

WORLD
ECONOMIC
FORUM

COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

A Platform for Impact



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OF THE WORLD



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Our institutional DNA

The World Economic Forum is the International Organization for Public-Private Cooperation

Our mission

Committed to improving the state of the world

Our vision

To leverage our trusted status as the global platform for shaping the future of economic, social and industry systems

Our values

Independence, impartiality, integrity

Our motto

Entrepreneurship in the global public interest

Our role

The World Economic Forum is the International Organization for Public-Private Cooperation. Our purpose is to empower global leaders to shape the future for the better. With the pace of change accelerating, even the most innovative governments, businesses and organizations will struggle to meet the world's technological, environmental and social challenges on their own. We are a trusted platform for all stakeholders of global society to integrate and aggregate their efforts to improve the state of the world. Only through the power of collaboration can we successfully solve our shared global challenges.

“Since its creation in 1971, the Forum has championed global citizenship. This has led to numerous public, private and multistakeholder initiatives to improve the state of the world. What we need now is a platform to integrate public and private initiatives into a common effort to achieve maximum impact.”



Professor Klaus Schwab
Founder and Executive Chairman
of the World Economic Forum

The story

In 1970, as a young professor with strong business experience, I wrote a book on modern management describing what is today called the stakeholder concept. It recognized that the business of business was not simply serving shareholder interests, but everyone who has a stake in the “well-being” of the enterprise: employees, customers and society.

That book inspired the first Davos meeting in 1971, creating a platform for business to meet and interact with all its stakeholders. This led to the creation of the not-for-profit foundation which is today the World Economic Forum.

Over the last half century, the stakeholder concept has significantly evolved. Corporations are now being called upon to serve as co-owners of our global future.

Since its creation, the Forum has gone through several phases of development. In the very beginning, it created a global convening of leaders, helping them to understand the nascent challenges of environment and inequality. To deal with these challenges required trust, sustained

engagement, and the creation of different communities, such as Partners and Members. To inform those communities, it created its own research and knowledge-generating capabilities, starting in 1979 with the *Global Competitiveness Report*. Today, it focuses on strengthening impact through numerous initiatives and projects, which have helped improve the lives of hundreds of millions of people.

The World Economic Forum's role as the trusted global platform for stakeholder engagement was recognized in 2015, when it concluded a host state agreement with Switzerland to become the International Organization for Public-Private Cooperation. In 2019, that was further strengthened by a strategic partnership framework agreement with the United Nations.

Since its founding, the Forum has developed as a powerful public platform engaging the global audience, but it has also served as a place for private dialogue and reconciliation.

As we now face the Fourth Industrial Revolution, I am convinced of the stakeholder concept's relevance. The World Economic Forum – and its work with leaders from all areas of global society – has never been more vital.

Our communities

The World Economic Forum is uniquely positioned to engage a diverse community of stakeholders to shape the future in the most innovative ways.

Business Young Leaders

A group of 1,000 leading global companies is engaged as Partners. This group is further strengthened and diversified through our special communities of emerging global enterprises, technology pioneers and start-ups.

Over 1,000 of the world's most recognized leaders in their thirties are engaged as Young Global Leaders, and close to 10,000 outstanding young people in their twenties contribute as Global Shapers, active in more than 400 cities around the world.

Governments and International Organizations

Engaged through joint projects and cooperation agreements.

Academia and Science

The world's leading experts engage through our Councils. Top-ranking global research universities make up our Global University Leaders Forum.

Civil Society

The leaders of globally active NGOs, trade unions, cultural leaders and other civil-society institutions are integrated into all our communities and advisory councils. This is reinforced by our community of social entrepreneurs, working on models of social innovation.

Media

Journalists and editors from the world's leading news organizations are engaged through our International Media Council.



How to engage

How does the World Economic Forum engage leaders to shape the global agenda?

The Forum invites its Partners and Members to engage through its collaborative Platforms, digital interaction and knowledge networks, and through high-level personalized communication.

1 Participation in collaborative Platforms

We are living in a more complicated and fast-changing world with interconnected problems and challenges. Your organization is undertaking initiatives to define these problems, search for solutions and take action. But how do your company's efforts to address these challenges feed into interconnected global systems, or attract wider public attention for more impact?

The Forum offers Platforms to integrate and aggregate these efforts. Our institutional role as the International Organization for Public-Private Cooperation and our strategic partnership framework agreement with the United Nations helps us channel impact more effectively.

Each Forum Platform is stewarded by public and private-sector leaders who provide insight into key drivers and interconnections between particular issues. Each Platform is supported by leading experts from our Global Future Councils and community of Strategy Officers.

To ensure sustained progress, Forum initiatives and projects are defined in one of three ways: fully Forum-developed and resourced; jointly developed and resourced by a consortium of stakeholders; and fully led and resourced by a third-party "champion", yet always contributing to the common Platform.

The platform approach has also been designed to foster closer global cooperation, supporting international organizations that advance progress in specific areas, while being embedded into overall global efforts.

2 High-level personalized interaction

To achieve its mission, the Forum leverages its unparalleled ability to engage the most relevant and knowledgeable leaders into peer-level conversations.

We bring together our stakeholder communities for our Annual Meeting in Switzerland. The meeting takes place in January each year and has become the world's foremost summit for shaping global, regional and industry agendas.

A second Annual Meeting, focused on entrepreneurship and innovation, takes place in China.

In addition, the Forum organizes a Sustainable Development Impact Summit in New York every year, in conjunction with the United Nations General Assembly. The summit focuses on enhancing global public goods and seeking innovative solutions to achieve the Sustainable Development Goals. To advance cooperation and explore more specific contexts, the Forum also hosts meetings in key regions and countries around the world.

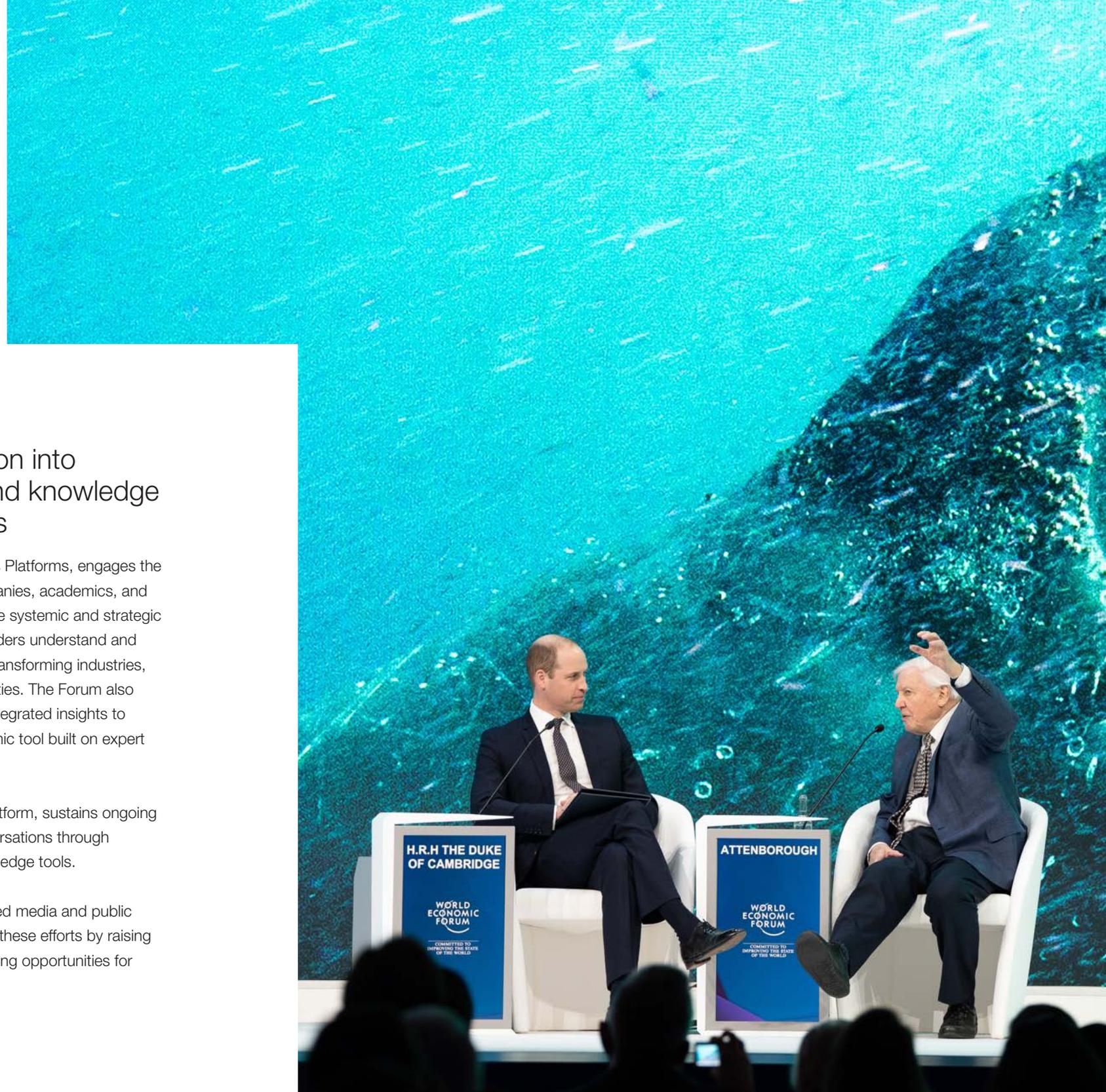
The Forum has unrivalled experience and expertise in bringing together leaders from all its communities. This allows for year-round engagement opportunities and interactions that span industry sectors, academic disciplines and geographies.

3 Integration into digital and knowledge networks

The Forum, through its Platforms, engages the most innovative companies, academics, and public officials to create systemic and strategic intelligence to help leaders understand and anticipate the forces transforming industries, businesses, and societies. The Forum also digitally maps these integrated insights to create a visually dynamic tool built on expert knowledge and AI.

TopLink, our digital platform, sustains ongoing interactions and conversations through research, AI and knowledge tools.

The Forum's unmatched media and public engagement amplifies these efforts by raising awareness and furthering opportunities for dialogue.



Who we are

Board of Trustees and Managing Board

The Forum adheres to the highest governance standards. Its Board of Trustees – the Forum’s top governing body – consists of global leaders from government, business, civil society, the arts and academia.

The Forum’s Managing Board – the main operational body – also reflects the best experience from each of these sectors.

Our people

Our people are at the heart of the Forum’s ability to serve its communities and fulfil its mission. The Forum’s Platforms are curated and supported by more than 800 highly qualified and motivated team members, coming from over 80 countries. We currently have offices in Geneva, New York, San Francisco, Tokyo, Beijing and Mumbai.





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