

# 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.