

Infographic: Linking Creativity and Sustainable Prosperity

In the wake of the economic crisis of 2008, economists have been grappling with the conventional conceptions of economic growth—not only how best to measure it but what exactly it is. Though the challenges of job creation and competitiveness remain priorities for most policy-makers, broader questions about how best to foster long-term sustainable prosperity are of vital importance.

Global Creative Index (GCI)

Rank 

7  **Canada**
 11th (Talent) 17th (Technology) 1st (Tolerance)

2  **United States**
 8th (Talent) 3rd (Technology) 8th (Tolerance)

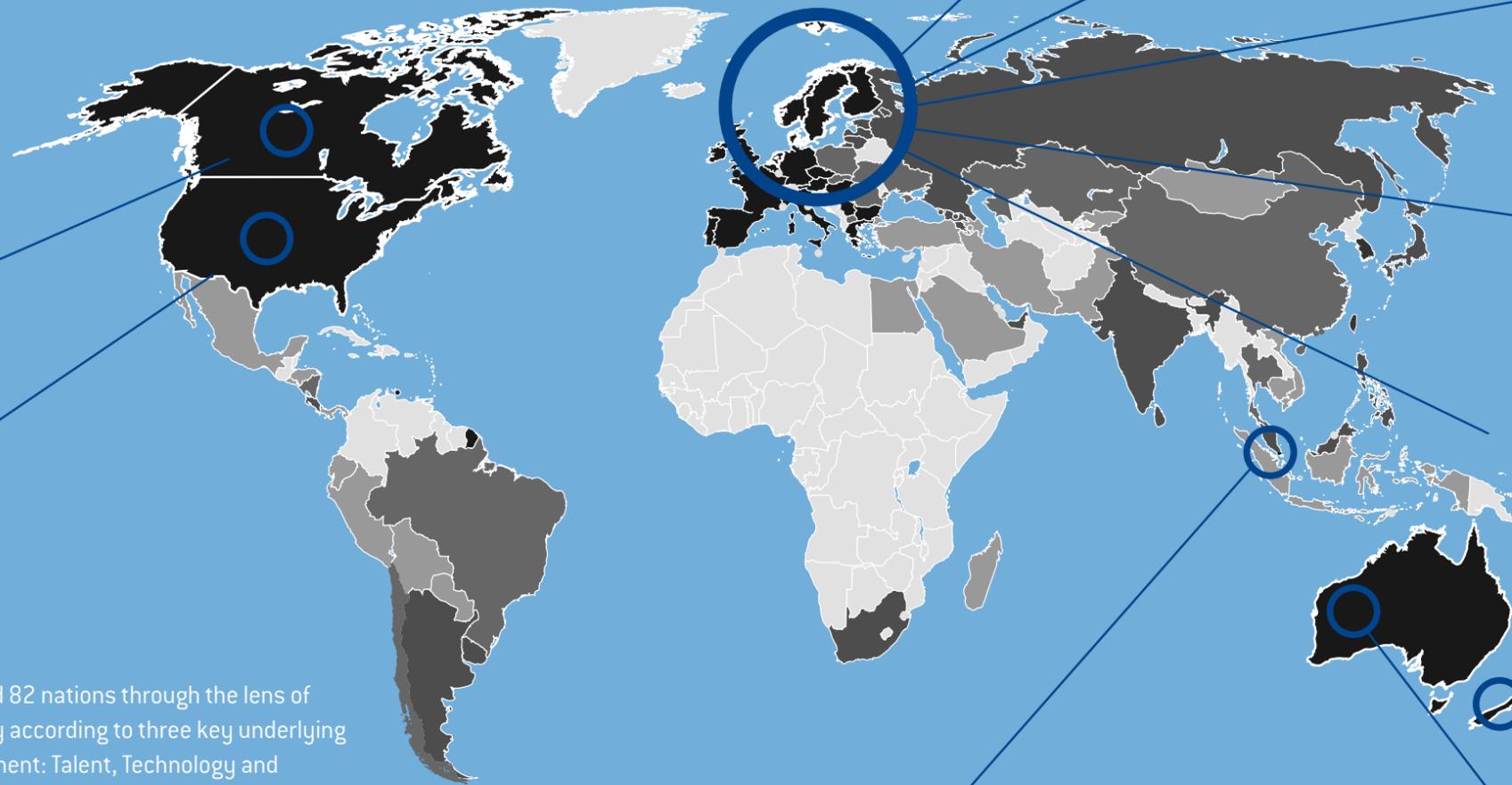
Top 10 Countries: Martin Prosperity Institute examined 82 nations through the lens of the GCI to assess their prospects for sustainable prosperity according to three key underlying economic, social and cultural factors of economic development: Talent, Technology and Tolerance. It then compares each nation's GCI score to conventional measures of economic growth and expanded measures of sustainable prosperity.*

 **Talent**
 Average educational level and percentage of workforce in the Creative Class

 **Technology**
 Research and development spending, R&D workforce, and patented innovations

 **Tolerance**
 Openness to ethnic and racial minorities and openness to gays and lesbians

The Creative Class: Workers spanning arts, design, culture, entertainment, science and technology, business and management, healthcare and education whose economic function is to create new ideas, new technology and/or creative content.



1  **Sweden**
 2nd (Talent) 5th (Technology) 7th (Tolerance)

7  **Norway**
 6th (Talent) 12th (Technology) 11th (Tolerance)

3  **Finland**
 1st (Talent) 1st (Technology) 19th (Tolerance)

4  **Denmark**
 4th (Talent) 7th (Technology) 14th (Tolerance)

10  **Netherlands**
 11th (Talent) 17th (Technology) 3rd (Tolerance)

6  **New Zealand**
 5th (Talent) 19th (Technology) 4th (Tolerance)

9  **Singapore**
 3rd (Talent) 10th (Technology) 17th (Tolerance)

5  **Australia**
 7th (Talent) 15th (Technology) 5th (Tolerance)

Research Findings Show: Nations that score better on the GCI generally have higher levels of economic output as well as equality, human development, happiness and well-being. This suggests the conventional thinking - that large disparities in income create the incentives and motivations that drive progress - is no longer valid. It also outlines a preferable path to prosperity, where the fruits of economic growth are broadly shared.

* NORWAY AND CANADA TIED FOR 7TH PLACE. INFOGRAPHIC SOURCE: GCI REPORT SEPTEMBER, 2011: [HTTP://MARTINPROSPERITY.ORG/MEDIA/GCI%20REPORT%20SEP%202011.PDF](http://MARTINPROSPERITY.ORG/MEDIA/GCI%20REPORT%20SEP%202011.PDF) DESIGNED BY: BEN GE

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