



WATER

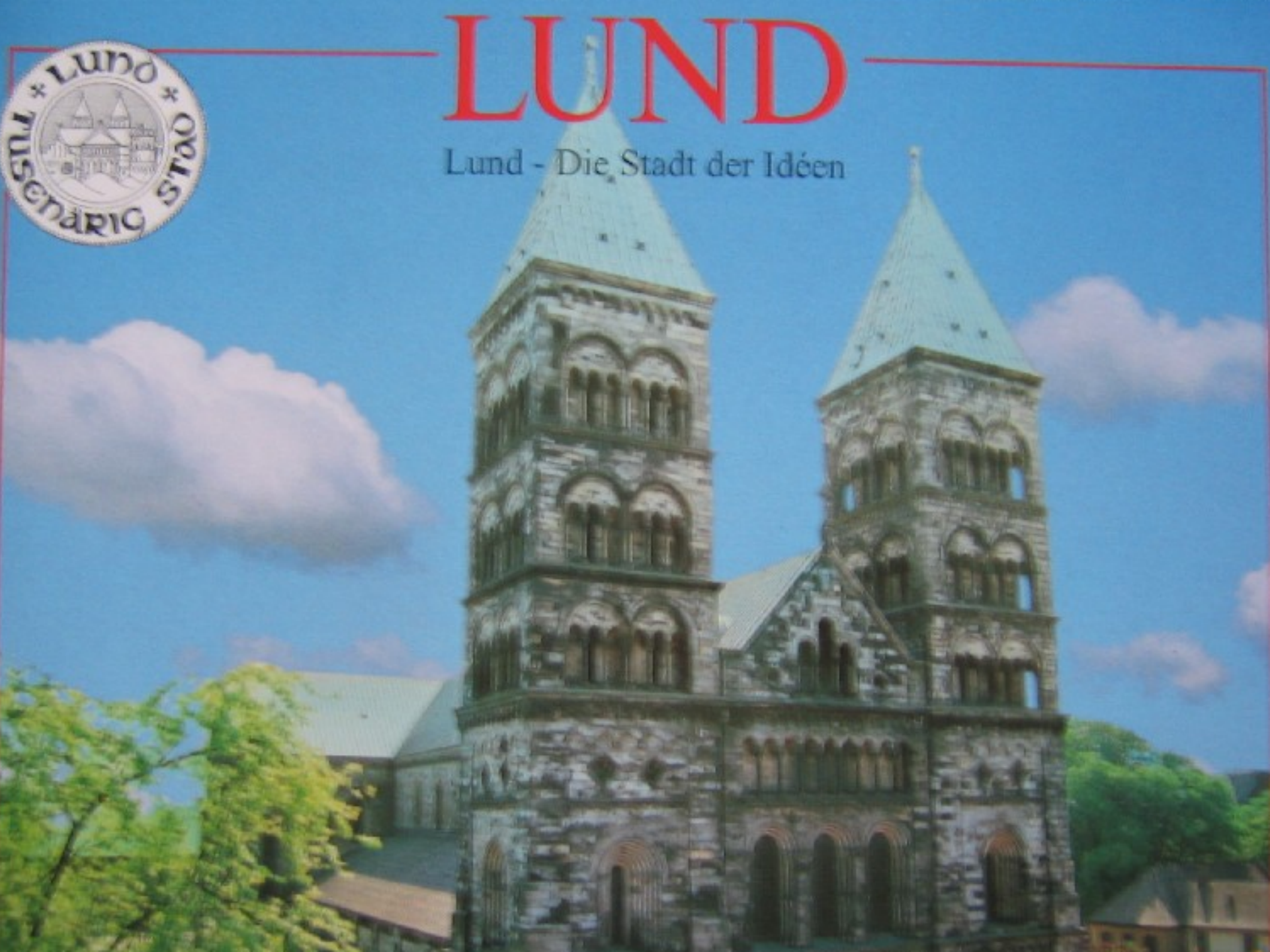
MILES

W. & A. THOMSON
PATENTS
GLASGOW
N.Y.C. 1878



LUND

Lund - Die Stadt der Ideen





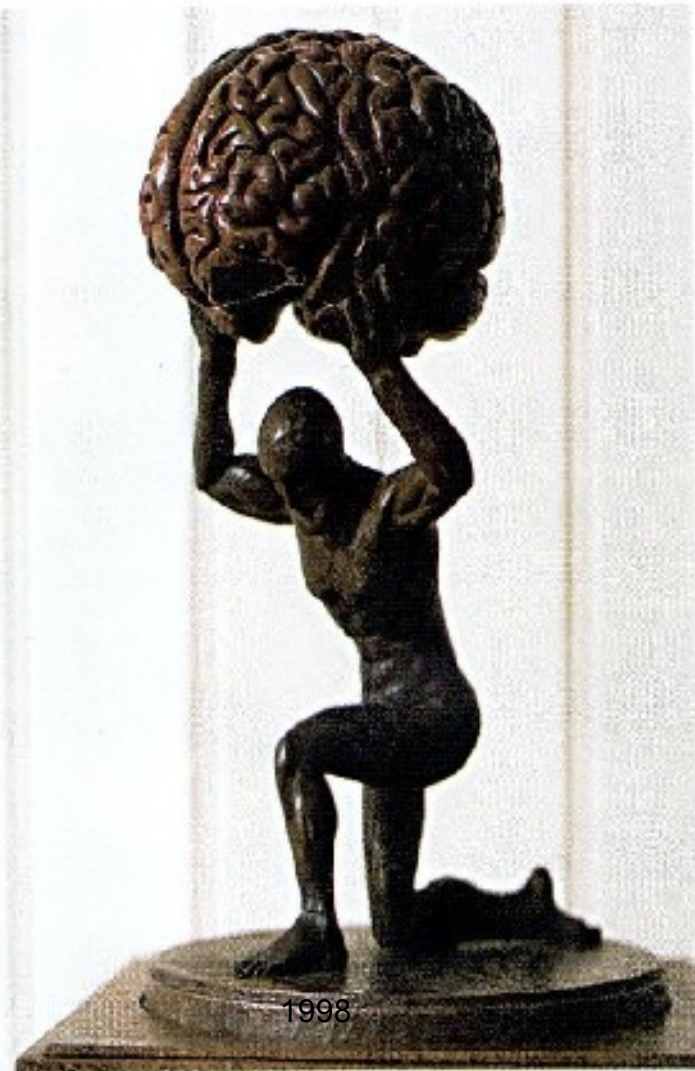
INTELLECTUAL CAPITAL: THE NEW WEALTH OF THE 21ST CENTURY

INTELLECTUAL CAPITAL

REALIZING YOUR COMPANY'S
TRUE VALUE BY FINDING
ITS HIDDEN BRAINPOWER

LEIF EDVINSSON AND
MICHAEL S. MALONE

coauthor of *THE VIRTUAL CORPORATION*



BRAIN OF THE YEAR
1998



Intellectual Capital for Communities

NATIONS, REGIONS, and CITIES



Edited by AHMED BOUNFOUR • LEIF EDVINSSON

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*
- Knowledge Innovation Zones
- Ragusa Social Intelligence event May 29-30, 2006
- Paris event June 30 at World Bank



COGNITIVE

LANDSCAPE





"Perspective is worth more than 50 IQ points"

Gary Hamel

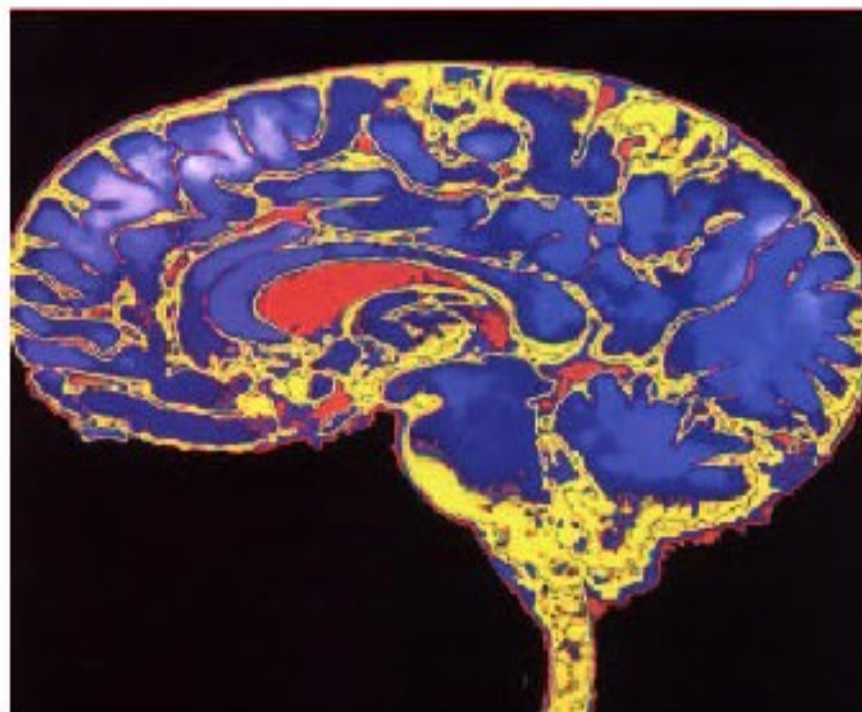


The background of the slide is a close-up, slightly blurred photograph of an open book. The book's cover is a warm, light brown wood grain. The pages are numerous and thin, creating a dense, layered texture. The lighting is soft, highlighting the edges of the pages and the texture of the wood. The overall color palette is warm and earthy, dominated by browns and oranges.

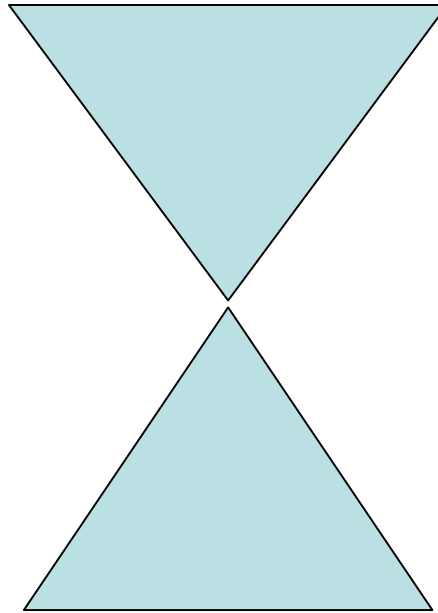
Knowledge Navigation

for
Opportunity Space

Beyond . . .



***The strategic
"time gate"***



DOMINANT MODELS

3. INDUSTRIAL ERA (1850-1980)
4. NEO KAPITALISM (1980-1995)
5. INFORMATION-ERA (1990-2000)
6. KNOWLEDGE-ERA (1995-2020)
7. 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



美洲 America

欧洲 Europe

80°N

60°N

上海 Shan

Genchi Gembutsu ?????



Intellectual Capital

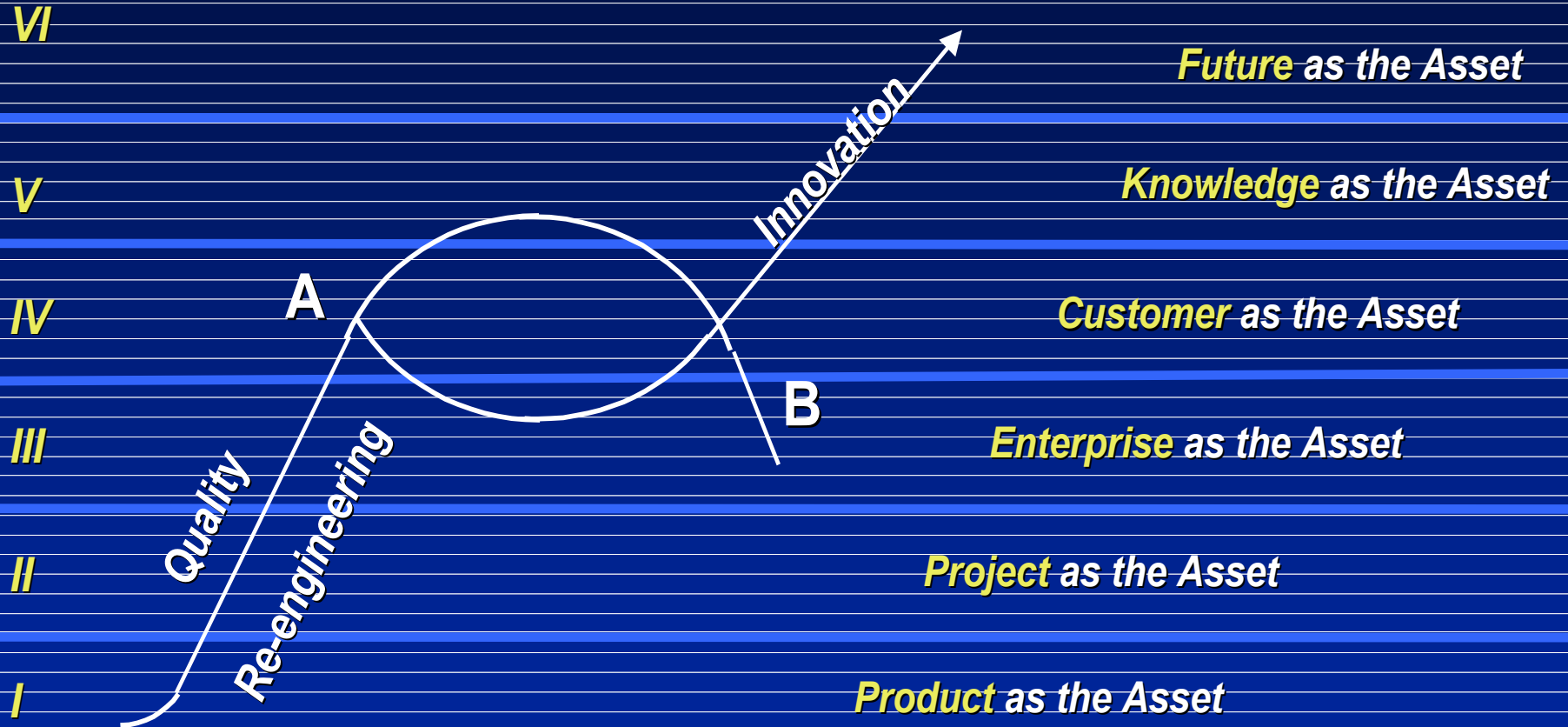
“Our intellectual capital is at least as important as our financial capital in providing truly sustainable earnings”

Björn Wolrath

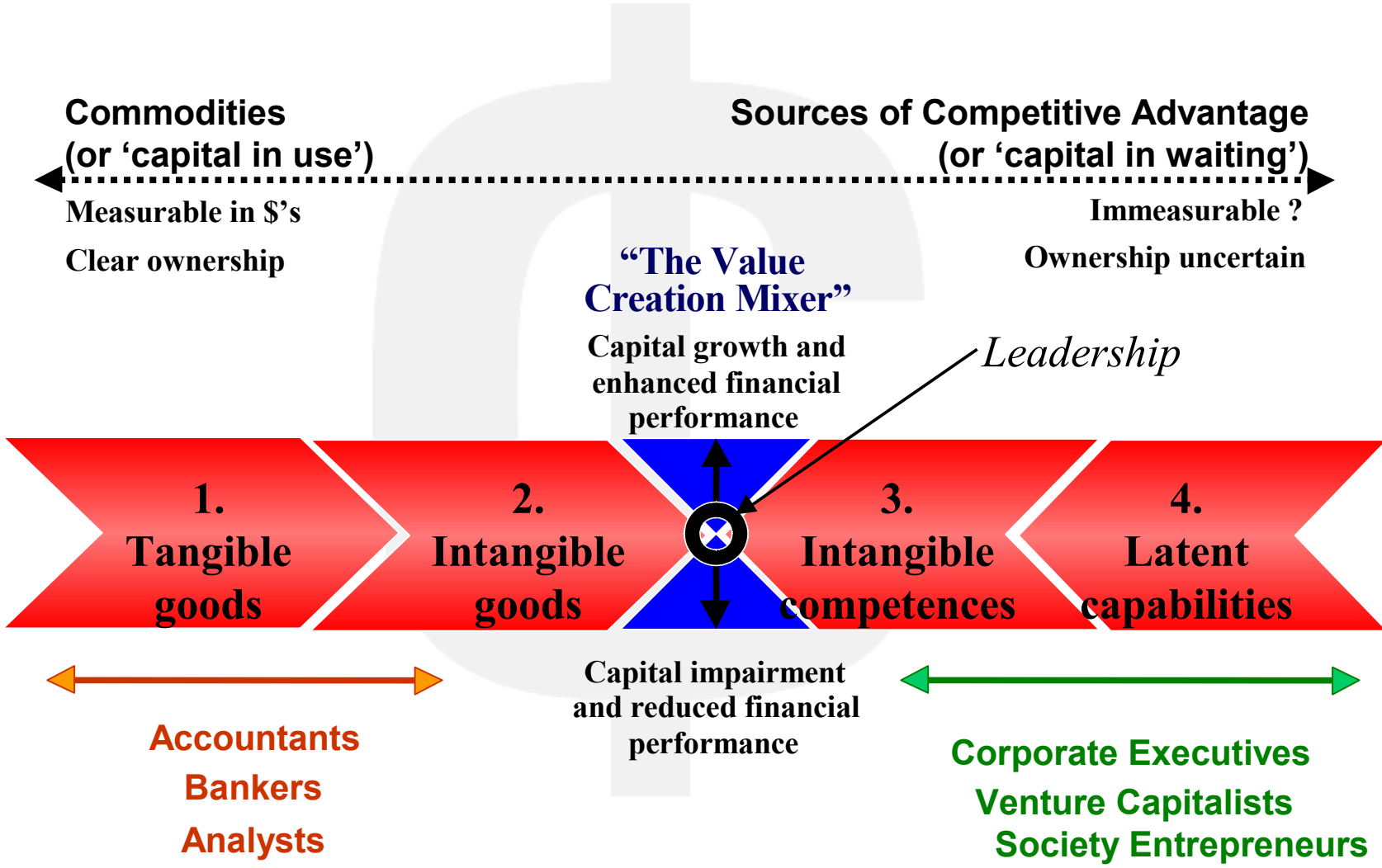


Unit of Analysis

Emerging Wave of 6th Generation

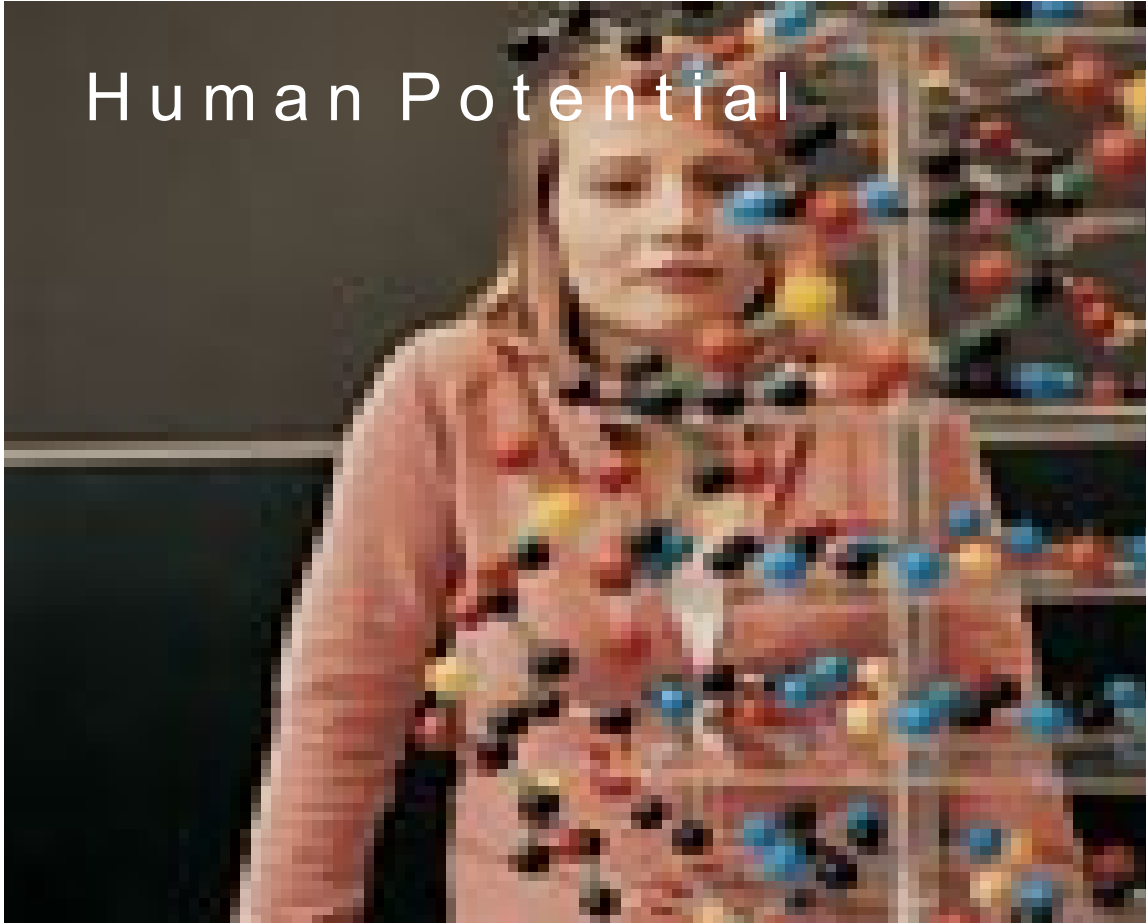


A new perspective on 'assets'



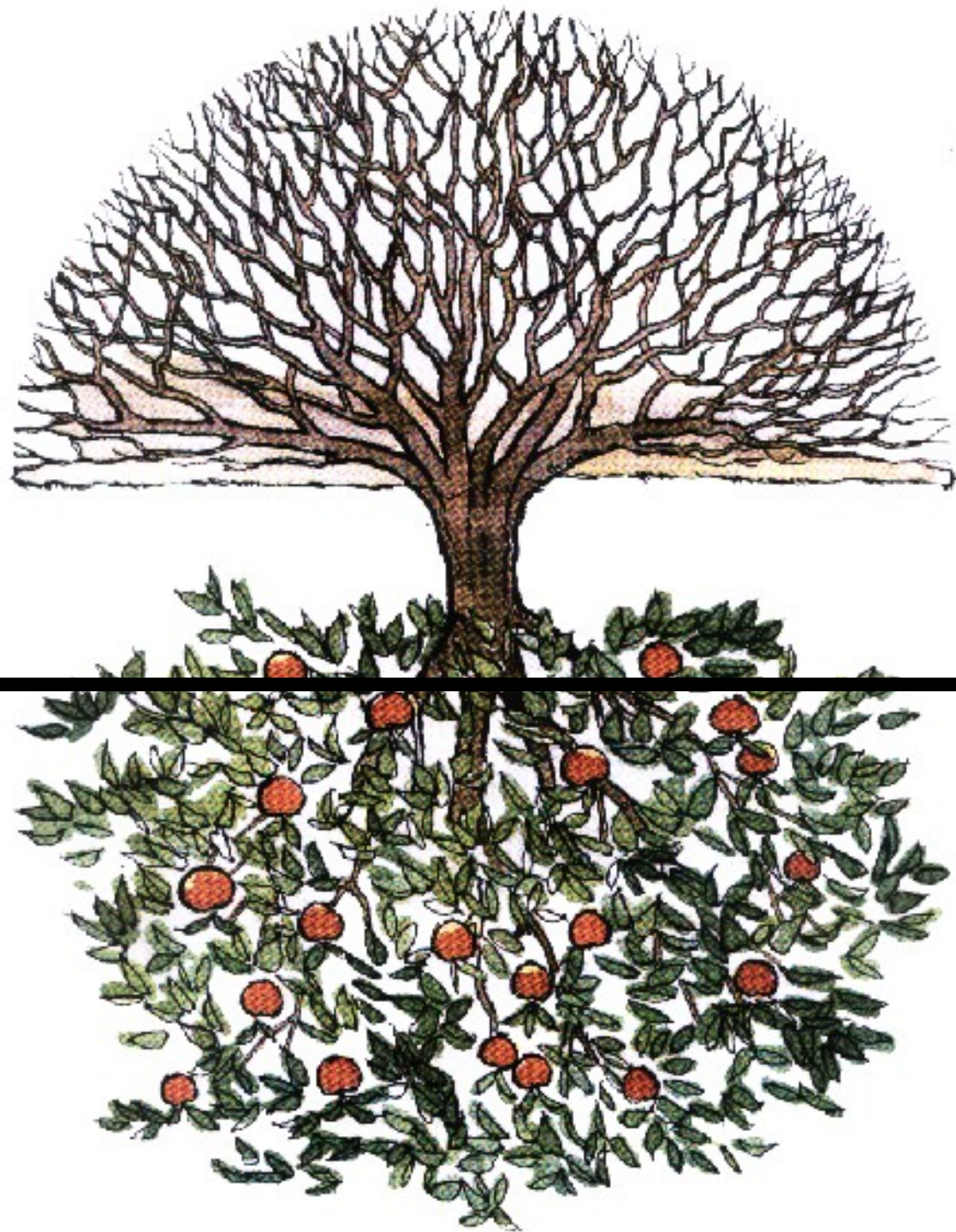
www.euintangibles.net

Human Potential





Logic of IC



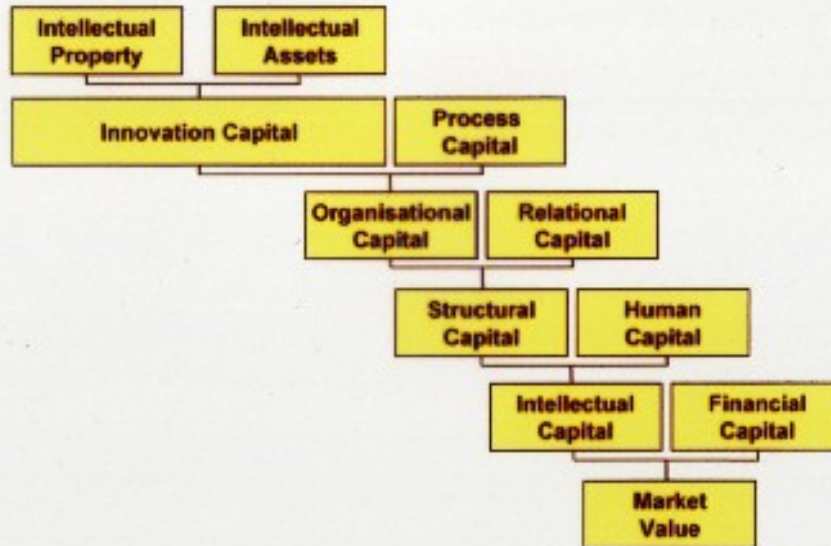
The new bottom line

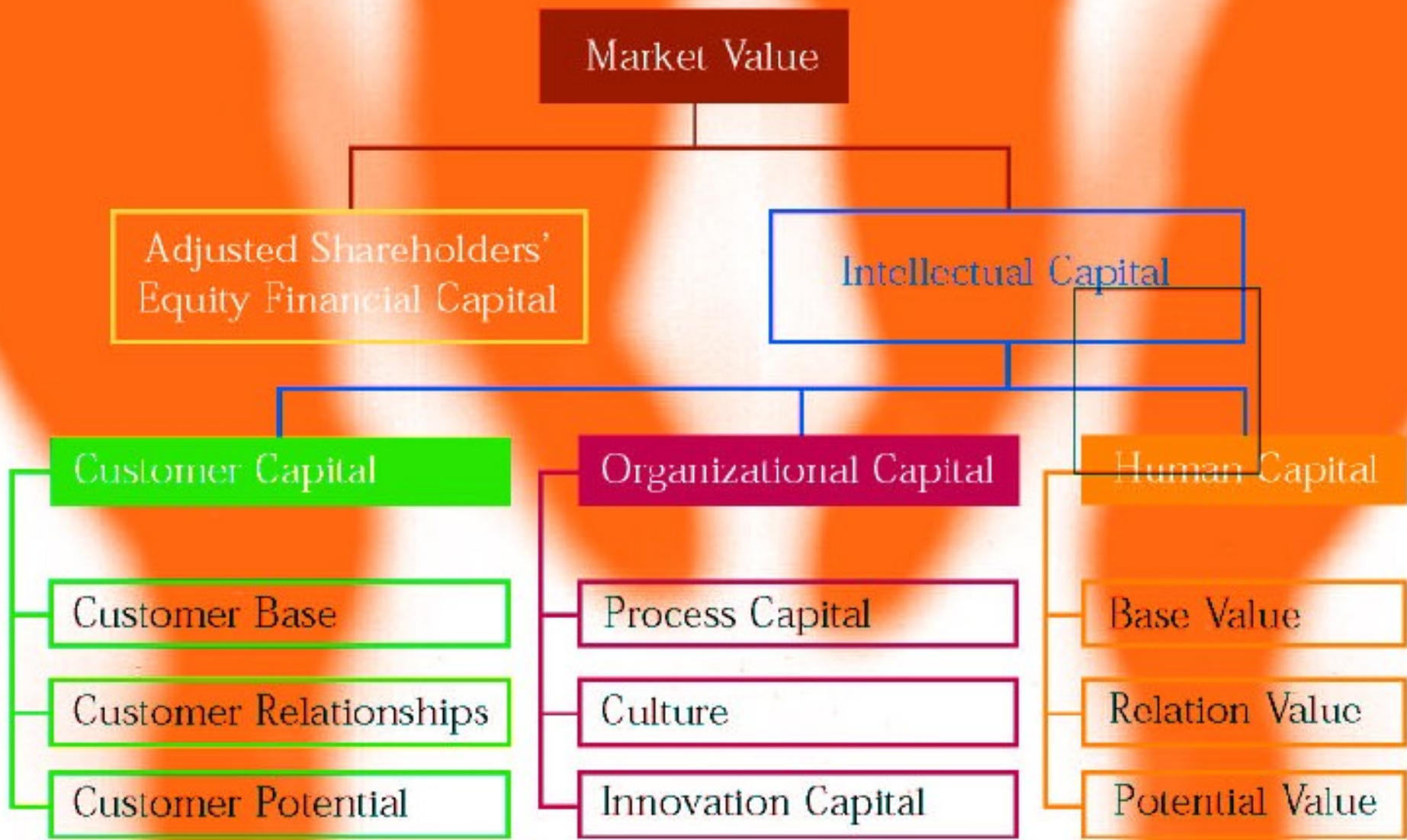
- Intellectual Capital (IC)**
- Psychosocially Supportive Design!**
- Innovations**

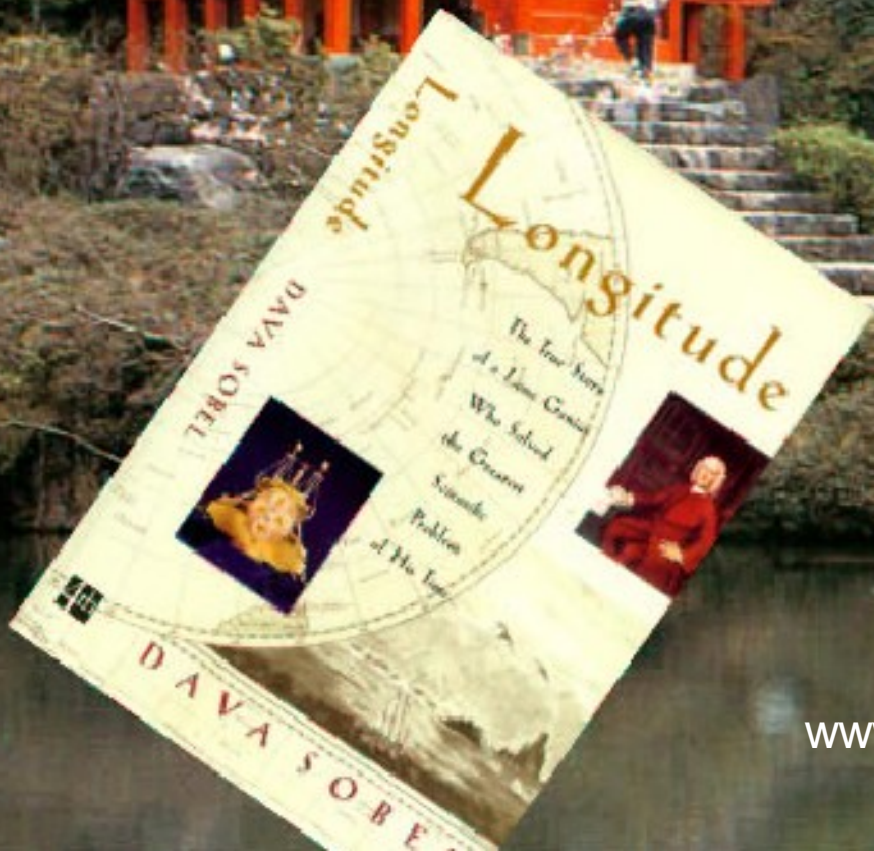
The Hidden Values



UNIC IC Value Scheme TM

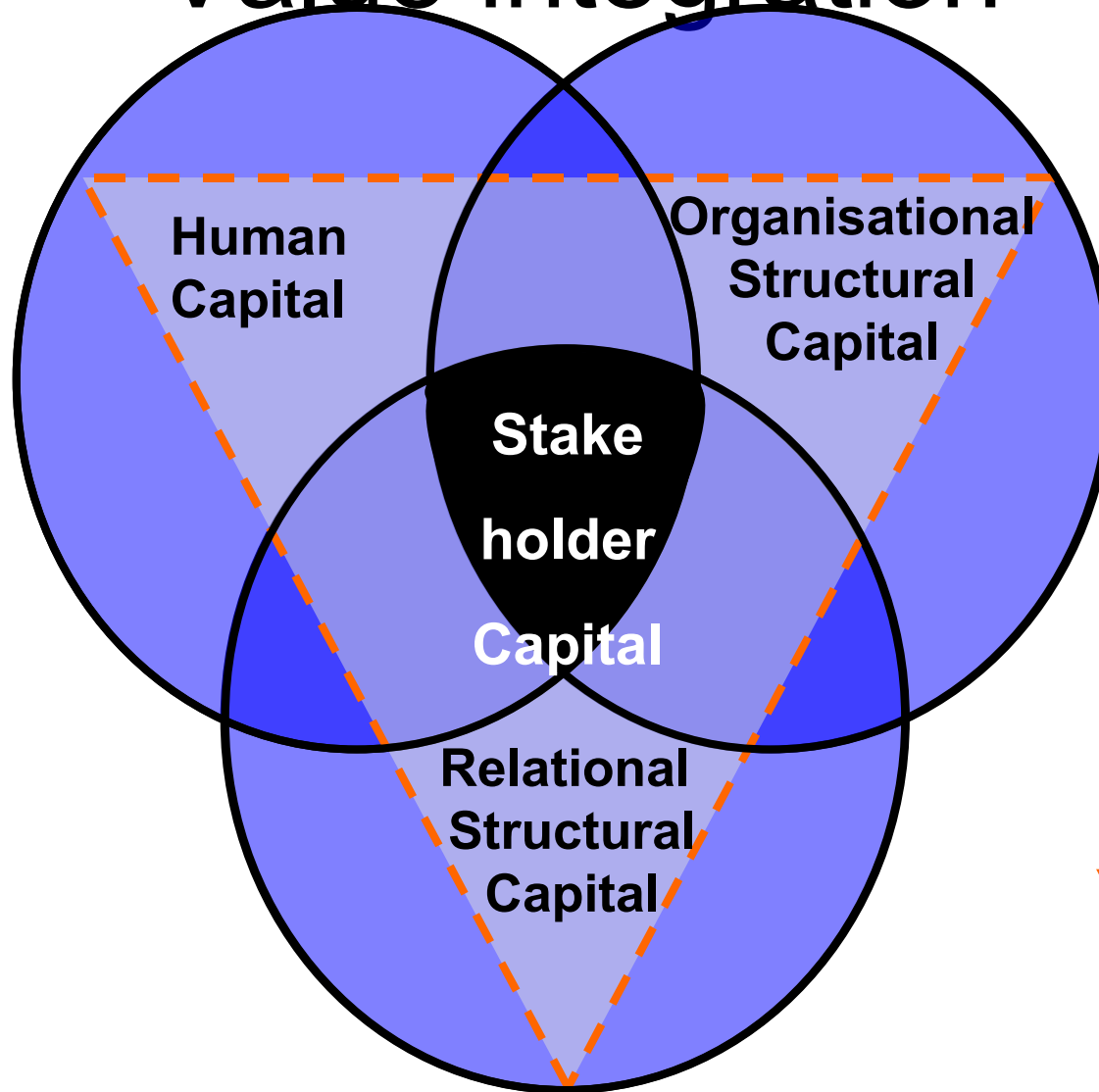






www.corporatelongitude.com

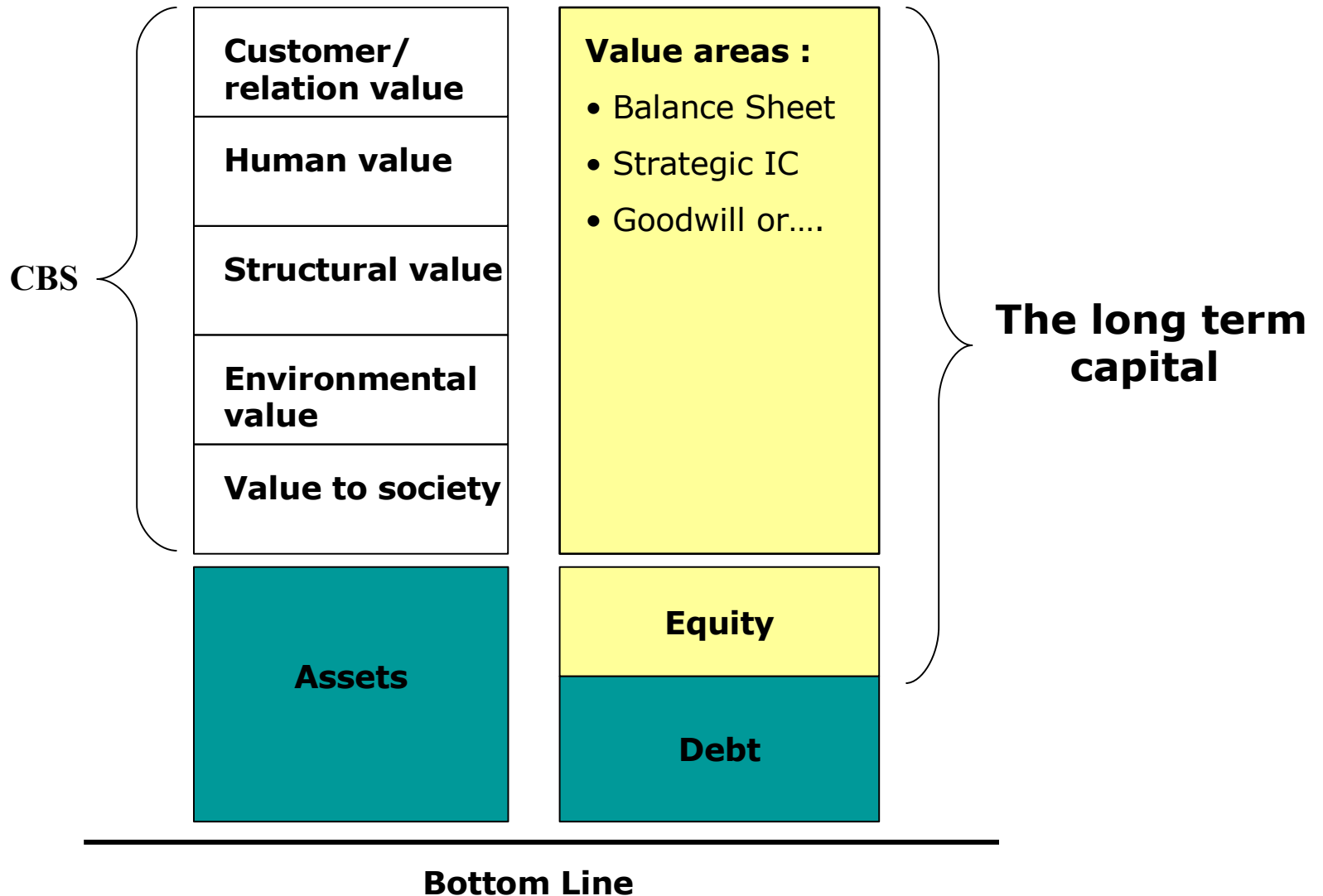
Value integration



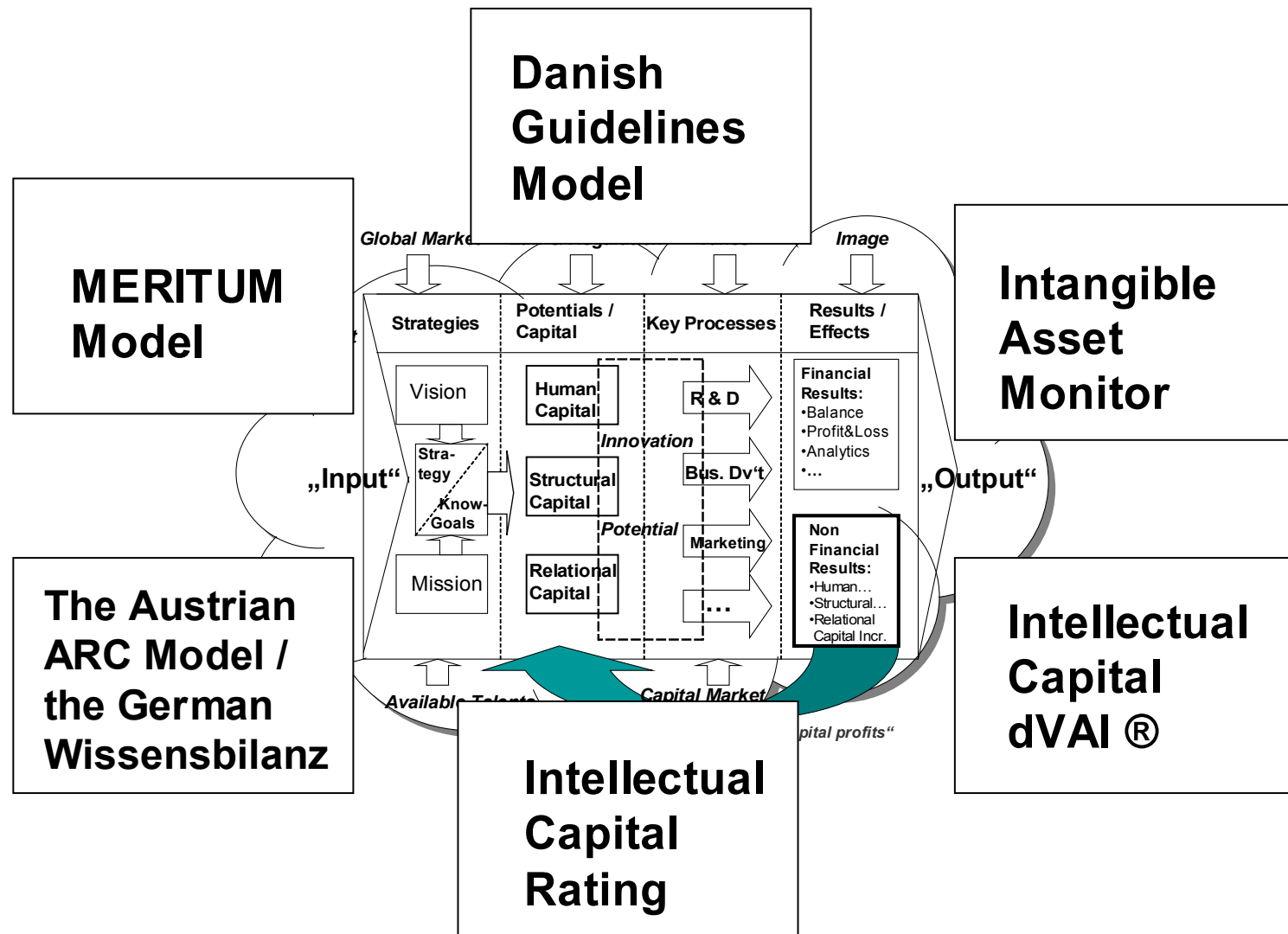




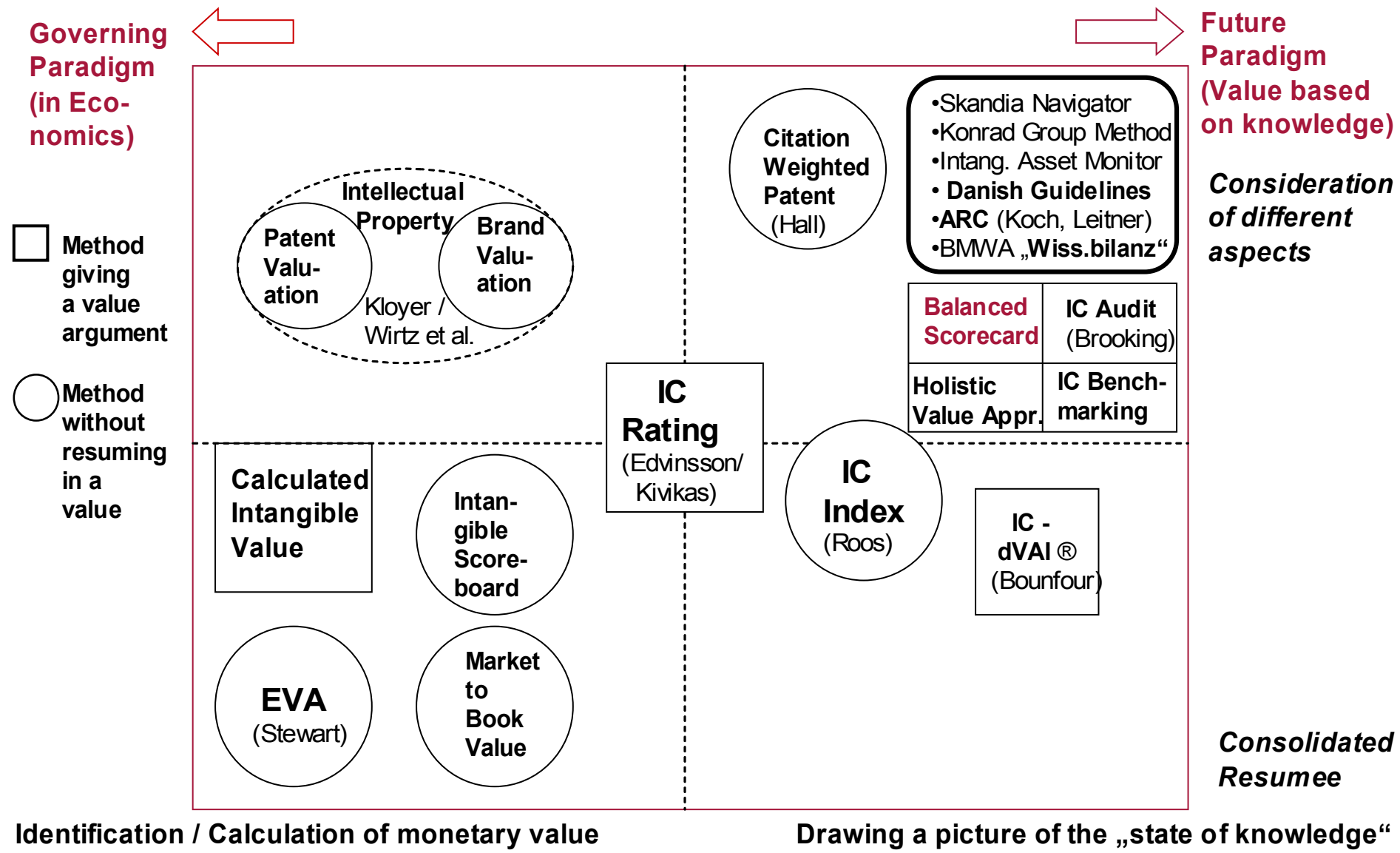
Sustainability value



The use of the Reference Model in respect to methods mentioned in this report



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

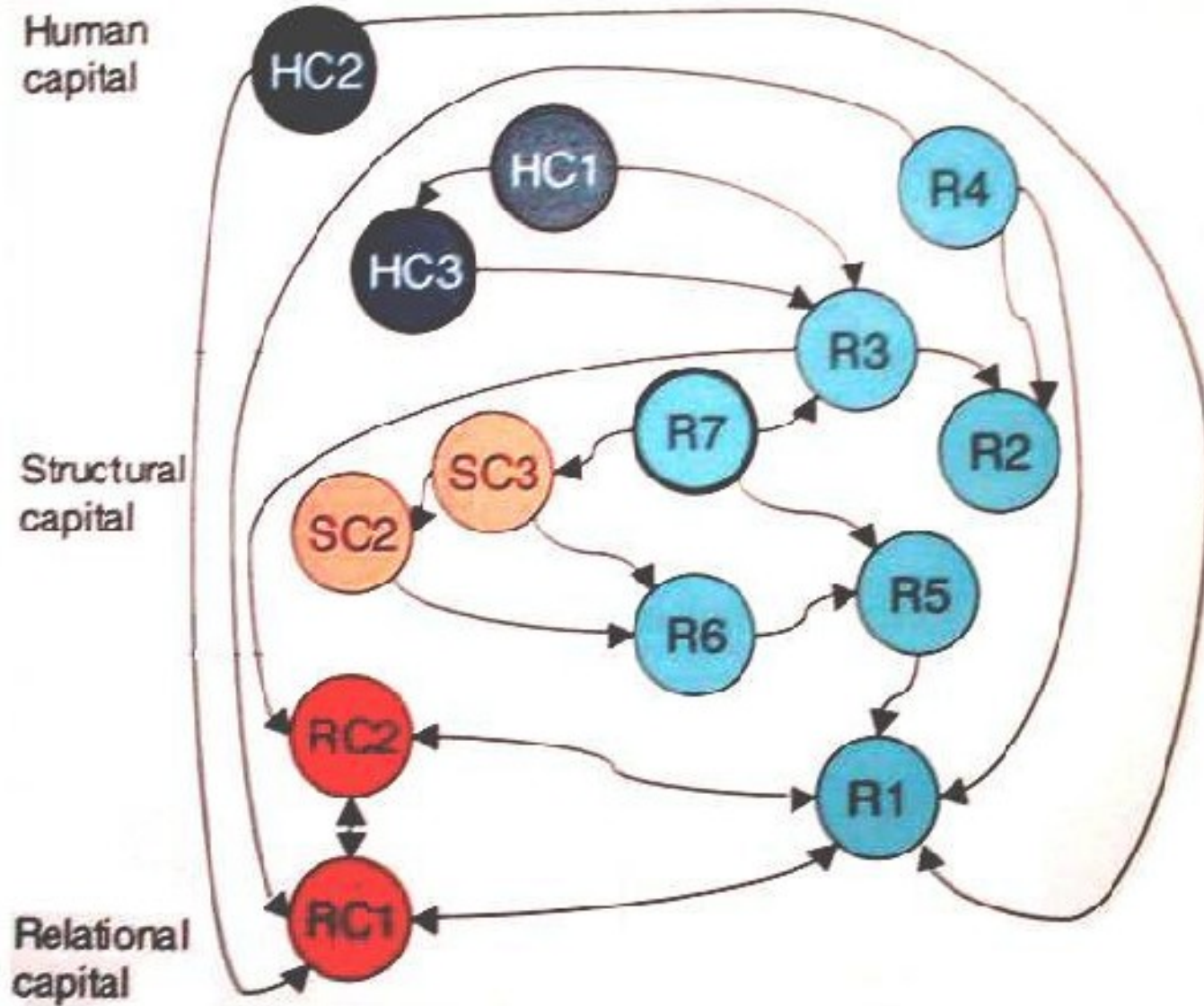


Wissensbilanz – Made in Germany

Leitfaden

www.akwissensbilanz.org

www.wissenskapital.info



www.akwissensbilanz.org

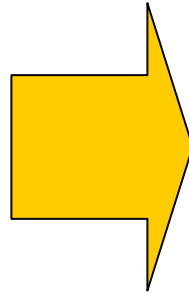
Policy Agenda 2

How to cultivate value creation friendly business environment.

Corporate Management (IA based management)

More focus on mid-term value creation based on IA.

→ Chose the best place for value creation in the world.

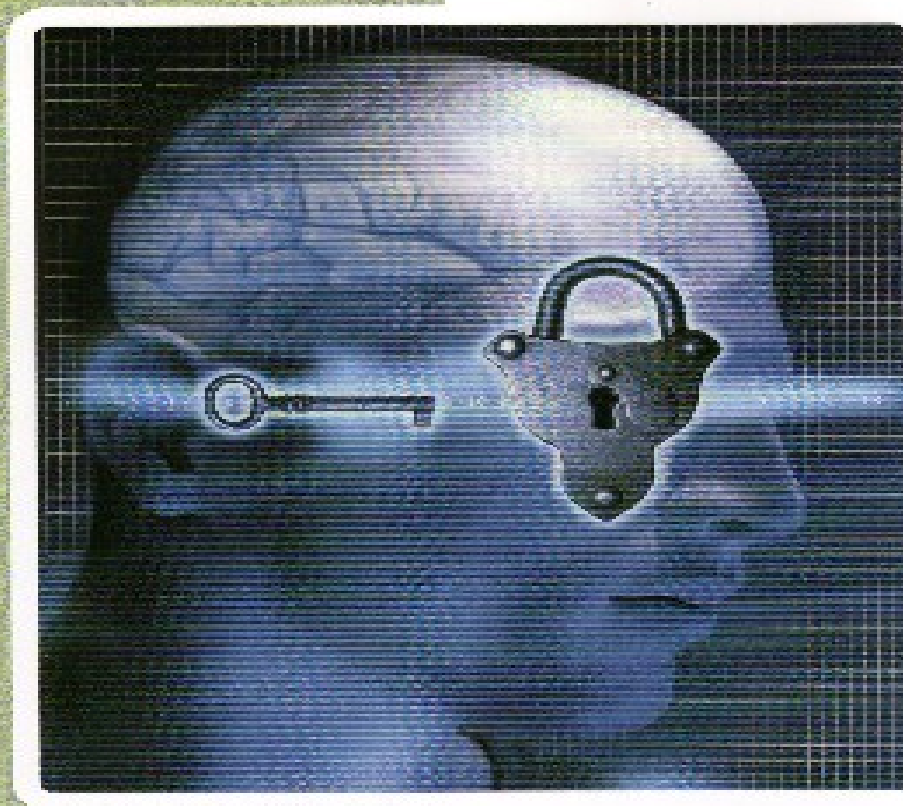
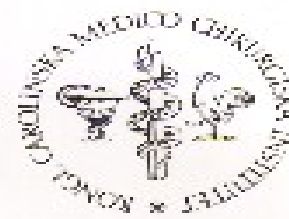


Business Environment

Business Environment of a Country / Community is the matter.

→ Policy on IA for Country / Community.

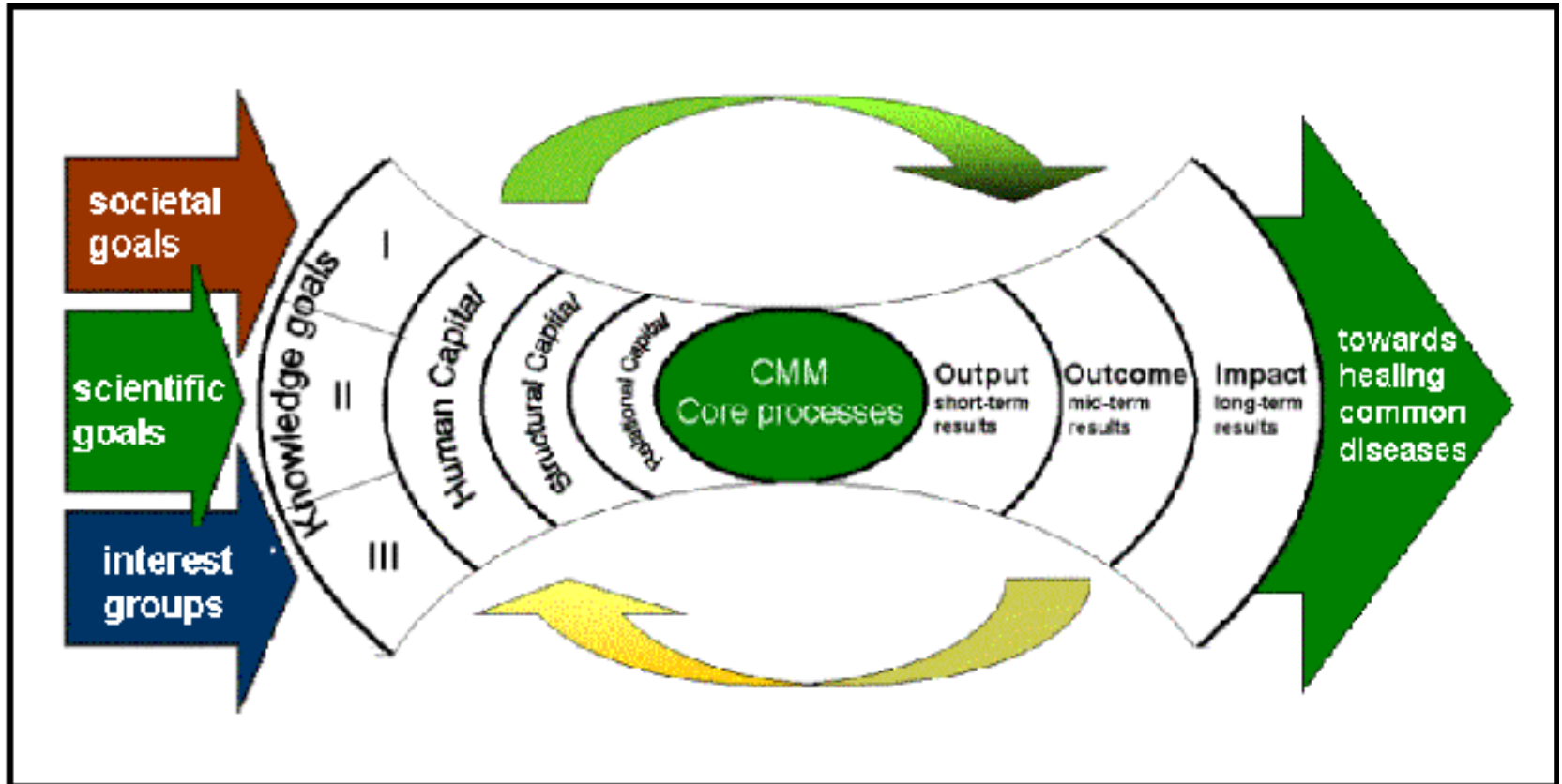
Intellectual Capital Report 2004



CMM | **Center for
Molecular Medicine**

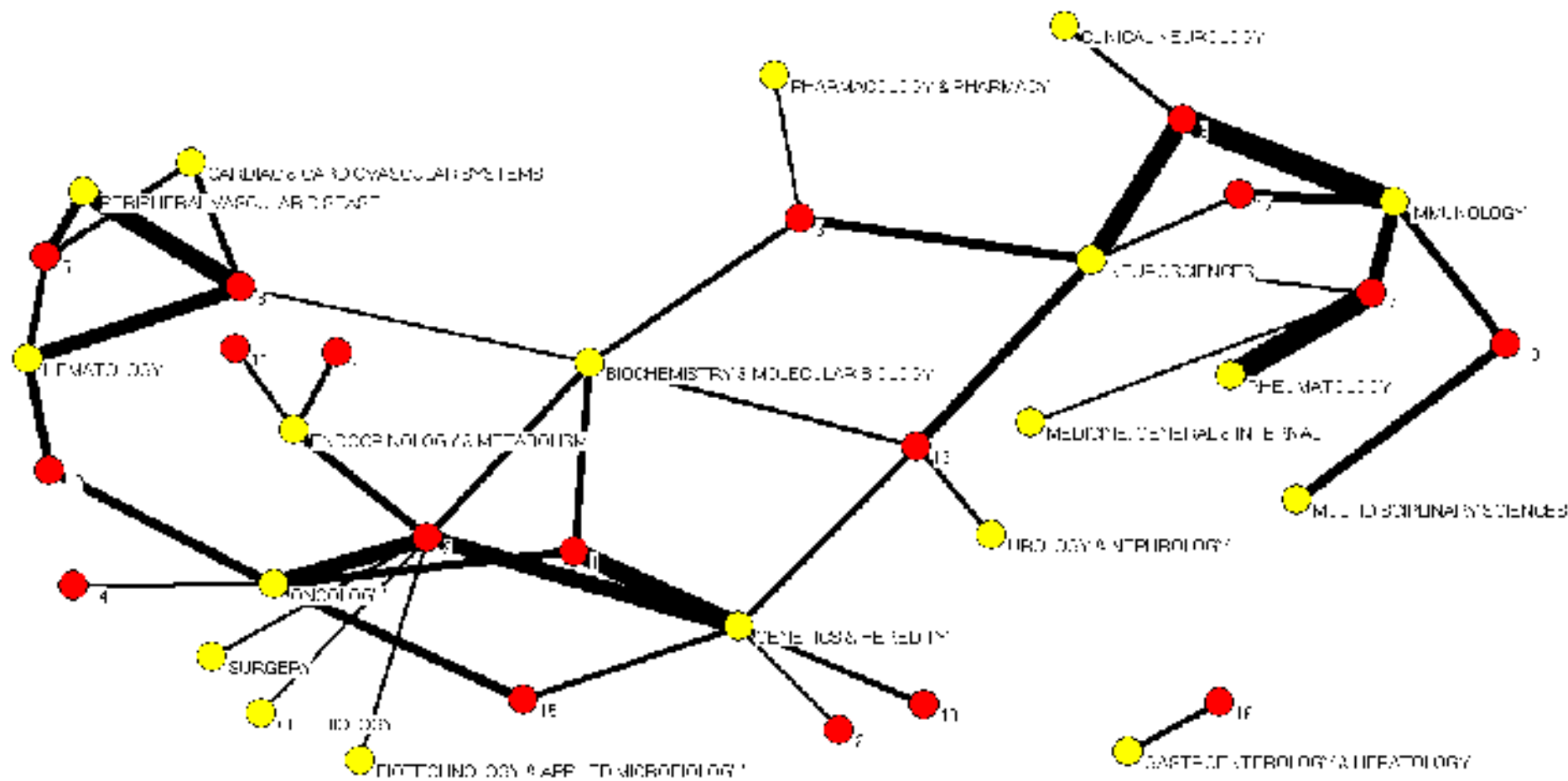
For research on the common diseases

CMM ICR model

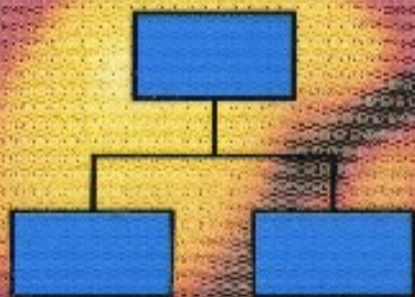


Source: CMM Intellectual Capital Report 2003 - Stockholm, 2004

www.cmm.ki.se



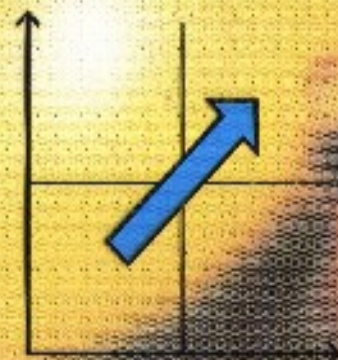
Intellectual Capital Evolution



VISUALIZE MEASURE



FLows MULTIPLY



NAVIGATE
FUTURIZE

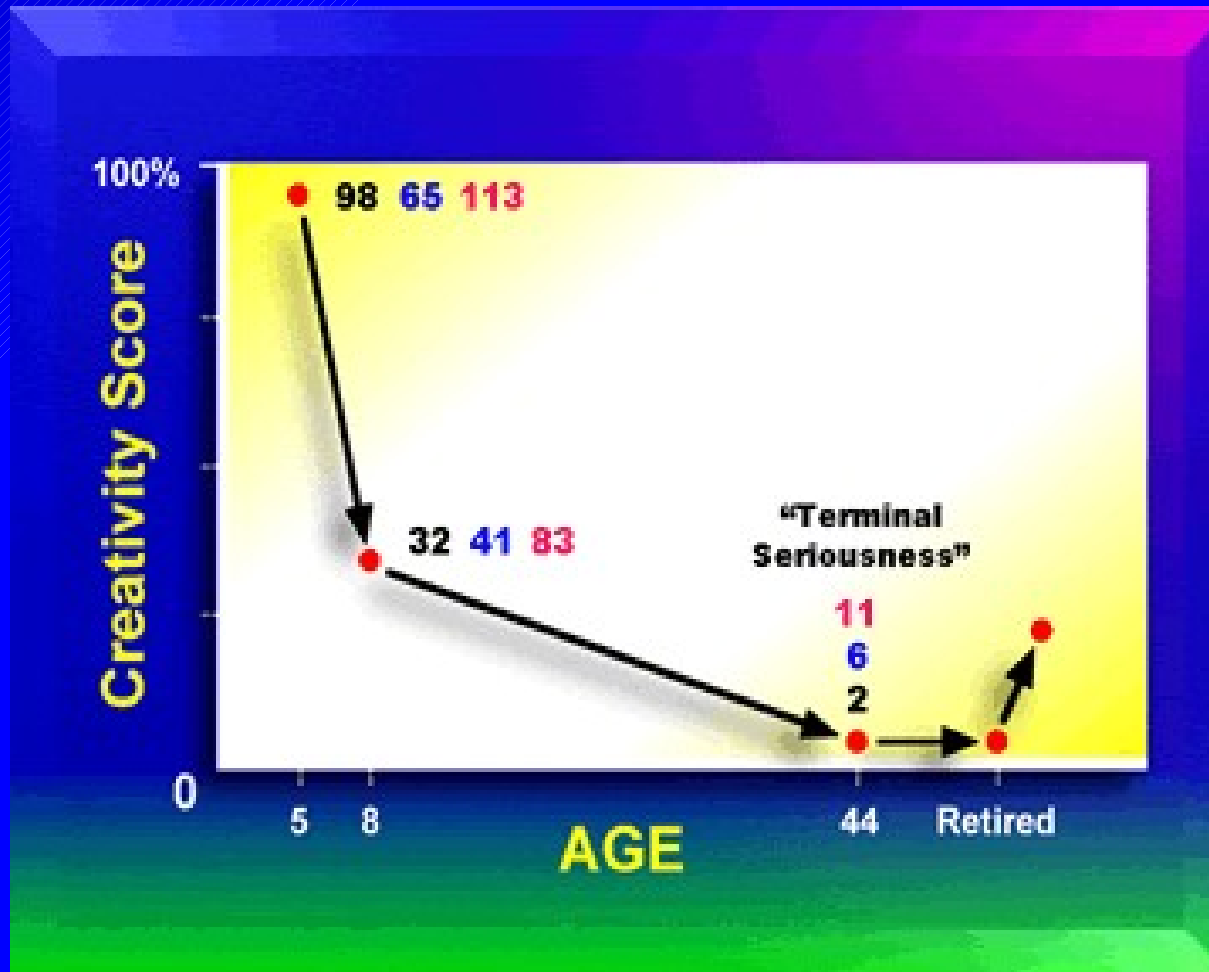
Skandia Future Center



Futurizing



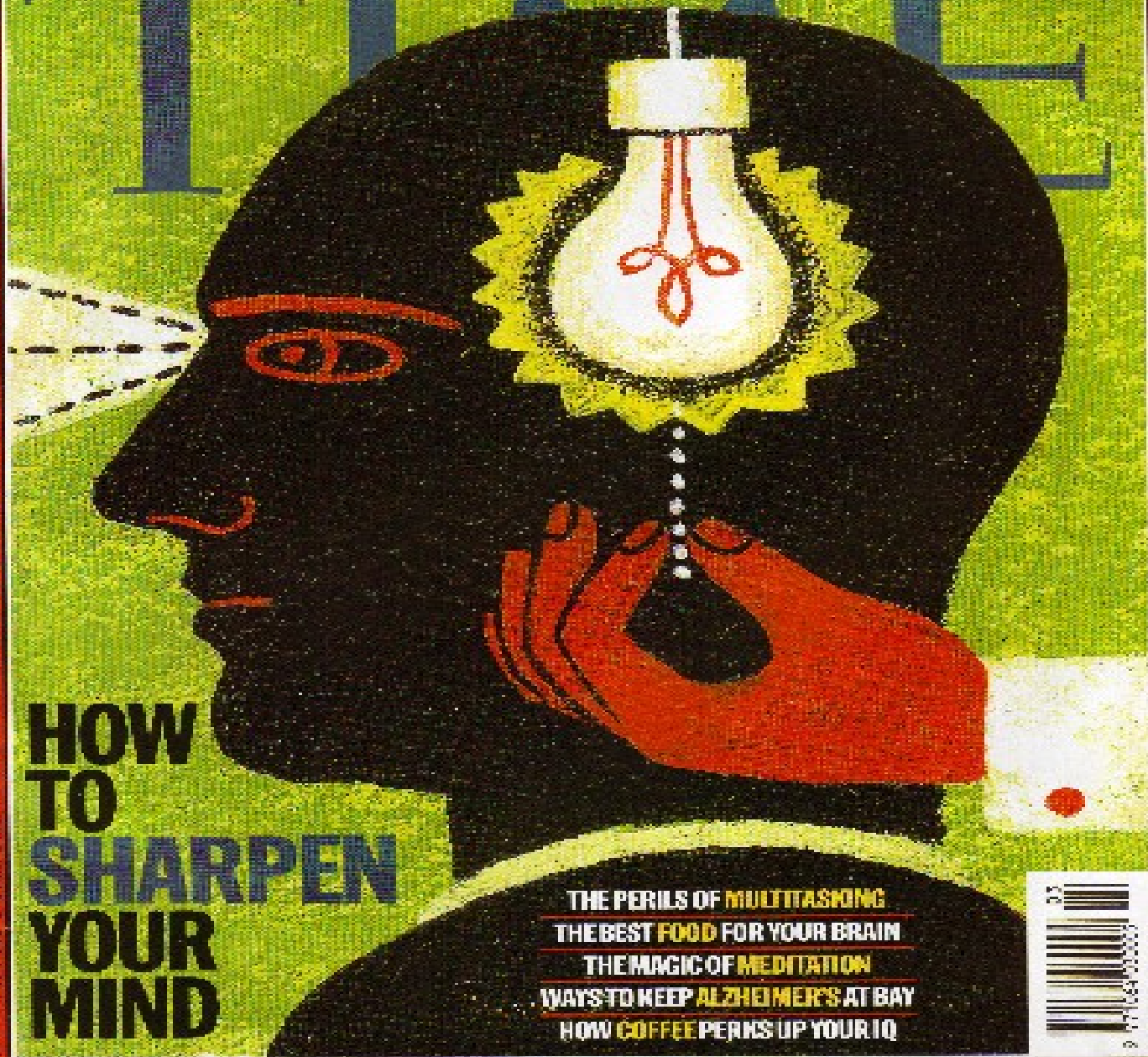
Increasing the Creativity Index



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

BIRD FLU RATTLES EUROPE ■ POWER SHIFTS IN WASHINGTON

TIME



HOW TO SHARPEN YOUR MIND

THE PERILS OF **MULTITASKING**
 THE BEST **FOOD** FOR YOUR BRAIN
 THE MAGIC OF **MEDITATION**
 WAYS TO KEEP **ALZHEIMER'S** AT BAY
 HOW **COFFEE** PERKS UP YOUR IQ

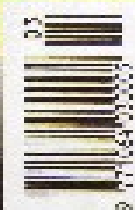
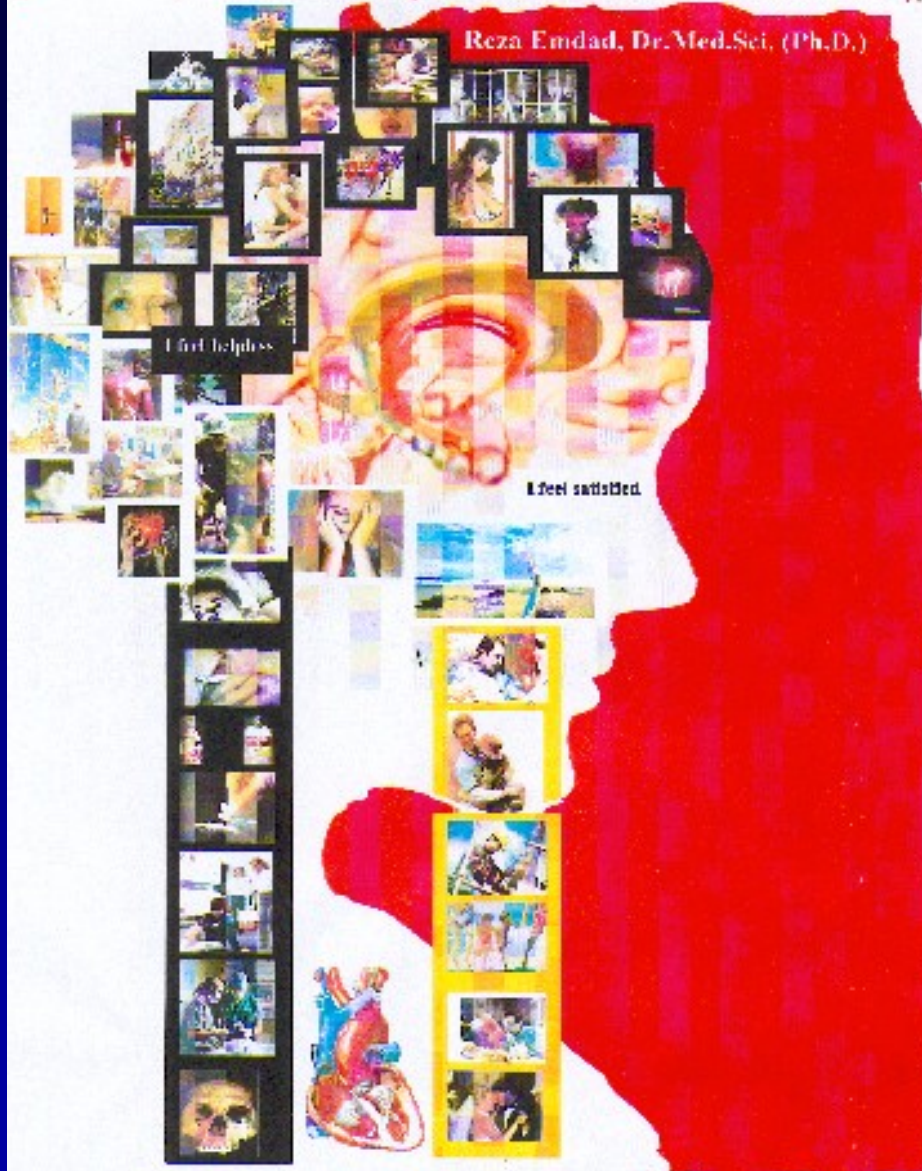


ILLUSTRATION: JAMES HAMILTON
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The EPOS

[Emdad's Pyramid Of Stress[DEMAND, EFFORT, SATISFACTION]]

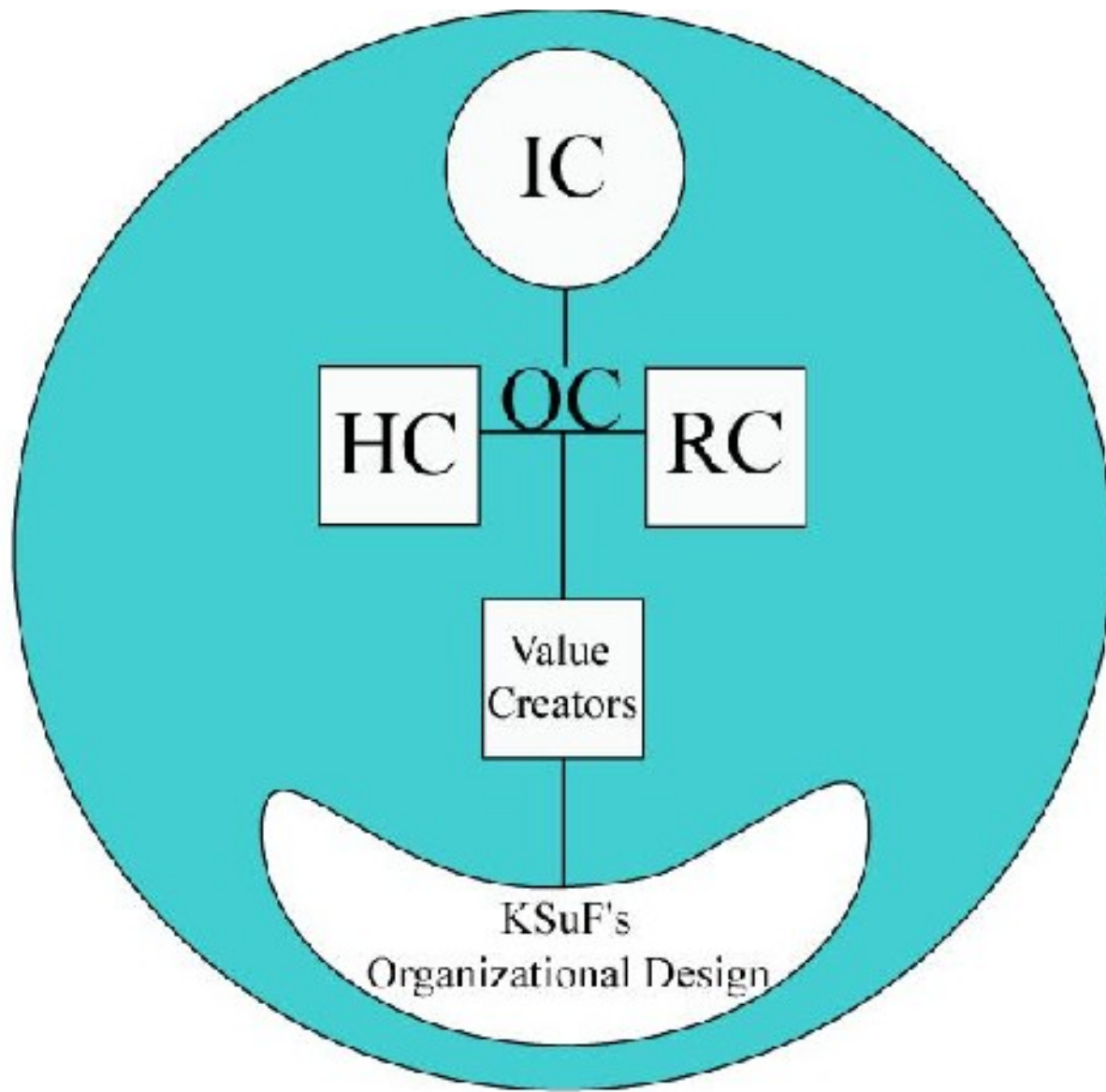
Reza Emdad, Dr.Med.Sci. (Ph.D.)



**Karolinska Institute and National
Institute for Psychosocial Medicine**

The critical psychosocial landscape







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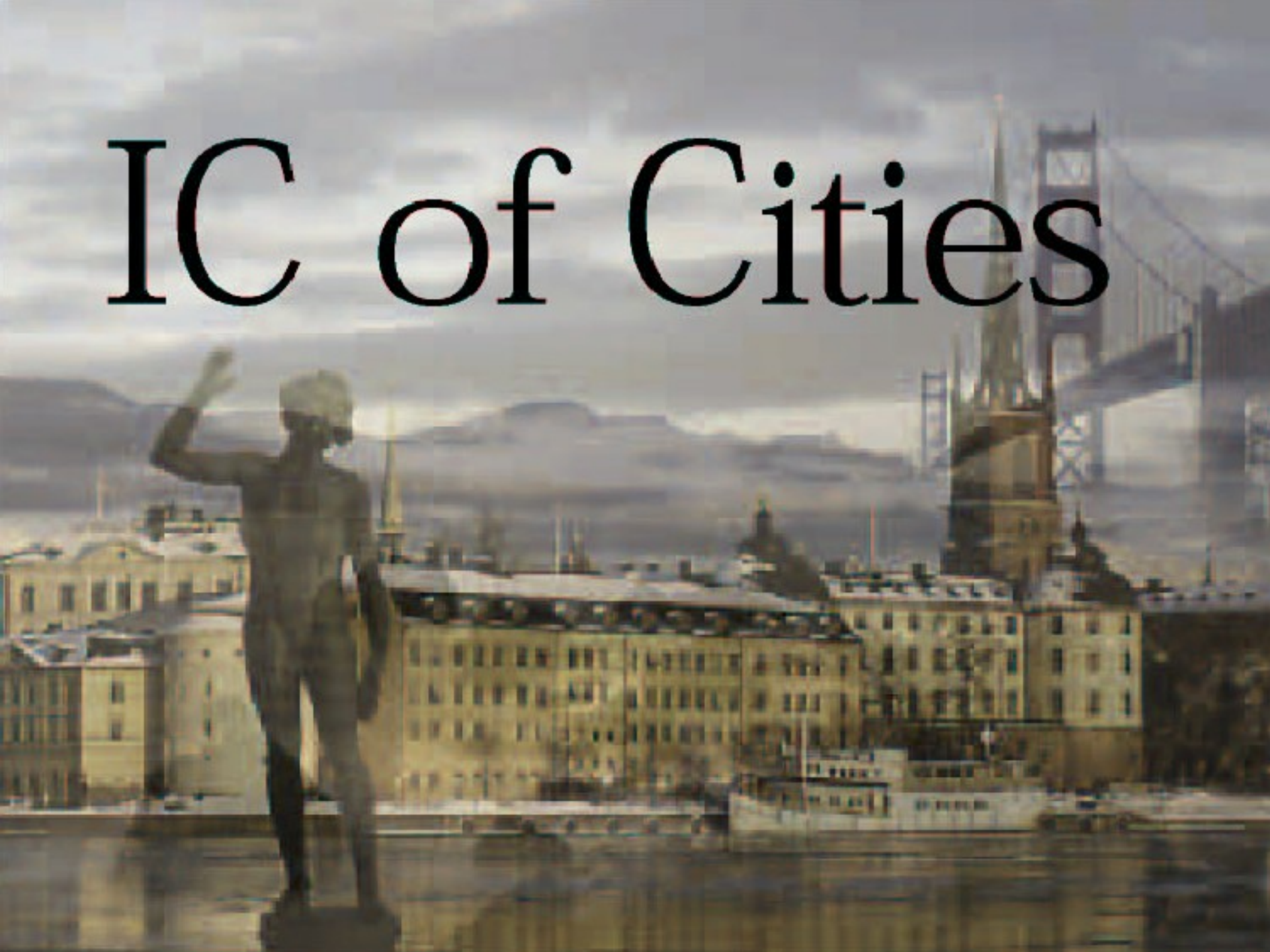
Knowledge Meeting Place



ECOLOGICAL

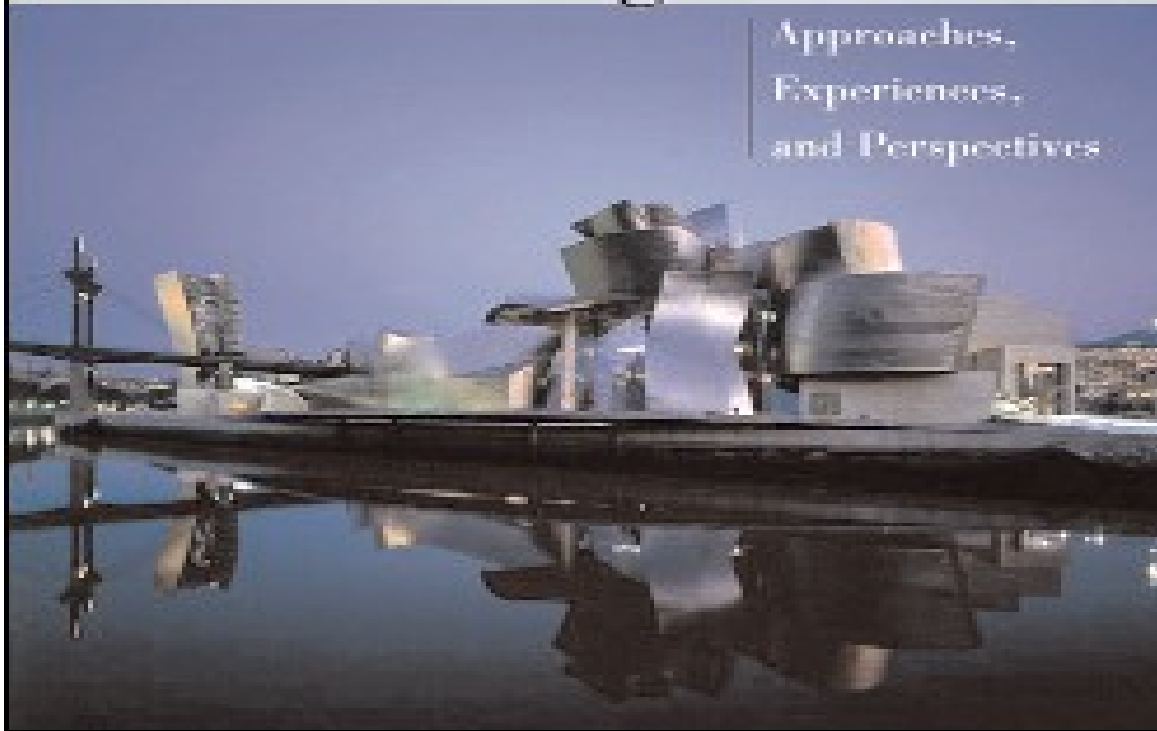
JOY ZONE

IC of Cities



Knowledge Cities

Approaches,
Experiences,
and Perspectives



Edited by
Francisco Javier Carrillo



Cities of the future

global competition, local leadership*



*connectedthinking

PRICEWATERHOUSECOOPERS 



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	5	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	10	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 score refer to United Kingdom (Britain and Northern Ireland)*

Source: R. Florida and I. Tinagli





BY LIEUT. COL. BATTY.

London Published June 1859 by R. Jennings, Printers.

ENGRAVING

THE EXCHANGE . COPENHAGEN.

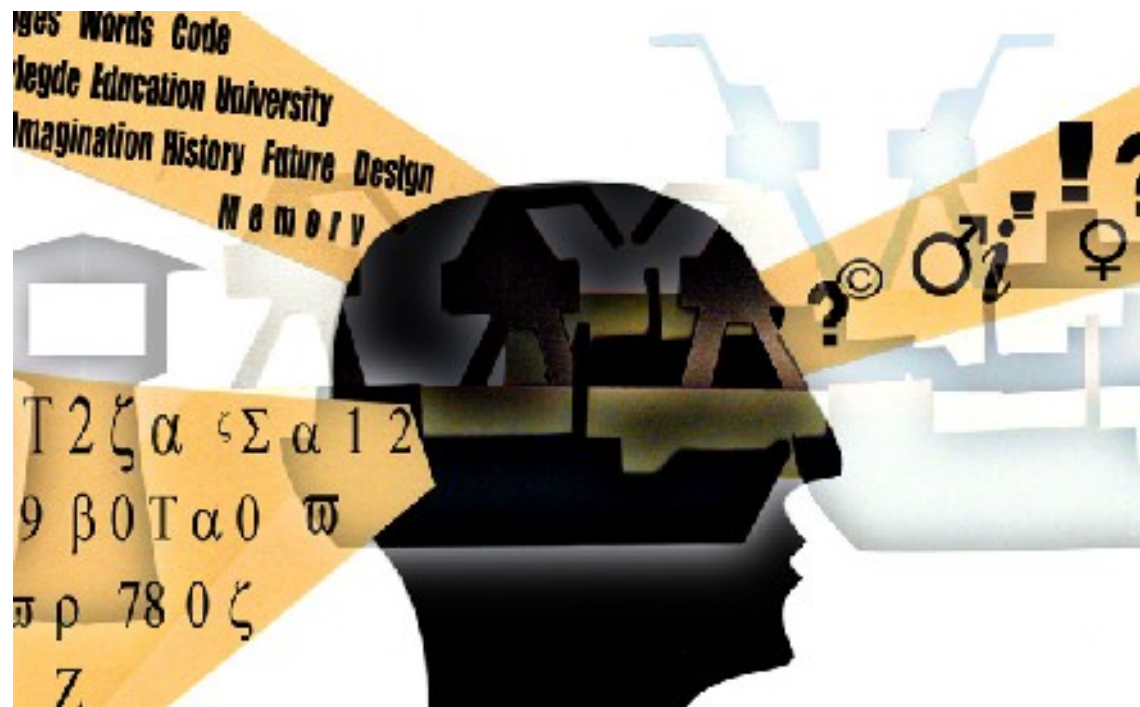
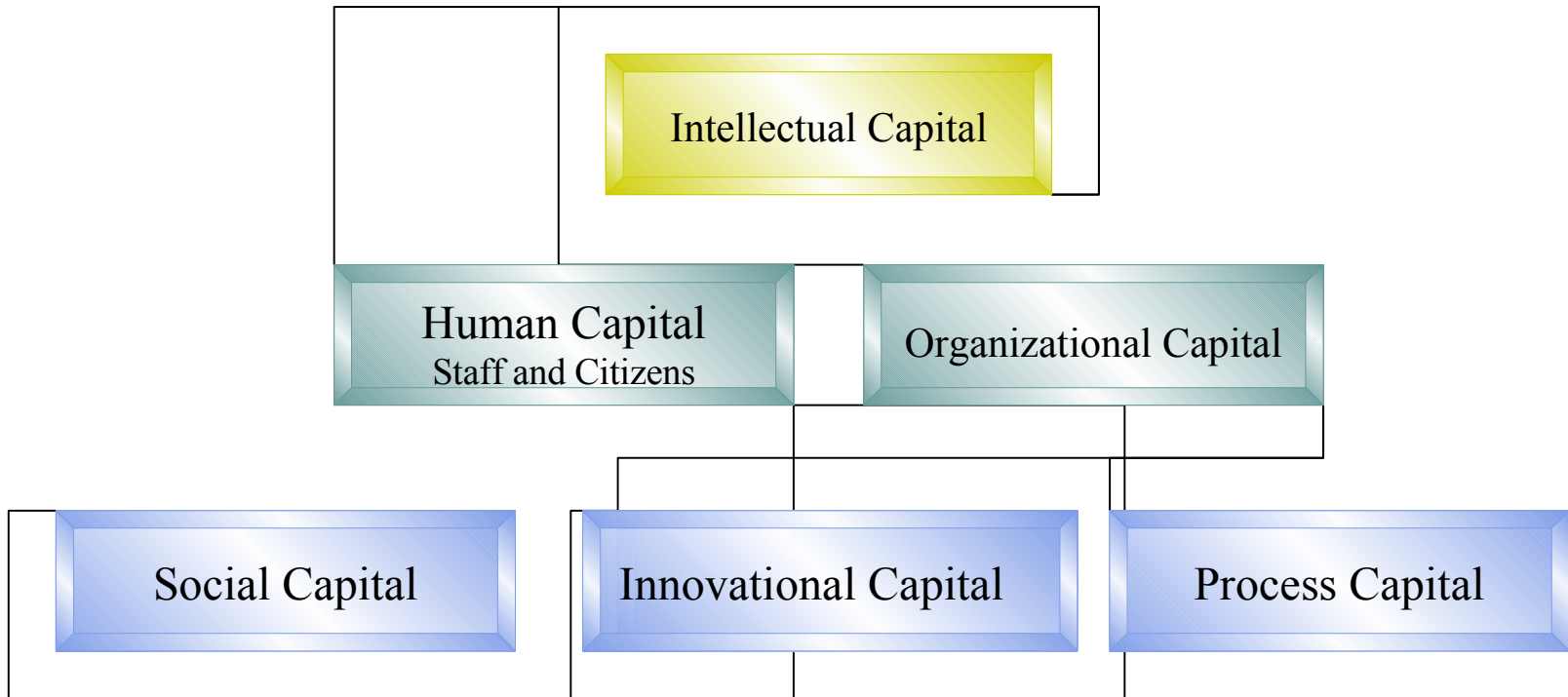


Image: Jan Rollof, Fpi, Lund

URBAN DENSITY & INNOVATIONS



SOCIAL INNOVATION SPACES



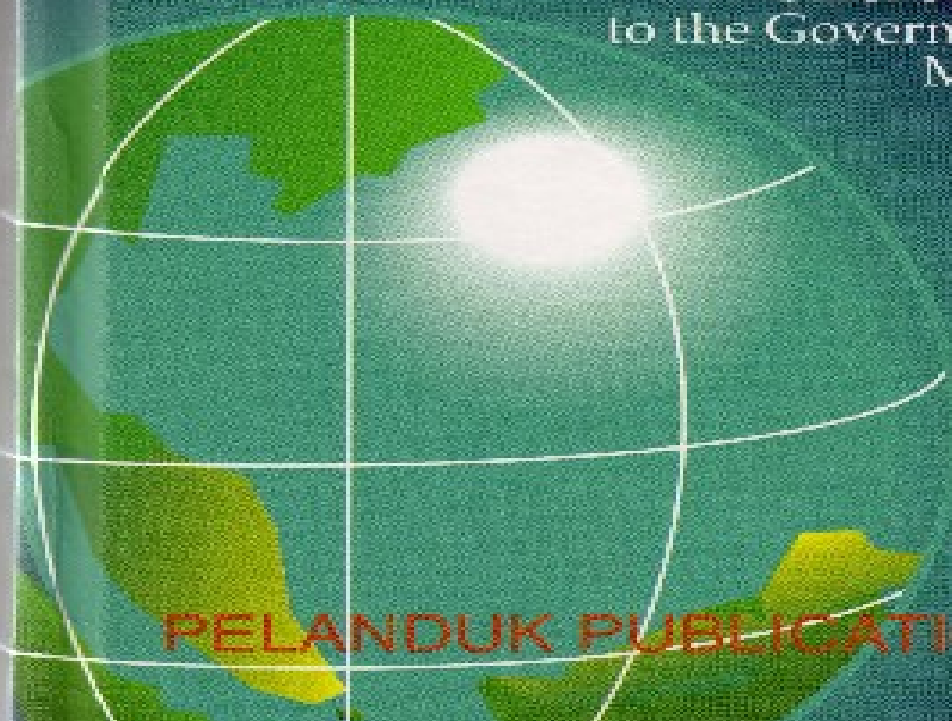
Source; Edvinsson & Radovanovic

RUJ 120-00


Malaysia's VISION 2020

Understanding
the Concept,
Implications and
Challenges

Edited and Introduction by
Ahmad Sarji Abdul Hamid,
Chief Secretary
to the Government of
Malaysia



PELANDUK PUBLICATIONS



Multimedia Super Corridor

www.msc.com.my

in the New Millennium



and houses are being constructed by a consortium of leading property developers.

Advising the government on the direction of the MSC is the International Advisory Panel (IAP) which comprises prominent corporate leaders and renowned academics.

Come join the hundreds of international and Malaysian firms making the Corridor the launchpad of world-class products and services.

Why the MSC?

The MSC is more than just a technology park. It is the vehicle for transforming the social and economic landscape of Malaysia. Malaysia has successfully moved up the economic value chain, from agriculture to manufacturing. The MSC will propel Malaysia to the next level of economic development - the knowledge based economy.

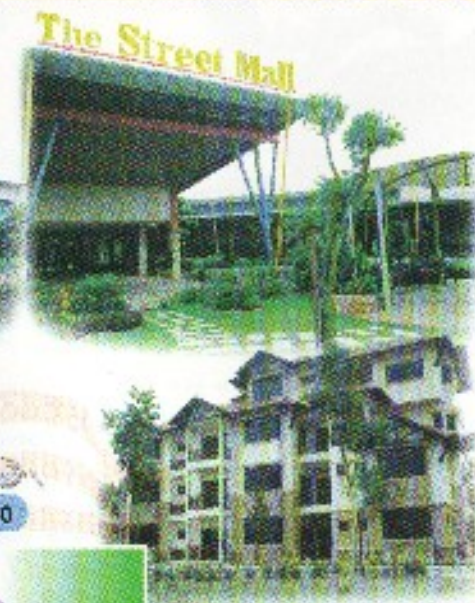
Where is the MSC?

The MSC is a dedicated Corridor measuring 15 kilometres (km) wide and 50 km long. The area stretches from the world's tallest twin towers - Petronas Twin Towers - at the Kuala Lumpur City Centre (KLCC) in the north to the new Kuala Lumpur International Airport (KLIA) in the south.



What is the MSC Vision?

The MSC is a long-term plan that extends from 1996 - 2020. In order to leapfrog into the Information Age the implementation of the MSC vision has been divided into 3 phases. In Phase 1, the MSC will successfully be created. In Phase 2, it is envisaged that a web of similar corridors will be established in Malaysia. It is also anticipated that a global framework of cyberlaws will be harmonised and at least 4-6 intelligent cities in Malaysia will be linked to other cybercities globally. In Phase 3, Malaysia will evolve into one Multimedia Super Corridor, and the nation will serve as a global test bed for new multimedia applications. An International Cybercourt of Justice will be established in the MSC and 12 intelligent cities in Malaysia will be linked to the global information highway.



What makes the MSC special?

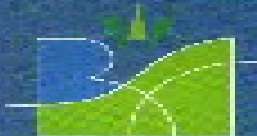
The Corridor is a comprehensive plan to propel Malaysia into the Information Age. Investors in the MSC will benefit from a diverse range of hard and soft infrastructure.

The technological infrastructure provided includes a world-class, high capacity digital fibre optic network of 7.5 gigabits scalable to 10 gigabits. Other physical infrastructure include business centres, smart highways, high quality homes, shopping malls and supermarkets, and recreational areas. The MSC's physical infrastructure is supported by 'soft' infrastructure in the form of cyberlaws, financial and non-financial incentives and strategic policies.

Two new 'intelligent' cities - Putrajaya and Cyberjaya - are already located in the MSC. Putrajaya is the nation's new Federal Government administrative centre, while Cyberjaya, officially launched in July 1999, is the base for many of the world's largest and most innovative multimedia companies. Located in Cyberjaya are Multimedia University, the NTT R&D Centre, smart homes, smart schools and research and development (R&D) centres.

Cyberjaya

The World's Intelligent City



SETIA HARTUMAN SDN BHD

PUTRAJAYA





KL Sentral
Cyberjaya
Jaya Sentral

Untuk info hubungi
RAIL PUTRAJAYA
 Unit Kawatiran Perhubungan
 Perhubungan Putrajaya, Malaysia
 03-277 7000
 03-277 5150
 http://www.putrajaya.gov.my

KLIA
 (03) 03-2868 1271
 (03) 03-2868 5395
 (03) 03-2867 7300
 (03) 03-2422 1348
 (03) 03-2511 1390

KLIA
 [Kuala Lumpur International Air



Intelligent regions

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

A silhouette of a person in a starting crouch on a track, positioned on the left side of the slide. The person is leaning forward with their hands on the ground and feet in starting blocks, ready to begin a race. The background is a warm orange gradient with abstract curved lines.

Connecting bridge between local society and global opportunities.

Source: C. Varga

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

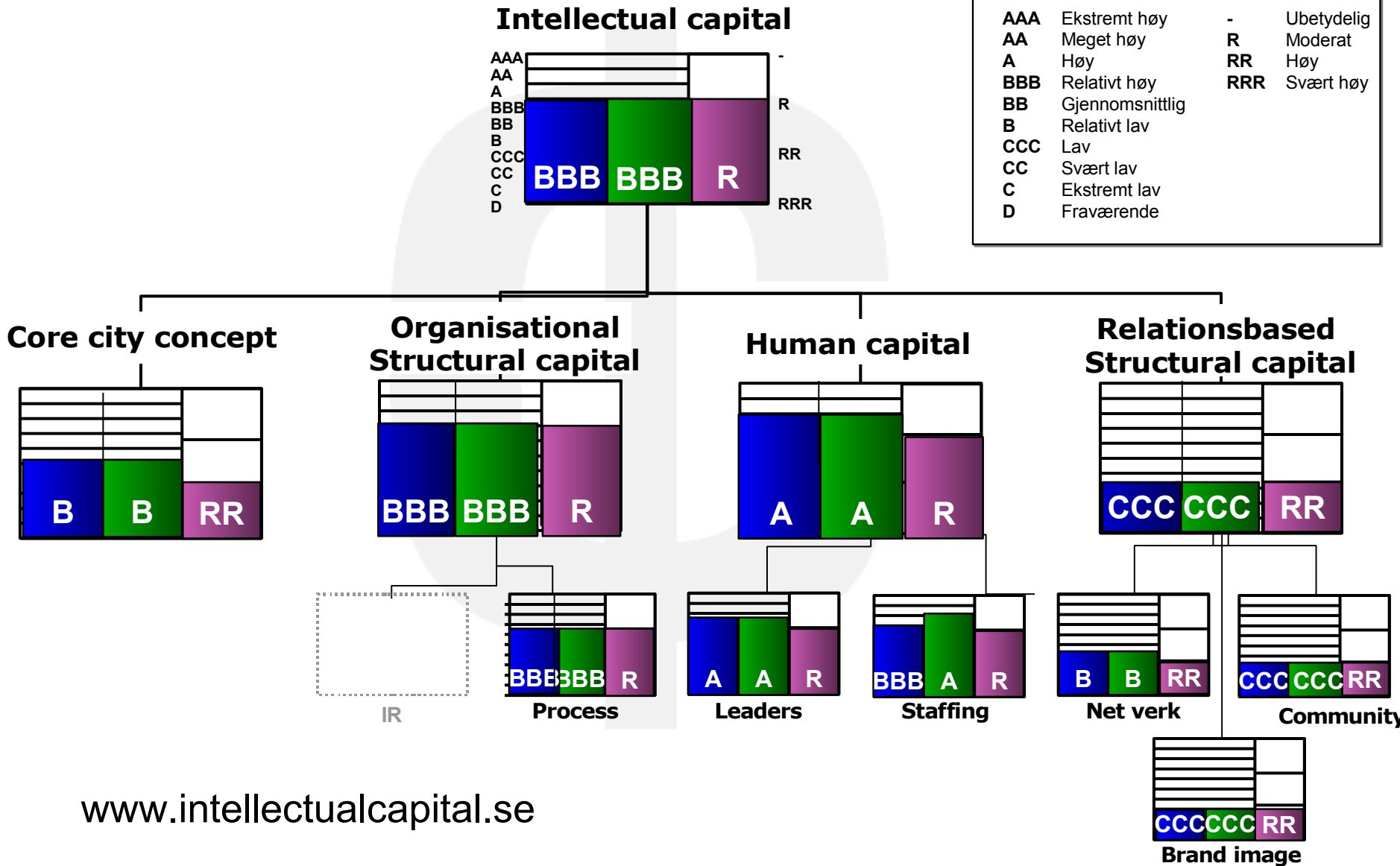


Triple Knowledge Line Model		
Knowledge Economy & Knowledge Business Indicators	Knowledge Society, Community, & Culture Indicators	Knowledge Organization, Infrastructure, & Environment
Wealth in Intellectual Capital Index (WICI) = (WHCI+WRCI+WSCI)		
Wealth in Human Capital Index (WHCI)	Wealth in Relationship Capital Index (WRCI)	Wealth in Structural Capital Index (WSCI)
Knowledge-Based Economy Strength Index (KBESI)	Population Knowledge Motivation Index (PKMI)	Knowledge Enabling Technology Index (KETI)
Knowledge Markets Maturity Index (KMMI)	Creative Affinity Index (CAI)	Knowledge Ecologies Index (KEI)
Knowledge Based Business Innovations Index (KBBII)	Knowledge Stakeholder Interactions Innovations Index (KSIII)	Principles, Policies, Practices, Processes, Innovations Index (7PII)
Key Performance Indices		

See; www.entovation.com
www.inthekzone.com

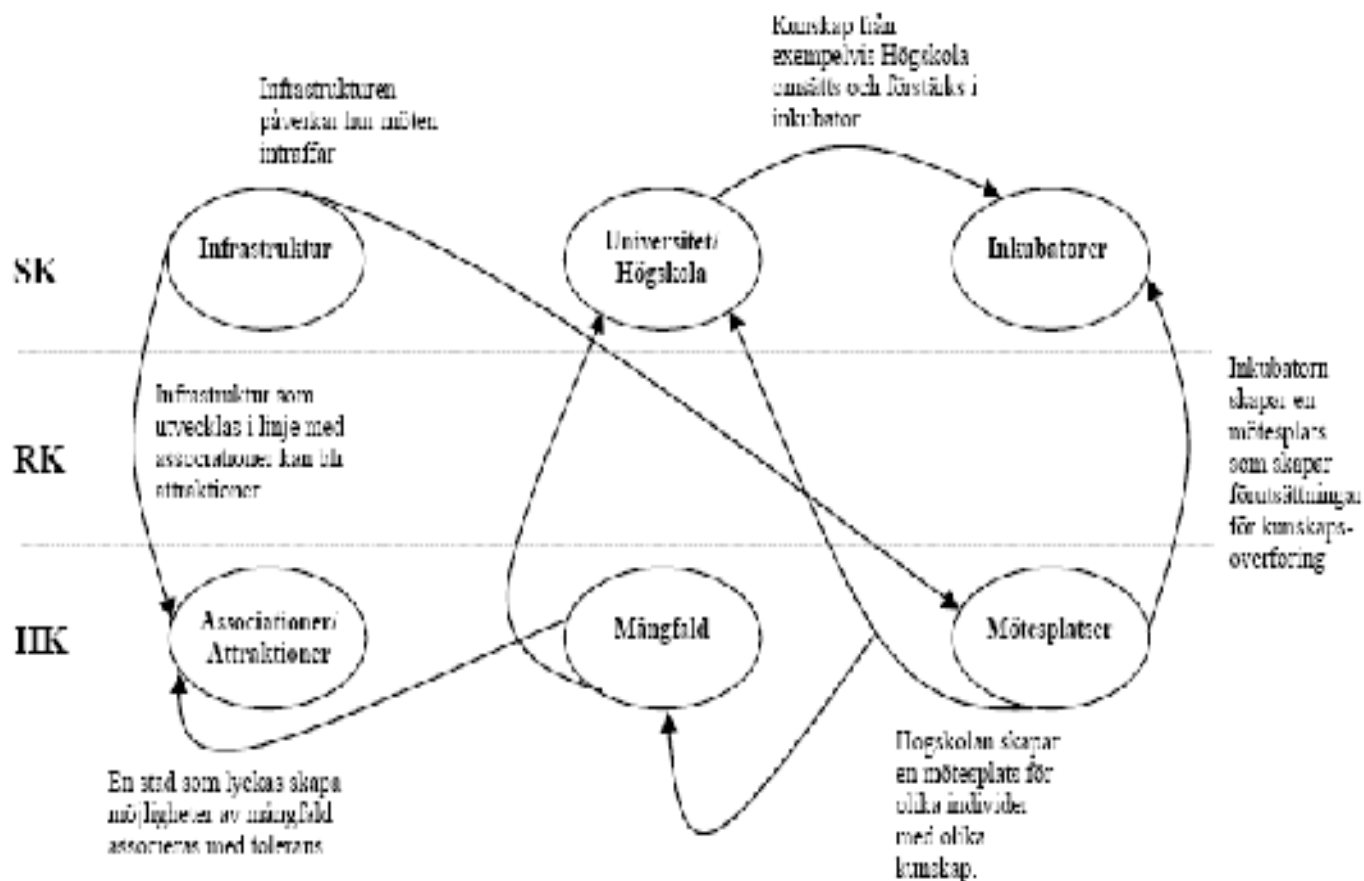
Result for local municipality

SKALA			
	Virkningsgrad		Risiko
	Fornytelse		
AAA	Ekstremt høy	-	Ubetydelig
AA	Meget høy	R	Moderat
A	Høy	RR	Høy
BBB	Relativt høy	RRR	Svært høy
BB	Gjennomsnittlig		
B	Relativt lav		
CCC	Lav		
CC	Svært lav		
C	Ekstremt lav		
D	Fraværende		

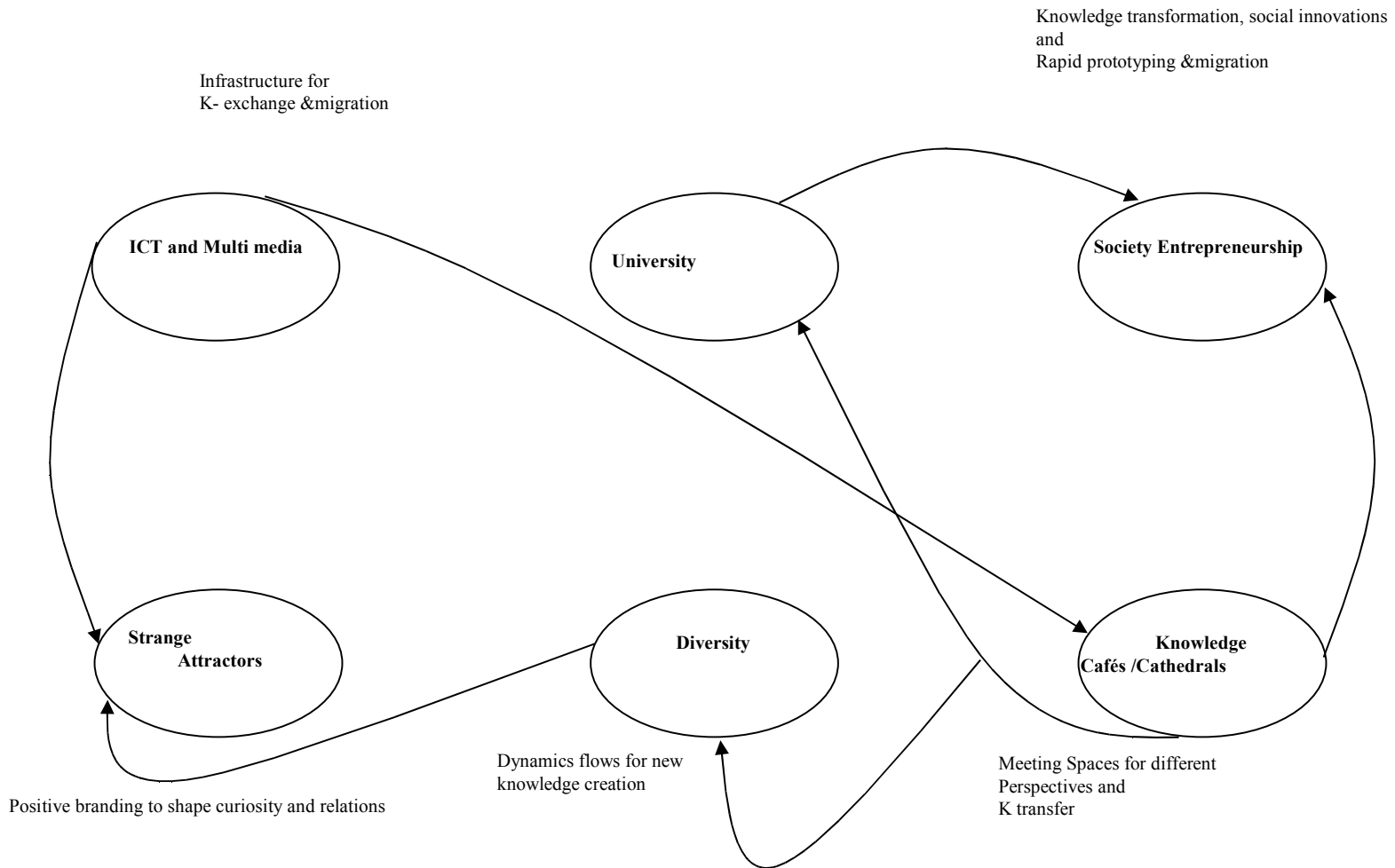


www.intellectualcapital.se

kunskapsverktyg måste förstå detta samspel för att utvecklas mot ett kunskapssamhälle.

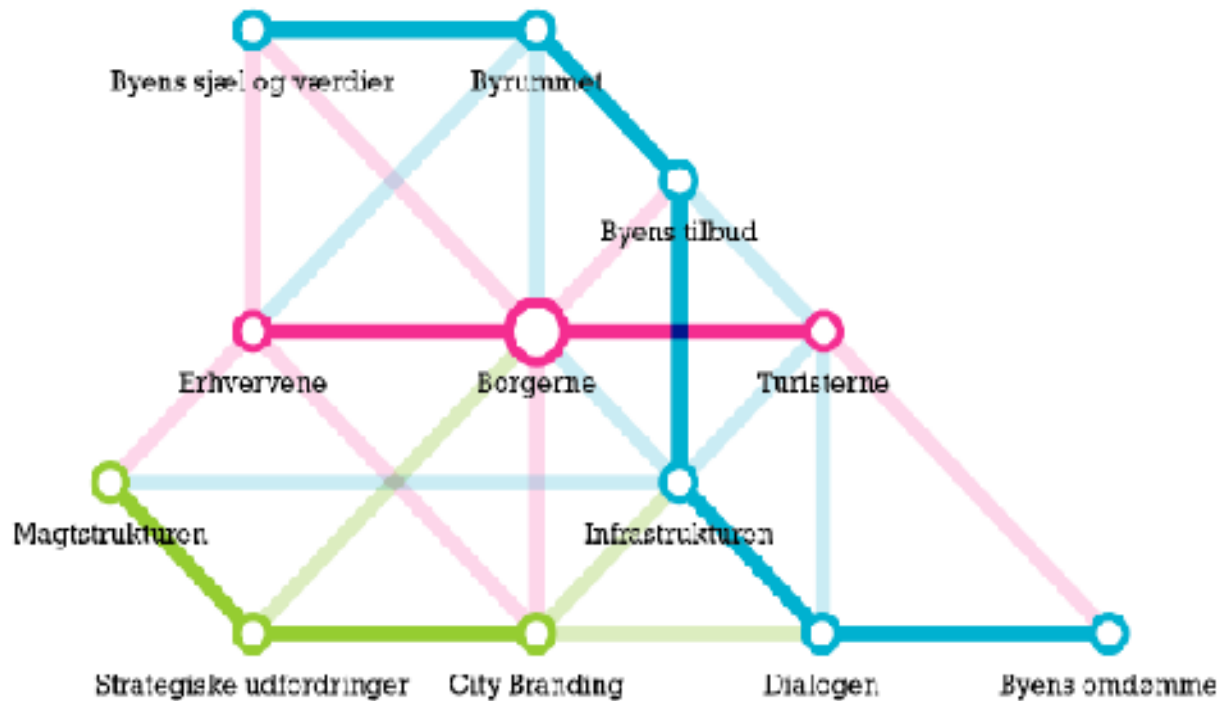


Källa: Fredriksson & Tärbe



Source; Edvinsson, Tärbe, Fredriksson

1. Byudvikling som et holistisk udviklingsredskab



Source: Steffen Gulmann, CBS

www.11citydesign.dk

Borgerne som udgangspunkt



Source, Steffen Gulmann, CBS

www.11citydesign.dk

Society IC Leadership Agenda

The New Club of Paris for Prototyping



"many try to
starve themselves
into the future
instead
of gorging
themselves
on brainpower"

LEIF EDVINSSON



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Leif Edvinsson

Professor of Intellectual Capital

leif.edvinsson@unic.net

Phone: +46 70-592 50 78