

Value Creation Efficiency at National and Regional Level: Case Study Croatia and the EU



President Roosevelt, in his address to the Governors at the White House, prophetically remarked that:

«The conservation of our national resources is only preliminary

to the larger question of national efficiency.»



WINDING RAILWAY MOTOR ARMATURES



The Business World According to **PETER F. DRUCKER**

“The most important contribution of management in the 20th century was to increase manual-worker productivity fifty-fold.

The most important contribution of management in the 21st century will be to increase knowledge-worker productivity - hopefully by the same percentage.”



Lord Kelvin,
*Lecture to the Institution of Civil
Engineers, 3 May 1883*

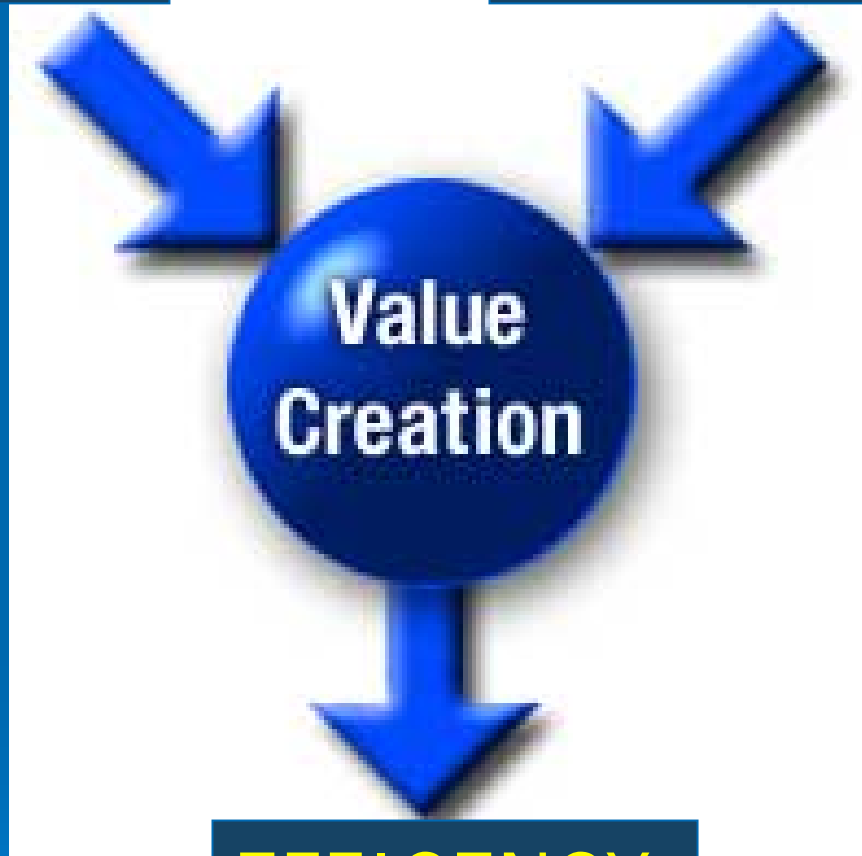
***"When you can measure what
you are speaking about and
express it in numbers, you know
something about it."***



Knowledge work does not produce just products or services but adds value.

CAPITAL
EMPLOYED

INTELLECTUAL
CAPITAL



EFFICIENCY

CEE



ICE

CONTROL OF VALUE CREATION EFFICIENCY

"The challenge for UK companies is to continue to grow their value added and the efficiency with which it is created, particularly

for those companies that are currently below average in their sectors."

The Rt Hon Patricia Hewitt MP,
former Secretary of State for Trade and Industry

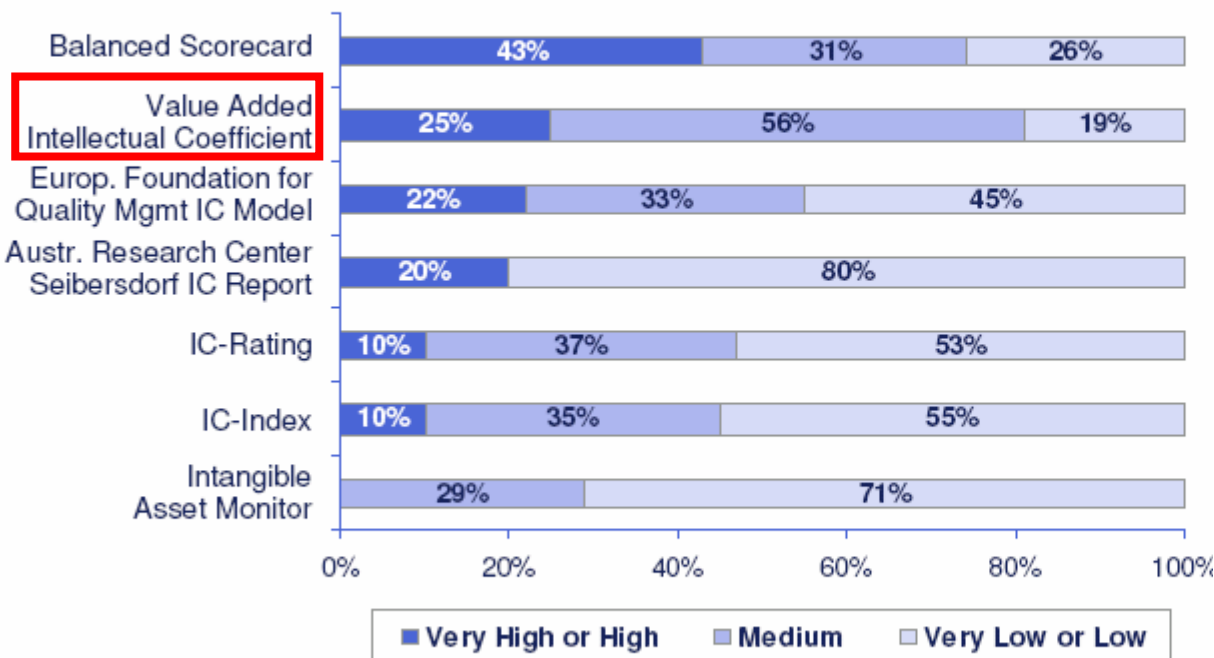


Intellectual Capital Survey

Documentation of Results
February 2005



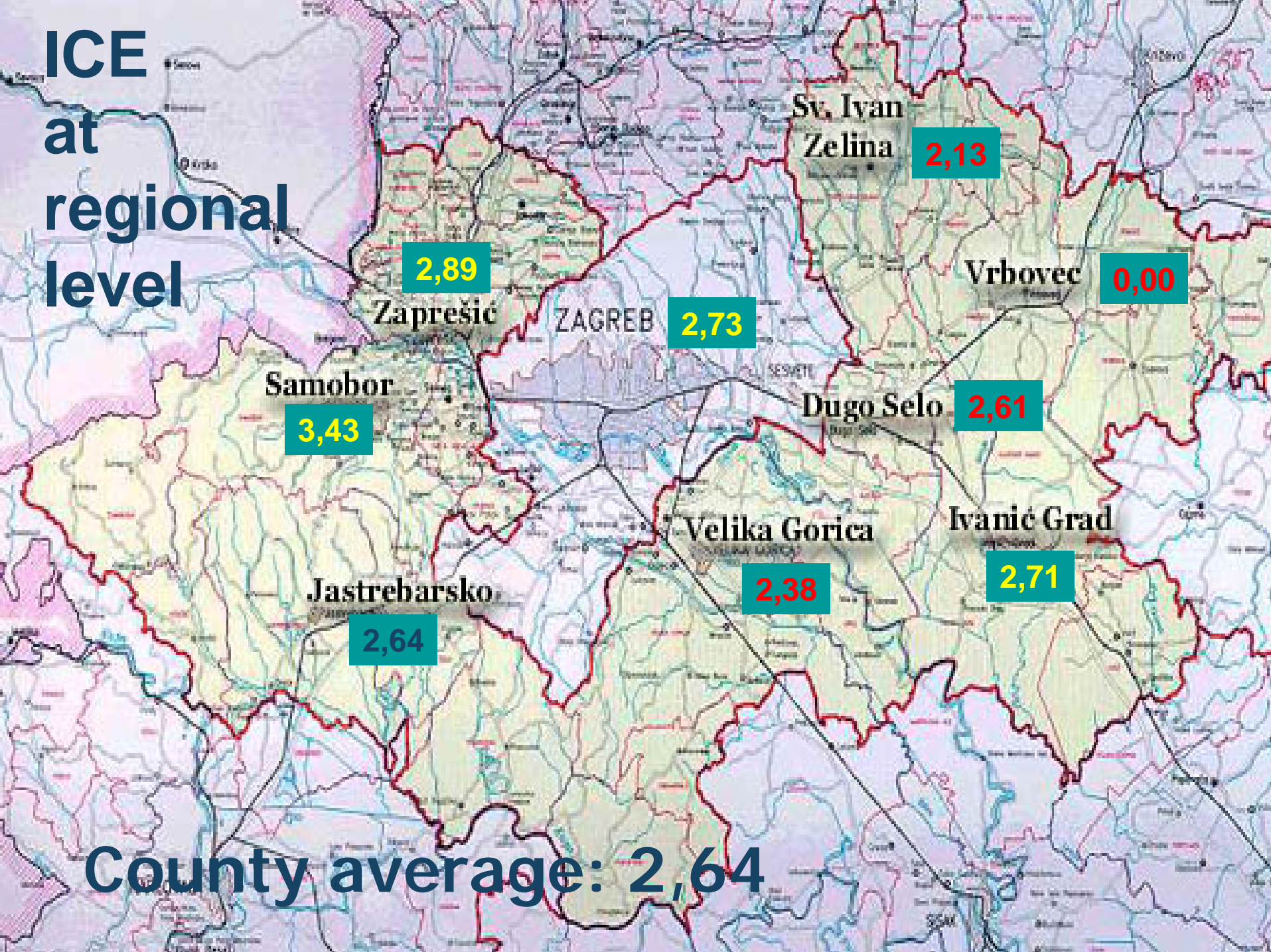
Importance of ICM and ICR Methods known most



“**VAIC™** is a measuring system, which enables monitoring of value added (VA) and the efficiency of intellectual capital (ICE)

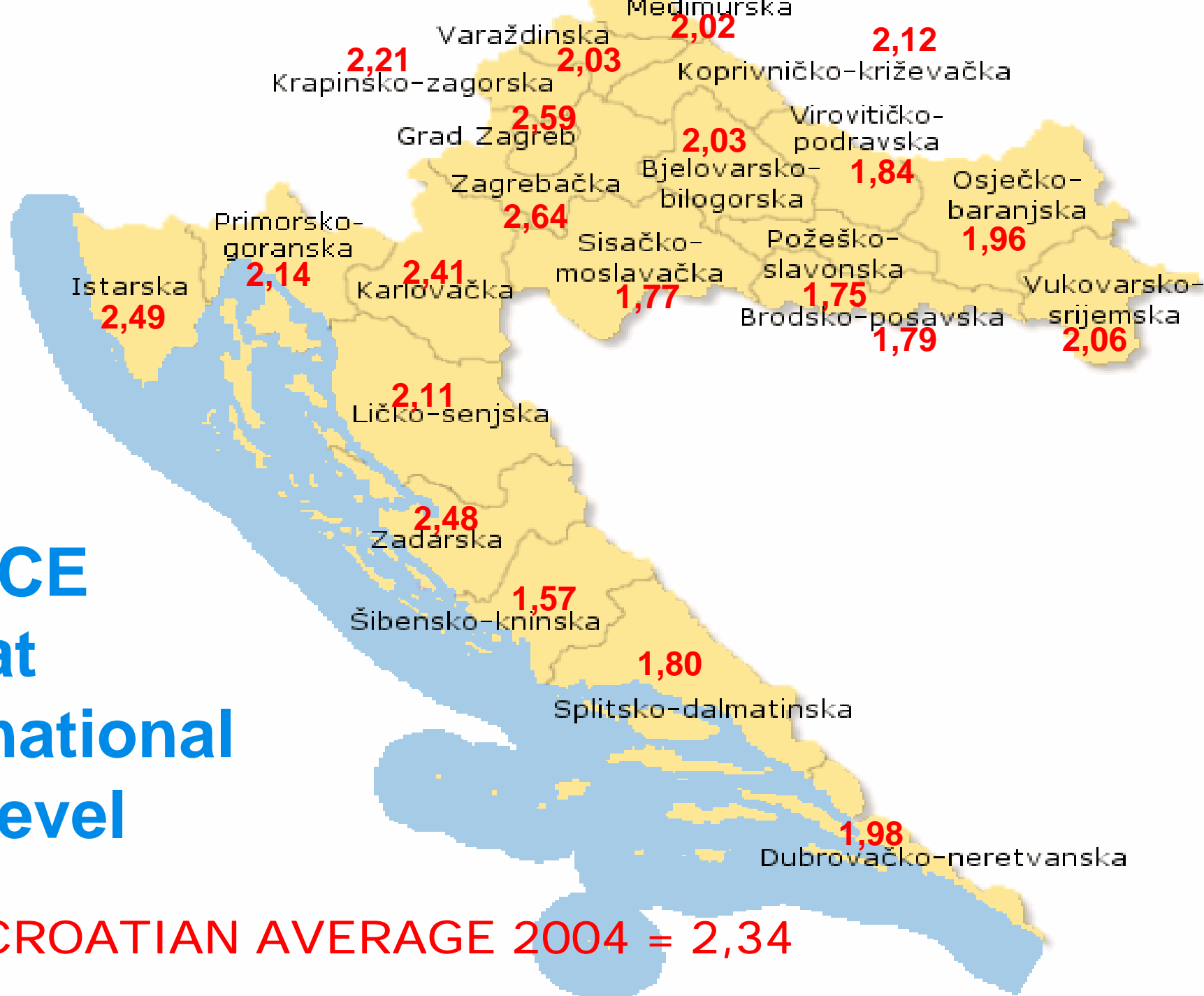
Note: Top 7 methods only. Sorting according to importance with high or very high indication

ICE at regional level



County average: 2,64

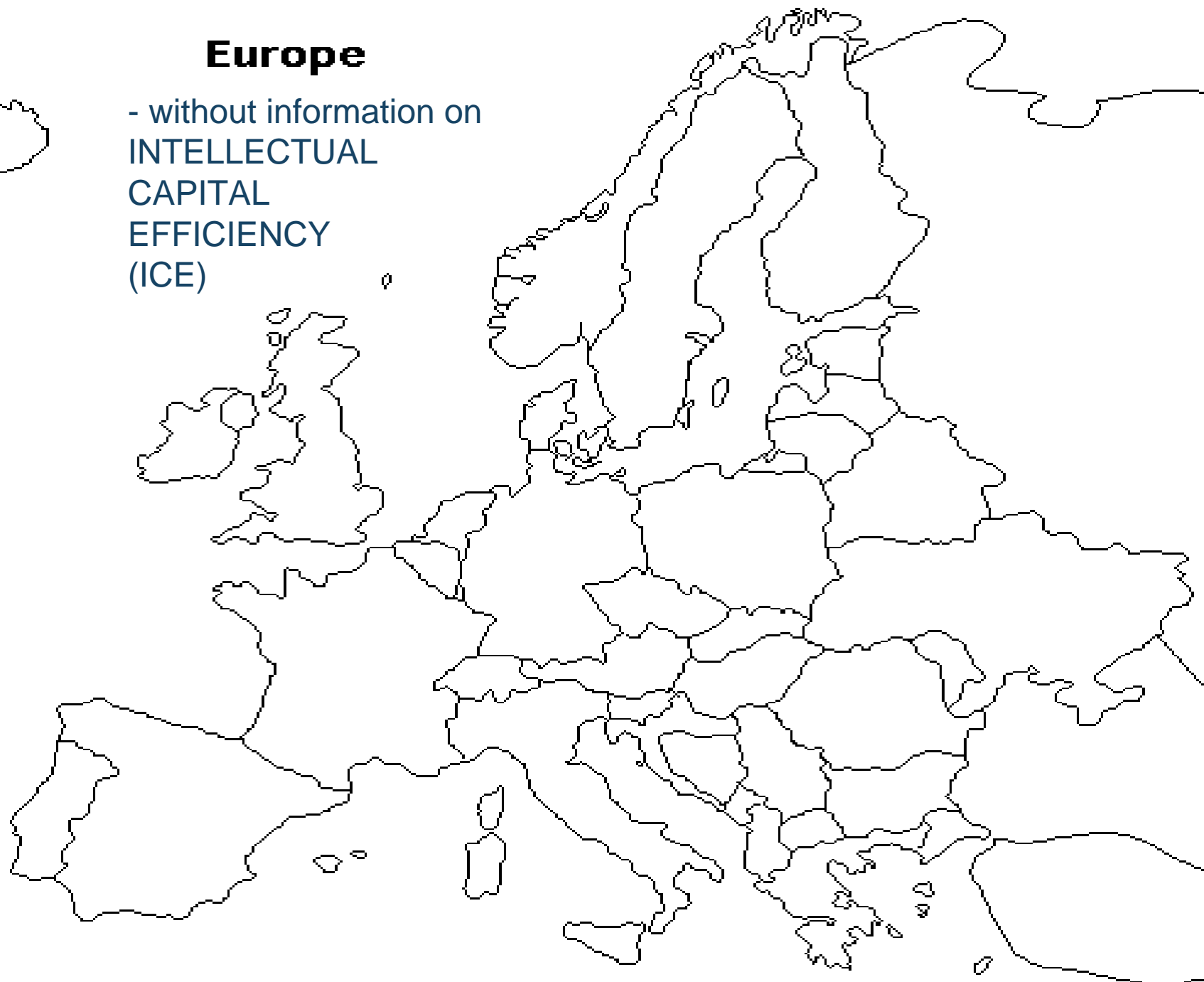
ICE at national level



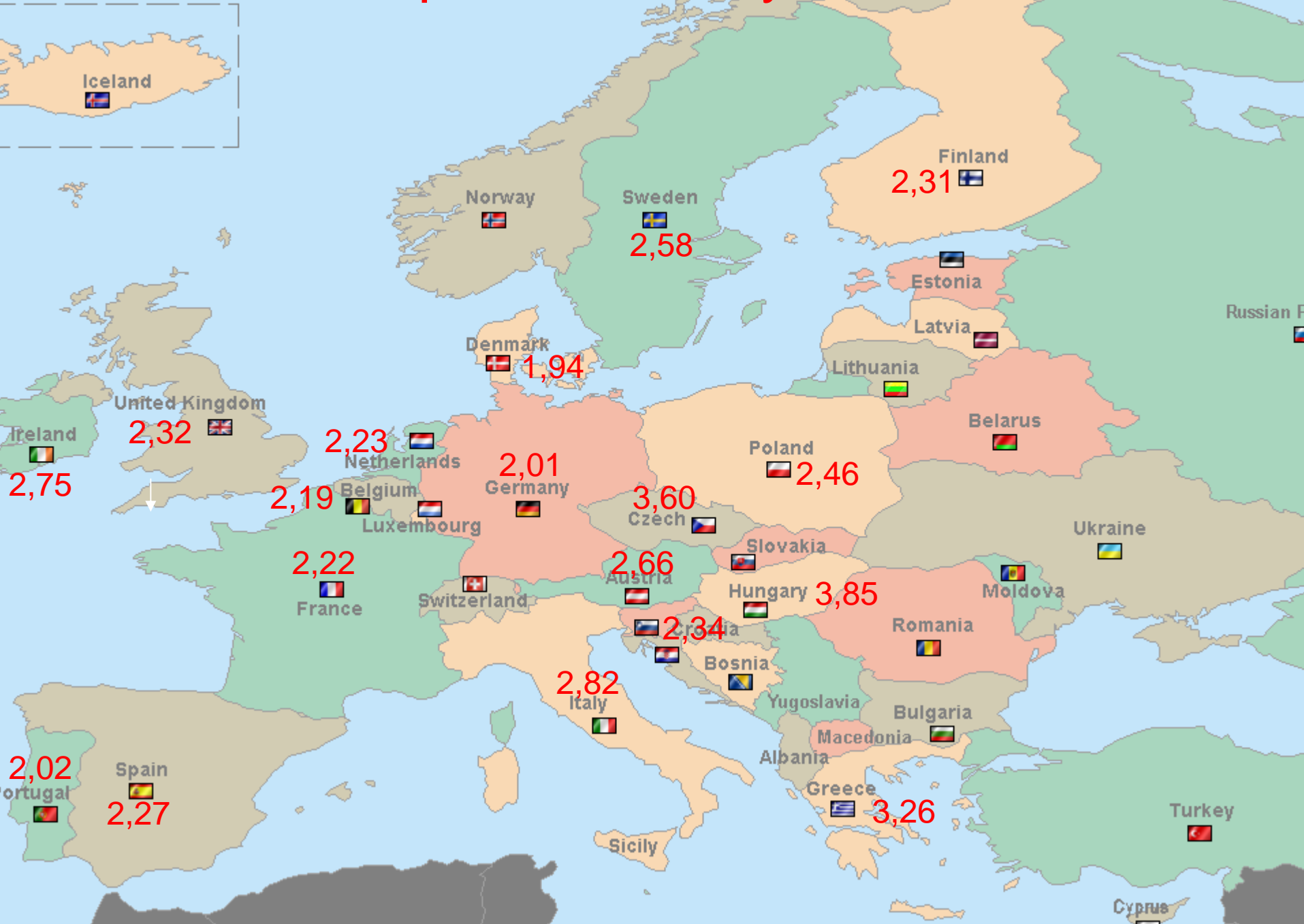
CROATIAN AVERAGE 2004 = 2,34

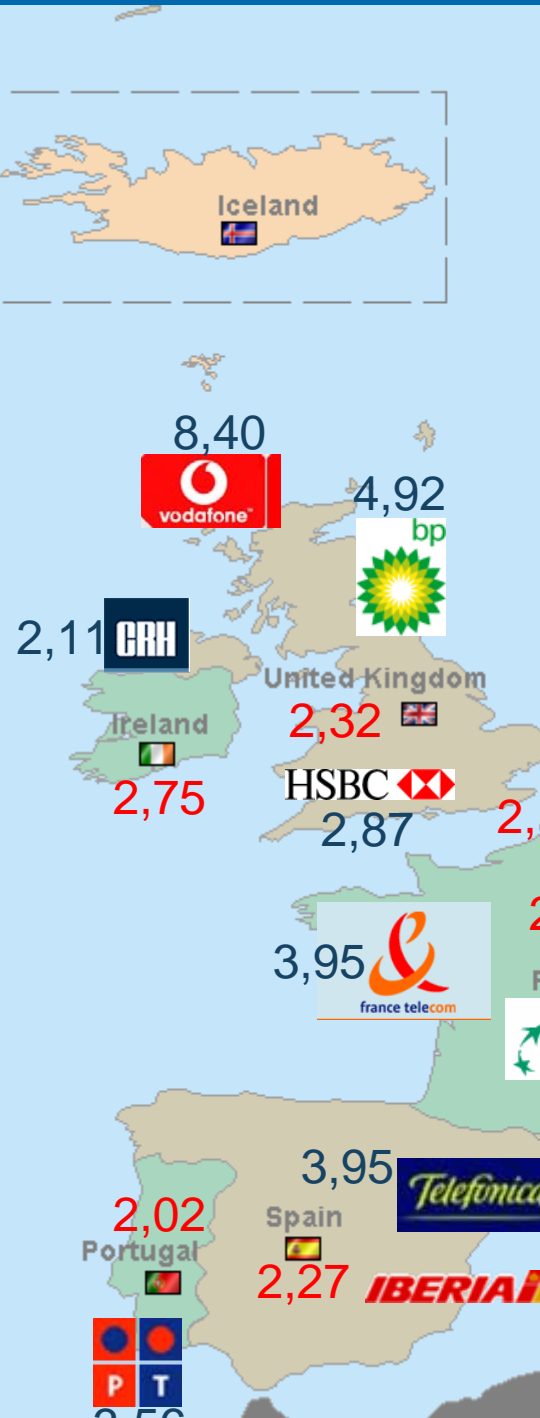
Europe

- without information on
INTELLECTUAL
CAPITAL
EFFICIENCY
(ICE)



Intellectual Capital Efficiency at National Level





Measurement begins when we have decided what to measure:

efficiency of value added

and why:

to know the productivity of intellectual capital,

and have decided also what to do with the measurements:

permanent increase of knowledge work efficiency at company, regional and national level.