

# Strategic Policies for a Sustainable World

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**ABSTRACT:** Based on the strategic needs of countries around the world, we propose some strategic policies that reflect the global needs of white spaces of innovation and establish territories of innovation for ecosystems, and a very important advance for human kind in social innovation.

The reality for clean technology and an inclusive capitalism on the base of the pyramid is a real need in a world with more than 4 billion living with less than \$4 USD per day. Energy Use and Water Use demand the possibility of the existence of the humanity, because we have decades expended resources, for example the scarcity of water in Australia or the excess of crypto currency in Malta, only define a world with differences that maybe the technology but in our words the clean technology can get in the interconnected need with people of the poverty world.

**Keywords:** Strategy, Public policy, Innovation, Sustainability, Cryptocurrency

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## 1. INTRODUCTION

This paper moves forward to start a conversation of social innovation at the country level in the innovation territories that can help to create spaces for the creation of knowledge with purpose; giving the necessary field for inclusive capitalism for consumers according to the emerging technologies, and the sustainability of the economy. Based on the needs of the developing world, we propose to continue researching for policy makers. These public policies idealistically can be created at the same time as a contribution for the sustainability and competitiveness necessary in territories.

## 2. PUBLIC POLICY FOR WHITE SPACES OF INNOVATION & INNOVATION TERRITORIES

A person's behavior is predetermined by their mental programs, having the ability to deviate and react in creative and innovative ways [1]. A reason why so many solutions do not work or cannot be implemented is that the differences of thoughts between people, groups or nations have been ignored, which is why it is necessary to establish consensus that will lead us to the future [2].

Culture is always a collective phenomenon, because it is shared at least partly with people who live or lived within the same social environment, which is where it was learned. Culture consists of the unwritten rules of the social game. It is the collective programming of the mind that distinguishes members

of one group or category of people from others. Therefore, nations should not be equated with societies. Societies are historically organically developed forms of social organization. Strictly speaking, the concept of common culture applies to societies, not nations [3].

Innovative territories constitute a planning approach for the fields of urban-regional development as well as for innovation management. They justify the rise of local and regional economies based on knowledge [4].

Social capital for cooperation, open societies, and free social networks allow cities to tackle their problems more intelligently. Theories of intellectual capital for communities and cities give equal importance to people and cooperation [5].

Based on the creation and application of knowledge for people and firms, the driver is the innovation, but very few people will innovate if there are no incentives, then all the main public policies that can develop the green economy must be aligned with incentives for the development of the nation state and its people:

1. Each company that establishes a new registered trademark should receive tax exemption for the first 6 months during development or when a new patent is registered by the company, the exemption should be at least one year.
2. Each natural person who undertakes a technological innovation business such as app development, artificial intelligence, big data, augmented reality, holograms, clean technologies, process digitization, is indirectly helping the green economy.
3. Any company or NGO that executes clean technology programs or that is green in all its production processes must have a policy that benefits the environment. For example, a company that helps the state to reforest the country with 1 million trees, could receive 10 cents in exemption from taxes

for each tree planted and that the company undertakes to audit the growth of this tree over the next 5 years, only thinking of 15 companies doing the same reflect 15 million planted trees and 1.5 million USD that no longer enter the state but that allow a great benefit for the green economy that is to be established. These are innovations in the forest park that can be introduced for their benefit by companies that depend on water such as bottlers, sustainable companies that have received international awards such as Florida Ice & Farm from Costa Rica which are examples for countries without the need to receive tax benefits, so here we propose these benefits as incentives for people and companies.

Recent in the findings of Cooke, where I manage to identify that there are two related theoretical bodies that help to understand the processes of change of the socio-technical system on a global scale, firstly being the perspective of the global value chain (GVC) that it has now morphed into Global Production Networks (GPN) and, more recently, Global Innovation Networks (GIN), examples of why this should be are exemplified (e.g., the "creative destruction" of Scandinavian mobile telephony). The second perspective is the Territorial Innovation Systems. This addresses the innovative core of "creative destruction" events which, in turn, explains economic growth and development. In recent times, this has been significantly supported by concepts such as "relationship", "proximity", and "path dependence".

### 3. PUBLIC POLICY FOR INCENTIVES IN SOCIAL INNOVATION

According to the European Commission (2013), social innovation can be defined as the development and implementation of new ideas (products, services, and models) to satisfy social needs and create new social relationships or collaborations.

It represents new responses to urgent social demands, which affect the process of social interactions. It improves human well-being. Social innovations are innovations that are social in both their ends and means [6].

Social innovation is a process that causes the institutionalization of new practices, standards and rules, based on values inherent to solidarity. Consequently, participatory elements and civil society, as well as cultural and social movements as sources for the revitalization of self-organization and new social solidarities, should receive careful consideration, but are currently neglected in innovation studies [7].

Social innovation in governance also refers, for example, to new forms of citizen participation or the expansion of democratic participation in both public and private services [8].

We can understand the Public Policy for Social Innovation if we increase quality of living and conditions for the green economy in a region or territory, probably these conditions of

a wealthy and no violence culture and respect for locals and foreigners can be a model for the future of society as nowadays with many problems with migratory borders from Spain to Africa and the USA to Latin America.

The Best Public Policy that we can create is one with incentives for the green economic growth of the region or territory, a very good example could be Surf City in El Salvador, Central America, implementing this kind of Public Policy for Social Innovation.

In Surf City, it does not matter if you are an Australian, British, Mexican, Canadian, Argentine, American or local Salvadoran. The important thing is that you respect the rules, locals, and foreigners. Everyone can surf, everyone can enjoy local businesses and small hotels, and there should be certain incentives from the state to move towards a sustainable green economy.

1. There should be Eco Lodges which should have tax benefits that are what tourists enjoy the most and also help the sustainability of the area.
2. Public policy must promote innovation for the benefit of the society such as Apps that allow discounts or pay for the entire community in the area. The company that can manage to launch this green App to achieve discounts or commercialize for locals or foreigners, makes life easier for everyone.

3. Maybe the Eco-innovation can evolve in the Surf City or in the territory at the level of having Eco-Hotels, Eco-Apps, Eco-Surfboarding, Eco-clothing, etc. The idea is to benefit people and at the same time profit the business and the planet.

For many countries, this can take many years, but we need to start today!

Recently, the work of Nijnik, et al. suggests improvements in the existing knowledge about the determinants of success, seeking to answer the question of how to better support a governance and social innovations, addressing the multiplicity and priorities of social needs, new relationships, and social collaborations. We also provide innovative solutions and sustainable forestry considerations, potentially useful ideas for policy makers and communities of practice at different levels with the ultimate goal of increasing the well-being of forest-dependent communities and building resilience to change.

### 4. PUBLIC POLICY FOR INCENTIVES IN CLEAN TECHNOLOGY AND THE BASE OF THE PYRAMID

Based on Hart [9], the base for a pyramid protocol has been a need since 2004. As an embedded innovation process, the Protocol brings together a company and community to conceive, launch and co-evolve a new business and a new market, and this protocol was launched in the start-up company, The Water Initiative (TWI), a venture that started in Mexico in 2008, focused on co-creating a commercial approach to provide

clean drinking water for poor and underserved people. Another Protocol process has also been adapted to the developed world in the United States by Ascension Health, a healthcare company. Ascension's goal is to co-create a commercially viable approach to achieve better health outcomes among uninsured people.

The best policy that we can create is to bring together a diverse network of partners that incubate the business ideas solving a social problem for the people in areas of health care, insurance, school, university, or another social program of employability, etc. The main idea is to benefit from the base of the Pyramid Policy. They need to demonstrate they are living in the pyramid zone (living with less than \$5 per day) so that they can have free services of the community until they raise the curve of the base of the pyramid for the business model created in the community that integrates the company's and the communities' capabilities supported by the central government. In the initial stage of execution, we proposed 2 years of subvention for the central government, and the idea is in the third year, the enterprise for the green economy is prepared for scaling out to new communities, and selling services or products to other niches of market or people in the mid-level market.

Each phase can last 1 year, but in the third year the school for the community or the insurance company needs to launch different programs during the third phase "Enterprise Creation" in order to scale out the business model to new communities with the perspective to be auto sustainable economically.

These are the phases based on "Capitalism at the Crossroads" by Hart [9] and this public policy is dedicated to the work of Professor Hart. For the developing world, we can apply the policies only in small areas or communities in order to replicate the model for the future.

#### **4.1 First year: Business Concept in Execution**

The policy is dotted with budget for state government in order to cover the quantity of people that is beneficiated for programs like free school for community in BoP, free health insurance for community in BoP, and free training skills programs for community in BoP.

#### **4.2 Second year: Co-Developed Business Model**

In the second year, the business model is operating but focus is on engaging a group of early adopters in the community for action learning and small-scale tests to evolve as a working business model. The result is a community-tested business prototype ready for the launch on a wider scale.

#### **4.3 Third year: Auto sustainability of the BoP Policy**

The company, the community college, and core partners reach out to an even broader community segment to create an initial brand and product/service offering, and start the business to sell in order to surpass the breakeven point.

For Hart, Sharma, & Halme [10], the last decades have witnessed an exponential growth in business activities aimed at serving the needs and increasing the well-being of disenfranchised individuals in low-income communities.

Serving people in the base of the pyramid can raise the innovation level and skills for the community in the long term because people have the opportunity to leap to the other scale for a free high school if they are living in BoP area; this kind of program can be sophisticated for the school, for example, if some students develop skills or talent, the school can have agreements with universities for scholarships in basketball, soccer, arts or science, in the same line, the high school (free tuition) can offer skills and arts training for students in the community during the afternoon, but in the morning, they are full time students and of course the breakfast and lunch could be included in the program for kids in BoP families.

Why are arts and sports important for BoP? Because the living zone of these kids can be around gangs, violence or poverty activities like betting houses, video games, and drugs among others vectors of creation for social problems. The best way to build skills and explode all the capacities of the next generation of citizens in the productivity stage is to build strong values and principles to develop native capabilities, family ties, and strong relations to support the community. The support of high schools or community colleges in order to develop the youngest people in society is a strategic need.

Lange as part of his research develops the theory on the legitimation of companies in the context of new clean technology business ventures that try to grow and develop in emerging economies where institutional gaps are faced. Where there are inadequate or non-existent energy infrastructure conditions, this is often a symptom of a lack of market-oriented institutions or institutional gaps. This research clarifies how organizational fields, potentially supporting new industries, are formed through the efforts of local entrepreneurs to legitimize their new companies. He proposes that organizational fields can replace the institutional voids so that new companies can develop. Legitimization strategies that foster organizational fields of support include endorsement from notable local individuals, such as an iconic local entrepreneur or community leader, and broader recognition gained through well-recognized non-commercial partnerships and validation when exporting to markets' rich.

### **5. PUBLIC POLICY FOR ENERGY USE**

One important variable in the shared value model for Porter & Kramer [11] is 'Energy Use' because the green economy and the eco-efficiency and eco-effectiveness are only possible if we apply clean tech for the future [9]. In Umana, Torres & Collazzo [12], we combine all the variables of Hart and adding 3 more variables we propose a sustainable economy based on the economic activity of business, but thinking forward to beyond greening, we need nature, use renewable energy, and learn by doing with solar power and electrical power for vehicles and all

the possibilities that we have in the circular economy.

The drivers for the public policy in energy use are the: Disruption, Clean Tech and Footprint. Promoting any strategy of clean tech in any country based on incentives for companies like saving cost to the city or changing the model to produce based on new technology, can offer tax incentives for companies to develop the sustainable competencies for the future, and this kind of activities allows the firm corporate payoff: Innovation and Repositioning the company for the future.

The first step that a company can take is during the first year to achieve a disruptive innovation such as changing its gasoline motorcycles to electric motorcycles, and when there is a massive technology for solar motorcycles, take the big leap in the new tech. What would it be the incentive of public policy?

It would be to offer for the company tax exemption in the first two years in which the technologies of the great leap are being adapted towards the use of clean energy. This is essential because it can be applied in any line of business and allows it to be part of the green economy.

Furthermore, the researchers Cambini, et al. have highlighted the importance of Energy Systems Integration (ESI), an emerging paradigm and is at the center of the EU energy debate. ESI takes a holistic view of the electricity, gas and heat sectors to deliver a clean, reliable and affordable energy system. By utilizing synergies within and across sectors, ESI aims to increase flexibility in the energy system, maximize the integration of renewable energy, distributed generation, and reduce environmental impact. While ESI enabling technologies have been studied from a technical perspective, the economic, regulatory, and political dimensions of ESI have yet to be analyzed in depth.

## 6. PUBLIC POLICY FOR WATER USE

All the variables that we can study in this chapter have a “Great Convergence” because clean tech entrepreneurs and BoP business innovators operate in isolation from one another. But these ones separate worlds need to connect in the sustainability of the planet, for people need nature, and if we have the environment as a driver in clean technology that connect with the other world. For instance, base of the pyramid having the poverty as a driver, we can discover the formula to be more sustainable for the green economy in the intersection, because it is impossible to be green with a world of poor people in the BoP. World is unsustainable based on Umana, Torres & Collazzo [12].

The focus of clean tech is on technology development and early penetration of high-end “green” markets at the top of the pyramid, with the promise of eventual “trickle down”. In contrast, BoP focuses on new business models for reaching and serving the poor. Confronting poverty and finding new avenues for growth are the primary objectives to be beyond greening in the economy.

These 2 mindsets in a great convergence can solve the needs for millions and maybe billions of people in the whole world like China and India with more than 1,442,956,000 and 1,326,093,247 people respectively and also in Latin America, the most unequal economy around the world, in Brazil and Mexico with population of 213,554,360 and 129,829,800 respectively. As a result, the best place to offer solutions for people with clean tech is in the countries that have millions of people at the base of the pyramid, and public policy for water use could be the best example of development for the society, why? Because water use is a human right and of course, we have scarcity of drinking water in the whole world, but the most essential thing that public policy should pursue for the future is to ensure the supply of drinking water in a responsible, free and universal way to all citizens of the nation.

Maybe the challenge is to convert the public policy to a self-sustainable policy. But this is feasible, and it depends on connecting the dots in the economy in an intelligent way. In this chapter we are going to place 3 examples that can represent how to make the supply of drinking water self-sustainable:

1. If large industries through public policy can receive free advice on how to reduce their ecological footprint and water consumption to be able to recycle water and reuse it in all their production processes, those savings of water from the aquifers can be translated into millions of liters of water that will be accessible to the citizen per year.

2. Regarding the citizen, the policy should discourage the waste and contamination of water by both natural persons and legal entities, in such a way that if someone is mishandling some liquid or solid waste and polluting community water or extracting amounts of water in industrial quantities, penalties and fines should be so exemplary in a legal and economic way that they discourage the misuse of the resource. For example, if an industry is in danger of drying up an aquifer, its operation must be suspended until it has changed its technology, and the ministries in charge of the environmental protection must be vigilant of the use of the resource in those regions or countries.

3. As an example, in the Basque country Spain, all people can drink tap water but not in many countries of the world. It is because the community and society have ensured that the quality of water for all is accessible, drinkable and suitable for consumption, and all entrepreneurs, Companies and SMEs join the policy of being a sustainable environment. Water cannot be contaminated because it serves for the development of micro and small businesses and serves each family and each child in school and university to continue growing and developing. Public policy in those countries that have not developed the use of water (vast majority of countries in the world) should focus on providing incentives to companies to use increasingly cleaner technologies with sustainability and access to the community’s water and should have many disincentives such as economic and legal penalties if the vital liquid of this and the future generation is contaminated.

The world is not on the track to meet its goal for ensuring availability and sustainable management of water quality for all—as indicated in United Nations Sustainable Development Goal 6 (SDG 6). Quality of water crisis continues to be rated as a top global risk considering pollution severity and threat to public health trend in the face of climate change. For this reason, researches, such as Aminul & Islam, highlight in their research that the issue of “coordination gaps” in terms of policymaking, pollution prevention technology, financing, monitoring and data management, accountability, risk assessment, and capacity building is part of water governance for improving water quality. In this context, this attempts to promote policy understanding and coordination at horizontal and vertical level institutions to take risk-informed integrated decisions. This emphasized on science-driven policy solutions and adopting good practices including engagement of public, private, and civil society for reducing water risk and uncertainty at local to global context.

## 7. STRATEGIC POLICY OF CRYPTOCURRENCY

In order to understand the scope of cryptocurrencies within public policies, it is necessary to review the different initiatives that have been carried out in different markets as initial exercises to establish their regulation.

In China since 2017, all initial coin offerings (ICOs) have been banned and limitations continue to increase by eliminating public access to foreign exchanges, making it illegal in this market to host any type of token sale or digital assets within its borders or for its citizens.

It is not until February 2019 when China began to implement the "Blockchain information service management regulations", which were aimed at: 1) Regulating the activities of the Blockchain information service; 2) Protection of national security and public interests; 3) Safeguard the legitimate rights and interests of citizens, legal entities and other organizations in China; and 4) Promote the use of Blockchain.

These regulations are applied to any organization that operates in China and that considers itself a Blockchain information service provider.

In the case of the Republic of Malta, it has been striving to become the "Blockchain Island". The government is opening its doors to Blockchain and other distributed ledger technologies.

In July 2018, the Maltese parliament passed three bills to establish a regulatory framework and drive innovation in Blockchain-like technologies. The government hopes that these laws will attract foreign fintech companies to establish themselves in the country. This makes Malta the first country globally to provide an official set of regulations for operators in the Blockchain, cryptocurrency and distributed ledger technology (DLT) space.

The Malta Digital Innovation Authority Act (MDIA Act) establishes the Malta Digital Innovation Authority and certifies DLT platforms. This law will focus on internal governance arrangements and will describe the duties and responsibilities

of the authority to certify DLT platforms to ensure credibility and provide legal certainty to users who wish to make use of a DLT platform.

A second law, known as the Innovative Technology Services and Arrangements Act (ITAS Act), deals with DLT agreements and certifications of DLT platforms. This bill mainly refers to the creation of exchanges and other companies that operate in the cryptocurrency market. And the third law, known as the Virtual Financial Assets Law (VFA Law), establishes the regulatory regime that governs ICOs, cryptocurrency exchanges, wallet providers, etc.

While in the United States of North America legislation is passed to support and encourage the development of Blockchain technology, but maintains a conservative attitude towards the strict regulation of digital cryptocurrency, this has the potential to allow the United States of America to become a leader in the blockchain and crypto industry, but the courts have generally upheld unfavorable rulings against cryptocurrency representatives when they are brought to trial. Additionally, the United States of America has relied heavily on the Securities and Exchange Commission (SEC) to provide legal clarity for the growing demand, but has yet to provide the necessary guidance for the industry. However, the SEC warned investors about the risks of investing in cryptocurrencies and stopped several ICOs. The Commodity Futures Trading Commission (CFTC) became the first regulator to allow cryptocurrency derivatives to be publicly traded.

Blockchain technology is no longer just a tool for mining cryptocurrencies or managing databases. Now, state governments have recognized the potential of technology for public service delivery and are in various stages of implementation. States have adopted at least some forms of regulatory stance regarding cryptocurrencies and Blockchain technology. However, many state legislatures have only introduced or passed regulations to clarify cryptocurrency exchange in relation to existing money transmission laws. There was a clear wave of more than 20 states enacting regulations related to cryptocurrencies starting in 2014.

In Japan, a clear framework is being built for the operation of virtual currency exchanges. In doing so, Japan becomes a hotspot for virtual currency exchanges that can afford to abide by its strict rules while also creating a regulatory template for the rest of Asia to follow.

Driven by the desire to protect consumers, Japan has revised its Payment Services Law. The new law, which took effect in April 2017, does two things. First, it legally defines virtual currency as a form of payment. Japan does not yet define bitcoin as legal tender, but it does acknowledge that you can use it to buy things. Second, the law requires any virtual currency exchange that wants to do business in Japan or request its citizens to register with the country's Financial Services.

Additionally, Japanese lawmakers are moving to regulate new exchanges, rather than banning them entirely. In April 2018, they took the first step towards legalizing Initial Coin Offerings, or ICOs, a controversial fundraising technique banned in places like China and South Korea. Emboldened by the government's stance, technology and financial companies are increasing investment.

While the European Union in a prominent announcement said, "22 European countries signed a declaration on the establishment of a European Blockchain Association in April 2018." The association will be a vehicle for cooperation between member states to exchange experiences and knowledge in the technical and regulatory fields and prepare for the launch of Blockchain applications across the EU in the Digital Unique Market for the benefit of the public and private sectors. The partnership will also ensure that Europe continues playing a leading role in the development and deployment of Blockchain technologies.

The European Commission seeks to explore the potential of Blockchain technology to improve cross-border European services such as value added tax (VAT) reporting, taxes, traditions, registers of titles and companies, environmental, financial and company reports, health records management, clinical trial reports, drug registration, identity management.

In Australia, more attention is paid to the application of Blockchain technology and the formulation of standards. In April 2016, the Australian Bureau of Standards called for the development of a global ISO blockchain standard. In March 2017, the Australian National Bureau of Standards issued a roadmap for the development of the concept of international standards based on the task assigned by the International Organization for ISO Standardization.

In February 2018, the Australian Tax Office announced that it will use data comparison and "100-point identification" to track cryptocurrency investors and ensure compliance with bilateral tax treaties and anti-money laundering commitments to make sure they can accurately file taxes on cryptocurrencies in 2018.

Australia is now implementing regulatory measures which may be a sign that things are moving into a more serious phase, and the adoption of these technologies is being seriously considered on a broader scale.

As the government becomes familiar with Blockchain, thanks to cryptocurrencies, it can start using the technology. Independent and state-owned companies are already using it for solar energy rights, travel needs, supply chain management and banking. It is also already being used in various supply chains for commodities such as wheat and minerals.

While the legal status and future of cryptocurrencies and Blockchain regulations in Australia are uncertain, it is clear that the country will depend on the underlying Blockchain technology to revolutionize private and public life.

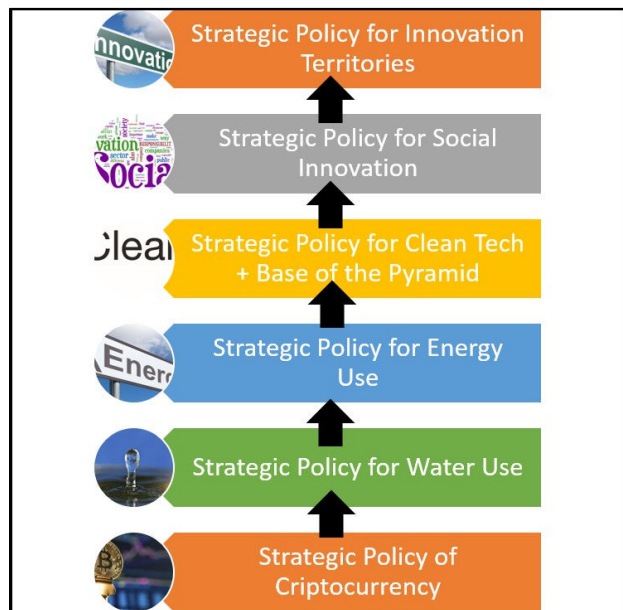
On the other hand, India looking at the flourishing and crypto-friendly environment, it has been cracking down on cryptocurrencies in 2018. That is why the Reserve Bank of the country announced in April 2018 that, with immediate effect, Indian banks and financial institutions are no longer authorized to treat or provide services to any person or business entity that treats or sells cryptocurrencies. This means that Indian banks are no longer able to provide services of any kind to crypto companies, with the burgeoning crypto exchanges in India being the hardest hit.

However, India's Finance Minister Arun Jaitley, introducing the 2018 Union Budget, revealed that the central government will explore the use of Blockchain technology to add strength to the digital economy. Indian states like Andhra Pradesh, Maharashtra, Uttar Pradesh, Karnataka are evaluating Blockchain technology for e-governance. Andhra Pradesh has become the first state in India to adopt Blockchain technology to manage land records. Blockchain technology helps protect the state's digital assets and transactions, preventing manipulation by outsiders or even members of the government. Maharashtra is also testing the use of Blockchain technology in areas of financial inclusion, land registries, supply chain financing, agricultural and property insurance, and motor vehicle registration. Uttar Pradesh is expected to introduce Blockchain technology into its Revenue Department to store and protect land-related data in the coming months.

And recently El Salvador, which in 2021 its government announced a law to approve cryptocurrencies as a tool for legal use in local transactions, this in order to encourage the dynamics of the economy and capture capital flows from this technology as a possibility of reactivating the economy in the face of the impacts caused by COVID-19.

All of the above allows us to conclude that there is a dynamic that is not yet clear or defined in the management of public policies in each of the countries where technology has entered, mainly due to ignorance of how to establish regulatory mechanisms and adequate control that allows each one of the governments to take advantage of technology as an input for economic reactivation. But we propose the case of crypto valley in Switzerland and some technologies that allow to pay taxes in Bitcoin or Ethereum can demonstrate to the world that the crypto cluster can be part of the solution for the world.

## 8. THE GENERAL MODEL OF STRATEGIC POLICIES FOR A SUSTAINABLE WORLD



**Figure 1:** The general model of strategic policies for a sustainable world.

All the strategic policies mentioned above have an interrelation, and for this, the most relevant thing is to be able to declare that if a country needs to be sustainable in the future, it must work simultaneously on investments and incentives for its citizens in each one of these policies.

Why is there an interrelation in each of the policies? It is because if the energy use policy fails, it will affect the water use policy in the future. This is not a task of only making one part of the cake good and leaving everything else bad. The real problem is that if a country wants to be sustainable, in terms of innovation, education and resources for future generations, it must make decisions today and make investments that include the development of digital assets, environmental assets, cultural assets, assets for the future of the state nation, however, the simultaneous nature of all the policies created in this article is reiterated. The world is unsustainable in 2021, because most of the countries on the planet fail in more than one strategic policy at the same time.

## 9. THE GENERAL MODEL OF STRATEGIC POLICIES FOR A SUSTAINABLE WORLD

For the future and development of a more sustainable world, what is needed is a technology that can ensure to the future generation the same quality of water, air and clean energy from which billions of people have been excluded. It is necessary to give free access to education, housing, water, air and energy, but the vast majority of citizens must benefit public policies. If we continue doing the same from the 80s to the 2020s years, the world will continue being unsustainable. We must change by thinking of the benefit of all and future generations.

Several cryptocurrencies are now circulating in the economy. Many have significant market value measured in national currencies. The intention behind most of these currencies is to replace or supplement the traditional payment system based on national currencies. Cryptocurrencies can potentially obtain a significant role in the payment system. However, the presence of cryptocurrencies raises several public policy concerns. For this reason, Østbye discussed whether traditional competition policy instruments such as antitrust and regulation are adequate to address competition policy concerns. It is found that traditional competition policy instruments are inadequate. Direct participation by the public in the form of central bank digital currencies may be an adequate remedy. The relationship between competition policy and other relevant policies for the cryptocurrency markets is also discussed.

## 10. CONCLUSIONS

All the variables that we can study to develop a country or a territory need to be evaluated if they have any massive benefit for both the population and the planet. If the world is going to reach 9 billion or 10 billion inhabitants, a reality that we cannot avoid, but we can adapt the conditions for the growth of smart cities, smart companies and the future of the citizens who are going to contribute to this new society.

It is a reality that there are many opportunities for the food security of the population with new technologies that are friendly to the circular economy and the green economy, from vertical housing to vertical farming, but there are also activities that allow man to coexist with nature and enjoy it like surfing. But public policies will help us to do this in the right way if we could develop society, what we need is a more advanced society, a society that can see beyond where we are today and that can ensure the green and blue planet of the oceans that we hope, and the high aspiration is provided the same quality of water, food and oxygen to our future generations. This is for a sustainable world.

All these policies need to dedicate more research, formulation and budget for execution based on territories, but it could be a theoretical model of real creation of sustainable value in the sustainable economy for the future.

## ACKNOWLEDGEMENT

I dedicate this chapter to all my friends that believe in a more sustainable world and like me have a beautiful garden and 3 big strong trees in their own homes, to all the people contributing to be more sustainable, digital and green.

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