

## CREADESIGN CASE-STUDY: PARTICIPATING IN PIP

### COMPANY DESCRIPTION

Creadesign Oy is an internationally awarded industrial design agency that specializes in industrial design based brand building. Since 1981, we have been creating and consulting customer-oriented and user-centered, unique design solutions. In addition to launching hundreds of brands, we have produced tens of patents and protections of design for our clients as well as numerous innovations of our own. Creadesign Oy has its headquarters in Helsinki, Finland.

### FINDING IC

Creadesign is one of the 2<sup>nd</sup> generation companies. First time Creadesign heard the project Nordic Harmonised Knowledge Indicators summer 2004 and took part in 2<sup>nd</sup> generation Kick-off Meeting in Copenhagen, October 2004. After that promising meeting Creadesign started to find out more comprehensively, what is Creadesign's intellectual capital and how we could use the framework that the 1. generation had developed.

### MEASURING

During first round we found many usable indicators and had a fruitful discussion concerning the indicators: "on the other hand this is very usable indicator and on the other...". After many iteration rounds we decided 9 Human Capital, 22 Structural Capital and 14 Relational Capital indicators to put in use 2005. In our first IC report we reported most of those indicators. We decided to focus on the marketing aspects of IC reporting and take the advantage of that. During year 2005 we put emphasis on reducing the number of indicators and we managed in that, too.

### THE FUTURE

We have found IC reporting as a very beneficial tool to steer company's long-term strategy (inner point of view) and tell how we carry out our value and innovation creation (outer point of view). We have hoped that through the NHKI-project all the partners could develop a fixed framework for different kind of companies to report their IC value creation. And, as far as we know, this has happened. However, we have found out that a very fixed tool is impossible. Instead, it should be seen as a very valuable management method, which shall be all the time in progression. We will also in the future report our IC and develop it and reporting procedures even better!

### CONTACT INFORMATION

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