



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



WORLD BANK INSTITUTE  
*Promoting knowledge and learning for a better world*

World Conference on Intellectual Capital for Communities  
- Fourth Edition -



# The MAKCi Awards and the global KBD agenda

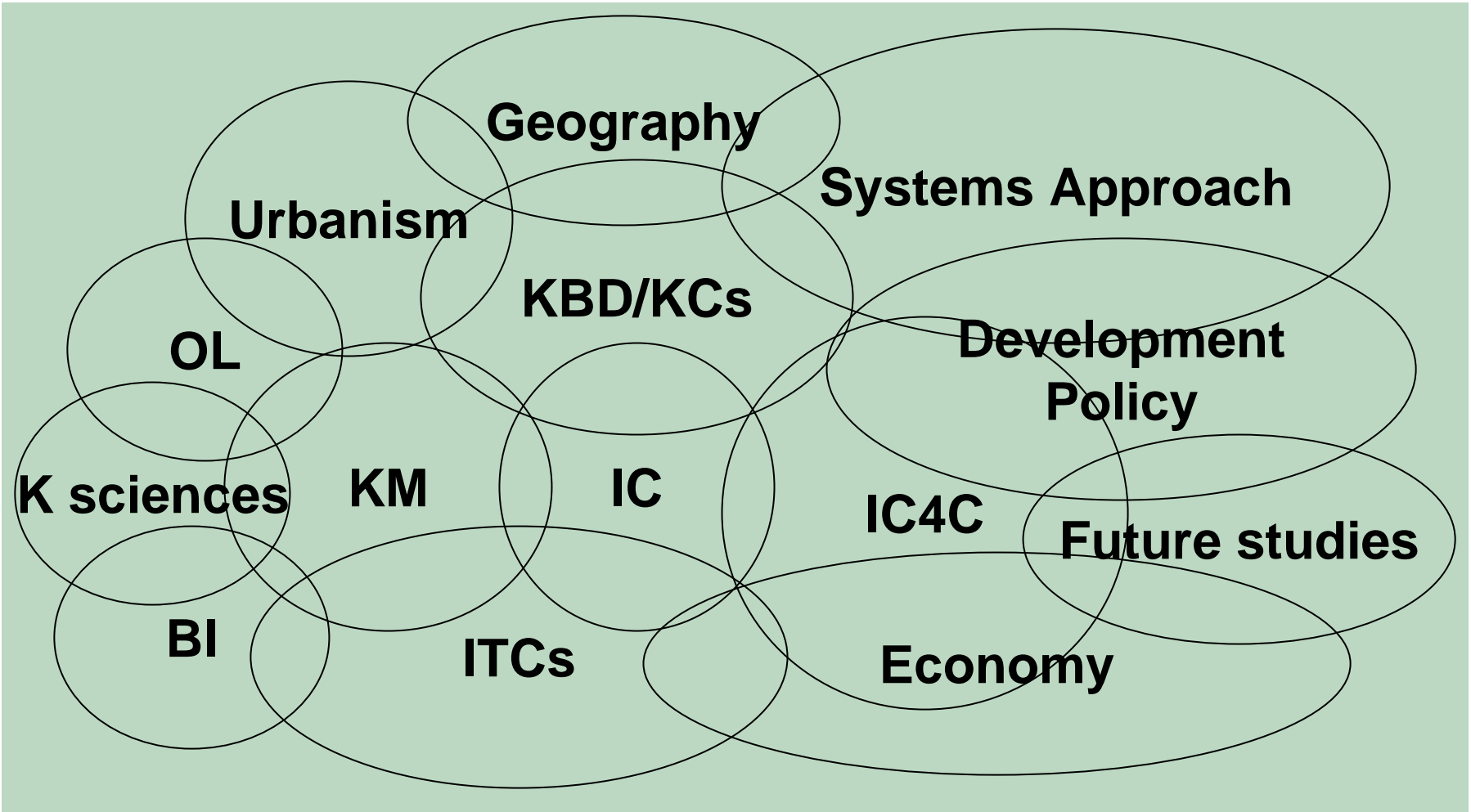
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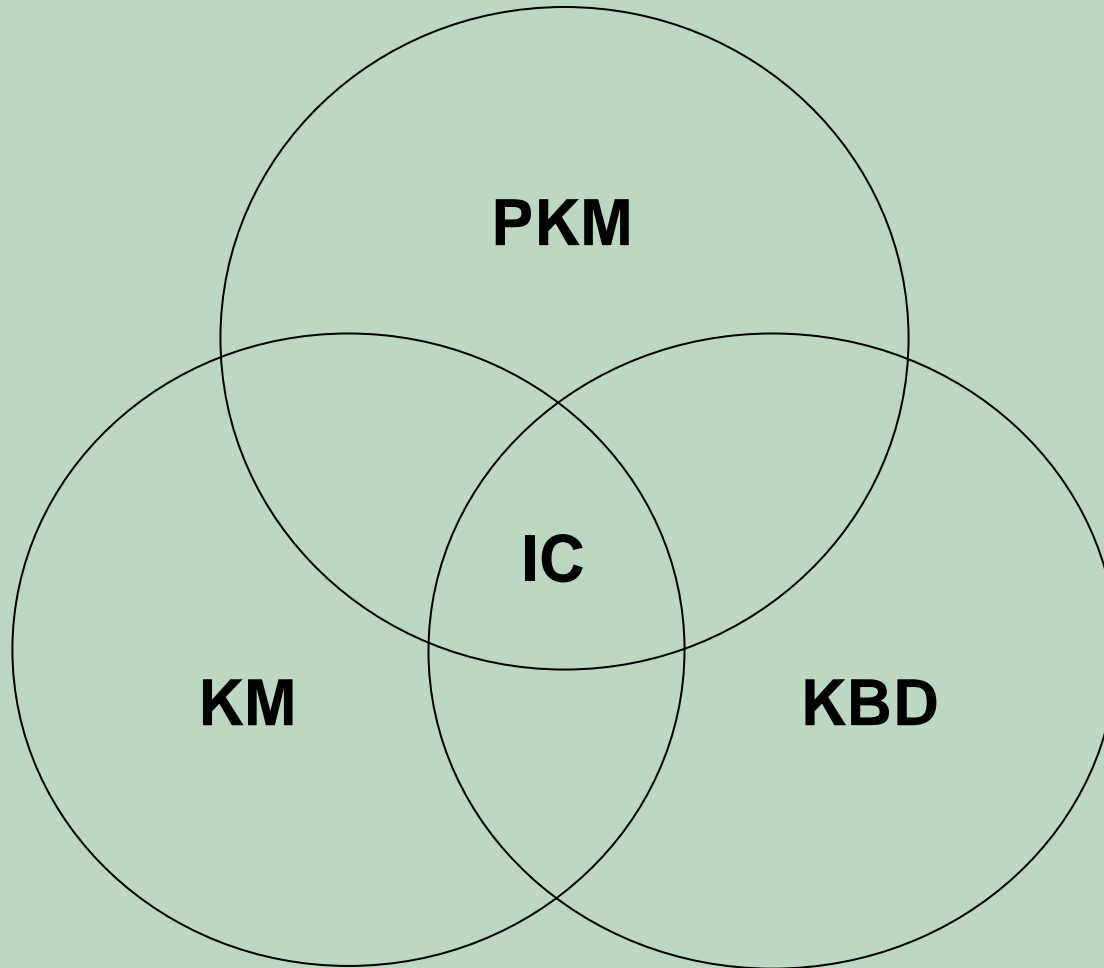
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# KBD and IC: the inertial view



# 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.knowledgocities.com>



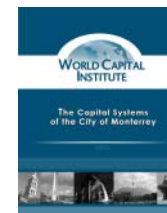
- **Capitals System<sup>©</sup> Framework**

- **MAKCi Awards**



- **KCs Summit (biannual: Monterrey 2007, Shenzhen 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



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 happiness urban dimension
- **Management of Virtual Communities**
- **Open Society and IC**

- **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 links
  - Fiscal aspects
  - IPRs regimes: copyrights, copylefts, 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**  and <http://www.worldcapitalinstitute.org>
- **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
  2. Intelligence capital
  3. Financial capital
  4. Relational capital
  5. Human Individual capital
  6. Human Collective capital
  7. Instrumental-material capital
  8. Instrumental-knowledge capital
- **Global experts base and International Advisory Board**
- **3-stage Delphi: nominations, finalists, winners**
- **Annual report: 2007, 2008 (in progress)**

# MAKCi Winners 2007

## 2007 MAKCi Winners

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

## 2008 MAKCi Finalists

MAKCi scores	Bangalore	Manchester	Montreal	Ottawa	Singapore	Valencia
C. A Tot. Votes	19	18	18	13	22	15
% Votes	18.10	17.14	17.14	12.38	20.95	14.29
C. A Tot. points	1134	1214	1177	840	1461	1024
% Points	16.55	17.72	17.18	12.26	21.33	14.95

- **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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