



Intellectual Capital for Communities
in the Knowledge Economy

Regional knowledge management principles: Frankfurt observations

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WORLD BANK INSTITUTE

Promoting knowledge and learning for a better world

World Conference on Intellectual Capital for Communities
- Sixth Edition -

InnoVision Region FrankfurtRheinMain



Logistic and Mobility



Finance and Service



**International
Marketplace**



Quality of Life

Innovative Region FrankfurtRheinMain



**Education-, Training-
and Research**



Innovative Strength



**Chains of Value
Creation**



Founding Spirit

Hardship suffering banks

(Non-performing – Banks, Notleidende Banken - No-Go-Word 2008)

Frankfurter Rundschau | Donnerstag, 15. Januar 2009 | 65. Jahrgang | Nr.12 | D/R/S



in good hands of a sympathetic generation

Out of Balance

What is a bankrobbery compared to running a bank? (B.Brecht)



Out of Balance

90 Parents picking a fight over their kids football competition



Eltern am Spielfeldrand – die meisten verhalten sich ruhig und fair. In einigen wenigen schlummern dunkle Gedanken

Reizende Eltern

Schock und Scham nach Massenschlägerei bei Jugendfußball-Spiel

Von Sabine Müller
und Thomas Witzel

Nichts ist klar nach der Massenschlägerei bei einem Ju-

der Wiesbadener Vereine, hat man mit Integrationsarbeit im sozialen Brennpunkt aufhören lassen. Aber dieser gute Ruf ist wirkungslos, wenn bei überehrgeizigen El-

Ausbildung für Trainer. „Außerdem haben wir Projekte, bei denen es um interkulturelles Konfliktmanagement, Integration, Toleranz und Fairness in Kinder-

In Balance

350 Artists of divers musical orientation adressing 80 Frankfurt Schools sponsered by a bank`s foundation



Eine Schülerin der Friedrich-List-Schule am Fagott.

Live und zum Anfassen

Bei den 4. Frankfurter Musiktagen für Schulen gehen 350 Künstler an den Start

Von Anita Strecker

Jedes Kind soll einmal im Jahr live Musik erleben. Der Anspruch steht und den lösen Frank-

schlossen: von der „hohen Kultur“ wie Oper und Alte Oper über Ausbildungsstätten wie Musikhochschule, Dr. Hochs Konservatorium, Musikschule bis hin zu Mu-

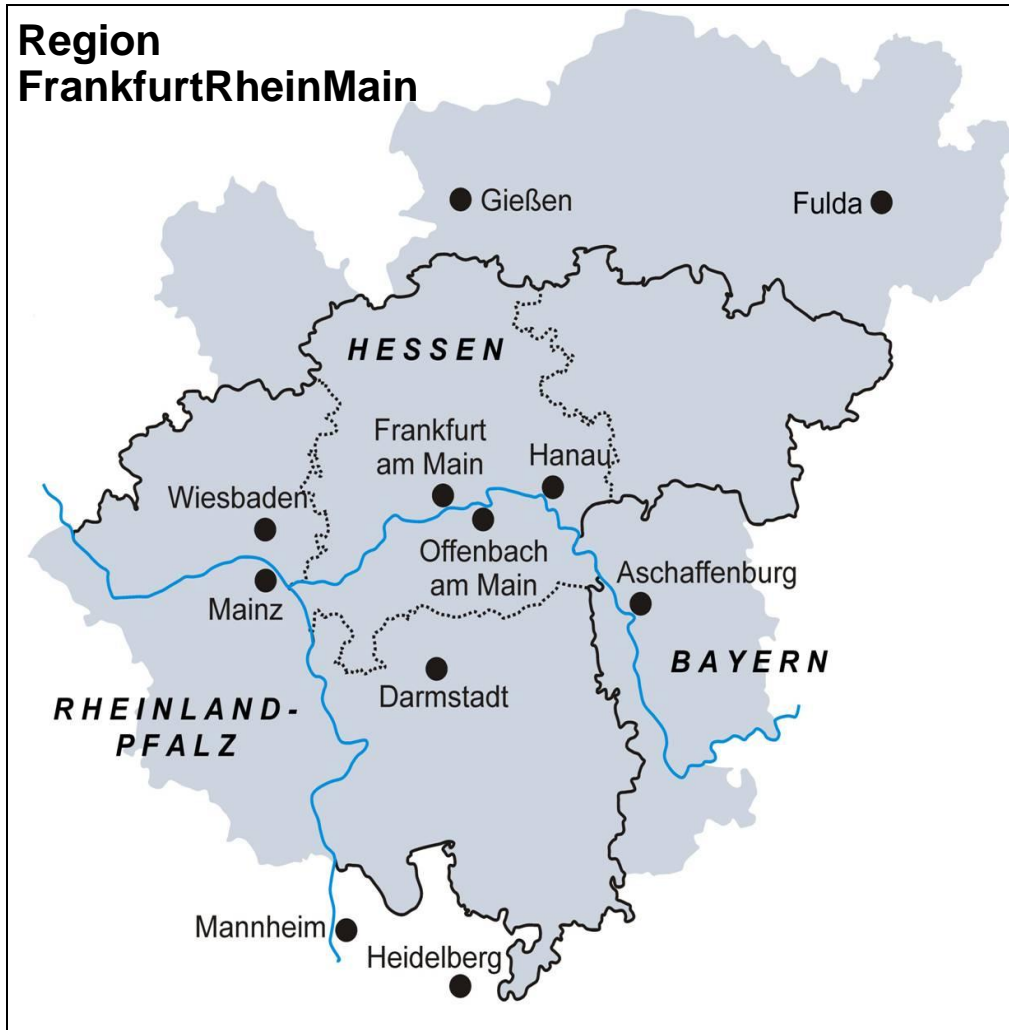
PROGRAMM

Die Musikhochschule initiierte 2006 den 1. Tag der Schulmusik, der sich auf fünf Tage ausgedehnt hat.

semble der Musikhochschule mitgebracht hat. skandieren die Jungen am Schluss von im matten am Boden ausgen sich um die Musik

Challenge: productive balance

3 Federal States involved !!!



5,5 Mio. Inhabitants

2,8 Mio. working population

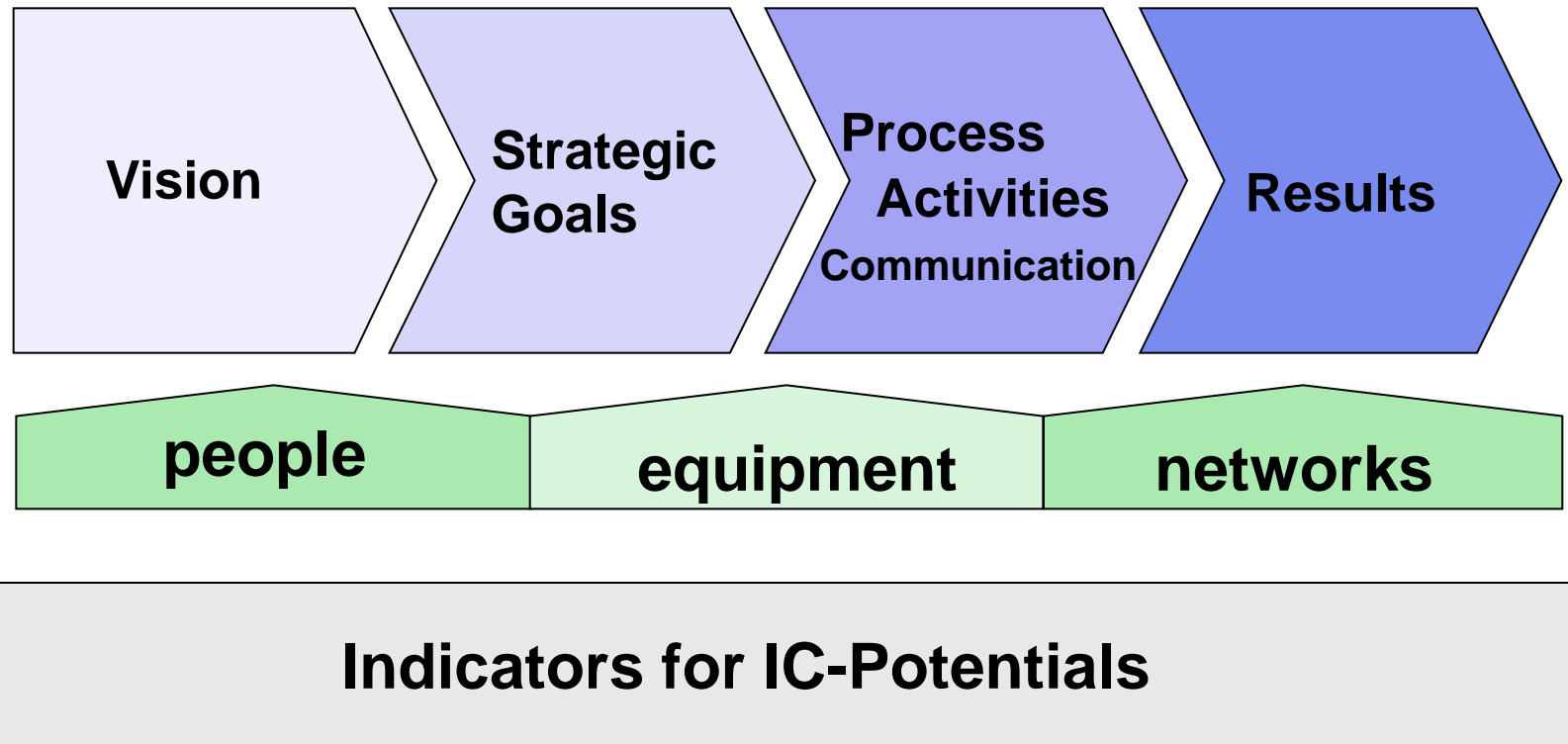
33.750 Euro BIP p inhab.

Dank an Planungsverband FRM/Krüger-Röth

Goals

- **extend networking between economy, science and culture**
- **strengthen the excellence of education**
- **promote innovativeness of the region**
- **improve living and working conditions in an attractive region**

ICR for a Region Modell for FrankfurtRheinMain



sources: Klaus North; Günter Koch, Günther Szogs; Ricarda; AK Wissensbilanz; Planungsverband Model

■ Networks of economy and science Strength - weakness



Strength

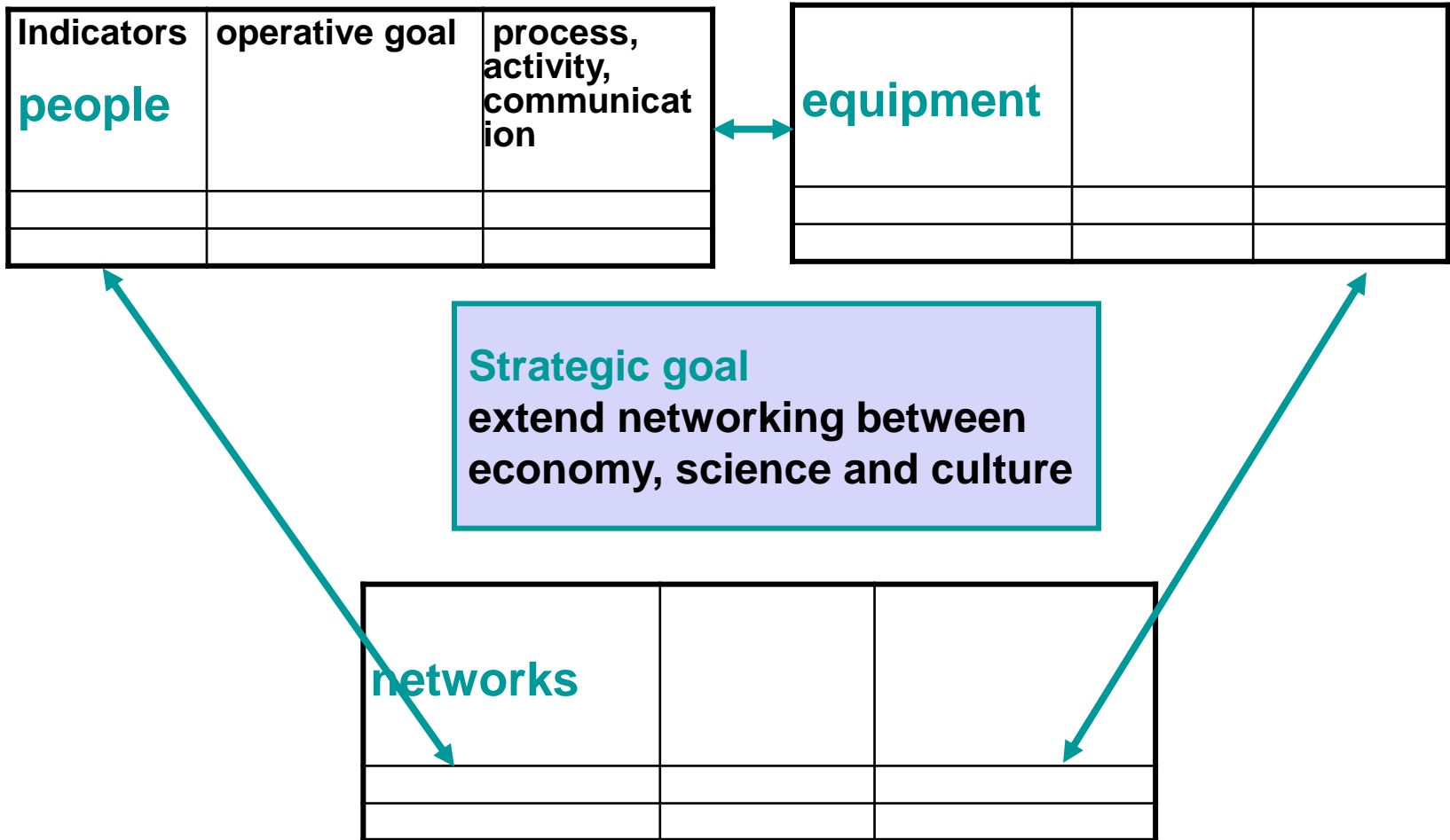
- Considerable number of
- funded university chairs
- initiatives for excellence
- Good opportunities of industrial parks and houses for networking
- leading international fairs



weakness

- „Dual system“ for courses of studies need extension
- Network initiatives not enough visible and focused

ICR for a Region Procedure for FrankfurtRheinMain



ICR for a Region

Example: Procedure for FrankfurtRheinMain

Potential:

Equipment

Strategic goal:

extend networking between economy + science

▶ **Transdisciplinary projects**

Indicators	Operative goal	Process, Action, Communication
<p>Equipment</p> <p>Research and course of studies on transdisciplinary issues</p>	<p>Increase those initiatives by factor x</p>	<ul style="list-style-type: none"> ▶ Define indicator ▶ Identify most urgent issues ▶ Gain support from universities, companies and politics ▶ Establish course of studies ▶ Link them to network projects ▶ Create award

“relativity theory“ for regional knowledge management ?

Max Planck:

Real is that which can be measured.

Corporate latitude ?

Albert Einstein:

***Not everything that is counted counts, not
everything that counts is counted***

***Corporate longitude ?
(L. Edvinsson)***

FrankfurtRheinMain Knowledge Region “Latitude”

Key Questions

- **What is the contribution of ICR to strategy development for knowledge regions?**
- **Is ICR a useful approach to monitor knowledge region development?**
- **How to select and empirically validate the right indicators?**
- **How can ICR contribute to comparability/benchmarking/ Learning across knowledge regions?**

North, Krüger-Röth, Szogs

FrankfurtRheinMain Knowledge Region “Longitude”

Key Questions

- **Most relevant: how to create meaning?
„Sinnergie“ (C.Savage)**
- **How to integrate relevant stakeholder and their controversial interests in the process?**
- **How to link the ICR process to everyday’s business of the parties involved?**
- **How to put the ICR into action i. e. how to develop projects out of the ICR’s conclusions?**
- **?connect/interlink/link together**

North,Krüger-Röth,Szogs

Concluding Remarks

- **Regional and corporate IC Management follow the same logic of getting human, structural and relational potential in productive balance**
- **A „Knowledge Region“ has to integrate autonomous stakeholders of controversial interests that still are interrelated**
- **ICR has potential to assist „management by meaning“ (Sinnergie) to bridge „partial logic“ and support sustainability and foresight.**
- **This enabling, incubating, facilitating process has to consciously live with uncertainty. That is part of the „longitude“ dimension of a Knowledge Region**