

KEY TAKEAWAYS

Global value chains make a major contribution to sharing prosperity in the world economy driving much needed innovation, investment, economic growth and employment.

In the short term recovering from Covid-19 is the priority but longer term, the broader challenges are climate change, re-building trust and ensuring the benefits of trade are better distributed so no-one gets left behind. Building back better towards a greener, more inclusive and sustainable global economy is not about carrying on doing business as we always have but instead taking greater account of wider environmental, economic and social impacts. This will require bold leadership and more inclusive approaches to deliver outcomes across the whole value chain.

The UN Sustainable Development Goals offer a framework to build back better underpinned by legal reform, digitisation, tax incentives, green finance and collective action.

The following takeaways provide practical solutions and examples for decision makers in business, governments and institutions.



5 | DAYS

10 | EVENTS

6,000+ | GLOBAL AUDIENCE REACHED

1,000 | WORLDWIDE ATTENDEES

50 | COUNTRIES COVERING ALL REGIONS

**60 | INTERNATIONAL SPEAKERS
REPRESENTING \$2TN GLOBAL TURNOVER**



Contributions from the B20, WTO, WCO, OECD, UN, The Commonwealth, non-government organisations, unions and consumers, academics and Parliament.

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RE-BUILD TRUST, COLLECTIVE ACTION, BETTER OUTCOMES



- 1 Building back better requires a new philosophy and business model**
BP will adopt a different business model by 2050 based on clean energy, de-carbonisation and electricity infrastructure
- 2 The UN Sustainable Development Goals (SDGs) provide a framework for governments, business and society to build back better**
Unilever has re-aligned its brand, strengthened consumer confidence and improved the environment across the whole value chain
- 3 Inclusive, collective action among businesses, suppliers, investors, consumers and workers is the best way to secure stakeholder buy in**
Iceland has reduced their carbon footprint by 70% and removed products associated with de-forestation by engaging the whole value chain
- 4 Pressure from investors to demonstrate sustainability credentials is acting as a positive driver incentivising the transition to new business models**
CDP's science-based measurement and corporate disclosure tools offer companies the means to track progress towards more sustainable model
- 5 Legal reform is essential in developing a fit for purpose digital economy**
Governments in China, Germany, India, Rwanda, Singapore, Thailand and the UK are taking practical steps to modernise national laws
- 6 Public private partnerships create a conducive ecosystem for innovation and the exchange of best practices**
From January 2021, the UN ESCAP Paperless Trade Initiative will be a key forum to test and pilot solutions, and align frameworks
- 7 Interoperable digital standards will reduce the cost and complexity of trade and enable more companies to participate**
The ICC Digital Standards Initiative is beginning to unify initiatives, terminology and rulebooks and create a single, standardised trade system
- 8 Digitalise customs systems so all systems accept e-documents remains an urgent priority**
National Trade Facilitation Committees and the Global Alliance of Trade Facilitation are helping to pinpoint problems, find solutions and promote best practice
- 9 Transparent, fair tax systems level the playing field and incentivise more investment in greener, more sustainable practices**
Governments need to be mindful of the need to raise revenue without dis-incentivising the long-term investment needed to build back better
- 10 Simple, more meaningful language will help more MSMEs to participate and embrace the transition to a greener, more sustainable future**
Working with local business organisations to de-mystify jargon and translate global goals to day to day business makes a real difference for small companies