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Intellectual Capital for Communities
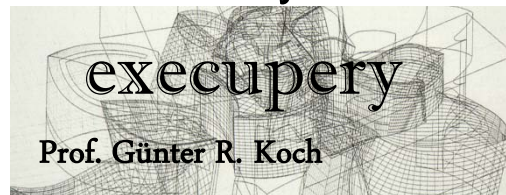in the Knowledge Economy

Session 4 : Knowledge, Space and City Design

Vienna Knowledge City Strategy

Tying loose ends together

by

execupery

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Reunion at the World Bank Institute's office in Paris
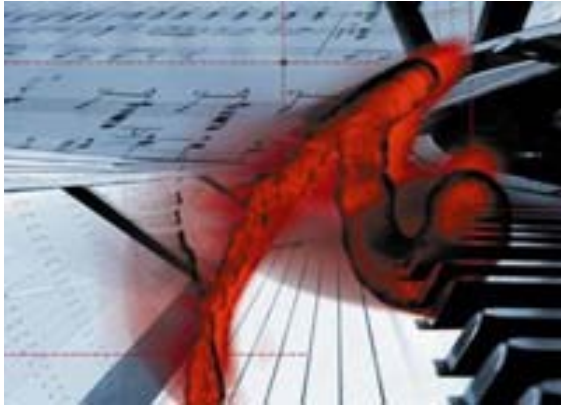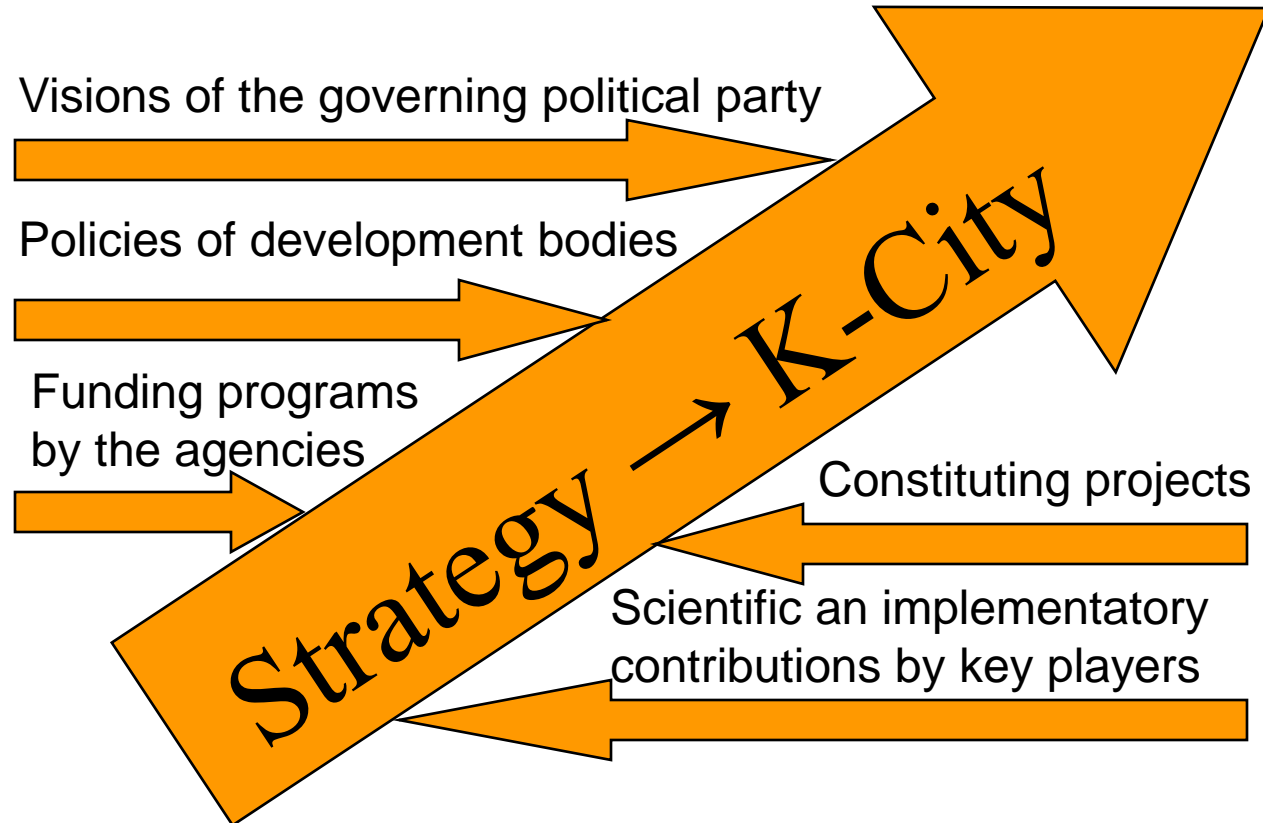
Outline

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

Intellectual Capital for Communities in the Knowledge Economy

1.The positive prejudice on Vienna

Visions of the governing political party

Policies of development bodies

Funding programs by the agencies

Strategy → K-City

Constituting projects

Scientific an 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 capacitiy 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)

ZIT 08 plus - Technology promotion Programme for Vienna 2008-2011

- **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**

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.**

Intellectual Capital for Communities in the Knowledge Economy

Machbarkeitsstudie „Wissensbilanzierung als praktische Methode für die Stadt Wien" jeweils…

- zur Verfolgung der Erreichung der Ziele der Wiener Forschungs-, Technologie- und Innovationsstrategie.
- anhand einer ausgewählten Bildungseinrichtung und
- zur Wissensbilanzierung der Stadt bzw. des Magistrats als Ganzes

geliefert an den Auftraggeber

Stadt Wien MA 27 – EU-Strategie und Wirtschaftsentwicklung

z.H. von Frau DI.in Christine Wanzenböck
z. H. von Frau Mag.a Andrea van Oers
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The RTI strategy and it's knowledge related control

In order to find means and ways to follow the implemen-tation of the RTI strategy, the City asked for a study, wether 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**

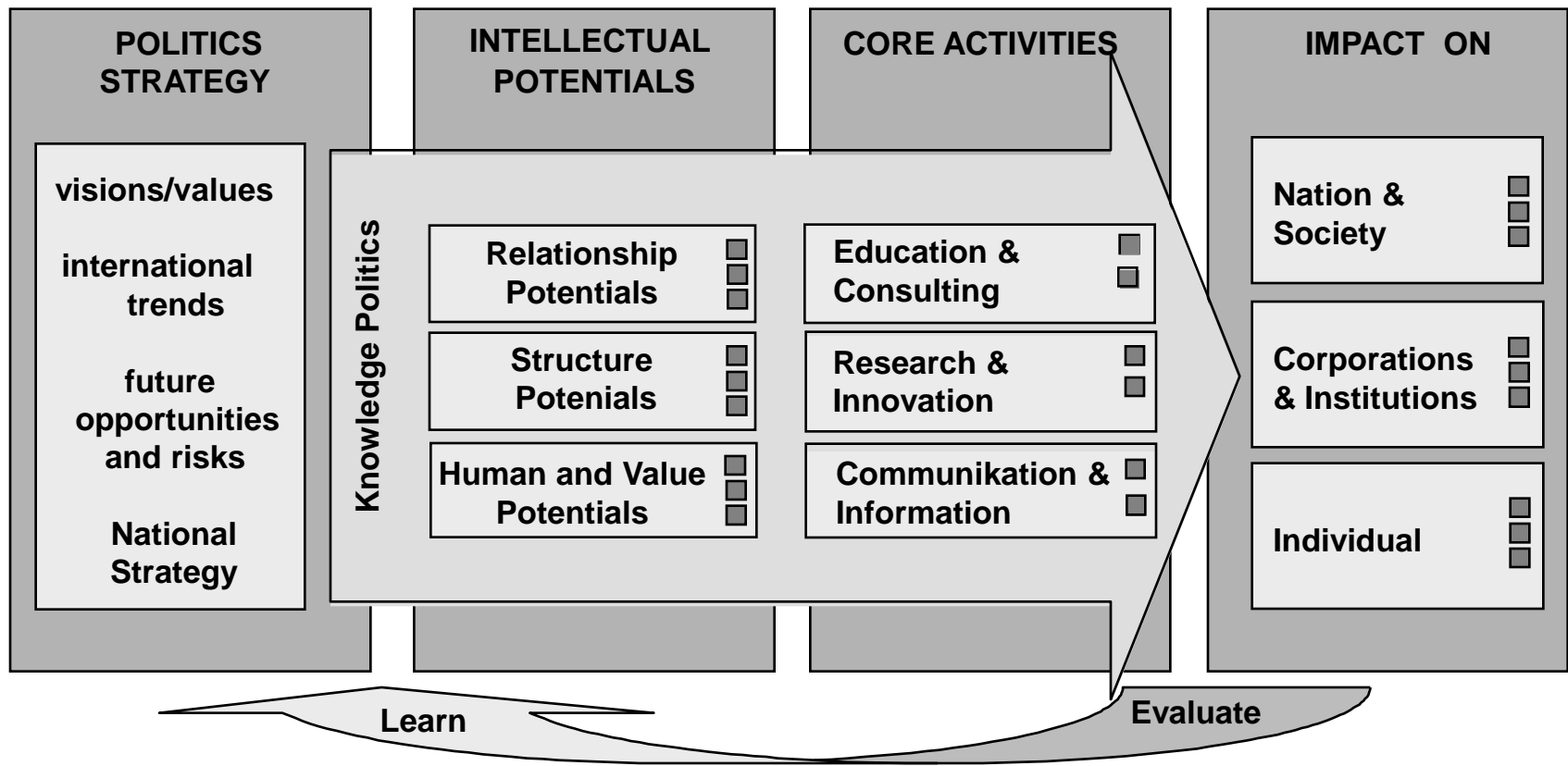Intellectual Capital for Communities in the Knowledge Economy

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 framwork 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 methodical model focuses on overall objectives and strategic key success factors of integrated Knowledge Politics

POLITICS STRATEGY	INTELLECTUAL POTENTIALS	CORE ACTIVITIES	IMPACT ON
visions/values international trends future opportunities and risks National Strategy	**Knowledge Politics** Relationship Potentials Structure Potenials Human and Value Potentials	Education & Consulting Research & Innovation Communikation & Information	Nation & Society Corporations & Institutions Individual

Learn   Evaluate

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

5. Knowledge Politics, - Society, - Economy: a 10 years' attempt to get it established

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

Einladung zur Konferenz

10 Jahre Wissensbilanz
in Österreich
Erfahrungen, Wirkungen und Perspektiven

am 30. September 2008
in der Akademie der Wissenschaften
Wien

Unter dem Ehrenschutz von Frau Margit Fischer (angefragt),
dem Präsidenten des Österreichischen Rechnungshofs, Dr. Josef Moser,
und Bundesminister für Wissenschaft und Forschung Dr. Johannes Hahn

AUSTRIAN RESEARCH CENTERS

UNI GRAZ
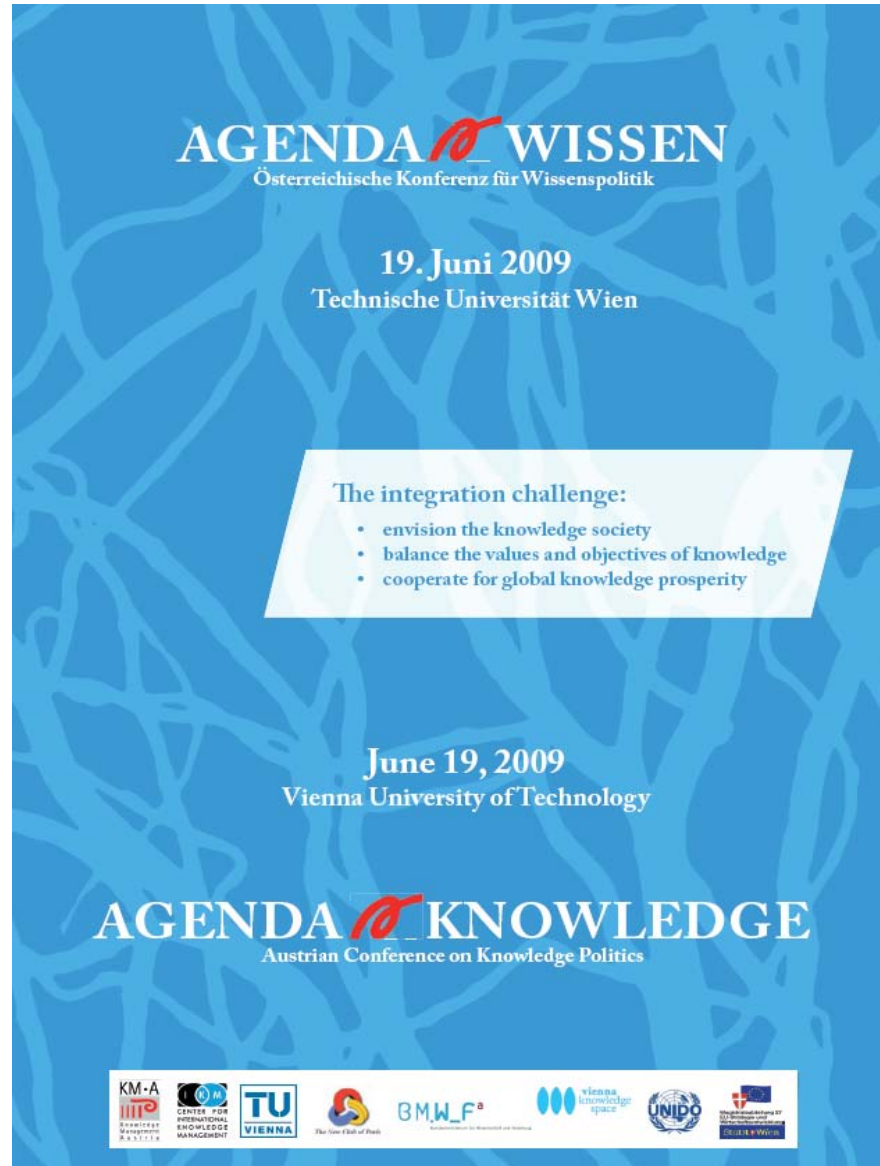
- **… bridges research and innovation with Viennese citizens**

- **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.

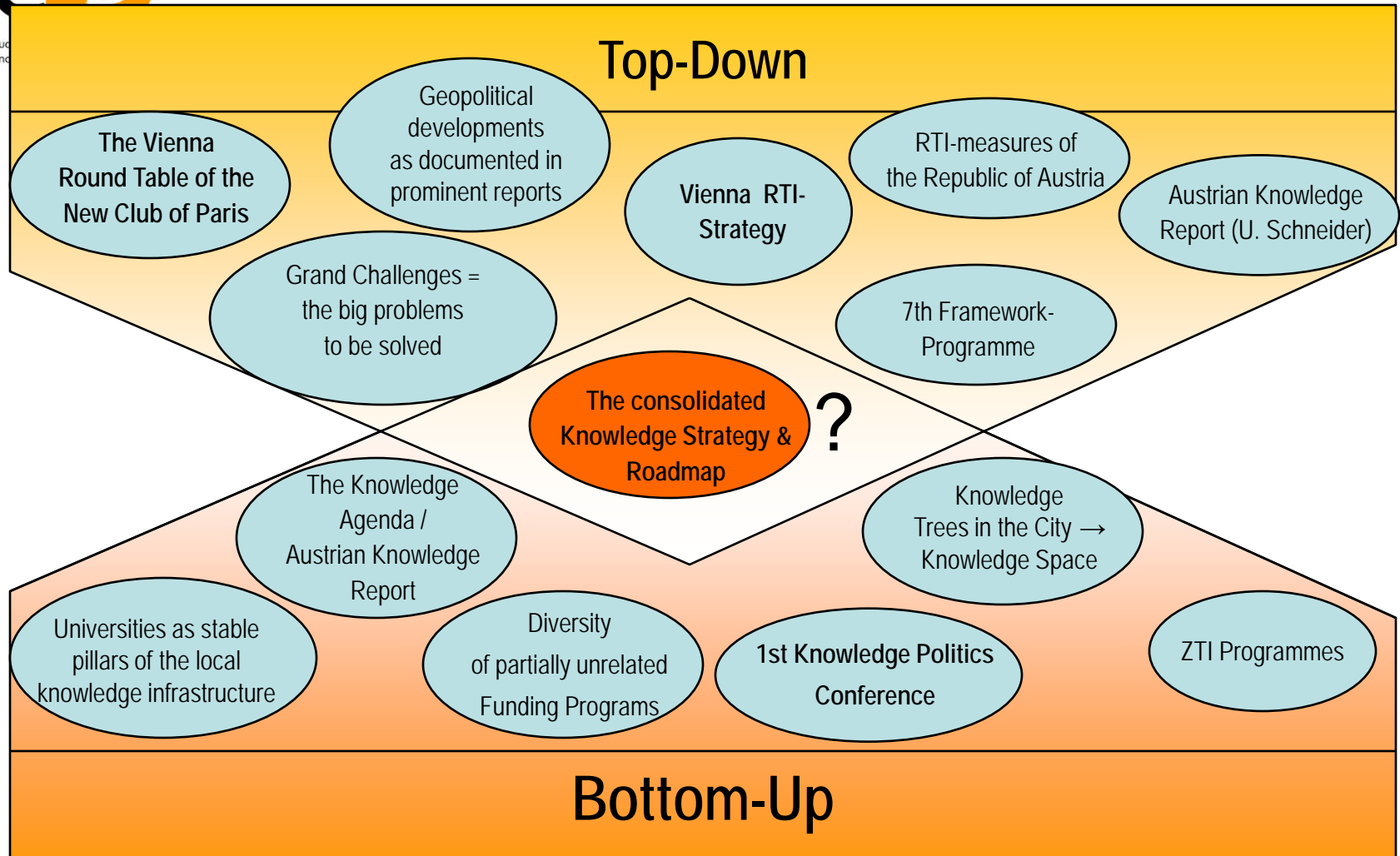**The Center for** **International Knowledge Management** **focuses on research, networking and education in knowledge within international organizations.**

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

Vienna RTI-Strategy

RTI-measures of the Republic of Austria

Austrian Knowledge Report (U. Schneider)

Grand Challenges = the big problems to be solved

7th Framework-Programme

The consolidated Knowledge Strategy & Roadmap ?

The Knowledge Agenda / Austrian Knowledge Report

Knowledge Trees in the City → Knowledge Space

Universities as stable pillars of the local knowledge infrastructure

Diversity of partially unrelated Funding Programs

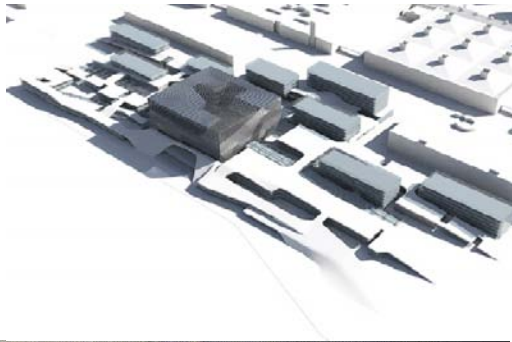1st Knowledge Politics Conference

ZTI Programmes

Bottom-Up

The major challenge to converge towards a consolidated „Knowledge City Strategy" is to get the constituting elements to become interrelated ????

Information is a node

Understanding is an Emergent Entity of a Network
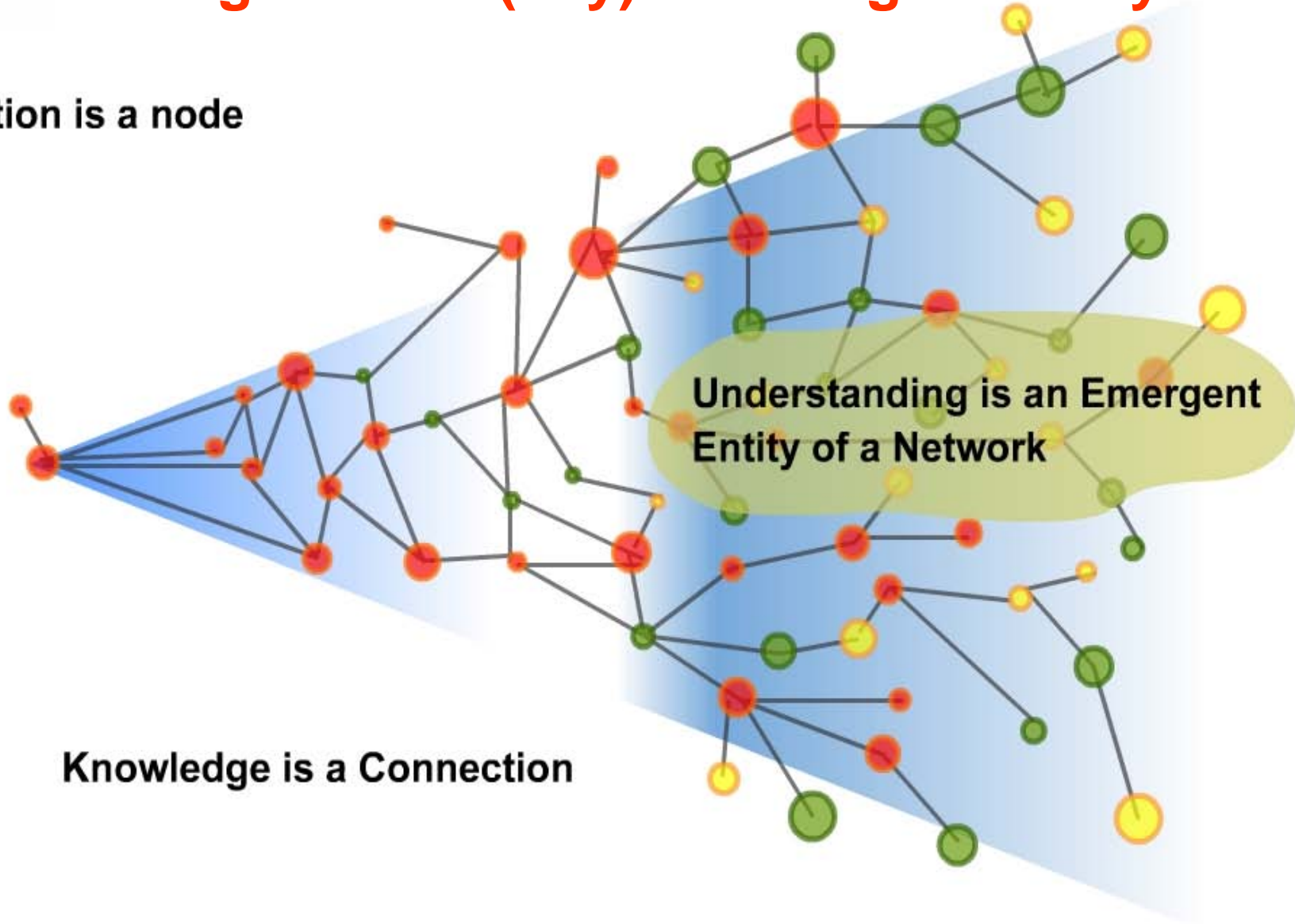
Knowledge is a Connection

Thank you for your Attention !

Questions ?

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