



CASE WESTERN RESERVE
UNIVERSITY EST. 1826

think beyond the possible™

Sustainability

A 21st Century American Grand Strategy

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

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



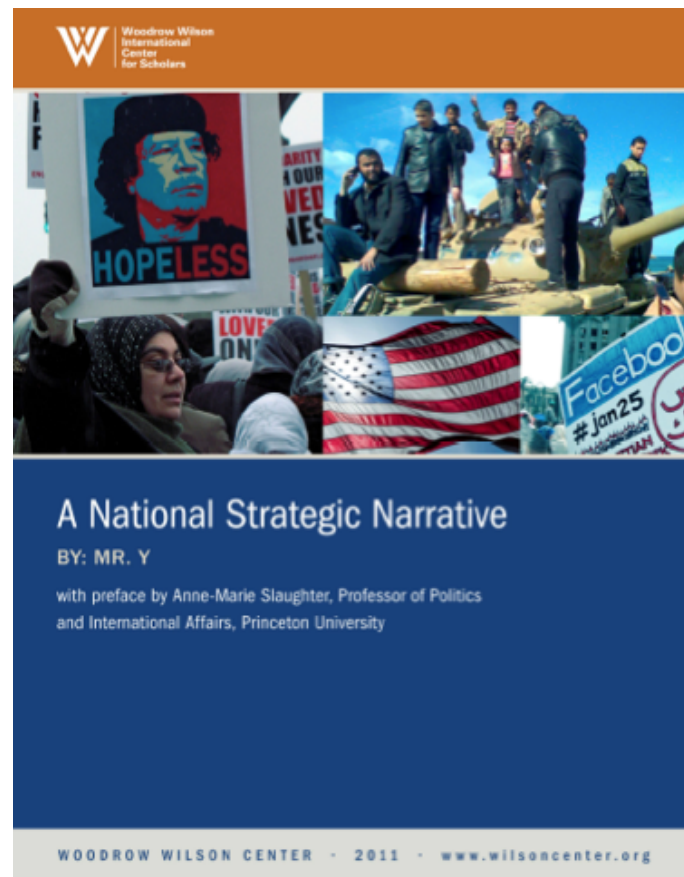
“The cause of America is in a great measure the cause of all mankind.”

Thomas Paine, Common Sense

Why grand strategy?

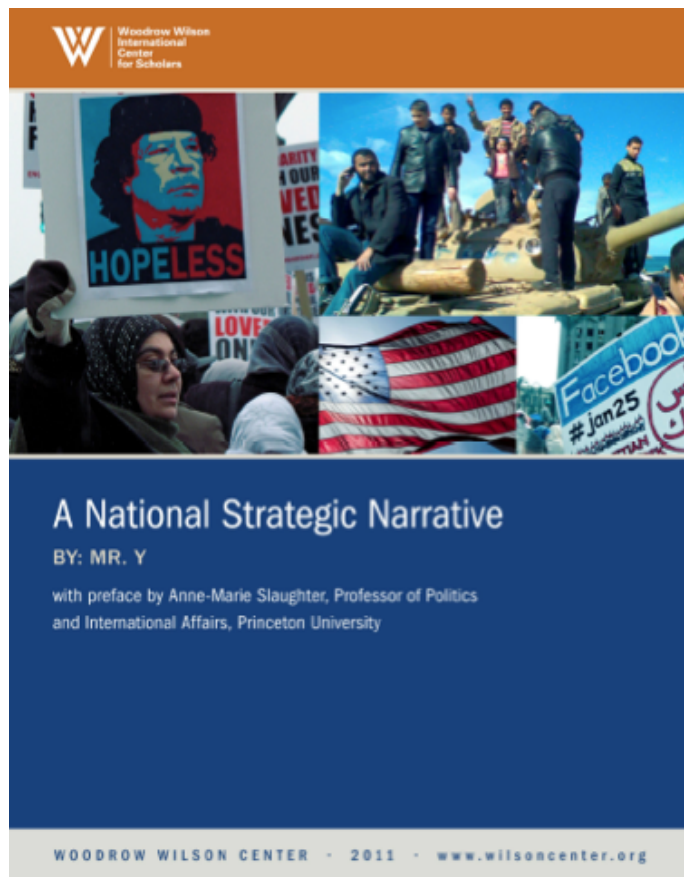
Why grand strategy?

The Concept



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The Construct

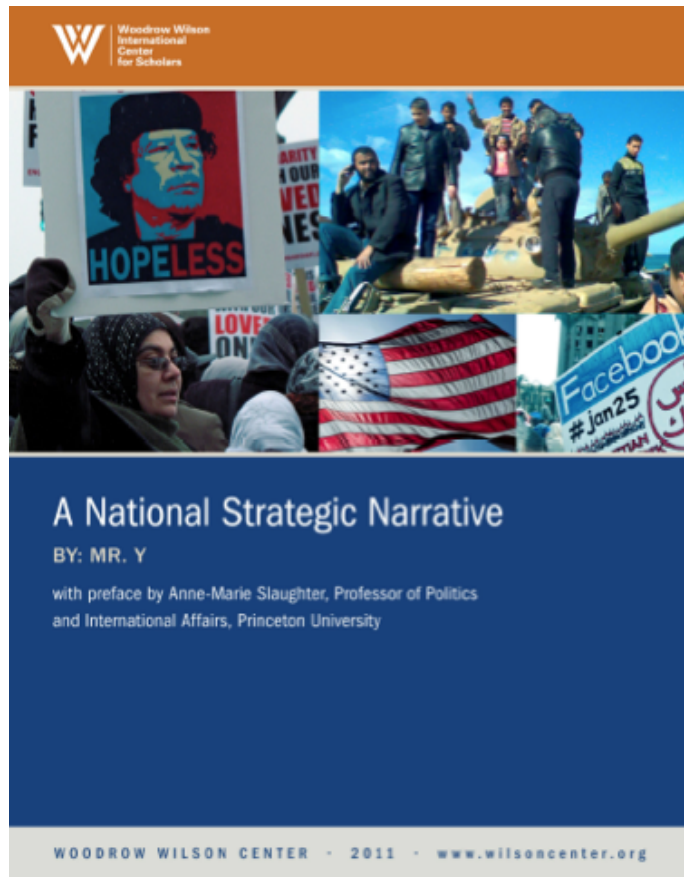
American Grand Strategy

The alignment of:

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

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American Grand Strategy

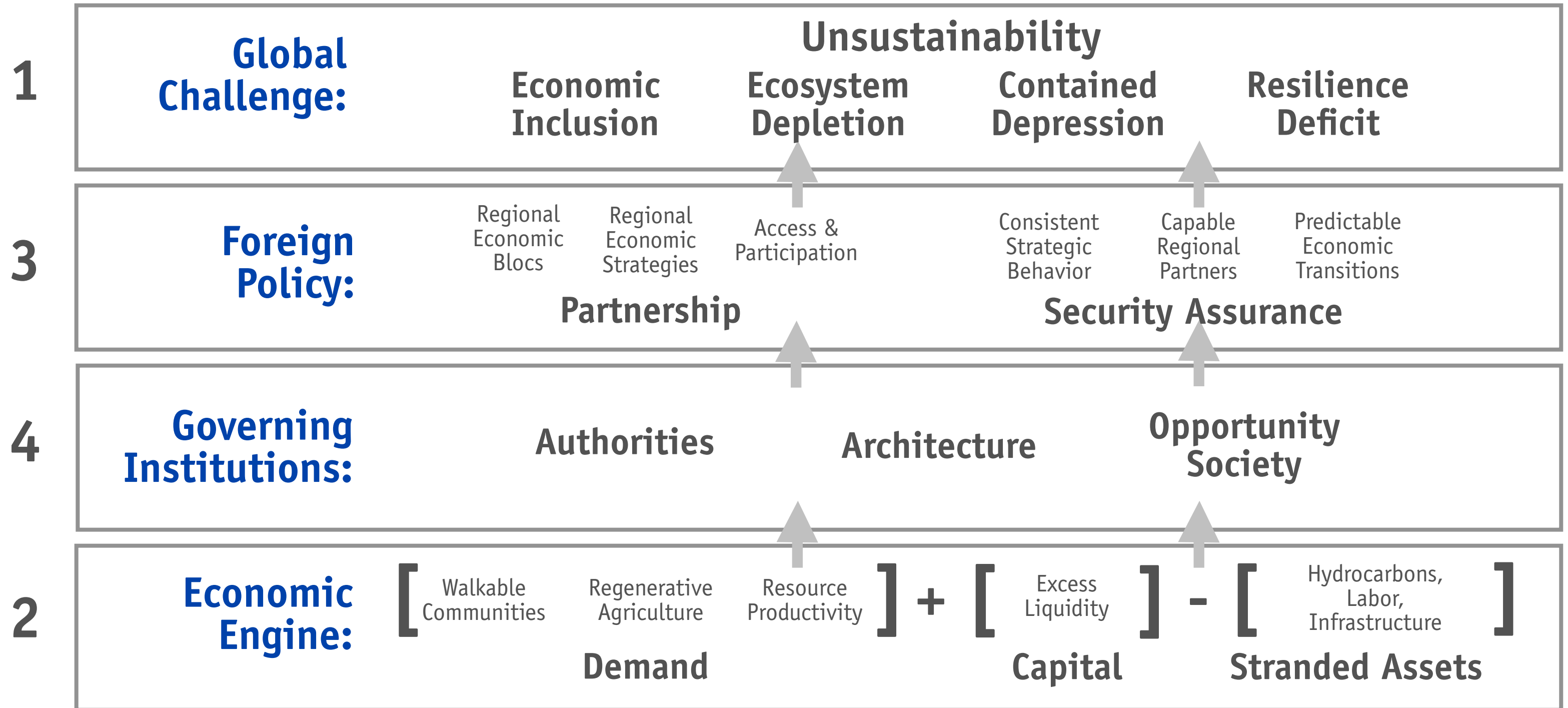
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The Challenge...

...**Global Unsustainability**

A New US Grand Strategy



The Opportunity...

Walkable
Communities



Regenerative
Agriculture



Productivity
Revolution



...an historic, grand opportunity.

The Logic...

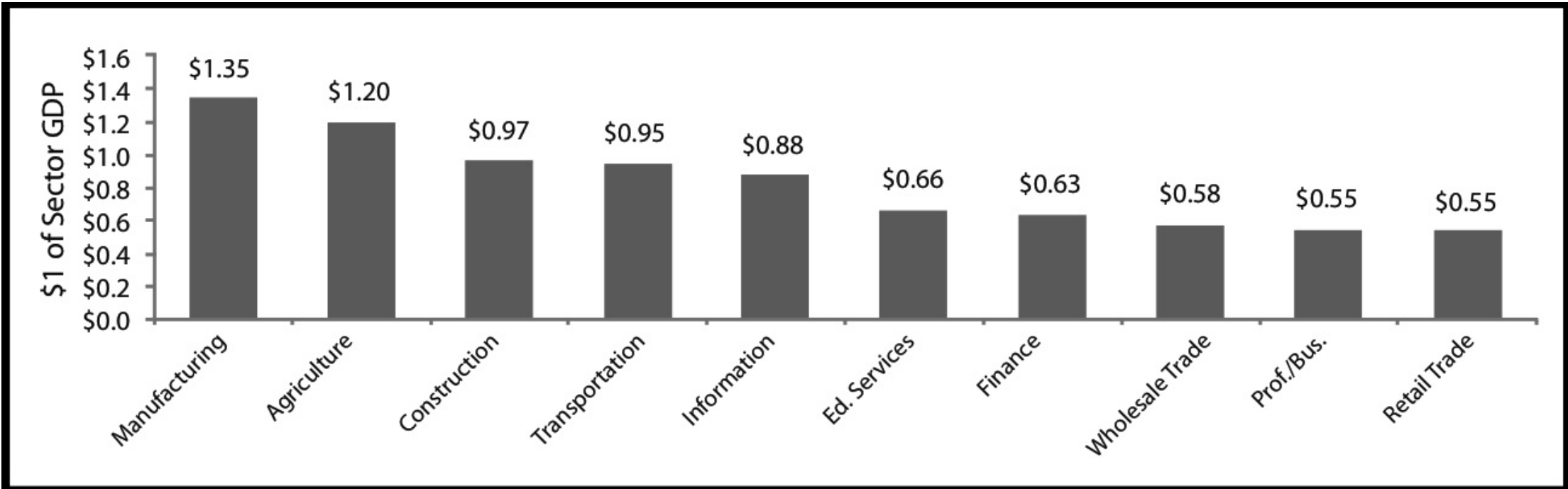
Walkable Communities



Regenerative Agriculture



Productivity Revolution

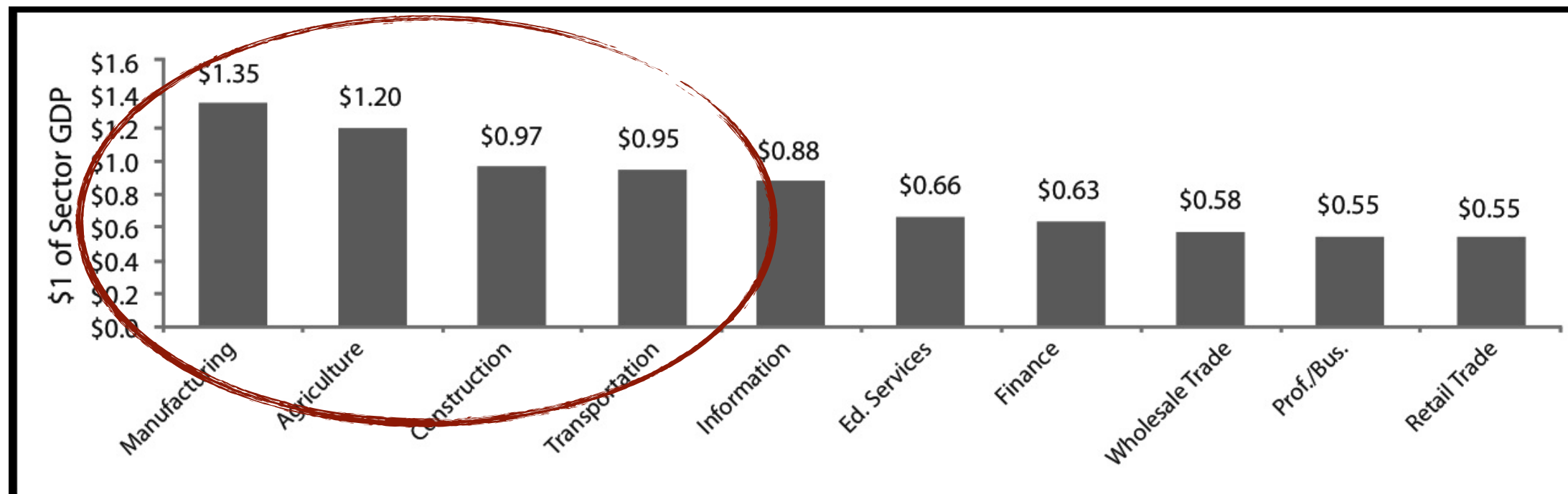


Source: Report to the President on Capturing Domestic Competitive Advantage in Advanced Manufacturing, July 2012

The Logic...



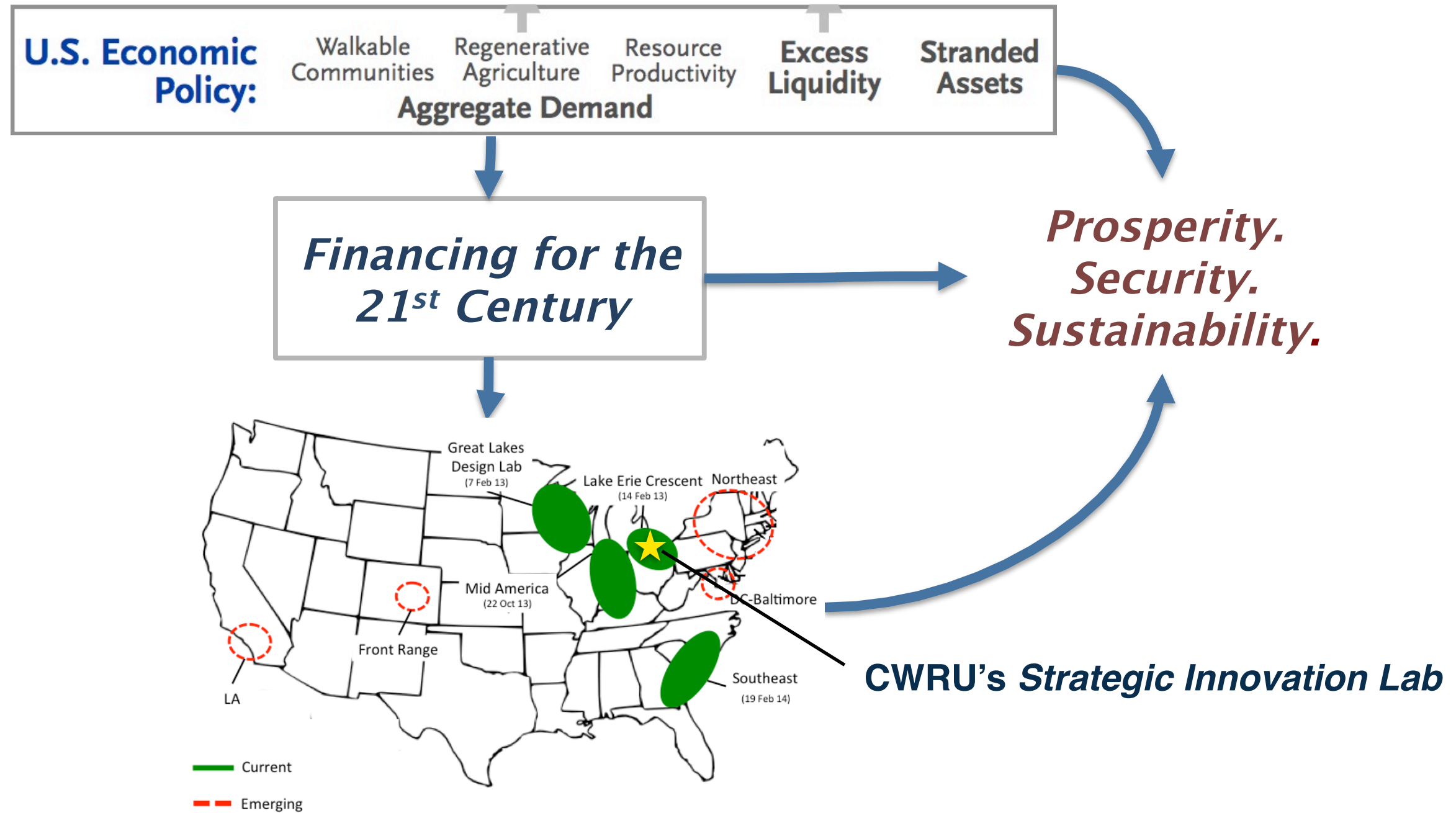
Turning demand into **prosperity** and **security**...
...for future generations



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

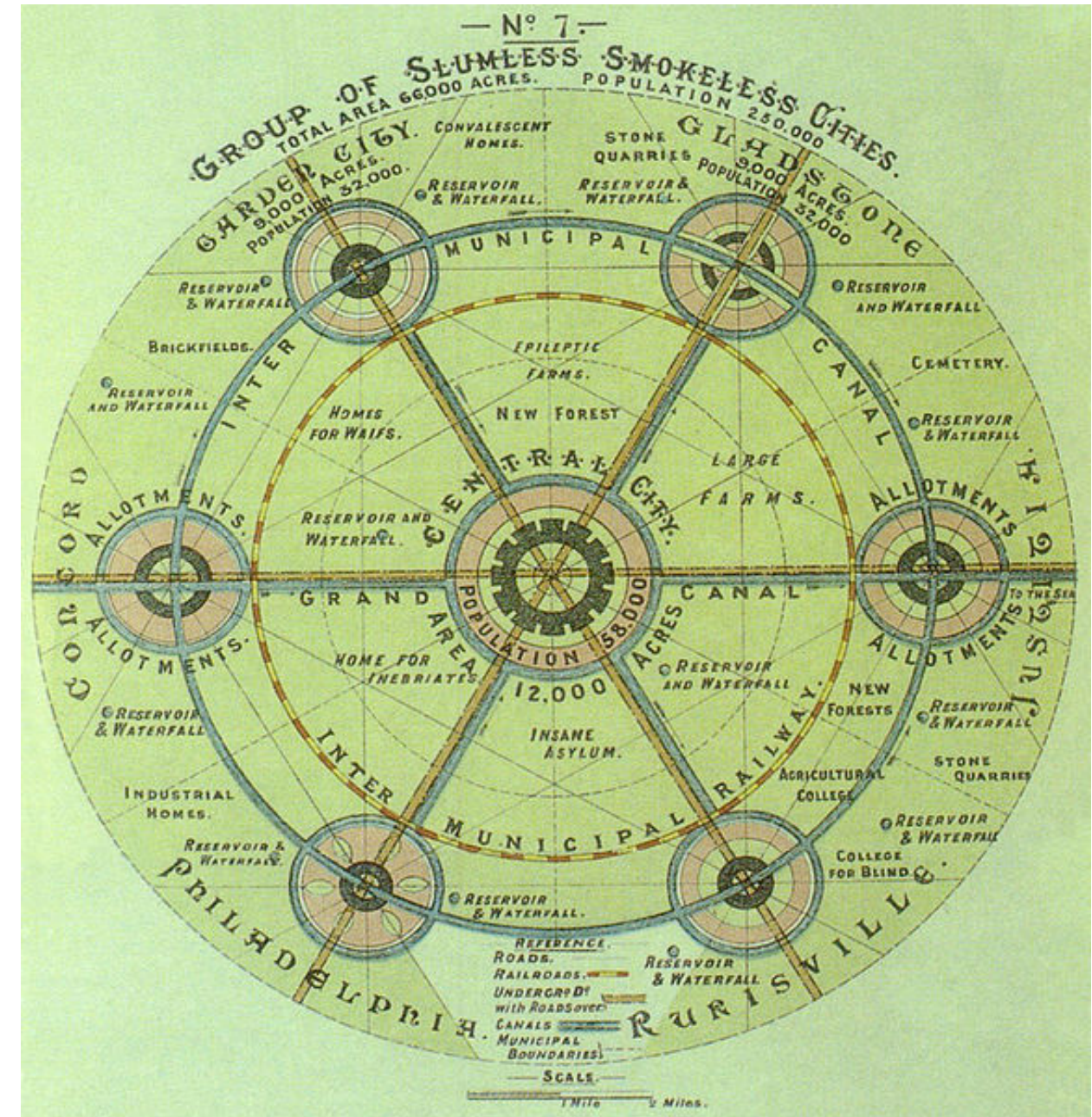
The Framework...Idea to Action

Economic Strategy Task Force



Regional Economic Clusters

The Design...Main Street Prosperity & Security



Full-Spectrum Sustainability...



...getting to a “good place.”



What will she see in 2020?

long established should not be
right themselves by abolishing the forms to
them under absolute Despotism; it is
of these Colonies; and such
ated injuries and

THE DECLARATION OF THE ALLEGED RIGHTS OF THE PEOPLE OF THE UNITED STATES

insure domestic Tranquility, provide for the common defence, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America.

Section 1. All legislative Powers herein granted shall be vested in a Congress of the United States, which shall consist of a Senate and House of Representatives.

Section 2. The House of Representatives shall be composed of Members chosen every second Year by the People of the several States, and the Electors in each State shall have the Qualifications requisite for Electors of the most numerous Branch of the State Legislature.

Section 3. The Senate shall be composed of two thirds of the whole Number of Senators which may be increased within the Union, and no State shall have less than two Senators, and no more than three. The Number of Representatives shall not exceed one for every thirty Thousand Persons, but each State shall have at least one Representative. Direct Taxes shall be apportioned among the several States which may be included within the Union, according to the actual Enumeration which shall be made within three Years after the first Meeting of the Congress, and within each subsequent Term of Years as they shall be made by Law. The actual Enumeration shall be made within three Years after the first Meeting of the Congress, and within each subsequent Term of Years as they shall be made by Law. The actual Enumeration shall be made within three Years after the first Meeting of the Congress, and within each subsequent Term of Years as they shall be made by Law.

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

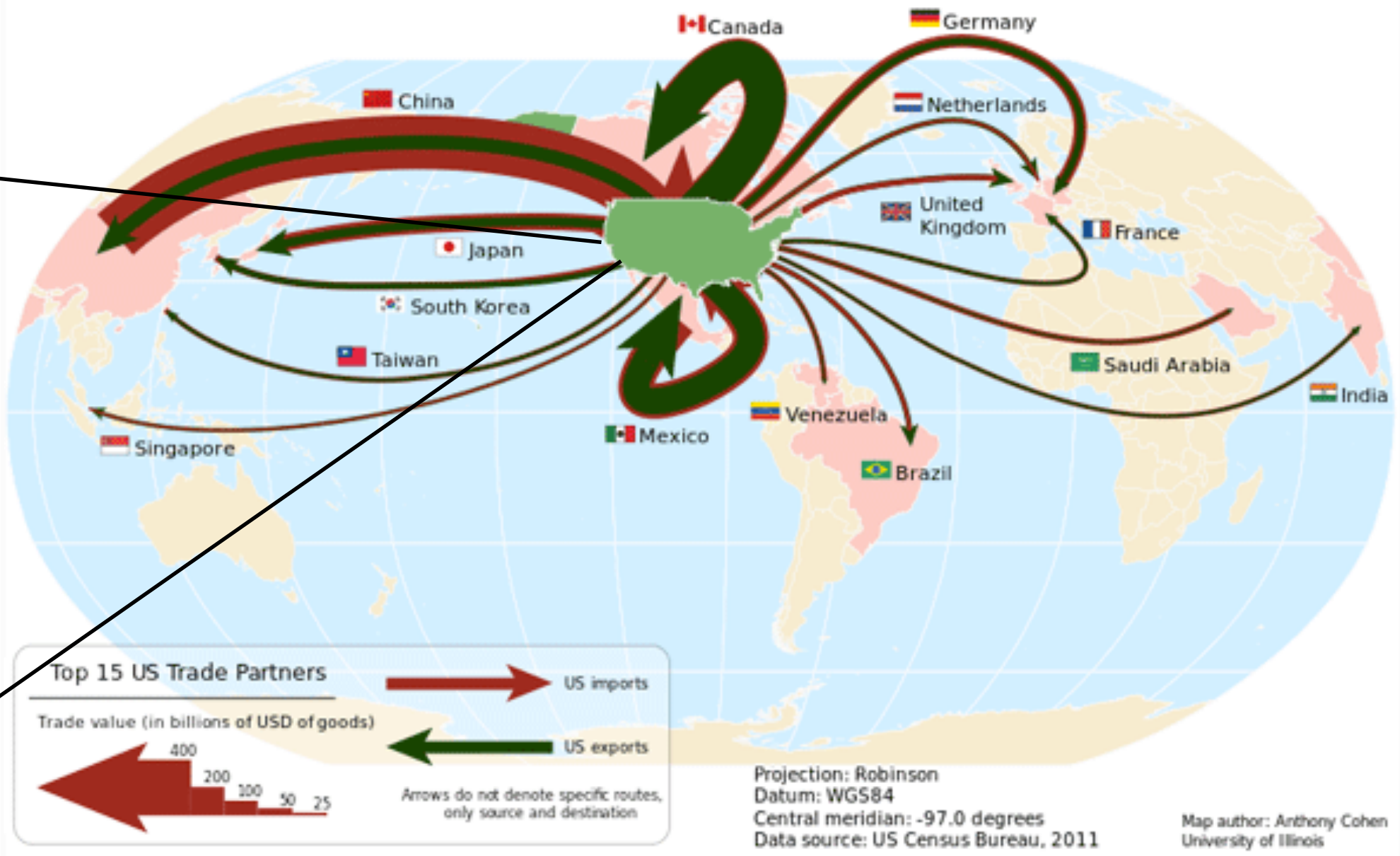
Kurt Vonnegut

I've found that people get very stuck in what is. I very much like tradition, but you have to be able to change and disrupt while balancing tradition. The continuity and the change blending together is your creative task.

Governor Jerry Brown

Leading by Example

Smart Growth at Home; Smart Power Abroad



Today's California: Position vs Momentum

The Good Stuff: Wind in the Sails...

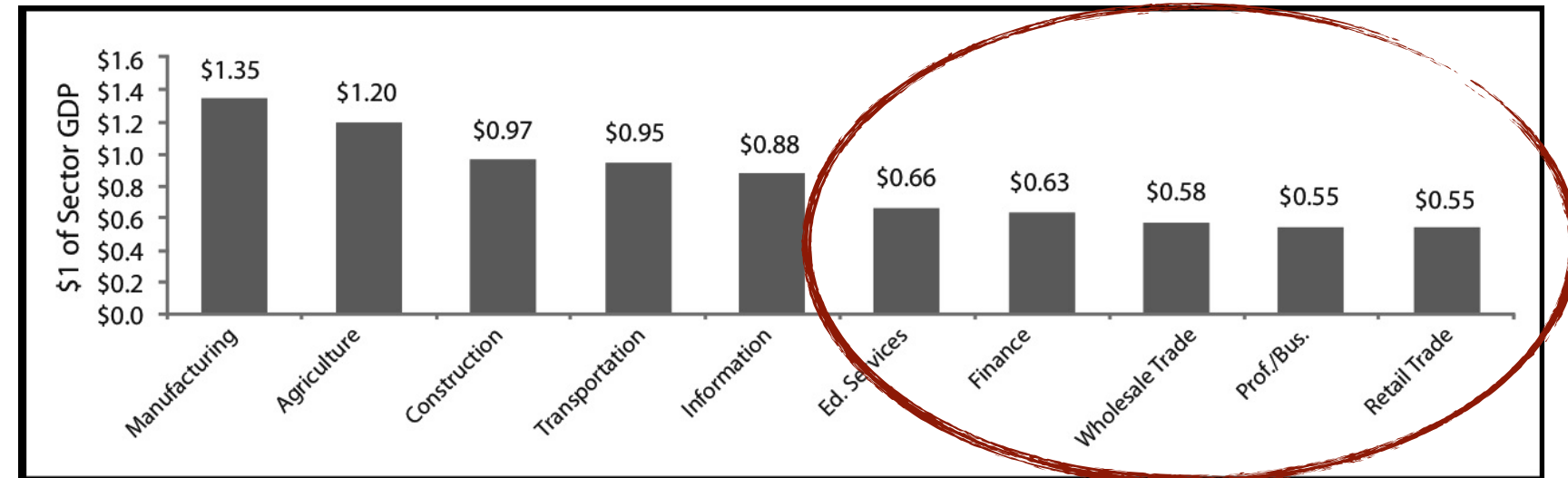
- World's 7th largest economy (north of \$2.2T)
- Renewable Energy; 20th in energy-related GHG emissions (2nd lowest carbon intensive economy in the world)
- Increasing diversity
- CA leads US in ag, technology and manufacturing revenue growth
- Average 15% return to investors (vs 12% nationally)
- 2014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

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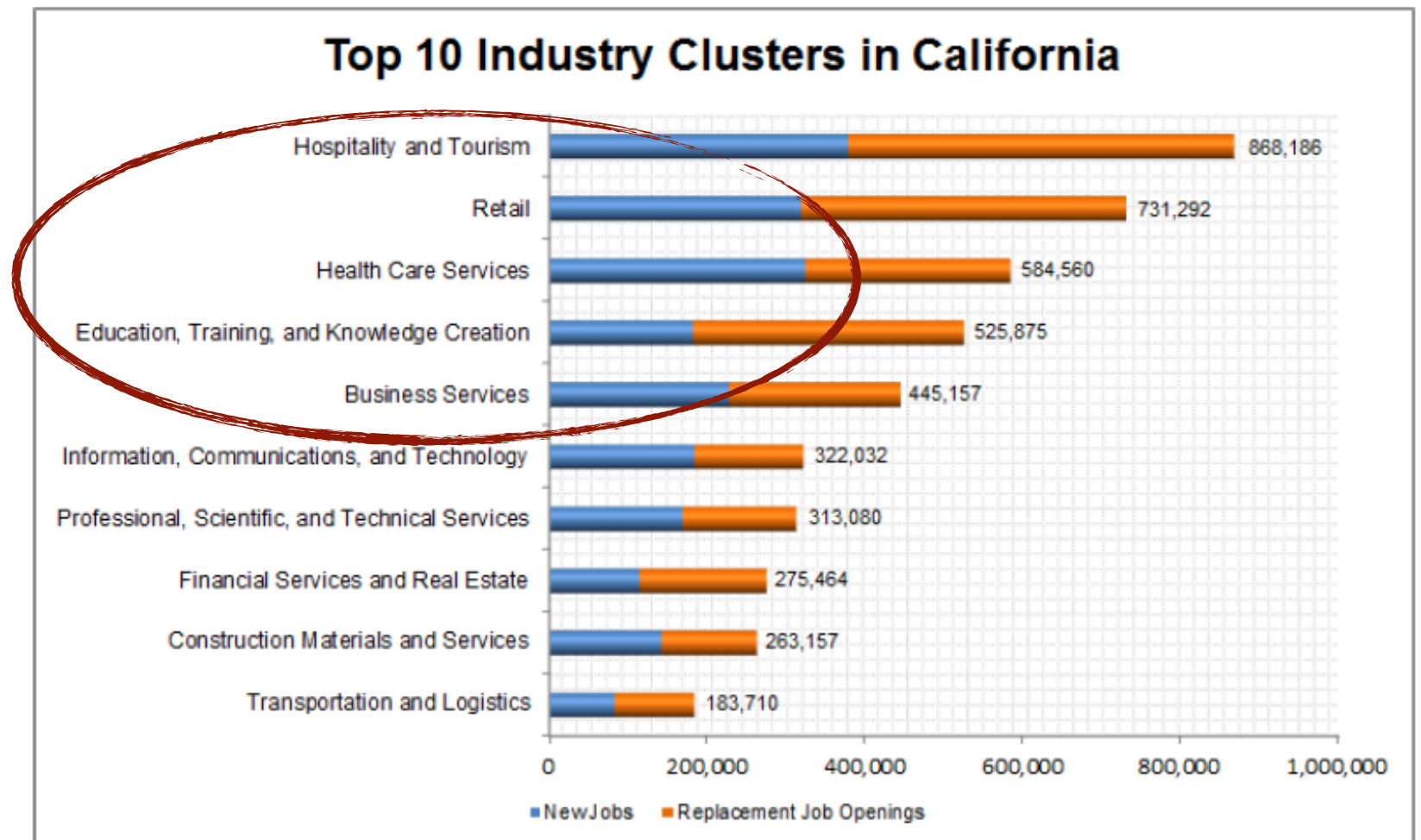
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...but where are we going?



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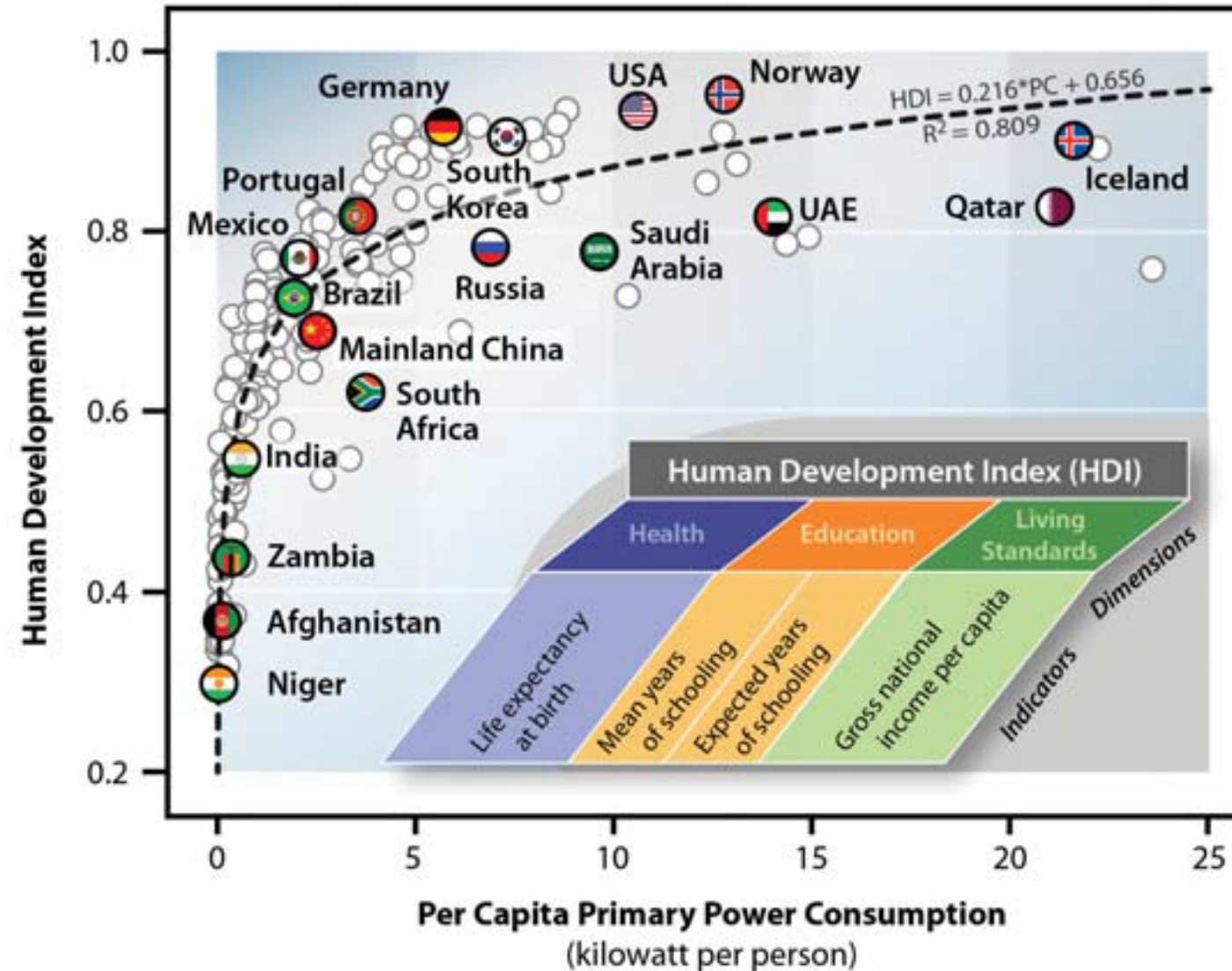


Source: California Employment Development Department, Projections of Employment 2010-2020. (from EDD's Regional Economic Analysis Profile, April 2014)

Energy: Balancing Prosperity and Security

Some Hard, Scary Numbers:

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



This is only 10 years from now...

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

Security on Main Street



Security on Main Street



Gaza



Security on Main Street



Gaza



Homs, Syria



Security on Main Street



Gaza



Homs, Syria



Fallujah, Iraq



Security on Main Street



Gaza



Homs, Syria



Fallujah, Iraq



Greensburg, KS

Security on Main Street

.1% civilian death rate (Aug 2014)



Gaza

.1% civilian death rate (May 2014)



Homs, Syria

.4% civilian death rate (Nov 2004)



Fallujah, Iraq

1.4% civilian death rate (May 2007)



Greensburg, KS

Lesson Learned...

**Mother Nature
doesn't care
about rules of
engagement.**

