



## Building Sustainable Economy in the 21<sup>st</sup> Century.

Bryan Tan

Gemilang Inovasi Sdn, Bhd., Penang, Malaysia.  
Corresponding author, E-mail: bryantpl22@gmail.com

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### Abstract

We are now living in the best era of human civilization where global poverty has fallen to a record low. Ironically, this trend doesn't contribute positively into solving the global problems the world is facing e.g., global warming, waste pollution, social problems etc. If this diverging trend continues to expand, the society will probably ended up making more and more money but paying more to obtain health and safety.

In this presentation, we will discuss and challenge the capitalism system that claims to have helped fuel the 21<sup>st</sup> century growth. We will discuss about the real cause of businesses making decisions which are harmful to people and the environment in the modern world.

Is it correct to assume that sustainability is the enemy of profitability? How can we as an individual can help to change this perception? Isn't it easier or smarter to just letting the authority/ government to take care of the bigger problems which are outside my house?

purpose of this sharing is to strengthen the idea that self-awareness is the critical success factor in building the sustainable economy. We all come from different background and profession, but our health is very much depending on the quality of air we breathe and the water we drink on this planet. The more knowledgeable you are, you more impact you can create to the world either for good or the other way around. How can we stand on the same ground to create the better future?

**Keywords:** *Global poverty, Business making decisions, Sustainability, Self-awareness, Capitalism system, Sustainable economy*

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