



What if national economies were centred around specific objectives?

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Economies on a Mission

Within Reach

Transitional

Visionary

UNCERTAINTIES

Collaboration, Values

MEGATREND (Most significant)

Future Humanity

TRENDS

Community-Based Solutions
Cross-Sectoral Partnerships
ESG & Beyond GDP
Future of Purpose & Work
International Collaboration

TECHNOLOGIES

Artificial Intelligence
Internet of Things (IoT)
Real-Time Analytics

SECTORS IMPACTED

All Sectors

KEYWORDS

Ecosystems
Global Challenges
Mission-Based Policies
Polycrisis
Public–Private Partnerships

Mission-driven economies align public, private and civil society sectors to focus on specific objectives, replacing traditional economic models.





WHY IT MATTERS TODAY



The intensifying climate crisis highlights the need to redesign economies to **prioritise sustainability and inclusion, moving beyond traditional market fixes.**

We face several global challenges. The intensifying climate challenges highlights the need to redesign economies to prioritise sustainability and inclusion, moving beyond traditional market fixes.¹¹³⁷ With public health challenges and slow progress towards the Sustainable Development Goals,¹¹³⁸ the result is a ‘polycrisis’ – a convergence of interconnected global risks with compounding effects, where the cumulative impact far exceeds the effect of each individual issue.¹¹³⁹

Innovation, between business and government, in addition to economic concerns such as inflation and potential job losses, cause trust levels to vary particularly when it comes to regulation and governments’ role in innovation. Approximately 60% of respondents to the 2024 Edelman Trust survey do not believe regulators understand how to effectively manage emerging technologies,¹¹⁴⁰ highlighting the need for governments to work closely with business.

Mission-based policies offer a new approach to growth and innovation,¹¹⁴¹ translating challenges into achievable outcomes. Missions are measurable, ambitious, time-bound objectives tackling societal challenges like climate change and health inequities using purpose-driven, market-shaping strategies.¹¹⁴² Germany’s High-Tech Strategy 2025, introduced in 2018, used a mission-oriented approach to combat cancer and carbon neutrality and to enhance living conditions, while also generating economic benefits through business development, job creation, cross-sector collaboration, investments and reduced barriers to further economic growth.¹¹⁴³



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THE OPPORTUNITY



BENEFITS

Focused and pragmatic solutions to challenges; increased drive towards purpose-driven industries and cooperation; shared goals across society; optimised resource allocation.



RISKS

Not suitable in all contexts; misallocation of resources; slow economic growth; failure to consider other stakeholders and important issues.

Mission-driven economies prioritise addressing local, regional and global challenges¹¹⁴⁴ as opposed to only broader objectives of economic growth. Public, private and civil society sectors align their visions, missions and associated budgets and spending to specific objectives. Forging new partnerships through conditional funding mechanisms and purpose-driven contracts, governments serve as active collaborators rather than just regulators. Generating sustainable value over time, mission-focused economies are flexible in approach but rigid on outcomes.¹¹⁴⁵ With clear priorities, cross-border agreements become achievable, enabling long-term impact.



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