

To: EU2020@ec.europa.eu

Contribution to the CONSULTATION ON THE FUTURE "EU 2020" STRATEGY

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Premices

- the basic tenets of the economy of the Industrial Revolution are obsolete. We globally shifted to another setting where Knowledge calls for Wisdom - not Information for Knowledge, lest Goods for Information or Means for Goods
- divides between haves and have not grow faster ever everywhere on the planet
- we no longer dwell in an Information society but in a Knowledge society, driven by technology. The main capitals are the intangible assets and the main mean the fluidity, equity, dignity, democracy, economy even fraternity of same. Careful: an economy of fraternity has nothing to do with charity or subsidies. If we hoard the old up longer, more crises will bear the duty to fragment the walls of knowledge as technology already enables us beyond borders
- it's no longer what we do that only counts, but more and more how *fast* we can implement it. The European Commission is not generally seen as an accelerator of processes yet and by far –although a solid captain holding strong- and this becomes a flaw in a world drifted by impetuous flows (of capital, of climate change, of knowledge, of skills, of dominances, of regulations etc.). We need to learn not to dispel our energies at wrong places (read: put monies at right places)
- Europe stands a fair new chance for itself and for the whole world as it traditionally strives to balance out a number of socio-economic issues together with a pretty sophisticated view. But it must play with far more courage, humility at all levels -including administrative- and, once set, let things be better done by the players without too heavy reporting up. Especially by the multitude of small size players who so far remain close to having little or no voice - these are now close to the have not too

Vision

- new operational models need be developed and actuated that
 - o emphasise services: the vastest untapped wealth ore
 - o propagate them fast across all stakeholders of a target society compartment through business models
 - o distribute equitably among all stakeholders and play true interdependence among them
- opportunities are to be created not waited for from outside. An instance is that Europe must learn to play equal in the greater whole world, and *impose equitableness* in views. If not, it may be led by others, of differing views. There has been no greatest flagship project since 'Europe 92' one by Delors despite several interesting implementation projects (eEurope etc.).
- 2020 wisdom is probably the one of letting bottom up processes play their dynamics, as deeper socio-economic cohesion will come of age only if adherence

and contribution (read: jobs) is freely manifested. The roots of democracy in 2020 resort to complex science models

On Actions

(1) *Creating value by basing growth on knowledge.*

Emphasise services everywhere, ie economic models that propagate the value of services

Make marketing science helpful to distributing equitably (not 'equally', as this would of course be meaningless)

Not only create value upon knowledge –as this is half way through the new course only– but capitalise on such values! Build open models that grow these values (read: our next wealth) and make them the references. It must now be shared that Economists are often left behind who restrict to very traditional quantitative indicators or can't easily envisage non quantitative ones. Elicit the true range of indicators of the K economy

Act on education, including business and commerce schools, so to educate about the K society. Build light virtual academia bodies through networks, not central temples that would only spell excellence. Networks *propagate* excellence

(2) *Empowering people in inclusive societies.*

OK

(3) *Creating a competitive, connected and greener economy.*

The European Knowledge Area concept "smells old" and was tried upon by Commissioner Busquin years ago. It's not *space* that counts but the dynamics inside, ie *time, loops, roll over*. Time is a factor never seen in time-stamped Commission's documents, ie delays (read: processes-to-result) and duration, speed and derivatives. Today, it's not the structures that make the things –most of these are in place by now, aren't they- but the dynamics we show in playing them. The current crisis is structural in nature and a battle on derivatives: eg shall we be faster than the environment changes (read: Nature, competition...)?

2. *Empowering people in inclusive societies*

Nothing to do with the abstraction **flexicurity** as there is little security to seek in a period of deeper change: our security is in the steady threading of the new. This calls for education first

"Supply and demand need to be matched better" is old thinking. De-position from an eternal antagonistic stance and reposition in the world of values. Market starts with perceived values

3. *Creating a competitive, connected and greener economy*

Making it happen: starting with a successful exit from the crisis

No worry, we're not halfway through the crisis yet: it's too structural, DNA rooted. "There is a risk that the recovery will be slow, and will not generate sufficient employment" is but a euphemism

Making it happen: Harnessing existing instruments in a new approach

Interdependence is to be happily developed across EU regions (read: foster bi/tri/quadri/penta-regional programmes) and even independently from member states themselves. EC has a kernel role and interest in giving value (read: vision, plain encouragement) to the regions and their populations

"**Structural reform agenda** based on measures that raise potential growth and enhance productivity" is ok but what are the value sets of a 2020 society? Making more revenue? Else?

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