IT for Technology Transfer

How information technologies can help transfer low-carbon technologies

Mikhail Vartanyan
Managing Director, Spherical
Short Intro - Spherical

- German IT start-up
- Founders with 15+ years of UNFCCC experience
- ... managed practically all UNFCCC systems in one or another way
- Specialists in:
  - web technologies
  - social media
  - big data
  - cloud infrastructure
  - communication and conferencing
  - financial systems
  - ... many other things
- Goal: combat climate change using full power of modern information tech
  - Fix what is broken
  - Deliver what is missing
Technology Transfer - what do we have?

Top-down process(es)

Academic

Intergovernmental

Business
Technology Transfer - what do we have?

Supply and Demand...
Technology Transfer - what do we have?

Supply and Demand... and funding!
Making TT world more lively

Lower barriers: equitably

Better use of The Net
The missing part: User Experience (UX)

- Walls of text
- Technology and its transfer as an end, not a means
- Barriers to participation
- Over-professionalization of the area
- Poor online outreach / proactive search for new interest
- No practical links on the first page of search
Make technology world a welcoming one

- Welcome everyone, people will find out if they are in the right place
  - Social registration
  - Self-classification
  - Support, including automatic triggering

- Help people along the way
  - Automatic matching heuristics/AI
  - Don’t just offer a match, explain why it is a match
  - Speak in terms of their needs and capabilities

- Reach out, expand the network
  - Social network analysis / Social search
  - Automated web discovery
  - Multimodal outreach
Final words / Q&A

- Transfer of low carbon technologies has a huge potential
- Awareness of opportunities, particularly among smaller consumers, is low
- Bottom-up movement will make the issue more lively, reduce transaction cost, bring further variety and investment
- Modern Internet technologies, in particular related to social networks and AI, are currently underutilized. They would be very useful in creating awareness and developing TT bottom-up

Spherical is happy to continue the discussion

mv@spherical.pm