Universal Sustainability: The Next Form of Competitiveness

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EXECUTIVE SUMMARY

The operating framework of universal sustainability holds the key to unlocking the next wave of business innovation and growth. It also promises to reconnect economic competitive organizations and policy makers with that of the community in ways that have been lost in an age of narrow management approaches, short-term thinking, and deepening divides among many of society’s institutions. It is within this paper that I layout the context of universal sustainability, and its promise of a new model of capitalism, and that of a new form of competitiveness, that cuts across current disciplines. It is this new model, this new construct of universal sustainability that may shape the next form of competitiveness.

Keywords: Sustainability, Economy, Competitiveness, Global Society, Changing Workforce.

INTRODUCTION

It is my premise that universal sustainability goes beyond the concept of sustainability, which has a primary focus on the environment, conservation, and preservation, as seen through the lens of the social and ecological consequences of economic activity. Universal sustainability, in concept and by function, touches on all aspects of the human existence, and, through the application of science and research, this new economic and social discipline seeks to explore the universe in which humans live and from which they seek to continue to explore.

The concept of sustainability is concerned with preservation and that of the environment. Universal sustainability offers a more comprehensive economic competitive framework for improving the current 21st century global society.

The process framework that is contained within universal sustainability touches on all aspects of human existence and is thus reflected by the following essential components, such as: A society’s economy, education, environment, political systems, social structure, science, technology, global society, and that of the universe of which the earth is part (see chart #1).

My definition of a universal sustainable society is that which strives to understand the universe and its resources for which it uses, preserves, seeks to explore, and exist within.

Should my definition of universal sustainability be accepted, we, all of us, will become 21st century transformational thinkers, concept developers, and infra-structure builders of the highest order, with the provocative objective of coming together to safeguard nature’s elements and man’s best. This will, I believe, require, at the very least, a formal process of 21st century visioning, which will incorporate the current as well as the future state of our universe, including all of its promises and challenges.