



# **Intellectual capital reporting for regions - experience from Germany**

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## About me

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# The methodology and its success elements



# The methodology: IC-Reporting – Made in GER

- “**Intellectual capital reporting – Made in Germany**” is a diversification of the methodology of Austria
- The main differences are:
  - It is a workshop-based **process** with participants from different areas to get a holistic view
  - It describes the current situation and the goals of the analyzed object to discover strategic gaps
  - It is based on key success factors or influencing factors with a **future perspective to the goals**
  - It evaluates each of this key success factors on it own accord to different criteria
  - It evaluates the **cross-impact** of these elements according
  - It **gives recommendations** which elements are most effective to begin with



# Levels of an intellectual capital report

4. countries (z.B. Austria, Israel)

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3. Cities and regions (z.B. region of Ortenau)

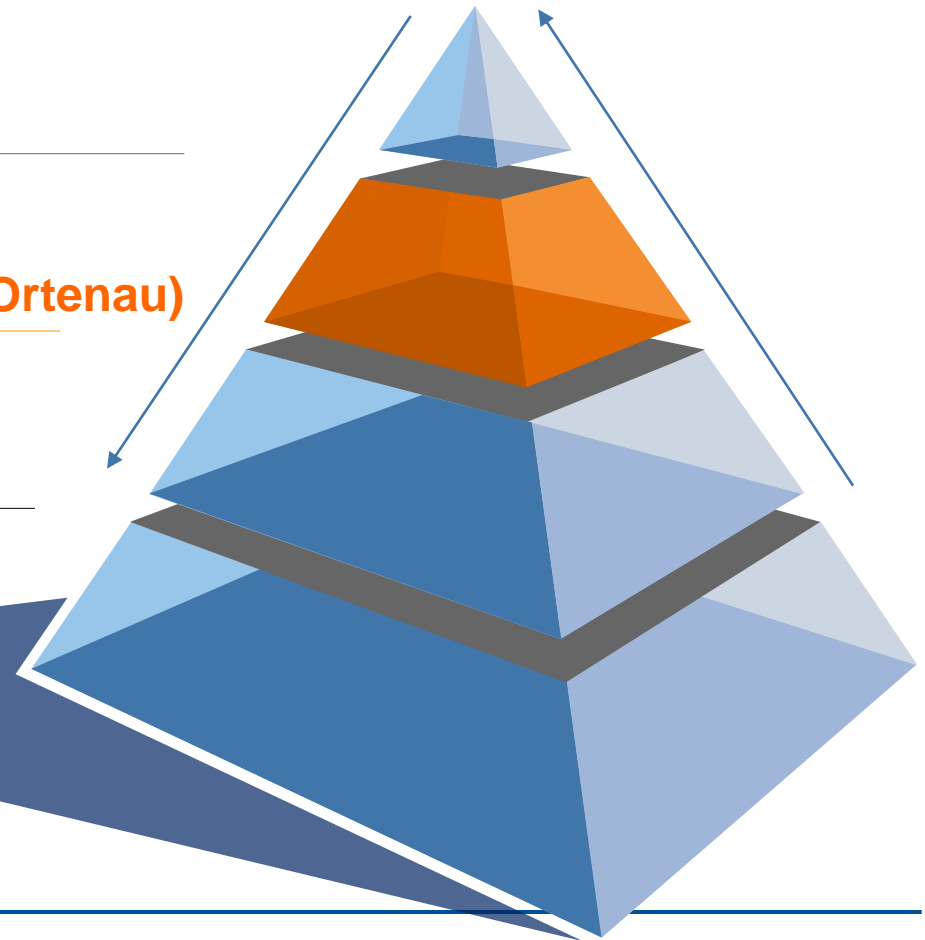
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2. Companies and organizations

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1. Single persons)

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## Goals of the regional IC project in 2009

- There are about 1000 IC reports for companies and organizations in Germany
- In the project we wanted to apply the methodology to a more complex structure like a region
- We combined the more future oriented method with additional statistical data and
- We wanted to describe the additional value of the method for regions
- The regions wanted to know, if there are other success elements then these show by statistical data
- They want to know which elements they had to improve to get the most effect out of it.



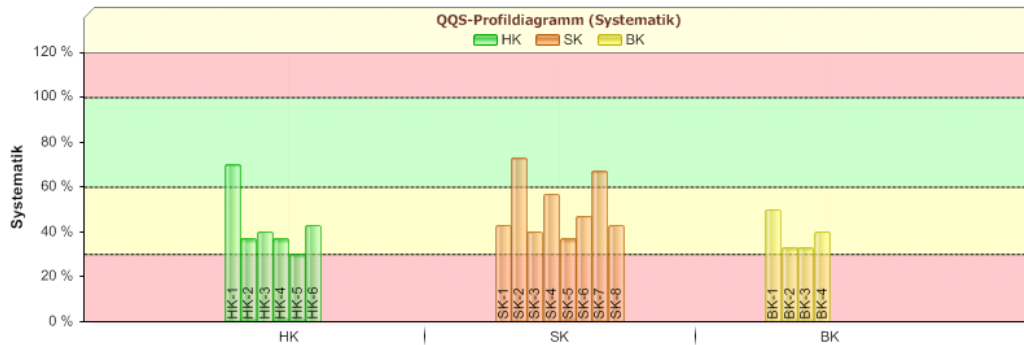
# Steps of the methodology



# Success factors and there evaluation

A range of success factors are evaluated according to different criteria.

QQS-Bewertung							
ID	Einflussfaktor	Aktiv	Qn-Ist...	QI-Ist %		Sy-Ist %	
▶ HK-1	Sozialverträglichkeit	<input checked="" type="checkbox"/>		90	😊	70	😊
HK-2	Motivationslage	<input checked="" type="checkbox"/>		80	😊	37	😞
HK-3	Zuwanderungs- / Mobilitätsbestreben	<input checked="" type="checkbox"/>		43	😞	40	😞
HK-4	Bildungsstand / Qualifikationsniveau	<input checked="" type="checkbox"/>		67	😊	37	😞
HK-5	Bevölkerungsstruktur	<input checked="" type="checkbox"/>		47	😞	30	😞
HK-6	Werte in der Region (Grundhaltung)	<input checked="" type="checkbox"/>		70	😊	43	😞
		<input checked="" type="checkbox"/>		80	😊	43	😞
		<input checked="" type="checkbox"/>		17	😞	73	😊
		<input checked="" type="checkbox"/>		53	😞	40	😞
		<input checked="" type="checkbox"/>		53	😞	57	😞
		<input type="checkbox"/>		22	😊	27	😞



- |  |                                  |   |
|--|----------------------------------|---|
| HK-1: Sozialverträglichkeit                | SK-1: Wirtschaftskraft           | SK-7: Leistungsfähigkeit der Administration |
| HK-2: Motivationslage                      | SK-2: IT-Infrastruktur           | SK-8: Freizeit und Erholungsangebote        |
| HK-3: Zuwanderungs- / Mobilitätsbestreben  | SK-3: Verkehrsinfrastruktur      | BK-1: interne Beziehungen (Kooperation)     |
| HK-4: Bildungsstand / Qualifikationsniveau | SK-4: Ökologische Nachhaltigkeit | BK-2: externe Beziehungen                   |
| HK-5: Bevölkerungsstruktur                 | SK-5: Bildungsinfrastruktur      | BK-3: Intensivierung Eurodistrict           |
| HK-6: Werte in der Region (Grundhaltung)   | SK-6: Innovationskraft           | BK-4: Image                                 |

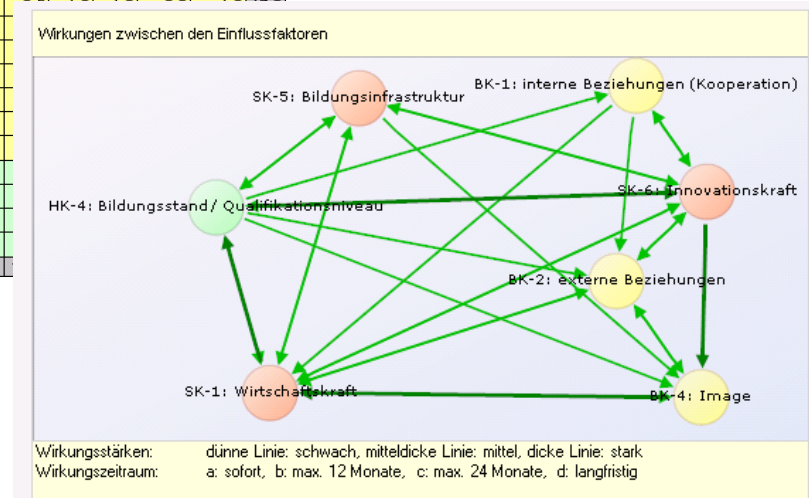
The results of this evaluation show a first tendency.





# Cross-Impact analysis & cause-effect chains

		HK-1	HK-2	HK-3	HK-4	HK-5	HK-6	SK-1	SK-2	SK-3	SK-4	SK-5	SK-6	SK-7	SK-8	BK-1	BK-2	BK-3	BK-4	AS
HK-1	Sozialverträglichkeit	X	1,3	1,3	1,0	0,8	1,2	1,2	0,3	0,2	0,3	1,2	0,7	0,4	0,4	1,2	0,5	0,6	1,2	13,7
HK-2	Motivationslage	1,3	X	0,9	1,5	0,7	1,3	1,7	0,5	0,3	0,9	1,2	1,5	1,1	1,0	1,5	1,3	1,4	1,4	19,7
HK-3	Zuwanderungs- / Mobilitätsb	1,2	1,2	X	1,5	1,8	1,2	1,7	0,8	0,8	0,6	1,2	1,4	0,5	0,9	0,8	1,2	1,2	1,4	19,3
HK-4	Bildungsstand / Qualifikation	1,7	1,6	1,2	X	1,5	1,6	1,8	1,3	0,7	1,3	1,8	1,8	1,2	0,8	1,5	1,5	1,4	1,6	24,2
HK-5	Bevölkerungsstruktur	1,7	1,5	1,3	1,5	X	1,3	1,8	1,0	1,1	0,8	1,5	1,5	0,8	1,2	0,9	0,6	0,8	1,0	20,2
HK-6	Werte in der Region (Grundh	1,5	1,5	1,2	1,5	0,1	X	1,5	0,8	0,5	1,5	1,4	1,3	1,1	1,0	1,4	1,0	1,3	1,4	19,8
SK-1	Wirtschaftskraft	1,5	1,8	2,0	1,5	1,7	1,1	X	2,0	1,8	1,2	1,6	2,0	1,3	1,2	1,4	1,7	1,4	1,8	27,1
SK-2	IT-Infrastruktur	0,5	0,8	1,1	1,4	0,6	0,4	1,8	X	0,5	0,6	1,5	1,8	1,5						
SK-3	Verkehrsinfrastruktur	0,6	0,8	1,7	0,8	0,8	0,2	1,9	0,4	X	1,6	0,7	0,9	0,8						
SK-4	Ökologische Nachhaltigkeit	0,8	1,2	1,1	0,5	0,6	1,3	1,3	0,2	1,5	X	0,5	1,1	0,5						
SK-5	Bildungsinfrastruktur	1,7	1,6	1,5	1,9	1,3	1,4	1,9	1,8	0,7	0,9	X	1,8	1,3						
SK-6	Innovationskraft	0,8	1,3	1,6	1,8	1,3	1,1	2,1	1,7	0,9	1,2	1,5	X	1,2						
SK-7	Leistungsfähigkeit der Admi	1,5	1,2	1,1	1,3	0,5	0,9	1,6	1,3	1,4	1,5	1,7	1,1	X						
SK-8	Freizeit und Erholungsangel	1,0	1,5	1,6	0,5	0,9	1,0	1,2	0,4	0,8	1,4	0,4	0,4	0,3						
BK-1	interne Beziehungen (Koope	1,5	1,5	0,9	1,0	0,9	1,2	1,6	1,0	1,0	1,4	1,4	1,5	1,5						
BK-2	externe Beziehungen	0,8	0,9	1,3	0,8	0,8	0,8	1,8	1,1	1,3	1,2	1,2	1,5	1,1						
BK-3	Intensivierung "Eurodistrikt"	0,9	1,1	1,4	1,3	1,0	1,1	1,6	0,9	1,7	1,1	1,5	1,3	1,5						
BK-4	Image	0,8	1,4	1,5	0,8	1,1	1,2	1,5	0,8	0,8	1,2	1,0	1,0	1,1						
		19,8	22,1	22,6	20,7	16,3	18,1	28	16,3	16,2	18,8	21,3	22,5	17,1						



- The cross impact-analysis shows the key value drivers (elements with most influence in the system)
- After the **Cross-impact analysis** you will get **cause-effect-chains** which will show you where to start with



# results and experience



## Results and experience

- Most participants received a deep insight into their region and they worked as ambassadors of the method and the goal
- The results were highly accepted because of the participation of locals. It was not a study or a consultancy report
- The discussion of the success factors, their evaluation and their cross-impact delivered a lot of action points to start with
- The additional statistical data was enriched by the cause-effect-chains and future perspective of the method (e.g. not sufficient IT infrastructure)
- The results delivered clear success elements which had to be improved to reach the best impact



# Thank you very much !

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