



# SDG 08: ECONOMIC GROWTH



*Marketing*  
**Gate**

End extreme poverty. Fight inequality and injustice. Fix climate change. Whoa. The Global Goals are important, world-changing objectives that will require cooperation among governments, international organizations and world leaders. It seems impossible that the average person can make an impact. Should you just give up?

**No! Change starts with you!**

On 1 January 2016, the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development — adopted by world leaders in September 2015 at an historic UN Summit — officially came into force.



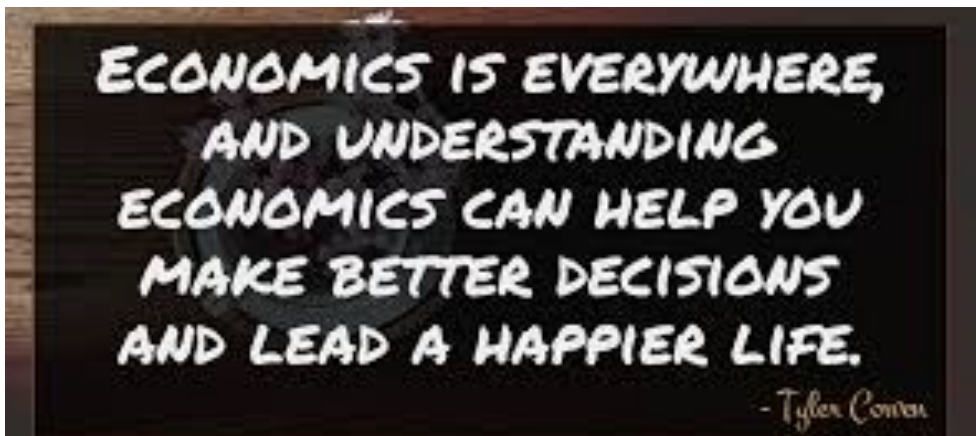
## Goal 08: Facts and figures

- Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries;
- Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors;
- Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services;
- Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-year framework of programmes on sustainable consumption and production, with developed countries taking the lead;
- By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value;

*" You don't just  
wake up and  
become  
the butterfly.  
Growth is a process"*

## GOAL 08: Targets

- By 2020, substantially reduce the proportion of youth not in employment, education or training;
- Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms;
- Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment;
- By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products;
- Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all;
- Increase Aid for Trade support for developing countries, in particular least developed countries, including through the Enhanced Integrated Framework for Trade-Related Technical Assistance to Least Developed Countries, and
- By 2020, develop and operationalize a global strategy for youth employment and implement the Global Jobs Pact of the International Labour Organization.





We are stealing the  
future, selling it in the  
present, and calling it

GDP.

*Paul Hawken*



It's time we admitted that there's  
more to life than money, and it's  
time we focused not just on GDP,  
but on *GWB* - general well-being

— *David Cameron* —



# PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL

## BEFORE COVID-19

### GLOBAL ECONOMIC GROWTH WAS SLOWING DOWN



**2.0%**  
GDP PER CAPITA GROWTH  
(2010-2018)

**1.5%**  
GDP PER CAPITA GROWTH  
(2019)



**DURING THE PANDEMIC**  
**1.6 BILLION WORKERS**  
IN THE INFORMAL ECONOMY  
RISK LOSING THEIR LIVELIHOODS

## COVID-19 IMPLICATIONS



THE WORLD FACES THE  
**WORST ECONOMIC RECESSION**  
SINCE THE GREAT DEPRESSION

GDP PER CAPITA  
EXPECTED TO DECLINE  
BY **4.2%** IN 2020

## TOURISM IS FACING UNPRECEDENTED CHALLENGES

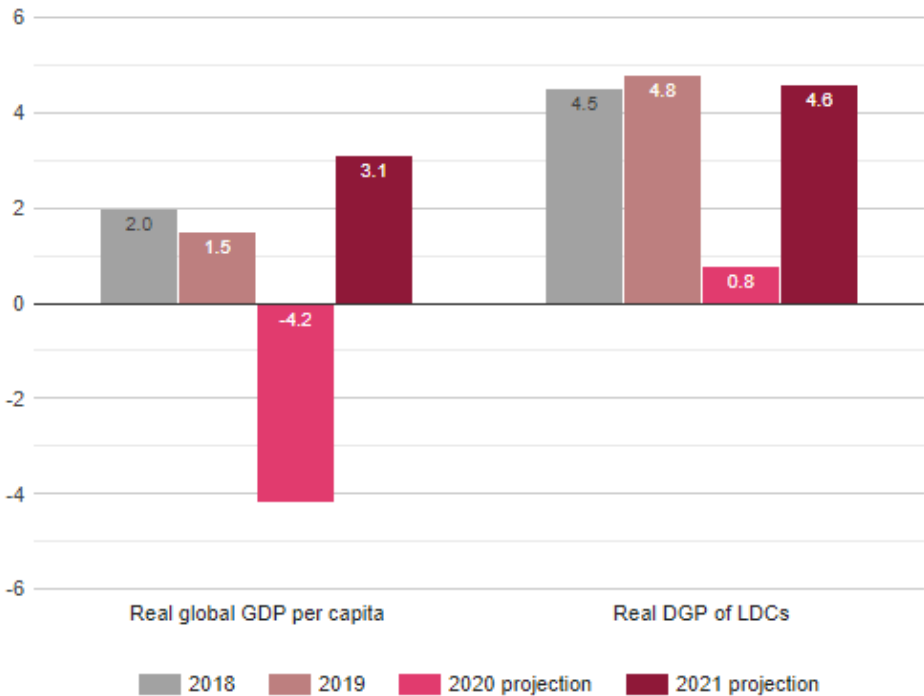
INTERNATIONAL  
TOURIST ARRIVALS  
WITH COVID-19  
2020 SCENARIOS



COVID-19 COULD CAUSE THE EQUIVALENT OF  
**400 MILLION JOB LOSSES** IN SECOND QUARTER OF 2020

Globally, real GDP per capita growth rate was 2.0 per cent in 2018—the same level as the average annual growth rate between 2010 and 2018. Sustained per capita growth during this period was driven mainly by strong progress in Eastern and South-Eastern Asia and in Central and Southern Asia. In 2019, the growth rate dropped to 1.5 per cent and, in 2020, the coronavirus pandemic is pushing the world into the worst economic crisis since the Great Depression. Real GDP per capita is expected to decline by 4.2 per cent in 2020 before increasing again in 2021 at a rate of 3.1 per cent.

*Annual growth rate of global real GDP per capita and annual growth rate of real GDP of LDCs, 2018–2021 (percentage)*



Real GDP growth rate for LDCs reached 4.5 per cent in 2018 and 4.8 per cent in 2019. Due to the pandemic, that rate is expected to weaken to 0.8 per cent in 2020 and is projected to increase again at a rate of 4.6 per cent in 2021. This means that LDCs are falling short of the SDG target of at least 7 per cent real GDP growth per year.

## A Case for Agricultural Development:

# ECONOMIC GROWTH

“Agriculture provides food, income and jobs, and hence can be an engine of growth in agriculture-based developing countries and an effective tool to reduce poverty in transforming countries”<sup>1</sup>



That's about  
**15 BILLION PEOPLE.**



In agricultural based economies, **agriculture generates 29% of GDP and employs 65% of the overall workforce**<sup>3</sup>



EFFICACY OF GDP GROWTH ORIGINATING IN AGRICULTURE



EFFICACY OF GDP GROWTH ORIGINATING OUTSIDE AGRICULTURE



GDP growth originating in agriculture is **at least twice as effective in reducing poverty** as GDP growth originating outside agriculture.<sup>4</sup>

There are three main reasons why agriculture is an effective way to reduce poverty, build vibrant rural economies and provide a foundation for country-wide economic growth:



We need more investments in agriculture, including aid, to reduce poverty, improve food security, and stimulate economic growth.

#### Sources:

- 1 Dietter, Jean-Jacques and Alexandra Effenberger (2012) "Agriculture and development: A brief review of the literature" in *Economic Systems* 36: 175-205
- 2 World Bank (2008) *World Development Report: Agriculture for Development*. Washington, D.C., The World Bank
- 3 FAO (2012), "Smallholders and Family Farming", [http://www.fao.org/fileadmin/templates/nr/sustainability\\_pathways/nr/sustainability\\_pathways/docs/Factsheet\\_SMALLHOLDERS.pdf](http://www.fao.org/fileadmin/templates/nr/sustainability_pathways/nr/sustainability_pathways/docs/Factsheet_SMALLHOLDERS.pdf)
- 4 Wiggins, Steve et al (2010) "The Future of Small Farms" in *World Development* 38(10): 1341-1348
- 5 Heifer International (2014) *State of the African Farmer*





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The global

# UNEMPLOYMENT RATE IN 2017 WAS 5.6%

down from 6.4 per cent in 2000!

SDG 08: ECONOMIC GROWTH

**YOU** **ABLE**

# Economic Development

*The process in which people in a country become wealthier, healthier, better educated, and have greater access to good quality housing.*



## INCLUSIVE GREEN GROWTH

THE PATHWAY TO SUSTAINABLE DEVELOPMENT

For the past 250 years, economic growth has come largely at the expense of the environment. The damage has reached a scale that threatens human welfare and prospects for future growth, and despite impressive gains in the last two decades, many basic needs remain unmet.



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**YOUABLE**



The hardest work in the world is being out of work.

WHITNEY M. YOUNG

@FixWillpower

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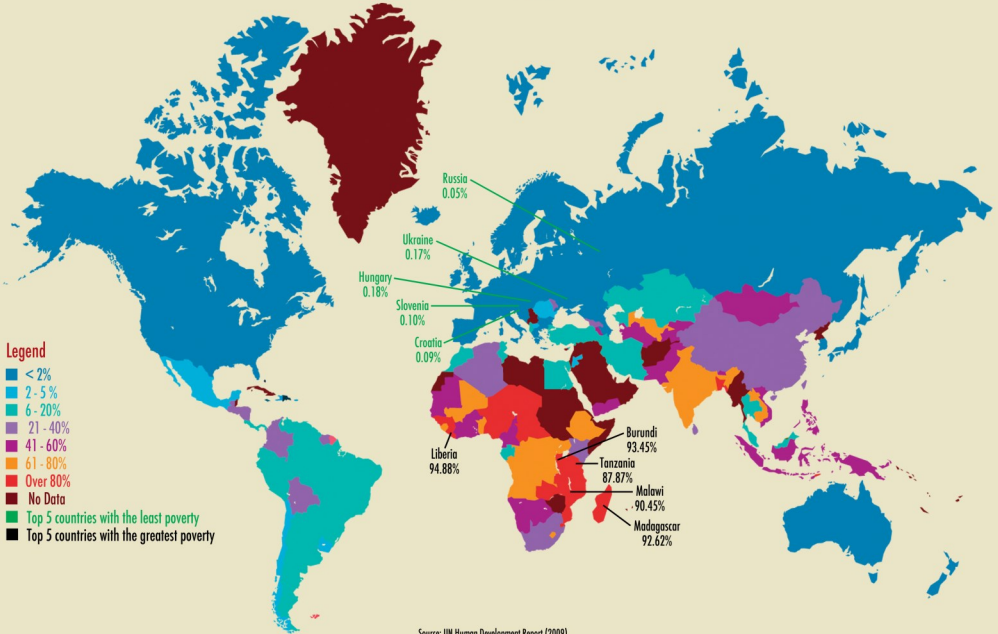
Economic Development



# WORLD POVERTY

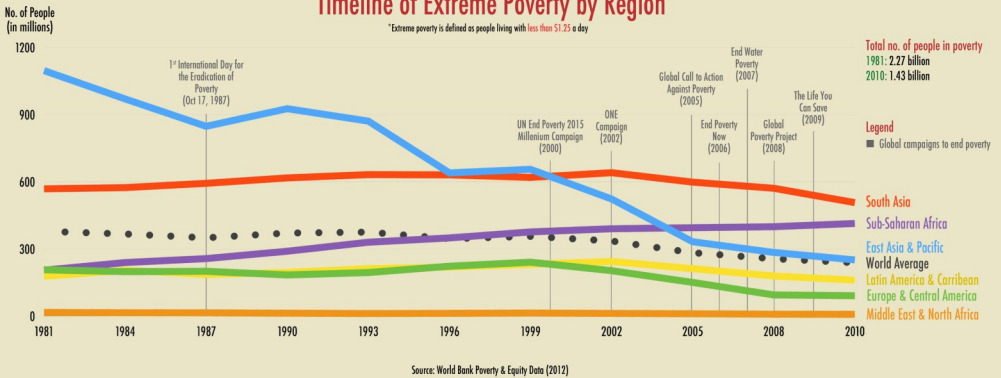
## World Poverty Map

Percentage of population living on less than \$2 a day



## Timeline of Extreme Poverty by Region

\* Extreme poverty is defined as people living with less than \$1.25 a day



**22000**  
children die each day due to poverty

**5.00%**  
of global income is owned by 40% of the world's poorest

**\$175B**  
per year is required to eradicate poverty

**1426**  
no. of billionaires in the world

**1.6 Billion**  
people live without electricity

**270M**  
children have no access to health services

**1 in 8**  
people in the world suffer from chronic undernourishment

**75%**  
of global income is owned by 20% of the world's richest

**1.1 Billion**  
people lack access to clean drinking water

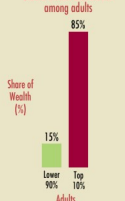
**72 Million**  
children of primary school age were not in school, 57% of them were girls.

**72:1**  
ratio of people at poverty to wealthy level

**POVERTY**  
**WEALTH**

**U.S.A.**  
country with the most no. of billionaires and millionaires

Global Wealth Distribution among adults





# INCLUSIVE GREEN GROWTH

## THE PATHWAY TO SUSTAINABLE DEVELOPMENT

The world's population is predicted to reach 9 billion people by 2050, and they will all need food, water, and energy to survive. Our current growth patterns are highly inefficient and stand in the way of truly sustainable development. The way forward is inclusive green growth that is clean in its treatment of the environment, efficient in its use of natural resources, resilient, and meets the needs of all people.



## WHY GREEN GROWTH?

For the past 250 years, economic growth has come largely at the expense of the environment. The damage has reached a scale that threatens human welfare and prospects for future growth, and despite impressive gains in the last two decades, many basic needs remain unmet.

Two decades of unprecedented growth have greatly improved welfare...

### POVERTY RATE



\*Projected

...but not without a significant toll on the environment.



13 MILLION

Hectares of forest lost annually between 2000 and 2010, equivalent to the landmass of Nicaragua lost every year.



3X



Increase in water withdrawals in last 50 years, leading to water scarcity and ground water depletion.



550 BILLION+

Tons of CO<sub>2</sub> emitted globally from 1990 to 2010.



85%

Ocean fisheries categorized as fully exploited, over-exploited, or depleted.



\$1 TRILLION

Spent annually to subsidize the over-exploitation of natural capital, including fossil fuels.

Meanwhile, massive basic needs remain unmet.

People without access to sanitation



2.6 BILLION

People without access to electricity



1.3 BILLION

People without safe, clean drinking water



900 MILLION



# WORK SMARTER - NOT HARDER

Getting ahead in your career doesn't always mean sucking up to the boss or putting in

Some simple mental tricks can improve your efficiency and the quality of your work -without keeping you in the office all night.

**60** hours a week.

If you don't need to respond to an email or speak up in a meeting this very second, **wait five minutes.** This period can help you form a response, and the added time may make you rethink your position entirely.

**Keep a progress bar** for a key project and fill in the sections as you complete a task.

Prime the pump; **keep your mind sharp** by reading things that challenge your assumptions or beliefs. Read something new and challenging every day.



**47%**

Percentage of workers who report being completely satisfied with the **recognition** they receive on the job

Work in **20-minute chunks**, followed by a few minutes of **physical activity** such as walking to the water cooler or going to the restroom and taking a longer route back to your desk.

If you've got a particularly **challenging issue or project** you always seem to put off, devote **30 to 60 minutes** a day to that problem and that problem only. If you find yourself with an excuse not to do it, simply repeat, **"Do it now."**

Got a job with a million little tasks? Break them into chunks; **set a timer** and get as many of the tasks done as you can within that time.



OUT TO LUNCH

GOOD JOB!

Sometimes you just need to **punt and try it again tomorrow.** Take a half day or a day off to clear your head (and get some rest) and come back fresh the next day.

**Keep a file** of positive feedback and revisit it when you are feeling particularly stumped or less than appreciated.

Don't let roadblocks put you in a funk. **Pick some smaller tasks** you know you can truly complete. Use that momentum to create a snowball effect.

Don't allow your **communication methods** to dictate what you get done in a day. Set certain periods of time throughout the day (say, **three 30-minute periods**) to tackle your email, cellphone and instant messaging.





# WE LEARNED THAT ECONOMIC GROWTH AND ENVIROMENTAL PROTECTION CAN AND SHOULD GO HAND IN HAND

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**Y****u****ABLE**