

Club of Amsterdam

## the future of the European Knowledge Society

January 2004



Shaping your future means understanding what lies ahead of you and taking purposeful action. Shaping your personal life, your social life and your career in the light of challenges and opportunities. Insight and overview of these challenges in the European Knowledge Society will assist you in making better personal choices for future development. Choices aimed at staying competitive and successful in the process of generating value. Fresh knowledge on the future will enable you to re-combine resources in a creative way, to learn, to innovate and re-invent yourself and the organisation you work for. This interactive conference will help you define and to focus on preferred futures.

19:30

**Welcome** by our Host **Wanda van Kerkvoorden**, SOLV new business advocaten

19:45

**Part I:** The Speakers are:

**Wendy L. Schultz**, Futurist, Oxford, UK

**Thomas Thijssen**, Chief Learning Officer, Club of Amsterdam

**René Gude**, Managing Director, The International School for Philosophy

**Frans Nauta**, CEO, Stichting Nederland Kennisland, Secretary, Dutch Innovation Platform

**Paul Iske**, Chief Knowledge Officer, ABN Amro Bank, Corporate Finance

20:45

Coffee break

21:15

**Part II:** Panel with the Speakers hosted by **Wanda van Kerkvoorden**.

The panel is followed by an open discussion.



**Dr. Wendy L. Schultz**

Fellow, World Futures Studies Federation; Fulbright Lecturer/Scholar in Futures Studies, '01-'02; Faculty, Univ. of Houston-Clear Lake; MS in Studies of the Future

In July 2002 I had the great fun of drafting three essays for *TechTV's Catalog of Tomorrow*; I am currently adapting Catalog content into interactive foresight exercises for this website. From December 2001 through May 2002, I had the honour of joining my colleagues at the Finland Futures Research Centre for a six-month stay as a Fulbright Lecturer and Researcher. I am very grateful to the U.S. Fulbright Commission, the Finland Fulbright Committee, and my colleagues in Turku for this opportunity, and am currently organizing and writing up the resulting research.

From August 1996 through August 2001, I was Visiting Assistant Professor in Studies of the Future at the University of Houston-Clear Lake. During that time I organized two conferences, designed and taught six different graduate seminars, edited the five-year program review, and served for one year as Acting Chair. My sojourn in Houston also included co-designing and teaching a graduate seminar on Public Health Leadership at the University of Texas School of Public Health. My relationship with UHCL and my colleagues in Studies of the Future continues with annual participation in the program's Residential Intensive Summer Session, which offers the Master's program in an innovative combination of immersive, face-to-face classes in two successive summers, joined by year-round on-line activities.

My permanent home is still in Oxford, England [my spouse, Jay Lewis, is the Korea Foundation Lecturer in Korean Studies], where I am currently working with a small group of business and community futurists creating foresight resources for business, government, non-profit, and community leaders. Since moving to the UK, I have also worked with the International Space University, lecturing on futures studies and visioning at ISU's Summer Session '95 in Stockholm, at the inauguration of their Masters program in October 1995 in Strasbourg, France, and most recently at Summer Session '02 in Los Angeles.

Prior to my 1994 move to England, I spent a decade and a half working at the Hawaii Research Center for Futures Studies (University of Hawai'i at Manoa). While there I developed participatory workshops to enable people to learn various futures techniques and perspectives experientially. My research experience has included, among other projects: designing group scenario-building for Hawai'i's planners; creating a visioning process for U.S. state courts; developing Hawaii's Ocean Resource Management Plan; planning for sea level rise in the Republic of the Marshall Islands; and forecasting world natural gas trade.

I completed my doctoral dissertation, "Futures Fluency: explorations in vision, leadership, and creativity," in 1995, and have served as both an Executive Council member of the World Futures Studies Federation (WFSF) and as a Course Director for the WFSF Futures Seminar in Dubrovnik, Croatia.

<http://www.infinitefutures.com>



**Thomas Thijssen**

Chief Learning Officer, Club of Amsterdam  
EMIM

Thomas Thijssen is Chief Learning Officer of the Club of Amsterdam and Managing Director of Hamilton International. A company focused on supporting Business and Governments in process of innovation, learning and entrepreneurship. EMIM stands for Executive Master in Information Management, a Master degree from the University of Amsterdam. Thijssen also holds a degree in Marketing. The first 25 years of his career Thijssen fulfilled all relevant positions in the international hospitality industry, working in Australia, England, United States and the Netherlands. For Holiday Inns he was a Food & Beverage Manager and General Manager. In the Netherlands Thijssen was Commercial Director on group level for Postiljon Hotels (currently Mercure). Since 1998 as Managing Director of Hamilton International, Thijssen worked in the fields of international tourism & hospitality, the health sector and in the field of education. His focus is entrepreneurship and innovation. He is an author of 3 books and a series of articles on innovation, demand driven design and education and other topics concerning entrepreneurship. As a speaker he was invited at several conferences in places like Hong Kong, Los Angeles (US), Nice (France), Guadalajara (Mexico), Bergen (Norway), Trinidad & Tobago (West Indies) and Seoul (South Korea). His main aim is to help people grow and to create value, both for themselves, their closest relations and the business they work for.

<http://www.clubofamsterdam.com>



**René Gude**

Managing Director, The International School for Philosophy - Internationale School voor Wijsbegeerte

René Gude, managing director of De Internationale School voor Wijsbegeerte (The International School for Philosophy). The ISVW organizes philosophical trainings and workshops since 1916. It was founded during World War I by a group of European intellectuals (Erich Gutkind, Frederik van Eeden) with the explicit task to contribute to a democratic and peaceful Europe by means of reason and philosophy. The ISVW has its own conference hotel with a professional staff. René Gude is managing director since 2002. Before that he was editor in chief of the successful Philosophy Magazine and held various staff-functions in Veen Bosch and Keuning Publishers.

<http://www.isvw.nl>



**Frans Nauta**

CEO, Stichting Nederland Kennisland  
Secretary, Dutch Innovation Platform

Frans J. Nauta (MA, 1966) has just been appointed as member and secretary of the Dutch Innovation Platform. The platform will be coordinating the Dutch policies for education, research, technology and innovation. Besides his new role he is founder, chairman and CEO of the Knowledge Land foundation (KL). KL is a think tank based in Amsterdam. It aims at developing the full potential of regions and countries in the knowledge economy, in a way that creates both economic and social value. KL has gained some fame in the Netherlands as an unconventional change agent with several innovative projects. KL's vision for the Netherlands as one of the worlds key regions in the knowledge economy was embraced by the new cabinet in September 2003 with the installation of the Innovation Platform. Like in Finland the platform is chaired by the Prime Minister.

Before he founded KL Frans worked as trendwatcher for Origin (a Philips company), with a focus on the impact of information and communication technology on society. He also did research for the Netherlands Scientific Council for Government Policy on the use of forecasting techniques by Dutch government. His motto as forecaster is: "The best way to predict the future is to create it", what eventually led him to start KL. Over the years he has worked as political adviser for the Amsterdam minister of traffic, urban planning and telecommunications, as manager of an art house cinema in the heart of Amsterdam and as consultant for national policy on environment, urban planning and traffic. Frans Nauta studied Political Sciences at the University of Amsterdam, where he specialized in the use of forecasting in policy development and the role of computer models in this field (1996). The title of his thesis was 'The computer as modern seer'. He did a bachelor degree in Environmental Studies at Wageningen Agricultural University (1987). Besides his work for KL and the Innovation Platform he writes as a columnist for Dutch magazines and gives lectures on a frequent basis at several Dutch universities.

<http://www.kennisland.nl>



**Paul Iske**

Chief Knowledge Officer, ABN Amro Bank, Corporate Finance

After the completion his PhD thesis in Theoretical Physics, Paul Iske joined Shell Research in 1989 where he was involved in establishing and leveraging relationships with external research institutes and in the knowledge transfer between the Research & Technical Services organisation and the business environments (refineries, plants). In 1995, Paul Iske founded INTEGRAL Research Partners focusing on generation and application of knowledge and R&D results.

Paul Iske joined ABN AMRO Global Transaction Services (GTS) as Head of Knowledge Management in 1997. Currently, he is Senior Vice President, Chief Knowledge Officer for ABN AMRO Corporate Finance. Before this, Paul was Vice President Knowledge Networking within the ABN AMRO e-Commerce organisation. He is one of the initiators of the ABN AMRO Knowledge Management Forum, a cross-divisional Community of Practice that aims to increase the awareness for and the impact of KM activities.

On a free-lance basis, Paul acts as an independent consultant on Knowledge-conscious Management

and supports organisations in the development and implementation of programs focusing on leveraging knowledge as a strategic production factor. He is a frequent speaker on international conferences and workshops focusing on Knowledge Management and Innovation.

Since 2003, Paul is the Knowledge Coordinator within the Knowledge and Coordination Center of the Good Healthcare Innovation Practice (GHIP) Network in the Netherlands, a 'click & brick' infrastructure facilitating the development, identification and dissemination of good innovation practices in the healthcare sector.

In 1997 Paul Iske became Visiting Fellow at the University of Newcastle (UK), dealing with "Interfacing Industry & Academia". In 1999, Paul became Visiting Professor for the faculty of Engineering at the University of Newcastle, specialising in "Intellectual Capital".

Since 2002, Paul is member of the Editorial Board of KM Magazine, one of the leading international journals for (applied Knowledge Management). For the European Commission he is reviewer of various Knowledge Management projects. He has been appointed by the EC as a member of an international team to develop guidelines and best practices in the area of (measurement of) KM efforts.

<http://www.abnamro.com>



**Wanda van Kerkvoorden**

SOLV new business advocaten

Already during her law degree at the University of Nijmegen, Wanda van Kerkvoorden specialized in IP (intellectual property) and ICT law. After graduating, she further specialized in IP and ICT as an attorney, successively at AKD Prinsen Van Wijmen and Houthoff Buruma: both reputable "big six" firms. In 2000 she co-founded SOLV: the only Dutch law firm with a strict focus on TMC (new technology, media and communication). Here, she also practices IP and ICT law, with an emphasis on Internet, e-business and biotechnology. After successfully (cum laude) completing the post graduate programma "ICT Law" at the Grotius Academy she was admitted to the Dutch Foundation of ICT Attorneys (Vereniging Informatierecht Advocaten "VIRA"). In addition to her work as an attorney, she frequently lectures and hosts workshops. Topics include the legal aspects of electronic commerce, biotech licenses and the IP aspects of websites.

<http://www.solv.nl>