



## Combating Climate Change with e-Mobility

### *Proxi Office and Satellite Office*

**The Proxi Office - or Telecentre - is an ideal solution for e-mobility and telecommuting, and for effectively combating climate change and traffic congestion problems in urban areas.**

Cisco Systems has launched the *Connected Urban Development Initiative* under which Smart Work Centres (SWC) were put in place in several locations around the world, especially in the Netherlands. SWCs have largely proven the case that *Telework 2.0 – Flexiwork* can be sustainable and meet the flexible working needs of all users. Our Proxi Office concept has the ambition to take the working SWC concept a step further to offer European regions a fully integrated solution for local economic development and environmental sustainability.

**It is a simple concept: instead of commuting between home and congested city centre offices, employees who mainly use ICT for work can take advantage of flexible mobility and the benefits of a real office environment, a walking or cycling distance away from home in their own neighbourhood.**

The employee draws a double benefit: an improved mobility combined with the advantage of enjoying full office services near home and children's school. In principle, the use of the Proxi Office does not cause similar tax, employment contractual, insurance, technology, and other problems as traditional home-based telework does.

Our Proxi Office concept uses the latest techniques to drive the benefits of secure and individualised ICT services for SMEs and large private or public organisations. All organisations need to secure their assets and data in ICT-centric work environments, at their premises and while teleworking alike. Why not apply the same solutions and security levels at the office, on the road or at a Proxi Office?

### *Benefits*

The Proxi Office offers many benefits, advantages and generates significant direct and indirect savings for enterprises, public and private employers and employees, regions and the society in general. These benefits result

from paperless processes and services, better managed mobility of people, and improved effectiveness of ICT services. A more business and user oriented organisation of information security is also possible using security solutions that enable service oriented architectures and mobility, to public and private organisations. These elements comply with the objectives of the European Union initiatives *Digital Agenda for Europe 2010 – 2020* and *Reduction of 20% of CO<sub>2</sub> emissions in 2020* and the *Convention of Mayors*.

#### **Advantages include:**

- Reduction of congestion in cities, reduction of CO<sub>2</sub>, CO, NO<sub>x</sub>, micro particle, hydro carbon and carcinogen emissions that result from unnecessary traffic.
- Savings in operational costs, furniture, rent and other overhead costs on offices: organisations can reduce the occupation of expensive downtown offices and save 25% on average.
- Increased operational efficiency by 20% to 40% in public and private organisations by means of digitalised paperless processes and telework.
- Increased data security and IT process efficiency as management of ICT is optimised for mobility, online collaboration and virtual organisation of businesses.
- Significant direct and indirect cost savings for employers and employees due to reduced travelling needs (up to 100%).
- Real cost savings in business travel that can be partly replaced by telework, video conferencing and telepresence solutions.
- Increased employee satisfaction through gains in autonomy and flexibility of working times, and also team work using collaborative solutions combining social media and videoconferencing.
- Better security management enabling closer collaboration between people and companies. This fosters the creation of social and economic networks that can give rise to new innovative businesses.

The reinforcement of entrepreneurship among new groups of people and creation of new businesses, as well as improvement of employment and equal opportunities for



*Empowering European Regions*

women, young people and people with impairments, are also part of the benefits that can be derived from the Proxi Office solution. Employees who stay near their homes consume more local services, hence supporting local businesses and helping to maintain geographically distributed coverage of local and public services.

### *A regional solution*

Regions are the first to benefit from Proxi Offices and Satellite Offices, which can be set up in the outskirts of cities in traffic junction points. They strengthen local economies by fostering local job creation and improve quality of life by creating attraction poles for employees, employers and businesses. Flexible working times combined with reduced time in work-based travelling are key for good job satisfaction and they are becoming major recruitment tools for organisations seeking skilled professionals.

The Proxi Office is a "telecentre", which is based on modern mobile and Internet technologies and online collaboration tools that use Web services and social media (web 2.0), such as telepresence, augmented reality and unified communications in a secure, reliable and accessible manner.

Security of online services in Proxi Offices is ensured by using strong authentication, user identity management and federation through Web Services Security solutions and digital signatures that ensure confidentiality and authenticity of electronic transactions in the network.

The Proxi Office is a telecentre acting as a catalyst for change in the creation of new types of workplaces and business models, and supporting the adoption of service oriented agile ICT architectures. These elements support directly the competitiveness of businesses and organisations of the 21st century.

### *A comprehensive approach to telework*

#### **1. A new working culture**

The Proxi Office supports secure paperless administrative and business processes, better management of work, setting up of virtual organisations, new methods of collaborative and team work without time and place restrictions. The Proxi Office helps to maintain social contacts with colleagues and nearby friends as well as contacts with the business communities.

#### **2. Technology of the Telecentre**

The Proxi Offices use secure Cloud, SaaS, personalised unified communications and identity management applications and services, as well as Total Single Sign On (TSSO) for physical and logical accesses with only one token and further, digital signature services. The Web 2.0 and collaboration solutions can be used also for private and public services (health, etc.), which can be accessed using videoconferencing and telepresence technologies.

#### **3. The Telecentre**

The Proxi Office is a fully equipped workplace with infrastructure and ICT equipment already in place. The users benefit from management services in the telecentre and are offered role-based physical and logical access for all telecentres under the same administrative umbrella, and also when working at home. It also offers support and help desk and computer maintenance services, and online training packages and other complementary services.

### *How to participate?*

Contact us to learn how to implement a Proxi Office project in your region or locality. In collaboration with our team of experts, we are able to offer you our support to all the phases of your telework and Proxi Office project from the development, up to the implementation phase. We also may seek for partners as necessary from our urban networks and cross border at European level to launch a platform of Proxi Offices for better quality of living and working conditions in Europe and to combat climate change and traffic congestion.



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