

Leading the way to New Creative Knowledge Age

Paradigm Shift – Change of worldview, mindset

Virtual Empowerment – New learning thinking & Infrastructure

Global University System – Primus Motor & Channel

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1. PARADIGM SHIFT From Industrial Age

1. The necessity of this Program?

The whole Industrial world facing now Knowledge Revolution and Paradigm Shift

2. The ultimate Mission of the Program is to;

- Advise and support the process of paradigm shift
- Create shared global worldviews, values, visions for future
- Create the new way for global learning
- Increase peace and wellbeing of individual daily life globally

3. Key assumptions behind the Program

1. Knowledge, creativity and innovation are the cornerstones of future economy;
2. New Learning the core process of societies => new infrastucture needed => virtual empowerment.
3. History shows: in big paradigm shifts there is always a Forerunner country that leads the way towards The new Paradigm (mindset & value changes, Creative Destruction)
4. GUS has important role (Dynano, Channel) in facilitating a smooth transition globally

2. Virtual Empowerment

1. Why Virtual Empowerment?

Learning and Education (in addition to innovation) are the core processes for success and wealthiness in Future Economy and Societies. Virtual Empowerment is the core theory, concept and Infrastructure introduced to enable the new learning and education paradigm (currently no theories existing).

2. The ultimate goal of Virtual Empowerment:

To introduce and enable a new paradigm on learning and education with the supporting Human and Social Convergences.

3. Key assumptions

- 1: Digital Convergence: Media & Communication technology**
- 2: Distributed dynamic cognition: triological metaphor in the knowledge creation in learning**
- 3. Community based communication and knowledge creation**

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3. History shows:

- 1. Finland - ranked in nearest history**
 - o Most Competitive country (Growth, in 2004-6, WEF)
 - o Least corrupt country (2006, CPI)
 - o No. 1 in education & training (DAVOS Forum).
 - o Top performer in science in OECD/PISA

Finland can be the leading country with vision based on sound moral, which everyone is longing for.

2. But we have to remember that Paradigm shift is always a discontinuity in history. So the good results in history do not necessary guarantee success in Future if we are lacking the Foresight for Future.

- 3. Creative Destruction ongoing just now in Finland**
 - Analysed by Kautto-Koivula & Huhtaniemi Book
 - Imbalance of work & private life, Societal challenges
 - Industrial mindset/worldview barrier for future success
 - Needed new values, worldview, visions and strategies for managing Creative Destruction successfully.
 - Urgent Need for the forerunner societies.
 - Potential Candidates: Japan, Finland?

4. The Role of GUS

1. Why GUS?

- The Mission, Philosophy & Principles of GUS well in line with the new paradigm thinking and value models
- Global virtual network and partnerships
- GUS trusted global, non profit organisation
- New paradigm most probably not introduced by and via traditional universities (industrial mindset)

2. The ultimate goal for GUS in this program

- act as primus motor, facilitator and a leading channel of Paradigm change to New Age/Epoche
- > diminishes challenges caused by creative destruction
- > facilitates the change towards new worldview, values, visions, strategies etc.
- > activates process of new "Scientific/Knowledge Revolution"

3. Background of GUS

- EGEDL Conference 1999 Tampere Finland
- UNESCO Book 2003
- Ongoing activities
- Planned next big Conference 2009 in Finland

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4. The Project Plan

First Phase – 2008-2009: Produce the material for GUS

- Combine and reproduce existing material into repackagable modules
- Produce new book(s) and translate them into English/Japanese
- Produce supporting TV/DVD programs; the first consultation program & web-site for GUS
- Material: based on the Finnish expertise
- Produced Material launched in GUS conference 2009 at Tampere
- Deliverables, see detailed in annex

2 . Second Phase - 2010-2015: Plan made after phase 1

- Produced Content delivered via GUS Learning channels
- GUS's target to support paradigm shift transformation
- First pilots: Japan, Finland, and Brasil „etc.
- First multicultural learning labs for the developing countries

3. Resources (KKK, MH, KO, TV) & Funding 2008-9

1.	Restructuring Content into modules (3 person)	???	???	€
2.	Translation Content (English, Japanese)	???	???	€
3.	TV/DVD programs	???	???	€
4.	Interactive Community web-site	???	???	€
5.	Consulting Program for Politicians (English)	???	???	€
TOTAL			(UNDER CONSTRUCTION)	???? ???? €

Deliverables: Contents of Produced Material

Part I

Current state

- Spirit and trends of ongoing time, economy, societies
- Change Nature of daily life
- Changed Rules of working life, Quartal economy
- Hard values of private life
- Unbalanced work and private life
- Burnout of individuals

Part II

How have we become to this situation?

Short review of history – the story of our last 30 years

- Driving forces:
 - Technology, Science, Economy, Politics,
- Change of Global Economy and Societies
- Changed Value Proposition and Way of acting
- Imbalance of economic targets & social wellbeing
- Are we facing dead end?

Part III

Understanding the Nature and Depthness of the ongoing Paradigm Shift

Long review of history – the story of our last 500 years

- How deep is ongoing transitional phase?
- Analogy found from history?
 - Long waves: Economy, technology, society
- Second or third wave now?
- Facing Information Age or even new Epoche?
- What kind earlier Critical Period – Renaissance?
- How to across the ongoing paradigm chasm?

Deliverables: Content of Produced Material

Part IV

Foresight to the future:

*Drivers, trends &
Visions, Strategic Intent
of Future Economy
and Societies*

- Creativity, knowledge, networks => new economy
- From material to immaterial Economy
- Limits of Industrial worldview:
- Drivers for new worldview
- Vision for Future: Wellbeing of Daily Life
- Selection of Basic values
- Strategic Intent of Future

Part V

How do achieve

Vision and Strategic Intent?

New Worldview

- Foundational level for new worldview of age/epoche?
- Rational or application level of new worldview?
- Spiritual/cultural level of new worldview?
- Strategies for Creative Destruction:
 - Strategies for New Value Propositions
 - Strategies for Changing old Structures and models

Part VI

How do Achieve

Vision & Strategic Intent?

*Vitual Empowerrment
& Comvergencs*

- Learning the Core Process of Future Society
- Virtual Empoverment => New Learning Infrastruture
- Shared objectives, strategies and standards for
 - Education/Training/Innovation system
 - Social Convergence => Creative Human Networks
 - Human Convergence => Daily Life Wellbeing

Deliverables: Content of Produced Material

PART VII

Example of
the Forerunners

CASE FINLAND

- **Promising historical background**
 - **Finland as a Knowledge Economy: lessons learned**
 - **First position: Education (PISA), Competition**
- **Existing Situation: Economical vs. societal SWOT-analysis**
- **Future Vision and Strategic intent as a forerunner?**
- **Key Elements of Strategic path towards New Age**
 - **Change of Mindset and paradigm shift of society**
 - **Virtual Empowerments as the core element for the new Learning and Education infrastructure**

Part VIII

Role Of GUS in
implementing the
paradigm Shift &
Virtual Empowerment

- **Linkage of the produced material with mission, vision and ideology and operations of GUS programs**
- **Launch of the produced material in 2009 global GUS conference, Tampere, Finland**
- **Concrete partnership and implementation plans for leveraging the produced material for various cultures and societies**
 - **First Step: Japan, Finland**
 - **Action Plan for further steps**