YKMUN 2024

ANTALYA PRIVITE YUKSELIS HIGH SCHOOL MODEL UNITED NATIONS CONFERENCE

UNDP

Agenda Item:

Integrating creative business models of equitable prosperity and harnessing technological innovation for sustainable growth

Under Secretary General:
Doruk Esen

Academic Assistant:
Ramazan Yandı

Letter From Secretary General

Dear Delegates,

First of all, it is my utmost pleasure to serve you as the Secretary General for the Antalya Private Yükseliş High School Model United Nations Conference. I am more than proud of making this conference happen with my friends and waiting with a great enthusiasm to see every participant.

MUN's are great opportunities to discover your talents, improve your formal communication abilities and understand how policy is implemented. For these reasons, as a great academic team it is our mission to transfer our experiences to the new generation and to ensure that MUNs affect them in a similar way.

Lastly as an executive team, we put everything we had into this conference. My most sincere regards. Welcome to Ascend of Prestigiousness!

Yusuf Almış

Letter From Under Secretary General

Dear all, it is my pleasure to welcome you all to YKMUN'24 and UNDP.

Throughout this guide we did our best with my lovely academic assistant Ramazan to provide you with not just the necessary information regarding our agenda but also some extra insights as well. We mostly discussed existing scenarios and we invite you to come up with new ones.

I would like to remind you about one of the most important mistakes that I see delegates make. Please stop thinking as individuals and drop romanticizing everything. In real life even though governments exist for the sole purpose of helping their citizens this may not always be the case. If something sounds too good to be true it probably is a lie. Just to make everything more humane don't drop the reality part.

Sincerely,
Doruk ESEN

Letter from Academic Assistant

Dear Delegates, Esteemed academic team and valuable participants, welcome to all of you. I am Ramazan Yandı, Academic Assistant of YKMUN24 Conference UNDP Committee. Together with our USG Doruk, we have given importance to SDG 9 in this guide. Before this conference, I kindly ask you to read the guide and especially give importance to the QTBs section. I can't wait to meet you and make this committee.

Sincerely,
Ramazan Yandı

Introduction about Committee

a. History of UNDP

The United Nation Development Programme (UNDP) was established on November 22, 1965, by the UN General Assembly. It was formed through the merger of the Expanded Programme of Technical Assistance (EPTA) and the UN Special Fund, both of which were created to assist developing countries with technical and financial support.

Until the 1980s UNDP just focused economic growth in the member states. After the 1980s UNDP expanded their focus, they began focusing more on human development rather than just economic growth.This shift was influenced by the global development debates and the recognition that development involves more than just economic indicators.

In the 1990s United Nations Development Programme (UNDP) introduced the Human Development Index (HDI) in the UNDP human development report.The HDI measures a country's average achievements in education, healthcare, and income, and it became an important tool for assessing human development.

In the 2000 UNDP played a key role in the genesis of Millennium Development Goals (MDGs),which targeted to solve global crises such as:poverty, education, and gender equality,economical crisis,variability etc.

In 2015 UNDP supported the altered from MDGs to Sustainable Development Goals (SDGs), which established a broader plan for worldwide advancement with 17 objectives to be reached by the year 2030

In order to respond to emerging global concerns, UNDP has changed its strategy over time. UNDP is now working for human rights, supporting sustainable development, and handling global crises instead of justly providing technical support. The organization is still consecrated to working with countries

to achieve inclusive, sustainable development while making adjustments for new possibilities and crises.

b. *Introduction about UNDP*

The United Nations Development Programme (UNDP) is an important organization dedicated to forward moving sustainable development and improving human prosperity.

UNDP's work encapsulates a broad range of areas, including poverty reduction, sustainable development, and democratic governance.It helps countries to design strategies and implement strategies to reduce poverty and originate economical opportunities focusing on overarching growth and social protection.Furthermore,UNDP supports environmental sustainability by inducing climate action and responsible natural resource management.The organization works for make strong democratical associations and support transparent governance, human rights, and effective public administration.

The organization, with its main office located in New York City, conducts its activities via a system of regional hubs and national offices.
Because UNDP is decentralized, it can customize its programs to meet the unique requirements of different countries and regions. UNDP collaborates with governments, businesses, civil society organizations, and other UN agencies in order to accomplish its objectives. This is a crucial element of its strategy. The UNDP receives support from contributions given voluntarily by donor countries, business associates, and other funding sources.

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

The 17 SDGs are integrated; they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability.

Introduction about Agenda Item: Integrating creative business models for equitable prosperity and harnessing technological innovation for sustainable growth.

Sustainable growth is an approach that ensures economic development occurs within environmental and social limits. This understanding aims to both meet the needs of current generations and continue the needs of future generations without enderganing them. For the best sustainable growth, governments have to balance 3 types of sustainability and these are:Environmental sustainability,economic sustainability and social sustainability.Environmental sustainability includes the efficient and responsible use of natural resources, the protection of ecosystems and the reduction of environmental impacts. Economic sustainability is about achieving long-term and stable economic growth, reducing income inequality and spreading economic opportunities throughout society. Social sustainability aims teach to how the people can reach the supports social factors such as social equality, fair working conditions and health.With that balance of 3 component environmental and social impacts are minimized and it creates a healthier and fairer society by preserving resources in the long term.

Harnessing the power of new digital solutions to tackle both present day economic pressures and environmental challenges is essential for long-term sustainability. On the other hand, newer technologies such as Artificial Intelligence and Machine Learning,Quantum Computing,5G and Beyond,Biotechnology can reduce their emissions by using resources more efficiently and lower energy consumption through waste. Moreover, with technologies such as artificial intelligence (AI) and big data production processes can be optimized well beyond that needed for efficient resource use. These advances not only help businesses to meet their environmental targets, they support economic growth too and contribute towards a net zero future(zero fossil fuel) for everyone.

Integrating creative business models to promote equitable welfare is crucial for reducing social inequalities and broadening economic opportunities. This is because the traditional model of business retains a primacy in profits, leaving little room for responsibility to society and nature. Conversely, more novel concepts like social entrepreneurship, the sharing economy, and circular economy can economically profit as well help societies. By serving needy communities, these models balance the income distribution and reduce any environmental impactions. Social enterprises, for instance, collaborate with non-profit organizations to increase access to social services or promote the autonomy of local communities.

This agenda supports the crucial Sustainable Development Goals (SDGs) through adding value to an expandable economy and tapping technology for advancing sustainable progress. It focuses on SDG 8: Decent Work and Economic Growth, and SDG 9: Industry, Innovation And Infrastructure by advancing more inclusive economic opportunities. Also, it contributes to SDG 10: Reduce Inequality and to partner towards the Goals by supporting collaborative solutions; of course innovative in a social justice (SDG16) matter. These efforts aim to enhance both economic and technological advancements, driving progress towards a more inclusive and sustainable future.

Equality vs Equity

The difference between equality and equity is usually ignored especially by the socialists and communists. Equality means providing resources and opportunities to everyone without seeking their backgrounds, needs or purposes. Equality tries to destroy diversities and create one community which has minimal differences

Equality is giving everyone everything without seeking their needs and conditions such as giving everyone discounts on tractors whether they are farmers or not. However in the concept of equity farmers are given assistance on buying tractors whereas engineers are given assistance on buying computers.

Throughout history communist systems which are dependent on equality have been tried and failed miserably. In Mao's China approximately 50 million people died because of starvation, prison camps, and other types of punishment as a result of communist regime.

During the Cold War Soviets had also tried communist regimes and their end was not good either. Millions of people also died due to starvation and GULAG. Communist regime may seem to work in an utopia but in real life it is nothing but nonsense.

Due to the nature of humans, if every component of living a -relatively-great life is given their desire to work and contribute to the society becomes almost zero in terms of overall development. This can also be seen in Scandinavian countries ,which are somewhat socialists, in today's world. Governments provide great welfare to residents of those countries resulting in more free time for residents to live their life however for tens of thousands of years we as the homo sapiens species did not evolve to live past 40 and live in such easy conditions. When those circumstances arise people start to fail to find meaning in life which usually results in suicides or isolation from society.

If a society is built on equity, everyone can buy whatever good they want as long as they work for it. However there are tradeoffs. Some may want to purchase a Porsche 911 and some may want to purchase a grand house for their families. In most cases acquiring both of them at the same time is usually not possible.

For example, a person who works for the government usually earns enough money to live in a house, have a car, have a family and provide basic needs while saving some money or having luxurious expenses every once in a while. A trader or an investor who creates their own brands or firms may not acquire enough money to buy a single car throughout their life however they may also do so well that they can get that money in just a couple of days. It is nonsense for both of them to complain about their life because they both knew the risks and benefits before starting their jobs.

Thanks to capitalism and liberalism this is the case. As long as people or states do not impose strict restrictions everyone can live a life that they chose.

Improvement of Purchasing Power

When we think about the value of money we often ignore the purchasing power and do direct comparisons like USD/TRY or EUR/USD. For example Japan is a country classified as high income however as of 7.10.2024 JPY/TRY is around 0.25, thus; comparing the power of currencies might not be the best way to measure the purchasing power. Instead we should examine the countries discreetly, as singular entities and there are many parameters to survey the purchasing power. To begin with, we can think of a scenario in which one tries to make do with minimum wage. Relationship between minimum wage and purchasing power is basically how much one can afford with the minimum source of income within the economy. Furthermore, cost of living in general is also a great indicator of purchasing power. In addition to the minimum wage part, we can reinforce the statement "cost of living" with luxurious longings, that is, whether people can afford their demands apart from essential needs.

There are a lot of approaches for governments to create easier living conditions for their people. For example socialist governments use collected taxes to provide free or cheap healthcare, housing, education and so on.

But of course nothing is free so in order to have a great socialist government people must pay more taxes both as direct and indirect taxes. Direct taxes are taxes that are collected directly from one's wealth such as income tax. Indirect taxes are taxes that are collected via purchases such as VAT.

When looking at the wage difference in the EU countries and the U.S.A. we can see a difference. 100K USD in New York after taxes yields around 72K but 100K EUR in Paris yields around 60K. Also the overall prices in the States are higher than the ones in the EU. In a capitalist heaven like the states people usually pay on services that they use whereas in the EU people usually pay for services they might use.

Long story short, if one has a great income one can live in better conditions in the U.S. because one can choose not to pay for services they do not use and if one believes that they will not be making huge wealth choose to live in E.U. so that the government can take care of themselves.

One of the simplest yet complicated ways to increase purchasing power is to produce goods in that country. For example if Hungary wishes to purchase 100 tons of corn from Ukraine they may need to pay a few million euros however if they choose to produce corn in their own fields, the price would definitely drop. This approach would also decrease unemployment and decrease the market prices.

The same concept applies for the technological products as well. If you were to produce a chip in Türkiye (after the fixed costs and the initial investments) it would cost around 50 cents however bringing it from Taiwan to Türkiye could double its price.

Of course producing complicated technological components like chips is not an easy task. First it requires a few hundred millions of dollars of investments and a great engineering department. Also the process of creating the correct conditions for the chips, then designing, producing and transporting it could take up a few years.

There is a tradeoff between these, meaning if one state wants to achieve one, it must give up a portion of the other one. For example if Hungary wants to produce corn for all of the world, it would probably need to plant corn in all of Hungary and destroy all technological buildings.

There are also other ways for a government to increase its purchasing power such as increasing GDP and GDP per capita, correctly handling interest rates and managing international debts, controlling inflation etc.

PS: These are all theoretical and in Türkiye it is possible to see cheaper goods which are imported. In the long run this has the potential to damage the

farming sector in Türkiye and increase the prices for both imported and local goods. In this committee you expected to discuss topics for small and large scale businesses adaptation to the overall system not the governmental topics.

Technology in Business

For centuries people had to rely on trade for their livelihoods. Once Lydians invented the money everything changed. When the printing press became widespread people started to use cash instead of coins. After some time debit/credit cards took its place. Today many people use decentralized currencies such as BTC, ETH which means that governments can not regulate them and only the free market can regulate them.

Let's assume that tomorrow the FED had a decision to print 100 Billion dollars in just a week. This would reduce the price of USD dramatically but because cryptocurrencies are decentralized governments or any individual or group cannot change their value in such short times. Only if the market decides that they should cost less, their value decreases and vice versa.

In businesses that aim for globalization or aim to reach more people adaptation to technology is a must have. If a business has a regular type of customer and is happy with the revenue and the profit, they may not need to adapt to technology as fast as the other competitors.

For example, let's say Hasan who sells Döner in Dönerciler Çarşısı sells Döners mostly to tourists who only come to Antalya once in their lifetimes so he really does not care about customer satisfaction. On the other hand Mr. Bennington sells Döner to students who got out of their classes. In this case Students go to Mr. Bennington almost every day of the week so Mr. Bennington cares about customer satisfaction. In these two cases Mr. Bennington and Hasan do not have to have an account on online delivery systems because they will always attract customers however if they refuse the advancement of technology and only accept cash and not cards, soon no one would buy from them and they would have to close the shops.

If one company or start-up aims for the skies there are a few programs that they should be using. For example if the firm is a software firm, they must have a high IDE (integrated development environment) for all their employees so they can work on better conditions or if the new company is an optimization company they need some softwares like Arena to simulate processes and come up with efficient solutions.

These are two ends of the process but what about the middle parts? Let's talk about Morty who aims to sell bracelets or earrings he makes. For this, if he wants to go to Işıklar and open up a stand he needs to pay the municipality, file a lot of paperwork, be there at all times and so on. The minute he switches to online shopping almost everything gets easier. Of course he needs to create his firm but he won't have to be at Işıklar at all times. He can sell bracelets even before he creates them and make the orders after they are placed. He can stay at his own house in cold or hot times.

Some people -especially people who are not young- usually face difficulties understanding this transaction between physical existing shops to shops that are only on the web page. This does not only limit old people's potential revenue but also makes them vulnerable to digital attacks.

For example, let's think about Mrs. Hale who sells bracelets in her shop. One day some people can approach her and offer to create a webservice to help her achieve more customers. Since Mrs. Hale does not understand technology a lot she gladly accepts the offer but once those people create the webservice they can enter their own information and easily steal money from Mrs. Hale without her knowing. This scenario does not sound super unrealistic considering recent leaks of the personal data throughout the Globe.

Also even if some people really understand and handle technology at some point current technologies will be obsolete. When that happens those people would need investment to switch to a better system to create items such as higher quality chips or more "Soslu Döner"

There is clearly a need for governments and the private sector to convince newcomers to use and adopt new technologies. Also some safety measures for people who don't really understand technological advancements should be taken for them to not get robbed.

Business Models
A business model is a sort of framework that describes the ways one company creates, delivers, and captures value. It involves key components: target customer segments define for whom the business is serving; the value proposition describes what unique benefits are offered to the customers A revenue model describes how the company derives its income, while distribution channels detail how the products or services get to the customers. It also defines what the cost structure will be, meaning the amount it would take for running or operation, and important partnerships-meaning key alliances that keep the

business going. With a good business model, a company strengthens its guideline toward strategy and shifting markets for long-term success.

The business models of erstwhile have also significantly transformed from those in current, with the advent of technology and changing market dynamics. As recently as the middle of last century, most companies were built around classic production and selling models. But as the digital revolution arrived, online became wider-spread (buy and stream being where we are now). For instance, the retail sector went to e-commerce, which meant that consumers now had a wider variety of products and convenience. Business models that we thought were dead and gone have seen a rebirth with the sharing economy, sustainability and social responsibility all becoming leading business model design components in recent years. In the current era, wise companies leveraging data analytics and AI tend to be a step ahead in understanding customer needs and A's new SaaS products have set more business models evolving where they are able to directly tailor solutions better staying non-price competitive together in real time against an ever changing landscape.

Often, business models work on the basis of cooperation. Where different organizations collaborate, this can have quite a positive impact in terms of better creation of value and mutual benefits. Strategic partnership relationships enable firms to leverage each other's strengths, develop synergies, and arrive at new markets. Most technology companies are also partnering with research institutions to discover new innovations and create new products., such as when Google partners with universities for AI research. In the hospitality industry, a hotel might team up with local tour operators to offer package deals that enhance customer experience while boosting bookings for both parties. Additionally, in the food industry, a restaurant may cooperate with local farms to source fresh ingredients, promoting sustainability and attracting health-conscious customers. These examples illustrate how cooperative business

models can drive growth, innovation, and customer satisfaction across various sectors. Spotify's collaboration with artists illustrates the power of cooperative business models in the music industry. By partnering with musicians to distribute their work on its platform, Spotify provides artists with a global audience while enabling them to monetize their music through streams and subscriptions. This collaboration allows artists to reach fans who might not otherwise discover their music, fostering a sense of community and engagement. In return, Spotify benefits from a diverse library of content that attracts and retains subscribers, enhancing its competitive edge in the streaming market. This symbiotic relationship not only supports artists' careers but also drives

innovation and growth for Spotify, showcasing how cooperation can lead to mutual success in a rapidly evolving landscape.

Supply and demand balances impact on a company's growth because it determines product price, inventory and profit levels. It is not unusual that when demand is higher than supply, the price will increase and vice versa. Retaining this balance benefits the companies in improving customer satisfaction, improving their stand in the market, or preserving the standing in the market. Therefore, the equilibrium helps the companies to formulate strategies and respond to the changes in the market quickly.

These are some basic business models what companies using for sustainable growth

Analogy	How it works	Example
Affinity club	Pay royalties to some large organization for the right to sell your product exclusively to their customers.	MBNA
Brokerage	Bring together buyers and sellers, charging a fee per transaction to one or another party.	Century 21 Orbitz
Bundling	Package related goods and services together.	Fast-food value meals iPod/iTunes
Cell phone	Charge different rates for discrete levels of a service.	Sprint Better Place
Crowdsourcing	Get a large group of people to contribute content for free in exchange for access to other people's content.	Wikipedia YouTube
Disintermediation	Sell direct, sidestepping traditional middlemen.	Dell WebMD
Fractionalization	Sell partial use of something.	NetJets Time-shares
Freemium	Offer basic services for free, charge for premium service.	LinkedIn
Leasing	Rent, rather than sell, high-margin, high-priced products.	Cars MachineryLink

Low-touch	**Lower prices by decreasing service.**	**Walmart IKEA**
Negative operating cycle	**Lower prices by receiving payment before delivering the offering.**	**Amazon**
Pay-as-you-go	**Charge for actual, metered usage.**	**Electric companies**
Razor/blades	**Offer the high-margin razor below cost to increase volume sales of the low-margin razor blades.**	**Printers and ink**
Reverse razor/blades	**Offer the low-margin item below cost to encourage sales of the high-margin companion product.**	**Kindle**
Reverse auction	**Set a ceiling price and have participants bid as the price drops.**	**Elance.com**
Product to service	**Rather than sell a product, sell the service the product performs.**	**Zipcar**
Standardization	**Standardize a previously personalized service to lower costs.**	**MinuteClinic**
Subscription	**Charge a subscription fee to gain access to a service.**	**Netflix**
User communities	**Grant members access to a network, charging both membership fees and advertising.**	**Angie's List**

What is a Sustainable Growth:

Sustainable Growth isn't just about making money,its goal for long term success and its more than numbers on a balance sheet. This strategy unfolds across three key dimensions: economic, environmental, and social. It's about doing well by doing good, a game plan that ensures businesses is a positive contributor to the world.Sure, making money is important, but sustainable growth is about more than just stacking up the dollars. It's about long-term thinking, innovation, and being financially savvy. It is like planting seeds, investing wisely, nurturing businesses, and watching it grow into a strong, resilient entity.

Economic Wisdom

Economic wisdom in sustainable growth isn't just about profit margins; it's about creating a thriving ecosystem for all stakeholders. Take a socially responsible approach, ensuring fair wages for employees and fostering community engagement. For instance, a company might establish partnerships with local businesses, contributing to the economic vitality of the community it operates in.

Like mentioned in the other paragraph sustainability becomes a three-dimensional commitment. Imagine a clothing brand that not only adopts eco-friendly manufacturing processes (environmental), but also ensures ethical labor practices in its supply chain (social) and maintains financial transparency (economic).

Ways to Achieve Sustainable growth

Investing in innovation is one of the crucial factors for driving sustainable growth.It is here that the companies should go for research and development activities to develop products and services in a sustainable manner. New technologies would improve efficiency and reduce ecological footprint, which would help an organization to be competitive with minimum ecological footprint. Furthermore, other sustainable practices that include optimization of resource use and building a responsible supply chain lead to the success of sustainability in a business organization. For instance :A tech firm developed an innovative artificial intelligence software aimed at enhancing energy efficiency. This software optimized energy consumption in production processes, reducing costs while also minimizing environmental impact. As a result, the company established a more sustainable production model, setting itself apart from competitors.

The other important thing for sustainable growth is focusing on social responsibility;The furtherance of social responsibility will reinforce sustainability within the organization because it deals with involvement with local communities through social activities and also enhances a diverse and inclusive set of employees, which improves brand image and work environment. Finally, key performance indicators can show the organization how their sustainability goals are doing and where changes may need to be made.For example:A textile brand launched a program to empower women in local communities. Through this initiative, they provided vocational training to women, helping them start their own businesses. This effort not only contributed positively to the community but also enhanced the brand's reputation through its commitment to social responsibility.

Lastly, educating and empowering employees is essential for fostering a culture of sustainability. Providing training on sustainable practices and encouraging employee involvement can lead to innovative ideas and increased ownership of sustainability initiatives. Building partnerships with other organizations and actively engaging customers also enhances these efforts, ensuring that the organization not only thrives financially but also contributes positively to society and the planet. By embracing this multifaceted approach, companies can achieve sustainable growth that benefits all stakeholders involved.To illustrate An energy company regularly offers training sessions to its employees on sustainable energy sources and environmental impacts. As a result of these training sessions, employees began developing innovative ideas for their projects that aligned with the company's sustainability goals. Additionally, they held a competition to encourage participation, rewarding the best sustainability ideas submitted by employees.

Finally;Achieving sustainable growth involves several key strategies that organizations can implement effectively. First, developing a clear vision and strategy that engages all stakeholders ensures alignment towards common sustainability goals. Second, investing in innovative technologies can enhance efficiency and reduce environmental impact, setting the organization apart in the market Third, focusing on social responsibility, such as the empowerment of local communities, will improve brand reputation while creating a positive impact. Educating and empowering employees about sustainability finally helps inculcate the culture that could bring innovative ideas and active participation into being. All combined, these approaches form a sound framework for sustainable growth.

The Importance of Education in Budget Usage Investments and Finance

The effective use of budgets, finance, and investment in education plays a crucial role in helping countries achieve sustainable development goals. Adequate budget allocation for education is essential for delivering quality educational services. Additionally, investments aimed at improving and updating education systems directly impact students' learning experiences. In this context, the United Nations Development Programme (UNDP) supports countries in managing their education budgets efficiently, ensuring that resources are utilized more effectively.

UNDP helps countries design budget and financial management with a focus on training for education, strategies from the onset. This assistance helps in the development of education policies, and also supports informed investment decisions both at local and national level. For instance, the technical assistance provided by UNDP permits countries to assess their education system priorities and develop budgets accordingly. Thus, education investments can be made more effectively

For instance, in Bangladesh, UNDP supported the government in developing a financing strategy focused on inclusive education, ensuring that children with disabilities have access to quality schooling. In Tunisia, UNDP facilitated partnerships between public and private sectors to enhance Technical and Vocational Education and Training (TVET), aligning funding with labor market needs.

In Mozambique, UNDP implemented a robust data collection system that helps policymakers identify gaps in educational resources and allocate budgets more effectively. Additionally, in Eastern Europe, UNDP has conducted capacity-building programs for local education authorities, improving their budgeting practices and transparency.

Finally, budgetary and financial investment in education is necessary for the realization of all national sustainable development goals through strategic management. Proper funding and allocations will allow countries to greatly improve the quality of educational provision as well as maximize students´ learning achievements. Meanwhile, funding by organizations such as the United Nations Development Programme (UNDP) encourages nations to budget effectively and develop good education policies. The evidence base generated as part of this holistic, cross-country initiative ensures more efficient distribution and tailored education policy targeting the actual needs on a country level — providing a better foundation for future impact. To develop such a system will require work by all nations, but the collective benefits to society are manifest.

Questions to be Answered

- How to train shopkeepers for new technologies
- How to assist people with low income to be brought to sector
- How to make already existing business models widespread
- How can AI technologies be integrated to sector

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