

**Global Forum of Intellectual Capital**  
*Competitiveness and Sustainability*  
**Microsoft Auditorium, Lisbon, Portugal**  
**20<sup>th</sup> November 2015**



**INTELLECTUAL CAPITAL  
ACCREDITATION ASSOCIATION**

<http://www.icaa.pt>

- ICAA - Intellectual Capital Accreditation Association was created in Santarém - Portugal, in April 2010.
- ICAA - Intellectual Capital Accreditation Association is an international, nonprofit association.
- ICAA was created to support the development of ICMA<sup>®</sup> (Intellectual Capital Management Accreditation).

- ICAA's mission is to help organizations to transform intellectual capital into added value, contributing to economic and social development.
- ICAA was acknowledged as a beneficiary of the status of scientific patronage. (Ministerial Order nº 4544/2015. Diário da República n.º 87/2015, Series II of 2015-05-06).

# ICAA Objectives

- To promote and encourage the management of organizations intellectual capital;
- To encourage the formation of business networks / clusters of organizational and integrated regional development;
- To establish partnerships with other national and international organizations;
- To support and / or promote initiatives in the form of seminars, conferences, workshops or other forms of collective reflection;

- To promote the worldwide exchange of ideas and experiences in the intellectual capital management field;
- To promote applied research on business development;
- To promote scientific research at national and international levels;
- To provide the enterprises and organizations human resources of tools to improve productivity and competitiveness;
- To contribute to the development sustainable and competitive of the economy of the countries, through the valuation of their intangible assets.

- ICAA is composed of academics, representatives of public institutions and executives of companies, with the task to promote innovation and excellence in the management of intellectual capital in Europe and in the World, building a network of knowledge that allows the sharing of best business practices.
- ICAA Advisory Board is composed of academics, entrepreneurs and organizations. This Council is responsible for the development of ICAA's strategy.

- In 2012, ICLab<sup>®</sup> Research Centre was created to support several research projects in the area of intellectual capital.
- The ICLab<sup>®</sup> has as main objective to "create knowledge" that can be the generator factor of economic and social development of the organizations, regions and countries.
- In ICLab<sup>®</sup> we develop research to support and improve ICMA<sup>®</sup>.



- ICMA® aims to be the highest standard of recognition of the management of intellectual capital.
- ICMA® methodology is a process where a collegial body recognizes that a particular company has the capacity to manage their intellectual capital.
- ICMA® consists of a technical process validation and of acknowledgement of the global capacity of the entity to be accredited, converting it into a member of a recognized group, in which the best practices and alignment for excellence are predominant.



# ICMA Objectives

- Ensure the partners (shareholders, investors, customers, suppliers, etc.) the reliability of the management of their intellectual capital, serving as a market instrument and ensuring transparency;
- Provide managers with a tool for decision-making and innovation management;
- Be a tool for benchmarking, allowing a comparison of companies according to national and international criteria, where best practices are encouraged and rewarded;

# ICMA Objectives

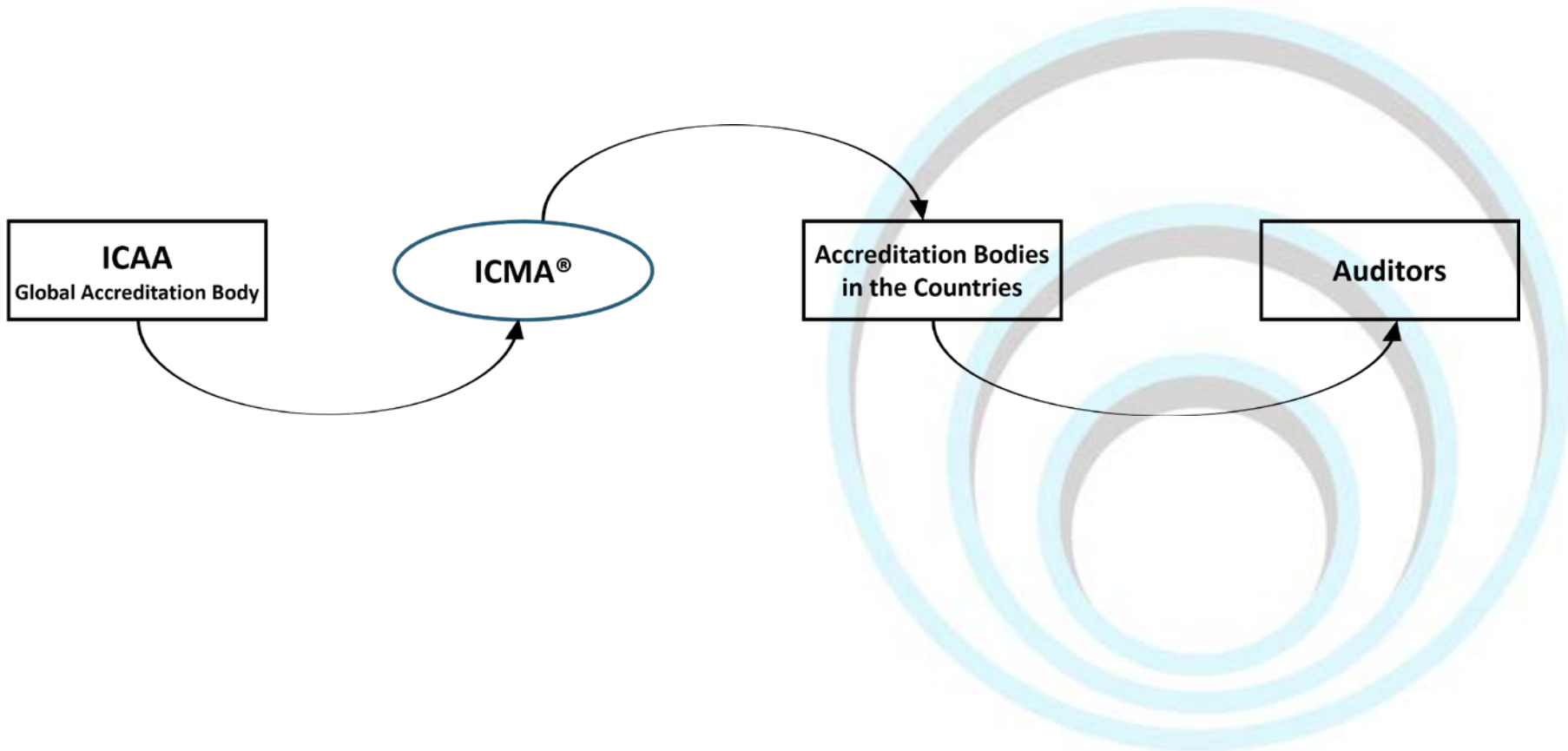
- Promote continuous improvement at all levels of the organizational performance of SMEs by providing a management tool to improve their competitiveness;
- Provide an effective transnational network of SMEs that have common interests in the development of intellectual capital as a way to achieve high performance;
- Promote the entities accredited by the recognition of responsibility for intellectual capital management.

- ICMA Standards consider intellectual capital as an asset that results from the interaction of four categories of intellectual capital: individual capital and team capital (human capital), processes capital (structural capital) and client capital (relational capital). These four categories are articulated with the networks and the new technologies of information and communication that act as catalysts in knowledge management processes between the different categories of intellectual capital.
- ICMA Standards consider the global strategy of organizations to be accredited.

- ICMA wants to be recognized as the aggregator link of all methodologies that meet these standards. That is, any organization with a methodology to audit the intellectual capital that respects these standards can request the validation of the ICMA system and be accredited. To do this, simply contact the ICAA and request documentation for accreditation.

- The methodology of this organization will be validated according to the ICMA criteria. If the methodology is considered valid, the organization can make the intellectual capital management audits and whenever considers that a given company meets the defined accreditation criteria, may request the ICAA an accreditation seal.

# Accreditation Structure



# Accreditation for Cities and Regions

- Developing intelligent and innovative solutions, using responsible and sustainable resources, many cities are implementing strategies for transforming themselves into a “knowledge city” and, thus, it is necessary to identify and manage its intellectual capital.
- We intend to extend the accreditation to the cities and we are developing the metrics for this accreditation.



# ICAA Objectives For The Next Two Years

- Be recognized nationally and internationally as an accreditation body of intellectual capital management.
- Have our work recognized by our policy makers and public and private entities, such as the IAPMEI, ANI, FCT or even the European Commission.
- Promote cooperation between the scientific-technological system and the community in general.
- Continue the research and the national and international cooperation in the area of economic and social development, based on the management of intellectual capital.
- Have a large sponsoring group, able to support the activities and projects of ICAA.

Thank you for your presence and attention!

**Together we can promote Intellectual Capital  
Management around the world.**

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