



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



World Conference on Intellectual Capital for Communities  
- Third Edition -



# **Intellectual Capital of Scotland**

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## Some facts about Scotland

- 5m population
- GDP per capita of US \$24,000 – similar to Singapore
- About 202k businesses
- Two principal economic development blocks – Central and Highlands & Islands
- About 25 HEROs (Higher Education and Research Organisations)
- Historically lower GDP growth & lower Business Expenditure on Research and Development of UK
- Large public sector (spends over 50% of GDP)
- Values education, knowledge, commercial success (as long as you don't brag about it!) and social justice

# The State of IC in Scotland 2001

- Econometric analysis suggested large hidden wealth
- Scotland's principal economic strategy (Smart Successful Scotland) did not deal directly with IA/IC
- Knowledge of IA in the economic development agencies and attendant networks was poor
- Significant lack of awareness of this area and how to manage IA

# What is the purpose of the IA Centre?

- Demand developer
- Sign-poster and information source
- Diagnostic service deliverer
- Product developer and deliverer
- Stimulator of private and public sector deliveries
- Annual funding of €2.25m (US \$2.6m)

## What baseline did Scotland start from?

- 2003 1000+ businesses surveyed:
  - 66% no awareness of the term ‘intellectual assets’
  - 75% did not understand the term
  - Only 16% identified they had IA
  - 8% believed they were protecting and safeguarding these assets
  - Only 6% believed they were exploiting such assets for a business gain
  - But 56% wanted to know more about this topic

## Where is Scotland today - 2007?

- Nearly 20% more businesses aware of the term intellectual assets
- Just under 40% increase in the number of business who say they understand this term
- Businesses better understand the term 'intellectual property' (about two-thirds of businesses had heard this term).
- Of those who believe they manage their IA 75% believe its important to communicate the value of their IA whilst only 60% are actually doing so
- 20+% increase in the number of businesses who have already considered the importance of IA
- Reasons why Scottish organisations believe that IA is important:
  - *they increase the overall worth / value of the organisation*
  - *in the future they could increase the overall worth / value of the organisation*
  - *they can be exploited for future organisational gain*
  - *they make the organisation different from competitors.*

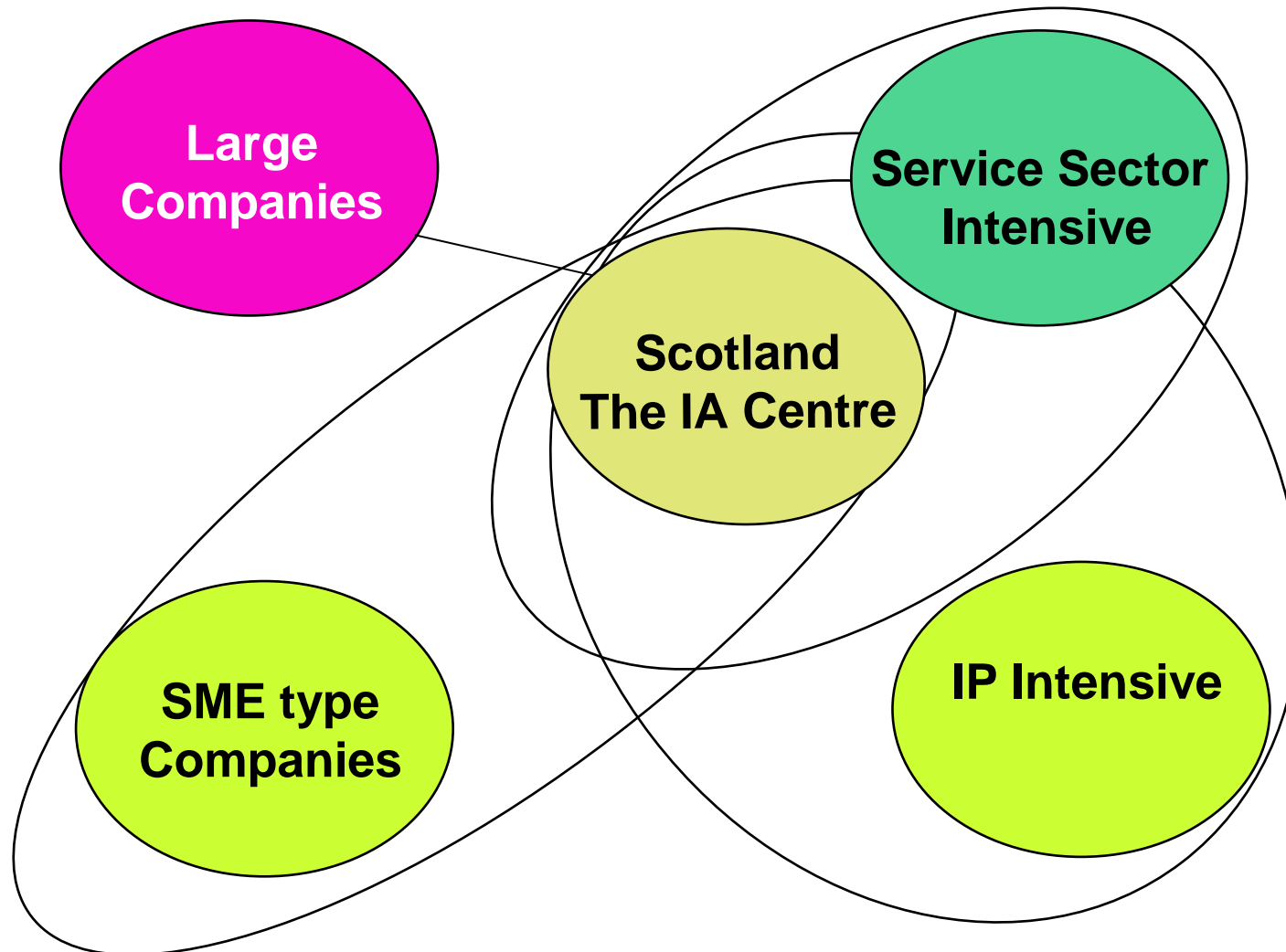
# Customer base: what does it look like?

- Mix of inventors, start-up but principally SMEs
- Main interests are how to attract new customers, IPR issues and capturing key know-how
- Mix of technology bases – low tech, medium and high tech
- Suppliers are also customers - so these include lawyers, IP professionals, boutique consultancies and accountants



# Country Support is Driven by Country Focus

The type of IC / IA Centre created must match the need



# Next Steps

The IA Centre will be working in Scotland to:

- Raise the quality and overall levels of provision of IA service to businesses by private sector intermediaries
- To develop further IA management resources for use by Scottish businesses
- To ensure the ongoing development and delivery of IA services to Corporate Scotland
- To work alongside the Government and Government agencies in Scotland and the UK nationally (for instance with the UK Intellectual Property Office) on IA policy matters
- To consolidate and strengthen Scotland's international reputation as a centre of excellence for IA management and exploitation (including the development of a web portal for our international network)

# Where to find us

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**And last but not least please sign on and contribute to:**

<http://www.ia-centre.org.uk/international/>