



Strategizing Intellectual Capital for Cities PricewaterhouseCoopers Cities of the Future Global Initiative

Jan Stuesson & Hazem Galal, Partners



World Conference on Intellectual Capital for Communities
- Third Edition -

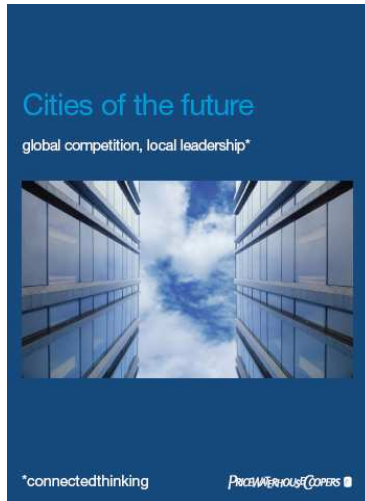
WORLD BANK INSTITUTE

Promoting knowledge and learning for a better world

Stages of Cities of Future Initiative

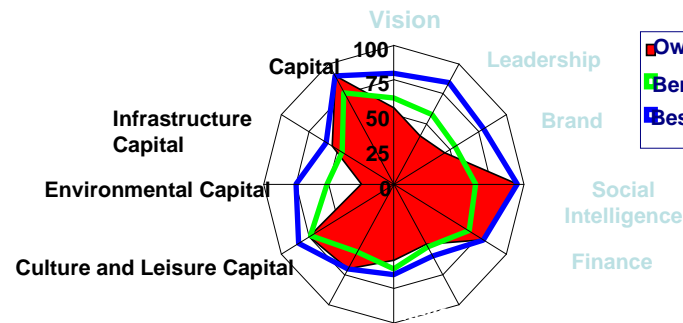
The CoF Report

1



Assessment Tool

2



Development Model

3

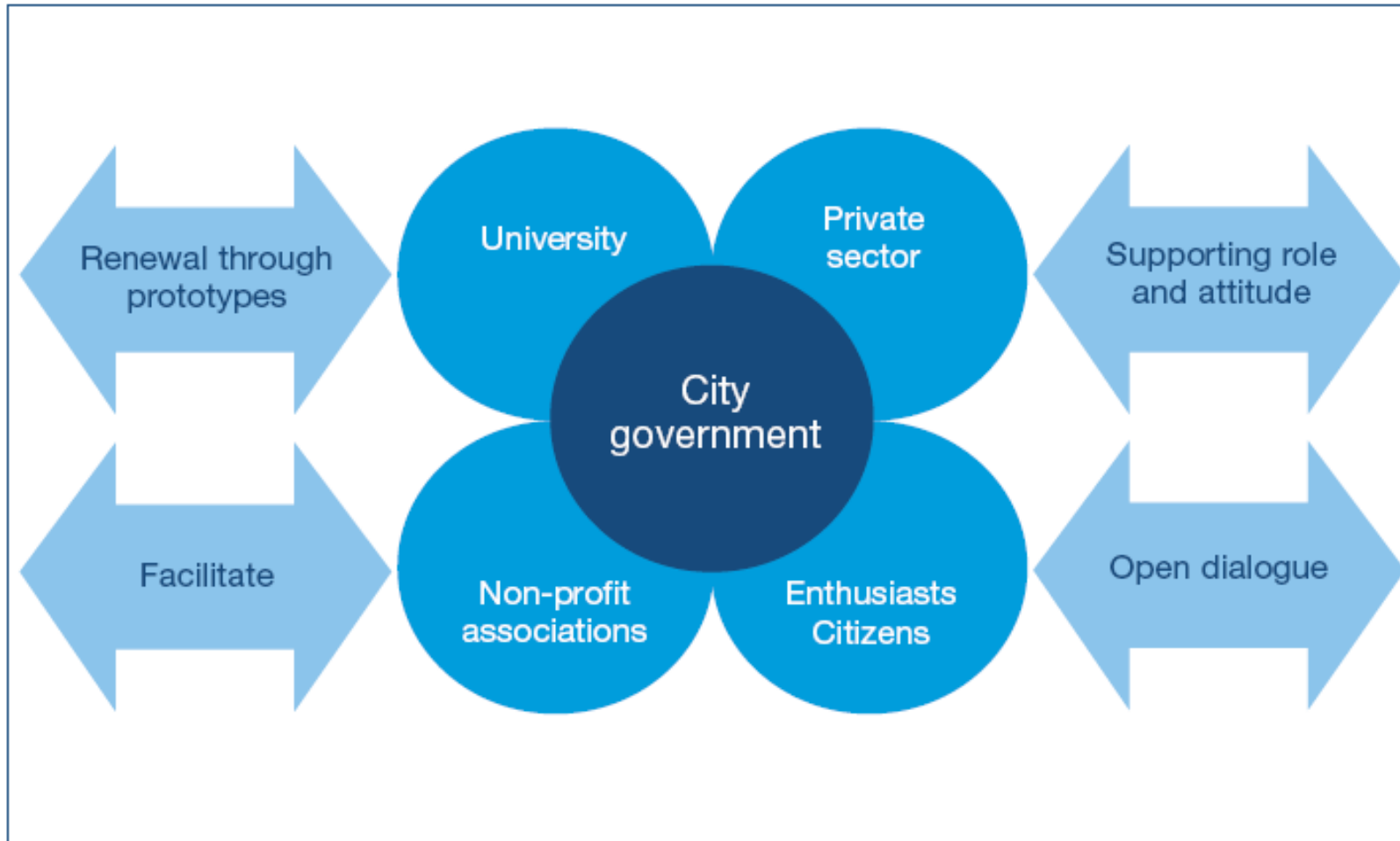


- Trends
- Challenges
- Strategic Agenda
- Ideas

- Actual situation
- SWOT
- Positioning
- Best option

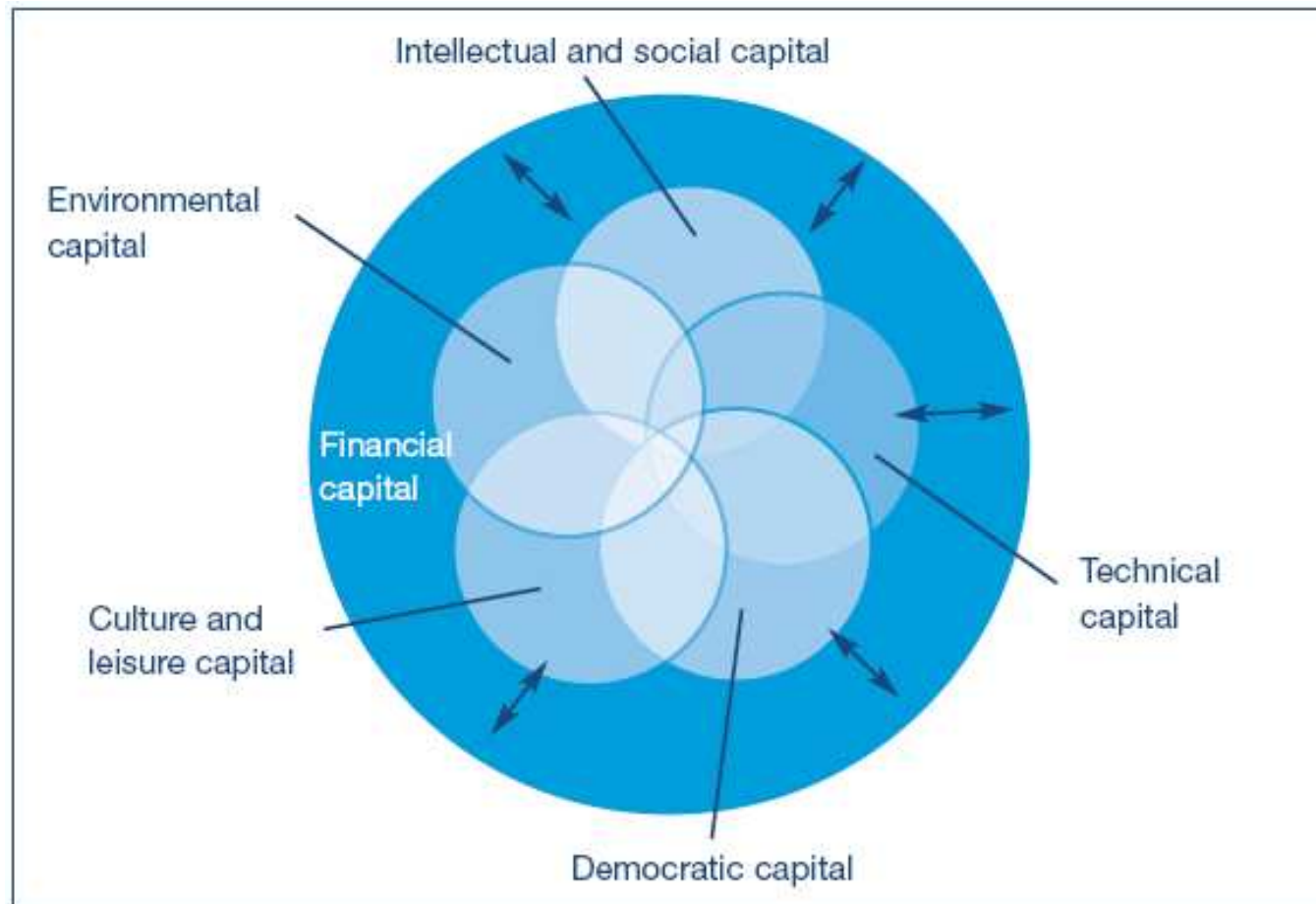
- Practical development
- Implementation
- Integration
- Tools

Value Creation - Penta Helix: New creative meeting places/arenas



Values and attitudes underpinning successful relationships

From one capital to many - A Holistic Management Approach



Knowledge Innovation in Two Swedish Cities

City of Sandviken

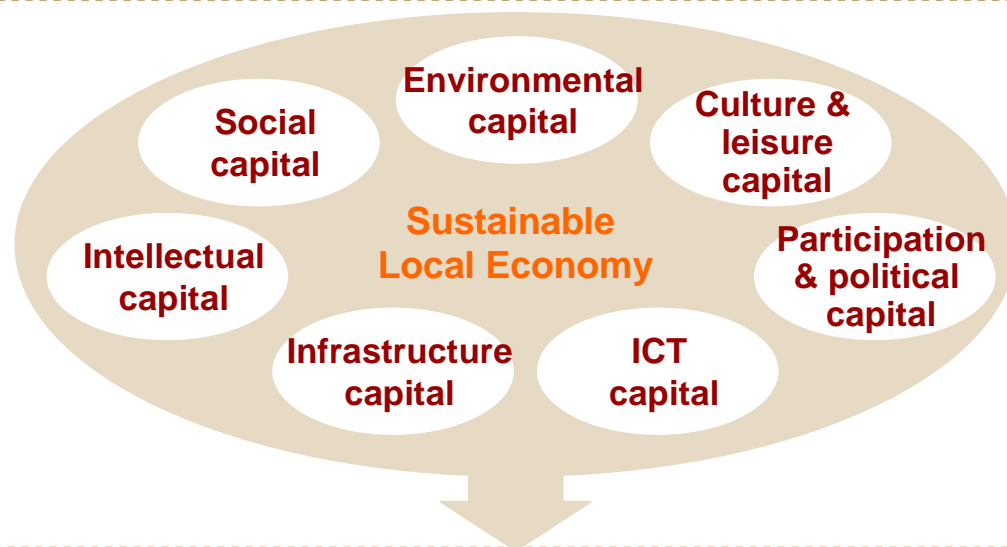
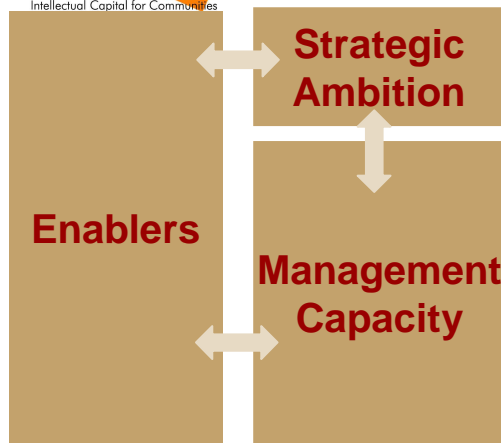
- Problems with recruiting engineers to the big Company Sandvik AB (130 000 employees) in Sandviken.
- Creating a private company owned by the Sandvik AB and the City of Sandviken (50 + 50 % ownership) to open a three-year technical senior high school, with a special format and expanded program as a basic curriculum
- Principal from private industry
- Now everybody want to attend this school from all over Sweden
- Great results and the company can keep its head office and some of the biggest plants in the city of Sandviken.

City of Solna

- Solna have the Karolinska Institute on its territory.
- Karolinska is a world famous medical institution and have the ceremony for the Nobel price in medicine.
- The city of Solna and Karolinska are in common strategic development process in order to add mutual value to each other's brand
- Karolinska will now probably use the city of Solna more as a cooperating partner and develop prototypes together

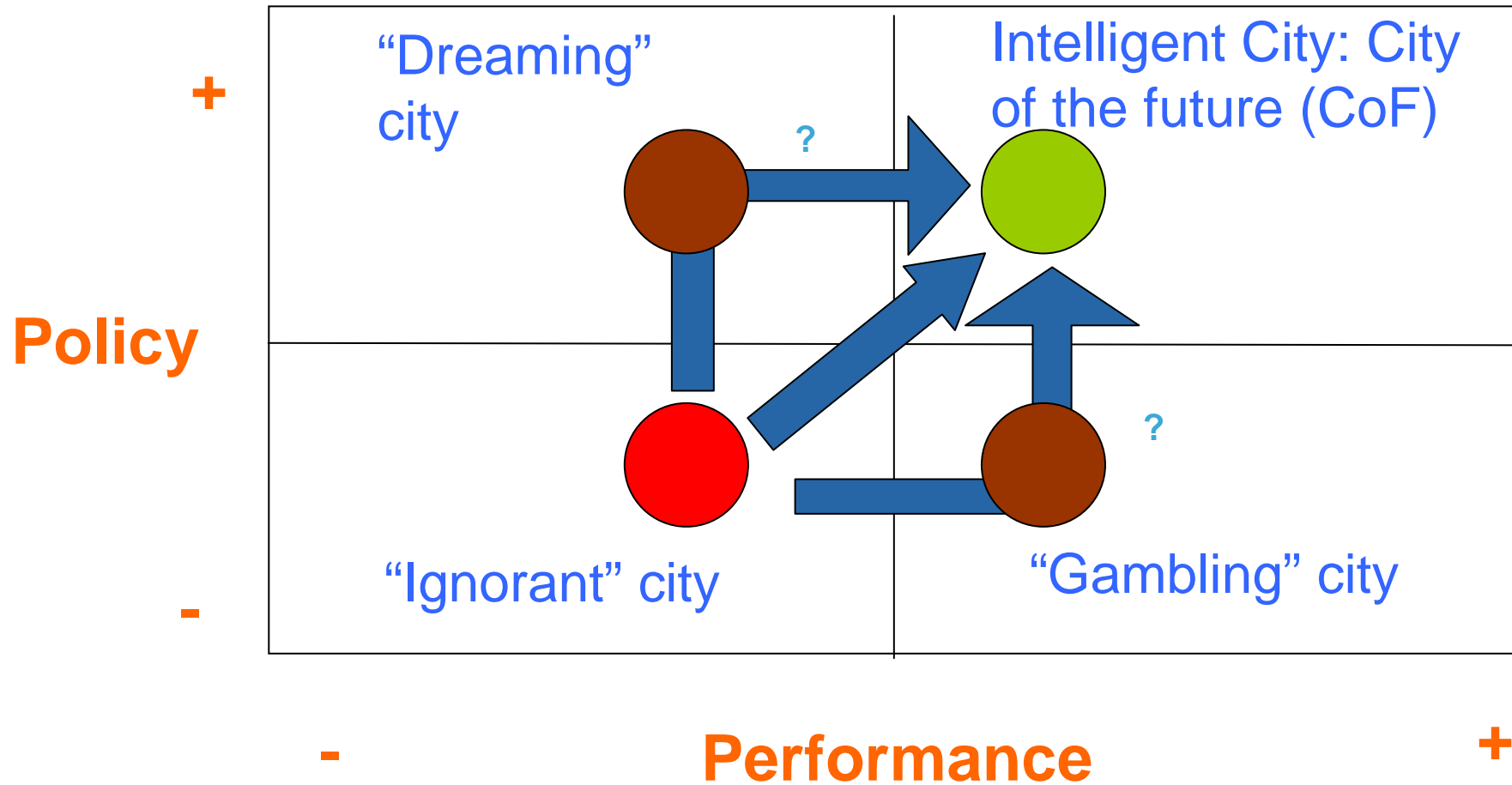


Overall CoF Framework



A City of the Future

What kind of a city do you live in?



Example: Result of the pilot – Solna, Sweden

