

**EARTO**



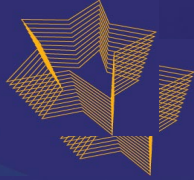
**EUROTECH**

**Copenhagen, September 26th, 2005  
EUROTECH Board Meeting**

**Agenda Item: Final Report from EUROTECH's  
Working Group on**

**„Intellectual Capital Reporting (ICR)  
for RTOs & SMEs“**

by the chairman and rapporteur of this EUROTECH WG  
**Günter Koch**



# The process

Initial discussion on Intellectual Capital Analysis & Reporting at **EUROTECH Stockholm Meeting October 2002**. Decision to start WG

Initial meeting of the EUROTECH WG in **summer 2003** in Alpbach

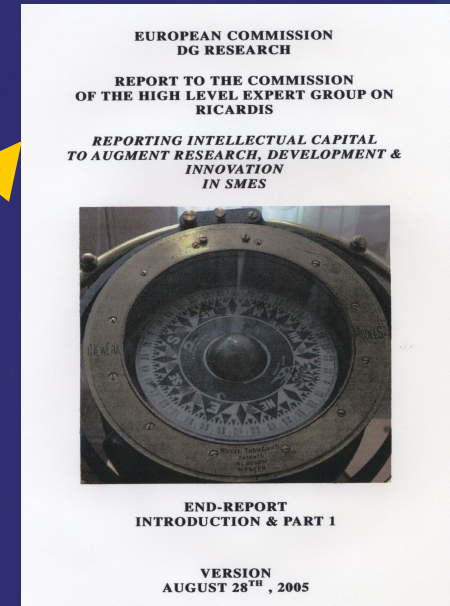
**2004**: Lobbying at DG Research by H. Schlesing + G. Koch to install Europ. WG

**High Level Expert Group** constituted, work started in **2005** (contracts settled)

Result in terms of a (non binding) recommendation publ. in **Sept. 2005**

World Bank Conference on IC in Paris, **June 2005** foundation of **THE NEW CLUB OF PARIS**

# The results



The Manifesto of **“The New Club of Paris”** on the Knowledge Society and its Economic Foundations



Germany -----> Spain ->

U.Schneider, Univ. Graz  
(+ A. Pulic and Bornemann):  
First attempts in defining IC

-----> Austria

### Quality Mg't in Software Engineering

CMM (SEI)

BOOTSTRAP  
(2i TU Graz, BOSCH, ETNOTEAM, et al.)

SPICE (ISO 15504)  
(in it's 1st version made @ ESI !!)

ISO 9000



„IT Balanced Scorecard“ (1st Study made @ ESI)

• ISO 15504 / SPICE  
• „SynSpace“  
• SynQuest (HM&S)

EFQM / AFQM

- New strategy
- Strategy days / Visioning
- Balanced Scorecard
- Intellectual Capital-Reporting Model
- ICRs since 1999ff
- Definition of markets, 1st time: product catalogue
- Customer satisf. analysis

ARC

**Initial publication:**  
„The BOOTSTRAP Method“ (Günter Koch, Stuttgart, 1992)

K.H. Leitner  
Seibersdorf research building up expertise in knowledge mg't

**Key publication on ARC ICR: OECD, Berlin 2000: Koch, Leitner & Bornemann**

1991 | 1992 | 1993 ← ESI – Period: SW Processes → 1997 | 1998 | 1999



## Austria (after Scandinavia, but as the pioneer in the German speaking countries) has run a set of remarkable pilot projects in IC-Reporting

*Compound publication on IC-Reporting by Austrian universities*



*ICR in large industry (2001)*

*Austrian National Bank: 1st European Nat. Bank providing an ICR*



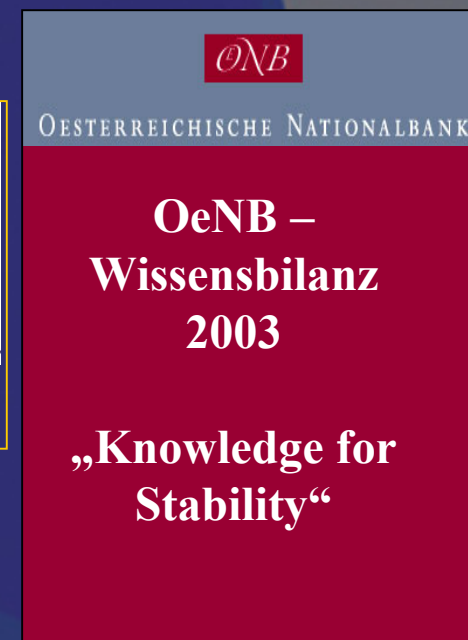
*The originals since 1999: ICRs of the Austrian Research Centers (ARC Wissensbilanz)*



*1st complete ICR of a university: Danube University Krens (2002)*



*Action: ICR for smallish companies*

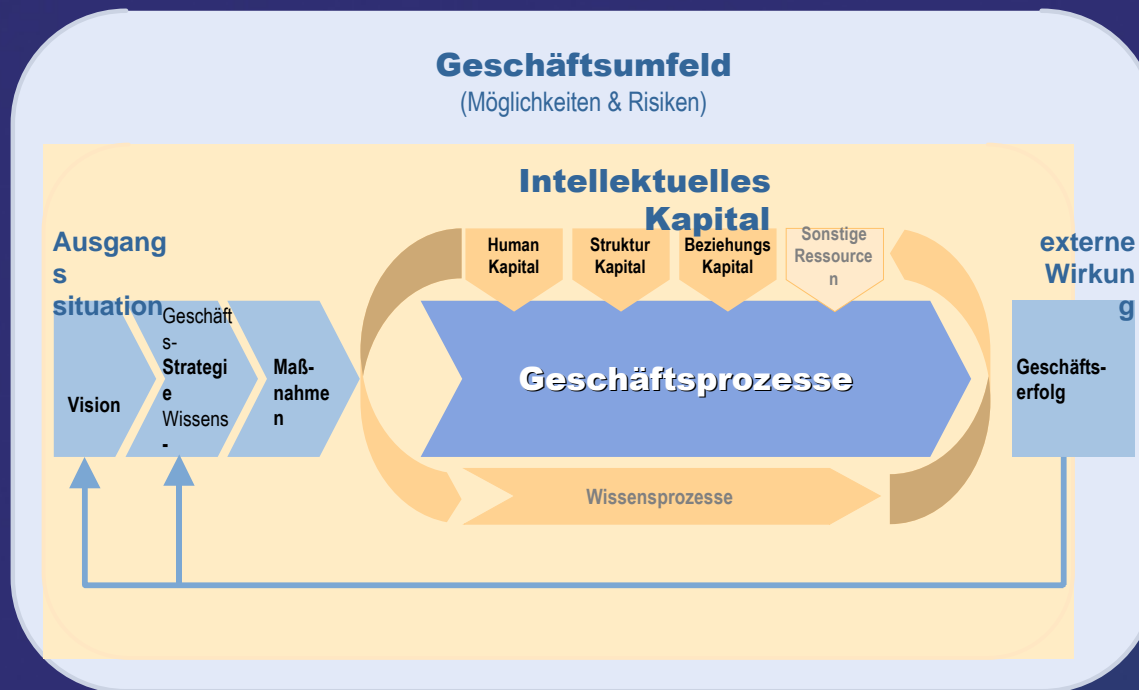


Benchmark- & Sparring Partner of ARC



Cooperation Partner of DLR: FhG-Institute IPK, Berlin

**„Wissensbilanz – Made in Germany“  
(using the Austrian IC – Model)**





## The mission of the High Level Expert Group (HLEG) on ICR

The High Level Expert Group (HLEG) on ICR will identify...

- a number of **recommendations to knowledge & research intensive SMEs** and private stakeholders (financial organizations, accounting and other business organisations), and
- **public policy options** to stimulate research intensive SMEs to report on their intellectual capital.

The group will review and assess the definition of research intensive SMEs, the relevant **categories of Intellectual Capital**, why these are important to research intensive SMEs and the financial sector and how we can **stimulate research intensive SMEs to report on their intellectual capital**. An overview will be provided of recent initiatives, current challenges, and existing trends, as well as comparative analysis based on a selected number of national case studies.

In its final report the HLEG will also consider how its recommendations may be taken forward by the Community, Member States or private sector initiatives. (In the long run ~ 4 years, a directive on IC reporting may be expected ?)

## **Members of EC's High Level Expert Group on Intellectual Capital Reporting ICR)**

**Arie van der Zwaan, CEC** (resp. officer)  
**Xabier Goenaga, CEC**  
**Jan van Hellemont, CEC**  
**Oluf Nielsen, CEC**  
**Peder Christensen, CEC**  
**Ronald MacKay, CEC**

***Tim Hoad, Intangeability (UK)*** (Chairm.)  
***Daan Andriessen, Univ. (NL)*** (Rapport.)

**Ahmed Bounfour, University (F)**  
**Campbell Warden, EARMA**  
**Canibano Sanchez, ERESMAS**  
**Jan Mouritsen, University (DK)**  
**Günter Koch, for EARTO / Eurotech (D)**  
**Karl-Heinz Leitner, ARC (A)**  
**Leif Edvinsson, University (S)**  
**Ludo Pyis, AREOPA (priv. company)**  
**Mart Kivikas, Wissenskapital (D)**  
**Stefano Zambon, University (I)**  
**Viktoria Bodnar, IFUA (HU)**

... plus ~ 5 further members from  
**OECD, European Investment Bank (EIB)**  
& enterprises (on invitation)

**One fact found: Three European „cultures“ in  
IC capital analysis, no common standard**







## Results : Recommendations to the Commission (extracts)

- **Promotion & awareness creation in Europe**
- **IC Portal** as an information access to ICR issues
- **Creation of a European „ICR Award“**
- **Guide for SMEs** on how to produce an ICR
- **Catalyse curricula on ICR & promote them !!!**
- **Get financial institutions (e.g. EIB) involved**
- **Recommend ICR as an instrument for making decisions on public (financial) support**
- **Application of ICR method as a decision tool for government agencies**
- **Commence of further research on intellectual capital analysis as a most important discipline of the knowledge economy**
- **Extend towards „ICR for regions & nations“**

EARTO  „Institutional Results“ EUROTECH

 **European Commission** High Level Expert Group on IC Reporting

 **European Investment Bank**

**World Bank**  
Working for a World Free of Poverty  
*Knowledge for Development*  
**Knowledge for Development (K4D)**

**“The New Club of Paris”**

  
**European Investment Fund**  
New IPR-based funding scheme  
“TECHNOLOGY TRANSFER ACCELERATOR” (TTA)

**Annual Conference: on Intellectual Capital for Communities in the Knowledge Economy: Nations, Regions & Cities**

**Manifesto of “The New Club of Paris” on the Knowledge Society & its Economic Foundations**

  
Initiation of new funding concepts based on IC analysis & rating

**Coperative studies, research & events e.g. with CEC, OECD, UN, universities et al.**

Program of “The New Club of Paris”

- comparable to the club of Rome
- Services = Info platform
- Conferences / Seminars
- Research & Education
- Grants for new talents



## Specific recommendations to the EUROTECH Board

- **Observe the ICR topic also in future, as it will take much more influence on R&D management and on CECs future programme management as can be imagined by today, because strategy of the Commission is to raise new investment money (starting through the EIB) for the support of achieving the 3% Lisbon goal !**
- **Engage to introduce the ICR methodology by applying a consolidated ICR method in your own organisations NOW.**
- **Consider to take the lead in educating the next generation of R&D managers from EUROTECH organisations on subjects of „intellectual economy“ e.g. through an education program**



With the closure of the working agenda on Intellectual Capital Reporting, my mission within EUROTECH is completed.

After having been a member of the EUROTECH Board group for more than five years, I want to thank you all for having had many challenging discussions on the future of Europe's RTOs and for your good company.



For future contact:

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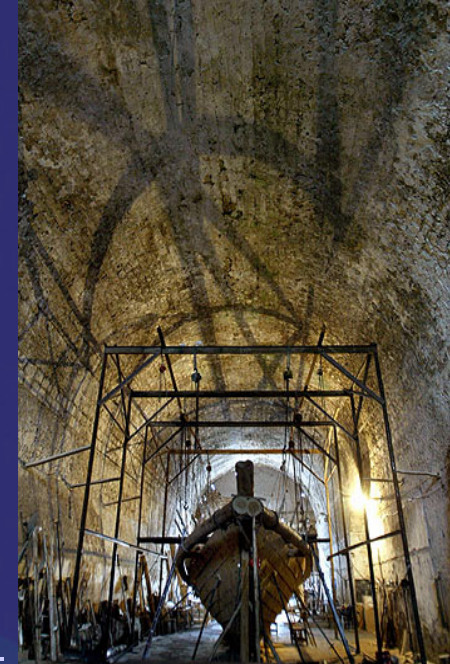
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**FIN**



**EUROTECH**