

TOP 10 OPPORTUNITIES FOR 2018

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ARE YOU MAN
ENOUGH FOR
GENDER EQUALITY?
(WELL, ARE YOU?)

100

VISIONARY LEADERS

“Men don't have the
benefits of equality either.”
Emma Watson

WISDOM

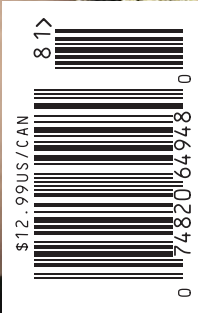
ANCIENT LESSONS
FROM INDIGENOUS
CULTURES

5 REASONS

NO ONE STOPS
SEX PREDATORS

10 QUALITIES OF GREAT LEADERS

DO YOU
HAVE THEM?



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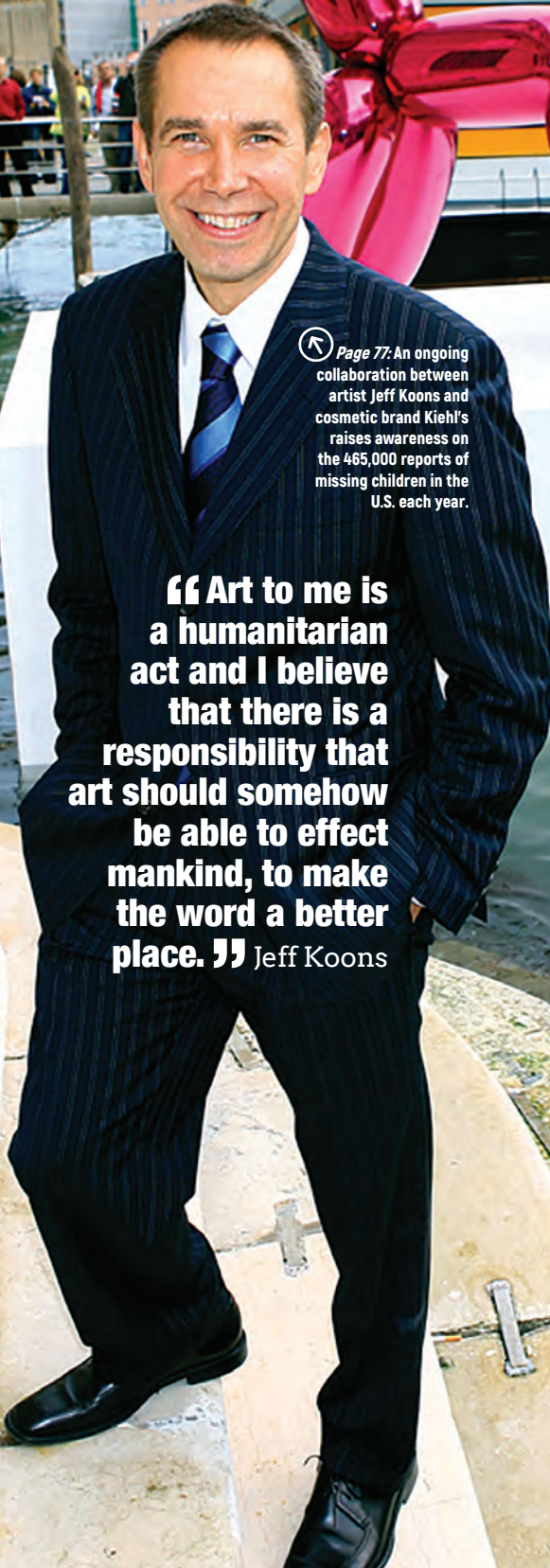
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<p>1 NO POVERTY</p>	<p>2 NO HUNGER</p>	<p>3 GOOD HEALTH AND WELL-BEING</p>	<p>4 QUALITY EDUCATION</p>	<p>5 GENDER EQUALITY</p>	<p>6 CLEAN WATER AND SANITATION</p>
<p>836 million people still live in extreme poverty and one in five people in developing regions live on less than US\$1.25 per day.</p>	<p>One in nine people in the world today (795 million) are undernourished. 66 million primary school children attend classes hungry.</p>	<p>17,000 fewer children die each day than in 1990, but more than 6 million children still die before their fifth birthday each year.</p>	<p>An estimated 50% of out-of-school children of primary school age live in conflict-affected areas.</p>	<p>In 46 countries, women now hold more than 30% of seats in national parliament.</p>	<p>At least 1.8 billion people globally use a source of drinking water that is fecally contaminated.</p>
<p>7 AFFORDABLE AND CLEAN ENERGY</p>	<p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p>10 REDUCED INEQUALITIES</p>	<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>
<p>One in five people lack access to electricity. Three billion people rely on wood, coal, charcoal or animal waste for cooking and heating.</p>	<p>470 million jobs are needed globally for new entrants to the labor market between 2016 and 2030.</p>	<p>In developing countries, 30% of agricultural production undergoes industrial processing. In high-income countries, 98% is processed.</p>	<p>Income inequality increased by 11% in developing countries between 1990 and 2010. This is a threat to long-term social and economic development.</p>	<p>Half of humanity - 3.5 billion people - live in cities today. By 2030, 60% of the world's population will live in urban areas.</p>	<p>Each year, an estimated one-third of all food produced - worth around USD1 trillion - ends up rotting in bins.</p>
<p>13 CLIMATE ACTION</p>	<p>14 LIFE BELOW WATER</p>	<p>15 LIFE ON LAND</p>	<p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<p>17 PARTNERSHIPS FOR THE GOALS</p>	
<p>From 1880 to 2012, the average global temperature increased by 33.5°F. For each one degree of temperature increase, grain yields decline by about 5%.</p>	<p>Over three billion people depend on marine and coastal biodiversity for their livelihoods. Oceans contain 97% of the Earth's water</p>	<p>23 hectares of arable land per minute are lost to drought and desertification - 12 million hectares per year - where 20 million tons of grain could have been grown.</p>	<p>Among the institutions most affected by corruption are the judiciary and police. Corruption, bribery, theft and tax evasion cost US\$1.26 trillion for developing countries per year.</p>	<p>Over 4 billion people do not use the Internet, and 90% of them are from the developing world. 30% of the world's youth are digital natives, active online for at least five years.</p>	<p>RealLeaders™</p>

Throughout this edition of Real Leaders you'll notice colorful squares - each representing one of the Sustainable Development Goals put forward by the United Nations. We have matched stories to a goal, to demonstrate how these goals can be applied to entrepreneurship.



DO YOU EVER WONDER WHY...



Do you ever wonder why we choose to take action on some issues, and choose to ignore others? For centuries, sexual abuse, sexual predation, and sexual harassment by men in power has been tolerated, even expected. The U.S. is finally experiencing widespread outrage to this objectionable behavior and the powerful are toppling like dominoes. Is there any hope of changing this misogynistic culture without balancing the ratio of women to men in leadership?

The world has been ruled by men for thousands of years, not because they are better at leading healthy communities, but because they are bigger and stronger. Size actually mattered until the last one hundred years or so. Like the rest of the animals on the planet, humans were dominated by brute strength. Technology has given humans the ability to rise above the rest of the animal kingdom and rather than being lead by the biggest brute, we can now be lead by the wisest and most far-sighted people, regardless of size, physical strength or gender. Do you ever wonder what life would be like if gender-balanced leadership teams were solving the great challenges of our time? Albert Einstein is often credited with pointing out that we cannot solve problems with the same thinking that created them.

Investing For Impact.

Real Leaders is an advocate for social entrepreneurship and far-sighted leadership, investing for positive impact and amplifying the stories of ordinary people doing extraordinary things. Here are a few examples:



In a world with problems created with masculine thinking, what would happen if we tapped into the other half of our species with a different way of thinking? Imagine if all elected officials, business and clergy leaders reflected the population with an equal balance of women and men. The solutions to today's problems would likely be much different than the solutions of a male dominated society. How would we prioritize important issues like health care, war, sexual abuse, education, mental illness, child-safety, domestic violence, immigration, bullying, environmental degradation and addiction differently?

Studies have shown that the best leaders have more feminine qualities than masculine qualities and that companies with more gender-balanced leadership teams produce better financial returns.

VIEWED AS FEMININE	VIEWED AS MASCULINE
1. Expressive	
2. Plans for future	
	3. Decisive
4. Reasonable	
5. Loyal	
6. Flexible	
7. Patient	
	8. Resilient
9. Intuitive	
10. Collaborative	
*	

Here are some ways we can all take action if we want to Inspire The Future; a future created by gender-balanced leadership teams:

- Support and vote for women to represent you.
- Invest and promote women and girls in leadership and new businesses.
- Vote with your spending. Buy from companies with gender-balanced leadership and boycott the others.
- Invest in companies with gender-balance in the C-Suite and on the Board of Directors.

Mark Van Ness, Founder

Mark@Real-Leaders.com

* Source: John Gerzema, BAV Consulting, WPP Group PLC, 2012 / HBR.org

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CHANGE IS THE NEW NORMAL



“Change your thoughts and you change the world.”

There is nothing permanent except change and the sooner we all get used to it, the better. Nobody likes change very much; it’s uncomfortable and our natural instinct is to find a warm, fuzzy space and stay there. When we started *Real Leaders* seven years ago, we too had to push ourselves out of our comfort zones. The easy route would have been to jump onto the same drama that other magazines thrive on: Scandal, fear and outrage. But there’s enough of that already. Instead, we decided to focus on what works – ideas that help move the world forward in a positive way. Throwing horrific facts at readers, and leaving them hanging in despair, is uninspired, sensationalist journalism and you may as well publish a police report instead. We believe that people are more inspired to action when they read uplifting stories. This is our unique contribution to a world that needs many solutions for an increasing number of problems. Can a magazine and media company help change the world? We think so, and we hope you’ll join us.

Grant Schreiber, Editor
Grant@Real-Leaders.com



With Benita Fitzgerald Mosley, CEO of Laureus USA and Marci Zaroff, Founder of MetaWear Organic.



With Princess Beatrice of York, granddaughter of Queen Elizabeth II.

TUCKER HAMILTON

THE POWER IS IN OUR HANDS



“The best way to forecast the future is to create it.”
- ***Michael J. Gelb***

Are you helping or hurting the world? This is a profound, yet real question that all of us can, and should be, asking ourselves in these turbulent times. The good news is that everyone can play a positive role creating a better life, by voting with our wallet with every purchase, leading with every click and sharing on social media to Inspire The Future. The world came together in 2015 and agreed on 17 Sustainable Development Goals (often referred to as Global Goals or SDGs) to overcome some of our greatest challenges. This special platform is bringing together citizens, NGOs, business and governments to become part of a collaborative “force for good.” As an advocate for leadership in achieving the Global Goals Real Leaders will be shining-a-light on those leaders and organizations who are advancing the Global Goals. When we choose to support those who support the world, positive change occurs. We invite you to lead, follow and applaud the organizations that are making a difference! (See page 5 for more)

Julie Van Ness, President
Julie@Real-Leaders.com

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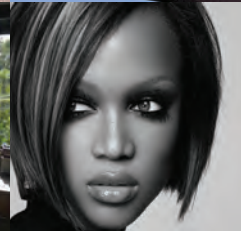
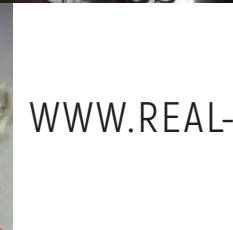
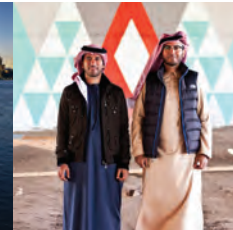
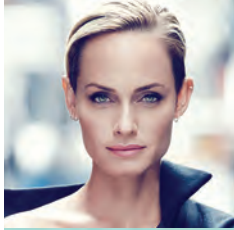
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YOU INTO INNOVATIVE ACTION

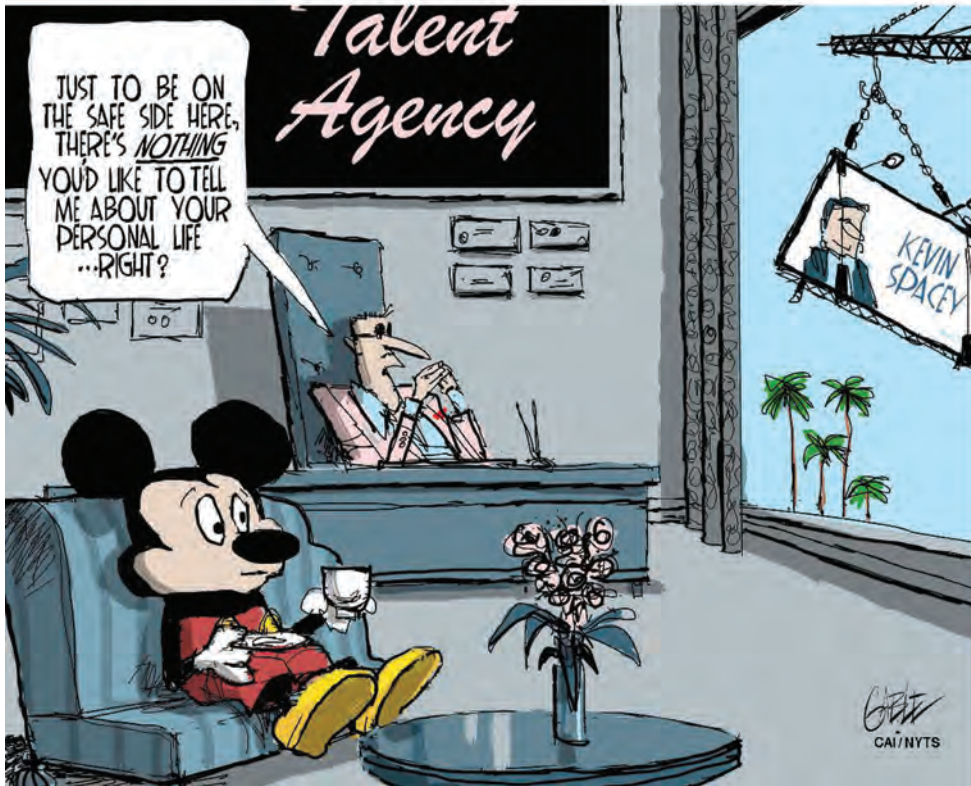
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**Real
Leaders**





CartoonArts International: www.nytsyn.com/cartoons

READERS VOICE

“Real Leaders is a magazine for the future. It knows no borders and focuses on individuals and issues that are timely and relevant to our global community. Whether it’s technology, innovation or social change, the magazine challenges and inspires me to broaden my horizons and achieve my goals.”

JOHN R TAYLOR II
Highland Park, Dallas

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“With all the social and environmental issues affecting our planet, leaders have a responsibility to educate themselves on possible solutions. I grab Real Leaders every time I see it on an airport shelf because it sets me up for a flight fueled with inspiration and ideas. Highlighting the success of world-class entrepreneurs makes it unique in a sea of traditional business journalism. Real Leaders offers first-hand tips, solutions, and innovations from some of the most influential leaders of our time – that’s why I love it.”

MELISSA OROZCO
Founder, Yulu Public Relations,
Vancouver

“Real Leaders offers an incredible overview of the cutting-edge work being done around the world to make it a better place. It’s an insightful dive into emerging trends and relevant topics that affect us all.”

ADAM PURVIS
Director, FutureX,
Scotland

“It’s refreshing to find a magazine that has moved beyond the traditional definition of “leadership” to highlight inspirational individuals who are committed to transforming the world into a better place. Real Leaders celebrates diversity and helps genuine and organic leadership become stronger.”

NOUR ABU RAGHEB
CEO, Crown Prince Foundation,
Jordan

“Too many people wanting to positively impact our world are compromised by mistakenly thinking leadership is about inspiring masses from a stage. Sustainable, positive initiatives are about connecting inspired individuals to actions and then tracking behavior. Real Leaders continues to show the real and lasting work being done in local communities – and its global impact.”

BRUCKNER CHASE
Founder, Ocean Positive,
New Jersey



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REPORT BACK



Global Newsstand Kick Off at Barnes & Noble, New York.

Original story: goo.gl/pZ9nv7

In September last year, *Real Leaders* held a global newsstand kick off at Barnes & Noble in New York, where a panel of impact leaders discussed how both established and emerging citizens are taking innovative action to achieve the United Nations 17 Sustainable Development Goals. Here are some of their thoughts:

"When women are given equal opportunity to men, we are all better equipped to tackle our most trenchant social, environmental and economic problems."
- **Jess Jacobs, Actress**

"Individual action is important. We need to mobilize individual responsibility towards a sustainable future – in a way that is authentic to our own lives."
- **Jonathan Granoff, President, Global Security Institute**

"The poor are not powerless or waiting to be saved."
- **Maya Brahmam, Senior Communications Officer, The World Bank.**

REEL IMPACT FINALIST

Our talented Young Real Leaders video crew, Tucker Hamilton and Kevin Edwards, were nominated as finalists in the 2017 Reel Impact Film Festival held in Menlo Park, California. Their "Shortcuts" video "NADA Grocery - Bottling Up Plastic Pollution" follows the story of 28-year-old marine biologist Brianne Miller, who after seeing the world's plastic bag problem firsthand, introduced a

new way to shop with zero waste. The film festival explores how motion picture is used to spread messages, drive change and achieve commercial goals for social impact organizations. A green carpet welcome is followed by workshops on social impact storytelling. Video is fast becoming the most influential online medium.

Watch the video here: goo.gl/B7XZTH



Waste and recycling have become very newsworthy over the last few years. The focus has shifted from pollution to the fact that waste has value. Thousands of new businesses are emerging in a sector that continues to grow. In a recent *Real Leaders* survey, our story "Seven Days of Garbage" was voted the most eye-catching of the last edition. Californian photographer Gregg Segal tells carefully constructed stories in his photographs, that shows ordinary people lying in a week's worth of discarded waste. A bumper sticker that says "recycle" may get your attention, but it's creative geniuses like Segal who will have you sitting up in your seat and shocking you into action.

Original story: goo.gl/nw1mL1



Did you know we're on Apple News? Download the app and search for "Real Leaders"

Volvo Ocean Race

On a stopover in Cape Town, South Africa, The Volvo Ocean Race invited *Real Leaders* onboard the United Nations-sponsored yacht "Clean Seas: Turn the Tide on Plastic." Jacklyn Kawana joined the 50-50 male-female crew to learn more on how this round-the-world race is helping to save our oceans. See page 96.



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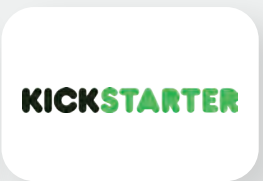
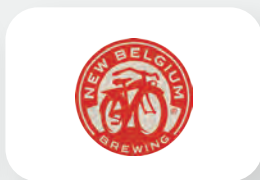
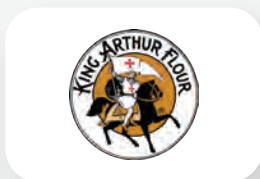
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FEBRUARY 2018

GreenBiz '18

Sustainability leaders from the world's largest companies gather each year at the GreenBiz forum to explore pressing challenges and emerging opportunities in sustainable business. The event offers a rich blend of presentations, workshops and networking opportunities framed by the *State of Green Business* report – GreenBiz Group's award-winning annual research and analysis of key sustainability metrics and trends.

February 6 - 8 | Phoenix, Arizona
www.greenbiz.com

Elevating Impact Summit 2018

The Elevating Impact Summit brings together hundreds of people from interdisciplinary backgrounds and diverse industries to learn about and celebrate social innovation. This summit will explore the theme of thinking in opposites – how surprising approaches and unlikely partnerships lead to unforeseen breakthroughs.

February 9 | Portland, Oregon
www.pdx.edu/impactentrepreneurs/elevating-impact-2018

WE Day - Montreal

Mark February 21, 2018, on your calendar and join us at the Theatre St. Denis for an unparalleled event bringing together world-renowned speakers, A-list performers, and tens of thousands of youth to celebrate a year of action that transformed communities and changed lives.

February 21 - 22 | Theatre St-Denis, Montreal
www.we.org/we-day/we-day-events/montreal-en/

MARCH 2018

Sustainable Brands – Redefining the Good Life Tokyo

The SB community will gather in Tokyo in the spring of 2018 to demonstrate how companies are elevating the business case for embedding environmental and social purpose into the core of a brand. Join sustainability and brand leaders in Japan to discover ways to accelerate business success.

March 1 - 2 | Tokyo, Japan | www.sustainablebrands.jp

WE Day - United Kingdom

Join us at the SSE Arena for an unparalleled event bringing together world-renowned speakers, A-list performers, and tens of thousands of youth to celebrate a year of action that transformed communities and changed lives.

March 7 | The SSE Arena, Wembley, London
www.we.org/we-day/we-day-events/we-day-uk

Palladium - Positive Impact Summit 2018

Reimagine Strategy will welcome progressive and ambitious leaders from across the world and consider routes to success for companies that recognize economic and social impact as intrinsically linked.

March 14 - 15 | London, England | www.summit.thepalladiumgroup.com

WE Day - Texas

Join us at the Curtis Culwell Center for an unparalleled event bringing together world-renowned speakers, A-list performers, and tens of thousands of youth to celebrate a year of action that transformed communities and changed lives.

March 20 | Curtis Culwell Center, Garland
www.we.org/we-day/we-day-events/we-day-texas

Exponential Manufacturing by Singularity University

Exponential Manufacturing leads 500+ executives, entrepreneurs and investors through a three-day program to prepare them for the changes brought forth by unstoppable progress in technology. The topics for this summit include exponential tech, public policy, trade and jobs, fostering innovation, data-driven decision-making, design and production.

March 20 - 22 | Boston, Massachusetts | www.su.org/summits

The Economist - Sustainability Summit 2018

Economist Events' third Sustainability Summit will convene business leaders, policymakers, scientists, researchers, advocates and investors to gauge the scale of the task, and work out how best to lead and encourage co-operation on the path to progress.

March 22 | London, England | www.events.economist.com/events-conferences/emea/sustainability-summit-2018

APRIL 2018

Skoll World Forum

The Skoll Foundation drives large-scale change by investing in, connecting with, and celebrating social entrepreneurs and the innovators who help them solve the world's most pressing problems.

April 10 - 13 | Oxford, England | www.skoll.org

Sustainable Brands - Redefining the Good Life Istanbul

As the country's economic, cultural and historic center, Istanbul hosts the SB community for a 6th year. Learn how business leaders are working together to solve challenges unique to emerging economies that contribute toward a sustainable future.

April 18-19 | Istanbul, Turkey
www.sustainablebrands.com/events

WE Day - California

Join us at The Forum for an unparalleled event bringing together world-renowned speakers, A-list performers, and tens of thousands of youth to celebrate a year of action that transformed communities and changed lives.

April 19 | The Forum, Los Angeles
www.we.org/we-day/we-day-events/california

WE Day - Illinois

Join us at Allstate Arena for an unparalleled event bringing together world-renowned speakers, A-list performers, and tens of thousands of youth to celebrate a year of action that transformed communities and changed lives.

April 25 | The Forum, Los Angeles
www.we.org/we-day/we-day-events/illinois

JUNE 2018

Exponential Finance by Singularity University

Exponential Finance is an intensive three-day program that brings together a select group of leading executives, investors and entrepreneurs from around the globe to explore how exponential technologies including artificial intelligence, digital currencies, robotics, nanotechnologies, crowdfunding, and other technology forces are rapidly reshaping the way we do business.

June 6 - 8 | New York, | www.su.org/summits

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Opportunity Collaboration annually convenes leaders building sustainable solutions to poverty. We engage social entrepreneurs, innovative nonprofit executives, grant-makers, impact investors, corporate & academic field-leaders, and aligned media working around the world to solve common challenges and spark new opportunities



INSPIRE THE FUTURE

HIJAB BARBIE

MATTEL HAS HONORED IBTIHAJ MUHAMMAD, the first American Olympian to compete while wearing a hijab, as a Barbie Shero by gifting her a one-of-a-kind doll in her likeness. Muhammad is the latest honoree as part of the Barbie Shero program – that recognizes women who break boundaries to inspire the next generation of girls. “Through playing with Barbie, I was able to imagine and dream about who I could become,” says Muhammad. “Ibtihaj has challenged every stereotype—which to me is the definition of a modern American woman,” says *Glamour* Editor-in-Chief, Cindi Leive. www.barbie.mattel.com/shop



“I love that my relationship with Barbie has come full circle, and now I have my own doll wearing a hijab that the next generation of girls can use to play out their own dreams.”

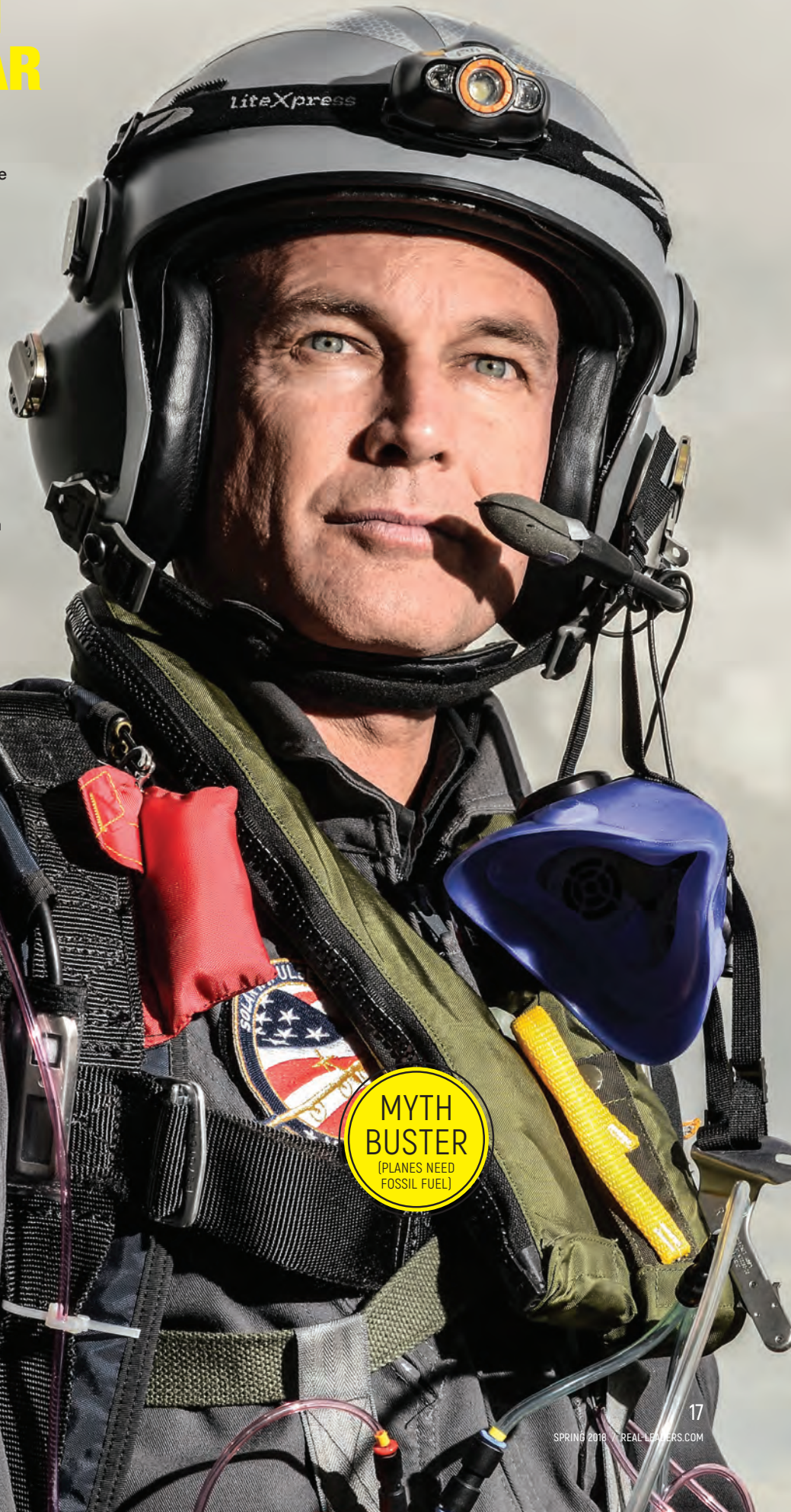
Ibtihaj Muhammad,
Olympic Sabre Fencer



FLYING HIGH ON SOLAR

THE ADVENTURE BEGAN with Bertrand Piccard's vision that clean technologies and energy efficiency can reduce our emissions and improve our quality of life. It led to the first round-the-world solar flights in 2015 using only the power of the sun, which included André Borschberg's 5-day, 5-night record-breaking flight from Japan to Hawaii. It gave a clear message: Everybody could use the plane's technologies on the ground to halve our world's energy consumption, save natural resources and improve our quality of life. The Solar Impulse Foundation wants to appeal to people's emotions and get their adrenalin pumping, like the adventurers of old. The dream today means the urge to explore the unknown and the desire to do good, which must continue to inspire human beings. "Take your time, be patient and determined," wrote adventure novelist Jules Verne in the 1800s, "for everything great that has ever been achieved in the world, is the result of exaggerated ambitions."

solarimpulse.com



“The pioneering spirit is less about thinking up new ideas, as ridding ourselves of dogmas and habits that hold us captive in thinking.”

Bertrand Piccard

MYTH
BUSTER

(PLANES NEED
FOSSIL FUEL)



THE TWO-WORLD'S-COLLIDE-SECTION

WIND POWER MEETS SKATEBOARDING

Skateboarders unleash their tricks inside a Spanish wind turbine factory

CE 2006
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young RealLeaders™



RED BULL / SEBAS ROMERO



Acting on an invite from Windar Renewables in Asturias, Spain, a crew of skateboarders leapt at the chance to skate through the process of constructing a wind turbine. A plan was hatched and the project to skate these behemoths was dubbed "Eolo," after the ancient Greek wind god. 22-year-old Danny León, who ranks 73rd in the world, enlisted the help of Ryan Sheckler, Alex Sorgente and Zion Wright for his latest project, 300 miles north of his hometown Madrid. With wind turbines measuring an astonishing 400-feet tall and 26-feet wide, these giants are the perfect playground for any skater, especially one as daring as León. Over the course of a few days, the talented quartet managed to skate the steel throughout its stages of development - from pallets to turbines. León commented, "I have always paid attention to these giant structures and thought about how amazing it would be to skate them."



GIFTS FOR GOOD



FAIR TRADE GOLD

Sustainability Goes For Gold.

London-based Cred Jewellery has been using eco-friendly gold from Colombia and Peru to create exquisite pieces for the past 12 years. They've been paying artisan miners a 15% premium long before Fairtrade gold was established and make consumers aware of ethical purchasing by highlighting the lack of Mercury and other toxic chemicals in the mining process. Cred has rewarded communities with more than \$120,000 in social premiums for responsible mining techniques.

www.credjewellery.com

OSKLEN

Orange, Fish Leather Handbag Anyone?

The fashion brand, dubbed Brazil's first global luxury brand, was recently nominated as a "Future Maker" in a World Wildlife Fund report. Founder, Oskar Metsavaht, is a leader in the sustainability movement and a pioneer of the concept "New Luxury" – the creation of new fabrics that are socially and environmentally friendly. The brand has developed a partnership, called TRACES, that tracks the carbon footprint, water usage and environmental impact of their products. As a UNESCO Goodwill Ambassador, he believes that, "We need to fire up the consumer again," who adds that conspicuous eco-consumption (as opposed to a quieter focus on sustainability) is the way to shape consumer attitudes in Brazil. Luxury brands have the power to influence consumer aspiration and behavior by editing consumer choices. www.osklen.com



ME TO WE GIFTS

Helping Break The Cycle of Poverty.

Throughout Kenya's Maasai Mara, you'll see flashes of this red-patterned "Shuka" worn by Maasai Warriors as they tend to herds of grazing cattle. Great to use as a wrap or blanket. www.shop.metowe.com

ON KEY

Keyboard Art That Makes a Fashion Statement.

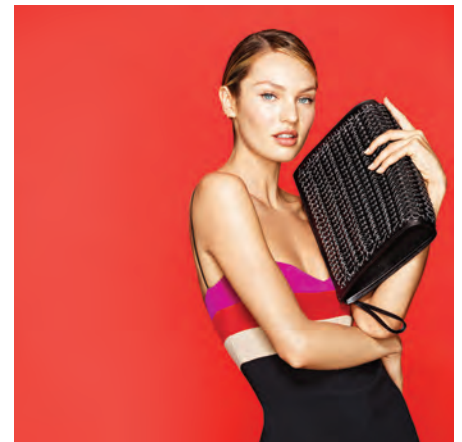
Like most of us, Congolese artist Maurice Mbikaya is anxious not to miss out on breaking news and feels a need to stay permanently online. In his art he attempts to capture the consumerist nature of IT in Africa and how it generates trends. He uses old computer parts to create outfits that make reference to sartorial fashion, and while they might not be your first pick for a night on the town, they'll certainly start a conversation hanging on your wall. "I want to compare the symbolic aspects of traditional African adornment with personal media, which is the new urban status," he says. www.gallerymomo.com



LOOPTWORKS

Closing The Loop on Waste.

Horrified by the immense amount of waste produced by the fashion industry Looptworks was founded in 2009 by apparel industry veteran Scott Hamlin. Their ethos is framed by a simple concept, which is also their motto: "Use only what already exists." They identify and rescue high-quality materials left over from premium goods manufacturing and turn them into limited edition, luxury products. The company has reduced carbon emissions by 68% on each product made this way. www.looptworks.com



BOTTLETOP

Discarded Cans To Luxury Items.

Luxury items made from upcycled aluminum ring pulls. The Bottletop Foundation is 100% funded by the Bottletop fashion collection and benefits at-risk youth globally.

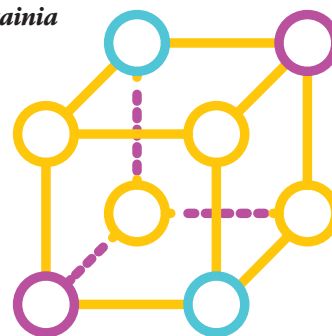
www.bottletop.com

It has become a truism that the movement of data, people, and goods connects us all in unprecedented ways across geographical boundaries.

In the ever-more complex environment that businesses are forced to operate in, their ability to analyze, confront, and utilize uncertainties is critical to their success. Furthermore, the vast majority of businesses need to look beyond their own immediate financial interests for this success to last. In other words, they are deeply dependent on the well-being of their surrounding community and, by extension, the world at large. *The Global Opportunity Report*, compiled each year by Sustainia and DNV GL in Denmark and the UN Global Compact is a direct product of this reality, born out of a determined belief that behind every global risk the world faces hides multiple opportunities to innovate and create better, more prosperous, and sustainable societies. There is no doubt we live in disruptive times. Complex and interconnected crises in the political, environmental, and social spheres are taking hold of our world – and it is time change-makers with a shared vision for a sustainable future seize the moment. Below are the top 10 opportunities identified in the recent report.

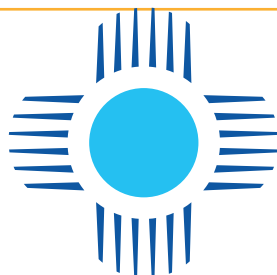
Top 10 Opportunities 2018

By Sustainia



01 Water is a Winner

For the third year in a row, an innovative opportunity related to water tops the list of the most impactful and actionable opportunities. Smart water technology enables consumers to use water in a more sustainable manner without increased effort – the smart water pipes and meters will make the sustainable water choices for them. Understanding the potential of this opportunity and fully capitalizing on it to deliver crucial services will represent a huge market opportunity. By 2021, the smart water tech market will be worth \$20.10 billion, up from \$8.46 billion in 2016.



02 Knowledge Brings Peace And Profit

Leaders see the most complex category of markets – delivering education to conflict areas – as the runner-up opportunity. This opportunity showcases the positive impact that can occur when the private sector applies digital technology to address a public need. This finding signals a change in the perception of leaders: As of now, high-risk markets can be potential hotbeds for innovation. Applying innovation from the ground up, and engaging in dialogue with digitally engaged local consumers to drive peace and profit define this opportunity. The global smart education and learning market is worth \$586.04 billion by 2021.

03 Artificial Intelligence is Redefining Our Infrastructure

Artificial intelligence enables companies and individuals to be two steps ahead of the next cybercriminal. This opportunity employs machine-learning to drive a new market that will secure our most vital infrastructure in the digital economy. It's a sustainable choice made easy for the user of the infrastructure by supplementing firewalls and other cybersecurity tools with machines able to learn and adapt to the tactics of hackers. There are two important drivers of this market opportunity: Intelligent automation in general with systems making decisions for us, and the lack of a sufficient number of people with the right skill-set drives a need for a less people-intensive approach. The artificial intelligence market is expected to be worth \$16.06 billion by 2022, growing at a compound annual growth rate (CAGR) of 62.9% from 2016 to 2022.

04 Africa is Ready For Blockchain

Though they are rated number 4 and 15 on the overall opportunity landscape, opportunities related to blockchain: "Clever Codes Disrupt Inequality" and "Business of Power," are the top-ranking opportunities in Sub Saharan Africa, indicating the region is ready and willing to invest in this critical new way to access services – once dominated by formalized and centralized authorities.

Blockchain allows for the decentralized exchange of critical services like energy and finance, giving consumers the ability to access loans, insurance, finance, and other vital elements of the economy. African markets can be expected to leapfrog into the next digital era defined by a blockchain-based Internet.



05 Complex Challenges Can Drive Market Transformation

The survey reveals which opportunities represent the best business cases in the eyes of the leaders we surveyed. Opportunities that capitalize on specific and digitized markets, such as intelligent cybersecurity and behavioral biometrics, are seen as more favorable business cases. Meanwhile, opportunities that address more complex challenges – such as housing refugees and upgrading communities with informal housing – are viewed by business leaders as weaker business opportunities. Addressing complex challenges has the potential to create stable societies, which is a critical condition for long-term business viability. Carving out specific new markets out of complex challenges can help kick-start markets for transformation. One opportunity from which we can learn when doing this is "Knowledge for Peace," as this opportunity takes a specific and actionable approach to handling a very complex problem.

06 Soil Depletion is Ready For a Market Intervention

Opportunities related to soil depletion rate high in their benefit to society, yet are still rated low as a business opportunity compared to other opportunities. Businesses should pay special attention as they represent the next, most immediate frontier in new market opportunities. It's clear they offer huge benefits to society; if companies can find a way to capitalize on them.



07 Six Golden Global Goals

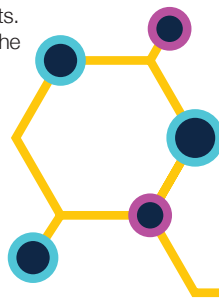
Across the globe, and over the last two years, notable agreement has emerged about the most promising UN Sustainable Development Goals for business. The same selection of six Sustainable Development Goals is rated as most promising, even if they've jostled a bit in rank. The cluster is composed of Sustainable Development Goals that address jobs and growth, good health, life on land, affordable energy, education and industry, innovation and infrastructure.

08 The Power of Peer-to-peer Trading

Leaders believe peer-to-peer energy sharing and trading on digital platforms is a market ready for take-off. Blockchain is an open source digital ledger that allows users to record and trace all types of transactions. With regard to energy transactions, users can have a payment method, and a means to keep track of electricity consumed and delivered. It introduces a new corporate logic, transforming the role of business in the energy transaction from that of service provider to consumer enabler. This could be by helping users share and trade electricity, or even donate excess electricity in a new expression of solidarity.

09 Cash-in on Power And Tech

Decentralized power delivery, behavioral biometrics, and artificial intelligence to combat cybercrime are three opportunities that can be expected to mature rapidly through investments and business action. In the global survey, leaders across the globe perceived these three markets to hold a good business case as well as a good investment case. Also, leaders perceive these markets to positively impact business, and both the financial sector and business are ready to actively advocate for growing these markets. Both are important conditions for the opportunities to scale rapidly.



10 MENA And South America Are Confident in Their Ability to Pursue Goals

Businesses in the Middle East and North Africa (MENA) and South America reported an increase in their perceived capacities to pursue new opportunities, as well as an increase in their willingness to pursue them, as compared to last year. This ability and willingness to pursue cutting-edge market opportunities indicate these regions will become increasingly important hotbeds for market development in the coming years.



Download the full Global Opportunity Report here: goo.gl/tUuWmf

Based in Copenhagen, Denmark, Sustainia accelerates sustainable development in companies, industries and cities through international partnerships. Their online platform, Global Opportunity Explorer, showcases the most innovative solutions, market opportunities and cities and is rooted in more than five years of research involving 18,000 business leaders and 17 expert panels. www.explorer.sustainia.me



“Hard work won’t always lead to success but being resilient, getting back up and believing you can do it, will always lead to another opportunity.”

Sarah Wells

OLYMPIC HERO MOTIVATES YOUTH.

AFTER A SPORTS CAREER THAT FELT LIKE A ROLLER COASTER RIDE, AN OLYMPIC HURDLER LEARNS THE VALUE OF RESILIENCE AND A BELIEF IN SELF. SHE’S ENCOURAGING OTHERS TO DO THE SAME.

MYTH BUSTER
(OLYMPIANS AREN'T LIKE US)

Olympic hurdler Sarah Wells has seen success and heartbreak during her athletic career and feels especially passionate about overcoming obstacles in life. Despite a devastating stress fracture in her femur the year before the London 2012 Olympic Games, she overcame her injury and went on to compete for Canada, finishing as a semi-finalist. Many will encounter obstacles on their journey through life and some will consider giving up in moments of adversity. During this critical adolescent time, it’s important that we talk about being resilient,

believing in yourself and learning through mistakes. “By showing young people that even Olympic athletes make mistakes and fall down, the Believe Initiative exemplifies what happens when you focus on the process, persevere past the obstacles and continue to believe in yourself and your goals.” The athlete posts monthly challenges on her website: To practice self discipline - don’t snooze your alarm; to practice a positive mindset - approach a dull task with enthusiasm. www.believeinitiative.com

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EMMA WATSON

THE MORE I HAVE SPOKEN ABOUT FEMINISM THE MORE I HAVE REALIZED THAT FIGHTING FOR WOMEN'S RIGHTS HAS TOO OFTEN BECOME SYNONYMOUS WITH MAN-HATING. IF THERE IS ONE THING I KNOW FOR CERTAIN, IT'S THAT THIS HAS TO STOP.

Best known for her role as Hermione Granger in the *Harry Potter* film series, the accomplished actress, humanitarian, and graduate of Ivy League institution Brown University, Watson is dedicated to empowering both men and women.

By Grant Schreiber





W

What do actress Emma Watson and a Malawian Chief, nicknamed “The Terminator,” have in common?

Both are intelligent, selfless and unapologetically outspoken about issues that matter the most to them. As a United Nations Goodwill Ambassador, Watson is using her star power to influence the ongoing gender debate, and empower both men and women. In October 2016, the actor, better known for her role as inquisitive, know-it-all Hermione Granger in the *Harry Potter* film series, touched down in the central African country of Malawi to meet with traditional chiefs and girls freed from early marriage. The Terminator is Chief Kachindamoto, who has already annulled more than 1,500 child marriages and sent the girls back to school, where they belong.

Giving the future back to 14-year-old girls, some already with two children, is not a problem unique to Malawi, which has one of the highest rates of child marriage in the world. Globally, one-third of girls in developing countries, excluding China, are married before the age of 18, denying them their childhood and their right to school. They’re also exposed to other vulnerabilities such as physical and sexual

abuse and early pregnancy, making them mothers before they are physically or emotionally ready.

So why would Watson, who has earned more than \$60 million from the eight *Harry Potter* movies and ranks among Hollywood’s highest earners, care about girls in the developing world? A clue may be an early memory of being considered too forceful. At the launch of the United Nations HeForShe campaign, she said, “I started questioning gender-based assumptions when at eight I was confused at being called “bossy,” because I wanted to direct the plays we would put on for our parents – but the boys were not.”

It was a realization that opened her eyes to the fact that gender is not a phenomenon that comes with “natural” boy-girl attributes, but is something shaped by society, ideology, cultural beliefs or just plain bias. Each passing of Watson’s teenage years seemed to reveal a new insight: “When at 14 I started being sexualized by certain elements of the press. When at 15 my girlfriends started dropping out of their sports teams because they didn’t want to appear ‘muscly.’ When at 18 my male friends were unable to express their feelings.”

Importantly, she saw that boys and men, too, are victims of gender stereotypes and that getting them to become



UN WOMEN

advocates for gender equality would also help resolve male issues. “Men – I would like to take this opportunity to extend your formal invitation,” said Watson. “Gender equality is your issue too.”

Watson’s decision to champion gender equality is not some learned, academic exercise she feels necessary because it happens to be trending right now. She has personal experience that has affected her deeply. “I’ve seen my father’s role as a parent being valued less by society despite my needing his presence as a child as much as my mother’s. I’ve seen young men suffering from mental illness unable to ask for help for fear it would make them look less ‘macho’ – in fact in the U.K. suicide is the biggest killer of men between 20-49 years of age; eclipsing road accidents, cancer and coronary heart disease. I’ve seen men made fragile and insecure by a distorted sense of what constitutes male success. Men

“Both men and women should feel free to be sensitive and to be strong. It’s time we all perceive gender on a spectrum – not as two opposing sets of ideals.”

don’t have the benefits of equality either.”

The day after she turned 25, Watson placed number 26 on the *Time* 100 list of the world’s most influential people; her first-ever appearance on the list. For its recap, former *New York Times* editor Jill Abramson noted Watson’s “gutsy, smart take on feminism” and called the effort to get men involved “refreshing.”

By accepting the role of a United Nations Goodwill Ambassador, Watson moved from garnering attention on a red carpet to redirecting the flash photography towards women’s leadership, violence, economic empowerment and the wage gap. She wants us to stop defining each other by what we are not and focus on what we are; believing that if men don’t have to be aggressive in order to be accepted, women won’t feel compelled to be submissive.

“If men don’t have to control, women won’t have to be controlled,” says Watson. “Both men and women should feel free to be sensitive and should feel free to be strong. It’s time we all perceive gender on a spectrum – not as two opposing sets of ideals.”

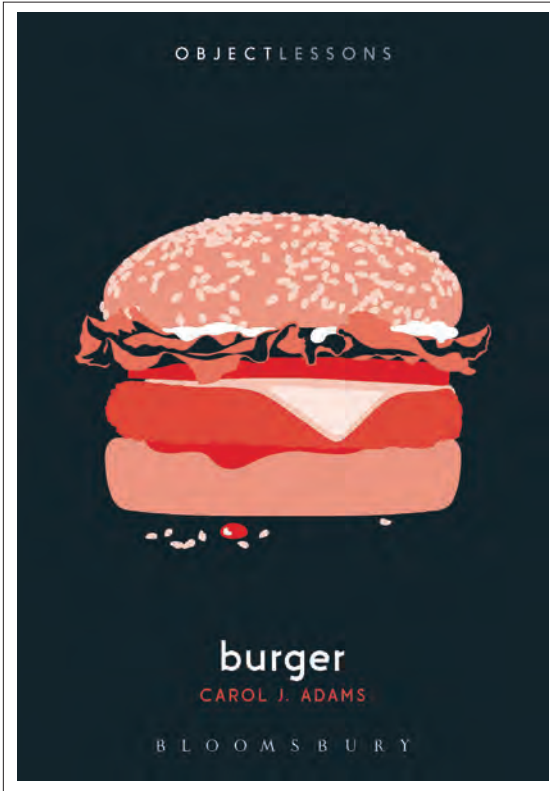
Rewriting gender roles in society is a vast job, and Watson’s new starring role is to use her celebrity power to take millions of movie fans with her on a new journey – away from wizards, magic and fantasy, to one more suited to reality TV.

“The reality is that if we do nothing, it will take 75 years, or for me to be nearly a hundred, before women can expect to be paid the same as men for the same work,” she says. “Ask yourself: If not me, who? If not now, when?”

About UN Women

UN Women is the UN organization dedicated to gender equality and the empowerment of women. A global champion for women and girls, UN Women was established to accelerate progress on meeting their needs worldwide. Gender equality is not only a basic human right, but its achievement has enormous socio-economic ramifications. Empowering women fuels thriving economies, spurring productivity and growth. Yet gender inequalities remain deeply entrenched in every society. Women lack access to decent work and face occupational segregation and gender wage gaps. They are too often denied access to basic education and health care. Women in all parts of the world suffer violence and discrimination. They are under-represented in political and economic decision-making processes. www.unwomen.org

READING LIST



Burger By Carol J. Adams

“*Burger* offers a thoughtful homage to the unsustainable modernist solution to protein delivery. Adams does not lose sight of the cultural importance of the burger’s traditional glory, but she does offer an adventurous reckoning with its impact on the planet. As the climate changes, what will take the place of ground beef in our hearts and minds? Among other things, books like this.” – James Hamblin, MD, senior editor at *The Atlantic*

“Carol J. Adams has written a penetrating meditation on the bronze monument of all American food icons, the burger. Keenly observed, richly annotated, and sometimes fierce, this book examines the identity of the hamburger, along the way unraveling a fascinating tangle of American capitalism, environmental policy, and cultural assimilation – nothing less than the messy, scratch-and-kick pursuit of collective American hungers. Adams shows how food is never just food; it always has a beating, symbolic heart.” – Amy Thielen, chef, TV cook, and author of *The New Midwestern Table* and *Give a Girl a Knife*.

The burger, long the all-American meal, is undergoing an identity crisis. From its shifting place in popular culture to efforts by investors such as Bill Gates to create the non-animal burger that can feed the world, the burger’s identity has become as malleable as that patty of protein itself, before it’s thrown on a grill. Carol Adams’s *Burger* is a fast-paced and eclectic exploration of the history, business, cultural dynamics, and gender politics of the ordinary hamburger. The book explores the hamburger’s status as a modernist consumer object, and recent challenges to that status – from the McLibel case and Mad Cow concerns in Great Britain to the environmental impact of a burger made from cows. The book includes reports on visits to Silicon Valley to taste the animal-free burger that bleeds and other “Moon Shot” burgers.

www.caroljadams.com



Carol J. Adams is a feminist-vegan advocate, activist, and independent scholar and the author of numerous books including her pathbreaking *The Sexual Politics of Meat: A Feminist-Vegetarian Critical Theory*. Her activism involves working for social justice – domestic violence, homelessness, racism, and violence against animals. She wrote one of the earliest articles theorizing why batterers harm animals, *Woman-Battering and Harm to Animals*.

How did you come up with the ideas in *The Sexual Politics of Meat*?

At the end of my first year at Yale Divinity School, I returned home to the small upstate town where I had grown up. As I was unpacking I heard a furious knocking at the door. An agitated neighbor greeted me as I opened the door. “Someone has just shot your horse!” he exclaimed. Thus began my political and spiritual journey toward a feminist-vegan critical theory. It did not require that I travel outside this small village of my childhood—though I have; it involved running up to the back pasture behind our barn, and encountering the dead body of a pony I had loved. Those barefoot steps through the thorns and manure of an old apple orchard took me face to face with death. That evening, still distraught about my pony’s death, I bit into a hamburger and stopped in mid bite. I was thinking about one dead animal yet eating another dead animal. What was the difference between this dead cow and the dead pony whom I would be burying the next day? I could summon no ethical defense for a favoritism that would exclude the cow from my concern because I had not known her. I became aware that I was a meat eater; simultaneously I realized that with this awareness that I was eating animals, I needed to stop eating animals.

Recuperating “Masculinity” With Meat Eating.

Since *The Sexual Politics of Meat* was published, I have noticed that many popular culture appeals to men (especially white, heterosexual men), seem to be rebuilding what feminism and veganism have threatened. In terms of the sexual politics of meat, we see several recuperative responses that seek to reinstate manhood, meat eating, and both interactively. Everywhere I turn, I find new examples of the sexual politics of meat. Recent examples have exploited homophobia in their formulation: That refusing meat raises questions about one’s masculinity and sexuality. Or, that refusing meat answers the question about one’s sexuality: You’re gay. From a German ad campaign that was proposed (but not pursued) that “tofu is gay meat” to “Gayboy” a vegetarian sandwich on a menu at a Brooklyn deli. Everyone is affected by the sexual politics of meat. We may dine at a restaurant in Chicago and encounter this menu item: “Double D Cup Breast of Turkey. This sandwich is so BIG.” Through the sexual politics of meat, consuming images such as this provide a way for our culture to talk openly about and joke about the objectification of women without having to acknowledge that this is what they are doing.



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SHAWN LEVIN



VISIT THIS MUSEUM TO SEE IF YOU'RE A VISIONARY OR A FOOL

By Grant Schreiber



Pulling up outside the American Visionary Arts Museum (AVAM) in Baltimore, you immediately sense this will be an art experience like no other. For a start, you're greeted by a 15-foot egg covered in pieces of broken mirror. Nearby a giant crane, with a body in the shape of a cello, reaches up three stories to a balcony made from rusted metal poles, resembling a nest. An old school bus covered in mosaic tiles with swans on the roof, and rabbits on the bonnet look as if Wacky Races and the colorful truck art of South Asia decided to collaborate.

JULIE RIBICH

Above: King's Mouth [interior] by Wayne Coyne.
Opposite: Wendy Brackman's hand-painted paper plates, straws, Ping-Pong balls, paper towel tubes and endless staples.

“We believe there is great power in not knowing what will or won't work, and we adhere to the importance of not being immersed in rule-based systems which can cloud one's vision.”





A giant, circular sculpture, resembling the food chain and made entirely from brightly-colored paper plates. Complete with large bee's, ants, vegetables and flowers, the slowly-revolving sculpture has as much to do with the interlinked cycle of food dependency as it does about our throwaway, disposable culture.

The founder of this unorthodox art museum is Rebecca Hoffberger, who with boundless energy and breathless enthusiasm, cannot wait to reveal to her 100,000 annual guests the world's first exhibitions that examine the relationship of art to the human condition, rather than the principles of art history.

A controversial figure from the start, Hoffberger refused to follow traditional, academic art practice when she opened the museum in 1995 and upset many members of the art establishment. Her intention was not rebellion for the sake of it, but because she believes that self-taught art can be a powerful way of raising awareness on "issues that have bedeviled humankind from the get-go." Since 2015, the museum has hosted 20 "mega-exhibitions" that raise awareness around serious matters in a fun and lighthearted way. Hoffberger, takes pride in the fact that AVAM is "pretty un-museumy."

The museum has no staff curators, preferring to use guest curators for its shows. Rather than focusing shows on specific artists or styles, it sponsors themed exhibitions with titles such as *High on Life, Race, Class & Gender: 3 Things that Contribute "o" to CHARACTER, as Being A Schmuck is an Equal Opportunity for Everyone!*

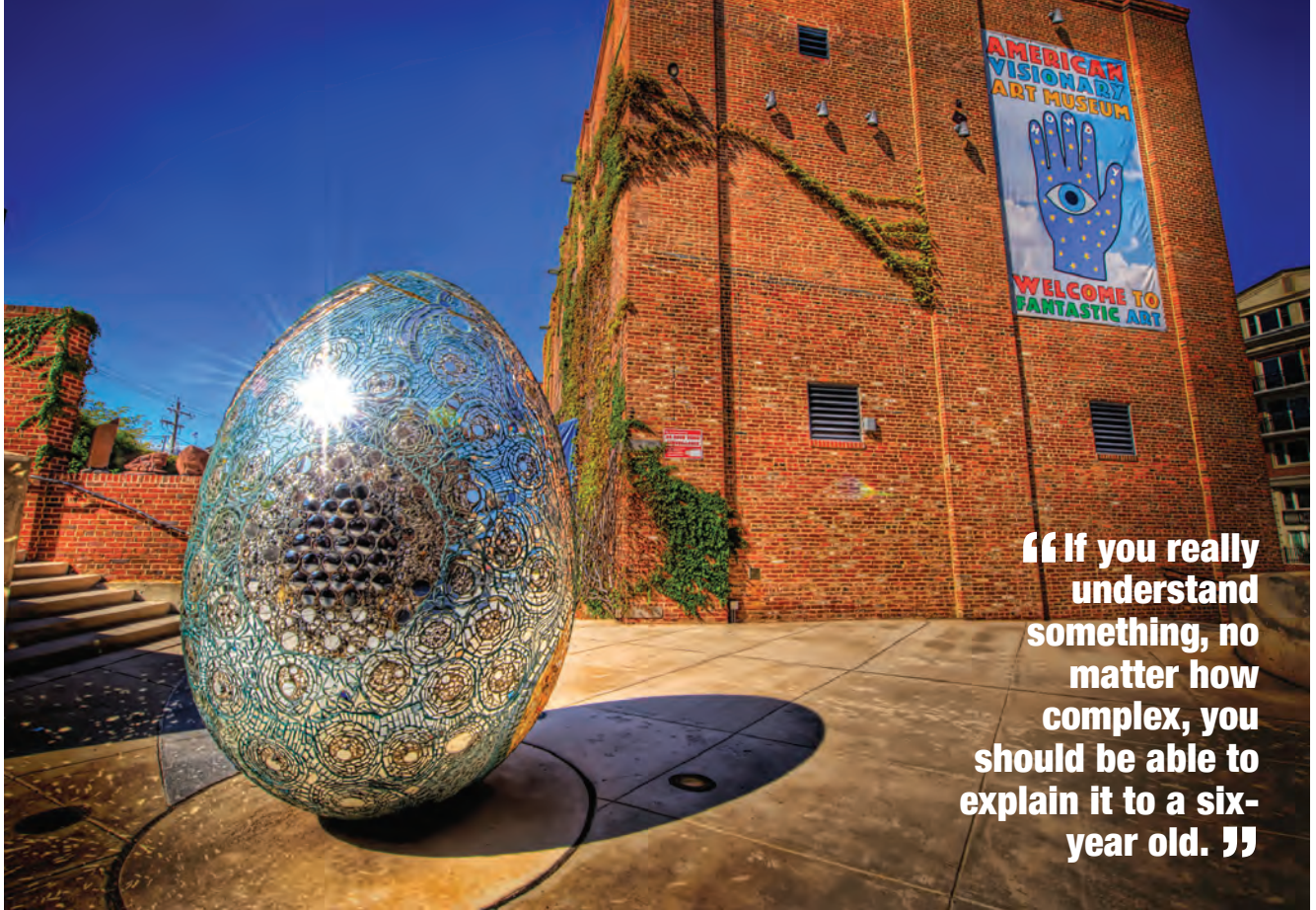
A previous exhibition featured a giant, circular sculpture, resembling the food chain and made entirely from brightly-colored paper plates. Complete with large bee's, ants, vegetables and flowers, the slowly-revolving sculpture has as much to do with the interlinked cycle of food dependency as it does about our throwaway, disposable culture. A portrait of Willie Nelson, made entirely from sunflower seeds draws attention to crops in a fun and fresh way. In the museum's permanent collection are delicate miniature embroideries created by a prisoner from unwoven threads from socks.

These are not artworks revered for their collectability or catalog worth, but profound pieces that educate viewers on the world around them. In 2016, The Big Hope Show championed the transformative power of hope with 25 artists who were "super survivors" of enormous personal trauma and culminated in a free, public conference on the transformation of Medellin, Columbia from violent hell-hole to icon of hopeful turnaround. Baltimore



Above: "A Choice" by Matt Sesow. After a traumatic accident that claimed his left arm, Sesow recalls a loving female spirit's appearance that offered him the choice of a gentle death or a "very interesting life." Matt chose life. Right: "Shine" by Vanessa German speaks to gun violence in America. The silver chains in the piece represent the mother's never-ending tears.

DAN MEYERS



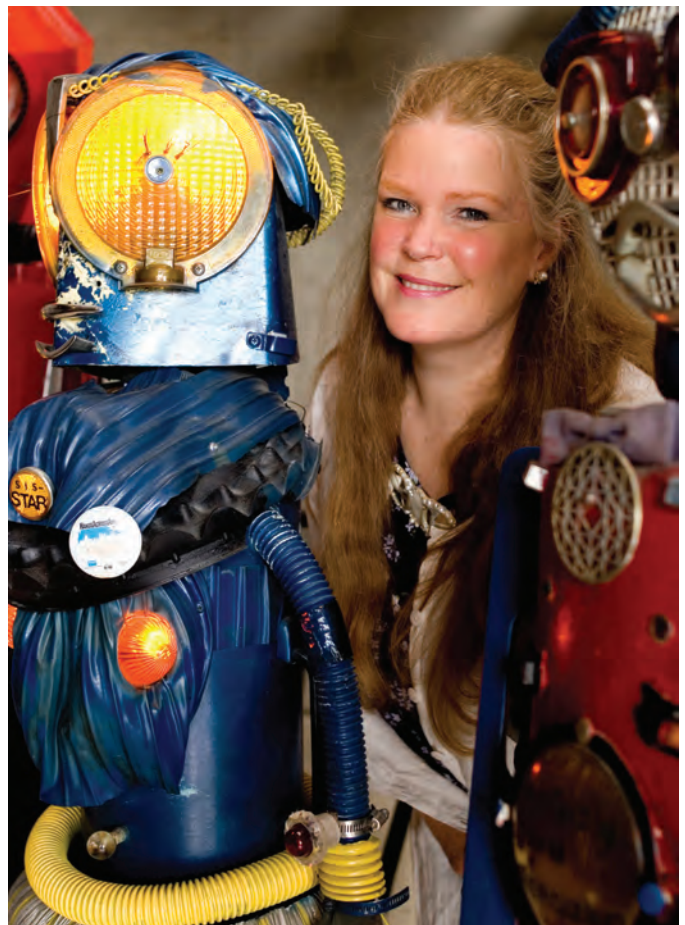
JACK HOFFBERGER

“If you really understand something, no matter how complex, you should be able to explain it to a six-year old.”

Above: Andrew Logan's eight-foot Cosmic Galaxy Egg shimmers on the museum's campus. Inspired by the deep space imagery captured by the Hubble Telescope, it features swirling dying galaxies, nascent stars, and even Earth. Logan's sculpture is on view for free 365 days a year, 7 days a week, 24 hours a day. Right: Founder and director Rebecca Hoffberger, with the World's First Family of Robots by DeVon Smith. Smith lovingly created the family from his loneliness. Made from recycled rotating fans and found objects, the robots were good company.

is one of America's most violent cities, and Rebecca cares about this deeply. The museum's main building's three-storied glittering walls constitute America's largest art apprenticeship program for incarcerated teenagers. The result looks as if Spanish artist, Gaudi created it himself.

After reading a quote by Google CEO Eric Schmidt: "From the dawn of civilization until 2003, humankind generated five exabytes of data. Now we produce five exabytes every two days," Hoffberger staged an exhibition called *Human, Soul & Machine: The Coming Singularity*, that examined the ever-greater promise and peril of technology on our lives, as seen through the eyes of 40 visionary artists, cutting-edge futurists, and inventors. "This exhibition was pleasing to an audience of Nobel Prize winners and schoolchildren alike," says Hoffberger. "It asked if two billion personal computers later, and post-DNA-sequencing, are we on the road to becoming a better, healthier, happier, less



KIRSTEN BECKERMAN

warlike, human race.”

Hoffberger’s real strength comes from her ability to routinely attract creative collaboration among some of the world’s most visionary masterminds - from cutting-edge technology and scientific research to global leaders in human rights, environmental movements, and even spiritual leadership. Be it Archbishop Desmond Tutu, Patch Adams, MD, futurist Ray Kurzweil, His Holiness The Dalai Lama, Dame Anita Roddick or seed-vault creator Cary Fowler, Hoffberger routinely mines ancient wisdom alongside modern physics expressed in plain language, evoking Einstein’s admonition, “If you really understand something, no matter how complex, you should be able to explain it to a six-year old.”

While working in the development department of the People Encouraging People program at the Sinai Hospital in Baltimore, a program geared toward aiding psychiatric patients in their return to the community, Hoffberger began to develop the idea for a visionary museum founded on the power of intuition, that would transcend labels affiliated with mental illness and wellness. “I wanted to make a new ‘Cabinet of Wonder,’ just like the world’s first museums, but instead, our wonders would be those born from human imagination, ingenuity, and the full spectrum of behaviors that impact each other and the natural world.”

After negotiations with the city, it was agreed that a piece of land on the south shore of the Inner Harbor be given to the museum under the condition that its organizers would clean up residual

Below: From the exhibition Yummm! The History, Fantasy and Future of Food. Artists joined forces with food scientists, farmers, nutritionists, environmental activists, psychologists, poets and humorists to publicly explore humankind’s complex, multi-layered relationship with food.



“Our wonders would be those born from human imagination, ingenuity, and the full spectrum of behaviors that impact each other and the natural world.”

pollution from a copper paint factory and a whiskey warehouse that formerly occupied the site. From the start, Hoffberger wanted to lose any idea of the museum being elitist. In 1997, several of the institution’s full-time employees were hired directly from local homeless shelters. The 1.1 acre urban campus is a welcoming, park-like “wonderland,” complete with an outdoor movie theater that can seat up to 2,000 people on summer nights for free movies.

While the artworks inside are still watched over by attentive security personnel, like any other museum, you get a distinct impression that the sharp retort, “Don’t touch!” has been replaced with, “Please engage!”

The museum’s many other programs include monthly hands-on interactive workshops and school programs, and is also a popular venue for weddings. From a business perspective, the unique approach to art seems to be working well – rental and admission fees account for 72% of income, nearly three times the average for an art museum. “A good museum does more than just have objects standing on pedestals,” says Hoffberger. Educational goals form a large part of her mission and are another example of the museum’s unorthodox manifesto: Expand the definition of a worthwhile life; Increase awareness of the wide variety of choices available in life for all ... particularly students; Encourage each to build upon his or her special knowledge and inner strengths; Empower the individual to choose to do that something really, really well.

“Visionaries perceive potential and creative relationships where most of us don’t,” explains Hoffberger. “Without visionaries’ willingness to be called fools, to make mistakes, to be wrong, few new ‘right’ things would ever be birthed.”

www.avam.org

WATCH LIST



Rooted in Peace challenges viewers to examine their values as Americans and human beings. Director and award-winning, green filmmaker Greg Reitman, reckons we're at war with ourselves, our environment, and the world, and it's up to each of us to make peace within ourselves, and on the planet. The film relies on memoirs and interviews with luminaries and activists, such as Deepak Chopra, director David Lynch, Noble Peace Laureate Mairead Maguire, media mogul Ted Turner and Desmond Tutu. Reitman poses the question: How do we want to live? Reitman's journey is an example of transformation — how one person can learn to make the necessary changes to enjoy a better life — and in so doing inspire others to want to improve their own.

www.bluewatercompany.com



As a teenager, I experienced the first Gulf War while living in Israel; an experience that changed my life. When I returned to college, I was unaware of the affects of Post Traumatic Stress Disorder (PTSD). Later that year, I studied abroad at Hokkaido University in Japan and visited the Hiroshima Peace memorial. I suddenly realized the impact of war and its destructive power. I returned home to Amherst, and woke up one night in tears - I realized that I wanted to help heal the world. I created *Rooted in Peace* because film is an instrument of change. By allowing the viewer to share my personal story, the experience becomes as profound as the journey itself. The film goes beyond normal boundaries of filmmaking and uses the personal story as a vehicle for change, combined with a collection of peace, environmental and health activists to help raise awareness around our interconnectedness to the planet and the high stakes that lie ahead. I wanted to tackle an important problem - that war serves no purpose, whether personal, environmental or political. As Ghandi states, "You must be the change you see in the world" As a collective species we need to understand that change begins within oneself.

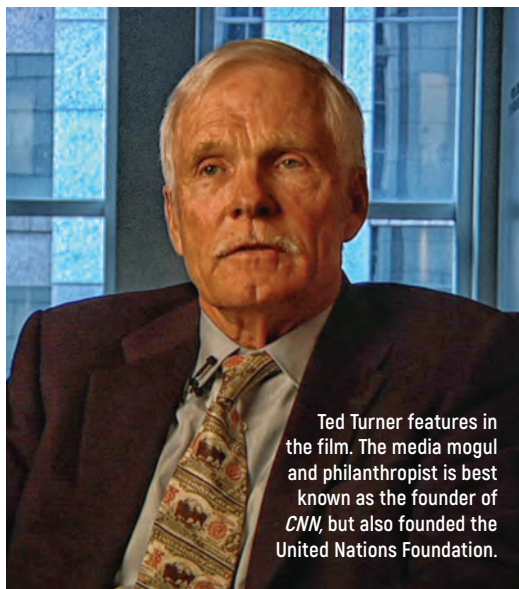
Potent, hopeful and enlightening. It can change the way you think about the world and the symbiosis of man and nature. - *Avi Offer, NYC Movie Guru*

Acknowledging that the world is a violent place, Reitman - clutching a bonsai tree that serves as his beacon of hope - travels a path of healing with stopovers in Hiroshima; New York's 9/11 Memorial; and the Self-Realization Fellowship Center in Pacific Palisades, conferring with various holistic doctors and green experts. *Rooted in Peace* may be the hot cocoa and marshmallows version of a Michael Moore film. - *Michael Rechtshaffen, LA Times*

Rooted in Peace

Challenges viewers to examine their values:

"The world is as you are."



Ted Turner features in the film. The media mogul and philanthropist is best known as the founder of CNN, but also founded the United Nations Foundation.



Greg Reitman is the Founder of Blue Water Entertainment, an independent production company focusing on environmentally conscious entertainment. Widely regarded as Hollywood's "Green Producer," he produced the 2008 Sundance Audience Award-winning feature documentary *Fuel*. Reitman was named by *Movie Maker Magazine* as one of the top ten producers making content that makes a difference in the world.



Brands with a conscience not only attract better talent and woo discerning consumers, they also wind up building communities and boosting the bottom line. As they say, if you're not part of the solution, you're part of the problem. Here are six ordinary community members who decided to find a solution.

6

SOCIAL INNOVATION PROJECTS



WHAT IS SOCIAL INNOVATION?

Social innovations are new strategies, concepts and ideas that meet the social needs of different elements which can be from working conditions and education to community development and health – they extend and strengthen civil society. Social innovation includes the social processes of innovation, such as open source methods and techniques and also the innovations which have a social purpose – like activism, online volunteering, microcredit or distance learning. Social Innovation focuses on new work and new forms of cooperation (business models), especially those that work towards a sustainable society.



By 2012 a millennial shift had begun – everywhere you looked, young people had started to focus on the “we” instead of “me.”

South African entrepreneur Ian Calvert (pictured left) discovered an early obstacle in changing prevalent views around social good: People equated social impact with charity. **“If you thought social good was only about charity back then, you could be forgiven,”** he says. “The inherited mindset was that if you do something for good, you must do it for free; as if social impact was some pious duty you owed society.” The challenge was to demonstrate that problems in society can be turned into business opportunities. A questions arose: How do you nurture young changemakers wanting to create good in the world? The idea was first tested in South Africa’s disadvantaged communities and soon, some amazing talent began emerging from the dusty streets of South Africa’s townships. Mentorship, skills, networking and help with storytelling were identified as the biggest needs among young entrepreneurs and a group met regularly to explore what this combination might look like. The result was the Red Bull Amaphiko Academy, first held in Nelson Mandela’s hometown, Soweto,



in 2014. Amaphiko (“wings” in Zulu) has already held ten-day residencies in three countries, creating a platform for people to use their energy to solve problems and nurture social innovation. “This is not a corporate social responsibility program that lives down some dark corridor at corporate affairs – that writes out checks and seeks photo opportunities,” says Calvert. **“Today, young people won’t let you do well unless you’re doing good. Having social impact at the core of your brand is not an option anymore, it’s a necessity.”** Recognizing that success is driven by a personal passion to succeed, the Academy doesn’t throw money at young

entrepreneurs. Instead, an 18-month mentorship and support program follows the ten-day gathering, making sure participants learn to sustain their ideas and themselves for decades to come. “So many young people have been let down by companies, organizations and the well-intentioned, who drop in, make promises and disappear again. Nurturing personal development is key to making young entrepreneurs self-sufficient, resilient and ready for the future,” says Calvert. The following stories demonstrate some of the social innovation found at the Academy’s first U.S. gathering in Baltimore last year.



“CHANGING COMMUNITIES, ONE MEAL AT A TIME.”

Getting diagnosed with type 2 diabetes made Chad Cherry abruptly rethink his relationship with food. He took the increased risks of blindness, kidney failure, heart disease and stroke so seriously that he decided to become a chef, to learn how to combat the poor diet he'd become accustomed to. Amazingly, the hospital that treated him failed to mention poor diet as a contributing factor to his illness. Our health systems are designed to medicate once symptoms appear, not educate people on their lifestyle choices – that may lead to illness, or even death.

Cherry researched his condition online and connected the dots between what he was eating and his diabetes. He turned to organic ingredients and cut highly processed foods

from his diet and within a few months started seeing and feeling the difference. When he met his wife Karen, she complained of severe abdominal pains each time she ate but was fine after eating Chad's newly discovered food. “I said, ‘I’ll feed you every day!’” recalls Cherry with a laugh, and so they married and embarked on a healthy eating adventure that culminated in their company, Refresh Live. The couple call themselves farm-to-table consultants and have already racked up celebrity clients, including personal chef to the Kardashians, Olympic swimmer Dara Torres, rapper Ace Hood and has also fed Barack and Michelle Obama.

Their goal is to refresh people's relationship, knowledge and experience of food with healthier, locally-grown produce. Standing in the center of any major American city you'd assume that food is never far from reach. Fast food culture has placed a McDonalds, Burger King, Dunkin' Donuts or Taco Bell on almost every city block. While convenient for a quick meal, it's given rise to “food deserts” – areas with limited access to fresh and nutritious food. They occur especially in areas with low-income and minority residents, and the processed, sugary and fat-laden foods are

known contributors to the country's obesity epidemic. As part of their program, Chad and Karen include awareness on fast food brands that groom people from an early age to crave it.

Food deserts that stretch for five miles in every direction, lack of mobility and financial constraints can result in someone eating whatever they find at the overpriced, corner store – that only stocks highly processed food. Slick marketing will have you believe that eating fresh, healthy food is based on just changing your behavior, but in reality, many people are victims of socio-economic circumstances and don't have a choice. Even with better food options around, Chad reckons the country still has a long way to go. “What we label ‘organic’ in America is still lower quality than what Europeans consider regular grade – everyday food found in unhyped-up food stores across Europe.

“When communities say ‘we have issues’ they never get specific,” says Karen. “Food is one such issue. Our diets have been constructed by lobby groups and industries, and it's time to claim our health back. No one's coming to save your health; you need to do it yourself.” WWW.REFRESHLIVEINC.COM



at a time. Brightly colored patches of flowers stand out starkly against the dull, faded inside walls of buildings that were demolished years ago and never rebuilt. Empty lots in cities become magnets for the homeless, drug dealers and dumping grounds for waste, but Marsh has transformed them into green lungs and living symbols of growth and renewal in places of despair. The flowers get sold to local stores, restaurants and businesses.

In poor neighborhoods, a bunch of flowers is seen as an extravagant luxury, yet Marsh has seen this narrative change and now gets enormous support from total strangers. "If people grow up in a beautiful environment, they become beautiful," he says. He's had tools donated and people honking their horns in support as they drive by. "Vacant lots serve as shortcuts for pedestrians, and many people stopped when they filled with flowers. I think they thought it had become private property, but now they know we want them to walk through and smell the flowers," he laughs.

Another positive spin-off is that sunflowers draw lead and arsenic from the soil in a process called phytoremediation. It's not widely known that sunflowers were planted around Chernobyl to remove some of the radioactive isotopes released by the nuclear meltdown. Vacant lots in cities are notorious for being polluted with toxins from old housing stock and paint, and Tha Flower Factory is helping clean the environment and make it less toxic for inhabitants.

Taking a break from his sunflower petal design, Marsh looks up and considers what a real leader might be. "Leadership should foster a feeling of togetherness," he frowns. "When I work with the 14-year-olds in the flower gardens, I get much better results when I approach them as a peer, not as a 'leader.' There's an old African proverb, 'I am what I am because of you,' and that resonates deeply with me."

“FLOWER POWER HELPS HEAL THE VIOLENCE IN BALTIMORE.”

"I'm an urban change warrior," says Walker Marsh of Baltimore, who uses vacant lots in the inner city to grow high-quality flowers, herbs and vegetables. The tall, soft-spoken urban farmer is sitting on the floor, gluing sunflower petals to a discarded stop sign with childlike wonder. Baltimore is not known for its softness, and you can't help wondering how someone such as Marsh succeeds in a city that has seen gun crime, rape, robbery and murder spike many times the national average. In 2015, the death of Freddie Gray in police custody touched off riots and a crime wave that caused the highest per capita death rate ever recorded in the city's history.

In tough, crime-ridden communities, you usually have two choices: become like them or submit to them. No one expects you to start growing flowers.

When Marsh couldn't find a job, he decided to create his own. Tha Flower Factory now trains young horticulturalists who are recruited from the juvenile justice system and together they are changing East Baltimore – one flowerbed



“If people grow up in a beautiful environment, they become beautiful.”



“We don’t believe in shaming one another for where we are on our respective political journeys.”

“T-SHIRTS TO MAKE YOU EAT YOUR WORDS.”

The next time you say something offensive in public, beware – Amanda Brinkman may put it on a T-shirt. German-born Brinkman moved with her family to Los Angeles as a child and has always looked for attention. During the 2016 presidential debates, she found it. After hearing Donald Trump call Hillary Clinton a “nasty woman,” she bristled, and on a whim mocked up a T-shirt with the phrase emblazoned on the front and put it up on her new website.

She woke up the next morning to 10,000 orders and called the online payments company to report an error. It wasn’t, and Brinkman found herself thrown into the midst of a new business venture that started by appropriating someone else’s words. Can attitude alone make you money? Well, yes, it seems so. Since October 2016, Brinkman’s

online shop, Google Ghost, has donated a percentage of sales to Planned Parenthood – more than \$130,000. Celebrities such as Will Ferrell and Katie Perry have been seen sporting her playful T-shirts, with messages such as, “The Future is Female” and “Gender is a Drag.”

“I want my movement, ShriLL Society, to make people, especially women, laugh, think, and hopefully become more socially active through product design and collaborations,” she explains. **“ShriLL Society is a play on the word ‘shrill,’ which has been historically used to rob women of power. We intend to give it back.”**

Brinkman’s fun and irreverent style has rubbed off on other women since she was young. She bounced into her classroom on the first day of school, a newly arrived immigrant wearing lace gloves, bright colors and mismatched, patterned clothing and was met with a sea of beige outfits from stunned classmates. Her teacher made her wipe the bright red lipstick off that day, but she noticed how girls in her class became braver over the next few months and more experimental in what they wore. Some of them formed a girls-

only bicycle gang and roamed the streets looking for adventure. The crazy forest girl from Germany had turned school into a lesson on empowerment.

Brinkman’s T-shirt may have started off viral, but it’s more than just sloganeering. Their products are created in ethical working conditions that reinforce their politics – to make the world a safer place for women and girls. That means no sweatshops, domestic production, and recyclable shipping materials.

“Because our individual stories matter,” she explains. “We connect you with our artists and makers and to women making a difference all over the world. **We use humor to provide context, enable conversation and build relationships.** We don’t believe in shaming one another for where we are on our respective political journeys. Instead, we offer tools to empower each other to find our voices, make our choices, and follow our passions.” Brinkman’s goal is to create ongoing products that expand upon women’s significant contributions to a shared history and to shape how young women tell their stories. She also wants you to stay nasty. WWW.GOOGLEGHOST.COM

“BUILDING BIKES FOR SOCIAL MOBILITY.”

Bicycles are a manifestation of what John Dengler has been trying to do with the homeless of Tampa, Florida for years. The city suffers from the second-highest rate of homelessness after Los Angeles, mainly due to temperate winters that allow those on the streets to survive year-round.

“In our society, if people don’t have monetary value, they don’t have value,” says Dengler, who was on a mission to find gainful employment for those who sometimes found a part-time job across town, but still needed a way of getting across a city of 2,500 square miles.

As Dengler traveled around Tampa, he began noticing something strange. Thousands of abandoned bicycles – in police impounds, chained to city buses, around colleges, condos and apartment blocks. “Literally hundreds of thousands,” he says. “You couldn’t collect them all if you tried; just another example of our wasteful society.”

Seeing homeless people the city didn’t seem to value, and bikes that no one cared for, Dengler decided to put them together to create something new – Well Built Bikes. The organization teaches people on the streets how to build and recondition bicycles to sell at a fraction of a new one. Early challenges included by-laws preventing the homeless from gathering for too long in one place, complaints from neighbors wanting to keep undesirable elements away from gentrified suburbs and frequent run-ins with the law, that once saw Dengler getting beaten up.

The barrier to entry is low: a bag of cheap hand tools and parts that are easily sourced from discarded bikes. The organization prefers to bring in bikes that need some attention as it forces people to work. A sense of belonging and purpose has rippled through the Tampa homeless community. The Earn-a-Bike program earns a destitute person a free bike after putting in 10 hours of maintenance work at a Well Built repair shop.

“One part of our mission is to get homeless people to build their own bikes to use as personal transport; it transforms lives,” says Dengler. “It’s become a game-changer for those seeking work. **When you own reliable transport you suddenly have access to job opportunities across the city, no longer constrained by the distance you can walk.**” One guy enjoyed his newfound freedom so much he even cycled across the state to visit his son in prison, a distance of a few hundred miles!

You’d think local bike shops would feel threatened by thousands of cheap bikes flooding the market, but Dengler notes that the cheapest bike in a commercial bike shop is still way more than their most expensive bike and doesn’t pose any threat. “We operate somewhere between a bike shop and a pawn shop,” he muses.

There’s a common attitude that views for-profit ventures differently to charities. For some reason, people feel they must stop giving when a venture turns from non-profit to profit. This misguided way of thinking must change, according to Dengler. “Putting food or money into someone’s hands is good, but how about exploring



“There’s an unhealthy relationship between rich and poor in the world, yet I think they actually need each other.”

a more lasting solution. Buying a sandwich for a homeless guy is great, but he’ll be hungry again in four hours and has to wait for you to reappear. There’s an unhealthy relationship between rich and poor in the world, yet I think they actually need each other desperately. **Poor people have a unique vantage point on how these systems work and rich people have stuff poor people can use.** Look at Well Built Bikes – we started a business from rich people’s junk.”

The sense of pride, belonging and purpose felt by those involved in Well Built Bikes can best be illustrated by a story Dengler recently heard. A homeless guy involved in the program came across a middle-class girl on an expensive bike that had broken down. He took out his bike tools and had her back on the road in minutes. It must have been the last thing she expected and helped in some small way to bridge the divide between the haves and the have nots.

Dengler is on a mission to get these two worlds to talk. He believes this is how innovation will emerge and the healing process between disparate communities will begin. “Watching the homeless standing proudly with their bikes, saying ‘I built this, I rode here,’ is incredibly empowering. People become alive again. This potential has always been inside; they just needed someone to believe in them.”

WWW.BIKESHOPTAMPA.COM

“HOW SOUP IS UNITING AND TRANSFORMING COMMUNITIES.”

When last did you fund a new venture over a bowl of soup? Well now you can.

Detroit Soup invites community members to pay \$5 at the door and then listen to presenters vying for votes on a project that will make a positive difference in their communities. Projects range from art, urban agriculture, social justice, education and technology. Budding entrepreneurs have four minutes each to pitch an idea to diners and then take questions. **Your \$5 buys you a bowl of soup, salad, bread and a vote, and once the votes are counted, the winning presenter receives all the money collected at the door.**

“It’s like Shark Tank, but minus the a-holes,” says Amy Kaherl, the founder of the Soup fundraising idea, that has already spread to more than 100 cities around the world. “We’re not a slick TV show and don’t use presentation material,” she adds. “My view is that a big screen highlights disparity, and furthermore I couldn’t be bothered with what

version of Windows you have or why your specific model laptop won’t link to a projector. I want to create a personal experience, eye to eye, that focuses more on the individual and the idea.”

151 Soup dinners later, and after raising more than \$160,000 for various projects, Kaherl can pull together a dinner for 300 people in under 90 minutes. Beyond the distinct sense of community ownership (and the cheap entry ticket), much of the success of Soup can be attributed to mainstream media outlets that have highlighted Kaherl’s simple idea and fired the imagination of communities that can see how simple change can be. They may even get to hear a neighbor pitch they’ve never met, or become aware of an issue they didn’t know existed.

The term “social innovation” or “social enterprise” is sometimes tagged onto the project, but Kaherl is unfazed by terminology and would rather focus on the mysterious energy that exists when people come together for a ritualistic meal – which somehow opens minds and pockets to new ideas. Millennials wearing T-shirts emblazoned with “Detroit Hustles Harder,” rub shoulders with pensioners. Black and white, rich and poor, and ages 8 to 88 all eat the same meal with a common purpose of doing good.



“Some people will spend \$1,000 on bags and clothing without even thinking. I’ve shown how a fraction of that can change lives.”

“People get their power back. Diners – ordinary suburban folk – assume the role of investors and presenters have easy access to an audience that knows they’ll ultimately be the beneficiaries of the winning idea.” Diners who’ve brought food to share, get 60 seconds to announce what they’re working on, or ask advice. “Our events are like human bulletin boards,” Kaherl laughs.

Kaherl has done away with the institutional gatekeepers of traditional fundraising and has helped fund 57 projects, 48 nonprofits and 27 for-profit enterprises. Thirty-three projects would not have existed if it weren’t for the Soup initiative. It’s amazing how far \$5 can go. “Some people will spend \$1,000 on bags and clothing without even thinking. I’ve shown how a fraction of that can change lives. There is so much in society trying to push us apart right now, Soup proves that we all have more in common,” explains Kaherl.

Since 2010, more than 1,000 ideas have been presented over a bowl of soup to 25,000 diners and two marriages have even come about. It’s a simple idea with complex outcomes. You’ll find plenty of other good restaurants in a Soup host city, but nothing quite as profound. WWW.DETROITSOUP.COM



“I TOLD MY CLASSMATES AT AGE EIGHT THAT I WAS ACTUALLY A GIRL.”

Opening up at age eight to the fact that you're transgender can be tough. Especially when you've decided to announce it at school while standing in front of your fellow grade-three classmates. Eli Erlick, an assigned male at birth, told his class in 2010 that he was a girl, and subsequently became a victim of assault, isolation, and violence. She was banned from using school restrooms for six years.

Her initially unsupportive parents, who ironically met while protesting, supported Erlick's physical transition to female at age 13. She went on to cofound Trans Student Educational Resources (TSER) three years later – one of the largest transgender organizations in the United States – and has devoted her life to the well-being of transgender youth.

Erlick grew up in Willits, Northern California in a rural environment that saw no room for interpretation when it came to sexual identity. “My teacher outed me to my parents when she told them I was bringing skirts to class and wearing lip gloss,” recalls Erlick of those traumatic early years. “She turned the other students against me too, and it hurt.” Being surrounded by skinheads and KKK members wasn't much help either, and her first

“Even if you don't know it, you've probably met a transgender person before.”

boyfriend was beaten up for dating her.

Once everyone knew she was transgender, Erlick saw there was no way to opt out of how she was being treated so decided to change perceptions instead. It started with confronting awkward questions from people who cannot comprehend anything but their male or female sexuality.

“Applying the term ‘born male’ to my circumstance is incorrect,” explains the 22-year-old activist. “Saying ‘Born male’ implies that we weren't always women.”

To people who've never questioned their sexuality, this idea can take some getting used to, but with most discrimination beginning with ignorance toward another's way of thinking, it's worth taking a moment to consider.

Without a supportive community to turn to, Erlick cofounded TSER with Alex Sennello, a trans teenager from Chicago. The pair have achieved things that most people assume are not possible by young people. Legislation has been changed, policies implemented at institutions and dozens of trans volunteers have been sent into communities to help change attitudes.

While acknowledging the trans community as a small voice in the United States, Erlick believes the number of trans people may number in the millions. “Even if you don't know it, you've probably met a transgender person before,” she explains.

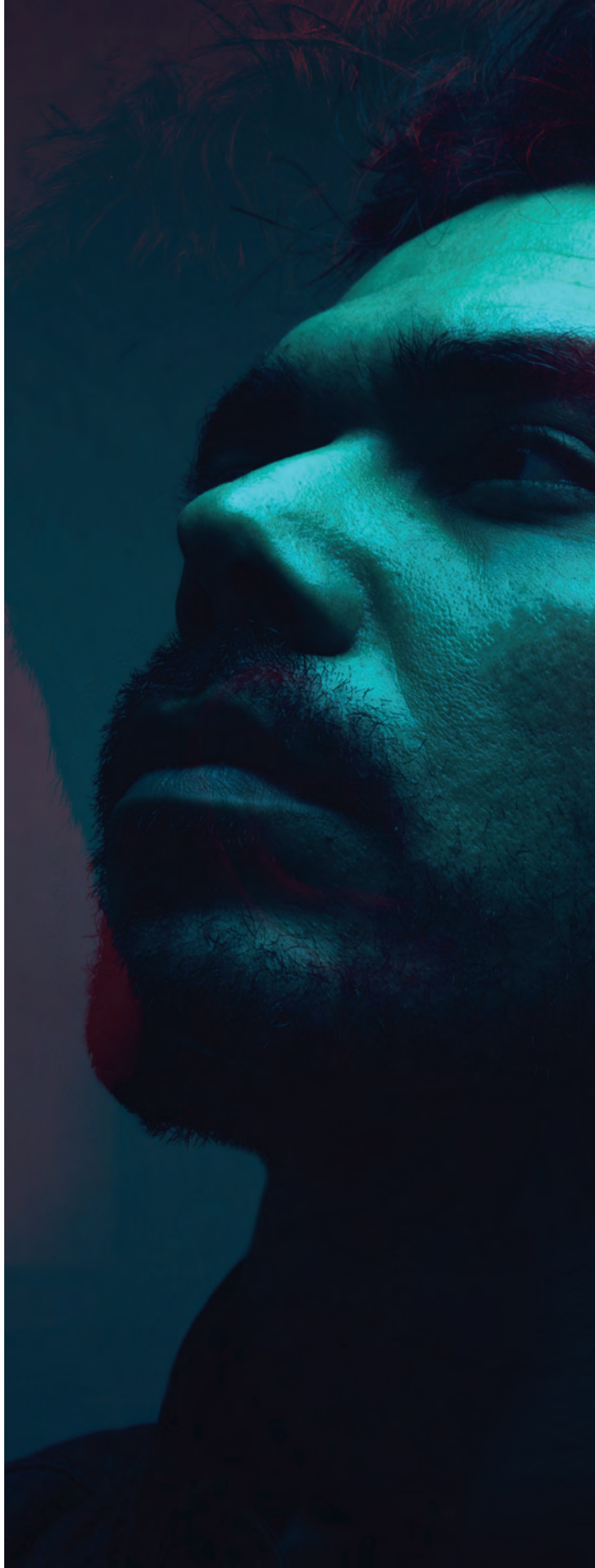
“Visibility is not enough. It needs to be paired with action and support. **Eighty percent of trans youth don't feel safe in the classroom, and more than half have been assaulted.**” Anti-transgender attitudes are fear-based, rather than ignorance-based, and Erlick feels the best approach is to convince people they have the right to be who they are. “Just let us get on with our lives. It shouldn't affect you at all; this is our journey,” she explains. Her outspoken views have found a resonance beyond the trans community. In 2016, *Teen Vogue* named her the “New Face of Feminism” for her work.

The gay community has a historically established and accepted culture to fall back on. So why then, is acceptance of the trans community so far behind? An ongoing stigma is one example, perpetuated by popular culture. People are naturally scared of the ‘other’ and well-known movies have taken advantage. Norman Bates in Alfred Hitchcock's *Psycho* is depicted as a gender-troubled mass murderer. The killer in *The Silence of the Lambs* is transgender and plays into fears that a deviation from status quo views on sexuality results in mental instability.

Erlick also reminds us that it was young, transgender people of color who started the Lesbian, Gay, Bisexual and Transgender (LGBT) movement, going right back to the Stonewall riots in New York during the 1960s. Galvanizing like-minded people is relatively easy, but getting non-transgender people to support the transgender cause is essential too.

“We are not burdens on everyone else,” says Erlick. “We are multifaceted human beings that are more than capable of doing any job on the planet. Whether we identify as male or female should not be an issue at all.” WWW.TRANSSTUDENT.ORG

5 REASONS WHY NO ONE STOPS SEX PREDATORS





Bias is a talent killer. It makes people small. It also emboldens powerful people to exploit anyone who is not in their favored group. After doing some deeper research, bias also seemed to answer the following question: How have sexual predators gotten away with their behavior for decades? It's all about bias and its evil twin, favoritism.

By Will Marre



01 ALL OF US ARE BIASED AND PREJUDICED.

In favor of people whom we judge to be in 'our group' and against people we exclude from our group. This is human. Our brains are constantly sorting other people into potential enemies and friends who psychologically represent either threats or opportunities. The question is not whether we are biased. Rather it is whether we are self-aware enough to transcend our bias and see people as individuals rather than members of groups.

03 HIGH STATUS PEOPLE TEND TO BE AUTHORITARIAN, SOCIALLY DOMINANT AND CATEGORICAL THINKERS.

Research shows that they are more likely to hold low opinions of low status people, and blame them for their low status.

04 HIGH STATUS PEOPLE TEND TO BELIEVE IN THE JUST WORLD THEORY.

This is a theory of life reflected in what was called the Divine Right of Kings in the Middle Ages. This theory advocates the belief that people who are born to powerful and wealthy families have advantages and are chosen by God to rule over common people who are not favored by God. People who are poor or sick, or a member of an ethnic minority, are simply living out their destiny. India's caste system is an insidious concept woven into the culture by wealthy people who wanted a permanent servant class.

Although democracy overthrew the justification of bias and class distinction by the Divine Right of Kings, Americans reinvented the Just World Theory to view white British and Northern European males as God's favorite people and Africans as divinely created to be slaves to

the "chosen" white males. Today the Just World Theory lives on through the myth that success and wealth is the result of good character and that poverty and misfortune comes only to those who are lazy and undeserving of better things. Under the Just World Theory people simply get what they deserve.

So, if you're rich, healthy, and happy you deserve it and if you're poor, abused, sick, black, or a single mother, somehow you deserve it. The Just World Theory absolves people with advantages of any moral responsibility to help those less fortunate. (This is the argument that Congressmen and Jason Chaffetz made regarding the reason poor people can't afford health insurance – because they spend their money on iPhones.



02 VIRTUALLY ALL HUMANS SEEK BELONGING, ACCEPTANCE AND COMMUNITY.

We mentally segregate groups by both exaggerating the positive, common characteristics of "our" group and assign exaggerated negativity to the characteristics of people we lump into other groups. For instance, uneducated people become "stupid and lazy." We also minimize differences within our group and emphasize how "outsiders" are different in ways that threaten our status or safety.

05 MEMBERS OF FAVORED GROUPS ARE MORE TOLERANT OF THE FAILURES, MISTAKES AND FLAWS OF THEIR GROUP MEMBERS THAN OUTSIDERS.

Thus, high status white males are less likely to be critical of Harvey Weinstein's or Bill O'Reilly's alleged sexual assaults and harassments because Harvey and Bill are also high status, white males. It seems natural that the good old boys protect good old boys... it's the code. It also explains why members of a political party will be supportive and tolerant of the mistakes and flaws of their leader while being viciously critical of much smaller flaws and errors by members of the other party.

High bias people also tend to overestimate the flaws, number, and severity of failures of the "out-group." For example, researchers who do content analysis of news stories report that when male-led companies fail to perform, situational factors are cited as the primary cause. When female-led company's struggle, the female CEOs competence is questioned on average three times more than male CEOs in similar stories.



Will Marre is the CEO of the REALeadership Alliance and co-founder and former president of the Covey Leadership Center, which brought "The 7 Habits of Highly Effective People" to millions worldwide. www.willmarre.com

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AND OPENS MULTIPLE CHANNELS FOR SUSTAINABLE GIVING BACK.

Meet Rosalie, a woman who's life has improved from an investment into a business that is changing the game in women's health.

Rosalie is a sales agent for Kasha Inc., a company in our portfolio, that is empowering women to take their health in their own hands. Rosalie earns a living selling women's health products in Rwanda, on behalf of Kasha, to women living under the poverty line, in a culturally sensitive way. She delivers access to feminine sanitation products and contraceptives to her peers in discrete packaging and at secure locations because, for women in East Africa, having their period is taboo. We are honored to be a supporter of another company that is elevating the stories and standing of women.



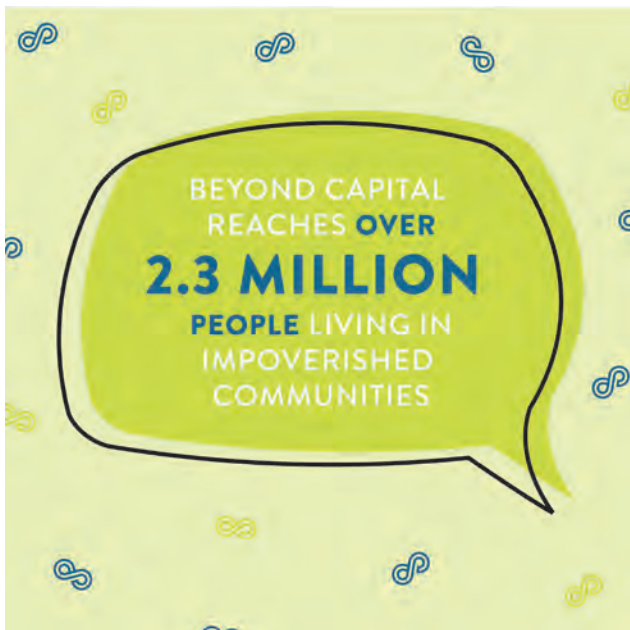
Rosalie is just one example of the impact Beyond Capital's investments are having. Nothing feels better than having an impact and we are making bold investments in TRUE sustainable poverty alleviation. We continue to impact the lives of 2.3 million people through our investments with access to healthcare, energy and agriculture tools.

We would love to get to know your philanthropy better and share how you or your company can be involved with impact investing.

Visit our website at www.beyondcapitalfund.org

Follow us on Instagram [@beyondcap](https://www.instagram.com/beyondcap)

Reach out to us at hello@beyondcapitalfund.org





SMART TECH

LIFESAVING APP

The Watch That's So Hot Right Now.

Fighting to reduce the high numbers of heat illness and deaths among farm workers in her beloved Central Valley, a concerned California teen has created an app to connect farmers, contractors and farm workers through Apple watches that provides instant health data and critical heat alerts. Nearly two-thirds of Americans are experiencing an increased number of extreme-heat days due to climate change. Nowhere is the impact felt more directly than California's already sizzling agricultural fields. Faith Florez, a 17-year old high school senior and the granddaughter of farm workers, created the Calor app to help protect farm workers from death and heat illness, by providing them with timely alerts and data. "I want to prove that technology to protect farm workers can be applied as easily as the Amber Alert notifications we already receive – with life-saving data sent straight to their wrists as they toil to put food on our tables."

www.latinalegacy.org



ELECTRIC TRUCK

Tesla's New Truck Can Transform Into a Robot, Fight Aliens and Make One Hell of a Latte.

The Tesla Semi, launched by Elon Musk, will deliver a far better experience for truck drivers, while increasing safety and significantly reducing the cost of cargo transport. Musk has described Tesla's new battery-powered cargo vehicle as an "unreal beast" and is set to revolutionize the transport supply chain. Electric power is cheaper than conventional fossil fuel and could include self-driving technology that would do away with drivers. It's so full of groundbreaking features and forward-thinking ideas that Musk joked about it on Twitter with the headline above. Megachargers, a new high-speed DC charging solution, will charge the trucks for a 400-mile journey in just 30 minutes. If the distance sounds like a limitation, consider that nearly 80% of freight in the U.S. is moved less than 250 miles. The Semi is designed to drive in convoy – multiple trucks driving in close proximity – all controlled by the front driver. Musk reckons this "freight train of the roads" will be cheaper than shipping goods via cargo train. www.tesla.com



PEDAL POWER

Get To Work For \$1.

LimeBike, the dockless bike sharing service, has announced it has raised \$50 million in Series B funding to speed the rollout of its programs into 30+ cities and campuses across America. LimeBike is now the largest dockless bikeshare operator in the U.S., with approximately 10,000 bikes deployed, and available in 20 markets (twelve cities and eight university campuses). The company wants to partner closely with cities, colleges and businesses to provide dockless, subsidy-free bike share services and promote urban mobility for residents and visitors alike. Rides cost \$1 for 30 minutes, or fifty cents for students. Since launching in mid-2017, LimeBike has achieved nearly five times growth in rides and revenue with the number of riders increasing more than fivefold. The company has logged over half a million trips, 250,000 registered users, and is growing 50% week-over-week on average. "Understanding the migration patterns of commuters can eventually help us to create efficiencies in urban mobility and cut down on carbon emissions in our cities," says Toby Sun, CEO and co-founder (pictured below, right).

www.limebike.com



MALDIVES

World's Most Innovative ID Card.

The Maldives is known for nice beaches and wonderful holiday resorts on the many islands. Now the Maldives has also become a place of innovation. Maldives Immigration has introduced a new, very innovative type of ID card: It can be used for payments, but also serves as a national ID card, a drivers license and a health card and insurance card. The cards also contain 10 fingerprints for secure verification and is made of Polycarbonate material that can last up to ten years.

www.maldives.com





VON WONG

WHY MERMAIDS HATE PLASTIC

10,000 plastic bottles, one mermaid and a single wish.

If the average American uses 167 plastic bottles a year, in 60 years they will have used 10,000 plastic bottles. Those same single-use bottles will exist for around 20 generations. One of my greatest strengths as an artist is that I'm often too naive to realize how crazy my ideas are.

I dive into them head-first, rallying volunteers around a single cause. Thanks to the help of people who are often complete strangers at the beginning of my projects, what starts off as a small idea blossoms into a full blown production. In this case, all I knew was that plastic pollution was a boring topic and I had to find a way to make it more interesting. Alone, I was just a photographer – but thanks to the help of amazing individuals we transformed a lifeless pile of used garbage into a message: #MermaidsHatePlastic

10,000 bottles were borrowed from a waste management center and a friend called up a bunch of waste management centers to pitch the project. They even offered to drop them off for us in a 50-foot truck, no strings attached. We hope the results ignite a conversation and encourage people to reach out and take our pledge to re-use.

Von Wong / www.MermaidsHatePlastic.com



3 THINGS YOU CAN DO TODAY TO MAKE A DIFFERENCE:

1. Buy yourself a re-usable bottle. it doesn't have to be expensive.
2. Consider whether you'll accept the next piece of plastic offered to you, whether it's a plastic bag, straw or water-bottle in your next Uber ride.
3. Learn a few horrible facts about plastic pollution and share with friends over coffee: goo.gl/52PFcz

A small army of volunteers helped de-label, uncap and clean the bottles, which were then turned into art at a friend's warehouse in Montreal.



STATE OF THE NATIONS

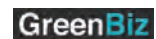


“Alone we can do so little; together we can do so much more.”
- ***Helen Keller***

Have you noticed that the word “collaboration” has become frequently used over the past 10 years in the world of business? Collaboration is defined as: “the action of working with someone to produce or create something.” The reason for its increased popularity may be due to us being more interconnected than ever before. With this newfound power, we’re able to work with others from different countries, cultures and life experiences. It’s resulted in new ways of looking at problems that face all humanity, and new ways to solve them too – by working together for a greater good.

Real Leaders challenges all of us to “Inspire the Future,” and sponsors over 35 conferences around the world that highlight leadership, social enterprise, sustainability and gender equality to promote collaboration, as we all come together to Inspire The World. We hope this will influence more people to collaborate on the 17 Goals for Global Action set out by the United Nations. The goals address almost every major problem we face in the world right now, and I believe the more we can bring like-minded individuals together, the better.

Jesse Pyrch
Jesse@Real-Leaders.com



Impact Investor Profile



Shazi Visram

FOUNDER/CEO OF HAPPY FAMILY,
PHILANTHROPIST, IMPACT INVESTOR

GIVING FUND CLIENT SINCE 2013

I AM: Passionate, creative, strategic.

WORLD VIEW: Anything is possible.

I'M AN IMPACT INVESTOR

BECAUSE: Our ability to amass and grow wealth responsibly is a way to make the world a better place for our children and to feel good about our place in it.

MY IMPACT INVESTMENT

PORTFOLIO: I focus on real disruptions and ways to improve health and wellness, and humanity. Children's health is my real wheelhouse.

WORDS OF ADVICE: If you can invest to create success and joy together, you'll set a new bar for yourself that's hard to beat.

WHAT'S NEXT: I'll never stop fighting to improve the lives of children who have no voice. I want to help find a way to prevent, treat, and cure autism.



THE GIVING FUND, a donor advised fund for inspirational people paying it forward. Use your donor advised fund to make real investments in social entrepreneurs and funds that are changing the world.



INDIGENOUS HEROES ANCIENT WISDOM FROM GUARDIANS OF THE EARTH

Every two years, the UN Development Program (UNDP) Equator Initiative awards the prestigious and highly competitive Equator Prize. The prize recognizes outstanding community initiatives from across the planet advancing innovative models for tackling poverty, environment, and climate challenges. Solutions are as diverse as the development challenges they face. What unites them is that each shows the power of people to bring about change while protecting the planet.

Photographs By Ralph Reutimann

SUSTAINABLE DEVELOPMENT GOALS (SDG) INDIGENOUS HEROES.

"SDG Heroes" is a unique photographic series produced in collaboration with UNDP and Ralph Reutimann Photography. It celebrates local and global leaders at the forefront of meeting the 17 United Nations Sustainable Development Goals. Each of the SDG Heroes holds a personal object symbolizing the single SDG Goal they feel is most vital for them. The series celebrates indigenous SDG Heroes as guardians of ancient wisdom for people and the Earth.

Opposite: Yakagi Kuikuro Mehinaku, from the Xingu Indigenous Land Association in Brazil.





"One of the intense pleasures of travel is the opportunity to live amongst peoples who have not forgotten the old ways, who still feel their past in the wind, touch it in the stones polished by the rain, taste it in the bitter leaves of plants.

Just to know that, in the Amazon, Jaguar shamans still journey beyond the Milky Way, that the myths of the Inuit elders still resonate with meaning, that the Buddhists in Tibet still pursue the breath of the Dharma is to remember the central revelation of anthropology: the idea that the social world in which we live does not exist in some absolute sense, but rather is simply one model of reality, the consequence of one set of intellectual and spiritual choices that our particular cultural lineage made, however successfully, many generations ago.

All these people teach us that there are other options, other possibilities, other ways of thinking and interacting with the Earth. This is an idea that can only fill us with hope.

We share with these peoples a sacred endowment, a common history written in our bones. The myriad cultures of the world are not failed attempts at modernity, let alone failed attempts to be us. They are unique expressions of the human imagination and heart, unique answers to a fundamental question: What does it mean to be human and alive?"

Wade Davis - Explorer In Residence, National Geographic Society

◀ YAKAGI KUIKURO MEHINAKU

XINGU INDIGENOUS LAND ASSOCIATION, BRAZIL

Global Goal #15 is important to me: Life on Land. Although, I prefer to see it as "Life on Earth." The planet was the work of a creator and was made for life of many species. Today, it's being disrespected by humans. Natural resources are being destroyed, water and air polluted. I see a future without life. It's disheartening when I see big machines destroying the forest. I can imagine the despair of animals – whose house is being destroyed. Capitalists must learn to value this world, not just think about money for their pockets. The object I'm holding is a Hāda (comb) that is important to my people. With it we are combing our hair when we dance to celebrate life on Earth.

NAILA RIZVI ▶

BALISTAN WILDLIFE CONSERVATION
DEVELOPMENT ORGANIZATION, PAKISTAN

The object I'm holding is a snow leopard, now an endangered species. We want to resolve the conflict between snow leopards and communities, and provide incentives to farmers who kill them because they kill livestock. Our area is famous for snow leopards and our organization focuses on providing incentives such as livestock compensation, predator-proof corrals, awareness, and girls' education to poor farmers. If people get education there is a better chance they will protect wildlife. We need to maintain our ecosystem and balance nature with our needs, because nature is the basis for all life. My chosen SDG goal is #15: Life on Land.



▶ MALDETE (BENKI) DA SILVA PIANCO

ASSOCIATION OF ASHANINKA PEOPLE OF THE
AMÔNIA RIVER, BRAZIL

Nature today offers us everything. These necklaces are part of our living culture because we use all the fruits in the forest for adornment. They are our riches and beauty. It's also a way of showing that we are always with something alive on our body. It's a spiritual embodiment of value with nature. We depend on the land, and the land depends on people at the same time. We have a diversity of species too, that must be cared for permanently, because from that we get our survival. The world today is falling into a bankruptcy, that is being matched in our spiritual realm. We not only seek the defense of indigenous people, but of all humanity – the planet that generates the survival of us all. Every human should assume their role, don't wait for something to become an issue first.



RECEIVE OUR FREE WEEKLY "WORDS OF WISDOM" EMAIL WITH INSPIRING STORIES FROM FAR-SIGHTED LEADERS. SIGN UP HERE: [REAL-LEADERS.COM/SHOP](https://real-leaders.com/shop)



▲ AOUA CHERIF DOUMBIA

THE MALI ELEPHANT PROJECT, MALI

My focus is on protecting, restoring and promoting sustainable use of terrestrial ecosystems. Sustainably managed forests can combat desertification, halt and reverse land degradation and biodiversity loss. My chosen SDG goal is #15: Life on Land. The Gourma people exist on agro-pastoral activities and are very dependent on natural resources. The necklace I hold symbolizes the alliance between all ethnic groups that use the same resources in the same areas. It's an object of adornment worn by a woman that represents the source of all life on earth. Our project has sensitized 7,968 households around environmental protection, which includes elephant poaching, the occupation by humans of elephant habitats and the harmful effects of bush fires and tree cutting.

To learn more about the Equator Initiative and all 31 2017 Equator Prize Winners, please visit: www.equatorinitiative.org.

To learn about the SDG Indigenous Heroes photo series, please visit: RalphReutimann.com/sdg

▼ KRISTIAN SAUYAI

LOCAL HOMESTAY BUSINESS ASSOCIATION OF THE RAJA AMPAT DISTRICT, INDONESIA

Life at sea is important. I'm the son of a fisherman and this life is inherited from our parents. The sea is the source of our life and the tourism associated with it has made a difference to our family. We must keep it beautiful and sustainable because we feel the changes that occur in our oceans, as does the environment and society at large. My chosen SDG goal is #14: Life Below Water. Water is important for both humans and animals. It's important for water to be kept clean so that it doesn't threaten life at sea. If it does, it threatens our incomes too. If the sea becomes broken our life will become hard. We are just like the seals – who also eat from the ocean.



Let Us Find Your Hidden Green Assets™



avangardinnovative
monetizing recyclables

Measure, manage and monetize your recycling and waste operations to maximize your **Capture Percentage Rate™**

Avangard Innovative is a worldwide, premier sustainable solutions provider with 30 years of industry experience, rooted in waste and recycling optimization.

Together, we can turn your Sustainability Program into a profit generator and strategic differentiator, not a cost center.



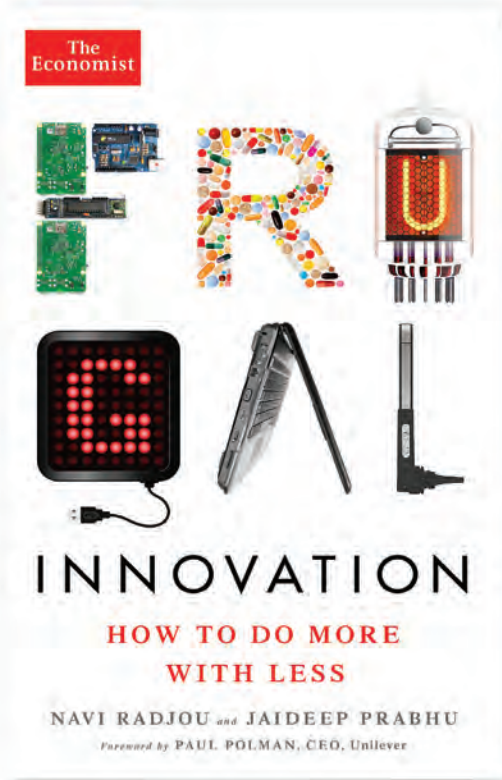
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To learn more, call 1-713-849-7086,
or visit our website at www.avaicg.com



READING LIST



Frugal Innovation: How to do More With Less

“Radjou and Prabhu make the point that frugal innovation is at a critical inflection point. It’s no longer an innovative tool in the innovation arsenal, it’s slowly becoming a key ingredient, if not a whole new economic paradigm. I was particularly intrigued by their reflections on how frugal innovation can help invigorate corporate culture – and perhaps usher in a radically different way of doing business altogether, resulting in more humane economies that do less with more – but end up being richer in every aspect.” Tim Leberecht

“Frugal innovation is now becoming a strategic business imperative in developed economies, where consumers demand affordable and sustainable products. No business leader in the 21st century can ignore the paradigm shift fully described in this book.” Carlos Ghosn, Chairman and CEO, Renault-Nissan Alliance

“Insightfully articulates how Western companies can evolve to capture opportunities presented by the burgeoning “do more with less” economy.” Dominic Barton, Global Managing Director, McKinsey & Company

With a foreword by Paul Polman, CEO of Unilever, the authors show how companies can innovate faster, better, and more sustainably in today’s customer-driven digital economy shaped by climate change. The business world is radically changing. Tighter budgets and dwindling natural resources, new technologies, and empowered customers are all driving disruptive trends like the sharing and circular economy, and the Maker movement.

In this context, how can firms get high quality products to market faster, better, cheaper? Once the preserve of firms in emerging markets (India in particular), Western firms are now adopting frugal innovation to appeal to cost-conscious and eco-aware customers. They are launching \$5,000 cars, developing medical drugs in a micro-factory the size of a container, and creating products that can be reused and recycled again and again.



Navi Radjou is an innovation and leadership thinker based in Silicon Valley. Drawing on his Indian upbringing, he was the first to capture the phenomenon of “jugaad” – a Hindi word for improvised solutions born out of ingenuity in resource-constrained settings. His first book, *Jugaad Innovation*, showed how entrepreneurs can unleash grassroots ingenuity that creates simple but effective solutions at a lower cost.

When is your earliest recollection of knowing that your life purpose lay in raising awareness around scarce resources?

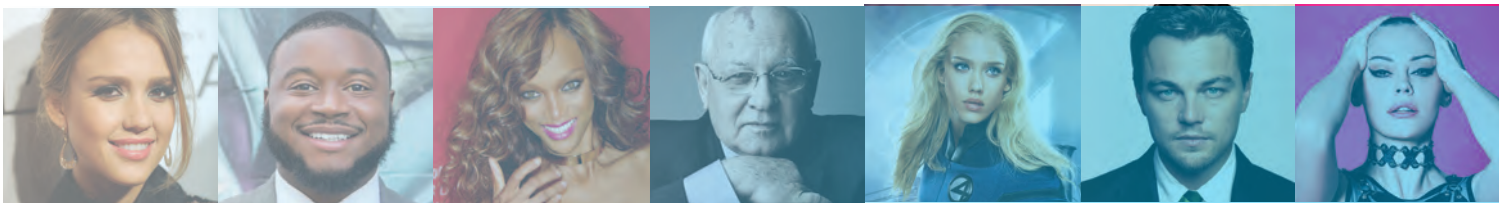
I grew up in Pondicherry, a former French colony in Southern India made famous by the book and movie *Life of Pi*. My house was next to an urban slum and I developed a sensitivity for scarce resources. Due to the very dry climate, water was rationed and we would take a shower with one bucket of water. My childhood friends lived in abject poverty, yet were highly creative: like MacGyver! They improvised makeshift solutions to everyday problems with very limited means. They did more – and better – with less. This resilient ingenuity and resourceful frugality formed a philosophy that I now live by.

Do you think achieving a higher purpose in life is possible for anyone, and if so, how would we go about it?

Steve Jobs famously said: “You can’t connect the dots looking forward; you can only connect them looking backwards.” When I turned 45, I reflected on my life and saw a pattern. Until then, I had treated the various aspects of my background – my Indian roots, French education, and my professional life in the US – as distinct. I realized that the time had come for me to “integrate” these unconnected dots of my background into something more holistic. I also see this reflected in our times. We are entering what I call the Age of Convergence, in which first-world and third-world issues, such as climate change, escalating pollution, social inequality and chronic illnesses, are converging to create “problems without borders” that affect every person on Earth irrespective of gender, skin color or income level. The human race needs to transcend its superficial differences and converge toward unity.

How are you personally applying this philosophy to your life and work?

I see this convergence and unity happening within my own being as I integrate the rich aspects of my multicultural background – the millennia-old Indian spiritual wisdom, the French tradition of rational thinking and scientific analysis and aesthetic appreciation, and the entrepreneurial “can-do” spirit of Silicon Valley – to gradually become a “whole” person. I intend to infuse this holistic and integrative perspective into my work so I can inspire people worldwide to co-create a better future for humanity. I consider this to be my life’s purpose.



VISIONARY LEADERS



The *Real Leaders* 2018 list of visionary leaders was chosen with a simple question in mind: Do they Inspire The Future? Are they creating a better world? The Real Leaders 100 list is numbered for reference only and does not indicate a ranking. We want to share a wide variety of entrepreneurial visionaries who demonstrate that anyone can be a real leader. We hope you're as inspired as we are by the stories from all kinds of leaders – recovering addicts, kids, CEOs, citizens and celebrities. The people on the following pages have all achieved remarkable things from a simple idea, and in so doing, have positively changed the lives of millions. We discovered a common characteristic too: Real leaders are not restricted to excellence in business alone, but have a burning desire to create opportunities for others on a global scale. Their insight into major problems that affect our planet and their simple yet powerful solutions have contributed to a world that increasingly realizes that we need more people like them if our species is to thrive – as we add several billion more humans to our planet in need of resources.

1 | « UNITED STATES

EVA LONGORIA
ACTRESS & PHILANTHROPIST,
THE EVA LONGORIA FOUNDATION

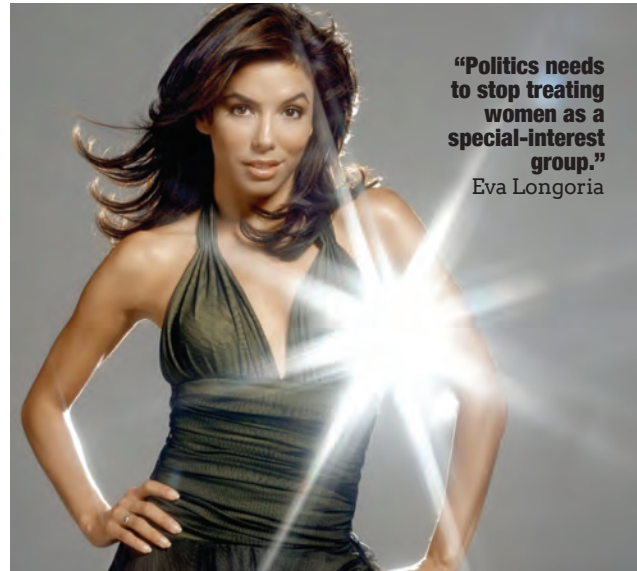


Vision: To empower Latinas to reach their potential through education and entrepreneurship.

Action: Providing Latina entrepreneurs with career training, mentorship, capital and opportunity. By investing in Latinas, they hope to build a stronger future for our country.

WWW.EVALONGORIAFOUNDATION.ORG

"Be philanthropic in your everyday life. You don't have to have money to do that. You can do it with your time and energy."



3 | « UNITED STATES

ALLI J. MORAN
FOUNDER, THE WAKPÁ
WASTÉ SCHOLARS ALLIANCE



Vision: To build capacity around education empowerment on her reservation of the Cheyenne River Sioux Tribe.

Action: Unsettled by how Native Americans are virtually neglected in the political system; leaving communities vulnerable to education funding cuts, Moran works to empower Native American youth by providing mentorship and resources to help them access higher education.

FACEBOOK.COM/LAKOTASCHOLARS

"Let us put our minds together and see what life we can make for our children."
- Sitting Bull

4 | « UNITED STATES

LEONARDO DICAPRIO
ACTOR, FOUNDER, THE LEONARDO
DICAPRIO FOUNDATION



Vision: To find solutions that help restore balance to threatened ecosystems.

Action: Started a foundation in 1998 to work on pressing environmental issues. Through grantmaking, public campaigns and media initiatives, the foundation brings attention and funding to wildlands conservation, oceans conservation, climate change, indigenous rights, transforming California and innovative solutions.

WWW.LEONARODICAPRIO.ORG

"Think about the shame that each of us will carry when our children and grandchildren look back and realize that we had the means of stopping this devastation, but simply lacked the political will to do so."

5 | « SOUTH AFRICA

THANDEKA TUTU-GXASHE
CEO, DESMOND TUTU
TUTUDESK CAMPAIGN



Vision: A world where the 500 million school-going children, currently without a desk, are given this most basic necessity.

Action: The Tutudesk Campaign has given portable desks to nearly 2 million children in 22 countries in sub-Saharan Africa, delivering an infinitely improved learning experience and imparting a sense of dignity to children. The desk has improved literacy and reduced absenteeism.

WWW.TUTUDESK.ORG

"It always seems impossible until it's done!" - Nelson Mandela

7 | « JORDAN

ABLA AL-HAJAYA
HEAD OF YOUTH, JORDANIAN
HASHEMITE FUND FOR HUMAN
DEVELOPMENT



Vision: A society that supports women's political and economic empowerment on fair basis for all Arab women.

Action: Trains young people, in conjunction with UNICEF, to build their capacities and skills through active participation and citizenship. Heads the Al-Hissa Association that supports orphans and the poor. Launched initiatives that tackle issues related to women and children, such as "Under-age Victims."

WWW.WEBSITE.COM

"One lamp, yet not enough to light a whole dark city, it is sufficient to show you the right path."

8 | « UNITED STATES

ALEX ATZBERGER
PRESIDENT, SAP Ariba



Vision: Transparency through digital will bring back trust in global economy and equal opportunity to all participants.

Action: Global 2000 companies spend \$12 trillion on goods and services annually. These companies have the power to ensure that no forced labor is being used to make their products, that they follow environmental practices across their supply chain and make opportunities available to diverse businesses. SAP Ariba delivers the largest digital business network to help them do it.

WWW.ARIBA.COM

"Be infinite while it lasts." - Vinicius de Moraes

9 | « IRAQ

BASIMA ABDULRAHMAN
FOUNDER/CEO, KESK



Vision: A world where smart solutions are implemented to ensure a healthy and safe environment for all.

Action: Founded the first initiative that offers sustainable building consulting services in Iraq. Conducts free educational courses and materials on green building design for college students and professionals to ensure wide adoption in a region where the knowledge in this field is limited. Sponsors a design competition for college students to build their capacity in sustainable design.

WWW.KESKCO.COM

"When you are inspired by some great purpose, you discover yourself to be a greater person by far than you ever dreamed yourself to be." - Patanjali

2 | « UNITED STATES

JONATHAN GRANOFF
PRESIDENT, THE GLOBAL
SECURITY INSTITUTE



Vision: Instead of using intelligence to melt the polar ice cap, using wisdom to melt the human heart.

Action: Granoff expresses his human values through the tools of law, advocacy, diplomacy and nonviolent conflict prevention and resolution to build an international order where nuclear weapons are universally and legally eliminated.

WWW.GSINSTITUTE.ORG | WWW.NOBELPEACESUMMIT.COM

"Separate from oneself that which separates one from other lives." - Bawa Muhaiyaddeen.

6 | « AUSTRALIA

SIMON MOSS
COFOUNDER & MANAGING
DIRECTOR, GLOBAL CITIZEN



Vision: A world without extreme poverty by 2030. As a global community, they have adopted 17 Global Goals for Sustainable Development to create this.

Action: Created and grew Global Citizen's events and campaigns divisions, major events and campaigns in support of ending extreme poverty. The campaigns have driven 13 million actions, unlocked 300 commitments valued at \$35 billion, and will affect 1.3 billion people by 2030.

WWW.GLOBALCITIZEN.ORG

"A leader is best when people barely know he exists; when his work is done, his aim fulfilled, they say: 'We did it ourselves.'" - Lao Tzu

10 | « UNITED STATES

ROBERT SMITH
FOUNDER, ICV



Vision: A more conscious way of allocating capital.

Action: Identifies changemakers from around the world and connects them with family offices and fund investors who care for the future, and want to advance corporate responsibility and create social impact beyond financial return. Through the creation of partnerships, they are mobilizing trillions of dollars to find solutions to the world's greatest challenges.

WWW.ICVGROUP.ORG

"If you build it, they will come"

11 | « UNITED STATES

MARYBETH CICHOCKI
ANTI-ADDICTION ADVOCATE
AND NURSE



Vision: For addiction to be treated with the same compassion and scientific evidence as any other chronic disease.

Action: Educates people on the stigma that continues to shadow the disease of addiction – addiction knows no socioeconomic class. Has been involved in the creation and passing of three bills into law in Delaware on how the disease is treated by insurance companies, the prosecution of overprescribing physicians and how to provide resources for patients that are fighting for treatment.

"Make time for the quiet moments as God whispers and the world is loud."

15 | « UNITED STATES

JESS JACOBS
COFOUNDER OF INVISIBLE
PICTURES, ACTRESS/ACTIVIST



Vision: A world where woman are truly equal; where women's stories are represented in the media as dimensional, authentic and told by women themselves.

Action: Cofounded Invisible Pictures, a film and television production company dedicated to telling diverse and authentic stories not normally represented in mainstream culture. Helping with a program in West Africa for young women's empowerment.

WWW.JESSJACOBS.COM

"We will see real change when every man, woman and child, of every color, religion and creed sees someone with whom they identify in positions of leadership, both on and off screen."

17 | « UNITED STATES

ROBERTA BASKIN
FOUNDER, AIM2FLOURISH



Vision: Every graduating business student a leader, who is prepared to achieve the United Nations' 17 Global Goals by 2030.

Action: Pioneered AIM2Flourish.com and launched the first higher education curriculum for the UN's Global Goals. Business students find and write about an innovative business – one thousand student-written business stories so far worldwide. Awards "Flourish Prizes" that celebrate and scale solutions aligned with each Global Goal.

WWW.AIM2FLOURISH.COM

"We don't turn back. We leave no one behind. We pull each other up." - Barack Obama

12 | « UNITED KINGDOM

TOBY MCCARTNEY
COFOUNDER, MACREBUR



Vision: Finding new ways to end problems caused by the world's plastic waste epidemic.

Action: Developed waste plastic additives that replaces bitumen in roads, and created an innovative, new type of plastic recycling technique by doing so. The company uses waste plastics to enhance the roads you drive on – making them stronger and more longerlasting than ones made with fossil fuel materials.

WWW.MACREBUR.COM

"You don't learn to walk by following rules. You learn by doing, and by falling over." - Richard Branson

13 | « UNITED STATES

REBECCA HOFFBERGER
COFOUNDER, AMERICAN
VISIONARY ART MUSEUM



Vision: Humans are in an awkward transition: From destructive fractures fed by the delusion of never having enough, to creative expression and gratitude for shared plenty unimaginable.

Action: Established the ultimate healing center in the guise of a national museum – an urban wonderland, debt-free and wholly devoted to the creative power of intuition. The museum is a mothership for Nobel Laureate and small child alike, where people openly weep, laugh and think anew.

WWW.AVAM.ORG

"Creative acts of social justice constitute life's highest performance act."

14 | « UNITED STATES

FOREST WHITAKER
FOUNDER, THE WHITAKER PEACE
& DEVELOPMENT INITIATIVE

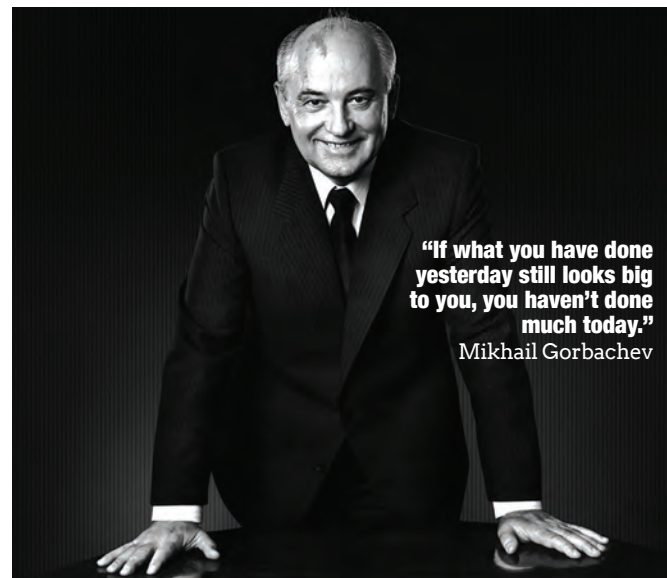


Vision: To help societies impacted by destructive conflicts transform into safer and more prosperous communities.

Action: Founded an organization that provides educational tools to young men and women living in conflict areas within the United States, Mexico, South Sudan and Uganda. He's a UNESCO Special Envoy for Peace and Reconciliation and believes that film can enlighten people and start dialogue around important social subjects.

WWW.WPDI.ORG

"We must plant the seed of hope. We must nurture the seed of peace. Together it's possible."



16 | « RUSSIA

MIKHAIL GORBACHEV
FORMER PRESIDENT OF THE USSR
FOUNDER, THE GORBACHEV
FOUNDATION



Vision: To promote democratic values and moral and humanist principles.

Action: Established one of the first independent think tanks in modern Russia. Initiated the annual World Summit of Nobel Peace Laureates; a space for exchanging opinions and promoting international peace campaigns and initiatives to tackle the planet's emergencies for a world without violence.

WWW.GORBY.RU

"The 21st century will be a century either of total all-embracing crisis or of moral and spiritual healing that will reinvigorate humankind."

18 | « SWITZERLAND

ANDRÉ BORSCHBERG
COFOUNDER/
EXECUTIVE CHAIRMAN, H55



Vision: Electric propulsion will make aviation clean, quiet and safer, changing the way we live and move for the better.

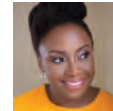
Action: Cofounded Solar Impulse with Bertrand Piccard to demonstrate the potential of clean technologies by flying around the world with a solar powered electric airplane, capable of flying day and night.

WWW.ANDRÉBORSCHBERG.COM

"Performance is about expanding your own territory."

19 | « NIGERIA

CHIMAMANDA ADICHIE
WRITER



Vision: A world of true gender equality, with happier women, and men allowed to be their truest selves.

Action: Published two book-length essays, "We Should All Be Feminists" and "Dear Ijeawele, A Feminist Manifesto in Fifteen Suggestions," which have started a global conversation about feminism and gender equality. Leads an annual workshop in Nigeria to support aspiring young writers.

WWW.CHIMAMANDA.COM

"I myself have never been able to find out precisely what feminism is: I only know that people call me a feminist whenever I express sentiments that differentiate me from a doormat." - Rebecca West

20 | « CANADA

SHAUN FRANKSON
COFOUNDER AND CHIEF
STRATEGIST, PLASTIC BANK



Vision: A universal income for the world's poor, earned through recycling. A world without ocean plastic.

Action: Turning plastic waste into a currency in developing countries to stop ocean plastic. People are rewarded for collecting plastics, who then sort, recycle and sell it to large corporations to use in manufacturing, instead of using new plastics. Using a blockchain application they also provide savings to the world's "unbankable."

WWW.PLASTICBANK.ORG

"The hardest and most rewarding thing in life is the continuous journey of becoming the person capable of achieving what you are trying to achieve."

UNITED STATES

21 | **JESSICA ALBA**
COFOUNDER, THE HONEST
COMPANY

Vision: Safe and attractive baby products that don't contain toxic chemicals.

Action: Manufactures products that could challenge mass consumer goods at a similar price point and moving away from the perception that health and eco products should attract a premium. Challenging the attitudes of parents who assume that everything on a store shelf is safe.

WWW.THEHONESTCOMPANY.COM

"Success takes communication, collaboration and, sometimes, failure."



22 | « UNITED STATES

JOSEPH THOMPSON
CEO, UN SDG PIONEER FOR
BLOCKCHAIN TECH 2017



Vision: To equip the unbanked and undocumented with a digital Identity using blockchain technology. Seeing the world's biggest problems as opportunities.

Action: Implemented the world's first delivery of international aid to Syrian refugees using blockchain technology – ensuring every cent of aid was accounted for and eliminating fraud. A billion-dollar business that positively impacts hundreds of millions of people.

WWW.AID.TECHNOLOGY

"Taking extreme ownership means nobody will blame anybody else in the company. It creates leaders."

23 | « UNITED STATES

AMBER NYSTROM
COFOUNDER, FIFTH ELEMENT
FUND, COPRODUCER, "WOMEN
OF ICELAND IN THEIR POWER"



Vision: A future where the collective genius of humanity and a new economy ensure all beings flourish in resilient and dignified balance.

Action: Took responsibility for the change she sought. Pioneered global social venture incubation and the first super-clusters. Mobilized billions of dollars into impact. Cofounded Fifth Element DAF to evolve impact investing, crypto/BlockChain4Impact and promoted a new narrative of courageous vulnerability.

REALPHREUTIMANN.COM | FIFTHELEMENTFUND

"When sleeping women wake, mountains move." – Chinese Proverb

24 | « UNITED STATES

RICK PEREZ
PRESIDENT, AVANGARD
INNOVATIVE



Vision: Revolutionize the waste and recycling industry and monetize it with new technology.

Action: Developed Sustayn, a smart technology that has had a major impact on the reduction of waste. The PetStar project and Natura PCR plant move plastics and film directly back into packaging – contributing to the circular economy by recovering and regenerating materials

WWW.AVAICG.COM

"Monitor, measure and manage without data, you're just a man with an opinion. What gets measured gets attention."

25 | « JORDAN

NOUR ABU-RAGHEB
ACTING CEO, THE CROWN
PRINCE FOUNDATION



Vision: Children and youth attaining their aspirations through meaningful opportunities to learn, engage and create.

Action: Supports organizations focused on education reform and youth empowerment by strengthening their core functions. Provides young people with the relevant experiential learning opportunities based on real, local needs and global best practices.

WWW.EDVISE-ME.COM | WWW.CPEJO/EN

"Education is the most powerful weapon which you can use to change the world." – Nelson Mandela

26 | « PERU

**SERGIO FERNANDEZ
DE CORDOVA**
CHAIRMAN,
PVBLC FOUNDATION



Vision: To encourage more innovative public-private partnerships and bring private sector intelligence into the public sector for social, environmental and economic impact.

Action: Dedicated to structuring public-private partnership platforms; from how we use media and technology as a currency for social impact to building the smart cities of tomorrow, today.

PVBLC.ORG/ SDGMEDIAZONE.ORG P3SMARTCITY.COM

"If you can dream it, you can do it" – Walt Disney

27 | « COLOMBIA

OSCAR & ISABEL
COFOUNDERS,
CONCEPTOS PLASTICOS



Vision: Transform lives and change the world together. We still have time to build a sustainable and equitable world.

Action: Diverting products going to landfills and transforming them into solutions that change lives – reduce poverty, generate value, economic growth, infrastructure, resilience and awareness. Creating ideas for discarded plastic by transforming it into materials for alternative construction for vulnerable communities – homes and more dignified, sustainable and healthy classrooms.

WWW.CONCEPTOSPLASTICOS.COM

"With your dreams... Do not fall asleep." – anonymous

28 | « UNITED STATES

MATTHEW GRIFFIN
CEO, COMBAT FLIP FLOPS



Vision: A world focused on exploring the limitlessness of human potential.

Action: With a handful of friends and family, Combat Flip Flops created a community of people, The Unarmed Forces, that work to end suffering and warfare through education, employment and empowerment. Discarded soles from military boots are made into flip-flops, with proceeds going to educational projects.

WWW.COMBATFLIPFLOPS.COM

"Negativity does not work. Instead of attracting a desirable condition, it prevents it from happening. To continue with negativity is insane." – Neale Donald Walsch

29 | « UNITED STATES

TERESA JENNINGS
HEAD, RULE OF LAW
DEVELOPMENT, LEXISNEXIS



Vision: A world where everyone has fair and transparent laws supported by legal and judicial systems trusted to provide just and timely outcomes.

Action: Jennings' work helps to advance the rule of law globally: Drafting model laws, educating and training lawyers and judges, and providing tools to enhance trust in and transparency of laws and justice. Through a UN global alliance, she assists UN Member States to measure progress on Sustainable Development Goals related to law.

WWW.LEXISNEXIS.COM

"A journey of a thousand miles must begin with a single step." – Chinese proverb

30 | « UNITED STATES

MATTHEW KINCAID
FOUNDER, OVERCOMING RACISM



Vision: A future where institutions operate equitably for all people, a future in which educational inequity is a distant memory of a foregone era.

Action: Served as a teacher and administrator in an inner-city public school prior to founding Overcoming Racism. The organization addresses the root of inequity in the U.S. education system and provides schools with tools to combat racism. Develops institutions that are actively anti-racist and culturally responsive so all children can access an equitable education.

WWW.OVERCOMINGRACISM.COM

"The function of freedom, is to free somebody else." – Toni Morrison

31 | « AUSTRALIA
DOMINIQUE SOURIS
COFOUNDER, YOUTH
CLIMATE LAB



Vision: A future where innovation, sustainability and social justice are harmonized and valued equally.

Action: An adviser and negotiator during the UN climate talks, she works to elevate the role of youth in climate policy. Cofounded the Youth Climate Lab as a youth-for-youth incubator to pilot projects with governments and international partners to accelerate climate action.

WWW.YOUTHCLIMATELAB.ORG

“Young people are innovative, passionate and have a lot to contribute in tackling climate change. We are partners for action; leaving us out of decision-making wastes the potential we have to offer.”

35 | « GERMANY
CAROLIN FIECHTER
CFO & FOUNDER, LEAF REPUBLIC



Vision: A future with more trees planted than cut, more beaches cleaned than plastic thrown away, and more people happy than worrying about the future.

Action: Saves resources by developing new, sustainable materials and reduces pollution and garbage by developing biodegradable everyday products. Leaf Republic is a thinktank hosting people from all nations and backgrounds who are working on sustainable solutions to big challenges.

WWW.LEAF-REPUBLIC.COM

“You don’t change peoples’ behavior by making them feel guilty. You change their behavior by making the better alternative more fun.”

37 | « UNITED STATES
SARAH WELLS
OLYMPIAN & FOUNDER, THE
BELIEVE INITIATIVE



Vision: To collectively challenge our doubts and replace “I can’t” with “I can’t yet,” and really believe it!

Action: Interacted with over 50,000 youth about the importance of being resilient and believing in yourself. Shares her story of struggle towards the Olympic Games in the hope of debunking the idea that high performing heroes are “different.” Shows that if we get back up when we fall, we can overcome obstacles and accomplish anything in life.

WWW.BELIEVEINITIATIVE.COM

“You must have the courage to believe in yourself; it will be the spark that ignites your dream.”

32 | « UNITED STATES
WILLIAM KENNEDY
OFFICER-IN-CHARGE,
UN OFFICE FOR PARTNERSHIPS



Vision: A world where leading companies and financial institutions view the Sustainable Development Goals as an opportunity for developing new markets, products and services.

Action: Two decades of service with the United Nations to promote cross-sector partnerships and alliances for global development. Serves as an honest broker, advisor, facilitator and convenor for companies, foundations and private voluntary organisations that share a commitment to accelerating achievement of the global goals.

WWW.UN.ORG/PARTNERSHIPS

“Start where you are. Do what you can. Use what you have.” - Arthur Ashe

33 | « UNITED STATES
CAROL CARTER
FOUNDER AND PRESIDENT,
GLOBAL MINDED



Vision: A thriving world united by differences, strengths, talents and goals to preserve the planet, with all helping to leave future generations better off.

Action: Has volunteered in a hospice, taught men in maximum security prison, raised funds for a hospital in Tanzania and taught in the slums of Phnom Penh. Loves what connects us as humans and how healing transcends pain. Wants to know how others see themselves, their abilities, desires and how to live life without regret.

WWW.GLOBALMINDED.ORG

“Talent hits a target no one else can hit. Genius hits a target no one else can see.” - Arthur Schopenhauer

34 | « BANGLADESH
MUHAMMAD YUNUS
FOUNDER, Grameen Bank

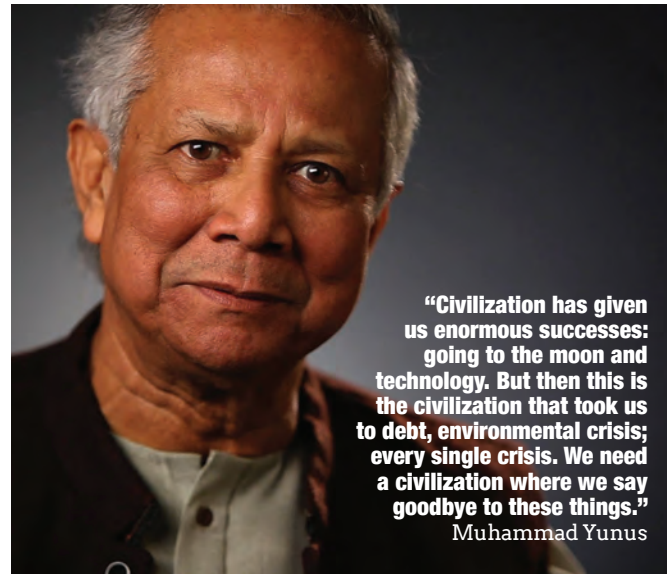


Vision: To serve society’s most pressing needs by unlocking the potential of the world’s greatest entrepreneurs - the poor.

Action: With a mission to interact, incubate and create, Yunus created the world’s first bank for the poor, with a focus on rural women. The bank now has revenue of US\$178 million and employs more than 22,000 people. He won the Nobel Peace Prize in 2006.

WWW.GRAEMEENCREATIVELAB.COM

“I believe that we can create a world without poverty because it’s not the poor that create poverty.”



“Civilization has given us enormous successes: going to the moon and technology. But then this is the civilization that took us to debt, environmental crisis; every single crisis. We need a civilization where we say goodbye to these things.”
Muhammad Yunus

36 | « UNITED STATES
MARC PRITCHARD
CHIEF BRAND OFFICER,
PROCTER & GAMBLE



Vision: A better world for everyone, free from bias, with equal representation, equal voice, equal opportunity and equal respect for all.

Action: In a world of disruption, P&G brands are fueling a new era of corporate citizenship. They are stepping up to use their voice in advertising as a force for good and a force for growth by promoting equality through taking a stand against bias. They’ve invited fellow companies to join forces and collaborate for an equal and better world.

WWW.PG.COM/CITIZENSHIP

“You must be the change you want to see in the world.” Mahatma Gandhi

38 | « SWITZERLAND
**CHRISTOPH GEBALD &
JAN WURZBACHER**
FOUNDERS, CLIMEWORKS



Vision: A goal of capturing 1% of global CO2 emissions by 2025 through innovative technology.

Action: Developed the world’s first commercial technology to capture CO2 from air. The plants remove CO2 from the atmosphere anywhere in the world to supply fresh air to customers and to help unlock a carbon negative future for everyone.

WWW.CLIMEWORKS.COM

“The world will need affordable machines that can recork the CO2 genie on a massive scale, render it usable or harmless in storage.”

39 | « UNITED STATES
**BENITA FITZGERALD
MOSLEY**
CEO, LAUREUS SPORT FOR
GOOD USA



Vision: Working together to harness the power of sport to unite communities, reduce violence, educate kids, and improve well-being.

Action: The use of sport to achieve social change. A plan to catalyze the Sport for Good movement in 20 cities by the end of 2020 and realize sport’s full potential to make the U.S. a better place.

WWW.LAUREUSUSA.COM

“Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair.” - Nelson Mandela

40 | « UNITED STATES
GAVIN ARMSTRONG
COFOUNDER, LUCKY IRON FISH



Vision: A future where every business, no matter how big or small, is committed to solving the world’s greatest challenges.

Action: Dedicated to improving global health in an impactful way. Their main health innovation, the Lucky Iron Fish, is a simple cooking tool that adds natural iron to diets in a sustainable, effective, and affordable way.

WWW.LUCKYIRONFISH.COM

“If one of us is prevented from reaching our full potential, then society will not reach its full potential. Social justice can only be achieved when business sees itself as a force for good and a champion of equity.”

41 | « GHANA

DEBORAH AHENKORAH OSEI-AGYEKUM
FOUNDER, AFRICAN BUREAU STORIES



Vision: To create a world filled with wonder and possibilities for children, one African story at a time.

Action: Established the Golden Baobab Prize, which has grown to become one of the most prestigious prizes for African children's literature. Launching a children's publishing and media company to create contemporary and exciting storybooks and content that Africans and children all over the world will fall in love with.

AFRICANBUREAU.COM | GOLDENBAOBAB.ORG

"Seest thou a man diligent in his business? He shall stand before kings; he shall not stand before mean men."
- Proverbs 22:29

42 | « UNITED STATES

ROB IANELLI
CEO, NORTON POINT



Vision: A future where all consumer products are cradle-to-cradle and virgin plastic is no longer a viable option.

Action: Developed a growing supply chain, design and manufacturing platform to de-risk ocean plastics for global consumer brands. Manufactured sunglasses with ocean plastic to prove their point. Assisting other brands in making the transition from virgin plastic to ocean plastic.

WWW.OCEANWORKS.CO | WWW.NORTONPOINT.COM

"Real adventure is defined best as a journey from which you may not come back alive, and certainly not as the same person." - Yvon Chouinard (Founder of Patagonia)

43 | « BRAZIL

TANIA CONTE COSENTINO
SOUTH AMERICA ZONE
PRESIDENT, SCHNEIDER ELECTRIC



Vision: The power to change our future with more productivity and efficiency in business and being more responsible in our way of consuming and living.

Action: An active ambassador for the Sustainable Development Goals who places them in the core of her business strategy. Fosters the development of differential and sustainable solutions that add value to their customers businesses and supports them on their digital transformation journey and towards a low carbon economy.

WWW.SCHNEIDER-ELECTRIC.COM

"One of the largest business opportunities of our era is the transition towards a low carbon economy."

44 | « ISRAEL

ADAM ZIV AND ALAA SWEETAT
FOUNDERS, BUZA



Vision: To set an example of coexistence for Arabs and Jews in Israel.

Action: Established an ice-cream company that specializes in producing a 100% natural, fresh and local product. Created a working environment that enables Arabs and Jews to experience cooperation and personal empowerment. Their policy is to employ workers from all communities, including the disabled, to foster an inclusive and peaceful working environment.

WWW.BUZAISRAEL.CO.IL

"If you want to make everyone happy don't be a leader, sell ice cream."
- Eric Geiger

UNITED STATES

45 | BEN KNEPPERS, KEVIN AHEARN AND DAVID STOVER
FOUNDERS, BUREO

Vision: That the most prosperous way forward for people, government and business is to work with nature, not against it.

Action: Established Chile's first fishnet collection and recycling program to prevent one of the most harmful forms of ocean plastic. Bureo has already collected more than 175,000kg of fishing nets to produce their growing line of products which includes skateboards, sunglasses and surfboard fins.

WWW.BUREO.CO

"Don't ask what the world needs. Ask what makes you come alive, and go do it. Because what the world needs is people who have come alive."
- Howard Thurman



46 | « ARGENTINA

JUAN IGNACIO
FOUNDER, BIOCONEXION



Vision: To introduce the concept of feeding with purpose.

Action: They recover and add value to agro food and farmers in Argentina. Their system allows the consumer to know the origin of products, its history, and to understand the importance of seasonality and biodiversity. They also add value to the value chain: producers, products and consumers.

WWW.BIOCONEXION.ORG

"Feeding with purpose entails the best deal for humanity. Try to separate yourself from earth and you'll see it's impossible."

47 | « NORWAY

ANITA KROHN TRAASETH
PRESIDENT, INNOVATION NORWAY



Vision: For Norway to become a global leader and testbed for sustainable solutions to the UN Sustainable Development Goals.

Action: Transformed Innovation Norway into a vehicle that improves access to its services. Introduced an annual #hearmyvoice award with prize money donated to increasing the voices of girls and women needing to be heard.

WWW.INNOVASJONNORGE.NO/EN

"Do not go where the path may lead, go instead where there is no path and leave a trail." - Ralph Waldo Emerson

48 | « TURKEY

KAAN TERZIOGLU
CEO, TURKCELL



Vision: To make a meaningful difference in the lives of those needing it the most via technology and innovation.

Action: Developed the "Hello Hope" mobile app to support more than three million Syrian refugees in Turkey overcome the language barrier. Available to subscribers on all networks, it helps users learn Turkish, offers instant voice translation between Turkish and Arabic, and gives location-based services with reliable information on registration, health and education.

WWW.TURKCELL.COM.TR

"We can shape technologies for the good of people."

49 | « ISRAEL

NARKIS ALON
COFOUNDER, DOUBLEYOU



Vision: A world of fully-integrated human beings: courageously choosing love and greatness and embracing both masculine and feminine power.

Action: Creates nurturing environments that stimulate growth for individuals and organizations - "the art of growing wombs." Cofounded a network for women to develop their business initiatives and reclaim their confidence and a platform led by youth that creates jobs for communities in need.

WWW.DOUBLEYOU.LIFE | WWW.ZE-ZE.ORG

"Even after all this time the sun never says to the earth, 'You owe me.' Look what happens with a love like that. It lights the whole sky." - Hafiz

50 | « UNITED STATES

ASHISH GADNIS
COFOUNDER, BANQU



Vision: A permanent path out of extreme poverty for 100 million people in the next 10-15 years.

Action: Operating in five countries, Banqu has creating the first-ever blockchain-as-a-service for people who participate in global supply chains who are refugees without an "economic passport." The platform empowers them to build a history of health, education, property, trade, remittance and harvests.

WWW.BANQUAPP.COM

"Refugees, poor farmers, the displaced and those in modern-day slavery - I have so much to learn from them."

51 | « UNITED STATES
LEILA JANAH
FOUNDER, SAMASOURCE
AND LXMI



Vision: For corporations to allocate 1% of their procurement budget to purchasing goods and services from companies that give work to marginalized people.

Action: Samasource is an earned revenue nonprofit that moves people out of poverty by connecting them to digital work and job training. They've transformed the lives of over 45,000 people. LXMI is a luxury skincare company that incorporates women from underserved regions into the supply chain and provides a living wage.

GIVEWORK.ORG | SAMASOURCE.ORG | LXMI.COM

*"Trust the world." - My grandmother.
"Don't punk out and don't quit." - Ben Horowitz*

53 | « UNITED STATES
MARCI ZAROFF
FOUNDER, METAWEAR



Vision: Good business should be a powerful force for a regenerative future – no longer defined solely by the bottom line.

Action: Her business values fuse people, planet, profit, passion & purpose. Founded several game-changing brands and conscious companies across multiple lifestyle sectors, including food, beauty and fashion. Published a book – *ECORenaissance: Co-Creating a Stylish, Sexy & Sustainable World*.

WWW.MARCIZAROFF.COM | WWW.METAWEARORGANIC.COM

*"Work is love made visible."
- Kahlil Gibran*

57 | « UNITED STATES
ANGELINA JOLIE
ACTRESS, HUMANITARIAN

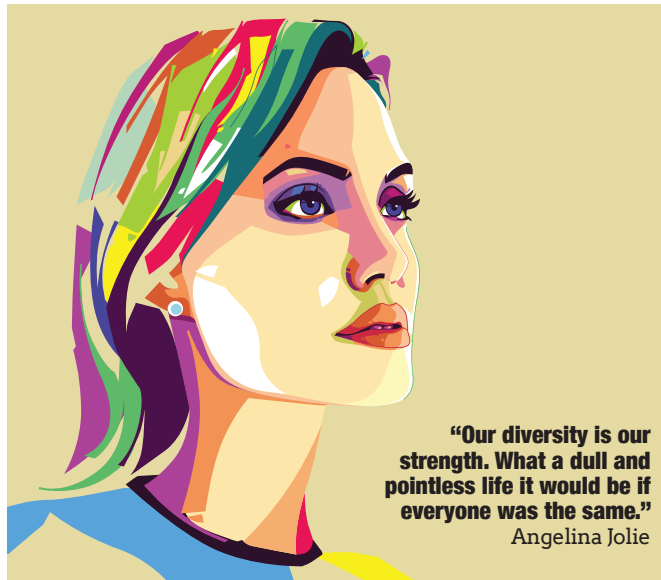


Vision: We all want justice and equality, a chance for a life with meaning.

Action: Contacting the UN High Commissioner for Refugees was Jolie's first step in using her celebrity status to visit "forgotten emergencies" around the world to keep refugees and displaced people firmly in the media spotlight.

WWW.UNHCR.ORG

"We cannot close ourselves off to information and ignore the fact that millions of people are out there suffering."



**"Our diversity is our strength. What a dull and pointless life it would be if everyone was the same."
Angelina Jolie**

54 | « ITALY
OKENDO GAYLE-LEWIS
FOUNDER, HARAMBE
ENTREPRENEUR ALLIANCE



Vision: The African continent aware that realities are not permanent and that we can change things for the better.

Action: Decided ten years ago that the time was ripe for African entrepreneurs from across the continent to demonstrate their high impact social and business ventures to the world. Established a startup ecosystem in partnership with private and public groups around the world to support the entrepreneurial aspirations of young African leaders.

WWW.HEALLIANCE.ORG

"If not now, when? If not here, where? If not me, then who?"

58 | « UNITED STATES
MICHAEL MARTIN
CEO, RAPIDSOS



Vision: To develop technology that links any connected device to public safety – predicting and preempting emergencies before they occur and dynamically warning people in harm's way.

Action: Inspired by a personal experience with challenges within the nation's 911 infrastructure, Martin built a data link for public safety – providing 911 call-takers, dispatchers, and first responders with lifesaving data that transforms emergency response.

WWW.RAPIDSOS.COM

"Impossible is not a fact. It's an opinion. Impossible is not a declaration. It's a dare. Impossible is temporary. Impossible is nothing." - Muhammad Ali

55 | « KENYA
JULIE CHURCH
SOCIAL ENTREPRENEUR
FOUNDER, OCEAN SOLE



Vision: To pioneer and inspire business to champion a cultural and value shift where success is based on three key principles – Planet, Profit and People.

Action: Founded a flip-flop recycling company, where up to 4,000 kgs of flip-flops a month are upcycled into products sold globally. Millions have been connected each year to issues around marine conservation and debris through the sale of these products.

WWW.JULIECHURCH.COM | WWW.OCEANSOLE.CO.KE

"We are both the problem makers and the solution providers. I believe in finding solutions to ensure thriving economies, happy people and a healthy planet. As Thomas Edison said - 'there is a better way to do it. Lets find it.'"

59 | « UNITED STATES
CHERYL DORSEY
PRESIDENT, ECHOING GREEN



Vision: A diverse, purposeful, and inclusive cadre of global leaders to catalyze opportunities for all people to thrive.

Action: Runs a prestigious fellowship for social entrepreneurs that recognizes that while talent is equally distributed, opportunity is not. Pushing back against the status quo is one of the most potent forces for dramatic social change. Aims to unleash bold leaders who are committed to transforming society for the better.

WWW.ECHOINGGREEN.ORG

"What would you attempt to do if you knew you could not fail?" - Robert H. Schuller

52 | « UNITED STATES
JOHN SALZINGER
FOUNDER, MPOWERD



Vision: To demonstrate a successful, replicable, incentive-based corporate business model that results in better lives for those in underserved communities around the world.

Action: Ensuring people of all backgrounds and economic means have equal access to clean power. They rely on buying-power from consumers, retailers and corporate partners to build scale and reduce margins to sell into emerging markets at affordable prices. They build capacity, not reliance.

WWW.MPOWERD.COM

"Me, we." - thought to be from Muhammad Ali at a Harvard commencement speech.

56 | « MEXICO
GUSTAVO PÉREZ BERLANGA
SPEAKER, WRITER AND UN GLOBAL
COMPACT BOARD MEMBER



Vision: That humanity will make a change for the common good in a sustainable way by each of us leading by example.

Action: Has eradicated poverty for more than 12,500 people in 85 communities in Mexico. Has helped stop and reverse migration to the U.S. in a sustainable, inclusive, environmental-friendly and social responsibility initiative.

WWW.TOKS.COM.MX

"Social responsibility and real leadership is a full-time job. Let your actions speak for yourself."

60 | « UNITED STATES
YASHRAJ KHAITAN
FOUNDER, GRAMPPOWER



Vision: To digitize power infrastructure for ultra-affordable, efficient energy access.

Action: Created the lowest cost, smart electricity meter in the industry, along with a comprehensive online platform to digitally and intelligently manage the entire power distribution infrastructure online. Through interventions, utilities in India have reduced losses by over 90%, making them economically sustainable, and leading to better and more affordable energy access for all.

WWW.GRAMPPOWER.COM

"Everything you can imagine is real." - Pablo Picasso

61 | « IRELAND

MARY ROBINSON
FORMER PRESIDENT OF IRELAND,
PRESIDENT OF MARY ROBINSON
FOUNDATION



Vision: A people-centred, developmental approach to advancing climate justice by 2020. Global justice and equity will underpin, and more effectively, address the impacts of climate change.

Action: Created a foundation that uses its convening power to bring together high level stakeholders, to generate support for climate justice.

WWW.MRF.CJ.ORG

"Feel empowered. And if you start to do it, and if you start to feel your voice being heard, you will never go back."

63 | « UNITED STATES

ALEX AMOUYEL
EXECUTIVE DIRECTOR,
SOLVE (MIT)



Vision: A world where everyone can participate in solving the challenges of their community and of the world.

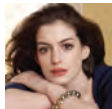
Action: Solve launches specific challenges and identifies incredible social entrepreneurs – Solvers. They help their Solvers by brokering partnerships with leaders from the private, public and non-profit sectors who can bring resources to accelerate Solvers' work.

WWW.SOLVE.MIT.EDU

"We cannot solve our problems with the same thinking we used when we created them." – Albert Einstein

67 | « UNITED STATES

ANNE HATHAWAY
ACTRESS, UN GLOBAL
GOODWILL AMBASSADOR



Vision: A more equal distribution of unpaid care work in moving the agenda on gender equality.

Action: Works internationally to advance the adoption and implementation of policies that will bring measurable change.

WWW.WEBSITE.COM

"I feel honored and inspired by this opportunity to aid in advancing gender equality. Significant progress has already been made but it is time that we collectively intensify our efforts and ensure that true equality is finally realized."



64 | « FRANCE

FABIEN COUSTEAU
OCEAN EXPLORER & FOUNDER,
FABIEN COUSTEAU OCEAN
LEARNING CENTER



Vision: The word "impossible" is just an excuse to do nothing. Only when we get up and become part of the solution can we envision a better future.

Action: Created the Ocean Learning Center as a platform to share what he's learned about ocean conservation. Invites people on his journey to help protect oceans, and engages them to inspire proactive action to ensure a better, healthier world for our children.

WWW.FABIENCOUSTEAUOLC.ORG

"People Protect What They Love, They Love What They Understand, They Understand What They Are Taught." - J.Y. Cousteau

68 | « SOUTH AFRICA

ACHMAT HASSIEM
GLOBAL SHARK GUARDIAN
FOR THE UN SAVE OUR SHARKS
COALITION, PARALYMPIAN



Vision: Make the world a better place for both humans and wildlife, though motivation, determination and success.

Action: Assists with global marine and wildlife protection campaigns through speaking engagements and interactions with world leaders, ambassadors, environmental ministers and future leaders of the world – our youth. Encourages people to live their lives to the fullest and to never give up on their dreams.

WWW.FACEBOOK.COM/SHARKBOY01

"Cherish your yesterdays, dream your tomorrows and live your todays."

65 | « UNITED STATES

JENNIFER GARNER
ACTRESS



Vision: Invest in childhood - every day, in times of crisis and for our future.

Action: As a member of the board of Save The Children, Garner has deepened her commitment to issues affecting children, especially the fact that a child in poverty will be 18 months behind privileged kids by the age of four. It doesn't take money to be a good mother, but it does take someone showing you what to do.

WWW.SAVETHECHILDREN.ORG

"Seeing pictures of a sponsored child makes you realize they look just like your kids."

69 | « UNITED STATES

AMY KAHERL
FOUNDER, GLOBAL SOUP



Vision: To help people organize and exchange to create empowered selves and communities.

Action: Created a micro granting dinner that helps fund projects, ideas, businesses and nonprofits looking to make communities better. The ideas are presented and questions are asked while the community eats together. A debate and vote decides on who gets the \$5 donations from the door.

WWW.DETROITSOUP.COM

"Don't be so hard on yourself, don't put pressure on yourself, life is just a chain of experiments and results, and you'll be perfect when you're dead." – Dan Harmon

62 | « YEMENI

WALID AL-SAQAF
FOUNDER, ALKASIR 2.0



Vision: Breaking through digital firewalls and allowing users access to blocked websites.

Action: Allows users around the world to circumvent and bypass the censorship of URLs and simultaneously, helps keep track of patterns of URL blocking. Used predominantly by people in countries where there is censorship of political content in news, opinion articles, blog entries, forum discussions and political videos.

WWW.ALKASIR.COM

"Focus on helping others before helping yourself. That's what's rewarding in the long run."

66 | « UNITED STATES

CARLOS MONTEVERDE
PROJECT SPECIALIST,
WORLD ECONOMIC FORUM



Vision: A globalized future where all individuals have access to affordable and convenient financial and technological tools.

Action: Conducted innovation research at the World Economic Forum (digital banking, digital ID, financial inclusion, and humanitarian payments, fintech, blockchain) for impact and as an engine for resilience, shared prosperity and zero poverty.

WWW.WEFORUM.ORG/PROJECTS/PROMOTING-GLOBAL-FINANCIAL-INCLUSION

"It's expensive to be poor. Those in a position to have an impact have a responsibility to do it. Businesses need to have a social mission." – Dan Schulman, Chief Executive Officer, PayPal

70 | « UNITED STATES

TOPHER WILKINS
FOUNDER, CONVENERS.ORG,
OPPORTUNITY COLLABORATION



Vision: A world free of poverty, where everyone is guaranteed the means to survive and prosper; where everyone holds their own destiny in their hands.

Action: Has convened and connected people for social change for more than a decade. Cofounded the Highland City Club, a membership community of 300 change-makers, and led the Opportunity Collaboration, a global network of 2,000 impact leaders.

WWW.OPPORTUNITYCOLLABORATION.NET | WWW.OPPORTUNITYCOLLABORATION.US | WWW.CONVENERS.ORG

"Overcoming poverty is not a task of charity, it is an act of justice." - Nelson Mandela

71 | « UNITED STATES

MARIANNE SCHNALL
AUTHOR, ACTIVIST, SPEAKER
COFOUNDER, WHAT WILL IT TAKE



Vision: A world where we understand our "oneness" and live consciously and interdependently with all living beings, as one re-balanced family on Earth.

Action: Getting men and women to unite to ensure the realization of U.N. Goal #5: Gender equality for every woman, everywhere.

WWW.WHATWILLITAKE.COM

"I would encourage us to try our best to develop courage. It's the most important of all the virtues, because without courage, you can't practice any other virtue consistently." - Maya Angelou

75 | « UNITED KINGDOM

PRINCESS BEATRICE
FOUNDER, BIG CHANGE.ORG,
VP PARTNERSHIPS & STRATEGY,
AFINITI TECHNOLOGIES.



Vision: A united world through education where we support each other to succeed.

Action: Learned from her grandmother and mother to not sit back and watch. Believes that making a difference, no matter how small, should be done. Founded Big Change.org that invests in pioneering programs that change the future for young people

WWW.CHANGE.ORG | WWW.THEDUKEOFYORK.ORG

"For beautiful eyes, look for the good in others; for beautiful lips, speak only words of kindness; and for poise, walk with the knowledge that you are never alone." - Audrey Hepburn

77 | « COUNTRY

STELLA MCCARTNEY
FASHION DESIGNER, ACTIVIST



Vision: A fur-free, leather-free fashion world.

Action: The rock legend heiress, mother of four and lifelong vegan has been pushing eco-friendly fashion values for the past 16 years. Introduced innovative textiles and business initiatives to boost sustainability in fashion. Disrupted the industry with luxury garments free of animal products.

WWW.STELLAMCCARTNEY.COM

"We'll look back one day on how we killed billions of animals, cut down millions of acres of rain forest and used water in the most inefficient way and say, 'Really? That's what they did to make a pair of shoes, seriously?'"

72 | « INDIA

RICKY KEJ
GRAMMY AWARD-WINNING
MUSIC COMPOSER



Vision: Through music, create an environmentally conscious society that nurtures a new generation of humans who understand that "coexistence" with nature is key to our future.

Action: Dedicated his life and music to raising awareness on climate change. Music is a powerful language, not just for communication, but for retaining a message deep into the consciousness of the listener. He connects emotionally with fans, world leaders, changemakers and law makers.

WWW.SHANTISANSARA.COM

"True Coexistence is to live in peace and harmony with not just every human, but every being in this world, whether animate or inanimate."

73 | « UNITED STATES

BILL & MELINDA GATES
FOUNDERS, GATES FOUNDATION



Vision: Be an optimist. Focus on a few big goals that can help every person have a healthy, productive life.

Action: Some of the projects the foundation funds will fail. Bill and Melinda Gates not only accept that, they expect it – because they think their essential role is to make bets on promising solutions that governments and businesses can't afford to make. They adjust strategies and share the results so everyone can benefit.

WWW.GATESFOUNDATION.ORG

"Don't just go for safe projects, take on the really tough problems."

74 | « UNITED STATES

JON DENGLER
EXECUTIVE DIRECTOR,
WELL BUILT BIKES



Vision: A world that values neighborliness, prioritizes the vulnerable, embraces mystery, practices contentment and values work by asking, "Is it good?" rather than asking, "What does it pay?"

Action: Launched a nonprofit bike shop for those that need affordable, reliable transportation. Sells refurbished bikes at affordable prices and invests the sales revenue into an Earn-A-Bike program that ensures everyone, regardless of income, can own a bike.

WWW.BIKESHOPTAMPA.COM

"Start by doing what is necessary, then do what is possible, suddenly you are doing the impossible." - St. Francis of Assisi

COLOMBIA

76 | **JUAN MANUEL SANTOS**
PRESIDENT OF COLOMBIA,
NOBEL PEACE LAUREATE 2016



Vision: My generation has not seen one single day of peace. My dream is for my children, and the children of all Colombians, to get the change needed to see this.

Action: Dedicated his presidency to ending the longest-running war in the Americas. Awarded the Nobel Peace Prize in 2016 for his efforts to bring the country's more than 50-year-long civil war to an end – a war that was costing \$9.3 million per day.

"Like life itself, peace is a process with many surprises."

78 | « UNITED STATES

NED TOZUN & SAM GOLDMAN
CEO & PRESIDENT, D.LIGHT SOLAR



Vision: A world where solar products are universally available and affordable, and everyone has access to light and power.

Action: Became a pioneer in developing affordable and high quality solar solutions for families without access to reliable electricity, and brought these solutions to scale. Has given 75 million people a brighter future with solar solutions over the past 10 years

WWW.DLIGHT.COM

"Whatever you can do, or dream you can do, begin it. Boldness has genius, power, and magic in it. Begin it now."

79 | « UNITED STATES

ROSE MCGOWAN
ACTRESS



Vision: A world free of unwanted sexual advances and harassment.

Action: Accused film producer Harvey Weinstein of rape and unleashed a torrent of revelations around the world from women telling stories of similar experiences with men in positions of power. Inspired the use of the hashtag #MeToo for both men and women to express their support for victims of sexual abuse. Encouraged women to speak up on abuse, despite incidents happening decades before.

WWW.ROSE-MCGOWAN.COM

"I am here to give you permission to be angry. You don't have to be polite because life is not always polite."

80 | « LEBANON

ANTHONY STEPHAN
CEO, CORNERSTONE DEVELOPMENT



Vision: Future is now! A vision to create the ultimate real estate developments for the global citizen.

Action: A belief that sustainable cities are the cornerstones of world stability, prosperity and growth. Developed the first sustainable city, District//S, in the Mediterranean Basin, thus defying the misconception that construction projects are associated with negative environmental and social impact. This icon of peace-building offered a glimpse of hope amidst the mammoth challenges of the region.

WWW.CORNERSTONEHLDG.COM

"Follow your dreams, they know the way!"

81 | « UNITED STATES
CAROL CONE
CEO, PURPOSE COLLABORATIVE



Vision: Companies and brands that organize with social purpose at their core to demonstrate their humanity and connection to the world.

Action: Called the "Mother of Cause Branding", Cone's initiatives and years of research studies have created the playbook for companies, brands and nonprofits to engage for significant business and social impact. For 30 years she has created lasting social impact initiatives that have impacted millions and raised billions.

WWW.PURPOSECOLLABORATIVE.COM

*"It is always impossible until it is done."
Nelson Mandela*

82 | « NIGERIA
DR CHARLES AKHMIEN
COFOUNDER, MOBICURE
ONE YOUNG WORLD AMBASSADOR
MANDELA WASHINGTON FELLOW



Vision: A world where every man, woman and child has access to quality healthcare through mobile technology

Action: Cocreated OMOMI (which means 'My Child'), a mobile platform that provides mothers with a doctor for their children at their fingertips. An online community provides over 33,000 mothers in Nigeria with access to a doctor at the touch of a button, and access to life-saving health information.

WWW.MOBICURE.BIZ | WWW.OMOMIAPP.COM

*"My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humour and some style."
- Maya Angelou*

83 | « MEXICO
SALMA HAYEK
ACTRESS, COFOUNDER,
CHIME FOR CHANGE



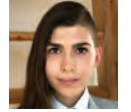
Vision: A world where girls and women are protected and given equal opportunities.

Action: Cofounded a foundation with Beyoncé Knowles-Carter to help raise funds and awareness for girls and women around the world, that promotes education, health and justice. Tackling the issue that one third of the world's girls are married before the age of 18.

WWW.CHIMEFORCHANGE.ORG

"In fighting for women, we fight for humanity. We fight for the future for everyone."

84 | « UNITED STATES
ELI ERLICK
COFOUNDER, TRANS STUDENT
EDUCATIONAL RESOURCES



Vision: A future where everyone has self-determination; a future of abolition, liberation, and freedom.

Action: At age 16, cofounded an organization dedicated to transforming the educational environment for trans students. The only national organization led by transgender youth that has educated millions and mobilized hundreds of young transgender people.

WWW.TRANSSTUDENT.ORG | WWW.ELIERLICK.COM

"In order for us to truly thrive and be seen as humans, we need to liberate our communities because assimilation will only continue the status quo, benefitting a few and not the many of us who are suffering." - Jennicet Gutiérrez

DENMARK
85 | LISE KINGO
CEO, UNITED NATIONS GLOBAL COMPACT

Vision: To mobilize a global movement of sustainable companies and stakeholders to achieve the Global Goals by 2030.

Action: Leads the U.N. Global Compact – the world's largest corporate sustainability initiative. She's on a mission to embed the values and principles of the United Nations within the global business community; helping companies turn risk into opportunity.

WWW.UNGLOBALCOMPACT.ORG

"A true leader will find purpose in making the world a better place, but progress can only happen when leaders have the willingness and courage to confront the challenges ahead."



86 | « UNITED STATES
TIM RYAN
FOUNDER, A MAN IN RECOVERY
FOUNDATION. THOUGHT LEADER
ON OPIOID EPIDEMIC



Vision: Known as "The Hope Dealer" he believes in helping one addict at a time to achieve a life of recovery.

Action: After serving prison time for his addiction and losing his son to an overdose, Ryan dedicated his life to helping other addicts get into treatment and recovery. Runs support groups for addicts and their families, and works with legislators and law enforcers to find solutions. Speaks nationally to "deal hope." Knows how to help addicts, because he is one.

WWW.TIMRYANSPEAKS.COM

"To be aware is to be alive."

87 | « NEW ZEALAND
JACINDA ARDERN
PRIME MINISTER OF NEW
ZEALAND



Vision: A government of inclusion and transformation.

Action: The 37-year-old is the youngest female leader in the world and New Zealand's youngest prime minister in 150 years. She grew up in a Mormon family but left the faith as it opposed same-sex marriage. As a world leader, she has ambitious plans to tackle climate change and eradicate child poverty.

WWW.LABOUR.ORG.NZ

"Climate change is the biggest challenge of our generation and I want to take politics out of the issue."

88 | « UNITED STATES
DONALD LARSON
FOUNDER, SUNSHINE NUT
COMPANY



Vision: The solution to the world's problems is jobs. A business approach around values – where dignity, love, and community come together with excellence.

Action: Implemented the "Sunshine Approach" in Mozambique, that impacts the lives of the poor and orphaned. 90% of the company's net proceeds go towards supporting agricultural development, caring for orphans and growing the concept into new processing companies to benefit locals.

WWW.SUNSHINENUTS.COM

"Find an idea you're willing to die for... and then start to really live."

89 | « UNITED STATES
PHIL WHITE & HEIDI SCHOENECK
GEOMETRY GLOBAL



Vision: By bringing culture, social innovation, and technology together, we can solve the human problems that matter, create true wealth and make the world a better place.

Action: The pair lead the creative and strategy divisions within their New York HQ. They work with the UN to promote the Sustainable Development Goals and activate sustainable living plans for organizations such as Unilever – changing behavior and driving business results while doing good.

WWW.GEOMETRYGLOBAL.COM

"Innovation is the new marketing. Activism is the new sex." – Phil White

90 | « UNITED STATES
DR PHILIP A. PIZZO
FOUNDING DIRECTOR, STANFORD
DISTINGUISHED CAREERS
INSTITUTE



Vision: To offer established leaders the opportunity to reflect on their life journeys, explore new pathways and redirect their lives for societal impact.

Action: Increasing longevity requires an assessment of whether midlife education could impact individuals by providing renewed purpose, social engagement and wellness. Promotes intergenerational learning and mentoring and asks whether this renewed purpose can reduce morbidity.

WWW.DCI.STANFORD.EDU/PROFILES.STANFORD.EDU/PHILIP-PIZZO

"Our task is to envision and create the future and not just reshape the past."

91 | « UNITED STATES

PRISCILLA CHAN
COFOUNDER,
CHANZUCKERBERG INITIATIVE



Vision: Equal opportunity and the advancement of human potential.

Action: Helped design, build and scale software systems to help educators, scientists, and policy experts who are already working on humanity's greatest challenges. Their technology team is helping schools bring personalized learning tools to teachers and schools.

WWW.CHANZUCKERBERG.COM

"The only way to reach our full human potential is if we're able to unlock the gifts of every person around the world."

95 | « LIBERIA

ELLEN JOHNSON SIRLEAF
PRESIDENT OF LIBERIA



Vision: Countries that refuse to accept their limitations and recognize both genders in national leadership.

Action: The world's first black woman president is known as the "Iron Lady" of Africa and was awarded a Nobel Peace Prize for her non-violent struggle to ensure the full participation of women in the peace-building process after Liberia's civil war. Ongoing work with other female peace laureates raises awareness on human rights issues around the world.

WWW.WEBSITE.ORG

"Women must have a say in cleaning up after the mess of war to ensure it won't happen again."

97 | « UNITED STATES

MAYA BRAHMAM
SENIOR COMMUNICATIONS
OFFICER, WORLD BANK GROUP



Vision: A future without poverty, where everyone has enough to eat, can learn, can dream of their future and take steps to achieve it.

Action: Engages people around the world on global challenges: climate, gender, conflict, and infrastructure. Partnered on a CEO study to understand how high-performing companies are coming to grips with these challenges.

WWW.BLOGS.WORLDBANK.ORG/TEAM/MAYA-BRAHMAM

"I have been impressed with the urgency of doing. Knowing is not enough; we must apply. Being willing is not enough; we must do." - Leonardo da Vinci

92 | « UNITED STATES

CHAD CHERRY
COFOUNDER, REFRESH LIVE



Vision: A web of sustainable communities that work together to dismantle the systems that create and perpetuate food deserts and other unhealthy lifestyle issues.

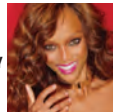
Action: Built the first self-sustaining community model around food deserts - areas with a lack of fresh produce. Established strong partnerships with local housing authorities and community organizations to dismantle food insecurity by leveraging the collective strengths of education, arts & culture and community activism.

WWW.REFRESHLIVEINC.COM

"Wars are won at the dinner table."

93 | « UNITED STATES

TYRA BANKS
FOUNDER, TYRA BANKS COMPANY



Vision: Invest in girls and young women to help them realize their ambitions and discover new possibilities.

Action: Established Fierce Capital, which develops and invests in early-stage start-up companies, including firms that are female-led or female-focused.

WWW.TZONEFOUNDATION.ORG

"Investing in the future potential of young people is the worthiest and best investment you can make."

94 | « INDONESIA

TOMMY TJIPTADAJA
COFOUNDER, GREENHOPE



Vision: A world where every business is a social enterprise: a force for good led by just and humble value creators.

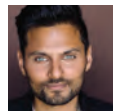
Action: Cofounded a social enterprise to solve Sustainable Development Goal #12: Sustainable Consumption and Production. Sources cassava from Indonesian traditional farmers at fair trade price and converts it into degradable bioplastics.

WWW.GREENHOPE.CO

"Let's truly love ourselves in a way that doesn't self-destroy. Care for our neighbors, share instead of hoard, serve instead of oppress. Steward our earth - the one place we have for us and our children to live on."

96 | « UNITED KINGDOM

JAY SHETTY
HOST, STORYTELLER, FILM-
MAKER & FORMER MONK



Vision: A world where people are led by wisdom rather than ego, compassion rather than greed, love over hypocrisy. It's possible.

Action: Aspires to make wisdom go viral. The most successful people in the world choose education over entertainment and the most unsuccessful choose entertainment over education. His focus is to create education, entertaining and enlightening so that we create more changemakers in the world.

WWW.JAYSHETTY.ME

"Detachment doesn't mean you own nothing, it means nothing owns you."



98 | « HOLLAND

FERDINAND GRAPPERHAUS JR.
CEO, PHYSEE



Vision: A world where A.I. takes over general tasks, so specialists can become leaders of the future. Where de-centralized data and energy grids offer communities access to healthy nutrition and a sustainable lifestyle.

Action: Accepted trial and error as part of the process and always shares thoughts with all involved. Managed to get corporates, institutions and industry stakeholders to install innovations in an extremely conservative market which is responsible for 40% of the world's electricity consumption.

PHYSEE.EU/POWERWINDOW.COM

"Smooth Seas Do Not Make Skillful Sailors."

99 | « UNITED STATES

SARAH NININGER
COFOUNDER/PRESIDENT,
ACTION IN AFRICA



Vision: A world where communities come together to educate, inspire and empower themselves and each other.

Action: At 15, founded a community center in Uganda that serves 300 people each day, inspiring individuals to reach their untapped potential and become empowered citizens.

WWW.ACTIONINAFRICA.COM

"Here's to the crazy ones. The misfits. The rebels. The trouble-makers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules, and they have no respect for the status-quo. You can quote them, disagree with them, glorify, or vilify them. But the only thing you can't do is ignore them. Because they change things." - Apple

100 | « NEPAL

SUMAN SHAKYA
MANAGING DIRECTOR,
SMARTPAANI



Vision: Water is the most essential resource for life. Everyone should have access to clean water.

Action: Provides sustainable water management solutions that are affordable - from urban household to rural village. Has positively impacted 19,000 students with 25 million liters of rainwater collected each year. Seventy-five million liters of water have been recycled yearly from over 500 installations in Nepal.

WWW.SMARTPAANI.COM

"Responsibility is always taken, never given."



DESTINATIONS



TRAVEL LIGHTLY

8 Packing Tips for a More Sustainable Journey.

Lighten Your Load

Carrying the least weight possible is a good start for reducing your carbon footprint.

Switch From Books To Devices

Novels and guides are great, but they often weigh as much as a brick.

Think About Toiletries

There's no need to abandon essentials but you can almost always buy soap and shampoo when you get to your destination.

Bring A Reusable Water Bottle

Don't buy and dispose of plastic bottles throughout your entire trip, especially at airport security.

Pack Sustainable And Ethical Clothing

Choose clothing that is ethically produced and by brands supporting a social cause.

Don't Carry What You Can Rent

Instead of paying an airline, rent from a local who will benefit more.

Choose A Solar Powered Charger

Reduce your energy consumption with solar powered travel gear.

Put All Of It In A Do-Good Suitcase

Choose a bag that's 5 pounds lighter or made from recycled materials.

www.thewaywardpost.com

SWITZERLAND

From Chalet to Pod.

Forget wood paneling and fairytale cottages, sleep in luxurious pods that double as "low impact accommodation" – that use minimal water and electricity, produce less waste and utilize renewable resources. Whitepod wants to prove that hospitality and environmental conservation can coexist.

www.whitepod.com



KENYA

Immerse Yourself in Local Culture.

Campi ya Kanzi is widely recognized as one of the most inspiring and eco-friendly safari experiences in Africa. It's a boutique, community owned ecolodge that offers luxury, wildlife and authentic immersion in Maasai culture. A daily conservation fee charged to guests directly benefits communities and helps preserve local culture. Their motto: Take nothing but pictures and leave nothing but footprints.

www.maasai.com



MALDIVES

Five-star Eco-lover's Paradise.

Innovative and sustainable, these villas operate mainly on renewable energy with almost 6,000 m² of solar panels, perfectly integrated into the architecture and landscaping of the site. Special attention is paid to water management, biodiversity and the reduction and recycling of waste. A desalination tank generates a self-sufficient water supply and a coral propagation project is helping grow back damaged reefs.

www.clubmed.co.uk/r/The-Finolhu-Villas/

NEW YORK

Public Art Highlights Giant Problem.

Last year Jeff Koons's *Seated Ballerina*, a large-scale public art installation, rose into the air outside the Rockefeller Center in New York. The inflatable nylon sculpture stood 45 feet high and aimed to raise funds and awareness around missing children and support organizations like the International Centre for Missing & Exploited Children (ICMEC) that work tirelessly to create a safer world for children. Each year in America, more than 465,000 reports of missing children are filed. A fervent advocate for protecting children, Koons worked with ICMEC to co-found The Koons Family Institute on International Law & Policy in 2007 to combat child abduction and exploitation. www.icmec.org



JEFF KOONS / TOM POWELL IMAGING



DENVER

100% Wind-powered Restaurant.

Root Down in Denver aims to connect the neighborhood to a dining experience in the same way ingredients are connected to food. The restaurant consumes clean energy from power generated entirely from the wind. A 4,000-square-foot garden in the middle of the city supplies the kitchen with 20% of their seasonal vegetables and more than half the ingredients are sourced locally. The owners have taken sustainability so seriously that even the structure is 75% built with reclaimed, reused and recycled materials. www.rootdowndenver.com



APP FOR THAT

Fuel Efficient Flights.

A marketplace created by two Swedish programmers, Glooby provides a search engine that allows travelers to compare data from more than 20 booking sites, highlighting the most fuel-efficient flights and eco-friendly hotels. www.glooby.com



MICHAEL GARNETT

PRINCESS BEATRICE: THE PATH OF LEAST RESISTANCE IS ONE OF LEAST EXISTENCE

IT'S NOT EASY BEING A ROYAL, especially when you trade sitting in a horse-drawn carriage waving to crowds, for a job. Everyone thinks you're public property, and the press never give up their relentless quest to unearth every detail of your personal life. Princess Beatrice of York, the Queen's granddaughter, is no exception. Despite being seventh in line to the British throne, and with cousins (Prince William and Prince Harry) generating more than enough tabloid fodder, Beatrice has come under the spotlight for daring to become entrepreneurial.

Now living in New York, the young princess, who still carries the official title "Her Royal Highness," is one of the few royals involved in private enterprise, yet she's been vilified for striking out into the corporate world, not praised. The ever-pervasive glass ceiling affects all women it seems, regardless of social rank. Her current job as Vice President of Partnerships & Strategy at artificial intelligence company Afiniti, has not dampened her passion for promoting positive change; something internalized from an early age in the royal household - where ongoing social engagement is expected.



TEDDY M

“As a child, I was always surrounded by a range of organizations, and there was never a definition of a charity and a non-charity. It was a case of identifying your passion and responsibility, and then getting out there and doing it. As a member of the royal family, this is not something you do after school or on a Saturday morning; it’s something you do every day.”

Since age 18, some of these duties have included working with HIV-infected kids in Russia, and with young people with learning disabilities and cancer in the United Kingdom. Far from being a token, public relations opportunity, the 29-year-old’s community work has helped put a human face on tragedies that many would like to forget. “My work has helped highlight to others that real people are involved in very real and dire situations,” she says.

At the Teenage Cancer Trust Awards in London last year, Beatrice remembers thinking how people that fight overwhelming personal battles, that may determine whether they live or die, sometimes just need to know they are supported in that battle. “Some may ask why I choose to see suffering, death and disability firsthand, but it drives me even more to do this kind of work. By making it visible, others become aware of the urgent need to find cures and to drive education programs. I’m a problem-solving, solutions-driven person and like to see a problem and then ask how we fix it.”

The British royal family has a longstanding relationship with equestrian and shooting sports with some having achieved recognition in global competition. Not to be outdone, Beatrice has the honor of being the first royal to ever run a marathon, something she completed with Richard Branson’s children, Holly and Sam, in 2010. She finished the 26-mile London Marathon wearing a lime green tutu over her running gear and raised money for the charity Children in Crisis. Before you think the race was easy and fun, consider the fact that celebrity chef Gordon Ramsay ran the same race and gave up, despite having run ten marathons before.

“Holly Branson is a good friend and incredible role model,” says Beatrice. “She has inspired me and made me realize that nothing is impossible if you put your mind to it.” With a father who coined the phrase, “screw it, let’s do it,” it’s not hard to imagine where the Branson children get their inspiration from.

The camaraderie between Beatrice and the Branson siblings that day led them to start Big Change in the U.K., an organization that wants to change how people view charity. “It’s less about



Opposite: Princess Beatrice (left) with her sister Princess Eugenie. “Some may ask why I choose to see suffering, death and disability firsthand, but it drives me even more to do this kind of work.”

“Stay curious about the world around you, and whatever you’re thinking, just do it.”

Princess Beatrice

giving and more about changing the way we sustainably support the next generation,” says Beatrice. “Change doesn’t happen by doing more of the same thing. We invest in powerful ideas that attract further funding and promote change on a larger scale.” The work of Big Change can best be summed up with a line from their manifesto: “Our vision for young people is to look at the way ahead and see that often the path of least resistance is the path of least existence.”

The friends also helped to introduce the U.K. to WE – a family of organizations that make doing good, doable – through WE Day the world’s largest youth empowerment event. Beatrice, Holly and Sam have all spoken at WE Day U.K., which takes place each spring at The SSE Arena Wembley, and other WE Day events across the U.S. and Canada.

Known to turn a situation on its head, she famously auctioned the much-ridiculed hat she wore to the royal wedding of Prince William and Kate Middleton for \$130,000 on eBay after the press turned on her, and donated the proceeds to her charity, Children in Crisis. An orphaned child in the Congo now has a quality education thanks to the overhyped reaction of the British tabloids to her hat.

A chance meeting with graffiti artist Teddy M resulted in the first piece of “Royal Graffiti” – a painting created by the artist, Beatrice, her sister Eugenie and mother. The piece, “Royal Love” was auctioned for \$27,000 and all proceeds went to Children in Crisis.

The driving force behind Beatrice’s social impact work is closer to home. She considers her mother and grandmother, Queen Elizabeth II, the most significant inspirations in her life. “My mother has shown me that thinking differently and breaking the mold is important and that no matter what you’ve been through, you can still find joy,” says Beatrice. Her mother Sarah Ferguson, the Duchess of York, has already carried a variety of titles – Her Royal Highness, film producer, author and philanthropist.

“My grandmother, who has been on the throne for 66 years and is the world’s longest reigning female head of state, has taught me about compassion, dedication and curiosity. She has an outstanding ability to be remarkable every single day, and at age 91 still does a full day’s work.”

“Stay curious about the world around you, and whatever you’re thinking, just do it,” is Beatrice’s message to young people. “If each of us just does one small thing, even putting a plastic bottle into a recycling bin, we can collectively start changing the world.”



SCOTTISH ENTREPRENEUR INSPIRED BY INDIAN GARBAGE DUMP

MacRebur won first prize in the Virgin Business Voom 2016 Awards in London. From left: Voom judge and founder of Spanx, Sara Blakely; Sir Richard Branson, founder of Virgin; Toby McCartney of MacRebur and model, entrepreneur and Voom judge, Tyra Banks.

Squinting through the smoke and haze of a Mumbai, India, garbage dump a few years ago, Toby McCartney could never have imagined that one day he'd be shaking hands with Sir Richard Branson, and Tyra Banks would be congratulating him for developing a system that could one day revolutionize our roads. McCartney had just flown in from London, England, U.K., to visit a charity he supported and was watching dozens of poor locals picking through discarded items from a landfill – before the waste was buried forever. Amazed by the entrepreneurial mindset he saw among the people harvesting other people's junk – making purses and wallets from cartons and air-conditioning units from plastic bottles – he returned home determined to think outside the (discarded) box on his next business venture.







is next idea wasn't a new product, charity or recycling company, but how to solve a problem that plagued most of McCartney's home county of Dumfriesshire in Scotland – potholes.

He sat down with two friends, a water pipe expert and an employee of the local council, and they tried to think of a solution. "Originally, I thought dumping waste plastic into the holes would do the job," he says. "But I soon realized that the mix needed to be a little more complex than just that."

After a few more messy experiments, McCartney hit on a solution: Use molten, recycled plastic as a replacement for the bitumen commonly found in asphalt roads. It's a solution that resulted in his company, MacRebur, win the startup category at Richard Branson's new Voom business awards in London, and rub shoulders with judges – including Tyra Banks and Sara Blakely.

McCartney's idea of using old plastic is one of those seemingly "easy" solutions that no one can believe hadn't been thought of before. Many manufacturers are so conditioned to using the same ingredients that many continue unthinkingly, when a cheaper, better and more environmentally friendly solution may already exist.

Bitumen is the glue or binding agent that is mixed with aggregate particles to create the familiar, smooth black ribbons of road, which now stretch over an estimated 12.5 million miles in the United States, India, China, Brazil

and Russia alone. "If bitumen is your Pritt Stick type of glue that you'd use for school projects, then my molten plastic would be the equivalent of superglue," says McCartney. Not only is the mix environmentally friendly, but we can now look forward to super strong roads in the future, and less potholes. "We're basically using rubbish to get a better road." The plastic roads will be 60% stronger than current bitumen roads and reduce rutting (sunken tracks made by the passage of vehicles).

An added bonus is that McCartney's roadmaking technique will use plastic that is unusable by consumer waste recyclers, not the plastic bottles and packaging that is commonly recycled. Food packaging must reincarnate in the food industry and industrial packaging must once again be used within the industrial sector. The low-grade, plastic waste that McCartney wants is completely unusable for anything, but is perfect for rolling out their new breed of road.

Seventy percent of all bitumen is used in the construction of roads, and while it has been an effective ingredient for sidewalks and roads since the 1830s, and used as a waterproofing agent since ancient times, there is one glaring problem – it's made from fossil fuels. That may not have mattered too much 200 years ago, before humanity realized there was a finite supply, and that global warming would result in rising oceans and less fresh air to breathe, but current generations have widely acknowledged that fossil fuels aren't such a good idea anymore, and that the addiction needs to end.

MacRebur Roads was established by McCartney and his two friends, Nick Burnett and Gordon Reid – three young dads with six daughters between them, who decided they wanted to leave a better planet for their kids. McCartney remembers his six-year-old daughter at a school assembly one day when they were asked, "What lives in our oceans?" "One little girl said, 'turtles,'" recalls McCartney. "Another said 'whales' and yet another, 'dolphins.' My

daughter put up her hand and said 'plastic.'"

It was a shocking moment that made him wonder if there may indeed be more plastic in our oceans than marine life one day. "I don't want my daughter to grow up in a world where plastic is more prevalent than whales," continues McCartney. "I want to create a legacy for her future, that is part driven by eliminating the 100,000 plastic bags that we use every minute in the world – each used once and then dumped into landfills." The company will eliminate one ton of carbon in our atmosphere, for every ton of bitumen that's replaced with plastic roads.

When their daughters are breathing easy, in a carbon-free world one day, they might have their dads to thank. Beyond the obvious feel-good this may bring, McCartney wants to look back after five years of running MacRebur and see a measurable difference in the use of plastics and fossil-fuel. He feels that business has the power to create change, more-so than governments.

"I've become very disillusioned with politicians," says McCartney. "I wish more entrepreneurs would come forward to help them to think differently about social problems. I've taken one world problem: waste that no one else can use, and solved another world problem with it: longer-lasting, stronger and greener roads.

Plastic roads make huge financial sense too. The three founders watched as millions of tons of plastic waste that was destined for U.K. landfills were instead sent to China for incineration – as part of the government's commitment to responsible disposal. "But now we've found a local use for it, that reduces the millions of pounds spent on road maintenance and pot hole repair," exclaims McCartney. "This material is now an asset, not a liability anymore."


"Who would have thought old rubbish could make our roads 60% cheaper?" he says. www.macrebur.com





One of the things that inspired McCartney at the landfill in Mumbai was air conditioning units made from plastic bottles. Open your mouth and blow on the back of your hand, it's warm. Purse your lips and blow again, it's cooler. The landfill recyclers were cutting off the base of the bottles and fixing them into plastic or cardboard sheets, then mounting them into window openings. The outside air, condensed through the neck of the bottle, enters a room and cools the interior during the sweltering Indian summer.



A photograph of Vigdís Finnbogadóttir standing on a modern, multi-level staircase. The architecture features white, curved concrete railings and a prominent red wall in the background. The ceiling has recessed circular lights. She is wearing a light-colored blazer, a white scarf, and dark trousers. She is holding a book in her left hand and resting her right hand on the railing.

Vigdís Finnbogadóttir stands in the newly opened Vigdís International Centre for Multilingualism and Intercultural Understanding. She holds her SDG object: Her favorite and the most famous Icelandic "Laxdæla Saga" book re-printed in the 1930's. Global Goal #4: "Quality Education." When asked about all 17 Global Goals, Vigdís went through them all one by one, and declared the solution to each was clearly quality education.

“ The greatest joy in life is being alive – if you can handle life, that is. This means offering the best of yourself to society: Your honesty, ambition, mind and love for people. ”

Vigdís Finnbogadóttir

“Women of Iceland” is the first book of a trilogy featuring intimate photographs and personal interviews with courageous women stepping first to shape the frontier of a changed world. There is clearly something happening with the women of Iceland. From her Viking history to the famous strike of 1975 and hosting the globe’s first democratically elected woman President, to her transformation of finance through feminine values, and now leading the world’s first ever comprehensive gender pay equity legislation - what is it about this small fishing island that brought her to the frontier of feminine and gender equality? The following are selected interview excerpts from: “Women of Iceland in Their Power: Courageous Vulnerability Book I”

WHAT CAN ICELAND TEACH US ABOUT LEADERSHIP?

THE MOTHER OF ICELAND. VIGDÍS FINNBOGADÓTTIR SERVED AS THE FIRST WOMAN PRESIDENT OF ICELAND AND THE FIRST DEMOCRATICALLY ELECTED WOMAN IN THE WORLD. SHE PAVED THE WAY FOR GENERATIONS OF WOMEN IN ICELAND AND WORLDWIDE TO CONSIDER, MANY FOR THE FIRST TIME: “IF SHE CAN DO IT, WHY CAN’T I?”

At 87 years young, and serving as the UNESCO Goodwill Ambassador of Languages, Vigdís has continued to tirelessly champion linguistic diversity, women’s rights and education worldwide; and last year, with the support of the people of Iceland launched her next venture - the newly opened Vigdís International Centre for Multilingualism and Intercultural Understanding. She shares her approach to leadership, philosophy on life and how she is keeping the conversation going.

I have dedicated my life to analyzing and preserving the languages of the world. Without them, you lose the ability to think and express yourself.

The Icelandic language hasn’t changed in centuries and can be traced back to the Middle Ages. The Icelandic Sagas – prose and narrative on the early struggles and conflicts found in thirteenth and fourteenth century societies – convey the full range of human emotions. One of these sagas tells the story of strong women, who in an age of slavery set their slaves free, knowing that by doing so would make them friends, not enemies.

In many cases, women actually don’t know they are strong, and neither do the men. I was given important duties by my mother when I was young and it made me realize that I was a responsible person. As a teenager, a group of boys included me in their discussion group on history, literature and art. It was an unusual act at the time, but one that gave me an impression that I was welcome and valued.

The greatest joy in life is being alive – if you can handle life, that is. This means offering the best of yourself to society: Your honesty, ambition, mind and love for people. Being curious and wanting to use your eyes and ears will make you what you are.

I am uncomfortable with the

term “leader,” if it is placing one above the other. It should be handled by people who are strong and can be trusted. I look for positive leadership – something creative, that inspires, with ideas that can be applied for good. When I was President and arrived in Reykjavík in the official car, children would ask me if this big car was mine. “No,” I would answer, “It is yours. You own it!” They would look at me in amazement. It is so important that as public leaders we know we are only there to serve the people. Leadership is also about going ahead and having people follow you. Populism is like the flu, if it gets too strong it can be bad for society.

The Icelandic concept of a role model is encapsulated in the word “fyrirmynd.” It’s more powerful than simply trying to copy someone’s actions – it has less to do with playing a “role” and more to do with authenticity and what is good for people. Some people have the gift of great speechmaking and become great leaders, but many who haven’t got oratory skills never become one, despite being qualified. We must not underestimate the power of language.

As President, my office door was open once a week to hear people’s problems. It might have been a problem as small as a car license, but the fact someone was prepared to listen was the important point.

In 1975, before I had decided to run for President, the United Nations declared that year

International Women's Year, to raise awareness on subdued women around the world. In Iceland, there was discontent about the unfair wage gap and women began meeting in public places regularly to discuss issues, sing songs and socialize.

Suddenly, the whole country was shut down at certain hours, because all the factories, businesses and restaurants relied on women to keep them going. The women's strike made world news, and in 1980, when presidential elections came around, someone said, "we cannot have this election without a woman." Imagine my surprise when I started seeing my name in the newspapers. I resisted at first, but when someone made me see this role as being a spokesperson for others, it helped change my mind.

During my campaign I received a telegram from the entire crew of a fishing ship. It was signed by everyone, from the captain to the mechanic below deck. They asked me to be their president. It touched me deeply, as I knew why they had sent it - they were acknowledging the fact that women run everything ashore while they're at sea. It was also an acknowledgment that we are the ministers of finance, ministers of education and the architects of our homes, with the specialized skills to successfully run a household and life. It was interesting being the only woman moving in a male political world. While men got away with just polishing their shoes and putting a handkerchief in their jacket pockets, I had more of a problem with what to wear. The one thing I insisted on was wearing high heels; not for any fashion statement, but because I thought it important to look a man in the eye, not up to him.



“My mother would tell me that waiting is the same as losing.”

Katrín Pétursdóttir

IF YOU CAN'T BEAT 'EM, EAT 'EM. KATRÍN (KATA) PÉTURSDÓTTIR IS THE CEO OF THE WORLD'S LARGEST FISH OIL COMPANY LYSI, FOUNDED IN 1936 BY HER GRANDFATHER. IT EXPORTS OMEGA-3 BRAIN-BOOSTING SUPPLEMENTS GLOBALLY.

Nothing goes to waste in our factories, every part of the fish is used for something. It's an ideology that should be applied to business in general - a consideration for nature, making money and giving back. Despite the company being founded by my grandfather I bid on it and purchased it in 1999; a family business does not always mean getting something for free. I always choose to prove things on my own, first.

My mother taught me to believe in my ambition and to not lack courage when doing something I believed in. She would tell me that waiting is the same as losing, and I pushed through many uncomfortable situations at an early age because I believed I could do it. I made my fortune in the "head hunting business!" When I first went into the fish business, I asked my mama to join me as my partner, and we secured a small factory in Nigeria, where we opened a new market to sell Icelandic fish heads. We convinced the Icelandic fishermen that the fish heads being thrown away had value. We paid them for it and started producing fish oil health products. The hardest part was convincing people that something regarded as waste could actually generate income.

Interestingly, Nigerians saw nothing wrong with an Icelandic women doing business in their community. I found more resistance from men on an international level when attending conferences and meetings. After an encounter with a businessman who got offended by the fact that a woman had turned up for his meeting, we considered taking male businessmen along with us, but decided we weren't prepared to respect other people's discriminations. We now do business the Icelandic way.

My strength comes from my mother, who died from a car accident in Spain many years ago. Each year on her birthday, we celebrate the occasion with friends and share stories of her life. It's a constant reminder of a beautiful life and that we all need to make the most of ours. Women have started bringing their daughters to these gatherings now - to continue the legacy and impart wisdom.

Honesty is the hallmark of a good leader. You should keep to the rules, yet still have the flexibility to develop a company that is unique. Being aware of the surrounding community and how you fit into it, is one way of earning respect, and respecting the environment by using renewable energy and not wasting anything is another. It makes me SO angry when I see others polluting the oceans. If we do not respect the ocean, neither we nor the fish will last. It's about thinking differently. This is something I always try to do. And the secret to a good and happy life? Stay honest to yourself. And drink fish oil every day! My team and I do this every morning.



Opposite: Katrín Pétursdóttir holding her SDG objects: a friendly dried cod head reminding how she created her own path "in the head hunting business!" and "Fiskar í Litum" a cherished childhood book she memorized about the fish of the sea, from her father. Global Goal #14: "Life Below Water." Above: Katrin Olga holding her SDG object: a family photo, showing her female family lineage going back four generations. Global Goal # 5: "Gender Equality."

TAKE ME TO THE EDGE. THE FIRST WOMEN CHAIR OF THE ICELANDIC CHAMBER OF COMMERCE IN ITS 99 YEARS OF OPERATION, GIVES HER VIEWS ON GENDER, BUSINESS, LEADERSHIP AND WHAT MORE WE NEED IN THE WORLD RIGHT NOW. HAVING SOLD THE COMPANY SHE SUCCESSFULLY GREW AND EXITED, KATRIN IS ALSO VICE CHAIRMAN OF ICELAND GROWTH FORUM, BOARD MEMBER OF ICELANDAIR GROUP; AND LOOKING FOR HER NEXT GREAT BUSINESS ADVENTURE.

I have an urge to go further and be challenged in life. I'm tired of being the polite woman people expect me to be. Women need to find the courage to go out into the streets to get things moving. Iceland was once a leader in technology and an early adopter of innovation, but we've become a little afraid lately of moving on. We're always thinking in four-year periods, based on our election cycle - and not 20 or 30 years ahead,

like we should be. We've always had strong women in Iceland. Those married to fishermen where the managers at home because their husbands were away at sea for months. We're also demanding and not accepting of certain things, such as lesser pay for women during maternity leave.

I live by the motto: What you've been doing is an indication of what you can do. Because we rank so high in the world as a leader in women's rights, it doesn't mean Iceland is perfect. In daily life there is still frustration. For example, there are no women-run companies on the local stock exchange and we should ask why this is so. Maybe my generation is the pioneer in this and change will come for our daughters. Gender diversity should bring about a realization that there's another way to think about the world - that can help move it forward. Have women been too timid in putting this idea forward? There are two ways to change things - work within the system or destroy it completely. I chose to work from within, but I'm disappointed that it hasn't worked so well. Destroying the system would have meant sacrificing myself too, so the

When asked where she was fearless, Katrín without hesitation said, "I'm fearless in business. I love business! And feel completely at ease here." When asked where she felt vulnerable: "Definitely in a kayak, out in nature where I'm not in control." Stepping into her courageous vulnerability, Katrín was willing for the first time to kayak, showing the true spirit of the Viking heritage and the Women of Iceland's courage and vulnerability.



question is how you change the system without doing this.

I've tackled empowerment the professional way; read huge amounts of data and studied McKinsey reports that show increased profits for gender diverse companies. I become angry and despair. Ultimately, you have to "walk your talk" to prove your point, not just be an explorer. There is still a fear that going public with my views would destroy me, not support me. There are two things that I burn for: equality and a farsighted vision for the future. Wouldn't it be wonderful if a country become a leader by harnessing all the positive things in the world?

You first need to paint a picture of what this looks like; create a vision. The Fourth Revolution is here and disrupting systems. Truck driving jobs in the U.S. are being threatened by automated driving software. Threats and opportunities alike must be highlighted if we are to thrive, not just the exciting, futuristic stuff.

The future I envisage is one where we all stop thinking a certain way – just because we've always thought like that – where we stop being afraid and resistant to change. Why are our kids still being taught to think like us in schools? Why aren't hospitals treating patients like customers? Why is technology doing away with a need for some personal interactions?

Big change in the world has historically happened through catastrophe, maybe this will be what it takes. Each company should ask what they'd do in a worst-case scenario because this will force them to plan ahead. Be afraid if you've been in a comfort zone for too long, it means you're no longer one step ahead of the competition. Courageous vulnerability is needed. You have the choice to become a victim or a warrior in life, and how you react after a disappointment is crucial. Rather, become the warrior.

Being involved in business can be very creative – you can create a product, process or relationship. Whatever personality you are, you'll find something that resonates with who you are. Business shouldn't be something you're

“The future I envisage is one where we all stop thinking a certain way – just because we've always thought like that – where we stop being afraid and resistant to change.”

Katrín Olga

Women of Iceland is co-produced by Ralph Reutimann and Amber Nystrom. It will be co-published with *Real-Leaders* and select other partners in the Summer of 2018. For more information, please visit: www.RalphReutimann.com/women-of-iceland. All photographs by Ralph Reutimann Photography.

restricted to because of education or qualification and being a leader doesn't mean you should be an expert who knows everything. Learn how to let go and delegate – it's been one of my biggest lessons. I sometimes ask myself sometimes what I'd like to leave behind when I leave this earth. I was reminded of this responsibility recently when my 22-year-old niece picked up a copy of *The Most Powerful Women in Iceland* list and said, "I will be here one day." It made me realize the power of my role modeling. I want to be a good role model for other women who are stepping forward first into business, so it's not so hard for them; and so that we are truly treated equally. I champion women's equality in all that I do, and sometimes I am criticized for this. I want to be brave enough to be myself, without holding anything back. I want to be taken to the edge!

Iceland has the potential to become the first country to achieve full gender equality. This is an untapped resource. Boys and girls need to be open minded. Put your heart and passion into things, it makes things easier. I'm hopeful for a bright future – looking at data I see a world that is doing better than the past in many ways – despite the despair we see in our news every day. Looking at the wisdom and confidence in our young people, I can't see them letting us down by allowing the fears of today become the reality of tomorrow.

SOCIAL IMPACT BY DESIGN

To help dilute the high drama of the fashion world and keep perspective on what really matters in life, South African designer, Gavin Rajah, decided to pin himself to a higher cause. Now a UNICEF Goodwill Ambassador, Rajah's journey towards social impact started quite by accident. On a roadtrip through a desolate part of his homeland, a local archbishop told him about the high number of undignified deaths from HIV. In a country with 1,500 new HIV infections each day, Rajah decided to act. He raised \$40,000 and asked singer Seal to collaborate on building a much-needed health facility on a piece of land the community had given him. He went on to raise \$500,000 for the cause.

www.gavinrajah.com

“I realized the power of purpose and goodness in raising visibility and resources around social issues.”

Gavin Rajah

MYTH
BUSTER
(FASHION IS ONLY
ABOUT CLOTHES)

Connect with Tim at TimRyanSpeaks.com to learn more about his foundation, resources, and speaking.

“**B**

ut Dad, you’re a successful drug addict.” Those words spoken by my teenage son, Nick, chilled me to the bone. The charade I’d lived for more than a decade was

crumbling. My son was following in my footsteps, using a drug that could kill us both. I need to do something before one of us went to prison – or worse. But first, I need to snort the two bags of heroin he just left me so I won’t be dope sick.

You can’t read the news without hearing of the opioid pandemic sweeping our country. You may wonder how it starts – and who an addict really is. My name is Tim Ryan and I’m an alcoholic and drug addict. I know addiction better than most, because I lived it for 30 years. You name it, I’ve done it – booze, LSD, angel dust, cocaine, crystal meth, amphetamines and heroin.

But if you saw me years ago, you wouldn’t peg me as an addict. Addicts aren’t world-class barefoot water skiers or six-figure tech recruiters with office space in downtown Chicago, right? Addicts don’t own large houses in the suburbs, marry beautiful wives, and raise four kids. Yet that was my world and I was in control – until I wasn’t.

Most boys grow up wanting to be a rock star, pro athlete or firefighter. Not many dream of becoming a felon with drug charges. But I thank God daily for the prison where I started to recover my life. It was here that I outlined a business plan for my non-profit, A Man in Recovery Foundation. I shared a cell with gang leaders, humbled and grateful for another day to breathe.

When I left prison I got busy helping anyone I could. I started groups for addicts and formed one where loved ones of addicts could join to get support and talk

DANIEL REICHE

“We cannot hide from this problem, because it touches us all.”

FROM HEROIN TO HOPE DEALER

By *Tim Ryan*

openly. I met with law enforcers and legislators, creating programs to put people into treatment instead of prison. I got calls from the media and was on national news.

And for the first time in my life, I acted like a parent to my children – and not a friend. Nick, my son that I introduced to heroin, bounced in and out of jail and treatment centers as he continued to battle his own demons. Visiting him at a center, I saw him experience a small taste of recovery. He said, “Dad, once I get clean, we’ll go on the speaking circuit together and save lives.”

Addiction affects and involves entire communities, and as an addict, I knew that we were short on solutions and hope. As an addict speaking to addicts, the world started to listen.

As my recovery strengthened, Nick’s began falling apart. When I got the call that he’d overdosed, I flashed back to his words: “Dad, you are a successful drug addict.” I wanted to respond, “Nick, there is no successful drug addict.” But it was too late. When I saw his cold, lifeless body on a hospital gurney with tubes coming out of his mouth, my former self would have reached for the drugs. Instead, all I could think was, “I need to get to a meeting.” Some people let their losses bury them. There are moments I want to do that. But I can’t. I’m relentless in my pursuit of finding solutions to the opioid epidemic, because I couldn’t save Nick. And I’m living, breathing proof that recovery works. I’ve attended hundreds of funerals, and as sick as I am of burying people, I will attend hundreds more if I can guide one person into recovery. Addressing our opioid epidemic starts with helping the addict next door – or yourself. We cannot hide from this problem, because it touches us all. Reach out today. www.TimRyanSpeaks.com

“Your sacred space is where you can find yourself over and over again.”

Joseph Campbell



Imagine being at a “Jeffersonian Dinner” salon, with 13 people around a cozy table. This elegant salon design ensures everyone has a single conversation, centered for the first half of the dinner around a single question of

purpose. This evening’s question is: “Where are you on your Hero’s Journey, and how may we help you in your next great leap?”

Some in the salon are deeply practiced in the Hero’s Journey; others are hearing this expression for the first time. The host asks us all to engage with a “beginners mind,” open to wonder, awe and all possibility. She also invites us to step into our own courageous vulnerability – where we marshal courage to simultaneously allow the vulnerability of stepping into the unknown of exploring our next Call to Great Adventure. She quotes Joseph Campbell, Maya Angelou and Paulo Coelho, and then pulls out a one-liner from a Brené Brown TED talk reminding us, “If we want greater clarity in our purpose or deeper and more meaningful spiritual lives, vulnerability is the path.”

We decide to give it a go. Our host then shares the “why” behind the salon, and an initiation into our evening’s journey: “We as humanity stand at a precipice that may be our most beautiful, and is certainly our most dangerous. The choices at this crossroads will determine history. The path we choose now, individually and collectively will be remembered by generations to come; and will incite our daughters, grandsons and great grandchildren to thank or curse us based on the courage

THE HERO’S JOURNEY: FINDING TRUE NORTH WHEN THE WORLD’S COMPASS IS BROKEN

By Amber Nystrom

Amber Nystrom’s mom recalls that Amber hosted her first salon at age three in the chicken coop, with a cat, stuffed animal frog, and the chickens as those she sought to unite in common action. She is a Master Teacher of the Hero’s Journey, working with select global leaders to realize and fulfill their purpose. From January, 2018 you can download her comprehensive Heroes Journey Guidebook: HeroesJourneyGuide.com. The guide interconnects support for the individual and collective “Heroes” Journey that we as humanity now must embrace. To see her creative work with women, impact and the United Nations SDGs visit: www.RalphReutimann.com



RALPH REUTIMANN

“You enter the forest at the darkest point, where there is no path.” Joseph Campbell

and rightness of our actions in this lifetime, and in the next pivotal decade. Many of the stabilities and prior mileposts in our communities and cities, and in our nations and our world are disintegrating; many are being actively disrupted – for reason, and will soon vanish entirely.

What is the role of the Hero’s Journey at the crossroads that you and our world must face? It serves as a living, internal map for those among us who answer the call to serve something greater than ourselves. The Journey is of overcoming our fears and self-doubt in order to bring our service and unique gifts to the world. We are faced with our own internal demons and are provided gifts and mentors along the way. When we are in alignment with the path that is ours alone to walk, serendipities increase, and doorways open. “Boldness has genius, power, and magic in it,” says Goethe.

The Hero’s Journey is not a prescription. It’s a universal human frame that has existed throughout all time. It enables us to see and experience the immutable truth that only through our own transformation will we re-find our own True North and bring change and healing to a broken world.

In its simplified form, there are three major stages to the Hero’s Journey. The Call to Great Adventure is where the universally represented Hero, Heroine – ie, the human, is living their ordinary life and something happens to knock them off their path: a stranger enters, a major challenge or tragedy befalls, or a beautiful opportunity emerges that invites, or even forces a change in life direction.

The Call, once received – does not go away, even if we resist (vigorously!). For *Star Wars* fans, think about Luke and Rey being asked to step up to their Jedi heritage; and their burned down villages after multiple, humble refusals of the Call.

Our host pauses, with a touch of a mischievous smile to add: “We can resist all we like, but the Universe, and if we are so lucky to understand it, our true Jedi Calling - are not forces to be denied.”

She continues in her initiation into what we are increasingly seeing may be a salon that is itself a Call to (our next) Great

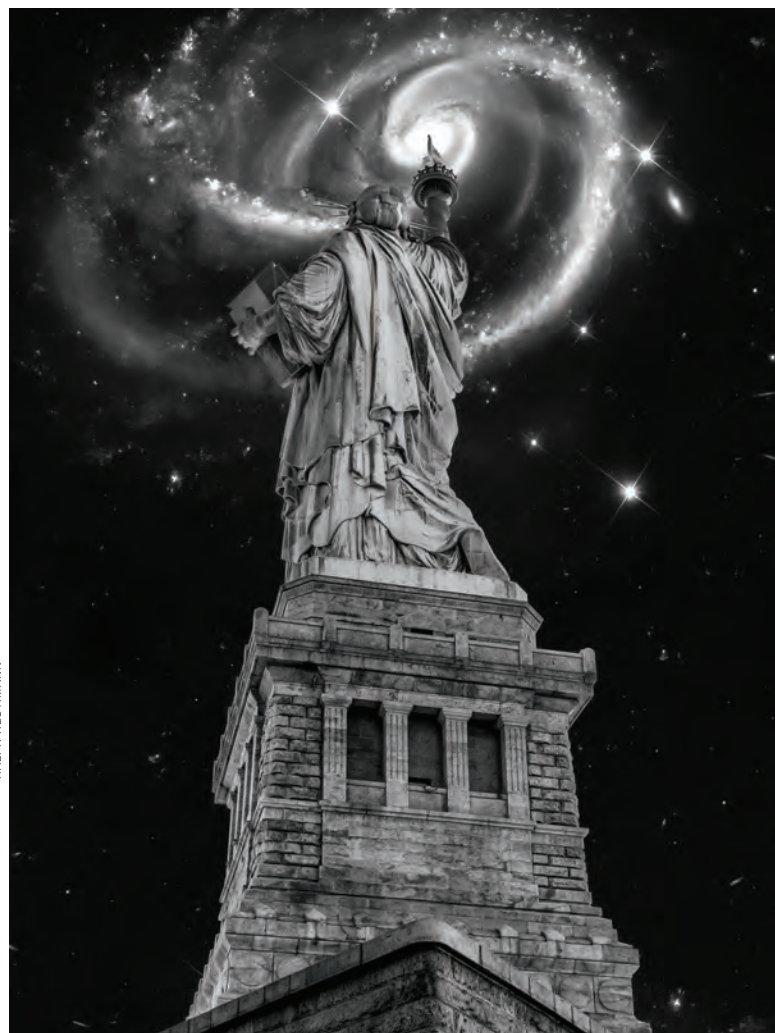
Adventure: “Stage two is Crossing the Threshold, or Entering the Abyss, where “enemies” (our own shadows) and mentors arrive to challenge, and help us on our journey. This stage is often called the Journey of the Dark Night of the Soul, as it can be a harrowing experience to face our own demons, self-doubts and feelings of unworthiness that when we are honest, we all harbor. Through both courage and vulnerability we rise to not only face our fears, but embrace our dragons.

At last we cross the threshold, we find our bliss, which is our

AUTHOR’S POST-SCRIPT

As the dinner waned, we found ourselves asking questions with a fresh infusion of collective light. What are the aspects of my life of which I am most proud? What are the moments, decisions and actions I feel reflect the best of who I really am, personally and professionally? When I recall my greatest joys and curiosities as a child, what do I see? Am I choosing a path where I feel that when my time on Earth is done my decisions and life have brought me peace? “It is my hope,” our host added to cap the several hour salon, “that this evening we together have recognized where we thought we had been alone, now we are all with each other.”

unique purpose; the universal holy grail. To complete this third and final stage of Coming Home, we must then put our gift into action to transform ourselves and the lives of those around us, whether our family, community – or a galaxy, not too far away. Our host ends our salon introduction, with a quotation from the “Power of Myth,” by Hero’s Journey god-father, Joseph Campbell: “And where we had thought to slay one another, we shall slay ourselves. Where we had thought to travel outward, we will come to the center of our own existence. And where we had thought to be alone, we will be with all the world.”



RALPH REUTIMANN



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By 2020, over 50% of the workforce will be Millennials. Driven by purpose, they already choose employers and make purchasing decisions based on the social impact companies achieve. You need a plan.

At Epic, we provide impact and giving solutions for individuals and corporations to support closely monitored social organizations.

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Epic Foundation Inc. is a 501(c)(3) nonprofit organization in the United States, a Registered Charity in the United Kingdom and an endowment fund in France. We operate on a strict pro bono basis: 100% of the money we receive goes to the social organizations of the Epic Portfolio.



Make giving the norm

www.epic.foundation

FOOD INNOVATORS

FRESH PAPER

Fresh Made Simple.

Kavita Shukla invented Fresh Paper after a middle school science project, inspired by a home remedy from her grandmother in India. Sheets of paper infused with organic spices keeps fruit and vegetables fresh for up to four times longer than standard wrapping paper. Low-cost and compostable, Shukla started selling the paper sheets at a local farmers market, and now sells them to major retailers around the world. "With 25% of the world's food supply lost to spoilage, we're addressing the enormous, and often overlooked, global challenge of food waste with a simple innovation," says Shukla.

www.fenugreen.com/



MOROCCANOL. INSPIRED BY WOMEN



HEMP FOOD

Nutrition Without The High.

There are hundreds, if not thousands, of uses for hemp including food, textiles like rope and clothing, construction material, plastics, fuel, animal bedding and more. Manitoba Harvest focuses exclusively on the seed, which they use to make delicious hemp foods. Hemp foods are rich in protein and have all 10 essential amino acids, as well as magnesium, fibre, iron, zinc and phosphorous. Hemp has a broad leaf that helps to naturally suppress weeds, which means no pesticides or herbicides are needed to successfully grow hemp. So, is hemp the same as marijuana? False! Hemp is a species of *Cannabis sativa* but not the same as marijuana. It will not cause a psychoactive effect or a false-positive drug test.

www.manitobaharvest.com



HAPPY COWS

Game-changing Milk.

Mike and Sue McCloskey started their milk business with a simple slogan: Belief in better. Mike, a veterinarian, turned farmer, turned thought leader – is driven by the belief that happy, healthy cows are more productive and produce high quality milk. The result is a nutrient-rich ultra-filtered milk with 50% more protein, 30% more calcium and half the sugars. A glass of Fairlife has 13 times more protein than almond milk.

www.fairlife.com



DESERT FOOD

Food Grown in Sahara Desert with Sea Water.

With scorching summer temperatures and little rainfall, the barren scrublands around the port of Aqaba in Jordan, one of the world's most arid countries, might seem ill suited to cultivating cucumbers. Yet Norwegian company Sahara Forest Project is planning to set up a solar-powered, 20 hectare (50 acre) facility that promises to grow a variety of vegetables without wasting a drop of fresh water, instead using evaporated sea water.

www.saharaforestproject.com

JUST SCRAMBLE

The Bean That Scrambles Like an Egg.

Ever heard of the mung bean? The founders of San Francisco-based Just certainly didn't invent it or teach a farmer how to grow it. They found something that's been around for thousands of years and turned it into the closest thing you'll ever taste to scrambled eggs. Just Scramble is free of antibiotics and cholesterol. It requires less water and results in fewer carbon emissions. You don't need any chickens, and yes, it tastes just like egg. It's one of Just's revolutionary food products.

The startup has taken a scientific approach to nutrition and is exploring how the 300,000 species of plants around the world can be repurposed and reinvented to make our cookies, pasta, ice cream and scrambled eggs



even better. The founders asked how they could improve the lives of people who haven't had access to truly nutritious food and how to solve the problems of an unjust food system 1,000 times faster. The answer was to take food out of the kitchen and into a lab.

www.eatjust.com

EDIBLE CUTLERY

Have Your Spoon And Eat it Too.

Concerned about plastic utensils that contain chemical complexes, several of which are neuro toxic and carcinogenic, Narayana Peesapaty of India has developed a spoon made from sorghum blended with rice and wheat. The spoons come as plain, sweet or savory – for the perfect dessert.

www.bakeys.com



CHIA SEEDS

Why is Everyone Eating Chia Seeds?

An ancient seed used by the Mayans and Aztecs inspired Janie Hoffman to develop Mamma Chia; that brings the sustained energy found in chia seeds to consumers. In the book, *Born to Run* by Christopher McDougall the chia seeds emerged as a major reason behind the stamina of the Tarahumara tribe of Mexico. One tablespoon of chia was considered capable of sustaining a warrior for 24 hours, enabling them to run 100-mile races. www.mammachia.com





“It is our strong desire, and clear responsibility, as one of the leading events in sport, to drive behavioral change through our own actions.”

Mark Turner,
Volvo Ocean
Race CEO

Our oceans are awash with plastic litter. It's estimated there will be more plastic than fish in the oceans by 2050. The Volvo Ocean Race has decided to tackle the issue of cleaner seas - by using the event as a platform to collect scientific data and to motivate the 2.5 million people who visit the Race Villages along the way. Since 1973, the race has provided the ultimate human adventure as it takes competing teams 45,000 nautical miles around the world - across four oceans, touching six continents and 12 host cities. It's often described as the longest and toughest professional sporting

THE RACE IS ON TO SAVE OUR OCEANS

THE WORLD'S MOST GRUELING ROUND-THE-WORLD YACHT RACE IS TRYING TO LEAVE NOTHING BEHIND IN ITS WAKE



event in the world. Their efforts to educate people on healthy oceans are no less vigorous. Their motto this year is: Maximize impact, minimize footprint and leave a positive legacy. Schools and families are invited to the Race Villages to learn about plastic pollution and what they can do to combat it. The race will also be a scientific expedition and the U.N. sponsored team, Turn the Tide on Plastic, carries instruments onboard to collect data on salinity and dissolved CO2 in seawater that is sent via satellite to scientists mapping ocean health. The crew are already refusing plastic straws when eating out in host cities and kids are asked to open up the stomach of Wisdom the Albatross - an oversized soft toy filled with plastic litter. They consider each stopover and review what “sustainable food” means locally. The thrill of adventure, speed and endurance is what the race is about, but everyone onboard wants you to remember that the choices you make at the coffee shop, supermarket, in your homes, at work, on holiday or enjoying an event, all directly impact the fate of the seas.

www.volvooceanrace.com/sustainability



In Cape Town, currently experiencing the worst drought in 100 years, organizers and crew took special precautions to conserve water and worked with local authorities to help raise awareness among the public.



Transport and travel impacts are measured, including the number of flights, number of containers and their weight, and the resulting greenhouse gas emissions.



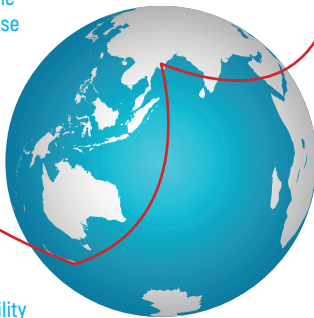
A series of seven Ocean Summits are organized around the world as a key part of their sustainability program. The summits gather the best minds from the worlds of sport, business, local government and science to get commitments from host cities to change the way they behave or operate.



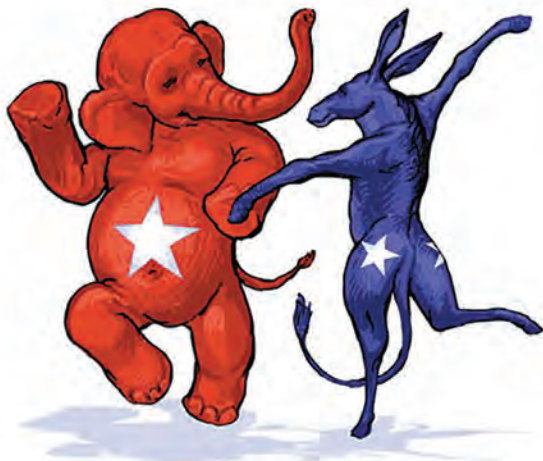
Bike stations are provided for visitors to the Race Village and cycling is encouraged for the workforce.



The long-term vision will be to eliminate the use of fossil fuels on future boats, while maintaining the minimum energy onboard for safety and communications.



FINDING COMMON GROUND



Anyone following the news in the U.S. (or most other countries) might think that the days of bipartisan governing are dead. At *Real Leaders* we have intentionally avoided the polarizing political issues that most media organizations love to inflame with gasoline. We don't believe you want conflict and dysfunction in your elected leaders – it's depressing, not inspiring. We've introduced "Finding Common Ground" as a regular column to celebrate when our elected leaders get it right, and come together to get things done in a bipartisan way to promote common good. We can celebrate two such achievements in the US Congress this past year. >>

We The People Putting the "United" back in "States." It's been done before, we can do it again:

1787: The Great Compromise

In debating a new model for self-rule that would eventually become the Constitution, states' delegates in the summer of 1787 were so intensely divided over the difficult idea of congressional representation that the very topic threatened to end the Constitutional Convention. It was Connecticut's well-respected Roger Sherman who proposed a compromise: a proportional House of Representatives and a Senate with equal representation, an idea that seems familiar to us now, but was so radical in 1787 that, at first, it was dismissed by the group.

1973: Endangered Species Act

In 1973, Republican President Richard Nixon called on Congress to make sweeping changes to U.S. environmental policy, calling current species conservation efforts inadequate. Democratic lawmakers authored the endangered species bills which drew wide support of their Republican colleagues. Congress passed the Endangered Species Act of 1973 with overwhelming support from both sides of the aisle. The new law included protections for plants, invertebrates and the ecosystems on which we depend. My, how the Republican Party has changed!

According to a recent Gallup poll, when asked "In politics, as of today, do you consider yourself a Republican, a Democrat or an independent?" The results were:

- 25% Republican
- 30% Democrat
- 42% Independent

In a country where no party controls a majority, you would think an ability to find common ground would be a necessary qualification that citizens would demand when voting for representatives to govern effectively.



AMERICAN MUSEUM OF VISIONARY ARTS

Two Bills That Brought Us Closer Together in 2017

H.R. 3364 [Countering America's Adversaries Through Sanctions Act.](#)

This legislation increased sanctions against Russia for election meddling and restricts the Presidents' ability to ease sanctions against Russia. The vote was nearly unanimous: 98-2 in the Senate and 419-3 in the House.

S. 1094 [Department of Veterans Affairs Accountability and Whistleblower Protection Act of 2017.](#)

The Office of Accountability and Whistleblower Protection was established in the Department of Veterans Affairs (VA), giving the agency's leaders an ability to fire inept employees and protect those who report wrongdoing at the VA. It passed both bodies of Congress with broad bipartisan support.

Both examples above show that when it comes to serving our veterans or protecting America from foreign powers, country still trumped party. Our representatives actually represented us by finding common ground. You'd think this would be a more common occurrence, since neither Republicans nor Democrats represent anywhere close to the majority of Americans.

Are there other areas where we can find common ground? Perhaps our best chance will be found in areas that affect Republicans, Democrats and Independents in equal measure.

Why not take bipartisan action to save the lives of 60,000 Americans a year? Prescription drug addiction is killing thousands of people every month and doesn't discriminate by party. Painkillers have the same ability to rewire the brain of a conservative lawmaker as it does a liberal student. Prescription drug addiction can lead to illegal drug use and this combination is killing around 137 citizens a day. Imagine the action we would take and the money we would invest in fighting terrorists if they were killing 137 Americans each day! An estimate by The President's Council of Economic Advisers shows that the opioid drug epidemic cost the country \$504 billion in 2015 – lost lives, lost productivity, health care, treatment, and criminal justice are just some of these costs. We know our elected representatives are capable of bipartisan action. Let's support and vote for those who show the leadership traits to solve this national health crisis. Now that will be an inspiring story to tell! We can't wait.

HOW BUILDING NEW BRAND EQUITY MADE FRESHBOX FARMS A LOT MORE LETTUCE.

When FreshBox Farms needed broader brand awareness and deeper digital engagement, they engaged GoodXChange.

Your brand has made strides to do good in the world. **GoodXChange** comes along side brands, like yours, that are making a difference -- to help advocate, activate, and analyze the effectiveness of your cause partnerships. "Good Exchanges" are actionable digital ads that unlock dollars from brands to causes, as each consumer engagement occurs with the brand. The impact of these engagements is measured by GoodX through its proprietary Brand Warmth Score®.

For example, **FreshBox Farms**, an Arena Growth company, is the leader in modular vertical farming technology.

It's their hope to see a world where farmers feel good about their work and their stewardship of resources — especially water. As a company driven by "big data," its indoor, hydroponic farms have set new standards for using less while growing more — more fresh, pure, clean, green and delicious food! Their capital efficiency and yields are unprecedented, as one of only two vertical farmers that is gross margin positive, and the only to be kosher-certified.



TAKE ACTION WITH US!

Go to goodx.com to share  this story using the hashtag **#GrowMoreUsingLess** and FreshBox Farms will donate \$1 to help fund Convoy of Hope's global sustainable agriculture initiative, helping advance UN Sustainable Development Goal #2.



good  xchange



“Our satellites are the size of a shoebox and orbit at a height of 300 miles. We thought that we could do space a little bit differently.”

Will Marshall



A fire burns through a field in Toshka, Egypt where corn, grain, and feed crops are produced. Below: The Moroccan city of Nador is sheltered from the Mediterranean by Mar Chica, a sandy saltwater lagoon. Mar Chica has a shallow maximum depth – 26 feet – allowing the ebb and flow of tides to be clearly seen and monitored from space.

USING SPACE TO HELP LIFE ON EARTH

Planet is designing, building and launching satellites faster than any company or government in history. Founded in 2010 by a team of ex-NASA scientists, Planet is driven by a mission to image the entire Earth every day, and make global change visible, accessible and actionable. Their hundreds of shoebox-sized satellites measure agricultural yields, monitor natural resources, and aid first responders after natural disasters. “Our data is here to lend businesses and humanitarian organizations a helping hand,” says Cofounder and CEO, Will Marshall. www.planet.com



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Why Mark Zuckerberg and Priscilla Chan Should Use Their Money for Fundraising

When Mark Zuckerberg and Priscilla Chan pledged to give away 99% of their wealth in 2015 as part of Bill Gates' Giving Pledge, there was a hailstorm of criticism. "He's not really giving it to charity — he's formed an LLC and some of it will be invested in for-profits!" "Massive tax breaks are their real motivation!" "Capitalism at its worst — they're setting social priorities that only the government should set!" It reminds me of Robert F. Kennedy's famous words: "25% of the people are against everything, all of the time." But more important, all of that commentary is blind to the real opportunity here. Zuckerberg and Chan could transform philanthropy, the way philanthropy is deployed, the way we think about philanthropic leverage, and transform civic engagement in the process. (And God knows, given the mass shootings happening every day in America, civic engagement could use a transformation.)

Here's what Zuckerberg and Chan could do. In addition to their 99% pledge, they could pledge that every dollar they donate to a nonprofit organization will be earmarked for the very thing we have been taught not to give to. In fact, it's the thing we've been taught that nonprofits should spend as little as possible on — in fact, spend nothing on, if possible. That thing is fundraising. Which should really be called civic engagement-building.

Why? Because the problem is scale. Most of the problems we confront, from disease to poverty to illiteracy to skyrocketing suicide rates are massive in scale. Our nonprofit organizations are microscopic in comparison.

Unless they grow to the scale of these problems, these problems are going to remain with us for a very long time. And only massive increases in revenue can take the organizations we love to the scale we need. And only fundraising can do that.

Venture philanthropy taught us that innovation was the big lever. It said, "Go find the most innovative social enterprises — the ones with the best approaches to ending hunger, illiteracy, etc. — and fund their programs." That is tragically short-sighted. Innovation is not the big lever. It's an important lever, but it is dwarfed by the real lever — multiplication. What good is the most innovative program in the world if it remains perpetually and eternally miniature up against the size of the problem?

Only fundraising can multiply the amount of money that goes into it. And it uses the average citizen to do it. Donate \$1 to breast cancer research and you get a dollar's worth of breast cancer research. Donate \$1 to breast cancer fundraising and it can turn into \$2, \$5, \$10 for breast cancer research. In 1998 my company launched the Breast Cancer 3-Days with an investment

of \$350,000 in risk capital. If that investor had said, "I don't want to launch a fundraiser, I want \$350,000 worth of breast cancer research," then that's what they would have gotten. Instead, we used the money to create a recurring annual revenue stream that in just five years multiplied the investment 554 times into \$194 million — net, after all expenses, for breast cancer research. 106,000 average people who'd never raised a dime in their lives for charity became philanthropic heroines and heroes in the process. How can you possibly compare \$350,000 worth of breast cancer research to that?

We launched the AIDSrides with \$50,000 in risk capital. Within nine years we multiplied that 1,982 times into \$108 million net for AIDS services. If those capital investors had been as short-sighted as most philanthropists, none of those results would ever have gotten produced. We like donating to social programs because it's high-minded, academically interesting, makes for good social engineering cocktail talk, and gives us an immediate hit of gratification to know we helped someone this year. We hate fundraising because it's basically sales and marketing. We turn our noses up at that. We think we should be above it.

To the detriment of the massive number of people that could be helped if we would open our eyes to the logic of it. Our moral compass is sending us in circles.

If Zuckerberg and Chan took all of that money and made strategic investments in smart, vetted fundraising plans for the organizations they think are the most innovative, their money could have an impact of five, ten, twenty, fifty times what it otherwise will. They could set a new highprofile example that would cause other philanthropies to follow suit. That would engage the public on a massive level in giving more money to causes — money that now goes to consumer companies like L'Oreal and BestBuy, because consumer companies like L'Oreal and BestBuy understand sales and marketing. Charitable giving has remained stuck at 2% of GDP in America for 45 years. It isn't enough. Zuckerberg and Chan could start to move that needle, and move the revenue needles for our most innovative organizations, and that would change everything, including the priorities of our society at large.

Dan Pallotta is an expert in nonprofit sector innovation and a pioneering social entrepreneur. He is the founder of Pallotta TeamWorks, which invented the multiday AIDSrides and Breast Cancer 3-Days. He is the president of Advertising for Humanity and the author of Charity Case: How The Nonprofit Community Can Stand Up For Itself and Really Change the World.

www.danpallotta.com





11 SUSTAINABLE CITIES AND COMMUNITIES SVN, a globally recognized commercial real estate company, has been chosen by **Real Leaders** as an outstanding “Global Goal Leader” aligned with the United Nations Sustainable Development Goal #11: **Sustainable Cities and Communities**. SVN has created a collaborative Shared Value Network to lead Cities and Communities in becoming socially and environmentally sustainable. Learn more at www.svn.com/sharedvalue

The Real Leaders Global Goals Partners are chosen based on their ability to Inspire The Future and engage others in achieving one or more of the 17 United Nations Global Goals for Sustainable Development by 2030.

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She Should Run is working to get 250,000 women to run for office by 2030 because equal representation in politics shouldn't wait 100 years.

✓ 250,000
BY 2030
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