



Intellectual  
Capital for  
Communities  
In the  
Knowledge  
Economy

# Intellectual Capital for Communities

## Perspectives, Vision for the Future

### [for Discussion]

15 June 2018

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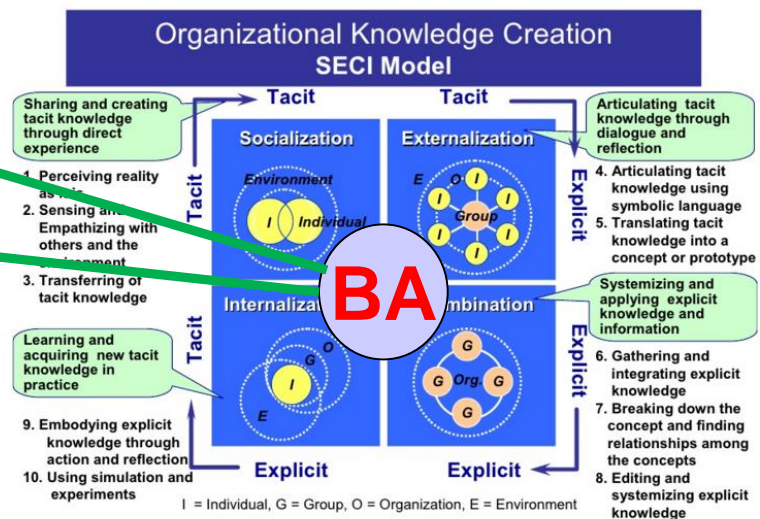
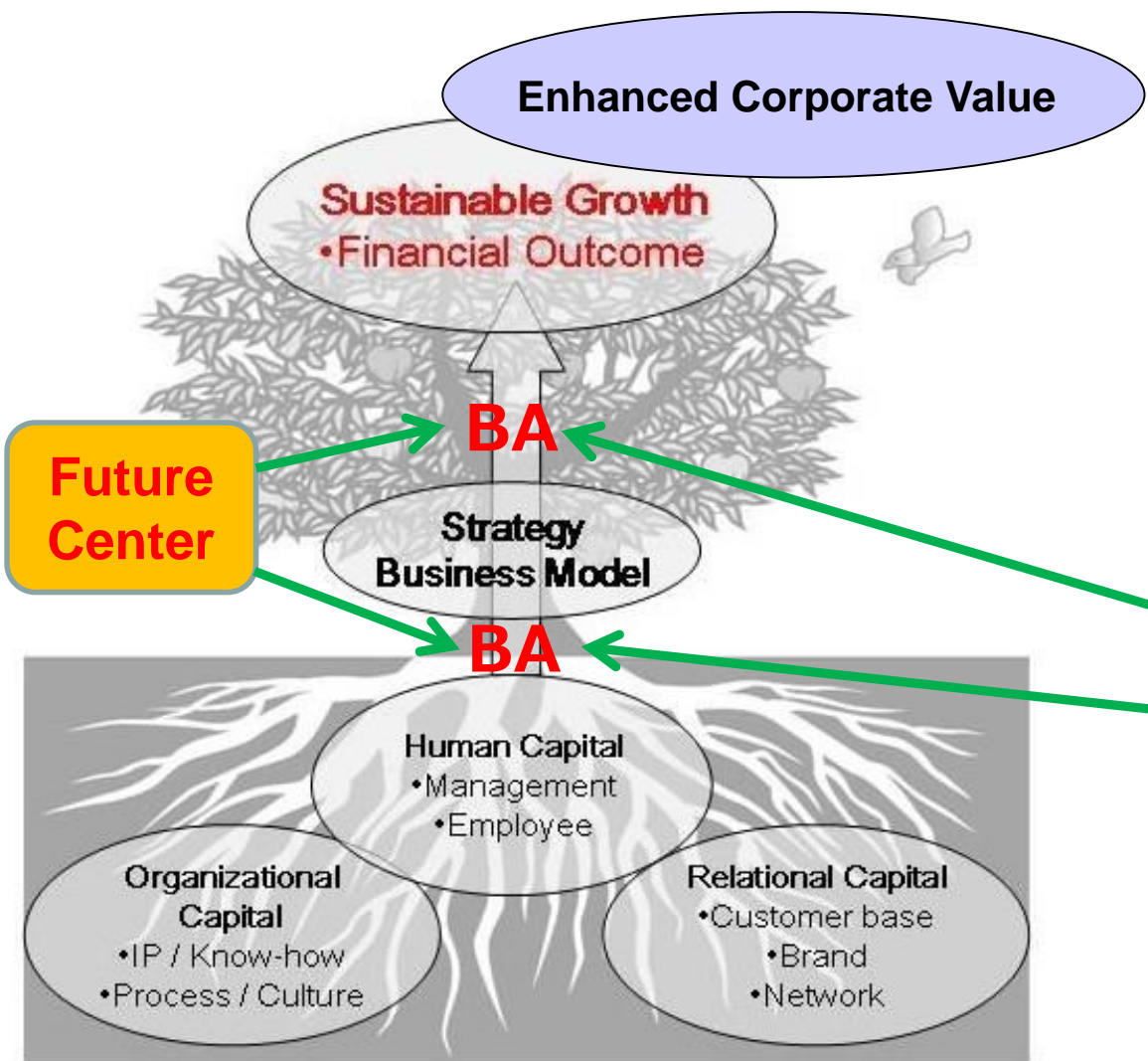


**TOGETHER, in a right balance and harmony**

- Intellectual Capital and Sustainability (Corporations)
- Intellectual Capital and Sustainability (Local Communities)
- Sustainability = right balance: renewal and innovation
  - Reference: Concept of **Fudo** (風土)



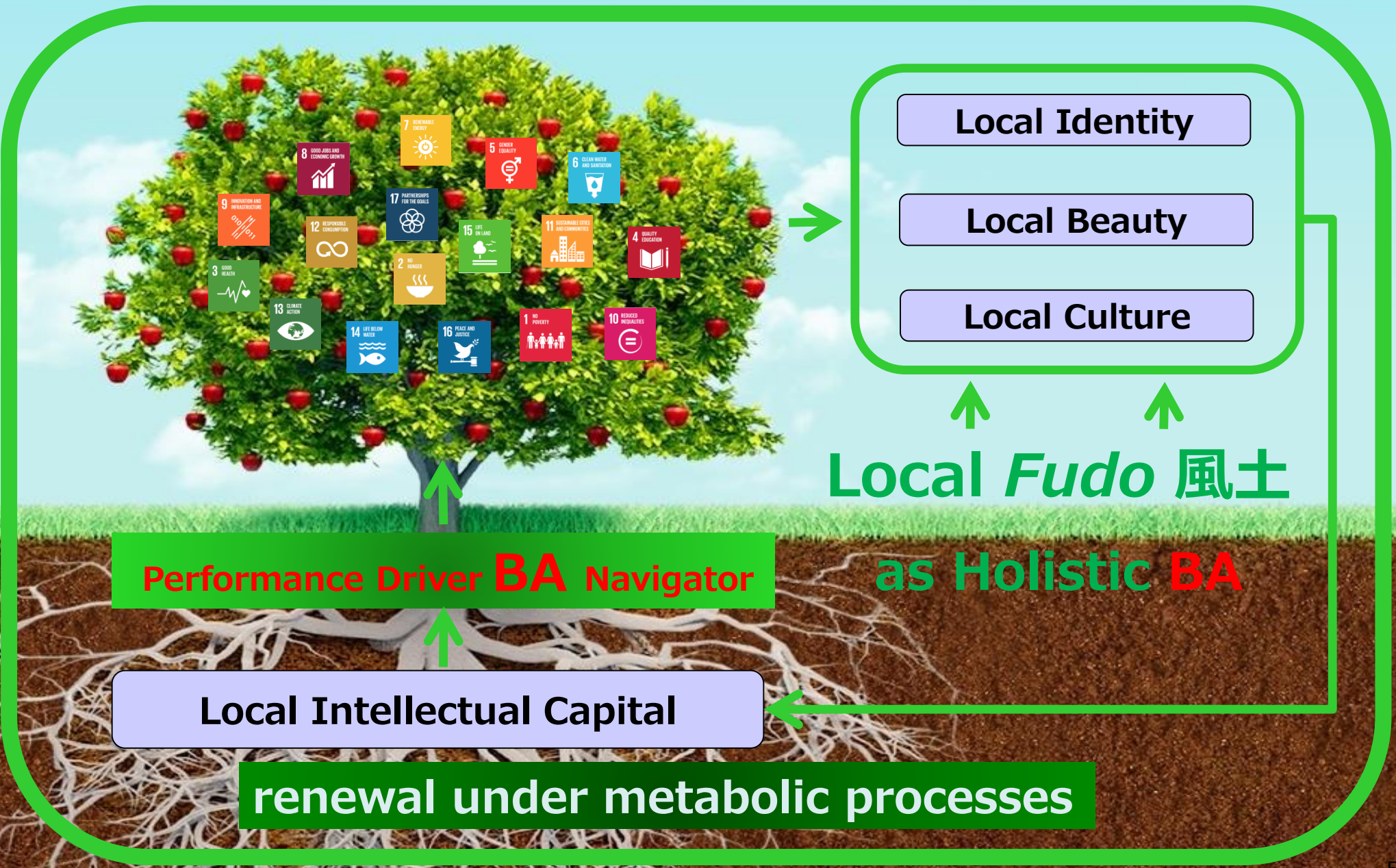
Intellectual Capital / Knowledge Creation /  
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- Number of Multi national corporations started to dominate the whole economy.
  - They keep replacing the existing services with their ‘innovative’ large scale services.
    - In any sorts of businesses, including 「衣」 clothing 「食」 foods 「住」 housing
  - Competition between rival firms has become hard, only one can survive?
- ‘Disruptive Innovation’ admired & desired to a certain point
- Under the name of the ‘Innovation’, many wants to ‘change the world’
- Such initiatives has become the disincentives in sustainability building contrary to wishes.





- **Performance Driver** of the Communities is a linkage / connection / interdependencies (**core of community's Intellectual Capital**)
  - among businesses
    - of 「農」 agriculture 「商」 commerce 「工」 manufacturing
    - for 「衣」 clothing 「食」 foods 「住」 housing
    - These form **local identity & beauty** and **culture** under local ***Fudo*** (風土)
  - among community based individuals, and also
  - among numbers of different local communities
- These **linkages, connections, interdependencies, local identity & beauty, culture** are the core of **Intellectual Capital** that enables society and economies sustainable for the future.
- In this way, communities **used to be** making (self) **renewal under metabolic processes**.



## Corporations

- Initiatives aiming at change and replacement (of the corporations) to be navigated to the right direction;
  - to continue with **innovations**, however,
  - it will aim at helping building sustainability in a diverse way within respective capacities.

**TOGETHER, in a right balance and harmony**

- **Renewable** economy, society and life to be rebuilt and enhanced;
  - by rebuilding of the Performance Driver / Navigator for the local communities.
  - rebuilding of circulation economy, locally produced and locally consumed,
  - human economy, society and life to become again the element of total eco-system

## Local Communities

- **Fudo** represents the whole eco-system which has been given from the beginning of the history of earth.
  - It includes rain, water, sunshine, wind, soil, all the animals and creatures (including human being), plants & tress, climate, given natural eco-system...
  - The buildings/houses as far as it is built organic, they will be included in **Fudo**
  - Human beings (and even their life, society and economy) used to be the element of **Fudo**
  - Actually now, to a great degree, only human beings are isolated from **Fudo** as well as they see **Fudo** as something they like to manage or maintain.
- **Fudo** represents the locality, it differs region by region
  - Under the total influence from **Fudo**, **local** culture has been developed and it has formed the base of the commerce and industry.
  - Local culture brings about the beauty overall, then it forms local identity, and therefore the attachment to the given local society.
- In this way, **Fudo** is the origin of Intellectual Capital for local communities.



Initiative from Ministry of Environment, Japan, connection of Forests, Fields, Rivers and the Ocean

# ANNEX - Visions



























駅方面を見る①／遠く東京ガスのガスタンクが見える（昭和26年頃）















































# Intellectual Capital Management for Sustainable Growth

