

# Sustainomy<sup>SM</sup>

WHITE PAPER



First Edition

March 2024

# Table of Content

Foreword	1
Executive Summary	2
<b>Chapter 1</b> The Existing Economy	<b>3</b>
<b>Chapter 2</b> Sustainomy: The New Global Economy	<b>6</b>
<b>Paradigm 1:</b> Not Just Growing 1 but 3 Capitals	<b>7</b>
<b>Paradigm 2:</b> Not Just Focused on the Industry, but rather a Fit-for-the-Future Portfolio	<b>9</b>
<b>Paradigm 3:</b> Not the Bottom, but the Middle	<b>11</b>
<b>Chapter 3</b> Operating: Not a Destination, but a Journey	<b>14</b>
<b>Chapter 4</b> What's Next?	<b>16</b>
Endnotes	<b>17</b>

# Foreword

**Piyachart (Arm) Isarabhakdee,**  
BRANDi and Companies



In our pursuit of economic progress, we have often overlooked the consequences of our actions, leading to a world plagued by inequality, environmental degradation, and short-sighted policies. By redefining our priorities, Sustainomy transcends the trilemma to unlock new progress and achieve the balance required for a sustainable and thriving future.

Through three paradigm shifts—nurturing Prosperity, People, and Planet simultaneously, balancing the Fit-for-the-Future global portfolio, and empowering the global middle—Sustainomy charts a path toward a more equitable, resilient, and sustainable future.

I hope this White Paper will create a turning point in the “way” in which the world navigates growth going forward to ensure GREAT positive impact at scale.

# Executive Summary



**Sustainomy, the New Economy that upholds sustainability, continues the benefits of today's economy, and grows from new economic opportunities."**

For centuries, the economy underlining today's world cannot catch up with the undesirable parts it creates. It boasts vast wealth-generation capabilities while distributing such wealth unevenly, focuses too heavily on advancing the systems driven by technology while neglecting the capacity of the citizens it serves, and prioritizes short-term gains while overlooking long-term sustainability. Besides, as the existing economy emphasizes monetary growth, it pushes the earth's environment toward its breaking point; demands on the earth's resources exceed its annual capacity to regenerate by 1.85 times. These explain why decades of sustainability efforts from all sectors have not yielded favorable results.

Enter "**Sustainomy**," the New Economy that upholds sustainability, continues the benefits of today's economy, and grows from new economic opportunities. It seeks to ensure equitable benefits for all stakeholders from the limited global resources while not leaving behind the necessity to optimize Prosperity creation from these resources. There are three fundamental paradigm shifts within Sustainomy.

## Paradigm 1:

### Not Just Growing 1 but 3 Capitals

Wherein growth encompasses the three interconnected capitals (3Ps)—Prosperity, People, and Planet—being nurtured simultaneously for a more equitable, sustainable, and resilient economy. This requires concentrated efforts, including but not limited to process redesign, government mechanisms, and global audits to streamline transitions and spur positive changes.

## Paradigm 2:

### Not Just Focusing on the Industry, but rather a fit-for-the-Future Portfolio

This acknowledges that some industries have inherent fluctuations within, while those that are longer-established are mostly consistent in rise and fall. Sustainomy, therefore, aims to strike a portfolio balancing between these two sectors to reduce the overall negative aspects and promote Net Positive Impact. To do so requires the identification of industry types, their impact, and the main actors to drive the change so that mitigating actions can be tailor-made.

## Paradigm 3

### Not the Bottom, but the Middle

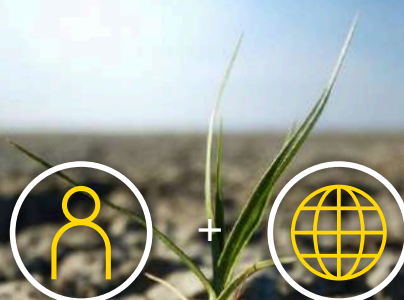
This emphasizes the crucial role of the global middle—developing countries, SMEs, and middle-income citizens—with their relatively untapped potential. Under this dynamic, the Top Level collaborates with the Middle Level and assists the Bottom Level. The Middle Level, meanwhile, becomes the driver of implementing sustainable solutions that uplift the Bottom Level through value chain creation, which, in turn, helps the Bottom Level to stand on its own feet.

Ushering in the New Economy necessitates an integrated, collaborative approach that intertwines incentivizing the existing economy to become Sustainomy, collaborating to evolve markets into ecosystems, and investing in organizations to make them Future-ready. As markets transition from transactional models focused on selling to those with immediate purchasing power, they evolve into collaborative ecosystems prioritizing continuous development and nurturing of all sectors within the economic landscape.

The White Paper concludes by emphasizing that transformation itself rests not on the shoulders of a select few but on the collective responsibility of every individual, organization, and government within the global landscape. By harnessing the collective power of individual action, everyone can transform the New Economy from a compelling vision etched on paper to a lived reality.

## Chapter 1

# The Existing Economy



CAPITALISM

“

**How can you grow trees in dry soil?”**

Imagine planting trees in an arid desert; seeds would struggle to germinate, and the harsh weather would impede any initial growth. With this metaphor explaining today's economy, the trees represent People and Planet—their nurturing and improvement are challenging.

While businesses face constant challenges and must always adapt to grow, the People and Planet often do not even have the chance to begin growing, being stumped under the existing conditions. Why is that?

### *Diving Deeper into the Existing Economy*

The existing economy's **benefits cannot catch up with the undesirable parts it creates**. For centuries, it has boasted impressive wealth-generation capabilities. While more wealth is good, such wealth is distributed unevenly, leaving a significant portion of the population still struggling.

Besides, today's economy is too focused on **advancing the systems driven by technology rather than the capacity of the citizens it serves**, prioritizing short-term gains and efficiencies over long-term sustainability, and promoting systematic efficiency rather than People. Also, while **emphasizing monetary growth, the existing economy pushes the earth's environment toward its breaking point**; maximizing at all costs comes at the expense of the very resources upon which such growth depends. **Not only that, today's economy is rather fragile, and lacks robustness in the face of shocks and disruptions**. This results from having a rigid goal solely directed toward growth rather than holistic capacity building.

Just as attempting to grow trees in dry soil is futile, so too is pursuing sustainable development within the confines of the existing economic model. This explains why decades of sustainability efforts from all sectors have not yielded favorable results. Therefore, a right fundamental shift is required, one that nurtures an economic ecosystem capable of fostering shared wealth and safeguarding the environment for generations to come. This chapter seeks to illuminate the cracks and fissures in the current system's foundation.

Figure 1.1: Existing Economic Problems

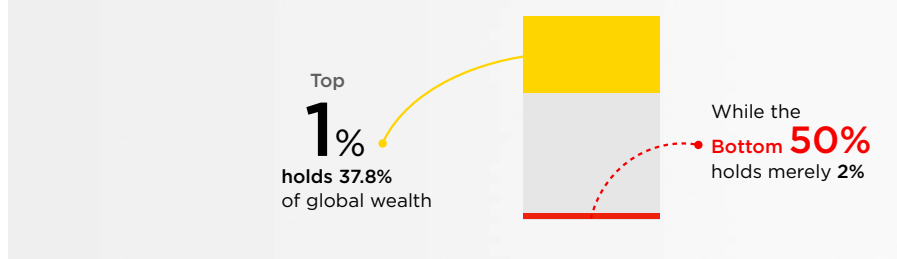


## 1.1 Exclusive (Creation): Wealth Creation, Not Distribution

The industrial revolution brought about massive wealth and while wealth creation continues to flourish today, it accumulates in the hands of the population pyramid's top 1%, leaving the significant rest struggling at its base. According to the World Inequality Database, these top 1% elites hold a staggering 37.8% of global wealth, while the bottom 50% struggle to share a mere 2%.<sup>1</sup>

Therefore, despite this continued increase in wealth creation, it raises the question about whether or not the wealth created is actually inclusive?

Figure 1.2: Existing Problem Regarding Prosperity

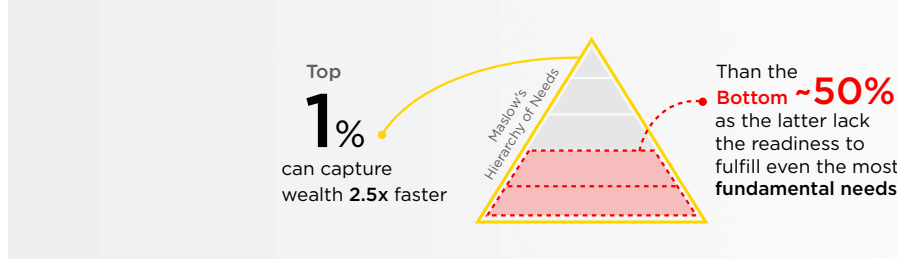


## 1.2 Social Un(wel)fair: Unequal Opportunities and Outcomes

Within the existing economy, the path to “success” is laid bare before all. However, the missing part not many see is the starting point: the access to resources to begin walking that path in the first place. Those at the top enjoy privileged access to resources, namely education and opportunities, empowering them to generate greater wealth. Meanwhile, for those at the base of the pyramid—often denied these essentials, with data from the UN showing that nearly 50% of the world’s underprivileged lacked even basic necessities—surviving is a constant struggle.<sup>2</sup>

The existing economy, while offering aspirations for all, denies many essential building blocks necessary to achieve them.

Figure 1.3: Existing Problem Regarding People

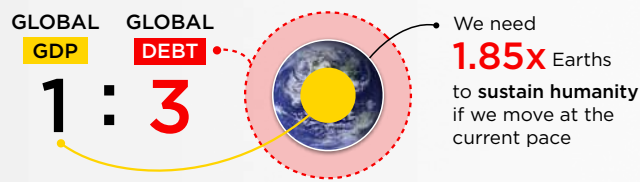


### 1.3 Destructive: Growth at the Expense of the Environment and Human Beings

The existing economy operates under the focus of maximizing financial gain, unintentionally at environmental expenses. This has led to an ecological overshoot, where demands on earth's resources exceed its annual capacity to regenerate by 1.85 times, as per information from The World Count.<sup>3</sup> This excessive consumption manifests in many environmental challenges, including climate change, pollution, and biodiversity loss.

Beyond its direct environmental impact, the existing economy fosters practices that exacerbate the problem. While humanity enjoys GDP growth, such growth leads to global sustainability debt as an expense. According to WEF and the IMF, global debt is growing at **three times** the rate of worldwide GDP.<sup>4,5</sup> The fact that the world is also now in a state of "money oversupply," where the amount of money exceeds the actual economic output, does not help.

Figure 1.4: Existing Problem Regarding Planet



The above shows in unity that the current economic system prioritizes the answer of "How" to capitalize on finite resources. Simultaneously, it overlooks the question of the "Ways" to capitalize on them to ensure both the efficiency of wealth creation and the equitability of fair distribution. If the current economic situation continues to take hold, no sustainable effort can produce significant results.



# Chapter 2

## Sustainomy: the New Global Economy

The world needs an economy that facilitates continuous growth without forsaking the foundational elements that sustain it. Enter "Sustainomy," the New Economy that secures today, services the past, and sustains the future. It seeks to ensure equitable benefits for all stakeholders from the earth's limited resources —the "Ways to Capitalize" part—while not

leaving behind the necessity to optimize Prosperity creation from these resources —"How to Capitalize." This chapter delves into the characteristics of Sustainomy and explains its paradigms prioritizing economic growth and ensuring the holistic flourishing of society and the environment.

Figure 2.1: Difference between the Mechanism to Capitalize in the Existing Economy and the New Economy





Within Sustainomy, three fundamental paradigm shifts are required.

Figure 2.2: Three Fundamental Paradigms for Sustainomy



**Paradigm 1**  
Not Just Growing 1  
but 3 Capitals



**Paradigm 2**  
Not Just Focusing on  
the Industry, but rather  
a Fit-for-the-Future Portfolio



**Paradigm 3**  
Not the Bottom,  
but the Middle



**Paradigm 1:**  
**Not Just Growing 1  
but 3 Capitals**

The existing economic model has long equated growth with the singular pursuit of financial gains. For Sustainomy, this narrow definition of growth is replaced with one encompassing the three interconnected capitals (3Ps): Prosperity, People, and Planet.

**Past to Present**



Over the past two centuries, the world has witnessed remarkable economic growth; a time-series analysis of global GDP from 1820 to 2023 shows that the global economy expanded over 100-fold since the Industrial Revolution and the Digital Revolution has amplified this even further.<sup>4,6</sup> However, this growth's benefits have primarily trickled down to a select few at the top of the pyramid, leaving the bottom 50% of the global population wealth pyramid struggling to share in the bounty.



In the past, disparities in access to education, healthcare, and vital resources have impeded the development of human capital. These inequalities have hindered individuals from realizing their full potential. Moreover, the contemporary emphasis on technological progress over investing in human capital exacerbates this issue. This trend intensifies the threat of job insecurity, affecting up to 50% of the global population, as indicated by WEF's figure.<sup>7</sup>



In terms of the Planet, the existing economic model has treated it as an inexhaustible resource. This approach has led to the overexploitation of natural resources, pushing the earth toward a tipping point, as reported by the World Count, where human activities overshoot the earth's ability to sustain them by almost twice.<sup>3</sup> Although the decoupling of economic growth from environmental degradation has long been discussed, this has not manifested well in reality. The existing economy remains highly efficient toward driving profitability and less so when it comes to the environment.

## Present to Future



Within Sustainomy, wealth generation should predominantly stem from human efforts rather than excessive dependence on technology or artificial intelligence. To truly guide the world through the optimal Intelligence Revolution, it's crucial to prioritize Authentic Intelligence over Artificial Intelligence. Authentic Intelligence entails humanity's capacity to adeptly utilize technology, leveraging it as a tool to amplify capabilities while maintaining oversight of its application.

To attain the desired state of Authentic Intelligence, individuals must be relieved of concerns regarding basic necessities such as food and shelter. This underscores the importance of prioritizing Social Well-being. Both governments and the private sector must transition from simply offering what is available to providing what is essential. Such a shift will enrich individuals' lives and empower them to pursue their aspirations, irrespective of their socio-economic backgrounds.

Sustainomy acknowledges natural resources as shared assets of humanity, necessitating a shift toward their regeneration and conscientious management. Governments and businesses hold pivotal roles in implementing regenerative practices, with the aim of revitalizing and preserving the essential resources upon which all life relies. Moreover, individuals possessing Authentic Intelligence will prioritize resource usage and regeneration, collaborating across sectors to forge a more sustainable global future.

The imperative lies in regenerating resources beyond mere consumption. Achieving this objective not only fosters wealth creation but also facilitates equitable distribution. Consequently, what is currently perceived as social un(wel)fair will shift into collective social well-being. Economic activities will yield resource regeneration, thereby promoting environmental sustainability alongside prosperity.

The following are the key pathways to foster this paradigm shift:



### 1. Global Progress Measurement

The current economic system primarily relies on financial metrics, overlooking the crucial contributions of human and natural capital. To bridge this gap, a standardized global progress measurement system that evaluates human capital (e.g., employee well-being and development) and natural capital (e.g., reduction of negative environmental impact) with the same rigor and transparency as financial capital is needed.



### 2. A New Globalization Mechanism

Nowadays, globalization prioritizes the free movement of goods and capital but still overlooks considerations of social well-being and environmental sustainability. To address this requires a new mechanism where governments become the primary customers for socially conscious goods and services created by the private sector. This necessitates the establishment of a global fund that acts as a broker, connecting the private sector with specific demands for social goods from around the world.



### 3. Holistic Auditing

Traditional capital markets prioritize short-term financial returns, neglecting the long-term implications of business practices on People and Planet. To counter this, a focus on holistic business auditing is necessary. This new approach would mean a company focusing not only on financial performance but also considers impact on the other 2 Ps—People and Planet.



### 4. Global Reordering

An effort is needed to incentivize the communication and knowledge dissemination from all stakeholders to illustrate the new way of driving global growth through the Triple Bottom Line.

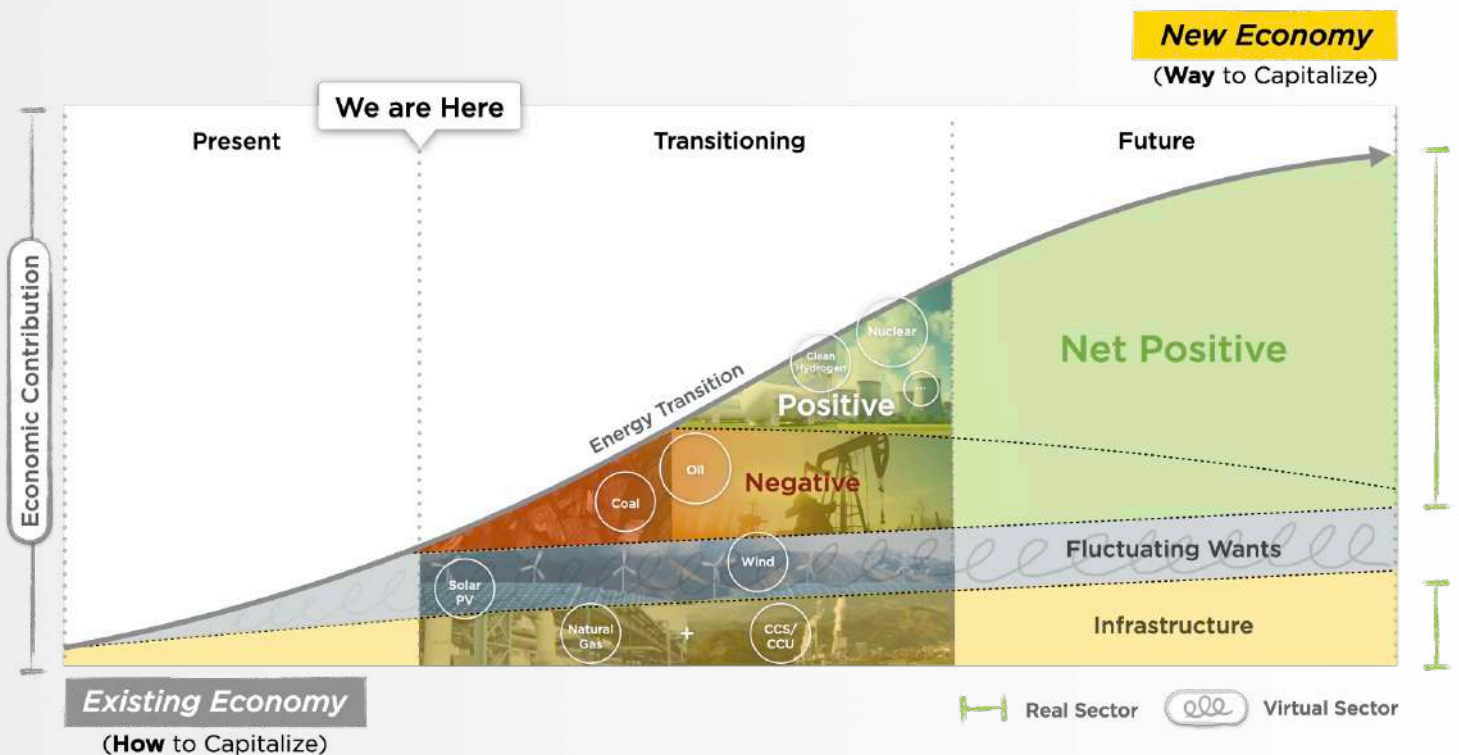
*Paradigm 2:*

***Not Just Focusing on the Industry, but rather a Fit-for-the-Future Portfolio***

The new economy acknowledges the inherent fluctuations within certain industries (Virtual Sector) and the consistent growth or decline within others (Real Sector). Therefore, it emphasizes the need for a Fit-for-the-Future Portfolio.

To draw examples from the energy industry\*, solar and wind energy might be an example in the Virtual Sector, as while its potential is high, it is a relative newcomer and has inherent issues in the aspect of natural resources reliance, job loss (under the aspect of Just Energy Transition), and end-of-life waste created. On the other hand, traditional energy, such as oil and natural gas, can be classified into the Real Sector, which does not imply its flawlessness but rather its long-established and more stable nature.

Figure 2.3: Fit-for-the-Future Portfolio in the New Economy



N.B. \* The energy industry, particularly the development of new energy sources, is highlighted as an example of how industrial clusters around the world can be powerful drivers of economic growth and job creation.



## The Virtual Sector

The Virtual Sector is often fueled by consumer optimism and belief in the potential of innovative technologies. Its inherent volatility in relatively new technologies can lead to significant fluctuations and potential societal impact. This translates to the sector being susceptible to sudden shifts and potentially presenting risks to individuals with limited economic stability.

The Virtual Sector within Sustainomy will foster responsible innovation and have its potential risks regulated and monitored, ensuring that advancements translate into tangible and sustainable benefits for all. It will fulfill its potential as a driver of positive change in the New Economy.



## The Real Sector

The Real Sector forms the backbone of any economy, encompassing established industries that provide essential infrastructure and those that leverage this infrastructure to generate wealth. To further explain, this sector must be further divided into two sub-sectors:

### 1. Infrastructure Industries

They cater to the fundamental needs of society's well-being, fulfilling Maslow's physiological and safety needs (the most basic two levels), and any transformations within them can have significant effects. To give an example from the energy industry, natural gas falls within this category, as millions depend on it for their livelihoods. Though these industries could contribute to damaging the environment, careful consideration is required to address and control them.

### 2. Industries Built upon Infrastructure

This comprises businesses that utilize the infrastructure provided by the first category to generate wealth. While they are vital for economic growth, their impact varies. Some, such as the coal and oil industries, have significant negative environmental consequences but high financial impact. However, some, such as the hydrogen power industry, strive to promise in all 3Ps. These "Positive" energy sectors potentially generate high returns, while securing energy supply to people, and leaving low-carbon emissions to the planet.

Achieving this Net Positive, Fit-for-the-Future Portfolio requires a three-pronged identification effort:



### 1. Identify the Type

Classify which industries are fundamental to individuals' basic needs and ensure they produce as little impact as possible. Simultaneously, identify which are inherently fluctuating, then regulate them, curbing their fluctuation and contributing to developing its many innovative ideas.



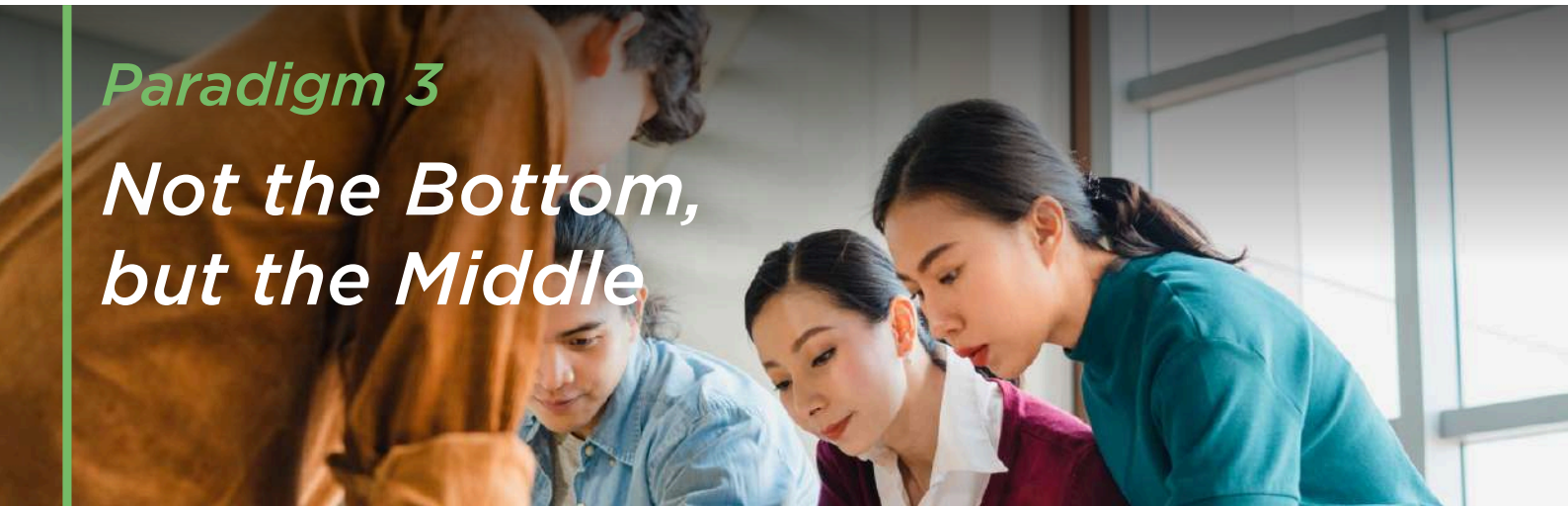
### 2. Identify the Impact

Classify whether the consequences of actions from each industry are negative or positive. Negative actions must be contained and reduced. One possible way is imposing a carbon tax scheme with global mechanisms to distribute such tax to encourage the "global fund" mentioned earlier. Meanwhile, positive actions should be empowered so that the industries that make them gain more shares in the big picture of the economic portfolio.



### 3. Identify Contributions

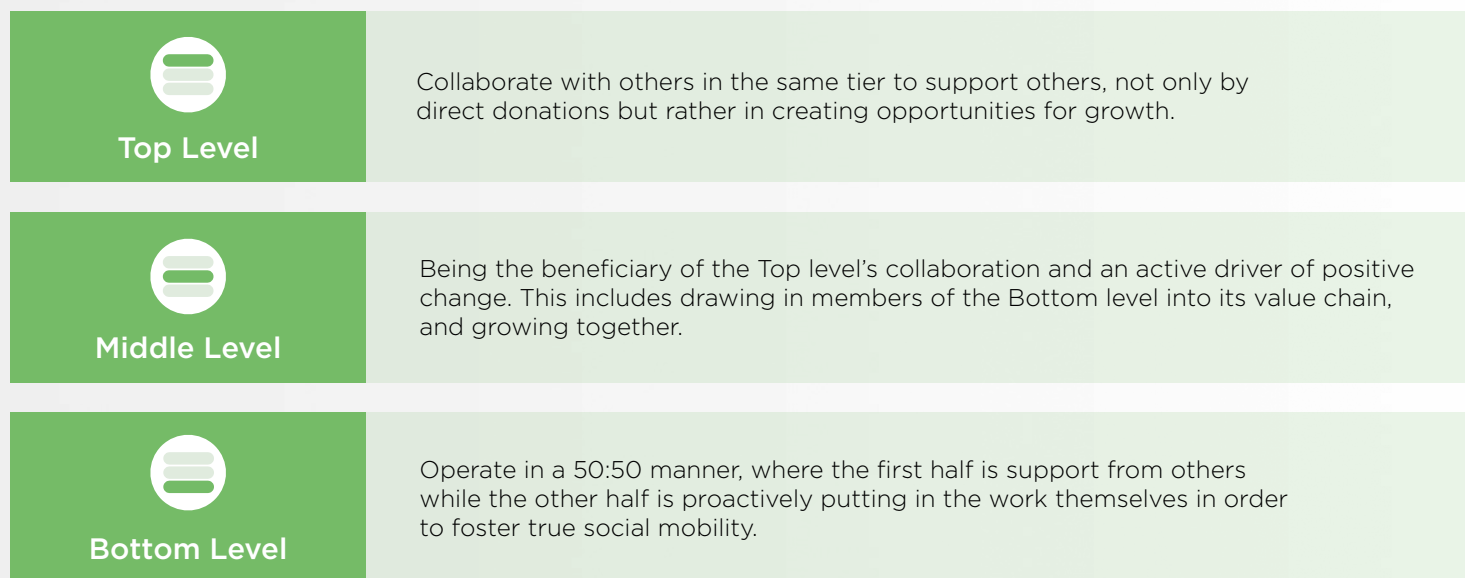
Countries, groups of countries, or regions must be identified to find their strengths and areas of contributions. This looks into their strengths and mixes of resources to allocate the contribution they would play in the big picture



*Paradigm 3*  
**Not the Bottom,  
but the Middle**

While addressing the needs of those at the bottom of the economic pyramid remains essential, Sustainomy focuses on fostering progress in all levels. Before that, it is important to understand the new economy's role and contribution of each levels:

Figure 2.4: The Role and Contribution of Each Level in the New Economy



This paradigm emphasizes the crucial role of the global middle—developing countries, small and medium-sized enterprises (SMEs), and the middle-income populace. This renewed focus stems from recognizing the immense potential within this segment. Its sheer size and relatively untapped potential make it a powerful force for driving sustainable growth and positive change. Once the core is strengthened, the rest will follow naturally. We can consider this across 3 levels namely: country, company, citizen.



## Countries

Firstly, although developing countries' growth is often hampered by inadequate funding, they hold immense potential. There are 152 developing countries in the world (79% of all the world's countries), generating a combined economic output of \$52.5 trillion (60% of global GDP) according to World Economics statistics.<sup>8,9,10</sup> Therefore, it is important to help them achieve a more self-sustaining economy while having a unique position in the global landscape.



## Companies

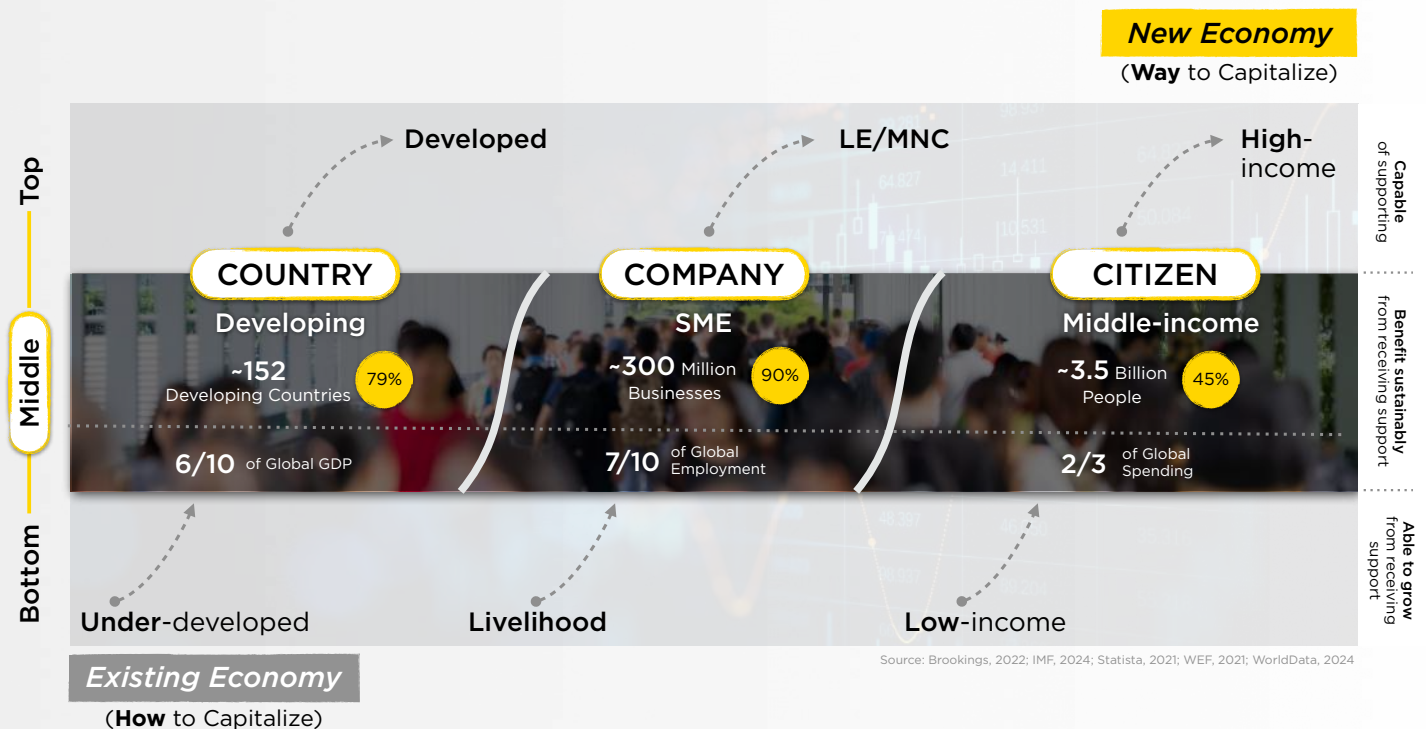
Although SMEs often face challenges regarding scalability and survival, they represent 300 million or 90% of businesses worldwide and are also responsible for hiring more than 70% of the global workforce.<sup>11</sup> SMEs' potentials can be unlocked if we are able to devise a clear incubation mechanism that will help small enterprises become medium ones and for those to then develop into large ones.



## Citizens

Thirdly, while middle-income citizens often face the challenge of experiencing stagnant wages and job losses, they make up nearly 50% of the world's population and generate two-thirds of global spending.<sup>12</sup> If we are able to provide them with appropriate market opportunities and equip them with the skills to match, they have potential to create greater economic value than debt, leading to a favorable economic landscape.

Figure 2.5: Untapped Potential in the Middle Level



To facilitate this transition and implement these new roles, the following actions are crucial:



### 1. Setting Structural Goals

Establishing clear and comprehensive plans for the Top and Middle Level's actions.



### 2. Creating Enabling Regulations and Ecosystems

Designing regulations and fostering ecosystems that specifically support the growth of the Middle Level.



### 3. Collaborating between Top, Middle, and Bottom Levels

Focusing on promoting Collaborativeness across all economic segments, ensuring inclusive progress and benefits.



### 4. Amplifying Communication

Enhancing communication that creates values for those in the Middle Level.



Sustainomy paints a bold picture of a future with three fundamental paradigms underpinning this vision.

**The first paradigm**, "Not Just Growing 1 but 3 Capitals," emphasizes a shift from exclusive growth to a future with equitably distributed wealth and social-well being fueled by Authentic Intelligence.

**The second paradigm**, "Not Just Focusing on the Industry, but rather a Fit-for-the-Future Portfolio," acknowledges the need for a balanced approach within any industry. This means ensuring the right number and practices for sectors with volatile demands while encouraging responsible practices in established industries.

**In the final paradigm**, "Not the Bottom, but the Middle," a case was made for the recognition of the immense potential residing within the global middle, whereby developing them will unlock a powerful engine for sustainable growth and societal well-being.

This future requires collective action. Governments must implement supportive policies, businesses must embrace responsible practices, and individuals must actively participate in shaping a brighter tomorrow. Working together ensures that future generations inherit a world characterized by shared Prosperity, environmental sustainability, and equitable opportunities for all.

## Chapter 3

# Operating: Not a Destination, but a Journey



**Sustainomy, as envisioned in the preceding chapters, extends beyond mere aspirations.”**

Sustainomy, as envisioned in the preceding chapters, extends beyond mere aspirations. The transition of the existing economic system into Sustainomy is a grand endeavor in operating this ongoing journey. To navigate this process effectively, all key players within the economic landscape—markets and organizations—must recognize the need for change and actively embrace and implement this change.

This transition is interconnected and mutually beneficial. Just as Sustainomy empowers thriving markets and adaptable organizations, markets that become ecosystems and organizations that are Future-ready are essential for the flourishing of the New Economy.

Figure 3.1: Operating Model for Sustainomy





### 3.1 Market

Sustainomy envisions a fundamental shift in the way markets operate. As they transition from traditional, transactional models focused solely on selling to those with immediate purchasing power, they evolve into collaborative ecosystems. These ecosystems prioritize continuous development and nurturing of stakeholders in the value chain. This paves the way for a future where Prosperity is shared more equitably and all have the opportunity to thrive

### 3.2 Organization

The New Economy demands a new breed of organization that is Future-ready. These organizations move beyond the limitations of traditional models, where chasing fixed goals is the primary objective. Instead, they embrace the following characteristics:

**Resilience**

Future-ready organizations can anticipate and navigate disruptions and challenges, emerging stronger in the face of adversity.

**Impact**

These organizations transcend mere profit-seeking and prioritize creating positive social and environmental impact alongside financial success.

**Responsiveness**

Collaboration is at the heart of Future-ready organizations. They actively engage with stakeholders, fostering open communication, co-creation, and knowledge sharing to address complex challenges effectively.

**Adaptability**

Recognizing the dynamic nature of the New Economy, these organizations embrace decentralized structures and agile decision-making processes. This allows them to respond rapidly to changing circumstances and seize new opportunities.

Ushering in the New Economy necessitates a collaborative approach that intertwines incentivization, facilitation, and investment to ensure a holistic and sustainable transition across all levels.



**1. Incentivizing**

This involves implementing supportive policies and targeted financial instruments and launching awareness and capacity-building programs in order to subtract the costs of transitioning.



**2. Facilitating**

As the existing economy transforms, markets must evolve into collaborative ecosystems, which require infrastructure and regulatory frameworks that help facilitate.



**3. Investing**

Organizations must invest into becoming Future-ready through the integration of the Triple Bottom Line at the core.

This chapter has dived deeper into the specific characteristics that define Sustainomy's key actors: the transformed market, now functioning as an ecosystem, and the Future-ready organization, equipped to thrive within this dynamic landscape. Examining these crucial elements can make understanding how individual entities can adapt and contribute to successfully implementing the New Economy's vision easier.

Above all, it is essential to remember that the economy as a whole, markets, and organizations are not isolated entities. They are interconnected and interdependent. By embracing this interconnectedness and actively collaborating, these actors can create a powerful force for positive, continuous change.

## Chapter 4

# What's Next?



This White Paper has unveiled a vision of a future where shared **Prosperity**, environmental sustainability, and inclusivity are not merely aspirational ideals but also the guiding principles that shape the sustainable future ahead. It has delved into the paradigms that act as the guiding compass for this transformation, the operational elements that serve as the engine that propels it forward, and the characteristics of the transformed markets and Future-ready organizations that will define Sustainomy—the New Economy.


Through Sustainomy's concerted efforts to nurture both **People and the Planet**, humanity not only secures a prosperous future for itself but also honors its responsibility to safeguard the Planet for generations to come. This is a role that Sustainomy places at heart.


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