

KM•A



Knowledge
Management
A u s t r i a

Knowledge Management for Austria

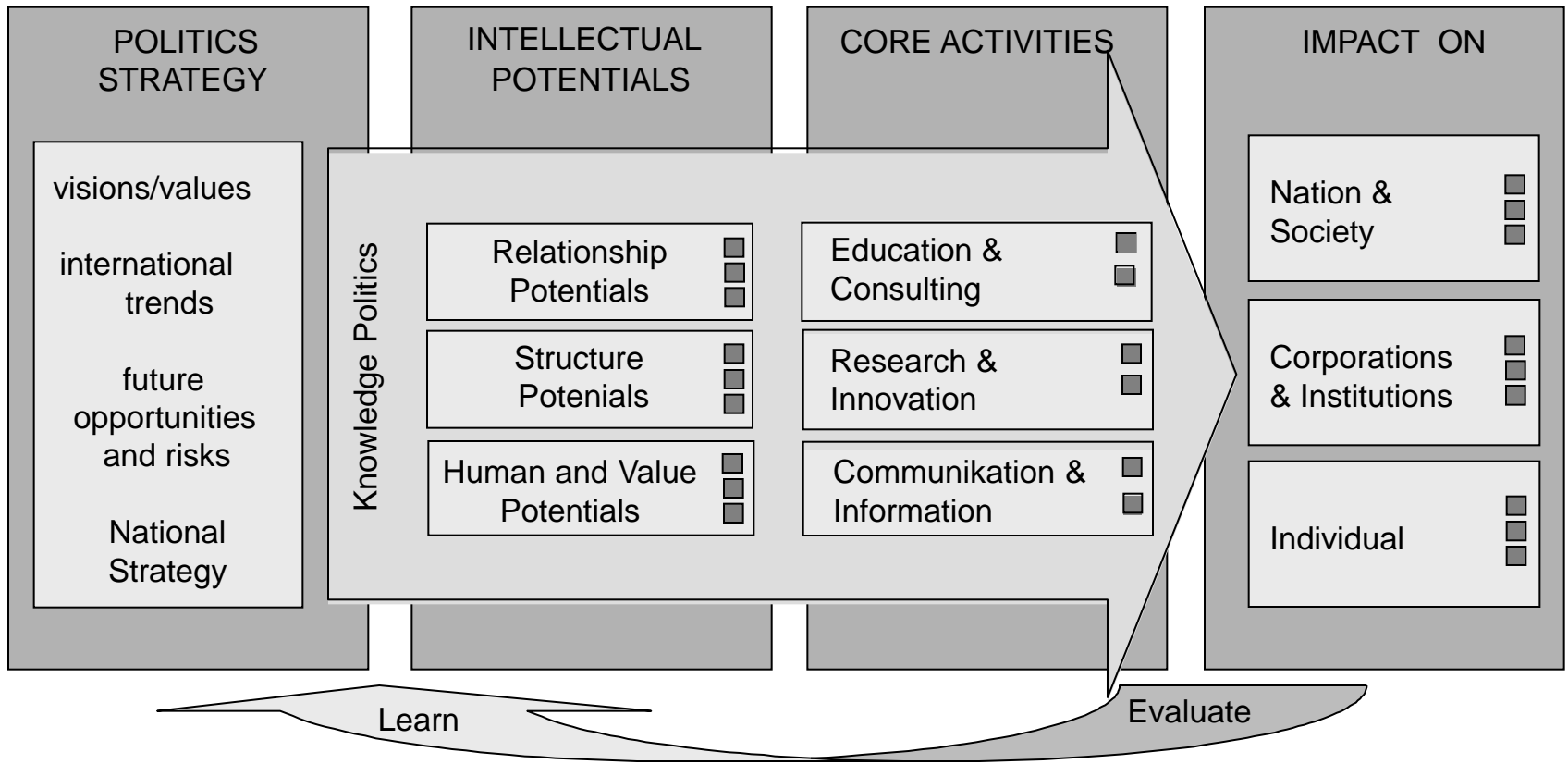
Bukarest, Mutual Learning Workshop

Dr. Andreas Brandner

25. Oktober 2012

„Wissensbilanz Österreich“ - Intellectual Capital Report Austria

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



Knowledge Politics...

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

Source: Brandner et al (2006): Wissensbilanz Österreich

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

Source: Brandner et al (2006): Wissensbilanz Österreich

AGENDA KNOWLEDGE

Knowledge Partnership

Austria has developed a special culture of knowledge on the way to a Knowledge Society. Outstanding scientific pioneers, creative innovators and the cultivation of dialogue are part of our history as well as times of expulsion and ignorance.

Which culture of knowledge will characterize Austria in the future is up to us. It is in our minds and in our hands and hearts. Austria bundles ideas and initiatives through a knowledge partnership, to develop a responsible, high-performing and sustainable Culture of Knowledge. Integrative values, goals and activities are building the Agenda Knowledge.

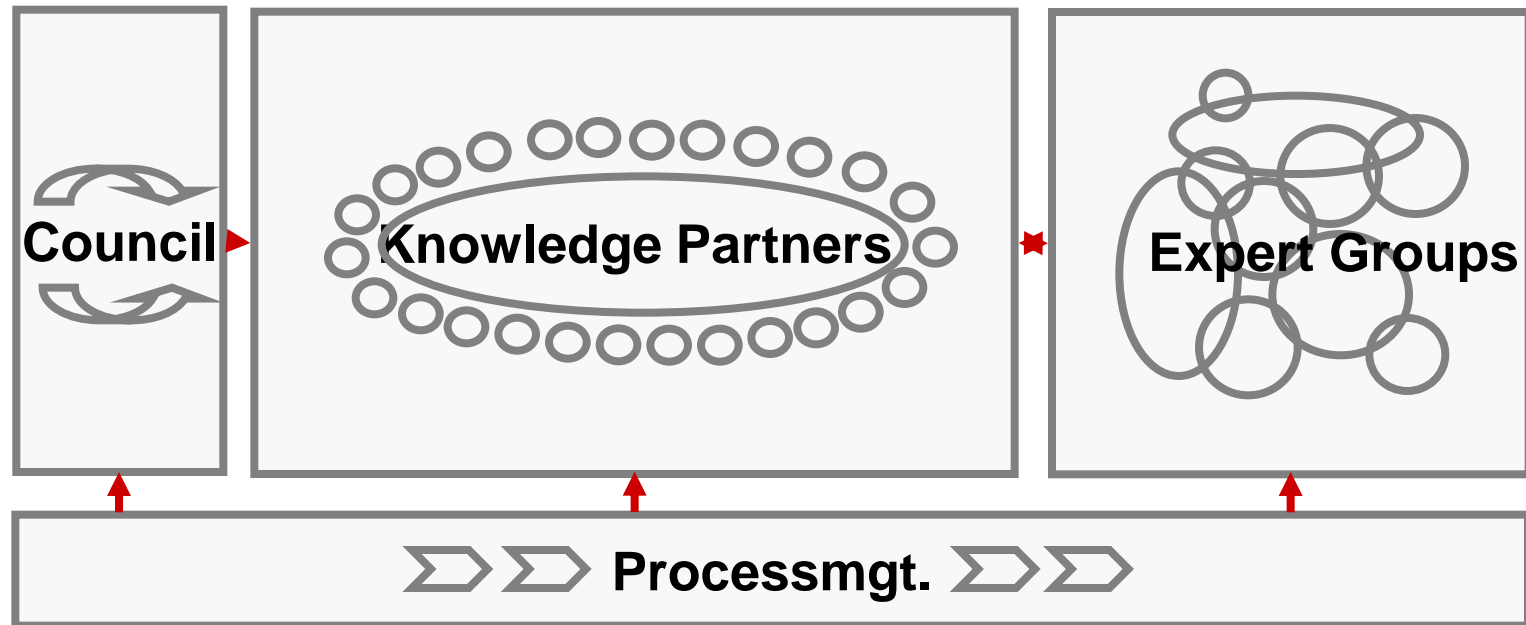
The respect of the individual potential of everyone, the open dialogue between all groups in society, the reflection of the intellectual heritage and the collaboration with the partners all around the world are fundamental principles of the knowledge partnership.

The Knowledge Partnership

Mission Statement

- The Knowledge Partnership is a platform for people, organizations and corporations that are committed to develop a Knowledge Society, that is responsible, high-performing, worth-living and sustainable.
- The Knowledge Partnership enables the effective cooperation of people, organizations and corporations that are committed to a responsible use of knowledge in society. By sharing knowledge and ideas attractive, practical and sustainable concepts of knowledge politics are developed and put into practice.
- The work of the Knowledge Partnership is future-oriented and reflective, transdisciplinary and internationally connected, not commercial and independent. It is financed by the knowledge partners in a transparent way.

Structure of the Knowledge Partnership



Source: Brandner et al (2006): Wissensbilanz Österreich

Activities of the Knowledge Partnership

- Building a Community for Knowledge Politics and Management
- Experts Groups, focused collaboration
- Initiation of Innovations and coordinated programs, Public Awareness Campaigns
- Conference Agenda Knowledge as a highlight-event of the Knowledge Partnership
- Community-Meetings
- Publication „Agenda Knowledge“
- Research coordination
- Communication portal – www.agendawissen.net

Proponents

- Former EU-Commissionar Dr. Benita Ferrero-Waldner
- President of the National Assembly Mag. Barbara Prammer
- President of the National Assembly Fritz Neugebauer
- President of the Austrian Academy of Sciences Prof. Dr. Helmut Denk
- President of the Austrian Science Council Prof. Dr. Jürgen Mittelstrass
- Director of the Technical Museum HR Dr. Gabriele Zuna-Kratky
- General Director of the National Library Dr. Johanna Rachinger
- General Director of the National Archive Hon.-Prof.Dr. Lorenz Mikoletzky
- Prof. Dr. Hubert Dürstein, Geschäftsführer des Österreichischen Austauschdienstes
- Prof. Dr. Manfred Welan, Präsident der UNESCO-Arbeitsgemeinschaft Wien
- Prof. DI Günter Koch, Generalsekretär des New Club of Paris

Knowledge Strategy

- Objective: Develop an knowledge strategy, that integrates the diverse interest of stakeholders in society
- People: The knowledge partners themselves – representing a wide range of stakeholders – created the knowledge strategy in 6 groups without any governmental influence.
- Process: The work of the 6 groups has been integrated and published on an interactive website. The knowledge partners had the opportunity to review, comment and vote on each paragraph online. The community discussed the draft version, after two weeks, the comments have been integrated.
- Result: is a 19pages strategy paper
„On the way towards a knowledge strategy for Austria“
published at wissen.cominno.eu

The online-discussion on wissen.cominno.eu

WISSENSSTRATEGIE

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Wissensstrategie / 1 Verantwortung im globalen Wissensraum

1a Globale Wissenspartnerschaft vs. Wissenswettbewerb

1 Die europäische Union hat in ihrer Lissabon-Strategie im Jahr 2000 das Ziel der wettbewerbsfähigsten wissensbasierten Ökonomie formuliert. Die Wissensgesellschaft ist ein politisches Schlüsselkonzept auch für andere Weltregionen, insbesondere für die industrialisierten Länder und Schwellenländer.

(1) - Original

Anhänge

Kommentare

Komentieren

2 Kommentare

2 Dabei wird im Wesentlichen die wettbewerbliche Kraft von Wissen in den Vordergrund gestellt, da innovative und wissensintensive Dienstleistungen das mit Abstand größte Entwicklungspotenzial aufweisen. Auch emergierende moderne Ökonomien insbesondere in Fernost – das große Beispiel ist China - verändern ihr Produktionsprofil zunehmend in Richtung wissensbasierter Technologie- und Administrationssysteme. Konkurrenz bedeutet aber immer auch ein „Gegeneinander“ im Erwerb letztlich materieller Vorteile.

(1) - Original

Anhänge

Kommentare

Komentieren

2 Kommentare

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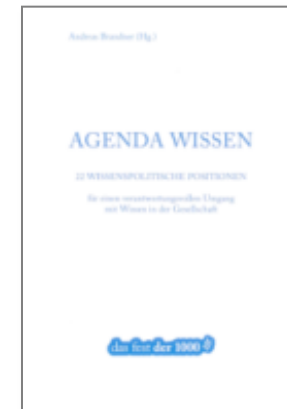
Mehr...

Other results in the context of the knowledge partnership

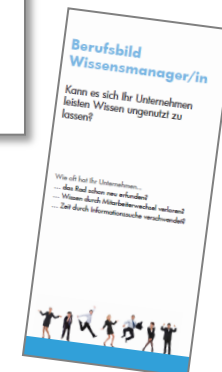
- Vienna Knowledge Space – a public space to inform and discuss aspects of the knowledge society



- Development of a Mission Statement for a responsible Knowledge Society

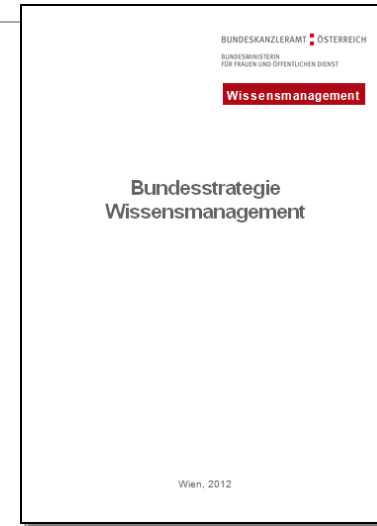


- Development of the professional profile of „Knowledge Manager“



Other results

- Initiation and support for a governmental Knowledge Management Strategy
- Profiling Knowledge Art: Art, that is explicitly or implicitly reflecting on knowledge



Other results

- „Festival of the 1000“: emigrants and immigrants were profiled and presented in the public
- „Column of Knowledge“ as a symbol of Knowledge in Society
- Conference Agenda Knowledge – first global conference on Knowledge Politics
- Knowledge Management Award – honoring pioneers in the field of Knowledge Society and Knowledge Management



Newest result (of KMA):

- KM Essentials: Training program in Knowledge Management for International Organizations and Corporations with contributions from IAEA, UNDP, World Bank and others
- High level education in English language as one step to position Vienna as a „Knowledge Hub“ for the UN.



KM·A

 Knowledge Management Academy

KM Essentials 2012/2013
 for International Organizations and Corporations

Briefings · Courses · Inhouse Trainings

Good to know!
 10 years of experience in KM Education

- Define Policies and Strategies in International Knowledge Management
- Connect Knowledge Workers and Improve Knowledge Transfer
- Implement Methods and Tools for International Knowledge Management
- Capture Critical Knowledge for Sustainable Performance
- Network for Education, Training and Learning
- Learn from Pioneers in International Knowledge Management

Partners of the Knowledge Management Academy:

  **SIEMENS**  