Session 4: Knowledge, Space and City Design

Vienna Knowledge City Strategy
Tying loose ends together

by

execupery

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Paris, May 28-29, 2009
Reunion at the World Bank Institute's office in Paris
1. The positive prejudice on Vienna
2. Strategic elements of turning Vienna into a Knowledge City
3. The current strategy within a space spanned by the triple Research – Technology - Innovation (RTI-strategy)
4. The move beyond RTI: The emergence of Knowledge Politics
5. Knowledge Politics – Knowledge Society – Knowledge Economy: a 10 years attempt to get it established
6. Some measures and effects
7. The Vienna Round Table of The New Club of Paris
8. Upcoming: The first International Conference on Knowledge Politics
9. In search for consolidation
1. The positive prejudice on Vienna
2. Strategic elements of turning Vienna into a Knowledge City.

Visions of the governing political party
Policies of development bodies
Funding programs by the agencies
Constituting projects
Scientific and implementatory contributions by key players
Visions for Vienna 2010 – 2030 – 2050

- Technology assessment mandatory element of a democratically legitimated process steered by foresighting scenarios of social changes
- > 3% of the City’s GDP shall be spent for R&D
- Continue the long lasting science history of the City
- Make use of the capacities of the City’s nine grand universities

Keep in mind:
- „~ in 2050 computer will have the same capability as a (normal) human brain“ – let’s think about the consequences
- Key disciplines such as medicine, biology, (quantum) physics and nano technology, available on spot, are indispensable for progress and welfare
Turning assets into effects: the structure of influence of the Vienna Center for Innovation & Technology (ZIT)
• Promoting company research and innovation in Vienna

• Fulfilling the objectives of the technology policy as defined by the City of Vienna

• Funding programs which are taking into account the economic and structural characteristics of Vienna

• Diversified range of tailor-made instruments, incentives and grants
3. The current strategy within a space spanned by the triple Research – Technology - Innovation (RTI-strategy)

Clear key objectives

• 3% - objective towards 4%
• 22,000 employees (out of 1.6 Mio.) working in R&D
• 800 SMEs being based on knowledge and R&D
• Academics in kb enterprises 20%
• 200 enterprises of Vienna participating in EU’s 7th FP
• Increase of women work in R&D in enterprises by 100%

Examples of starter projects

• Mobility program for students in the CENTROPE region
• Special support for young researchers
• Special focus Social, Cultural and Society Science
• etc.
The RTI strategy and it’s knowledge related control

In order to find means and ways to follow the implementation of the RTI strategy, the City asked for a study, whether the method and Instrument of Intellectual Capital Reporting can be applied for such purpose?

Question: Is the analysis of the increase in knowledge an appropriate indicator for keeping track implementing the RTI strategy?

The answer is a clear YES
Knowledge Politics…

… is a political field of action

… 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 „Knowledge Agenda“ – e.g. by means of a Knowledge Partnership of many stakeholders, represented by e.g. > 30 stakeholder groups
The Knowledge Agenda is a framework concept including organisational models supporting „Knowledge Communities“ to gain orientation.

- **Knowledge of “the many”** → Knowledge Politics.
- **Knowledge Partnership** = cooperative platform for people, organizations and corporations committed to the “responsible treatment” of knowledge in society.
- **Knowledge Politics** : commonly developed and turned into practice.
- the work of the Knowledge Partnership → resuming in a National Knowledge Report → guidebook, continuously co-developed by many, giving further orientation for the future.
The Intellectual Capital Report as an instrument of Knowledge Politics

The IC Report Austria as one methodological model focuses on overall objectives and strategic key success factors of integrated Knowledge Politics.

POLITICS STRATEGY
- visions/values
- international trends
- future opportunities and risks
- National Strategy

INTELLECTUAL POTENTIALS
- Relationship Potentials
- Structure Potentials
- Human and Value Potentials

CORE ACTIVITIES
- Education & Consulting
- Research & Innovation
- Kommunikation & Information

IMPACT ON
- Nation & Society
- Corporations & Institutions
- Individual

Knowledge Politics

Evaluate

Learn

National IC-Model (wbö) following the original „Wissensbilanz“-model of U. Schneider & G. Koch, 1998 / 1999
Austria has more than 10 years’ experience in Intellectual Capital Reporting with users as:
- the National Bank
- the National Court of Audit
- all large Research Centers
- the National Academy of Science… and many more

All universities are obliged to submit every year an IC Report.

Vienna’s ZIT sponsors with up to 200 k€ per case the first time development of an IC report of any company based in Vienna.
6. Measures and effects (2): The Vienna Knowledge Space

- ... bridges research and innovation with Viennese citizens
- More than 80 Events in 2009
- Vision: to establish many kSpaces as an urban network infrastructure for a continuous dialogue on knowledge
- The kSpace is designed by a famous design agency. The „knowledge desk“ (see picture right) is already in the Museum for Applied Arts in Vienna + will be exhibited at the International Design Festival DNY in Berlin.
7. The 2009 Vienna „Round Table“ of The New Club of Paris

• Round Table = „Advisory Product“ of The New Club of Paris

• The standard model for such Round Table was established in 2006 in Helsinki for Finland under the auspices and participation of Finland‘s Prime Minister Matti Vanhanen & designed by P. Stahle.

• Concept: Combine the self view of a nation with an external view in order to identify the potential for becoming a „knowledge nation“

• This Round Table sessions deliberately takes place in the Austrian Parliament and will be opened by the President of the Parliament → Birthday of „Knowledge Politics“ in Austria

• Will be followed by a public conference, declared to be the 1st Conference on Knowledge Politics; the preliminary findings of the Round Table will be published.
8. Upcoming: The first International Conference in Knowledge Politics
Vienna: Preferred Headquarter of International Organizations

Vienna hosts large parts of the UN.

The Center for International Knowledge Management focuses on research, networking and education in knowledge within international organizations.

IKM will be set up in Vienna during the International Conference „Agenda Knowledge“ on June 19th, 2009.
9. In search for consolidation

**Top-Down**
- The Vienna Round Table of the New Club of Paris
- Geopolitical developments as documented in prominent reports
- Grand Challenges = the big problems to be solved
- Vienna RTI-Strategy
- RTI-measures of the Republic of Austria
- Austrian Knowledge Report (U. Schneider)

**Bottom-Up**
- The Knowledge Agenda / Austrian Knowledge Report
- Universities as stable pillars of the local knowledge infrastructure
- Diversity of partially unrelated Funding Programs
- 1st Knowledge Politics Conference
- ZTI Programmes
- Knowledge Trees in the City → Knowledge Space
- 7th Framework-Programme

The major challenge to converge towards a consolidated „Knowledge City Strategy“ is to get the constituting elements to become interrelated ?????
Food for further thinking on how to find strategies for a (city) Knowledge Society

Information is a node

Understanding is an Emergent Entity of a Network

Knowledge is a Connection
Thank you for your Attention!

Questions

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