



Agence du patrimoine immatériel de l'État

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Intellectual Capital for
Communities
In the Knowledge Economy



Intangibles of the public sector, Modelling, valuation and contribution to economic growth

How to « valorize » intangibles of the public sector
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Paris
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Agency for public intangibles of France

■ Who are we?

- Agency depending from the ministry of economy, finances and foreign trade
- Created in 2007 to value public intangible assets
- Mainly composed of
 - Legal experts, specialized in IP right
 - Marketing experts

- Great diversity of intangible assets

Patents

Trade marks

Know-how

Internet domain names

Software

Cultural resources

Intellectual property rights

Public sector information

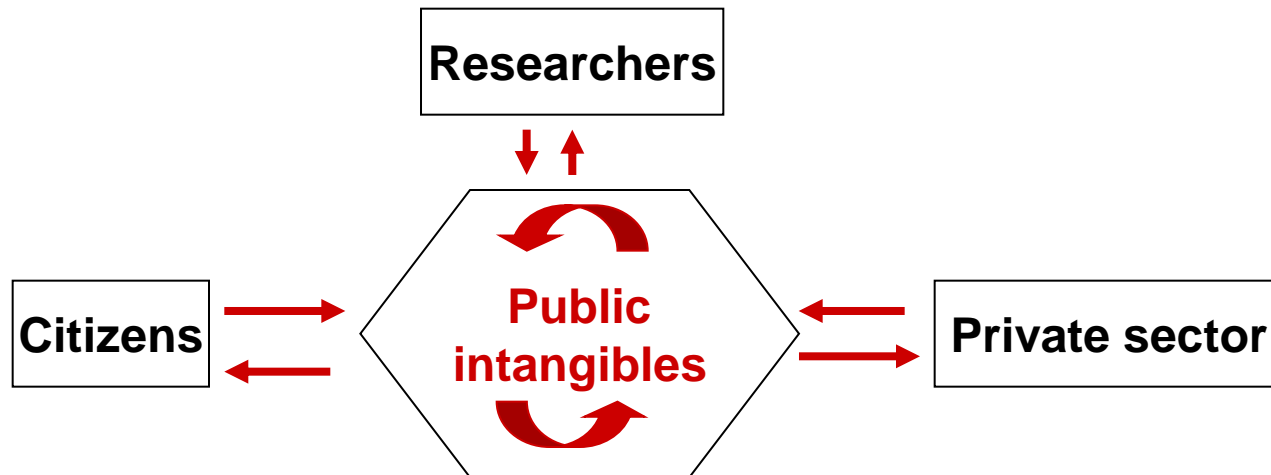
Agency for public intangibles of France

■ Our missions ?

→ Contribute to the modernisation of the administration

→ Unlock the potential of public intangible assets for the economy as a whole

→ Create an interaction with the surrounding environment



- **Reinforcing the relationship with users of public services by developing a strategy regarding to public brand names**

- Giving sense, asserting its values
- Becoming a reference for users
- Manner of differentiation
- A guarantee of quality and neutrality
- Federate public agents around common values

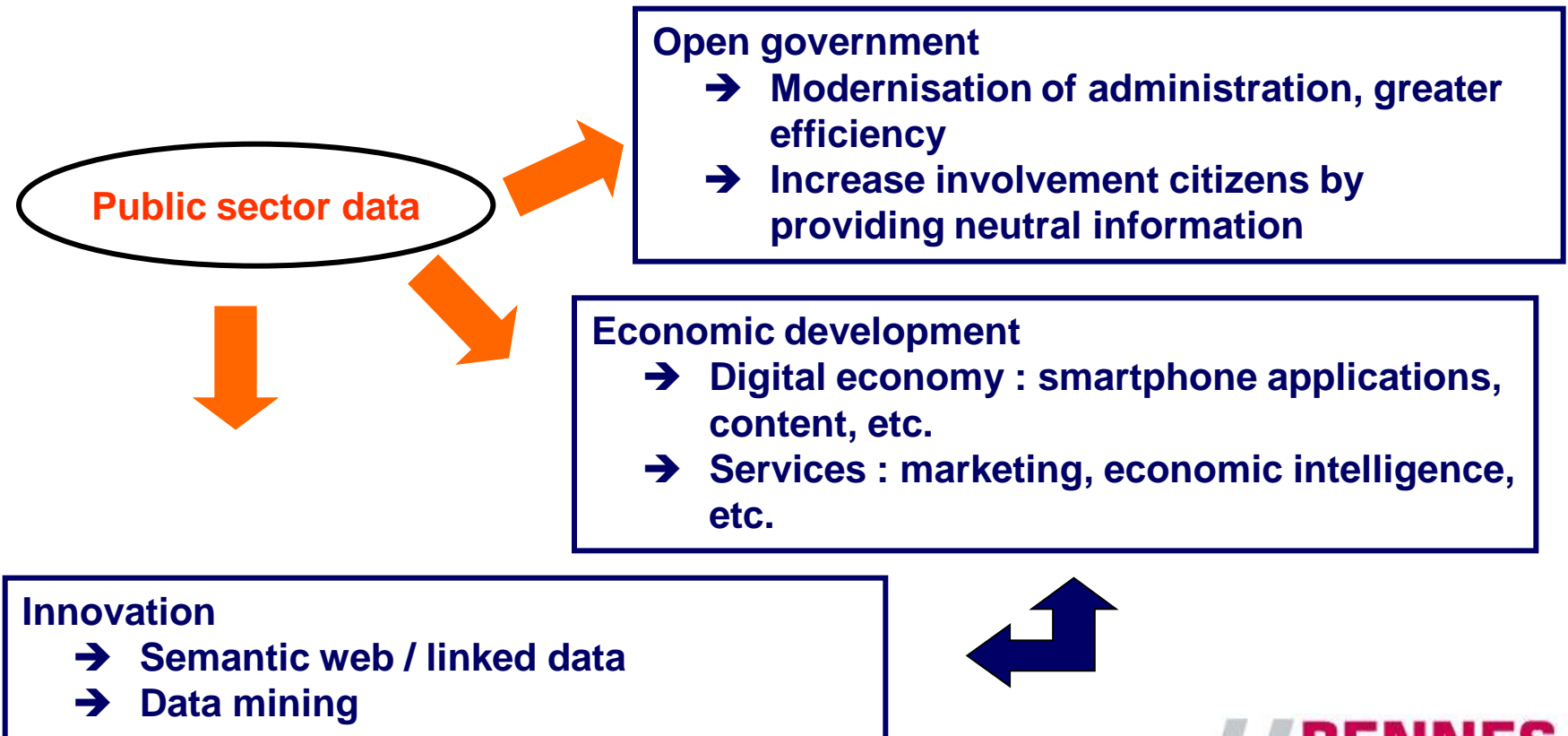


- **Public trademarks can also contribute to the attractiveness of a territory**



Re-use of public sector information

- Open data : 3 main objectives

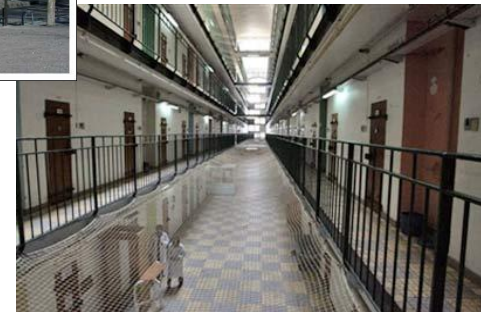
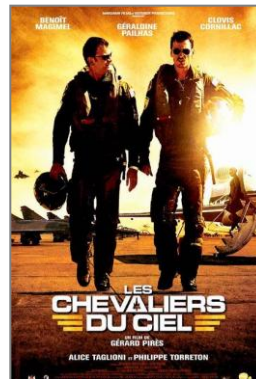


- **Management of public agents' intellectual capital**
 - **Ensure the continued existence and transmission of specific public expertise**
 - **Favor the appropriation by third parties of public sector expertise**
 - **Protect administrations against misappropriations of their knowledge**
 - **Generate additional revenues to finance public missions**



Unique and historical places

- Authorizing access to unique and historical places for
 - Shooting movies
 - Private events



- **Measurement of the impact of disseminating public intangibles on a local territory**

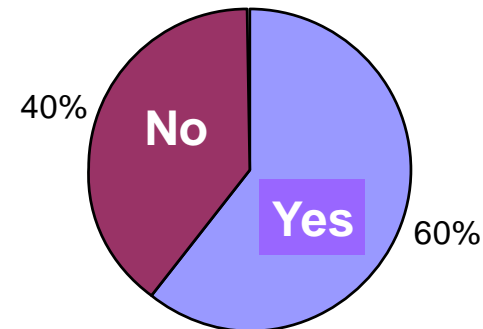
- **Development of tools measuring the quality of public intangibles**
 - **Identification of 63 components of the public intangible capital covering relational, structural and human capital**

 - **Promotion of intellectual capital indicators in public annual reports**

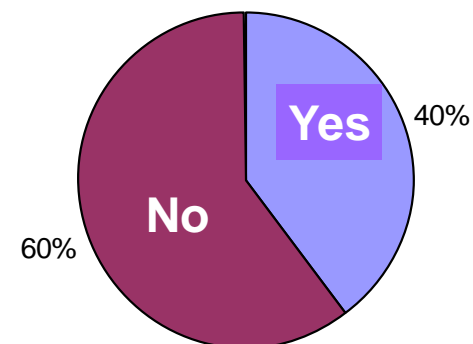
- Reporting on public intellectual capital : survey

- Survey conducted amongst 460 public entities from which 190 replied (April 2013)

- Question : “Does your entity include objectives relating to its intellectual capital in its annual performance report?”



- Question : “Does your entity’s management dash board contain indicators relating to its intellectual capital?”



▪ Reporting on public intellectual capital : survey

- Question : “what degree of importance does your entity grant to the following aspects relating to its intellectual capital?” (10 proposals)
- Result :

Top	<ul style="list-style-type: none">– User satisfaction– Reputation and notoriety– Knowledge and expertise
Flop	<ul style="list-style-type: none">– Innovation of procedures– Intellectual property rights– Passing on expertise with third parties

QUESTIONS?



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<http://www.economie.gouv.fr/apie>