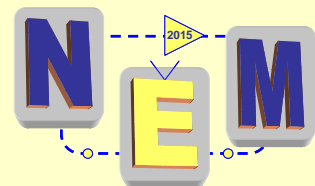
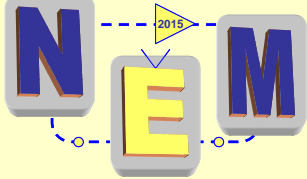


# The Organisation of the NEM initiative

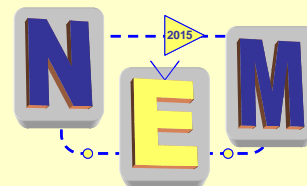
The **NEM Initiative** is an industry-led initiative aiming at accelerating the pace of innovation & technology evolution to position the European Industry at the forefront of competitiveness and give Users a wide choice of services

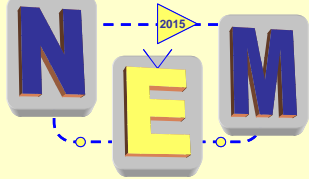




# Building on Success

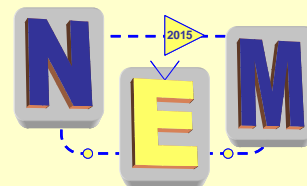
- The European NEM sector should build its development on three pillars
  - ❖ The established assets of broadband deployment
  - ❖ The development of new high-value added services and European content
  - ❖ The established strengths of the telecommunications and broadcast industry sectors

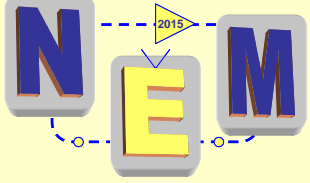




# Who are the interested players?

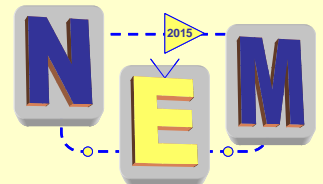
- All National and European authorities interested in promoting Industry and the quality of life of the individuals
- All academic groups looking for better requirements from industry
- All industry groups looking for a better return on R&D Investments
- All users looking for more choice and competition in the market place

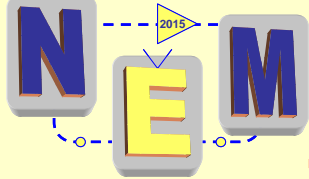




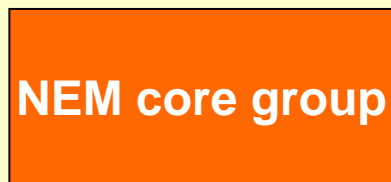
# Approach

1. Industry will develop a first vision
2. Open the vision to discussion with all interested players
3. Grow the structure of the NEM Initiative
4. Feed the consolidated vision back into the various programmes
5. Perform Research in a coherent way within the ERA
6. Stimulate the market for NEM services

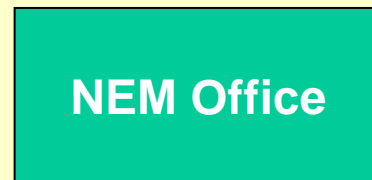




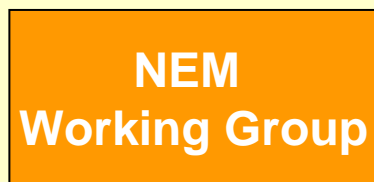
# The Emerging NEM structure



A representative group of high level policy makers from leading industry players



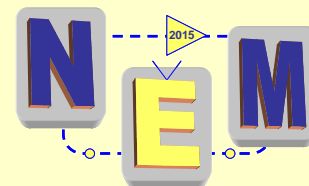
Secretariat & fixed contacts

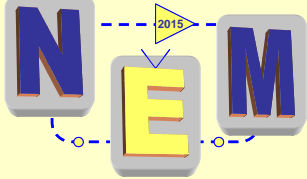


A group with the working responsibility to disseminate the interests of the industry and synchronise with the activities of NEM participants and research programmes



A large discussion group of innovation responsible representatives from as many sector players as possible.





# Other relevant parties

**Commission  
DG info**

**Other DG's  
(DG region, ect..)**

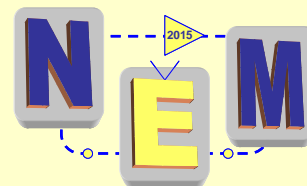
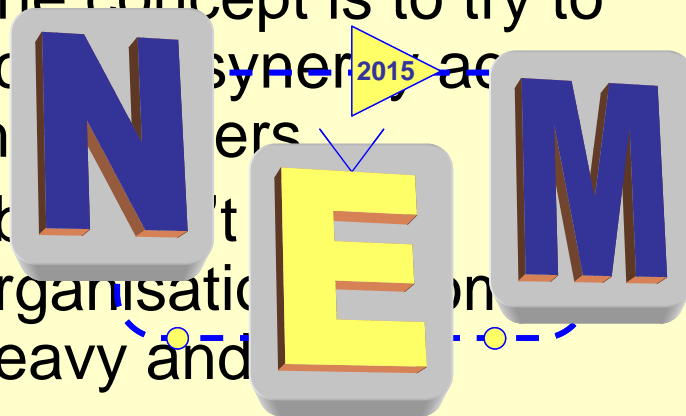
**FP7  
Programme committee**

**Eureka Cluster  
Programme committees**

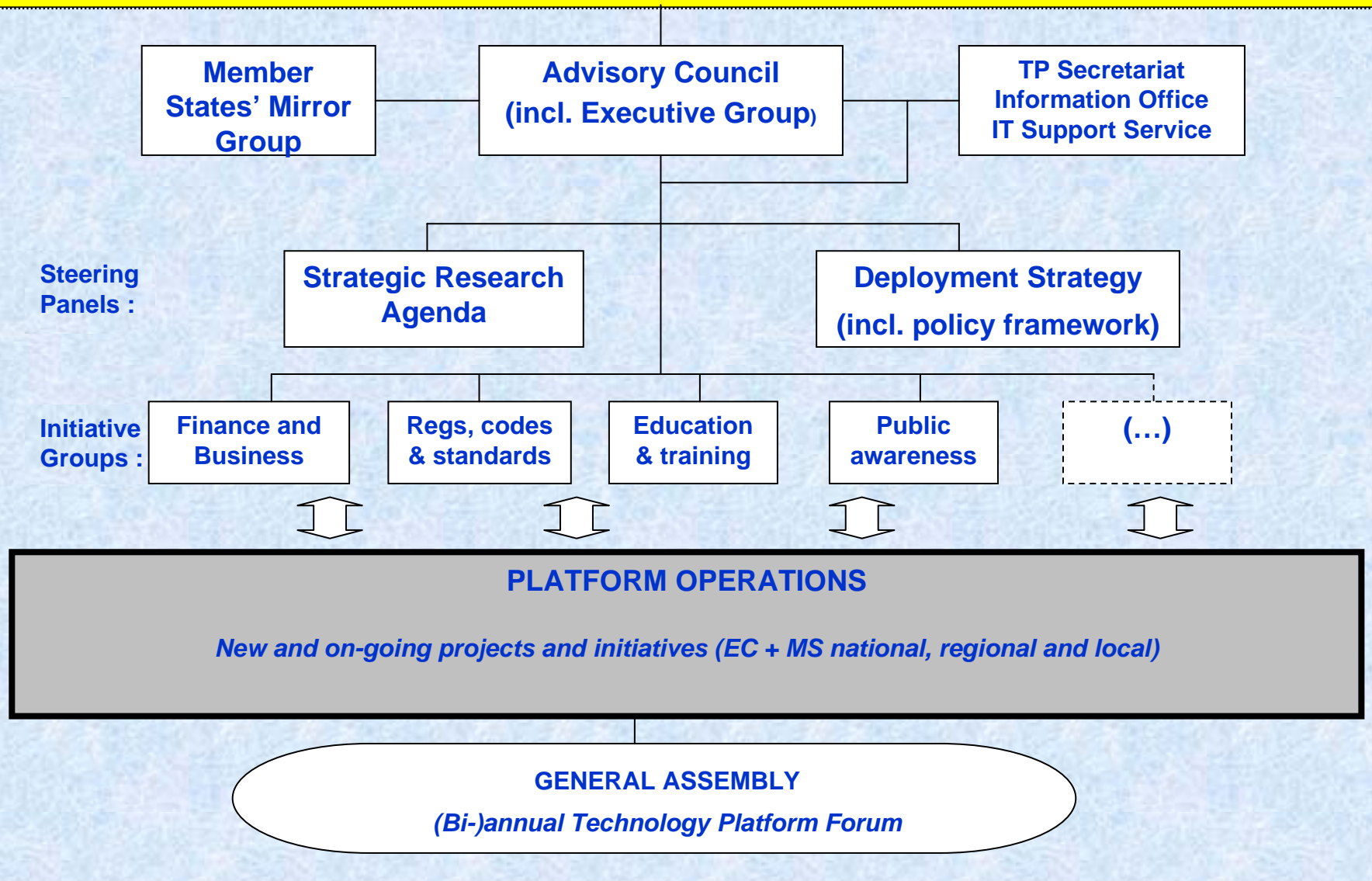
**ERA National Authority  
Programme committees**

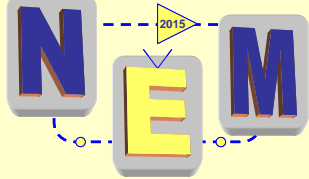
**Industry  
Programme committees**

- There are many layers of research & programmes
- The concept is to try to achieve synergy across the layers
- ...but it is not an organisational structure that is heavy and bureaucratic
- Lightweight structure with efficient communication



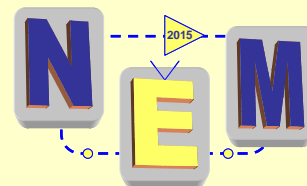
# EXAMPLE STRUCTURE: TECHNOLOGY PLATFORM

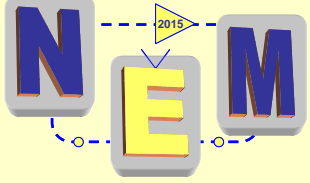




# Creating the optimal Public-Private Partnership

- Industry and Authorities working hand in hand
- New cross sector industrial initiatives
- New opportunities for SMEs and Academic contributions
- New and exciting converged services
- A new growing market





# The NEM Initiative

Working for a better future

[www.nem-initiative.org](http://www.nem-initiative.org)

[Info@nem-initiative.org](mailto:Info@nem-initiative.org)

