The Austrian Knowledge Report

of The New Club of Paris

Prof. DI Günter Koch
General Secretary of The New Club of Paris

execupery
Prof. Günter R. Koch
Mittelgasse 7
A-1060 Vienna, Austria
koch@execupery.com
Getting started: Definitions by making the difference between Information – Knowledge - Understanding

Information is a node

Knowledge is a Connection

Understanding is an Emergent Entity of a Network
“The New Club of Paris” is an organization open to everyone who is qualified to make contributions by scientific work or who has proven his / her competence by personal commitment. It is an association of scientists and “intellect entrepreneurs” dedicated to research and promotion of the idea of supporting the transformation of our society and economy into a knowledge society and a knowledge economy”

“In public we address decision-makers, specifically in politics, to embark on the new knowledge paradigm and to engage in developing new strategies which go far beyond the repetition of “old recipes” to “make the future”, or variations on the same theme. …”
What does „The New Club of Paris“ usually deliver?

2005: The Kick-Off Report

The first most internationally remarked result of the Club in 2006

Downloadable from

http://www.the-new-club-of-paris.org/doc/Finland_Five%20steps%20for%20Finlands%20future_FINAL_VERSION.pdf
Creation of consciousness through high level „Round Tables“

Discussion with Members of the Finnish Parliament and, in specific, Prime Minister Matti Vanhanen

The initial case: Finland’s Prime Minister (and, at that time, President of the European Council), Matti Vanhanen wanted to learn, what the Finish Knowledge Society shall be?
A Round Table workshop may provide some help …

“Your job will be to look at things in a new way and translate them to the old way for me.”
The Five Steps as concluded by the NCP for Finland

1. Visualize a Big Dream
   - Finland’s Challenge: National vision with emotional power

2. Tell the Story of Finland
   - Self-analyses made in Finland: identity and values

3. Embed the objectives of innovative attitude and praxis in the society
   - Need for entrepreneurial spirit in the whole society

4. Develop social intelligence at global level
   - Narrow communication culture with a lot of consensus.

5. Take a role of an environmental forerunner
   - Risk taking capability might be an obstacle
Feedback-report from the Finish Round Table

How the Suggestions of the Round Table were taken up in the Program of the current Vanhanen Government
(quot. from The Government Platform of Finland, April 15th, 2007)

- "Government is committed to enhance the education for creativity and innovativeness throughout the whole education system starting from pre schools."

- "The image of Finland will be strengthened."

- "The government supports investments in management and leadership that supports innovative capacity."

- "Finland has a possibility to be a strong international actor in environmental business."
Strategic elements in transforming a country, region or city into a „knowledge region“

- Visions of the governing political parties
- Policies of development bodies
- Funding programs by the agencies
- Constituting projects
- Scientific and implementatory contributions by key players
Knowledge Politics…

… is an „invention“ made (in practical terms) first and at the same time in Germany and Austria as a new discipline. It is defined:

• as a combination of different domains of politics also being represented by diff. institutions / ministries (Edu, R&D, Indust…)
• as a combination of different academic disciplines such as Sociology, Philosophy, Politics, Computer Science (IT) etc.
• by covering aspects in a holistic & integrated way of interest to citizens for their future working life in a knowledge society
• is documented in organisations) by what is e.g. called „supplementary reports“ such as „Intellectual Capital Report“, „Extra Financial Report“, „Social Capital Report“ etc.
• by having already developed its own agenda e.g. related to the

The New Club of Paris
Politics is a process by which groups of people make collective decisions.

It consists of social relations involving authority or power.

Policies are typically described as a principles or rules to guide decisions and achieve rational outcomes.

Policies may also refer to the process of making important organizational decisions, including the identification of different alternatives.

Finland’s PM Matti Vanhanen - Patron of the 1st Round Table of the
Steps so far taken for the development of „Knowledge Politics“

1. Europe
   - RICARDIS (a foundation project for the NCP)
     … Efficient Working Group
     … resulting recommendations to the EC
     … INCAS = Europ. method in IC analysis

2. Finland
   - 1st Round Table with PM + Parliament
     → ACSIS Program = Knowledge Platform for educating (future) leaders e.g. in politics

3. Austria
   - dev’t of a transdisciplinary method for IC-Rep.
     → „Austrian Knowledge Report“
   - currently underway: participative process in defining a „Strategy for Knowledge Politics“

4. Germany
   - huge multitude of (uncoordinated) approaches by central and federal govt’s
   - strong focus on education & Intellectual Capital Analysis („IMO“ project)
The Austrian approach preceding a transformation process: A transdisciplinary IC reporting exercise
The so called wb:ö- Intellectual Capital Report concentrates on comprehensive influence factors of strategic importance and thereby serves for the foundations and rational of a national knowledge politics.
THE AUSTRIAN KNOWLEDGE REPORT

The 25 pages brochure describes a transdisciplinary pilot project, run from 2005 - 2007 by the wb:ö core team consisting of

Andreas Brandner, Günter Koch, Anja Lesofsky, Ursula Schneider, Thomas Vlk, Martin Unger, Elfriede Wagner

The ultimate responsibility for this report was with its author: Ursula Schneider (†), formerly: Institute of International Management, Graz, Austria
The Working Method of a „Round Table“

Mission agreed with funding institution **BMWF**

- Insider expert opinion from the country under consideration (Austria)
- Views and contrasting Opinions Given by Knowledge Society experts from abroad

Conclusion, condensation and generation of report

If possible, analysis has to be performed in a political context in Austria: The Parliament
Schedule (for Austria)

Opening: Austria’s Momentum Towards the Top League in Research, Dr. G. Hahn, Minister for Science & Research, represented by General Director Hon. Prof. Dr. Peter Kowalski

- Austria as a “Knowledge Country” within the European Context: Potentials and Perspectives, Dr. E. Busek, former Vice Chancellor
- A Triple View from a Member of the Board of the Europ. Inst. of Technology. (EIT) Prof. Dr. A. v. Gabain, Intercell, Vienna
- Universities as key enablers for the Knowledge Society; University Rectors: Profs. Drs. Sünnkel & Gerzabek
- Survey Report on Austria’s R&D Potential; Dr. K. Aiginger, Prof. Dr. J. Fröhlich, Dr. R. Sommer
- The Vision of a Future Knowledge Society: A Global View; Prof. L. Edvinsson, Swe.
- Strategies for Austria to become a top-league Knowledge Country, Dr. J.E. Aubert
- Austria’s Transition Towards a Knowledge Society: An Analytical Study Prof. Dr. P. Stähle, Finland
- IC of Nations: How to elaborate? Prof. Dr. A. Bounfour, France
- Knowledge Regions – Knowledge Cities: The Case of HonKong Dr. S. Selby, HK
- Growing a Knowledge Society: A view from a non-European culture, Prof. Dr. Dr. hc mult. M. Azzman, Malaysia
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*ranking is based on 40 countries by Dr Carol Lin, TICR, 2009*
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“.
A selection of some positive ideas to make change happen

• Continue to convince politicians on accepting further developing knowledge politics and knowledge policies
• Gain media as partners (take the Club of Rome as a good example!)
• Prototype new learning situations
• Improve interactions between players, e.g. in a finance-dependant environment by instruments such as matching funds
• Scientific work is 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 support to social and human sciences
• → Create a Nobel Prize in Social Sciences !!!!!!!!
Key concern: Improvement of education

Was unzureichende Bildung kostet
Entgangenes Bruttoinlandsprodukt (in Milliarden Euro, kumuliert)

2500
2000
1500
1000
500
0

2010 2020 2030 2040 2050 2060 2070

1) Öffentliche Ausgaben im Elementar- und allgemeinbildenden Schulbereich.
Quelle und Vorlage: BertA

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Qualification profile of population in the US: few in the peak, many in the flat.

Qualification profile of population in Germany: balanced over the different qualification levels.
Impression of the Round Table
Event in the Austrian Parliament
The New Club of Paris

„Eine globale Sicht auf Österreichs Forschungspolitik“ - eine „Round Table-Analyse“ des New Club of Paris

unter der Zielsetzung, Empfehlungen zum Prozess der Transformation Österreich’s in die Wissensgesellschaft zu erarbeiten und an den Auftraggeber zu kommunizieren


Berichterstatter und Editor: Prof. DI Günter Koch, Generalsekretär des "New Club of Paris" e.V., c/o. execupery, Mittelgasse 7, 1060 Wien

Hinweis: Dieser Bericht stellt die vertragsgemäße Dokumentation für den Auftraggeber dar. Es ist beabsichtigt, eine überarbeitete Version in gedruckter Form zu veröffentlichen.


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The six findings / recommendations of the Round Table of the NCP for Austria

1. Finding a new identity – may be as a „knowledge country“ - as a nation in the new European context, with an important role to play between Western and Eastern Europe. Austria could become the pioneer in k-politics.

2. Generation, development and attraction of human potential with high knowledge and skills. Prime focus on secondary and tertiary education.

3. Development of Austria‘s dynamic potential by more intense and more specific investment in research, development and innovation. Support of the „4% Goal“.

4. Enforcing science of high excellence (e.g. in physics) and opening for new metadisciplines which will help to cope with the Grand Challenges of the future – e.g. Complexity Research. Fostering the introduction of a Nobel Prize in Social Sciences.

5. Development of a „Culture of Entrepreneurship“ in all practical dimensions: spirit, financial support, social respect, … Also: Referencing to a „value base“ (Input from Malaysian contributor).

“Transformation of Austria towards the Knowledge Society”

(Press Agency Publication, Vienna, June 18, 2009)

Für eine wissensbasierte Politik

Nationalratspräsidentin Prammer empfängt den "New Club of Paris"

Bericht aus der Rede der Präsidentin: „...Als Repräsentantin des österreichischen Parlaments könne sie sagen, sie sei offen für die Empfehlungen des Gremiums und gleichzeitig stolz, dass Österreich auf dem Gebiet wissensbasierter Politik auf einem guten Weg sei. Man sei darauf vorbereitet, die nächste Welle der Modernisierung innerhalb einer Wissenschaftsgesellschaft aktiv mit zu gestalten. Insofern wünschte die Präsidentin den Vertretern des Clubs viel Erfolg bei ihren Beratungen. ...“
The Round Table of ”The New Club of Paris” turns out to be a most influential for stimulating Knowledge Politics

- Suitable both on national and organisational level
- Produces strong impact with feasible effort
- Turns out to be an effective starting point for further projects for moving towards the Knowledge Society
- Is an excellent starter method to develop and test knowledge methods & tools for nations, regions and organisations.
Thank you for your attention!

Contact:

Prof. DI Günter Koch
General Secretary of „The New Club of Paris“
c/o. execupery
Mittelgasse 7
A-1060 Wien, Austria
Tel. +43-699-19412152
e-mail: koch@execupery.com