

# The Middle East & Africa Forum for Sustainability Leaders

## Views You Can Use

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### Collaboration is critical to addressing sustainability

One of the main objectives of the Internet of Things (IoT) is transparency, which can create awareness and commitment to make sustainability happen. Technology plays a supporting role, and if utilized correctly, it can help people make smart decisions every day. Nevertheless, digitization is putting pressure on companies, primarily due to the wide variety of solutions entering the market, which makes technology selection more complex. Collaboration is a critical element that can help companies overcome this pressure, as well as addressing sustainability and pursuing the triple bottom line of people, planet, and profit.

### Technologies need to strike a balance between standardization and adapting to specific needs

Standardization can help scale up technologies and make them available to broader audiences. However, it's essential to strike a balance between the standardization of technology and adapting to the specific needs of each individual case. For example, in a project for Expo 2020, we aimed to convert a city into a smart city. We created a blueprint for future smart cities and replicated it. Replicability requires some level of standardization, such as a set of use cases for monitoring air quality, waste management, and electricity consumption. Nevertheless, collaboration remains crucial. Co-creation is a well-known methodology for achieving collaboration.