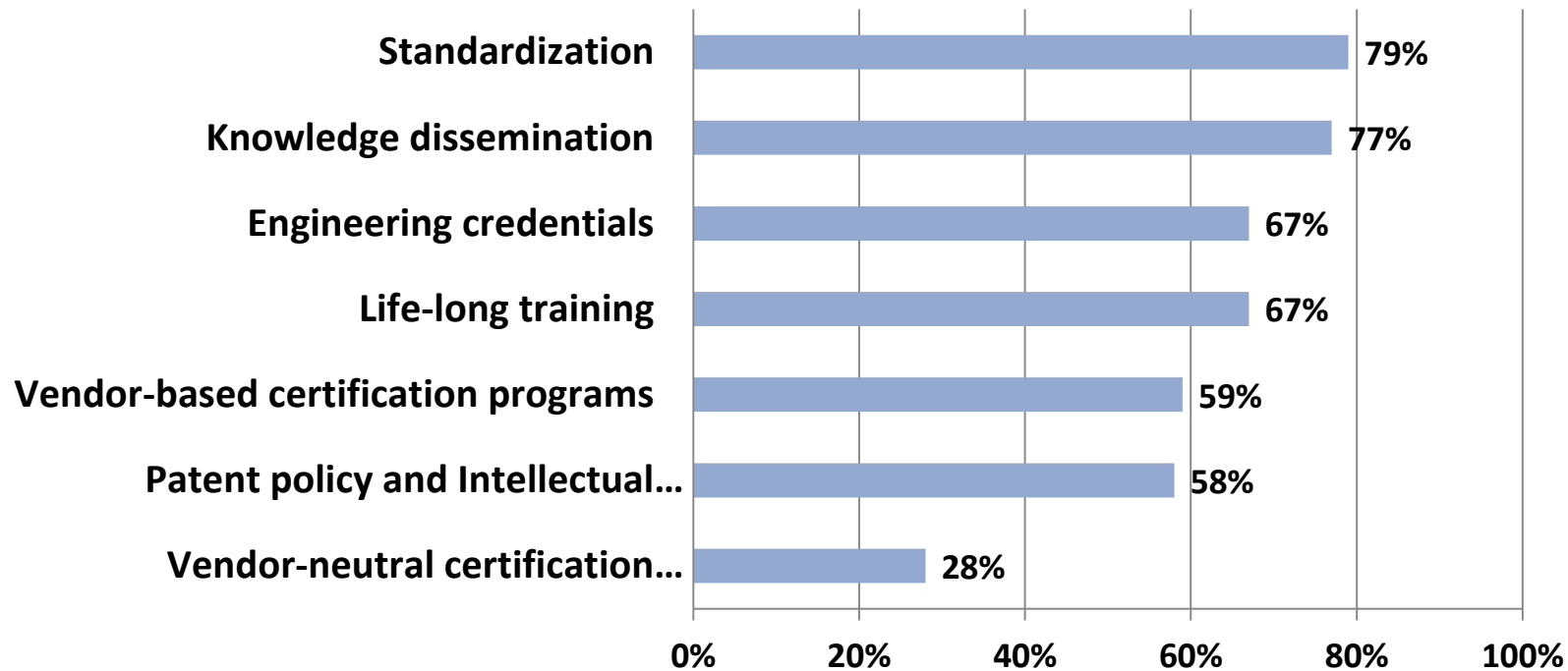
A majority indicated it is important for IEEE to be involved in all of these areas



Respondents were also asked about personal interest: the pattern was similar to that shown above, but at significantly lower levels of interest (e.g., Health at 55% for IEEE involvement and 36% for personal interest).

Importance of IEEE involvement: General Areas

A majority indicated it is important for IEEE to be involved in most of these areas affecting technology professionals

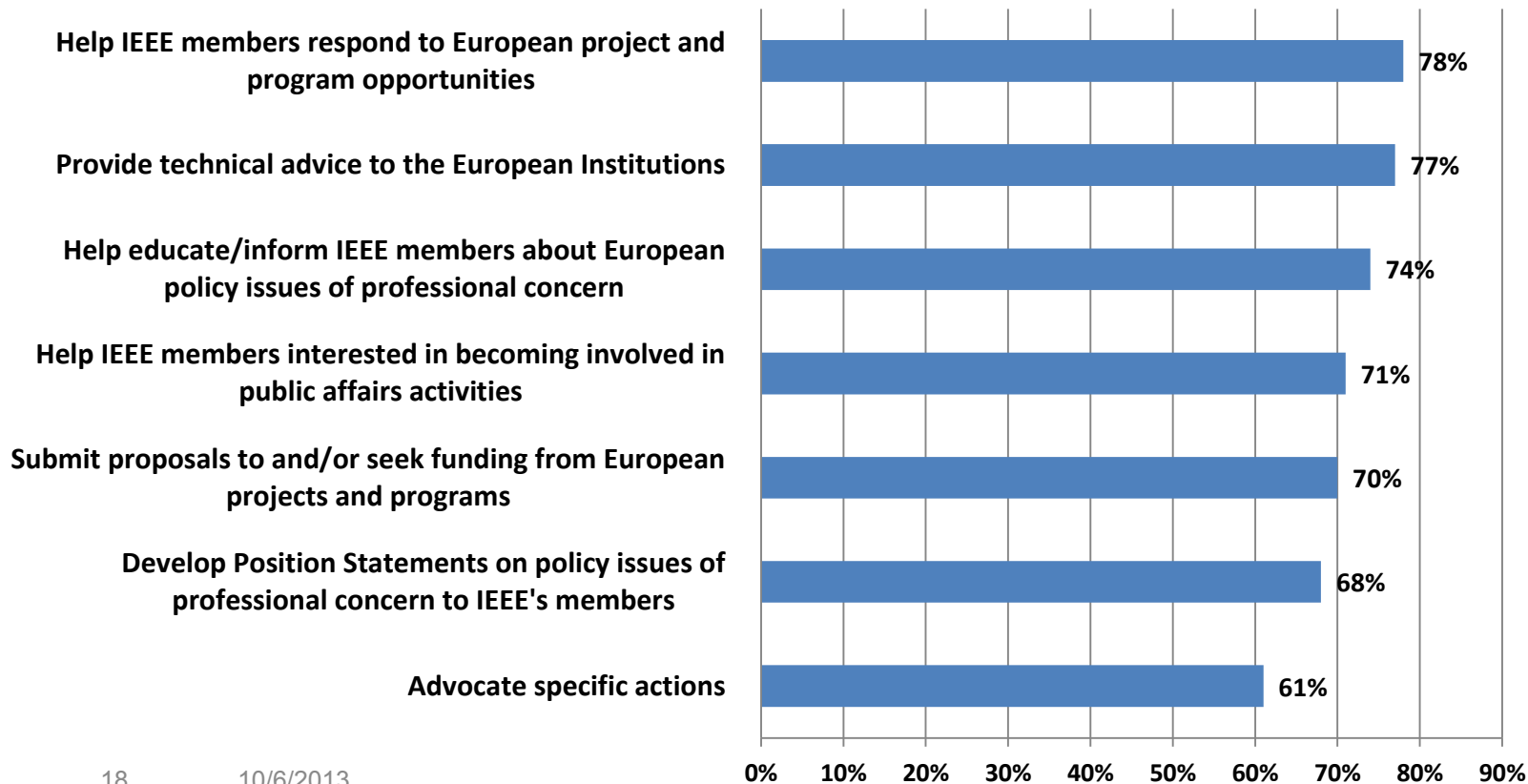


Respondents were also asked about personal interest: the pattern was similar to that shown above, but at significantly lower levels of interest (e.g., Standardization at 79% for IEEE involvement and 43% for personal interest).

10/6/2013

Importance of IEEE Involvement: Specific Areas

Respondents indicated it was important for IEEE to be involved in all of these areas



Policy audit & EU Expert Groups' mapping

Where to make the difference

- 26 experts groups (Energy, ICT, Education, standardisation and research & innovation)
- In which we have three representatives in subjects like ICT standards, Smart Grid and Network and Information Security.

...in what topics (1)

- Energy: 22 policies dispatched between smart grid, smart cities and Energy Road map.
- ICT: 13 policies dispatched between cloud, cyber security, data protection, eHealth and nanotechnologies.
- Standards: 4 policies dispatched between standard horizontal policy, ICT & telecommunication and smart grid.

...in what topics (2)

- Research & innovation: 22 policies dispatched between R&D Funding, European Technology Platforms and Horizon 2020
- Education: 29 policies dispatched between gender/engineering, qualification transfer, STEM education and life long learning

NIC proposal

Main Goal

- To ensure that the interests of the European technologists and IEEE are represent in a coordinated manner.

Anticipated Outcome (1)

- Establish a core volunteer-staff steering committee, along with working groups focused on particular technologies/issues of interest to European Members. They will produce studies, positions, etc
- Setting up & Maintaining communication tools, like a dedicated Web presence.
- Allowing the participation of volunteers in high profile EU events

Anticipated Outcome (2)

- Organization of IEEE non-purely technical events
- IEEE representations at conferences, workshops and other events
- Initiate engagement of volunteers and staff with policy makers and key stakeholders (industry, NGOs) to establish foundation for long-term relationships

Where we are now (1)

- Identification of an expert pool around 350 IEEE members to participate in IEEE working groups
- Identification of topics & groups of IEEE relevance
- Job description for the additional staff is produced – Start of the selection

Where we are now (2)

- Web presence is worked on, a draft should be available by the end of the year.
- Partnership in the 5th European Innovation Forum – Where IEEE SA president intervenes.
- Organization of an event promoting Open Stand
- Identification and contacts with keys stakeholders