

AGENDA  KNOWLEDGE
Knowledge Partnership

Heading for an Austrian knowledge strategy

Major Topics

- Responsibility in the global knowledge space
- Democratization of knowledge
- Knowledge cities and knowledge regions
- Knowledge management
- Knowledge work and knowledge workers
- Knowledge identity, knowledge culture and knowledge preservation

Responsibility in the global knowledge space

Europe as a „knowledge space“ – and Austria playing an exemplary role within

- **Lisbon „strategy“ claims / claimed Europe to become the most competitive *knowledge based* economic area**

Comments made:

- This (cl)aim needs a series of **structural changes** on EC level
- **Participative approach**, as taken in Austria, should also be taken up elsewhere in Europe a) as innovative and b) to overcome „tiredness on Europe“ and its democratic deficits
- Themes of the „Knowledge Society“ should become subjects of education in schools
- „Knowledge“ as competitiveness factor is also adopted in other regions, in specific in Asia. How can we escape **competition in the knowledge economy intended to be conflictuous?**
- Some **more „tangible“ objectives** should be put forward e.g. „factor 10 productivity increase“ or similar

From Europe to the Globe: Science governs

- **Millenium Goals** of the UN to be adopted as governing policy for all countries also w.r.t. knowledge politics
- **UN / UNIDO / IAEA** and other UN organisations already are **committed to Knowledge Management**
- Differentiation towards countries by criteria of wealth of countries: Poorer countries first need **sufficient (edu) infrastructures**, as all countries worldwide need **as much broadband (access) as possible**
- Austria should feel challenged to contribute by its scientific potential to develop and make available to the world **scientifically based models** and measurements e.g. for defining more precisely issues of knowledge economics
- New scientific approaches also address **new paradigms of „making science“ and creating knowledge** such as the transition from multidisciplinary to transdisciplinarity

Democratization of knowledge

Knowledge as a commons

Should knowledge be seen as

- a good commonly available and usable for everybody
- or as a valuable source of income for companies that needs protection by a strict IPR management?

Democratization of knowledge guarantees broad participation and the public control of knowledge.

Consequences

Knowledge as common:

- Free availability, free exchange (copyleft)
- Cooperative development
- Demand driven innovation
- Culture of sharing and appreciation
- Economical advantage from application

Knowledge as property:

- Claims for property
- Public protection required (copyright, patents, DRM)
- Enforcement of protection measures
- Competitive development
- Innovation driven by profitability
- Economical advantage from sales

Possible Measures

- „Commoning“ of knowledge
- A more balanced and flexible copyright
- Questioning patents
- Results of publicly funded research remains public
- More openness in public procurement

Knowledge cities and knowledge regions

Background

- “Knowledge City – a city purposefully designed to encourage the nurturing of innovation”.
- Spatial restructuring of cities and city-regions to meet the challenges of the growing knowledge economy
- New governance models to regulate and steer creative/knowledge economy
- Complex web of relationships between government / business services & companies / R&D
- Quality-of-life and Life-style issue
- Growing importance of educational services

Knowledge Spaces & Learning Landscapes

Background

- Knowledge Worker: Education plays essential role!

Aim

- Understanding the spatial dimension of pedagogy
- Creating a diverse landscape of educational spaces

Way

- Political consensus
- Re-designing educational infrastructure
- Bottom-Up approach (,educitizenship‘)
- Contributing to dissemination of ,Best Practices‘ (creation of a blog)

Knowledge management

Knowledge Management in organizations, research and education

- Knowledge Management activities in Austria
 - status quo not clear
 - need for more research, academic education, publication and national and international conferences
 - Indicators for success
 - world-known corporate group vs. renowned schools, universities and research centers
- Is Austria investing enough to be fit for the future knowledge economy???

Knowledge Manager – occupational profile

- A Knowledge Manager is the person in an organization who leads and coordinates the topic of „knowledge“ strategically.
- Abilities:
 - Linking people, organization and technology
 - Acting instead of reacting
- Duties:
 - Analysis and conception
 - Selection of methods
 - Communication and Information Technology
 - Measurement and evaluation

Knowledge work and knowledge workers

What are the issues related to knowledge work?

- Definition of knowledge work (vs. routine work)
- Challenges for organizations: traditional organizational forms and structures are not satisfying for knowledge workers
- knowledge workers have different needs and interests, knowledge work needs a different legal framework
- Career paths of knowledge workers do not correspond to the development of their knowledge capital
- value of knowledge work and criteria for salaries and remuneration: time is not the major factor any more

Preliminary results – need for change

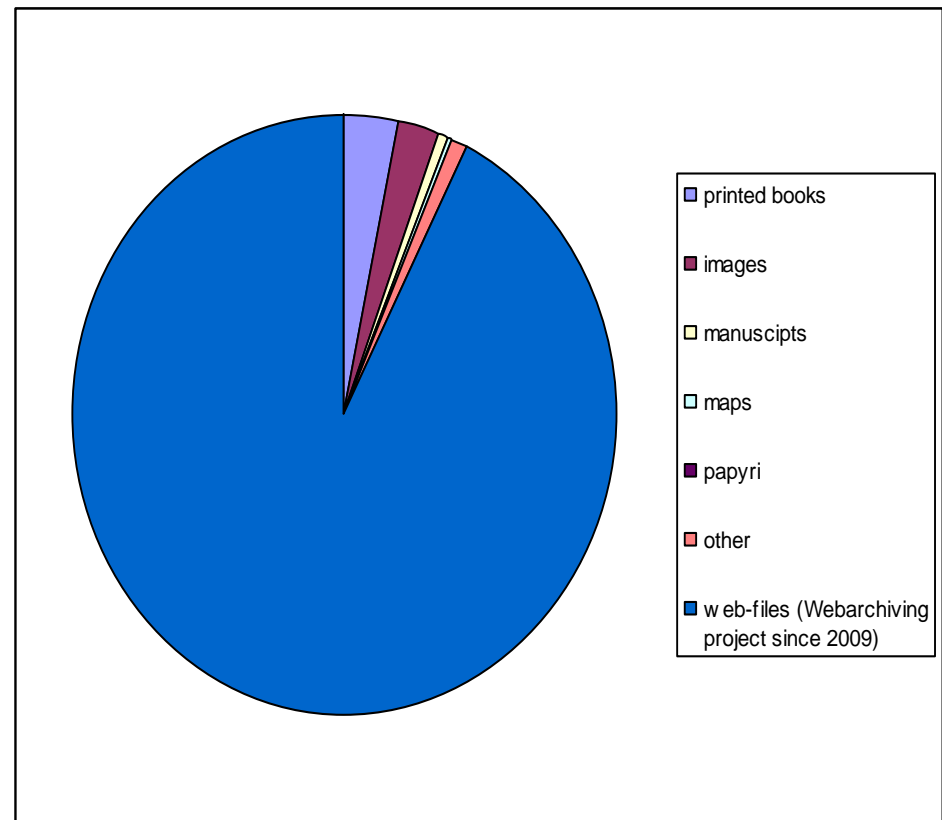
- Knowledge as a common property – copyrights, intellectual property
 - Support the use and development of knowledge, not its privatization
- Legal framework that supports ...
 - Knowledge workers (social security, tax regulation, sabbaticals, etc.)
 - Knowledge organizations (working time regulations, etc.)
- Public subventions of investments in public knowledge base and infrastructures
 - More attention on SME developments
 - Public RFPs should be handled carefully (goals, controlling)

Knowledge identity, knowledge culture and knowledge preservation

Knowledge preservation /1

- Our cultural memory is changing rapidly

Holdings of the Austrian National Library	by 31.12.2009
printed books	3.586.000
images	2.712.000
manuscripts	465.000
maps	275.000
papyri	141.000
other	810.000
web-files (Webarchiving project since 2009)	98.371.000 =1, 68 TB



Knowledge preservation /2

- ... and also the access to the cultural memory.

Average daily visitors of the reading rooms of the ANL	915
Average daily users of the digital services of the ANL (visits)	5500