

# Silicon Valley Goes Green

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Silicon Valley has a reputation of almost mystical dimensions on all aspects of innovation, creativity, start-ups and money to fund all these ventures. The unique quality of the Valley lies in its geographical, informational, and conceptual density of its resources and thus offers a catalytic effect on projects and enterprises.

With Green Tech becoming a major segment worldwide, Silicon Valley companies add their own twist, providing everything from energy efficient devices to alternative energy production. Yet after initial interest, the engagement by investors dropped sharply and investment in all segments of green technology is down up to 80 percent in 2013 compared to 2012.

Looking at this development we see a clear indicator that it is not enough to keep developing, raising money, building companies, and sell them the same way it silicone and software companies are created. Rather than “paint” a company green, the complete business process needs to embrace and deliver a green paradigm in every aspect. Herein lies the challenge for the next generation of ventures – to integrate green concepts, green technology and green business models. There is a good chance that the Silicon Valley will reframe itself again to become the leader in green.



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*Florian Brody is an international marketing and digital media specialist with more than 20 years of experience in his field of business. He has been working as an adviser for a huge number of known companies in a wide range of industries. Moreover, he has co-founded several start-ups and has acquired a reputation as an internationally acclaimed speaker.*

*Brody co-invented the first electronic books and built the multi-media market for Apple Austria. Furthermore, he teaches courses in digital media, entrepreneurship and mobile payment strategies at universities in Austria, Germany and the US.*

*He began his career in Vienna where he studied computer linguistics, worked at the Cinémathèque Française in Paris and as a fashion photographer.*

## **The Economics of Communication Communication in Business Cycles**

*Web and Internet technologies initiated the fourth industrial revolution in less than 20 years since their entry into mainstream communication scenarios, significantly changing economics and society. Digitization and mobile technologies speed up communication and provide the tools to control value chains of ever increasing complexity, that have long crossed the limits of single organizations or countries.*

*How can information and communication technologies help to establish fair and sustainable models of global and local economies and overcome serious disadvantages of current market forces?*

## **Steering Committee**

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