

WORLD
ECONOMIC
FORUM

The logo for the World Economic Forum, featuring the text "WORLD ECONOMIC FORUM" in a white, sans-serif font. A white circular arc is positioned behind the text, starting from the top right and curving around the bottom.

COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

A large, stylized globe is the central background element. It is composed of a dense field of small blue dots, with a network of thin white lines connecting some of these dots, suggesting a global network or data flow. The globe is set against a dark blue background.

**The International
Organization
for Public-Private
Cooperation**

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World Economic Forum

Our Mission

committed to improving
the state of the world

Our Motto

entrepreneurship in the
global public interest

We bring together leaders from across global society

To solve the big challenges in an interconnected, complex and fast-moving world, collaborative efforts of all stakeholders are needed. This is the reason we convene leaders in a structured, strategic and sustained way.

The following stakeholders are engaged in the Forum's activities:

- **Government and International Organizations:** Leaders at the top level
- **Business:** CEOs of our partners and members, comprising the world's most significant and established organizations, as well as the most dynamic disruptors
- **Civil society:** NGOs, trade unions, cultural and faith leaders, and social entrepreneurs
- **Universities, academics and experts:** Thought leaders bringing cutting-edge insights and experience
- **Youth:** Our Global Shapers Community (under-30s) and Young Global Leaders (under-40s)
- **Media:** The world's most influential media leaders and commentators

We create shared value together with our stakeholders

- The Forum serves as the foremost global platform for dialogue, understanding and outcome-oriented interaction
- The Forum acts as a trusted partner in shaping global, regional and industry agendas
- The Forum provides an informal mechanism for reconciliation efforts and peace initiatives
- The Forum delivers unique strategic insights
- The Forum is the reference point for mastering the Fourth Industrial Revolution

We provide the operating platform for global systems leadership

- The Forum serves as a **platform** to integrate the efforts and initiatives of multiple players into a common endeavour to create positive change. We support those efforts of collective impact by providing our organizational capabilities and capacities, including convening power, community management excellence, insight generation and technology.
- The Forum catalyses **systems leadership**. Our work is based on developing an action-oriented, system-wide view in a world that is interconnected. Each issue is embedded into a larger ecosystem, requiring an interdisciplinary approach.

Our crucial success factors

- The Forum curates leadership communities based on highly diverse, yet shared interests
- The Forum is deeply engaged with the most advanced global knowledge networks
- The Forum develops and uses state-of-the-art knowledge and interaction tools
- The Forum integrates the general public through its strong media presence, particularly on social media

Our history of extraordinary achievement since being founded in 1971

- The Forum has influenced global thinking by being at the forefront of concepts such as multistakeholder engagement, social entrepreneurship, corporate global citizenship and the Fourth Industrial Revolution
- The Forum has served as a platform to launch global initiatives, such as GAVI, the vaccine alliance; the UN Global Compact, the world's largest sustainability initiative; and the Global Fund to fight AIDS, tuberculosis and malaria
- The Forum has created and launched numerous initiatives of global, regional and national importance, impacting the lives of tens of millions of people
- The Forum has supported hundreds of local projects through its network of 450 Global Shaper Hubs around the world and its community of social entrepreneurs
- The Forum has catalysed stakeholder support for ambitious global political initiatives, such as COP21 and the United Nations Sustainable Development Goals

We act in a responsive and responsible way to meet the highest expectations of our stakeholders

- The Forum is officially recognized with a special status to act as the International Organization for Public-Private Cooperation
- The Forum is driven by its committed, mission-oriented and highly qualified staff of more than 600 of the world's top professionals from over 55 countries, located in key regions around the world
- The Forum is proud of its culture of independence, impartiality, intellectual and moral integrity
- The Forum is guided by the following values:
 - The dignity and equity of human beings – irrespective of race, gender or background
 - The importance of a common good that transcends individual interests
 - The need for stewardship and intergenerational well-being

We ensure global leadership by engaging political, business, academic and civil society leaders

Our **Board of Trustees** acts as the guardian of the World Economic Forum:

- Klaus Schwab (Founder and Executive Chairman)
 - Peter Brabeck-Letmathe (Vice-Chairman)
- H.M. Queen Rania Al Abdullah of the Hashemite Kingdom of Jordan
 - Mukesh Ambani • Marc R. Benioff • Mark Carney
 - Orit Gadiesh • Al Gore • Herman Gref • Angel Gurría
 - Jim Yong Kim • Klaus Kleinfeld • Christine Lagarde
- Ursula von der Leyen • Jack Ma • Yo-Yo Ma • Peter Maurer
 - Luis Alberto Moreno • Indra Nooyi • L. Rafael Reif
 - Joe Schoendorf • Jim Hagemann Snabe
 - Heizo Takenaka • George Yeo • Min Zhu

Our **Managing Board** acts as the executive body of the Forum, ensuring that all activities fulfil our institutional mission:

- Klaus Schwab
- W. Lee Howell • Jeremy Jurgens • Cheryl Martin • Adrian Monck
- Philipp Rösler • Richard Samans • Murat Sönmez • Alois Zwinggi





COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

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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