



CASE WESTERN RESERVE  
UNIVERSITY EST. 1826

think beyond the possible™

# *Sustainability*

## *A 21st Century American Grand Strategy*

Colonel Mark “Puck” Mykleby, USMC(Ret)  
Co-Director - Strategic Innovation Lab - Case Western Reserve University

<http://weatherhead.case.edu/centers/strategic-innovation/>



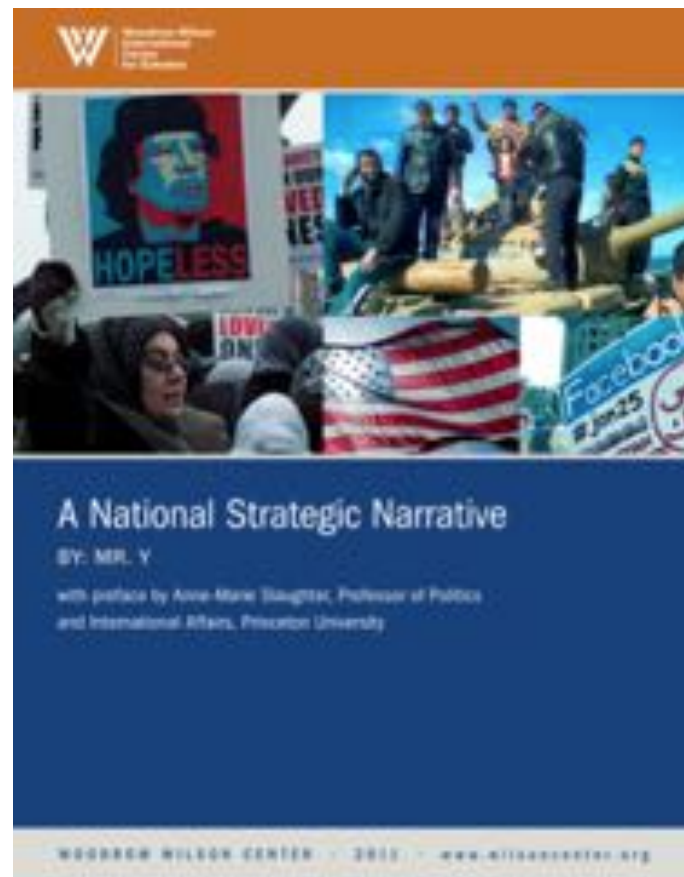
“The cause of  
America is in a  
great measure  
the cause of all  
mankind.”

Thomas Paine, Common Sense

Why grand strategy?

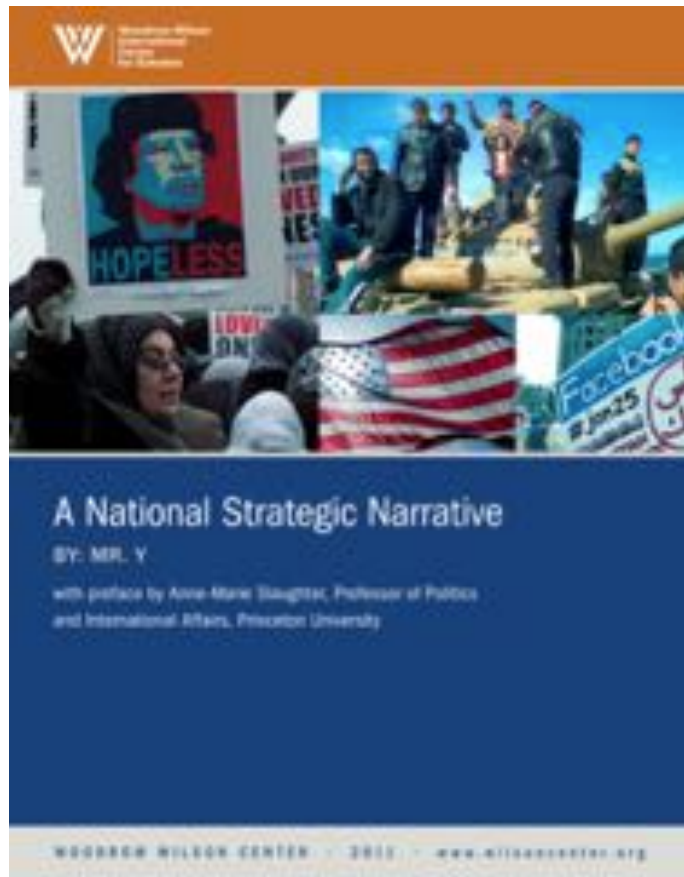
# Why grand strategy?

## The Concept



# Why grand strategy?

## The Concept



## The Construct

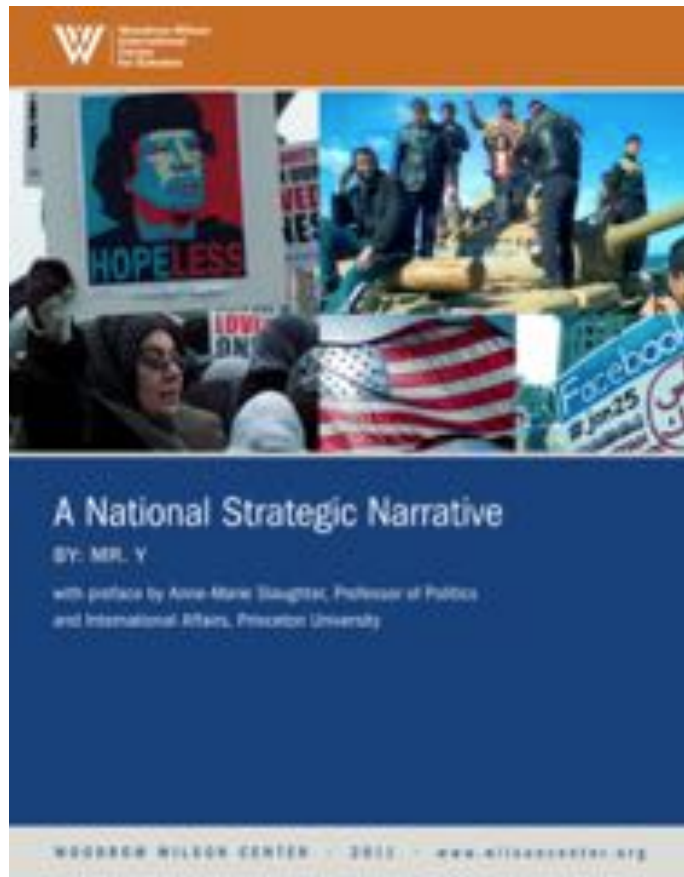
### American Grand Strategy

The alignment of:

our **economic engine**,  
our **governing institutions**, and  
our **foreign policy**  
to solve the great challenge of the era

# Why grand strategy?

## The Concept



## The Construct

### American Grand Strategy

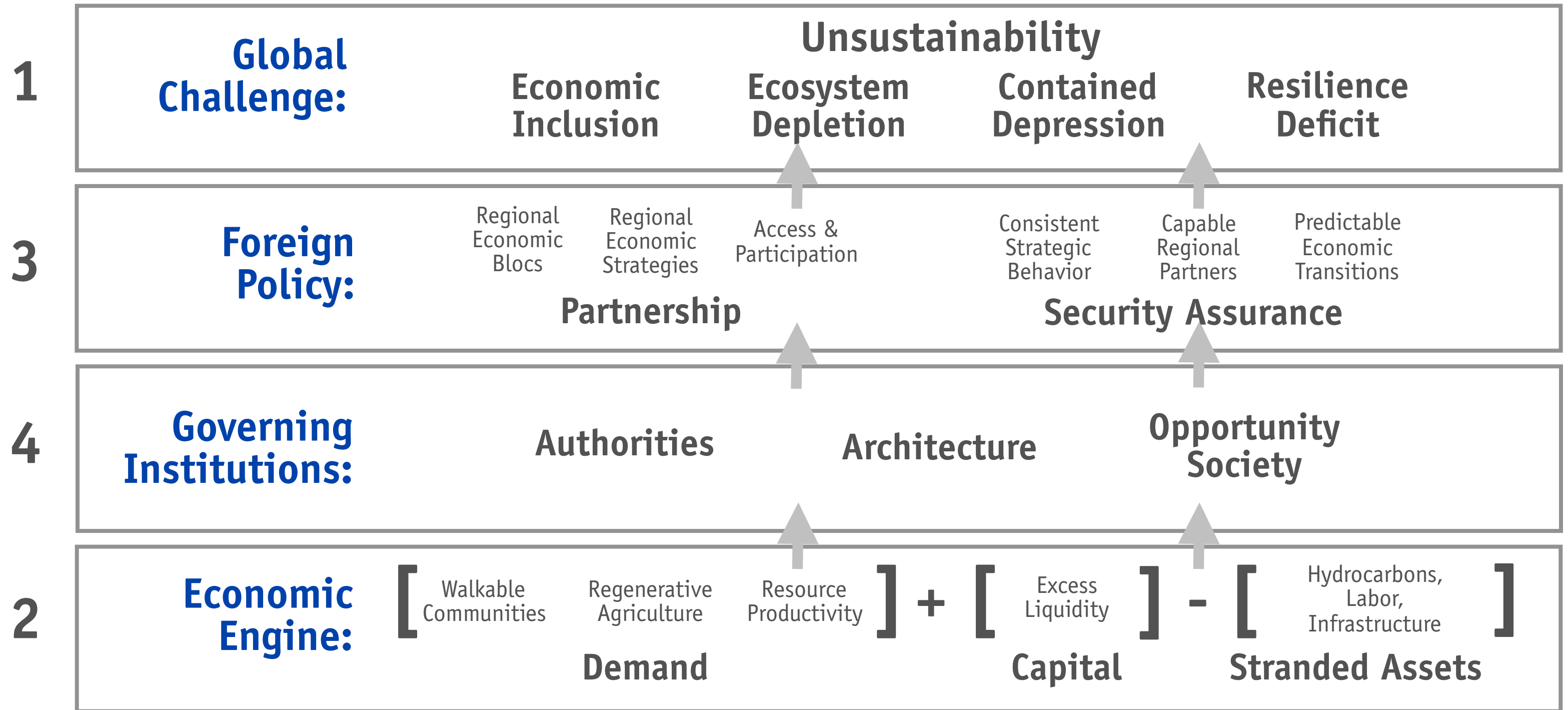
The alignment of:

our **economic engine**,  
our **governing institutions**, and  
our **foreign policy**  
to solve the great challenge of the era

## The Challenge...

...**Global Unsustainability**

# A New US Grand Strategy





# The Opportunity...

Walkable  
Communities



Regenerative  
Agriculture



Productivity  
Revolution



...an historic, grand opportunity.



# The Logic...

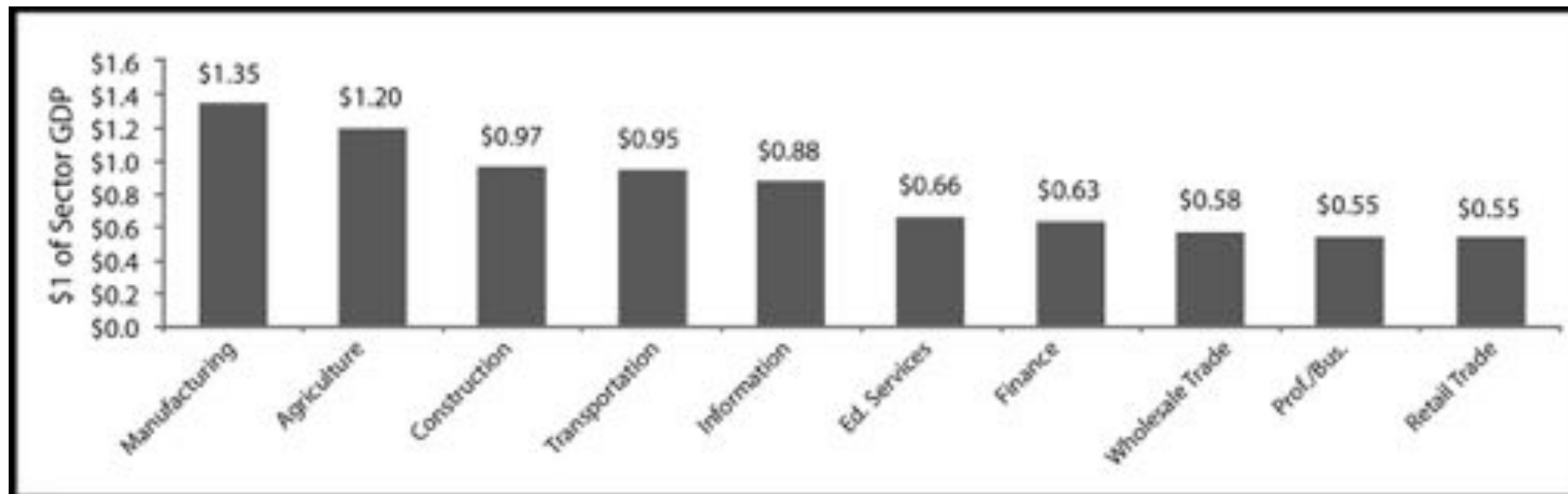
Walkable  
Communities



Regenerative  
Agriculture



Productivity  
Revolution

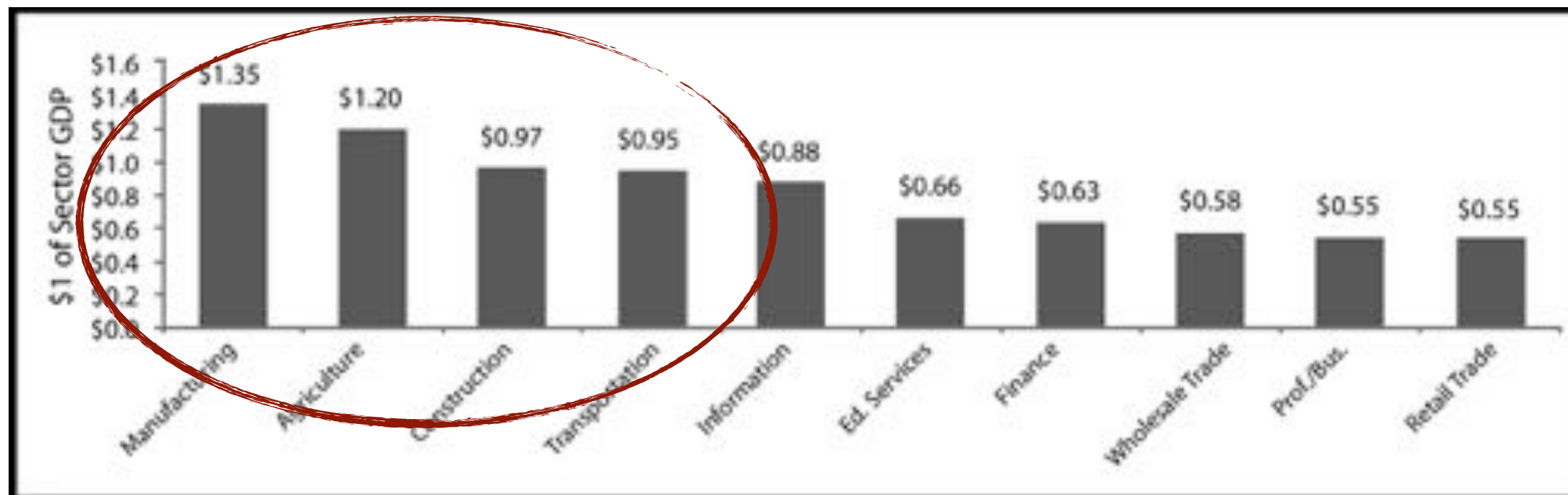


Source: Report to the President on Capturing Domestic Competitive Advantage in Advanced Manufacturing, July 2012

# The Logic...



Turning demand into **prosperity** and **security**...  
...for future generations



Source: Report to the President on Capturing Domestic Competitive Advantage in Advanced Manufacturing, July 2012

# The Framework...Idea to Action

## *Economic Strategy Task Force*



*Prosperity.  
Security.  
Sustainability.*

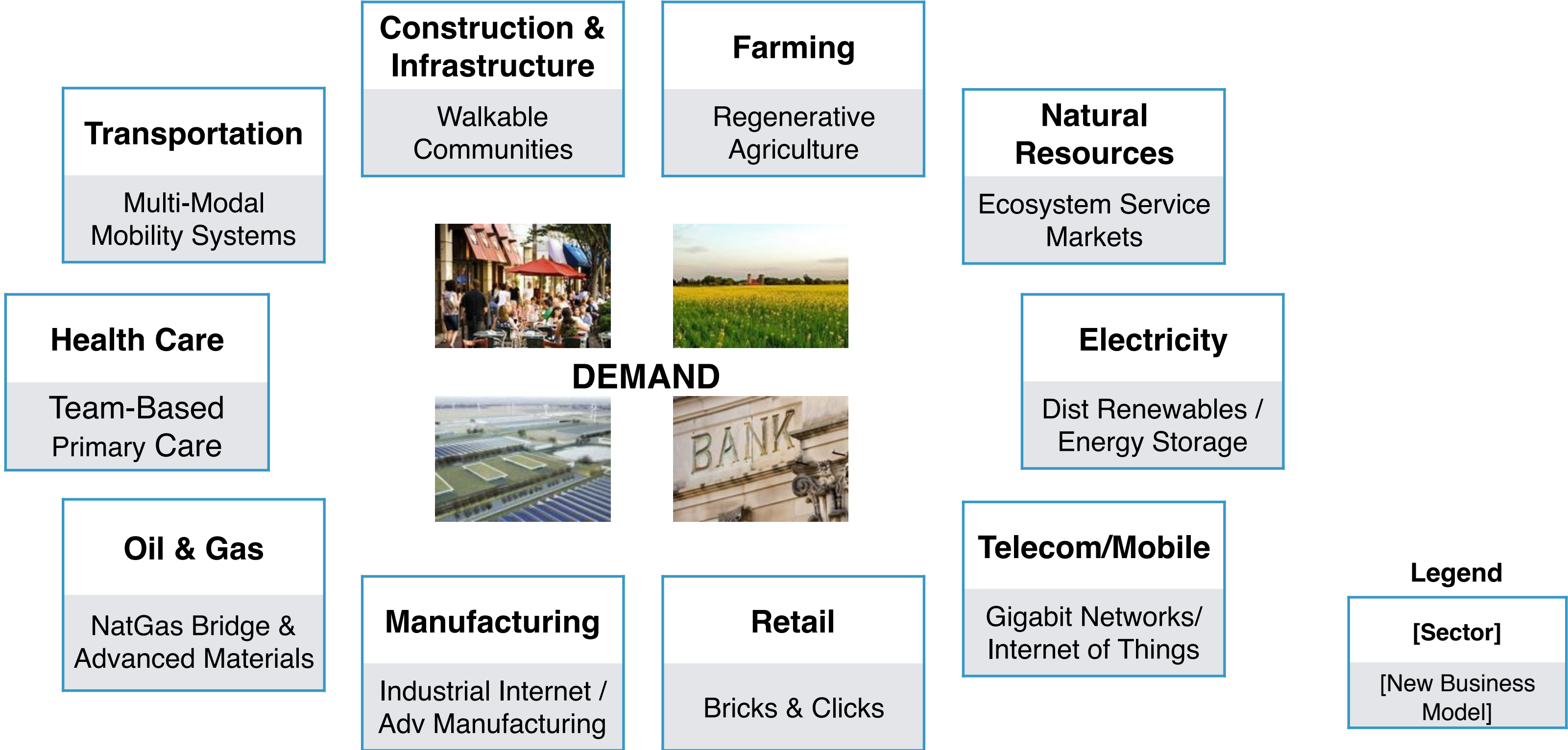


**CWRU's Strategic Innovation Lab**

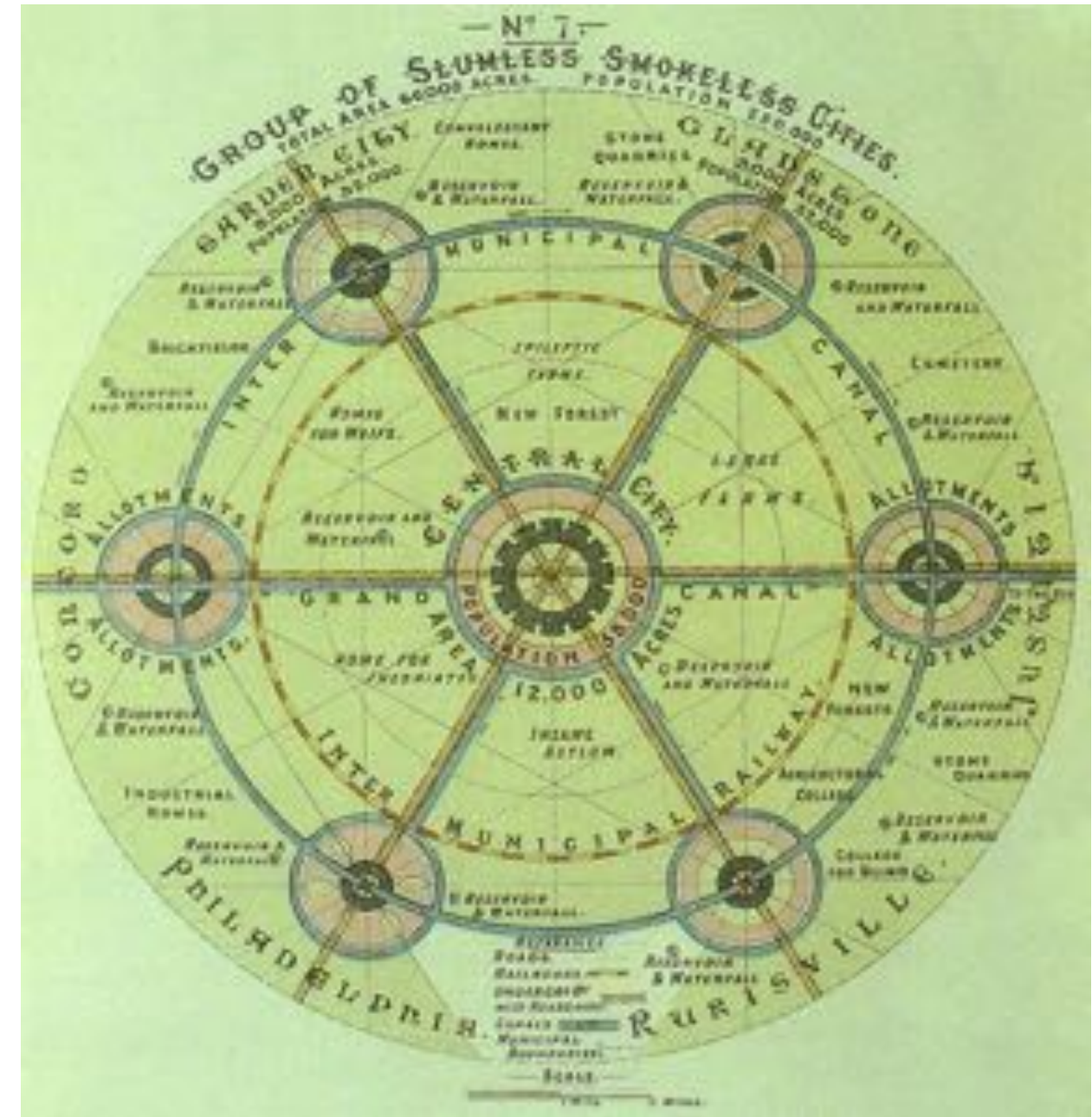
## *Regional Economic Clusters*



# Alternative Growth Scenario...A New Economic System

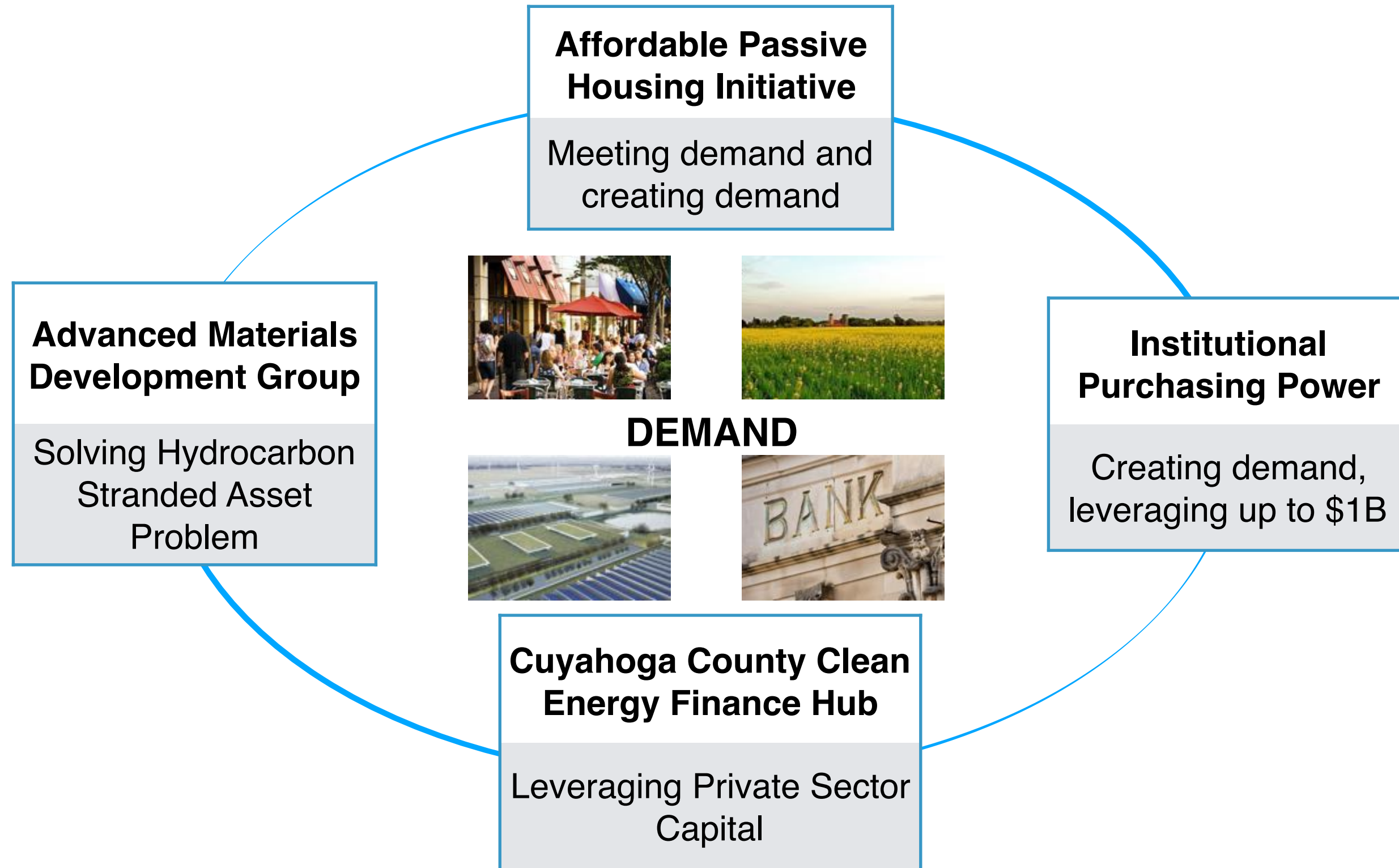


# The Design...Main Street Prosperity & Security





# Lake Erie Crescent...The Example of Cleveland



# Full-Spectrum Sustainability...



...getting to a “good place.”



What world is she going to see?



Every established power has a right to  
ought themselves by abolishing the forms of  
even under absolute Despotism  
of these bodies, and for  
ated injuries and

# THE PEOPLE

in our domestic  
and our

Providence, provided for the  
common defence,  
and established the Constitution  
of the 91

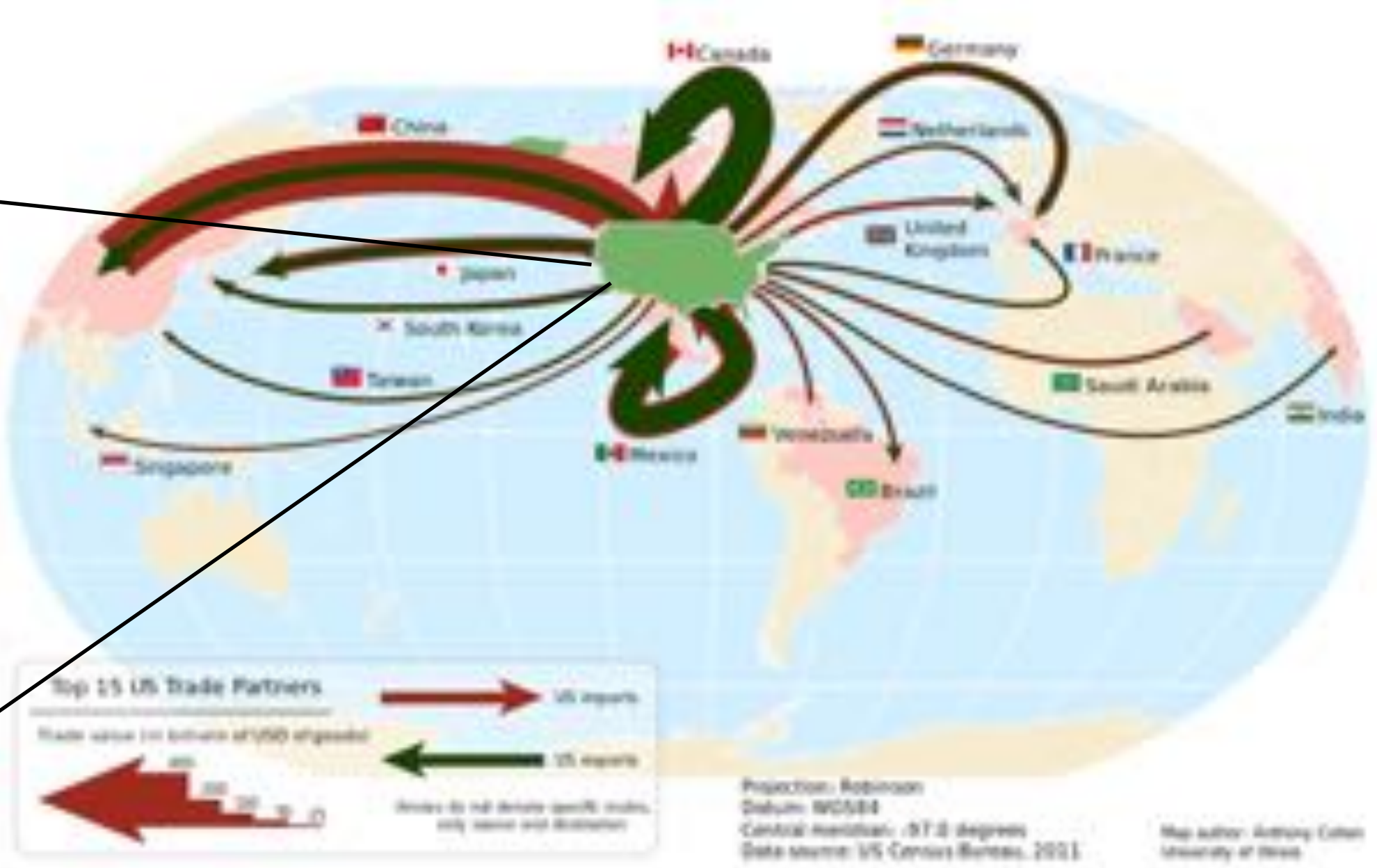
There is no reason good  
can't triumph over evil, if only  
the angels will get organized  
along the lines of the mafia.

Kurt Vonnegut



# Leading by Example

## Smart Growth at Home; Smart Power Abroad



# Today's California: Position vs Momentum

## The Good Stuff: Wind in the Sails...

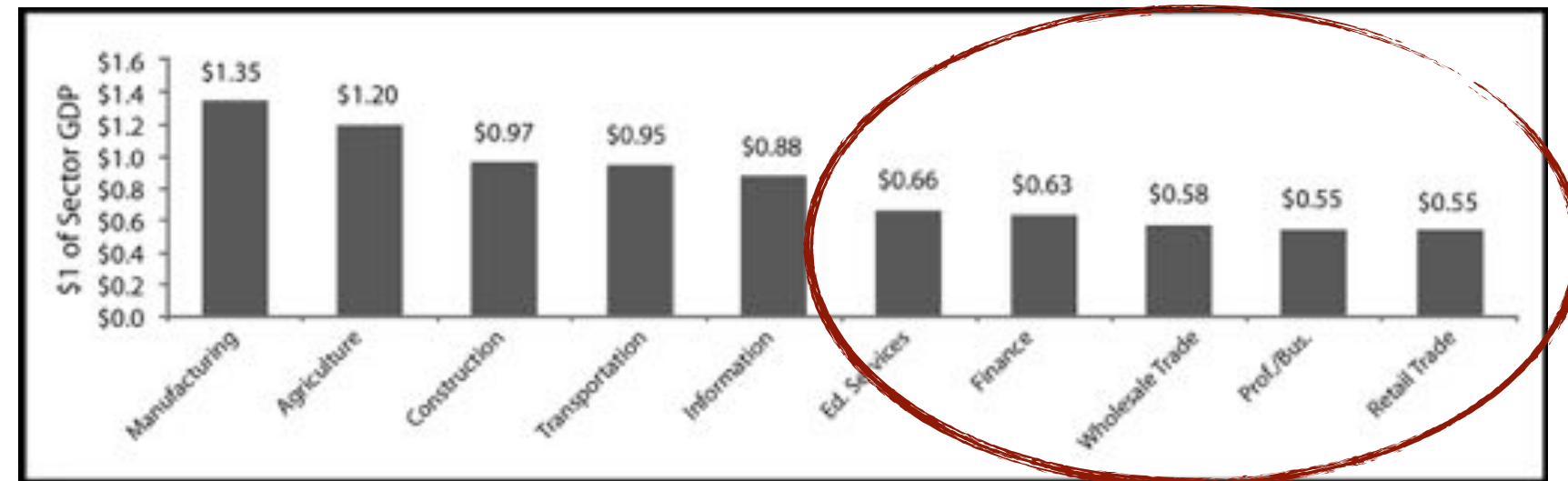
- World's 7th largest economy (north of \$2.2T)
- Renewable Energy; 20th in energy-related GHG emissions (2nd lowest carbon intensive economy in the world)
- Increasing diversity
- CA leads US in ag, technology and manufacturing revenue growth
- Average 15% return to investors (vs 12% nationally)
- 2014 Per-capita income up \$1700 to \$50,338
- \$5B budget surplus
- Manufacturing value up 8% to \$204B (2012)
- CA ag revenue = \$21.4B (2012) - 3 x more than second-ranked Iowa's \$6.8B

# Today's California: Position vs Momentum

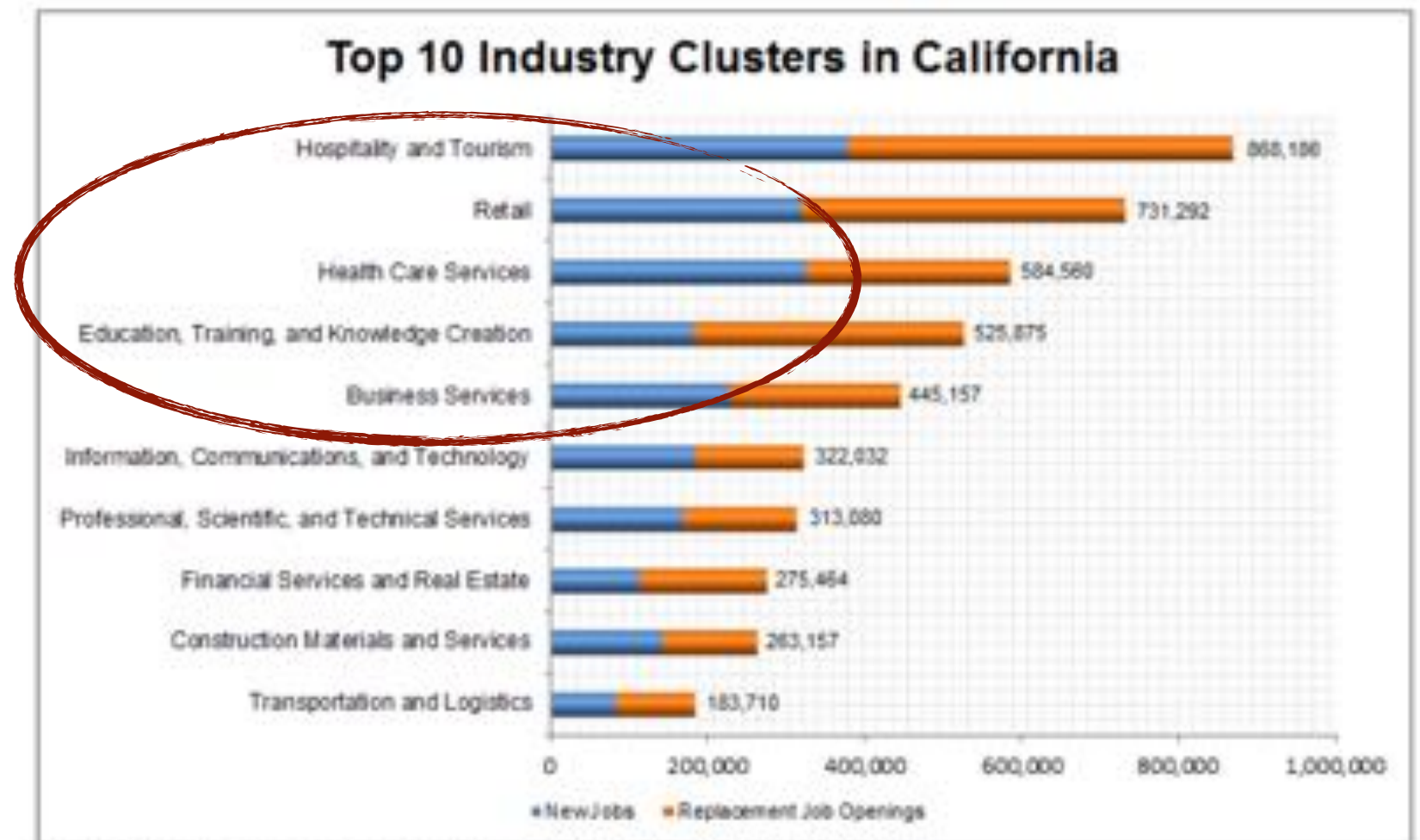
## The Good Stuff: Wind in the Sails...

- World's 7th largest economy (north of \$2.2T)
- Renewable Energy; 20th in energy-related GHG emissions (2nd lowest carbon intensive economy in the world)
- Increasing diversity
- CA leads US in ag, technology and manufacturing revenue growth
- Average 15% return to investors (vs 12% nationally)
- 2014 Per-capita income up \$1700 to \$50,338
- \$5B budget surplus
- Manufacturing value up 8% to \$204B (2012)
- CA ag revenue = \$21.4B (2012) - 3 x more than second-ranked Iowa's \$6.8B

...but where are we going?



Source: Report to the President on Capturing Domestic Competitive Advantage in Advanced Manufacturing, July 2012



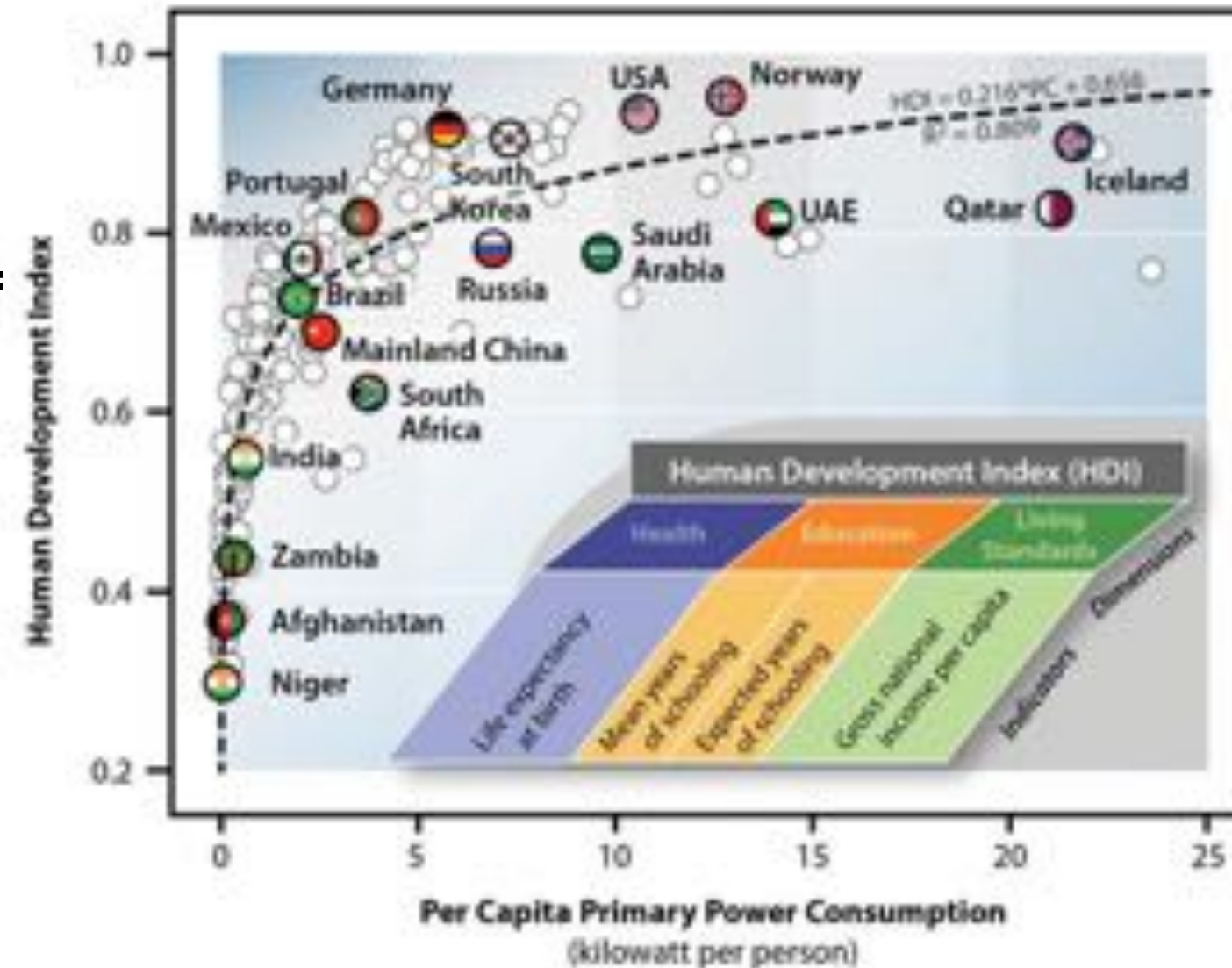
Source: California Employment Development Department, Projections of Employment 2010-2020 (from EDD's Regional Economic Analysis Profile, April 2014)



# Energy: Balancing Prosperity and Security

## Some Hard, Scary Numbers:

- Current global energy consumption = 16 Terawatts (TW)
- 3B more middle class by 2050 = add'l 18 TW needed (Total global requirement = 34TW)  
*\*Assumes German consumption rate and remainder of developing world consumption remains static*
- Global population = 8B by 2025  
– If global average per capita consumption is 4kW, global requirement is 32TW



***This is only 10 years from now...***

***...how to meet demand and not burn our way to extinction?***

# Security on Main Street





# Security on Main Street



Gaza





# Security on Main Street



Gaza



Homs, Syria





# Security on Main Street



Gaza



Homs, Syria



Fallujah, Iraq





# Security on Main Street



Gaza



Homs, Syria



Fallujah, Iraq



Greensburg, KS



# Security on Main Street

.1% civilian  
death rate  
(Aug 2014)



Gaza

.1% civilian  
death rate  
(May 2014)



Homs, Syria

.4% civilian  
death rate  
(Nov 2004)



Fallujah, Iraq

1.4% civilian  
death rate  
(May 2007)



Greensburg, KS

