

An Introduction to the World Economic Forum

What is the World Economic Forum?



An Introduction to the World Economic Forum

The World Economic Forum is the international organization for public-private cooperation. **Our mission is to improve the state of the world.**

We provide a **global, independent, impartial and future-oriented platform** for the world's leaders to come together to shape a better future:

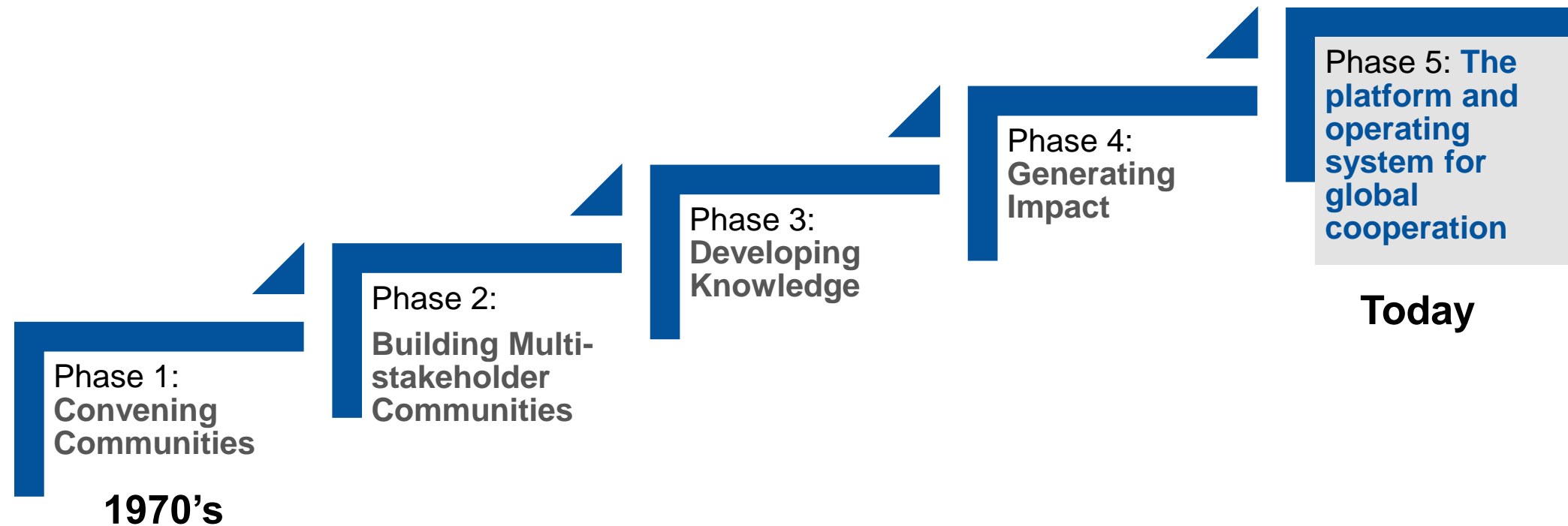
In light of COVID, we aim to urgently build the foundations of our economic and social system to enable an **equitable, sustainable and resilient future centered on human dignity.**



The Forum's evolution over the last 50 years



Rooted in the **stakeholder theory**, the organization was founded in 1971 by Professor Klaus Schwab.



The Future of Consumption is one of the strategic platforms of the Forum designed to catalyze transformation with a focus on the consumption landscape.

An Introduction to the World Economic Forum

Shaping the Future of Consumption Platform – Overview

Drivers of Transformation

The consumption landscape is highly dynamic - with consumer spending driving 60% of global GDP, how consumers live, work, and shop will rapidly evolve, especially in the post COVID era.

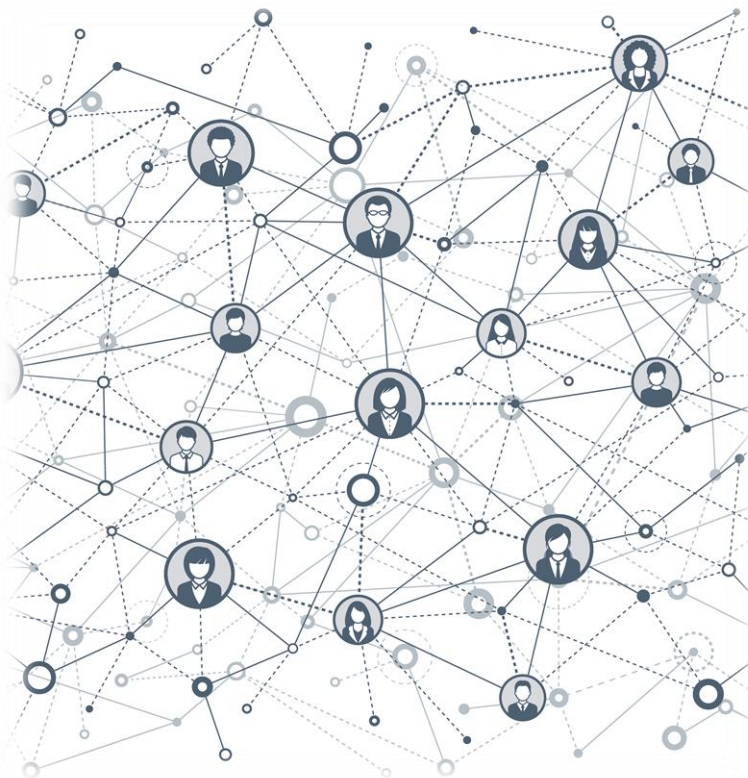
Shaping the Future of Consumption Platform – Overview

1 Changing Face of Consumers

- Middle class explosion (Asia)
- Urbanization
- Millennials rising/ Aging population
- Rise of the individual
- Income inequality growing

3 Technological Advancements

- Mobile world (5G)/ Internet ubiquity
- Internet of Things (IoT)
- Advanced Robotics
- Artificial Intelligence
- Advanced Analytics
- Voice/ Image Recognition
- 3D Printing
- Autonomous Vehicles
- Wearables/ Advanced Materials



2 New Patterns of Consumption

- Focus on health and wellness
- Desire for convenience/ on-demand
- Demand for customization/ personalization / precision
- Shifts to services and experiences and access versus ownership
- Rise of conscious consumption

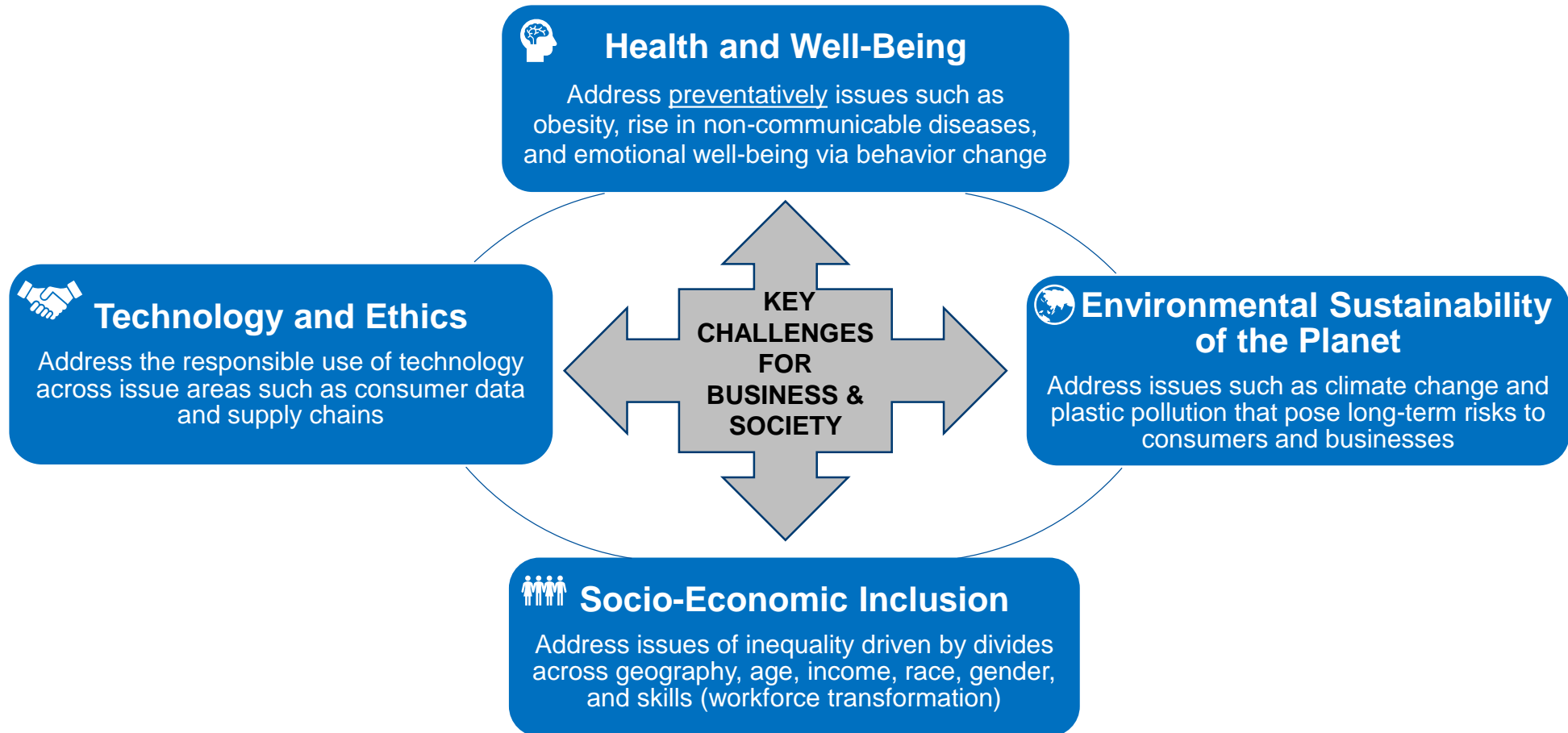
4 Structural Shifts

- Ecommerce accelerating (10% to 40%)
- Continued consolidations
- Activist investors
- Direct to consumer models
- Economic power shifts
- Climate change / Resource scarcity

Key Challenges for Business and Society

The consumption landscape is also confronted with challenges that threaten long-term economic and societal prosperity. The imperative to improve the lives of consumers via human-centric solutions has only accelerated in light of the pandemic.

Shaping the Future of Consumption Platform – Overview



Mission and Goals for a New Future



Shaping the Future of Consumption Platform – Overview

To position the consumption landscape for long-term sustainable growth, the Future of Consumption Platform focuses on driving transformation across challenge areas that will deliver the greatest value for business, people, and the planet.

MISSION

Advance responsible consumption for the benefit of business and society

TRANSFORMATION GOALS

Improve Consumer Health & Well-Being

Advance Sustainable Consumption

Accelerate Inclusive Growth

Build Trust and Transparency



Who is involved?

Participating Organizations (a representative list)



Shaping the Future of Consumption Platform – Overview

Consumer Industries

- Alibaba Group
- Bayer Crop Science
- Carlsberg A/S
- China Mengniu Dairy Co. Ltd
- D. Swarovski KG
- eBay
- Ecolab
- HEINEKEN NV
- Henkel AG & Co. KGaA
- Hepsiburada
- Inner Mongolia Yili Industrial Group
- Ingka Group (IKEA)
- International Flavors & Fragrances Inc
- JD.com
- Jerónimo Martins SGPS SA
- Levi Strauss & Co
- LIXIL Group Corporation
- Lulu Group International LLC
- Lego Group A/S
- LVMH Moët Hennessy Louis Vuitton SE
- Majid Al Futtaim Holding
- Nestle
- Orkla ASA
- Procter & Gamble
- Royal DSM NV
- Royal Philips
- Sinar Mas Agribusiness & Food
- Suntory Holdings Limited
- Technogym SpA
- The Coca-Cola Company
- Unilever
- Walmart Inc.
- Welspun Group

Cross-Industry

- Accenture
- Bain & Company
- Bata Brands SA
- BCG Digital Ventures
- Bloomberg
- Dentsu
- Dogus Holding A.S.
- Facebook
- Google LLC
- Humana
- IBM
- Infosys
- IPSOS
- Intermountain Healthcare
- Jefferson Health
- ManpowerGroup
- National Hockey League
- Nielsen
- Oliver Wyman
- Omnicom
- Quest Diagnostics
- Sanofi
- SAP SE
- Sberbank
- SICPA SA
- UPS
- Visa Inc
- Zhen Fund

Innovators/ Experts

- Cerci
- Cradle to Cradle Products Innovation Institute

- Ellen MacArthur Foundation
- Human Nature
- Jana
- Modern Meadow Inc.
- RechargePay
- Story
- TerraCycle Inc.

Civil Society

- American Nutrition Association
- Business for Social Responsibility (BSR)
- Confederation of Indian Industry
- Consumer Goods Forum
- Consumers International
- Global Self-Care Federation
- National Restaurant Association of India
- OECD
- Retail Industries Leaders Association (RILA)
- World Wildlife Federation (WWF)

International Organizations

- International Trade Center (ITC)
- United Nations Industrial Development Organization (UNIDO)
- United Nations Foundation (UNF)

Academia

- Harvard University
- Indian Institute of Management, Ahmedabad
- McGill University

- National School of Development, Peking University
- Purdue University
- Stern School of Business, New York University
- University of Maryland
- University of St. Gallen

Government/ Policy-Makers

- China Reform Foundation
- Department of Promotion of Industry and Internal Trade, Government of India
- Development Research Center of the State Council of China (DRC)
- European Parliament
- Federal Trade Commission of USA
- Indonesia Investment Coordinating Board (BKPM)
- Mayor's Office (Jersey City and Austin, USA)
- NITI Aayog, Government of India
- Office of the Deputy Prime Minister of Belgium
- United States Office of the Governor of Rhode Island

Governance – Board of Stewards



Shaping the Future of Consumption Platform – Overview



Aron Cramer
President and Chief Executive Officer
Business for Social Responsibility (BSR)



Orit Gadiesh
Chairman
Bain & Company



Professor Fan Gang
Director, National Economic Research Institute
China Reform Foundation



Helena Leurent
Director-General
Consumers International



Guruprasad Mohapatra
Secretary
Department for Promotion of Industry and Internal Trade, India



Kris Peeters
Member of the European Parliament
European Parliament



Arancha Gonzalez Laya
Foreign Minister
Government of Spain



Bahlil Lahadalia
Chairman
Indonesia Investment Coordinating Board (BKPM)



Neil Rimer
General Partner and Co-Founder
Index ventures SA



Jesper Brodin (Chair)
Chief Executive Officer and President
Ingka Group



Karen van Bergen
Chief Executive Officer
Omnicom Public Relations Group



Alain Bejjani
Chief Executive Officer
Majid Al Futtaim Holding



Jonas Prising
Chairman and Chief Executive Officer
ManpowerGroup



David Rawlinson
Chief Executive Officer
Nielsen Global Connect



Dr. Anil Gupta
Michael Dingman Chair in Strategy, Globalization and Entrepreneurship
University of Maryland



Jaan Ivar Semlitsch
Chief Executive Officer
Orkla



Deeptha Khanna
Chief, Business Leader Personal
Royal Philips



Erica Alessandri
Member of the Board
Technogym



Elizabeth Cousens
President and Chief Executive Officer
United Nations Foundation



Kate Gutmann
Chief Revenue Officer; Senior Vice-President, Sales and Solutions
UPS

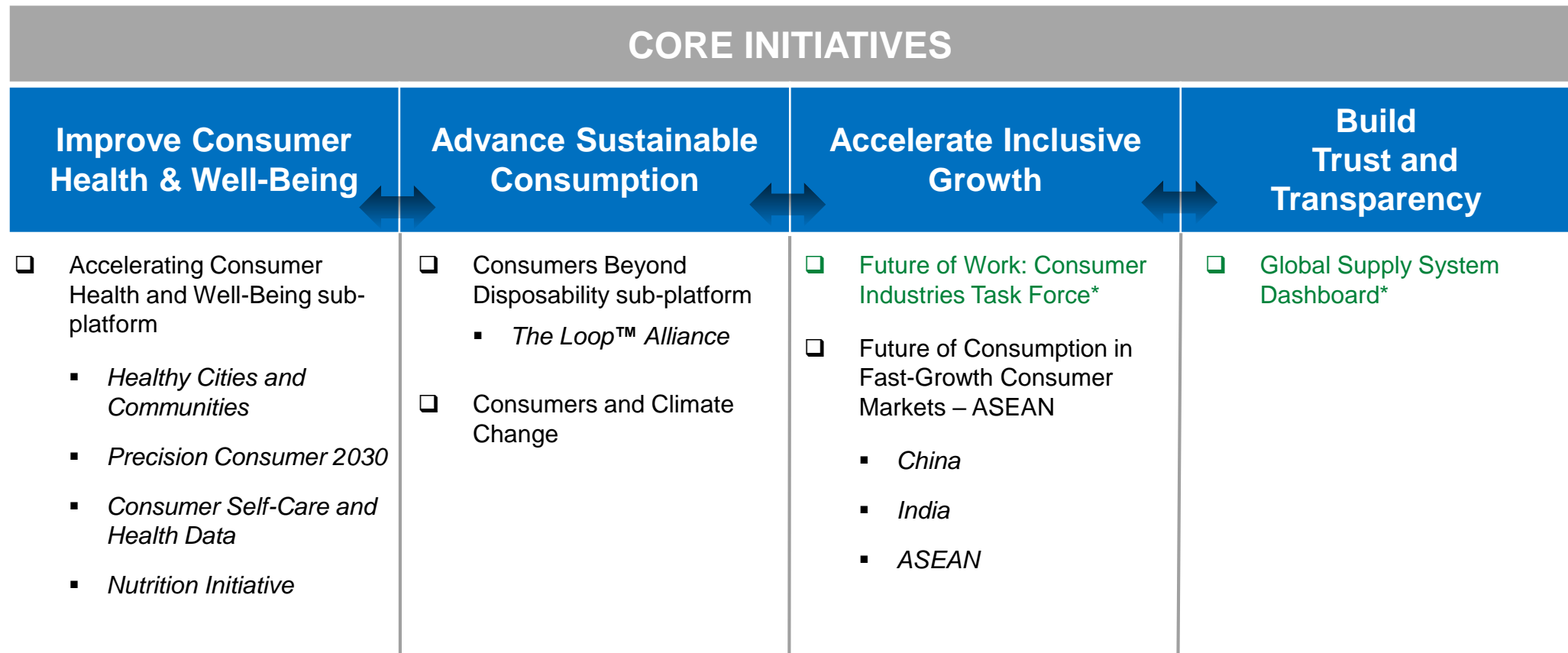


Dipali Goenka
Chief Executive Officer and Joint Managing Director
Welspun India

2020 Portfolio of Activities

How to Engage

Platform initiatives are curated to catalyze impact via innovative business models and the commensurate set capabilities to empower a new set of consumption behaviors.



* Linked to Consumer Industries Action Group (IAG)

2020 Portfolio of Activities – Brief Descriptions



How to Engage

Accelerating Consumer Health and Well-Being

Non-communicable diseases account for 71% of all deaths worldwide. Mental health issues affect 1 in 4 people. This effort aims to improve holistic health and well-being of consumers through preventative changes in their behaviors. Key sub-platform initiatives are:

- Healthy Cities and Communities
- Precision Consumer 2030
- Consumer Self-Care and Health Data
- Nutrition Initiative

Consumers Beyond Disposability

Plastic waste is a systemic issue – more than 90% of plastic never gets recycled. This initiative focuses on identifying strategies that will replace disposable packaging with durable alternatives and the commensurate set of capabilities required to drive system-wide change. Its first effort, The Loop™ Alliance, announced a revolutionary zero-waste ecommerce system at Annual Meeting 2019, followed by pilots in New York and Paris. Plans for expansion to new markets are underway.

Consumers and Climate Change

Global warming is negatively effecting communities, consumers' health, and the climate. Increasingly, consumers are worried about climate change, but uncertain about what actions to take as individuals. This initiative unites citizens, consumer-centric businesses, and the public sector to advance climate-friendly consumption behaviors empowered by innovative business models and capabilities.

Future of Consumption in Fast-Growth Consumer Markets

Tech-enabled leapfrogging and a burgeoning middle class are fueling the accelerated growth of Asia. This three-year initiative illuminates future-oriented consumption scenarios to business leaders and the public sector regarding key drivers of inclusive economic growth. China and India assessments were completed over the past two years. Efforts for 2019-2020 focus on ASEAN (Insight Report issued in June 2020).

Future of Work: Consumer Industries Task Force

Major shifts in consumer preferences and technological advancements are reshaping the consumption landscape. With Consumer Industries employing 19% of the workforce in OECD markets, this industry-led coalition aims to shape inclusive societies by reskilling and upskilling its employees for the digital future of work. It is also transitioning displaced workers to growth job across and outside the industry via a tech platform to mitigate unemployment amid COVID-19 crisis.

Global Supply Chain Dashboard

The COVID-19 crisis challenged the ability of global supply chains to ensure essential goods such as food, sanitation, hygiene, and healthcare products will reach consumers. This initiative, in collaboration with Supply Chain and Transport Industries, is advancing a practical digital visibility tool to facilitate the continued supply of essential goods in the evolving COVID-19 crisis. It aims to provide a carrier agnostic and open source dashboard for industry, public and humanitarian targets without sensitive commercial data.

Healthy Cities and Communities

Overview

Community of purpose and action

Since then established a community of stakeholders from both public and private sectors to lead, engage and monitor our efforts in this platform's effort.

- | | | | |
|---|--|------------------------------------|----------------------------|
| 1) City/State govt/ communities | 10) Duke Health | 23) Jiyo/ The Deepak Chopra Centre | 38) Royal Philips |
| - <i>USA: Office of Mayor of Jersey City, Austin Healthcare Council</i> | 11) EAT Foundation | 24) Johnson & Johnson | 39) Sanofi |
| - <i>India: Maharashtra state Govt. (Mumbai)</i> | 12) Facebook | 25) Lake Nona Impact Forum | 40) Sparks & Honey |
| - <i>Europe: Moscow Urban Forum</i> | 13) Federal Government of Belgium/ European Parliament | 26) LifeNome | 41) Tavistock Foundation |
| | 14) Fleishman Hillard | 27) MetaKura | 42) Tech Care for All |
| 2) American Heart Association | 15) Glaxo Smith Kline | 28) Mount Sinai | 43) Technogym |
| 3) American Nutrition Association | 16) Global Self Care Federation | 29) Mylan | 44) Toilet Board Coalition |
| 4) APCO | 17) Global Wellness Institute | 30) National Hockey League | 45) UNICEF (WASH) |
| 5) AT Kearney | 18) Google : Cloud, Verily | 31) Nestle | 46) Unilever |
| 6) Bayer | 19) Hewlett Packard | 32) Nielsen | 47) Walmart |
| 7) Biotechnology Organization | 20) Humana | 33) Onegevity Health | 48) WHO Healthy Cities |
| 8) Business for Social Responsibility | 21) IBM | 34) OECD | 49) Yale University |
| 9) Consumer Healthcare Products Association | 22) Jefferson Health and Thomas Jefferson University | 35) Quest Diagnostics | 50) YMCA |
| | | 36) Reckitt Benckiser | |
| | | 37) Royal DSM | |

Context: Sub-Platform on Accelerating Consumer Health and Well-Being Framework - Mission, Vision, & Goals

With our stakeholders, created the theory of change for the platform.

Our Mission

Empower consumers to achieve long-term health and well-being.

Our Vision

By 2030, individuals have achieved an improved state of holistic health and well-being - both physical and mental - living longer and fuller lives in their respective communities.

Our Goals

Create a human-center ecosystem that:

- Advances innovative and tech-enabled consumption models via public-private collaborations.
- Serves as a platform to integrate fragmented discussions, initiatives, and pilots for maximum effect.
- Drives global visibility and scale.



HEALTHY CITIES & COMMUNITIES IMPERATIVE

WORLD
ECONOMIC
FORUM



OUR MISSION

Advance public-private collaborations to design and support socially vibrant, and health and well-being centric communities in cities.



OUR VISION

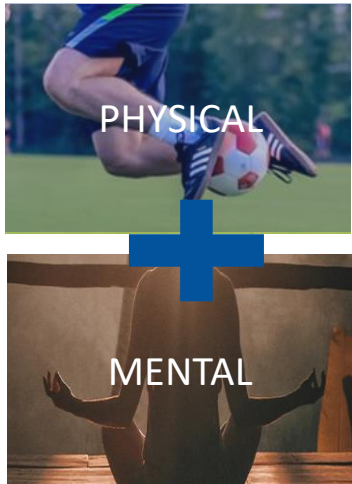
By 2025 cities in both developed and developing markets can create and improve physical, social and community environments to enable people to lead healthier lives and develop to their maximum potential in a truly inclusive way.



OUR 2020 GOALS

- Establish a globally-relevant inclusive framework for local-level imperative and action, by city archetype (across developed and developing markets).
- Serve as a catalyst to activate public-private collaborations at a city-level to support healthier communities (working alongside local, state, national governments).

INTER-RELATED DIMENSIONS OF HEALTH AND WELL-BEING



Diet /
Nutrition

Sanitation /
Hygiene

Physical Activity
/ Fitness

Rest /
Sleep

Emotional

Environmental /
Social

Spiritual

Occupational /
Financial

ENCOURAGING PUBLIC AND PRIVATE COLLABORATIONS

BUSINESS
INTERVENTIONS

Associations +
Nutrition focused brands



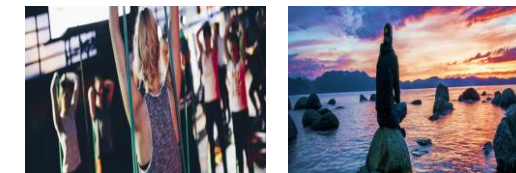
Enabler such as tech and
social media – apps,
community pages

Associations + Personal care,
sanitation, hygiene brands



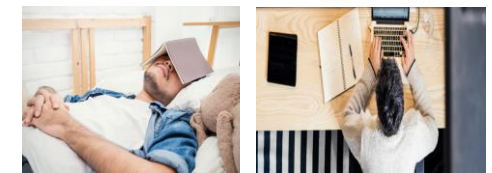
Physical community spaces –
govt. owned or private sector
developed

Associations + gym, fitness,
athleisure, sporting goods
brands



Mindfulness and spiritual
communities; other Arts &
Culture communities

Associations + mindfulness,
tech brands



Associations focusing on
workplace wellness +
Any employer



OUR AMBITIONS AND ACTION PLAN FOR 2020

How you can engage..

Be a Think Tank:
Establish a globally-relevant framework with nuances on local-level imperative.

Be a Do Tank:
Serve as a catalyst to activate and accelerate public-private collaborations at a city-level to support healthier communities.

Q1 2020

Q2 2020

Q3 2020

Q4 2020

Join us for interviews/ case study sharing to: Publish a “**Healthy Cities Playbook**” to serve as a roadmap for different city archetypes with

- Innovative solutions and effective interventions already underway across cities and communities in the world
- Future scenarios on possibilities for scaling efforts
- Capabilities, new approaches and partnerships required

 <p><u>ONGOING</u></p> <p>JERSEY CITY, NEW JERSEY (USA)</p> <p>- Working Quarterly Meetings: March 6, June 26, September, December</p>	 <p><u>COMPLETED LAUNCH</u></p> <p>AUSTIN, TEXAS (USA)</p> <p>- LAUNCHED via VIRTUAL MEETING: June 15 (w/Mayor), July 21 (launch)</p>	 <p><u>COMPLETED LAUNCH</u></p> <p>MUMBAI, MAHARASHTRA (INDIA)</p> <p>- LAUNCHED via VIRTUAL MEETING: July 29</p>	<p><u>PLANNED LAUNCH</u></p> <p>MOSCOW (RUSSIA)</p> <p>LAUNCH via VIRTUAL MEETING (DATE TBC)</p>
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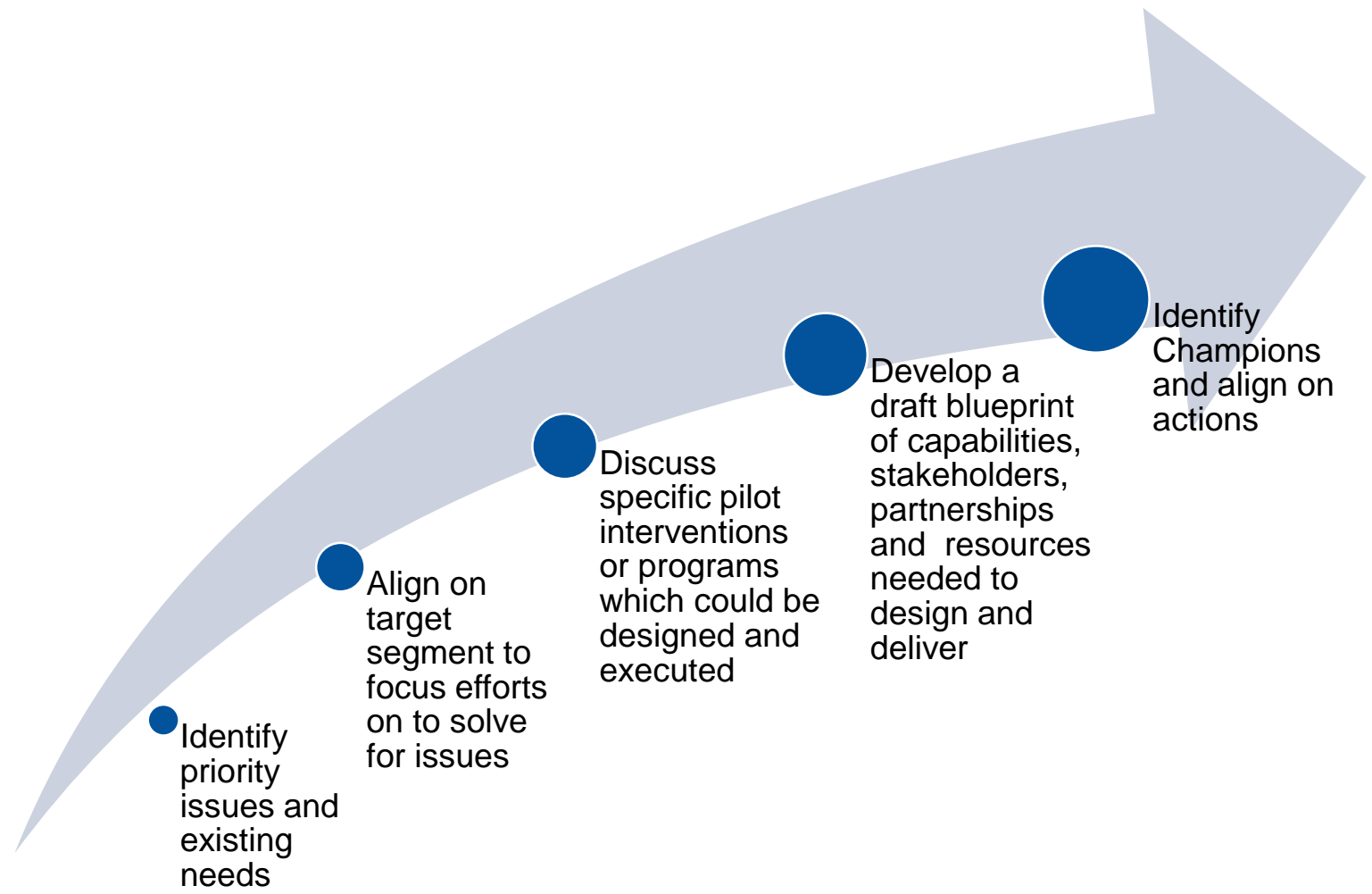
- For partner cities, monitor progress and impact, and provide feedback loop
 - Join quarterly calls over 2020-2021
 - Join in-person working meeting every 6 months over 2020-2021
- Engage in other local, national, global platforms to share learnings and best practices.

Objectives of the LAUNCH meetings – AUSTIN JULY 21; MUMBAI JULY 29 2020

Ultimate goal: Serve as a catalyst to activate and accelerate public-private collaborations at a city-level to support healthier communities.

The **launch meetings** served to:

- Generate awareness about the **priority issues (those which will have outsize impact)** in the city and the role the World Economic Forum can play to address the issues via our Platform model
- Determine targeted approach to solving these priority issues via existing/ new interventions or programs
- Ensure there is a core group of champions who will lead in the design as well as delivery of the city-specific pilot interventions/ programs over the next 1-2 years to deliver impact



Milestones – Think Tank

📅 September – November 2020	Interviews with business and public sector leaders continue for “Healthy Cities Playbook” development
📅 11 November 2020	Healthy Cities & Communities Playbook – Preliminary Insights Review Virtual Meeting
📅 January 2021 (exact date TBC)	Launch white paper/ healthy cities “Playbook”

Milestones – Do Tank

📅 21 September 2020	Healthy Cities & Communities – Mental Health – Kick-Off Working Group Meeting	Virtual Meeting
📅 1 October 2020	Healthy Cities & Communities – Mumbai Chapter – Sanitation Working Group Meeting	Virtual Meeting
📅 9 October 2020	Healthy Cities & Communities – Jersey City Chapter – Quarterly Review Meeting	Virtual Meeting
📅 27 October 2020	Healthy Cities & Communities – Austin Chapter – Quarterly Review Meeting	Virtual Meeting
📅 19 November 2020	Healthy Cities & Communities – Mumbai Chapter – Quarterly Review Meeting	Virtual Meeting

How to Engage

Lead:

- Join Leadership Group of one or more of the dimensions of health and well-being to strategize and design collaboration/ pilot opportunities in cities:
 - Physical well-being (Diet/ nutrition; Sanitation/ hygiene; Exercise/ physical activity; Sleep/ rest)
 - Mental well-being (Emotional; Social/ Environmental; Spiritual; Occupational/ Financial).

Engage:

- Opt-in for stakeholder interview to help develop “Healthy Cities Playbook”.
- Join collaborative opportunity/ pilot in one or more city one a specific dimension of health and well-being.

Contact: Mayuri Ghosh at Mayuri.Ghosh@weforum.org



HEALTHY
CITIES &
COMMUNITIES
IMPERATIVE

HELP US SCALE.
BE PART OF THE CHANGE.