

# WHY AND HOW LATIN AMERICA SHOULD THINK ABOUT THE FUTURE

GLOBAL TRENDS AND THE FUTURE OF LATIN AMERICA | SERGIO BITAR



DECEMBER 2013

INTER-AMERICAN  
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BY SERGIO BITAR

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## Foreword

Over the past decade, many Latin American governments have made significant strides in developing domestic policies that have succeeded in reducing poverty and strengthening democratic institutions. Yet the impact of profound transformations in the global economy, climate change, and new information and communication technologies makes it clear that the region's future will be inextricably connected to developments taking place beyond the borders of individual nations.

While a number of governments, businesses, and civil society organizations in Europe, the United States, and Asia are addressing this new reality by carrying out studies of long-term political, economic, social, and security scenarios to inform policy decisions, comparable efforts in Latin America lag behind, as the region's policymakers remain primarily focused on short-term domestic agendas. Too few institutions in the region are carrying out the data collection, research, or analysis needed to understand critical trends at the global level, and incorporate them into policy thinking.

Addressing such a concern can greatly improve the outlook for the region's economic, social, and environmental welfare and security. Against this backdrop, in 2011, with support of the Inter-American Development Bank, the Inter-American Dialogue launched its Long-term Global Trends Initiative. The program seeks to foster the practice and culture of long-term strategic thinking in Latin America and build the capacity of regional experts and institutions to carry out policy-relevant, forward-looking studies.

This report, written by Sergio Bitar, a Dialogue senior fellow who directs the initiative, provides an original and comprehensive framework for achieving these objectives. Drawing on decades of policy experience in roles ranging from senator to minister in three different presidential administrations in Chile, Bitar makes a compelling argument for long-term global thinking in Latin America and reviews six key global trends to which policymakers should pay particular attention. He concludes by proposing steps that Latin America can take to confront challenges and take advantage of opportunities in five key areas: democratic governance, economic competitiveness, social inclusion, geopolitics, and sustainable development.

We hope that this report will help spur constructive debate about Latin America's future among policymakers, business leaders, and members of civil society. We are grateful to the Inter-American Development Bank for its crucial support of this initiative.

Michael Shifter  
*President*

# I. Why and How Latin America Should Think About the Future

## A. Purpose of the Report

Latin America must strengthen its ability to plan forward and deepen its strategic reflection if it is to govern better and improve the design of public policies. Achieving this may require countries in the region to familiarize themselves with global scenarios and to explore the types and scale of challenges that they might confront. A national perspective is not sufficient, a global vision is essential.

Globalization creates a stream of effects that cannot be controlled by individual countries. With an outlook that takes into consideration the rest of the world, Latin American governments could improve their capacity to anticipate events and, when those events occur, to effectively respond to uncertainty and rapid change. Through strategic planning that envisions a myriad of diverse situations, countries of the region may be able to skirt damage or even identify advantageous responses. In effect, human action might alter trajectories in ways that could bring the region closer to desirable outcomes.

In this study, I set out to explore the nature and potential impact of trends and scenarios that could emerge and I make recommendations for building anticipatory capacity. The first part of this report summarizes the global trends and scenarios I believe are most likely; the scenarios are based on reports from leading research centers in developed countries. In the second part, I identify where Latin America—both individual countries and the region as a whole—should focus. I then underscore the fields in which countries of the

region should strengthen their capacity for foresight study.

## B. The Importance of Foresight

In recent decades, Latin American countries have strengthened their democratic systems and respect for institutions, balanced handling of public finances, efficiently managed the macro economy, and implemented inclusive social policies that seek to reduce poverty and inequality. However, they lag behind in a very important area: the ability to devise a strategic vision that helps prioritize goals and build political agreement. Instead, their projects and policies are usually confined to the national sphere, meaning that they fail to adequately consider the full range of possible global scenarios or the experiences of other countries. There is a shortfall when it comes to medium or long-term structural thinking, the programs needed to raise productivity, and the initiatives that would enhance equality and participation. This weakness in foresight capacity reduces each country's ability to react to unexpected events.

The need for improved long-term vision becomes obvious when one considers whether better decisions could have been made over the last two decades in the region. Four profound transformations exemplify Latin America's insufficiency in looking at the horizon and reacting accordingly.

**The Internet.** In the early 1990s, Internet access was limited to higher-income groups that owned personal computers (PCs). In spite of

rapid decline in costs (Moore's Law states that computing capacity doubles every 18 months), this expansion was not anticipated before widespread adoption of cell phones—and then smart phones—as well as expanded transmission and processing capacities and accessibility to computers exponentially increased communication. Economic opportunities, social relations, and citizen awareness changed as new and unexpected technologies appeared. Some countries, such as South Korea, grasped what was happening early and took the lead by setting up broadband networks and establishing businesses with an international outlook. In contrast, countries that assumed this arena would develop linearly saw vast sectors of the population remain marginalized from connectivity and broadband. During this time, much of Latin America didn't take the lead in expanding technological innovation.

**China.** Increasing evidence signaled China's emergence as a monumental presence in the region. This result has been positive for South American countries, although the full effects and opportunities have not been properly assessed. At the same time, strategies for handling possible scenarios with China going forward have not been adequately designed so as to reduce risk. This squanders opportunities for greater benefits.

**Financial crises.** When the Asian crisis surfaced at the end of the 1990s, some governments underestimated its effect, judging it to be little more than a tremor with no great repercussions. However, it struck Latin America severely and slowed growth. Even more worrying was the massive financial crisis that began on Wall Street in 2008 and sparked a chain reaction that damaged Europe.

Improved policies and other prudent steps taken after the debt crisis of the 1980s and the financial crisis of the 1990s helped position Latin America to avoid the worst effects of the US recession. That said, it is important to note that the magnitude of this recent destabilizing wave originated, to some

degree, in global information and communication technologies. These technologies reached high sophistication in the financial system, amplifying and triggering an immediate transmission of the impact. It is very likely that increased, and potentially dangerous, volatility and systemic shifts will persist long term. Better follow-up holds the potential to empower governments and companies to design new procedures able to minimize the impact of such unexpected events.

**Climate change.** Information and analysis on climate change arrived late to decision-making centers in Latin America. New norms have been slowly established, yet better work must be done to understand, follow up, and quantify potential effects on the region. How much the planet's temperature may rise, the probability of different scenarios, what will happen if sudden shifts occur, how agriculture is impacted, and how climate change influences natural disasters are areas that should all be permanently assessed. New institutions will emerge, as will new technologies, and the concept of green growth will spread to become part of every country's development strategy, imposing changes on consumption patterns and raising investment needs.

If better anticipated, these four hugely important occurrences—the rise of the Internet, China's presence in Latin America, the US economic crisis, and climate change—could have inspired better policies and more effective actions.

### C. Can Latin America Shorten the Distance?

Latin American countries need to improve their insight about the future and to think in contexts of uncertainty. This is not easy in a culture that addresses issues in short-term time frames and where policymakers often believe that uncertainty makes foresight studies volatile. (Their preferred approach is to let the market operate and then tackle problems as they arise.) There is a dearth



of foresight studies in the region and the few that exist appear only sporadically and are detached from government agencies.

The region can quickly catch up by building on developed countries' global foresight capacity. Scenarios drawn up by the world's leading think tanks run by governments, businesses, universities, international organizations, and independent centers can be tapped to create forward-looking capacity as well as to train specialists for Latin American prospective analysis and to prepare entities through which they can conduct their work.

For years, leading powers—with the United States at the helm—have systematically assessed global trends. Other countries have joined the undertaking, utilizing the US government and universities, companies, and private research centers. The most relevant US study is *Global Trends 2030: Alternative Worlds* produced by the National Intelligence Council (NIC) in 2012 and based on broad consultation with experts from around the world.<sup>1</sup> For its preparation, studies were commissioned from institutions and individuals. Of particular importance is a report by the Atlantic Council, *Envisioning 2030: US Strategy for a Post Western World*.<sup>2</sup>

Similar developments are evident in the European Union (EU), home to an equally important report, *Citizens in an Interconnected and Polycentric World: Global Trends 2030* by the European Union Institute for Security Studies.<sup>3</sup> Small countries with impressive development records, such as Singapore and Finland, have been pioneers. Emerging countries taking steps in

**Figure 1: Methodology and Vocabulary of Prospective Analysis\***



\* National Intelligence Council, "Global Trends 2030: Alternative Worlds," December 2012. [http://www.dni.gov/files/documents/GlobalTrends\\_2030.pdf](http://www.dni.gov/files/documents/GlobalTrends_2030.pdf)

† TechCast: A Virtual Think Tank Tracking the Technology Revolution. [www.techcast.org](http://www.techcast.org).

‡ Taleb, Nassim, *The Black Swan: The Impact of the Highly Improbable* (New York: Random House, 2007).

this same direction include China, South Korea, Russia, and Brazil.

Foresight analyses are highly qualitative, based on consultations with experts in various fields from all world regions. Which of the emerging phenomena could be dominant? What is the probability of their occurrence and the scale of their effects? When considering wild cards or black swans, some argue that they cannot be identified, that the human mind rejects high levels of uncertainty and extreme events. Others argue that it is at least possible to reduce uncertainty.

Mathematical models that can process big data provide support to foresight analysis by helping to explore scenarios. "International Futures" devised by Barry Hughes at the University of Denver is a frequently used model of global-systems simulation that includes demographic, economic, technological, political, and regional variables. It is

<sup>1</sup> National Intelligence Council, "Global Trends 2030: Alternative Worlds," December 2012. [http://www.dni.gov/files/documents/GlobalTrends\\_2030.pdf](http://www.dni.gov/files/documents/GlobalTrends_2030.pdf).

<sup>2</sup> Manning, Robert, "Envisioning 2030: US Strategy for a Post-Western World," Atlantic Council, December 2012. [http://www.acus.org/files/publication\\_pdfs/403/Envisioning\\_2030\\_web.pdf.pdf](http://www.acus.org/files/publication_pdfs/403/Envisioning_2030_web.pdf.pdf).

<sup>3</sup> European Union Institute for Security Studies, "Global Trends 2030: Citizens in an Interconnected and Polycentric World," March 2012. [http://www.iss.europa.eu/uploads/media/ESPAS\\_report\\_01.pdf](http://www.iss.europa.eu/uploads/media/ESPAS_report_01.pdf).

used as a forecasting tool, as a guide for experts, and as a vehicle for training personnel. The rapid expansion of big data processing technologies promises to enhance mathematical modeling.

## D. Six Global Trends

The Inter-American Dialogue has registered more than 700 long-term global and sector-specific studies that look forward at least 10 years. An initial review reveals six trends that are important for the future of Latin America:

- a) “*Disruptive*” technologies in development, the spread of which will bring substantial changes in production, employment, well-being, governability, and human relations.
- b) *Natural-resource scarcity* affecting water, food supplies, energy, and minerals. Also changes in demand and technological innovations.
- c) *Demographic changes and displacement of power*, new markets, rising middle classes, and migration.
- d) *Urbanization and growth of cities*, population concentration, demands for infrastructure and basic services, quality of life, and competitiveness of cities.
- e) *Climate change*, its effect on agriculture, “green-growth” opportunities, citizen awareness, and behavioral change.
- f) *Democratic governability*, impact of new technologies in connecting citizens, forging social relations, elevating transparency, strengthening security, and providing opportunities for organized crime, and cyber-attacks.

### 1. Disruptive Technologies

Experts predict technological acceleration will exceed that which occurred with computers. Governments and businesses are devoting more resources to bring together scientists, experts, politicians, and civil-society organizations to scrutinize how technology will affect people’s

lives. An example is Singularity University,<sup>4</sup> the recently created entity devoted to the systematic examination of disruptive technologies. It trains young leaders, business people, and academics to design high-impact projects. Other examples of teams focused on technological foresight include W. Halal’s *techcast.org* in Washington, D.C., and M. Zappa’s *envisioningtech.com* in London.

To track changes, media reports are scanned for news on technology, the potential of the developments are explored, and their stage of application is determined by experts. The life cycle of each technological advance is analyzed, with an eye on the period in which it might become commercially mature and the scale of its impact. These team initiatives share two basic assessments: a) there will be an exponential increase in the level of interaction and connectivity between people, thereby creating a kind of planet-wide brain, and b) the period between technological creation and commercial development will continuously shorten.

Disruptive technologies can be grouped into five areas.<sup>5</sup>

- 1) Technologies *transcending physical limitations* encompass the processes and products that affect health care, longevity, and quality of life. This category includes developments in advanced diagnostic techniques involving nanostructures, function control, and biological structures, as well as genetic analysis to predict illnesses before they occur. The aim is to create nanomotors that emulate bacteria and perform biochemical functions. These nanomotors might be used to target certain kinds of cells, inserting DNA to either make them healthy or to destroy them if they are damaged, such as in the case of cancer. There is also research on tissue engineering and xenotransplants and on the use of stem cells

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<sup>4</sup> <http://singularityu.org>.

<sup>5</sup> Bureau of Intelligence and Research, US Department of State, “Transformative Technologies,” 2012.

to repair damaged tissue. “Human augmentation,” also in this category, expands human capacity with infrared vision, enhanced memory, and brain-machine interaction.

- 2) The second disruptive technology group focuses on *energy*. This includes “smart energy,” the intelligent networks that improve efficiency and security by receiving and distributing energy—such as electricity—based on users’ behavior. Synthetic-biological redesign of organisms that generate biofuel almost identical to gasoline are also in this category, along with nanotechnology that advances solar cell and battery efficiency.
- 3) A third area addresses new *industrial materials and processes* that join 3D printing or additive manufacturing (AM) with nanomaterials and information technology. Many experts and economists predict an increase in AM, which is expected to shorten or eliminate assembly lines and allow for an infinite variety of designs and high levels of specialization. The machines that drive these processes produce sequential layers that follow computational designs and employ different materials. Their price is rapidly dropping. Their application will be enhanced by the addition of nanoparticles to liquids, metals, ceramics, and polymers, including the manufacturing of bio-compatible tissues that can be implanted into the human body. (Such advances could lead to the production of organs for transplant.) The spread of this technology may alter the territorial localization of manufacturing and reverse developed countries’ loss of competitiveness, bringing back manufacturing production that in recent decades has moved to China and other countries with large populations of young people and cheaper workforces. The impact could be as powerful as that of the spread of personal computers more than 20 years ago.

- 4) The fourth area is *communications technology*.

Some estimates indicate that the Internet’s influence over the next 15 years will exceed the impact of the industrial revolution over the course of 50 years.<sup>6</sup> Information technology, networks, and sensors will bring about connections that produce “the Internet of things,” allowing any person to connect with any object anywhere, most notably for the purpose of moving, managing, or tracking it. The spread of sensors and networks will make it possible to monitor every individual’s movements, tastes, and interests, thereby endangering privacy and freedom. There will be no secrets and anonymity will disappear. By their nature, these new networks and virtual groups will operate beyond most formal control, posing challenges to governability. Virtual governments without fixed geographic locations may be established. The greatest threats could take the form of national or international cyber-attacks that undermine countries’ security, public services, and logistical and military capacity. Examples include attacks that disrupt or destroy the electronic systems that govern the operation of cities, banks, and trade. This category of disruptive technologies encompasses issues that are crucial for the security of countries, individuals, and businesses.

- 5) The fifth area is *robotics*.<sup>7</sup> Bio-robotics will advance, underpinned by nanotechnologies and nanosensors, as will energy-storage technology (batteries). Unmanned vehicles and microscopic appliances will proliferate,

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<sup>6</sup> Pélissié du Rausas, Matthieu, James Manyika, Eric Hazan, Jacques Bughin, Michael Chui, and Rémi Said, “Internet matters: The Net’s sweeping impact on growth, jobs, and prosperity,” McKinsey Global Institute, May 2011. [http://www.mckinsey.com/insights/mgi/research/technology\\_and\\_innovation/internet\\_matters](http://www.mckinsey.com/insights/mgi/research/technology_and_innovation/internet_matters).

<sup>7</sup> Nicolelis, Miguel, “A monkey that controls a robot with its thoughts. No, really,” TED Conferences 2012. [http://www.ted.com/talks/miguel\\_nicolelis\\_a\\_monkey\\_that\\_controls\\_a\\_robot\\_with\\_its\\_thoughts\\_no\\_really.html](http://www.ted.com/talks/miguel_nicolelis_a_monkey_that_controls_a_robot_with_its_thoughts_no_really.html).

performing tasks that range from activities beyond human ability to the transportation of dangerous goods. Bioweapons capable of triggering viral chains<sup>8</sup> could result from the advances in this area.

Other important foresight studies highlight advances that address:

- An increase in efficiency and a decline in the costs of photovoltaic cells.
- The use of unmanned machinery and robots to bring about efficient use of water for agriculture and precision crops.
- Unlimited computational and data processing capacity, cloud computing, quantum computing technology, artificial intelligence, and machine inference and reasoning.
- Urban technologies for managing megacities, transportation, energy, security, and services.
- Innovation in new materials, especially the use of graphene (layers of carbon the thickness of an atom) in communication technologies.<sup>9</sup>
- Low-cost genomic sequencing. In the near future it may be possible to register each person's genome as inexpensively as US\$100.
- Synthetic biology that includes writing DNA.
- New technologies for extracting gas and oil.<sup>10</sup>

Because of the speed of technology, foresight is becoming an almost immediate input for governments and businesses seeking to assess projects or launch programs. As a McKinsey Global Institute (MGI) report states, governments can play an important role both in facilitating the creation of networks that can speed up innovation and in sponsoring collaborative efforts at the national and international levels.<sup>11</sup> It would

<sup>8</sup> Ibid.

<sup>9</sup> Strategic Business Insights Report for Global Trends 2030, "16 Disruptive Technologies," 2012.

<sup>10</sup> Manyika, James, Michael Chui, Jacques Bughin, Richard Dobbs, Peter Bisson, and Alex Marrs, "Disruptive Technologies: Advances that will transform life, business, and the global economy," McKinsey Global Institute, May 2012. [http://www.mckinsey.com/insights/business\\_technology/disruptive\\_technologies](http://www.mckinsey.com/insights/business_technology/disruptive_technologies).

<sup>11</sup> Ibid.

be useful if Latin American countries monitored trends and reflected on the areas in which they should become involved. Latin America's technological foresight networks should be strengthened and linked to governments and businesses.

## 2. The Power of Natural Resources

Due to demographic and economic growth, the coming decades will see rapidly rising demand for energy, water, minerals, and food supplies. In lower-income countries, the increase in consumption includes a high proportion of material goods. In more advanced countries, the share of services is greater. Africa, Asia, and Latin America may generate substantially greater consumption of food and proteins, durable goods, electricity, and transportation. If the population of the middle sectors increases to 5 billion people by 2030, representing an increase of 3 billion, the impact would be colossal.<sup>12</sup> Demand for natural resources would skyrocket. The need for steel would rise by 100 percent, as would that for electricity and transportation. The number of cars in developing countries would increase substantially.<sup>13</sup>

The Food and Agriculture Organization (FAO) estimates that the world's population will reach 9 billion by 2050, and demand for food may increase by 70 percent. Cereal consumption could rise to 3 billion tons per year, from 2 billion, and global meat consumption to 500 billion tons per year, from 300 billion.<sup>14</sup>

It is interesting to compare these numbers to those of the first decade of the 21st century. In

<sup>12</sup> Kharas, Homi, "The Emerging Middle Class in Developing Countries," OECD, February 2010. <http://www.oecd.org/dev/44457738.pdf>.

<sup>13</sup> Dobbs, Richard Jeremy Oppenheim, Fraser Thompson, Marcel Brinkman, and Marc Zornes, "Resource Revolution: Meeting the World's Energy, Materials, Food and Water Need," McKinsey Global Institute, November 2011. [http://www.mckinsey.com/insights/mgi/research/natural\\_resources/resource\\_revolution](http://www.mckinsey.com/insights/mgi/research/natural_resources/resource_revolution).

<sup>14</sup> Food and Agriculture Organization, "How to Feed the World in 2050," Presentation at the World Summit of Food Security in Rome, November 16–19, 2009. <ftp://ftp.fao.org/docrep/fao/meeting/018/k6021e.pdf>.

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Existing land can only  
meet 20 percent of  
the increased need  
for foodstuffs.

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the 20th century the population grew fourfold and per capita income rose even more. Demand for foodstuffs, minerals, and energy increased by between 600 and 2,000 percent, and output jumped 20 times. What is surprising when looking at this comparison is that average prices in the last century fell by half, while in the early years of this century prices have risen appreciably.<sup>15</sup>

Will this trend continue? According to the FAO, the growing pressure on water and land will persist. Existing land can only meet 20 percent of the increased need for foodstuffs, and additional arable land is judged to be scarce. Fulfillment of the other 80 percent of demand will have to come from the use of technology, higher crop yields, efficiency, and savings.

How will food prices evolve and what effect will they have on poverty and food security? This will depend on the extent to which supply increases as a result of technological progress. If necessary measures are implemented well, the commercial application of innovations could be quickened. Precision technology for agriculture, biotechnology, and “smart grids” (intelligent transmission networks); greater energy efficiency in electricity plants, smelting operations, and other industrial processes; and improvements in transmission and distribution networks could lead to savings in water as well as electricity.

Food supplies will also be contingent upon climate change. Most predictions envision rainfall changes that will affect harvests. The over-exploitation of aquifers is also problematic since the depletion of their resources will bring significant declines in production. This issue carries particular repercussions in Latin America, a region abundant in land

and water but lacking in policies and programs that adequately address water-supply infrastructure, new technologies, and water savings—all factors that could advance the industrialization of foodstuffs.

It is worth asking whether the expected increase in consumption dovetails with agreed targets for environmental protection. Under the most optimistic scenario for innovation,<sup>16</sup> human activity will generate about 48 gigatons of CO<sub>2</sub> a year by 2030, enough to trigger a rise in planetary temperature in excess of 2°C. To maintain the maximum target of no more than 2°C increase by 2030, emissions must not exceed 35 gigatons a year. A World Bank Report concludes that existing trends in human activity could provoke an increase between 3.5 and 4°C.<sup>17</sup> Compliance with a 2°C limit will require major adjustment in production and consumption worldwide.

According to studies, continued deforestation as a result of the expansion of agricultural areas and the harvesting of firewood will increase soil erosion and desertification. The depletion of fishery resources will also endanger food security. Adverse scenarios point to severe social unrest arising from a jump in food prices and an increase in hunger.

And yet, under other scenarios there could be great opportunities for innovation, investment, and sustainable production. An MGI study<sup>18</sup> identifies a series of action goals including: increasing energy efficiency and savings, boosting agricultural yields, reducing food waste, lessening water leakage, protecting against soil degradation, improving management, changing behavior, and

<sup>15</sup> Dobbs, Richard et al., “Resource Revolution: Meeting the World’s Energy, Materials, Food and Water Need,” McKinsey Global Institute, November 2011. [http://www.mckinsey.com/insights/mgi/research/natural\\_resources/resource\\_revolution](http://www.mckinsey.com/insights/mgi/research/natural_resources/resource_revolution).

<sup>16</sup> Dobbs, Richard et al., *Ibid.*

<sup>17</sup> *Turn Down the Heat: Why a 4°C Warmer World Must be Avoided*, (Washington, DC: World Bank, 2012). [http://www-wds.worldbank.org/external/default/WDSContentServer/WDSP/IB/2012/12/20/000356161\\_20121220072749/Rendered/PDF/NonAsciiFileName0.pdf](http://www-wds.worldbank.org/external/default/WDSContentServer/WDSP/IB/2012/12/20/000356161_20121220072749/Rendered/PDF/NonAsciiFileName0.pdf).

<sup>18</sup> Dobbs, Richard et al., *Ibid.*

increasing the efficiency of mineral production. In an urbanized world, city planning could help close these gaps and cut journey times by introducing high-quality public transportation and encouraging the use of electric cars and biofuels. Many of these activities could be very profitable while creating high-quality jobs. Latin America should be involved in these innovations.

#### a. *Water Scarcity*

Water scarcity may both affect agriculture and limit energy production since the latter uses water for cooling. Some 70 percent of the water consumed in the world is expended on agriculture. Future scenarios see the greatest problems arising in China, India, South Africa, Saudi Arabia, and the arid zones of other countries.<sup>19</sup> Some firms and organizations of these countries have acquired agricultural land in Africa and Latin America to expand future production and contribute to food security. And there will be more desalination of seawater. How can water scarcity be overcome? Exportation of foodstuffs is a form of international water trade.<sup>20</sup>

After agriculture, the chief demands on water come from manufacturing, mining, and electricity generation. Each of these consumes 5 percent to 10 percent of the total water used globally. The extraction and processing of fossil fuels and the transportation and irrigation needed to produce biofuels absorb a great deal of water.<sup>21</sup> There is also a close, two-way link between electricity generation and water consumption. It is estimated that the demand for water to produce energy could grow

twice as fast as the demand for energy itself. In turn, water production requires more energy, either to desalinate it or to pump it from greater depths and move it to distant locations. The water-energy link may become restrictive for both.<sup>22</sup>

Human consumption accounts for about 10 percent of freshwater use, although averages tell little given that there are huge differences between countries and socioeconomic groups. Latin America consumes about 100 liters of water per person per day, but high-income groups in the region use as much as 400 liters per person per day while the poorest use less than 40 liters. Pressure is building to ensure a basic supply of 40 liters per person per day as a human right.

The graph shows that 80 percent of the increase in future water consumption should be satisfied by sources other than savings. How can we tackle the potential scarcity of water? What do the scenarios reveal? Many underground water sources have been overexploited and are non-recoverable. At the same time, glaciers—huge sources of freshwater—are being lost through melting. Some of this loss can be offset by new technologies, including renewable energy that takes less water to generate, more economical desalination, infrastructure improvements that remedy leaks, new dams, rain-water collection, and “drop per crop” approaches in no-till farming. Genetic research on plants that can grow in arid areas and the use of new fertilizers will also play a role. Even with these efforts, however, emergencies could arise in poor regions that lack resources.

Conservation is the most promising and least expensive way to narrow the supply-demand gap. It is essential to raise awareness around the need

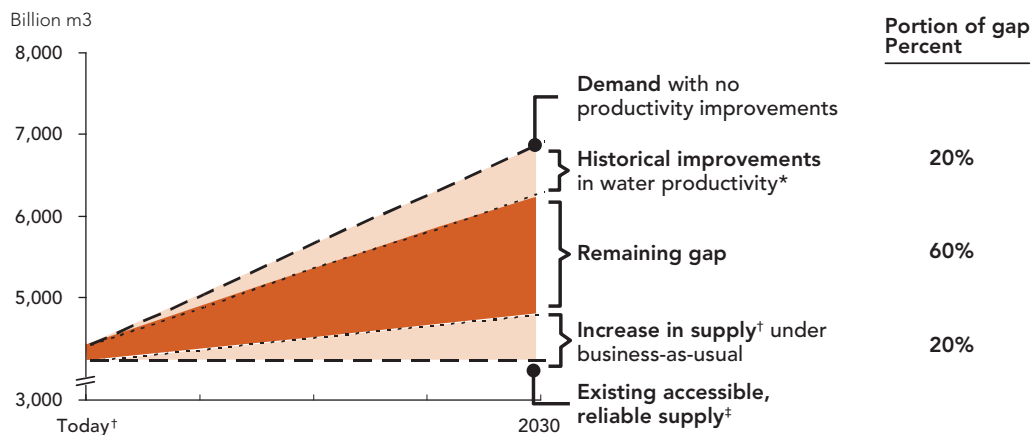
<sup>19</sup> McKinsey Water Resources Group, “Charting our Water Future,” 2009. [http://www.mckinsey.com/App\\_Media/Reports/Water/Charting\\_Our\\_Water\\_Future\\_Full\\_Report\\_001.pdf](http://www.mckinsey.com/App_Media/Reports/Water/Charting_Our_Water_Future_Full_Report_001.pdf).

<sup>20</sup> It takes 870 liters of water to produce one liter of wine, 125 liters to produce a 150-gram apple, 4,325 liters to produce a kilo of chicken meat, and 15,400 liters to produce a kilo of beef. It takes 10 times more water and 10 times more land to produce a calorie of meat than a calorie of vegetables or grains. The export of foodstuffs is equivalent to the virtual export of water.

<sup>21</sup> International Energy Agency, “World Energy Outlook 2012,” November 2012. <http://www.worldenergyoutlook.org/>.

<sup>22</sup> Atlantic Council, “Report on the Atlantic Council’s Workshop: How the Nexus Impacts Electric Power Production in the United States,” October 2011. [http://www.acus.org/files/publication\\_pdfs/403/111011\\_ACUS\\_EnergyWater.PDF](http://www.acus.org/files/publication_pdfs/403/111011_ACUS_EnergyWater.PDF); and Cardwell, Allen et al., “The Energy-Water Nexus: Potential Roles for the U.S. Army Corps of Engineers,” *Journal of Contemporary Water Research and Education*, 143 (December 2009): 42-49. [http://www.limno.com/pdfs/2009\\_Wolfe\\_UCOREnergyReport.pdf](http://www.limno.com/pdfs/2009_Wolfe_UCOREnergyReport.pdf).

Figure 2: Ways to Overcome the Water Deficit



\* Based on historical agricultural yield growth rates from 1990–2004 from FAOSTAT, agricultural and industrial efficiency improvements from IFFPRI.

† Total increased capture of raw water through infrastructure buildout, excluding unsustainable extraction.

‡ Supply shown at 90% reliability and includes infrastructure investments scheduled and funded through 2010. Current 90%-reliable supply does not meet average demand.

Source: McKinsey Water Resources Group, *Charting Our Water Future*, 2009.

[http://www.mckinsey.com/App\\_Media/Reports/Water/Charting\\_Our\\_Water\\_Future\\_Full\\_Report\\_001.pdf](http://www.mckinsey.com/App_Media/Reports/Water/Charting_Our_Water_Future_Full_Report_001.pdf).

to conserve energy and water, to train communities in managing services, and to use new technologies. An important part of this strategy will be its incorporation into school curricula.

There is also a clear and urgent need to obtain more useful information on surface waters, aquifers, basins, and water quality. Institutional dispersal has to be rectified, decades-old legislation has to be updated, specialists have to be trained, and government efficiency has to be increased. These changes must include users' associations and the community in such a way that decision-making is decentralized.

This should be a priority area for Latin American policies and investment projects. Countries of the region must effectively take these matters into account and explore new long-term opportunities.

### *b. Energy Challenges and Latin America's Position*

The global energy picture is in constant flux, but all scenarios point to swift growth in global demand over the next two decades, especially in the areas of transportation and electricity. This increase will mainly occur in emerging countries. In tandem, there will be mounting citizen pressure to reduce emissions, lower costs, and avoid insecurity and conflict.

The United States is expected to reduce its external dependence and increase production of shale gas, oil, and renewable energies. Iraq's oil production is forecast to climb significantly after 2015. Several countries will witness resistance to nuclear energy in the wake of the tragedy in Japan, but China, India, South Korea, and Finland, to mention only a few, will continue with their nuclear programs. The push for renewable energy—especially bio, wind, and solar—will

regain momentum, although their share of the overall mix will remain modest for the next 10 years. Production on new gas deposits could start in several areas of the world.

The oil trade between Asia and the Middle East will intensify as Europe reduces fossil fuel use, the United States supplies itself, and Asia's consumption increases. The various scenarios devised by international agencies and businesses indicate that demand for fossil fuels, both oil and coal, will continue to grow, although coal consumption will hinge on the growth of less-polluting liquid natural gas (LNG), which may become cheaper. Given the increased number of cars in emerging countries, transportation will generate the largest demand for oil. It is estimated that there will be 1.7 billion vehicles in operation by 2035, pushing demand to about 100 million barrels a day.<sup>23</sup>

How can the energy supply be increased and made more sustainable in order to avert crisis? Most countries have established regulations and set targets to reduce CO<sub>2</sub> emissions—through regulation of car emissions in the United States, a 20 percent emission-reduction target by 2020 for the European Union, a 10 percent reduction in electricity consumption by 2030 in Japan, and industry regulations in China. However, progress is slower than most had hoped. In its *World Energy Outlook 2012*,<sup>24</sup> the International Energy Agency (IEA) scrutinizes two scenarios: the New Policy Scenario and the Efficient World Scenario.

In the New Policy Scenario, most of the energy demand would be met by fossil fuels. If that is the case, the global temperature could rise by 3.5°C, far above what scientists consider to be manageable.

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<sup>23</sup> Shell International, "Energy Scenarios to 2050," 2008. <http://s00.static-shell.com/content/dam/shell/static/future-energy/downloads/shell-scenarios/shell-energy-scenarios-2050.pdf>.

<sup>24</sup> International Energy Agency, "World Energy Outlook 2012," November 2012. <http://www.worldenergyoutlook.org/>.

In the Efficient World Scenario,<sup>25</sup> the most potent means of achieving a sustainable outcome would be energy efficiency combined with energy saving, cutting in half the increase in global demand by 2030. This strategy will have to be used in conjunction with carbon capture and storage (CCS), and policies subsidizing the consumption of gasoline and diesel, such as those used by many developing countries, will have to be rectified. Disruptive innovations that could help increase the supply of renewables include second-generation biofuels (which use agricultural residues, stems, leaves, and stalks), energy storage, and new kinds of batteries for solar and wind-energy infrastructure. Under the most optimistic scenarios, renewables could cover a third of the increase in electricity demand projected for 2030.

In summary, narrowing the gap will depend on four factors: energy and water efficiency, technological change, citizen demands, and national and international political agreements that establish rigorous emissions standards. Early adoption of green-growth strategies that use new technologies may spark job creation and investment, making them an increasingly attractive option.

It is clear that devising global and national scenarios for 2030 will help in charting the best course. A systematic follow-up of global energy scenarios will help Latin American countries improve the quality of their policies.

### 3. Demography and Power

Demographic changes will continue to affect individual countries' economic clout and the balance of world power. In the past, population growth was seen as an obstacle to development and a driver of poverty, unemployment, and instability. Today, by contrast, if countries are well managed they gain a "demographic dividend" through

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<sup>25</sup> International Energy Agency, "Efficient World Scenario Policy Framework," 2012. [http://www.worldenergyoutlook.org/media/weowebiste/energymodel/documentation/Methodology\\_EfficientWorldScenario.pdf](http://www.worldenergyoutlook.org/media/weowebiste/energymodel/documentation/Methodology_EfficientWorldScenario.pdf).



population growth. This refers to the potential for a two-fold benefit: a young and better-trained labor force and higher demand for goods and services. The aging of the population in developed countries, by contrast, could bring in less financial savings and investments, a decline in productivity, and a growing need for resources to finance welfare and health care.<sup>26</sup>

The United Nations has produced demographic scenarios for 2050, 2100, and 2300.<sup>27</sup> If the fertility rate (number of children per woman) falls to 2, which is the most probable outlook given trends, the world's population will reach 9 billion in 2050. If the fertility rate remains at its current level of 2.5, the population will rise to 10.6 billion. If the rate falls to 1.5, the population will reach 7.6 billion, equivalent to the replacement rate (i.e. zero population growth). The differences among the scenarios are striking. If the fertility rate is 1.5 rather than 2, there will be 1.4 billion fewer people on the planet. This is equivalent to the entire population of China in 2030.

Under each scenario, the greatest growth comes in developing regions, including sub-Saharan Africa, India, Pakistan, and Bangladesh.<sup>28</sup> The population of the developed countries remains practically unchanged at about 1.2 billion.

Demographics will shift in tandem with population growth. The number of people over the age of 60 will rise from 780 million in 2010 to 2 billion in 2050. And the age of the average global citizen will jump from 29 to 38. Life expectancy for the planet will increase from 68 to 76 years in

2050. In developed countries, life expectancy will rise to 83 years.

What implications and new opportunities will Latin America face as a result?

Population outlooks merit more detailed consideration. The populations of Japan and Russia would decline.<sup>29</sup> Europe's population would also drop, with rates varying among countries and in response to migration policy. The United States would likely be the only developed country experiencing population growth. Its population is projected to rise from the current 315 million inhabitants to 370 million in 2030, with fertility and immigration contributing equally to the increase.<sup>30</sup>

China's population would also swell—until 2030 when it would reach a turning point and then decline, following a pattern similar to that of Japan. India's population would overtake that of China in 2030.

#### *The "Future" Chinese Family: 1-2-4 Structure*

- One child
- Two parents
- Four grandparents
- Children without uncles, aunts, or cousins
- Imbalance of men and women
- New law as of 2013 allows more exemptions to one child-policy\*

\* Wan, William, "Six Questions on China's one-child policy, answered," *The Washington Post*, November 15 2013. [http://www.washingtonpost.com/world/six-questions-on-chinas-one-child-policy-answered/2013/11/15/ad64af1c-4def-11e3-be6b-d3d28122e6d4\\_story.html](http://www.washingtonpost.com/world/six-questions-on-chinas-one-child-policy-answered/2013/11/15/ad64af1c-4def-11e3-be6b-d3d28122e6d4_story.html).

There are several consequences from these shifts but one in particular stands out: the educational challenge. Any future advantage stemming

<sup>26</sup> Howe, Neil and Richard Jackson, "Global Aging and the Crisis of the 2020s," CSIS, January 2011. [http://csis.org/files/publication/110104\\_gai\\_jackson.pdf](http://csis.org/files/publication/110104_gai_jackson.pdf).

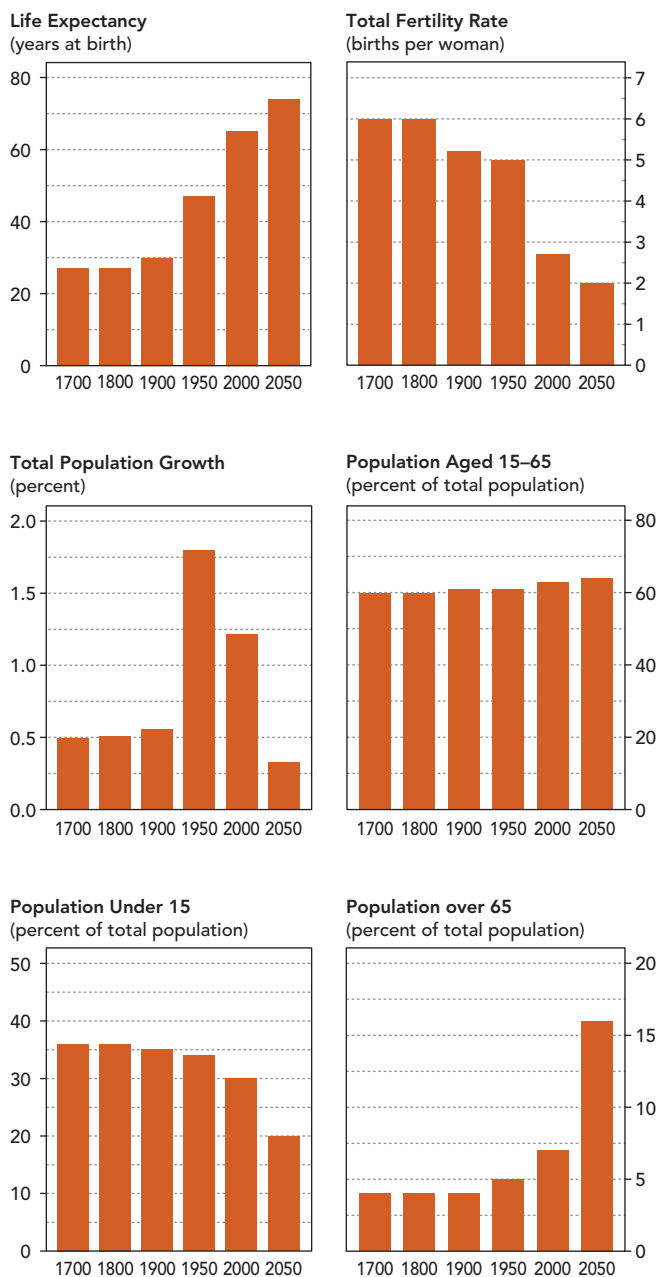
<sup>27</sup> UN Population Division, "World Population. The 2012 Revision." <http://esa.un.org/wpp/>; "Population Aging and Development," 2012. [http://www.un.org/esa/population/publications/2012WorldPopAgeingDev\\_Chart/2012PopAgeingandDev\\_WallChart.pdf](http://www.un.org/esa/population/publications/2012WorldPopAgeingDev_Chart/2012PopAgeingandDev_WallChart.pdf).

<sup>28</sup> Eberstadt, Nicolas, "World Population Prospects and the Global Economy," American Enterprise Institute, February 2011. <http://www.aei.org/files/2011/02/28/EberstadtAEIDevelopmentPolicyWorkingPaperFINAL.pdf>.

<sup>29</sup> Ibid. The fertility rate in Japan has declined substantially and is now below the replacement rate. There is also little immigration to Japan. Russia's population is falling because of the decline in fertility and the rise in mortality. The number of economically active people in the country may drop 20 percent by 2030.

<sup>30</sup> Ibid.

Figure 3: Demographic Transition 1700–2050



Source: International Monetary Fund, 2004

from population growth would depend on national education policies. School coverage and the technical training of youth contingents would be crucial in raising productivity and bringing about the “demographic dividend.” If this is not attained, there would not be convergence. Instead, the gap might widen, with advanced countries causing other nations to lag behind. Political instability, violence, weak institutions, and corruption might also set back to the positive outcome of population growth—and this could carry important implications for Latin America. The region has made robust enrollment rates at the pre-school and post-secondary levels a priority. As these are attained, governments will have to agilely improve the quality of education and make great efforts to implement technical education that is responsive to workplace needs. Global-level advantages could also be secured if occupational training and adult education saw rapid improvements. An older cohort offers experience, but its education level tends to be lower than that of younger generations. The challenge of the demographic outlook includes universal and ongoing education as a way to maintain high levels of efficiency and creativity by all citizens across a longer working life.

Education policies have to be in place for at least a decade before the first results can be assessed in

the context of long-term educational goals. What subjects and skills must be taught and transferred as part of global educational requirements in 2030? How should educational systems, schools, and universities be organized in Latin America?

#### *a. Middle Class: Engine of Development*

Economic growth and higher educational coverage have allowed families to escape poverty and achieve higher standards of living. All scenarios expect these “middle classes” to post impressive growth in relative and absolute economic terms.

A recent World Bank study defines “middle class” as those who receive between US\$10 and US\$50 per person per day at purchasing power parity (PPP).<sup>31</sup> The study found that in the decade ending in 2009, Latin America’s middle class grew by 50 percent, from 100 million to 150 million people. The middle class now makes up 29 percent of the region’s population. In 2030, the share will be 42 percent, while 18 percent of Latin Americans remain in poverty.

The Organization for Economic Cooperation and Development (OECD) defines the middle class in a different way, as those whose income

falls between US\$10 and US\$100 a day (2009 dollars at PPP). According to OECD forecasts, the ranks of the middle class would climb from 1.8 billion in 2009 to 3.3 billion in 2020, and then reach 4.9 billion in 2030. The global demand in the purchasing power of these middle classes could grow from US\$21 trillion in 2009 to US\$56 trillion in 2030.<sup>32</sup>

About 80 percent of this increase—and the corresponding consumption and investment—would occur in Asia, where the impact would be dramatic. In 2009, 64 percent of the middle classes were in the United States and Europe and 23 percent in the Asia-Pacific region. New scenarios envision Asia-Pacific accounting for 66 percent in 2030, while North America’s share falls to 7 percent (from the current 18 percent) and Europe’s drops to 14 percent (from 36 percent).

Latin American countries should take these estimates into consideration when designing development strategies and investment programs. Large firms prepare scenarios in their sectors in order to decide where to invest and on what. Countries should do likewise, supporting or conducting studies on areas with future comparative advantages.

**Table 1. Number (Millions) and Share (%) of the Global Middle Class**

Region	2009 number	2009 share	2020 number	2020 share	2030 number	2030 share
<b>North America</b>	338	18%	333	10%	332	7%
<b>Europe</b>	664	36%	703	22%	680	14%
<b>Central and South America</b>	181	10%	251	8%	313	6%
<b>Asia-Pacific</b>	525	28%	1,740	54%	3,228	66%
<b>Sub-Saharan Africa</b>	32	2%	57	2%	107	2%
<b>Middle East and North Africa</b>	105	6%	165	5%	234	5%
<b>World</b>	1,845	100%	3,249	100%	4,894	100%

Data Source: OECD Development Centre Working Paper No 285: “The Emerging Middle Class in Developing Countries,” January 2010. <http://www.oecd.org/dev/44457738.pdf>.

<sup>31</sup> Ferreira, Francisco H.G. et al., “Economic Mobility and the Rise of the Latin American Middle Class,” (Washington, DC: World Bank, 2013). <https://openknowledge.worldbank.org/handle/10986/11858>.

<sup>32</sup> Kharas, Homi, “The Emerging Middle Class in Developing Countries,” OECD, February 2010. <http://www.oecd.org/dev/44457738.pdf>. This study presents scenarios for 145 countries, including income distribution, consumption levels, and trends in productivity, investment, and population.



Relocation from  
at-risk zones could  
spawn massive  
migration flows, mainly  
within countries.



Some analysts seek to draw conclusions about changes in political behavior due to the expansion of middle classes that might be conducive to democracy, diversity, and entrepreneurship. Economists assume members of this group are favorably disposed toward innovation and entrepreneurship. Sociologists and political scientists, though cautious, presume that they will lean toward democracy, tolerance, and pluralism.<sup>33</sup> But analyses of middle-class political behavior by the European Union Institute for Strategic Studies<sup>34</sup> infer another possibility: Citizens demands will challenge national and global governance.<sup>35</sup> Regardless of how it plays out, the swaying opinions of the middle class will make a difference in how governments behave and ensure governability.

**b. Migration on the Rise**

Globalization is concomitant with migration and mobility. And because Internet and communications technologies allow global interactions, workforces in international companies will be more mobile. The same will be true of students, professionals, artists, and others. (This kind of mobility differs from traditional migration in that it can be temporary.) At the same time, differences in inter- and intrastate growth and rapid technological progress will widen income gaps and also stimulate migration. Moreover, as transportation costs fall, people will find it easier to move, and migrants will feel more welcome thanks to

compatriot communities already established in host countries. Language knowledge will also facilitate migration, as will the option of carrying citizenship in more than one country.

Where will these flows originate and where will they go?

One OECD study outlines scenarios for developed countries,<sup>36</sup> but there are actually few studies on the future of global migration and all of them envision immigration increases. The demand for immigrants will vary in scale. All countries will need more young people to raise labor productivity, finance pensions, and meet the demand for services, especially services to the elderly. In Europe, two additional trends will unfold: widespread inclusion of women in the labor force and longer work life cycles.

The propensity to emigrate from emerging countries will depend on economic and political stability. Emerging countries not only could see increased demand for young people with a technical background, but these same countries could prove more attractive to young people with a technical or higher education. Indeed, flows could reverse, with a rise in the number of young professionals emigrating from developed countries to emerging countries. In a knowledge-based society, a country that has more young people with good training will have an advantage. This is an important sign for Latin Americans.

Some scenarios point to the effects of climate change and natural disasters as another catalyst for migration. One British study brought together the opinions of 350 experts from 30 countries in order to project scenarios to 2030 and 2060. The study concludes that populations are increasingly located in at-risk areas, especially low-lying coastal land, dry zones, and mountainous regions.

<sup>33</sup> Ferreira, Francisco H.G. et al., "Economic Mobility and the Rise of the Latin American Middle Class" (Washington, DC: World Bank, 2013). <https://openknowledge.worldbank.org/handle/10986/11858>.

<sup>34</sup> European Union Institute for Security Studies, "Global Trends 2030: Citizens in an Interconnected and Polycentric World," March 2012. [http://www.iss.europa.eu/uploads/media/ESPAS\\_report\\_01.pdf](http://www.iss.europa.eu/uploads/media/ESPAS_report_01.pdf).

<sup>35</sup> Wheary, J., "The Global Middle Class is Here: Now What?" *World Policy Journal*, Winter 2009.

<sup>36</sup> OECD, "The Future of International Migration to OECD Countries," 2009. <http://www.iadb.org/intal/intalcdi/PE/2009/03706.pdf>.

The study's conclusions appear to be borne out of the fact that 17 million people were displaced in 2009 and 42 million in 2010. Relocation from at-risk zones could spawn massive migration flows, mainly within countries.<sup>37</sup>

Governments and international organizations must be better prepared for such scenarios, which could arise abruptly. Long-term trend studies propose courses of action that include improving urban planning, resolving land ownership disputes, protecting migrant populations, and increasing development assistance.

Tied to migration is the issue of remittances, the growing wealth transfer that contributes to the well-being of significant numbers of families in migrants' countries of origin. Remittances were estimated at US\$406 billion in 2012; that amount could reach US\$500 billion in 2020. Of the US\$406 billion, Mexico received roughly US\$24 billion while Latin America as a whole received around US\$69 billion in 2011. With an annual growth rate of 7 percent, the level may have reached US\$74 billion in 2012.<sup>38</sup> What may be their future evolution?

### *c. Displacement of Power*

Asia's resurgence is now so entrenched that some analysts see its global outlook as part of a post-western world.<sup>39</sup> In all the scenarios examined, the Chinese economy would surpass that of the United States before 2020. According to the OECD report, emerging countries would grow

at 5 percent to 8 percent a year and the developed countries at 1 percent to 2 percent through 2060. This suggests that developed and emerging countries could converge in the coming decades. Moreover, the report predicts that the Chinese economy, which has already surpassed that of the European Union, will overtake the US economy in 2016. Similarly, India passed Japan in 2012 and is expected to do the same to the European Union in 2030. The OECD's baseline scenarios present a range of projections. One envisions that the output of China and India combined would surpass the OECD total in 2060.<sup>40</sup> (In 2010, they accounted for a third of the OECD countries' output.)

Other analyses maintain that China will surpass the United States around 2015, and that India and Brazil will overtake Japan and France, respectively, around the same time before moving past Russia and Germany after 2020.<sup>41</sup> Economist Arvind Virmani calculates economic power not only on the basis of GDP but also by using strategic assets such as investments, human capital, research capacity, and organization measured by means of per capita GDP.<sup>42</sup> His scenario posits a bipolar world in 2020 and a tripolar world in 2050. According to his estimates, China will equal the economic power of the United States in 2030 and then, in 2050, the order will be China, the United States, and India—all three with similar economic power.

<sup>37</sup> The Government Office for Science, "London, Foresight: Migration and Global Environmental Change Final Project Report," 2011. <http://www.ukeof.org.uk/documents/2011-migration-and-global-environmental-change.pdf>.

<sup>38</sup> World Bank Migration and Remittances Unit, "Migration and Development Brief 19," November 20, 2012. <http://siteresources.worldbank.org/INTPROSPECTS/Resources/334934-1288990760745/MigrationDevelopmentBrief19.pdf>; Inter-American Dialogue, "Remittances and Development" <http://www.thedialogue.org/page.cfm?pageID=80>.

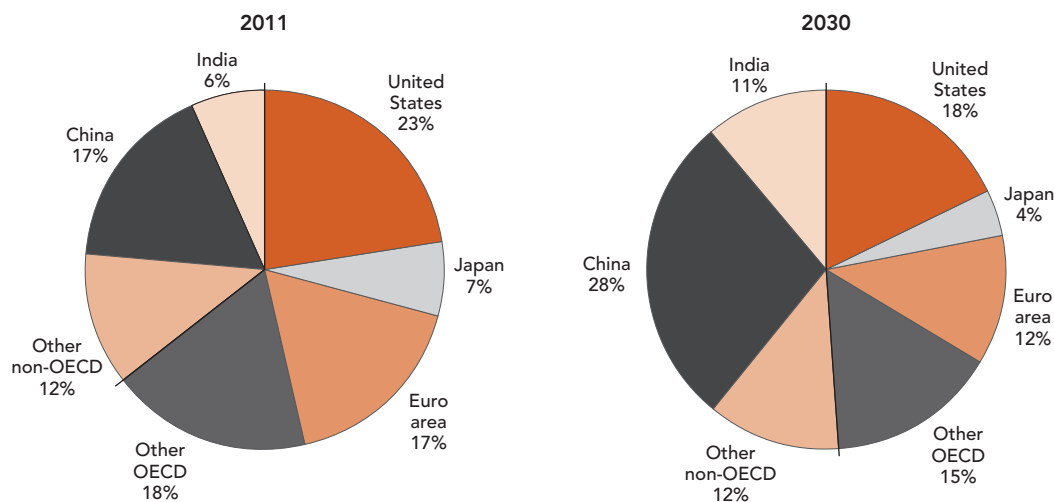
<sup>39</sup> Manning, Robert, "Envisioning 2030: US Strategy for a Post-Western World," Atlantic Council, December 2012. <http://www.atlanticcouncil.org/publications/reports/envisioning-2030-us-strategy-for-a-postwestern-world>.

<sup>40</sup> OECD Economic Policy Papers, "Looking to 2060. Long Term Global Growth Prospect," November 2012. <http://www.oecd.org/eco/outlook/2060%20policy%20paper%20FINAL.pdf>.

<sup>41</sup> Virmani, Arvind, "Tripolar World: India, China and the US in the 21st Century," Carnegie Endowment, February 2011. <https://www.carnegieendowment.org/2011/02/09/tri-polar-world-india-china-and-united-states-in-21st-century/c8>.

<sup>42</sup> Virmani, Arvind, "Working Paper, Economic Power as the Foundation of Global Power: The Evolution of Global Power Potential," May 2012. <https://docs.google.com/viewer?a=v&pid=sites&srcid=ZGVmYXVsdGRvbWVfbnNkcmFydmluZHZpcm1hbml8Z3g6NjRjY2M2OTE2MGRhNzk4Yg>. He creates an index that combines total GDP and per capita GDP.

Figure 4: Changes in the Composition of World GDP



Source: OECD, *Looking to 2060. Long Term Global Growth Prospects*, November 2012: <http://www.oecd.org/eco/outlook/2060%20policy%20paper%20FINAL.pdf>.

How developed Western countries—and Japan—are positioned in the future will depend on their ability to reduce debt, increase productivity, boost investment, advance human capital, and further technology. It will also hinge on their ability to induce immigration, lengthen working lives, and increase women’s participation in the workforce so as to counteract the aging of their populations. The speed with which emerging and less developed countries converge with developed countries will depend on educational improvements, math and reading levels, implementation of good government practices, structural reforms to attract investments, stimulation of technological innovation, and investment in social welfare.

The persistence of these trends and their effect on Latin America, are strategic topics for Latin American study groups and governments to examine closely. They will be relevant when defining international trade and productivity strategies.

There is a widespread assumption that the global power and economic strength of the United

States and the European Union will experience a relative decline. Critics of this view argue that the US economy will continue to grow and the country will retain its primacy in innovation. Its ability to create businesses and raise productivity, its population growth (in contrast to other developed countries), its attractiveness to professionals and scientists from other countries, and its political will are factors that would make a difference. Critics of the “decline” thesis also argue that US debt will contract. They maintain that US influence will continue to dominate the coming decades, and while its past hegemony will be gone, no world issue will be resolved without its involvement.<sup>43</sup>

Scenario building is more complex in the case of the European Union owing to its supranational institutions’ limited reactive ability. The least favorable scenarios envision a breakup of the union, a loss of innovation, social unrest, and

<sup>43</sup> Kagan, R. *The World America Made* (New York: A Knopf, 2012); Nye, J., *The Future of Power* (New York: Public Affairs, 2011).

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Although China's  
growth is slowing,  
its influence  
will rise.

a governability crisis. Fiscal deficits and an aging population lend credence to a vision of decline. More favorable scenarios predict that crisis will lead to a more powerful supra-national system that assumes national functions related to fiscal, tax, and social security policies. They also assume a powerful monetary system could be consolidated, ensuring financial stabilization, and that the debt crisis would force the pursuit of policies geared toward growth and innovation, integrating markets even further and establishing more uniform regulations and policies on labor, tax, and fiscal matters. Strengthened institutions and reinvigorated democratic procedures at the European level are also important as they may lead to a rejuvenated scenario. A moderate scenario carries economic improvement but low political power given the enormous difficulty in managing so many languages, histories, traditions, and national sentiments.<sup>44</sup>

The start of US-EU negotiations for a new agreement, the Transatlantic Trade and Investment Partnership (TTIP), plays a role in positive scenarios. As a development that will strengthen both sides, it is seen to support a scenario in which the West's economic power grows. That could also expedite a solution to Europeans' entangled issues. Possible outcomes from this strategic initiative, as well as the scope and speed of the agreement, should be studied and monitored by Latin American countries, especially in the context of their future role on the international landscape.

Japan, too, could recover lost ground if its economy is reactivated and if it concentrates on green-growth strategies. Japan has untapped growth potential. In particular, women's participation in the workforce is limited and could be increased, offsetting stagnant population growth.

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<sup>44</sup> Benjamin, Daniel, *Europe 2030* (Washington DC, Brookings Institution, 2009). <http://www.brookings.edu/research/books/2009/europe2030>.

There are many thoughts on China's long-term path, another confirmation of the need for meticulous global monitoring by Latin America. Will China advance from absorbing foreign technologies to creating its own? Will the Chinese Communist Party be able to open society without losing control? Can China avoid military competition with the United States and its allies in the region?

Although China's growth is slowing, its influence will rise.<sup>45</sup> In absolute terms, the size of the economy makes up for the decline in the rate of growth, generating an ever-bigger increase in GDP. China's plans for education, high rates of investment, wide technological absorption, and population growth to 2030 will bring about irreversible progress. Optimistic foresight studies assume a long period of expansion driven by political priorities focused on attainment of higher per capita income, narrowed income gaps, and a harmonious society. These studies also assume that China will not seek to supplant the United States or to compete militarily. Rather, its goal would be to expand the liberal system of international trade and investment from which it has benefited to date.<sup>46</sup>

Less optimistic scenarios for China highlight increased labor costs and other difficulties. Some activities could relocate elsewhere in Southeast Asia. Technological change could also spark companies to invest back in their home countries. Politically, the new Chinese professional middle classes will demand greater participation and new freedoms, raising governability obstacles for the one-party system.

The shift in relative power will give rise to a multipolar world in which there are fewer hegemones but a larger risk of ungovernability. There

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<sup>45</sup> Subramanian, Arvind, "Eclipse: Living in the Shadow of China's Economic Dominance," Institute for International Economics, 2011.

<sup>46</sup> Angang, Hu, *China in 2020: A New Type of Superpower* (Washington, DC: Brookings Institution Press, 2011).

is a growing debate about the consequences of multipolarity. Would the world system become more fragile, or more flexible and resilient? The study of these questions and issues is vital in order to imagine the positioning of Latin America over the long term. Latin American governments could also contribute to a more just and balanced global system by taking coordinated action to influence the reform of global institutions and the making of global rules.

#### 4. The City of the Future

By 2030, according to the United Nations, more than 80 percent of the world's population will live in cities. That share in Latin America may well exceed 90 percent, making it the most urbanized region of the world. Asia's rate of urbanization, by contrast, will be 53 percent (with China at 59 percent and India at 37 percent) in 2025.<sup>47</sup>

Between 2011 and 2050 the urban population will probably rise from 3.6 billion to 6.3 billion. Under such a scenario, existing and new cities in Asia will have to absorb 1.4 billion people. The figures for Africa and Latin America are 900 million and 200 million, respectively.<sup>48</sup> According to some estimates, about 44 million people a year will move from the countryside to the cities, especially in Asia.<sup>49</sup> It is hard to imagine the political, economic, social, and cultural consequences of such massive movement.

About 1.5 billion people, more than 20 percent of the global population, currently live in the 600 biggest cities of the world. These metropolises generate about 50 percent of global output. In baseline scenarios, those 600 cities will be home to 2 billion people in 2025, about 25 percent of

the world's population, and could account for 60 percent of world output.<sup>50</sup> Even more, the biggest urban areas will not be the *same* 600 cities. New cities in the developing world will emerge to replace 137 current urban areas. It is expected that 100 of the new cities will be in China, 13 in India, and eight in Latin America.

This presents a major challenge for Latin America. An assessment of the region's 10 biggest cities, using 100 indicators (*Urban Performance Index*) in four fields (economic development, social development, resource sustainability, and governability) reveals shortcomings that hinder future development, among them traffic congestion, failure to exploit economies of scale, housing shortages, and inefficient services.<sup>51</sup> Latin America's cities lack urban planning, have weak institutions, have few public spaces, are marked by segregation and exclusion, and are places of inequality and insecurity. Their governments need to intervene decisively, using institutional reforms and investment programs to transform these urban areas and make them more competitive.

Cities, not regional poles as previously thought, will be the sources of growth, innovation, and quality of life improvements. As forecast by a McKinsey study, competition between cities will increase as they seek to lure companies seeking locations with advantages for global activity. Successful urban areas will be the ones that improve services, enhance national and international connectivity (the Internet), ensure water and electricity supplies, elevate levels of education and health care, provide talent pools of technical specialists and other experts, secure efficient and reliable financial

<sup>47</sup> Clos, Joan, "Urbanization Challenges of the 21st Century," UN Habitat, 2010. <http://www.chathamhouse.org/sites/default/files/Clos,%20Joan.pdf>.

<sup>48</sup> World Urbanization Prospects, "The 2011 Revision. Highlights," 2011. <http://esa.un.org/unup/>.

<sup>49</sup> European Union Institute for Security Studies, "Global Governance 2025: At a Critical Juncture," 2011. [http://www.iss.europa.eu/uploads/media/Global\\_Governance\\_2025.pdf](http://www.iss.europa.eu/uploads/media/Global_Governance_2025.pdf).

<sup>50</sup> Dobbs, Richard, et al., "Urban World: Mapping the Economic Power of Cities," McKinsey Global Institute, 2011. [http://www.mckinsey.com/insights/urbanization/urban\\_world](http://www.mckinsey.com/insights/urbanization/urban_world).

<sup>51</sup> Cadena, Andres, Jaana Remes, James Manyika, Richard Dobbs, Charles Roxburgh, Heinz-Peter Elstrodt, Alberto Chaia, and Alejandra Restrepo, "Building Globally Competitive Cities: The Key to Latin American Growth," McKinsey Global Institute, 2011. [http://www.mckinsey.com/insights/urbanization/building\\_competitive\\_cities\\_key\\_to\\_latino\\_american\\_growth](http://www.mckinsey.com/insights/urbanization/building_competitive_cities_key_to_latino_american_growth).



systems, cultivate cultural activity, and provide citizens with two important benefits: an improved quality of life and increased productivity.

Latin America's serious challenges will come from new Asian cities being designed so as to attract new businesses, technologies, and cultural activity.

That means long-term planning must also become a priority for Latin American governments. Despite declining population growth, cities will continue to grow. As incomes rise, people will expect more square footage per resident, meaning there will be more households, but with fewer members. City planners from specialized institutes around the globe propose raising density to 12,000 inhabitants per square kilometer and they advocate occupying empty or abandoned areas, restoring degraded areas, and adopting urban designs for walkable cities that put conveniences within access of residents. They call for energy-saving rules for housing, reduced CO<sub>2</sub> emissions, and increased public spaces. They recommend against placing highways in the middle of cities.

How do we move forward and derive benefits for Latin America's urban areas? The responsibility for city-making cannot lie solely with architects and city planners. If the modern city is a pivotal factor in development strategies, it should be a central component of national and long-term planning and political programs. Latin American governments must become familiar with what other cities are and will be doing. The elevation of urban planning in Latin America will be mandatory if the region is to provide better services and be more competitive.

## 5. Tackling Climate Change

Rising temperatures, changes in rainfall, ascending sea levels in coastal areas, floods, and tornadoes are some of the foreseeable consequences of climate change, as indicated in global risk scenarios.<sup>52</sup>

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<sup>52</sup> Neumann, James, "Adaptation to Climate Change," Resources for the Future, December 2009. <http://www.rff.org/rff/documents/rff-ib-09-15.pdf>.

There is an intense debate about the effects of CO<sub>2</sub> emissions and human activity on global warming, a debate that becomes more uncertain in light of the possibility of discontinuities or abrupt breaks in the gradualness of natural phenomena. The leading teams of specialists suggest the need for sensitivity analysis in order to anticipate and avert disasters in the most vulnerable regions where the poorest populations live.<sup>53</sup>

The main dangers include water shortages that affect health and food supplies. Glacial melting, shifts in rainfall, the depletion of aquifers, late and early arrival of seasons, and other extreme climate changes will impact food security. Some scenarios for 2050 point to a decline in crop yields—with smaller yields from irrigated land (especially in South Asia), a rise in the price of meat, and lower calorie availability.<sup>54</sup> In the coming decades, attenuating measures could include rural systems that use tube-well technology, watershed protection, rainwater collection, water conservation, technical education for communities, and the advancement of technology.<sup>55</sup>

There are also concerns about damage to biodiversity, species, genotypes, communities, ecosystems, and biomes. Ecosystems will continue to be degraded by deforestation, stream diversion, declining water levels in rivers, pollution of freshwater, and acidification of the oceans. The disappearance of the Arctic ice cap and the possible exploitation of significant parts of Amazonia would accelerate this process, raising the planet's

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<sup>53</sup> World Bank, "The Economics of Adaptation to Climate Change," 2010. <http://climatechange.worldbank.org/content/economics-adaptation-climate-change-study-homepage>.

<sup>54</sup> International Food Policy Research Institute, "Climate Change. Impact on Agriculture and Cost of Adaptation," October 2009. <http://www.ifpri.org/publication/climate-change-impact-agriculture-and-costs-adaptation>.

<sup>55</sup> Howard, Guy, and Jamie Bartram, "Vision 2030. The Resilience of Water Supply and Sanitation in the Face of Climate Change," WHO, 2010. [http://www.who.int/water\\_sanitation\\_health/vision\\_2030\\_9789241598422.pdf](http://www.who.int/water_sanitation_health/vision_2030_9789241598422.pdf).

temperature by about 2°C, which is regarded as a dangerous threshold.<sup>56</sup>

How can these risks be contained? Through swift national and international action, such as the curbing of deforestation (the cause of large-scale CO<sub>2</sub> emissions and soil erosion), greater reforestation, the establishment of new protected areas, and implementation of aquaculture regulations designed to safeguard biomass and the environment. It could push higher agricultural yields—without expanding land area currently under cultivation—and training for small and medium producers. Local communities could be empowered, new information systems set up, and technological innovation to find drought-resistant varieties encouraged. Infrastructure is also important, from rural roads to facilitate agricultural production to dams to hold water in drought-vulnerable basins. Flood protection, coastal safeguards against rising sea levels, and efficiency improvements, particularly those that cover leakages, wells, meters, and education, are pivotal issues.

The danger associated with climate change has strengthened the call for “inclusive green growth.” But this must come with simultaneous action on three fronts: social inclusion (to eliminate or reduce poverty), stewardship of the planet’s natural capital, and creation of high-quality jobs. These goals are complementary and mutually reinforcing.<sup>57</sup>

A disconnect emerges when scenarios anticipating a surge in the middle classes are set against potential dangers arising from climate change. No matter how much technology advances, there seems no way to extend current consumption and production patterns for billions more people in a way that

is sustainable for the planet. This incongruity should sit at the frontline of strategic thinking. It is crucial that future scenarios be examined so as to quantify the scale of the technological and political effort needed to neutralize this potential crisis.

## 6. Citizen’s Empowerment and Government Reform

Citizen awareness is accelerating exponentially, influenced by many factors. Worldwide illiteracy has declined; according to UNESCO, the literate population will rise to 90 percent in 2030, from 84 percent in 2010.<sup>58</sup> Educational differentials between men and women are narrowing, prompting a sharp increase in demand for higher education. The growth of Internet use is exploding. In 2012, some 2.4 billion people (34 percent of the world’s population) had access to the Internet. Of course, there were large regional differences: In North America, 79 percent of the population (273 million people) had access; in Europe, 63 percent (518 million) were linked to the Internet; Latin America had 43 percent (273 million) of its residents with access to the Web, and Asia had 28 percent of its population (or 1.1 billion people) online.<sup>59</sup>

Thanks to massive computing capacity, wireless technologies, platforms, mobility, and lower prices, the digital divide between and within countries will narrow even more. Optimistic scenarios suggest that global Internet penetration could near 90 percent in 2030.

Aspirations around freedom and democracy will be a dominant trend in the coming decades. Political rights will be protected and promoted more openly. Women will have a greater presence and assume leadership, and indigenous peoples will demand equality and dignity. Younger generations will be more aware of their rights and better

<sup>56</sup> Leadley, P., Pereira, et al., “Biodiversity Scenarios: Projections of 21st century change in biodiversity and associated ecosystem services,” Secretariat of the Convention on Biological Diversity, Montreal, Technical Series no. 50, 2010. <http://www.diversitas-international.org/activities/research/biodiscovery/cbdts50en.pdf>.

<sup>57</sup> Poverty-Environment Partnership, “Building and Inclusive Green Economy for All: Opportunities and Challenges for Overcoming Poverty and Inequality,” June 2012. [http://pdf.wri.org/Building\\_Inclusive\\_Green\\_Economy\\_for\\_All.pdf](http://pdf.wri.org/Building_Inclusive_Green_Economy_for_All.pdf).

<sup>58</sup> European Union Institute for Security Studies, “Global Governance 2025: At a Critical Juncture,” 2011. [http://www.iss.europa.eu/uploads/media/Global\\_Governance\\_2025.pdf](http://www.iss.europa.eu/uploads/media/Global_Governance_2025.pdf).

<sup>59</sup> “Internet World Statistics: Usage and Population Statistics,” [www.internetworldstats.com](http://www.internetworldstats.com).

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The middle classes  
will challenge  
governability as it is  
practiced today.

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positioned to require respect for those rights. Expectations will be transmitted swiftly. There will be increased demand for a healthy environment, quality education, good health care, livable cities, and regional equality.

Citizen empowerment will accompany the rise of the middle classes, whose demands for participation and well-being will increase. The middle classes will challenge governability as it is practiced today. If resource-poor countries with fragile states fail to grow and create employment, instability could spread, hindering democratic ambitions. Reforms to facilitate governability should include strengthened civil society institutions, institutionalized channels for participation that take into account the procedures of representative democracy, decentralization, and consolidated local power.

Even knowing this, it is difficult to discern how recalibrations will affect the ability to govern. Changes could unfold gradually and peacefully, or they could be abrupt and dislocating. Under an adverse scenario, demand for greater autonomy and social mobility could overwhelm existing institutions. Paradoxically, technological developments coupled with perceived citizens risks, such as social unrest, violence or terrorism, could also lead to government control and loss of individual privacy and freedom.

To manage this complexity in a democratic manner, a state must have suitable personnel, transparency, and proper resources and functions. It must also be able to reinforce its regulatory duties so as to limit abuses and foster competitive productive development in a context of sustainable social protection. Is the state apparatus in Latin American countries capable of this? Looming challenges cannot be tackled with organizations that are inefficient, opaque, clientelist, and corrupt. If the state and the political parties are not reformed, governability could

become elusive and democracy would be weakened. These trends and other countries' experiences must be explored and actions anticipated.

Challenges of national governability are matched by problems of global governability. As power becomes more dispersed, the world could be exposed to fragmentation, weakened right of authority, and more conflict. Historically, the absence of a hegemonic power and the coexistence of several similar national powers have increased the risk for conflict.<sup>60</sup> Problems could worsen if alliances are fragile and there is no coordinated power to ensure compliance with agreements.

Multipolarity without collaboration among countries would leave space for prolonged local complaints or international criminal organizations and terrorist groups. "Virtual governments" with no fixed geographic location could threaten chemical, biological, nuclear, or cyber attacks.<sup>61</sup> States will have to cooperate to avoid undesirable scenarios, consolidating supranational institutions through broad and democratic agreements.

Leadership is key. To deepen democracy, countries will have to educate future citizens and train leaders who listen, persuade, and coordinate with others at the national and international levels. A better world is one where governments can increase cooperation and lessen violence. In the future, Latin America could play a more active role in this regard.

<sup>60</sup> National Intelligence Council, "Global Trends 2030: Alternative Worlds," December 2012. [http://www.dni.gov/files/documents/GlobalTrends\\_2030.pdf](http://www.dni.gov/files/documents/GlobalTrends_2030.pdf).

<sup>61</sup> European Union Institute for Security Studies, "Global Governance 2025: At a Critical Juncture," 2011. [http://www.iss.europa.eu/uploads/media/Global\\_Governance\\_2025.pdf](http://www.iss.europa.eu/uploads/media/Global_Governance_2025.pdf).

## E. Unexpected Events: How Do We Detect Them?

Alongside the large-scale trends influencing the future are events that, while less probable, can also affect outcomes and even cause a change in course. If aware, countries may take appropriate steps with agility. Among the events underscored by experts are:

- The acceleration of climate change and possible rises in sea levels, with adverse effects on coastal populations, as well as temperature shifts that exceed predictions. The ramifications for agriculture, rainfall, and health could be greater than recent studies anticipated.
- Cyber-attacks on electrical, communication, financial, service, logistical, and food-production grids. If at least 5 billion people are interconnected by 2030, the targets for terrorist attacks will be innumerable. Armed forces will continue to include cybernetic systems in their arsenals as weapons of mass destruction. Experts maintain that such dangers have already supplanted nuclear threats.
- Food insecurity sparked by increased prices and the imbalance between production and demand in dry zones or water-scarce areas. This event could seriously affect the world's poorest citizens.
- Aging populations and connected concerns about financing for social security systems, fiscal weakening, low productivity, and waning competitiveness, especially in Europe.
- Geopolitical tensions in the South China Sea, East China Sea, and Indian Ocean. China's economic growth and its military power can leave its neighbors feeling insecure. The United States will seek to support its allies in order to limit China's influence, with all the attendant risks. The Middle East and the India-Pakistan border will continue to be conflict zones with global repercussions.<sup>62</sup>

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<sup>62</sup> World Policy Conference, IIFRI, Cannes, December 2012. <http://www.worldpolicyconference.com/index-desktop.php>.

## II. Challenges and Opportunities for Latin America in the New Global System

A recurrent review of global trends and scenarios provides policymakers with a scope that surpasses the short term and extends beyond purely national issues. Many questions arise from analysis of how these trends may influence Latin America's long-term development. It would behoove political actors to scrutinize these tendencies and prepare for surprises, to know when and how to grasp opportunities, and to facilitate political agreements for future actions. Each country should broaden and strengthen organized spaces to discuss long-term strategies.

To contribute to this dialogue, I will identify areas that require systematic analysis if better public policies and investment programs are to be designed. Government units, international organizations, and independent think tanks should be bolstered so they can monitor these scenarios and policies with a long-term perspective.

Why does the region lag in foresight studies and strategic thinking? The technical and political capacity for planning was developed in the 1950s and 1960s based on methodologies and political convictions of the time. Globalization and the speed of change shattered those planning concepts. The international market took primacy and planning ministries weakened. As change and uncertainty accelerate, new concepts have gained relevance. The public sector has been increasing its regulatory capacity and emphasis has been placed on improving public policies and project evaluation. The concepts of foresight and strategic thinking have gained traction but there is

insufficient administrative and intellectual capacity to push forward. Technological foresight studies have been produced more regularly in Latin America, but their association with innovative businesses has been slight and their impact on decision making feeble.<sup>63</sup>

Three of the main reasons for the lag are worth mentioning: the prevalence of market mechanisms and the decline of strategic thinking, the economist culture dominated by short-term equilibrium, and the disconnect between long-term analysis and government decision-making. In short, there has been no strong appreciation of a long-term vision that supports governmental action and there has been inadequate resource allocation.

Latin America's few long-term studies are sporadic, lack continuity, and tend to be more projection than prospective. With few exceptions, there generally is no public institution responsible for integrating sector studies so as to make them more coherent in each country.

### A. Foresight Capacity Must Be Strengthened

Latin America's lag could be quickly overcome. Future studies and analysis are gaining momentum in both developed and emerging countries. In the former, long-term studies and strategy design have been strengthened. Although the driver of these studies was geopolitical, the

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<sup>63</sup> Mari, Manuel, "Prospectiva y Prospectiva Tecnológica en Argentina," 2009. [http://www.eulaks.eu/attach/II\\_Prospectiva\\_Argentina.pdf](http://www.eulaks.eu/attach/II_Prospectiva_Argentina.pdf).

analysis quickly deepened to cover economic issues, investment opportunities, and political and social risks. Foresight studies from international organizations and academic and business think tanks have proliferated. Some governments are now creating strategic planning units.

In Latin America, there is greater interest in future planning. Governments, international organizations, universities, independent research centers, and business groups are climbing on board. Several notable studies have emerged.

There are differences between Latin American studies and those of Asia, as evidenced in the

### Long-term Studies in Latin America

- Brazil 2022<sup>1</sup>
- Visión Nacional 2030 (Mexico)<sup>2</sup>
- México 2042<sup>3</sup>
- Chile 2025<sup>4</sup>
- Surfeando Hacia el Futuro: Chile en el Horizonte 2025<sup>5</sup>
- Latinoamérica 2030 (Millennium Project and University of Denver)<sup>6</sup>
- América Latina 2040 (CAF)<sup>7</sup>
- Plan Perú 2021<sup>8</sup>
- Visión Colombia 2019<sup>9</sup>
- Estrategia Nacional 2010/2025 (Ecuador)<sup>10</sup>
- Estrategia Nacional de Desarrollo 2030 (Dominican Republic)<sup>11</sup>
- Un Viaje de Transformación Hacia un País Mejor, 2030 (Dominican Republic)<sup>12</sup>
- Estrategia Nacional de Desarrollo 2030<sup>13</sup> (Dominican Republic)

<sup>1</sup> Presidência da República Federativa do Brasil, "Brasil 2022," November 2012. <http://www.sae.gov.br/brasil2022/>.

<sup>2</sup> Presidencia de la República-México, "Visión México 2030," 2007. <http://pnd.calderon.presidencia.gob.mx/desarrollo-humano/vision-2030.html>.

<sup>3</sup> Loser, Claudio, and Harinder Kohli, A New Vision for Mexico 2042: Achieving Prosperity for All," 2012. <http://centennial-group.com/downloads/Mexico%202042%20Overview.pdf>.

<sup>4</sup> "Proyecto País: 2012-2025," 2012. <http://www.ingenieros.cl/proyecto-pais-categoria/>.

<sup>5</sup> Consejo Nacional de Innovación para la Competitividad, "Surfeando Hacia el Futuro: Chile en el Horizonte 2025," September 2013. [http://www.cnic.cl/images/comunicacionescnic/Orientaciones\\_Estrategicas/orientaciones\\_estrategicas.pdf](http://www.cnic.cl/images/comunicacionescnic/Orientaciones_Estrategicas/orientaciones_estrategicas.pdf).

<sup>6</sup> Luis Cordeiro, José et al., *Latinoamerica 2030*, December 2012. <http://www.millennium-project.org/millennium/LA-2030.html>.

<sup>7</sup> Arnold, Drew, Jose Fagjenbaum, et al., "América Latina a 2040," 2010. [http://www.anuarioiberoamericano.es/pdf/2011/analisis/5\\_claudio\\_loser.pdf](http://www.anuarioiberoamericano.es/pdf/2011/analisis/5_claudio_loser.pdf).

<sup>8</sup> Peru-Presidencia del Consejo de Ministros, "Plan Perú 2021," June 2010. <http://www.ceplan.gob.pe/documents/10157/7f61f085-fa85-4f71-9757-b3c190032247>.

<sup>9</sup> República de Colombia-Departamento Nacional de Planificación, "Visión Colombia 2019," 2012. <https://www.dnp.gov.co/Pol%C3%ADticasdeEstado/VisiónColombia2019.aspx>.

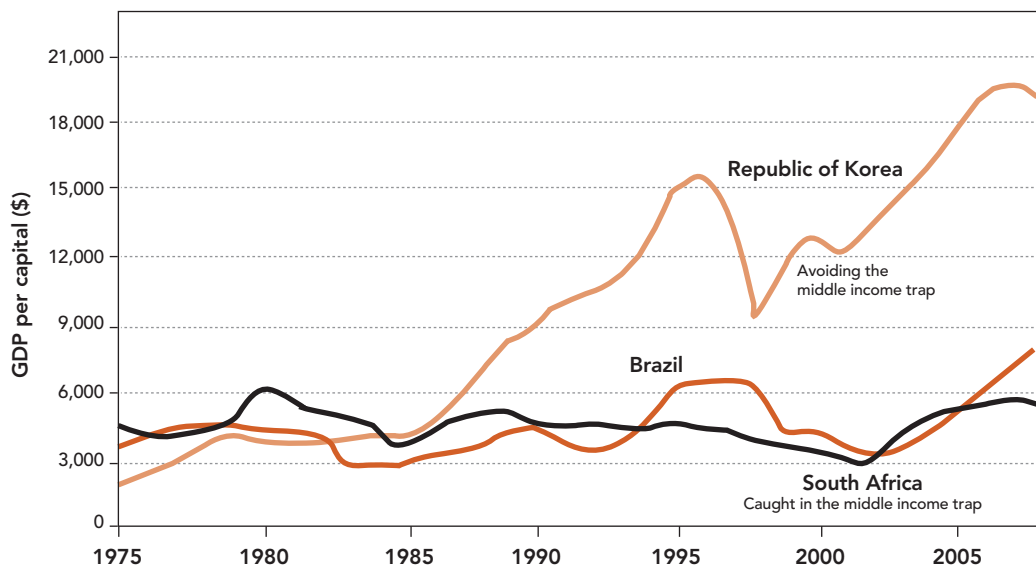
<sup>10</sup> Cordeiro, José Luis, et al., *Alicia Bárcena in Latinoamérica 2030*, (Washington, DC: The Millennium Project, January 2013).

<sup>11</sup> "Ley Orgánica de la Estrategia Nacional de Desarrollo de la República Dominicana 2030," December 2011. <http://www.senado.gob.do/senado/portals/0/documentos/Proyectos%20de%20Leyes/453B.pdf>.

<sup>12</sup> Dominican Republic Ministry of Economy, Planning and Development, "Un Viaje de Transformación Hacia un País Mejor," November 2009. <http://www.senado.gob.do/senado/LinkClick.aspx?fileticket=mpK7E2-kt0U%3D&>.

<sup>13</sup> Cordeiro, José Luis, et al., *Alicia Bárcena in Latinoamérica 2030*, (Washington, DC: The Millennium Project, January 2013).

Figure 5: Escaping the Middle Income Trap?



Source: *Asia 2050: Realizing the Asian Century. Executive Summary.* Asian Development Bank, 2011.

reports *China 2030*,<sup>64</sup> *India 2039*,<sup>65</sup> *Asia 2050*,<sup>66</sup> and *Australia in the Asian Century*.<sup>67</sup> Most Asian countries lack of natural resources has obliged them to move decisively in new directions. As a result, the countries are more ambitious and more creative in their efforts to penetrate productive niches. They base growth on the capacity of their human resources, education, and technology. Their political resolve to do so has involved the whole of society.

For example, a 2050 goal in the *Asia 2050: Realizing the Asian Century* report is to recover the

same proportion of world's GDP that Asia had more than three centuries earlier. And take note: while Asian studies refer to the 21st century as the "Asian century," Latin Americans talk of the "Latin American decade." Indeed, some Asian studies use Latin America as an example of an undesirable outcome. For instance, *America Latina 2040*<sup>68</sup> and *Chilean Development through Asian Eyes*<sup>69</sup> underline the shortcomings that explain Latin America's lack of dynamism: low levels of investment, modest improvement in productivity, the state's timidity with long-term projects, excessive inequality, the predominant role of ideology, and a lack of pragmatism in debates about the state and the market.

In the Asian Development Bank's study, Latin America is used to illustrate the pessimistic scenario: "The Middle Income Trap scenario assumes

<sup>64</sup> World Bank and Development Research Center of the State Council of the People's Republic of China, "China 2030: Building a Modern, Harmonious, and Creative Society," 2012. <http://www.worldbank.org/content/dam/Worldbank/document/China-2030-complete.pdf>.

<sup>65</sup> Centennial Group, "India 2039: An Affluent Society in One Generation," 2011 [http://www.humanrightsinitiative.org/programs/ai/rti/international/laws\\_papers/india/india\\_2039\\_an\\_affluent\\_society\\_in\\_one\\_generation.pdf](http://www.humanrightsinitiative.org/programs/ai/rti/international/laws_papers/india/india_2039_an_affluent_society_in_one_generation.pdf).

<sup>66</sup> Asian Development Bank, "Asia 2050: Realizing the Asian Century," August 2011. <http://www.adb.org/publications/asia-2050-realizing-asian-century>.

<sup>67</sup> Australian Government, "Australia in the Asian Century," 2013. <http://asiancentury.dpmc.gov.au/white-paper>.

<sup>68</sup> Drew Arnold, et al, "America Latina a 2040," Centennial Group and CAF, 2010. [http://www.anuarioiberoamericano.es/pdf/2011/analisis/5\\_claudio\\_loser.pdf](http://www.anuarioiberoamericano.es/pdf/2011/analisis/5_claudio_loser.pdf).

<sup>69</sup> Kharas, Homi et al., "Chilean Growth through East Asian Eyes," Commission on Growth and Development, Working Paper No. 31, 2008. <http://www.dannyleipziger.com/documents/Chilean%20Growth%20East%20Asian%20Eyes.pdf>.

that... Asia would follow the pattern of Latin America over the past 30 years. This could be treated as the pessimistic scenario and a wake-up call to Asian leaders.<sup>70</sup>

If there is no significant change in Latin America, the policies now underway could widen the productivity gap between the region and Asia. Can Latin American countries escape from the middle-income trap and attain growth levels that surpass US\$20,000 per capita (purchasing power parity, 2010) while deepening democracy, ensuring more social inclusion, and securing environmentally sustainable growth?

The graph shown on page 25 compares the successful case of South Korea to those of Brazil and South Africa. In light of long-term trends and the experiences of successful countries, Latin Americans should ask themselves how development strategies must be changed to free them from the middle-income trap.

Most Latin American countries have to remedy shortcomings that compromise their future development. There is some consensus on four of those shortcomings: a) weak institutions, lack of participation and, in some cases, violence—all factors that compromise democracy; b) modest productivity growth and low rates of savings and investment—factors that hinder growth; c) inequality and scant social protection—factors that constrain a sense of community; and d) poor quality of education.

## B. How to Enhance Five Strategic Goals

In reviewing a range of Latin-American leaders' political statements about how to increase growth and equality, there is convergence on at least five long-term goals:

- 1) *Consolidation of democracy.* Institution building, citizen power, local government and development of civil society, transparency, women and indigenous persons' rights, security, and international agreements on democratic global governance.
- 2) *Transformation of the productive structure.* Competitiveness and specialization, sound macroeconomic management, creation of decent jobs and worker training, high-quality education for all, technological innovation, and development of small and medium enterprises (SMEs).
- 3) *Social inclusion.* Reduction of poverty and inequality, elimination of discrimination, a social welfare network, provision of high-quality public goods and services including housing, health care and education, collective public spaces in cities, public transportation, and digital communications networks.
- 4) *Latin American cooperation and integration.* Enlarging the regional market, reaching agreements on trade, investment, tax, infrastructure projects and energy, political coordination and joint action to ensure fair global norms, to bring about changes in international institutions, and to support world governability.
- 5) *Action on climate change.* Food security, prevention of natural disasters, green technologies to reduce pollution, deforestation and loss of biodiversity, efficient use of energy, water, and infrastructure.

Public officials know that social demands and electoral challenges are priorities that call for immediate action. Having a strategic goal helps to avoid muddling through on those responses. When specific decisions lack meaning or a sense of direction and are perceived as piecemeal, it becomes difficult to coordinate actions and obtain citizen's buy-in. If long-term planning does not evolve, countries may lose opportunities—either by omission or ignorance—rather than become

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<sup>70</sup> Asian Development Bank, "Asia 2050—Realizing the Asian Century," 2011. <http://www.adb.org/publications/asia-2050-realizing-asian-century>.



beneficiaries of the global phenomena. That is why a pure short-term perspective is losing ground.

The following attempts to specify how analyses of interactions between national objectives and global trends may detect factors that should be priorities in devising effective strategies.

### 1. Democratic Governance and Citizen Empowerment

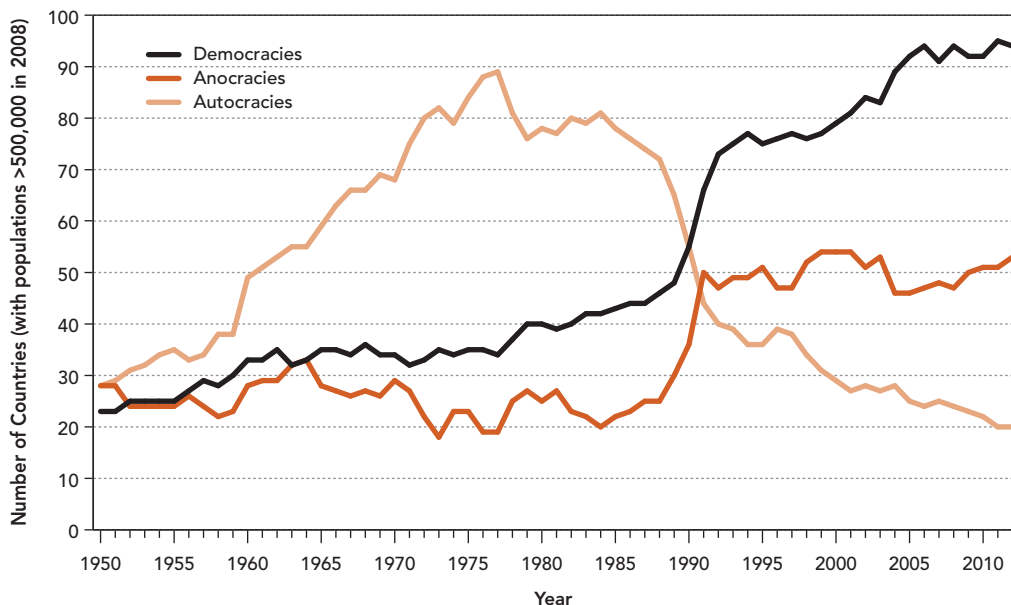
Information and communication technologies' impact on democracy and the management of government affairs will become even more transformative. Many countries are beset by opacity, corruption, and a concentration of power. But rising educational levels and standards of living that grant increased autonomy to members of the middle classes will spur demands for new forms of participation, transparency, and local power.

Trends are positive and democracy continues to expand globally as shown in Figure 6. The issue for the future is the quality of democracy. Several scenarios are apparent. Younger generations

born into democracy, with more education and a greater affinity for new technologies, will spawn new forms of participation in public life. Demands for equity, transparency, and participation are part of a global phenomenon that will quickly spread from one country to another. The turbulent Arab Spring is an example, as are Spain's *indignados* movement and students demonstrations in Chile, Brazil and Colombia. New technologies will empower civil society in ways unknown, requiring prompt responses by governments.

The lower middle classes' fear of falling back into poverty may become a force for instability, triggering mass mobilizations. Social movements cannot serve as substitutes for institutions or political parties. They lack the general representation needed to lead changes. If poorly managed, processes for change could become disorderly, tempting populism and triggering political instability. If they are anticipated, well managed, and involve knowledge of experiences elsewhere, they can bring positive institutional change over

Figure 6: Changes in Regimes



Prepared by Jack A. Goldstone for a presentation at the Woodrow Wilson Center, February 26, 2013.

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A multipolar  
world will require  
new alliances to  
counterbalance  
possible fragmentation.

||

time and result in strengthened political parties, transparency, openness, equality of opportunities, and decentralization.

On the flip side of this, the future could see governments increasing their technological capacity to control citizens. Persistent political instability in the absence of institutional channels for dialogue can fuel a push toward authoritarianism and the constraint of freedom. This is a risk that should be anticipated and averted.

In many Latin American countries, the relationship among the state, civil society, and the market is biased in favor of the latter when civil society shows modest levels of organization and the state apparatus is weak in its regulatory capacity, and shows little transparency or technical competence. Governability will depend on an ability to effect timely institutional reforms that regulate the markets, to confer more power on intermediate institutions and on civil society, and to strengthen public action. Regulatory capacity is essential to assure a market that allows for competition and to avoid a concentration of economic power. Reformation of the state to achieve more transparency and efficiency is also necessary. Forging the proper bonds between social movements, political parties, and the democratic institutional apparatus is a challenge. New forms of citizen participation are required in order to maintain governability during the changes.

Democratic consolidation seems to be irreversible, but new dangers—among them indefinite reelections, control of media, the seclusion of elites, opacity, corruption, and inequality—could compromise the deepening of democracy. To foster democracy, it is important to monitor the political practices that spring from new socioeconomic and technological phenomena.

With clarity and political will Latin America has the potential to become a region of peace with a well-established democracy and a relevant global advantage. Such an achievement would require extended consensus building, the protection of human rights, and a strict adherence to basic democratic principles, rules, and behaviors.

That said, a multipolar world of national governability will increasingly be conditioned by global governability. Uncontrolled phenomena in one part of the world can be transmitted quickly to other parts of the world, with unforeseen consequences. Latin America's regional agreements will help mitigate those consequences and influence important global regulation of financial, commercial, and environmental issues. Regional agreements will also address security in the face of organized crime.

A multipolar world will require new alliances to counterbalance possible fragmentation and to reform international institutions. Globalization will require more state power, not less, and democracy at the global level needs more democracy at the national level. International organizations, duly reformed, and global NGOs will expand their role. Latin America could play a more active part globally if strengthened its own political and economic cohesion. The Community of Latin American and Caribbean States (CELAC) could help close the gaps between South America, Central America, and Mexico, complementing the Union of South American Nations (UNASUR). Moreover, basic steps could be taken to standardize common elements of the free trade agreements signed by each country, with rules of origin, so as to expand the scope for regional integration, along with regional projects in infrastructure. An active conjecture between the Pacific Alliance

and MERCOSUR will help develop new projects and harmonize policies. Regional cooperation could spread quickly on issues such as *multilatina* companies, tax agreements, and military-spending transparency. Countries could also reach joint agreements on global issues such as climate change, financial stability, and the reform of international organizations.

What kinds of alliances are useful for the region and for each country? Some will be permanent; others will be temporary, flexible, and geared to specific issues. A long-term view and knowledge of foresight studies in the developed countries could provide valuable input for Latin America as it considers how the region's alliances can help expand its global presence.

## 2. Productive Transformation for Competitiveness

Unlike successful countries in Asia and Scandinavia, Latin American nations still have much to do. Most Latin American countries have achieved sound economic management, but they depend excessively on commodity exports and prices, thereby underestimating the need to search for alternative scenarios. Good macroeconomic management is decisive but is not enough. The absence of strategic objectives and political agreements has hobbled Latin America.

Recent studies point to complexity as the variable that most closely correlates to growth and development.<sup>71</sup> To improve competitiveness, the complexity of Latin America's productive structure must be increased. Productivity improvements require simultaneous efforts in the quality of general and technical education, training, scientific and technological research, and infrastructure (transportation, energy, and telecommunications).

<sup>71</sup> Hausmann, Ricardo and César A. Hidalgo, et al., "The Atlas of Economic Complexity: Mapping the Paths to Prosperity," 2011. <http://www.hks.harvard.edu/centers/cid/publications/featured-books/atlas>.

It also requires policy geared toward innovation and specialization.

As Figure 7 shows, the productivity gap between Latin America and Asia is not narrowing. The type of growth that has marked the last decade—expansion spurred by buoyant raw materials prices, low interest rates, and abundant liquidity—never persists. Timely steps must be taken in a direction that will determine new comparative advantages and future productivity improvements.

The recent report *Señales de Competitividad de las Américas 2012*<sup>72</sup> by the Red Interamericana de

"While R&D's share of GDP grew systematically in the advanced economies between 1999 and 2009, in Latin America and the Caribbean the improvements were modest on average... In 2009, R&D investment in the region was equivalent to 0.69 percent of GDP, compared to 0.55 percent in 1999. In OECD countries during the same period, the share rose from 2.16 percent to 2.4 percent. In Latin America and the Caribbean, moreover, initiatives to improve R&D investment are concentrated in a few countries. In 2007, 60 percent of the region's R&D spending was made by Brazil, which invests 1.09 percent of GDP on R&D—the highest share in the region."

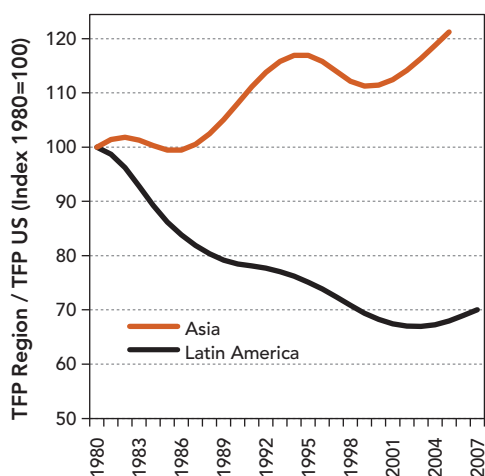
— *Señales de Competitividad de las Américas 2012*

Competitividad (RIAC) notes that while there is a convergence of per capita GDP, there is a divergence of per capita R&D spending, a crucial element of productivity and future development.

Scientific and technological development must focus on areas where countries have comparative advantages (with the idea of preserving them and keeping the lead). But they should also prioritize

<sup>72</sup> Red Interamericana de Competitividad, "Señales de competitividad de las Américas 2012," 2012. [http://www.riacreport.org/INFORME\\_FINAL.pdf](http://www.riacreport.org/INFORME_FINAL.pdf).

**Figure 7: Total Factor Productivity (TFP) in Latin America and East Asia**



Source: Santiago Levy and Norbert Schady, *Latin America's Next Challenge: Social Policy Reform*. IDB, 2010.

areas where new advantages could be acquired in agriculture, materials, solar energy, biofuels, biotechnology, communications, computing, and nanotechnology. This should be implemented in conjunction with businesses and research centers.

Brazil, for example, has identified sectors, such as pharmaceuticals, in which to position itself internationally.<sup>73</sup> Other countries have created niches based on their leading activities and exporting companies so as to trigger an internal multiplier effect and break up enclaves.<sup>74</sup> Countries like Mexico have great potential for forging links with the US economy, and we can anticipate their increasing integration into the production chains of technologically sophisticated goods. By 2020, as a share of total exports, Mexico could surpass

Canada in manufactured goods destined for the United States.<sup>75</sup>

Progress will not be made unless the state more actively coordinates public-private action with research centers, financing new projects and training experts. What traditionally has been called industrial policy is being gradually introduced into the menu of options in Latin America.<sup>76</sup> International studies highlight the need for a concentrated effort and they invite Latin American countries to innovate and learn from the Asian experience.

There are only scant links joining scientists and companies, and the dialogue between science and policy is limited. Such breaks could be narrowed with systematic government support, contact with institutions in developed countries, and coordinated efforts within and between Latin American countries.

Why does this weakness in competitiveness persist? Macroeconomic policies are necessary to preserve fiscal balance and to avoid the overvaluation of local currencies, but they are not sufficient on their own. One of the main concerns in establishing new policies is a reduction of the productive, territorial, and social duality that characterizes Latin America. That requires greater social inclusion and the vigorous development of SMEs. The enormous concentration of production within a few firms and its limited interaction and stimulus to SMEs constrains entrepreneurship. Future productivity depends on the creation of small and medium firms in the goods and services sectors, improvements in technology and management, young entrepreneurs with financial backing and risk capital, and the ability to penetrate markets with new export products.

<sup>73</sup> Presidência da República Federativa do Brasil, "Brasil 2022," November 2012. <http://www.sae.gov.br/brasil2022/>.

<sup>74</sup> "Chile Consejo Nacional de Innovación para la Competitividad." <http://www.cnic.cl>.

<sup>75</sup> Inter-American Dialogue, "A More Ambitious Agenda, US Mexico Relations," February 2013. <http://www.thedialogue.org/page.cfm?pageID=32&pubID=3223>.

<sup>76</sup> CEPAL, "Cambio Estructural para la Igualdad: Una Versión Integrada de Desarrollo," 2012. [http://www.eclac.org/pses/34/noticias/documentosdetrabajo/4/47424/2012-SES-34-Cambio\\_estructural.pdf](http://www.eclac.org/pses/34/noticias/documentosdetrabajo/4/47424/2012-SES-34-Cambio_estructural.pdf).

Groups must be set up to monitor other countries' experiences with industrial policy. Comparative analysis of successful countries in Asia and Europe could guide policymakers and politicians to a new way of thinking. It is also necessary to observe new policies being discussed in the United States and Europe in areas such as infrastructure, labor training, quality education, energy (shale gas), public financing of innovation in knowledge intensive goods, and big data processing.<sup>77</sup> Latin American governments and

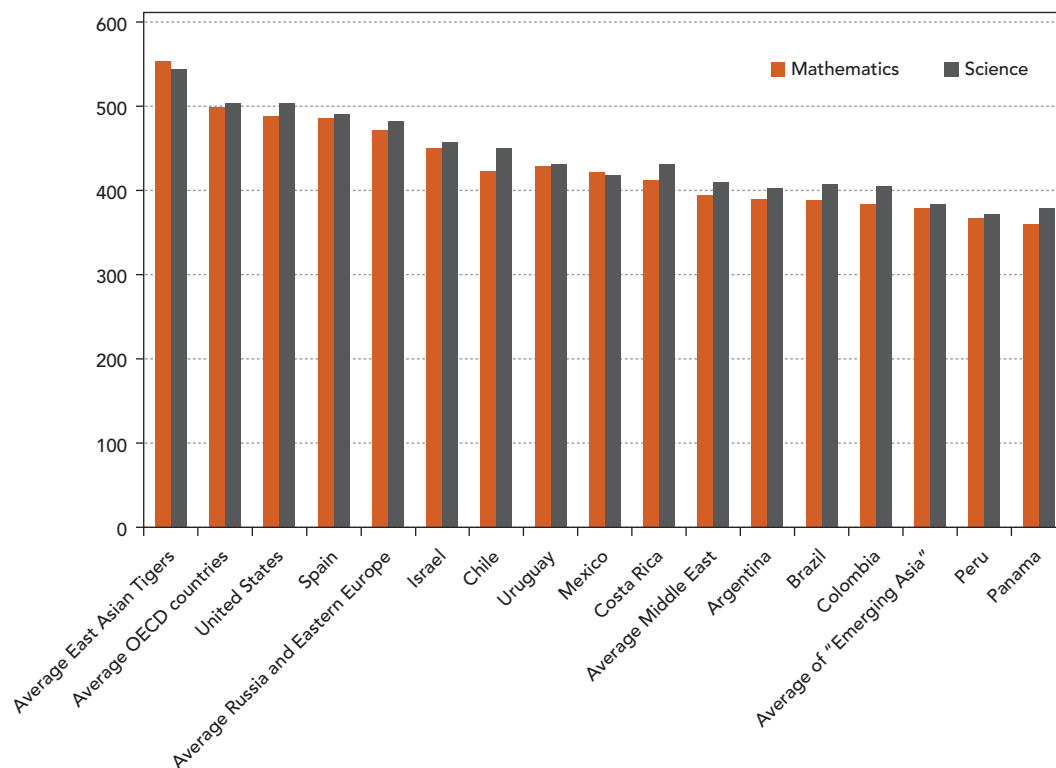
international organizations should foster and finance study groups.

*a. Education to Enhance Innovation and Equality*

Education will be the main arena for competition among countries. It is commonly stated that education is the key to innovation, growth, and equal opportunities for all. Across the board, Latin American countries have heralded education as a national priority, but such assertions remain more declarative than effective. International assessments like the Programme for International Student Assessment (PISA) and Trends in International

<sup>77</sup> McKinsey Global Institute, "Game Changers: Five Opportunities for US Growth and Renewal," July 2013.

Figure 8: 2009 results in PISA Mathematics and Science



Notes: The countries in the "averages" as follows:

Middle East: United Arab Emirates, Jordan, Qatar

Emerging Asia: Thailand, Malaysia, Indonesia, and Himachal Pradesh and Tamil Nadu, India

East Asian Tigers: Shanghai, Hong Kong, Singapore, Taiwan, Macao, Japan and South Korea

Mathematics and Science Study (TIMSS) reveal a modest level of knowledge among pupils in the region. In Uruguay, which together with Chile has the highest scores in Latin America, only 1.5 percent of children surpass the average for Singapore. Even the most advanced Latin American countries fall below the OECD average.

Coverage of tertiary education is still low in Latin America. Over the next decade it is possible to reach 50 percent coverage in the cohort aged 18–25 in higher, technical, or university education.

South Korea has already surpassed that level of coverage and is seeking to complement its young peoples' training outside the country, as the following graph shows. This, too, is significant, given that Latin America falls behind in this area.

The numbers of foreign students in the United States is illustrative. In 2011, 725,000 students from other countries studied at 3,000 accredited colleges and universities in the United States. As

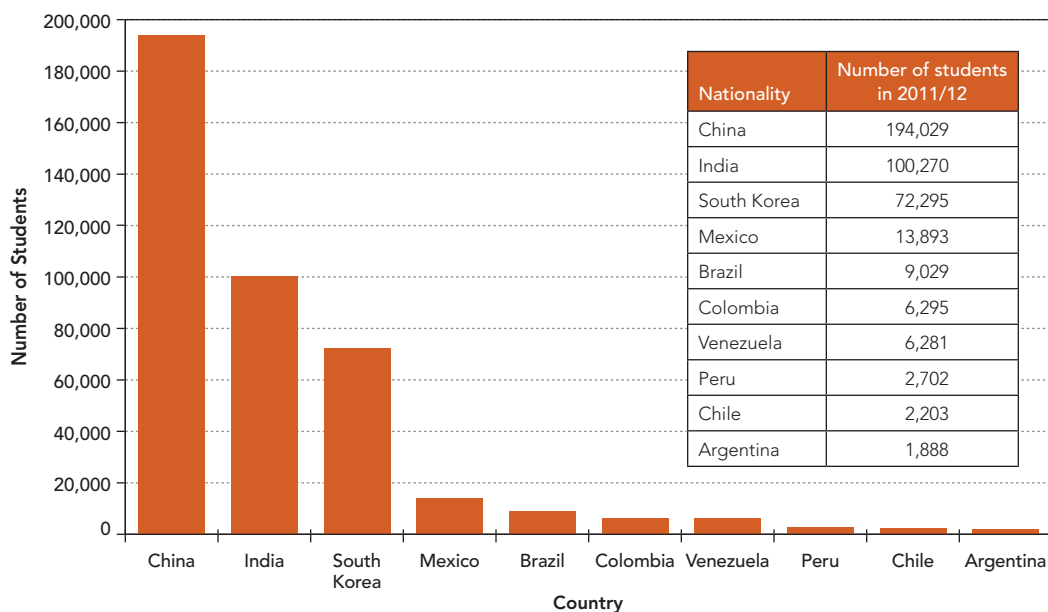
shown by Figure 9, Latin American nations are greatly underrepresented.<sup>78</sup>

It is striking that South Korea, with a population of 50 million, has more students graduating from US institutions than does the Latin America-Caribbean region, which has a population of 600 million and is a geographic neighbor to the United States. This difference reveals how widely Asian countries' development strategies diverge from those of Latin American countries vis-à-vis the quality of higher education and the leveraging of opportunities at US universities.

Latin America has done few long-term studies to determine the number and quality of teachers needed for each level of schooling, the number of technical specialists and people with postgraduate qualifications who need to be trained, the content of curricula, and the cultivation of values that are

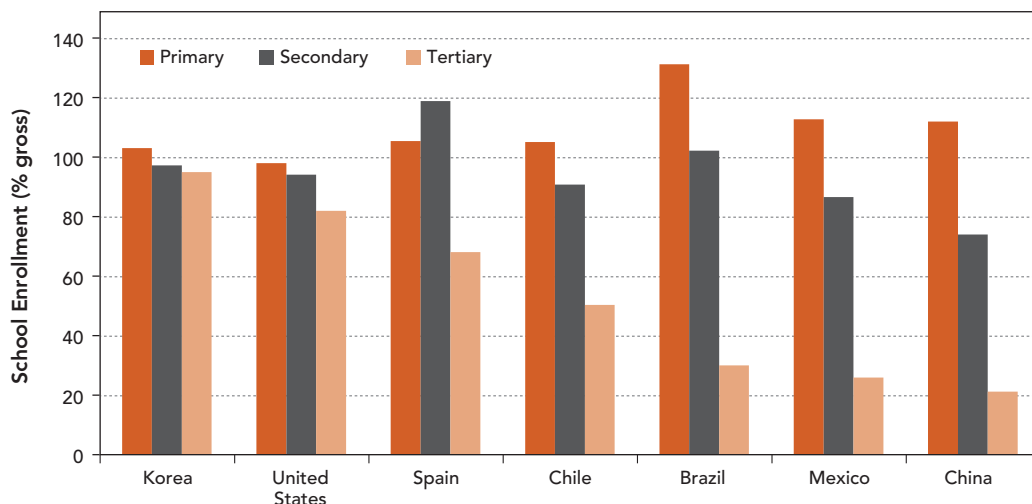
<sup>78</sup> Institute for International Education, "Open Doors Data," 2012. <http://www.iie.org/Research-and-Publications/Open-Doors/Data>.

Figure 9: Number of Students Enrolled in US Universities



Source: Tembory, Mercedes. *¿Inventan ellos?* Real Instituto El Cano, 6, May 2013. [http://www.realinstitutoelcano.org/wps/portal/rielcano/Imprimir?WCM\\_GLOBAL\\_CONTEXT=/elcano/Elcano\\_es/Zonas\\_es/ARI21-Tembory-Innovacion-America-Latina](http://www.realinstitutoelcano.org/wps/portal/rielcano/Imprimir?WCM_GLOBAL_CONTEXT=/elcano/Elcano_es/Zonas_es/ARI21-Tembory-Innovacion-America-Latina).

Figure 10: Enrollment Levels by Educational Level, by Country, 2010



Source: Claudio Loser and Harinder Kohli, editors, *México 2042*, 2011.

crucial in a changing world. Countries of the region may define long-term goals and act persistently to achieve them. South Korea and Finland's success shows that it is possible to move faster.

The new issues to be monitored include how students better learn, the curricula that should be prioritized in a changing world to face global problems, the role that memory plays when information is so readily available, how to improve cognitive skills, and the use of technology.<sup>79</sup> Are we using the best practices and policies? There is an urgent need for educational foresight studies that look ahead to 2030 and deduce the effects of global trends on Latin American countries.

<sup>79</sup> Copenhagen Institute for Future Studies, "The World 2040," 2004. [http://www.cifs.dk/doc/medlemsrapporter/mr2004\\_4\\_en.pdf](http://www.cifs.dk/doc/medlemsrapporter/mr2004_4_en.pdf); Futurelab, "Opening Education: 2020 and Beyond," 2007. [http://archive.futurelab.org.uk/resources/documents/opening\\_education/2020\\_and\\_beyond.pdf](http://archive.futurelab.org.uk/resources/documents/opening_education/2020_and_beyond.pdf); Stoyanov, Slavi, Bert Hoogveld, and Paul Kirchner, "Mapping Major Changes to Education and Training in 2025," EU Institute for Prospective and Technological Studies, 2010. [ftp://ftp.jrc.es/pub/EURdoc/JRC59079\\_TN.pdf](ftp://ftp.jrc.es/pub/EURdoc/JRC59079_TN.pdf).

#### *b. Energy, Natural Resources, and Competitiveness*

Transforming the productive structure and specializing in new activities does not mean neglecting the export of natural resources. Rather it means making the most of them to increase the complexity of the productive base and to avoid a return to the production and export of raw materials. For Latin America, the potential is huge if natural resources are matched by innovative technologies that can lower costs, reduce CO<sub>2</sub> emissions, devise new products and services, improve logistics and financial services, and link with other internal activities.

The foreseeable increase in global demand for materials, energy, and foodstuffs opens up unimagined opportunities for development and employment. Taking proper advantage of them for a strategy of productive transformation also requires each country to retain a larger share of the surpluses generated by exporting natural resources and to use those funds to strengthen technological innovation, training, and enterprise.

Latin America would need a mix of tax policies, management improvements in public companies, joint ventures with innovative international firms, stronger SMEs with good technology to supply the large firms, and large universities and other research centers for this innovation.

This requirement is reaffirmed by the Economic Commission for Latin America and the Caribbean (ECLAC). A study requested by UNASUR on natural resource policies in South America found that the tax system does not guarantee adequate state participation in minerals extraction, especially during periods when commodity prices surge. This tax system should be modified and regulatory and supervising capacity reinforced in order to increase fiscal revenues and transparency of international firms' costs and earnings. In oil production, the existence of public companies has generated higher incomes to finance social expenses. Unfortunately, these same companies have shown poor results in terms of investment and technological development.<sup>80</sup>

Energy is another crucial factor for competitiveness. How could energy scenarios affect each Latin American country?

Because global circumstances are changing fast, close monitoring is needed. Shale gas in the United States for example has brought two great benefits, higher supply security and a lower production cost. The increase in the production of oil sands in Canada, shale gas in the United States, and oil from Latin America has created a significant drop in US fuel imports from sources other than the western hemisphere.

Global trade of fossil fuel is shifting. As it is replaced by gas, more US coal is becoming available for export to China and Europe. European purchases of Russian fossil fuels could decline. Growing demand in Asia and the availability of

greater supplies from the Middle East—including the expected growth of Iraqi oil production—will forge closer links between Asia and the oil- and gas-producing Arab countries. Chinese companies may continue to expand in Latin America so as to diversify their supply sources and play a global role like large western firms.

Photovoltaic solar technology is progressing and prices are falling dramatically, while nuclear energy will expand in China, India, South Korea, and Finland. Similar progress can be expected in the biofuels area.

How do these trends affect Latin American strategies? Every country has a different situation. Some hold significant oil and large gas reserves while others do not have enough and must invest in importing fossil resources to generate electricity and fuel transportation. Oil in Brazil's Atlantic region and production in Mexico, Venezuela, Colombia, Ecuador, Peru, and Bolivia could increase in line with the future output of shale gas, especially in Argentina, which has large deposits in Vaca Muerta. These natural resources give Latin America a clear advantage in generating low-cost electricity, raising productivity, and exporting fuels from a secure and stable region. Nonetheless, Central American and some Caribbean countries, as well as Chile, have no oil and gas. They will have to increase electricity production using renewable sources: solar, wind, bio, geothermic, and hydro. They will also have to introduce stringent energy-saving programs.

Efforts should be made to exploit hydroelectric power as a non-polluting and low-cost source. This is another advantage that Latin America enjoys relative to developed countries, with no new hydroelectric sources. But, such projects have increased opposition by environmentalist groups, which will have to be reconciled through this process.

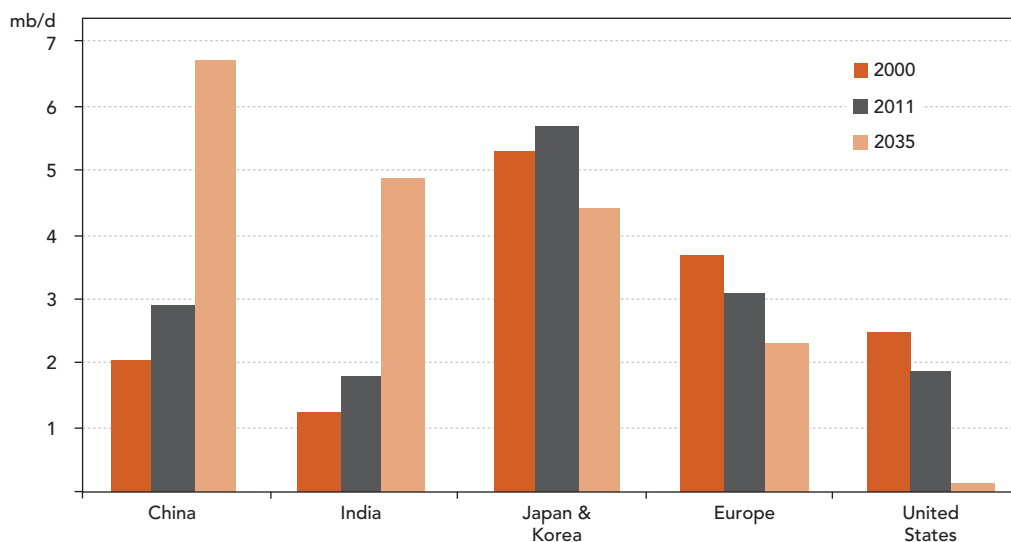
Developing renewables requires investment, research centers, and transmission networks.

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<sup>80</sup> CEPAL-UNASUR, "Recursos Naturales en UNASUR. Situación y Tendencias para una Agenda de Desarrollo Regional," May 2013. <http://www.eclac.cl/publicaciones/xml/3/49893/RecursosNaturalesUNASUR.pdf>.



Figure 11: Future Scenarios of Middle Eastern Exports to Consumer Nations



Source: *World Energy Outlook 2012*. Presentation to the press, London, November 12, 2012.

It would be useful if South American countries engaged in energy integration, as the Central American countries have done. Integration of transmission lines would enhance electricity security and lower costs.

To make the right political decisions, countries must constantly monitor long-term global energy scenarios. This is a highly important area for Latin American governments and international organizations to address.

### 3. Social Inclusion to Reduce Inequality

Without resolute political action, the scale and speed of global change will probably heighten inequality. People with financial capital who participate in the stock market, educated people who can better exploit technological change, and those with strong social networks hold an enormous advantage, independent of their merit. A large proportion of the younger generations may be left behind. Without appropriate action, robust market regulation, a state that provides public goods efficiently and coordinates strategic programs,

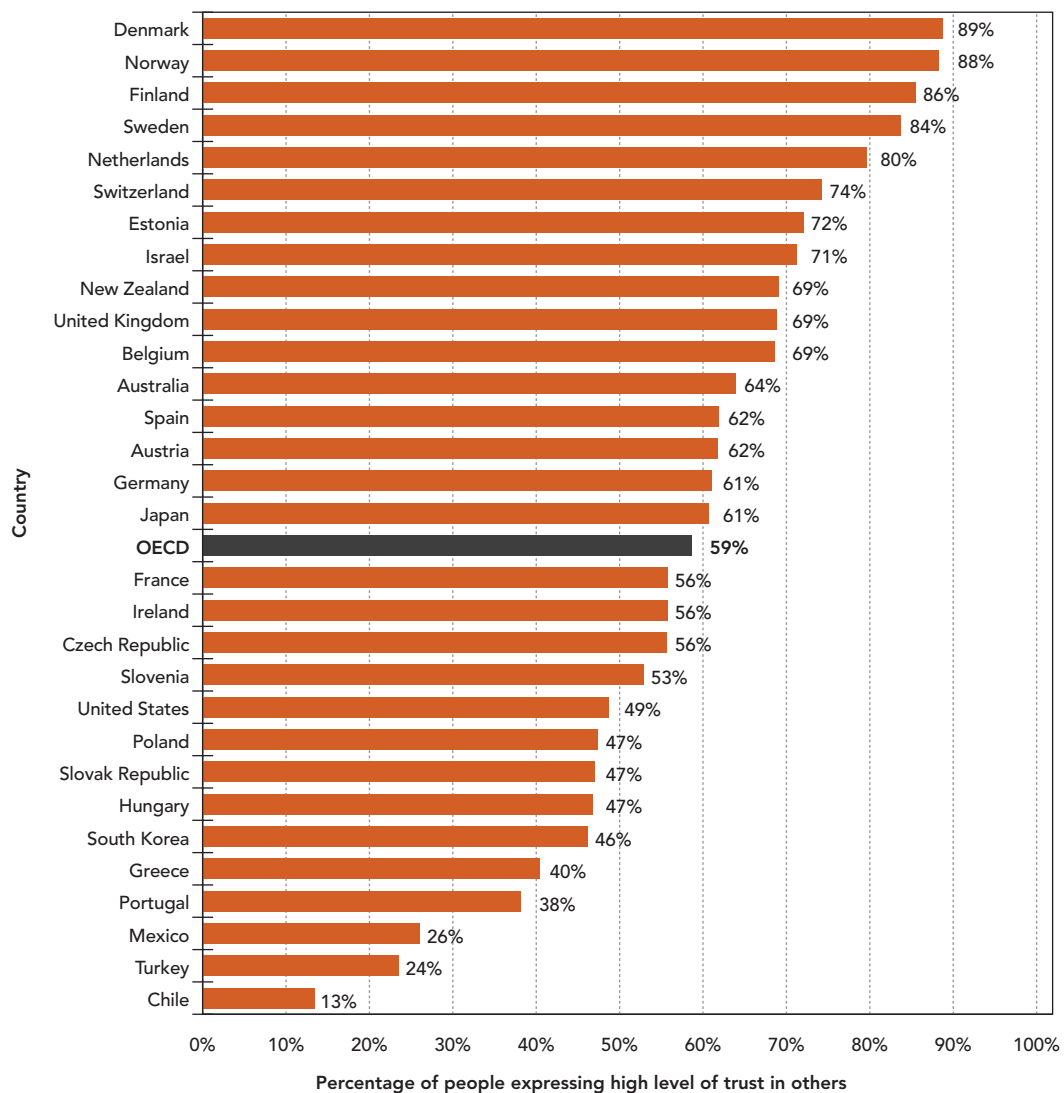
an efficient tax system, and support for all levels of education, Latin American societies will see a persistence of segregation, segmentation, and inequality and development will be curbed.<sup>81</sup> Figure 12 shows that these ills also spur mistrust in democratic institutions, in politics, and even between people. This mistrust may stand as a significant obstacle to Latin American development in the coming years.

What do international experiences reveal about the effects of inequality? That they are both the cause and consequence of the lag in education and health care. Also, inequality sparks violence, endangers social peace, and holds back growth.<sup>82</sup>

<sup>81</sup> Latinobarómetro, "Opinión Pública Latinoamérica" <http://www.latinobarometro.org/latino/latinobarometro.jsp>; OECD, "Society at a Glance 2011: OECD Social Indicators," 2011. [http://www.oecd-ilibrary.org/sites/soc\\_glance-2011-en/08/01/index.html?contentType=&itemId=/content/chapter/soc\\_glance-2011-26-en&containerItemid=/content/serial/19991290&accessItemid=/content/book/soc\\_glance-2011-en&mimeType=text/html](http://www.oecd-ilibrary.org/sites/soc_glance-2011-en/08/01/index.html?contentType=&itemId=/content/chapter/soc_glance-2011-26-en&containerItemid=/content/serial/19991290&accessItemid=/content/book/soc_glance-2011-en&mimeType=text/html).

<sup>82</sup> Wilkinson, Richard and Kate Pickett, *The Spirit Level: Why Greater Equality Makes Societies Stronger* (New York: Bloomsbury Press, 2009).

Figure 12: Levels of Trust by Country



Source: OECD Society at a Glance 2011—Social Indicators, [http://www.oecd-ilibrary.org/sites/soc\\_glance-2011-en/08/01/index.html?contentType=&itemId=/content/chapter/soc\\_glance-2011-26-en&containerItemid=/content/serial/19991290&accessItemIds=/content/book/soc\\_glance-2011-en&mimeType=text/html](http://www.oecd-ilibrary.org/sites/soc_glance-2011-en/08/01/index.html?contentType=&itemId=/content/chapter/soc_glance-2011-26-en&containerItemid=/content/serial/19991290&accessItemIds=/content/book/soc_glance-2011-en&mimeType=text/html).

In countries with similar income levels, a higher degree of inequality reduces people's satisfaction.<sup>83</sup> By contrast, countries with lower levels of inequality make better use of everybody's talents, and they are more productive.

Programs to reduce poverty have become widespread in Latin America, but schemes to reduce inequality—and, thus, increase social mobility—have not. In the future, social policies in Latin America will have to be reoriented from poverty reduction to narrowing the gaps between rich and poor. As transparency and knowledge spread, inequalities and discrimination will become more evident. People will demand equal treatment at all levels—between urban and rural populations, capital cities and provincial towns, and men and women (especially for wages). Equal protection of indigenous peoples will also be expected. There will be increased pressure on all governments for this protection.

Increased government spending will be required for social protection through pre-school education, housing, and health care, as well as the rising welfare costs that come with aging populations. These obligations will, in turn, prompt tax reforms aimed at increasing revenue and efficiency. Projections of fiscal outlays over 10 or 20 years, and under different scenarios, will be a strategic planning requirements and part of foresight studies in every Latin American country.

To plot a course in the world now taking shape, countries will be better prepared forge new social and political pacts with real equality of opportunities, social inclusion, public goods, technology, and enterprise; this will only happen if they reach higher political consensus and build a move efficient and

stronger state.<sup>84</sup> The political conviction to push ahead may be more forceful if societies are familiar with the possible scenarios, with Asia's drive forward, and with the debilitating consequences of stasis for both governability and productivity.

#### 4. Integration and New Alliances in a Multipolar World

To face global forces, nations will require greater regional integration and new alliances. Four global trends will influence the international positioning of each Latin American country: a) demographic change, b) the shift of economic and political power from the West to the East and South, c) expansion of the middle classes, and d) faster urbanization. Let us consider each of these.

- a) Population growth and population makeup will increase both the level and the composition of consumption. It may also alter the ability to produce competitively. If countries with a youthful population can expand education and occupational training, they will enjoy a demographic dividend. They will have specialized, low-cost labor forces able to produce and export more. Their emerging middle sectors will grow and their consumption will increase.

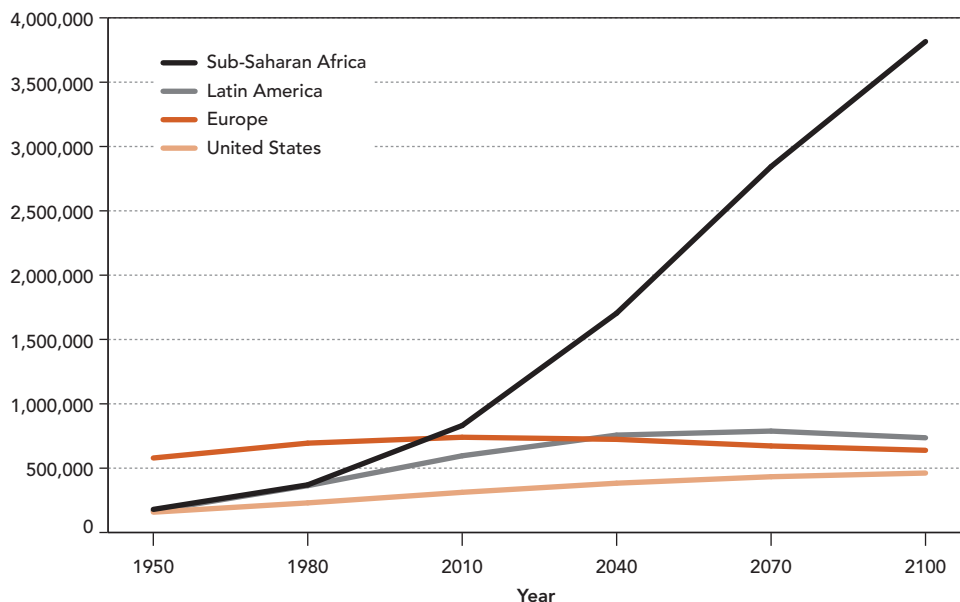
That is a positive scenario for Latin America. This greater demand will be marked by a larger share of foodstuffs and goods with high material content. Population growth in Asia and Africa will open up huge markets that could be supplied by Latin America. According to UN projections, by 2050 the world population will increase by 2 billion people, half of whom will be from Africa.<sup>85</sup> Close links between Latin America and Africa,

<sup>83</sup> Layard, Richard, "Happiness: Has Social Science a Clue?" London School of Economics, 2003. <http://www2.lse.ac.uk/PublicEvents/pdf/20030310t0946z001.pdf>; Graham, Carol, *Happiness Around the World*. (London: Oxford University Press, 2009).

<sup>84</sup> "La Hora de La Igualdad: Brechas por cerrar, caminos por abrir," CEPAL. 2010. [http://www.eclac.cl/publicaciones/xml/0/39710/100604\\_2010-114-SES.33-3\\_La\\_hora\\_de\\_la\\_igualdad\\_doc\\_completo.pdf](http://www.eclac.cl/publicaciones/xml/0/39710/100604_2010-114-SES.33-3_La_hora_de_la_igualdad_doc_completo.pdf).

<sup>85</sup> UN Population Division, "Population Aging and Development," 2012. [http://www.un.org/esa/population/publications/2012WorldPopAgeingDev\\_Chart/2012PopAgeingandDev\\_WallChart.pdf](http://www.un.org/esa/population/publications/2012WorldPopAgeingDev_Chart/2012PopAgeingandDev_WallChart.pdf).

Figure 13: Total Population: US, Europe and Sub-Saharan Africa



Source: Prepared by Jack A. Goldstone for a presentation at the Woodrow Wilson Center, February 26, 2013.

an effort that Brazil has already begun, must be forged. Exploration of these markets requires detailed studies focused on the nature of this emerging composition by 2030. That would help guide the development of new products. It would also help determine needed partnerships between Latin American companies and businesses in the host countries.

b) In a new scenario marked by more diffusion of economic power and two leading forces—the United States and China—Latin American foreign policy will have to strive for a sound combination of initiatives with China (and with India, Indonesia, the Philippines, South Korea, Japan, and the Association of Southeast Asian Nations in general), as well as with the United States and the European Union.

A strategy toward China could focus on food, energy and minerals, and on joint projects in manufacturing and infrastructure. Of importance

will be how China and Latin America use their business strategies to find new ways of working and to create partnerships. Latin American countries should also establish financial links through Hong Kong and Shanghai—China’s financial centers—and elsewhere in Asia, anticipating the internationalization of the renminbi, which is starting to operate as a global currency.

US and EU-directed initiatives should be geared toward agreements on education, energy, and the environment; trade and investment accords; and partnerships in science and technology. The decision of the United States and the European Union to conclude the Transatlantic Trade and Investment Partnership will have worldwide effects, especially if the two sides reach agreements in areas as diverse as emissions regulation, agriculture subsidies, intellectual property rights, financial services, and communications. Latin America should think about and prepare for these collaborations.

On the new map of global power, the Pacific region holds a privileged position. For Latin America, it opens a bigger opportunity. The agreements of the Asia-Pacific Economic Cooperation (APEC) forum and the creation in 2012 of the Pacific Alliance among Mexico, Colombia, Peru, and Chile (and open to new members) are important and forward-reaching steps. The latter four countries have free trade agreements with the United States and with the European Union and should take positions conducive to regional integration, opening the way to new trade agreements by standardizing criteria and setting common rules of origin. They could also pursue projects with other Latin American countries on ports, highways, bioceanic corridors, and transportation and services companies. Many such projects have already been studied by the Initiative for the Integration of Regional Infrastructure in South America (IIRSA). Lower transportation costs and greater logistical efficiency are keys to raising productivity.

Will the Pacific Alliance with Chile, Peru, Colombia, and Mexico be strengthened in isolation from the other Latin American countries or in

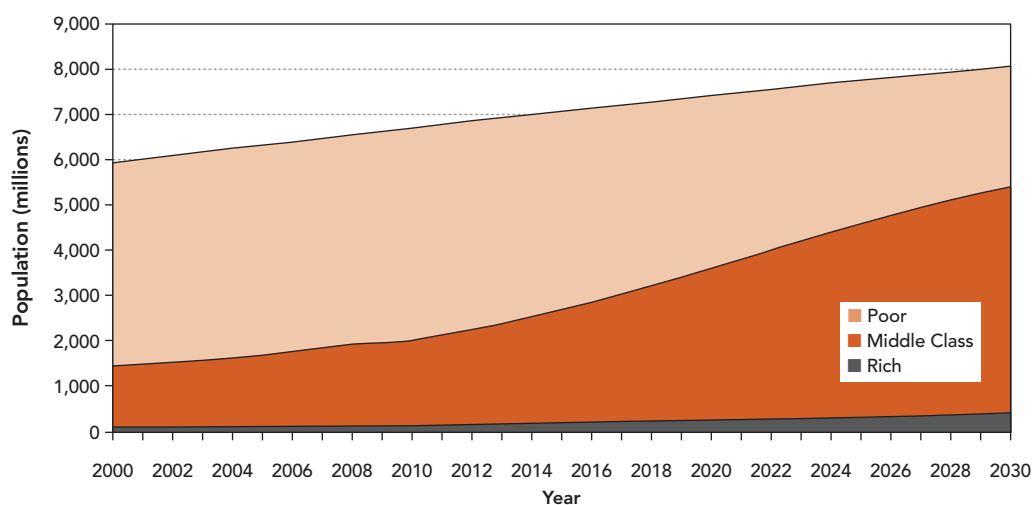
agreement with them? The alliance should serve Latin America as a whole and facilitate a link to Asia. Its members must consider how to conduct their relations with the Trans-Pacific Partnership (TPP) and how to relate with ASEAN countries and the Regional Comprehensive Economic Partnership (RCEP), promoted by China. Latin American countries should consider this jointly and strategically.

c) With regard to the growth of the middle sectors, it is crucial that their new demands be studied. Also considered are distribution channels, the identification and design of new products, and joint action on the part of Latin American countries, undertakings that are beyond the ability of individual businesses or small governments.

The visualization of development scenarios in China, India, and Asia can help in the exploration of options for Latin American-Chinese and Latin American-Indian relations through 2030.

d) Rapid urbanization and the emergence of new cities will impact Latin America's development strategies. The region's cities will have to become more efficient and competitive and the quality of life of their inhabitants

Figure 14: A Surge in the Global Middle Class



Source: Brookings Institution; *A New Global Middle Class—A Crossover from West to East*, [http://www.brookings.edu/~media/research/files/papers/2010/3/china%20middle%20class%20kharas/03\\_china\\_middle\\_class\\_kharas.pdf](http://www.brookings.edu/~media/research/files/papers/2010/3/china%20middle%20class%20kharas/03_china_middle_class_kharas.pdf).

enhanced. In 2025, some 315 million Latin Americans will live in the world's 198 biggest cities (those with more than 200,000 inhabitants); it is estimated that those cities will account for 65 percent of GDP.<sup>86</sup>

Urbanization will bring significant political, economic, and social change. Megacities will need large investments in order to improve services and to compete with other cities that attract international activities. Medium-sized cities will develop their potential and start planning for the future. Long-term urban planning should be a priority.

Each of these four factors leads to shifts in power that give regional integration a predominant role. An enlarged and integrated market governed by congruent regulations would attenuate impacts originating in other parts of the world. The growth of Latin America's middle classes will expand this internal market appreciably, making regional integration more attractive. It would also facilitate the expansion of Latin American businesses to other countries.

The pace of progress on this front will depend on future relations between Mexico and Brazil. If they manage to give priority to their common interests, this convergence will serve the other Latin American countries. If not, all will be weakened.

Systematic examination of world trends would also shed light on which alliances are more beneficial. Governments and international organizations would benefit from encouraging such studies, creating permanent venues for analysis.

## 5. Sustainable Development and Climate Change

The manifestations of climate change will differ from country to country and even between areas of the same country. Anticipatory models are still limited. However hypotheses about the links between

emissions and a rise in temperature, rainfall and agriculture, meltwater and rise in sea levels, and deforestation and biodiversity point to scenarios that are troubling. Looking to 2040 and beyond, forecasts for Latin America include a rise in temperature of 2–4°C, an increase in rainfall of 5–10 percent in some areas, and a reduction in rainfall of more than 20 percent in others.<sup>87</sup> Even the most optimistic scenarios forecast increased hurricane activity in Central America; threats to biodiversity, reefs, and coral; loss of Amazon rainforest; soil degradation and diversification; and forest fires.

These warnings mandate a follow-up on the climate-change scenarios for each part of the region. If measures are taken in advance, losses could be lessened and general conditions improved. A needed assessment of the costs of adaptation and mitigation programs can be done now. Preventative measures, such as the relocation of housing and infrastructure to protect poor populations, can be advanced. Countries need to set standards, make assessments, and calculate the levels of investment required for dams, water pipes, and coastal protection.

Governments should review food security under various rainfall and temperature scenarios to determine which measures must be taken and what plans must be made. These scenarios will also help prioritize scientific and technological research in activities related to green growth. Stricter regulations, changes in consumption and patterns of consumption, and production processes will be needed. Further progress in biotechnology, renewable energy, biofuels, and public transportation will enable Latin America to address those challenges. New opportunities will arise from such changes and the region's countries could join production chains for manufacturing food, photovoltaic solar panels, and electric car components.



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<sup>86</sup> Cadena, Andres et al., "Building Globally Competitive Cities: The Key to Latin American Growth," McKinsey Global Institute, 2011. [http://www.mckinsey.com/insights/urbanization/building\\_competitive\\_cities\\_key\\_to\\_latam\\_american\\_growth](http://www.mckinsey.com/insights/urbanization/building_competitive_cities_key_to_latam_american_growth).

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<sup>87</sup> CEPAL, "La Economía del Cambio Climático en América Latina y el Caribe. Síntesis 2010," p. 38, November 2010.

The strategic goals announced by almost all Latin American countries—democracy and participation, competitive and sustainable productive transformation, and equality for social inclusion—are inseparable. Latin America’s contribution to the well-being of its people and to a sustainable planet requires simultaneous measures in each of those areas.<sup>88</sup>

An inclusive country with better education is a precursor to the productive change that creates decent employment and fosters sustainable development. A democratic country will encourage participation and social inclusion. A competitive economy will allow social policies to be maintained. These three are mutually reinforcing.

Although our analysis referred to Latin America as a region, we know that the situation in each country differs according to its level of development, natural resources, size, and policies and politics. To deepen our analysis, it is necessary to undertake more studies focused on individual countries and areas of activity. Such studies would be more efficient if they were jointly conducted using Latin American networks.

## C. How To Prepare

Since the 1990s, there have been efforts in Latin America to create networks and produce foresight studies. These largely originated with teams working in the fields of science and technology. The results have been modest.<sup>89</sup> Except in Brazil and, to a lesser degree Colombia, governments are not involved and the groups conducting these efforts lack the resources they need. Furthermore, these studies are divorced from everyday policy concerns and detached from decision-making. In

most countries no public institutions bring and articulate sector and territorial studies.<sup>90</sup>

Foresight and strategy studies should be regarded as a planning tool, replacing the now-obsolete systems in operation since the 1960s. And they should be the government’s responsibility. Governments and international organizations should demand that principal programs and projects be assessed under a spectrum of long-term scenarios with sensitivity analysis included.

Against this backdrop, there are two imperatives. National teams must be strengthened and made permanent. And a Latin American network for global analysis must be enhanced based on previous experiences.

The Inter-American Dialogue’s “Global Trends and the Future of Latin America” project,<sup>91</sup> which is supported by the Inter-American Development Bank, is fostering familiarity with global studies in the region. The aim is to develop national and regional foresight and strategic thinking. The following initiatives are worth creating or reinforcing:

- **Government strategic planning units** close to the presidency or to institutions responsible for public policymaking, and a reorganization of planning ministries. These units should also coordinate independent think tanks, universities, and strategic groups within public and private corporations.

France’s Commissariat Général à la Strategie et à la Prospective, recently created to replace the Commissariat du Plan that was set up after World War II and dissolved in 2006, is an example of

<sup>88</sup> Speth, James Gustav, *The Bridge at the Edge of the World* (New Haven, CT: Yale University Press, 2008).

<sup>89</sup> Dos Santos, Dalci Maria and Lélío Fellows Filho et al., “Prospectiva na América Latina: evolução e desafios,” CYTED, 2008. <http://issuu.com/metadada/docs/prospeca>.

<sup>90</sup> Cuervo, Luis Mauricio, “Prospectiva Económica, Una Primera Aproximación al Estado del Arte,” ECLAC, April 2012. <http://www.eciac.org/cgi-bin/getProd.asp?xml=/publicaciones/xml/9/47219/P47219.xml&xsl=/tpl/p9f.xsl&base=/ilpes/tpl/top-bottom.xsl>.

<sup>91</sup> The Inter-American Dialogue, “Global Trends and the Future of Latin America,” February 2013. <http://www.thedialogue.org/PublicationFiles/Long-termGlobalTrends-Newsletter-March2013.pdf>.

such an effort.<sup>92</sup> The new commission has six functions: foresight, strategy, assessment, international comparisons, coordination, and public debate. Another similar effort comes under a proposal to improve the US White House's capacity for forward thinking. Three main lines of action are proposed: integration of foresight and policy, networking governance, and the use of feedback for applied learning.<sup>93</sup>

■ **Foresight committees or working groups within Congresses** set up to explore long-term legislative issues and produce analyses at the political level. Notable examples are found in Finland (Committee of the Future, Parliament of Finland) and Chile (Comisión de Futuro, Senado de Chile). These committees provide a space for debate on forecasts and promote strategic thinking. Universities, corporations, and think tanks can use them as a place to participate and exchange views with politicians.

■ **Nongovernmental study centers**, publicly financed, to analyze scenarios and train specialists. In addition to government units, it is helpful to have independent centers with ample capacity to undertake research, produce scenarios, and join international networks. Governments should help these entities gain permanence, accumulate experience, and elevate quality.

■ **National and regional coordination** of networks made up of institutions and individuals working on foresight studies, as well as the establishment of teams and the training of experts in pertinent methodologies. Knowledge of global trends and scenarios is heterogeneous among Latin-American countries.

The two main networks are *Red Iberoamericana de Prospectiva* (RIAP) and *Programa Iberoamericano de Ciencia y Tecnología para el Desarrollo*.<sup>94</sup> Regional networking is necessary to develop common visions and have common positions before international organizations.



Democracy's constant electoral cycles can bring frequent changes in direction. Continuity and endurance are required. Strategic thinking is possible if citizens are aware of possible scenarios, participate in open debates, and develop common visions. Long-term considerations should become part of a political narrative that pushes forward collaborative action and agreements. If the essence of politics is a better future, foresight studies can help inspire action and mobilize society toward the desired outcomes.

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<sup>92</sup> Yannick, Moreau et al., "Pour un Commissariat General a la Strategie et la Prospective—Rapport au Premier Ministre," December 2012. <http://www.ladocumentationfrancaise.fr/rapports-publics/124000652/index.shtml>.

<sup>93</sup> Fuerth, Leon and Evan M.H. Faber, "Anticipatory Governance and Practical Upgrades," National Defense University Press, October 2012. [http://www.gwu.edu/~igis/assets/docs/working\\_papers/Anticipatory\\_Governance\\_Practical\\_Upgrades.pdf](http://www.gwu.edu/~igis/assets/docs/working_papers/Anticipatory_Governance_Practical_Upgrades.pdf).

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<sup>94</sup> Medina, Javier, "Prospectiva y Política Pública para el Desarrollo," to be published, CEPAL, 2013.









# INTER-AMERICAN DIALOGUE

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