The Green Knowledge Economy
Overview

- What is the ‘knowledge economy’?
- Prospects for a ‘green knowledge economy’
- BU’s Green Knowledge Economy initiative
- Forward look
What is a ‘knowledge economy’?

“An economy in which the generation and the exploitation of knowledge has come to play the predominant part in the creation of wealth”.

UK 1998 Competitiveness White Paper
Transformation to a ‘knowledge economy’

Goods-based manufacturing

Technological developments:
- computing,
- telecommunications,
- transportation

Service-based
- high skills,
- high technology
Transformation to a ‘knowledge economy’

Knowledge → Innovation → Growth

Problem solving → New technology → New products and services
Transformation to a ‘knowledge economy’

1. Knowledge in the Economy
   embodied and disembodied
   tacit and codified

2. Innovation
   products & processes
   radical & incremental

3. Industries & Markets
   growth and specialisation
   private & public

4. People & Jobs
   occupations
   mobility & flexibility

5. Learning – New Knowledge
   informal and formal
   workplace & ‘classroom’

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The Green Economy

➢ Basis of the US Recovery Plan

➢ $100bn for increasing energy efficiency, renewable energy, public transport

➢ $15bn a year for wind and solar power, fuel-efficient cars.
The Green Knowledge Economy

- Use of knowledge as a tool to develop the green economy.
- Relevant to all business sectors
- Driven by the need to reduce carbon emissions
- Aims to develop a ‘green sky’ scenario with ‘green collar’ jobs - a 21st century industrial revolution?
How develop the green knowledge economy?

Key drivers:
- Policy and legislation
- Global carbon market
- Consumer demand

Green existing businesses

Develop new products and services

Develop supporting infrastructure (IT, telecommunications, transport etc.)

Provide knowledge and skills
How develop green products and services?

**Big is best** vs. **Small is beautiful**

- **Big is best**
  - Large companies
  - Major investment
  - Global markets

- **Small is beautiful**
  - Small companies
  - Microfinance
  - Local markets

Entrepreneurship
A new initiative for BU

Focuses on developing inter-disciplinary research and enterprise

Aim is to develop a centre for expertise on the green knowledge economy, to provide:
• knowledge generation and management,
• a problem-solving service,
• life-long learning opportunities
BU internal strategy: interdisciplinary collaboration

Centre for GKE

- Geoeconomics
- Sustainability science
- Carbon accounting
- Tourism
- Psychology
- Sustainable design
- Smart technology and software systems
- Business management
- Media and communication
- Finance and risk
- Creative technology
- Human wellbeing
- Ecosystem services
- Geoeconomics

Tourism
BU external strategy: developing partnerships

Centre for GKE

- International scientific community
- Business networks
- Business community
- Government (local, national, regional)
- Multi Area Agreement partners
- NGOs, charities
- Skills sector
- HEIs
Proposed activities:

- Events
- Sustainable business network
- Innovation space (virtual and real?)
- CPD provision
- Consultancy

Email Adrian Newton: anewton@bournemouth.ac.uk
The Green Knowledge Economy

Some questions for discussion:

- How develop the green economy?
- How identify and respond to new opportunities?
- How achieve economic development without exceeding environmental limits?
- Should a green economy be based on growth?