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.
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.

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]

Telematics & TMS: Portal
Telematics & TMS: Vehicle map overview
Telematics & TMS: Vehicle detailed view
Telematics & TMS: Driver behaviour
Telematics & TMS: Driver behaviour
Green business model innovation using digitization and technology: Focus today

Core Value: Sustainable
c02 imprint minimization
Green business model innovation using digitization and technology: Proposed 6G Application Service
## Transport and CO2 emissions

**Global CO₂ emissions from transport**

This is based on global transport emissions in 2018, which totalled 8 billion tonnes CO₂. Transport accounts for 24% of CO₂ emissions from energy.

<table>
<thead>
<tr>
<th>Mode</th>
<th>CO₂ Emissions</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Road (passenger)</td>
<td>45.1%</td>
<td></td>
</tr>
<tr>
<td>Road (freight)</td>
<td>29.4%</td>
<td></td>
</tr>
<tr>
<td>Aviation</td>
<td>11.6%</td>
<td></td>
</tr>
<tr>
<td>Shipping</td>
<td>10.6%</td>
<td></td>
</tr>
<tr>
<td>Rail</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>2.2%</td>
<td></td>
</tr>
</tbody>
</table>

74.5% of transport emissions come from road vehicles.

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**Source**

OurWorldinData.org – Research and data to make progress against the world’s largest problems.

Data Source: Our World in Data based on International Energy Agency (IEA) and the International Council on Clean Transportation (ICCT).

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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

Source: https://neo4j.com/blog/journey-planning-why-i-love-cypher/
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/
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Business Models Patterns Analysis
Deep Learning

Business Model Ecosystem
Business Model
Business Model
Business Model
Business Model

Human Intermediary
Business Reality
Machine Intermediary
From Connecting Things to Connected Intelligence