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|  | INTERNATIONAL TELECOMMUNICATION UNION  **TELECOMMUNICATION STANDARDIZATION SECTOR**  STUDY PERIOD 2022-2024 | | TSAG-TD433 | | |
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| **TD** | | | | | |
| **Source:** | | Industry Engagement Workshop Steering Committee (IEWSC) | | | |
| **Title:** | | Industry Engagement Workshop | | | |
| **Contact:** | | Didier BERTHOUMIEUX Nokia Finland | | | Tel: +33 6 08 56 51 10 E-mail: [didier.berthoumieux@nokia.com](mailto:didier.berthoumieux@nokia.com) |
| **Contact:** | | Scott MANSFIELD Ericsson Canada | | | Tel: +1 724 931 9316 E-mail: [scott.mansfield@ericsson.com](mailto:scott.mansfield@ericsson.com) |

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| **Abstract:** | IEWSC input to TSAG meeting for the organisation of an “Industry Engagement Workshop” in April 2024. |

# Executive Summary

The IEWSC was formed with the 4 goals in mind [[TSAG-TD257R1](https://www.itu.int/md/T22-TSAG-230530-TD-GEN-0257/en)]:

1. Attract Industry decision makers in regard to standardization where ITU-T can provide value;
2. Contribute to the dialogue between all parties;
3. Provide valuable feedback on the industry engagement action plan; and
4. Inform the WTSA-24 preparations.

The IEWSC has held three eMeetings and is progressing on several aspects of Industry Engagement Workshop (IEW) preparations.

The purpose of the workshop is to provide actionable feedback to the ITU-T decision-making bodies (TSAG and WTSA).

# Session detail and Draft Agenda of the “Industry Engagement Workshop”

**Date and Venue**

The IEWSC proposes to organize the “Industry Engagement Workshop” as a one-day workshop in Geneva on April 19th, 2024. Popov room is reserved for the workshop on that date.

## Opening

The opening session provide the chair of the IEW to welcome everyone and introduce the keynote speakers. The TSB Director is invited to provide his perspective on the ITU-T’s place in the standards landscape and provide the unique view of a former CTO of a major telecommunications service provider. Another CTO from Industry is invited to set the stage for the program moving forward and provide guidance on what “value” means to Industry.

## Sessions

Each session (with the exclusion of the opening and closing), has the same structure. The sessions start with presentations from TSB, Industry, or Invited guests to frame the discussion. Then each session has a panel/roundtable where experts provide a short introduction and then open for discussion from the audience. Pre-arranged questions are provided by the session moderator to ensure that the input needed to form viable and useful outcomes is captured. Each session also as a secretary/note taker to remove the burden from the moderator.

* Session 1: Current Perspectives on Industry Participation
  + The purpose of this session is to provide the background necessary to understand the scope of the opportunity available to increase industry participation in the ITU-T.
  + Presentations that provide the high-level points from the current Resolutions and perspectives on how the ITU-T fits into the global standardization landscape and what other organization structures are currently in practice. Understanding the member categories that make-up the constituency of the ITU-T and what industries are currently attracted, and what other industries would be desirable as ITU-T members because of the changing standards landscape is explored.
  + The output of this session will help identify the target industries to try to attract to the ITU-T.
* Session 2: Focus on Metrics
  + The purpose of this session is to understand how to measure the impact of the ITU-T with Industry members. An efficiency expert is to share how organizations can measure both the impact of the organizations impact on the target landscape, but also how to measure the impact of the contributors to the organizations mission.
  + The session includes an understanding of what metrics are collected now and will discuss how to enhance the information collected, so that an action plan can be created to attract more industry to work in the ITU-T.
  + The output of this session will provide ideas on further metrics collection and interpretation.
* Session 3: Focus on Value Proposition
  + This session will review the current ITU-T value proposition and explore ideas to enhance the ITU-T brand to attract Industry to lead/participate/grow standardization work in the ITU-T.
  + This is the key session of the workshop. Understanding how current Industry members “sell” their involvement in the ITU-T would be useful. Understanding why Industry members left the ITU-T would also be useful.
  + The output of this session will provide ideas on how to update the current ITU-T value proposition wording.
* Session 4: Focus on Standardization Process
  + This session is focused on one piece of the standardization puzzle, that is, the process used to start, progress, approve, and publish Recommendations.
  + In order to attract ICT players that need international standardization for topics that require software interfaces, models, APIs, a more agile/iterative process is needed to meet the standards velocity needed by cloud providers and industrial organizations. A discussion of the different software development lifecycles as applicable to standards development, and how to integrate agility and still maintain rigorous standards is explored.
  + The output of this session will help provide ideas on how the standards development system needs to improve the message to attract Industry.

## Draft Agenda

Following the session layout from above. The following presentations and panels have been identified. Further work is needed to refine the topics and invite the speakers.

Every session listed below has a chair, in charge of coordinating and facilitating the session.

* Opening
  + Welcome from Chair
    - Opportunity Statement and Goals of Workshop
  + Keynote from TSB Director
  + Keynote from Invited Industry CTO
* Session 1: Current Perspectives on Industry Participation
  + Presentation 1: Overview of current Resolutions related to industry (15 mins)
  + Presentation 2: Perception of ITU-T and SDO Landscape as related to industry (15 mins)
  + Presentation 3: Understanding Industry Participation (15 mins)
    - Key Topics: Member categories, Metrics
  + Expert Roundtable 1: Attracting Industry to the work of ITU-T
    - Moderator and 5 experts, each expert provides a 5-minute talk on what works/doesn’t work (25 mins)
    - Moderator lead audience engagement (with some prepared questions if necessary) (20 mins)
* Session 2: Focus on Metrics
  + Presentation 1: What are the current metrics (TSB) (15 mins)
  + Presentation 2 (Keynote): Invited Efficiency Expert provides perspective on how to measure engagement and impact of an organization (45 mins)
  + Expert Roundtable 2: Identification and application of metrics
    - Moderator and 4 experts, each expert provides a 5-minute talk on how their organization measure impact. (20 mins)
    - Moderator lead audience engagement (with some prepared questions if necessary) (10 mins)
* Session 3: Focus on Value Proposition
  + Presentation 1: What is the current ITU-T Value Proposition (TSB) (15 mins)
  + Presentation 2: Invited Expert provides information on what is needed to convince an organisation to join/maintain/support membership in the ITU-T. (15 mins)
  + Presentation 3: Invited Expert on same topic (15 mins)
  + Presentation 4: Invited Expert on same topic (15 mins)
  + Expert Roundtable 3: Updates needed to Value Proposition
    - Moderator and 4 experts, each expert provides a 5-minute talk on elements needed in a viable and convincing value proposition. (20 mins)
    - Moderator lead audience engagement (with some prepared questions if necessary) (10 mins)
* Session 4: Focus on Standardization Process
  + Presentation 1: Considerations on ITU-T standards development process as related to standards development lifecycle (15 mins)
    - Relate information back to RG-WM
  + Presentation 2: Software Development and agility needed (15 mins)
  + Presentation 3: How to support software agility and still maintain rigorous standards? (15 mins)
  + Expert Roundtable 4: Standards and Software Agility
    - Moderator and 3 experts
    - Moderator lead audience engagement (with some prepared questions) (15 mins)
* Summary/Closing
  + Chair Summary: Provide list of outcomes.
    - Summarize discussion points from the four sessions (10 mins)
      * Each session chair summarizes bullet points (2 mins each)
      * Audience comment
    - Outcomes from the Workshop (20 mins)
      * Review report highlights
      * Next Steps
    - Final Thoughts (10 mins)
  + Closing (5 mins)

# Next Steps

The IEWSC will continue to meet and will complete the project plan to provide for the communication plan (including social media), invitation list, speakers, session leaders, logistics, and all other details needed when planning workshop.

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