



**Report to the Conference „Agenda Knowledge“ on occasion of the  
Austrian Round Table of The New Club of Paris:**

**Austria's Transformation  
towards the Knowledge Society**  
History, Introduction, Some Results

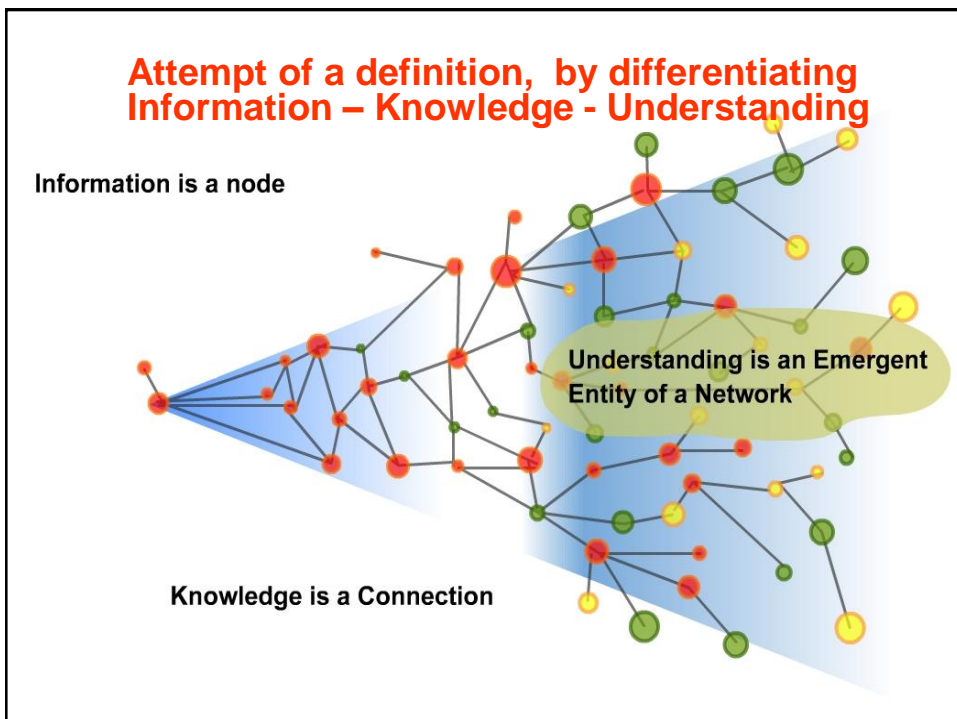
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Country	Human capital		Market capital		Process capital		Renewal capital		Financial capital		Overall Intellectual capital	
	Score	Ranking	Score	Ranking	Score	Ranking	Score	Ranking	Score	Ranking	Score	Ranking
China	4.13	39	5.30	25	3.52	33	2.12	27	7.45	38	22.52	36
Denmark	8.10	<b>1</b>	6.61	4	7.41	2	5.74	7	9.68	9	37.55	5
Finland	7.79	4	6.61	4	7.73	<b>1</b>	7.31	3	9.55	18	39.00	<b>1</b>
<b>Austria</b>		<b>14</b>		<b>8</b>		<b>6</b>		<b>12</b>		<b>9</b>		<b>10</b>
Japan	6.75	13	4.61	37	5.64	19	7.04	5	9.60	16	33.63	14
Netherlands	6.85	11	6.95	<b>3</b>	6.79	10	5.19	8	9.72	5	35.51	8
Norway	7.69	5	5.96	17	7.09	5	4.68	14	10.00	<b>1</b>	35.42	9
Sweden	7.93	2	6.28	11	7.19	4	7.77	<b>2</b>	9.62	13	38.79	2
USA	7.59	6	5.99	15	7.05	6	7.18	4	9.88	2	37.68	4

\*ranking is based on 40 countries by Dr Carol Lin, TICR, 2009



### First rough insights gained on what Austria needs to approach / to change



- The consequences of the fall of the **Berlin Wall** still are not yet understood well. Curtains are no more of iron, but may be of wood
- Austria has not yet found its **identity** within Europe and in the world
- The country – despite of its image as an open touristic country – is very inward directed, little transparent and **little open**
- Capital market not ready for the future; close to **zero venture capital**.
- Old **paradox** of Austrian economy seems to turn in a new one
- **Input – Output relationship** very problematic if not to say inefficient
- **Social innovations** will become much more important than „technical“ or formal ones
- Low **trust** level between citizens, „**fearfull attitude**“ towards risks
- First level education needs a dramatic change
- lack in tertiary educated talents to master the next growth cycle
- Structure of **decision makings** in specific on political level much **too complex** (Multiplicities and „silos“)
- **Too many strategies**, little coherence. Overdoing in analysis
- Lack in entrepreneurial transformations. Where are the „**societal entrepreneurs**“ ?
- **Hierarchies** in society and, even more, in administration **hinder change**. Overboarding bureaucracy „in the background“

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## A selection of positive ideas for change



- Continue to **convince politicians** on accepting an further developing knowledge politics and knowledge policies
- **Gain media** as partners (take Club of Rome as a good example!)
- Prototype a **new learning situation** (→ tomorrow's Knowledge Café on the „new school“ !)
- Improve **interactions** between players, e.g. in a finance dependant environment by instruments such as matching funds
- Scientific work needed on developing **new indicators** and economic models
- Create a „center“ for **novel research in complexity** (as a new meta science)
- Orientate towards insightful research such as brain research
- Give stronger attention to **social and human sciences**. Such discipline will re-open the discourse on culture and values.
- **Create a Nobel Prize in Social Sciences !!!!!!!!**

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