

## Regional Challenges & Solutions

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Concordia Leadership Award

Concordia Leadership Council Meeting

## Features

Strengthening the Partnerships Ecosystem

The Role of Business in Driving Social Impact

Keeping Pace with the Workforce of the Future

Unlocking the Potential of Refugees & Migrants

Disaster Preparedness & Community Resilience

Building a Strong Healthcare Infrastructure

Partnering for Human Rights

The U.S. Domestically & Internationally

Blockchain Central



# CONCORDIA

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# ANNUAL SUMMIT

## SUMMIT REPORT

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2018 CONCORDIA ANNUAL SUMMIT

September 24-26, 2018 | New York, New York

Partnerships  
For  
Social  
Impact



# 2018 Concordia Annual Summit Report

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Matthew A. Swift  
Co-Founder, Chairman & CEO, Concordia

Nicholas M. Logothetis  
Co-Founder & Chairman of the Board, Concordia



## **Driving Lasting Solutions** A Message From Our Founders

**“At the core of the Concordia Annual Summit remains an unrelenting commitment to inclusivity.”**

In today’s environment of increasing fragmentation and complex challenges—yet immense opportunity—the need for an inclusive and collaborative international community is more pressing than ever before. Just seven years on from Concordia’s founding in 2011, the 2018 Annual Summit marks a defining moment for our organization, as our most ambitious, diverse, and successful convening to date.

Serving as the largest and most inclusive nonpartisan gathering alongside the 73rd session of the United Nations General Assembly, the goal of the 2018 Concordia Annual Summit was multifold: to forge impactful cross-sector partnerships, to drive international cooperation, and to effect on-the-ground change.

At the core of the Concordia Annual Summit remains an unrelenting commitment to inclusivity. This past year, we’ve dedicated our efforts to building our community in order to bring unique, innovative voices from all perspectives, backgrounds, and geographies to the discussion, and feel that no one is too young, or too inexperienced, to make an impact. We firmly believe that in order to drive lasting solutions to the challenges facing our world, we must provide a constructive, safe, and diplomatic space for people and organizations with disparate views to come together and spark dialogue.

By convening current and former heads of state, international C-suite executives, global nonprofit leaders, and senior administration officials, the 2018 Concordia Annual Summit provided a fascinating insight into a diverse array of critical global issues and brought unlikely partners to the table to catalyze change. With preparations for the 2019 Concordia Annual Summit now well underway, the need to engage diverse communities and voices remains at the heart of our future.

We hope that our 2018 Concordia Annual Summit Report serves as an informative, action-focused resource, and we look forward to continuing these conversations next year and beyond.



**Matthew A. Swift**  
Co-Founder, Chairman & CEO  
Concordia



**Nicholas M. Logothetis**  
Co-Founder & Chairman of the Board  
Concordia



**New York**  
USA



**Impact**

**3,200**  
Attendees

**426**  
Speakers

**9**  
Current Heads of State

**97**  
Sessions

**26**  
Programming Partners

**18**  
Sponsors

**150**  
Press

**10**  
Media Partners

**#2 Trending Hashtag**  
in New York

**1,000,000+**  
Social Media Reach





## **Around the Globe**

### Regional Challenges & Solutions

**Concordia's regional focus remains integral to its work to foster a collaborative and inclusive global community.**

Concordia's regional focus remains integral to its work to foster a collaborative and inclusive global community. Through regional summits in Bogotá, Colombia, Athens, Greece, and Miami, U.S., Concordia convenes prominent private sector, government, and nonprofit leaders to create an environment ripe for effective cross-sector collaboration in strategic locations around the world. This year, the 2018 Annual Summit served as a forum through which to

further many of the regional conversations that have taken place since the organization's founding in 2011. However, it also marked the official launch of Concordia Africa, an initiative focused on convening local stakeholders to share strategies and priorities for African economic growth in order to create lasting prosperity on the rapidly-changing and demographically-growing continent.





## Americas

**The region's critical position on the global stage, and the interconnected nature of its challenges with the success of the Western Hemisphere, aligns with Concordia's ethos to create a collaborative global community.**

The unique captivation of Latin America, with its vibrant dynamics but challenging issues, has resonated with the vision of Concordia since its founding in 2011. The region's critical position on the global stage, and the interconnected nature of its challenges with the success of the Western Hemisphere, aligns with Concordia's ethos to create a collaborative global community. In July 2018, Concordia hosted its 2018 Americas Summit in Bogotá, Colombia, serving as the first major international convening following the country's presidential elections. Many of these conversations were continued at the 2018 Annual Summit, which featured a fireside chat with President Duque and Dr. Ian Bremmer on the future of Latin America, a deep-dive into the Venezuelan crisis, led by experts in this subject area, an overview of financing and investment in the region, and the announcement of the winner of the 2018 Innovadores de América Prize.

### **The Future of Latin America**

Dr. Ian Bremmer, Founder & President of Eurasia Group and Concordia Leadership Council Member, guided a wide-ranging discussion with H.E. Iván Duque Márquez, President of Colombia, about the current trends and issues affecting the Americas in general and Colombia specifically. A strong recurring theme was the need for multilateral and cross-sector collaboration.

Dr. Bremmer and President Duque opened with a discussion around the current landscape for multilateral organizations. President Duque shared his belief that it comes down to thinking globally and acting locally—you need to be aware of the impact of every decision you make, and keep the big picture in mind when working towards fulfilling the Sustainable Development Goals (SDGs). He discussed his 14-year career with the Inter-American Development Bank





and the first-hand knowledge he acquired of the impact of such organizations.

President Duque expressed his hopefulness for an agreement between 130 countries against illegal drug trafficking—not just in terms of stopping drug production, but in reducing consumption as well. He shared his desire to strengthen Colombia’s relationship with the U.S.—already its largest trade partner—and stressed that dismantling drug organizations in Colombia will also affect the U.S. The discussion also explored the importance of dismantling systems of corruption, with President Duque expressing optimism that recent progress to increase transparency in government in Colombia and throughout the hemisphere can root out the corruption that has long plagued Latin America.

***“What we cannot allow is nationalism and isolationism to destroy what we have created in the multilateral community.”***

H.E. Iván Duque Márquez  
President of Colombia

President Duque spoke proudly of Colombia’s commitment to keep its border open to people fleeing dictatorships. He lauded the strong commitment from the U.S. to publicly denounce the Venezuelan dictatorship, but noted a failure to consider the effects of global migration outside of western countries. He went on to say that he would soon be signing a declaration denouncing dictatorship in Venezuela, and made a call for global action to freeze assets and put together sanctions, cautioning that solutions must be diplomatic and not military, since dictatorships thrive on military myths.

The conversation concluded with President Duque officially announcing Colombia’s support for the United Nations Water, Sanitation and Hygiene (WASH) for all Initiative to promote water and sanitation and reduce communicable diseases—a prime example of global stakeholders coming together to solve a common problem.

*Next steps:*

- Multilateral efforts must be preserved in the face of rising nationalism.
- Corporate investment in Colombia is needed to raise worker incomes and expand the tax base.
- Greater pressure must be placed on Venezuela by freezing assets and restricting travel of government officials.

**The Venezuelan Humanitarian Crisis**

Since 2016, Concordia has hosted a series of high-level strategic dialogues on the political, economic, and now humanitarian downward spiral that Venezuela is experiencing. For the first time, the 2018 Annual Summit featured a special “speed” learning and collaboration session—open to all attendees—designed to inform participants about tangible, action-ready interventions underway and establish solutions to sustain and scale political pressure and humanitarian response.

The *Venezuela Crisis: Scaling Solutions* began with Felipe Muñoz, Advisor to the President of Colombia for the Colombian-Venezuelan Border, thanking table chairs for their participation and continued efforts to address the Venezuelan crisis. Muñoz set the tone of the conversation by highlighting the following five factors relating to the crisis: its unprecedented scope, its exponential growth, its developmental challenges to countries receiving Venezuelan



migrants, its unique Latin American context, and its need for innovative solutions. Participants interacted, learned, and shared their insights on key components of the Venezuelan crisis. There were many insightful ideas and calls-to-action that arose from the session that are aligned under the following three strategies:

**Awareness & communication:**

- Increase information sharing by keeping the Venezuelan humanitarian crisis in the news cycle.
- Educate the private sector about the ways in which they can more actively engage with this crisis.
- Strengthen communication lines between Latin American federal governments and their local municipalities, who deal with the on-the-ground footprint of migration.

**Investment:**

- Introduce tax incentives to foster investment in infrastructure and agriculture as a way to address the needs of migrant communities.
- Increase investments in border communities in order to develop new industries, since these communities previously relied heavily on trade.
- Establish an honest and transparent analysis as to how the international community can direct greater resources to the Colombian-Venezuelan border.

**Engaging Venezuelans abroad:**

- Reposition the issue, given that Venezuelans in foreign countries have a wealth of knowledge, businesses, and insights that should be leveraged more actively. This can be done by creating innovative solutions that leverage

the amount of remittances that flow from Venezuelan immigrants.

**Approaches to Development & Financing in the Americas**

As governments recognize that the challenges facing the developing world are too large to be dealt with by public dollars alone, they are increasingly turning to the private sector to help address basic needs like food, healthcare, and electricity. *Banking on the Americas: New Approaches to Development & Financing* explored how development finance is being used to unleash business as a force for good in the world and how public development finance institutions, like the Overseas Private Investment Corporation (OPIC) and the Inter-American Development Bank, are partnering with the private sector to positively impact economies and societies across the hemisphere.

***“Success would be to mobilize millions of people out of poverty.”***

Luis Alberto Moreno

President of Inter-American Development Bank

Liz Schray, President & CEO of the U.S. Global Leadership Coalition, discussed the failure to address the root causes of migration, noting that the U.S. gives just 2% of its total foreign assistance worldwide to Central America and Mexico, and that Mexico receives more migrants from Central and South America than those who leave Mexico to the U.S. She asked Luis Alberto Moreno, President of Inter-American Development Bank, about the measures that can be taken to create greater economic impact on a larger scale. Moreno expressed enthusiasm about the direction that U.S. foreign aid is taking, as evidenced by OPIC’s step towards





focusing on profitable aid ventures. He spoke about some of the problems that drive migration, from domestic and humanitarian problems in Nicaragua and Venezuela to the lack of basic economic infrastructure in Central America's Northern Triangle. Moreno believes we need to mobilize the private sector to help governments provide for basic needs, while benefiting companies and bringing migrants and potential migrants into the labor pool.

The discussion turned to China's involvement in Latin America with its ambitious Belt and Road Initiative and the recent doubling of its diplomacy budget. **Ray Washburne, President & CEO of Overseas Private Investment Corporation**, mentioned that Chinese companies control many assets around the Panama Canal, and that the U.S. is seeking to fund ports throughout Latin America to counteract Chinese influence.

All panelists agreed that women entrepreneurs represent tremendous opportunity for economic growth but have been traditionally underserved by investment. Washburn stated that OPIC had directed over \$1 billion to women-owned businesses in Latin America and provided blocks of loans with requirements for microloans for women-owned businesses. The stability of a 5% OPIC loan can make a significant difference compared to the short-term high-

interest loans usually available. Moreno and Washburn also agreed that the best marker of success of these overseas investment programs is a reduction in poverty and unemployment rates.

#### *Next steps:*

- It is of utmost importance to provide a variety of risks and incentives to draw in outside investors. Outside investors are important to mitigate risk and to increase the scale of investment from billions to trillions in the future.
- NAFTA value chains should be integrated into Central America.
- Women entrepreneurs should be empowered.

#### **Entrepreneurship & Innovation Across the Americas**

Representing the most important innovation award in Latin America, the 2018 Innovadores de América Prize recognizes outstanding innovation in business & industry, science & technology, and social development, and works to motivate a generation of innovators across Latin America. This year, in partnership with Innovadores de América and Xcala, Concordia showcased the award winners and hosted critical conversation on how governments and the private

sector can partner to facilitate socially-led solutions to pressing issues across the region.

The session *Entrepreneurship & Innovation Across the Americas*, hosted by Patricia Janiot, Director of Innovadores de América, began with an introduction of the three winners: Sebastián Torres of Colombia was announced winner of the enterprise & industry category for his innovation “Health Co-Creation Laboratory”; Martha Ruiz of Mexico won the social development prize for her project “Basket of Products & Services of the Sierra Gorda Biosphere Reserve”; and Christian Marin-Müller of Costa Rica was science & technology winner for his creation “Speratum: Innovating Against Pancreatic Cancer”.

María Juliana Ruiz Sandoval, First Lady of Colombia, presented the social development award to Martha Ruiz, noting that Ruiz is the first woman to win the prize since its creation. The business & industry award was presented to Sebastián Torres by Hanne Dalmut, Director of Partnership Development at Concordia, while Felipe Pagés, Director of Innovadores de América, presented Christian Marin-Müller with the science & technology award.

*“Right in the heart of Mexico, there we are: beating with passion, with action, with solutions.”*

Martha Ruiz

2018 Innovadores de América Prize Winner

Christian Marin-Müller began the discussion by explaining his decade-long project: the development of a new treatment for pancreatic cancer and other types of aggressive cancers. By using nanotechnology to synthesize a natural molecule from the body, the molecule is then injected into the bloodstream where it reaches the tumor and stops the cancer in its tracks, controlling its growth and metastasis. Sebastián Torres followed by describing his innovation, Health Co-Creation Laboratory, as a digital manufacturing room inside hospitals. He is trying to resolve technological shortcomings in the Colombian healthcare system through the concept of biomechanical and electronic engineering, by implementing technologies like 3D printing in hospitals. One example, he continued, was the manufacturing of a milk filter for the milk bank in his native Medellín, which

cleans and sanitizes milk donated by mothers in the city.

Martha Ruiz followed, beginning her statement by deeming herself an activist joining the Concordia Annual Summit to raise awareness and love for the planet. 31 years ago, she formed a nonprofit to develop agricultural solutions for the many communities in its reserve: 638 communities, or 100,000 inhabitants, all living in extreme poverty. Her organization’s goal is to ultimately replicate the re-generation of soil and forests that is taking place in her community in other areas of Mexico. By recapturing thousands of tons of carbon and regenerating the under soil of the forests, she is building a sustainable system for these communities to pull themselves out of poverty through

*“This partnership with Concordia allows us to get to new audiences, to amplify our reach outside of Latin America.”*

Patricia Janiot

Director of Innovadores de América

agriculture and preserving the habitat of the wildlife in the preserve.

Janiot asked the group about what needs to be done to amplify their innovation further. Marin-Müller said his project is in the last two years of preclinical development, which means that it needs a significant amount of funding and support to make it to the next stage. Torres said his next step is the implementation of Health Co-Creation across Latin America, Africa, and the U.S. Ruiz ended the discussion by saying she dreams of a green Mexico, from Baja California all the way to Yucatán. Her goal is to teach the locals regenerative methods, and to reach the governments of the states to implement her estate’s models for carbon reduction.

*Next steps:*

- To amplify these innovations past Latin America.
- To continue to support Latin American innovators, activists, and inventors.





## Asia

**Over the last 86 years, Thailand has experienced 13 military coups—more than any other nation in the world.**

Over the last 86 years, Thailand has experienced 13 military coups—more than any other nation in the world. In that time, the country has seen 20 constitutions, 29 prime ministers, and countless changes to the rule of law. In 2014, the latest coup saw Prime Minister Yingluck Chinnawat removed from office by the Constitutional Court and a rise in power from the Royal Thai Army, led by Royal Thai Army General Prayuth Chan-ocha.

Today, Thailand is ranked “not free” by political rights nonprofit Freedom House and has the third-highest rate of income inequality in the world. But, in 2019, for the first time since the latest coup, voters in Thailand could have the chance to take part in national elections. Speaking at the 2018 Concordia Annual Summit, **Thanathorn Juangroongruangkit, Leader of Thailand’s Future Forward Party**, is running a campaign to disrupt the political status

quo and to call for the restoration of democracy in Thailand.

Juangroongruangkit believes that a small group of wealthy, powerful families close to the regime is what lies at the heart of the problem, and that these families have a vested interest in dividing Thailand’s people through the use of hate speech and fake news to maintain their grasp on power within the nation. According to Juangroongruangkit, marginalized and minority groups have mobilized to protest their behavior, and have been killed and wounded for their efforts. No one was held responsible for these deaths and Juangroongruangkit was inspired to step away from his successful career at the Thai Summit Group, Thailand’s largest auto parts manufacturer, and into politics. As the Founder of Future Forward, Juangroongruangkit aims to foster the hope that true democracy is not only possible but is the only way towards a prosperous and free Thailand.

*“I want my country to be a strong democracy.”*

Thanathorn Juangroongruangkit  
Leader of Thailand’s Future Forward Party

Still, Juangroongruangkit acknowledges that this is easier said than done. Thailand is a country that is not yet used to democracy—one cannot protest, use social media, or rely on a free press. While optimistic that the upcoming election will be an opportunity to change things for the better, Juangroongruangkit continues to be intimidated by the current government.

Thailand’s youth continue to join the party, and if they get enough seats in the upcoming election, they’ll call for a new democratic constitution that establishes a balance of power between the military and the people and puts the nation on a path towards true democracy.

### *Next steps:*

- Democracy is not inevitable—it must be protected and promoted.
- Coalitions should be built to defeat injustice.



## Europe

**Faced with an economic crisis, mass migration, and growing distrust, Europe finds itself at a crossroad and is being forced to learn from its history.**

European politics have grown increasingly complex over the last decade. Faced with an economic crisis, mass migration, and growing distrust, Europe finds itself at a crossroad and is being forced to learn from its history.

In 1998, the Good Friday Agreement was signed, providing a framework for unity and political settlement in Northern Ireland. Between the late 1960s and late 1990s, the conflict between Protestants and Catholics in Northern Ireland claimed over 3,500 lives. With decades of severe violence between Protestants and Catholics, the country was fractured and unstable.

Speaking at the 2018 Concordia Annual Summit, **George Mitchell**, Chairman Emeritus of DLA Piper, Former Majority Leader of U.S. Senate & U.S. Special Envoy for Middle East Peace, and Concordia Leadership Council Member, remarked on the negotiations that he chaired

and that led to the end of violence in Northern Ireland. The agreement, which provided a framework for unity and political settlement, was thought to be impossible to achieve at that time, but 20 years later, Senator Mitchell spoke on the importance of forging a pathway to reconciliation.

Senator Mitchell explained that today, peace and prosperity in Europe is threatened. With a free and fair referendum in the U.K. resulting in Brexit, the European Union faces its largest challenge since its formation. Senator Mitchell stressed that the U.S. has a responsibility to do all it can to protect the European Union and its ideals. Peace and prosperity through free trade has made the continent stable and a valuable ally to the U.S.

In another conversation, Lt. Gen. Christopher Cavoli, Commanding General of U.S. Army Europe, sat down with Matthew A. Swift, Co-Founder, Chairman & CEO





*“All human beings and all human institutions are fallible. And we in our country have made many serious mistakes, but over the past few decades, I believe the U.S. has been a powerful force for good.”*

George Mitchell

Chairman Emeritus of DLA Piper, Former Majority Leader of U.S. Senate & U.S. Special Envoy for Middle East Peace, and Concordia Leadership Council Member

of Concordia, to explain exactly how the U.S. is playing its part to ensure peace on the continent. New challenges through new domains have created new tensions between nations and the U.S. has been forced to step in.

In response to Russia’s increasingly aggressive behavior towards Europe and former Soviet republics, NATO troops have been deployed to Ukraine, Poland, and Georgia, and

U.S. troops continue to participate in military exercises to maintain preparedness for any violation of sovereignty by Russia. The command in Europe focuses on three main principles: deterring great power competition, assisting other agencies against terrorism, and helping the defense of Israel.

Lt. Gen. Cavoli stressed the importance of a good partner when facing the challenges that lie ahead. A partner must be willing to build relationships and engage in a mutually-beneficial way. To ensure a strong and peaceful Europe, states must come together to face the challenge together. Lt. Gen. Cavoli remarked that the largest challenge faced by the U.S. is moving the mentality and understanding of

*“Strong relationships is what creates a great ally.”*

Lt. Gen. Christopher Cavoli

Commanding General of U.S. Army Europe



warfare fast enough to deal with the problems the country's commands will face. However, one of the great developments post 9/11 is advancements in communications agency-to-agency and country-to-country.

As Europe faces many challenges today, it must also continue to build towards the future. H.E. Alexis Tsipras, Prime Minister of the Hellenic Republic (Greece), spoke to participants at the 2018 Concordia Annual Summit with a sense of hope for the future. Prime Minister Tsipras welcomed a new generation of Greeks and stated that the time has come to entrust the nation with those who dare to imagine its future. He ensured that he will do everything within his power to ensure that the next generation of Greeks is not the lost generation.

*“My country has already turned the page, the bad days are over, but of course the challenges remain in this ever-changing world.”*

H.E. Alexis Tsipras  
Prime Minister of the Hellenic Republic

Prime Minister Tsipras went on to explain that the challenges faced by European Union nations should not be faced by those nations alone, but by all of Europe, with a common European answer and willingness to rise above. He pointed out that Greece was the first nation to stress the need for clearly-understood rules and enforcement within the European Union and, today, that is at the top of the European Union agenda.

Today, the U.S. is the largest source of foreign investment in Greece and continues to play a role in stabilizing and growing its economy. Along with the rest of Europe, the U.S. must continue to invest in the future of Greece, as an investment in Greece will prove to be an investment in Europe.

*Next steps:*

- Europe must learn from its past to ensure the peace and prosperity of its future.
- The U.S. is a key partner to Europe and must continue to offer strong leadership and economic commitment to the region.
- The U.S. must work with Europe to understand new threats and respond to new challenges.





## Africa

**Through a robust slate of programming relating to the continent, the Annual Summit served as a foundation for conversations that will move to the continent next year.**

The 2018 Annual Summit marked the official launch of the Concordia Africa Initiative. Through a robust slate of programming relating to the continent, the Annual Summit served as a foundation for conversations that will move to the continent next year. Featuring addresses from two major African heads of state, President Nana Akufo-Addo of Ghana and President Paul Kagame of Rwanda, and two strategic dialogues focusing on youth employment and entrepreneurship in sub-Saharan Africa, and financial inclusion, technology, and data analysis across the continent, Concordia's programming touched on an array of challenges and opportunities faced by the continent.

Opening the Concordia Africa program, **H.E. Nana Akufo-Addo, President of Ghana**, noted Ghana's abundance of human and natural resources, and described his country's historical vulnerability to reliance on foreign powers. He emphasized, however, the country's contemporary strides

in modernizing and industrializing its economy through programs in agriculture and manufacturing, as well as its efforts to strengthen the financial sector. President Akufo-Addo laid out the importance of economic diversification, tying it to his effort to make Ghana the most business-friendly country in Africa by transforming its trade and supporting its broader economic development. As a testament to these efforts, Volkswagen will soon be building and manufacturing cars within Ghana. Recognizing his efforts to transform Ghana's industry and trade, the U.S. Chamber of Commerce presented its 2018 U.S.-Africa Business Center Outstanding Leaders Award to President Akufo-Addo on stage at the 2018 Annual Summit. In line with President Akufo-Addo's vision, his government has started Ghana Beyond Aid, an initiative aimed at bringing dignity to the Ghanaian people by creating a stronger, less foreign aid-dependent economy.



*“The Black Star is going to shine and shine and shine and we are going to construct a Ghana beyond aid.”*

H.E. Nana Akufo Addo  
President of Ghana

The Concordia Africa program also featured a speech from H.E. Paul Kagame, President of Rwanda, in which he provided an overview of the major economic challenges Africa faces as a continent, endorsed the Concordia Africa Initiative, and lauded the objective of cross-sector collaboration. He also noted the natural alignment of major African priorities with the thematic focuses of Concordia Africa, identifying several broad challenges for the African continent in which engagement from both the public and private sectors could make meaningful strides.

First, President Kagame acknowledged that although Rwanda has had impressive economic growth since 2001, there is still a rapidly-growing youth population that the country must work to keep pace with in terms of job creation, planning, and investment. He noted that more than 70% of the Rwandan population is under the age of 30. This is an area that was discussed heavily by the participants of the *Youth Employment & Entrepreneurship* strategic dialogue later that afternoon, moderated by Eddie Mandhry, Director for Africa at Yale University, and co-chaired by Candice Dott, Director of Africa Market Development at Thomson Reuters, and Kye Kim, Acting Vice President of the Department of Compact Operations at Millennium Challenge Corporation. In that Strategic Dialogue, Moustapha Sow, CEO of SF Capital, pointed to

the lack of adequate preparation for young people to be successful entrepreneurs. Olumide Adeleye, Founder & Rector of the Twim Art Institute, and Fred Swaniker, Co-Founder of the African Leadership University, noted the limits of university education in equipping young people with the skills they need for the workforce, advocating for alternative models of education. Other speakers, such as Concordia Africa Advisor Funlola Otukoya, emphasized the issue of lack of access to any education at all for young people in Africa. Noting the implications of this, H.E. Olusegun Obasanjo, Former President of Nigeria and Concordia Leadership Council Member, mentioned the worrisome risk of instability born out of a highly-unemployed youth population.

Also in the strategic dialogue, Uzodinma Iweala, CEO of The Africa Center, raised the importance of establishing the higher purpose that Africans should be striving for in empowering young people. Sharing in the sentiment expressed by President Akufo-Addo the day prior, Swaniker answered that it is to instill dignity and freedom. Echoing this response, Jeremy Johnson, CEO of Andela, added that the goal should be to prepare young Africans for better economic outcomes. In discussing potential solutions, a point of emphasis was on the need to enable disruptors across the continent to lead the way and collaborate on establishing unconventional solutions. To some extent, this requires improving the regulatory policies of governments around the region, better government support for young businesses and entrepreneurship training, and exploring alternative financing mechanisms in the private sector to support young businesses. Further, Noëlla Musunka, Founder & Director of Georges Malaika Foundation, and Sandiso Sibisi, Open Innovation Africa Lead at Accenture, emphasized the importance of addressing gender equity on the continent as part of any approach to the issue.

Second, President Kagame stated in his address that technology related to information and communications should be leveraged to enhance economic productivity and capacity-building in Africa. Implementing partnerships and improving regulatory frameworks is key to making the internet both accessible and affordable across Africa. This theme was elaborated upon in the *Financial Inclusion, Technology & Data Analysis* strategic dialogue, moderated by Yinka Adegoke, Editor of Quartz Africa, and chaired by Dr. Jabulane Mabuza, Chairman of Telkom SA Ltd. and Concordia Leadership Council Member. Opening the conversation, Dr. Mabuza placed the digital disruptions Africa is facing in a broader global context, and added Africa's socio-economic and infrastructural constraints. While the discussion started with a focus on the role of the telecommunications industry in using mobile money to improve payments access and digital inclusion, it broadened into a wider discussion on financial inclusion more generally in Africa, and the need for greater intra-industry cooperation as well as collaboration between telecommunications companies, banks, infrastructure operators, and governments.

***“Responsible financial inclusion is not merely about banking the unbanked. It really is about social inclusion and making the invisible visible.”***

Dr. Roze Phillips,

Managing Director of Accenture Consulting, South Africa

Beyond the issue of payments, James Mwangi, Executive Director of Dalberg Group, underscored that Africans need improved access to financial essentials like loans, credit, savings, and insurance. Dr. Roze Phillips, Managing Director of Accenture Consulting, South Africa, advocated for a holistic approach that expands the digital footprint and creates jobs, contributing to both financial inclusion and economic growth. The conversation also incorporated some of the major regulatory needs for improving inclusion. Rob Shuter, CEO of MTN Group, and Sanda Ojiambo, Head of Corporate Responsibility at Safaricom, noted the telecommunications industry is still facing regulatory challenges with setting up mobile money

systems in some markets. Dr. Mukhisa Kituyi, Secretary General of the United Nations Conference on Trade & Development, highlighted the importance of growing the capacity for good regulators in Africa. Ron Margalit, Founding Partner of Venture Kinetics, and Samba Bathily, CEO & Founder of ADS Group, also touched on the need to improve energy and electricity access across the continent.

Another critical dimension throughout the conversation was the importance not just of access, but digital affordability, with speakers such as Mickey Costa, Co-Founder & CEO of Access Network, offering up the potential for blockchain to have an impact. In his closing remarks, Dr. Kituyi brought the conversation back to the importance of recognizing both the potential and limits of technology in improving financial inclusion, and engaging governments across the continent in order to effectively manage Africa's digital transformation.

Toward the end of his remarks, President Kagame spoke from his position as Chairperson of the African Union on Africa-wide economic strategies that are central to the continent's development. He noted the important role the African Union Commission plays in coordinating with governments across the region on issues ranging from youth employment to regional trade. Speaking to the integration of the continent, President Kagame highlighted the new African Continental Free Trade Area as a means of significantly boosting trade between African countries. Intra-regional cooperation and integration were advocated for at numerous points in the two strategic dialogues. On financial inclusion and technology, numerous speakers emphasized the need for more harmonized regulation and a breaking down of national barriers across the continent. On youth employment and entrepreneurship, emphasis was placed on working together on an African level and avoiding operating in silos.

*Next steps:*

- Expanding data usage within Africa will allow people to become part of the digital world.
- The international community should be encouraged to consider the circumstances surrounding people living in Africa to better cater to their needs and create products suited for them.
- The youth of Africa should be empowered to create a better future and educate the people of tomorrow.





## Economic Resilience

### Investing in the Prosperity of Small Island Nations

In recent years, migration has become the topic of conversations around the world. From the Venezuelan humanitarian crisis to refugees escaping war-torn Syria, migration has found its place at the forefront of critical global discussions. Yet within these conversations, there is one small, overlooked group: wealthy migrants. While these investors represent less than 0.1% of global migration flows, they have a tremendous economic impact, especially for small islands and developing countries. *Supporting Economic Resilience of Small Islands & Developing Countries*, moderated by Armand Arton, President of Arton Capital, invited the perspectives of H.E. Rick Houenipwela, Prime Minister of the Solomon Islands, H.E. Allen Chastanet, Prime Minister of Saint Lucia, H.E. Gaston Browne, Prime Minister of Antigua and Barbuda, and H.E. Duško Marković, Prime Minister of Montenegro, to discuss how small islands and developing countries can prosper.

A path to prosperity that has become prevalent in small islands and developing countries is the citizenship-by-investment method. This provides citizenship and passports to eligible investors who have contributed anywhere from \$100,000 to over \$2 million in the citizenship program

of these budding nations. The citizenship-by-investment industry generates more than \$20 billion annually, with over 15 countries participating, including Saint Lucia and Montenegro. While wealthy migrants remain a small population of the world's migration flow, their impact has been profound in the growth of the economies of developing nations. Prime Minister Marković explained that although Montenegro only restored its independence ten years ago and negotiated its status with the European Union six years ago, it has one of the most substantial economic growth rates in the Union to date and is a full member of NATO.

Similarly to Montenegro, Saint Lucia also utilizes a citizenship-by-investment program (CIP) to foster economic growth. Prime Minister Chastanet explained that in Saint Lucia investments may come in many different forms, including as a way to gain access to social capital programs, retire debt, or invest in real estate. With the goal of attracting investors to migrate to the country and bring in revenue through CIPs, Saint Lucia is able to offer companies the ability to house their headquarters in the nation, tax free. Meanwhile, Prime Minister Houenipwela described the economy of the Solomon Islands as being commodity-based and heavily reliant on the generosity of multiple donors. Funds from CIPs, he continued, can be put back into the economy. However, the nation still needs to increase funding in education, infrastructure, and healthcare.

#### *Next steps:*

- Small countries should establish processes to accurately measure, and to publicly share, the economic benefit of migrants to inform their migration and citizenship policies.
- Funds from citizenship-by-investment programs should be leveraged to improve education, healthcare, and infrastructure in smaller islands and developing countries.

***“The resources that we get from the citizenship-by-investment program are critical.”***

Allen Chastanet  
Prime Minister of Saint Lucia



## The Next Generation

### Fostering Collaboration for the Next Generation

Where Gideon Olanrewaju, Educational Development Practitioner and Youth Advocate for Quality Education, grew up, there was little access to formal education, leaving many youth vulnerable to terrorism, early pregnancy, child marriage, and child labor. So began *Global Education*, a conversation between Olanrewaju, Sarah Brown, Executive Chair of Global Business Coalition for Education and President of Theirworld, Omotoke Olowo, Global Youth Ambassador for Theirworld, and Alistair Martin, Director of Advocacy & Communications at Theirworld.

Global education ensures that every child, regardless of gender and disability, has access to a quality education. It has the potential to benefit countries burdened by war, poverty, and famine, helping them to recover by instilling resilience, knowledge, and hope in their communities. Theirworld, an organization dedicated to providing children in vulnerable communities with a chance at a brighter future, is working to create opportunities for disenfranchised young people, such as the ones in Gideon's community, to reach their full potential.

Meanwhile, conversations at the Annual Summit also explored the intricate relationship between innovation and

education. With children from high-income families ten times more likely to become inventors than children from low-income families, race, gender, location, and socio-economic background are determining factors for one's choice of career. Evidence shows that exposure at an early age to different possibilities changes career trajectories significantly. In a flashpoint titled *Mobile Innovation Hub*, Dr. Christopher Jones, Founder of Arkansas Regional Innovation Hub, explained how his organization provides educational experiences to local children focused on science, technology, engineering, arts, and mathematics (STEAM). The Hub is a 20,000 square foot makerspace with tools, technology, and expertise for the local community to use for their businesses, products, and inventions. The space engages children through welding, screen-printing, video design, and everything in between, with nearly 14,000 children receiving education through the Innovation Hub.

#### Next steps:

- The Mobile Innovation Hub can be implemented throughout the country to serve marginalized communities.
- Individuals should spread the word about Theirworld's campaigns and raise awareness of lack of education in underserved communities.

*“It concerns an issue that affects every single topic that has been discussed here at Concordia over the last couple of days, from healthcare to sustainability, from technology to the refugee crisis. The issue is education.”*

Alistair Martin

Director of Advocacy & Communications at Theirworld





## Innovative Financing Advancing the SDGs

**The international community has recognized that innovative financing will be critical to realizing the 2030 Agenda.**

The *From Millions to Trillions: Scaling Investments for Impact* strategic dialogue continued Concordia's legacy of high-level discussion dedicated to enhancing the financing of the Sustainable Development Goals (SDGs). The international community has recognized that innovative financing—or the deployment of new funding sources, the enhancement of efficiency in financial flows, the introduction of integrated thinking to reduce risk, and the creation of results-oriented financial instruments—will be critical to realizing the 2030 Agenda, but identifying profitable and impactful investment projects where most needed remains a challenge. This strategic dialogue brought together leaders in the global investment space to share regional and sector-specific challenges and potential solutions, and launch the Concordia Innovative Financing Coalition (CIFC).

There is a critical role for connector organizations that can bring together the correct “mixology” of investors, incubators, and initiatives to facilitate deal flow. This has been particularly critical in catalyzing investment in initiatives headed by women and other underserved communities. There is an additional role for capacity-building organizations, like universities, as “finance chases entrepreneurs,” to ensure that the pipeline of bankable projects continues to expand, and to grow the comfort and financial literacy of government ministries that will be critical to enhancing efficiencies in the blended finance space.

Post-conflict nation states and other countries facing governance issues present immense opportunity to achieve impact at scale. But it is critical to de-risk investment in





these spaces. One product with potential to ameliorate investor concern is an insurance to shorten the response time of aid in emergency environments. Gap financing and grant financing that buy down risk, and debt financing, private equity, and political risk insurance that improve investing environments, is also key for these poor and under-governed areas. These arenas also benefit from proof points: countries like Colombia, which has recently come out of a decades-long civil war, are applying innovative financing to a range of environmental and social capital projects. By documenting and sharing how these deals came

*“The best way to buy impact is to buy scale.”*

David Wilcox  
CEO of ReachScale

about and the mechanisms applied to measure impact, future projects become more realistic. Data and storytelling will play a major role moving forward and inputs must be made usable and accessible. Finally, the private sector can continue to develop new models that support impact initiatives and tap into new partners and companies that use value chains to transform.

Regional roundtables centered on Latin America and sub-Saharan Africa further showcased specific financing mechanisms and investment-ready projects that can extend Concordia-hosted discussions to tangible impact on the ground. The 2018 Annual Summit also witnessed the formal launch of the CIFIC, which will dedicate itself to holding future global and regional-specific discussions aimed at uniting a fragmented investment ecosystem and strengthening a shared language between financiers and

impact leaders.

*Next steps:*

- Public sector policy changes and the development of new instruments to incentivize sovereign wealth investments where impact is most scalable will be necessary to harness the existing capital necessary to achieve the SDGs.
- The launched Concordia Innovative Financing Coalition (CIFIC) is creating a landscape analysis of key profiles to engage, as well as an audit of existing and planned projects specific to the Americas ahead of the next Concordia Americas Summit (May 2019).
- The CIFIC is working to improve the flow of information to institutional and high net-worth investors in order to facilitate investment in urgent/time-sensitive impact projects. Importantly, this data must be accurate, accessible, timely, and usable to investors. Concordia and Lynx Global Intelligence have partnered to aggregate this information so opportunities can be quickly de-risked and presented to investors in a timely manner.
- Innovative financial products that increase incentives for the private sector to invest in higher-risk markets must be developed. This will require policy coordination with the public sector and increased knowledge of blended finance at all levels.

## Concordia Leadership Award

The Concordia Leadership Award recognizes global leaders within the public, private, and nonprofit sectors who have made pioneering contributions and inspired others through their ability to turn vision into social impact on complex global challenges. Recipients of the award reflect a commitment to positive social and economic change, while promoting effective public-private collaboration to create a more prosperous and sustainable future. This year, Concordia honored two leaders, H.E. Madame Monica Geingos, First Lady of Namibia, and Mr. Strive Masiyiwa, Group Executive Chairman of Econet Wireless Global, from the public and private sectors respectively.

Introduced by social entrepreneur and Concordia Africa Advisor Vivian Onano, Monica Geingos, First Lady of Namibia, accepted the 2018 Leadership Award on behalf of the public sector. On receiving the award, Madame Geingos remarked that “the power of first ladies is the power of proximity [...] as a member of the organization of African First Ladies, we use it to empower those who do not have power”. Madame Geingos is a lawyer and seasoned business professional with an extensive background in private equity and governance in Namibia. As First Lady, she has used her expertise and platform to combat the poverty cycle and maximize the potential and opportunities of Namibians through a key initiative known as the One Economy Foundation.

Concordia’s 2018 Leadership Award recognized Mr. Strive Masiyiwa not only for his excellence in the private sector, but also for his dedication to social good in the fields of public health and workforce development on a global scale. Mr. Masiyiwa’s award was presented by Concordia’s newest Leadership Council Member, H.E. Olusegun Obasanjo, Former President of Nigeria, who shared that “this award goes to those who best illustrate that businesses have tremendous potential to be forces for social responsibility on critical global challenges. Strive has proven his leadership by working to develop the African workforce, improve education systems, and support entrepreneurs and agriculture across the continent”.



*Monica Geingos, First Lady of the Republic of Namibia, receives the 2018 Concordia Leadership Award.*



*Strive Masiyiwa, Group Executive Chairman of Econet Wireless Global, receives the 2018 Concordia Leadership Award.*





*The Leadership Council convenes annually to discuss success, challenges, and the path forward for Concordia.*

## Concordia Leadership Council Meeting

Concordia's Leadership Council convened during the 2018 Annual Summit for its annual meeting. Consisting of numerous former heads of state, business and nonprofit leaders, and policy experts, the Leadership Council assists Concordia with strategic oversight, programming advice, and expanding the organization's community. At this year's meeting, the Leadership Council—along with Concordia's leadership—discussed high-level topics such as Concordia's regional reach and initiatives, the recently-established Department of Partnership Development, evolving fundraising and sponsorship models, and its niche in the broader global policy sphere.

### Next steps:

While the need to foster an environment of enhanced inclusivity remains at the core of Concordia's ethos, the organization's approach to sponsorship and partnership is continually being reviewed. Taking into account strategic guidance from the Leadership Council, Concordia will evaluate and publicly articulate its policy on sponsorship and membership in an effort to address concerns that arose at this year's Summit and to ensure that the organization grows in an effective and transparent manner.



*Hanne Dalmut, Director of Partnership Development at Concordia, presents to the Concordia Leadership Council.*





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## **Further, Together**

### Strengthening the Partnerships Ecosystem

**The Concordia Annual Summit serves as a platform to uplift successful public-private partnerships achieving positive social impact around the world, but also to advance the practical understanding and mechanics of partnership formation.**

The Concordia Annual Summit serves as a platform to uplift successful public-private partnerships achieving positive social impact around the world, but also to advance the practical understanding and mechanics of partnership formation. As such, two strategic dialogues looked at specific ways to improve the efficiency and ease of partnering in hopes of providing actionable insight to interested parties.

The P3 Impact Award was created by Concordia, the University of Virginia Darden School Institute for Business in Society, and the U.S. Department of State's Office of Global Partnerships to recognize public-private partnerships (P3s) that are improving communities in the most impactful ways. Now in its fifth year, the award has evaluated hundreds of applications from around the world and amplified trends in cross-sector collaboration. The award gives partnership practitioners the opportunity to reflect on current developments in P3 implementation, as well as inspiration for further innovation.

This year's *Practicalities of Partnership Building* strategic dialogue showcased the five finalists for the 2018 P3 Impact Award, while also diving into a discussion that uncovered recent trends and best practices for implementing and sustaining successful partnerships. The 2018 finalists were:

- **DREAMS:** Determined, Resilient, Empowered, AIDS-free, Mentored, and Safe Women (DREAMS) is a partnership focused on reducing new HIV infections among adolescent girls and young women. It is currently active in ten sub-Saharan African countries, and is beginning to implement in five additional sub-Saharan African countries. DREAMS is a partnership between the U.S. President's Emergency Plan for AIDS Relief (PEPFAR), the Bill and Melinda Gates Foundation, Johnson & Johnson, Gilead Sciences, Girl Effect, and ViiV Healthcare.
- **Griha Pravesh:** This partnership aims to establish a sustainable ecosystem of affordable housing for disadvantaged communities in India. Griha Pravesh is a partnership between Saath Charitable Trust, Michael and Susan Dell Foundation, Brick Eagle, Indian Housing Federation (IHF), DBS Affordable Housing Pvt. Ltd., and Micro Housing Finance Corporation Ltd. (MHFC).
- **Kosmos Innovation Center:** Harnessing the power of technology-savvy youth to bring innovation into priority development sectors by providing business training, mentorship, and other resources for young Ghanaian entrepreneurs, the Kosmos Innovation Center is a partnership between DAI Global, Kosmos Energy, and Ghana's Meltwater Entrepreneurship School of Technology.
- **Lake Kivu Coffee Alliance:** This partnership cultivates the re-emerging coffee industry in the Democratic Republic of Congo's Lake Kivu region and provides support and rehabilitation for victims of landmines and other explosive remnants of war. Lake Kivu Coffee Alliance is a partnership between the Polus Center for Social & Economic Development, Inc., Higher Grounds Coffee, Eastern Congo Initiative, and the Department of State's Bureau of Political-Military Affairs, Office of Weapons Removal & Abatement.
- **MIPFuturo:** MIPFuturo provides smallholder farmers in Guatemala access to a synthetic-free line of pesticide alternatives to combat pests and promote a healthier community and environment. MIPFuturo is a partnership between Feed the Future Partnering for Innovation, Agropecuaria Popoyán, Fintrac Inc., Universidad del Valle, and Genesis Empresarial.

Before the discussion got underway, **Thomas Debass, Managing Director of Office of Global Partnerships at the U.S. Department of State**, and **Dr. Mary Margaret Frank, Associate Professor & Academic Director for the Institute of Business in Society at the University of Virginia, Darden School of Business**, congratulated all the finalists on their success and on achieving impact. With that in mind, Debass announced that the coordinators of the P3 Impact Award were exploring the possibility of implementing a new accelerator initiative for next year's P3 Impact applications, whereby a certain amount of applicants who did not reach the finals would be enrolled in Boldline, the U.S. Department of State's P3 accelerator. These applicants would also rely upon this year's finalists as mentors, ensuring that they are led on a path to success.

As the discussion developed, participants unearthed many recent trends in the world of cross-sector collaboration, starting with the relationship between the Sustainable Development Goals (SDGs) and P3s. According to **Steve Schmida, Managing Director of SSG Advisors**, "The SDGs are the closest thing to a Rosetta Stone for partnerships: you have an agreed upon set of goals and an agreed upon set of metrics, and so you can start to have a discussion about the impact you want to have." In many ways, the SDGs have given the public a compass for how to navigate socially-impactful partnerships. More so, they have put in place accountability measures that ensure that partnerships are not merely just socially driven in theory. However, for all the benefits that the SDGs have had on partnership building, they too have created challenges. In particular, the SDGs have added multiple layers of complexity in project appraisals and implementations, which challenges the scale and sustainability most partnerships seek. Yet these challenges harp back to the idea that SDGs are making partnerships accountable to the public—and this is a complexity worth ensuring.

The second trend highlighted related to the evolution of P3s throughout the years. According to **Eduardo Tugendhat, Director of Thought Leadership at Palladium**, "The traditional approach to P3s was contracts, which had a beginning and an end, with a very particular result in mind. I think a lot of the partnerships we see emerging through this process are different kinds of collaborations among different kinds of organizations." Participants discussed the best practices of modern partnership building, and many identified that the rigidity of traditional approaches to P3s via contracts can oftentimes stifle successful outcomes.

More than just the structural confinements of end-dates, a key component that was highlighted as something that should foster flexibility is the work plan itself. When describing the success of MIPFuturo, **Bob Rabatsky, Senior Vice President & Program Director of Fintrac, Inc.**, noted that it is critical that the work plan is flexible and revisited periodically, so that it's a true working document.

Following the strategic dialogue, representatives of the award partnership, along with Thomas Debass, Dr. Mary Margaret Frank, and Nicholas Logothetis, took to the plenary stage to announce the 2018 P3 Impact Award winner and the 2018 P3 Impact Audience Choice Award winner. The P3 Impact Audience Choice Award, intended to enhance audience engagement and transparency around the award by challenging Summit participants to vote on the finalist partnership that best exhibits impact and the ability to scale, was presented to MIPFuturo. **Ignacio Viteri, Technology Catalyst Manager at Popoyan**, and Bob Rabatsky accepted the award. Following a final round of onsite evaluation by the 2018 judges, the 2018 P3 Impact Award was awarded to Kosmos Innovation Center, and was received by **Dipika Chawla, Principal Specialist at DAI**, and **George Sarpong, Director of Corporate Affairs at Kosmos Energy**.

The UN 2030 Agenda has created a roadmap for addressing pressing global challenges, with a pathway paved through partnership (SDG 17: Partnerships for the

***"It's not just all about corporate social responsibility; we also need to be investing in long-term, sustainable initiatives that really move the needle on social issues."***

John Giusti  
Chief Regulatory Officer at GSMA

Goals). Unfortunately, partnering between the private sector and multilateral institutions remains a challenge. This is in large part due to lingering perceptions about the appropriate role and intentions of the private sector, bureaucratic practices and inflexible frameworks across all stakeholders, and generally insufficient knowledge about





how to initiate partnerships within complex organizations. With key private sector voices continuously excluded from providing meaningful input in partnership development or shaping global regulation, collective opportunities for impact are not being realized. The *Addressing Inclusivity in Multilateral Decision Making* strategic dialogue built on a set of conversations hosted by Concordia in 2018 on how to strengthen partnerships with the UN to achieve the SDGs through enhanced inclusivity.

Many participants called for the UN to be more proactive at “opening their doors” in order to allow for productive public-private partnerships. Experience around the table suggested that the UN still holds negative feelings towards the private sector for its seemingly profit-making focus. This can be combated by corporations making it a priority to get public-private partnerships on their host country’s agenda, and by their full engagement in conversations around important topics like the environment, health, and refugees.

Motivations for partnering led to a discussion on the disparity between partnerships across certain issue sets. For example, healthcare is typically one area that succeeds in bringing together very different groups of stakeholders with very different goals. However, it was noted that other topics, for example the infrastructure gap in Africa, face challenges when convening stakeholders with differing opinions. Recognizing the differences between these issues will be vital to move from a “stratospheric approach” towards more concrete and productive alliances and development objectives. When there is a clear difference in the motivations of parties, it is crucial to lay intentions out on the table for everyone to see. Partnership models were also called into debate. Some felt that formalized partnerships in their traditional sense create an extra layer of bureaucracy, and that entities should more flexibly collaborate on areas

of aligned interest without requiring complete agreement across all components. This could create a framework that brings new and important actors into the fold, and starts to build trust towards larger and longer-term collaboration.

The key takeaway from this strategic dialogue was the importance of transparency. Even in the face of differing opinions, motivations, cultures, and resources, being transparent about the issues at hand and how to best approach them is key to forming productive public-private partnerships. Knowing that it’s ultimately in the best interest of nonprofits to get the private sector involved in their goals, it was suggested that NGOs could make a larger effort to encourage this involvement. Finally, if we are to form more inclusive partnerships with the UN towards the achievement of our SDGs, we shouldn’t lose sight of the mutual value we can all bring to each other.

*Next steps:*

- Concordia, the University of Virginia Darden School Institute for Business in Society, and the U.S. Department of State’s Office of Global Partnerships will once again host and coordinate the 2019 P3 Impact Award, and encourage all appropriate P3s to apply.
- Next year’s P3 Impact Award will also include an innovative approach to those who do not become finalists. A number of applicants who do not reach the finals will be enrolled in Boldline, the U.S. Department of State’s P3 accelerator, and will have access to this year’s finalists in the form of mentors.
- Transparency is key to forming productive cross-sector partnerships.





Marika Sine  
Vice President of Global Human Rights at Mars Incorporated



## Working with Purpose

### The Role of Business in Driving Social Impact

**Public health, humanitarian relief, global gender equity, and modern slavery are all key areas business can influence and change.**

In line with Concordia's longstanding commitment to elevating the role of business leadership in addressing global issues, the 2018 Annual Summit featured a number of sessions on the different areas in which business can drive transformative social impact, such as public health, humanitarian relief, global gender equity, and modern slavery.

Opening the Summit's programming on this theme, **Andrew Liveris, Former Chairman & CEO of The Dow Chemical Company and Concordia Leadership Council Member**, sat down with **Nicholas Logothetis, Co-Founder & Chairman of the Board of Concordia and Executive Board Member of Libra Group**, in a plenary session titled Setting the Stage for the 2018 Concordia Annual Summit. Integral to this session was the importance of public-private partnerships and their challenges for large corporations and consumers. According to Liveris, there will be dynamic change 100 years from now in the order of business, government, and society due to the arrival of the machine age. This will not only impact human capital, but also education and employment. In order to ensure that this transition is smooth and fruitful, big businesses have to make decisions that will preserve the future, using a multi-stakeholder approach.

***“Innovation has to be the topic we are all consumed with.”***

Andrew Liveris

Former Chairman & CEO of The Dow Chemical Company  
and Concordia Leadership Council Member

As the world increasingly looks to the private sector to act as agents for social and economic progress, **Alan Fleischmann, Founder, President & CEO of Laurel Strategies**, coined the term “CEO Statesmanship” to describe this rapid shift. In ***The CEO Statesmanship Imperative***, Fleischmann sat down for a fireside chat with iconic African business leader and philanthropist **Strive Masiyiwa, Group Executive Chairman of Econet Wireless Global**, to discuss the rising responsibility of CEOs to lead and catalyze change on a global scale.

Fleischmann began the session by noting how fitting it was to end the Concordia Annual Summit with someone like Masiyiwa, whose leadership and values embody what the convening is about. Fleischmann described the CEO Statesmanship Imperative as “searching for heroes and leaders in the private sector who spend a good deal of their time making big changes in the world through their activities, their priorities, and their work in both civil society and with partners in the public sector.”

Born in Zimbabwe back when it was named Rhodesia, Masiyiwa and his family moved to live in neighboring Zambia. He went to university in the U.K., where he studied engineering and eventually returned home to the independent Zimbabwe. At the age of 26, Masiyiwa started his own business. By his own admission, this was not an easy task in a socialist country. He started a construction company with today's equivalent of \$75. Once he had accrued a certain amount of capital from this venture, in 1993, the mobile revolution began. Everybody was talking about mobile communications, reminisced Masiyiwa, and he subsequently decided that this would be his next venture. However, he noted, he “ran into a huge wall called Robert Mugabe.” He ended up suing the government to break its





monopoly of the public telephone business. Five years later, the constitutional court broke the monopoly, and eventually allowed Masiyiwa to develop his telecommunications business. After this victory, he relocated to South Africa, where he was able to flourish as an entrepreneur—today, his company has offices in 30 countries, and works within mobile and other areas of communication.

Fleischmann asked Strive about his core principles and values, and how he was able to instill those values in the culture of the company. “I’m a God-fearing man of faith,” Masiyiwa answered, “and I wanted to live those principles.” He made it clear within his business that it is there to reach out to the needs of the communities it operates in. When an outbreak of cholera plagued Zimbabwe, Strive went on, his entire senior management team went out to help without being told to, because of the culture of compassion and care for these communities that lives in the organization.

There was never an epiphany that he should go into philanthropy once he made a lot of money, Masiyiwa explained, but rather it was instilled in his business ventures from the beginning. Later in his life, Masiyiwa began to look into the deep causes of challenges in society, and to be more upfront in his search for solutions. If you see philanthropy in terms of putting money into something, you’ve missed

it, he stated. The greatest philanthropy comes from being a leader. Masiyiwa ended the session by speaking of his greatest mentor, Kofi Annan. He reflected on a quote said to him by Annan: “The greatest challenges we face in society today are indifference and selfishness.”

*“Big visions require humble beginnings.”*

Strive Masiyiwa

Group Executive Chairman of Econet Wireless Global

Continuing many of these themes, André Calantzopoulos, CEO of Philip Morris International (PMI), delivered a flashpoint titled *Taking Bold Action for Global Change: A Conversation on Tobacco Today & Transformation Tomorrow*. He recognized the major public health risk posed by smoking tobacco, and explained PMI’s commitment to eliminating the consumption of tobacco in the long term. Though an ideal world is one where tobacco and nicotine-based products are eliminated entirely, Calantzopoulos noted the World Health Organization statistic that, by 2025, 1 billion people will still be smoking. In the short term, Calantzopoulos pledged PMI’s support to taking steps that





ensure people are consuming something less toxic than cigarettes.

In his flashpoint *Using AI to Help Save Lives*, Brad Smith, President & Chief Legal Officer of Microsoft, discussed ways of utilizing artificial intelligence (AI) to analyze human behavior in order to have a transformative humanitarian impact. He emphasized how the role of AI has largely gone underused in addressing global challenges, and could be influential if creatively leveraged. In this spirit, Smith introduced two of Microsoft’s new initiatives. The first, AI for the World, has enabled teams and companies to use AI tools to tackle issues such as climate change, biodiversity, and agriculture. The second, AI for Humanitarian Action, will focus on supporting disaster relief, partnering with Operation Smile to improve the health of children and with UNICEF on education and human rights.

In *The Future of Socially-Conscious Transportation* flashpoint, Mike Masserman, Head of Global Policy & Social Impact at Lyft, articulated the importance of values and leading by example in business, and discussed how Lyft has actively engaged in societal issues. Overall, Masserman recognized the power of platforms to effect positive change and support global communities. In addition to supporting eco-friendly means of transportation, Lyft has provided

free transportation as a way of helping those in need, such as migrants and victims of natural disaster. The company is currently also working alongside other organizations to educate people on voting opportunities and registration, as well as providing transportation for underserved communities.

*“Values matter. They always have and they always will. The world is watching, let’s get it right.”*

Mike Masserman  
Head of Global Policy & Social Impact at Lyft

Consistent with the broader theme of addressing global social injustices, *Ending Modern Slavery: The Power of Collaborative Action*, in partnership with The B Team, examined why eradicating modern slavery is good for business. Facilitated by Sharan Burrow, General Secretary of International Trade Union Confederation, this conversation engaged high-level business and civil society leaders in outlining the financial and reputational risks that slavery entails and highlighting the role leaders can play.



Today, approximately 40.3 million people are living in slavery, including 16 million working in the private sector—more than any other time in history. **Halla Tómasdóttir, CEO of The B Team**, stressed that slavery cannot be treated merely as a problem of the past. Today, modern slavery generates \$150 billion per annum in illicit profits and disproportionately harms and targets women and girls. According to **Sanda Ojiambo, Head of Corporate Responsibility at Safaricom PLC**, awareness of modern

*“Business cannot succeed in isolation or in a suffering society.”*

Sanda Ojiambo

Head of Corporate Responsibility at Safaricom PLC

slavery has been on the rise for the past 15 years, and CEOs have a major role to play in moral leadership: if businesses are involved with supply chains that use forced labor, they are supporting slavery. Ojiambo called for a common understanding that business cannot thrive if the society around it is crumbling. Paul Polman, CEO of Unilever, expressed that just as value chains can be exported, so can morals.

Emphasizing the need for collaborative action, **Marcela Manubens, Global Vice President for Integrated Social Sustainability at Unilever**, explained that a company cannot eliminate forced labor in its supply chains on its own. Assistance from both the public and private sectors is necessary to enforce a system that is humane. **Cherie Blair, Founder & Chair of Omnia Strategy and Concordia Leadership Council Member**, contended that if the world is to eliminate slavery once and for all, businesses must play a crucial role, working in tandem with governments and political leaders. Indeed, both consumers and investors are becoming more concerned with the issue.

Placing the most vital part of a supply chain at the heart of strategy is at the core of true business leadership. This rang true throughout the remarks of **Marika Sine, Vice President of Global Human Rights at Mars Incorporated**, in her *Farmer Income Lab* flashpoint. Sine began with a story about her position with Oxfam, where she was placed in southern Vietnam to find solutions to pull rice farmers out of grinding poverty. The farmers had started to farm

shrimp, but with no proper training, no progress was being made. Sine noticed businessmen going from door to door in these communities, offering to train these smallholder farmers. These men had a business interest: they represented a Thai seafood company who wanted these farms to be part of their supply chain. This led Sine to realize the solution lay at the intersection of business interest and the farmers' need to make a living.

At Mars, Sine is part of a global team that strives to build a sustainable business by incorporating human rights, women's empowerment, and farmer incomes into its strategies. However, Sine noted there was a lack of precedent and established strategy to make these goals a reality. To address this, Mars founded the Farmer Income Lab to crack the code on what companies at the far ends of global supply chains, that depend on smallholder agriculture, can do to drive improvements in farmer incomes. While creating this initiative, Mars took away three key insights: 1) it is possible to increase farmer incomes when a package of interventions that address a range of barriers farmers are facing is delivered to them; 2) many of the most commonly-used interventions by global companies at the end of supply chains don't work when implemented alone; 3) the enabling environment is critically important. When the right public policies are not in place, progress is very difficult to achieve.

*“I want to ask the questions that make people quite uncomfortable - the elephant-in-the-room questions about smallholder poverty and the role of the private sector.”*

Marika Sine

Vice President of Global Human Rights at  
Mars Incorporated

**Dr. David Batstone, Co-Founder of Not For Sale and Just Business**, presented his business model for social good in his flashpoint *Innovate for Good*. Dr. Batstone initially started Not For Sale as a nonprofit, but wanted to utilize his background and expertise in building scalable enterprises through technology and capital to create more revenue. By funding its own charity, Not For Sale became the basis of Dr. Batstone's model of for-profit charity. Through Not For Sale, Dr. Batstone has been able to open up two for-profit



charities, Rebl and Dignita. By combining an interest in the financial bottom line with a social impact on all employees involved, for-profit charities can be seen as a new way of leading businesses and an example of moral leadership.

In *Technology for Social Impact*, Alex Amouyel, Executive Director of MIT Solve, announced four global challenges that MIT Solve seeks to address using innovative solutions: Coastal Communities, Teachers & Educators, Front Lines of Health, and Work of the Future. MIT Solve uses an open invitation model to encourage tech-based innovations, allowing anyone with a proposed solution to the challenges to submit an idea. Since launching the open invitation, MIT Solve has had around 1,150 solutions submitted from over 110 countries and over 60,000 online participants. Of these submissions, 33 solver teams were selected as finalists for the initiative. Alex Amouyel invited Swetha Prakash, CEO of 40K Plus and one of the finalists for the initiative, to the stage to discuss the work of 40K Plus.

40K Plus is a social enterprise based out of India whose goal is to provide quality education to children in communities that face some of the biggest barriers to education—communities that often lack quality teachers, access to a constant source of power, and resources. Prakash discussed how 40K Plus takes resources, usually found online, and moves them offline so that children may access them freely and at their own pace. With a program like this in place, students are no longer dependent on the quality of the teacher in a school and are able to learn and understand in a way that suits each individual. As 40K Plus expands into Cambodia and beyond, Prakash emphasized the importance of partnership in projects: not just the partnership between 40K Plus and MIT Solve, but with the governments and the wider Concordia community in general. She emphasized how programs such as 40K Plus do not happen without open, honest, and collaborative approaches to problem solving.

*Next steps:*

- We need to change our mindset on artificial intelligence technology and explore the significant positive effects it can have on humanitarian and social good efforts around the world.
- Businesses should lead by example on moral issues.
- Slavery remains a major contemporary global issue, and the public and private sectors should be collaboratively engaged to tackle the problem.

*The evening prior to the 2018 Annual Summit, Concordia learned, via Twitter, of the decision of Dr. Tedros Adhanom Ghebreyesus, Director General of the World Health Organization, to withdraw his participation in the 2018 Concordia Annual Summit due to the programming sponsorship of Philip Morris International (PMI). While we respect the right of WHO to make this decision, we are disappointed that Dr. Tedros chose not to add his voice to these globally-impacting discussions given Concordia's unwavering commitment to inclusivity.*

*PMI, as a 2018 Concordia Programming Sponsor, has been an active participant in a dialogue series on improving the ease to which the private sector partners with multilateral institutions to advance progress towards achieving the SDGs, believing that all industries have a role to play in meeting this ambitious agenda.*

*Concordia disclosed its association with PMI in 2017 and in 2018 to all involved in the Concordia community. Going forward, we hope that organizations of all opinions, backgrounds, and beliefs will not only respect Concordia's inclusivity but also engage with Concordia to add meaningful dialogue and continued education on issues in a way that benefits the series of conversations we have and will continue to host.*





## Taking the Next Step Keeping Pace with the Workforce of the Future

**As technology continues to grow and evolve, the workforce, both domestically and globally, has been forced to adapt alongside it.**

As technology continues to grow and evolve, the workforce, both domestically and globally, has been forced to adapt alongside it. But what does this change look like and what effect does it have on employers and employees? At the 2018 Annual Summit, Concordia expanded the conversation surrounding the impact of technological advances on the future of the workforce.

Before discussing the future of the workforce, it is important to examine its history. Hon. Dr. Tom Coburn, Former U.S. Senator for the State of Oklahoma and Founder of Pursuit, addressed this in his *Whatever Happened to the Inheritors?* flashpoint. Over 50 years ago, the generation of the “inheritors”—Americans under 25—had been labeled by Time Magazine as their “Man of the Year.” Dr. Coburn described this generation as “cushioned by unprecedented affluence and the welfare state” and as having “a sense of

economic security unmatched in history.” But fast forward to the present and where has that affluence and economic security gone? Today, there is more federal debt per family than there is individual debt, and future generations are being left with more debt than the generations before them. As a result, the younger generations are forced to adapt in order to have the same opportunities that “the inheritors” have had.

Dr. Coburn believes that no generation should handicap the next. He quoted Thomas Jefferson, stating “the earth belongs to the generations during its course. Fully and in its own right, the second generation receives it clear of the debts and encumbrances of the first. For if the first could charge it with debt, then the earth would belong to the dead and not to the living generation.” In order for the workforce to thrive and continue to grow, Dr. Coburn urged the





generation of “inheritors” to actively work towards leaving the next generations better off.

In order to reduce national debt, we must first look to U.S. trade policy. Ambassador Robert Lighthizer, U.S. Trade Representative, outlined the steps necessary for the U.S. to reach a place in which it is reducing—rather than growing—national debt. He stated that the overall objective of U.S. trade policy is to reach freer market agreements for both American and international businesses. Lighthizer emphasized that there is a dire need for the World Trade Organization to be reformed. There are a lot of people in

***“There are a lot of people in the business community who believe having a \$300+ billion trade deficit isn’t a big deal because they’re currently making money. But this really is a major threat to the U.S. economy.”***

Ambassador Robert Lighthizer  
U.S. Trade Representative

the business community who believe having a \$375 billion and growing trade deficit is not a problem because they are

currently making money in the short term. However, this is a major threat to the U.S. economy and to future generations. Lighthizer acknowledged that looking back at the results of different trade agreements and discussions over the last few decades, trade agreements have not been in favor of the U.S. As a result, the U.S. has to take action to make the market more profitable for the country.

Part of the reason that this progression will face challenges is that people are afraid of embracing change. In *Perspectives on the Future of Work*, Alexander Acosta, Secretary for the U.S. Department of Labor, stated that, historically, each change that has come about from technological advancement has been marked by fear. However, we cannot be afraid of change: the change that we face now is not people losing their job, but the need to adapt our approach to jobs and job skills. Secretary Acosta urged that a large change that needs to be made is in the way we approach education. The current model—in which we go to school to learn until we finish college and are then introduced to the workforce—is severely outdated. As technology continues to rapidly develop and accelerate change, the workforce must keep up with that advancement, and one way to achieve this is by adopting a lifelong view of education. Secretary Acosta stressed the obligations of companies to invest in their employees in the same way that they invest





in facilities or manufacturing plants. He argued companies should provide continued education to their employees so that they can keep pace with technological advances.

A major change facing the future of the workforce due to technological advancement has been the emergence and prosperity of the gig economy. Defined as a labor market characterized by the prevalence of short-term contracts or freelance work as opposed to permanent jobs, the gig economy has done away with traditional 9 to 5 employment models in favor of workers using apps or platforms to sell their labor. On one hand, the gig economy provides workers with flexibility, autonomy, and new opportunities, while on the other hand, it raises concerns over worker rights and protections. Historically, the traditional 9 to 5 model of the workforce has established full-time employment as the foundation of economic stability, but has done so through sacrificing flexibility.

In a panel discussion titled *Benefits of the Gig Economy: The Evolution of Employment*, Kristen Sharp, Director of the Initiative on Work, Workers & Technology for New America, explained that the world is evolving from workers always leaning on full-time jobs for their economic stability to a world that requires all workers to adapt and cultivate new skills to keep up with the technological advances and demonstrate why they continue to be relevant. Amit Singh,

Head of Future Work Policy at Uber, added that part of the aversion to the gig economy is the misguided notion that millennials are trying to disrupt the social contract. However, Singh claimed that millennials are modernizing the workforce, and that part of that modernization is reestablishing the binaries of work from stability over flexibility to stability and flexibility working in tandem. Vikrum Aiyer, Vice President of Global Public Policy at Postmates, added that companies need to take into account the voices and needs of their employees, stating that all employees have different parts of their lives they need to finance. He suggested that bipartisanship in the U.S. should be defined not only as Democrat and Republican, but also as industry and labor. There needs to be a conversation between worker voice organizations and employers that reevaluates the social contract and keeps up with the new worker habits that are being created through the gig economy.

To address the future of the workforce, companies such as Uber and Postmates have been engaging in policy experiments to bring about effective policy changes that address both worker and company needs. One of the benefits at the forefront of these policy changes is paid leave for both women and men. In *Paid Leave Pledge: Uniting Businesses Leading on Leave*, Alison Omens, Managing Director of Programs & Strategic Engagement at Just Capital, shared



her survey research of over 81,000 participants, which found that an overwhelming amount of workers believe that employers should prioritize workers over anything else. The research also showed that the top benefits that workers look for from companies are time off and paid family leave, yet only 14% of workers in the current workforce have access to paid leave.

One company trying to combat this is Nestlé. The panel, moderated by Kimble Snyder, Director of Panorama, heard from Dr. Norma Cuellar, Director of Nutrition at Nestlé, who touched on her organization’s global mandate to provide paid family leave for 14 weeks with the option to extend to an additional unpaid 12 weeks or the option to work part time. Utilizing this unique and flexible policy, Nestlé hopes to set an example for what successful paid leave benefits look like across sectors.

***“Paid leave is such an important issue to many individuals today, but in order to gain real traction with corporations, government policy needs to get involved.”***

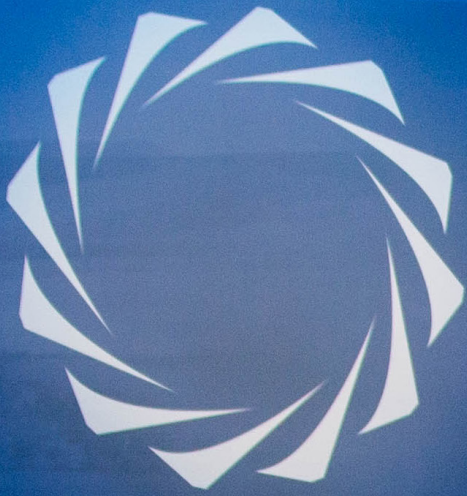
Dr. Norma Cuellar  
Director of Nutrition at Nestlé

Meanwhile, Simon Isaacs, Co-Founder & Chief Content Officer for Fatherly, emphasized the importance of extending these policies to men as well as women. The working family perspective, he explained, has changed from the mother being the primary caregiver at home and the father working and supporting the household to one in which both parents are working and sharing responsibility for the family. This shift has seen men—especially millennial men—put family as a higher priority than ever before, and caused them to look for employers that respect and understand their new priorities. While there has been a general uptick in available employer options to new parents, Isaacs stressed the importance of companies, large and small, implementing these policies and work environments to better serve their employees and expanding these policies beyond white collar workers.

*Next steps:*

- Businesses should focus more on the needs of their workers and take into account the issues they may have in their lives.
- Companies can learn more and sign on to the Paid Leave Pledge at [uspaidleave.org](https://uspaidleave.org)





# CONCORDIA



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DR. COLLEEN THOUZ  
OPEN SOCIETY FOUNDATIONS  
CONCORDIA



HON. KEISHA LANCE BOTTOMS  
CITY OF ATLANTA, GA, UNITED STATES  
CONCORDIA



GEORGETTE MULHEIR  
LUNDU FOUNDATION  
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SEEMI CHOUDRY  
CITY OF CHICAGO, IL, UNITED STATES  
CONCORDIA



## Uniting Communities

# Unlocking the Potential of Refugees & Migrants

**Concordia partnered with Open Society Foundations and the United Nations High Commissioner for Refugees (UNHCR) for a number of high-level sessions designed to identify proactive and impactful roles for the private sector and municipal governments in the implementation of both Global Compacts.**

The 2018 Concordia Annual Summit continued its tradition of leveraging its platform and network to advance the global dialogue on refugee and migration related matters. In advance of the historical ratification of the Global Compact on Migration and Global Compact on Refugees (hereafter “Global Compacts”), planned for December 2018 in Marrakech, Concordia partnered with Open Society Foundations and the United Nations High Commissioner for Refugees (UNHCR) for a number of high-level sessions designed to identify proactive and impactful roles for the private sector and municipal governments in the implementation of both Global Compacts, and a special partnership-building session was held on the specific needs of the Venezuelan humanitarian crisis.

The Summit opened with a senior panel titled *Cities & the Private Sector Take the Lead for Refugees & Migrants*, comprised of Ambassador Patrick Gaspard, President of Open Society Foundations, Hon. Yvonne Aki-Sawyerr, Mayor of Freetown (Sierra Leone), Hon. Keisha Lance Bottoms, Mayor of Atlanta, and Frank Giustra, CEO of Fiore Group and Founder & President of the Giustra Foundation. These four leaders laid the foundation for Open Society Foundations’ co-hosted strategic dialogues focused on refugee sponsorship, private sector investment and advocacy, and city-level policies designed to improve human migration and refugee response, and called on the Summit attendees to serve as a counterpoint to what Gaspard termed an “empathy recession” taking root around the world.

The plenary session showcased how two cities—Atlanta, Georgia and Freetown, Sierra Leone—are making difficult policy decisions to show leadership on this matter. Bottoms, Mayor of Atlanta, spoke about her decision to end Atlanta’s involvement with U.S. Immigration & Customs Enforcement, which included the ultimate forfeiture of a \$7 million contract once her administration did not receive assurances that victims of the recent family separation would be placed in Atlanta facilities. She spoke about Atlanta’s history and responsibility in civil rights as the birthplace of Martin Luther King Jr. and the opportunity for individual jurisdictions to affect wider policy outcomes by setting an example other cities can follow.

Aki-Sawyerr, Mayor of Freetown, spoke about Freetown and Sierra Leone and some of the migration and emigration issues she is attempting to address as mayor. Freetown was built for a population of 400,000, but with annual population growth of 4.2% due to internal migration, it may have two million residents by 2028. At the same time, each year around 5,000 people from Sierra Leone leave to make the dangerous journey to the west. Aki-Sawyerr considers it her responsibility to make sure that they can have a better, safer life at home. Working with public-private partnerships, she is pursuing a four-year plan prioritizing the environment, employment, sanitation, and transportation in order to mitigate some of the drivers of emigration.

The importance of local interventions—designed, informed, and implemented by local nonprofits and governments—was highlighted by Giustra as well. He





emphasized the importance of forming partnerships with smaller local nonprofit groups that often have a much better understanding of how to deal with a humanitarian crisis than international NGOs, but are vastly underfunded. Both in tackling homelessness in Vancouver (leading to the creation of Streethome Foundation), and in building housing for migrants stuck on the border in Greece, his organization was able to rapidly deploy solutions by seizing opportunities for smart public and private partnerships.

These themes were strengthened in strategic dialogues, co-hosted with Open Society Foundations, later that morning.

***“If we aren’t being responsible and living up to the legacy we have as a welcoming and inclusive city, then we really have failed.”***

Keisha Lance Bottoms  
Mayor of Atlanta, Georgia

The *Investing in Newcomers & Host Communities* strategic dialogue centered on practical steps that the private sector can take, particularly in the form of refugee

sponsorship, impact and human capital investment, and corporate advocacy. The session brought together leaders and recipients of all three discussion areas for a candid overview of what works, what should be scaled, and why these solutions have yet to be widely adopted.

Chaired by **Hon. Ahmed Hussen, Minister of Immigration, Refugees & Citizenship for the Government of Canada**, the session began with an evaluation of private sponsorship in Canada. With sponsors and beneficiaries both at the table, examples of community engagement and return were highlighted. It was stressed that private sponsorship should complement other pathways of immigration, and many agreed that Canada’s model could be successfully scaled to other regions.

Private community sponsorship can positively contribute to the social and emotional aspects of immigration, but the private sector continues to be the leading actor in developing solutions to economic opportunity as well. Although refugees represent a largely untapped talent pool, there are barriers that must be addressed before they can be employed, including language barriers and recognition of their skills and background that do not directly translate into the new country’s existing system. Some solutions are





in place to address these obstacles, such as Google E-Certs and inclusion initiatives at large companies, but more diverse strategies and a broad change in workplace culture is necessary to drive further progress. Technology can play a role in this: mobile access has become an essential part of refugee communities, with 90% living in mobile coverage. However, policy barriers such as complexities with ID documents lead to an inability to acquire mobile access, and further collaboration with government to address this is needed. Some countries, like Germany, have developed a database that is capable of sorting refugee candidates based on qualifications as well as more accessible training in language or skills, therefore accelerating and improving the job placement process.

With evident roles for the private sector in facilitating sponsorship, investing in individuals and solution sets, and giving voice to the issue, the session also noted that there is motivation for more companies to join the movement. As consumers are increasingly conscious of social issues, there is pressure on corporations to take a stance on debates such as the refugee crisis.

Immediately following this, the strategic dialogue titled *Cities & Global Migration: Innovation, Partnership &*

*Leadership*, chaired by Dr. Colleen Thouez, Director of Welcoming & Integrated Societies Division at Open Society Foundations, brought together city leadership from around the world to share learnings on what can be done at the municipal level, particularly when federal

*“In the social media age, we only hear people from two sides, but there are a lot in the middle. Speaking to those in the middle might be the way to approach discussing this issue.”*

Tim Dixon  
Co-Founder of Purpose

policies fail. The session made clear that cities, as global centers of migration, have started to look to each other for support in the face of restrictive national policies, and there is a call for increased collaboration. Further, both the private and nonprofit sectors can assist city governments in cultivating more welcoming and productive environments for immigrants and refugees. The role of cities as centers of migration can be understood as first responders in the face





of migration. They therefore must have systems in place that enable access to services, foster solidarity, and create partnerships for a sustained response.

The dialogue ventured out from an agreed-upon sense of responsibility of mayors towards people living in their cities, regardless of nationality or ethnicity. Cities can foster inclusive environments and defend human rights of local populations. Many cities represented in the dialogue (and around the world) have refused to differentiate between legal and illegal migrants, despite federal policies. In terms of social services and education, some cities have adopted a non-discriminatory approach and, in the U.S., major cities like Los Angeles and New York have engaged in a parallel process of refugee protection, which was urged to be expanded to a global level. A call was made from multiple participants for more collaboration among cities for a pro-immigrant agenda, and the upcoming GRSI Global Mayors Forum in Marrakech provides an opportunity to advance this.

There are many opportunities for both the nonprofit and private sectors to provide assistance to cities in dealing with immigrants and refugees. Firstly, cities like Kampala have hosted refugees for decades despite internal political instability. The discussion explored ways for the international community and private sector to support cities that are dealing with large numbers of refugees yet possess fewer resources—not just financially, but also through solidarity and advice. Secondly, investments in immigrant communities can be made by bringing in philanthropists from the business sector for dealing with people being detained. Within cities, community organizations were suggested as being the backbones of investments in immigrant communities. They can afford to take larger risks when experimenting with new integration initiatives and are operating at the level of residents. The biggest area

where assistance is needed is in improving access to legal attorneys, education, and healthcare.

The following day, UNHCR and H&M Foundation carried forward the theme of empathy and personification through a powerful plenary panel *Beyond a Refugee*. This session brought together policy and private sector leaders alongside former-refugees-turned-advocates to talk about the strengths former refugees bring to their host communities. The panel, including Robert Hakiza, Co-Founder and Executive Director of Young African Refugees for Integral Development and Fahad Al-Sulaiti, CEO of Education Above All Foundation, stressed that a refugee's personal resiliency and individual skill set empower them to contribute economically and socially, and that this narrative must be strengthened to combat commonly-held negative perceptions.

***“The private sector can play a key role in helping refugees rebuild their lives: not just as philanthropist and generous businesses, but as innovators, as investors, seeing refugees as economic drivers.”***

Kelly Clements

Deputy High Commissioner for UNHCR

Fostering self reliance and independence—be it from education, integration networks, or employment—is key to managing the unprecedented level of forced displacement and refugee movement around the world. This can be strengthened through technological breakthroughs, such as digital ID systems, or through innovative partnerships



that leverage value chains to create win-win-win scenarios for the community, the company, and the refugee. While independence is key to a long-term and sustainable strategy, all panelists agreed that community support and integration—facilitated through direct integration and relationship-building opportunities that recognize individuals as more than their legal status—is key.

In the final minute of *Beyond a Refugee*, Nomzamo Mbatha, UNHCR High Profile Supporter, sat each of these leaders down and asked them one simple question, with a not-so-simple answer: What are three ways in which we can build a sustainable refugee? The group collectively offered up the following advice. First, we must remove stereotypes and

***“It’s not just about refugees; it’s about whole community development in order to create a solid community that can live together in harmony.”***

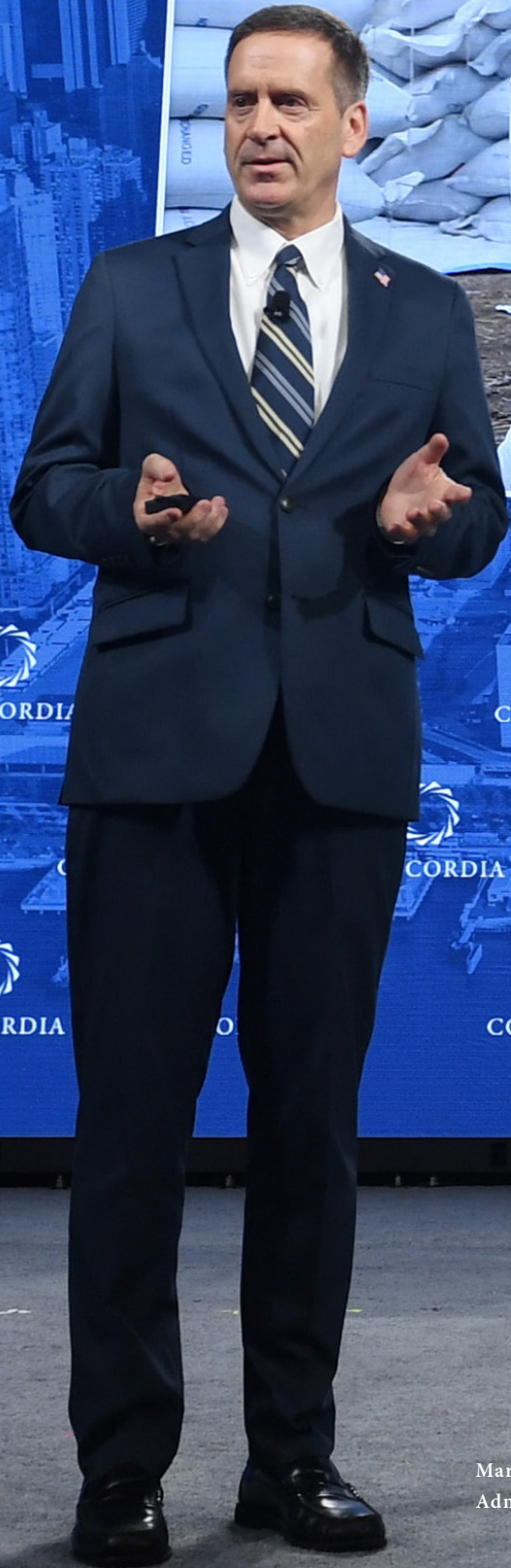
Per Heggenes  
CEO of IKEA Foundation

recognize that refugees are just like you and I. In order to get closer to this goal, we must talk to our refugees and deeply try to understand their unique situations, rather than assuming they’re all the same. Second, the global community must invest in host countries to provide the best possible environment for success for refugees, with a focus on creating jobs and lifting up our host country economies. Finally, we need to provide learning environments in order to build a sustainable refugee who will be successful in the long term.

*Next steps:*

- Partner with small local nonprofits that have the best knowledge of the situation on the ground.
- Create jobs and hope for young people, but most importantly empower individuals to create their own opportunities.
- Create working groups containing stakeholders in community, business, and government.
- Develop partnerships that enhance refugees’ self-reliance and, at the same time, support host communities and host countries.





Mark Green  
Administrator of the U.S. Agency for International Development



## Staying Ready

# Disaster Preparedness & Community Resilience

**While the global community recognizes the importance of preparedness and adaptation, effective community-level resilience requires local implementation.**

An uptick in the frequency of disasters illustrates the ever-growing threat from climate change and other shocks to vulnerable communities around the world. While the global community recognizes the importance of preparedness and adaptation, effective community-level resilience requires local implementation. In recent years, local action has included educating individuals in first aid techniques and immediate post-disaster response, but to motivate communities to prepare in advance of a disaster, further comprehensive support is needed.

Throughout 2018, Concordia has partnered with Americares, the world's leading nonprofit provider of donated medicine and medical supplies, to address the importance of disaster preparedness and community-level resilience. More specifically, this partnership has focused on raising the urgency around preparedness and mobilizing action at the local level. Concordia and Americares convened leading stakeholders across sectors in the preparedness space for two roundtables in Washington, D.C. in March and June 2018. These action-driven conversations focused on methods of maximizing global efforts to drive preparedness and create sustainable models of preparedness at the community level. From these two roundtables, Americares and Concordia developed a working summary of the challenges that disasters present and formulated preliminary actions that companies and organizations can take to better facilitate preparedness.

Ahead of a plenary stage session at the 2018 Annual Summit to announce a preparedness challenge, Concordia, Americares, and Winrock International co-hosted a roundtable to address the need for public, private, civil society, and other actors to work together to help local communities become more resilient and economically

empowered. *Disaster Preparedness & Community Resilience: Leveraging Global Commitment to Drive Local Action in Achieving Community-Level Resilience* began by exploring the optimum balance between disaster preparedness efforts and recovery plans: the variables that allow a population to properly prepare for a disaster, survive through the event, and then be sustainable post-crisis. There was a consensus among participants that public, private, financial, and international stakeholders should come together at the planning table to ensure efficient, effective preparedness. **Veronica Arroyave, Executive Director of Baxter International Foundation**, spoke of the importance of business continuity, suggesting better development and strengthening of employee-based local training to build the capacity of employees for the sake of the communities. In Bangladesh and Vietnam, Winrock International has developed local viability and economic resilience programs, working in communities to provide basic access skills, financial help, and preparedness programs with small and medium enterprises.

In terms of private sector involvement, participants agreed that there is a need for greater private sector commitment of resources. **Dr. Irwin Redlener, Director of the National Center for Disaster Preparedness for the Earth Institute at Columbia University**, said the inherent expertise of the private sector is underutilized. There is a huge knowledge base that can be realistically tapped into to solve existing problems. For example, Uber could utilize its driving and location systems, FedEx and UPS could utilize their logistic expertise, Walmart could use its knowledge of obtaining large spaces and stockpiles, and countless other companies could provide a valuable contribution of their competitive advantages.





Karla Gray, Director of Global Security at Uber, announced Uber's project to centralize its response to emergencies in the communities it operates in and better leverage its technologies to help with responses to crises and disasters. Eric Ostern, Director of Global Partnerships & Advocacy at Unilever, discussed the opportunity for employers to not only get involved with their direct employees but rather their entire supply chain, which should be viewed as an extended workforce. From farmers to retailers, there are many vulnerabilities and opportunities for products to be lost in disaster. Educating employees around basic preparedness skills and involving them in a preparedness plan is an advantage for all, from both a critical safety and business continuity standpoint.

Hadia Sheerazi, Research Fellow & Graduate Student at Columbia University, emphasized the importance of including marginalized groups in a call to action. Poverty is a huge driver of vulnerability, and it's important to consider the value in instilling economic stability into the community preparedness plan. There was a consensus that, while valuable to talk through challenges among a high-level group of stakeholders, it is critical to listen to the actual needs of communities being serviced instead of operating from a top-down structure.

Takeaways from this roundtable were incorporated into the challenge that AmeriCares shared on the plenary stage of the 2018 Concordia Annual Summit. Before the session kicked off, Jovenel Moïse, President of Haiti, took to the stage to share the successes of Haiti and the measures it taken to implement a framework for the strengthening of the National Risk and Disaster Management System since the 2010 earthquake. Haiti has reinvested in key technical institutions such as the National Center for Geospatial Information to receive up-to-date information on seismic

*“AmeriCares and Concordia, over the past year, have been taking the preparedness topic seriously and engaging in a variety of conversations, specifically how to raise the urgency around preparedness at the local level.”*

Michael J. Nyenhuis  
President & CEO of AmeriCares and  
Concordia Leadership Council Member  
(Markets) at Johnson & Johnson





activity. Following the remarks, Michael J. Nyenhuis, President & CEO of American Red Cross and Concordia Leadership Council Member, began the session *The Preparedness Challenge: Partnerships for Local Resilience by Sharing the Working Challenge*. He stated: “We challenge public, private, and civil society actors—and donors—to coordinate closely with one another and engage deeply with local communities to ensure that every high-risk jurisdiction has an effective plan to address the continuity of basic infrastructure and services, to align financial and other incentives with needed preparedness and other resilience activities, and to build an evidence base to ensure our future innovation in the area of preparedness.”

In 2017, 45 million people across the U.S. were affected by disasters, whether Hurricane Maria in Puerto Rico or wildfires in California. Alex Amparo, Deputy Assistant Administrator of the National Preparedness Directorate at Federal Emergency Management Agency, U.S. Department of Homeland Security, stressed the importance of framing preparedness in terms of everyday life, and figuring out how it can be incorporated throughout communities instead of just in the immediate lead-up to a disaster. Ann Young Lee, CEO of J/P Haitian Relief Organization, called upon people and organizations working in the preparedness space to learn to tell better stories to educate donors, partners,

and the general public. Social media has further cultivated a hunger for authentic connections, but the inability of the preparedness community to tell compelling stories deters funding and collaboration.

While it is widely acknowledged that private companies are more agile in responding to crises than their public sector counterparts, each sector has different strengths that it can bring to the preparedness equation. Siloing of sectors creates fissures that only make the response more

*“I think that those who can bridge the gap between needs and accessibility bring something incredibly valuable to industries like ours.”*

Binyah Kesselly

Senior Director & Strategic Program Lead (Emerging Markets) at Johnson & Johnson

difficult in periods of crisis. Michael Sneed, Executive Vice President of Global Corporate Affairs & Chief Communication Officer at Johnson & Johnson, recalled his company’s response after Hurricane Maria. Within



days, Johnson & Johnson was able to coordinate and initiate 27 chartered flights to the region that delivered 700 tons of supplies, and 30 ships that brought another 284 tons of supplies. However, local governments had a difficult time keeping up with the assistance that Johnson & Johnson provided, creating barriers to response. Sneed asked for a removal of red-tape policies and bureaucracy in periods of response to ensure that the private sector can maintain its standard of agility.

**Pam Bondi, Attorney General of Florida**, spoke about the importance of collaboration among competitors in times of crises to ensure that resources are delivered as quickly and effectively as possible. Amparo emphasized the government's need for the private sector to get back to business post-disaster so that families and communities do not have to be displaced because their lifelines are missing. He said that a reliance on complementary sectors is important, paired with an understanding of the cascading effect on how each sector's strengths and weaknesses can impact one another.

In terms of community continuity, Sneed acknowledged the importance of the private sector in keeping up and running to ensure that employees can continue working in order to earn paychecks and support their families. All in all, disaster preparedness and relief must be handled with a 360-degree approach. While communities may see a clear divide in services provided by the private and public sectors, these two groups actually work as an ensemble. Supporting communities is a team effort that should be constantly addressed.

As the length, frequency, and scope of the world's conflicts increase, it is becoming more difficult to reach affected people in insecure areas with life-saving and life-improving humanitarian assistance. The roundtable *New Approaches to Engaging the Private Sector in Investing & Scaling Local Solutions to Unparalleled Humanitarian Challenges* was co-hosted by the U.S. Agency for International Development and the U.K. Department for International Development. **Mark Green, Administrator of the U.S. Agency for International Development (USAID)**, and **Penny Mordaunt, Secretary of State for the U.K. Department for International Development**, discussed how donors address this challenge by supporting, investing, and incentivizing new solutions. As acknowledged by Mordaunt, "we have to have new ways of delivering humanitarian relief. One of the biggest challenges we face is getting accurate data on how people move in humanitarian crisis situations."

The roundtable showcased four innovators from the first round of the Creating Hope in Conflict Humanitarian Grand Challenge who are helping make the delivery of humanitarian assistance in conflict more efficient and effective. Drawing on input from private sector leaders, the moderated conversation identified the ways in which the public and private sectors can collaboratively develop and fund more integrated and inclusive solutions and work together to address the barriers that prevent impact and scaled up engagement, particularly in complex emergencies. Green commented: "People sometimes ask what keeps me up at night: to me, it's kids being raised in areas surrounded by conflict."

In *Ending the Need for Foreign Assistance*, Administrator Green addressed the importance of foreign assistance in helping countries achieve self-reliance. He started his presentation by reflecting on the beginning of his career over 30 years ago, in which he visited a town in Kenya. This town had no running water, electricity, or phones, yet no one ever asked him for money. 30 years later, as Administrator for USAID, he visited a Somali region in Ethiopia that had been reaching its third year of drought and a woman asked him to help her with irrigation so that she never has to ask for food again. Administrator Green shared these stories to emphasize the innate desire for humans to be self-reliant and self-dependent. As a result of this innate need, USAID has created a framework to help countries achieve this goal, called the "Journey to Self-Reliance."

***"We believe the purpose of foreign assistance must be ending its need to exist."***

Mark Green

Administrator of the U.S. Agency for  
International Development

The goal for USAID is to help other countries achieve self-reliance. In order to meet this goal, each country must be approached individually. "The Journey of Self-Reliance" breaks down into two major categories: capacity and commitment. For self-reliance to be effectively achieved, countries must have the governmental capacity to deliver services to their citizens, the capacity of civil society to be connectors between citizens and leaders, the economic capacity to withstand future shocks, and the capacity of the citizens to have quality healthcare and education. In addition



to capacity, a country must be committed to developing for the future and investing in an open and transparent way. When interviewed by **Matthew Swift, Co-Founder, Chairman & CEO of Concordia**, and asked whether or not a country can achieve self-reliance if the government is not committed, Administrator Green questioned whether those investments would be sustainable.

Swift then asked what happens when a country achieves self-reliance. Administrator Green responded by saying that countries would accelerate in their progress and would establish an enterprise-driven relationship with the U.S. This brings in the role of the private sector in a country's journey to self-reliance. Countries want the private sector to be energized and engaged because having a vibrant private sector helps provide revenue, innovations, ideas, and services that people are looking for. Administrator Green hopes that part of the journey for countries to achieve self-reliance will be moving beyond traditional grants and contracts into co-creation, designs, and financing initiatives that benefit everyone.

Finally, in a conversation titled ***Resilient Response: A Necessary Shift in Disaster-Giving***, Petra Nemcova, Supermodel and Co-Founder of All Hands and Hearts – Smart Response, and Frank Giustra, CEO of Fiore Group and Founder & President of the Giustra Foundation, discussed the importance of long-term disaster response. Nemcova began the conversation by discussing what she has consistently seen in post-disaster response: right after the disaster, there is an outpouring of help and funds, but when those first responders leave, the communities are often forgotten about. She explained that 70% of funds raised for disasters come within the first two months of the disaster striking, yet only 5% of those funds are allocated towards rebuilding the community. There is a tremendous gap between the funds given immediately following a disaster

and the funds communities need to rebuild in the long term, which takes an average of five years. Nemcova announced the Resilient Response Initiative, a pledge to think not just about first-term response, but long-term response as well.

Giustra explained that the problem with long-term response to disasters has been the way that we report on disasters, stating: “the reporting on disasters makes the headlines for a short period of time and then quickly disappears, and what disappears along with it is all the public outpouring of generosity.” After that reporting cycle ends, people go on with their daily lives and forget about responding to disasters and all the rebuilding that has to be done. He emphasized the importance of finding and creating long-term sustainable solutions to disasters, as well as preparing funding and programs in advance. Petra highlighted the Resilient Response Initiative as a way for individuals, foundations, and organizations to get involved.

***Next steps:***

- Establish long-term sustainable solutions to disasters, including preparing funding and programs in advance.
- Create more accessible ways to engage communities on the importance of preparing for natural disasters.
- Outside aid needs to work with local crisis management leaders to better address the needs of the community.
- The U.S. Agency for International Development has created roadmaps using the data it has sourced from different countries, which it hopes to use as a discussion tool inside countries on the road to self-reliance.
- The roles of government, private companies, and nonprofit organizations need to be better defined in a preparedness and response structure so that assistance can be provided efficiently.





## A Healthy Future Building a Strong Healthcare Infrastructure

**The global healthcare landscape is continually evolving, fueled by the ongoing fight against global microbial resistance, the aging and growing population, and climate-related disasters.**

The global healthcare landscape is continually evolving, fueled by the ongoing fight against global microbial resistance, the aging and growing population, and climate-related disasters. With the threats to healthcare intensifying across the world, the need to encourage governments and business to take part in building a strong healthcare infrastructure is more crucial than ever before. The 2018 Concordia Annual Summit provided a multi-sectoral platform through which to explore the role of collaboration in driving progress towards three areas of our rapidly-changing healthcare landscape: cancer treatment, mental health, and the health of women and girls.

With almost one in two people being diagnosed in the course of their lifetime, cancer remains one of the most pressing healthcare challenges of our time—not least, the need to ensure treatment is accessible and affordable. Currently, all existing cancer therapies and treatments in the U.S. have

successfully undergone clinical trials as part of the research process. However, only 5% of patients enroll in clinical trials. Lack of patient participation with adequate racial and ethnic representation leads to an enormous failure rate, delaying and preventing cancer research and development from being approved for the benefit of all cancer patients. Barriers to participation, primarily financial barriers and lack of awareness, must be removed to create inclusive patient enrollment, accelerate the completion of trials, and get new treatments approved for the benefit of all.

Through a programming partnership with Lazarex Cancer Foundation, a non-profit that works to enable patients to undergo the most advanced and innovative cancer treatments through increased access and participation in clinical trials, the 2018 Concordia Annual Summit convened a panel titled *Barriers to Cancer Care: The Underreported Story of Unequal Patient Access*. Dana Dornsife, Founder





& Chairman of the Board at Lazarex, explained that clinical trial participation provides people with the chance to live, while also advancing cancer research and treatment, and so one step towards progress is ensuring increased patient access to clinical trials.

***“Cancer is an epidemic: we lose the equivalent of wiping Washington D.C. off the map every year.”***

Dana Dornsife  
 Founder & Chairman of the Board at  
 Lazarex Cancer Foundation

Despite rapid expansion in drugs and treatments for cancer patients, eligibility for participation in therapies is narrow, greatly limiting the medical community’s ability to study cancer. Currently, just 3% of adults suffering with cancer enroll in clinical trials, with only 3-5% of those participating from minority groups. By boosting access to clinical trials, new advancements can be made. Joined on stage by Laura Manatos, Founder & President of Laura Evans Media and Dr. Clifford A. Hudis, M.D., FACP, FASCO, Chief of the Breast Cancer Medicine Service, Memorial Sloan-Kettering Cancer Center, Dr. Edith Mitchell M.D., Clinical Professor of Medicine & Medical Oncology at

Thomas Jefferson University, described how African Americans have an increased risk for myeloma, which is why it is crucial to raise the involvement of minority groups in clinical trials. However, there are many factors that play into why African Americans do not participate in clinical trials, not least a lack of awareness and financial restrictions. By working to financially support patients, Lazarex allows a greater number of people to participate in trials, with the ultimate goal of creating a platform for equitable access.

Alongside the ongoing battle to find effective and affordable treatments for cancer, the importance of mental health is also dominating the healthcare landscape. In partnership with Seleni Institute, ***Mental Health is Everyone’s Business*** convened a panel of mental health experts to promote the importance of emotional health in the clinical setting. According to Hara Ntalla, Clinical Director of Seleni Institute, it is predicted that by 2030 depression will be the number one cause of death, suicide rates will be at an all-time high, and mental illness will remain a stigma in many countries, hindering treatment for many patients.

When examining levels of global financing, it is evident that the amount of funding given to physical ailments, such as AIDS and cancer, far surpasses that of mental illness research. This not only impacts medical solutions, but also hinders sustainable development towards improving





mental health and reducing stigma around the globe. The World Health Organization has created a global campaign to address mental health issues, but many organizations have emerged that cater to specific communities in need of resources.

Sitawa Wafula, Founding Executive Director of The Sitawa Wafula Mental Health Academy, launched her organization after she experienced sexual assault at the age of 18. She began with a blog as a way of coping with her trauma, which led to sharing mental health resources with her community and, eventually, the launch of a mentorship program that now extends to eight African countries and that helps individuals access mental health services and redefine mental illness. Redefining mental illness, for her, first means seeing everyone who is suffering from mental illness as one community regardless of nationality or geography. It also means being open to volunteering your time to provide a safe space for someone in need, directing someone in need to medical help, and taking part in political change by pressuring leaders to make policy changes for those without rights and access to help.

Alongside the role of collaboration in driving progress towards cancer and mental health, the 2018 Annual Summit examined the importance of strategic partnerships, the value of women's leadership, and the need for greater

investment and advocacy for young women and adolescent girls in the fight against HIV and cervical cancer. In 2003, the President's Emergency Plan for AIDS Relief (PEPFAR) was signed into law by President George W. Bush. Saving millions of lives worldwide over the last 15 years, PEPFAR has accelerated progress toward controlling and ultimately ending the AIDS epidemic as a public health threat. Through partnership and engagement worldwide, notable efforts continue. However, despite major gains, especially across the life cycle of women's health, young women and adolescent girls remain particularly vulnerable. From access to education and health services to curtailing gender-based violence, further work remains in the prevention of HIV/AIDS and cervical cancer.

In *Promoting the Health of Women & Girls Through Collective Efforts*, in partnership with the George W. Bush Institute, Ambassador Deborah L. Birx M.D, Global Aids

***“Here we are in 2018, and we still have these tremendous disparities in cancer care, primarily based on the color of one's skin and their sex.”***

Dr. John Whyte  
Chief Medical Officer of WebMD



Coordinator & U.S Special Representative for Global Health Diplomacy at the Department of State, stressed that in order to implement lasting change in the mistreatment of women and their bodies, it's critical to equip young girls with the resources to enable them to protect themselves in the future.

*“Making sure that you have adolescent-sensitive programs, so that girls will actually show up to the clinics, is very important.”*

Carolyn Miles  
President & CEO of Save the Children

1,110 women are diagnosed with HIV every day in sub-Saharan African. In South Sudan, many women are unable to get access to healthcare, putting many women at risk of infection and disease. Laws in South Sudan allow young girls to enter marriage and motherhood by the age of 13. This is a huge issue because young girls are not being given the tools they need to educate themselves about reproductive issues in order to improve their wellbeing. Sandra Granger, First Lady of the Co-operative Republic of Guyana, explained that the world does not stand strong without women being

given the tools they need for proper healthcare to implement change to both their bodies and their communities.

As a result, it's important to put women not only as leaders and scientists, but also in parliament, and women need role models in order to believe that the possibilities are endless when it comes to opportunity. An education gives young girls and women a voice and empowers them. However, according to Youth Advocate Vivian Onano, we need to empower women not only in the classroom but in the community, as women continue to be the caretakers of their communities.

*Next steps:*

- Diversify the participants of clinical trials for cancer to give people of all races and backgrounds the opportunity to benefit from cutting-edge treatment.
- Philanthropic attention is needed to scale initiatives that address mental health.
- Reliable data needs to be collected so that we can effectively examine the progress that's being made towards the health of girls and women, and to help prevent problems before they begin. Conversations need to be initiated with men as part of the problem solving on how to treat women and their bodies.



ORDIA

a Annual Summit

Kumi Naidoo  
Secretary General of Amnesty International



## **Partnering for Human Rights** Economic Empowerment, Eradicating Forced Labor, and the Flawed Criminal Justice System

**The 2018 Annual Summit built on Concordia’s history of addressing human rights issues as a discernible, innate challenge faced by sectors spanning across all industries, geographic regions, and points of history.**

The 2018 Annual Summit built on Concordia’s history of addressing human rights issues as a discernible, innate challenge faced by sectors spanning across all industries, geographic regions, and points of history. The Summit convened distinguished experts and leaders across sectors to advance conversations centered on forced labor within the supply chain, the rights and roles of women in Saudi Arabia, humanitarian crises, the flawed criminal justice system of the U.S., the repressed role of women in the global economy, and more.

In *Women Mean Business in the Global Economy*, Carrie Hessler-Radelet, President & CEO of Project Concern International, and Dr. Sarah Degnan Kambou, President & CEO of International Center for Research on Women, started a conversation on women’s economic empowerment.

***“When women are able to contribute to the economy, everyone benefits.”***

Carrie Hessler-Radelet

President & CEO of Project Concern International

Women around the world are economically empowered when they have the skills, resources, access, and opportunity to succeed in the formal economy and the power to make economic decisions for themselves and their families. Opportunities for women to achieve economic advancement and security are increasing through innovative partnerships between civil society, government, and the private sector.

However, challenges and barriers remain.

Hessler-Radelet and Dr. Degnan-Kambou introduced Her Royal Highness Crown Princess Mary of Denmark, who explained that breaking down barriers for women is essential to good economic practice. Denmark is fully committed to forming partnerships intended to challenge injustice and inequality on the basis of gender. Only through cross-sectoral unconventional partnerships can gender equality be achieved. HRH Princess Mary stressed that it is important to be aware of the role of cultural norms that become obstacles for women in the workplace. She closed with a call to action to continue to work together and build on the programs that have already been created for women’s economic advancement, so that the world at large may enjoy the economic benefits.

Women’s economic empowerment was a common theme in Her Royal Highness Princess Lamia Bint Majed AlSaud’s session *How Understanding Saudi Arabia’s Women Can Help Bridge Cultural Divide*, in conversation with Concordia Leadership Council Member Ambassador Paula Dobriansky, Senior Fellow of Harvard University Belfer Center for Science & International Affairs and Former Under Secretary of State for Global Affairs. HRH Princess Lamia explained the ways in which the Kingdom of Saudi Arabia is undergoing significant modernization with women’s empowerment at the forefront of the reform agenda. The conversation explored how local foundations such as Alwaleed Philanthropies, of which Her Royal Highness is the Secretary General and member of the Board of Trustees, are supporting this reform. Looking at the efforts being made, and the progress that has been





achieved throughout the years, HRH Princess Lamia and Ambassador Dobriansky discussed how partnerships can broaden and further this change, and the areas that should be prioritized to support further progress.

Saudi Arabia is comprised of 65% youth and that is beginning to be reflected in the country's government. The focus has therefore started to shift towards the wants and needs of the next generation. HRH Princess Lamia emphasized the responsibility of youth to create the change they want to see. In terms of women's rights, HRH Princess Lamia described the new opportunities the Kingdom has opened for Saudi Arabia's women, including the recent lift of the driving ban. However, she noted that there is still a long way to go.

Joining the Annual Summit from Saudi Arabia's adjacent country, Qatar, H.E. Hassan Al Thawadi, Secretary General of the Supreme Committee for Delivery & Legacy, spoke in *World Cup 2022 Conversation*. Joined by Rt. Hon. David Miliband, President & CEO of International Rescue Committee, and Matthew Swift, Al Thawadi began by describing the long-awaited opportunity for the Middle East to host the World Cup. By hosting the World Cup, Qatar is given the chance be a catalyst for forward motion in the realms of human rights, infrastructure and transportation plans, economic diversification, and overall positive change

within the region. Miliband defined the World Cup as a chance to raise awareness of the gap between refugee needs in the Middle East and the support provided. By using partnerships to combine the global attention garnered by

*“We took the requirements for the World Cup and worked to re-ensure that everything has a use post-World Cup.”*

Rt. Hon. David Miliband  
President & CEO of International Rescue Committee

the World Cup and the cross-cultural power of the sport, he plans to raise awareness of the human rights issues plaguing the Middle East. Qatar has previously fallen short on the enforcement of laws for the welfare of workers, and the World Cup, Thawadi disclosed, is helping develop certain legislation.

Kumi Naidoo, Secretary General of Amnesty International, is a South African social justice and environmental activist. Building on the Summit's human rights-centered programming, Naidoo's flashpoint focused on utilizing





partnerships as an outlet to provide aid to the world's disenfranchised population. Naidoo described Amnesty International's vision of creating a better, healthier world through implementing innovative and sustainable policies to alleviate world poverty and hunger. He noted that there are innovative ways for society to function without compromising the safety and wellbeing of the world's disadvantaged. Historically, changes have been implemented but not sustained, and Naidoo noted the importance of consistently maintaining change for true change to be catalyzed.

The Summit also focused on advancing conversation into action to support the world's most disadvantaged populations. In *The Kurds: A Bulwark of Security & Stability*, Octavian Report Publisher Richard Hurowitz moderated a conversation between Bernard-Henri Lévy, Philosopher, Filmmaker & Activist, and Dr. Thomas S. Kaplan, Environmentalist, Philanthropist & Investor. Lévy described the Kurds as a brave, honorable people and as an embodiment of highly-praised values in America: faith and patriotism. The Kurds represent a certain tolerance of a moderate Islam, which the group argued can be used as an arc of stability within the turbulent Middle East. Kaplan noted that allying with the Kurds would not compromise the values of the U.S.

A year prior to the Summit, the Kurds had their own referendum in which they asked for their own independence and state. In response, they were attacked by neighboring groups. These groups stole their oil fields and used both air

*“We dream of a monument in New York, honoring the bravery and sacrifice of the Kurds, praising those who fell for our common fatherland of ideas and values.”*

Bernard-Henri Lévy  
Philosopher, Filmmaker & Activist

and ground attacks. Lévy described how the U.S. did not acknowledge the attack placed on the Kurds, and by doing so, did not uphold democratic values. As a result, Kaplan and Lévy are collaborating to raise awareness of the troubles of the Kurdish people by creating Justice For Kurds. Their goal is to empower the youth of France, the U.S., and Kurdistan, bridge the gaps between their respective nations, and build support for the Kurds.



Discussions around the world's disenfranchised populations continued throughout the Summit, with experts exploring the rights and future of the incarcerated in the U.S. Recently, there has been an increased focus on the inefficiency of the prison system and a ten-year plan for the closure of Rikers Island, New York state's notorious jail, has been put in motion. What does the closure of Rikers Island mean at a national scale, and how can the private sector get involved in the domestic criminal justice space? **Stanley Richards, Executive Vice President of the Fortune Society**, was joined by **Errol Louis, Political Anchor for Spectrum News NY1**, and **Malika Saada Saar, Senior Counsel on Civil & Human Rights for Google**, to discuss what comes next in *The Case Close to Rikers*.

Individuals from both sides of the aisle are coming together for change on mass incarceration, the panel explained, and the private sector has been weighing in on the matter. This is a conversation that has been resonating across the nation. Fortune Society has been advocating for a higher level of investment in the reintegration of prisoners into society. The capital used to sustain the prison system, the panel discussed, could be used for more humane and productive initiatives to benefit formerly-incarcerated individuals and society at large. Richards posed the question of how to make conversations of this sort reach the national agenda. Saar stressed that the prison system needs to be disrupted and used Google as an example of a disruptor of conventionality. Google is using its global presence and influence to restructure practices that affect the prison system. Saar also emphasized the highly-influential role of the technology sector, specifically in correcting human rights abuse.

*“We have also taken on the responsibility of being disruptors. If there's anything that needs to be disrupted, it is mass incarceration.”*

Malika Saada Saar  
Senior Counsel on Civil & Human Rights for Google

The role of the technology sector arose again in the conversation around human trafficking, specifically within the state of Florida—one of many states to have examined the practices of other countries in an effort to

put a stop to human trafficking. In *Florida Leading the Way on Partnerships*, **Hon. Pam Bondi, Attorney General of Florida**, explained Florida's development of safe houses similar to the ones in Mexico, and described how the state has passed human trafficking laws similar to ones practiced in Morocco. Bondi delineated extensive measures taken in Florida's state law and education that have helped parents, teens, young women, and the public generally become more aware of the prevalence and risk of human trafficking. Partnerships with major corporations and technology giants, such as UPS and Uber, have helped unveil potential crimes through the training and educating of employees on how to spot and report unusual behavior.

*“We haven't had to pressure anyone to join in on preventing human trafficking, and I think it's because they're hearing us talk about how real it is.”*

Hon. Pam Bondi  
Attorney General of Florida

Human trafficking, particularly as a human rights abuse within the supply chain, was also the center of *Collaborating to Advance Human Rights in Supply Chains*. **Dan Viederman, Managing Director of Humanity United**, moderated the session, which heard from **Jan Saumweber, Senior Vice President for Responsible Sourcing at Walmart**, and **Anu George, Director of Operations for IJM, Delhi**. The most successful approach in combating human rights abuses in supply chains across industries and the globe, the panel agreed, is a collaborative one between NGOs, governments, and the private sector. The panel emphasized the varying responsibilities that each actor must take to collectively address these issues.

Based on IJM's on-the-ground experience, George recommended actionable steps that NGOs, governments, and the private sector can take to comprehensively and holistically address trafficking and forced labor in countries where it is most prevalent. Saumweber shared Walmart's collaborative approach to solving complex supply chain challenges like forced labor, including the challenges and opportunities for impact that the company has found in working across sectors. She also highlighted priorities for



Walmart as it looks to accelerate and amplify its responsible sourcing efforts moving forward. To read more around the role of cross-sector collaboration in combating human trafficking, visit our “Business Leadership” section.

*“No one organization, no matter how big, can solve the issue.”*

Jan Saumweber

Senior Vice President for Responsible Sourcing at Walmart

Finally, Dr. Marianna Vardinoyannis, UNESCO Goodwill Ambassador and Founder & President of the Marianna Vardinoyannis Foundation, shared remarks on the development of more inclusive societies during *The Path to a More Human World*. Vardinoyannis spoke about the importance and power of partnerships and collective action in addressing the pressing issues of global education, the protection of civil rights, and relief of the worldwide refugee crisis. Vardinoyannis asserted that the best results are

obtained through the inherent morality of the human soul, and issued a plea that we all work together to transform social solidarity into shared prosperity.

*Next steps:*

- The World Cup should be used as a platform to bring light to pressing issues and bridge different cultures.
- A platform should be created to bring attention to the Kurds in order to create solutions.
- The technology sector can play a huge role in giving a voice to marginalized communities and documenting human rights abuses.







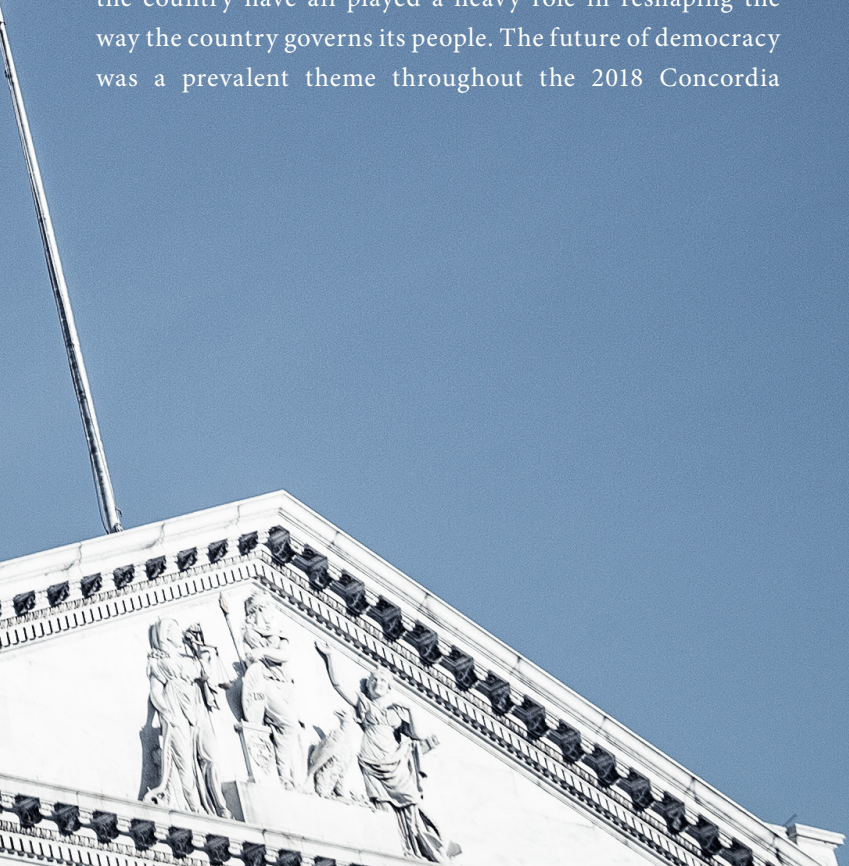
## Politics & Preservation

### The U.S. Domestically & Internationally

**Trust in institutions and democracy is at a low. Partisanship dominates the U.S. political landscape. There is a rift among not only U.S. leaders but also the citizens they are supposed to represent.**

Trust in institutions and democracy is at a low. Partisanship dominates the U.S. political landscape. There is a rift among not only U.S. leaders but also the citizens they are supposed to represent. The rise of automation in jobs, the impact of social media, and the shifting demographics of the country have all played a heavy role in reshaping the way the country governs its people. The future of democracy was a prevalent theme throughout the 2018 Concordia

Annual Summit. Through conversations held with speakers including Jennifer Lawrence, Ivanka Trump, Governor John Hickenlooper, Dr. Kerry Healey, and Dr. Ian Bremmer, Concordia provided a platform for leading policy makers and activists to share their perspectives on everything from the effect of globalism in the U.S. to solutions to combat the rise of corruption in politics.







## Millions In The Middle

### Surveying The Current Political Landscape

In this private, high-level roundtable, a range of leaders from the bipartisan, good government, independent, and centrist spaces worked to foster a less divisive, more productive political climate that prioritizes people over any particular political party and develops a collective roadmap for action as a movement. Dr. Kerry Healey, President of Babson College and Concordia Leadership Council Member, moderated this top-level gathering. The discussion focused on the efforts being made to grow centrist groups and the changes that need to be applied to carry the nation sustainably into the next decade.

A common theme throughout the discussion was the need to engage with millions of citizens in the middle who today feel ignored, neglected, and disenfranchised in our current system of government. There was consensus that millennial voter involvement needed improvement, with only 50% of young people voting in the last U.S. election. Speakers shared strategies to increase voter turnout, such as university campus involvement in the lead up to election season.

A range of structural barriers facing the centrist movement

were critical to the discussion. Problem Solvers Caucus Members Congressman Carlos Curbelo and Congressman Kurt Schrader raised the importance of structural reform within Congress. J.B. Lyon, Co-Founder of the Rebuild Congress Initiative and Founding Board Member of Issue One, and Alan Khazei, Founder & CEO of Be the Change,

*“Having the opportunity to meet each other can take us out of isolation where we are struggling with 20th Century ideas but need to come up with 21st Century ideas.”*

Dr. Kerry Healey  
President of Babson College and  
Concordia Leadership Council Member

raised the issue of ranking choice voting. Themes of civility, good policy, and reformation also emerged as consistent messaging throughout the group. Ted Dooley, Executive Director of the College Republican National Committee, introduced the term “participatory democracy” as a



common goal of both the speakers around the table and his organization. Congressman Fred Upton of Southwest Michigan's 6th Congressional District alluded to the criticalness of institutional reform. He suggested that if the status quo for politics continued, parties would run the risk of high-profile leaders stepping away from politics, opening the doors for more radicalized individuals getting involved in politics and leading to further division in the system.

While challenges lie ahead, the group made note of the fact that the room was filled with pragmatic optimists focused on accomplishing a goal that most Americans believe nothing can be done about.

*Next steps:*

- Facilitate connections within the centrist movement.
- Create a support system that works behind the scenes to bring common agendas to life and empower people to succeed in their efforts.
- Coalesce around ballot access and thinking through financial barriers to entry.

Continuing many of the themes from the Millions in the Middle discussions, Dr. Kerry Healey, President of Babson College and Concordia Leadership Council Member, sat down with Hon. John Hickenlooper, Governor of Colorado, in a plenary session titled Realigning The Political Bell Curve. In this conversation, Governor Hickenlooper discussed his record of collaboration for community good and his belief on the role of state governors in reviving U.S. democracy.

Governor Hickenlooper discussed how his career as an entrepreneur and brewer has shaped his understanding of the importance of the customer, but also his belief that businesses must hold themselves to high ethical and environmental standards. Companies are now more attuned

to the priorities of their customers, and as such have become more socially conscious in their decisions. This relationship has come to redefine traditional capitalism, and there is evidence that social responsibility—both in terms of environment and investment in human capital—leads to increased profits. These business lessons can be applied similarly to campaigns and democracy in the U.S.

*“States are the laboratories of democracy.”*

Hon. John Hickenlooper  
Governor of Colorado

The federal government has a lot to learn from states and needs to try to make sure all stakeholders are at the table working towards unity. When Governor Hickenlooper was elected, there were 23,500 regulations mandating policies across the state. As governor, he has worked to reduce these regulations while also ensuring that counties are not tasked with unfunded mandates. Looking ahead, Governor Hickenlooper said that he wants to ensure that people continue to have an equal opportunity to grow and contribute to the country.

*Next steps:*

- Businesses should be held to both high ethical and environmental standards to prevent corruption and protest.
- Focus on training youth to learn lifelong skills in order to ensure a productive future.





## **Ivanka Trump** Empowering the American Worker

In her role as **Advisor to the President**, **Ivanka Trump** has prioritized job creation, economic opportunity, workforce development, and entrepreneurship for Americans through the creation of The Pledge to America's Workers and the National Council for the American Worker. According to the U.S. Department of Labor's Bureau of Labor Statistics, as of October 16, 2018 there are 7.1 million job openings in the U.S. In *Empowering the American Worker*, in conversation with **Matthew Swift**, Co-Founder, Chairman & CEO of **Concordia**, Ms. Trump discussed the opportunities and challenges that arise from creating a strong, resilient workforce in the U.S., and the importance of empowering women economically, both domestically and globally.

Swift began the discussion by asking Ms. Trump what "America First" means in a global context. Ms. Trump said that, contrary to claims that this means "America Alone", America First actually means that the U.S. will align itself with other countries that display similar moral and economic values. Ms. Trump spoke about the National Council for the American Worker, a federal entity within the White House that focuses on thinking holistically about vocational trade,

and outlined the skills crisis she believes the country is facing due to a lack of continuity in skills training. The aim of the National Council for the American Worker is to build new pathways for domestic skills training that begin before job entry and stretch throughout employment. Ms. Trump called upon C-suite executives and leading companies to help finance new skills training opportunities and create

***“When you invest in women, they  
reinvest back into their communities.”***

Ivanka Trump  
Advisor to the President

apprenticeship programs within their own companies. Ms. Trump highlighted that increased automation means the U.S. has an obligation to invest back into the workforce.

Connecting the discussion on automation and skills development, Swift asked Ms. Trump about the government's role in promoting science, technology, engineering, and mathematics (STEM) education. Ms. Trump said the U.S. government is dedicated to creating after-school programs



in collaboration with private sector companies to help fund STEM programs for young people, better preparing them for careers within technology fields—a vital part of every industry. Addressing education further, Ms. Trump said there is a misconception in this country that “Path A” means attending a traditional four-year college or university course. She argued that apprenticeships should be more

***“We need to stop thinking that there is one ‘path A’ in this country...there are many path As.”***

Ivanka Trump  
Advisor to the President

accessible, citing the success similar programs have had on the economy in countries such as Germany.

With women’s unemployment at its lowest rate in over 60 years, Ms. Trump stated that the next step to economically empowering women is tax reform. As women now account for 40% of primary breadwinners in the home, she suggested doubling the child-care tax credit to create a more enriching environment for working parents. The composition of

women entrepreneurs has also evolved, with the fastest growing demographic groups of entrepreneurs now being African-American and Latina women. Ms. Trump also highlighted the Women, Peace, and Security Act, signed into law in October 2018, which requires women to be involved in peacekeeping discussions and agreements.

*Next steps:*

- Support the National Council for American Workers in creating vocational training to adequately fill open jobs throughout the country.
- Encourage the economic empowerment of women and work to reform the tax code to improve the lives of parents and single parents.
- Call on CEOs and companies to create new programs for retraining mid-career employees for new jobs and apprenticeship programs for new skills-based training.





## Closing Global Gender Gaps

### Global Gender Inequities

While countries around the world have made significant strides towards closing global gender gaps in education and health, gaps in economic participation and political empowerment remain staggering. It is expected that it will take 250 years before the gender gap is fully erased.

*Closing Global Gender Gaps*, a conversation on global gender inequities in partnership with Women Political Leaders Global Forum (WPL), featured H.E. Marie Louise Coleiro Preca, President of Malta, and Hanna Birna Kristjánsdóttir, Chair of Executive Board of WPL. President Preca shared that after 45 years in politics she still feels as though tangible progress is limited. Careful focus should be dedicated to considering strategies pioneered by countries with the greatest record of success, supporting leadership and economic pathways for young women, and educating young men on the topic of empowerment.

## Athens Democracy Forum

### Fighting for Freedom

Roger Cohen, Op-Ed Columnist for The New York Times, writes about international affairs and diplomacy. In *Athens Democracy Forum*, Cohen made a call to action for Americans and citizens in democratic states to fight for freedom in the form of democracy. He said that the global population faces a multitude of issues that impact international affairs, and that the refugee crisis is one of the most severe. Cohen praised Greece for the countries' efforts to show generosity towards refugees from Syria and elsewhere, despite the economic crisis the country has faced in recent years.

***“Democracy is a culture that empowers citizens to face their beliefs.”***

Roger Cohen

Op-Ed Columnist for The New York Times



## Our Homeland Security

### An Assessment in 2018

From Assistant U.S. Attorney in the Southern District of New York, to General Counsel of the Department of Defense, **Hon. Jeh Johnson, Former Secretary of the U.S. Department of Homeland Security (2013-2017)**, has had a career rooted in public service and equality. Most recently, Secretary Johnson led the Department of Homeland Security, where he oversaw the response of the U.S. to the Ebola crisis, an influx of immigration, and a rise in cybersecurity attacks. In ***Our Homeland Security: An Assessment in 2018***, Secretary Johnson shared his perspectives with **David Gura, Anchor & Correspondent, MSNBC**, on the challenges for security in 2018, and the opportunities ahead.

The initial domestic challenge that Secretary Johnson addressed was terrorism. Over a decade ago, the U.S. Department of Homeland Security was created in defense of large-scale attacks from overseas terrorists. However, now attacks are much smaller, harder to predict, and terrorists are frequently radicalized within the country. Secretary Johnson said that the nature of attacks that have occurred in the past five years have become increasingly random, so using the risk assessment model has proven to be unhelpful

at times. On the flipside, detecting overseas threats has become more successful due to improved intelligence efforts and stronger collaboration among counter-intelligence agencies around the world.

When it comes to U.S. security in particular, Secretary Johnson said it has been increasingly difficult to maintain strong multilateral relationships, specifically with regards to the acceptance of migrants and refugees. Secretary Johnson referenced the country's long history of immigration and said that if the U.S. is seen as abandoning its heritage, people may lose trust in their country. He said that unless Americans address the underlying issues in the countries of origins, this issue will continue to exist long term and problems will continue to arise.

In closing, Secretary Johnson focused on cybersecurity threats from both individual hackers and entities with political agendas. Secretary Johnson believes that there is more to be uncovered in the investigation on Russian meddling in the 2016 election. Cybersecurity and automated information sharing is on the rise, which is why in 2008 Congress enacted a law that incentivized the private sector to share warnings of attacks with government agencies. Still, cyberattacks that threaten the privacy of many individuals persist.





**Hon. Elaine L. Chao**  
Partnerships in Transportation

For the second consecutive year, the Concordia Annual Summit heard from Hon. Elaine L. Chao, Secretary of the U.S. Department of Transportation. In Secretary Chao Talks Partnerships in Transportation, Matthew Swift, Co-Founder, Chairman & CEO of Concordia, sat down with Secretary Chao to discuss the scope of the U.S. Department of Transportation (DoT). Secretary Chao outlined the DoT’s priorities, as follows: 1) to ensure the safety of everyone who uses the U.S. transportation system; 2) to promote the efficiency of the U.S. transportation system; and 3) to address public concerns over privacy and security without inhibiting innovation.

When discussing the DoT’s involvement with innovation, Secretary Chao focused on self-driving cars, noting that the automobile industry has already begun petitioning the DoT for freedom to redesign the way cars look. As the technology progresses, consumer acceptance is likely to be one of the largest constraints. The DoT must therefore strive to make consumers confident in their safety, while keeping pace with industry advancements. Secretary Chao expressed optimism that self-driving cars will lead to a safer and more accessible transportation system. Secretary Chao

went on to discuss drones, outlining a priority of working with states to achieve uniform regulation and explaining the use of drones, particularly in terms of disaster response.

Swift inquired about her regulatory approach to drone technologies. Chao detailed some of stakeholders with concerns about drone technologies, including the Federal Aviation Administration, law enforcement, and citizens concerned about privacy.

Secretary Chao noted that the U.S. transportation system is very decentralized, due to the fact that 80% of it belongs to the state—for example, New York is responsible for LaGuardia and the MTA. She added that there are many private enterprises that are interested in building infrastructure, but that most states don’t allow private investment in transportation. Secretary Chao noted that she’d like to see more private sector partnerships financing infrastructure.

*Next steps:*

- Increase consumer confidence in safety of self-driving cars.
- Clear a path for the private sector to play a more central role in building infrastructure in the U.S.



## **Building Trust** An Era of Disillusion

Trust is at an all-time low. Hollywood has been upended by the #MeToo movement. From Fox News to Facebook, media is under fire for fake news and filter bubbles. Furthermore, U.S. politics, Brexit, and other nationalist movements are highlighting political polarization worldwide. In the *Building Trust in an Era of Disillusion* flashpoint, Noa Gafni, Founder of Trust Collab, explained the movement she is launching to rebuild trust in today's complex world.

Gafni shared a new framework for trust based on redefining the current narrative. She first addressed the trend of organizations and governments in breaking the trust of their clients and citizens, subsequently creating barriers to carrying out work effectively. She explained that traditionally trust has occurred at the local level from a top-down structure. For centuries, people relied on governments to make sense of the world around them. The role of institutions became less important once technology was introduced, as people became able to selectively intake information. Gafni said that removing the organization's voice from the discussion and living in a polarized world where no side seems trustworthy has lowered voter turnout and discouraged interest in the future of politics.

In working towards a solution, Gafni created Trust Collab, which is building an all youth parliamentary group as well as a Trust Collab Lab to encourage increased trust institutions and engagement with young people. Trust Collab hopes to rally the new generation to participate in elections and involve themselves in local organizations.





## System Failure

### Fixing Corruption Can Fix Everything

Continuing an analysis of the current political climate in the U.S., *Fixing Corruption Can Fix Everything* featured Jennifer Lawrence, Oscar-Winning Actor and RepresentUs Board Member, and Joshua Graham Lynn, Managing Director & Co-Founder of RepresentUs.

Last year, the Economist Intelligence Unit's Democracy Index downgraded the U.S. from a "full democracy" to a "flawed democracy," as political extremism rose and faith in public institutions declined. While Washington, D.C. remains gridlocked, there is an unprecedented wave of election, anti-corruption, ethics, and campaign finance reforms advancing in cities and states across the nation.

*"We believe no matter who you are,  
your voice matters in America."*

Jennifer Lawrence

Oscar-Winning Actor and RepresentUs Board Member

Following in the footsteps of the most transformative movements of the U.S.'s past, grassroots conservatives and progressives are joining ranks to fix this critical issue from the bottom up.

Lawrence and Lynn outlined the problem of corruption in politics and said that the U.S. is experiencing a "system failure." Politicians are spending up to 70% of their time in office fundraising for re-election, leaving little time for actual governance. Nearly 86% of House races are uncompetitive once they get to the general election due to the vast ring of influence around elected officials. Disgust by Americans for both political parties is high. Lawrence argued that, given these statistics and the overwhelming lack of citizen impact on shaping public policy, the current U.S. political system is corrupt.

Lynn shared a plan to unrig the system: the American Anti-Corruption Act. It is designed to undo the aforementioned ring of influence and reinstate "we the people" as the rightful influence over elected leaders. RepresentUs is working across the country to pass the act, which has a positive polling rate of 87% across party lines. However, given the restrictions the act would place on lobbyist loopholes, gerrymandering, and election funding, Congress lacks the incentive to pass it. As a result of this, citizens will



need to go around Congress and pass state by state anti-corruption laws across the U.S., following a history of state laws gaining momentum to trigger a response with federal law, such as with women’s right to vote and the legality of gay marriage.

*“Corruption doesn’t wear a party label and the American people know that. Everyone expects more from their parties.”*

Joshua Graham Lynn  
Managing Director & Co-Founder of RepresentUs

In order to accomplish passing the Anti-Corruption Act on the federal level, people must focus attention in three primary directions: 1) Building right-left coalitions, 2) Ending corruption, and 3) Contributing to a bold movement. Given that 75% of Americans identify as politically conservative or moderate, there is a big opportunity to capture support of this massive portion of the population to rally around the

Anti-Corruption Act. The key will be meeting people where they already are, but sharing new messages and using new messengers to keep people engaged.

Following the presentation, Lawrence and Lynn sat down for a conversation with Gayle King, Editor-at-Large of O, the Oprah Magazine, and Co-Host of CBS This Morning, CBS News. Lawrence explained that she was drawn to the cause of RepresentUs once she realized the pervasiveness of corruption in politics. Together they discussed the importance of recognizing the perspective of people you may not agree with, and why the issue of corruption is larger than one political figure or party. At least 90% of Americans agree that political corruption needs to be eradicated, so there is room for reconciliation despite the current atmosphere of polarization.

*Next steps:*

- End corruption by stopping political bribery, ending secret money, and fixing broken elections.
- Participate in the bold movement that RepresentUs is leading.



## Us vs. Them

### The Failure of Globalism

According to many political scientists, a chronic “us versus them” dichotomy has developed in recent years, splitting society in two. Some may say this is the failure of globalism, but to sum up this war of morals into one cause-and-effect case wouldn’t be wholly accurate. In this Flashpoint presentation titled *Us vs. Them: The Failure of Globalism*, Dr. Ian Bremmer, Founder & President of Eurasia Group and Concordia Leadership Council Member, took a behind the scenes look to share what he believes created this division.

Dr. Bremmer credited four main variables with the triggering of the “us versus them” movement. The first is the industrial revolution. Thanks to the rapid development of technology like artificial intelligence, many jobs have become automated. Once plentiful roles in factories, shipment centers, and banks have become obsolete. As a result, very different systems of justice for the working and middle class have developed. In an already tense environment

*“Social media is arguably one of the largest causes of the “us versus them” split. On social media, you can see only what you want to see, and no identity is hidden.”*

Dr. Ian Bremmer

President & Founder of the Eurasia Group and  
Concordia Leadership Council Member

of job availability, immigration has further exacerbated concerns among blue collar workers. The second variable—immigration—has become divisive as the willingness of people to accept immigrants into countries has evaporated. General willingness to demonize immigrants has increased, functioning as an outlet to place blame on frustrations.

The third variable in this equation has been wars, unfavorable outcomes, and the resulting treatment of veteran populations. Wars are incredibly expensive, and when they are not won, veterans are underappreciated instead of

treated as heroes. Many veterans today are homeless, which has led to major disengagement among new recruits and other potentially-interested future soldiers.

The fourth and final variable Dr. Bremmer discussed was social media. Dr. Bremmer claimed that social media is a major source of creating polarization among different parties and different groups of people. Although it’s a relatively recent development on the global scale—with real adoption occurring only within the last five or so years—it has caused a revolution of data. The selective nature of the platforms is key: you only see what you want to see, causing liberal individuals to only be exposed to liberal messages, and conservative individuals to only be exposed to conservative messages.

Most countries in the developed world with advanced democracies face a combination of these variables and have become increasingly polarized and divisive. Dr. Bremmer argued that the only country in the world with an advanced democracy that has avoided these issues is Japan. He attributed this largely to Japan’s shrinking population. Even though its economy is stagnant, per capita there does not appear to be much of a negative effect because of decreasing population numbers. Also, in relation to social media, there are more Japanese adults on social media than in any other country, and political parties in Japan are not allowed to utilize social media platforms. Both of these factors have led to a fairly stable social media environment in Japan and no development of an “us versus them” society split.

While the U.S. and many other democracies do not have declining populations and regulations on social media use, there is still opportunity for reconciliation. Dr. Bremmer concluded that if both sides, “us” and “them,” open our eyes to the constraints that have caused the failures in the first place, perhaps we can start to make reverses.

#### *Next steps:*

- Recognize the real causes behind the split, rather than feel hopeless about one day meeting in the middle.
- Recognize social media as a major source of the divide, as well as the potential solution, if utilized correctly.



## Senior Staff

### Perspectives on Politics

Continuing the conversations in the democracy space, *Senior Staff: Perspectives on Politics* discussed the role of senior staff in shaping the executive office, providing a window into the experience of former senior staff holders, and their perspective on the importance of the offices they once held.

Ambassador Juan Carlos Pinzón, Former Ambassador of Colombia to the U.S. and Chairman of Virtus Global, introduced the important role a chief of staff plays in an administration, organizing staff to make things happen and handling pushback from very senior figures. When asked what the role of Chief of Staff is in serving the president and country, Mark McLarty, Chairman of McLarty Associates, was quick to underscore how variable it could be based on the specific president, time in history, or period within a presidency. He noted that the constant duties are building a staff, organizing and managing that team, and supporting the president.

Pinzón recalled that Denis McDonough, Senior Principal of Markle Foundation, frequently played a role behind the scenes on international social issues. Likewise, McDonough noted that he would often seek out McLarty's counsel — he said his main challenge was keeping people informed enough to be effective, but not drowning in too much information to prioritize and stay focused on the four-year timeline.

Pinzón and McLarty went on to discuss the issue of prioritization. As McLarty remarked, a new president must be strong both at home and abroad, and faces a spectrum of issues much broader than that of even the most complex private companies. As a result, decision-making happens very quickly in the White House. McDonough described

the relatively new pressure of the 24-hour news cycle and the priority-distorting effect it can have. He admirably recalled President Barack Obama's ability to choose the right moments to take action.

*“For our country to be strong abroad, we must be strong at home.”*

Mark McLarty  
Chairman of McLarty Associates

Prompted by Pinzón, McDonough went on to discuss the importance of being able to navigate bipartisan waters. To his mind, good debates turn into good policy outcomes, and the critical thing is to show up and to be comfortable with conflict. McDonough was also concerned about increasing political insularity. McLarty emphasized the need for the current administration to achieve a measure of bipartisan consensus in a divided country. He went on to note that the Trump White House has been unable able to leverage its cabinet domestically or abroad, and that there doesn't seem to be the coherence or level of trust he and his colleagues enjoyed within their cabinets, and with their leaders.

#### Next steps:

- The 24-hour news cycle should not pressure politicians to act hastily.
- It is crucial to be able to navigate bipartisan waters. The current administration should aim to achieve a measure of bipartisan consensus in a divided country.





# BLOCKCHAIN CENTRAL



# CONCORDIA



# Global Blockchain Business Council

Concordia partnered with the Global Blockchain Business Council (GBBC) at the 2018 Annual Summit to bring Blockchain Central, the GBBC's signature event series, to New York during United Nations General Assembly (UNGA) week. Operating as a Summit within the larger Concordia Annual Summit, Blockchain Central served as the premier venue during UNGA for all things blockchain, including blockchain-specific programming and a Blockchain Central Lounge for networking and demonstrations throughout the conference. Small roundtables, strategic dialogues,

and high-level plenary sessions allowed for a range of discussions by the leading voices in this groundbreaking field and created unmatched opportunities for innovators to collaborate with policymakers and business leaders.

Topics explored spanned blockchain solutions for Fortune 500 companies, how cryptocurrencies can fund the SDGs, crowdsourcing impact measurement through blockchain, embracing blockchain solutions for citizens, data privacy, and empowering global cities.





## Why We Should All Care About Blockchain

“We are writing a new chapter in human cooperation together,” said Dr. Tomichah Tillemann, Founder of Blockchain Trust Accelerator, when he kicked off the Blockchain Central Summit by stating the clear importance of the emerging technology. Recognizing the significance and applications of blockchain are just the beginning. Tillemann highlighted the necessity of cooperation across industry professionals. The decentralized nature breeds transparency and immutability of a shared ledger. This is “an opportunity that only comes around once in a generation,” as Tillemann described.

## Banking the Next Billion via Cryptocurrencies

Blockchain companies like Abra are leading the charge in completely rethinking banking from the ground up. Bill Barhydt, Founder & CEO of Abra, shared some insights into what we can expect in the coming years in this exciting and groundbreaking industry. In consumer asset finance, cryptocurrency embedded in the products allows the consumer to pay for their assets without being overcharged through change of currency. This unification of currency is designed to be a sustainable banking solution.

## The First Central Bank Digital Dollar

Gabriel Abed, Founder of Bitt, created a solution seeking to amend problems plaguing the Caribbean through the creation of a centralized dollar. Abed specifically noted its ability to transform the plights of the underbanked and unbanked, especially due to the fact that 60% of adults in the Caribbean do not have access to digital currency. Bitt has designed a public e-money system that allows all members of society to interact and interface with this system. Although the notion of a digital dollar may seem radical, Abed noted that e-money systems like PayPal and Apple Pay have been in existence for quite some time.

## European Union Blockchain Resolution

On May 16, 2018 Members of the European Parliament passed a blockchain resolution by the Industry, Research and Energy Committee. The resolution sought to recognize the role blockchain can play in enhancing innovation in Europe and around the world. During the voting process, the resolution received support from 52 members, with only one voting against and six withholding their vote. Eva Kaili, Member of the European Parliament for Greece, was a major voice and advocate for the resolution. According to Kaili, a large part of the issues facing Greece and the



European Union were due to centralization. Blockchain is a technology that would de-centralize and give more control to the citizens.

### Blockchain Goes Bigtime: Enterprise Solutions for the Fortune 500

The current corporate landscape is changing rapidly due to ongoing innovations in technology. Yorke Rhodes III, Co-Founder of Blockchain at Microsoft, compared the emergence of blockchain with that of the internet, stating, “if you wait, your company will be behind—way more than with the internet.” Today, code is primarily open source and funding comes in a multitude of different forms. That combination means innovation is much more rapid. Elizabeth Rossiello, CEO & Founder of Bitpesa, emphasized this sentiment, stating “blockchain is bringing trust to counter parties.”

### Spurring Growth & Innovation from the U.K. to Singapore: Sandboxes, Greenhouses & Everything In-Between

“If you over-engineer a structure, then you may end up creating a whole new set of regulations that may box you

in,” said Michael Casey, Senior Advisor for the Digital Currency Initiative at MIT, as he discussed regulation. If regulators became involved in the early days of the internet, what would it have become? It is easier to get things into production if regulation is not considered. Sam Cassatt, Chief Strategy Officer at Consensys, reasons that there is a need to be careful about striking a balance between innovation and regulation.

### Supply Chain Solutions

Matt Whiteman, Partnership & Growth Manager for Choco 4 Peace, is using blockchain to improve farming in Colombia. Choco 4 Peace utilizes smart-contract blockchain technology with a decentralized inclusive economic ecosystem that aggregates cacao growers with stakeholders from the industry. Choco 4 Peace is increasing the profitability and success of the cacao industry across the board.

### Building the Digital State: A Strategic Dialogue on the Future of Government

Sandra Ro, CEO of the Global Blockchain Business Council, discussed Australian Security Exchange Digital Asset with





Blythe Masters, CEO of Digital Asset Holdings, a New York-headquartered financial technology company that builds enterprise-distributed ledger software for the world’s largest financial institution. The Australian Securities Exchange Ltd. is Australia’s primary securities exchange. It has been working to replace the Clearing House Electronic Subregister System with a new system based on Digital Asset’s distributed ledger technology.

### **Without Borders, Who Rules? Arbitration & Legal Resource in a Decentralized World**

Tomicah Tillemann, Founder of Blockchain Trust Accelerator, moderated a six-person panel on the challenges posed by the borderless nature of blockchain. Hon. Sean D. Reyes, Governor of Utah, shared his unique experiences from different arenas of technology, giving him a very unique, multi-layered view of blockchain as a regulator.

### **Incentivizing Local Growth Through Decentralized Governance**

Mickey Costa, Co-Founder of Access Network, shared Access Network’s mission to enhance access to blockchain on the African continent. This mission is founded on the

belief that local growth is dependent on banking structures. Instead of people being dependent on local bank branches, Access Network turns humans into bank branches, meaning that “people are now banking on each other.”

### **World Bank Blockchain Bond**

Yorke Rhodes III, Co-Founder of Blockchain at Microsoft, discussed how the World Bank, in collaboration with the Commonwealth Bank of Australia, has created the first distributed ledger bond. The two-year bond called “bond-i” is managed on the blockchain with a triple. This is an effort to address the inefficiencies in capital markets. Financial institutions rely on an archaic system of paperwork and clearinghouses. By placing the bond on the blockchain, previously time- and labor-intensive processes could become streamlined and automated.

### **Blockchain Solutions for Smart Cities**

Leaders from different cities discussed the massive urbanization going on around the globe and how blockchain plays a role in that transition. Cities like LA are looking to leverage their existing landscape. Heidi Pease, CEO & Co-Founder of Los Angeles Blockchain Lab, mentioned



the existing problem with traffic in her city. Pease and her team are looking into ways that blockchain technology can improve this inherent problem. “Collaboration is inherent to the technology itself,” Pease reminded. Innovations in the midwest can be shared to encourage growth in Colombia, for example. The technology can help build a global community.

### **The Future of Financial Markets**

Bitcoin has become synonymous with the term cryptocurrency. Alex Gordon-Brander, Founder & CEO of Omega One, reminded the audience that there are over 2,000 cryptocurrencies and Bitcoin is one of them. While bitcoin is “the best way we’ve come up with so far” according to Bill Barhydt, Founder & CEO of Abra, we are reminded it’s not perfectly integrated with practical use. “Bitcoin was not invented to be used efficiently and fast, it was created to stop the double spend problem.” Circling back to the theme of network effects, we can infer that cryptocurrency is on the right path for mass adoption.

### **In Conversation with Premier Burt**

The Honorable David Burt, Premier of Bermuda, was interviewed by Mercina Tillemann, COO of the Global Blockchain Business Council. Bermuda as a whole wants to ensure that it provides an environment in which progress can take place. This is why Bermuda is trying to adopt a regulatory framework to support those interested in engaging with this technology. Bermuda will be rolling out a national blockchain-based identity system next year, which hopes to ease the burden of compliance for companies operating in the country. Bermuda is moving aggressively to demonstrate to its citizens the power of the technology.

### **Bringing Transparency & Accountability to Advertising through Blockchain Partnerships**

Blockchain technology is being leveraged by the advertising industry to reduce costs and increase transparency. Bill Wise, CEO of Mediaocean, and Peter Guglielmino, Global Chief Technology Officer of Media Entertainment for IBM, sat down to discuss the projected course. Both agreed that they see marketers making the decision to stay in-house rather than spend 60-70 cents per dollar on intermediaries. Technological advances have shifted marketing to become data driven. It’s no coincidence that the largest aggregators of data are also the leading advertising intermediaries. By allowing consumers to control their data, the playing field is leveled between the technology giants and the rest of the market. Wise claimed “blockchain will do for transactions what the internet did for communication.”

### **The Future of Work in the Era of Blockchain**

“Why blockchain? If you have no infrastructure, why not leapfrog in technology?” Sandra Ro, CEO of Global Blockchain Business Council, asked rhetorically. Ann Rosenberg, Senior Vice President & Global Head of SAP Next-Gen, a purpose-driven innovation community, mentioned the two biggest opportunities for adoption are current industries and developing countries. Developed countries like the U.S. have a greater number of barriers to cross in order to implement blockchain technology. However, countries without archaic infrastructure have an opportunity to quickly adapt. Once the innovative qualities of blockchain are normalized, Rosenberg believes we will see further adoption. The landscape of possibilities range from voting to agriculture. Geographically, the technology is inclusive because of the widespread access of mobile technology. However, education must be reformed in order to prepare for the massive changes.





## Future Energy Economy

John Belizaire, CEO of Soluna, shared his company’s vision “to power blockchain with clean renewable energy”. Soluna is a blockchain company powered by its own private renewable energy. The demand for energy to mine cryptocurrencies has set off a global scramble for inexpensive power, leading to the increased use of environmentally-dirty fossil fuels, such as coal. Soluna seeks to rectify the environmental toll while still reaping the benefits of blockchain technology.

## Democratizing Finance Through Blockchain

It is critical to understand how widespread adoption of blockchain technology begins. Elizabeth Rossiello, CEO & Founder of Bitpesa, suggested that infrastructure development is the necessary first step. Panelists agreed that the current landscape of fintech is evolving at a rapid pace. Regulators are challenged with the task of welcoming innovation while also protecting investors.

## Identity & Data Privacy in a Digital Era: Can Blockchain Help?

“James Bond” can be found throughout the blockchain world. As the panel on identity and data shared with the audience, names like this are often used to represent an individual’s identity on blockchain. Privacy is a top priority throughout this space. Mariana Dahan, Founder & CEO of World Identity Network, posed a concern throughout the field, “How do we make sure that we’re able to identify and catch a trafficker but also make sure we’re treating them as an individual with a right to privacy.” Privacy is becoming more relevant with every security breach throughout blockchain.

## Crystal Blockchain

Crystal is the all-in-one blockchain investigative tool engineered by the Bitfury Group. John Mercurio, Chief Communications Officer for Bitfury, shared how Crystal provides a comprehensive view of the public blockchain ecosystem and uses advanced analytics and data scraping to map suspicious transactions and related entities. Potential uses include tracking a bitcoin transaction to a real-world entity, determining relationships between known criminal actors, and surveying suspicious behavior.

## Building the Digital State: A Strategic Dialogue on the Future of Government

The Blockchain initiative has the potential to revolutionize how governments—from cities to countries—do business and interact with their citizens. Blockchain provides the opportunity for new government operating systems that addresses key government functions. Leading thinkers and practitioners discussed the ways that the blockchain space will impact the future of our world, specifically related to government.

## SDGs & Blockchain: How Can Cryptocurrencies Help Achieve the SDGs?

Gabriel Abed, Founder of Bitt, asked the audience to reflect on what the value of an economy looks like when you move towards a digital society. All agreed that in order to ensure the fulfillment of the Sustainable Development Goals, it will require those working in this space to level up as much capital as possible.



### Empowering People

Akon, the chief visionary of Akoin and world-renowned musician, shared the story of his organization Akon Lighting Africa. He has created a platform for people to control and create their own energy throughout the continent. After establishing Akon Lighting Africa, he created the Akoin, a form of cryptocurrency that he expects to become the main form of currency throughout Africa. His newfound interest in cryptocurrency was sparked by a realization that the value of Africa is not only in its resources; it's in its currency. "Akoin to me is freedom for Africa—to unite all the currencies and unite all the information."

### Final Thoughts: Designing the Future with Blockchain

The hurdle when looking at the future of blockchain is connecting with the youth and educating them on the blockchain sector. Akon proposed that "institutions and government should create a curriculum for schools and businesses to educate people more about blockchain. Once we have the information, then we can be part of the solution."

### Sanity Check: Lessons Learned from Leading Blockchain Consortia

Decentralization is at the core of blockchain's promise—but it presents distinct challenges, especially when it comes to building a global ecosystem. Sandra Rho, Brian Behlendorf, Kerry Denerstein, Ron Quaranta, and Yorke Rhodes discussed how they are working to rationalize the disparate activity, regulation, and tech in this space. As Sandra Rho said, "you name an industry sector; I will tell you that that trade association is probably having discussions with one of these blockchain associations out there"







## Day of Engagement At the 2018 Concordia Annual Summit

**Day of Engagement is a hands-on, immersive experience designed to connect the conversations from the Summit to impactful local partnerships.**

As a part of Concordia's continued effort to add value to our community's Summit experience, this year we were thrilled to host two separate Days of Engagement following the 2018 Annual Summit. Day of Engagement is a hands-on, immersive experience designed to connect the conversations from the Summit to impactful local partnerships.

Our first Day of Engagement was with Upwardly Global, which is an internationally-recognized nonprofit whose mission is to eliminate employment barriers for skilled immigrants and refugees and integrate this population into the professional U.S. workforce. Participants—which consisted of Concordia Members, Programming Partners, Programming Sponsors, and individuals within our larger community—engaged in a series of mock interviews with refugees and migrants from Upwardly Global's community, as well as their partner, Starbucks' community. Participants were able to get the opportunity to interact with refugees and migrants, while practicing and enhancing their cross-

cultural communication skills such as coaching, providing feedback, and interview methods.

Our second Day of Engagement was with ConsenSys, which is an organization that aims to use blockchain technology to aid the shift in current economic and social paradigms by reducing transaction costs and barriers to entry. Participants for this session engaged in an interactive learning session where they, regardless of their sector or profession, took a deep-dive into understanding what blockchain technology is and how it can be used, particularly for social impact. In addition, they participated in a design-thinking style workshop to brainstorm its potential uses for their respective projects and initiatives. Participants left having a better understanding of what blockchain actually is, what certain jargon means, the mechanisms by which the technology works, and ultimately its potentials beyond just cryptocurrency.







## Women Lead Reception

**The Wilson Center’s Women in Public Service Project, and the Women Political Leaders Global Forum (WPL), hosted a reception in the Members’ Lounge after Day 1 of the Annual Summit.**

On September 24, 2018, Concordia co-hosted a reception with the Women Political Leaders Global Forum (WPL) and the Wilson Center’s Women in Public Service Project, featuring H.E. Marie-Louise Coleiro Preca, President of

Malta, and H.E. Isabel Saint Malo, Vice President of Panama. Welcoming women from across the public, private, and nonprofit sectors, the reception promoted and celebrated the role of women in political leadership.



## Uber Reception

**Uber, a 2018 Programming Sponsor, hosted a reception after Day 2 of the Annual Summit, allowing Members, Speakers, and Leadership Council Members to network and share successes.**

The 2018 Concordia Annual Summit closed with a private reception with Dara Khosrowshahi, CEO of Uber, the leading global ride sharing, food delivery, and integrated mobility platform. The reception, held in the Members' Lounge at the Grand Hyatt, provided an intimate opportunity to hear first-hand from Khosrowshahi, while also allowing

Concordia's partners and sponsors to network and build upon the conversations that took place during the Summit. By continuing many of the discussions and themes that arose during the two days in a more intimate environment, the reception solidified a foundation for sustained impact that will extend beyond the Summit.





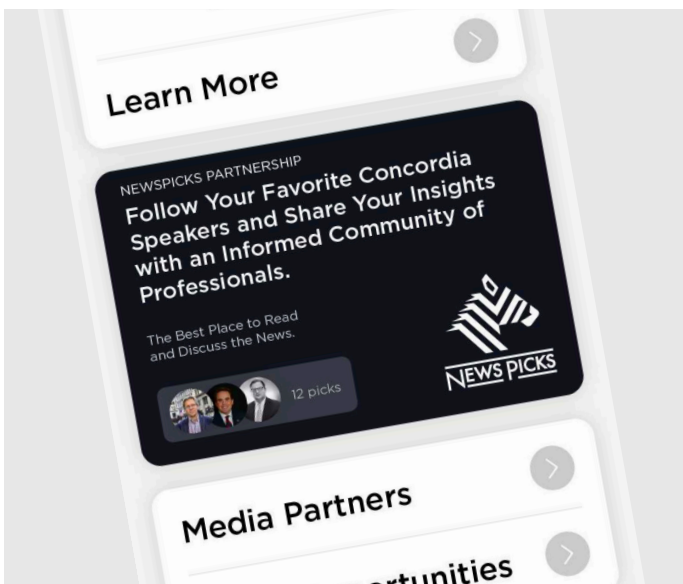
## Facebook

Concordia partnered with Facebook for a second consecutive year to host the Concordia Facebook Live Studio at the 2018 Annual Summit. Located onsite at the Grand Hyatt New York for the duration of the Summit, the Concordia Facebook Live Studio featured live interviews and panel sessions alongside the Summit's programming. Broadcast to Concordia's online community, the Studio provided an interactive and innovative experience for Summit speakers and participants to continue conversations in a more intimate environment. Moderators included Gustau Alegret, U.S. News Director of NTN24, Morgan Ortagus, Co-Founder & Managing Director of Global Opportunity Advisors, Samantha Vinograd, Global Public Policy Lead for Stripe, and Grant Schreiber, Editor for Real Leaders.



## Octavian Report

Concordia was also proud to collaborate with The Octavian Report, the quarterly magazine of ideas covering foreign policy, finance and economics, innovation, literature, art, and culture, to bring a special collaborative issue to the 2018 Concordia Annual Summit. The publication was distributed to all attendees of the Annual Summit and featured a diverse range of insightful perspectives and contributions from members of the Octavian and Concordia communities. The Octavian Report's contributors include many of the world's most influential leaders, creators, intellectuals, analysts, and writers and offers a non-partisan platform providing insights, information, and inspiration.



## NewsPicks

Concordia joined forces with NewsPicks, the curator of worldwide breaking news stories, accompanied by insights from public figures, journalists, and industry experts. As part of this partnership, the NewsPicks App was transformed ahead of the 2018 Concordia Annual Summit, allowing Concordia speakers and Leadership Council Members to add their voice to the conversation by placing their comments and selected news articles on the homepage. With a daily readership of over 300,000, the partnership sparked discussion about a multitude of topics addressed at the Summit by the speakers and Leadership Council Members themselves.



## Press & Media

## Media Partners

**The 2018 Concordia Annual Summit garnered significant media attention, placing the sessions and speakers in front of the eyes of millions around the globe.**

The 2018 Concordia Annual Summit garnered significant media attention, placing the sessions and speakers in front of the eyes of millions around the globe. Local, regional, and international outlets generated over 600 news articles and featured stories in the New York Times and the Washington Post, among dozens of other leading outlets. Over 250 members of the press registered for the Summit and dozens of on-site interviews took place. “#Concordia18” was the second-highest trending hashtag in the city of New York and the Summit generated well over 1,000,000 social media impressions online, helping position Concordia as the leading convener alongside the UN General Assembly.



OCTAVIAN  
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## Programming Partners



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