

**geneva.knowledge.city**

# Geneva Knowledge Week

**10 - 14 September 2018  
at the World Trade Organization**

- ❖ **Essentials Course** in  
Knowledge, Innovation & Learning
- ❖ **Knowledge for Development Partnership** on  
Public-Private Knowledge Partnerships
- ❖ **Knowledge Café** on  
Geneva's profile as a Knowledge City
- ❖ **K4DP Projects** Open Space  
Co-creation of joint projects to advance K4D
- ❖ **Knowledge Market Place** for  
Innovative Knowledge Service Providers
- ❖ **Advanced Course** in  
Knowledge, Innovation and Learning

The Geneva Knowledge Week is addressing companies, organisations, public administration and individuals, who want to get fit for the Knowledge Economy and who want to co-create better Knowledge Societies in Geneva, in Europe and in the world.

<http://geneva.knowledge.city>



# “Knowledge is at the heart of sustainable development.”

The **Knowledge for Development Partnership K4DP** is the global multi-stakeholder partnership in the field of Knowledge Management and Knowledge-based Development. It is acting globally, aimed at fostering the global **Agenda Knowledge for Development**, and contributing to achieving the Sustainable Development Goals (SDGs) of the United Nations by creating and making best use of knowledge that is needed in a knowledge society.

**Knowledge.City** is an organisation established to transform cities into Knowledge Cities, to advise and train companies, organisations and public administration in applying knowledge management practices, to link national strategies with knowledge agenda and to build linkages in a growing knowledge city network.

This **Knowledge Week** includes the global K4D Partnership conference, a knowledge market, the co-creation of innovative knowledge projects, training courses, the Knowledge Management Award Ceremony and the presentation of knowledge art. We invite you to join the world-leading community in Knowledge Management and Knowledge-based Development.

*Dr. Pavel Kraus, Swiss Knowledge Management Forum, Geneva Knowledge City*

*Dr. Andreas Brandner, Knowledge for Development Partnership, Knowledge City*

**More information: [www.knowledge.city](http://www.knowledge.city).**

# Days 1/2 10-11 September 2018

## Essentials Training Course in Knowledge Management

The **KM Essentials Training Course** provides the **big picture of Knowledge, Learning & Innovation Management** in international companies and organizations and gives a solid introduction to the key concepts, successful practices and powerful instruments. Participants learn how to assess KM practices systematically, develop a KM strategy and implement them step-by-step including a successful KM Awareness programme.

Different KM training elements, exercises and discussions that aim to allow participants to co-create knowledge are key elements of this fundamental KM Training course.

**More information:** [www.knowledge.city/services](http://www.knowledge.city/services)

### Topics and trainers:

- Creating a Knowledge Strategy and implementing it: **A. Brandner**, K4DP
- Overview of 20 years of Knowledge Management – Good practices and pitfalls: **P. Kraus**, SKMF
- Process-oriented KM, a practical approach towards a learning organization: **M. Wyrsh**, SKMF
- Consulting for KM, how to build a successful internal organizational support: **M. Hainzl**, SKMF
- Business case for Knowledge Management: **P. Kraus**, SKMF
- KM in International Organisations: **H. Gillman**, IFAD
- Developing a learning culture for improved business performance: **J. Suministrado**, UNICEF

**Time:** Monday/Tuesday, 10-11 September 2018 9am – 5pm.

**Venue:** World Trade Organization, Geneva, Switzerland

**Price:** Essentials: CHF 1.680 (plus 7.7% VAT)

**Special Offer:** 1+1 = 1,2. The second participant of the same company pays only 20%.

**Members of K4DP, KM Austria, SKMF** pay 10% less (contact [office@knowledge.city](mailto:office@knowledge.city) for a coupon).

# Day 3

12 September 2018

## 2<sup>nd</sup> Geneva-Meeting of the global

### Knowledge for Development Partnership

World Trade Organization, Geneva, Switzerland

**Livestreaming: online-participation is welcome**

*Geneva's identity has various facets, combining highly advanced local academic, business and governmental bodies and a unique variety of international bodies with knowledge workers at the highest international level. This K4DP-meeting shall facilitate a dialogue between the different knowledge carriers within Geneva, and open the eyes for new collaborations and partnerships.*

## **Programme** more details on <http://geneva.knowledge.city>

### **9.00** Opening, Introduction to K4DP and the Agenda Knowledge for Development

Dr. Sara Cummings, K4DP

#### **Keynote address: Outlines of a knowledge agenda for global trade**

H.E. Dr. Yonov Frederick Agah, Deputy Director-General WTO

#### **JIU Inspection report on UN-Private Knowledge Partnerships**

Dr. Petru Dumitriu, Joint Inspection Unit of the UN

#### **From Geneva Knowledge Group to Geneva Knowledge City**

Dr. Pavel Kraus, President, Swiss Knowledge Management Forum (skmf.net)

10.30 Tea/Coffee Break

### **11.00** Knowledge Café: Advancing Geneva's profile as a Knowledge City

Facilitator: Dr. Andreas Brandner, K4DP/Knowledge City

12.30 Lunch

### **14.00** K4DP Projects Open Space

Innovators, development workers, knowledge service providers, innovative public bodies, entrepreneurs, researchers, and more co-create a portfolio of joint projects and activities.

#### **Knowledge Market Place**

Innovative Knowledge Service Providers present concepts and solutions.

### **16.30** KM4D Award Ceremony

Moderation: Dr. Andreas Brandner, K4DP

**More information on the exhibitors: <http://geneva.knowledge.city>**

# Days 4/5

13-14 September 2018

## Advanced Training Course in Knowledge Management

*How do we provide access to people and their knowledge? How do we connect them and facilitate the co-creation of new knowledge? How do we integrate innovation and learning into daily processes and capture the knowledge before our experts leave? Can we measure successful Knowledge Management and how?*

The **Advanced Training Course** provides deeper insights into selected key challenges in **Knowledge, Learning & Innovation Management** in international companies and organizations:

- Measuring and reporting on knowledge: **A. Brandner**, K4DP
- Successfully running KM projects using the 3 Sphere model for Innovation and Knowledge Management: **P. Kraus**, SKMF
- Knowledge transfer - Best practices and methods: **B. Ackermann**
- Creating and supporting knowledge communities – Practical guide: **P. Kraus**, SKMF
- Learning and communication: **V. Sikora**, SKMF
- What will KM activities look like in 20 year: **T. Baud**, IRU
- Explaining sustainability from a systems view and what it means for KM: **G. Regev**, SKMF

**Time:** Thursday/Friday, 13-14 September 2018, 9am – 5pm

**Venue:** World Trade Organization, Geneva, Switzerland

**Price:** CHF 1.680 (plus 7.7% VAT)

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**SKMF Roundtable: 13 September, 17:30 – 20:00**

Details will be provided on the website of Swiss Knowledge Management Forum: [www.skmf.net](http://www.skmf.net)

### Certificate

Participate in f2f-courses, share experiences at knowledge partnership events, learn from online modules, essential articles and case studies, create your own company's concept for knowledge, learning and innovation and get your personal Certificate in Knowledge Management.  
For more information go to: [www.knowledge.city/services](http://www.knowledge.city/services)

## Knowledge Market:

**Innovative Knowledge Service Providers** present concepts and solutions.



**WTO OMC**

Other UN Organizations will present their knowledge tools.



Be part of our global knowledge market. Contact us for more information:  
[office@knowledge.city](mailto:office@knowledge.city)

**More information:** <http://geneva.knowledge.city>

## Registration: <http://geneva.knowledge.city>

## Venue: World Trade Organization, Centre William Rappard

Rue de Lausanne, 154 Case postale 1211 Genève 2, Switzerland

## Organiser and Partners:

- Organisers: **Swiss Knowledge Management Forum** and **Knowledge City GmbH**  
Contact Knowledge City:  
T: +43 1 4702909 E: [office@knowledge.city](mailto:office@knowledge.city)  
T: +41 79 396 55 35
- Partners:
  -  **Knowledge for Development Partnership** - [k4dp.org](http://k4dp.org)
  -  **Swiss Knowledge Management Forum** – [skmf.net](http://skmf.net)
  -  **Knowledge Management for Development** – [km4dev.org](http://km4dev.org)
  -  **KMA Knowledge Management Associates** – [km-a.net](http://km-a.net)
  -  **AHT intermediation GmbH** – [aht.ch](http://aht.ch)