Intellectual Capital for Communities in the Knowledge Economy
Nations, Regions, Cities and Emerging Communities

World Conference on Intellectual Capital for Communities
- Fourth Edition -
The MAKCi Awards and the global KBD agenda

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KBD and IC: the inertial view

- KBD/KCs
- IC
- KBD/KCs
- KM
- OL
- K sciences
- BI
- ITCs
- IC4C
- Future studies
- Economy
- Development Policy
- Systems Approach
- Geography
- Urbanism

22-23 May 2008

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F. J. Carrillo, 2008
KBD and IC: the emerging view
The emergence of KBD as a field

• Institutionalization of Scientific Disciplines (Ben-David, 1972): scientific organizations, dedicated publications, international conferences, professional associations…

KBD

• Organizations: WB, OECD, WCI, NCP, IDB,…
• Publications: JKM-SI, Elsevier, IS Ref, UStudies…
• Conferences: IC4C, KCs Summit, Halle, Ghaziabad…
• Associations: ICKS, NCP, Intellectus, …
• Government Programs: Finland, Singapore, Dubai, Monterrey, Melbourne, Manchester, Morocco, …
• PhD Programs: Sheffield, MtyTech, Paris-Sud, IADE
WCI initiatives

• Editorial
  – Annual JKM SI on KBD, 2002--
  – Knowledge Cities (Elsevier, 2007)
  – Reports

• Knowledge Cities Clearinghouse
  http://www.knowledgecities.com

• Capitals System© Framework

• MAKCi Awards

• KCs Summit (biannual: Monterrey 2007, Shenzen 2009)

• City KBD reports and diagnoses
KBD research issues - JKM

- Dynamics of social k-based value creation
- Identification, measurement and strategic development of collective intellectual capital
- National, regional and urban KBD planning and development
- KCs concepts and models / Case descriptions and assessments
- Metrics, benchmarkings and comparative analyses
- Social accounting and strategy deployment
- Social learning networks and social k-bases
- K-citizenship, access to information and distributed participation
- ITCs and social bases of instrumental capital
- KBD policy and cultural issues
- Global marginalization and the k-divide
- Systems perspectives on KBD
- Radical KBD as a strategic and disruptive paradigm
• Capitals Systems Management
  – Referential systems (Identity and Intelligence)
  – IC taxonomy and valuation
  – IC strategic development

• Human Capital Development
  – Competency systems
  – Value Practices
  – Organizational Learning

• Instrumental Capital Development
  – Methods and tools
  – ITC platforms
  – Memory management

KBD research issues - CKS/ICKS

As related to…

INDIVIDUAL (PKM)

ORGANIZATIONAL (KM)

SOCIETAL (KBD)

levels
• Paradigm shift from financial to human capital
  – value and values shift
  – organizational and social innovation
  – new collaboration designs
• Social k-distribution and computing
  – knowledge sciences and human organization
  – Social learning and new ITC platforms
• Voids in k-dissemination
  – knowledge inclusion
  – urban k-voids
  – new participation mechanisms
• Social intelligence
  – K and intelligence for sustainability
  – Intelligent regions: fusing old and new logics
  – ecological and hapiness urban dimension
• Management of Virtual Communities
• Open Society and IC
KBD research issues - NCP

• Microeconomic / corporate
  – IC of large groups, SMEs, specific administrations
  – IC ratings per sector, country, region
  – International reporting standard and new approaches
  – IC at functional level
  – Incentive systems and org. design
  – Entrepreneurship and IC building

• Meso / macroeconomic / societal
  – GDP and the symmetry dimension for IC
  – Demography, innovation and social likns
  – Fiscal aspects
  – IPRs regimes: copyrights, copyleft, hybrid forms
  – Nations, cities and regions IC management / rating
  – Dynamic capabilities / renewability
  – Regional benchmarking
  – Optimal performance size / other criteria
  – IC/KBD politics
The MAKCi Awards initiative

- Joint venture of World Capital Institute
  http://www.worldcapitalinstitute.org and
- Teleos-MAKE http://www.knowledgebusiness.com
- International consulting process with the goal of determining
  Focus on K-capital developmental capabilities
- Capitals System© Framework: 8 Capital Categories
  1. Identity capital 5. Human Individual capital
  2. Intelligence capital 6. Human Collective capital
  3. Financial capital 7. Instrumental-material capital
  4. Relational capital 8. Instrumental-knowledge capital
- Global experts base and International Advisory Board
- 3-stage Delphi: nominations, finalists, winners
- Annual report: 2007, 2008 (in progress)
### 2007 MAKCi Winners

<table>
<thead>
<tr>
<th>City ABC</th>
<th>3rd</th>
<th>5th</th>
<th>2nd</th>
<th>4th</th>
<th>1st</th>
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</thead>
<tbody>
<tr>
<td>(best scores)</td>
<td>Barcelona</td>
<td>Bilbao</td>
<td>Boston</td>
<td>Ottawa</td>
<td>Singapore</td>
</tr>
<tr>
<td>C. A Tot. Votes</td>
<td>45</td>
<td>28</td>
<td>35</td>
<td>21</td>
<td>79</td>
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<tr>
<td>C. A Tot. Points</td>
<td>349</td>
<td>254</td>
<td>305</td>
<td>187</td>
<td>710</td>
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<tr>
<td>C. B Tot. Votes</td>
<td>41</td>
<td>20</td>
<td>76</td>
<td>37</td>
<td>34</td>
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<tr>
<td>C. B Tot. Points</td>
<td>311</td>
<td>167</td>
<td>600</td>
<td>272</td>
<td>219</td>
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<tr>
<td>C. C Tot. Votes</td>
<td>61</td>
<td>22</td>
<td>38</td>
<td>44</td>
<td>43</td>
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<tr>
<td>C. C Tot. Points</td>
<td>401</td>
<td>144</td>
<td>213</td>
<td>326</td>
<td>302</td>
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</table>
## 2008 MAKCi Finalists

<table>
<thead>
<tr>
<th>MAKCi scores</th>
<th>Bangalore</th>
<th>Manchester</th>
<th>Montreal</th>
<th>Ottawa</th>
<th>Singapore</th>
<th>Valencia</th>
</tr>
</thead>
<tbody>
<tr>
<td>C. A Ttl. Votes</td>
<td>19</td>
<td>18</td>
<td>18</td>
<td>13</td>
<td>22</td>
<td>15</td>
</tr>
<tr>
<td>% Votes</td>
<td>18.10</td>
<td>17.14</td>
<td>17.14</td>
<td>12.38</td>
<td>20.95</td>
<td>14.29</td>
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<tr>
<td>C. A Ttl. points</td>
<td>1134</td>
<td>1214</td>
<td>1177</td>
<td>840</td>
<td>1461</td>
<td>1024</td>
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<tr>
<td>% Points</td>
<td>16.55</td>
<td>17.72</td>
<td>17.18</td>
<td>12.26</td>
<td>21.33</td>
<td>14.95</td>
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</tbody>
</table>
MAKCi Awards development

- Multiplication of experts base
- Profile adequacy of experts base
- Design of new interactive platform
- Repository of city cases
- Learning networked community
- Validity and reliability development
- MAKCi Index rankings by category
MAKCi Awards vision

• Global KCs network
• International and regional rankings
• State of the World mirror
• From measurement and benchmarking to development and transaction
• World capital development
THANK YOU!

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