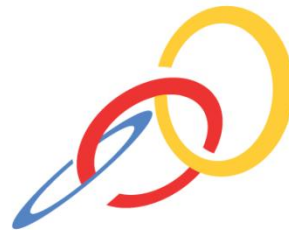


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Intellectual Capital for  
Communities  
In the Knowledge Economy

# Intellectual Capital for Communities in the Knowledge Economy Emerging Worlds, Growing Intangibles



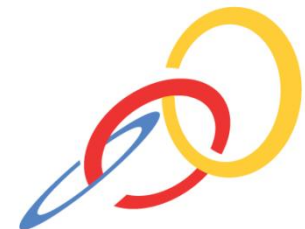
# DEVELOPING INNOVATIVE APPROACHES FOR YOUNG GENERATION

## Session 10

### DEVELOPING INNOVATIVE APPROACHES FOR YOUNG GENERATION

*in Room A. Coordinator / Moerator*  
**Peter Pawlowsky**

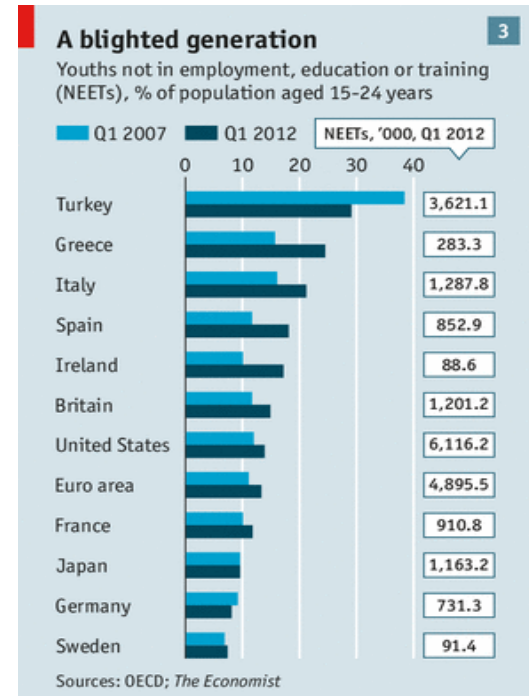
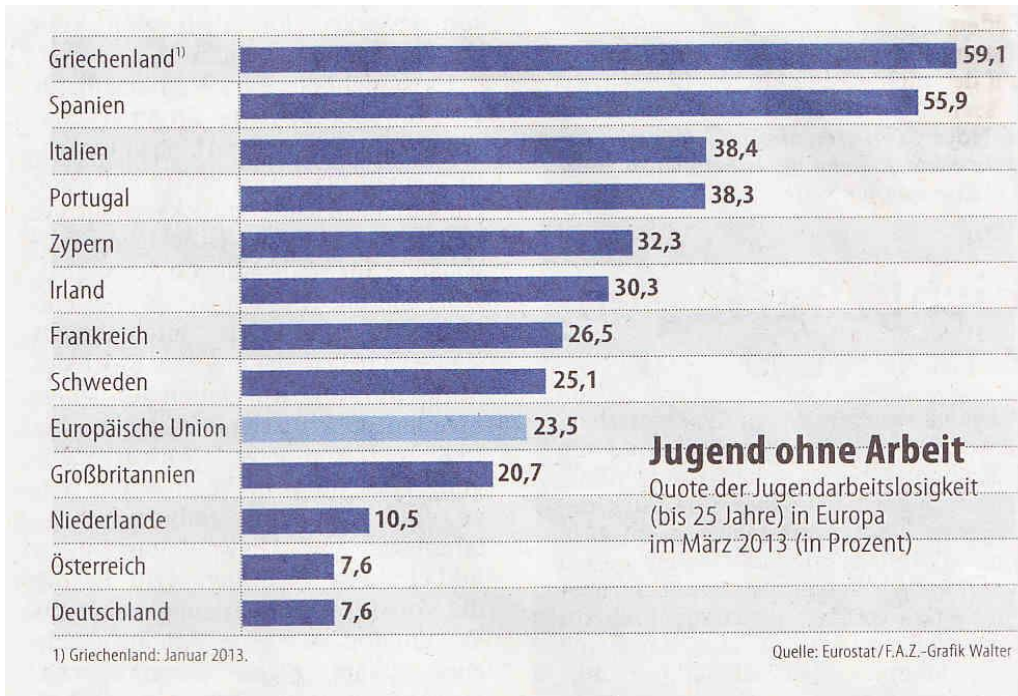
- **How to leverage European young generation human capital.** P. Pawlowsky, A. Gözalan, Uni Chemnitz
- **The New Generation Contract – the NCP approach.** Günter Koch, NCP
- **Leonardo: The European Corporate Learning Award.** Günter Szogs, Leonardo Award



# The New Generation Contract – an NCP approach



## Why it is urgent



# The New Generation Contract – an NCP approach



## *Paper (available in Draft version)* **“A New Generation Contract – a proposal from The New Club of Paris”**

**Date of this version (indicating that this paper is and will remain work in progress):  
June 1st, 2013**

**Authors: Günter Koch (lead)**, contributing - names in order of alphabet: Jean-Eric Aubert, Susanne Durst, Leif Edvinsson, Aylin Gözalan, Hank Kune, Peter Pawlowsky, José-Maria Viedma, ...

### **0. Summary**

- 1. The „Generation Contracts“ as exist**
- 2. Today’s distortions**
- 3. Needs and requirements of the different „agers“**
- 4. The market place**
- 5. The “social generation exchange” currency**
- 6. The potential projects suggested by the NCP**

# The New Generation Contract – an NCP approach

## The „Generation Contracts“ as exist



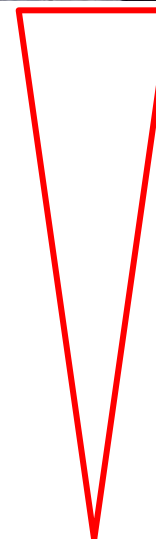
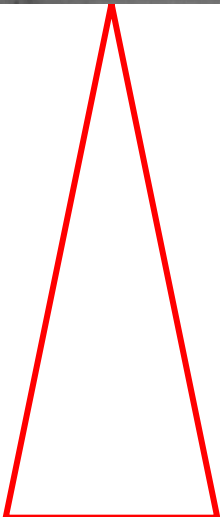
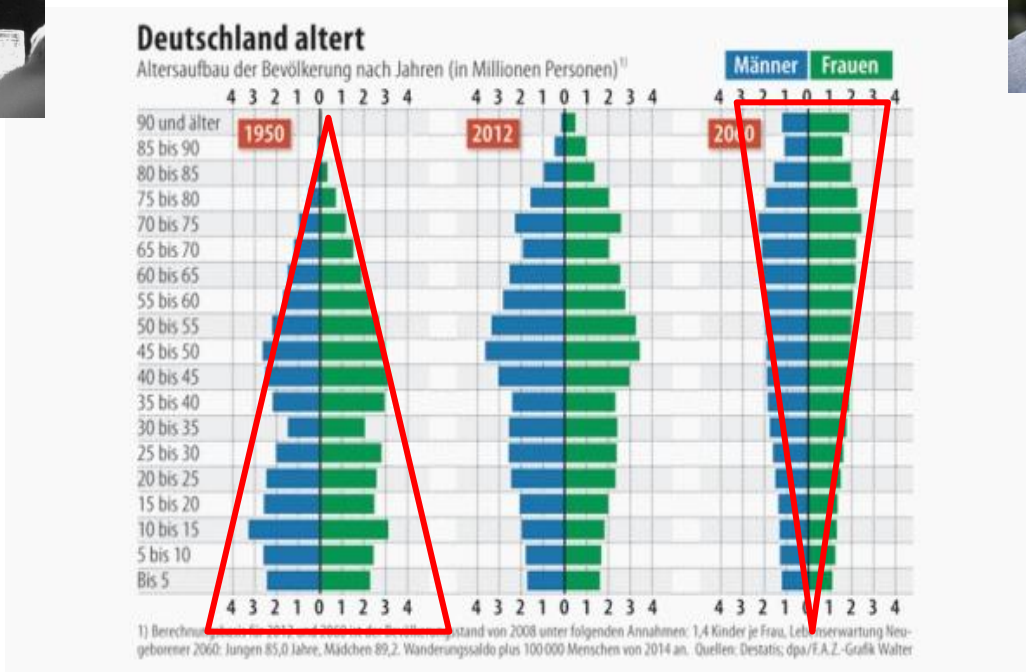
**Otto v. Bismarck, German Chancellor,** introduced Social Security insurance in 1883 in the face of urgent needs caused by industrialisation and its subsequent social problems. First time that employers had to contribute.

**Ludwig Erhard, German Chancellor** (1963 – 1966, since 1949 Minister, Co-inventor of the „Social Market Economy“: Setting legal standards to protect the working population in social aspects. Funding of social security through a „social generation contract“.



**José Piñera, Minister in Chile** under Pinochet 1978 – 1981 with neo-liberalistic philosophy, belonging to the „Chicago Boys“. Introduced the so called capital-based social security in Chile, i.e. leaving from the „social contract“ and promoting individual insurance for each one's own social care -> ref. „EGO“ (F. Schirmmacher)

# The New Generation Contract - an NCP approach



## The Inversion of the Pyramid

# The New Generation Contract<sup>+</sup> an NCP approach

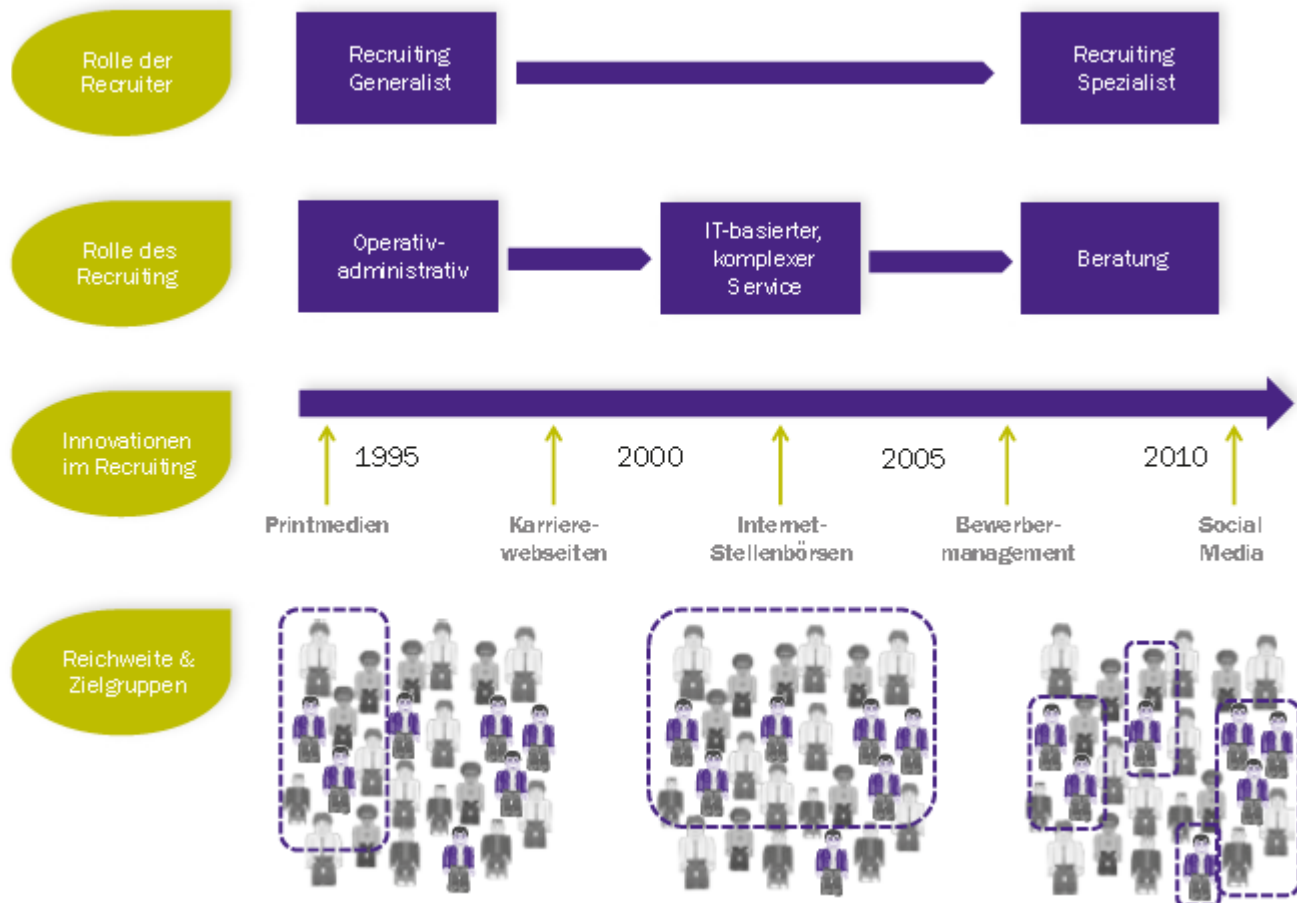
## Distortions



<b>Traditional</b>	<b>Now and in future</b>
Firm employment	Temporary employment, flexible affiliations, self-employment
One / little dimensional education; home language sufficient	Many different and multidimensional qualification, mastering several languages
Local employment	Non local, international (mainly expected in the next years), flexible
Manual and "practical intelligence" required	Intellectual capabilities needed; capability of quick adaption to new environments
Social security guaranteed by state	Self support in social securisation assumed
Stable, mostly hierarchical or central structures	Fading of classical structures, self organizing networks
Local fluctuation	Global fluctuation
Integrity of real and financial economy	Disintegration of real and financial economy
Mono references in economic figures (GDP, currencies, ...)	Multiple references, dissolutions, multicurrencies
Governing paradigms are logic and follow a world interpretation based on natural science "axiomatics", founded in occidental philosophy	New paradigms are based on new insights in the "nature of nature", such as quantum physics, which provokes a new "structure of thinking / understanding"

# The New Generation Contract – an NCP approach

## Distortions: change in high level recruitment





# The New Generation Contract an NCP approach

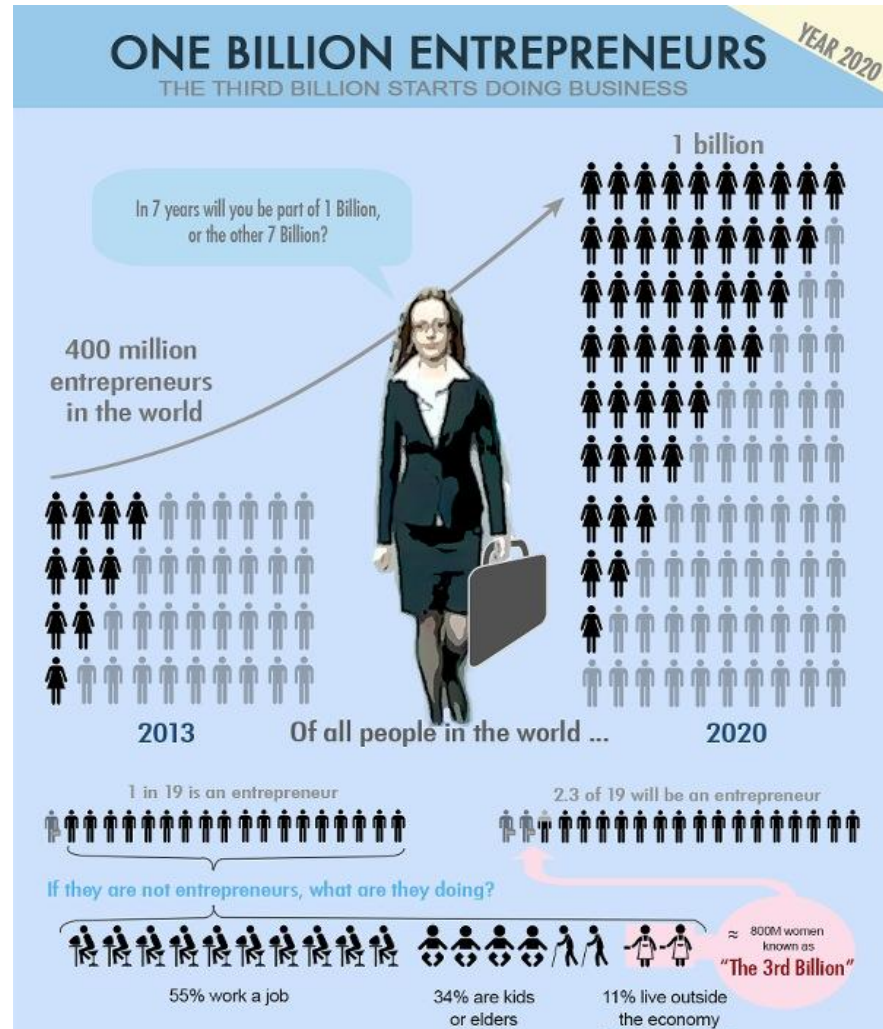


**Needs and requirements of the different „agers“ (in employment status)**

<b>Category</b>	<b>Young, entering working market</b>	<b>Middle age, in job, partly growing family</b>	<b>Elder, phasing out from classical labor market</b>
<b>Material / money</b>	Humble needs; subsistence must be possible	Material security needed, mostly in order to support own family. In traditional minds: Generation of income for future security	Social and medical security must be guaranteed. Saved money partly can be invested in next generations.
<b>Main concerns</b>	Finding role in society. Finding sensible job. Getting along with friends /same agers	Safeguarding what has been achieved so far. Making career. Too little time to spend the money which is earned	Designing last stage of life. Maintaining health. Finding a role to the good of society.
<b>Perspectives</b>	In the old categories limited options – if not zero. New options not well defined / hard to acquire. Need a vision for acquiring hope.	Seemingly stable, but there is no guarantee for the future, in specific not when it comes to social security Have to carry most of the burdens of social cost.	Currently good outlook. In the longer run due to devaluations stress in maintaining living conditions. Supporting childrens / grand childrens
<b>Means for information and communication</b>	Internet based, permanent and ad hoc communication, fast adaption	Modern means of telecommunication part of the permanent professional and private communication	Personal communication preferred, use of classical media (TV, newspaper, ...)

# The New Generation Contract – an NCP approach

Mainly in service,  
new work structures  
will increasingly  
substitute „classical“  
employment



# The New Generation Contract – an NCP approach

We need “a new generation contract” process,  
which is based on the following principles:

- it covers **all generations**
- based on **reliable data** as from OECD, WEF, ...
- to be accompanied by **exploiting the intellectual capacities** of universities, think tanks, intellectual circles, NGOs etc.
- realised by **NCP's Multiversity** and/or online/virtual Learning Platforms across generations and cultures
- its “currency” is not (only) money, rather than “services in exchange” -> **new Social Capital Currency**
- based **on self organized** processes and platforms
- moved by prototyping projects creating references **for new “social generation products”**
- main **beneficiaries** shall be the **young generation**

# The New Generation Contract an NCP approach



**The “social generation exchange” currency shall be developed through six projects suggested by the NCP:**

- 1. Re-Energizing Europe (RES)**
- 2. Creating an Institute for Advanced Studies concentrating on age of humans, and, even more important, on aging issues**
- 3. Patronage of the younger**
- 4. Widening and extending the Caritas movement**
- 5. Creating the social currency in reality**
- 6. Prototyping a project in the field of statistical and quantitative monitoring of job and activity creation (Dynamics in work generation)**

# The New Generation Contract – an NCP approach



**Thank you for your  
attention.**

**For further communication  
on the subject, please  
contact:**

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# The New Generation Contract – an NCP approach

