



Global and National Trends in Regional Competitiveness: Defining Today's Roles for Regional Councils

**South Carolina Association of Regional Councils
By NADO Executive Director Matthew Chase**

Presentation Overview

- Global Trends and Context for America's Economic Competitiveness
- Federal Policy and Budget Outlook
- Key Federal Issues for South Carolina's Regional Councils

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS



World Is Changing Ever Faster

- More **International Air Travel** in a day today, than in a year in 1975
- More **International Phone Calls** in a day today, than in a year in 1973
- More **International Trade** in a day today, than in 10 days in 1968

(Source: ITTF)

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS



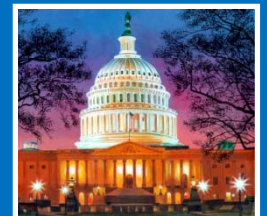
World Is Changing Ever Faster

■ Years to Reach Market Audience of 50 Million...

- ❖ Radio = 38 Years
- ❖ Television = 13 Years
- ❖ Internet = 4 Years
- ❖ iPod = 3 Years
- ❖ Facebook = 2 Years

(Source: Did You Know 3.0)

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS



World Is Changing Ever Faster

■ **Top 10 In-Demand Jobs in 2010 Did NOT Exist in 2004,**

According to Former US Education Secretary Richard Riley

■ We need to train a workforce for **Jobs That Don't Exist Yet**

(Source: Did You Know 3.0)

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS

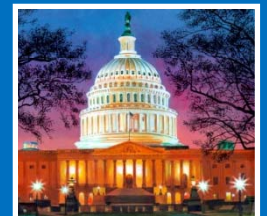


Pop Quiz: Name This Country

- Richest in the World
- Largest Military
- Center of World Business and Finance
- World Center for Innovation and Invention
- Currency the World Standard of Value
- Highest Standard of Living

(Source: The Fischbowl Blog)

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS



Pop Quiz: Name This Country

England, 1900

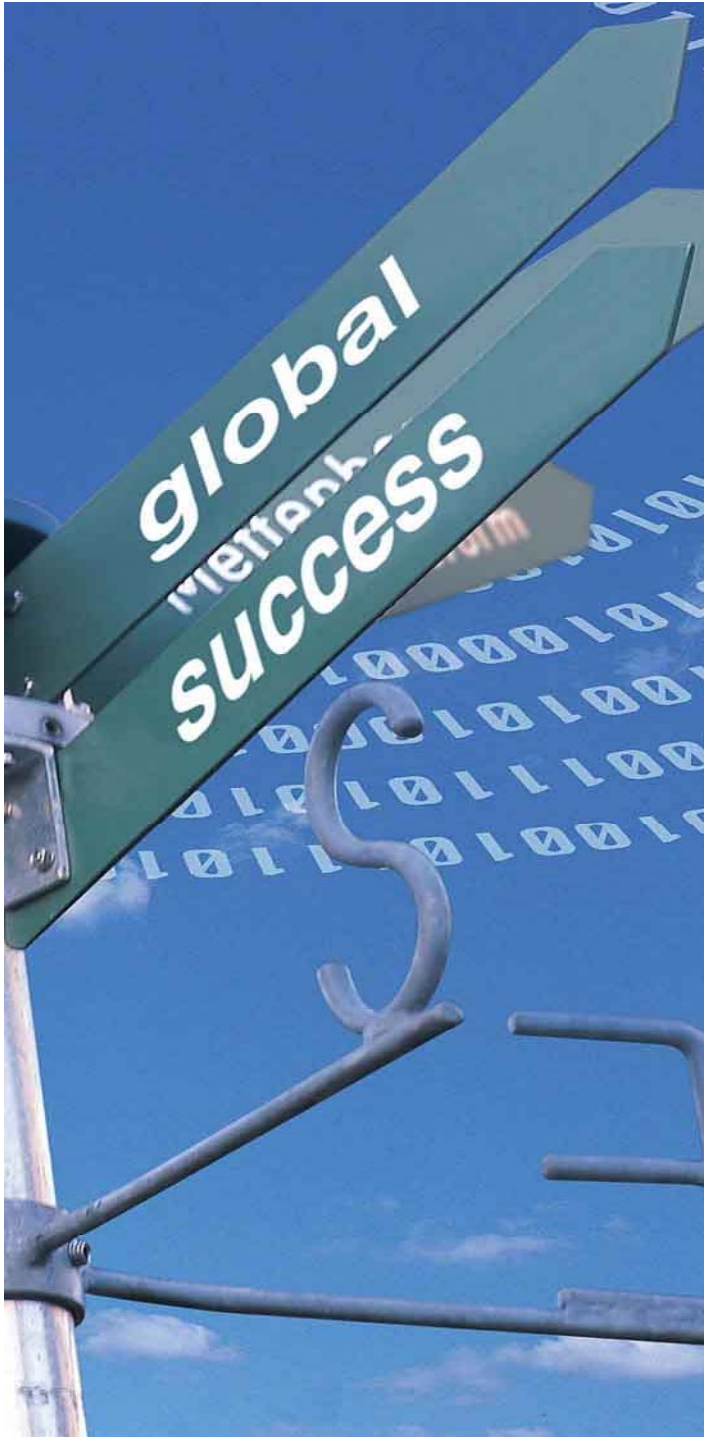


Sir Winston Churchill

(Source: The Fischbowl Blog)

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS





**What Does This
All Mean for
Regional Councils and
Local Governments?**

***We Must Adapt and
Respond to the Challenge!***

Global Competitiveness Factors

■ Regions Matter

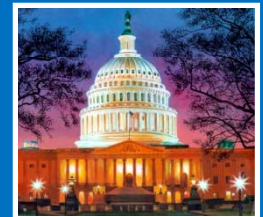
- ❖ Primary drivers of any nation's economic competitiveness are now regional in character

■ Innovation Is Driving Force

- ❖ Ability to rapidly translate knowledge and insights into new high-value products and service is imperative

(Source: Council on Competitiveness)

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS



Regional Competitiveness Building Blocks



**NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS**





4 Key Global Trends

1. Rapid population growth & shifts and demographic change
2. Global climate change and energy security
3. Globalization, rising foreign trade and emerging nations
4. Modern vs. crumbling infrastructure

Source: America 2050 Initiative

Global Workforce

- **Global workforce has experienced massive growth** since fall of Soviet Union and emergence of China, India & Pacific Rim
- ❖ **China and India Account for 35 Percent of the World's Population**, at 1.32 Billion and 1.13 Billion People, Respectively
- ❖ **United States Has Population Slightly Above 300 Million**, Ranking as 3rd Largest Country
- ❖ **Many Western Europe Nations, along with Japan**, are experiencing static populations

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS



United States Workforce

■ New Realities of Fast-Paced World

- ❖ Workers get ahead by chasing opportunities
- ❖ Workers must constantly reinvent their careers
- ❖ Workers must self-invest their savings, rather than rely on company pensions

▶ **Not a lot of job security in today's world!**

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS



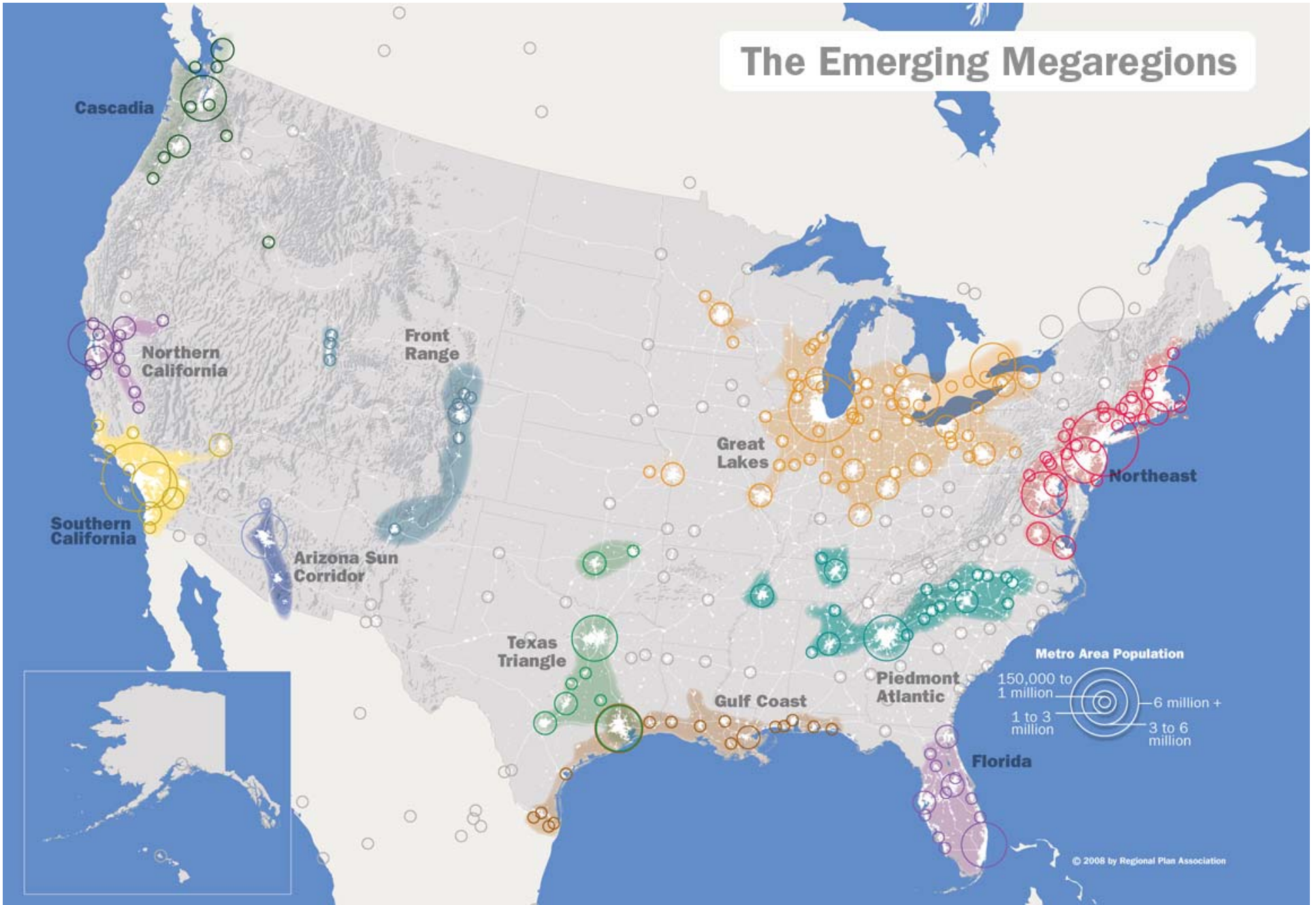
United States Workforce

- “Every 3 months, seven to eight million U.S. jobs disappear, and roughly an equal or greater number are created,” notes Robert Samuelson of Newsweek
- Large corporations are constantly threatened by upstarts – IBM ▶ Microsoft ▶ Google
- Concepts like “computer clouds” and collaboration via the Internet are transforming the way businesses, researchers and citizens create and add value

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS



The Emerging Megaregions



Source: America 2050, A Prospectus By Regional Plan Association

Global Economic Trends

■ US #1 in World Economic Forum Index

- ❖ Labor market flexibility
- ❖ Higher education
- ❖ Benign political environment
- ❖ Innovative strategies
- ❖ Quality of corporate management

Source:

The World Is Curved: Hidden Dangers to the Global Economy

By David M. Smick

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS

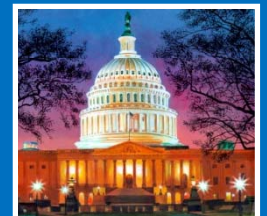


Global Economic Trends

■ These forecasts will only become true if the United States...

- ❖ Pursues an innovation and entrepreneurial economy with free flowing global capital
- ❖ Trains and fosters a world-class, growing and diverse workforce
- ❖ Balances environmental & economic goals
- ❖ Reinvests in modern infrastructure for energy, technology, transportation, water/waste water and knowledge sharing

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS





Aspects of Global Climate Change

- ✓ Environmental and Social
- ✓ Political
- ✓ National Security
- ✓ Economic



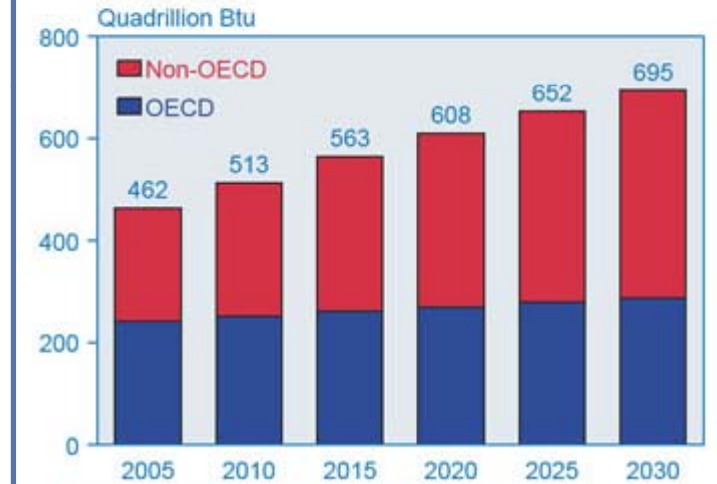
Source: National Geographic

Global Climate Change & Energy Security

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS

- Number of vehicles in China will rise from **26 million to 120 million** from 2003 to 2020
- Between 2006 and 2012, **China and India will build 800 new coal-fired power plants**, with CO₂ emissions 5x the savings of the Kyoto accords
- **Demand for oil in China and India will nearly double from 2003 to 2020**, to 15.4 million barrels a day. Asia's oil consumption will match the US—the world's largest consumer

Figure 1. World Marketed Energy Consumption, 2005-2030



Sources: 2005: Energy Information Administration (EIA), *International Energy Annual 2005* (June-October 2007), web site www.eia.doe.gov/iea. Projections: EIA, *World Energy Projections Plus* (2008).

Source: McKinsey Global Initiative

Global Climate Change & Energy Security

- Public officials must coordinate economic development activities
 - ❖ Largest solar manufacturer, Applied Materials, is US-based company with 95% of business outside the United States
 - ❖ State of Michigan recruited wind turbine manufacturer without proper local codes
- Comprehensive strategies for domestic use vs. export potential of ideas, innovations and services

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS



Global Climate Change & Energy Security

- Policy Matters!
- Intergovernmental Coordination Matters!
- Innovation Matters!
- Capitalism Matters!

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS





2009 Federal Policy & Budget Outlook:

Entering New Dark Age
or Time for Reinvestment
and Leadership

MORIN
THE MIAMI HERALD
Miami
USA



CWS / CARTOONISTS INTERNATIONAL www.cartoonists.com

MORIN
CWS / INTS

Big Picture Policy Agenda

- Health Care Reform
- Global Climate Change Mitigation
- ARRA Stimulus Implementation
- Financial Industry Reform
- Federal Budget Debt, Deficits,
Taxes & Appropriations

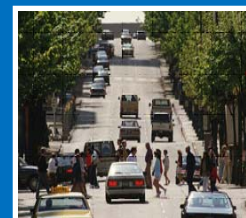
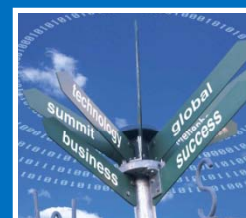
NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS



“Alexander Hamilton started the U.S. Treasury with nothing, and that was the closest our country has ever been to being even.”

- Will Rogers

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS



“I’m not worried about the deficit. It’s big enough to take care of itself,”

-- President Ronald Reagan

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS



White House Quality of Place

1. U.S. Growth by 2050

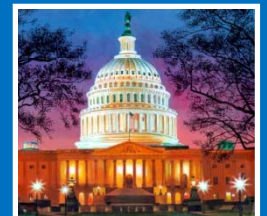
- ❖ Additional 140 million people (30% Increase)
- ❖ 200 billion sq. ft of new housing, business space and retail development = represents two-thirds of all development

2. Defining Place-Based Policy

3. Specific Actions Requested

4. Principles for Place Policy

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS



NADO Policy Agenda

- Promote Regional Solutions and Strategies
- Livable Communities Agenda
- SAFETEA-LU Reauthorization
- EDA Budget and Appropriations
- Federal Community and Economic Development Program Budgets

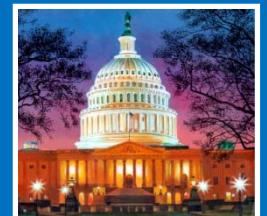
NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS



Role of SCARC and COGs

- Communicate with federal policy officials about regional and local needs
- Prioritize regional and local opportunities
- Pursue stronger integration of regional and local economic development, housing, land use and transportation strategies
- Think strategically about state's future

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS



Get Ready to Run!

**Every Morning in Africa,
a gazelle wakes up.**

It knows it must run faster
than the lion or it will be killed.

Every morning in Africa, a lion wakes up.

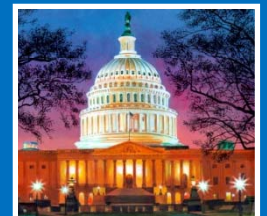
It knows it must outrun the gazelle
or it will starve.

It doesn't matter if you're a gazelle or lion.

When the sun comes up,
you'd better start running!

(Source: The World Is Flat, Thomas Friedman)

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS



NADO

400 North Capitol Street, NW
Suite 390
Washington, DC 20001

Tel: 202.624.7806

Fax: 202.624.8813

Web: NADO.org

NATIONAL
ASSOCIATION OF
DEVELOPMENT
ORGANIZATIONS

