

Global Shapers, Social Entrepreneurs and Young Global Leaders

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# World Economic Forum Annual Meeting 2018 Forum Foundations

Davos-Klosters, Switzerland 23-26 January

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# Building a Shared Future in a Fractured World

195 Global Shapers, Schwab Foundation Social Entrepreneurs and Young Global Leaders participated in the 48th World Economic Forum Annual Meeting.

When robotics entrepreneur **Keller Rinaudo**, started his first company at the age of 23, the number of drone strikes in Afghanistan were at an all-time high.

“Most robotic companies were building things that kill people, so we thought it would be cool to build a company that built things that actually make people’s lives better,” he said.

Now his drone-delivery company, [Zipline](#), is making last-mile deliveries of blood to health clinics and transfusion facilities across Rwanda. Zipline delivers 20% of the country’s national blood supply outside of Kigali and has signed a commercial contract with the Tanzanian Ministry of Health to deliver medicines to 10 million of the hardest to reach people in the country. “Entrepreneurship is the only force in human history that has lifted millions of people out of poverty,” says Keller.

Like Keller, a Schwab Foundation Social Entrepreneur, many in his community – along with Global Shapers and Young Global Leaders – attended the Annual Meeting in Davos to advance leading models of sustainable social innovation.

Global Shaper **Jaideep Bansal** is the Energy Access Leader of Global Himalayan Expedition (GHE), and is working to electrify remote mountain communities using solar micro grids. Some villages in India are so remote that it can take ten days to reach them, and many of these places lack basic utilities like electricity. During the Annual Meeting, he showed participants [how he is bringing them light](#).

Women make up 70% of the world’s poorest 1.5 billion people. So, after **Kate Roberts** and **HRH Mette-Marit**, Crown Princess of Norway, met through the Forum of Young Global Leaders (YGLs), they founded the [Maverick Collective](#) to eliminate extreme poverty and engage female



philanthropists beyond cheque book giving. The initiative seeks women, not just those with financial resources, but also those with skills and experiences, to help solve challenges faced by women and girls in developing countries. To date, they have mobilized \$60 million in resources for you girls and women, helped more than 800,000 girls and women live healthier lives and launched pilots in 15 countries around the world.

Social Entrepreneur **Chetna Sinha**, one of the co-chairs of the Annual Meeting in Davos, founded the [Mann Deshi Foundation](#) and is dedicated to economically empowering rural women in India. The Foundation started India’s first bank run by and for rural women, business schools providing women with entrepreneurial skills and a community development programme focused on water conservation. It has supported 400,000 women and aims to reach 1 million by 2022 through a new fund launched in Davos.

These are just some of their stories. To learn more about what Global Shapers, Social Entrepreneurs and Young Global Leaders accomplished at the Annual Meeting, read on.

*Explore their profiles here:*

- Global Shapers <http://wef.ch/gsc18participants>
- Schwab Foundation Social Entrepreneurs <http://wef.ch/se18participants>
- Young Global Leaders <http://wef.ch/ygl18participants>

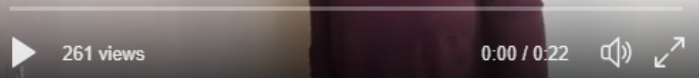
# In Our Own Words

Society is fractured. This is what young people want to do about it.

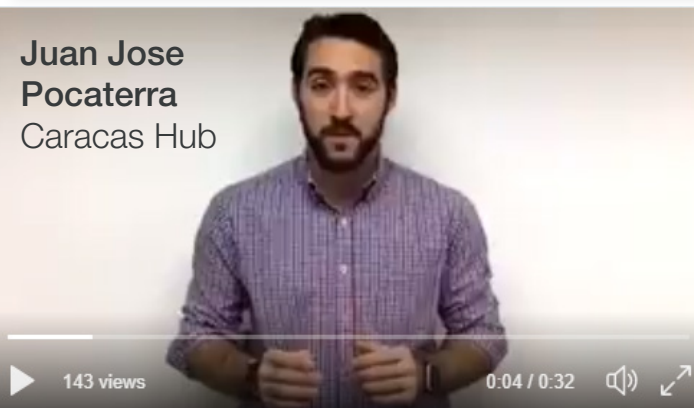
**“We need to raise our children on empathy, we need to integrate it in our educational systems. Empathy is the answer to build cooperation in a fractured world today and in the future.”**

**Sarah Al Charif**  
Tipoli - LB Hub

**Tiffany Yu**  
San Francisco  
Hub



**Juan Jose Pocaterra**  
Caracas Hub



**“To create a shared future in a fractured world, we need to activate the untapped potential of children and families who are struggling to succeed by reorganizing city systems and infrastructure to be more personalized and interconnected so that every child in every community has a fair shot at a bright future.”**

**Parvathi Santhosh-Kumar**  
Global Shaper, Chicago Hub

**“The time for radical and collective climate action is now. It will enable us create a shared future that's truly sustainable and climate resilient.”**

**Karuna Rana**  
Global Shaper, Port Louis Hub

**Nahomy Hernández**  
San Salvador  
Hub

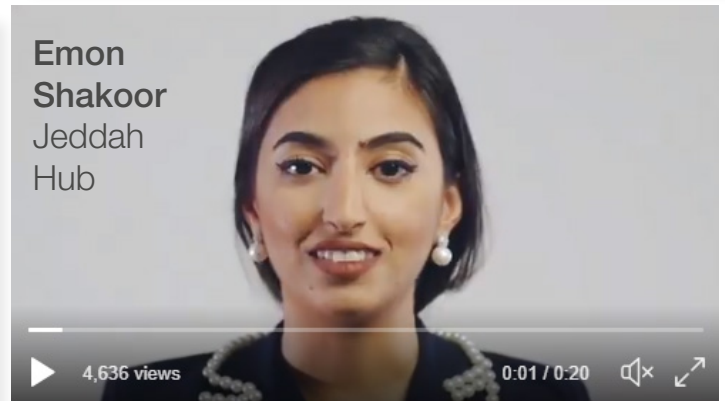
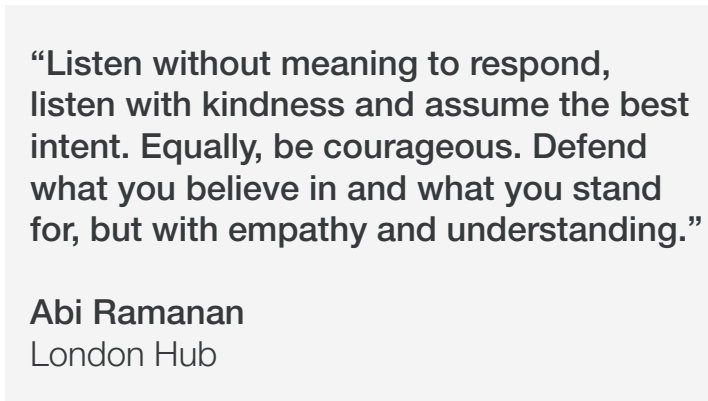






“As a rule of thumb, we need to ask ourselves, will this decision improve the world for future generations? If a decision doesn’t pass this simple test, it’s probably time to rethink it .”

**Umair Pervez**  
Calgary Hub



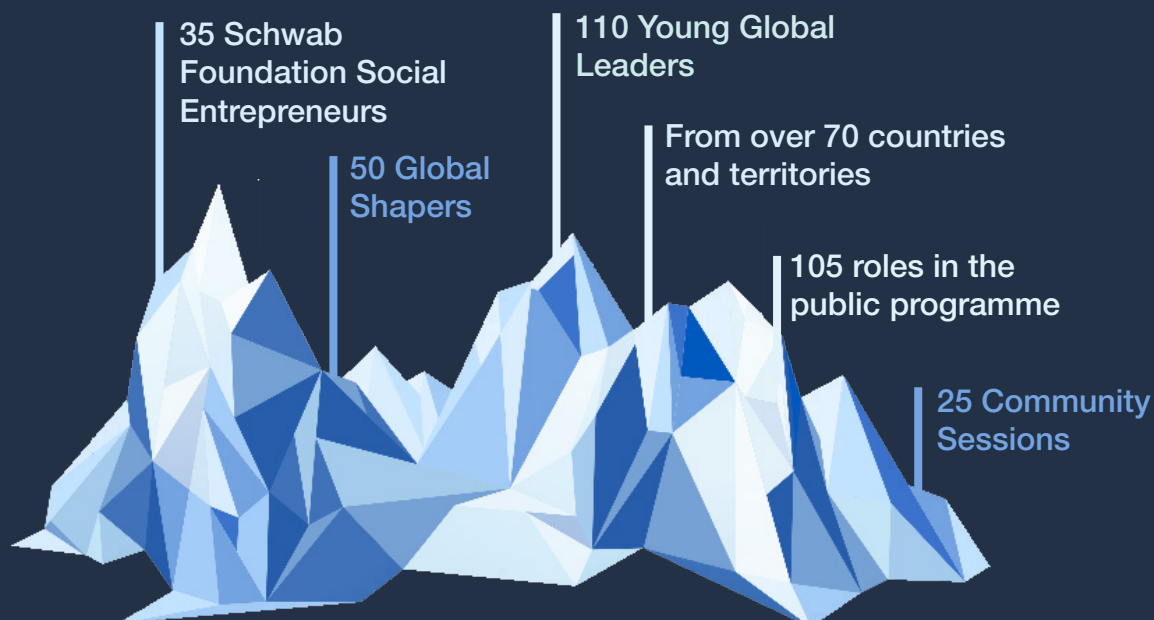
“Listen without meaning to respond, listen with kindness and assume the best intent. Equally, be courageous. Defend what you believe in and what you stand for, but with empathy and understanding.”

**Abi Ramanan**  
London Hub

“People must realize their ownership over solutions and take an active role in crafting them. This is something each of us can do at home, at work or in our community by simply inviting others to join the conversation.”

**Viktoriya Luchka**  
Liviv Hub

## Davos at a glance



# Stories of innovation, creative problem-solving and big impact

Shapers, Social Entrepreneurs and YGLs operate as a force for good to scale solutions to global and local challenges. Here are a few of the ways they committed to improving the state of the world at the Annual Meeting in Davos.

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## Mann Deshi Foundation

The Mann Deshi Foundation, the first bank set up exclusively by and for rural women in India, launched a 100 million rupee [Beyond Microfinance Fund](#) to create prosperity through women's ideas and women's talent. The fund, launched by Social Entrepreneur Chetna Sinha, will invest in women-owned banks across rural India to identify, nurture and support women's businesses and to bring women as equal partners into the labour market. It is the first fund in India exclusively for female entrepreneurs and will provide USD \$8,000-\$10,000 loans for women to expand their businesses – going beyond microfinance to take women entrepreneurship in India to the next level.



## Climate Action

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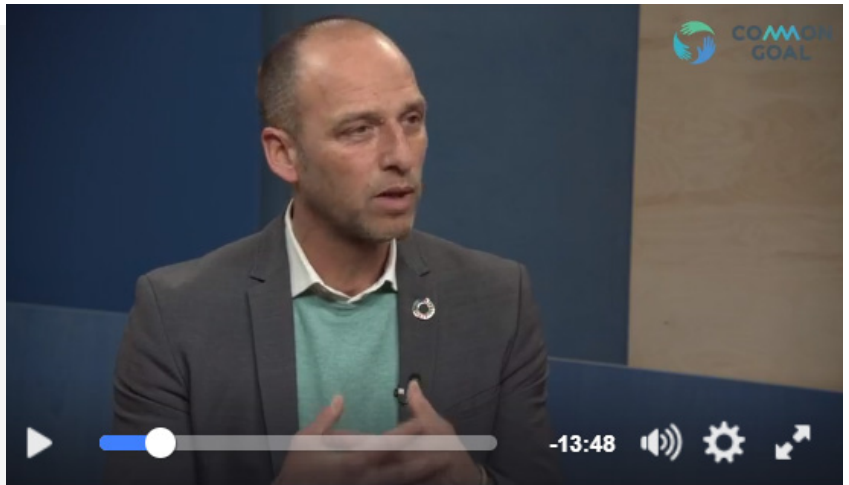
Shapers continue to make their voices heard on climate change. Invited to join former Executive Secretary of the UN Framework Convention on Climate Change, Christiana Figueres and Mission 2020, Shapers engaged with leaders who work at the forefront of climate change at the Global Goals Arctic Basecamp. The scientific journey included UNDP Administrator Achim Steiner, as well as renowned arctic scientists, and concluded with a discussion via satellite link with the Commander of the British Antarctic Survey station. Shapers made commitments to continue to play an active role in climate action in 2018 and beyond.



// 03

## Streetfootballworld

Streetfootballworld founder Social Entrepreneur Juergen Griesbeck and Manchester United midfielder Juan Mata [launched Common Goal](#), a commitment of football players to pledge 1% of their salaries to a collective fund. This fund will be invested in charities around the world using football as a tool for social change. To date, 35 football players from 17 nationalities have made the pledge and UEFA endorsed the initiative proving how football generates positive impact.



## #WeSeeEqual

//04

At the Annual Meeting, Shapers kicked-off a year-long partnership with Procter & Gamble while meeting with Carolyn Tastad, P&G's Group President of North America. The Annual Meeting was the starting point for the launch of [#WeSeeEqual](#), a social media campaign and solutions challenge to rally Shapers around the issue of gender equality. Together, they explored the role of young people in evolving attitudes, bias and behaviours. Shapers left energized to serve as champions for the campaign.

// 05

## The Circulares 2018

ABN AMRO won the Award for Circular Economy Investor at The Circulares, the [world's leading circular award programme](#), which recognizes companies, public organizations and NGOs that contribute to a circular economy. CEO Kees van Dijkhuizen accepted the award at the Annual Meeting. The Circulares is an initiative of the Forum of Young Global Leaders, run in collaboration with Accenture.



## CitiesRISE

//06

CitiesRISE, founded by Social Entrepreneur Chris Underhill, is an audacious effort to reach [1 billion young people with mental health services](#) by 2030 with the goal of reducing anxiety, depression, suicide and substance abuse among young people. Its focus on youth is designed to harness the enthusiasm and ingenuity of young people – who are not only uniquely affected by mental illness since 75% of mental health issues manifest in those under 24 years old – but who also have the capacity to develop imaginative and forward-thinking solutions. Launched in collaboration with public and private sector leaders in Kenya, Lebanon, Colombia, India and the United States, as well as supported by Philips, the World Health Organization, the World Bank, and Harvard University, CitiesRISE will coordinate action to connect formal and informal services that provide affordable support for mental health.

# Shaping the agenda

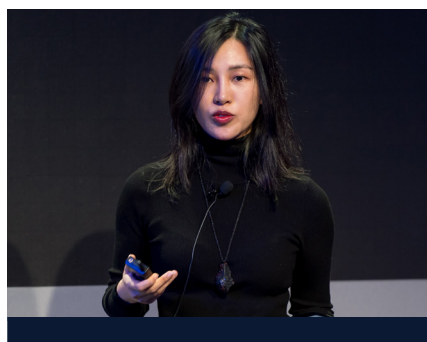
Shapers, Social Entrepreneurs and YGLs had over 100 speaking roles as panellists and moderators in the official programme, providing their expertise on a range of diverse topics.

## // INCLUSION



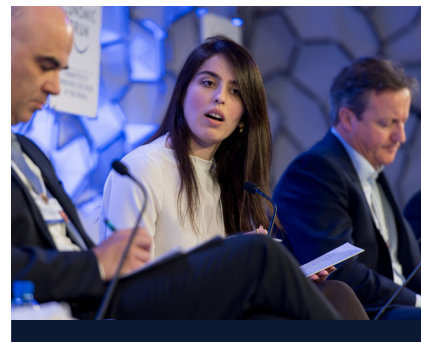
**Chetna Sinha**

The Co-Chairs of the Annual Meeting, including Chetna Sinha, shared their visions for creating a shared future in a fractured world, including bringing women as equal partners into the labour market.



**Chen Man**

From Nairobi pop bands that want to go to space to haute couture on Tiananmen Square, photographer Chen Man introduced fresh approaches in storytelling to transform the way we see the world.



**Basima Abdulrahman**

Over 239 cities around the world are classified as fragile due to conflict, terrorism, pollution and lack of jobs. Basima Abdulrahman shared what is needed to upgrade urban spaces to better protect their citizens.

## // TECHNOLOGY



**William Stubbs**

Worldwide, more than 320 million people suffer from depression. William Stubbs explained what can be done to stop rising rates of depression among young people and safeguard their mental health.



**Rachel Botsman**

Be it automation, privacy or misinformation – technology can feed our deepest fears, yet also represents our greatest hopes. Rachel Botsman explored how leaders can win public trust and create a shared future.



**Muhamad Iman Usman & Pia Mancini**

Digital misinformation and micro-targeting are global phenomena that can have an unprecedented impact. Muhamad and Pia explained how this challenge must be tackled.



## // POLITICS



### Alexander De Croo

Arguing against the “establishment” across the political spectrum, a new generation of political leaders was swept into governments around the world. Alexander De Croo explores how they are delivering now.



### Desislava Karapchanska, Jens Spahn & Zydrune Vitaite

Young people will have to live with the impacts of today's politics. Desi, Nicola and Zydrune shared ways to deepen youth engagement in democracies and strengthen shared responsibility.



### Majid Jafar

In the context of continued gains against ISIS, Majid Jafar explains how global and regional leaders can envision an inclusive reconstruction strategy to foster peace and stability in the Levant.

## // CLIMATE



### Risalat Khan

According to current estimates, the Earth is expected to warm by 3.2°C by the end of the century – more than double the Paris targets. Risalat Khan explained how leaders can accelerate climate action to heal our planet.



### Karuna Rana

A major extension of the West Antarctic ice sheet has broken off and Swiss glaciers continue to recede. Karuna Rana explores if there's still time to limit warming to two degrees and, if not, how do we adapt.



### Jennifer Zhu Scott

Valuations of bitcoin have reached unprecedented highs, and there are now close to 1,000 different crypto-assets on the market. Jennifer Zhu Scott explains how these assets are coming into their own.



### Therese Fernandez-Ruiz

Breaking down barriers to international e-commerce promises to expand export opportunities for small businesses. Therese tells us how we can shape digital policies and practices to benefit entrepreneurs.



### Jin Keyu

From the growth of cryptocurrencies to the potential decline of the dollar, the international financial system is undergoing a deep transformation. Jin Keyu tells us how to prepare for the remaking of global finance.



### William Tanuwijaya

Asia's economic rise in the Third Industrial Revolution was remarkable. But as the Fourth Industrial Revolution gathers speed, William explores how the region must maintain its competitive edge beyond traditional industrialization pathways.

# Influencing global leadership

Shapers, Social Entrepreneurs and YGLs met with senior leaders from international organizations and both public and private sectors to influence global affairs.



Shapers and special guests from the Young Global Leaders and Technology Pioneers communities met with Jack Ma, Executive Chairman of Alibaba Group and a Young Global Leader Alumni as well as a Board member of the Global Shapers Community. His talk was watched by 3.6 million viewers.

**“I cherish the opportunity to serve young people from all over the world who believe that we must work together in diverse teams to make the world a better place.”**

**Jack Ma**



Global Shapers, Social Entrepreneurs and YGLs also met with Princess Beatrice of York, Bill Gates, Carolyn Tastad (P&G's Group President of North America), John Goodwin (CEO of LEGO Foundation), HRH Queen Mathilde of Belgium, Yo-Yo Ma and Prime Minister of Pakistan, Shahid Khaqan Abbasi, amongst other world leaders, for intimate conversations on leadership, gender equity, education, and the role of business in society.





In Davos, the World Economic Forum launched the [\*New Concept for Europe\*](#) paper, outlining strategy for reform aimed at sustaining European leadership and values into the 21st century. The paper is the result of a six-month consultation with Global Shapers and Young Global Leaders, among other stakeholders. Shapers Simon Engelke (Cambridge Hub) and Agnes Aistleitner (Vienna Hub) presented the report to the Prime Ministers of Denmark, Ireland, Portugal and the Netherlands.

**“Blockchain, AI and other new technologies are a reality for my generation. They are not a nice-to-have, but an essential part of a citizen-centric energy transition.”**

**Simon Engelke**  
Cambridge Hub





# Global Shapers

Shapers are diverse in expertise, education, income and race – but are united by their desire to catalyse a more positive, peaceful and prosperous world.

More than half the world's population lives in cities and this proportion will reach 70% by 2050. How do we build cities in which everyone – regardless of gender, income, race, age or ability – can live and thrive? In Davos, 52 Shapers from 51 hubs in 41 countries and territories represented the Global Shapers Community at the 48th World Economic Forum Annual Meeting. A full day was dedicated to equipping Shapers with new tools and mind-sets for building multi-stakeholder coalitions for inclusive, city-level impact.

Shapers drafted design principles decision-makers should consider when designing the city of the future – like involving stakeholders in formulating regulations, monitoring impact and closing feedback loops, prioritizing citizen-centric development, aiming for sustainable outcomes and designing for multiple generations into the future. Shapers also explored how 378 hubs and 7,000 Shapers worldwide can bring these principles to life when implementing hub projects.

As part of the PORTALS exhibition, 9 hubs were also featured in immersive gateways that invited participants in Davos into different cities, realities and ways of experiencing the world. While we talk increasingly about technology in terms of algorithms, surveillance and filter bubbles, PORTALS reclaimed technology for meaningful human exchange. Shapers connected from the Amman Hub, Baltimore Hub, [Erbil Hub](#), Gaza Hub, Kigali Hub, Nairobi Hub, Mexico City Hub, Milwaukee Hub and Yangon Hub.

**“Conversations with Shapers from different backgrounds and cultures pushes us to think hard about our place in the world and how to make it a better place for all.”**

**Ben Wedge**

Global Shaper, Halifax Hub

**“I was truly able to connect and be vulnerable with fellow Shapers about my story and hear more about their lives. I am greatly enriched from these relationships.”**

**Shamiso Kumbirai**

Global Shaper, Tshwane Hub

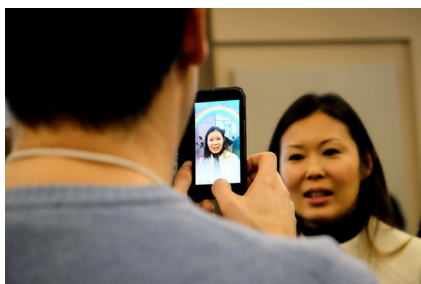




# Young Global Leaders

At the Annual Meeting, our goal was to create experiences for young leaders that enhance their skills, broaden their world views and lead to solutions to pressing global challenges, especially related to the Fourth Industrial Revolution.

Advances in science and technology must serve all of humanity to its fullest potential. This year's Annual Meeting welcomed 110 Young Global Leaders from the private sector, civil society and public institutions to help identify common strategies to ensure inclusive outcomes for the future. YGLs included heads of state, senior cabinet ministers and mayors, a Noble Prize nominee and leading innovators. Over two days, YGLs explored how new technologies are transforming human relationships and what it means for personal and professional leadership. From these discussions, participants identified a series of questions that decision-makers must ask in order to navigate the shifting context, ethical dilemmas and fierce competition created by the Fourth Industrial Revolution.



**“It is very humbling and inspiring to be surrounded by such a talented group of Young Global Leaders and the ideas and impact they represent. Focusing on whether technology will serve the needs of society or further divide it, was an important and needed discussion topic.”**

**Graves Tompkins**

Managing Director; Global Head, Capital Partnering, General Atlantic Partners

**“In Davos, the YGL programme provided me with a rare opportunity to connect with leaders who share common values. I leave the Annual Meeting with two strong community connections for collaboration.”**

**Patrick Youssef**

Deputy Director, Operations, International Committee of the Red Cross

# Schwab Foundation Social Entrepreneurs

Together, Social Entrepreneurs scale solutions to support millions of vulnerable and low-income communities in need. At the Annual Meeting, we provided exposure, capacity building and a trusting community to support leaders to change the world.

This year's Annual Meeting welcomed 35 Schwab Foundation Social Entrepreneurs from around the world who are pioneering innovative solutions in healthcare, education, food security, urban development, employment and more. A full day was dedicated to interactive sessions focused on personal and organizational well-being, where members helped to support each other with tools and insights about how to nurture their well-being. This was followed by a session focused on the Fourth Industrial Revolution (4IR), exploring the potential application of technologies and discussing the ethical dimensions of the 4IR.



**“Emerging technologies, like 3D printing, will give students, irrespective of where they are born or raised, the unique skills to take advantage of a new digital economy. YTF’s partnership with HP Foundation makes this possible for [thousands of young people](#) in Nigeria.”**

**Njideka Harry**

Youth for Technology Foundation, Nigeria



## Empowering community health workers

Raj Panjabi, CEO of Last Mile Health, and Chuck Slaughter, CEO of Living Goods, announced a \$50 million collaboration to deploy 50,000 community health workers to deliver [quality care door-to-door](#) to 35 million people. Working in close partnership with African governments, this initiative will re-invent primary health care by leveraging the disruptive power of mobile technology to empower thousands of health workers at a fraction of the cost of deploying doctors or nurses.





Katherine Milligan, Head of the Schwab Foundation, Kimbal Musk, CEO of Big Green, and Kris Groos Richmond, CEO of Revolution Foods, discussed strategies to place healthy and nutritious diets at the centre of global food systems.



Katherine Milligan, Carlos Edmar Pereira, CEO and Founder of Livox, and Tiffany Yu, Founder of Diversability, explored how we can [erase the social stigma](#) associated with disability and find tools for disability inclusion.



## Moving the needle on the Circular Economy

Gonzalo Muñoz, Founder and CEO of TriCiclos, launched a partnership with The Ellen MacArthur Foundation to implement a national plan in Chile to move to a circular economy where plastic [never becomes waste](#) – making it only the second country in the world to do so. The Chilean initiative will involve collaborative action and commitment by businesses, industry, governments, local authorities and NGOs to eliminate unnecessary packaging, increase recycling and mobilize citizens to play their part in eliminating waste.





# Communities coming together



By bringing together Shapers, Social Entrepreneurs and YGLs, we are able to leverage economies of scale to catalyse greater collaborations across the communities.

A half-day cross-communities programme enabled Shapers, Social Entrepreneurs and YGLs to connect and learn from one another. Through regional lunches, skills workshops and a series of talks, community members met with peers, new and old, to hear about the ideas, innovations and trends that are changing the world we live in and contributing to a shared future. Topics of discussion and collaboration included: establishing new funding models for social impact, changing behaviour and understanding biases, emerging technologies, sustainable living, visionary leadership and well-being.

**“I am inspired by meeting several generations of change makers who give me hope about a positive future.”**

**Vinya Ariyaratne**

Schwab Foundation Social Entrepreneur





# Setting the Forum Agenda

## The stories shaping the Davos Agenda.

The new age of CEO [activism](#)

**Ashifi Gogo**

This woman is rebuilding war-torn Iraq [greener and stronger](#)

**Basima Abdulrahman**

This man [quit his job](#) and built a whole company so he could talk to his daughter

**Carlos Pereira**

Building the India of the future, a nation of [entrepreneurs](#)

**Chetna Vijay Sinha**

Lessons from the world's cities on protecting our [mental health](#)

**Chris Underhill**

Why [water](#) is a women's issue

**Eleanor Allen**

La paradoja del plástico y el [ejemplo](#) de Chile

**Gonzalo Muñoz**

How young people are creating an [impact](#) at Davos

**Jaideep Bansal**

This is what [millennials](#) want in 2018

**John Hewko**

Moving the goalposts: will [footballers](#) pledge 1% of their wages to change the world?

**Juergen Griesbeck**

EveryLayer delivers [1,000](#) wi-fi hotspots across Kenya in 2017

**Kristin Peterson**

What's the future of [blockchain](#) in China?

**Layla Dong**

From apartheid township to [tech entrepreneur](#)

**Luvuyo Rani**

Social entrepreneurs in [action](#) in snow-covered Davos

**Manuela Kasper-Claridge**

Is the business world all about [greed](#)?

**Nicholas Kristof**

Good intentions alone won't create [opportunities](#) for every child

**Parvathi Santhosh-Kumar**

Will the [Fourth Industrial Revolution](#) be a revolution for women?

**Njideka Harry**

In a world of medical miracles, we need to go the [last mile](#)

**Raj Panjabi & Chuck Slaughter**

5 reasons why we need to start talking about [existential risks](#)

**Risalat Khan**

How to fight fast [fashion](#), by a Filipino social entrepreneur

**Therese Fernandez-Ruiz**

We need to change the way we think and talk about [disability](#)

**Tiffany Yu**









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IMPROVING THE STATE  
OF THE WORLD

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The World Economic Forum, committed to improving the state of the world, is the International Organization for Public-Private Cooperation.

The Forum engages the foremost political, business and other leaders of society to shape global, regional and industry agendas.

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