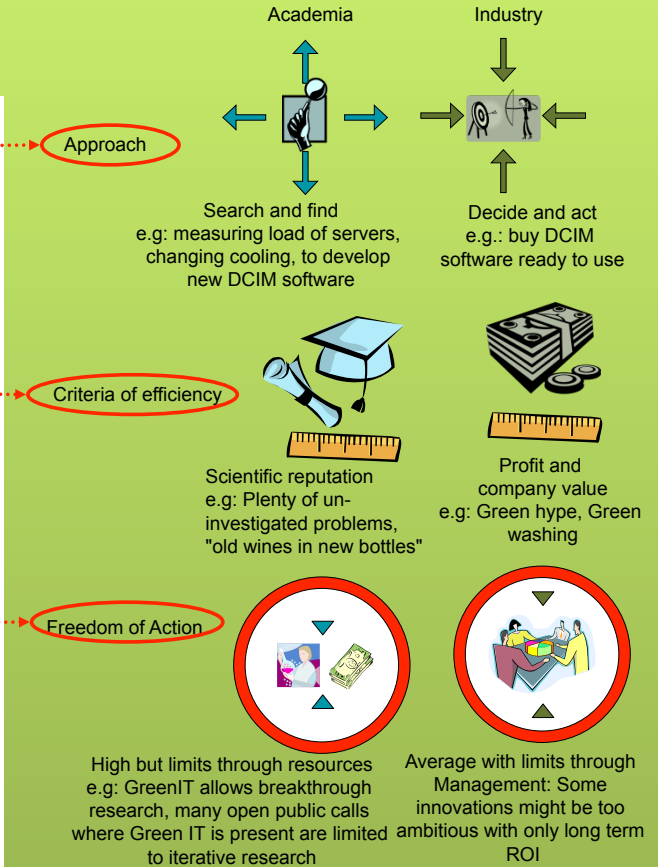


ACADEMIA AND INDUSTRY FOR A GREEN (IT) SOCIETY

Technology transfer between organisms like academia and industry is an important factor for the development of our society. But: **Different organisms mean also different priorities, different points of view and difficulties in working together!**

	A	Academia	Industry
Research and Innovation process	B Duties/responsibilities	Common welfare Extension of knowledge	Profit orientation Offering services and products for the market
	C Core competence	Fundamental research in Software and Hardware User oriented research Experimental research	User oriented research Experimental research Product development
	D Approach	Search and find General	Decide and act Concrete
	E Priorities of topics	Personal interests Expected appreciation Financing	Strategic development of the company Portfolio of the products
	F Selection of topics	Autonomic Funding relevant	Innovation management Top management
Criteria and dissemination	G Criteria of efficiency	Scientific reputation	Profit and company value
	H Criteria of quality of the work	Systematic production Reconstructable processes and results Big application area Explanatory contribution	Usability of the results Big effects for the clients usage Advantageous economic solution for a concrete application area Production of an innovation leading to a temporary monopoly position
	I Reference groups	Scientific community student	Clients Other units within the company
	J Distribution of the results	Conferences Publications Patents	Products Internal processes Services Patents
Organisation	K Freedom of action	High Limited through resources (funding, staff, equipment, ...)	Average limits through management
	L Funding	Non-performance related basic financing Calls of funding organisations Services for companies	Budget of the innovation management In-house accounting
	M Organisational framework	Fixed and solid Influenced through scientific community Need safety concerning the expenses	Flexible Influenced through market needs, clients' needs Searching for information about efficiency and risk
	N Relation with other units of the organisation	Limited administrative support is offered Interaction within a given framework Parallel units with other fields of competences	Part of a chain within the company Targets given by the management

TABLE 1: SIMILARITIES AND DIFFERENCES OF ACADEMIA AND INDUSTRY



Green IT is a young research field : it is still possible to build up good databases and to follow innovations.

GreenIT can be enhanced by finding and providing solutions from/for other fields or companies through cooperation, e.g.: software can be developed to operate an energy efficient datacenter building, integrating DCIM (Data Center Infrastructure Management) and BMS (Building Management System) TTOs (Transfer Technology Offices) collect data: technical knowledge, funding possibilities and contact. Research centers integrating TTOs have these data prepared for both: constructing a dedicated cooperation answering the needs of companies or society ; transferring directly GreenIT solutions when these meet the needs of parties. Companies should use TTOs and Angel investors for financing projects and collaborations-with the help of funding organisations and without the delay caused waiting for open public calls.

