



GFCC

Global Federation of
Competitiveness Councils

Scaling-up Innovative and Sustainable Business Based upon the GFCC Foundational Global Competitiveness Principles

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The Global Federation of Competitiveness Councils (GFCC) is a network of leaders from competitiveness organizations around the world. The GFCC believes that acting globally is now a prerequisite to economic competitiveness nationally.

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The Global Federation of Competitiveness Councils (GFCC) is a network of leaders and organizations from around the world committed to the implementation of competitiveness strategies to drive innovation, productivity and prosperity for nations, regions and cities. The GFCC develops and implements ideas, concepts, initiatives and tools to understand and navigate the complex competitiveness landscape.

For more information, please visit www.thegfcc.org.

 @thegfcc

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Scaling-up Sustainable and Innovative Businesses

The Global Federation of Competitiveness Councils (GFCC) is proud to present a set of principles to bolster the upward scaling of innovative and sustainable businesses.

Since its inception, the GFCC has reviewed its foundational *Global Competitiveness Principles* regularly to adapt to critical productivity and prosperity challenges — and opportunities — facing GFCC members. Originally launched in 2010 and endorsed by more than 30 national competitiveness organizations, the GFCC's *Global Competitiveness Principles* offer an overarching framework for national policies and programs aimed at fostering innovation, competitiveness and prosperity in the 21st century.

The *Global Competitiveness Principles* provide an important framework as countries, regions and cities strive to be competitive, grow their economies and become more prosperous. The *Global Competitiveness Principles* emphasize key competitiveness drivers such as investment in research and development; education and training for all citizens; sustainable and responsible development of natural resources; strong intellectual

property rights; open trade; and a stable, transparent, efficient and fair environment for business investment, formation and growth.

Revolutionary technologies are bringing seismic shifts across the global economic landscape. This large-scale technological shift is disrupting nearly every industry — from manufacturing, retail and energy to health care, finance and food production — changing the ways businesses compete. The 2018 *Global Competitiveness Principles for Scaling-up Sustainable and Innovative Businesses* create a framework to strengthen competitiveness and drive prosperity by leveraging technology to create and scale-up innovative businesses and spur sustainable development. Co-created by GFCC members and fellows, the 2018 *Global Competitiveness Principles* arise from a deep, nearly year-long conversation involving key global competitiveness, business, technology, entrepreneurship, policy and thought leaders, and reflect a variety of perspectives within the GFCC network.

The GFCC envisions these *Global Competitiveness Principles* will encourage new competitiveness



strategies and support nations, cities and businesses in their efforts to develop and grow. We hope their implementation can help drive momentum, spreading new opportunities for growth, innovation and prosperity around the world, capitalizing on global efforts around the United Nations' Sustainable Development Goals (SDGs).

A handwritten signature in black ink that reads "Charles O. Holliday, Jr." The signature is written in a cursive, flowing style.

Charles O. Holliday, Jr.
Chairman
Global Federation
of Competitiveness Councils

Global Competitiveness Principles

1. Build coalitions and public-private platforms to nurture innovation ecosystems and support innovative companies.

Globally competitive innovation ecosystems thrive in the presence of regulatory frameworks that promote public-private engagement and enable the free circulation of resources and talent across sectors and organizations. Public and private sectors must collaborate and pool resources to develop talent, connect innovation stakeholders, and provide the funding, infrastructures, business structures and expertise needed throughout the lifecycle of innovative and sustainable companies.



2. Make innovation the centerpiece of growth strategies, deploying concrete initiatives across industries, sectors and borders.

Innovation is the key enabler for future growth and sustainability. Countries, regions and cities that want to build future-oriented economies must focus on solving global problems and must not miss the sustainability opportunity. Policy frameworks and initiatives should be engineered to catalyze and reward value development from new ideas and technologies. In doing so, they should consider the changing nature of innovation, enabled by new technologies, processes, organizational models and tools.



3. Invest in developing the business and technology skills needed for new companies' formation, growth and global expansion.

Sustainable development presents opportunities for innovative business to be scaled-up across borders. Scale-up requires a variety of business skills and capabilities, in addition to scientific and technical ones. Private and public-sector stakeholders need to work together to develop technology and business capabilities concomitantly, preparing entrepreneurs, managers and the workforce in general. Talent development initiatives should recognize that new and even unforeseen skills will be needed in the workforce in the years and decades to come. They should create opportunities to engage new demographics and social groups in business, technology and innovation.



<p>4. Build strong, resilient, adaptive and globally connected local innovation ecosystems.</p>	<p>The emergence and scaling-up of innovative and sustainable businesses requires a critical mass of resources at the local level. Vibrant city and regional innovation ecosystems provide innovative businesses with the essential skills, connections and knowledge they need to scale-up. Global engagement and circulation of resources are essential for the development and relevance of local innovation ecosystems. Cities and regions must simultaneously nurture their local ecosystems and connect globally.</p>	  
<p>5. Implement and support the global deployment of functional, fast and forward-looking IP regimes to unleash innovation.</p>	<p>New technology solutions are essential to tackle global challenges. Businesses that develop and commercialize such solutions have significant opportunities for global scale-up. Such ventures will emerge and be deployed in places where IP regimes help ensure that innovators, entrepreneurs and companies will receive rewards for their efforts, investments and risk-taking. Speed will also be critical for IP regimes, as technology and global competition accelerate.</p>	
<p>6. Leverage global infrastructure needs to create demand and catalyze the emergence of innovative and sustainable businesses.</p>	<p>The world faces a big infrastructure deficit across a variety of areas — water, energy, transportation, housing, connectivity, etc. New, innovative and sustainable technologies, business models and ventures are needed to close these gaps and drive sustainable development. Countries, regions and cities can leverage investments in sustainable infrastructure to accelerate innovation and global scale-up of new ventures. Innovative finance, regulation, trade and investment platforms will be essential to develop forward-looking infrastructure systems.</p>	       
<p>7. Implement platforms to connect innovative companies internationally and focus on global scalability.</p>	<p>Global challenges and sustainable development cannot be successfully addressed by any country in isolation. Cross-border collaboration is a necessity. Global markets present an enormous opportunity for innovative and sustainable companies. International flows of goods, capital, information and ideas are instrumental to innovation, sustainable development, growth and prosperity. Policy and business stakeholders should support open and transparent markets, and implement innovative platforms for global collaboration, trade and investment.</p>	 

8. Boost resource productivity via new technologies and innovative business models deployed globally.

Population growth, urbanization and economic development put pressure on natural resources, highlighting the need for sustainable solutions and business models. Companies can leverage new technologies — such as the Internet of Things, artificial intelligence, computation, networks, and advanced materials — to tap into that opportunity, substantially increasing the efficiency and productivity of energy, land, water, minerals, etc. In bringing such new technology-enabled solutions to the world, businesses will find enormous opportunities for global expansion, while reconciling growth with biodiversity and natural assets preservation.



9. Implement forward-looking, seamless and efficient regulations that allow innovative companies and governments to experiment, learn and scale-up new solutions.

Efficiency, transparency and predictability are key attributes for functional and innovation-positive business environments. Regulation plays a central role in industries at the center of the sustainability issue — energy, food, water, mining, forestry, etc. — and should be engineered to be conducive to innovation, not to hinder it. Innovation and scale-up are also inextricably related to learning and adaptation — for companies, governments, institutions and societies. Local and national governments should craft regulatory environments that allow for experimentation, and speedy institutional and business learning, serving as global launch pads for innovative and sustainable businesses.



10. Support scaling-up through systematic strategy, regulation and policy global benchmarking.

Innovative businesses scale-up only if they have market traction. To get there, they need to understand the realities, necessities and preferences of clients, as well as the competitive landscape across sought-after markets; benchmarking is essential for this objective. Governments and other stakeholders should also systematically engage in strategy, regulation and policy benchmarking, ensuring that companies in their cities, regions and nations have competitive conditions comparable to the world's top performers.



United Nations Sustainable Development Goals

The 10 Principles of Competitiveness aligns with the United Nations Sustainable Development Goals (UN SDGs) launched in 2015. To learn more, visit sustainabledevelopment.un.org/sdgs.

 <p>1 NO POVERTY</p>	<p>End poverty in all its forms everywhere</p>	 <p>2 ZERO HUNGER</p>	<p>End hunger, achieve food security and improved nutrition and promote sustainable agriculture</p>	 <p>3 GOOD HEALTH AND WELL-BEING</p>	<p>Ensure healthy lives and promote well-being for all at all ages</p>
 <p>4 QUALITY EDUCATION</p>	<p>Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</p>	 <p>5 GENDER EQUALITY</p>	<p>Achieve gender equality and empower all women and girls</p>	 <p>6 CLEAN WATER AND SANITATION</p>	<p>Ensure availability and sustainable management of water and sanitation for all</p>
 <p>7 AFFORDABLE AND CLEAN ENERGY</p>	<p>Ensure access to affordable, reliable, sustainable and modern energy for all</p>	 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>Promote sustained, inclusive and sustain-able economic growth, full and productive employment and decent work for all</p>	 <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p>Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation</p>
 <p>10 REDUCED INEQUALITIES</p>	<p>Reduce inequality within and among countries</p>	 <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>Make cities and human settlements inclusive, safe, resilient and sustainable</p>	 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<p>Ensure sustainable consumption and production patterns</p>
 <p>13 CLIMATE ACTION</p>	<p>Take urgent action to combat climate change and its impacts*</p>	 <p>14 LIFE BELOW WATER</p>	<p>Conserve and sustainably use the oceans, seas and marine resources for sustainable development</p>	 <p>15 LIFE ON LAND</p>	<p>Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss</p>
 <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<p>Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels</p>	 <p>17 PARTNERSHIPS FOR THE GOALS</p>	<p>Strengthen the means of implementation and revitalize the global partnership for sustainable development</p>		

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