



Intellectual Capital for Communities
in the Knowledge Economy

Intellectual Capital for Communities in the Knowledge Economy Nations, Regions, Cities and Emerging Communities Strategy for a whisheable future



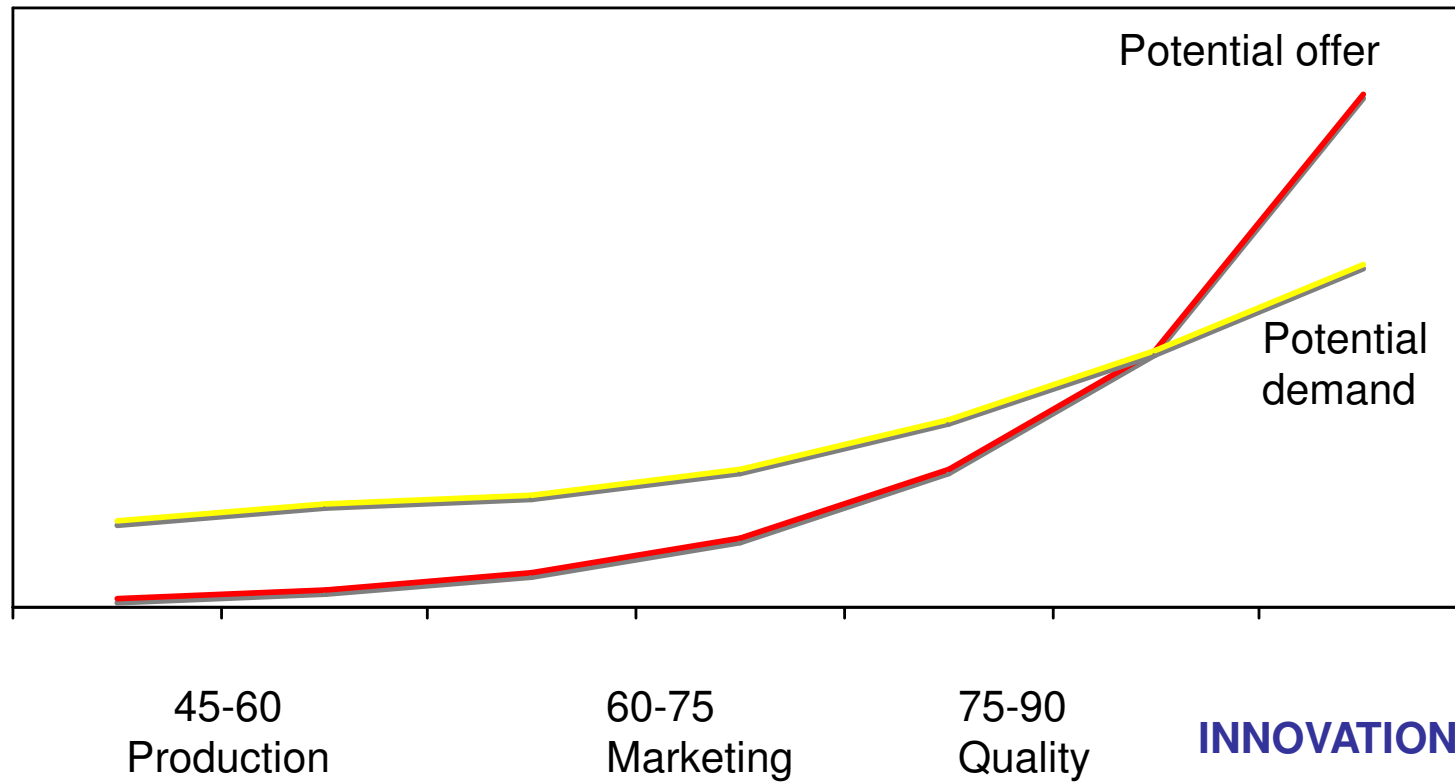
WORLD BANK
INSTITUTE

*Promoting knowledge and learning
for a better world*

1-2 June 2010

World Conference on Intellectual Capital for Communities
- Sixth Edition -

A new economic environment



New constraints and a higher level of responsibility

Undertake after having reduced risks

Undertake in spite of uncertainty

*Adjust resources according to a precise
objective*

Start with limited resources

Produce

within respect of laws and moral

Create a market,
create a future
which can be whisheable.

Need for a stable dynamising and meaningful course

Be guided by observation of demand

Guide action by the will
to contribute to a whisheable future

. Related to final aims not to intermediate means

To be stable and dynamising

. Enlightning the whole of future not only essential parts

For a maximum of cross fertilization and synergies

. Operative for all cultures

. Open and sober

To be enriched according to each organisation, each profession, each person

Wishable future

Develop persons
and capacities

Economic development

Develop reciprocal relations
between persons and between groups

Social development

Develop positive relations with the whole of
environment

Respect of physical environment
Sensitivity to what is not measurable
Sensitivity to length of time

Environmental development

Whisheable future vs Sustainable development

Evolution of economy allows change

External constraints force to change

Positive wishes, active action

Preservation, reaction

The whole of the environment L

Physical environment

Relations at the heart

Figures

How to succeed creating innovation for a whisheable future?

How to

- . Start with limited ressources
- . Move forward in spite of uncertainty
- . Go beyond current habits

?

A pragmatic approach : Capitalize on exemplary successes

Analyze the mode of creation
of 4 innovations which are today global successes
while *a priori* success seemed impossible

- The Grameen Bank
A new mode of credit
- Max Havelaar
A new form of trade
- Patagonia
A new mode of consumer good
- The Logan, by Renault
A new type of car

A new mode of management

Aim

Means
for action

Criteria
for decision

A dynamising aim

An objective

A precise point

Defined by a figure, a difference

Adjust among a stable environment

Multiply resources

Enlight in a vast and unstable environment

Dynamise

A vision

Vision Content

A stable tripod enlightning the innovation pursued

Ex : Loan / to the poorer / for their developement

A high ambition

Ex : Whole of Bengladesh, at a minimum

Continuity whith one's personal stamina

Vision

How to get it

Look widely

Narrow scope

Ex : Cofea/indian culture

Climbing/ an old Lancashire mill

Rely on strong trends

Detailed market studies

Ex : Need for a modern/robust/ cheap car

Vision

How to use it

Take all decision

through a direct enlightenment by the vision

Decision taken according to the next step

Ex : « Since the aim of Grameen is..., then... »

Evaluate present situation and all results

through a direct enlightenment by the vision

Results evaluated through what was previously foreseen

Ex : Meeting with Douwe Egberts, not a failure, a strong basis

Better keep course on vision than yield to easiness

Ex : Start with women

Leveraging resources

Exchanges

with collaborators, suppliers, clients,...

Binary and static relation

Need for precision and equilibrium

Proceed in spite of uncertainty : impossible precision

Start with limited resources : impossible equilibrium

Go beyond habits : create dynamics

Alliances

2 persons

dynamised by a 3rd dimension,

a common aim

Alliances

Content of a good alliance network

Individuals, beyond status and institutions

Strength of alliance

prior to number and size of allies

Alliances

How to discover allies

Search in any circumstances to create allies

Search to be related to the ultimate aim of allies,
not to an intermediate objective

Speak the truth

Ex : Nico Roozen/ his last chance

Alliances

How to rely with allies

Give recognition and space

Ex : New Grameen employees, Wikipedia

Alliance with others needs to work on oneself

Multiplying criteria of decisions

Maximise a différence (R-C) for one result

Foreseeable results

Adjustable resources

Logical reasoning

Unforeseeable results

Limited Resources

Maximise number of results

creating multiplier effects _____

_____ Force oneself to imagine

solutions which allow to get

several results at a time

Ex : loan to a group of 5 allies

A dynamising mode of management

Large companies

Start-ups

Institutions

Projects

Philippe Lukacs
00 (32) 1 48 78 53 72
Lukacs@catalyser.fr