



Press Release: How to Get Stuff Done... through Sustainable Investment Clusters

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Local Clusters and Communities can Change the World

" [How to get stuff done...through Sustainable Investment Clusters.](#)"

If 2020 has taught us anything, it has taught us the power of local clusters and communities. Unfortunately, we have been reminded of this power through the severe impact of the COVID pandemic, with the resulting economic fallout and impact on the least financially secure, for some time to come.

The authors of a latest knowledge product on industrial clustering: "[How to Get Stuff Done...through Sustainable Investment Clusters](#)", suggest that we **use these same concepts of local clusters and communities to power our economies to 'build back better'**. They believe that we can drive growth that is good for people and the planet within these local clusters and get some quick wins that can replicate across countries and the world. These clusters show what is possible, creating a good growth pandemic.

The knowledge product was launched during the **Super Return Emerging Markets Virtual focussed on the Middle East and Africa**. The global potential for this approach could be significant: a study by [Globescan](#) across an indicative sample of supply chain leaders has indicated that **96% of businesses are planning to operate in some form of zone or cluster: 35% are currently, and an additional 61% wish to do so in the future.** ¹

"Clustering" of commercial activities in support of trade and logistics efficiencies, and for faster and joint progress, has existed for centuries. Still, these clusters have often been responsible for negative social and environmental impacts. This knowledge product makes a case for **a proactive approach by clusters to not only 'do no harm' but to become a proving model for a new and better form of growth.**

The authors, [Savo Project Developers](#) and their partners use the term "sustainable investment clusters" to denote this new horizon in industrial development and planning. This new approach embeds sustainability at its core and seeks **to drive enhanced social and environmental impact while creating enhanced economic results over conventional (or "old economy") approaches.**



5000 'economic zones' is the quoted figure for the number of clusters in the world which is five times the number of 'cities' as defined by the World Population Index², or half the number of towns and cities as defined by the EU/OECD world cities tool.³ This number excludes all of the ungazetted industrial parks and logistic hubs that exist to drive efficiencies in day to day trading. **If only 10% of these were to embark on this 'new economy' growth approach, the authors believe that this could meaningfully accelerate the low carbon inclusive economy that we know is a global priority.**

"How to Get Stuff Done" shares an approach that developed in practice in a few projects in Africa, and it outlines some practical steps to replicate the approach. There are also several theoretical frameworks and best practice studies contributed by others active in economic development and local business.

The authors and contributors are **inviting leaders involved in local clusters to push for outsized sustainable impact:**

" We ask you to help us to encourage more sustainable entrepreneurs, more sustainable deal flow, and more sustainable real economy action. This knowledge piece will only have been worth it if we can name and visit more sustainable investment clusters by 2030 because, after all, the route to impact is to GET STUFF DONE (GSD)."

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1. [How to Get Stuff Done...through Sustainable Industrial Clusters](#)
2. <https://population.un.org/wpp/>
3. <http://www.worldcitiestool.org/>

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