

New Schwab Award to dedicate CHF 500K towards shaping concepts for the future

Geneva, Switzerland, 10 January 2017 – Professor Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, is launching an award focused on stimulating more responsive and responsible leadership in the age of the Fourth Industrial Revolution.

Since its creation in 1971, the World Economic Forum has served as a platform for discussion on the responsible role of business in society.

In 1971, Professor Klaus Schwab published a book outlining the **stakeholder theory**, and founded the World Economic Forum which has been dedicated to progressing the idea ever since. In the book, he argued that the management of a modern enterprise must serve not only the company's shareholders but all stakeholders, in order to achieve long-term growth and prosperity. Since then, the theory has found broad application across global affairs, as it is clear that in order for a community of leaders to have a sustained positive impact, all interested parties must be engaged. This is the guiding principle of the World Economic Forum in its mission to improve the state of the world.

In 1979, Professor Schwab, developed a comprehensive concept for **national competitiveness** going beyond the usual economic efficiency indicators by integrating such factors as social harmony, as well as environmental and macroeconomic stability.

In 1997, Professor Schwab, together with his wife Hilde, created a foundation to promote **social entrepreneurship**. Its mission is to highlight and amplify the world's most effective individuals using their entrepreneurial drive and creativity to solve social challenges in innovative ways.

In 2008, Professor Schwab first outlined the concept of **corporate global citizenship**. It expresses the conviction that companies cannot be solely responsible to their own stakeholders. Business is itself a major stakeholder in improving the state of the world, together with government and civil society.

In 2015, the World Economic Forum was officially recognised as the **International Organisation for Public Private Cooperation**. The word cooperation here means that the public and private sector must cooperate to shape a positive global future.

In 2016, Professor Schwab published ***The Fourth Industrial Revolution***, a book summarising how technology will fundamentally alter the way we live, work, and relate to one another. The fourth industrial revolution and the combined technologies which are driving it, will certainly transform our traditional ways of producing, consuming and managing. The notion of capitalism, with its principles forged from the ideas of the 18th century, will be increasingly replaced by that of "talentism", which recognises talent, rather than capital, as the most important resource.

Each of these milestones has contributed to the development of the modern concept of management, one which considers all stakeholders in a better future. Yet the world continues to evolve, and with it, the need for guiding principles, new ideas and evolved frameworks which harmonise the entrepreneurial imperative for economic growth and wealth creation with the need for social, environmental and cultural sustainability.

It is for this reason that Professor Schwab has decided to dedicate the €500,000 prize money received in 2016 from the [Reinhard Mohn Prize](#), the [Society for Progress](#), and from all proceeds of his book [The Fourth Industrial Revolution](#), to launch **an international call for papers towards ensuring more responsive and responsible leadership** in the age of the Fourth Industrial Revolution.

The papers should present innovative action plans for developing a more prosperous, inclusive, sustainable and peaceful world, with special emphasis on the need for greater stakeholder cooperation. The specific details of the award and criteria for submission will be communicated no later than March 31st 2017. It is also foreseen that the prize money will be distributed among a select number of categories, and the contributions from the young generation will be particularly encouraged. All awardees will be invited to join the **Summit on the Global Future 2017** in Dubai, with a final selection invited to the **Annual Meeting of the World Economic Forum 2018** in Davos.