

I A M & V C

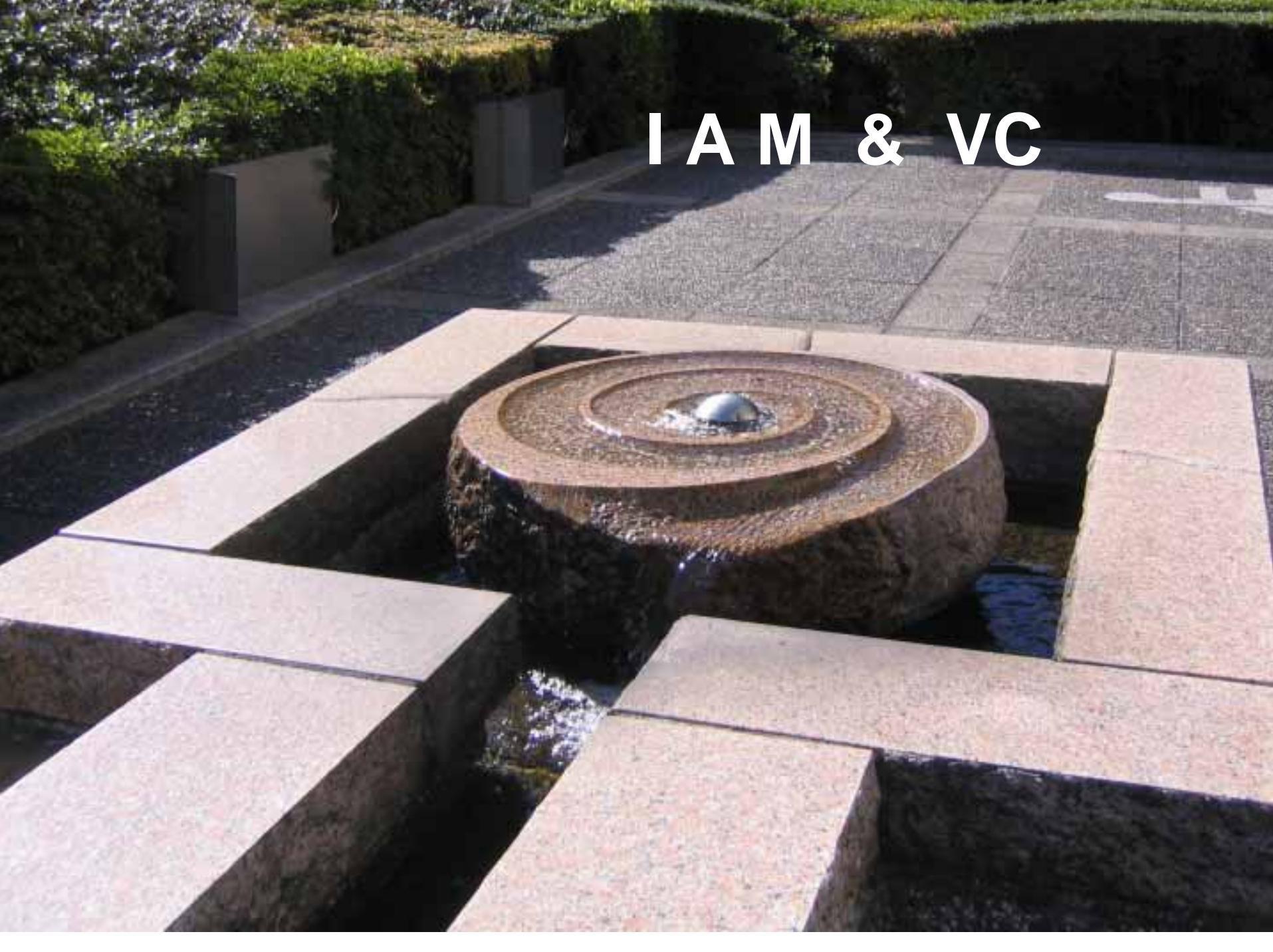




Image: O. Fjellström

Intellectual Capital for Communities

NATIONS, REGIONS, AND CITIES



CORPORATE Navigating Knowledge Economy



知識経済 コミュニケーションズ マガジン

知識経済社会の
コミュニケーションズ
マガジン

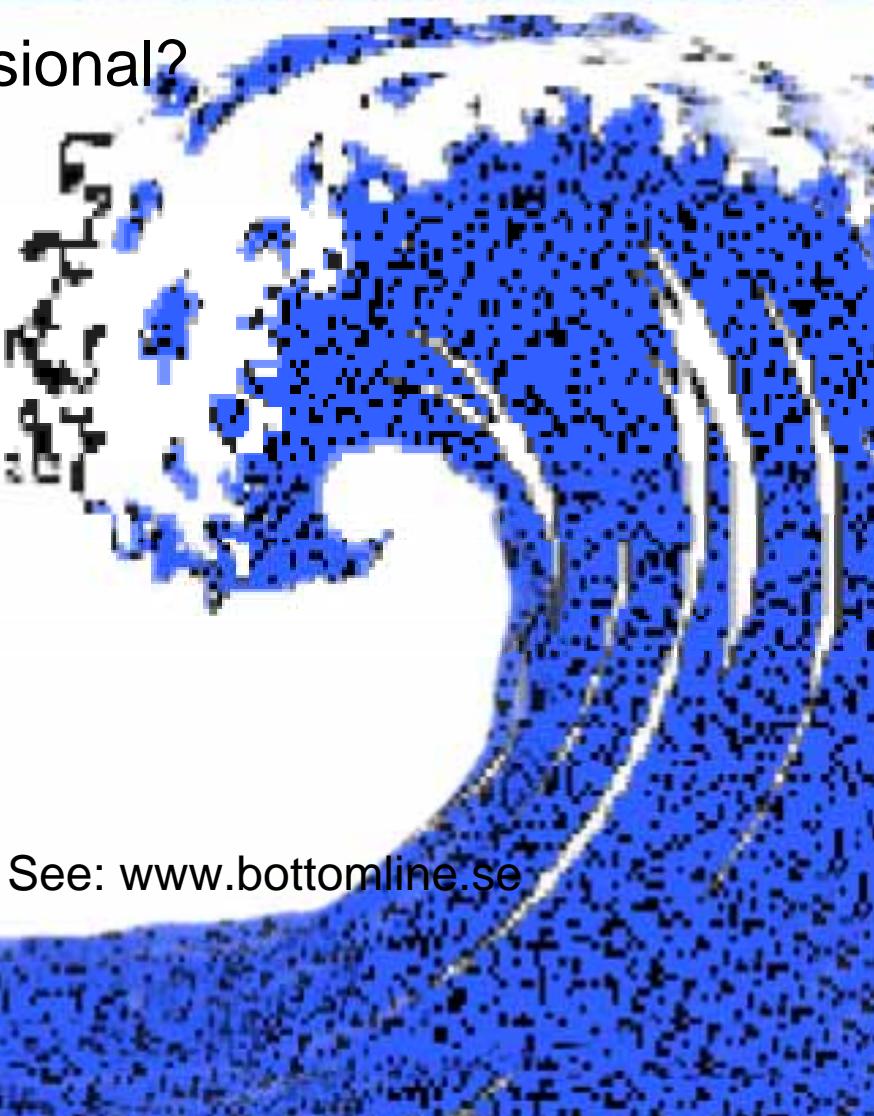
リーフ・エドビンソン
マイケル・S・マローン



Future Value Creation Quizzics?

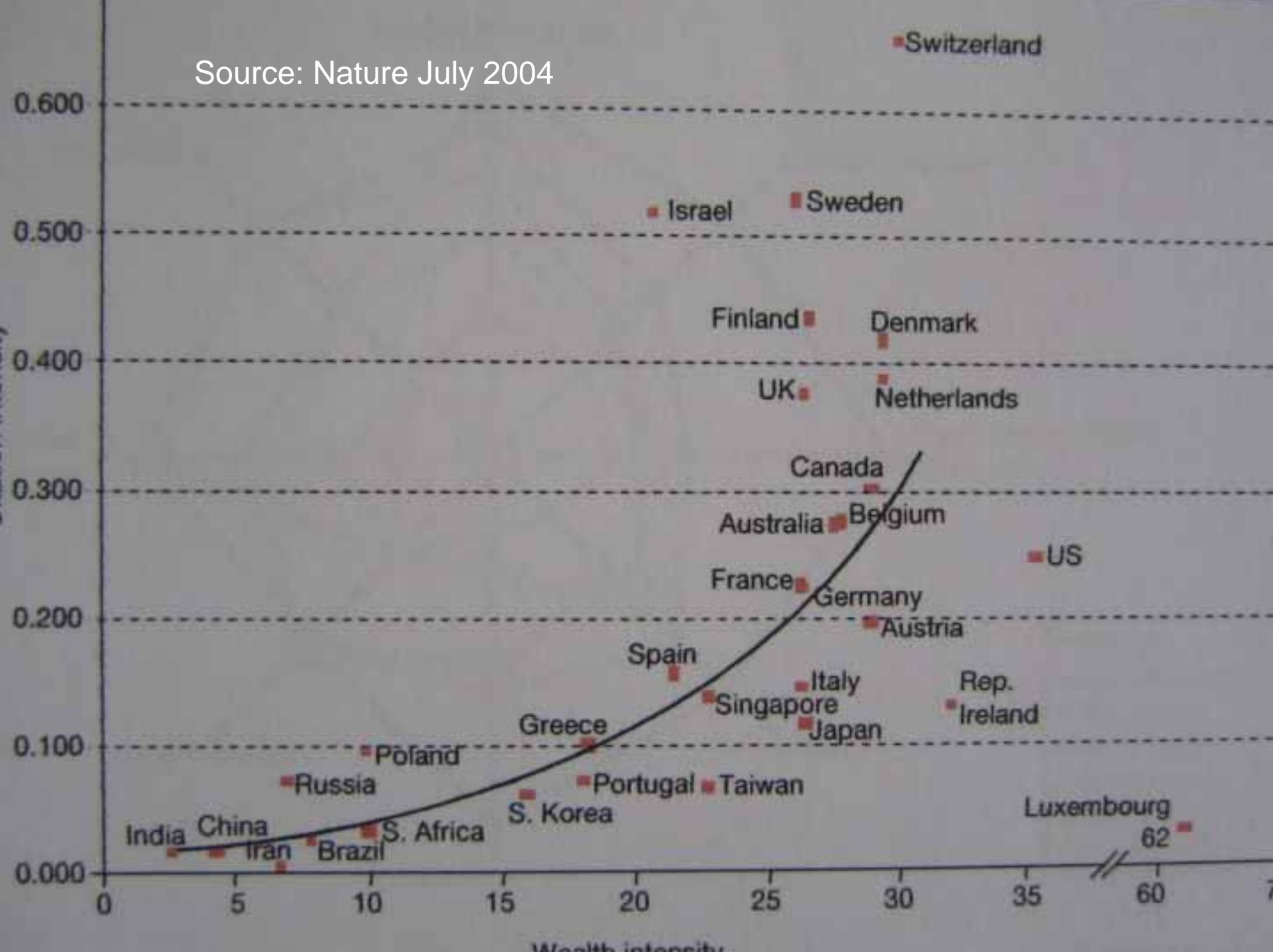
- One dimensional or multi dimensional?
- Competitive or collaborative?
- Inside or Outside?
- Exploitation or Exploration?
- Culture and design?
- Mind set & mental energy ?
- Repetition or renewal?

----- THINKING AHEAD



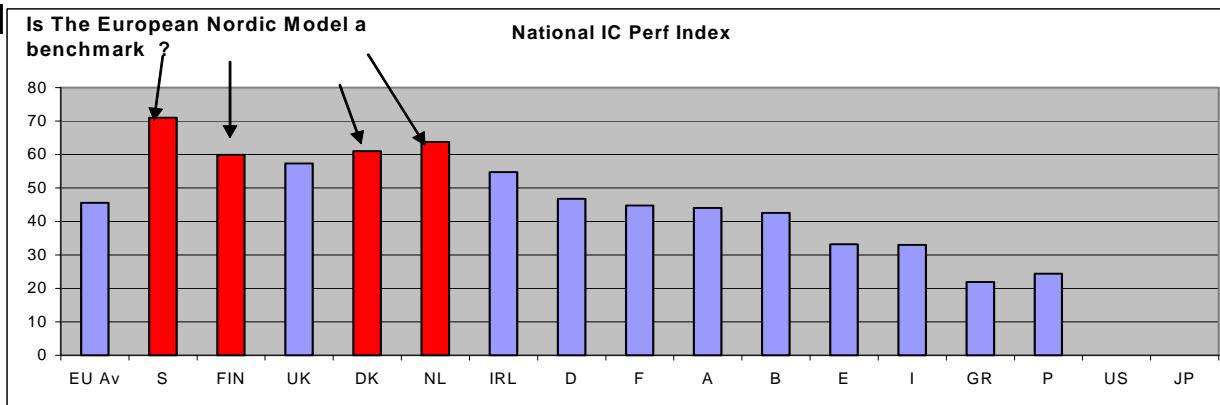
See: www.bottomline.se

Source: Nature July 2004

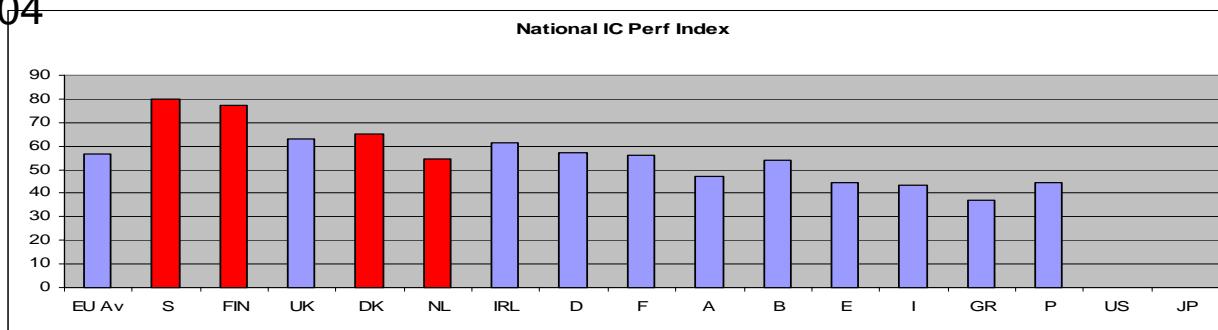


IC for Natural Communities: Nations : the IC-dVAL[®] : A set of Metrics Final Indexes

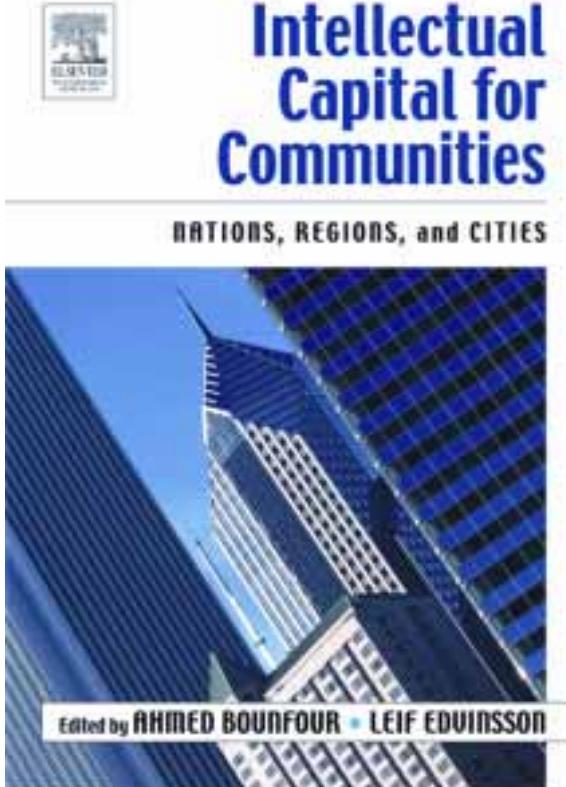
2001



2004



Source ; professor A. Bounfour



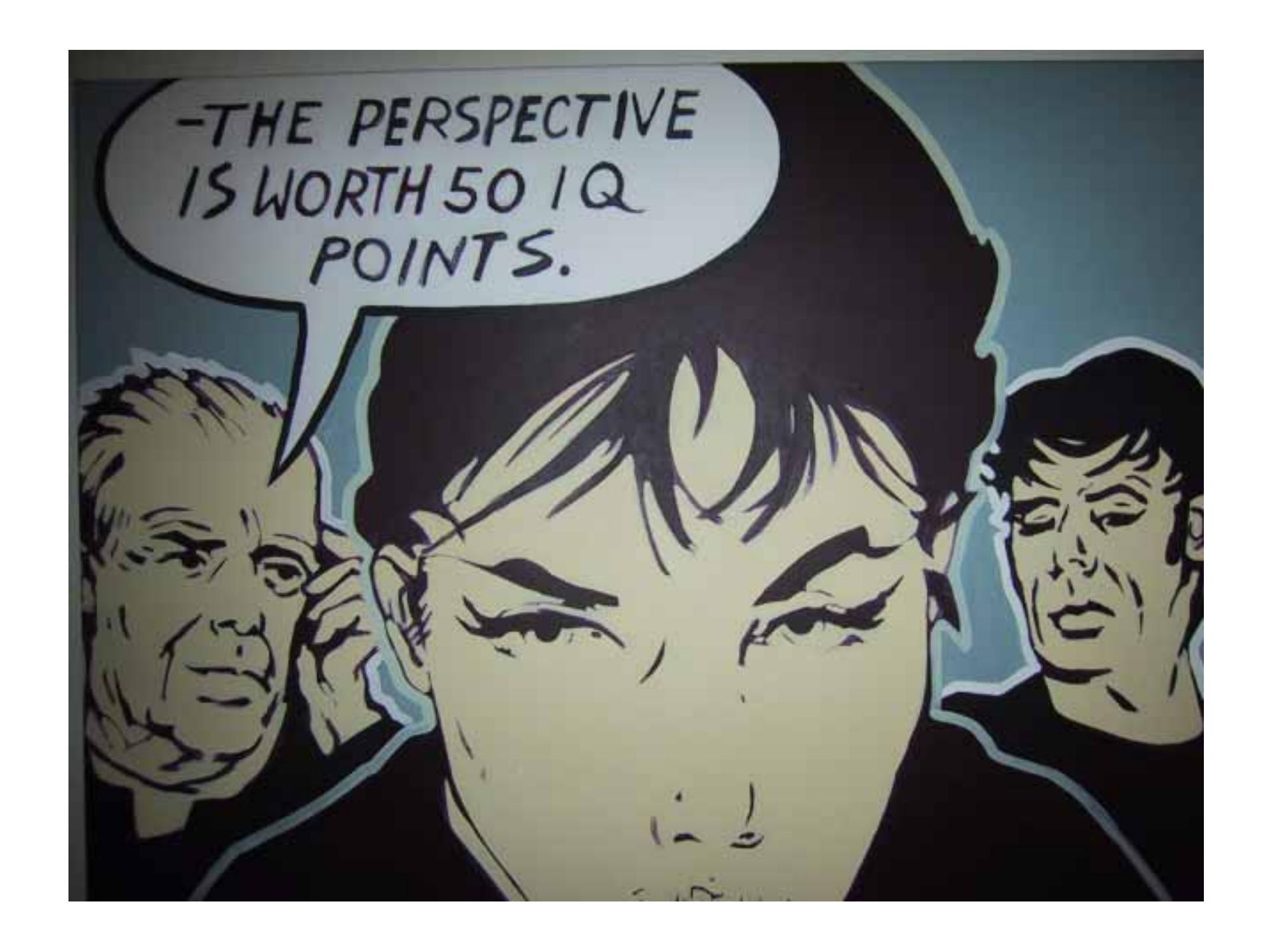
Recent and future events:

- The First Worldwide conference on « Intellectual Capital for Communities », Paris World Bank Office, 20 June 2005
- Several conferences and events under preparation (Paris, Rio de Janeiro,)
- The OECD&IC event, Ferrara, October 2005
- The *New Club of Paris* Manifesto
- The IAMaC, Waseda University, Nov 2005
- The Japan IC week, Nov 2005

WELFARE AND SECURITY



FOR FUTURE GENERATIONS



-THE PERSPECTIVE
IS WORTH 50 IQ
POINTS.

美洲 America

欧洲 Europe

80 N

60 N

上海 Shan



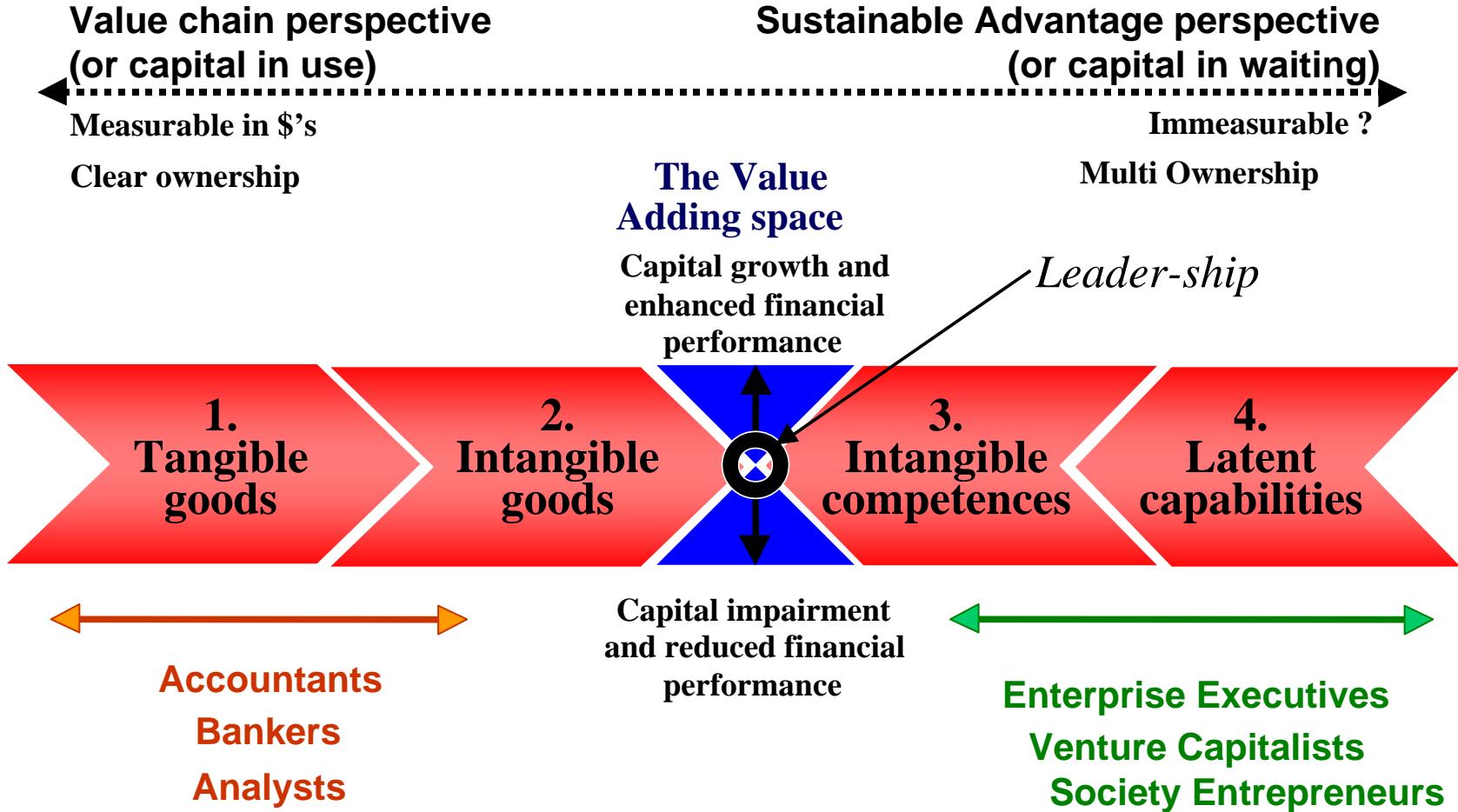
COGNITIVE

LANDSCAPE

Knowledge Navigation

for
Opportunity Space

Longitude perspective on ‘assets’





benq



joybook 6000

Esc

P1

P2

F1

F2

F3

F4

F5

F6

F7

F8

F9

F10

F11

F12

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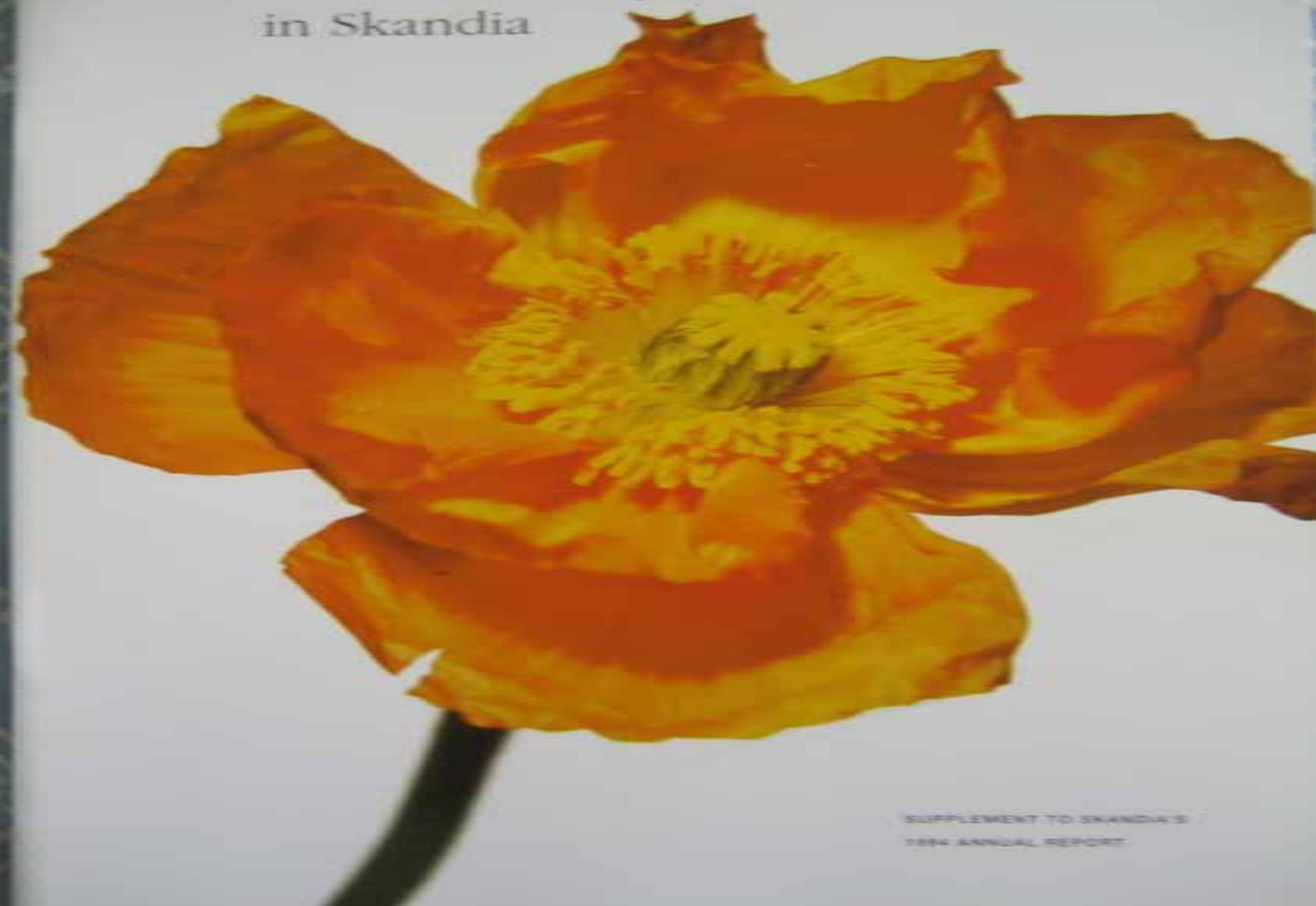
Shift

IC Accounting

Me-assure



Visualizing
Intellectual Capital
in Skandia



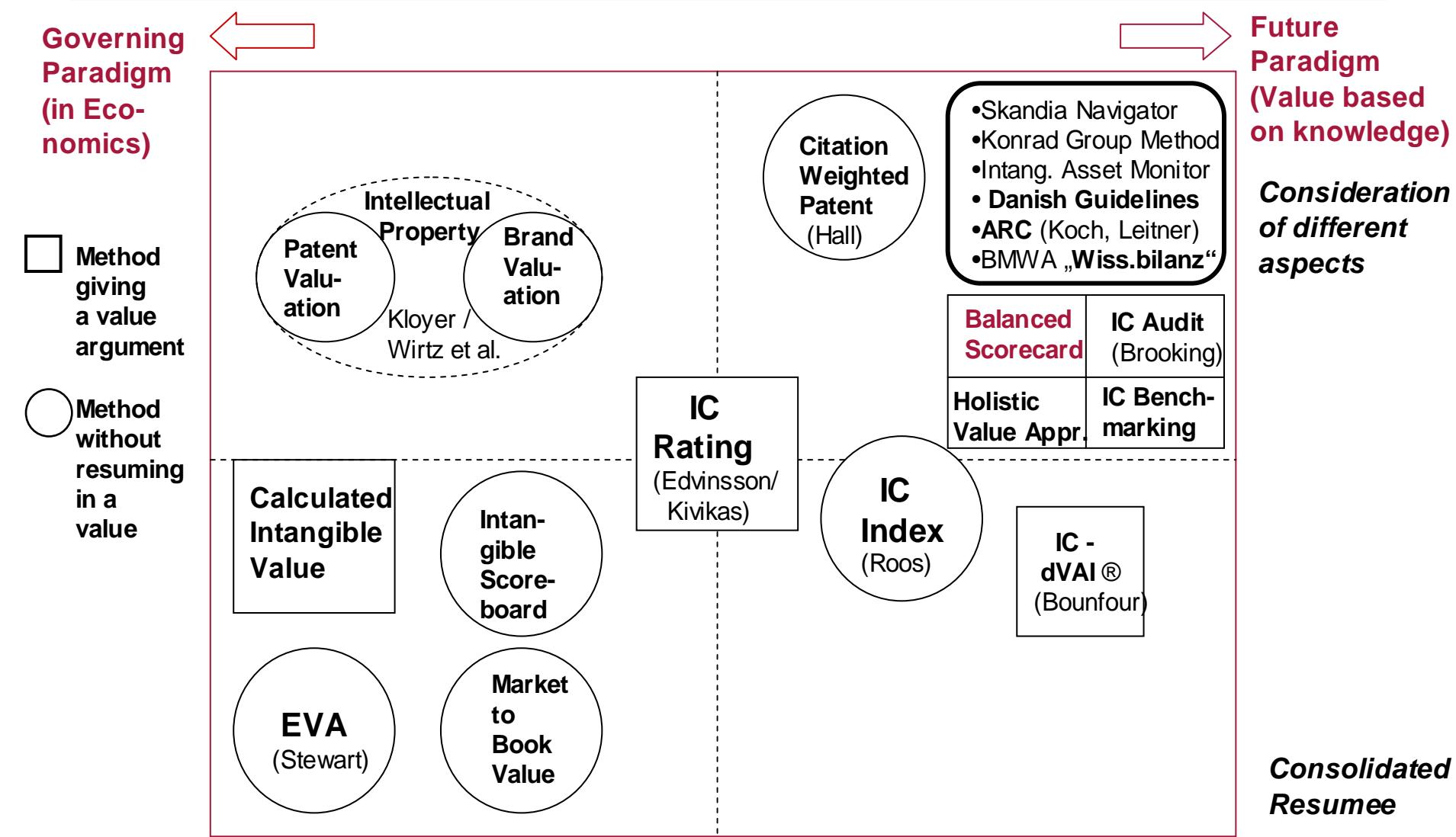
SUPPLEMENT TO SKANDIA'S
1994 ANNUAL REPORT



Human Capital in Transformation



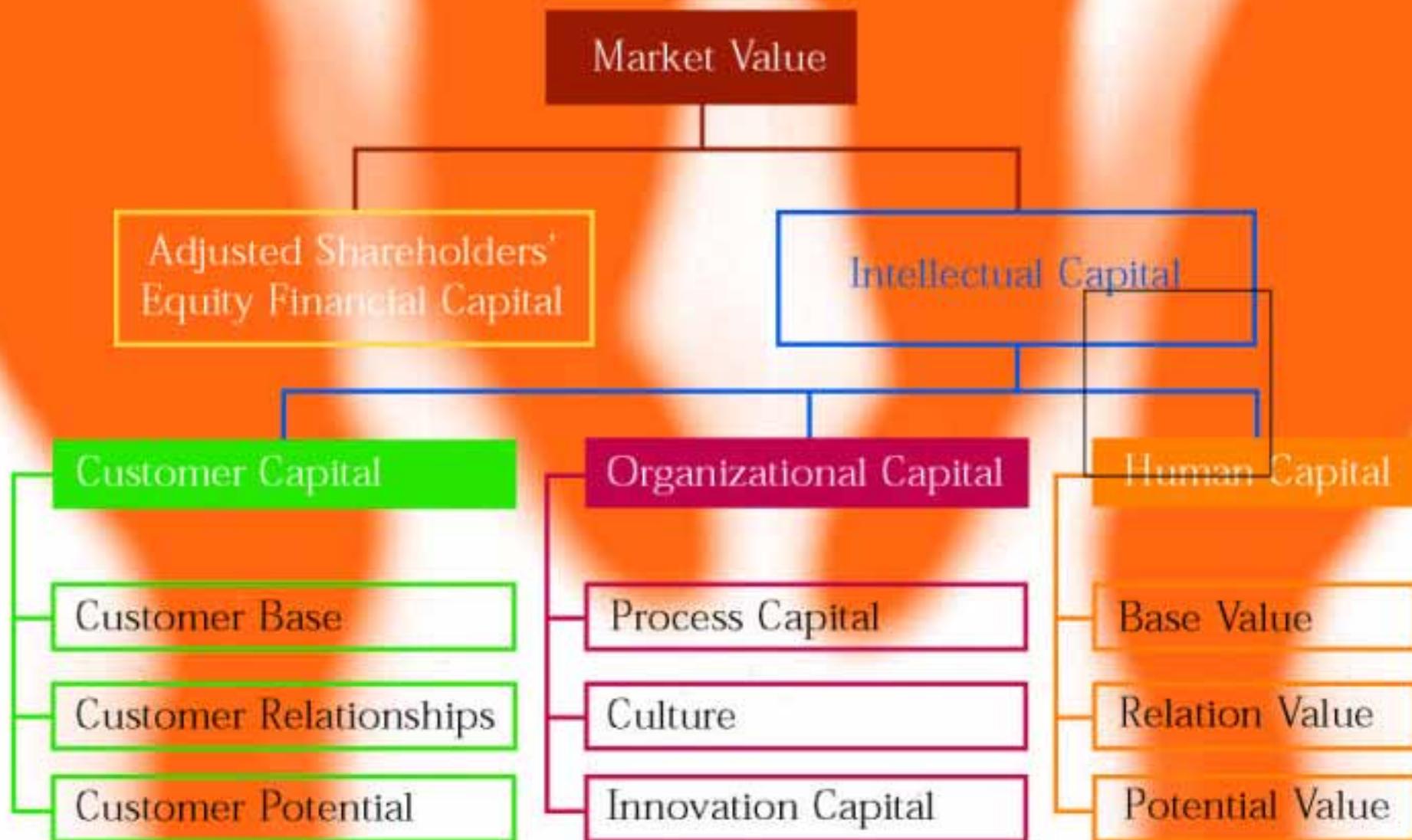
Taxonomy of methods relevant for IC Reporting (following K. Alwert, 2005)



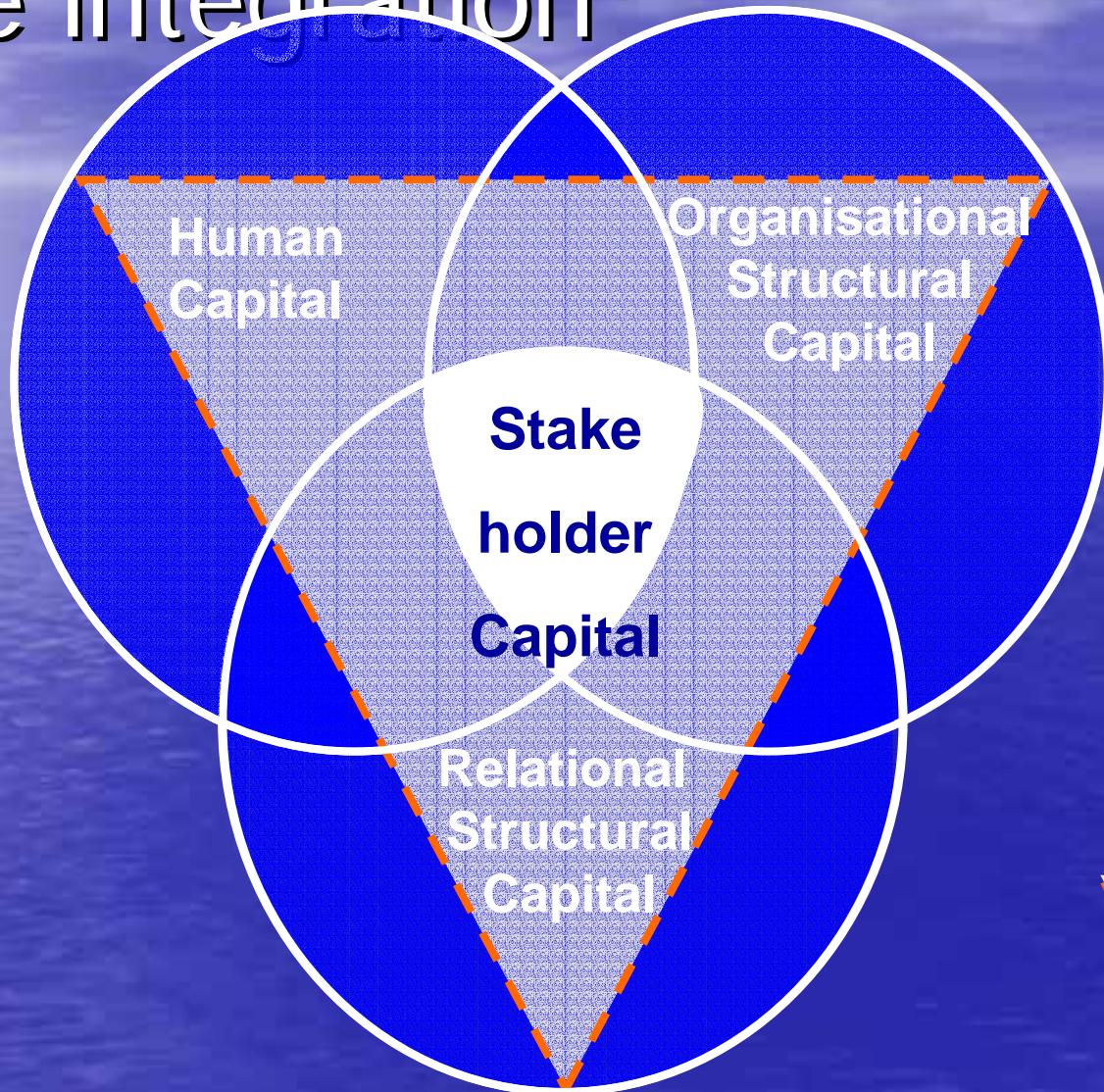
A circular arrangement of red and green chili peppers, some whole and some sliced, creating a vibrant pattern.

Logic of IC

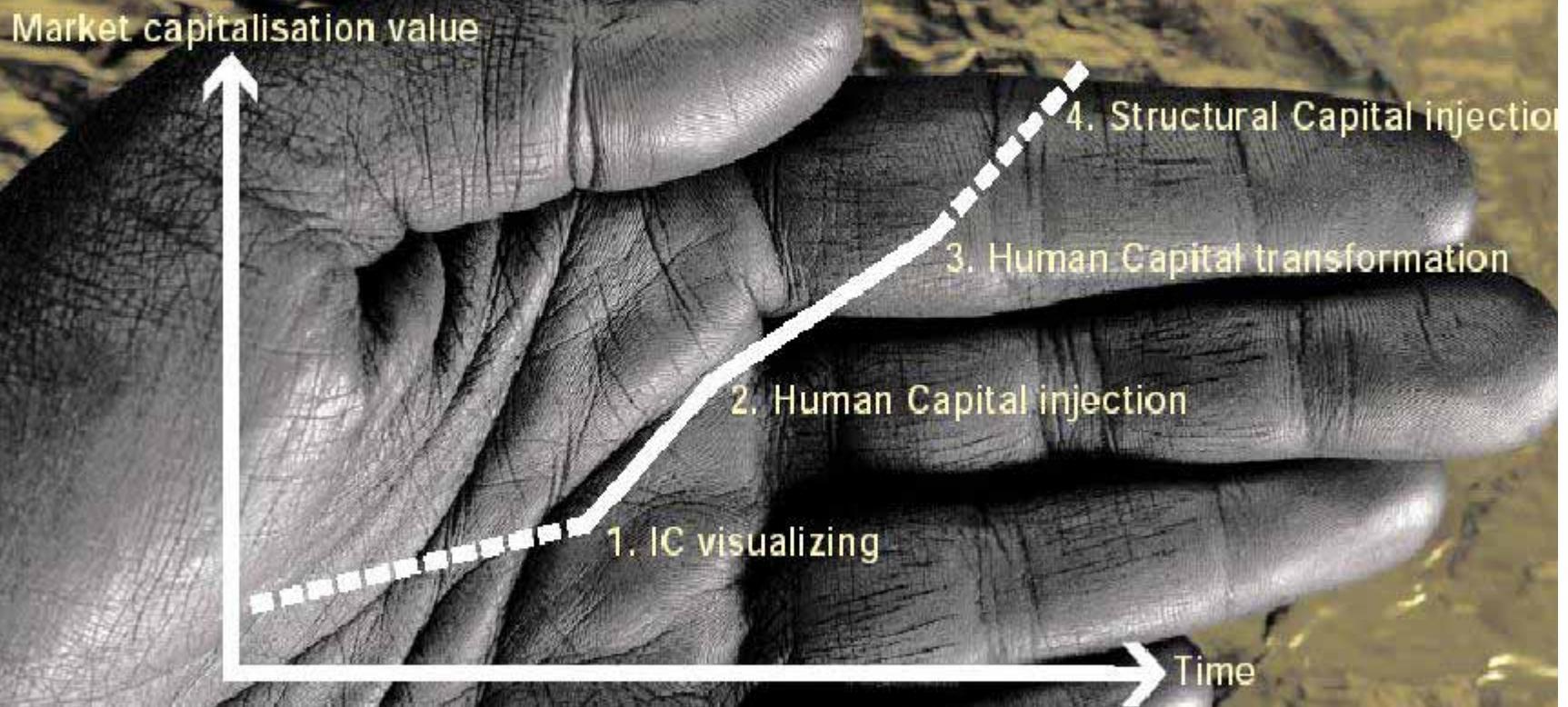
IC GENETICS ?



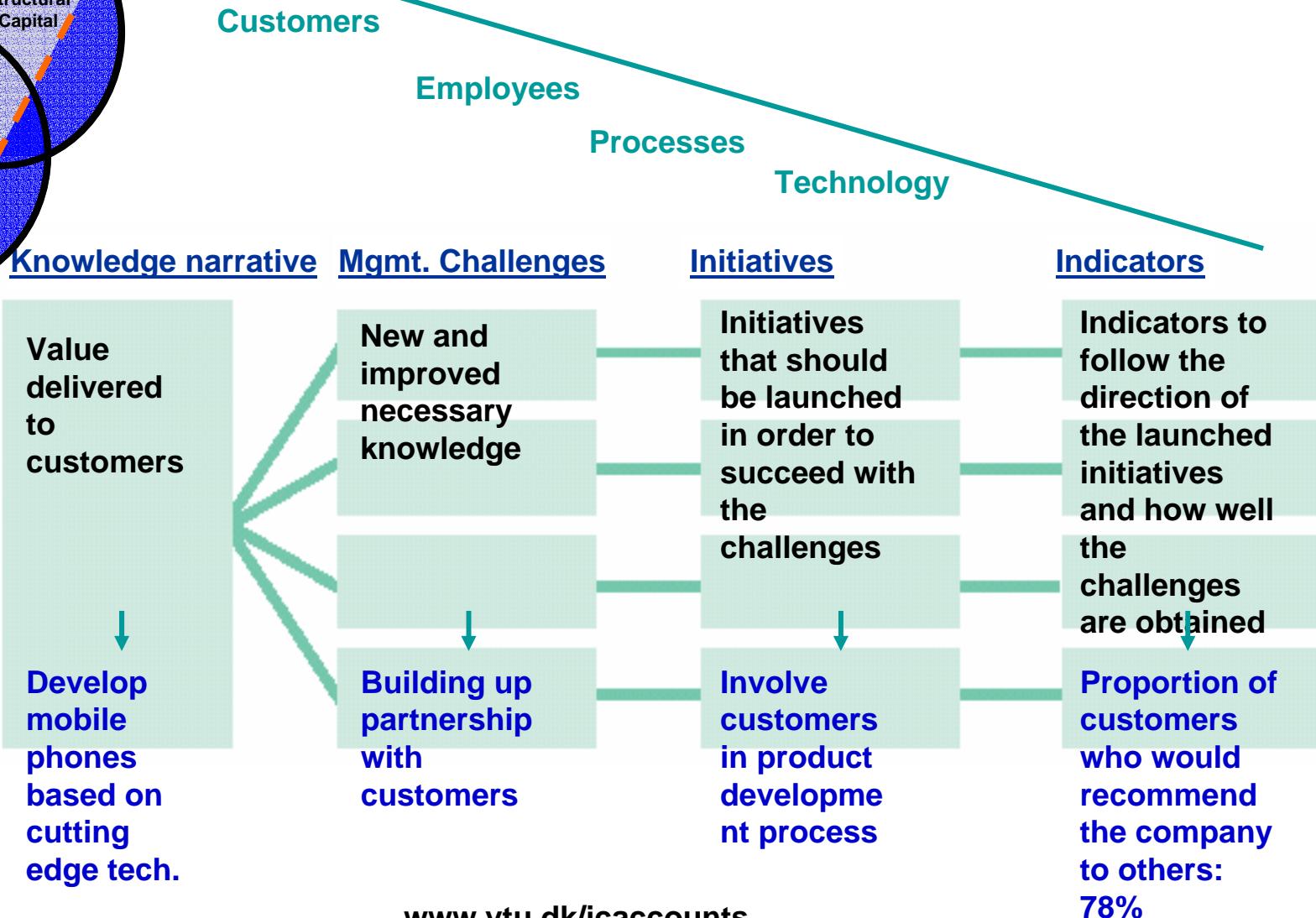
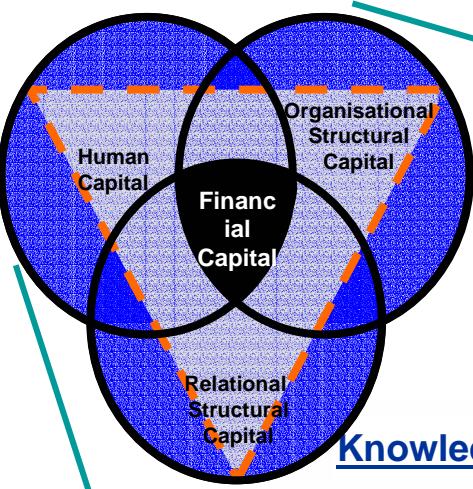
Value integration



Global growth curve of IC



Danish Guidelines





IC Reporting



Erhvervs- og
Boligstyrelsen

Økonomi- og
Erhvervsministeriet

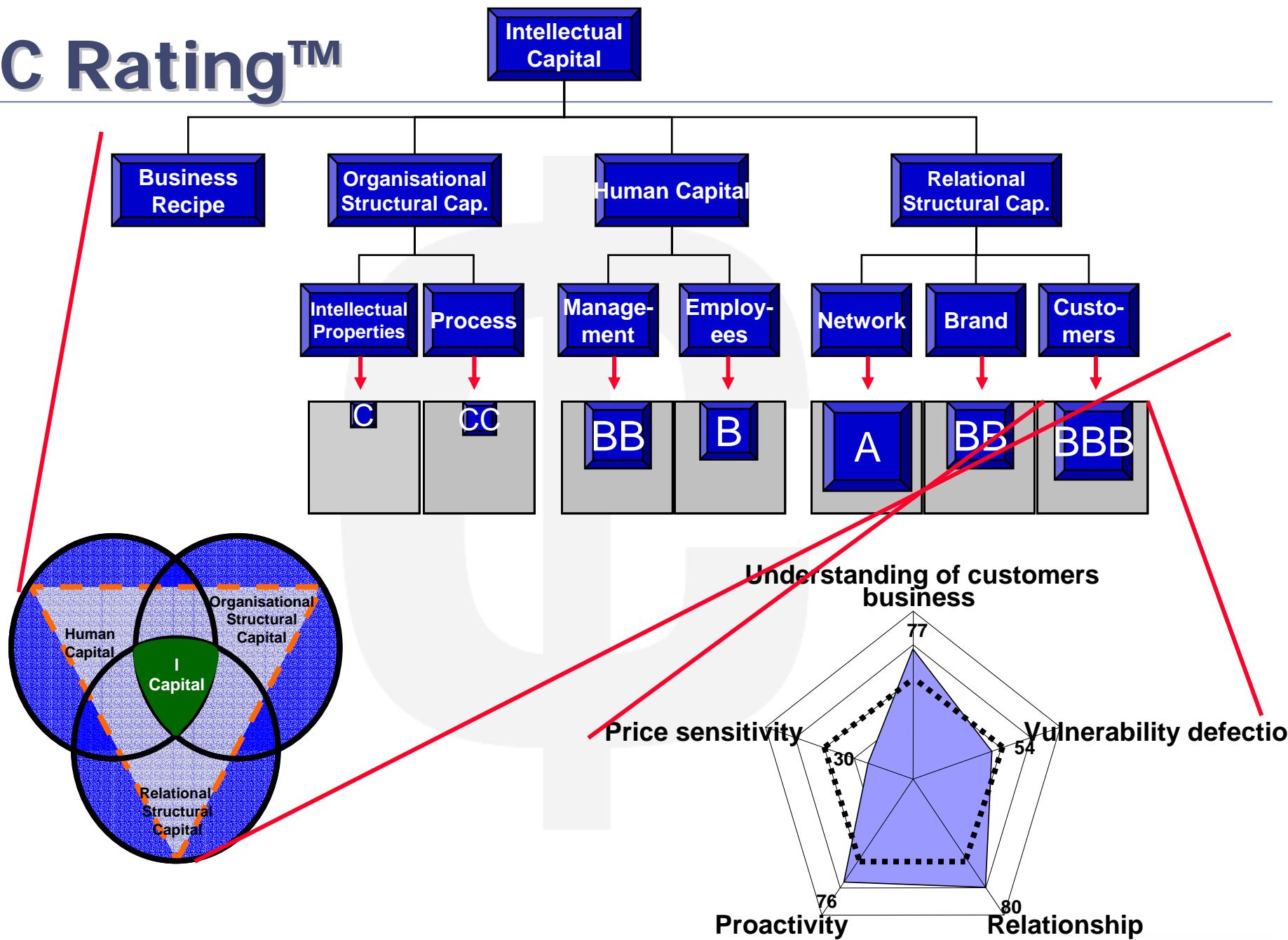
[Nyt og
pressen](#)

[Abonnement
Publikationer](#)

[Job
Om](#)

Velkommen til
Erhvervs- og Boligstyrelsen

IC Rating™



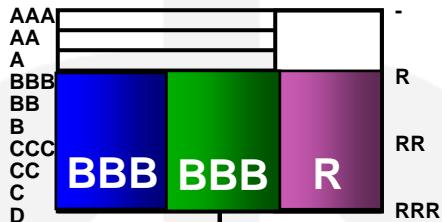
INTELLECTUAL CAPITAL SWEDEN

© 2004

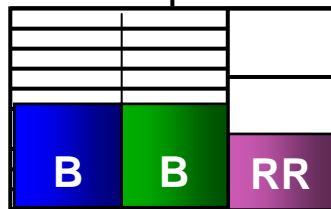
Result for local municipality

Scale	
	Efficiency
	Renewal
	Risc
AAA	Extr. high
AA	Very high
A	High
BBB	Fairly high
BB	Medium
B	Relatively low
CCC	Low
CC	Rather low
C	Extr. low
D	Deficient
-	Non exist
R	Moderate
RR	High
RRR	Very high

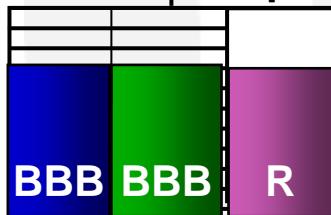
Intellectual capital



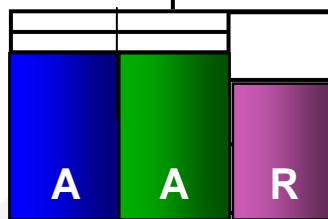
Core city concept



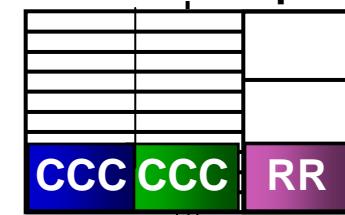
Organisational Structural capital



Human capital



Relationsbased Structural capital



IR

Process

Leaders

Staffing

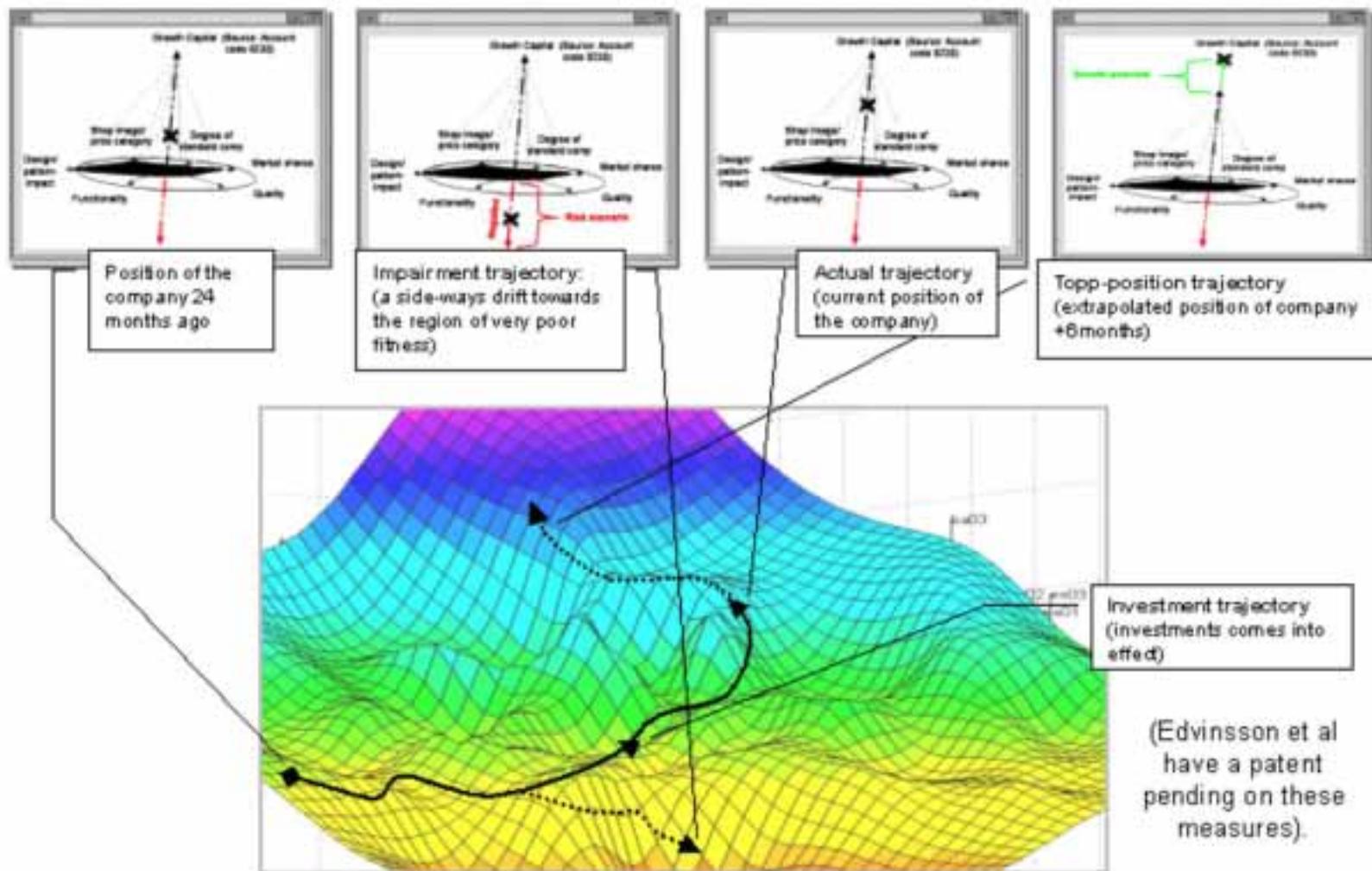
Net verk

Community

www.intellectualcapital.se

www.actcell.com

Innovative effects: Comprehensive views



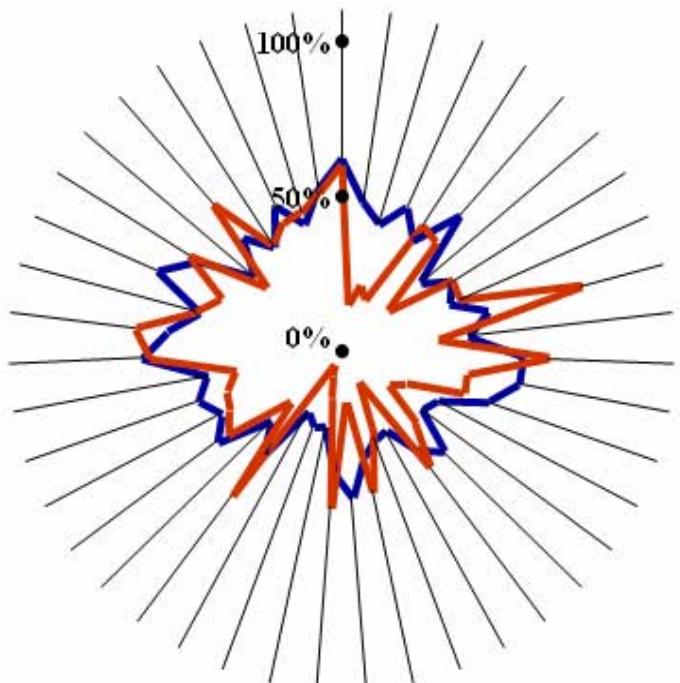
The dimensional reduced interactive query-able ("qlikable") diagram

Job >> View Results >> 2005-03-09 ISP Ecua (IT)

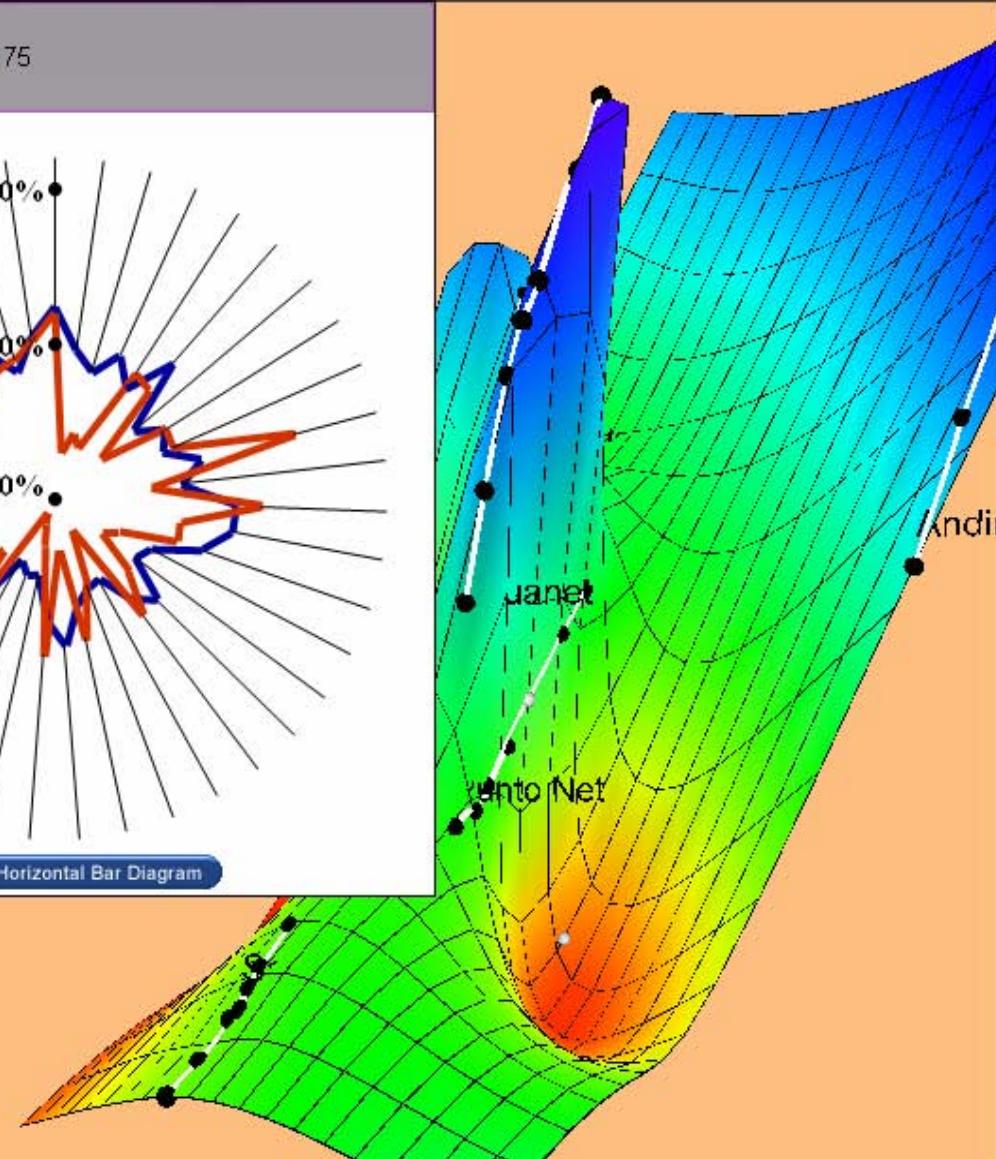
FIG save SHOW AXIS SWITCH VIEW

X = -0,26 Y = -2,59 Health = -5836767,49

Driver: Dial up access (%)
Value1: 57,3932 **Value2:** 75



Switch to Horizontal Bar Diagram



Regions

Points comparison

Differences between two points:

Pick first point

X:0,25

Y:-2,17

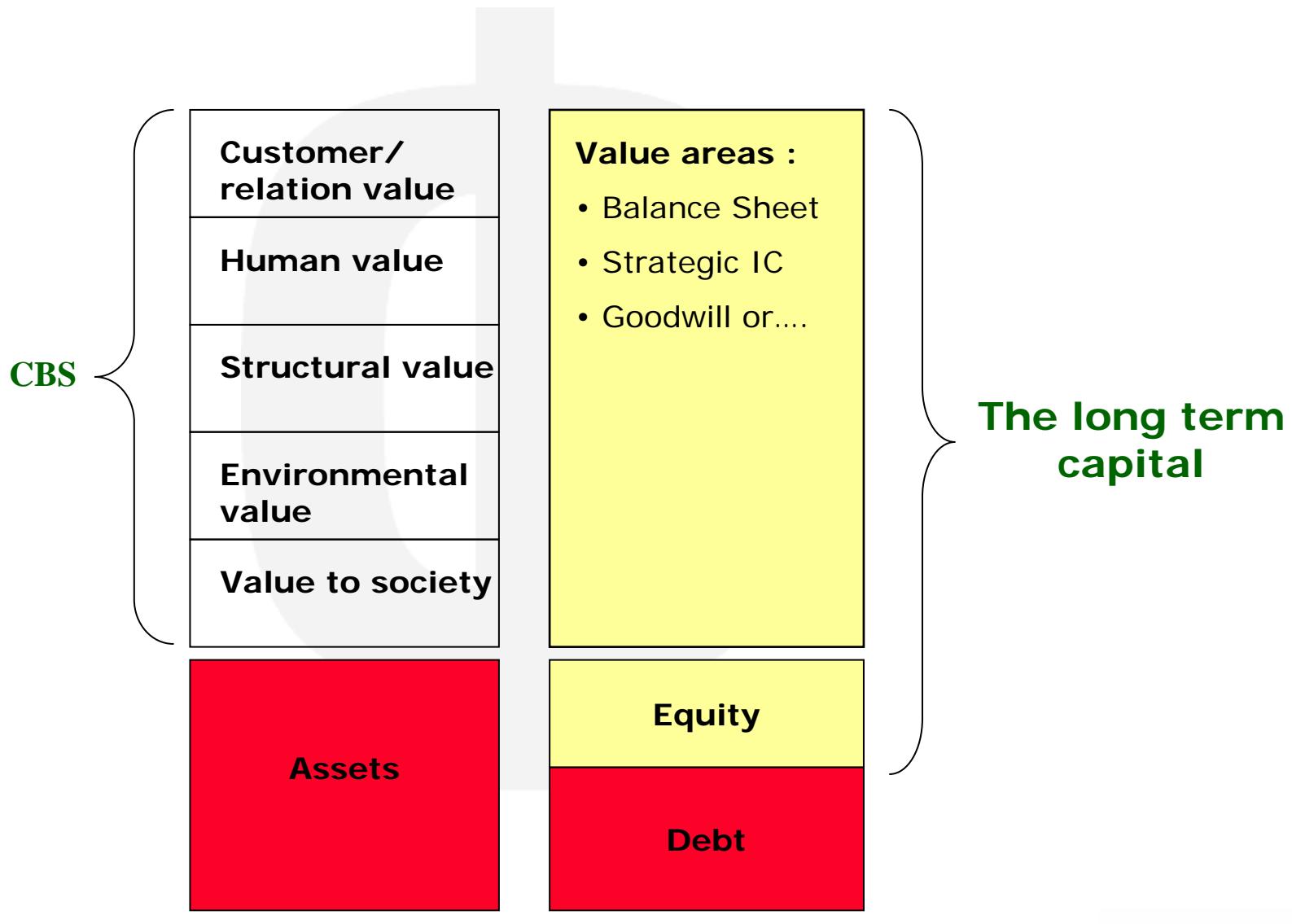
Health: -6119701,53

Pick second point

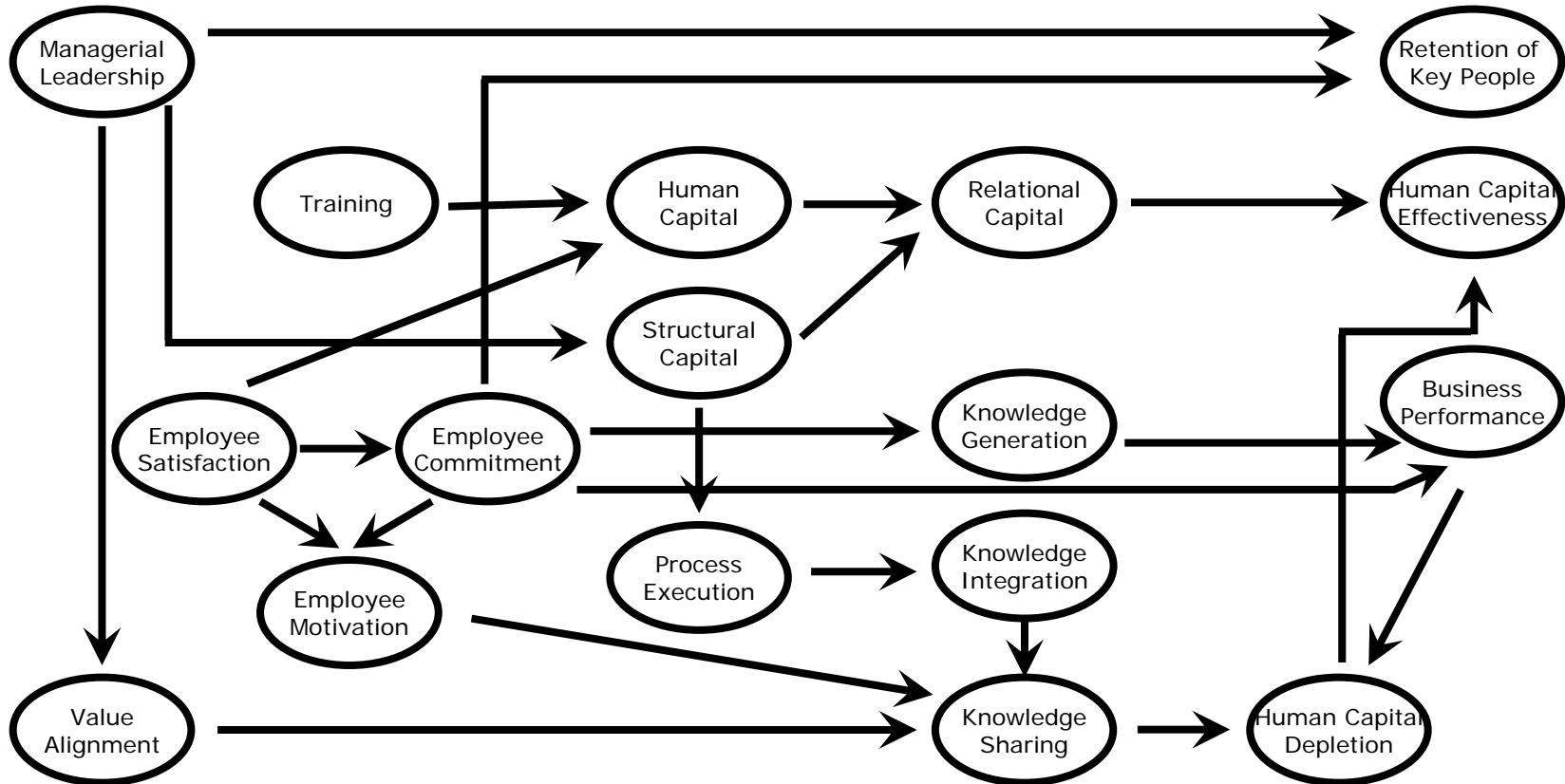
Punto Net 2007

Parameter	Differences
Health:	-8244701,53
Access to a s...	33,61%
Broadband acc...	32,71%
Dial up acces...	-32,01%
How easily co...	31,06%
Price level (...	23,21%
Bank customer...	20,16%
Government cu...	18,28%
Internet acce...	17,69%
Effective, co...	17,69%
IP-telephone ...	17,56%
Maintainance C...	-16,95%
Resources for...	-14,28%
Corporate cus...	13,93%
Fast access s...	13,53%
First Level S...	13,45%
Households cu...	-12,38%
Equity/assets...	12,13%
Indirect Cost...	-11,82%

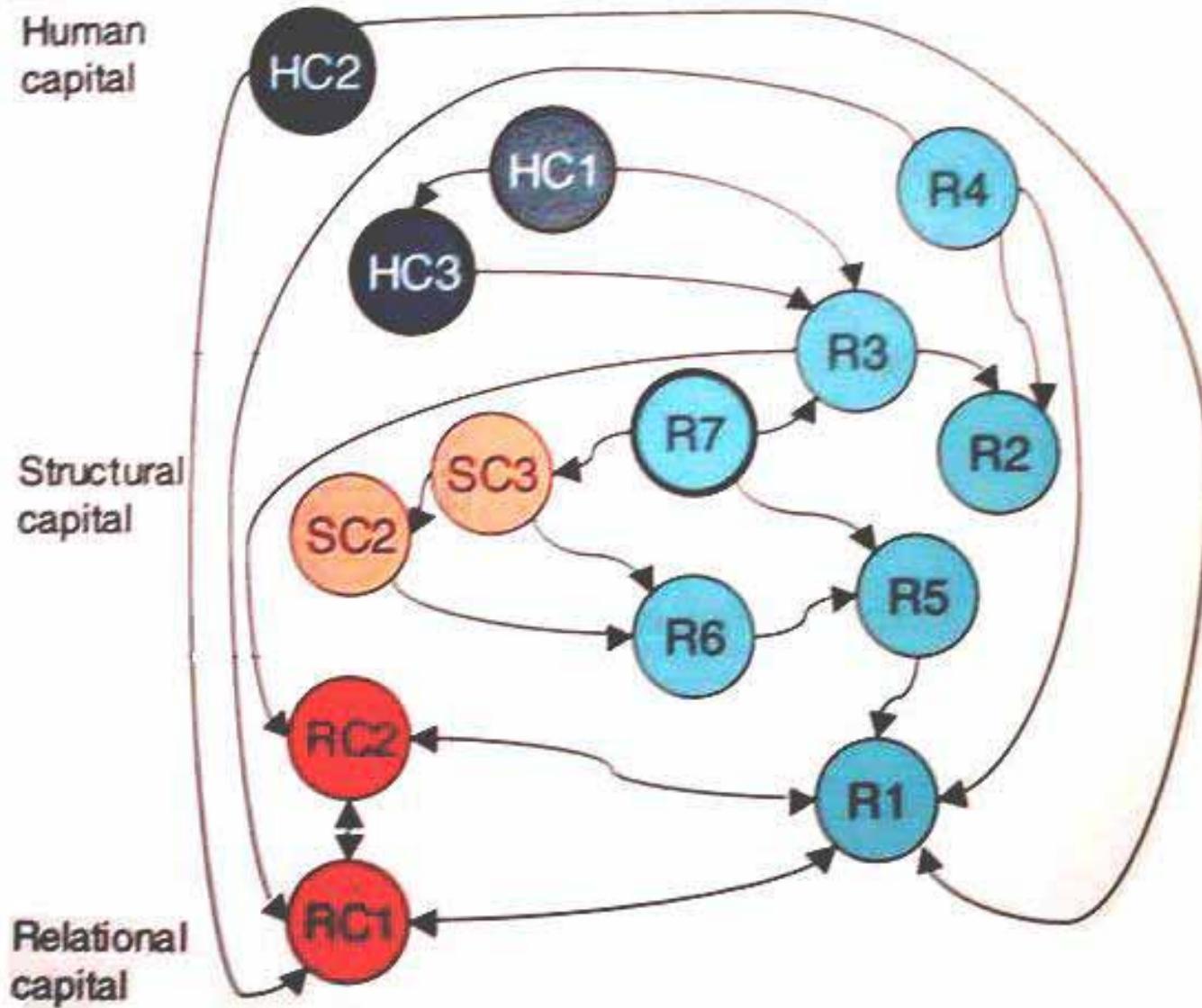
Sustainability value



Systems dynamics model



Further sources; Nick Bontis & Jay Forrester



www.akwissensbilanz.org



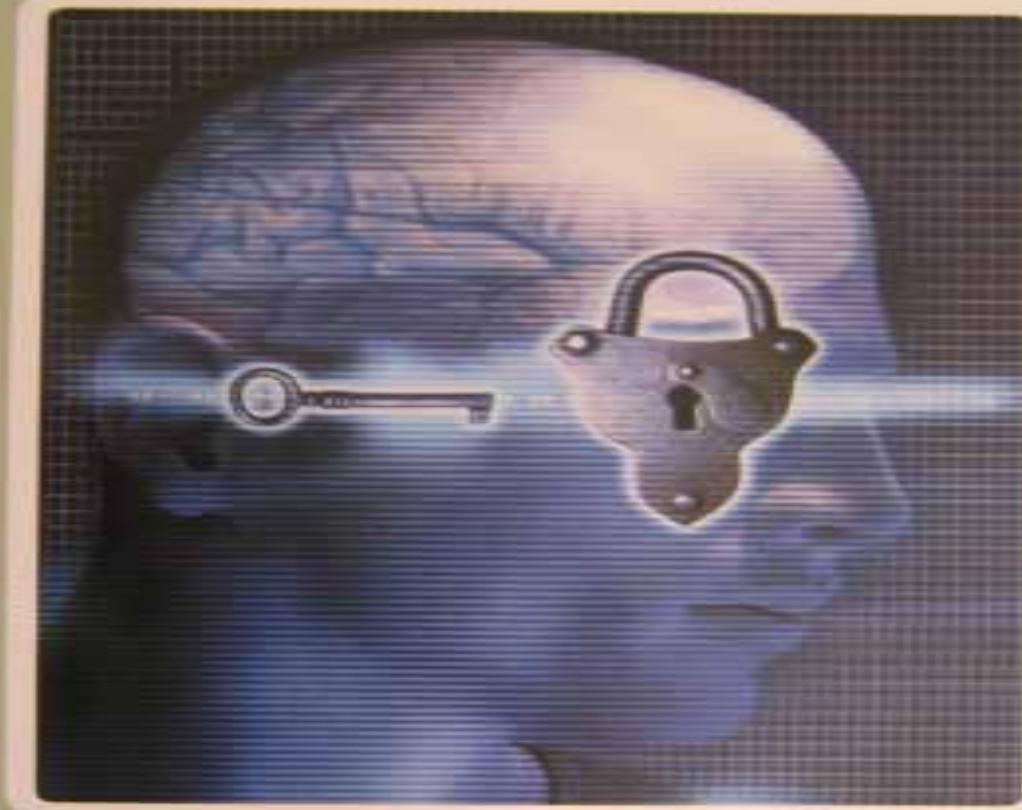
Wissensbilanz – Made in Germany

Leitfaden

www.akwissensbilanz.org

www.wissenskapital.info

Intellectual Capital Report 2004

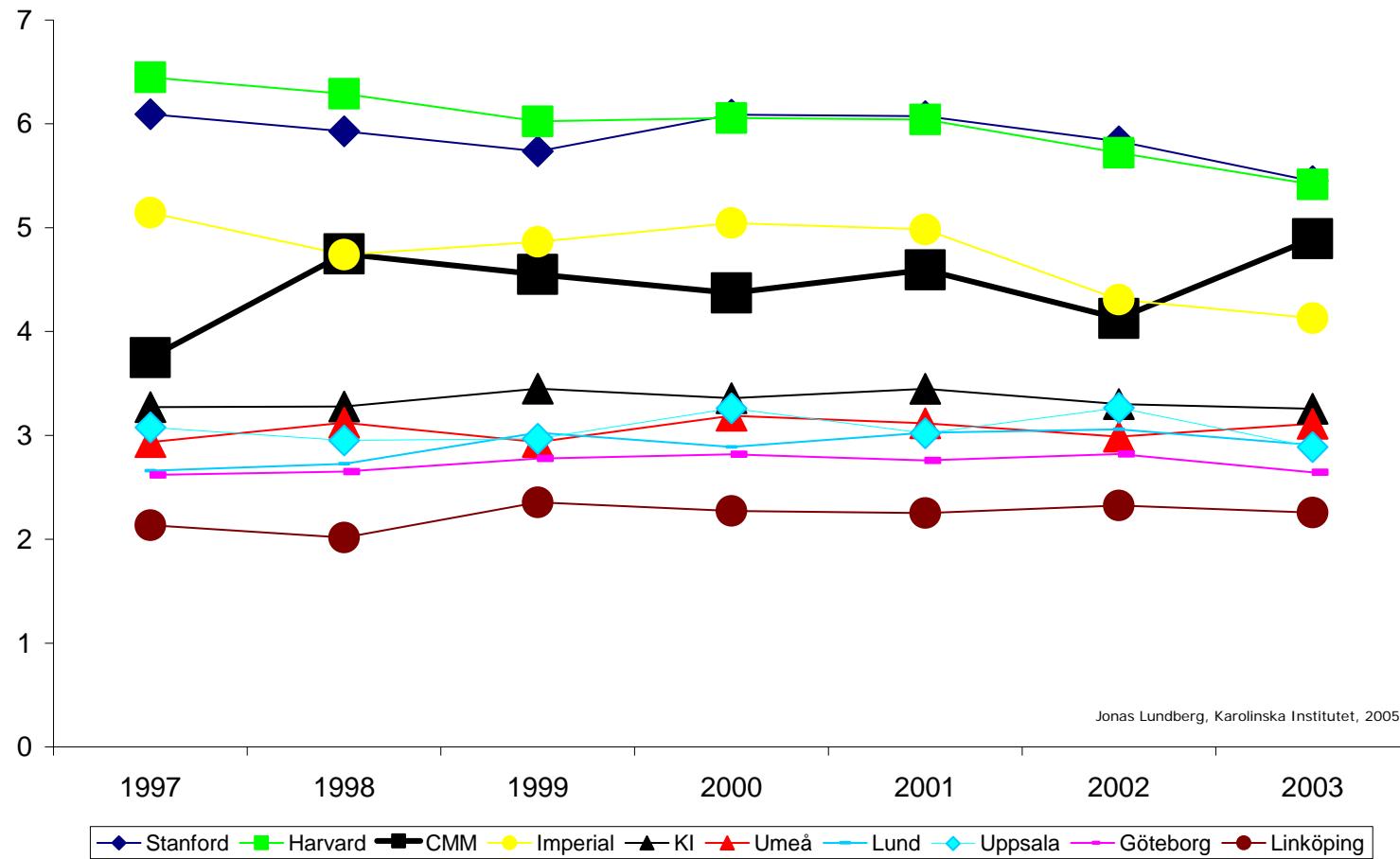


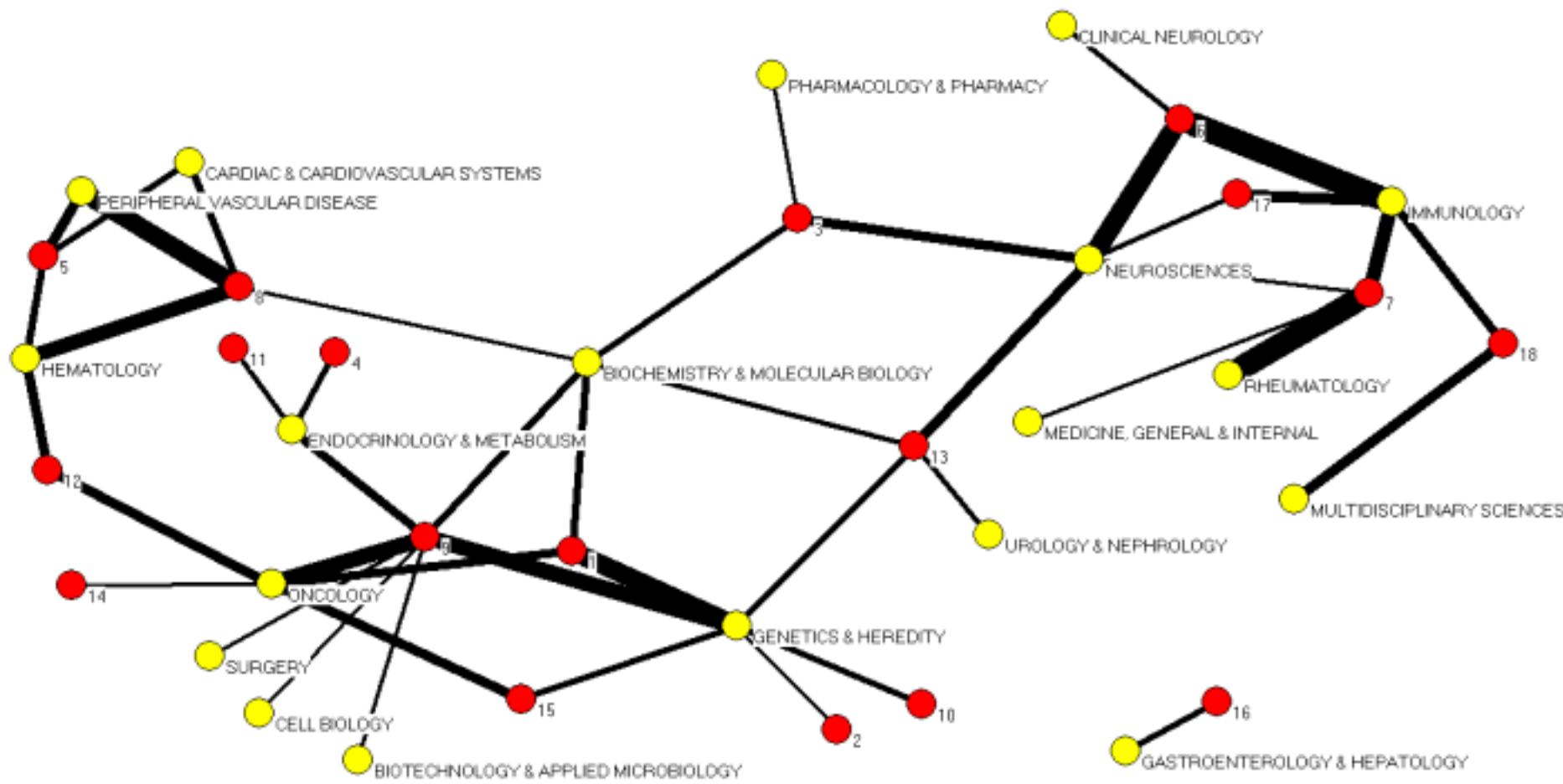
CMM

Center for
Molecular Medicine

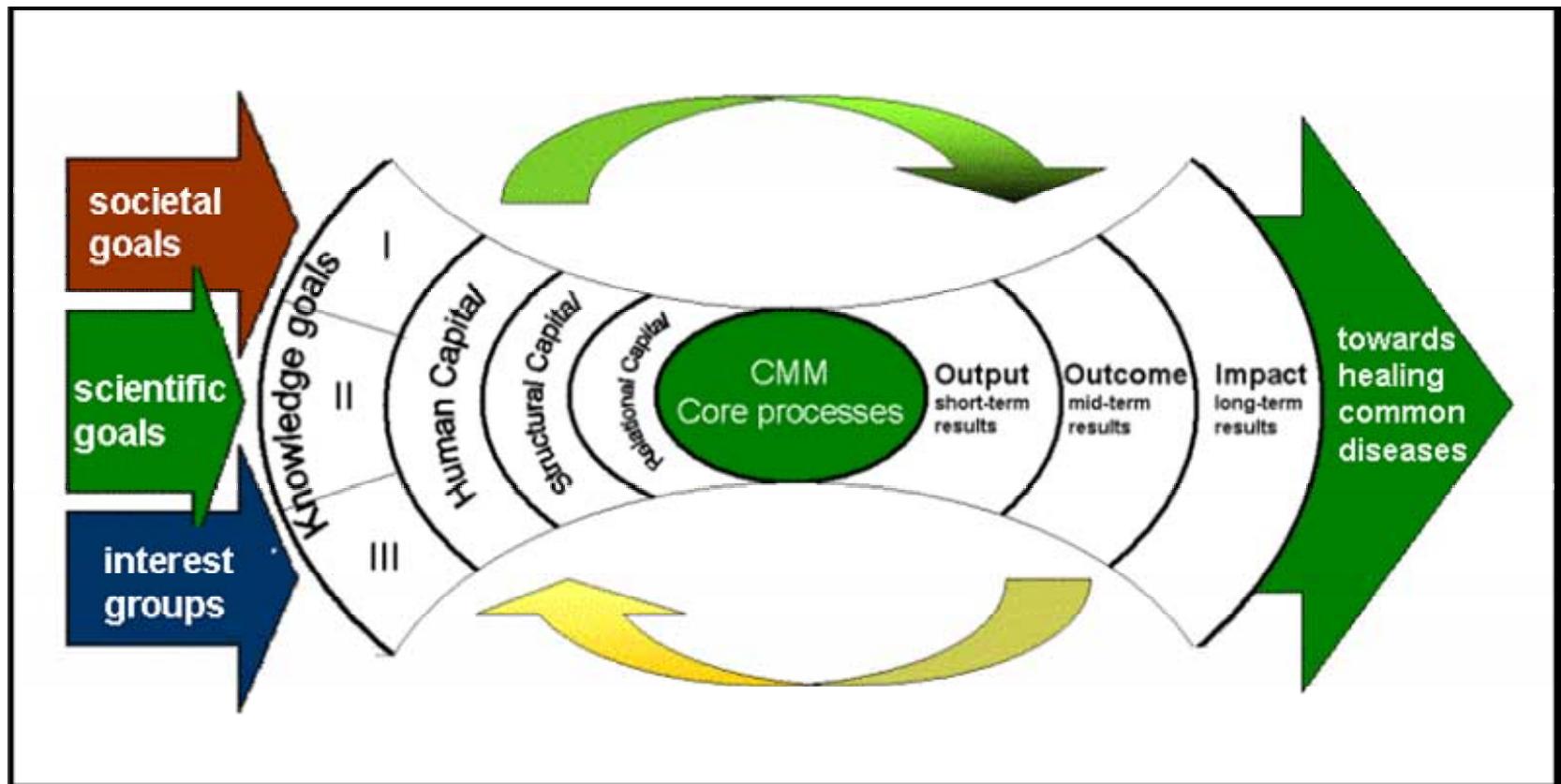
For research on the common diseases

Development of average citation factor over time





CMM ICR model



Source: CMM Intellectual Capital Report 2003 – Stockholm, 2004

www.cmm.ki.se

IAM

- The knowledge Economy as an Organisational system Concept both as a concept and practice

Predominance of three factors: (Foray, 2000):
research and education, relationships for evolution, and learning capabilities

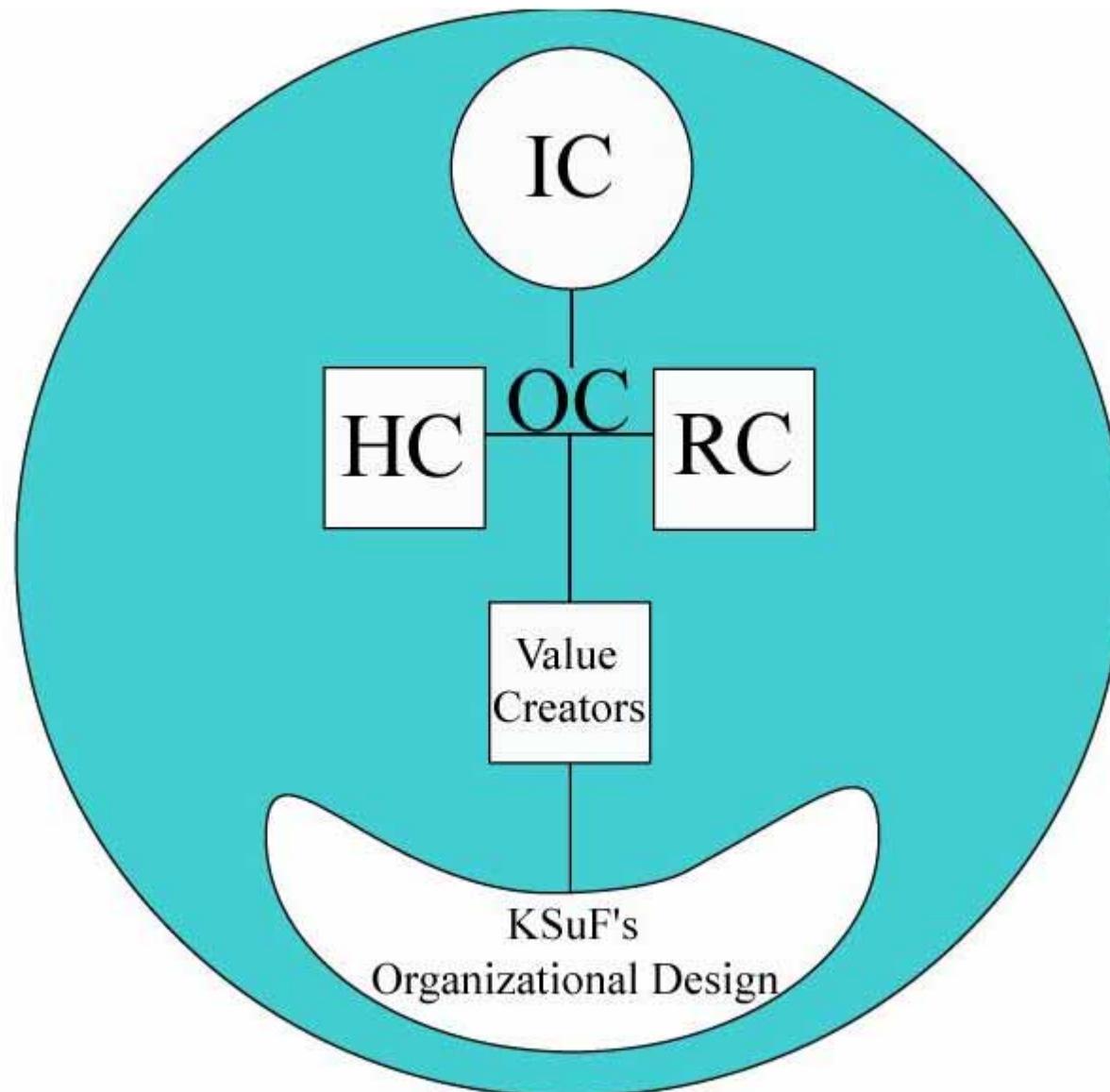
Source ; professor A. Bounfour





Speed or Rythm?







Human Potential

Talent

Skandia Future Center



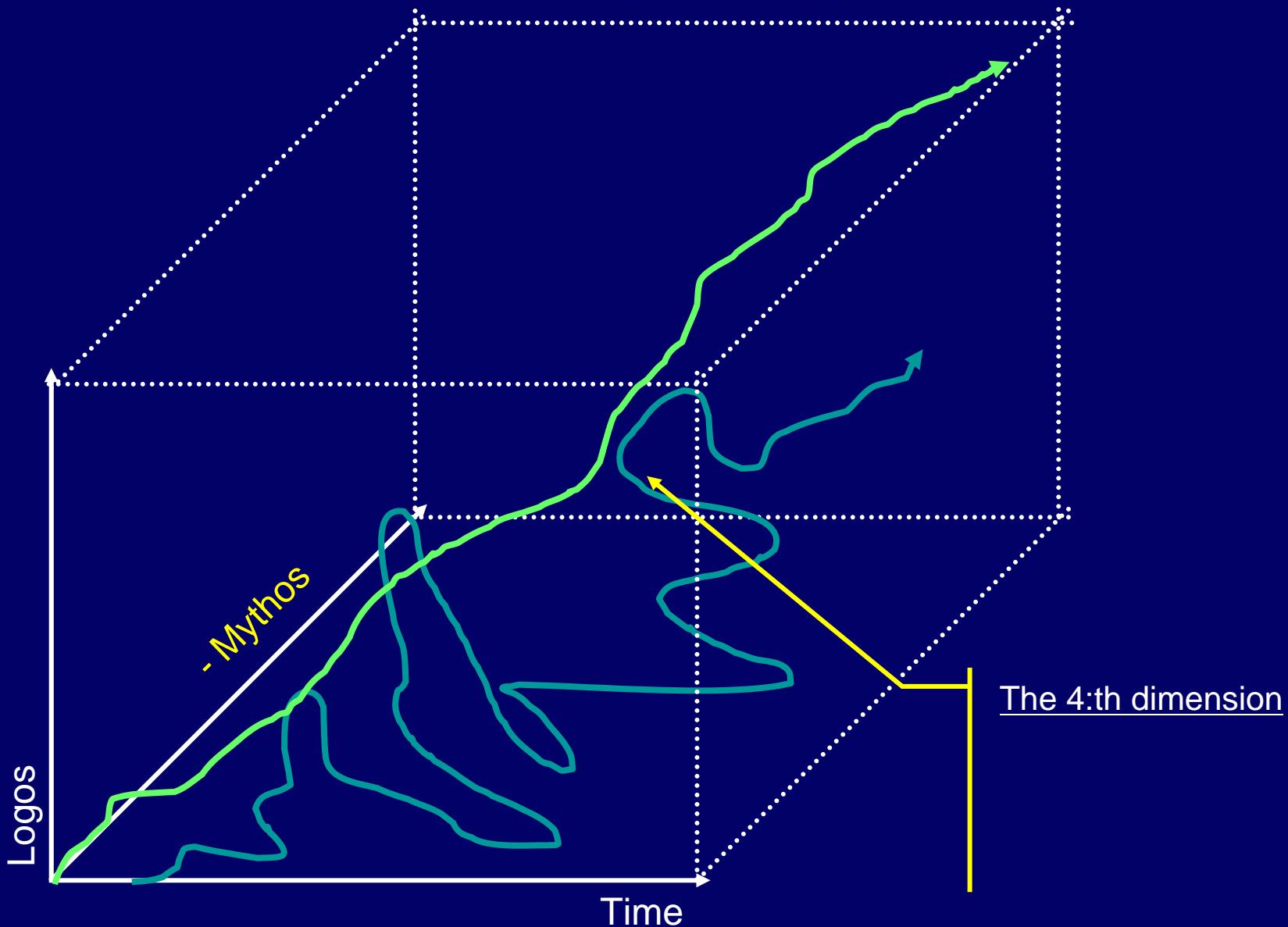


Contactivity generates creativity, strength, potential,
Skandia Future Centers



Skandia

*Leif Edvinsson
Ingrid Tidhult*





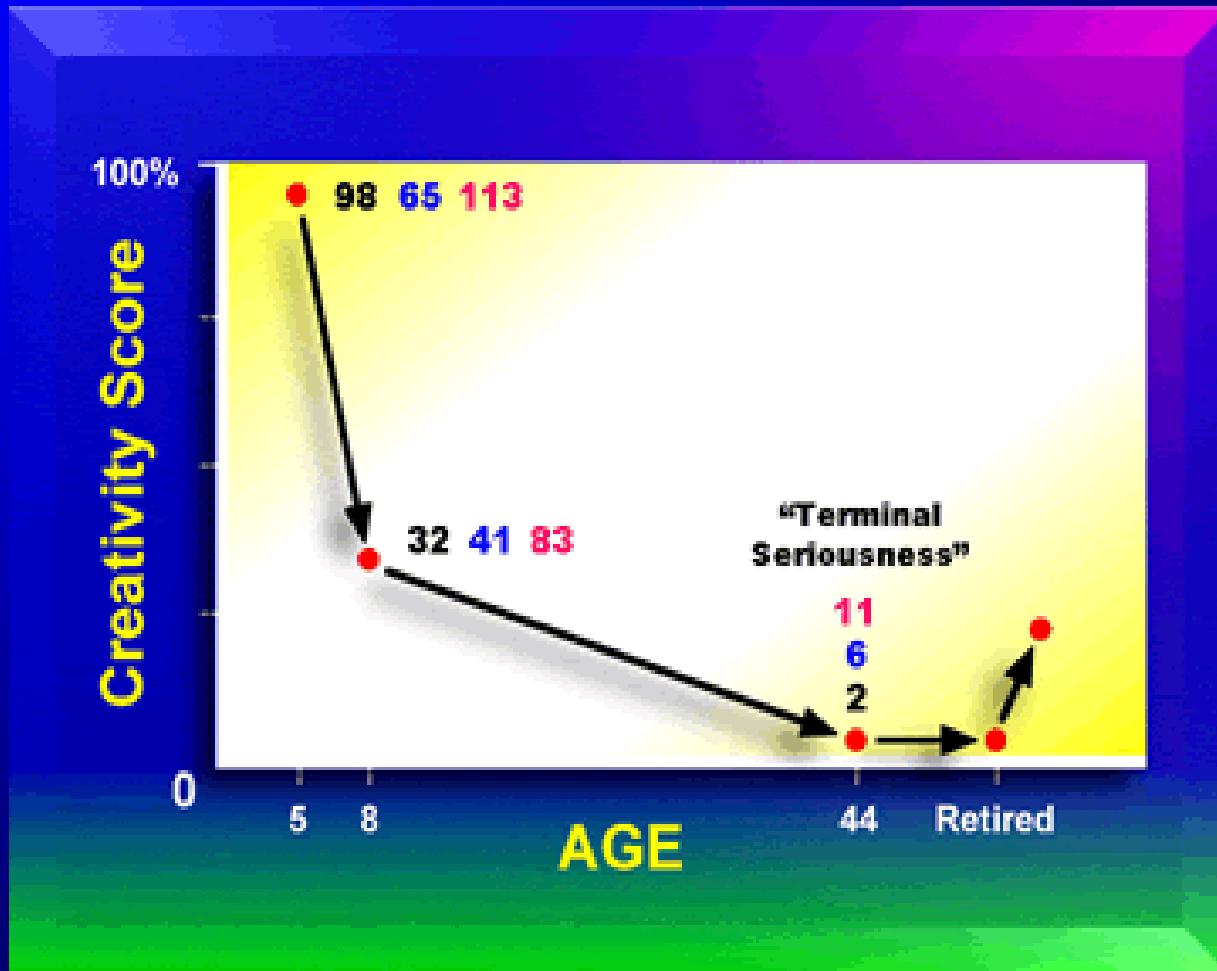
K-Leaders – Cultivators

The New C E O

Futurizing



Creativity Index



Source: Chic Thompson, 'What a great Idea!', Harper Collins (2001) and Paul Iske, Know Com 2005

Knowledge
Care





The Brain

- the last Unexplored Continent





Increase joy &
RC:

Intelligence

Interactive design

Intuition –chi mgm

Reduce fear & ignorance

Reduce friction cost

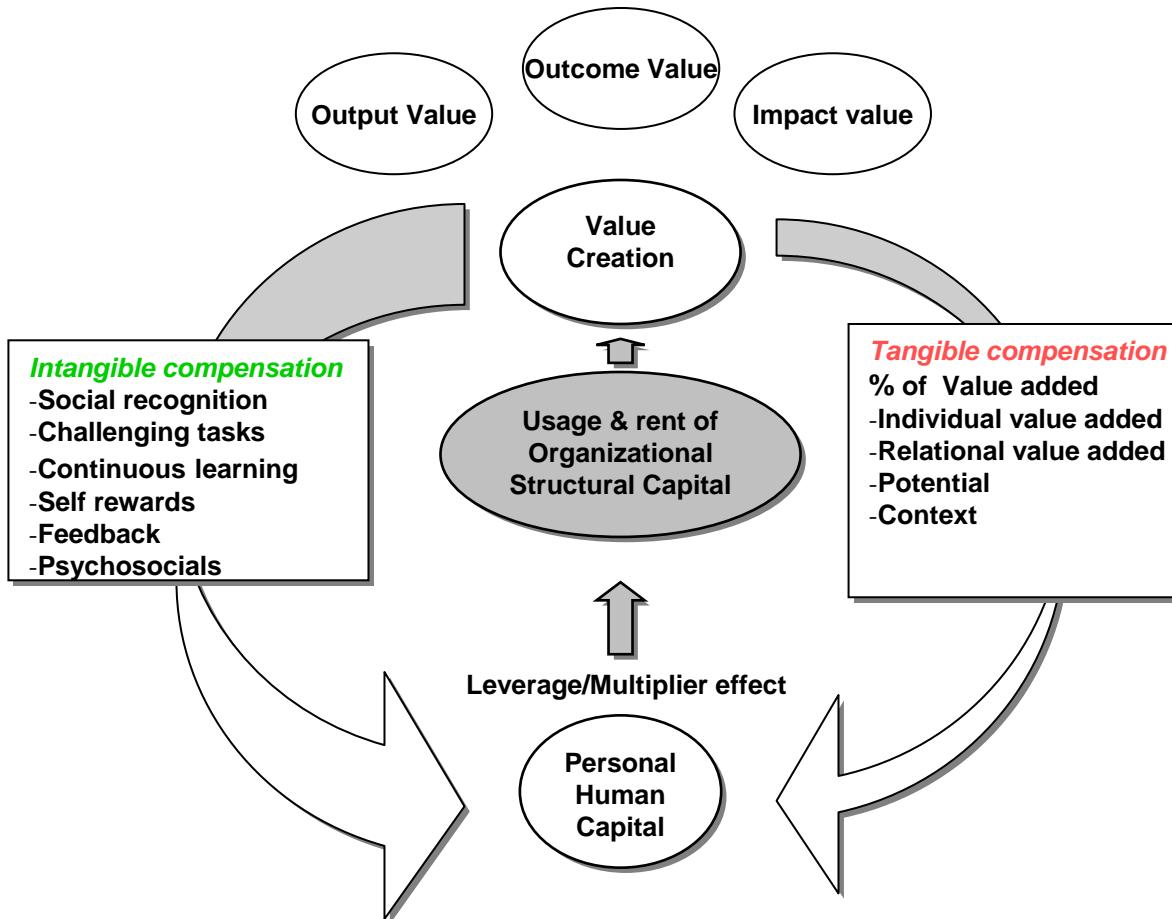
Reduce brain stress & speed



”A happy workforce
makes for a healthy
bottom line”

Financial Times

Longitude Value



Aspects of intelligent remunerations

Copyright; L.Edvinsson & J. Camp,
2005





CMM

" The Happy Restaurant "



CMM

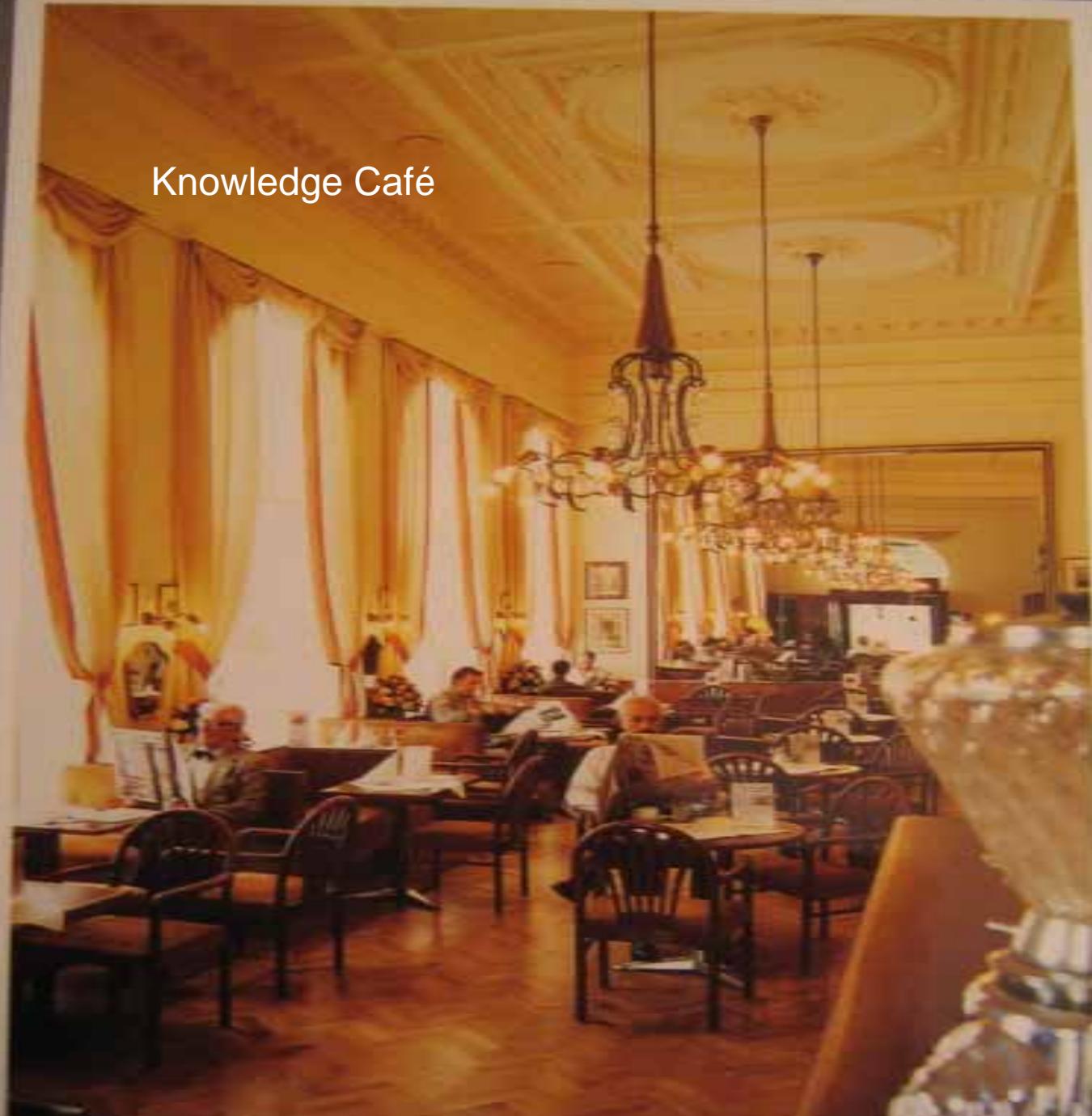
Knowledge Meeting Place



"Place for social interaction "



Knowledge Café



The critical psychosocial landscape





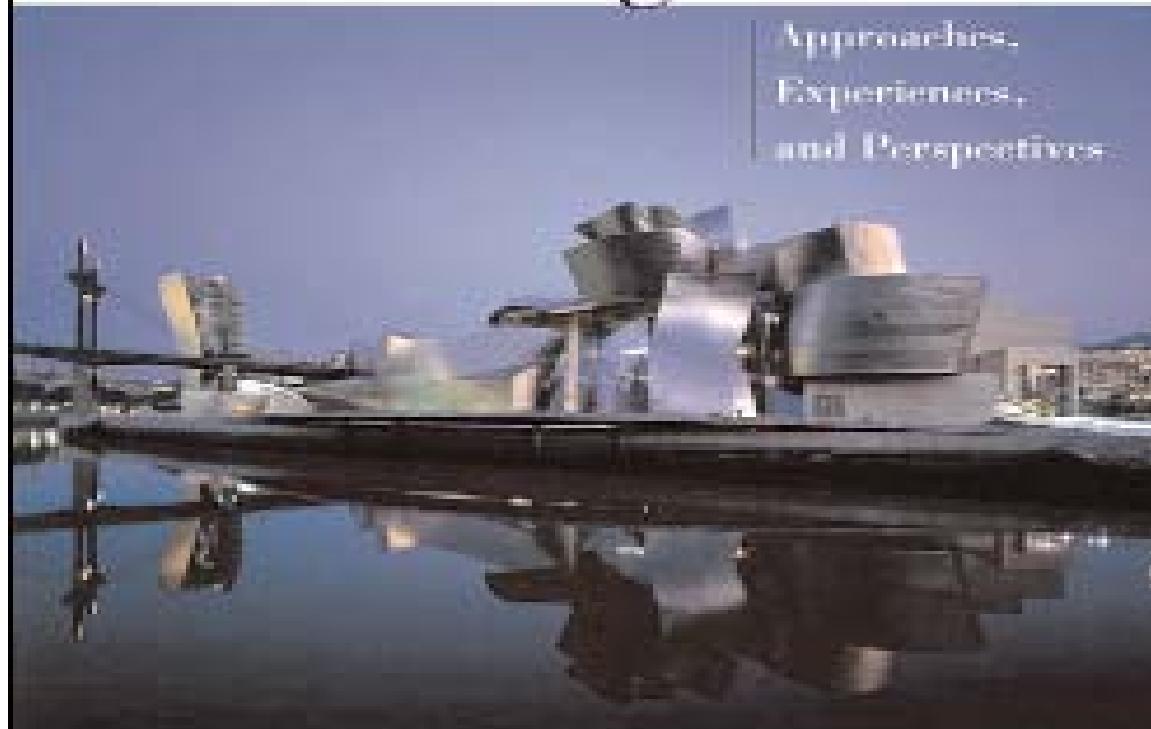
.....access to green areas for mind gym

A photograph of a traditional Chinese garden. In the foreground, a paved walkway leads towards a stone bridge. To the left, a building with dark, curved eaves and red support pillars is visible. The background is filled with lush green trees and bushes, creating a sense of tranquility and natural beauty.

**ECOLOGICAL
JOY ZONE**

Knowledge Cities

Approaches,
Experiences,
and Perspectives



Edited by
Francisco Javier Carrillo



A photograph of a modern urban plaza. In the foreground, there are several sets of wide, light-colored stone steps leading up towards the center. The ground is paved with large, rectangular, reddish-brown tiles. A row of young trees with green leaves stands along the center of the plaza. To the left, a tall, dark grey or black building with a curved facade and a glass-enclosed entrance is visible. A street lamp post with two lights stands on the left side. In the background, more buildings and a clear blue sky are visible.

22 @





BY LIEUT COL F HATTY

London Printed and Published by J. D. Longman & Co. Ltd.

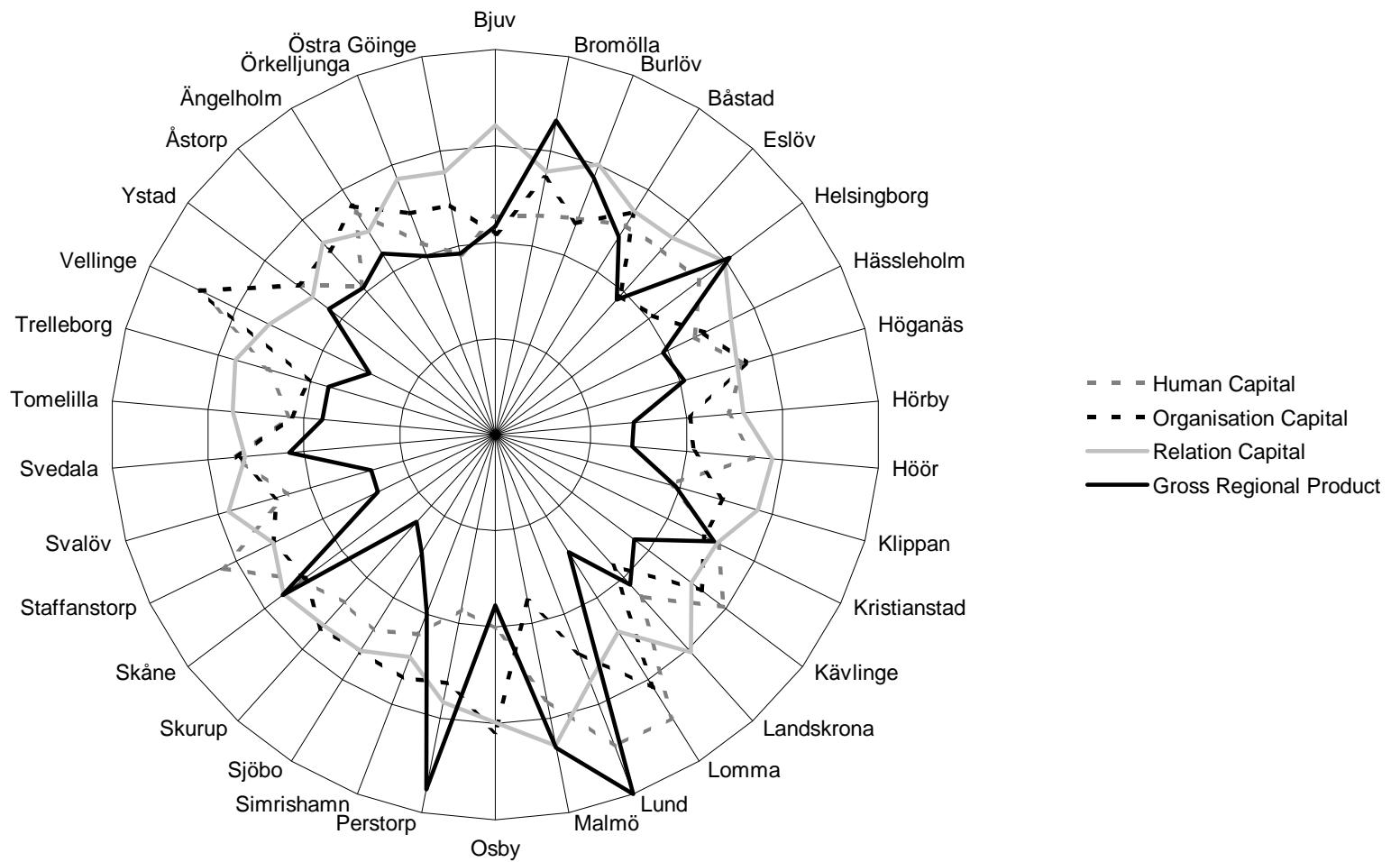
1880

THE EXCHANGE . COPENHAGEN.



VASCO DA GAMA





A photograph of a person's lower body walking on a sandy beach. The person is wearing dark shorts and sandals. Their long shadow stretches across the light-colored sand towards the horizon. The background is a bright, hazy sky.

Knowledge Migration

Table 4: The Euro-Creativity Index

		TALENT INDEX			TECHNOLOGY INDEX			TOLERANCE INDEX		
Euro-Creativity Index		Creative Class Index	Human Capital Index	Scientific Talent Index	Innov. Index	High Tech Innov. Index	R&D Index	Attitudes Index	Values Index	Self-Express Index
Rank	Score									
1. Sweden	0.81	8	7	2	2	3	1	2	1	1
2. USA	0.73	1	1	3	1	1	3	n.a.	13	4
3. Finland	0.72	4	6	1	4	2	2	3	5	10
4. Netherlands	0.67	3	2	10	6	4	8	5	4	2
5. Denmark	0.58	9	15	4	5	5	6	7	3	3
6. Germany	0.57	11	4	7	3	6	4	12	2	9
7. Belgium	0.53	2	8	6	7	9	7	13	8	8
8. UK*	0.52	5	3	8	9	6	9	8	9	6
9. France	0.46	n.a.	11	5	10	8	5	11	7	11
10. Austria	0.42	12	14	11	8	10	0	9	10	5
11. Ireland	0.37	6	10	9	11	12	1	5	15	7
11. Spain	0.37	10	4	12	13	13	3	1	12	14
13. Italy	0.34	13	12	13	12	11	2	4	11	12
14. Greece	0.31	7	9	15	14	14	5	14	6	13
15. Portugal	0.19	14	13	14	15	15	4	9	14	15

Note: The numbers in column 3-11 indicate the relative position of the specific country with respect to the dimension reported in the column header (i.e. number 1 on the Human Capital column indicates that the country ranks first on human capital dimension). In bold, tied results.

*The scores on the Values Index and Self Expression Index refer to Britain (excluding Northern Ireland), for all other indexes scores refer to United Kingdom (Britain and Northern Ireland)

Soruce: R. Florida and I. Tinagli

WEF, Global Competitiveness Report, 2005 (underlined?)

- | | |
|-----------------------|------------------------|
| 1. <u>Finland</u> | 11. Netherlands |
| 2. US | 12. <u>Japan</u> |
| 3. Sweden | 13. <u>UK</u> |
| 4. Denmark | 14. Canada |
| 5. <u>Taiwan</u> | 15. Germany |
| 6. <u>Singapore</u> | 16. <u>New Zealand</u> |
| 7. <u>Iceland</u> | 17. <u>Korea, Rep</u> |
| 8. <u>Switzerland</u> | 18. UAE |
| 9. <u>Norway</u> | 19. Qatar |
| 10. <u>Australia</u> | 20. <u>Estonia</u> |

•jaubert@worldbank.org

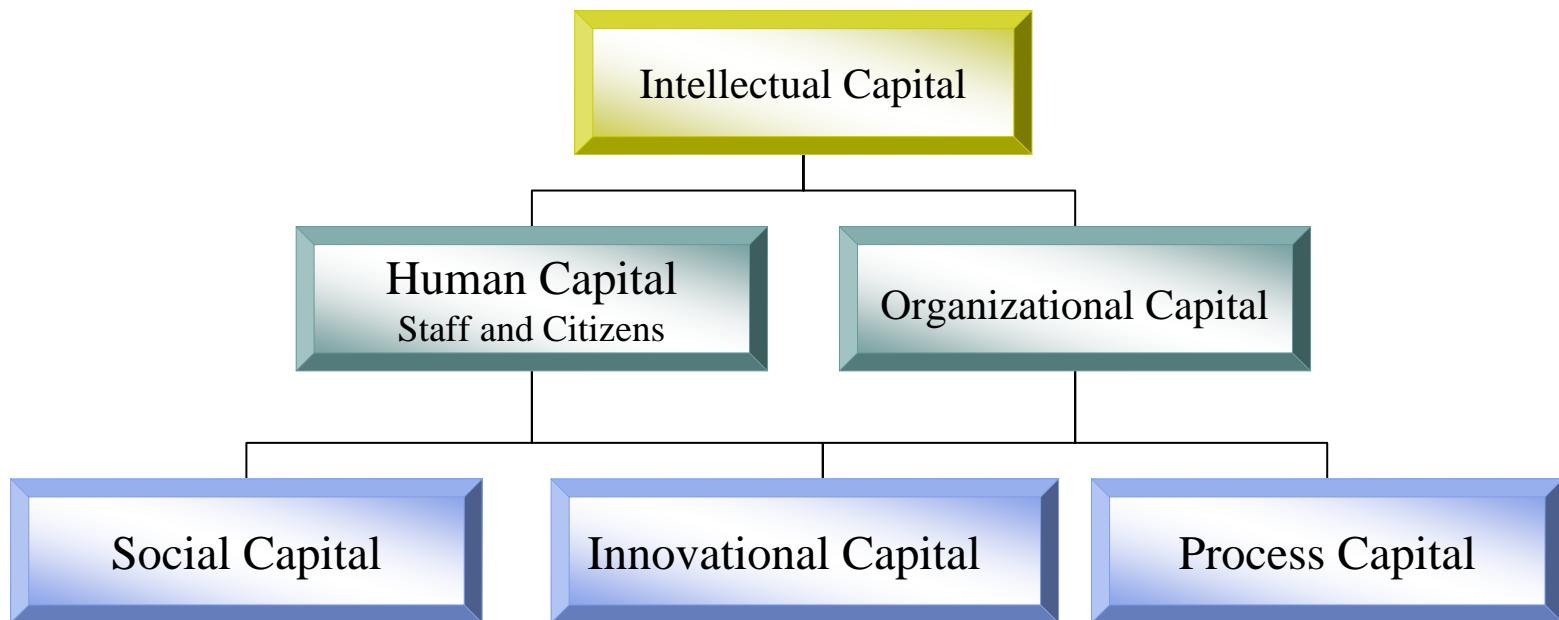


Foto: Richard Ryar

URBAN DENSITY & INNOVATIONS



SOCIAL INNOVATION SPACES



Source; Edvinsson & Radovanovic

Knowledge Exchange



www.knexa.com

*The strategic
"time glas"*



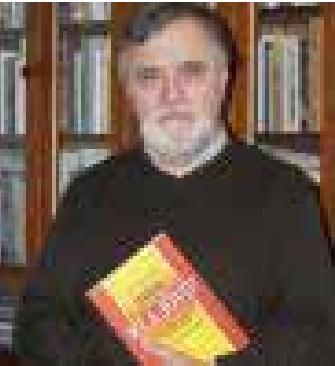
DOMINANT MODELS

1. INDUSTRIAL ERA (1850-1980)
2. NEO KAPITALISM (1980-1995)
3. INFORMATION-ERA (1990-2000)
4. KNOWLEDGE-ERA (1995-2020)
5. MIND-ERA (2010-2030/50)

DOMINANT SOCIETY VALUES

Materialistic
Money, job, wealth
Position and info networks
Education and Knowledge
Social intelligence, Well-fare

Source: C. Varga



Growth flow

Localicing

YOUR I - SPACE

GLOBALICING

Csaba Varga

Intelligent regions

**Intelligent life in a creative way, based
on social intelligence and digital with
collective self governance.**



**Connecting bridge between local society
and global opportunities.**

The Intelligent City K-Recipe

- attractor for the creative class
- geopolitical position
- mobile city with networks to various clusters and meetings places with know who's
- communicative city with good logistical flow
- cooperative city with high value making through various exchanges
- healthy, fresh and humane to offer good quality of life
- curious citizens with active interfaces towards the unexplored for social innovations
- generous city with cultural capital and coherence emphasizing values
- action intensive city with multitude of active interfaces
- wealth creating
- safe and peaceful

Source: Leif Edvinsson

Transformation space formula?

Human Capital

Structural Capital





Source: Dr.Ron Dvir

Society IC Leadership



www.bottomline.se

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Leif Edvinsson

Professor of Intellectual Capital

leif.edvinsson@unic.net

Phone: +46 70-592 50 78