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**Follow-up to the World Summit for Social Development and the
twenty-fourth special session of the General Assembly: priority
theme: rethinking and strengthening social development in the
contemporary world**

Statement submitted by Ingénieurs du monde, a non-governmental organization in consultative status with the Economic and Social Council

The Secretary-General has received the following statement, which is being circulated in accordance with paragraphs 36 and 37 of Economic and Social Council resolution 1996/31.



Statement

The notion of social development is included in the concept of a policy to manage intangibles within an enterprise, a region or a country. This axiom is also crucial for the Millennium Development Goals and for sustaining gains in the future.

Policies for the good management of intangibles could help to solve economic difficulties encountered by regional beneficiaries of actions undertaken in accordance with the Millennium Development Goals. In fact, management policy for intangibles could modify local social crises because intangible goods create new wealth. Intangibles are at the heart of sustainable development and constitute a determining factor for private and public companies in this high added-value activity sector.

Our proposed model shows that the notion of “intangibles” can bring about good solutions for innovative activities within businesses focused on social development.

To summarize our idea, as a first step, it is essential to suggest an approach that offers a classification model of intangibles that can then be used, for example, by information technology professionals. How can an information technology company generate intangible goods for social development?

Human resources management and education could be at the heart of this innovative process and could play a catalytic role in promoting this potential for other stakeholders. Indeed, getting the full value out of the intelligence and behaviour at the heart of a sustainable development project would not only resolve various practical problems but could also reveal hidden wealth.

From this starting point, on the basis of an experimental case, we propose an innovative method called “negotiatech” that opens up new perspectives regarding the human capital of stakeholders involved in social development.

It would then be necessary to develop a management policy for the considerable potential created by intangibles. The goal is to generate intangible goods in these modern sectors.
