



Intellectual Capital for Communities in the Knowledge Economy Nations, Regions, Cities and Emerging Communities



WORLD BANK INSTITUTE
Promoting knowledge and learning for a better world

World Conference on Intellectual Capital for Communities
- Fourth Edition -



Knowledge Policy in Austria (national level)

22 May, 2008

Prof. Dr. Ursula Schneider
Head of Department of International Management
KF University Graz



WORLD BANK INSTITUTE
Promoting knowledge and learning for a better world

World Conference on Intellectual Capital for Communities
- Fourth Edition -

The AUSTRIAN Case



A three partite vision

- **competitiveness in a global, knowledge based economy**
- **social cohesion**
- **individual expansion, freedom, creativity**

The AUSTRIAN Case

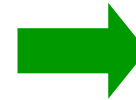
A three partite methodology

- Agenda Knowledge
- Knowledge Partnership
- Knowledge Report



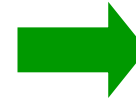
Knowledge Policy

Agenda Knowledge



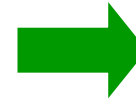
IC4 (2008)

Knowledge Partnership



IC3 (2007)

Knowledge Report

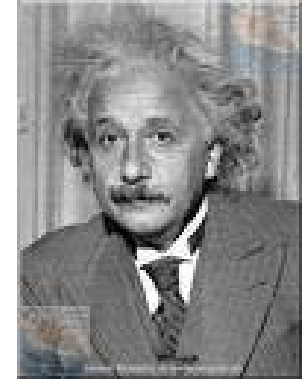


IC2 (2006)

The Agenda Knowledge: **PRINCIPLES**



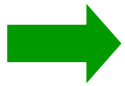
- **diversity of strategies to achieve the vision**
- **space for evolution (no purely planned-economy)**
- **recognition of path dependencies without succumbing to history**
- **long-term orientation: building futures**
- **top down direction + bottom up initiatives**
- **it is utopian to stick to the status quo**



“Progress happens so fast nowadays that a person saying „It is impossible“ is interrupted by someone who has realized it.”

“You cannot solve a problem within the mental structures which have produced it.”

The Agenda Knowledge Core Concepts

- **BILDUNG, not only education**
- **“new devices”-literacy & access**
- **LLL not as a formal obligation, but as a mindset**
- **demographic concerns  inclusion of all groups (women, migrants, diaspora...)**
- **trans-disciplinarity, cooperation**
- **R&D: indirect control by programs & funds + free funds**
- **Reports as means for improvement rather than performance measurement**

The Agenda Knowledge: Strengths of the country

- high social cohesion
- high productivity / unit
- increase in R/D spending (> EU-average)
- still a very sound educational system albeit shuttered by too many reforms
- spirit of bricolage, tradition of inventors
- small direct impact of the sub prime crisis

The Agenda Knowledge: Weaknesses

- demography in connection with immigration policy
- lack of entrepreneurial spirit (GEM 2007)
- niche culture; no large companies, research funds, projects & dreams (?)
- excellence as a result of many influences part of the culture, excellence as an aim in itself not accepted

The Agenda Knowledge at a glance

- (1) How to focus/allocate resources in a small country without laying all eggs in one basket?**
- (2) How to secure responsiveness to global developments without infantilizing the population either by force or by seduction?**