

# RICARDA

Regional Intellectual Capital Reporting  
Development and Application of a Methodology  
for European Regions

## The RICARDA Manual:

*Reporting intellectual capital for  
innovative networks*



- **Overview Manual**
  
- **Steps for preparing a RICARDA ICR**
  - Definition of objectives
  - Identification of intellectual capital
  - Documentation of interrelations
  - Derivation of indicators
  - Data gathering
  - Assessment of status quo
  - Finalization of report



## Overview Manual

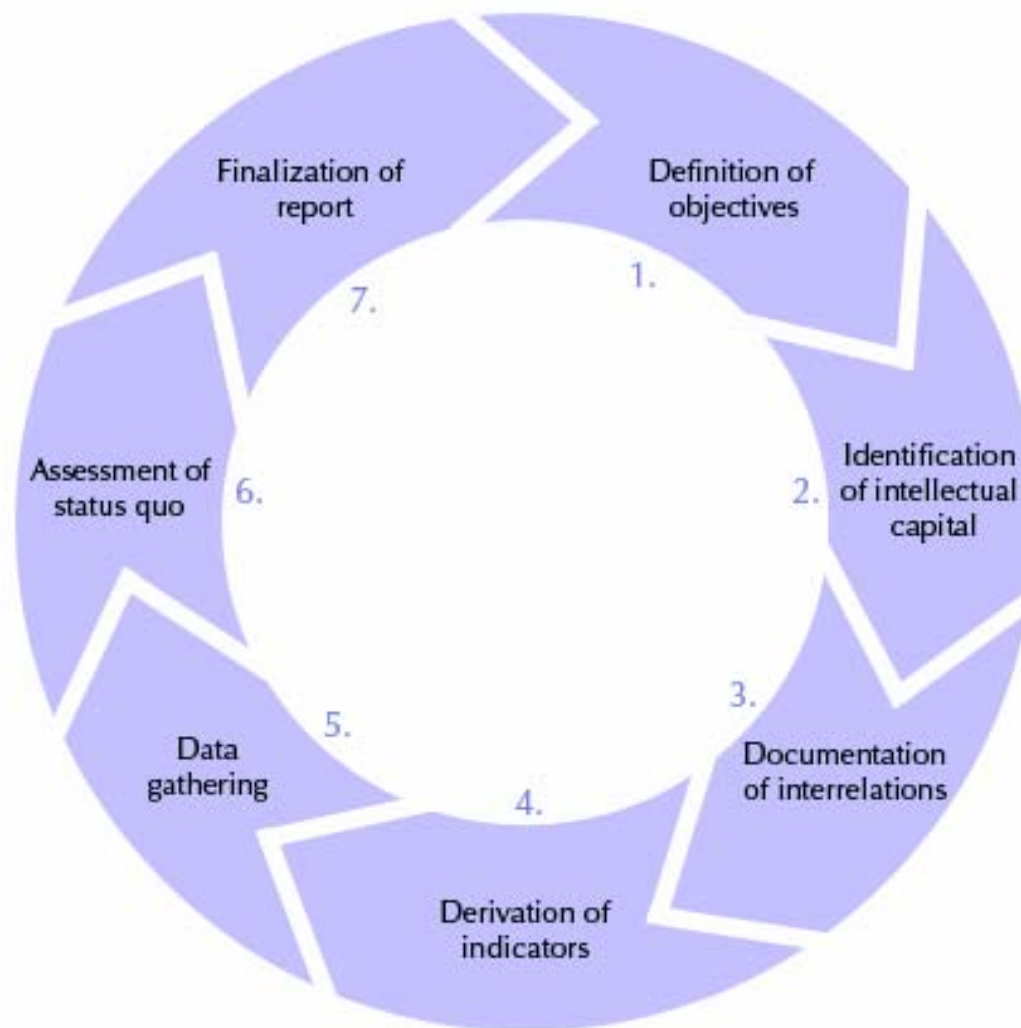


- **Cluster initiatives and intellectual capital reporting**
  - concept of intellectual capital reporting
  - role and typology of cluster and network initiatives
  
- **Preparation of a RICARDA ICR**
  - prerequisites and steps required
  
- **Using ICRs**
  - possible uses for cluster initiatives, its members, policy makers etc.
  
- **Annex**
  - checklists, tools etc.



## Steps for preparing a RICARDA ICR

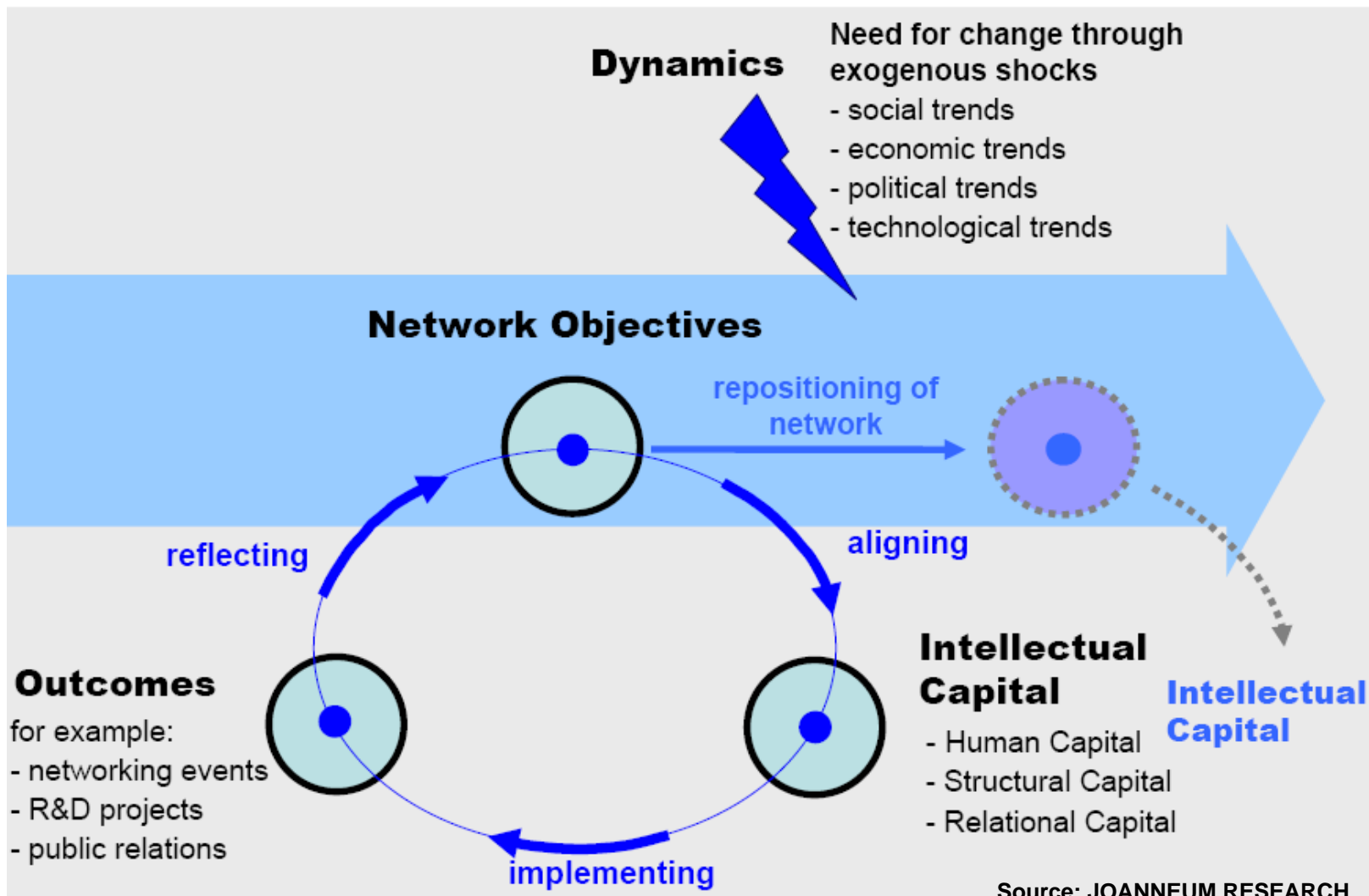
# Steps for preparing a RICARDA ICR



Source: JOANNEUM RESEARCH



## Basic model of intellectual capital reporting



## Steps for preparing a RICARDA ICR



### → **STEP 1: Definition of objectives**

- focus on distinct set of objectives of the cluster or network initiative
- typical network objective:  
‘increase of knowledge diffusion’
- *format: workshop I*

## Steps for preparing a RICARDA ICR



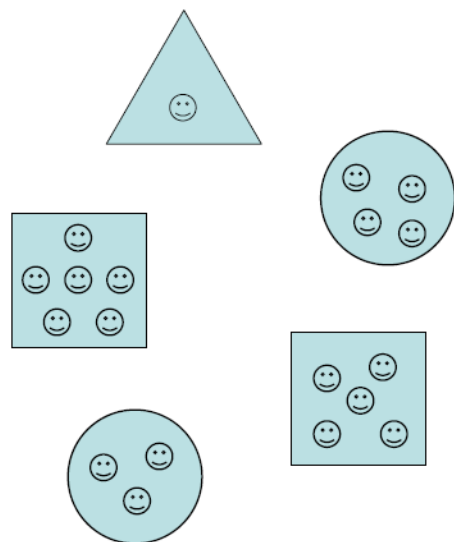
### → **STEP 2: Identification of intellectual capital**

- Intellectual Capital refers to intangible assets, which are assets that contribute to the objectives of an organisation but are not physical or monetary.
- dimensions of intangible assets considered: human capital, structural capital, relational capital
- typical intellectual capital asset of networks: 'interorganisational learning'
- *format: workshop II*

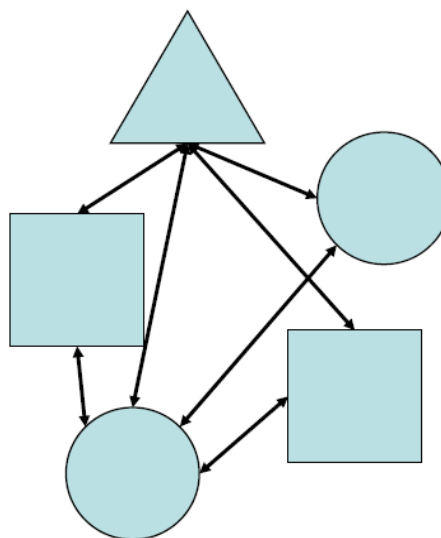
# STEP 2: Identification of intellectual capital



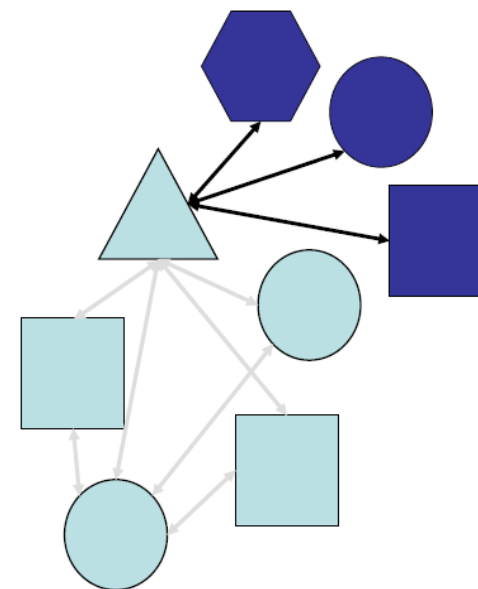
## Intellectual capital of cluster and network initiatives



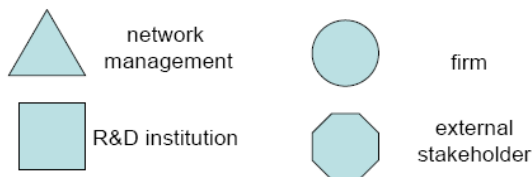
**Human capital:** embedded in individuals



**Structural capital:** bound to network



**Relational capital:** relations to external institutions by/via network management



Source: JOANNEUM RESEARCH and Deutsches Institut für Urbanistik



### → **STEP 3: Documentation of interrelations**

- by definition intellectual capital assets defined in STEP 2 contribute to objectives defined in STEP 1
- allows to get overview of which assets contribute to which objectives and makes it easier to discuss the importance of the identified intellectual capital assets
- *format: workshop II*

## Steps for preparing a RICARDA ICR



### → **STEP 4: Derivation of indicators**

- intellectual capital cannot be observed directly
- challenge is to find indicators for the intellectual capital assets and the objectives (defined in STEP 1 and STEP 2)
- possible indicators for intellectual capital asset ‘interorganisational learning’:
  - ‘share of network members taking part in joint R&D projects’
  - ‘share of members satisfied with provision of scientific and technological knowledge within network’
- *format: workshop III*



### → **STEP 5: Data gathering**

- requirements depend on the existence of the data needs defined in previous steps
- when ICR is prepared for the first time, advisable to collect data for time period
- *format: existing documents and survey*



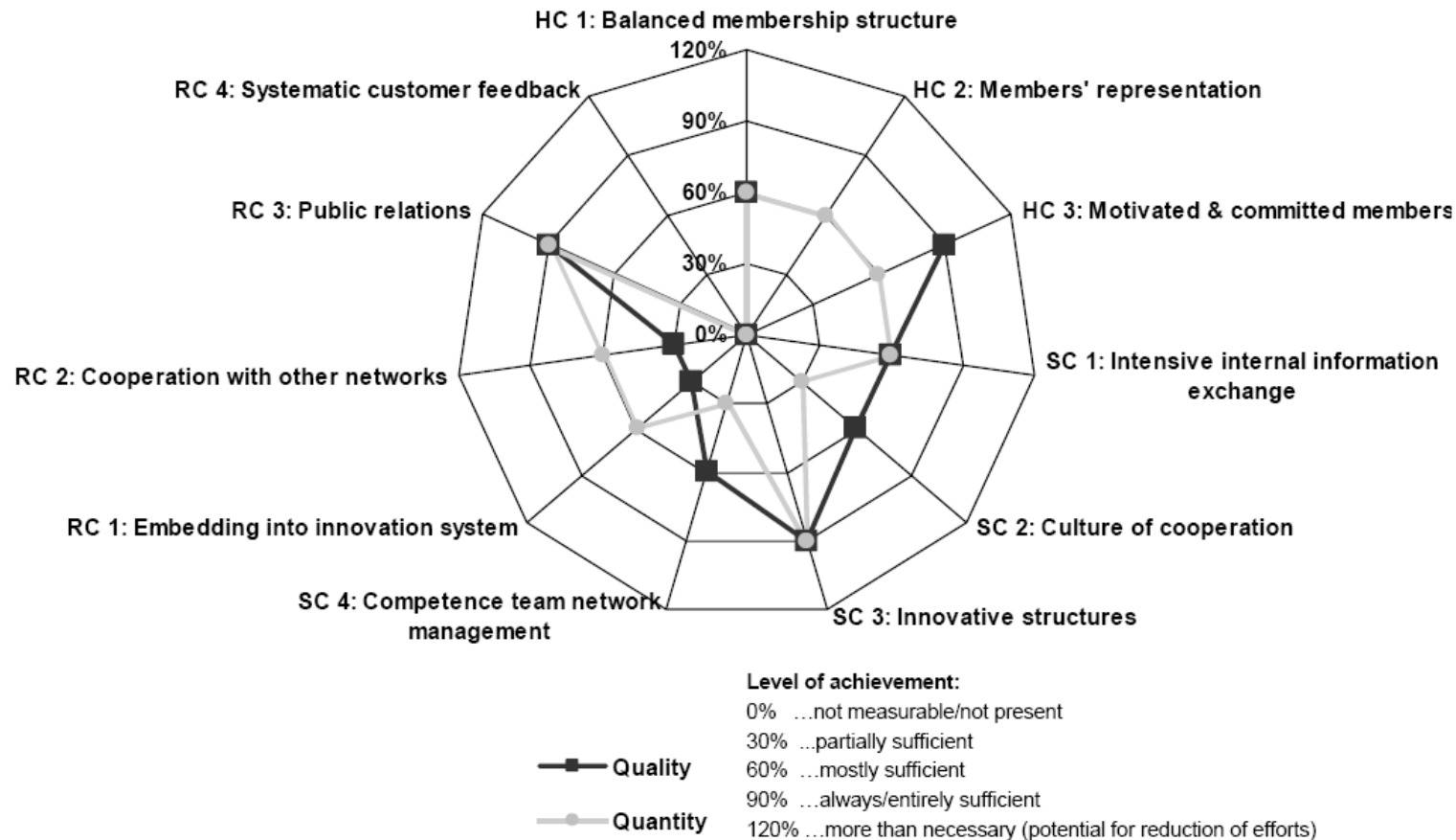
### → **STEP 6: Assessment of status quo**

- definition of network objectives and intellectual capital assets gives framework for interpretation
  - strategic perspective
  - balance perspective
- *format: workshop IV*

# STEP 6: Assessment of status quo



## Visualization of IC in a spider chart (VDC)



Source: Deutsches Institut für Urbanistik und Virtual Dimension Center



### → **STEP 7: Finalization of report**

- process of intellectual capital reporting can be responsible for major benefits of an ICR
- report is the final product that allows to communicate the intellectual capital of a network
- potentially different versions necessary

## Further information:



[www.ricarda-project.org](http://www.ricarda-project.org)

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