Green Business Model Cloud: A new perspective with Internet of Things connected Green Business Models empowered with Artificial Intelligence

Funded scientific projects related to this presentation

- GreenBizz (currently ongoing).
- Biogas 2020 – A Scandinavian Biogas Network.
- Experimental exploration of business model digitization.
- B-LAB environment attribute monitoring and control.
- Exploring the boundaries of human-computer interaction in a real-world setting of globally connected entrepreneurial business model environments.

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According to Innovation Fund Denmark, a statement from the EU countries shows that 24 percent of all kilometers driven by truck are empty cars, and that the vehicles carry on average only 57% of what they actually have room for. [1]

When the trucks are on average only 57% full, it hides some very gloomy figures on large parts of the freight transport. It is known that large parts of the freight transport to e.g. car production is run super-optimized, i.e. almost 100% full. Then the remaining many transports must necessarily take place with trucks that are far from half full. [2]

[1] https://innovationsfonden.dk/da/investeringer/investeringshistorier/nu-skal-det-vaere-slut-med-tomme-og-halvtomme-lastbiler-pa
[2] https://businessreview.dk/transport-logistik/reducer-co2-fra-lastbiler-med-40/


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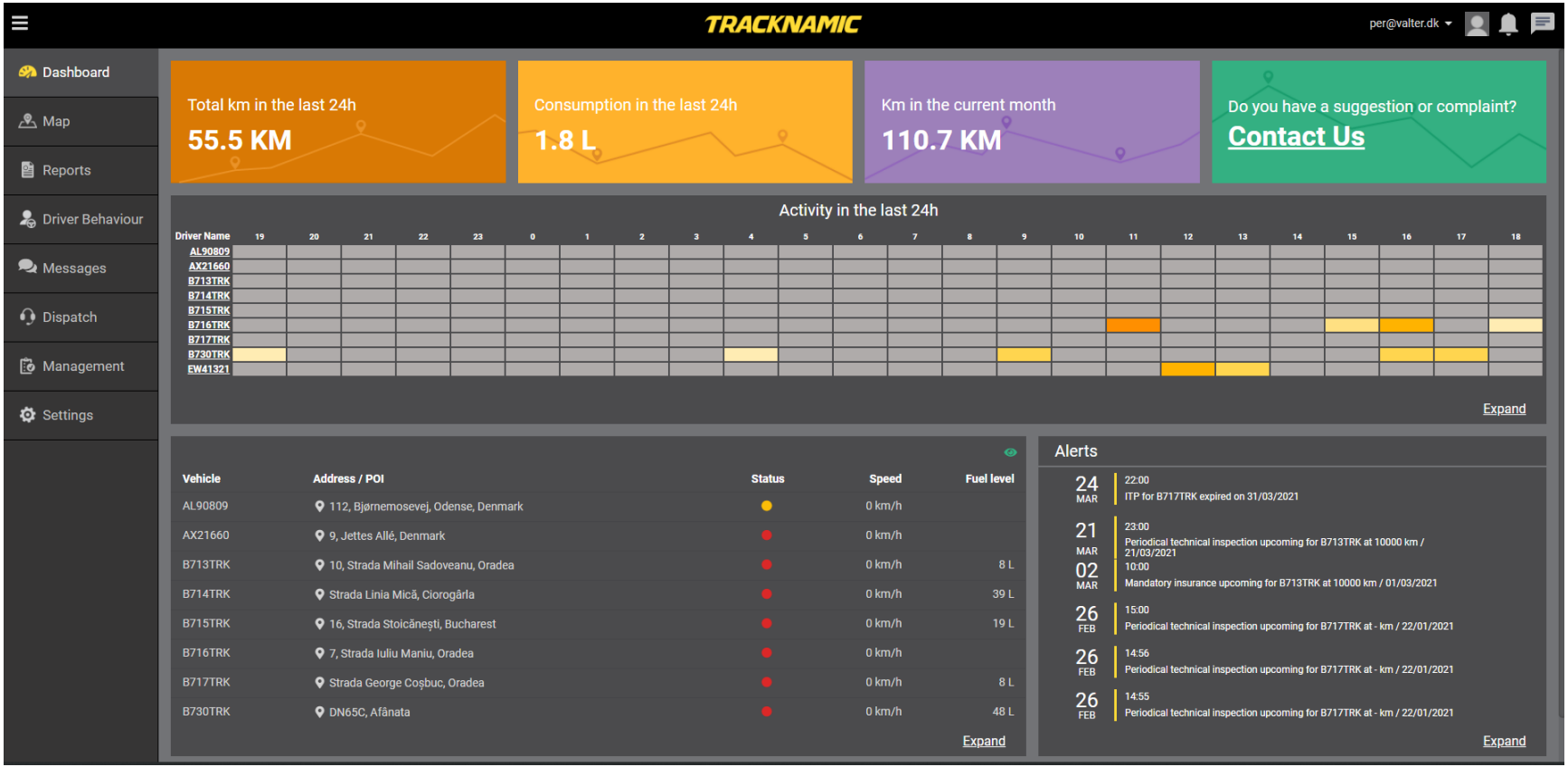
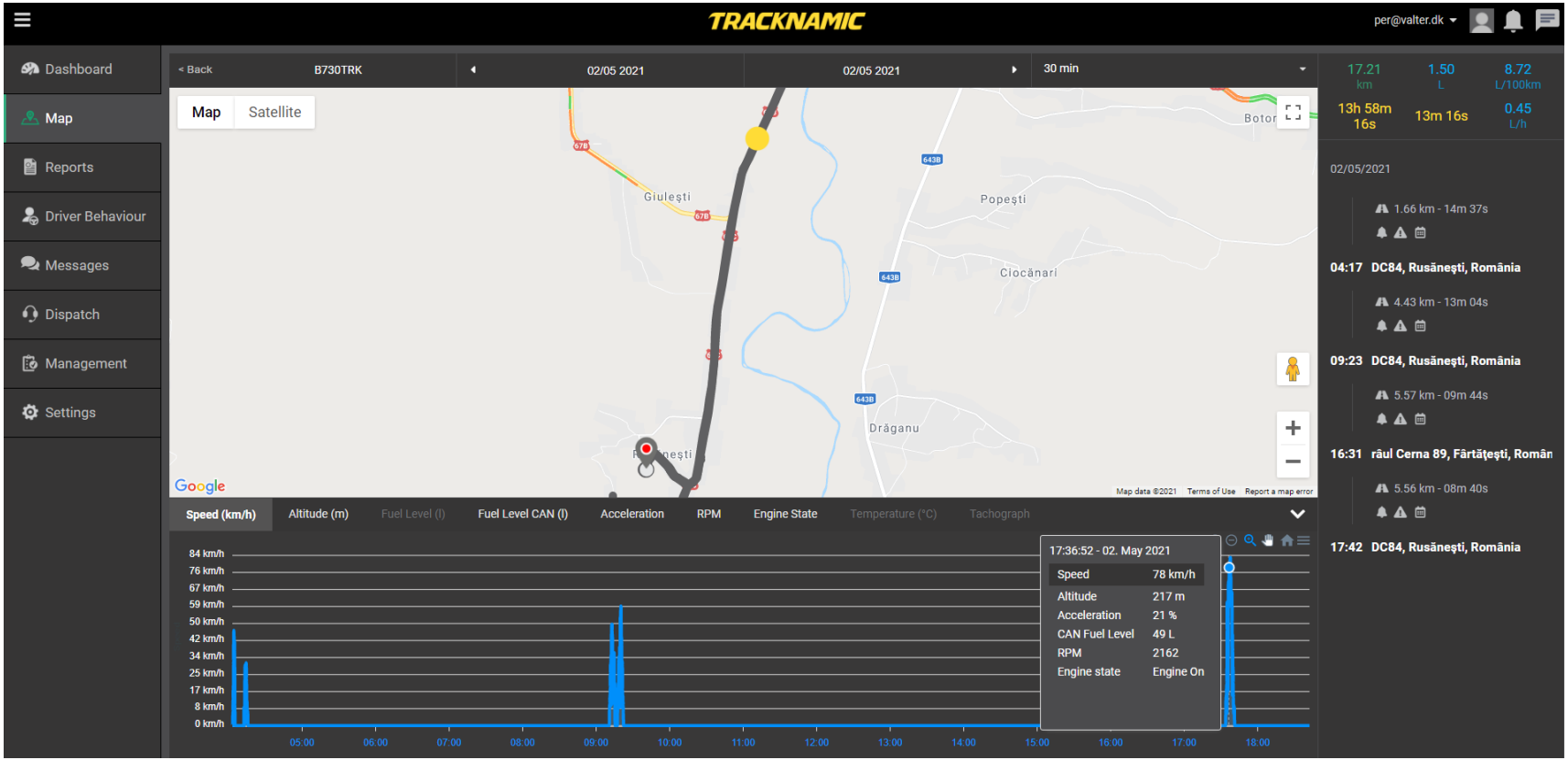
Green Transport Conference Herning

Telematics & TMS: Portal

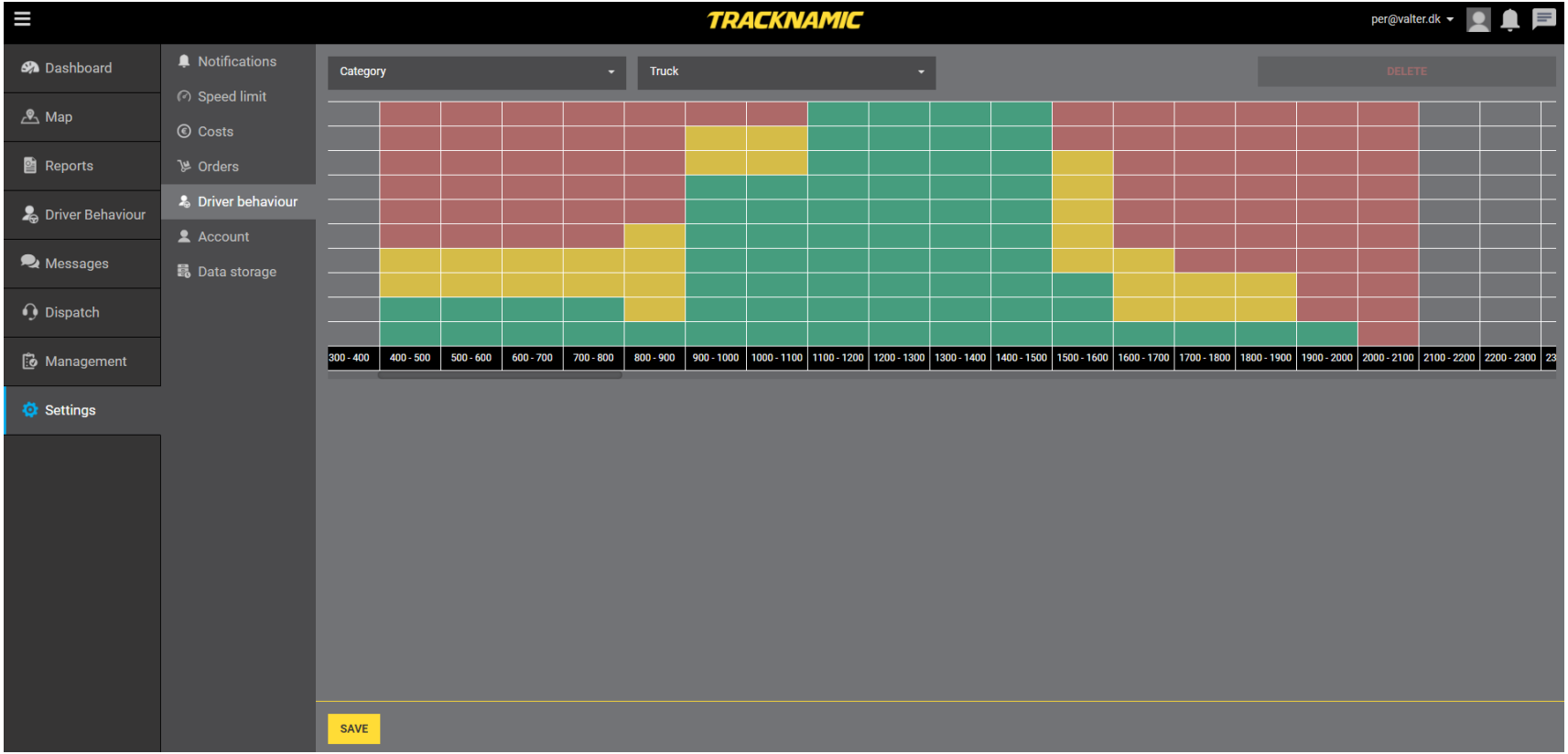


Telematics & TMS: Vehicle map overview

Telematics & TMS: Vehicle detailed view



Telematics & TMS: Driver behaviour



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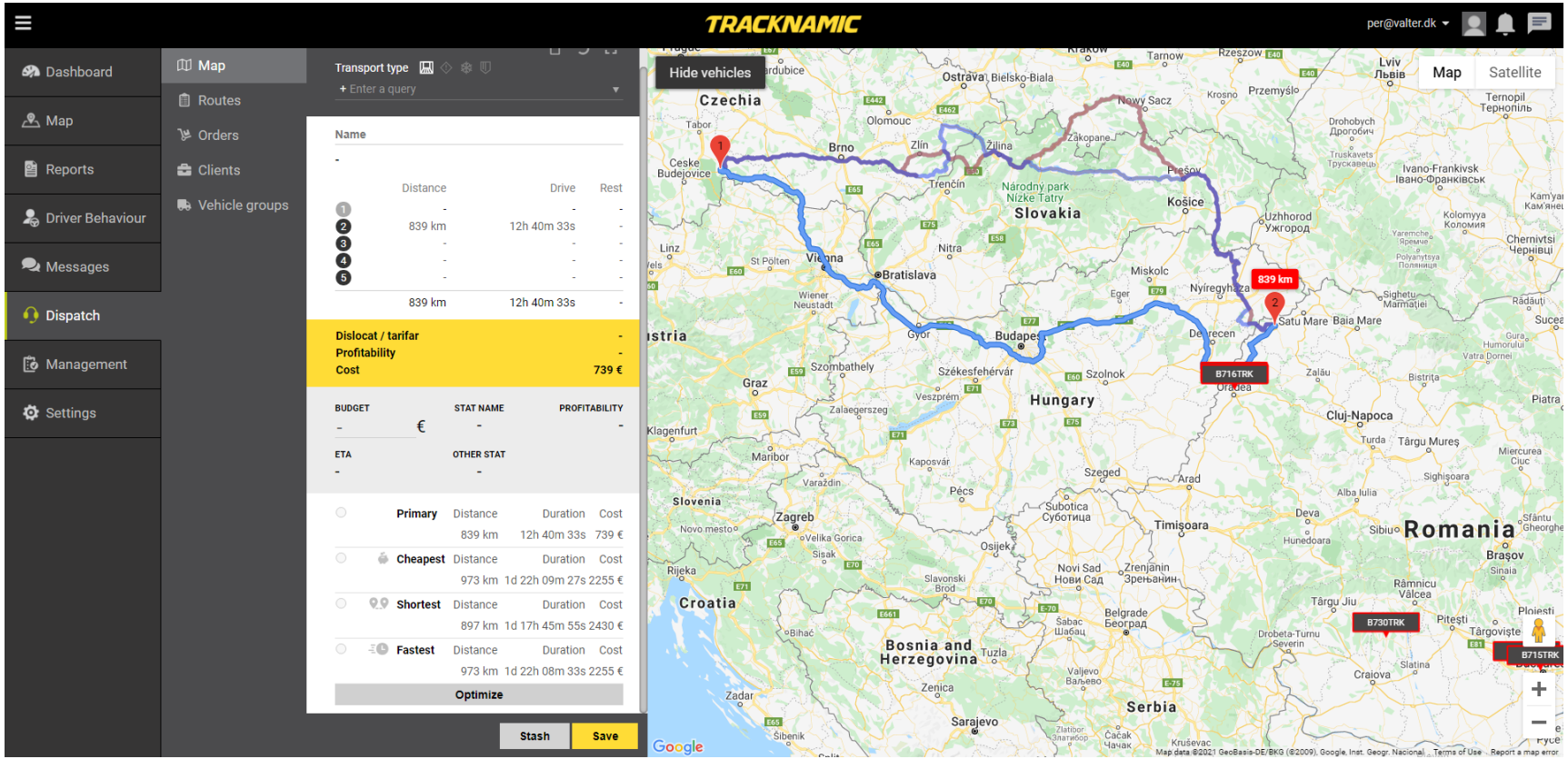
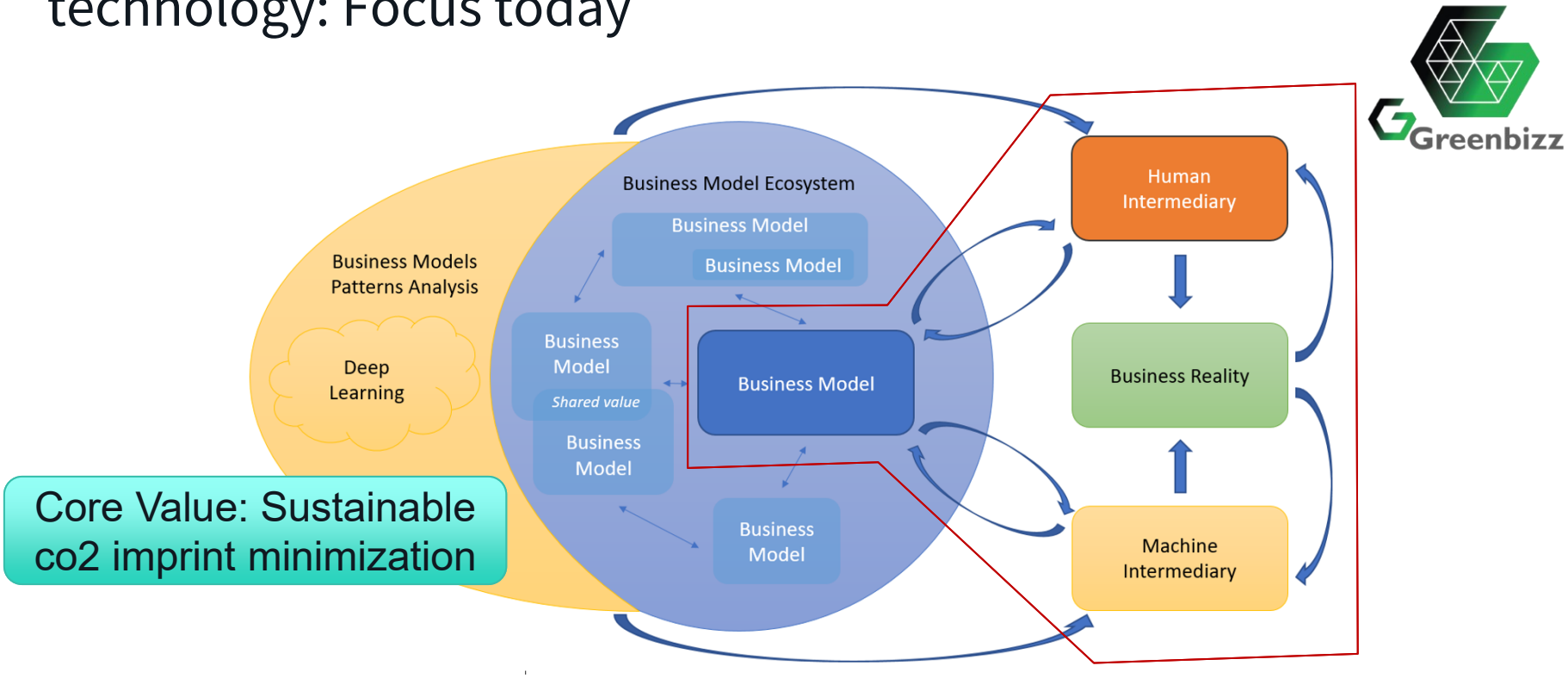
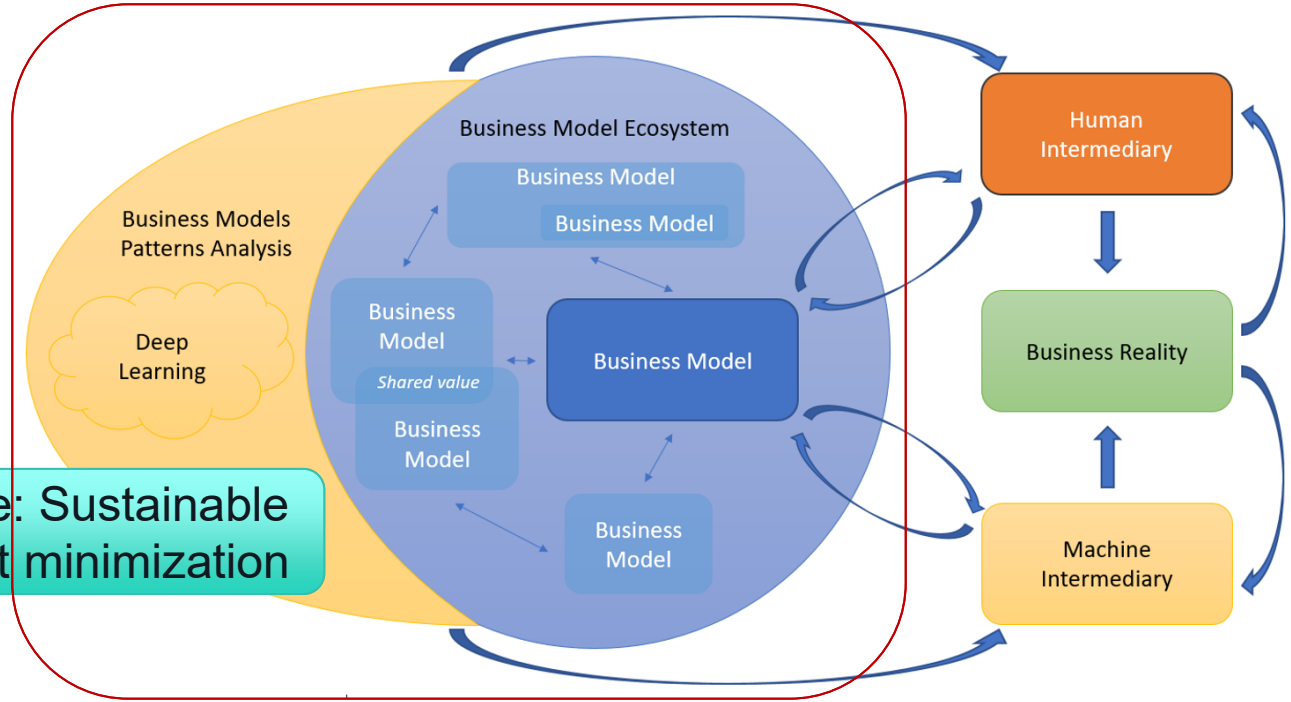


Green business model innovation using digitization and technology: Focus today



Core Value: Sustainable co2 imprint minimization

Green business model innovation using digitization and technology: Proposed 6G Application Service



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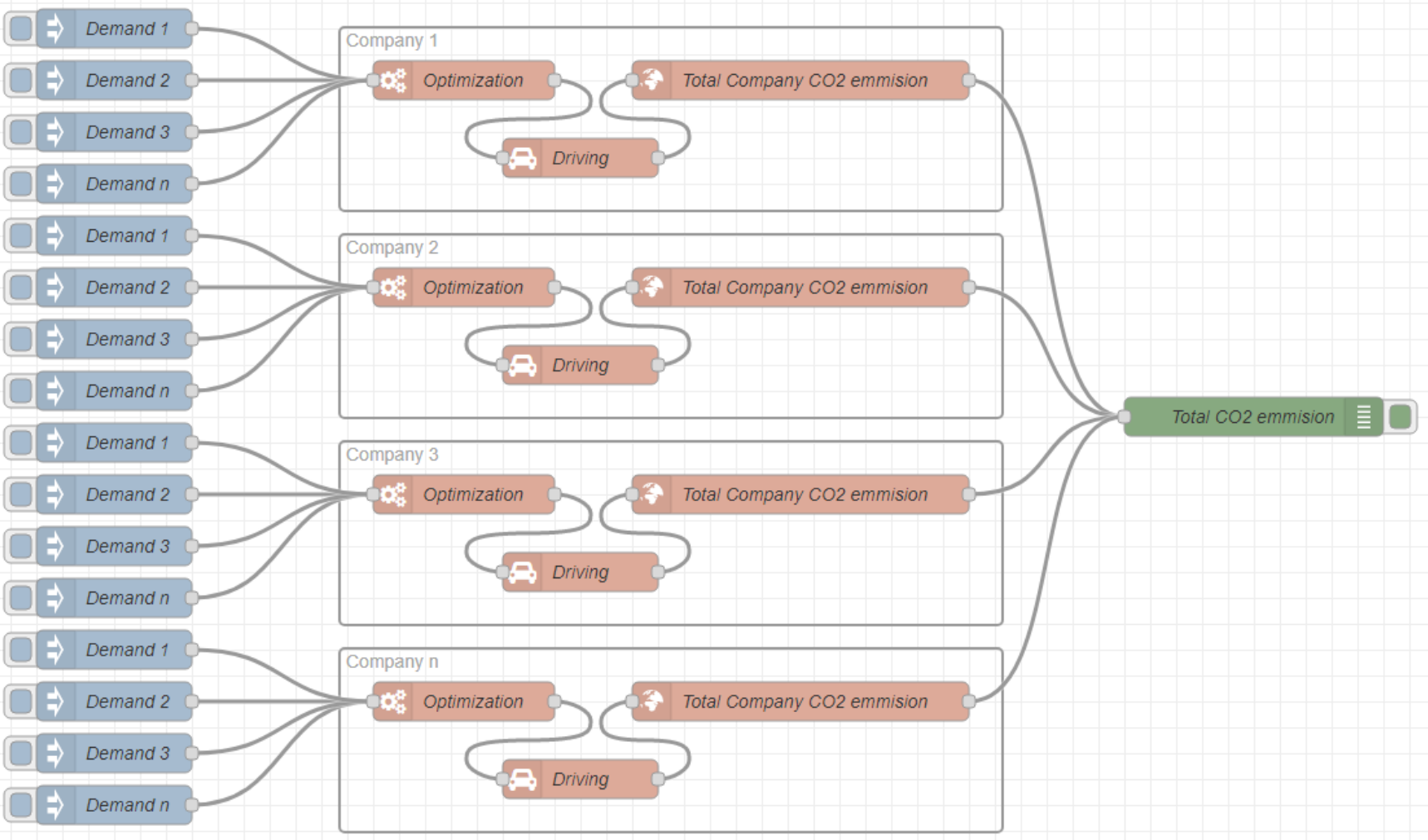
Demand 1
Demand 2
Demand 3
Demand n
Company 1
Optimization
Total Company CO2 emmision
Driving
Demand 1
Demand 2
Demand 3
Demand n
Company 2
Optimization
Total Company CO2 emmision
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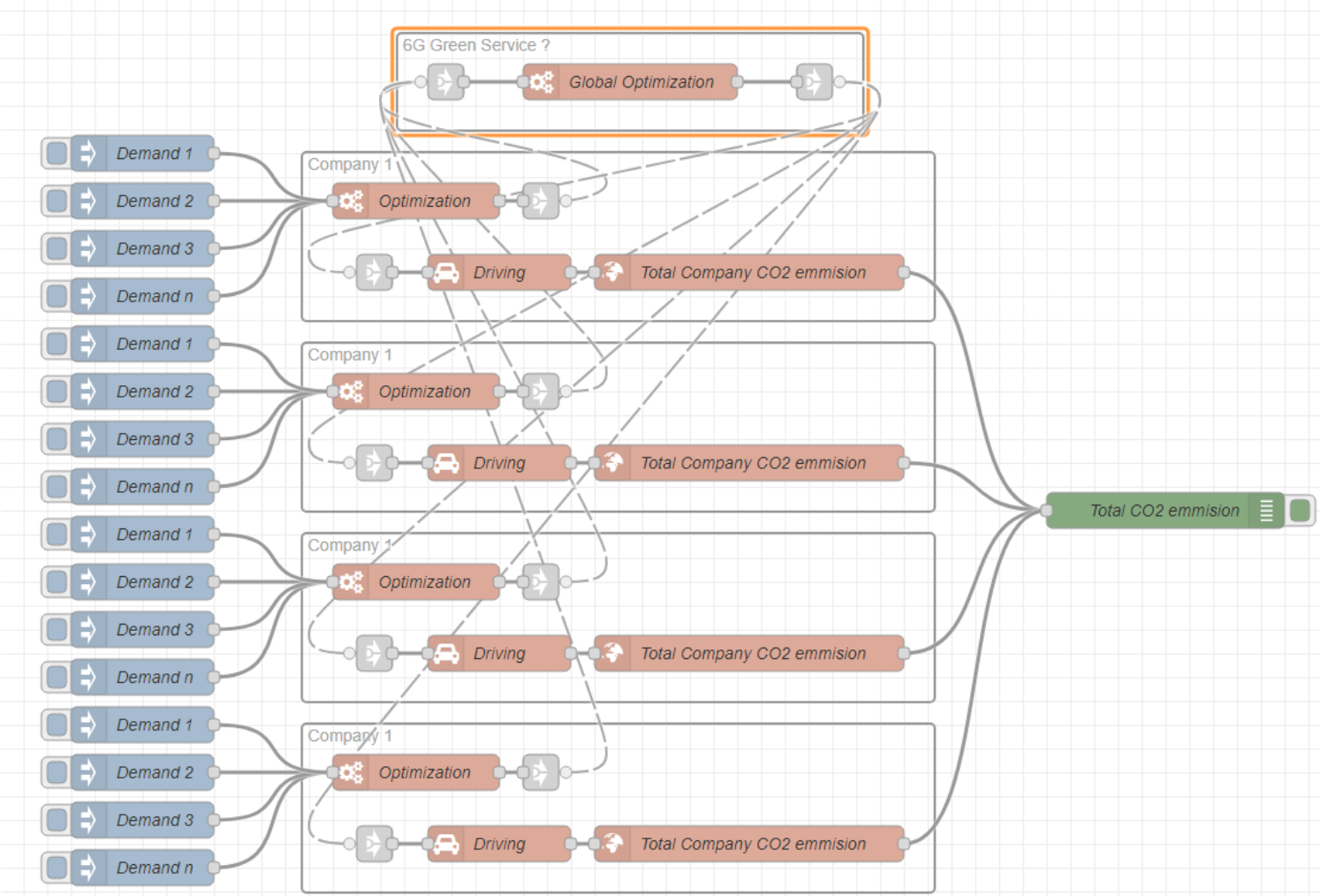
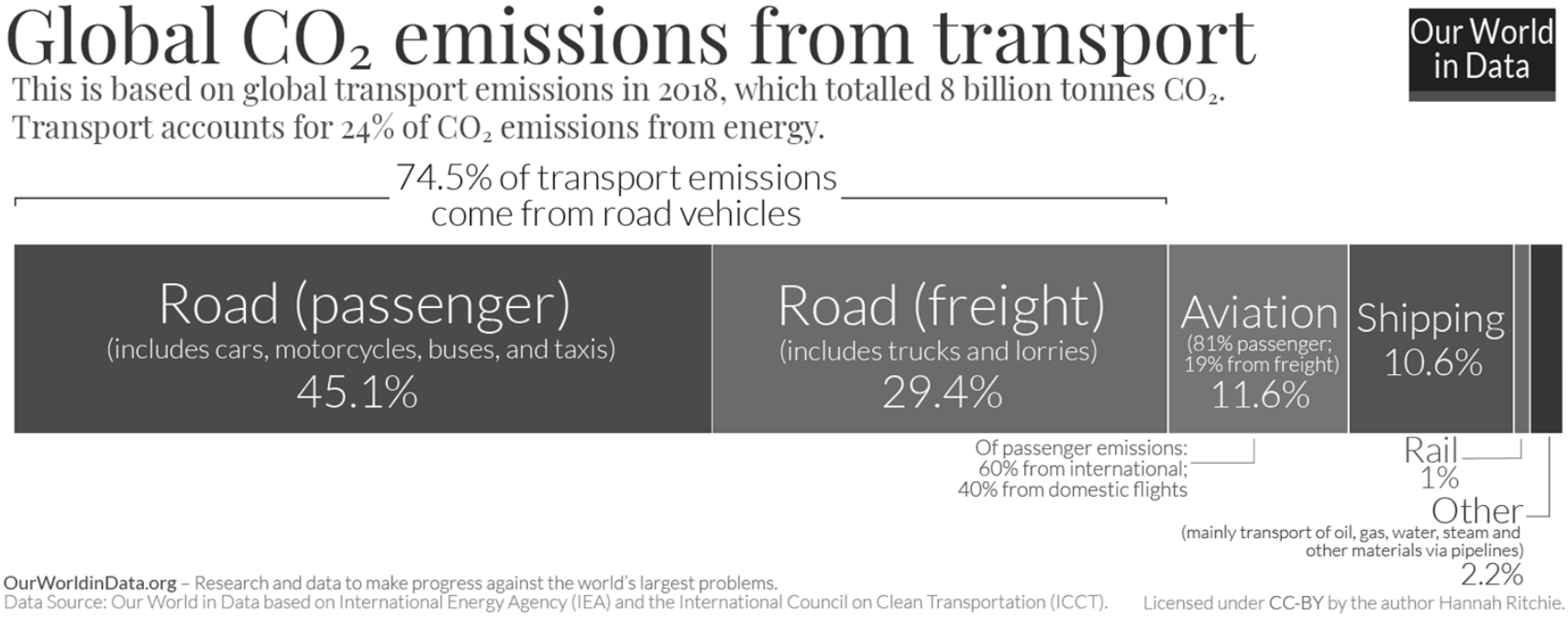

6G Green Service ?
Global Optimization
Demand 1
Demand 2
Demand 3
Demand n
Company 1
Optimization
Driving
Total Company CO2 emmision
Total CO2 emmision

Transport and CO2 emissions

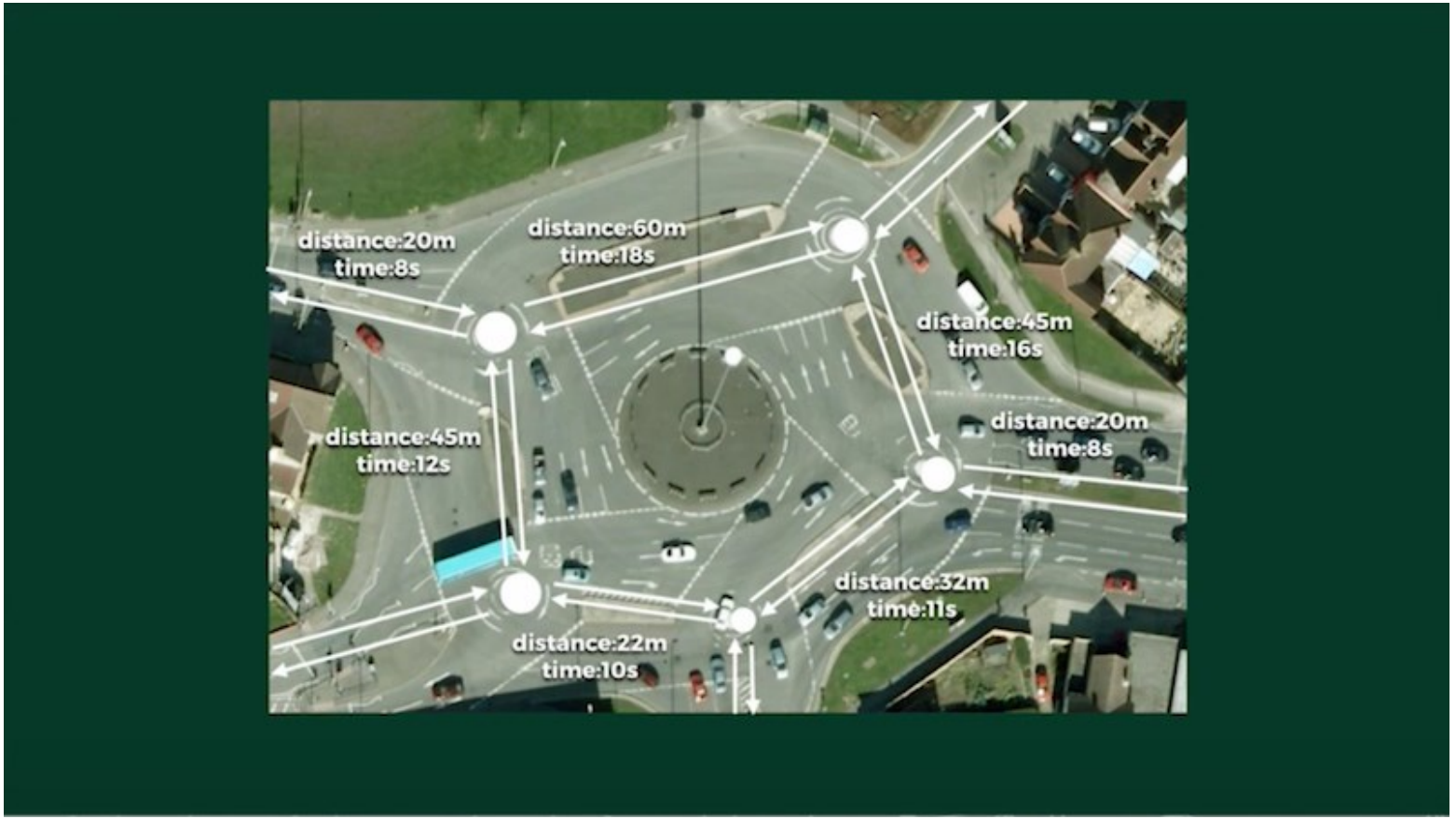


Theoretical Optimization Potential

24 % of all truck driving are empty driving, the rest is driving with an aware of 57% usage, this gives an theoretical optimization potential 56.68% on all truck driving before 100% utilization of the trucks are used.

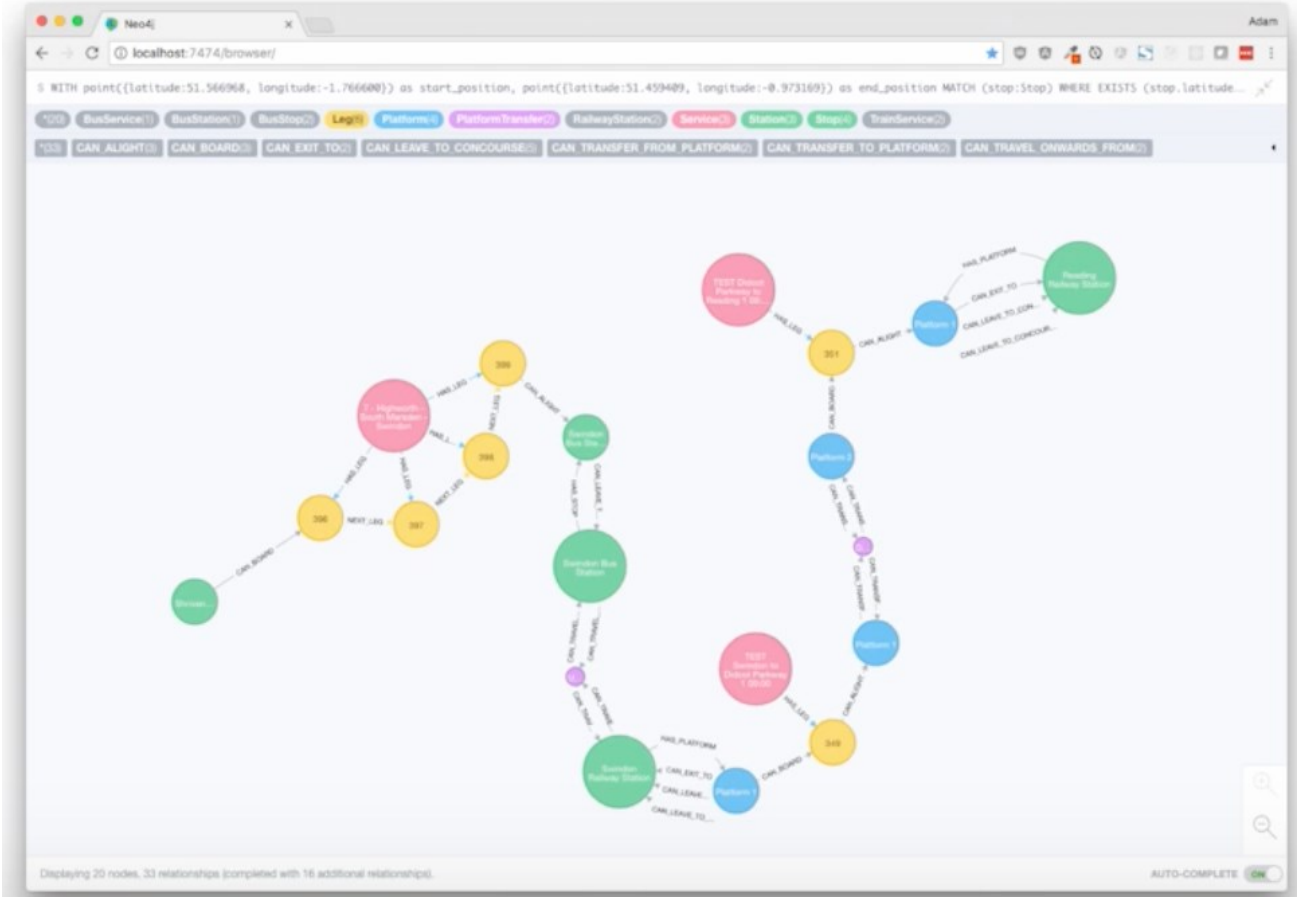
If only 50% of the theoretical optimization potential is unleashed with global optimization, which in 2018 numbers gives 666.556.800.000.- tons CO2, equaling to more then 20 times the entire Danish CO2 emission in 2020.

6G Application Service Architecture: Graph database



Source: https://neo4j.com/blog/journey-planning-why-i-love-cypher/

6G Application Service Architecture: Graph database



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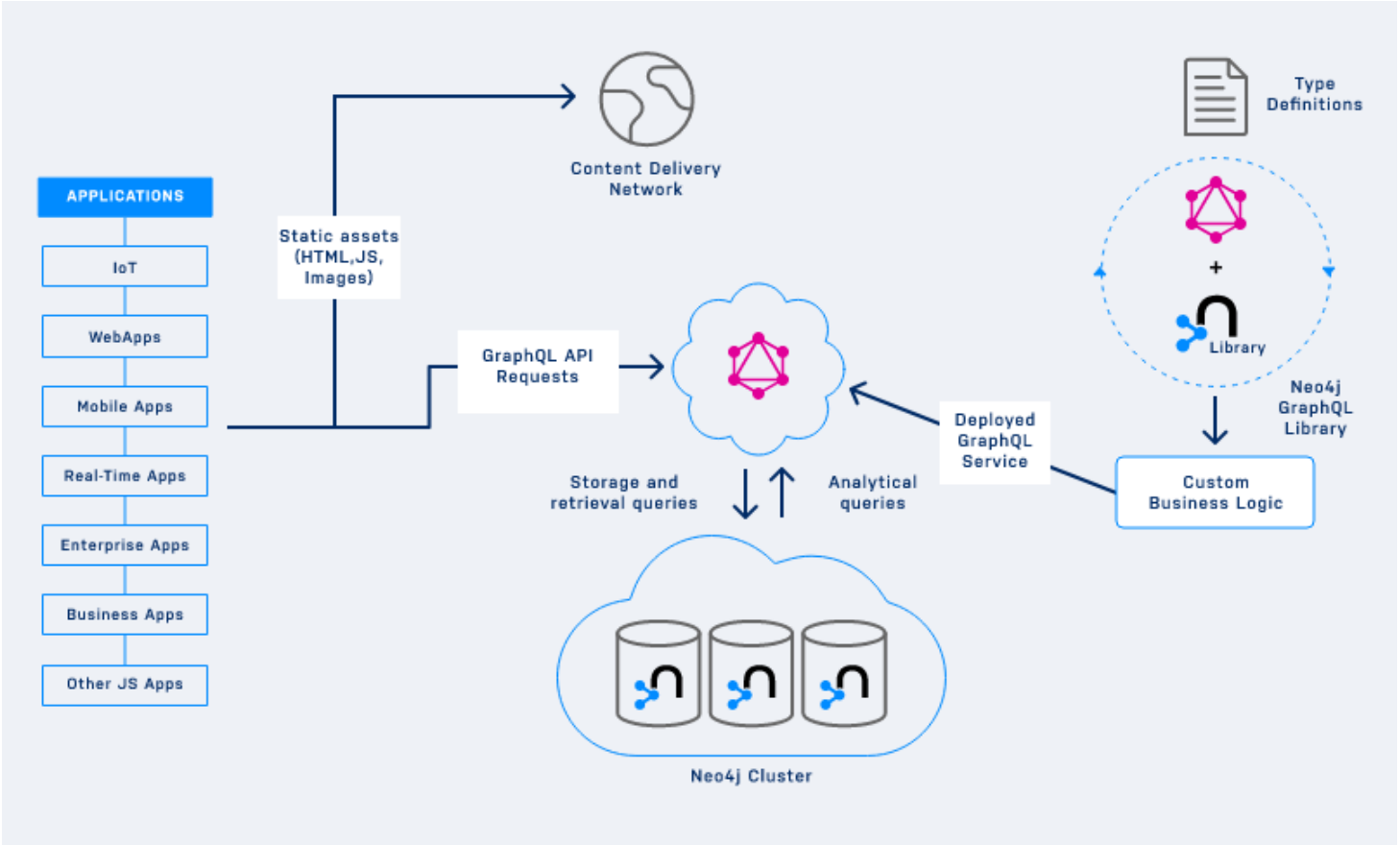
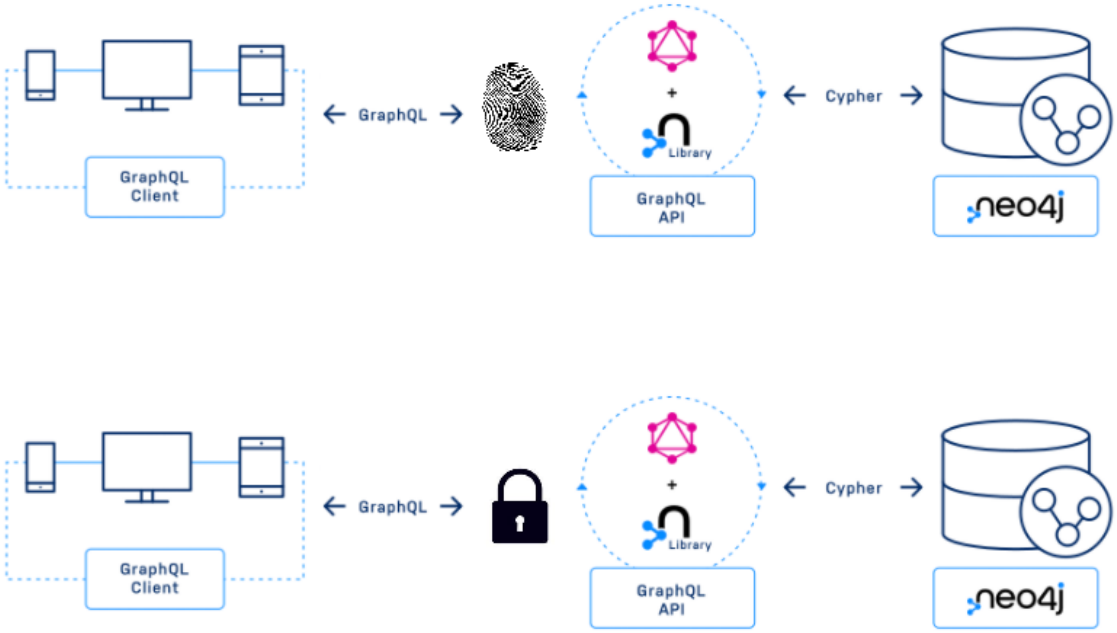
6G Application Service Architecture: Cloud Service



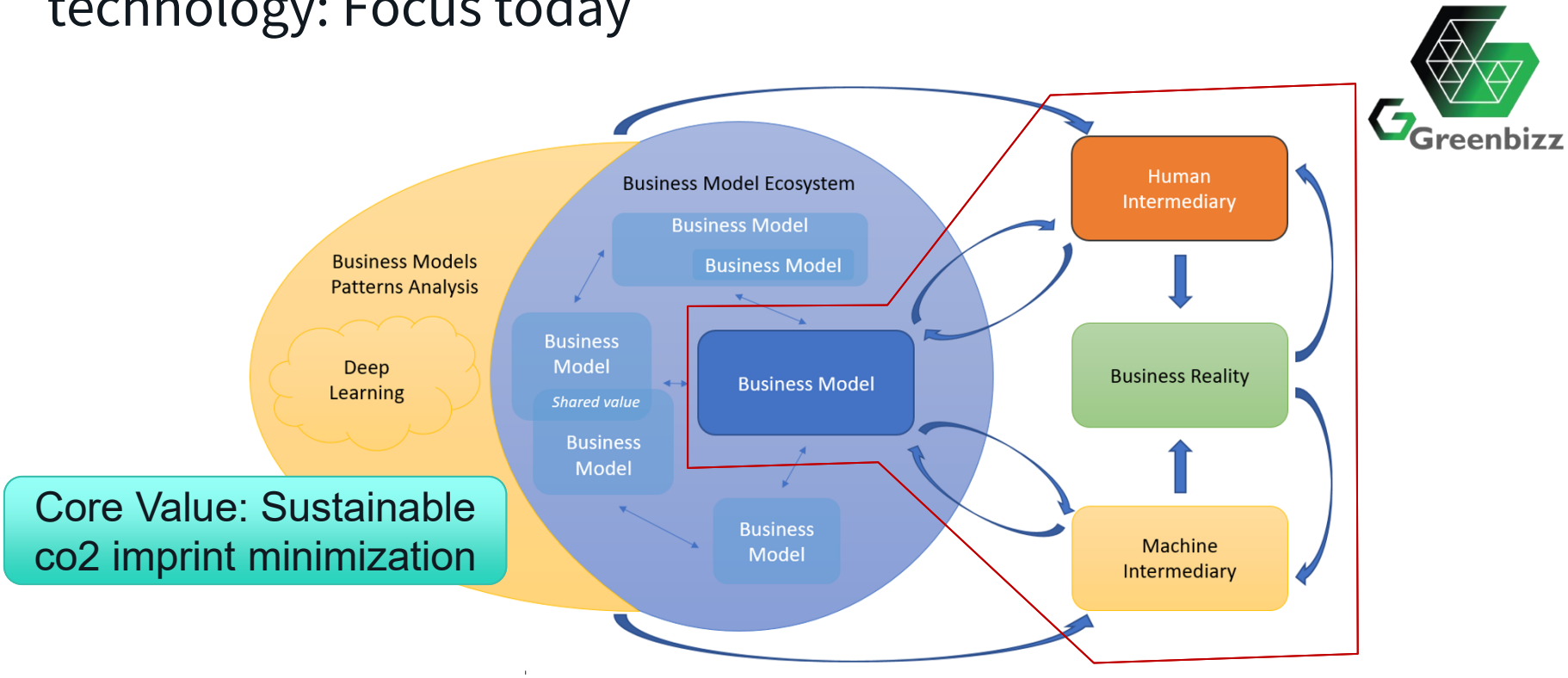
Source: https://neo4j.com/product/graphql-library/

6G Application Service Architecture: Security



https://neo4j.com/developer-blog/securing-your-graph-with-neo4j-graphql/

Green business model innovation using digitization and technology: Focus today



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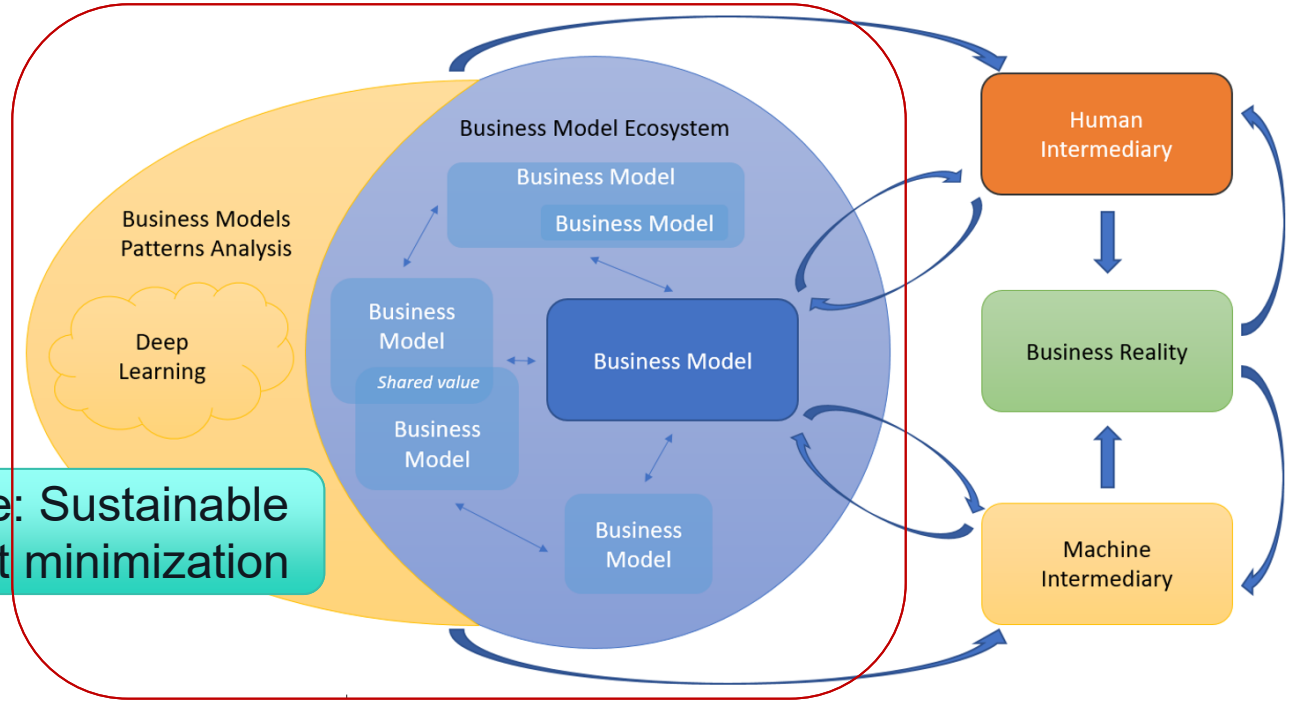
Green business model innovation using digitization and technology: Proposed 6G Application Service



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From Connecting Things to Connected Intelligence