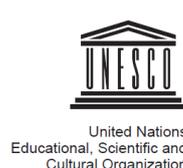




**ic**

Intellectual Capital  
for Communities  
In the Knowledge  
Economy



United Nations  
Educational, Scientific and  
Cultural Organization



Information for All  
Programme

# Information and Knowledge for All: *Towards an Inclusive Innovation*

The World Conference on Intellectual Capital for Communities

13<sup>th</sup> Edition

Organised by

The European Chair on Intellectual Capital, the University Paris-Sud  
And UNESCO's Intergovernmental Information for All programme (IFAP)

**Paris, July 3 & 4 2017**

With a Regional Focus :

# JAPAN



Venue : UNESCO Headquarters,  
7 place de Fontenoy, 75007 Paris  
(Room IV)

## PRESENTATION

The central theme of the 13th Edition of the World Intellectual Capital (IC) Conference is **“Information and Knowledge for All: Towards An Inclusive Innovation”**. The topic of this year is largely justified by the increasing gap in revenues distribution at the global level. Hence among others the development of the concept of “inclusive Innovation”, generally defined as the innovation supplied by a group of people- generally low-income- excluded from it (OECD 2013, Kaplinsky, 2011, Foster, Heeks, 2013). Hence the interest paid by scholars, policy makers and industry to the Base of the Economy Pyramid, a market which represents \$5 trillion income segment (Aalto Global Impact). The inclusiveness concerns not only developing countries but also developed ones. Hence the issue of looking at innovation , not as a generally linear process, with stable roles for organizations and institutions, but more importantly as a way of improving living the conditions for excluded people. Inclusive innovation is therefore a way of creating / exploring new markets for products and services for people, and hence for improving their living conditions. From *the policy perspective*, inclusive innovation might raise several conflicting issues, especially with regards to the fairness in distribution of income and growth, job creation and competitiveness, growth maximization and equity considerations (Mohnen & Stare). From *the business perspective*, innovation inclusiveness opens the way for considering the issue of innovation from the new perspective: creating new markets, developing new learning and ideas, and bridging local resources with global ones. From the *societal perspective*, the development of societal innovation approaches and practices, attests to the limits of the traditional organizational- centric approach, and to the growing role of society as a hub for innovation. These approaches open new spaces for ideas, information circulation and social links.

### ***The critical role of information, data & digital resources***

In this context, information (and data) play a critical role: information accessibility and circulation are critical resources. Innovation is possible only if information – and data- are shared. Hence the importance of considering the way information is made available for all. This means accessibility, transparency, trust and also the deployment of public data policy, the implementation of ad hoc platforms and the considerations of the way collective intelligence is mobilized. We can see from here that *innovation for all* and *Information for All* are the facets of the same phenomenon: the initiation and deployment of innovative ecosystem, where transaction and organicity play complementary roles. As it has been attested by many innovation, information technology, data and digital platforms play a critical role. This is typically the case for known and successful experiences such as MPESA payment system in Kenya, or of specific IFAP projects such as the Computing Clubs for Young People in Cuba, or the Library watchwords in Ghana. There is a learning process to be organized around the issue of the relationship between dissemination of information, its transparency and reliability and the capacity of communities to innovate in terms of outputs, processes and relationships.

### ***Institutional innovation***

The outcomes of these changes in the way communities organize for improving their wellbeing is closely related to the way “institutions” orchestrate their roles and contributions to the design of new instruments and roles for themselves as well as for the other members of the communities. The city of Chicago for instance is developing innovations by selecting “lead users” (Von Hippel) for such innovations, which is a process far away from the way these institutions traditionally act and intervene. Several innovations are underway in different contexts, which attest to the importance of institutional innovation the consideration of a variety of roles for these institutions.

The *IC for Communities* conference series have discussed some of these issues in their earlier editions. However, they are the focus of IC 13, which looks at them from different angles: geographical (Asia, Europe, North and South America, and Africa), institutional (large companies, large international institutions, small firms) and professional (scholars, policy and private sector decision-makers).

We propose a set of themes that we consider to be highly relevant for decision-making. Among these:

- **Approaching “inclusive innovation” in concrete settings:** we need to characterize and understand how “inclusive innovation” work in concrete setting. We need to delineate its framework conditions and the respective role of key players.
- **Data and information for all and impact:** How data and information can be shared and disseminated to all. What impact on innovation capabilities of communities and nations? What specific role for institutions?
- **Institutional innovation.** The role of institutions is considered as a key component of intangible capital of nations (World Bank, 2000). There is a need to delineate the role of institutions and the innovations in institutional settings, and how such a change impact innovation capabilities and outcomes for nations, regions cities and other communities.

We will also continue to discuss some of the key topics still on the agenda for decision making, and explored in ic12. Among these:

- **Approaches for value creation and public investment in platforms for innovation.** How to invest in platforms? How to identify emerging startups ? What rationale for public investment in early-stage? All these questions are on the agenda on public decision makers, especially for large public institutions in charge of long term investment.
- **Modeling and valuing data as digital assets.** How concretely to modelize value creation as a data driven process, beyond the general discourse on big data? Are there relevant practices to be shared? Is there a potential for developing a common language (and possibly standards) for data driven value creation? Are the approaches necessarily sectoral or organizational specific? What governance structure and rules to be considered and implemented?
- **Analyzing platforms and hybrid organizations.** The hybridation of resources is accelerated by the critical role of data. This is clear in the case of digital platforms (Gafa and alike) where this is a market power around which innovations are concentrated and organized. But this also the case for hybrid organizations with a mix of private and public resources or market and non market oriented organizations. Beyond establishing typologies of such organizing forms, we need to document further their governance structure and processes, and the impact of innovation capabilities and sustainability of ecosystems and the society in general.
- **Data and Cloud computing business models.** Cloud computing emerged as a new form of organizational design. What are its determining factors? What types of "organizational fits" (structure, culture, processes,) to be put forward? How data intervene in value creation processes and design for cloud computing?
- **Intangibility and digitality.** The question here relates to the type of exchange instruments used by people, especially in a context where acceluction becomes a major production system. Due to the multiplicity of spaces for value creation and the ubiquity of digitality, we can expect exchange and social interaction to become organized along intangibles such as brands, data, and reputation. We can also expect traditional forms of knowledge to become digitized and therefore more easily disseminated worldwide (an example is the way the

Massai café, as community product, has been branded). At the global level, we can expect to see the emergence of collective goods such as collective brands, or collective knowledge that is relevant to specific communities and is widely disseminated via digital artifacts. In this context, joint IPRs will become a major lever for knowledge dissemination. Finally, as can already be observed in many spaces, monetizable and non-monetizable assets will coexist in different value spaces (markets, networks, communities, territories). The question will be considered among others, from the “inclusiveness” point of view.

- **Digitality and IPRs.** The emergence of the platformic enterprise if it paves the way for the joint intangibles phenomenon. This creates opportunities for innovation, but also poses important problems in terms IPRs frameworks and practices. Furthermore, development of practices such as counterfeiting challenges value of intangibles of large sectors of activities.
- **Intangibles complementarities.** The key issues here are related to the determination of criteria of success, based on observable bundles of intangibles (e.g. digital versus organisational), the way public and private intangibles complement each other and the relative contingency factors ; This will help formulating policy recommendations on how to allocate and monitor public resources.
- **Organisational forms for the future: the 2030 enterprise.** This is a transversal issue. By looking at the organising, can we identify new types of relevant intangibles? What issues related to their monitoring and management? What new policy instruments are needed?
  - **The status of entrepreneurship.** How to characterize entrepreneurship under the accelerated regime? What are its value creation spaces? What implications for start-ups? How entrepreneurs can leverage intangible assets under the accelerated regime?

This year, following the success of IC8 (South Korea), IC9 (the Mediterranean), IC10 (Brazil), IC11 (China), Africa (IC12), we focus this year on a leading country in intangibles /Intellectual capital economics and management : **Japan**.

As at former IC conferences, these questions are addressed at various levels: countries, regions and territories, cities, firms and networks. Similarly, as before the conference alternates plenary sessions with keynote speeches and parallel workshops. This structure allows time for more detailed discussions on the various topics of interest to the different IC communities.

## Draft agenda – as of April 10<sup>th</sup> 2017

Day 1 – Monday July 3, 2017
<b>8.15 – 8.45 am:</b> Welcome Coffee, Registration <b>8.50 – 9.00 am:</b> Welcome address - UNESCO & Etienne Augé, VP Research, Université Paris-Sud
<b>Session 1</b> <b>INCLUSIVE INNOVATION – ANTECEDENTS AND FUTURE DIRECTIONS</b> Moderator: <b>Boyan Radoykov</b> , UNESCO • <b>9.00 - 11.00</b>
<ul style="list-style-type: none"><li>• “Antecedents and Future Directions- UNESCO Perspectives”, <b>Indrajit Banerjee</b>, UNESCO</li><li>• “Innovation for Inclusive Growth”, <b>Dominique Guellec</b>, OECD</li><li>• « Inclusive innovation : the World bank perspective”, <b>Natalia Agapitova</b>, the World Bank</li><li>• “Innovation for Inclusive Growth: case studies”, <b>Andrès Barreneche Garcia</b>, OECD</li><li>• “Citizen science at universities: Trends, guidelines and recommendations”, <b>Daniel Wyler</b>, University of Zurich</li></ul>
Cafe Break – Networking: 11.00 – 11.30
<b>Session 2</b> <b>INFORMATION AND KNOWLEDGE FOR ALL – INITIATIVES AND POLICY AGENDA</b> Moderator: <b>Frédéric Caillaud</b> , INPI <b>11.30-13.15</b>
<ul style="list-style-type: none"><li>• “How IFAP Priorities contribute to policy agenda of Member States”, <b>Chafica Haddad</b>, IFAP</li><li>• “Inclusive and frugal innovation in emerging markets/developing countries”, <b>Jadeep Prabhu</b>, University of Cambridge</li><li>• “Culture of innovation and inclusiveness”, <b>Jean-Eric Aubert</b>, Former Lead Specialist, The World Bank</li><li>• “Football is More: What the Business World can Learn from CSR Initiatives in Professional Football” <b>Stefan Güldenber</b>, University of Liechtenstein</li></ul>
Lunch: 13.15 – 14.30
<b>Session 3</b> <b>KEY NOTE SPEECH:</b> <b>14.30-15.00</b> Title tbd <b>GABRIELLE GAUTHEY</b> Directrice des investissements et du développement local de la Caisse des Dépôts
<b>Session 4</b> <b>INNOVATION IN JAPANESE COMPANIES BASED ON INTELLECTUAL ASSETS</b> Moderator: <b>Mariko Mishiro</b> , CEO, Redial Co. <b>15.00-16.30</b>
<ul style="list-style-type: none"><li>• Innovation deriving from application of SECI Model, <b>Chihiro Takayama</b>, Executive Director, Eisai Co., Ltd. &amp; Hisao Kumakura, Manager, 3M Japan Limited.</li><li>• Integrated Report and value creation in Japan, <b>Yoshiko Shibasaka</b>, partner, KPMG Japan</li><li>• Intellectual Asset based Management Report in SMEs and regional financing, <b>Shinpei Goto</b>, Deputy Director, IPR Office, METI</li><li>• How to utilize IC information for investment, <b>Tatsuo Nakamura</b>, President, Valuenex</li></ul>
Cafe Break – Networking: 16.30-16.45

## Session 5

### IC ABUNDANT COUNTRY, JAPAN

Moderator: **Kyoko Sakum-Keck**, Principle, SA&C

**16.45-18.30**

- Intangibles as key elements to overcome stagnation in ROI, **Tsutomu Miyagawa**, Gakushuin Univ.
- Harmony between AI and jobs, **Etona Ueda**, Nomura Research Institute
- Cool Japan, Cool Japan Association or METI
- 2025 International Exposition and IC in Japan, **leaki Takeda**, Director, Expo Office, METI
- Progress in Future Center Activities in Japan, **Noboru Konno**, Tama University

## Day 2 - Tuesday July 4, 2017

### SESSION 6

KEY NOTE SPEECH:

**9.00-9.30**

“Danone Ecosystem Fund: Co-Creating Inclusive Innovation for Future Value”

**Emmanuel Faber**, CEO, Danone (tbc)

### Session 7

#### VALUING DATA AS DIGITAL ASSETS

Moderator: tbc

**9.30-11.15**

- “Limitations around data as digital assets and challenges of respecting/sharing/protecting the data on the public domain”, **tbd**, UNESCO/IFAP
- “Data practice and value creation in the online business”, **Juan Mateos-Garcia**, Nesta, United Kingdom
- “Data & value chain”, **Jiri Pilar**, Legal & Policy Officer, European Commission
- “From data to digital assets: the issue of data value modelling in the context of risk”, **Ahmed Bounfour**, University Paris-Sud, **Susanne Durst**, University of Skövde

### Cafe Break – Networking: 11.15 - 11.30

### Session 8

#### TRANSFER OF KNOWLEDGE & TECHNOLOGY FOR REGIONAL DEVELOPMENT

Moderator: tbc

**11.30-13.00**

- “Technology Transfer investments at the EIF”, **Julien Baumont**, European Investment Fund, Luxembourg
- “The knowledge transfer as a practice: the ASTP-Proton survey”, **Marta Catarino**, President, ASTP-Proton, Netherlands
- “The knowledge transfer in the French context: an overview”, **Nicolas Carboni**, Chairman of Réseau C.U.R.I.E, France
- “Technology transfer as “set of practices”: Towards a maturity model”, **Laura Kreiling**, University Paris-Sud

### Lunch: 13.00– 14.15

### Session 9

#### INSTITUTIONAL INNOVATION AND TERRITORIAL DEVELOPMENT

Moderator: tbc

**14.15-15.45**

- “Institutions and territorial innovation”, **Andrés Rodrigues-Pose**, LSE (tbc)
- “Territorial innovation in Brazil”, **Helena Tenorio Veiga de Almeida**, Executive at Brazilian Development Bank, BNDES, Brazil
- “Institutions and innovation modelling”, **Sarah Serval & Ahmed Bounfour**, Université Paris-Sud
- “Institutions and innovation capabilities in Greece”, **Konstantinos Kalemis**, University of Athens

### **Session 10**

#### **THE FUTURE OF REPORTING**

Moderator: **Yasuhito Hanado**, Waseda University

**15.45-17.45**

- «Integrating intangibles in a stakeholder approach », **Masahiko Kon**, Vice-President, 3M Japan
- 'Integrated Reporting and WICI Intangibles Reporting Framework' , **Mariko Mishiro**, CEO, Rideal Co.
- "value creation tree" in Integrated report' by **Kimio Katsuyama**, PwC Consulting, Japan
- “ Reporting on Intangibles in the EU context ” **Inge Wulf**, TU Claustal, Germany & **Pier Luigi Catalfo**, Univerisita Studi di Catina, Italy,
- “Theory of value : an update”, **Thomas J Housel**, Naval Postgraduate School, California, United States

**Concluding remarks**

**17.45**

**End of the conference**

## **Contacts:**

**Scientific Direction:** Ahmed Bounfour, Professor, European Chair on Intellectual Capital,

[Ahmed.Bounfour@u-psud.fr](mailto:Ahmed.Bounfour@u-psud.fr)

**Conference organization:** Laura Kreiling, Researcher, European Chair on Intellectual Capital,

[Laura.kreiling@u-psud.fr](mailto:Laura.kreiling@u-psud.fr)

**Logistics:** Marielle Rosine, Administrator, RITM, Université Paris-Sud

[Marielle.rosine@u-psud.fr](mailto:Marielle.rosine@u-psud.fr)



[www.chaironintellectualcapital.u-psud.fr](http://www.chaironintellectualcapital.u-psud.fr)

**Inscription / Registration:**

<http://rech.jm.u-psud.fr/colloque/colloque.php?evt=87>