




From a Research and Innovation Strategy to an Integrative Knowledge-Strategy in Vienna

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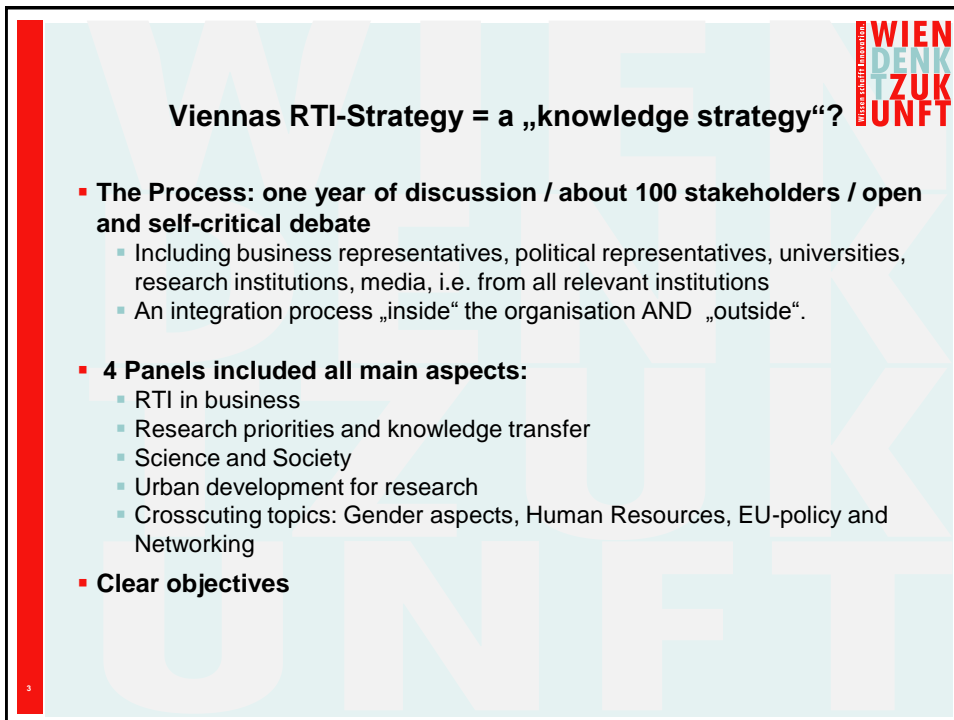
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An Integrative Knowledge Strategy...

- **Conference: Knowledge Strategies for the European Innovation Economy, Helsinki, Finland March 2009** www.visioneranet.org/events
 - Were there „knowledge strategies“ presented?
 - Was it only a renaming? – „Innovation“ became „knowledge“?
 - Is it justified to rename a strategy?
- **Thesis 1: There is more awareness about „knowledge“ and of trends and their consequences in the context of knowledge.**
- **Thesis 2: There is a change of perception concerning „knowledge“, the development of, the picture of where does new knowledge come from, the way „knowledge“ is communicated.**
 - Where does innovation come from? „open innovation“
 - How does knowledge develop? „process of participation“
 - How does knowledge present itself? „new forms of communicating“
- **Example: „l’internet du futur“ of the French Government**
 - „Public consultation“ as an instrument to „move“ knowledge
 - challenges concern a) the content / indexation, structuring) b) creation of services and applications www.telecom.gouv.fr/internetdufutur

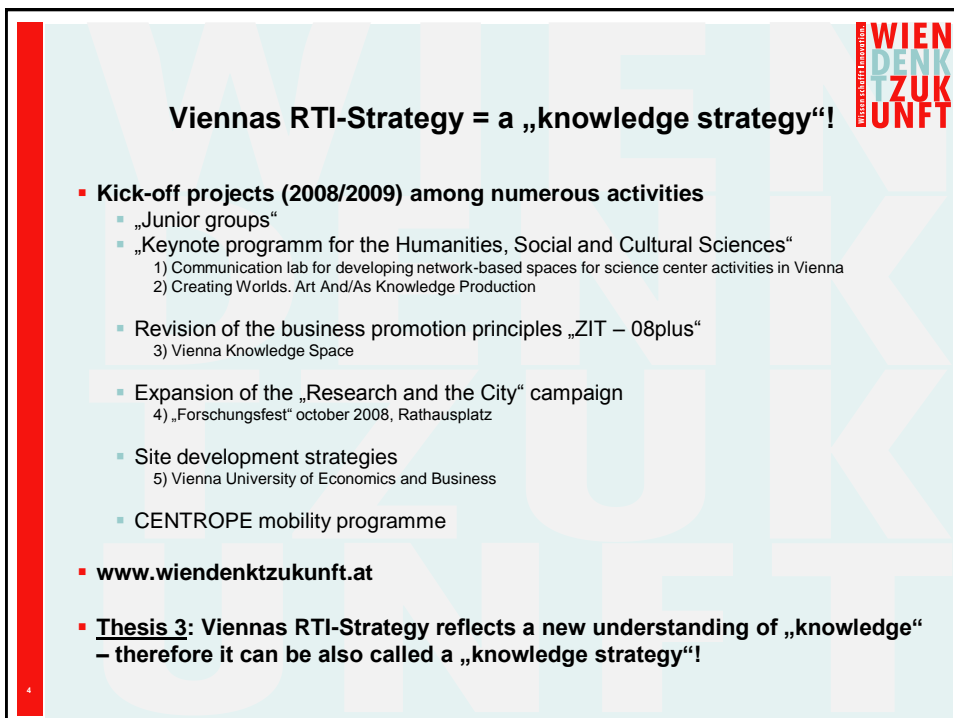
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Viennas RTI-Strategy = a „knowledge strategy“?

- **The Process: one year of discussion / about 100 stakeholders / open and self-critical debate**
 - Including business representatives, political representatives, universities, research institutions, media, i.e. from all relevant institutions
 - An integration process „inside“ the organisation AND „outside“.
- **4 Panels included all main aspects:**
 - RTI in business
 - Research priorities and knowledge transfer
 - Science and Society
 - Urban development for research
 - Crosscutting topics: Gender aspects, Human Resources, EU-policy and Networking
- **Clear objectives**

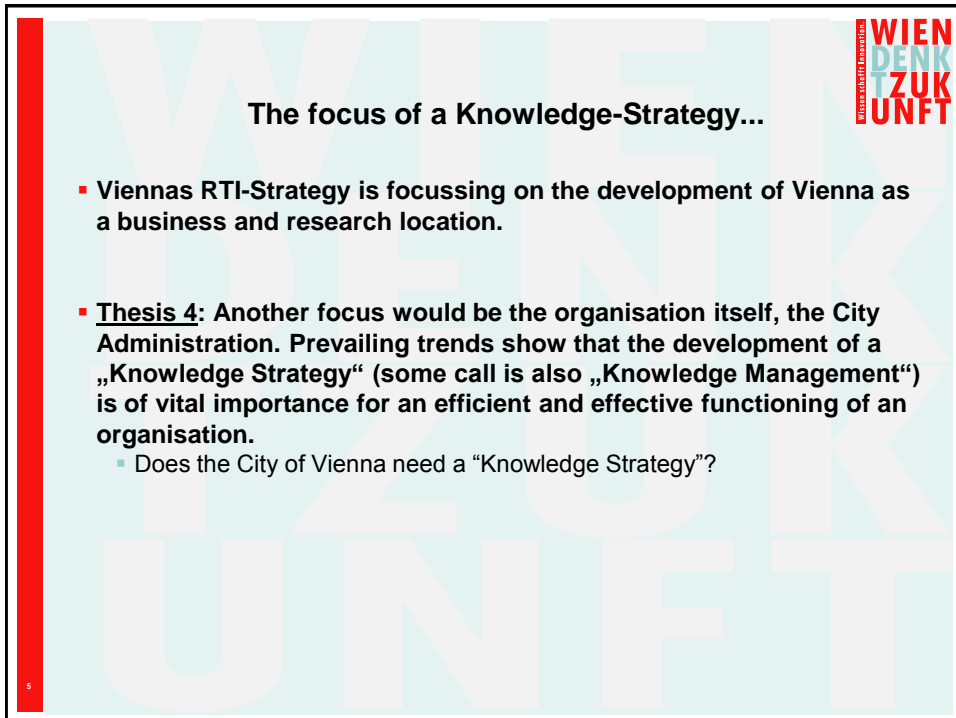
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Viennas RTI-Strategy = a „knowledge strategy“!

- **Kick-off projects (2008/2009) among numerous activities**
 - „Junior groups“
 - „Keynote programm for the Humanities, Social and Cultural Sciences“
 - 1) Communication lab for developing network-based spaces for science center activities in Vienna
 - 2) Creating Worlds. Art And/As Knowledge Production
 - Revision of the business promotion principles „ZIT – 08plus“
 - 3) Vienna Knowledge Space
 - Expansion of the „Research and the City“ campaign
 - 4) „Forschungsfest“ october 2008, Rathausplatz
 - Site development strategies
 - 5) Vienna University of Economics and Business
 - CENTROPE mobility programme
- **www.wiendenktzukunft.at**
- **Thesis 3: Viennas RTI-Strategy reflects a new understanding of „knowledge“ – therefore it can be also called a „knowledge strategy“!**

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The focus of a Knowledge-Strategy...

- Viennas RTI-Strategy is focussing on the development of Vienna as a business and research location.
- **Thesis 4:** Another focus would be the organisation itself, the City Administration. Prevailing trends show that the development of a „Knowledge Strategy“ (some call is also „Knowledge Management“) is of vital importance for an efficient and effective functioning of an organisation.
 - Does the City of Vienna need a “Knowledge Strategy”?

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