



Intellectual Capital for Communities
In the Knowledge Economy

Knowledge Economy and Human Progress: Questions and Prospects

The World Conference on Intellectual Capital for Communities
Seventh Edition

Co-organised by
The European Chair on Intellectual Capital Management, the University Paris-Sud
and The World Bank

May 26 & 27, 2011

World Bank Paris Office,
66, Avenue d'Iéna 75016 Paris, France



The Chair's Partners



PRESENTATION

The central theme of the Seventh Edition of the World IC Conference is the connection between Knowledge Economy and Human Progress.

There has been since immemorial times a widespread concern to develop and use knowledge, creativity and innovation for the progress of mankind in all forms, but it has become urgent to revisit seriously this issue.

The world community is facing a number of critical situations: the global financial and economic crisis is not over; major societal issues remain to be solved, ranging from mounting inequalities to unachieved Millennium Development Goals; and environmental and natural resource saturations are putting clear limits to the current economic growth profile.

The IC7 conference will try to contribute – modestly – to this debate and to the search for new paths in the economic and social development process.

We will begin by taking stock of recent initiatives and new perspectives on the measurement and development of intellectual capital, and, then, we will focus gradually on the issue of human progress, its measurement, and the ways and means to put knowledge and innovation efforts in service of it.

As in former IC conferences, these questions will be approached at different levels: countries and world regions, provinces and cities, firms and networks.

As usual, also, the conference will alternate plenary sessions, with keynote speeches, and parallel workshops, allowing more detailed discussions on various topics of interest to the different IC communities. A final session, with a video connection with Washington, will draw and discuss the main conclusions of the conference.

Day 1 – Thursday May 26, 2011

Introduction : **Professor Jean-Jacques Girerd**, Vice-President, University Paris-Sud
& **Carlos A. Primo Braga**, Special Representative for Europe and Director, the World Bank

8.45 - 9.00

Key Note Speech

“Economics of Singularities ”

Lucien Karpik, Professor, Ecole des Mines de Paris

9.00– 9.45

Session 1:

**Measuring Intangibles and Performances:
Achievements and Issues**

9.45 - 11.15

Chairman: Leif Edvinsson

- The Japanese knowledge / IC agenda, an update: Yoshiaki Tojo, METI
- The new OECD Programme for Intangibles, Alistair Nolan, OECD
- Investment in intangibles and economic growth performance, a review, Vincent Delbecque, Ahmed Bounfour, University Paris-Sud
- Where is the Wealth of Nations, Measuring capital in the 21st Century, The World Bank approach, Kirk Hamilton, The World Bank

Café Break - Networking

11.15 - 11.45

Key Note Speeches

Human capital and the digital enterprise

Bruno Ménard

Chairman, CIGREF

Vice-President, IT, sanofi aventis

When human development meets with business performance

The Air Liquide Experience

Pierre-Etienne Franc, Director, Technology for the Future

11.45 - 13.15

Lunch : 13.15 - 14.30

Parallel Sessions 14.30 - 16.00		
<p style="text-align: center;">SESSION 2: IC AND KNOWLEDGE ECONOMY: NATIONAL AGENDAS</p> <p>Chairman: Jacques Van Der Meer</p> <ul style="list-style-type: none"> • IC of Nations Navigation, Carol Yeh-Yun Lin, Leif Edvinsson • Saika project, Antti Lönnqvist, Tampere University of Technology • Valuing intangibles of the public sector , The French experience, Kristof de Meulder , APIE, France • IC - based Innovation Gap Assessment for the Future Knowledge and Innovation - driven Economy in Serbia, Sladjana Cabrilo, University Educons, Novi Sad, Serbia 	<p style="text-align: center;">SESSION 3: CITIES, INNOVATION AND THE FUTURE</p> <p>Chairman: Hank Kune</p> <ul style="list-style-type: none"> • ACSI – a new generation agenda for societal innovations, Pirjo Stähle, University of Turku, Finland Futures Research Centre • The city of opportunities for the future, Hazem Galal, Jan Sturessen , PWC • Open innovation in the emerging Cleantech cluster in Guangdong, Waltraut Ritter, Research Director with APICC Asia Pacific Intellectual Capital Centre • Measuring innovation and sustainability in cities: the IC-index perspective, Andrés Barreneche, Ahmed Bounfour, University Paris-Sud 	<p style="text-align: center;">SESSION 4: INTANGIBLES, RISK ANALYSIS AND KM PRACTICES</p> <p>Chairman: Stefan Gueldenberg</p> <ul style="list-style-type: none"> • KM practices in 3000 German companies, Peter Pawlowsky, Technische Universität Chemnitz • Modelling risk of intangibles, Tom Housel, Rebecca Lorentz , Naval postgraduate school of Management, Monterey, CA, US • Assessing human capital risk, Ante Pulic, Croatia • Assessing risks for SMEs, Susanne Durst, PhD, University Paris-Sud & University of Ferrara
Coffee Break - Networking 16.00 - 16.30		
Parallel Sessions 16.30-18.00		
<p style="text-align: center;">SESSION 5: IPRS AND THE OPEN INNOVATION PHENOMENON</p> <p>Chairman : Dominique Guellec</p> <ul style="list-style-type: none"> • Patents for emerging technologies; the example of clean energy, Nikolaus Albert Thumm, European Patent Office • French Public Research as patent applicant, Laurence Joly Observatoire de la Propriété Intellectuelle, INPI. • IPRS regime and economic growth in emerging countries, Ricardo H. Cavazos Cepeda, OECD • Patents licensing and the open innovation phenomenon, Frédéric Caillaud, L'Oréal • Universities as knowledge markets, Javier Carrillo, University of Monterrey, Mexico 	<p style="text-align: center;">SESSION 6: INTANGIBLES PROSPECTS AND ACCOUNTING: EUROPEAN AND GLOBAL INITIATIVES</p> <p>Chairman: Takayuki Sumita</p> <ul style="list-style-type: none"> • The WICI initiative: an update, Professor Hanado, Waseda University; Yoshika Shibasaka, KPMG Japan • The Prince of Wales Accounting for Sustainability Project, Paul Druckman • IC reporting, the BNDES programme, H. Tenorio Veiga de Almeida & JP Braga, BNDES, Brazil • The German experience in reporting, Inge Wulf, Clausthal University 	<p style="text-align: center;">SESSION 7: ART, KNOWLEDGE AND HUMAN PROGRES: SELECTED EXPERIENCES</p> <p>Chairman : Guenther Szogs</p> <ul style="list-style-type: none"> • Art and People, Prof. Dagmar Woyde-Koehler & Stefan Sagmeister • Art and IC, The Austrian experience, Guenter Koch & Brandner & Andreas • Traditional knowledge at risk, The case of traditional knowledge in Morocco, Nourredine El Hachami, Eureka • Emotive knowledge and Artful management, Giovanni Schiuma, Università della Basilicata • Art and cities' creativity, Raphaelae Bidault-Waddington, Paris

Day 2 - Friday May 27, 2011

9:00 - 10: 45

**Key Note Speeches and Debates:
Measuring Human Activities and Progress**

The Stiglitz, Sen and Fitoussi Commission Report

By Xavier Timbeau, Director, OFCE, Rapporteur

The French-German Approach

Conseil d'Analyse Economique / German Council of Economic Experts

The Report to President Sarkozy and Chancellor Merkel

By Prof. Dr Christoph M. Schmidt

Comments: Dominique Guellec and Philippe Lukacs

Coffee Break and Networking

10.34-11.15

Session 8: 11.15 - 13.00

From Knowledge Economy to Human Progress: Walking the Talk

- Morocco: a Nation-wide Effort for Human Development (ONDH), Rachid Benmokhtar
- Beyond GDP, the Gross National Happiness: Bhutan's pioneering efforts, Jean-Eric Aubert
- Economic Performance and Social Capital: Evidence from EU countries and French Regions, Jean-François Chantaraud, ODIS
- Human Progress and Business Management: Iconic Examples, Philippe Lukacs, Catalyser

Lunch : 13.00 - 14.30

Session 9: Looking at the Future

(Final session)

14.30-16.00

In VC with Washington

Moderated by Jean-Eric Aubert

From Washington (TBC): Carl Dahlman (Georgetown University), Carol Graham (Brookings Institution), Danny Leipziger (GWU), Mark Dutz (World Bank)

Panel from Paris :

Rachid Benmokhtar (ONDH, Morocco), H. Tenorio Veiga de Almeida (BNDES) , Leif Edvinsson (Lund Univ), Jacques Van Der Meer(EIB), Ahmed Bounfour (University Paris-Sud)

**Contact for Scientific Coordination: Ahmed Bounfour, Professor,
University Paris –Sud : ahmed.bounfour@u-psud.fr**

Registration : <https://rech.jm.u-psud.fr/colloque/colloque.php?evt=26>