

KnowledgeBoard 2.0

KnowledgeBoard 2.0 - The European Knowledge and
Capabilities Management Working Space

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Summary

Background. KnowledgeBoard 2.0 is a further development of the European KM Forum project IST-1999-29107, where a European KM community consisting of more than 5,000 members and 200 companies was founded. A major result was the web portal named KnowledgeBoard.

Objectives. The goal for KnowledgeBoard 2.0 is to activate and facilitate this European KM community and further develop it by including the different schools of thought in KM and all the European regions less represented today and to turn the existing KnowledgeBoard into a model and reference for virtual networks offering customised services, collaboration space, and a supporting infrastructure to European research projects and industrial players.

Workplan. WP1 develops the technical infrastructure. WP2 provides editorial services to the community as well as customer service and newsletter editing. WP3 aims to coordinate, support and facilitate strategic content management. WP4 Facilitates this community and keeps it open and active. WP5 comprises all marketing and business development activities.

Project Management. A Steering Group is set up with representatives of all stakeholders involved. This group will consist of the project coordination team, leading KM experts and representatives from the European projects, who collectively define the strategic directions to be taken. The project coordination team turns these directions into operative goals and collaborates with a team of functional leaders who are responsible for the different tasks.

Impact. KnowledgeBoard 2.0 will become a model for value creation for virtual research networks, a competence centre for human centred knowledge management and the preferred European Knowledge Space. The project will support the European Commission and European projects with services, technical support and value-added content and become a sustainable dissemination channel for re-search results.

Objectives

The European KM Forum project showed that it is possible to link European-funded research with the many stakeholders interested in enhancing, developing and exploiting results. The predecessor of this project linked together 5,000 organisations from 104 countries, and won significant external recognition for the IST Programme, and for European research into Knowledge Management, as a result.



Figure 1 - KnowledgeBoard featured on the Home Page of Harvard Business School, a major result for IST research.

KnowledgeBoard 2.0 will extend and deepen the ties between members to ensure continued success of European efforts to develop approaches to knowledge and capabilities management. Some authors are already defining KnowledgeBoard as "one of the 20 most significant milestones in the development of the Knowledge Economy" (Amidon, 2003). We strongly believe that through initiatives such as KnowledgeBoard 2.0, Europe can attain world leadership in knowledge and capabilities management, develop a strong presence in the global knowledge economy, and place European research and the IST programme in the very centre of this activity.

Need of a European virtual network to offer services to the knowledge and capabilities management community. The Lisbon objectives set the goal for Europe to be the most competitive economy of the world by 2010. This challenge is characterised by the context of the emerging knowledge-based society. Knowledge Management (KM) is one lever to reach this goal. KM has its origins in various scientific disciplines and industrial fields and the European KM community is diverse and distributed, therefore there is a strong need to create a virtual network and platform for customised service exchanges in this community.

KnowledgeBoard 2.0 is an answer to this by supporting the different components of the KM community. The evolving requirements of its user groups demonstrate the following needs to be considered in this project:

- Enhancing the existing KnowledgeBoard and make it truly user-focused and to offer customised services for the KM community with value creation for the different stakeholders.

- Providing a secure and flexible collaboration platform for running future projects and for the federation of members from different research and practice communities.
- Mapping KM expertise, activities and knowledge flows in Europe, analysing networks, building cartographies (for specific groups or networks) of objectives, activities and results.
- Offering, and later on also selling, services (a Knowledge market place): economic and technological intelligence activities, KM events, learning activities, consulting.
- Supporting innovation and emerging ideas through an incubator space.

Workplan

The overall plan for the development of KnowledgeBoard 2.0 is to use the existing KnowledgeBoard, with its 5,000 members (200 companies included) and 30 Special Interest Groups, as a starting point for the development and implementation of KnowledgeBoard 2.0. The methodology will be one of inclusion and openness as one of the key requirements for the project will be to gain the confidence of the wider European KM stakeholders to the project. In particular, it will be vital to listen and learn, so that KnowledgeBoard 2.0 adapts rapidly and appropriately to the requirements of this audience.

WP0 carries out the project management that distinguishes between the administrative management, the technical management and the Community Steward who cares for networking issues. The project coordination team transforms the strategic recommendations of the Steering Group to operational goals and ensures that the goals are met.

WP1 extends and develops the technical infrastructure of the current KnowledgeBoard, principally through the use of collaborative tools, so that the client organisations and individuals can maintain self-controlled areas within KnowledgeBoard 2.0. The role of the project team here is to facilitate the right environment for the project.

WP2 covers the servicing of the members of the community by the community management team. This includes coordination of the activities of the various areas of the site, writing of the generic community newswires, training of the SIG leaders in how to make best use from the community tools. A key output will be the regular publication of editorial guidelines and newswires.

WP3 takes responsibility for the management of the content on KnowledgeBoard 2.0. The key role here is to ensure that all the strategic content generated by the various client organisations can be retrieved easily and logically by the users of the network.

WP4 is principally to grow the community, and in particular the community of facilitators and SIG leaders within it; as these roles are crucial in establishing a successful community. WP4 also takes responsibility for the range of offline events and activities that will run in tandem with www.knowledgeboard.com, the European Commission and IST and ERA projects concerned.

WP5 is about the business development of the service. Using feedback from its stakeholders, the service will be user-lead in the way that it specifies changes to the service. It will also promote itself through marketing agreements with conference and exhibition organisers. It will develop a range of services to offer to its members and other interested parties such as training, consulting and facilitation. Finally, it will develop proposals for the exploitation of the network.

Potential impact

KnowledgeBoard 2.0 is a meta-community for all KM researchers and practitioners at the European level. It is an open, inclusive community, which contributes to create a critical mass of members and the right context to make Europe a leading player in the domain of knowledge and capabilities management. All the different approaches in these areas of research are represented in KnowledgeBoard 2.0 which makes it a **“home“ and a unique marketplace** for European human centred knowledge management, efficiently supported by innovative IT solutions. KnowledgeBoard 2.0 strives to shift workspaces and dissemination activities from all over the Internet into KnowledgeBoard 2.0.

In addition KnowledgeBoard 2.0 will become a **Virtual Innovation Centre**. Radical innovation cannot be planned and yet it is the source for the highest added value for organizations. KM efforts need to support it. Radical innovation occurs where multiple perspectives have an opportunity to interact, where different disciplines cross one another, where Normal Science (Kuhn) is challenged by "crazy ideas", where there is tolerance for such ideas. Our vision is to make KnowledgeBoard 2.0 such an Innovation Centre. We will encourage researchers and business people and knowledge workers from all sectors to join us there to create some real innovative breakthroughs in technology, new organizational forms and methods, new leadership skills, new collaborations beyond age boundaries beyond discipline boundaries, beyond sector boundaries!

More than building a global community and a virtual innovation centre KnowledgeBoard 2.0 will also provide **services to the European Commission and European projects** in the area of knowledge and capabilities management. The goals are to provide flexible collaborative environments with targeted services for the different parts of the community, to support interactions between organisations and research networks where new research topics will be defined and research teams built- and to become a preferred dissemination channel for results of research in Europe.

The KnowledgeBoard 2.0 project will lead to the creation of a **sustainable support- and dissemination tool**, a re-usable and tested methodology and a modular technology with user-friendly interfaces, which will support the European Commission and European projects concerning facilitation of events and creation and transfer of knowledge between virtual organisations and project teams. This means, that research project can focus on their core competencies (doing research) and do not have to set up new dissemination channels to market their research results.

This project is important, not only for the current 5,000 members of KnowledgeBoard who will see the value of the community increase with more targeted services and professional support added, but also for the global KM community, and the new members from the NAS countries.

KnowledgeBoard 2.0 has the potential to become a **model for value creation for virtual research networks** in general – and the European funded research projects in particular. The European KM Forum project has already proven the need for linking and integrating the relevant players in the

area of knowledge and capabilities management, and the need to tie KM research projects, networks and national initiatives into a global European framework. This is particularly relevant in the context of the forthcoming enlargement of the European Union: These new members of the KM community need to be actively supported by relevant tools and services.

European research teams in general focus on their own research and often neglect the leveraging and exploitation of results. Therefore having a European collaborative platform and a team with members from different countries and backgrounds to facilitate interactions and provide targeted and professionally managed services to the projects will add a lot of value to the European KM and capabilities management communities. The methods and tools developed during the project to support virtual networks and communities will serve as a model for supporting knowledge creation and transfer in and amongst networks and for the dissemination of research results to a wider audience.

Ultimately KnowledgeBoard 2.0 will be one of the **tools for European integration** and a means to strengthen the European Research Area (ERA). Our vision is that European KM research can be initiated through KnowledgeBoard 2.0, can take place on KnowledgeBoard 2.0, can become visible to others through KnowledgeBoard 2.0, and the dissemination of results can occur through KnowledgeBoard 2.0.