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Sustainability a critical issue at FTTH Council Europe

Speakers will tackle regulatory issues, effects of technology

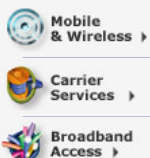
by Kendrick Struthers-Watson and Sam Bookman
Tues. February 3, 2009

The FTTH Council Europe Annual Conference, which takes place in Copenhagen on 11-12 February, will feature the broadest group of international industry influencers in the event's history talking on the event's theme of "Building a Sustainable Future."

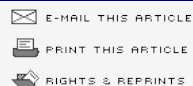
Keynote speakers Viviane Reding, Don Tapscott and Dr. Michael Braungart will lead the field, while Uffe Toudal Pedersen, Permanent Secretary, Ministry of Science, Technology and Innovation, Denmark, delivers the conference's

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<p>Networks & Infrastructure »</p> <p>Backoffice & OSS »</p>	<p>opening speech.</p> <p>The celebrated business author and trend-forecaster Don Tapscott will present the conference's opening keynote, "Wikinomics — How Mass Collaboration Changes Everything." His most recent book <i>Grown Up Digital</i> explores the effects of technology upon the new generation of citizens and businesspeople. As a passionate advocate of FTTH, he will present his views regarding the significance of FTTH to the economy of the future and the extraordinary demand for FTTH broadband service among the young.</p> <p> According to Tapscott, the new generation thinks bandwidth is a major issue in their personal lives. "Young people all over the world are growing up in a very different environment: they are active users of the new media and also active contributors. They are coming of age in the digital age. They are using the Web, not just for entertainment but also for creation and collaboration," he says.</p> <p>Viviane Reding, Commissioner for Information Society and Media of the European Commission, will again present the European Commission's perspective on FTTH and regulatory issues. (See FTTH battles loom large in Europe)</p> <p> In a speech to the Lisbon Council on 2 Feb., Reding said, "We debate today on how the Internet will evolve to support an ever larger number of applications, business models, users and environments. There is however no guarantee that the current Internet architecture, which was designed more than thirty years ago, is going to sustain these changing usage scenarios."</p> <p>In his keynote, "FTTH and Cradle to Cradle," former Greenpeace scientist Prof. Michael Braungart will share his professional opinion on both sides of the FTTH sustainability argument.</p> <p>Braungart is a globally distinguished thought-leader in sustainable development, with 20 years' experience rigorously evaluating and challenging the adverse impacts of industrially-produced goods and services. "With our conference theme of 'Building a Sustainable Future,' Prof. Dr. Braungart is the perfect keynote speaker to lead our delegates in understanding the status and importance of environmental sustainability in FTTH network deployment and to confront the latest evidence with a critical eye," said Joeri Van Bogaert, President of the FTTH Council Europe. "There is no one better to test our belief that FTTH is profoundly sustainable and bring their unparalleled expertise and critical reputation to bear on the new independent research that will also be presented."</p> <p> Having spearheaded the formation of the Chemistry Section of Greenpeace International in the mid-1980s, Prof. Dr. Braungart subsequently founded the Environmental Protection Encouragement Agency in Hamburg. Today he combines his work at EPEA with a leadership role at MBDC, the sustainable product design and development firm he co-founded. Additionally, he is currently a professor of Process Engineering at the University of Lüneburg in Germany and is guest professor at the Darden business School in Charlottesville, Virginia. His participation in the conference complements an unprecedented number of further speakers representing FTTH deployments from around the world: each highlighting the innovative technical, regulatory and commercial approaches making the next generation of subscriber business models a reality.</p> <p>Don Tapscott's keynote will take place at 10:00 CET on the conference's first day, 11th February and Prof. Dr. Braungart will present at 15:00 CET on the 12th February.</p> <p>Read more coverage of this event on our official news page, OnSite: FTTH Council Europe.</p>		<p>ADVERTISEMENT</p> <p>Coming In 2009 Telecom Engine</p> <p></p> <p>NEW Improved A new and improved website from Telecommunications Media Group</p> <p>Register today!</p> <p>Telecommunications media group</p>
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