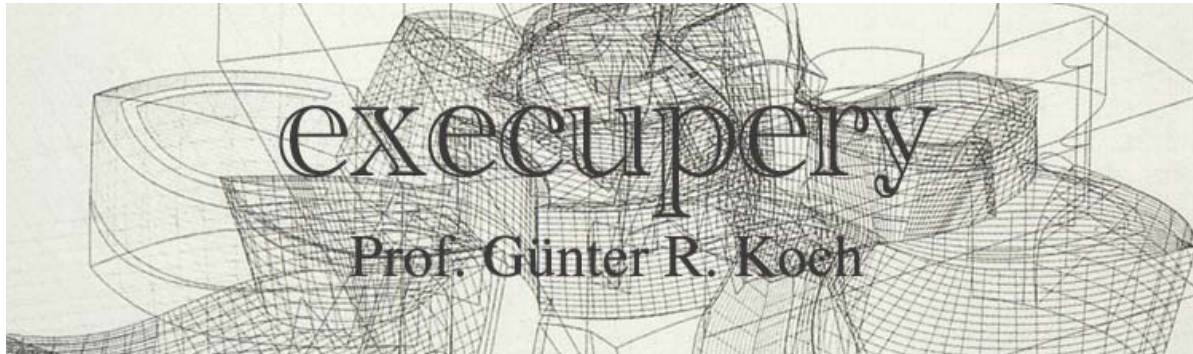
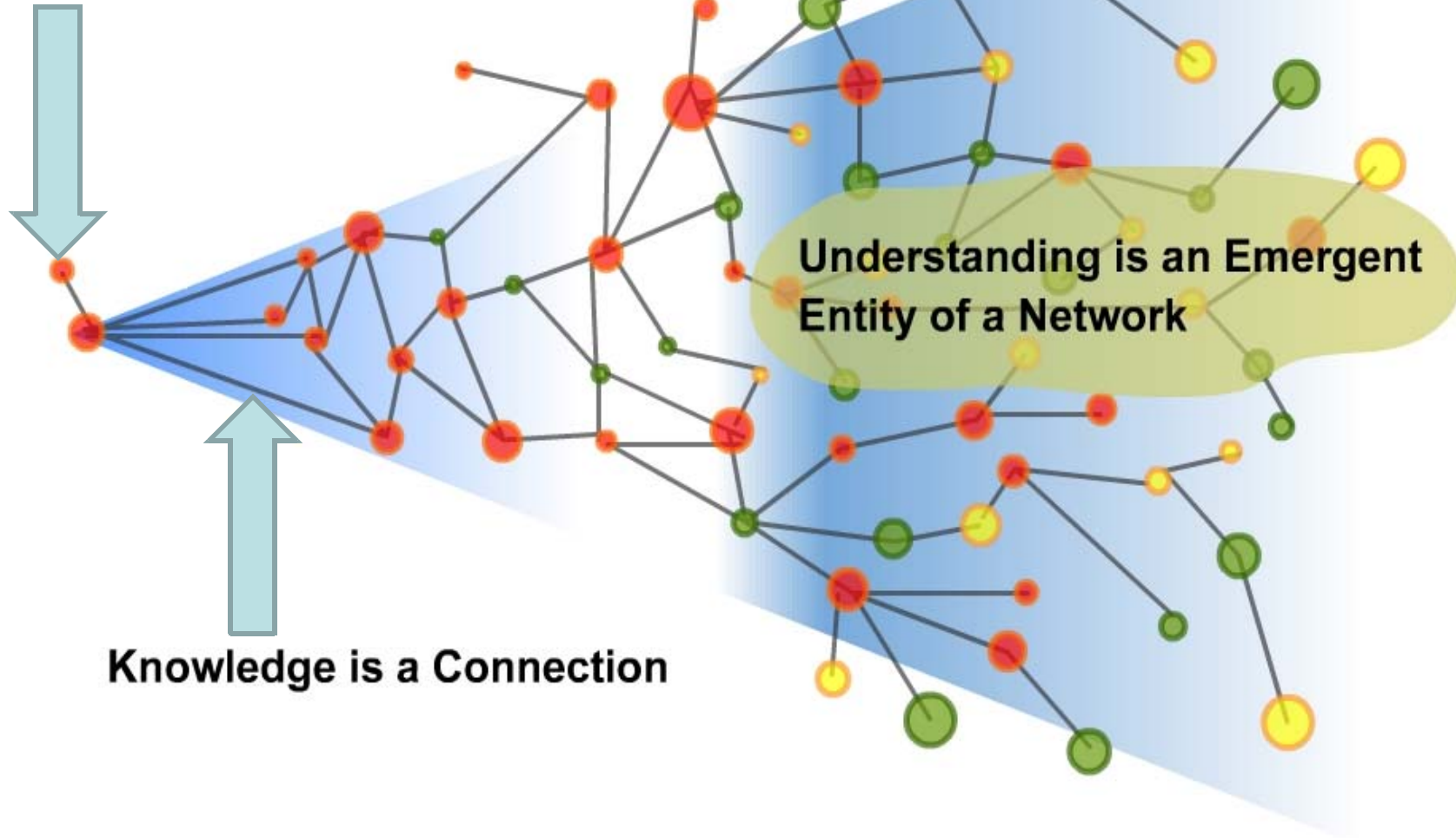


# From the Vienna Café to the Knowledge Café: Culture matters for the Knowledge Society



**For definition: Knowledge is unlimited,  
understanding is, however, not !**

**Information is a node**



# Outline

1. About Vienna
2. Vienna's attempts to become a Knowledge City
3. Knowledge Politics as an „invention“ made by a Viennoise knowledge community
4. The Vienna Round Table of *The New Club of Paris*
5. The Vienna Coffee House Culture
6. Vienna's Creativity and Knowledge Community of Today
7. The Knowledge Café as a location for elucidation
8. Conclusion

# The picture of Vienna in the world





# Names, you may spontaneously associate with Austria

Haydn Mozart Kafka Klimt

Hundertwasser Freud Kepler Kubin Handke

Donizetti Gödel Watzlawik Glasersfeld

Popper Hayek Wittgenstein Beethoven

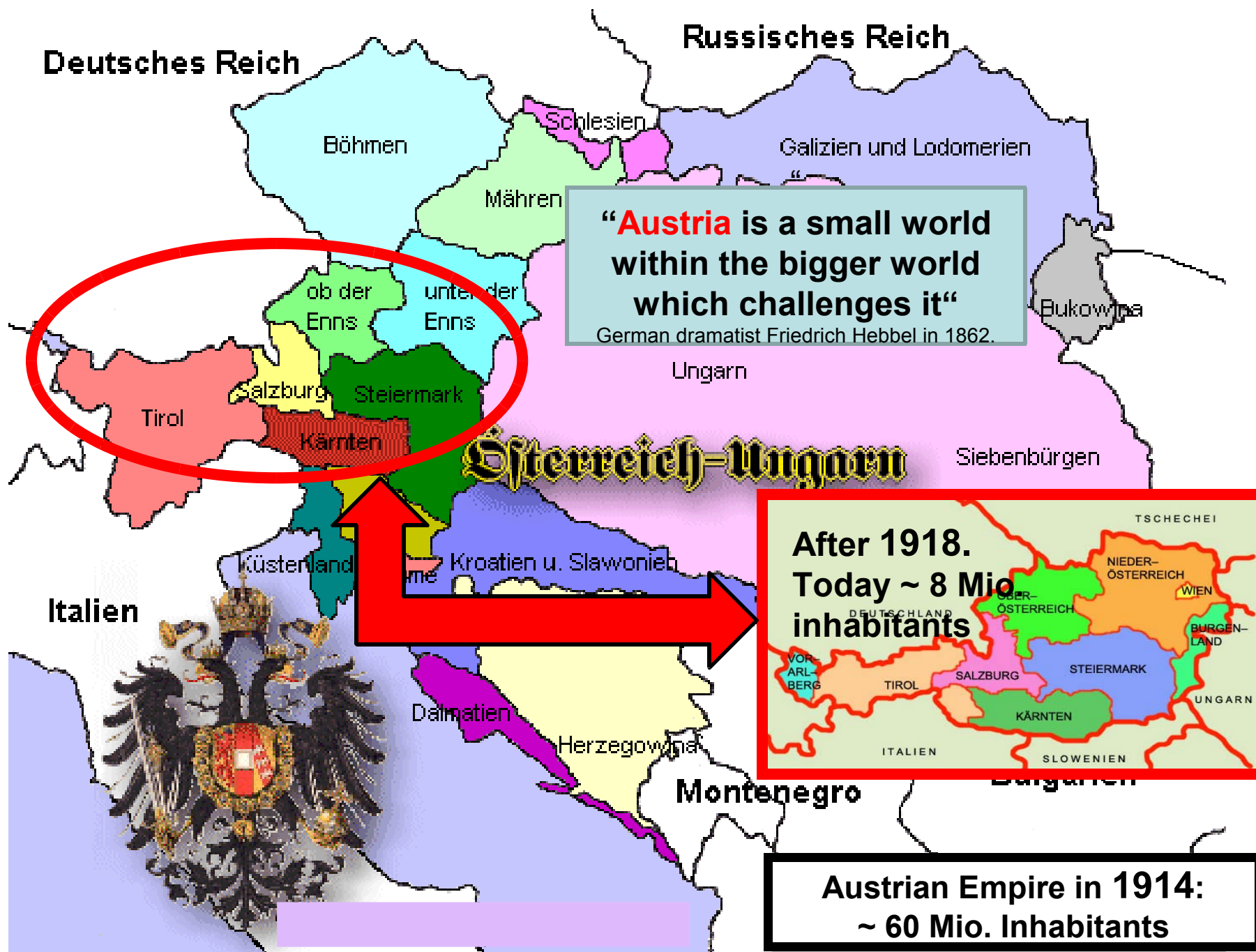
Musil Kokoschka Pauli Schrödinger Schumpeter

Brahms Mahler Rilke Meitner Schiele Porsche

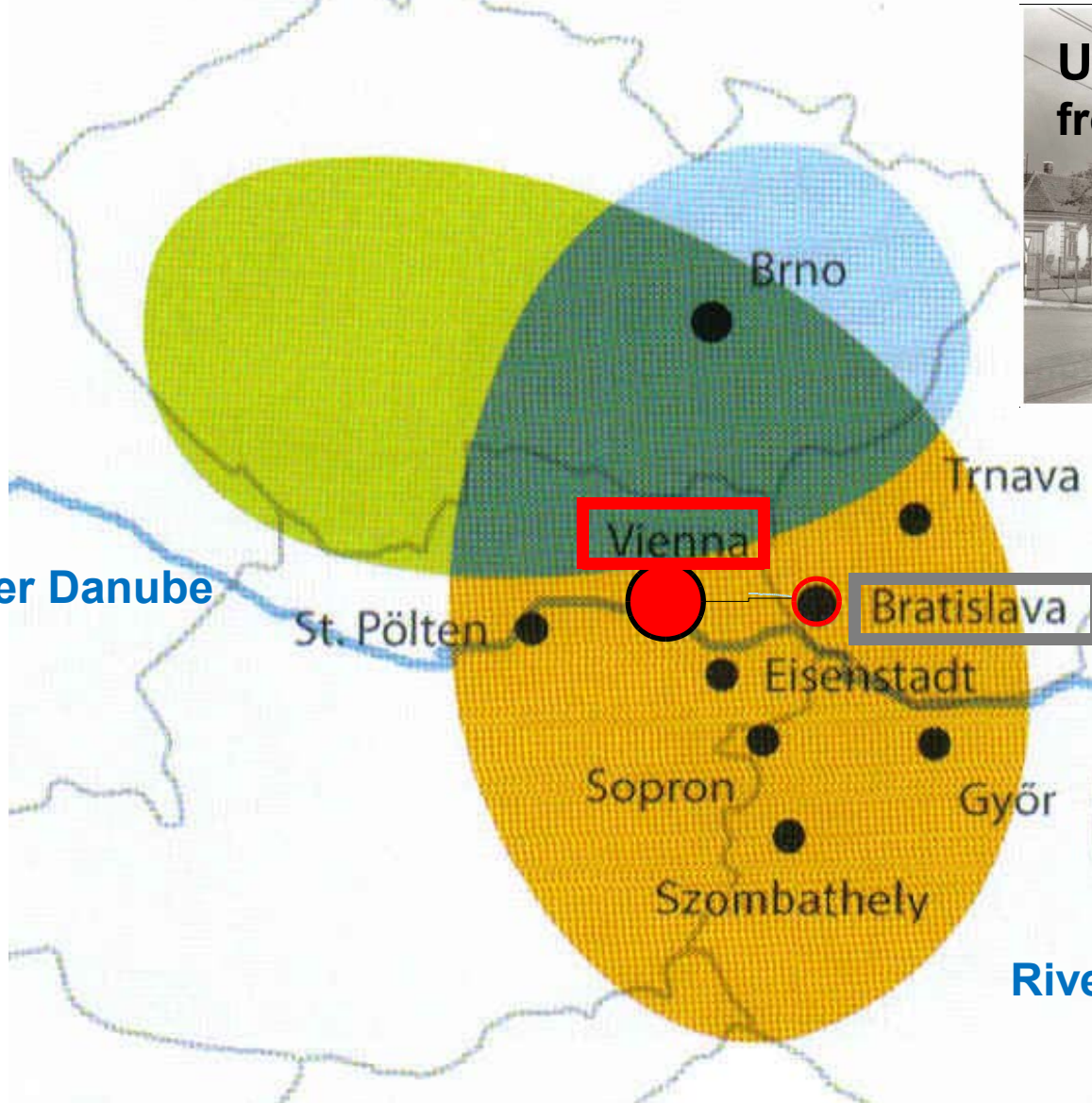
Thonet Abraham a Sancta Clara Grillparzer P. Drucker

# **In recorded history, Austria experienced 4 traumatic events**

- 1. The final battle against the Osmands (= „Turks“) which in the 17th century had overrun Europe.**
- 2. The 1st World War, after which Austria was reduced to ~ 1/10th of its former size**
- 3. In 1938 having been taken over by the Third Reich = the Nazis, who chased away the majority of the country's „intelligencia“**
- 4. The opening of the borders to the East 20 years ago: Austria has not yet found its new identity and role.**



# Region CENTROPE including parts of Austria, Hungary, Slovakia and Czech Republic



Until 1918: Tramway from Vienna to Bratislava



Since 2006  
Fast speed boat



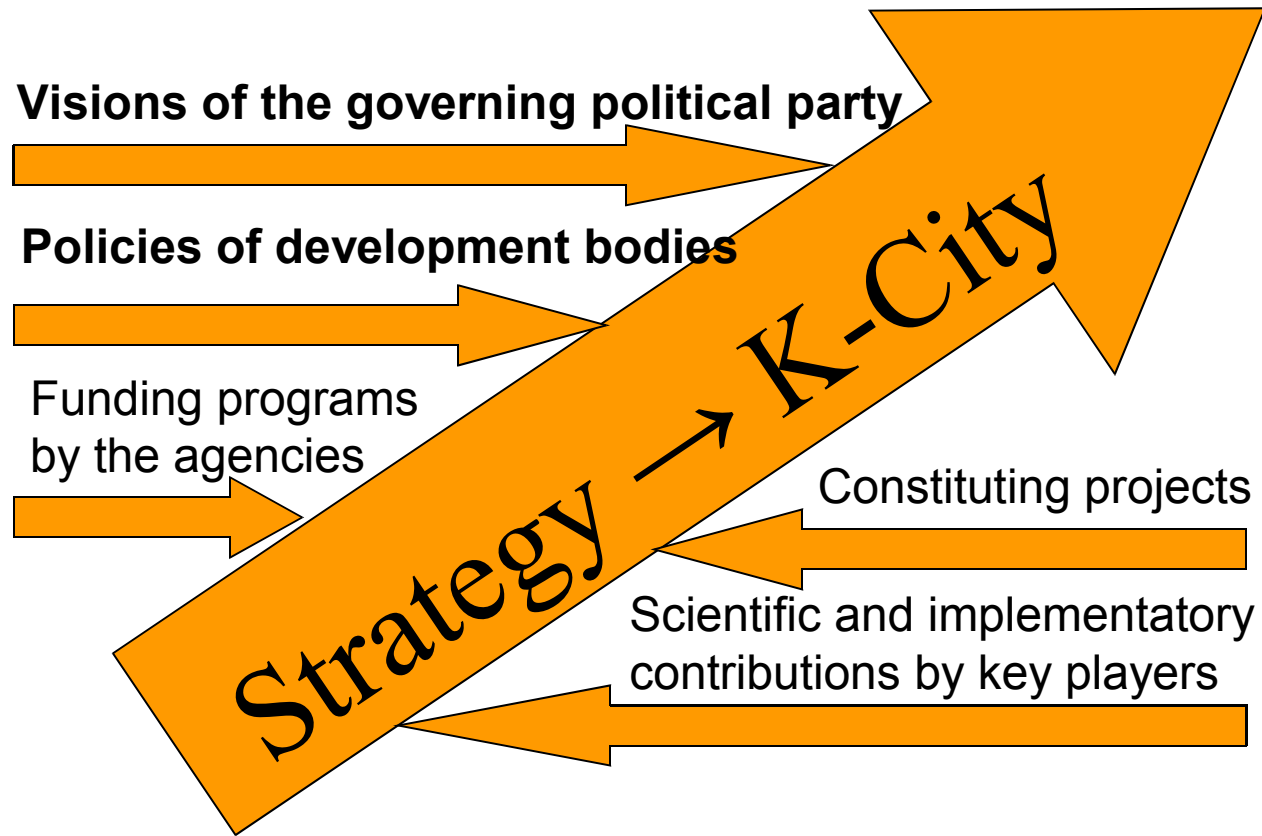


# Vienna today





# Strategic elements of turning Vienna into a Knowledge City.





- **Technology assessment mandatory element of a democratically legitimated process steered by foresighting scenarios of social changes**
- **Continue the long lasting science history of the city**
- **Make use of the capacities of the city's nine grand universities**

## **Key objectives w.r.t. Research, Technology & Innovation**

- **3% R&D investment – objective pushed towards 4%**
- **22.000 employees (out of today 1.6. Mio.) working in R&D**
- **800 SMEs being based on knowledge *and* R&D**
- **Academics in knowledge based enterprises 20 %**
- **200 enterprises of Vienna participating in EU's FPs**
- **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 on Social, Cultural and Society Science**



## 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

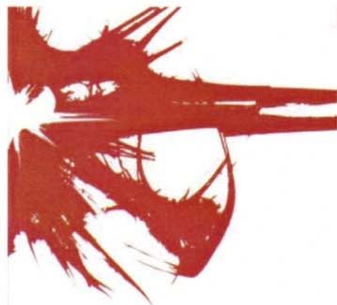
z.H. von Frau DI.in Christine Wanzenböck  
z. H. von Frau Mag<sup>a</sup> Andrea van Oers  
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Wissen ist Vernetzung

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## Vienna's RTI strategy and the knowledge-related control of its implementation

The City asked for a study, whether the method and instrument of Intellectual Capital Reporting can be applied for such purpose?

Lead Question: Is the measurement of the increase in knowledge an appropriate indicator for keeping track in implementing the City's RTI strategy?

The answer is a clear YES

# Austria's move beyond RTI: The emergence of *Knowledge Politics*

## 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** being represented in Austria

# Visible public measures + effects:

## Project: „Knowledge Trees“ in the City (2008)

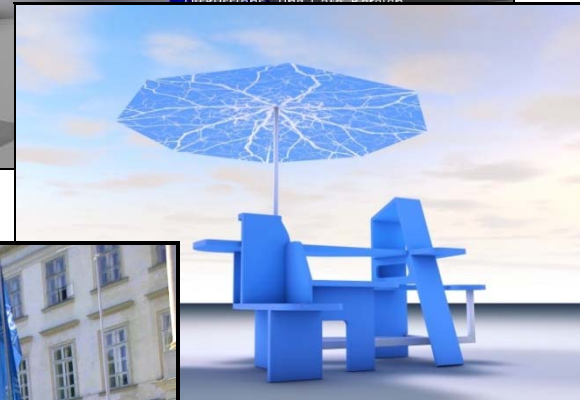




# Measures and effects: The Vienna Knowledge Space



- ... 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“ is already exhibited in the Museum for Applied Arts in Vienna + at the International Design Festival DNY in Berlin.





# A further model case for a „public furbishing“ : The Vienna Museum Quarter





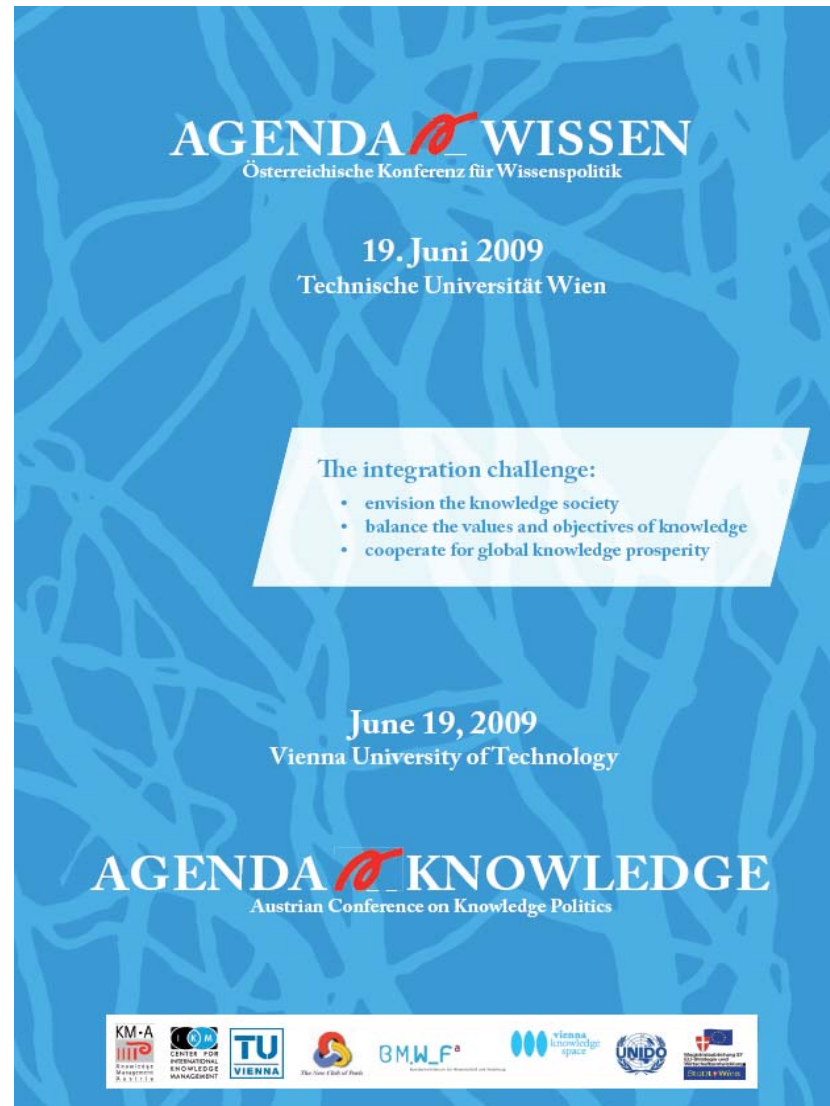
*The New Club of Paris*

# The 2009 Vienna „Round Table“ of The New Club of Paris



- **Round Table = „Advisory Product“ of The New Club of Paris**
- was established in 2006 in Helsinki for Finland under the auspices and participation of Finland's Prime Minister Matti Vanhanen, the Finish Parliament & designed by NCP Board Member Pirjo Stahle.
- Concept: **Combine the self view of a nation with an external view** in order to identify the **potential for becoming a „knowledge nation“**
- The Austrian Round Table session deliberately **takes place in the Austrian Parliament** under the auspices of its President  
→ **Birthday event for „Knowledge Politics“ in Austria**
- Has been followed by a public conference „Agenda Knowledge“, declared to be the **1st Conference on Knowledge Politics** ever

# The First International Conference on Knowledge Politics



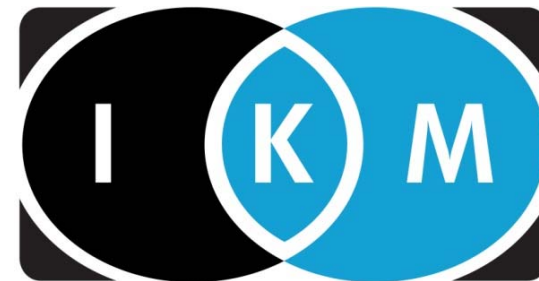


**The UN** (in specific as located in Vienna) ...

- is fully committed to the idea of knowledge management
- through its development organisation UNIDO will set this strategy on the top level of its agenda
- will discuss implementation steps with its General Secretary Ban Ki-moon in April 2010



**The Center for International Knowledge Management, founded on occasion of the Round Table event, focuses on research, networking and education in knowledge within international organizations**



**CENTER FOR  
INTERNATIONAL  
KNOWLEDGE  
MANAGEMENT**

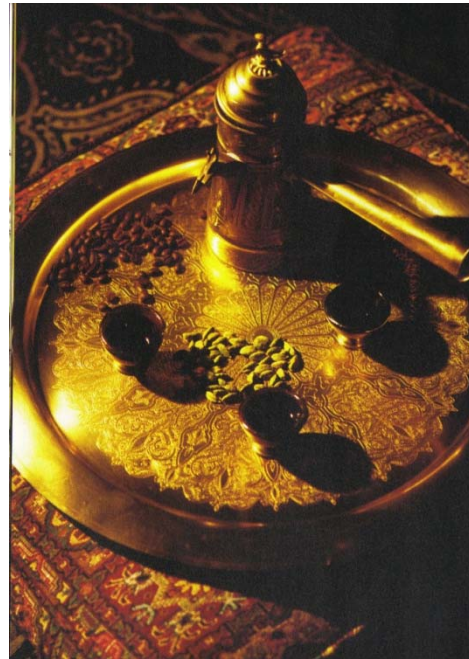


## Vienna – the city of coffee houses





# How the coffee came to Vienna



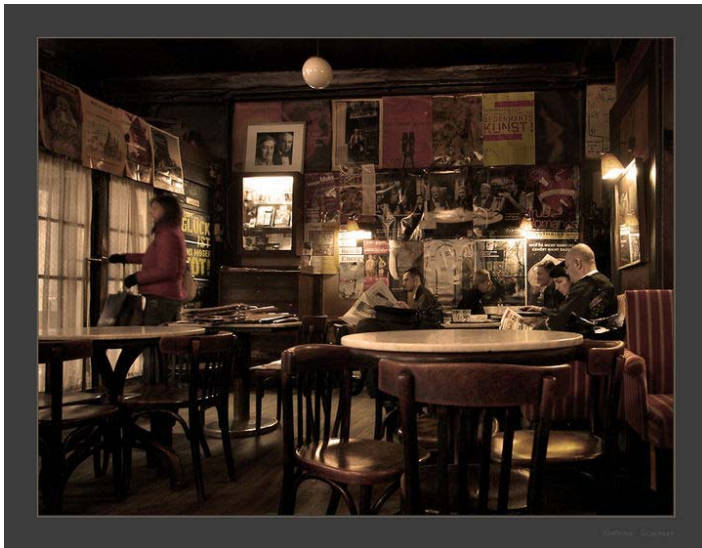
In 1784 the  
Turks were  
definitely de-  
feated. They  
left coffee  
beans and  
„technology“  
for making  
coffee in  
Vienna



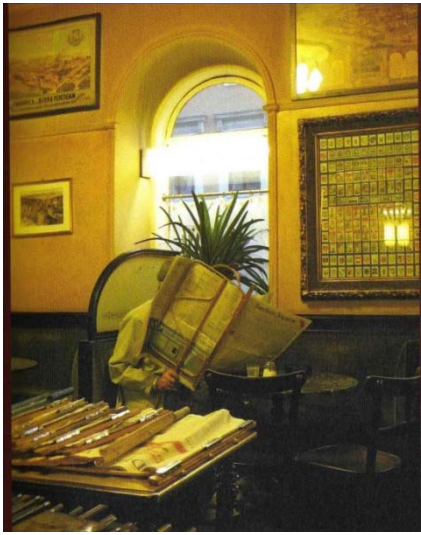
# humanity, high ideals, tolerance, wisdom and love



# Vienna's Coffee Houses kept their traditions – and were always more than just a saloon

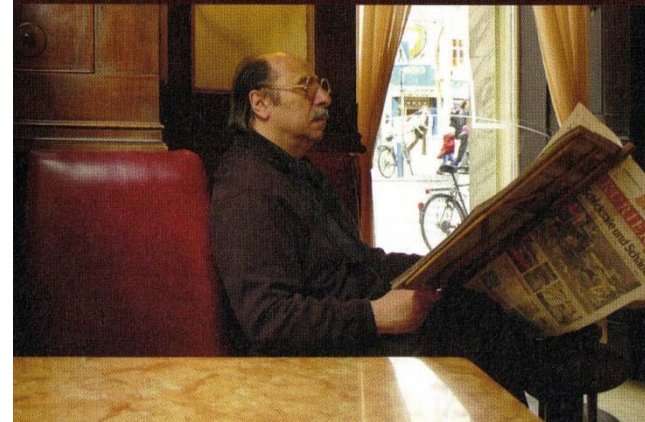
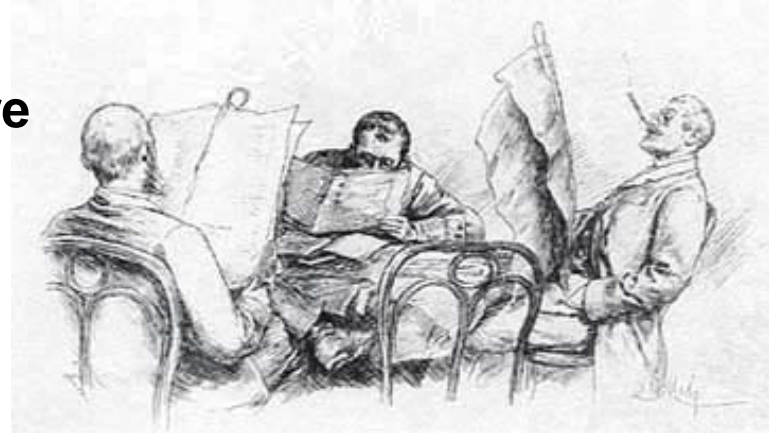






## Vienna coffee houses are

- newspaper libraries
- debating clubs
- offices for men of letters
- lobbying halls
- conspiracy spaces





# Coffee Houses as incubators



The **Vienna Coffee House** is a true stem cell for creating new ideas, concepts, poems, literature, political declarations, etc ...

It is an incubator within an ethnic and cultural melting pot.

Amongst those having created key œvres in Vienna Coffee Houses, some even changing the world, were persons such as

- **Theodor Herzl**
- **Leo Trotzki**
- **Wladimir Iljitsch Lenin**
- **Adolf Hitler**
- **Josif Stalin**
- **Oskar Kokoschka**
- **Robert Musil ...**



# What is a knowledge café?

“A knowledge café brings people together to have open, creative conversation on topics of mutual interest.

It can be organised in a meeting or workshop format, but the emphasis should be on flowing dialogue that allows people to share ideas and learn from each other. It encourages people to explore issues that require discussion in order to build a consensus around an issue”.

## How to run a knowledge café?

- Appoint a **facilitator** – someone who can encourage participation.
- Identify a / some **question/s** relevant to those participating. (“**Quizzics**”)
- Invite interested persons / parties.
- Use a ‘**café**’ **layout**, environment, with a number of small tables, supplied with tea, coffee...
- The facilitator introduces the knowledge café concept, any codes of conduct, and finally poses the key question(s).
- Each of the participant **shares their knowledge** and experience without interruption, giving everyone an opportunity to talk.
- After each participant has shared, the group continues the **discussion together**.
- Groups may be reconfigured at the diverse tables after some rules and continue discussion
- The groups should **reconvene to exchange ideas and findings** – these should be documented



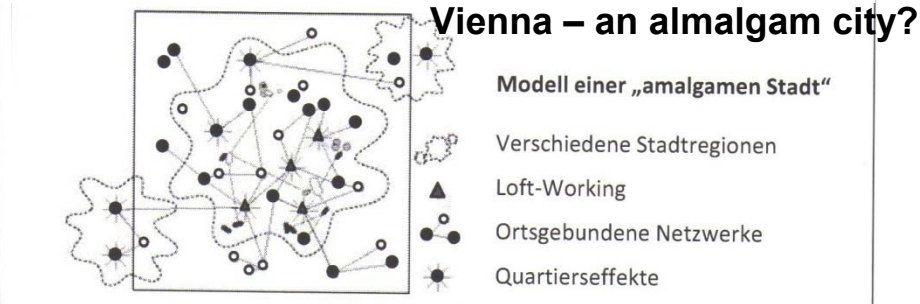
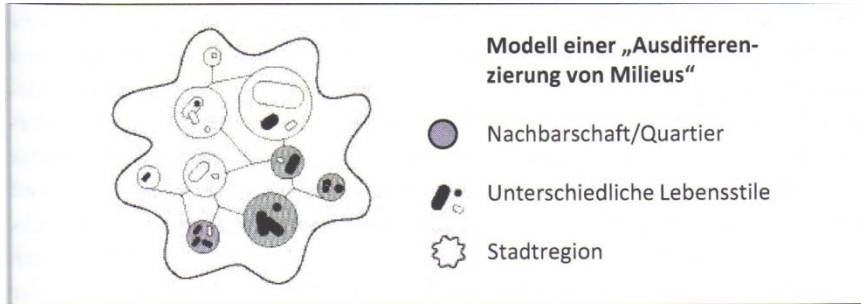
**Incubation goes with creativity,  
bohemian attitudes, critical discourse, ...**





# Creative Milieus in today's Vienna

© All pictures / graphs Oliver Frey

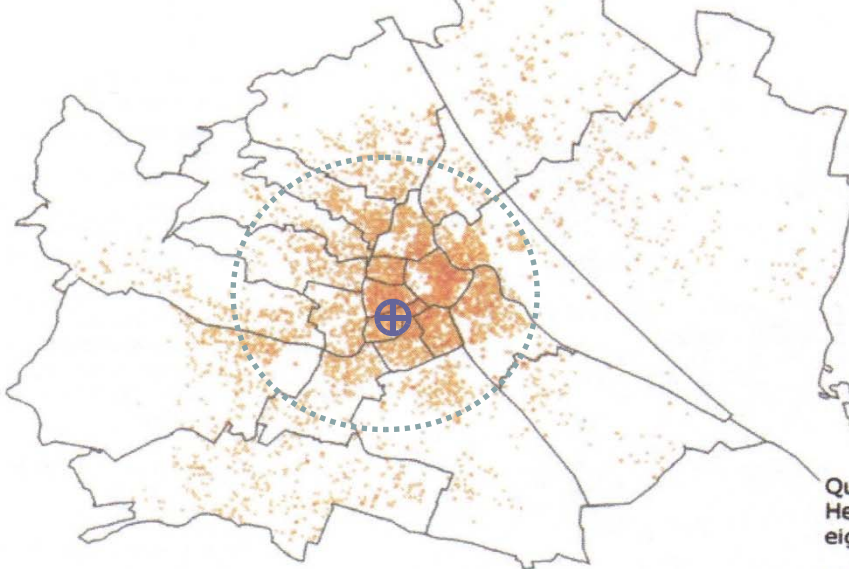


## Density of „creative industries“

**Dichte „Creative Industries“ in Wien**

Density of CI all  
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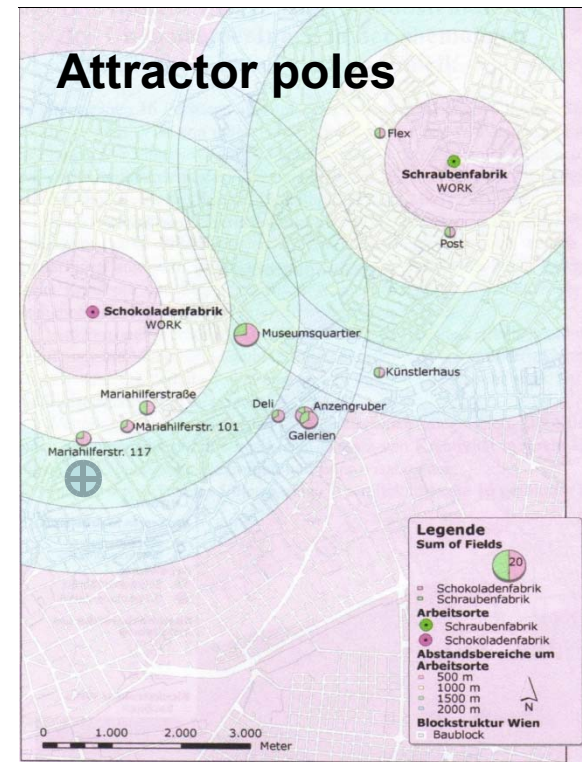
- null
- sehr niedrig
- niedrig
- mittel
- hoch
- sehr hoch



Quellen:  
Herold Businessdaten 2003  
eigene Berechnungen

Maßstab 1:127.520

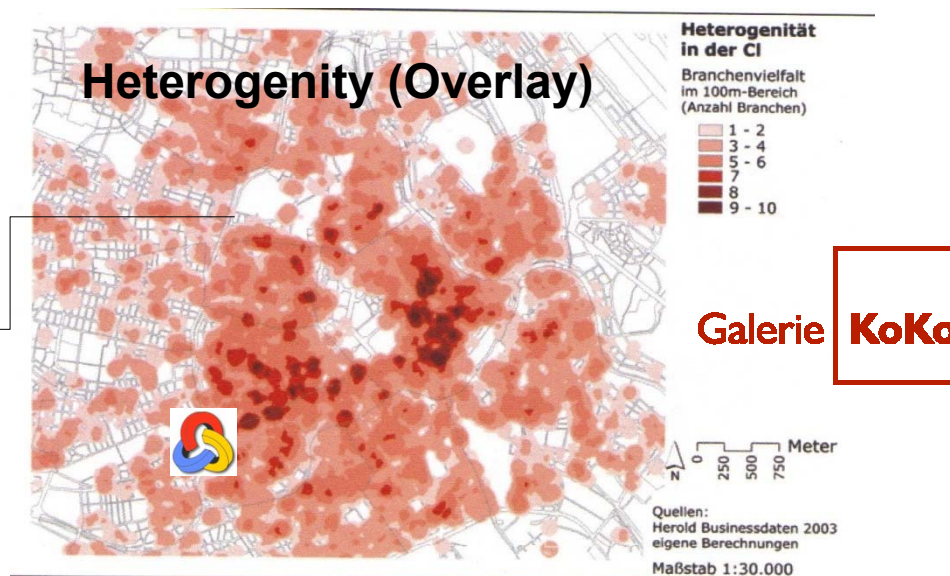
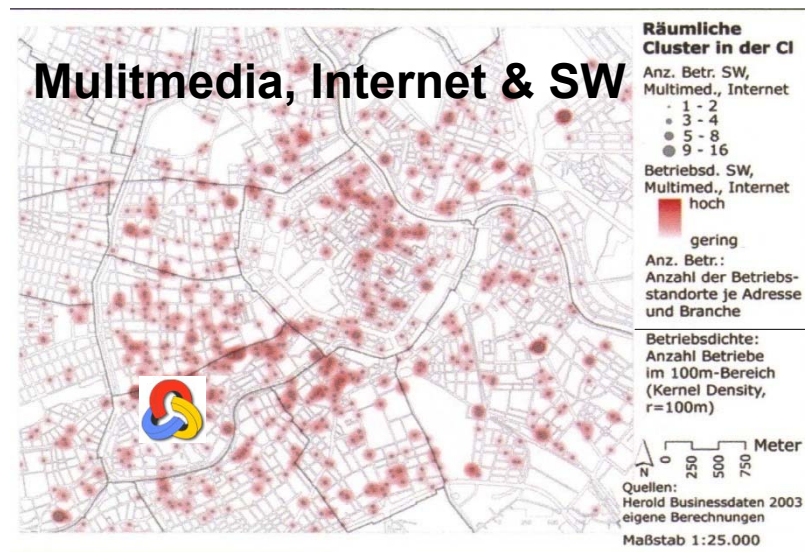
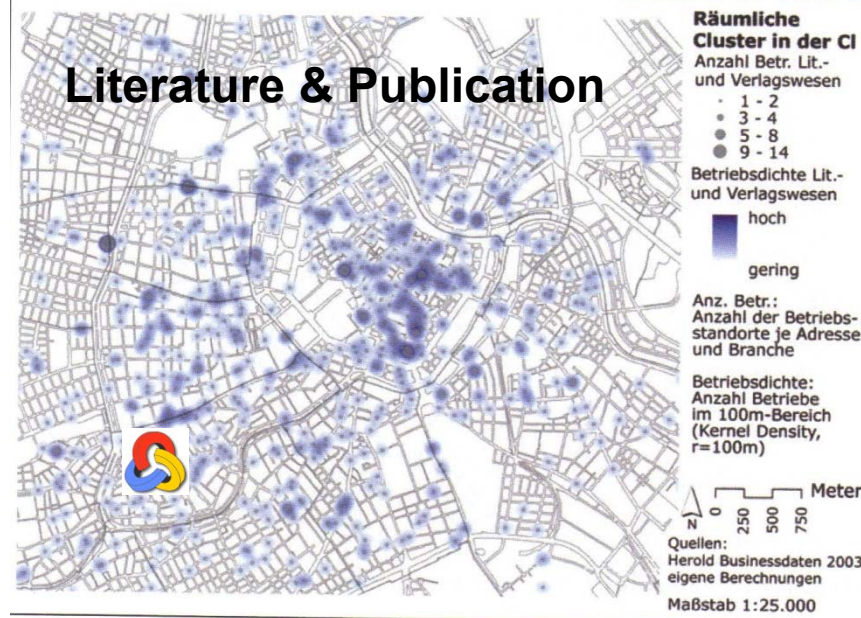
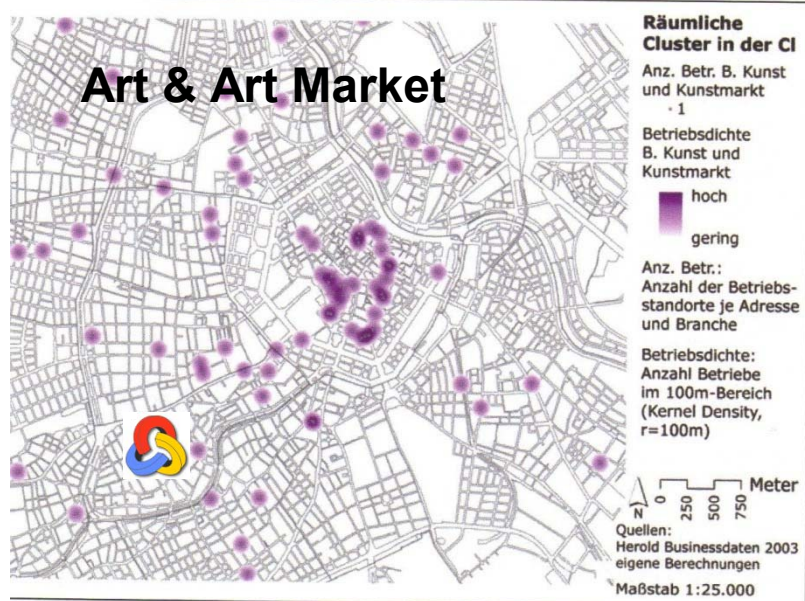
## Attractor poles





# Creative Milieus in today's Vienna

© All pictures / graphs Oliver Frey







*The New Club of Paris*

*has its main office in* **Galerie KoKo**

**KoKo**



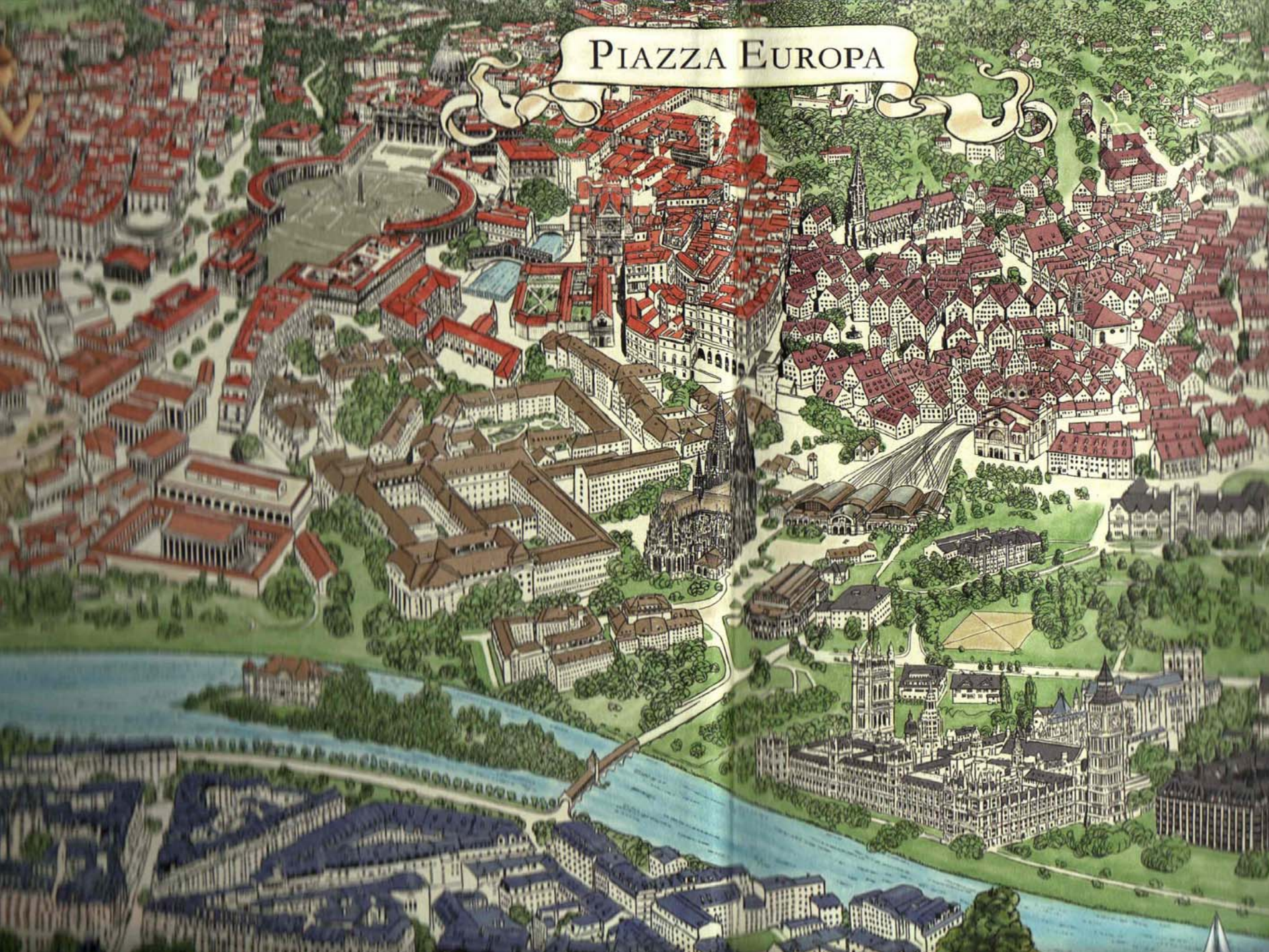


## Vienna as a model city owning an ambiente and the culture of a Knowledge City



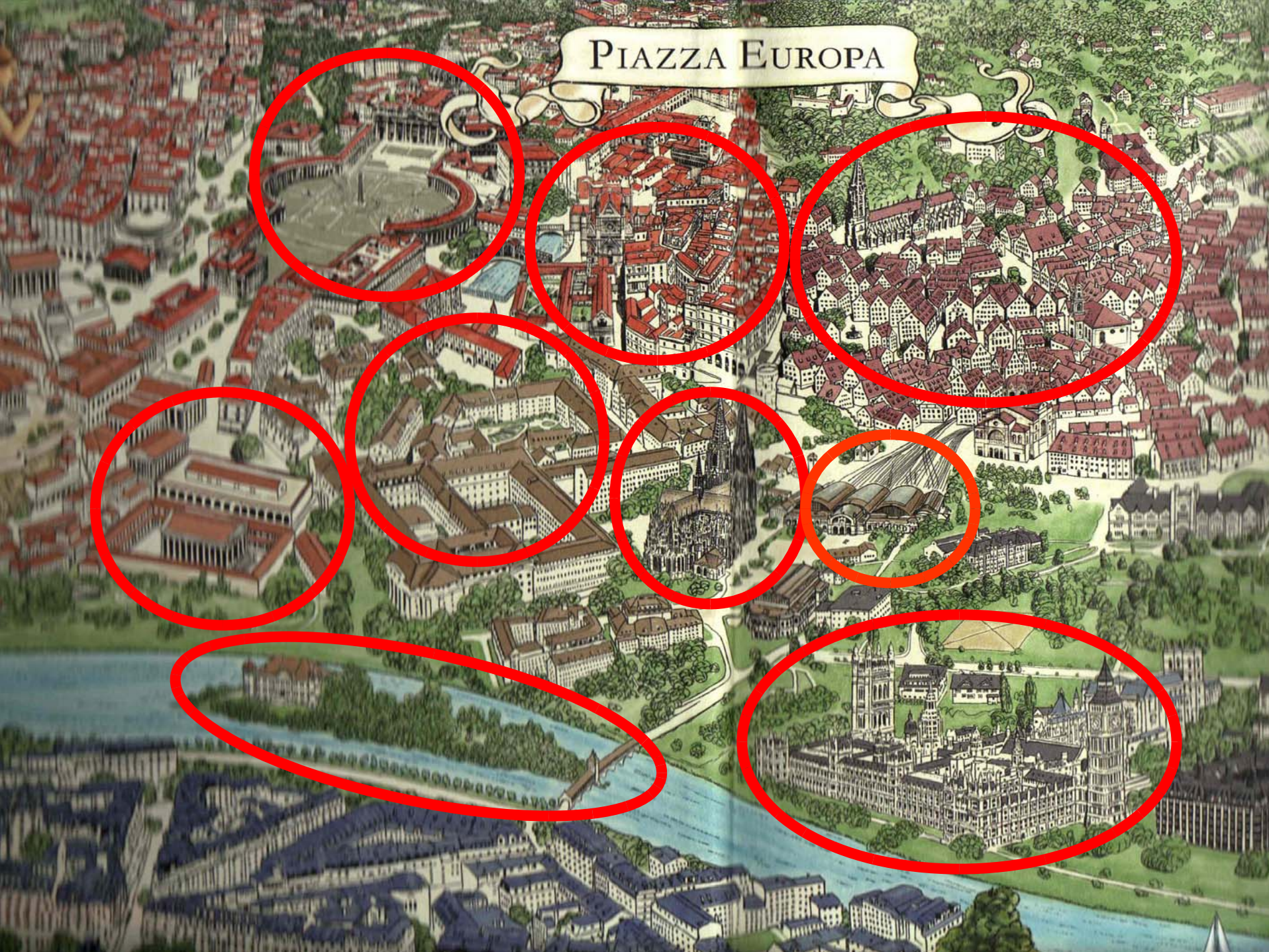


# PIAZZA EUROPA



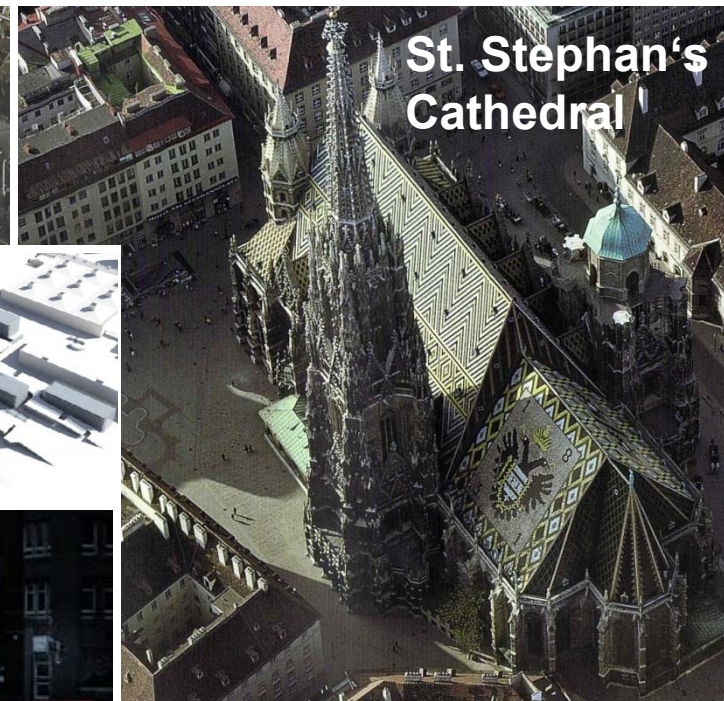
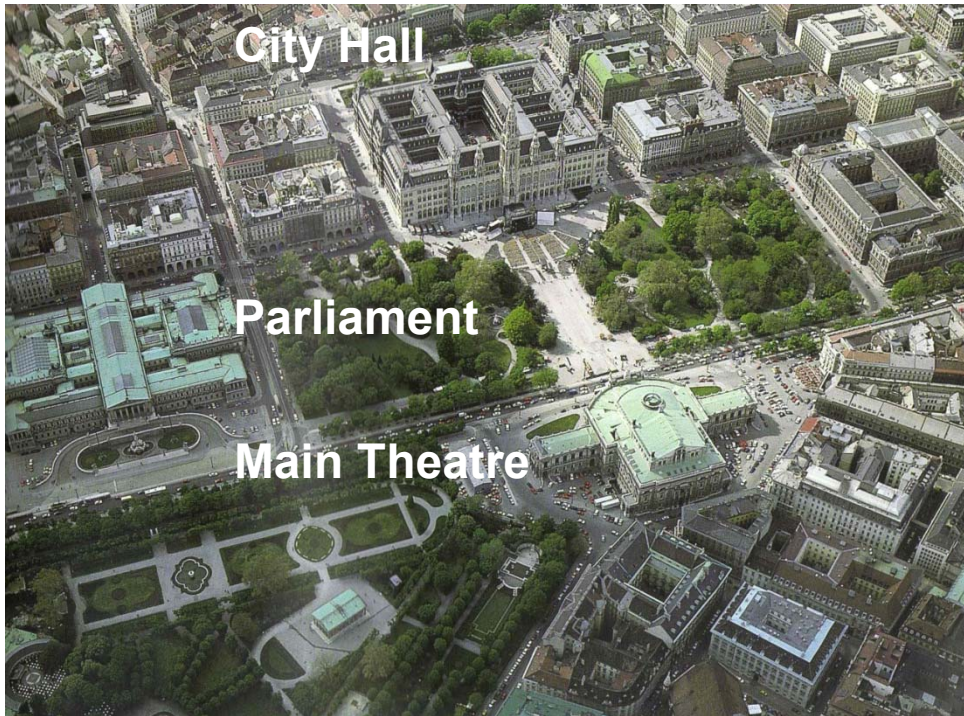


# PIAZZA EUROPA





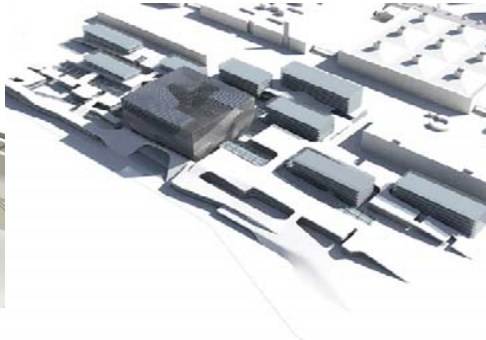
# Europe's truest „Piazza“ ?



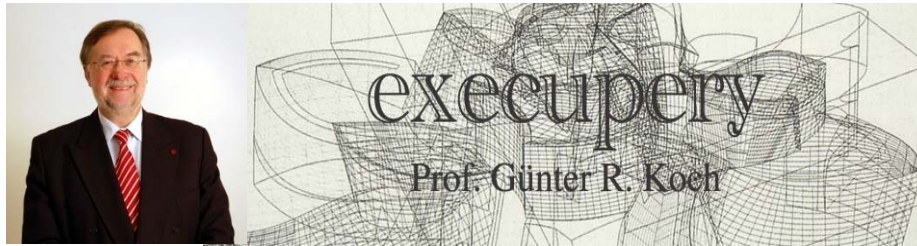
# Conclusions

- **Knowledge Café as a finding process** is not a new invention rather than a „formalisation“ of an existing tradition, as exercised since hundreds of years
- **Knowledge Café** is a good example what may be understood as a **transdisciplinary approach** (extending multidisciplinary)
- Development of knowledge, understanding and wisdom needs an ambiente of diversity, incitation and excitation, i.e. **spaces in support of „moderated frictions in disputes & debates“** being constitutive for „Knowledge Politics“
- **Creativity as a driver** for innovation and change needs freedom, tolerance, sympathy, empathy, in short: a space for experimentation and innovation
- The future **Knowledge Society** will no longer rely only on rational model fictions such as the „homo oeconomicus“, rather than include aspects of intangible characteristics such as emotions, social attitudes, behaviour, beliefs etc. – i.e. is highly dependent of the culture in which it is embedded





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**e-mail: [koch@execupery.com](mailto:koch@execupery.com)**

**Thank you for your  
Attention !**

**Questions**



FIN