

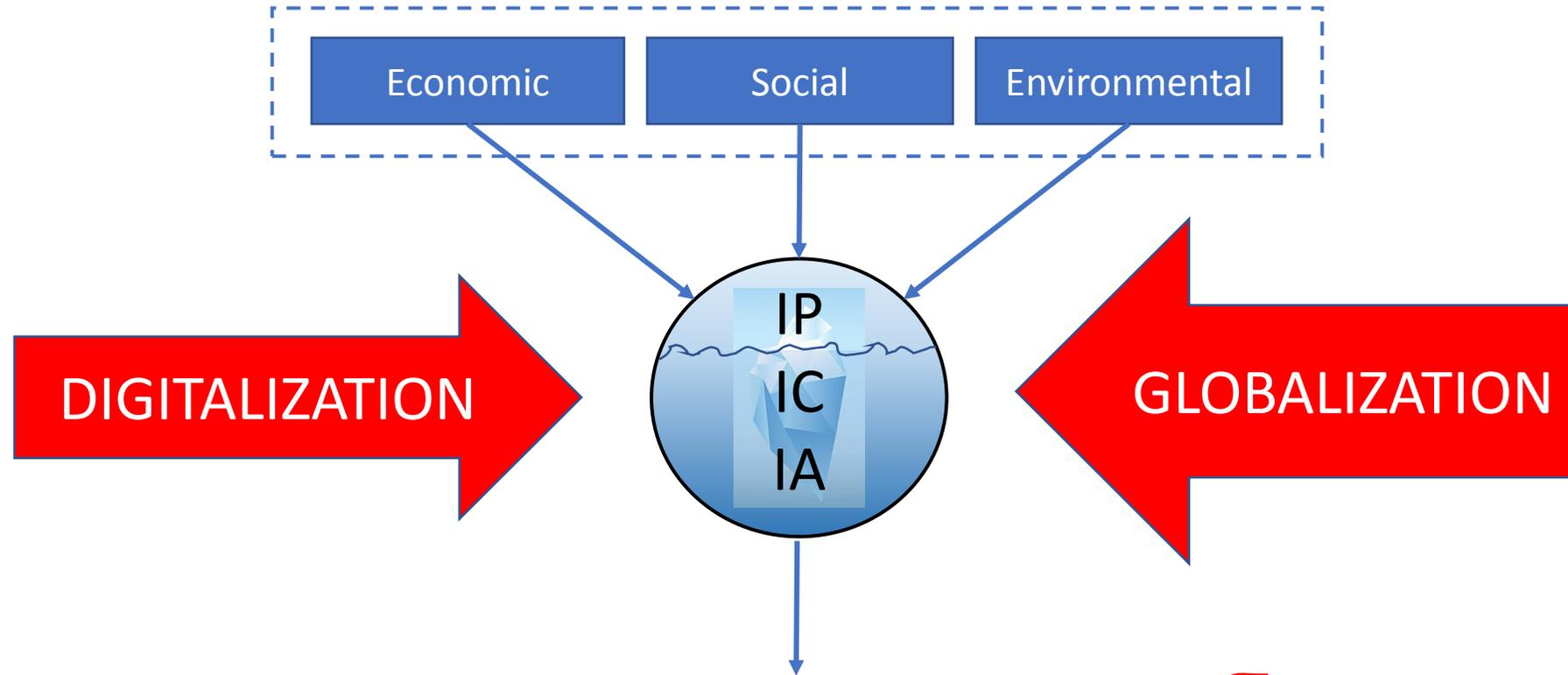
Greetings from “Leif-san” Edvinsson

On the occasion of receiving of
*Knowledge Management
Award 2017* for individual
achievements, in Geneva

*(The Joint Inspection Unit of the
United Nations System received
the International Organization
Award)*



A new strategy for closing the Swedish IA gap/space for global competitiveness



Many more possibilities to learn
(sustainability, renewal, global-local)

A fundamental problem in the digital world

- Why Swedes appear complacent regarding investment in IA?
 - “Renewal capital” down
- Strategy to retake policy initiative?
 - Incentives to learn – business and academia
- Policy issues for study
 - Framework to think
 - Philanthropy
 - Monopoly in .edu out

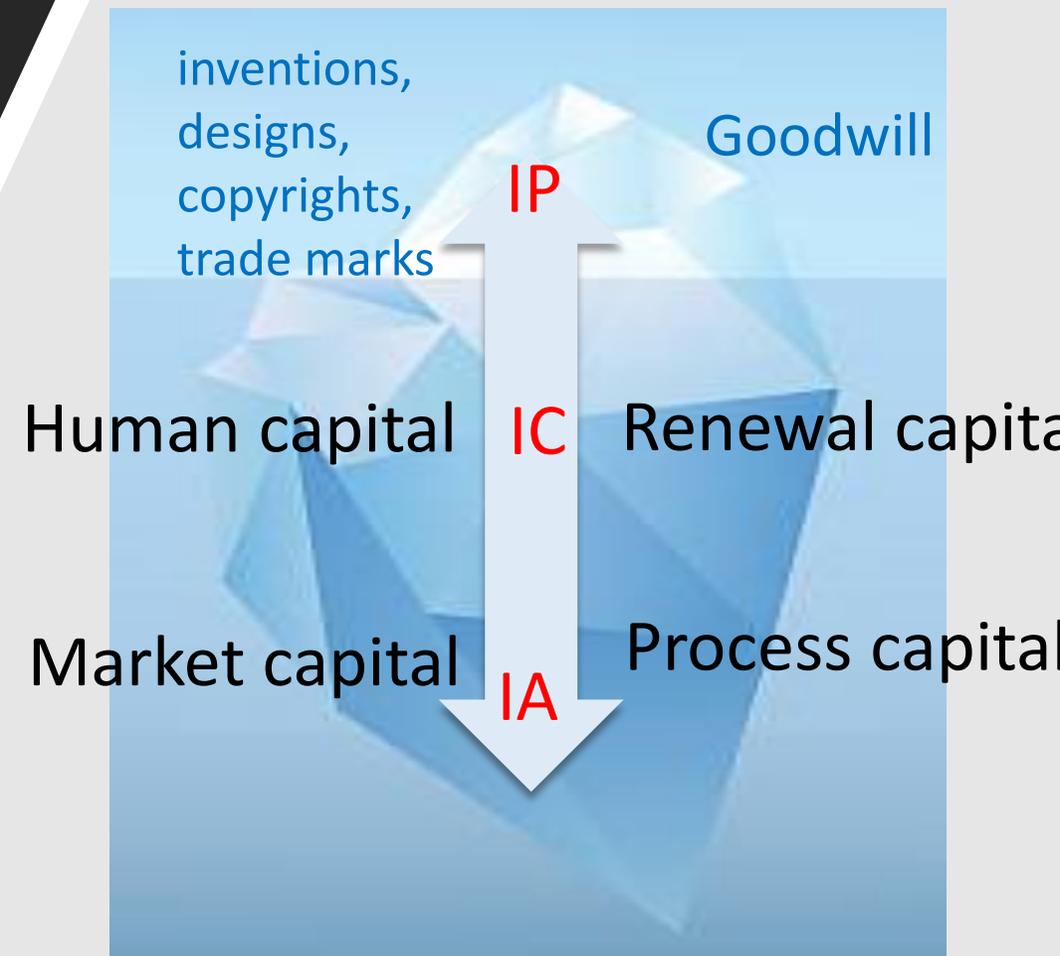


Exceptions:

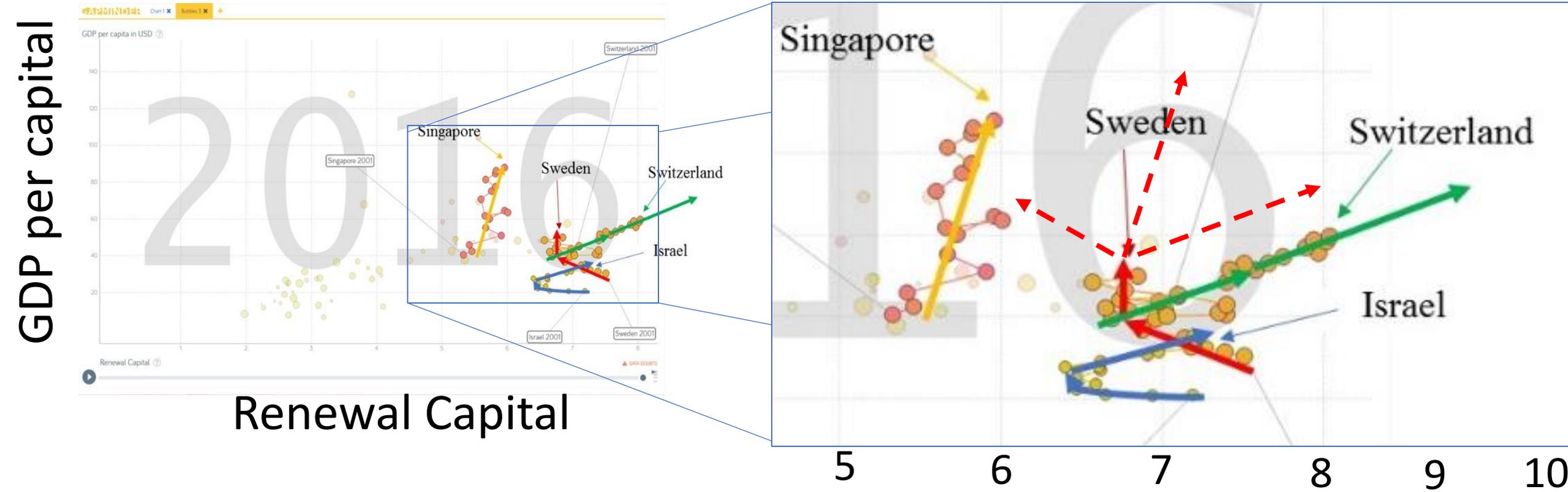
**Skype, Spotify, Klarna FinTech—high value, few jobs
(Swedish entrepreneurs, American capital, Israeli Tech)**

A fundamental problem in the digital world

- “Renewal Capital” in a backwards trend (relative to other countries)
 - National Intangible Assets: Human, Market, Process, Renewal capital
 - Patents, IP rights, R&D, scientific publications, Ven cap
- Same tone OECD 2012, 2016
- “Resting on laurels”



When renewal capital counts: Small country comparison



“Complacency” past 15 years, new policy initiative needed

Key dynamics – incentives to learn strategic options

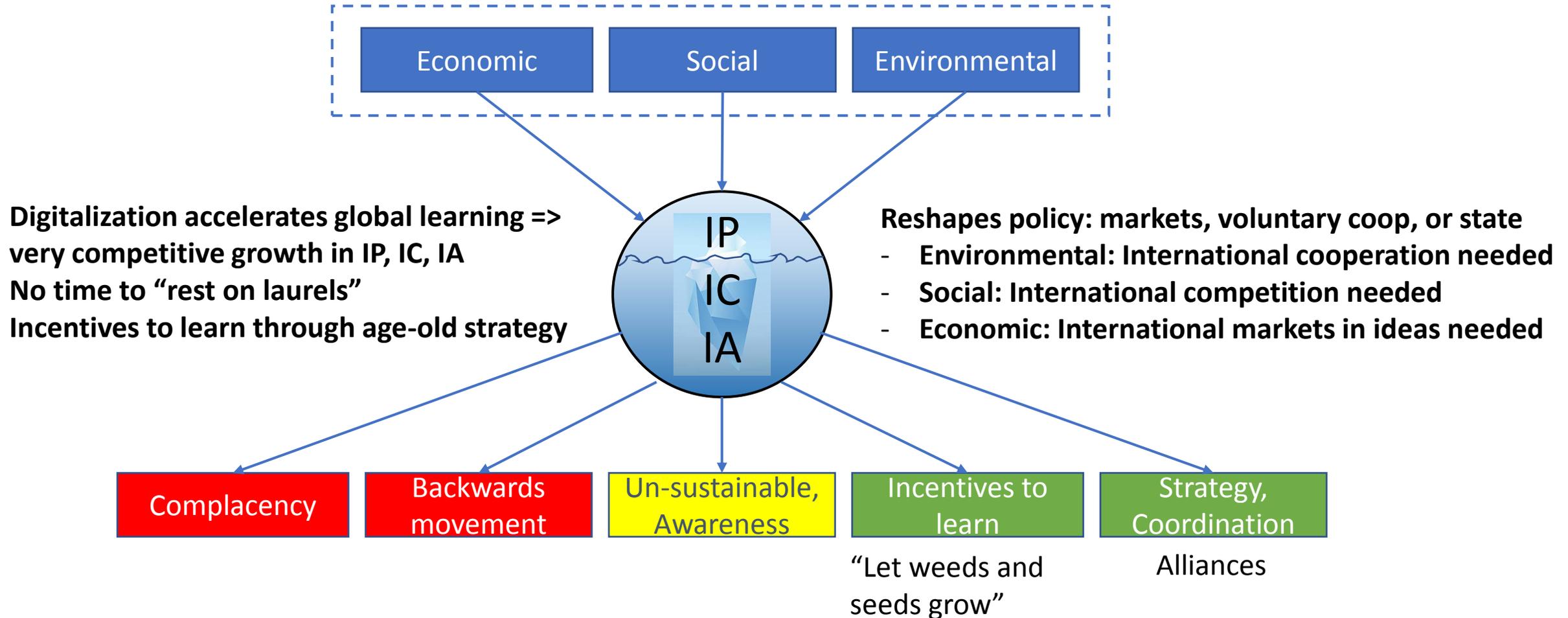
- Industry must have the right of teaching, philanthropists the right of free association and student right to choice. Both sides must have options. Neither side can have a “monopoly on action”, V. Smith
- In Sweden gov. cannot have a de-facto monopoly on higher education
 - German model – culture a social issue, no economic incentives for universities
 - US – model human capital formation, economic incentives for universities
- Incentives to learn
 - Business Failure must be OK – a learning process
 - Falsification of theory must be OK – a learning process by new hypothesis
- Managing risk through more open labor market (rules), lower risk in start-ups (capital), view of education
 - Process of learning from failure

Which plant will bear fruit and be a multiplier? Which will be a weed and a cost?

- Funding must be more on high-potential than marginal gains
 - A career stopper to falsify theory or business idea
- Israel, Chile – lumpsum grants to high-risk high-potential ideas; then reapply if fail
 - 50% yields 10x
 - 50% yields 3x because of learning, trying again
- Institutional learning necessary!



A new strategy for closing the Swedish IA gap/space for global competitiveness



Strategy: try a number of projects

- Coordination
 - Innovation laboratory, ...
- Awareness building
 - IA Week – learn from Japan, ...
- Expanding our understanding
 - \$1m IA Project Cheques, ...

Economic

Social

Environmental

Project matrix

	General public	National government	Enterprises
Coordination		6.1.1 Strategic hub (beginning with workshops, webinars, etc)	
		6.1.1 WEF Alliance	
		6.1.1 IA Alliances	
		6.1.2 IA Contract	
			6.1.3 IA Investment Fund
Awareness building		6.2.1 IA Week (+ universities)	
			6.2.2 IA Ranking
			6.2.3 IA Cheques
	6.2.4 IA Oscars		
	6.2.5 IC & IA Lexicon on Wikipedia		
	6.2.6 IA on Youtube		
Expanding our understanding		6.3.1 IA Observatory	
			6.3.2 Corporate IA database
	6.3.3 IA, Digitalisation and Competitiveness		
		6.3.4 Trade in Ideas	
		6.3.5 SNIC	
		6.3.6 Bridging ELSS to economic models	
	6.3.7 Developing MOOC curriculum		

Thank you!

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