

**As we all know, he who adds value makes the most money!**

Intangible capital, such as branding, design and technology, is increasingly determining success in the marketplace, as nearly one third of the value of manufactured products comes from such capital, a study conducted by the United Nations intellectual property agency has revealed.

“Intangible capital will [increasingly determine the fate and fortune](#),’of firms in today’s global value chains. It is behind the look, feel, functionality and general appeal of the products we buy and it determines success in the marketplace,” said Francis Gurry, Director General of the World Intellectual Property Organization (WIPO).

“Intellectual property, in turn, is the means by which companies secure the competitive advantage flowing from their intangible capital,” he added.

The WIPO’s study, ‘World Intellectual Property Report 2017: [Intangible Capital in Global Value Chains](#),’ released on Monday, looks at how much income is credited to labor, tangible capital and intangible capital in global value chain production across all manufacturing activities.

The report finds that intangible capital accounted, on average, for 30.4 percent of the total value of manufactured goods sold throughout 2000-2014. Overall, income from intangibles increased by 75 per cent from 2000 to 2014 in real terms, amounting to \$5.9 trillion in 2014, twice as much as tangible capital, such as buildings and machinery, contributed to the total value of manufactured goods.

In the case of high-end smartphones, crucial intangible assets include technology, the design of hardware and software, and branding. Smartphone firms and technology providers rely heavily on patents, trademarks and industrial designs, generating a high return on their intangible capital.

For every iPhone 7 that Apple sells for about \$810, about 42 per cent of the sales price derives from intangibles. Huawei and Samsung also capture significant value in their top-end smartphone models.

Indeed, in the domain of patents, up to 35 per cent of all first filings worldwide may relate to smartphones. The report finds that the 4th-generation (4G) cellular standard used today is associated with close to four times more patents than the 2nd-generation standard.

## How soon the world forgets

The government of [Sierra Leone](#) has started closing down the emergency camps housing hundreds of families displaced by August's deadly landslides, despite many people saying they still have nowhere to go.

After heavy rains triggered floods and a [landslide in Freetown on 14 August, killing an estimated 1,000 people](#) and displacing three times that number, survivors moved into temporary camps while awaiting [permanent resettlement](#), as promised by the Sierra Leonean government.

Hundreds feared dead, thousands still missing and many more left homeless after mud engulfs houses near the capital, Freetown

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Most of the 98 families living in the two official government camps, largely funded by UK [Aid](#) and the World Food Programme, had received financial assistance prior to the closure of the shelters on 15 November. But nearly 500 other families were staying in four unfinished buildings that had served as an informal refuge for three months. Despite most having been approved for relocation assistance, the majority said they had yet to receive it.

As the two official camps ceased operations last week, organisers of the four informal shelters refused to evict survivors until they were taken care of.

"A government team came by ... and told us to clear the camps by 15 November, but we as community elders will not force these people to leave while they still have nowhere else to stay," said Abu Bakar Conteh, head of the community at the base of the landslide. "After [the mudslides] people were told to abandon the areas where their homes were, so they came up here to these buildings. Since they've been here, no one's been able to give them anything that could help resettle them."

However, the government has accused those living in the informal shelters of trying to defraud the relief effort. Head of the Office of National Security (ONS), Ismail Tarawali, said: "Most of the people there were not actually affected, but are just trying to fool the system. People bring their families from up country to come and make fake claims. It makes it very difficult to conclude this exercise. Some people are just rogues."

The majority of people in the shelters have been verified as legitimate by the UN.

Over the last two months, international organisations have gradually reduced their support to the informal shelters. Many of those living outside the two government camps weren't registered for assistance until 11 November, nearly three months after the mudslide.

Street Child, a UK-based charity, said it would continue to provide food to people living in those camps, despite the conclusion of the wider relief effort.

"This is all about accommodation," said Celia Mansaray, project manager for Street Child's mudslide response. "We have genuine cases of people who lost their families who were not verified until last week, and there are others who still haven't been ... At night these buildings are jam-packed with people who have no place to go ... If the camps were to actually close ... what would be their fate? What kind of government doesn't address these problems?"

Official assurances that at least 52 houses would become available to mudslide survivors by mid-October have yet to bear fruit. Officials now say the housing project was merely delayed and that once it gets off the ground again, more than 1,000 houses will be built for victims of natural disasters on the outskirts of

Freetown. Survivors across the various shelters claim to have been given no information about how much the homes will cost, when they will be built or how to apply for them.

An official from the UN children's agency, Unicef, the main organisers of the two government camps, said they were first informed of the new housing plan on 15 November, and did not know how the government intended to fund it.

On 20 November the ONS announced that verified survivors who had not received their aid packages would be permitted to continue sleeping in the formal and informal shelters until they did.

That decision followed a police crackdown on a protest outside President Ernest Bai Koroma's mansion by residents of one of the government camps, who claimed the ONS was forcing them on to the streets without financial support. Several people were injured, including a breastfeeding mother.

"You need to have respect for leadership, not demonstrate every small thing," Tarawali told survivors at the same camp. "We've told people that to demonstrate in this country you need permission, to call the police so they can protect you from bad people who want to join in."

Relocation funds provided by UK Aid are being sent to verified survivors through a mobile banking app. Those who lost their phones or ID cards in the mudslide have waited weeks to be issued replacements in order to access their funds, and some have been sent only small amounts of the roughly \$280 (£237) they were promised. Others have complained that even the full amount is not enough to secure housing for an entire family, let alone support them for two months, as officials said it would.

"All we ask the government is that [those of] us who are left who they've already verified, just give us the assistance promised so we can at least try to go live a normal life again," said Fina Koroma, who lost her whole family apart from her infant daughter in the flooding.

"I don't want to stay here. This place is right next to the disaster site and seeing the hillside every time I turn around makes me unhappy," she said. "Your memory goes back to that day and what you had before and you can't get it out of your head ... You remember your brothers and sisters and how everyone used to live together, but you don't see them anymore."

Source: <https://www.theguardian.com/global-development/2017/nov/21/sierra-leone-mudslide-survivors-eviction-emergency-shelters-aid>

John

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