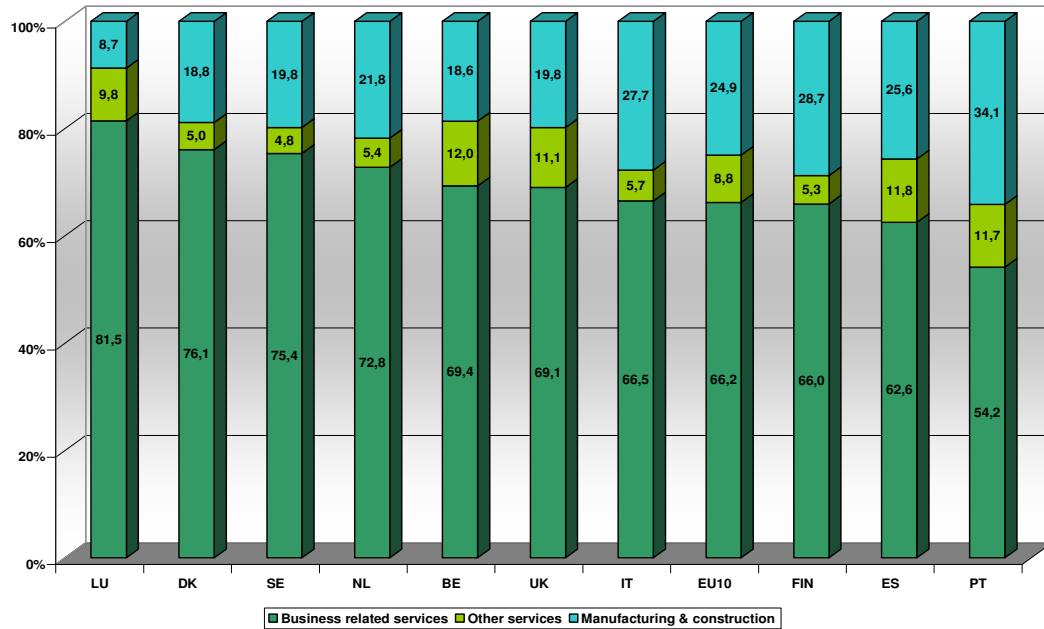




... building the bridge from Leif Edvinsson's high level outline of „IC Policy Entrepreneurship“: **The European (Commission's) concerns**



Above statistics demonstrate, that after 2000, newly founded enterprises were at >> 50% in knowledge based services

The European Commission considers IC analysis as a powerful potential instrument for qualifying knowledge & research based companies for R&D funding!

EUROPEAN COMMISSION
DG RESEARCH

REPORT TO THE COMMISSION
OF THE HIGH LEVEL EXPERT GROUP ON
RICARDIS

REPORTING INTELLECTUAL CAPITAL
TO AUGMENT RESEARCH, DEVELOPMENT &
INNOVATION
IN **SMES**

END-REPORT
INTRODUCTION & PART 1

VERSION
AUGUST 28TH, 2005



 **European Commission** **RICARDIS**
High Level Expert Group on IC Reporting



European Investment Fund
 New IP-based funding scheme
 "TECHNOLOGY TRANSFER ACCELERATOR" (TTA)

Annual Conference: on Intellectual Capital for Communities in the Knowledge Economy: Nations, Regions & Cities

Manifesto of "The New Club of Paris" on the Knowledge Society & its Economic Foundations
 (curr. see: www.execupery.com)

Initiation of new funding concepts based on IC analysis & rating

Coperative studies, research & events e.g. with CEC, OECD, UN, universities et al.

Program of "The New Club of Paris"
 • comparable to the "Club of Rome"
 • Services = Info platform
 • Conferences / Seminars
 • Research & Education
 • Grants for new talents



The New Club of Paris



“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. ...”



**Intellectual Capital for Communities
in the Knowledge Economy**
Nations, Regions, Cities and Emerging Communities
***Session 8 Entrepreneurship in the Knowledge Economy:
„Policy Entrepreneurship“***
Knowledge Politics
- Shaping the Knowledge Society: The Austrian Case

Dr. Andreas Brandner
Prof. DI Günter Koch
Prof. Dr. U. Schneider



WORLD BANK INSTITUTE
Promoting knowledge and learning for a better world





„Knowledge Agenda“ is at all levels

- **Lisbon-Strategy:** EU shall become the leading knowledge based economy
- World Bank's World **Conference on Intellectual Capital for Nations, Regions and Communities** – plus the engagement of **THE NEW CLUB OF PARIS**
- Growing number of countries and regions are developing **IC Reports**
- **Knowledge Cities**, Knowledge, Villages, Knowledge Tower(s), Isle of Knowledge, House of Knowledge, ...
- Growing number of companies implementing true **Knowledge Management**
- Growing number of organisations going for **IC Reporting**
- Intellectual Capital Report in **Austrian Law**: An obligation for all universities
- Personal KM and **personal IC Reports**: fitness for knowledge workers



„Wissensbilanz Österreich“ Intellectual Capital Report Austria



- **Transdisciplinary Project** of 1,5 years duration
- Institutional **Research Team**: ‚Knowledge Management Austria (KM-A)‘, ‚Karl Franzens University Graz‘ (KFU) / Prof. Ursula Schneider, Scientific Lead & the Vienna based ‚Institute for Higher Studies‘ (IHS)
- **Broad participation** of ~ 40 Stakeholders
- Key research question (the ‚quizzic‘ ;-): **„How does a whole country effectively manage its knowledge and keep it in a balance?“**
- **Achievements** so far:
 - **Model of a transdisciplinary process** of a) national Knowledge Management and b) national Intellectual Capital Reporting
 - **Model of the IC Report of Austria** as an integrative instrument of the so called ‚**Knowledge Agenda**‘
 - Currently preparing a **continuous process for national IC Reporting**



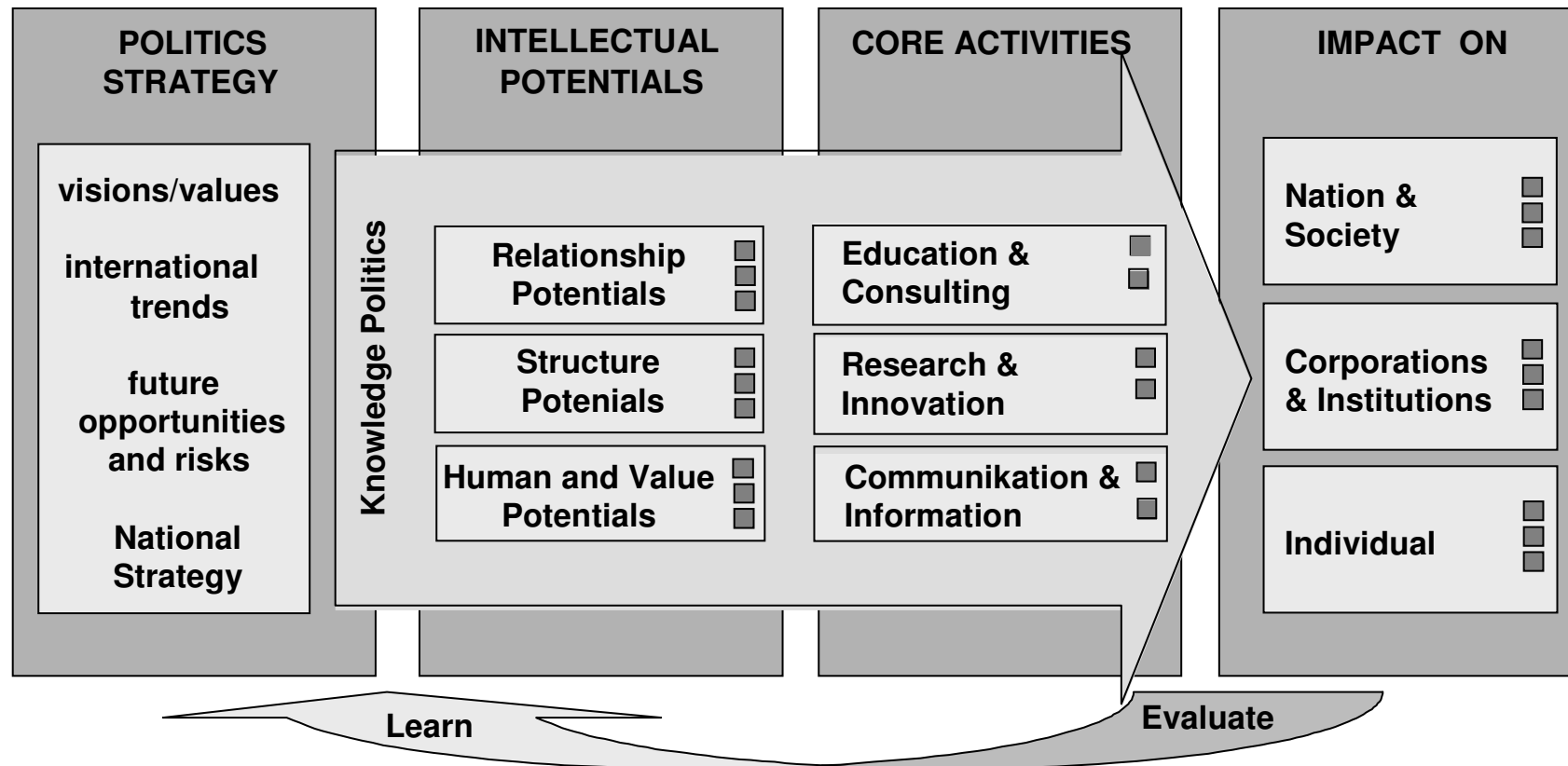
Funded by
bm:bwk
Federal Ministry for
Education, Science and Culture



„Wissensbilanz Österreich“ - Intellectual Capital Report Austria



The **IC Report Austria** focuses on overall objectives and strategic key success factors of integrated knowledge politics.



National IC-Model (wbö) following the original „Wissensbilanz“-model of U. Schneider & G. Koch, 1998 / 1999



Knowledge **Politics**...

wb:ö
wissensbilanz österreich

- ... **is a political field of action. It...**
- ... has the objective to increase the competence of **citizens**, organizations and the society in order to **create their future in a sustainable and self-determined way**,
- ... **takes action** to reach these overall objectives and
- ... **provides roles** and people that take responsibility for the implementation of the agenda knowledge – e.g. in a knowledge partnership of many stakeholders



Knowledge Politics

Approach:	„regulatory“	“innovations-focussed”	“reflective”	„integrated“
1. Focus	Use of new scientific knowledge	Knowledge production	Democratic participation in Knowledge Society	Agenda Knowledge at all levels of society; Impact – Actions – Potentials
2. Why Knowledge Politics?	Danger of abuse of new scientific knowledge with high cost for society	Need to create an environment for the creation of knowledge	Dominant influence of knowledge in the society	Integration of fragmented politics



Knowledge Partnership

- **Knowledge Partnership** is a political model, that integrates different stakeholders to contribute (in an entrepreneurial way) to the development of the ‚Knowledge Society‘
- **Knowledge Partnership** is based on a high level of mutual appreciation of all stakeholders
- In one year and then regularly every year, the ‚**Knowledge Agenda**‘ - Conference in Austria with major foci on *visioning, strategy, cooperation, entrepreneurial activities, projects* ... will take place
- Indicators are an important instrument, however, w.r.t. the country's specific resources and its cultural conditions, they must be rooted in a national and regional *knowledge strategy*
- Within the project „**Wissensbilanz Österreich**“ („IC Report Austria“) we are about to develop the national ‚Knowledge Agenda‘ with ~ 40 (!) stakeholders from Ministeries, Chambers of Commerce / Labour, science / education, media, arts / museums, health organizations, the churches, NPOs representing youth & seniors, immigrants, etc. ...
- All of them introduce their specific contribution to form the (or their?) ‚Knowledge Society‘! „Everyone“ is involved, **everyone is responsible** !



Vienna is waiting for you *) – see you there !

***Dr. Andreas Brandner
Prof. DI Günter Koch
Prof. Dr. U. Schneider***

*)... is a title translated from German : „Wien wartet auf Dich!“ - Der *Faktor Mensch* im DV-Management, a book on Software Engineering & Management, having been authored by Tom de Marco & Tim Lister