

PRODUCTIVITY DECLARATION

The following declaration was compiled and read to delegates at the end of the 2008 World Productivity Congress:

We the members of the global productivity community who have gathered in Sun City, South Africa from 22-24 September under the shade of the giant Baobab tree, have been inspired and informed by three days of deliberation on the Congress Theme of “**Competing in the Global Economy: Leading Through Productivity.**” We have been energized by the vitality and joy we have experienced through our glimpses of South African culture. Our deliberations regarding the path to competitive success ranged from identifying key Productivity Drivers to building Sustainable Enterprises to the pros and cons of Global Human Resource Migration to learning the Best Practices of leading enterprises. Like the culture of South Africa, the dialog has been fuelled by the richness of our differences and has generated sparks of innovation and inspiration. As a result we, the members of the global productivity community declare that:

- (1) We affirm that sustained productivity improvement is the path to competitive success and poverty elimination and that in order to address our challenges we must abandon incremental thinking and set our sights on creating breakthrough levels of productivity improvement.
- (2) We acknowledge the shifting paradigms of productivity and the need to pursue simultaneously the three productivities of economic, environmental and social wealth. At all levels, sustained productivity improvement must be built on a foundation of effective governance.
- (3) The people of Africa will take charge of their own productivity destiny through their own innovation and ingenuity assisted by partnerships, technology transfer, and peer-to-peer networking relationships with the more developed world that are grounded in mutual respect and trust. Strategic partnerships on the African Productivity Agenda should be strengthened and developed with key organizations including the World Confederation of Productivity Science and the Asian Productivity Organization.
- (4) The principles of environmentally and economically sustainable productivity and competitiveness are particularly suited to alleviating poverty in African communities and enabling the economic self-actualization of African individuals, enterprises, organizations, nations and regions.
- (5) The African Union Commission (AUC) is to develop and sustain the African Productivity Movement in partnership with the Pan-African Productivity Association (PAPA) and the World Confederation of Productivity Science (WCPS) with a view toward raising the awareness/mindset/culture change and creating breakthrough levels of improvement in African productivity and competitiveness.
- (6) The AU, regional economic communities (REC) and African governments should insure that their policies support the mainstreaming of productivity in all economic sectors.
- (7) Africa will close the ICT gap between itself and the North in order to make its firms and nations more competitive.
- (8) Africa will create a greater focus on improving the productivity of manufacturing, tourism and the agricultural sectors and will recognize the necessity of dialog and collaboration among management, labour, government and education to achieve these results.
- (9) The AU should appoint PAPA as its official representative, in association with African national productivity organizations, for driving the African Productivity Movement to achieve the African Economic Renaissance and Millennium Development Goals.

We call upon all members of the global productivity community to review our progress toward this agenda and to build on our Sun City dialog in two years at the 16th World Productivity Congress. The leaders of WCPS are working with the leaders of the European Network of Productivity Organizations and the National Productivity Centre of Turkey toward the goal of holding the first ever joint Congress between these organizations in Turkey in 2010.