

SCHWAB FOUNDATION FOR **SOCIAL ENTREPRENEURSHIP**

Supporting Social Entrepreneurs around the World

PERSPECTIVES

MY DAVOS INSIDE OUT



06.00 View from my window



My badge



Going to work



Guards from far away



Friendly guards?



Elegant colleague



Sunny view



07.00 Congress Center



09.00 Congress Center



11.00 Congress Center



13.00 Congress Center



15.00 Congress Center



Outside clear skies!



Nice stranger in the shuttle bus



17.00 Congress Center



19.00 Congress Center



Last email of the day?



Heading home



My footprints



22.00 View from my window

Welcome to the second issue of *Perspectives*, a periodical published by the Schwab Foundation for Social Entrepreneurship. In this issue, we have hoped to capture the "spirit of Davos" as described by Schwab Social Entrepreneurs and other participants coming into contact with them in this Alpine ski town between January 21st and 25th.

ARRIVED: SOCIAL ENTREPRENEURSHIP@DAVOS

In the mid-nineties, social entrepreneurship began to capture the imagination of development and social policy practitioners. Social entrepreneurs offered a fresh start to solve seemingly intractable problems.

Drawing on market-based mechanisms to create positive change in the domains of education, the environment, fair trade, health, and human rights, social entrepreneurs combined a passion to solve social problems with an entrepreneurial outlook on life.

To put social entrepreneurship on the map in Davos, Klaus and Hilde Schwab founded the Schwab Foundation for Social Entrepreneurship. But when

visionaries seek to engage the mainstream, patience is on order. After three years, social entrepreneurship truly arrived at Davos in 2004. As one of the Schwab Entrepreneurs pointed out, *"we discerned a genuine shift in the general perception of social entrepreneurship, moving from the loony fringes toward greater recognition and acceptability as a positive and significant force for economic as well as social and political good."* Social entrepreneurship just graduated from push to pull.

This year, many CEOs, politicians, and other top-level decision-makers genuinely wanted to meet social entrepreneurs and learn about their work. This trend is likely to continue. Informal sector employment stands at eighty per cent of total employment in

developing countries and at 15% in OECD countries. Creative approaches that build workable and sustainable organizational structures to provide public and private goods are urgently needed. Social entrepreneurs are the catalysts that ensure that the benefits of international economic integration trickle down. To seriously dent poverty and inequality, we need many more of them. With the entire buzz about social entrepreneurship at this year's Annual Meeting of the World Economic Forum, one can be confident that decision-makers have begun to listen. The task now is to find ways to accelerate the diffusion of social entrepreneurship on the ground.

Schwab Foundation



Bunker Roy, Barefoot College



María Elena Ordóñez, Arcandina

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Schwab Social Entrepreneurs with the Schwab Foundation team

CONFIRMED: 46 SCHWAB SOCIAL ENTREPRENEURS

Social Entrepreneur	Arriving from
Ibrahim Abouleish & Helmy Abouleish	Egypt
Shobha Arole	India
Rick Aubry	USA
Rodrigo Baggio	Brazil
Jeroo Billimoria	India
Gillian Caldwell	USA
Vicky Colbert	Colombia
Mirai Chatterjee	India
Fidela Ebuk	Nigeria
Iftekhar Enayetullah	Bangladesh
Martin Fisher	USA
Nicolas Frances	Australia
Jim Fruchterman	USA
Linda & Millard Fuller	USA
David Green	USA
Victoria Hale	USA
Sara Horowitz	USA
Javier Hurtado Mercado	Bolivia
Garth Japhet	South Africa
Richard Jefferson	Australia
Alan Khazei	USA
Ashok Khosla	India
Sergey Kostin	Ukraine
Jackey Maarohanye	South Africa
Vijay Mahajan	India
Roberto Milk	USA
Nick Moon	USA
Armenia Nercessian de Oliveira	Brazil
María Elena Ordóñez	Ecuador
Peter Reiling	USA
Paul Rice	USA
Fabio Rosa	Brazil
Linda Rottenberg	USA
Bunker Roy	India
Albina Ruiz	Peru
Tomasz & Barbara Sadowski	Poland
Maqsood Sinha	Bangladesh
Rory Stear	South Africa
Rick Surpin	USA
Wu Qing	China
Gisele Yitamben	Cameroon
Mel Young	Scotland
Roshaneh Zafar	Pakistan

AN INVITATION TO CELEBRATE



Carly Fiorina, HP



Gisèle Yitamben, ASAFE and Zanele Mbeki



Spirit of Social Entrepreneurship and Innovation

Please join us in celebrating those individuals, corporations, non-governmental and multilateral organizations that apply an entrepreneurial spirit to improve people's lives

Hosted by

Carly Fiorina

Malcolm Williamson

With Honored Guests

Zanele Mbeki, First Lady of South Africa and Member of the Board of the **Schwab Foundation for Social Entrepreneurship**

Mark Malloch Brown
Administrator, UNDP

Professor Klaus Schwab
Founder and Chair, World Economic Forum
Co-founder and President, Schwab Foundation for Social Entrepreneurship

Saturday, 24 January 2004
17.30 - 19.00
Hotel Derby, Davos



Malcolm Williamson, VISA



Debra Dunn, HP and Mark Malloch Brown, UNDP

So read the invitation that went out to 250 corporate, public, foundation, and media leaders participating at Davos. But with so many competing events occurring, what sort of turnout could be expected? One of the co-hosts recalled a private event they had organized at Davos in 2003 – only 25 people had turned up!

We plunged into the planning, undeterred. For over a month, HP, VISA and the Schwab Foundation put the event together through daily emails and conference calls. The only glitch turned out to be that the beautiful banners that were to decorate the event never made it through Swiss customs. But the turnout was beyond expectations – at least 200 people came to listen to the co-hosts describe why their companies are working with social entrepreneurs around the world.

"It is in our enlightened self-interest to work with accomplished social entrepreneurs, especially in emerging markets", observed **Carly Fiorina**, CEO of Hewlett Packard. "I think for too many years, it was too easy to assume that just because the poorest in underdeveloped countries didn't have the same opportunities as everyone else, that they didn't have the same talent.

"I think what the social entrepreneurs we are here to honor today are proving is that those assumptions and those ugly stigmas are wrong". Ms. Fiorina emphasized. "Not only do the poorest people in the poorest countries have vast potential inside them – but the right resources married to a sustained commitment

to make a real difference can truly take those communities and this world to where we have not been before".

"We are presented with a powerful opportunity", echoed **Malcolm Williamson**, CEO of VISA*. "First, we need to recognize social entrepreneurs and how they are launching innovative programs that have a high impact on tough problems. But more importantly, we need to mobilize the resources of our companies, governments, and organizations to build partnerships that smash challenges and grow opportunities."

"The fact that HP and VISA are engaged with social entrepreneurs isn't what is new. It is that we envision a different model from the old philanthropy: We all can be more successful by embracing social entrepreneurship in our core business. For VISA, these initiatives leverage our core expertise and complement our efforts to help our member financial institutions deliver the value of VISA to more individuals around the world."

Lord David Puttnam summed up the sea change being led by visionary companies such as HP and VISA: "Big business is starting to realise that if it is to adapt to a new world, it needs the help of social entrepreneurs".

* through February 29, 2004



Björn Stigson, WBCSD and Wu Qing, Rural Women



Mirjam Schoening, Schwab Foundation and Professor Georg Von Krogh, University of St. Gallen



Joseph Stiglitz, Columbia University and Richard Jefferson, Cambia



Klaus Schwab and Paulo Coelho



Paulo Coelho, Albina Ruiz, Pamela Hartigan, Lord David Puttnam, Maria Elena Ordóñez, Javier Hurtado, Nicole Schwab

MY PERSPECTIVE ON DAVOS 2004



Roshaneh Zafar putting on her snowboots after the opening plenary

I want to begin my perspective on the WEF 2004 on a personal note. It was with a great sense of trepidation that I boarded my flight that was to take me to Zurich and from there I was to make my way to Davos, the town of snowcapped mountainsides.

While sitting in the plane I kept on browsing over my notes for the speech that I was to make at the opening plenary. I had rehearsed my points in my head many times and had been prompted by my thirteen year old niece, who is very fond of debating, that I should speak slower and give more time to my audience to absorb my words – words of wisdom that I hoped would hold me in good stead.

I arrived in Davos in the late afternoon, the cold clear air enveloped me as I slid in the snow since I had not managed to get the right kind of boots. The entire experience of being in Davos was something I had never encountered before, the beauty of the Alps, the subliminal purity of snow covered pine trees was juxtaposed with the energy and focus of those participating at the WEF 2004. **The entire Congress Center when I first got there was buzzing with voices and opinions, I realized that the world is indeed a market place where we are participating to sell our wares by**

packaging them in different forms. I am combining my personal observations along with a more detailed analysis of the “global agenda” for 2004.

On a personal level the Forum also provides an opportunity of meeting movers and shakers from different walks of life. It is quite experience to see famous personalities walking the hallways as ordinary people. I remember having a very familiar face walk up to me and shake my hand and commend my speech of the day before – the gentleman was surrounded by men in black all wired up. It suddenly dawned me that I had shaken hands with the ex-Israeli Prime Minister **Ehud Barak**. Or having tea in the afternoon with **Paulo Coelho**, the famous Brazilian writer who is one of my favourites and whose “Alchemist” I often quote from. It was a joy to be able to talk about love and fate, choice and pre-destination with him and finally he said to me, “*Roshaneh why do you want to know? That will take the spice out of life!*” In all of this being suddenly confronted with media personalities like **Tim Sebastian**, whom I wish I had given a harder and more tougher time to about why he dislikes people from my part of the world so much! As part of the Indo-Pak dialogue I also had a great lunch with **Shekhar Kapur**, where he shared his idea about doing a joint film venture between India and Pakistan.

On a more serious note, one of the biggest challenges that the global economy faces today is sharing and distributing the fruits of economic progress. In fact, 1.2 billion people live on the brink of daily disaster, surviving on a mere \$1 per day. And these statistics fail to capture the helplessness, the humiliation and the hopelessness that poor people face in their day to day existence. To what extent did the plight of these people figure in this year’s Forum, with its theme of “**Partnering for Security and Prosperity**”?

President Clinton initiated this debate by stating that global poverty even though it has grown dramatically can be addressed in a world which is poised for both new technological and financial breakthroughs. His recommendation was that poverty can be addressed by systemising solutions to resolve it. Similarly, President Khatami took up the same issue of reconciling globalization with inequities that exist in the world by stating that “better dialogue opportunities” can reduce the difference between the haves and the have nots.

However, as a social entrepreneur I believe that both these points of view are not enough to address the growing issues of poverty, inequity and social justice – **dialogue needs to be coupled with more practical solutions**, for example providing microfinance services to poor women, along with having the necessary political will to address these issues. Furthermore, the examples mentioned by President Clinton like the Grameen Bank or the AIDS initiative in Africa are led by “socially” aware individuals or what we can safely term as social entrepreneurs. It therefore raises the concern are governments willing and able to do enough? Do world leaders have the necessary political will and moral courage to take up this issue?

The above questions were taken up by Mr. Jack Straw, Foreign Secretary UK in the opening plenary. Mr. Straw tried to address this issue by stating that global

interdependence is the key to world prosperity and security – however he failed to answer the question how despite a six fold increase in the world economy over the last decade, poverty continues to grow by leaps and bounds? **I actually had the opportunity to address some of these points of view, since I was one of the panelists on the opening day’s plenary and was able to emphasise the urgency of linking economic prosperity with social and gender equity.** Unfortunately, however, several other aspects of global poverty received short shrift, even if some participants and panelists alluded to them in their discussions. In particular, not enough attention was paid to the enormous debt burden faced by the developing world - for every one dollar received in aid, developing countries pay thirteen dollars for debt servicing. In other words poverty, social justice and wealth inequity are the key challenges to global security and will need to be addressed at all levels, whether it is through writing off the debt of the developing world or by investing in social sectors like education and health or by developing models of scalability for microfinance or healthcare – all the above choices require the investment of world resources, it’s the traditional guns versus butter paradox.

In my opinion it is not proactive to “**intellectualise poverty**” but to have the will to fight it, for at the end of the day it is not weapons of mass destruction that will be the main threat to global security, but the growing economic differences in the world that will spark off what Mr. Jack Straw referred to as the threat of “non-state actors” to world security.

Roshaneh Zafar, Kashf Foundation, Pakistan

Schwab Social Entrepreneur 2004
www.kashf.com

CINDERELLAS TAKE OVER THE BALL



January 2002 was the first time Schwab social entrepreneurs were invited to the Annual Meeting of the World Economic Forum. Similar to nervous debutantes, both social entrepreneurs and our tiny group at the Schwab Foundation faced the event with mixed feelings – wondering among ourselves whether social entrepreneurs would ever be regarded as other than fringe people by mainstream business.

By January 2004, the scene had significantly shifted. Everywhere at this year’s Annual Meeting, a host of corporate, public and media leaders seemed at last to be struck by the promise of partnerships with successful social entrepreneurs such as those in the Schwab Foundation’s network. And leading the fray into this new awakening were the Schwab social entrepreneurs themselves.

How did all of this happen? Back in the fall of 2003, on the heels of the successful third Summit for Outstanding Social Entrepreneurs, our little group in the Schwab Foundation intensified its work with the Annual Meeting team of the World Economic Forum. We combed the Davos draft agenda and began suggesting names of Schwab social entrepreneurs who could speak with grounded expertise on the vast number of topics programmed:

A session on “An Open Source Model for Creating Value”? **Richard Jefferson** would shine there.

The discussion on “Re-educating Education”?...**Vicky Colbert** had lived her life doing exactly that.

“Winning the War Against AIDS”?...**Garth Japhet** has been credited with slowing down the HIV/AIDS pandemic in South Africa through his creation of Soul City.

Need someone for the opening plenary to address the conference theme “Peace, Prosperity and Security”?...**Roshaneh Zafar** from Kashf in Pakistan would never flinch at sitting on the same panel as **Jack Straw**, **President Obasanjo** of Nigeria, **Jim Wolfensohn**, **Elie Wiesel**, and **Carly Fiorina**.

I sat next to **David Gergen**, head of the Center for Leadership Studies at Harvard’s Kennedy School, during Roshaneh’s presentation. “What an incredible woman!” he commented, looking at me with wide-eyed surprise. “Where did you find her”? The answer to David Gergen’s

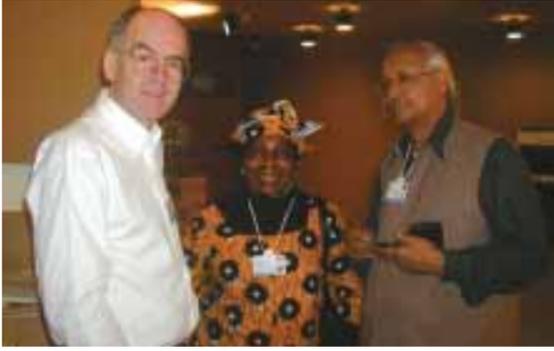
question, of course, is that social entrepreneurs have been there barely noticed all along, though they are a growing band nowadays. It takes a lifetime and more to transform the systems they are trying to change. It is the leaders of the world who seem just to have started to awaken to their existence all over the world.

Besides arranging the exposure through public sessions in the program, we had researched all the participants coming to Davos. Our purpose was to set up small meetings between corporate and agency heads and two or three social entrepreneurs working in areas or regions of the world we believed were of respective strategic interest. The result was the more than 50 such private meetings that took place over the five days of the Annual Meeting. Our “Social Entrepreneurs Corner” was crowded with small discussion groups between CEOs, agency heads and social entrepreneurs. The extra effort paid off as quite a number of new linkages resulted.

The fruits of the “mainstreaming” effort were manifold. More corporate and press attention, but also a more empowered group of Schwab social entrepreneurs who are increasingly self-assured and effective in communicating with those most of us see only in the press.

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THE IMPOSSIBLE TAKES A LITTLE LONGER



John Elkington, Fidela Ebuk, WHEDA, and Bunker Roy, Barefoot College

When Bill Clinton called for systemic change at the 2004 World Economic Forum summit, I was struck by one of his prescriptions for change. Instead of making flying visits to people like the Grameen Bank's Muhammad Yunus, he suggested, world leaders should work to bring such social entrepreneurs in from the cold.

The uncomfortable truth is that most are still unknown to the public. Some may be known to Clinton and be covered in the international media, but for most of us most of what they do disappears into the background noise.

Nor are they guaranteed to succeed. Many will fail, some more than once. Such is the life of entrepreneurs. But these people have the potential to transform the way in which hundreds of millions of people live, learn and work. In short, the phrase *'The impossible takes a little longer'* could have been coined for them.

It has been my great good fortune to be in the passenger seat as they began their WEF breakthrough. In 2002, I sat in on the first WEF social entrepreneur session in New York. In 2003, I facilitated the first Davos social entrepreneurs session. And this year, with Pamela Hartigan, I had the privilege of

interviewing 15 or so social entrepreneurs for a book she and I are planning.

I emerged supercharged. An hour with any of these entrepreneurs is like the shot of monkey gland extract that rich people (including, no doubt, some Davos participants) used to come to Switzerland for.

No wonder Clinton name-checks social entrepreneurs. But the real question is how we can initiate the necessary top-down changes to the market system to help them bring their bottom-up activities to scale. And that's a question the entrepreneurs in Davos this year helped make central to the future WEF agenda.

John Elkington, SustainAbility
www.sustainability.com

I, GISÈLE YITAMBEN, SCHWAB SOCIAL ENTREPRENEUR



I was born and brought up in comfort in Cameroon. My father was the first telecom engineer in the country, and I was educated in France. So people where I come from have a difficult time understanding what drives me to be a social entrepreneur. The answer is simple – I cannot accept that despite African women being among the hardest working women in the world, the enterprises they set up remain

tiny because they lack access to credit and information communications technology.

Initial confusion about my motivations in setting up ASAFE led people to strange conclusions. Politicians were convinced I was positioning myself for public office. First, various political parties tried to persuade me to join them. When that didn't work, they decided to do everything possible to control what I was doing. Despite the political roadblocks, ASAFE was able to build partnerships with international telecom companies and multilateral and bilateral organizations.

Becoming a Schwab Social Entrepreneur three years ago dramatically changed how ASAFE and I are perceived in Cameroon and its neighbouring countries where we work. Access to the resources and networks leveraged by the

Schwab Foundation have catapulted ASAFE to a different level. The tables turned. I am no longer mistrusted and questioned. On the contrary, various Ministries now come to us to ask for our support in helping them set up their web based information systems. No amount of funding could have given us that legitimacy and credibility.

Extract from an interview of Gisèle Yitamben with John Elkington and Pamela Hartigan

ASAFE (**A**ssociation pour le **S**outien et l'**A**ppui à la **F**emme **E**ntrepreneur)
www.asafe.org

SCHWAB SOCIAL ENTREPRENEURS AND PARTNERS

Scotland- Ukraine- Cameroon- Nigeria- India- Brazil- Colombia-United States- Thailand- India- Poland



Tomasz Sadowski, Barka Foundation and Rodrigo Baggio, CDI

The *Big Issue*, Scotland provides technical and financial support to *The Way Home*, Ukraine to produce a street paper. *The Big Issue* and *The Way Home* have been successful in a joint bid for street children project in Odessa.

Soccer teams from Nigeria (through WHEDA) and Cameroon (through ASAFE) will be participating to the Homeless World Cup 2004. Barefoot College, India will spread rainwater harvesting to Sierra Gorda, Mexico.

Project Impact, USA, *Population and Development Association*, Thailand, and *Comprehensive Rural Health Project*, India, will cooperate to distribute more affordable hearing aids.

The Barka Foundation, and *Habitat for Humanity*, USA, may implement together housing programs. The *Committee for the Democracy in Information Technology*, Brazil and the *Barka Foundation* are exploring potential partnerships.

BEFORE ... DURING ... AND AFTER DAVOS

Fresh ideas for Poland This was our second time in Davos. As we are confronted with the issues of poverty and homelessness every day, we clearly felt that we were there to share our perspective on what is happening in Poland. We were also able to learn from others through presentations, discussions and sessions with social entrepreneurs, the media, businessmen and women, and public figures. Davos was clearly an opportunity to exchange, listen and learn.

In our everyday lives we never have the opportunity to meet CEOs of big companies such as HP, VISA, Merrill Lynch, or even CEOs of Polish companies. In Davos we were given that opportunity.

We were looking for partners to implement educational programmes in Central and Eastern Europe, where about 50% of the population is confronted with social and economic reconstruction. Unlike businessmen from other parts of the world (with a few exceptions) Polish businessmen are not yet ready for social dialogue and cooperation.

The Annual Meeting in Davos always makes us more aware that building a common social responsibility requires time and effort. Getting rid of stereotypes and involving beneficiaries are two necessary steps to implement programmes.

It is also very important for representatives of non-governmental organizations to be able to assess their own activities. At Davos we met organizations that implement similar programmes with different partners. We were able to discuss with them and even look towards cooperation with them in the future. For example, we met with Habitat for Humanity and we may implement together housing programmes in Poland. We also might work with the Committee for Democracy in Information Technology from Brazil to implement together a network of pre-schools in Central and Eastern European countries.

We are back from Davos with a fresh new perspective, new plans and the belief stronger than ever that we need to scale up our activities and build comprehensive programmes with many more partners.

Barbara and Tomasz Sadowski, The Barka Foundation, Poland
Schwab Social Entrepreneur 2003
www.barka.org.pl

Optimistic Mulling over my first *World Economic Forum* from a distance of two weeks, I find the sense of optimism and possibility that I felt as I left Davos on a snowy afternoon undiminished. The sense of optimism came from a variety of sources: President Clinton's determination to see that no one

younger than him dies. Carly Fiorina and John Chambers' commitments to applying the resources of their companies to the foremost challenges of our times. Hernando de Soto's recipe to unlock hidden assets for the world's poorest men and women.

And the sense of possibility? It came from my fellow "*Social Entrepreneurs*" and from the "*Global Leaders for Tomorrow*" — inspiring groups of people assembled by Klaus and Hilde Schwab. The range of talents and the level of passion these people display are cause for wonder. And the possibilities they offer for creative solutions to some of the world's most intractable problems — lack of education, poor access to medicines, markets and capital — are cause for immense hope.

I have spent the past 25 years of my life helping the world's hardworking rural poor to create a positive future for themselves and their families by building successful businesses — sources of jobs, incomes and, most important, *dignity* — in their communities. To have the opportunity to share the hard lessons I've learned and to hear the lessons of others was invaluable.

Peter Reiling, Technoserve, USA
Schwab Social Entrepreneur 2004
www.technoserve.org

Three minutes with the Prime Minister

At Davos, I took part in a breakfast with the Ukrainian Prime Minister Victor Janukovich. At the end of the breakfast I had the opportunity to speak with the Prime Minister for three minutes. I informed him of the critical situation of the homeless in Ukraine and about my organization's activities (*The Way Home*).

Press articles were written about my short conversation with the Prime Minister, and everyone in Ukraine, including local officials, read the articles. When I came back from Davos, I was able to speak about the issue of homelessness at the regional level, and I even received a small start-up fund of US \$6,000 to open a registration center for homeless people in Odessa.

The Russian Press also wrote about my trip to Davos. Now the activities of "*The Way Home*" are well known in Ukraine and Russia. This experience has allowed me to take part in national public hearings on the issue of homelessness in Ukraine and to make the data on homelessness that we have collected available to parliamentarians.

Sergey Kostin, The Way Home, Ukraine
Schwab Social Entrepreneur 2003
www.wayhome.org.ua

An invitation to moderate One of things that makes the Davos experience so unique is the opportunity to engage with world leaders in government, business, academia and civil society. For most social entrepreneurs, the experience is relatively "safe" in that one can choose with whom one engages, when and how. But a different level of anxiety sets in when we are invited to be speakers on a panel, and that level is considerably increased when asked to moderate one!

Thus it was with trepidation that I approached moderating the panel on AIDS, as the panel members included internationally recognised corporate and governmental leaders. The briefing document I received to prepare for the role suggested that although I may know something about the field, it was strongly recommended that I become familiar with the latest thinking and in particular, the thinking of my 10 panellists on the latest thinking! Thank goodness for GOOGLE (whose founders I met at Davos and thanked).

The event itself began half an hour late, but I still needed to get all ten to speak, have dinner, have discussion at the table, get a report back from tables and have time for a debate. All in ninety minutes — but no problem, I am after all a social entrepreneur.

The time crunch necessitated reasonably aggressive moderation, and as I cut short the man responsible for President Bush's 15 billion dollar HIV/AIDS package, I wondered whether my own organisation's potential funding from this source may just have gone up in smoke.

All in all, things went fine, and we even managed to have a productive debate. Like all social entrepreneur activities at the Forum, this opportunity gave me unprecedented access to key people and new insights into what makes things tick. Yes, if asked, I would do it again. I would just get my medication right in advance.

Garth Japhet, Soul City, South Africa
Schwab Social Entrepreneur 2002
www.soulcity.org.za



Paulo Coelho, Barbara and Tomasz Sadowski



Peter Reiling and Roberto Milk



Sergey Kostin



Garth Japhet



Dr. Victoria Hale and Dr. Ibrahim Abouleish



Mel Young



I can see it beginning to happen ...

I was pleased to be a speaker at the governors' meeting for Health Care entitled "The role of the private sector in international efforts to fight Aids, Tuberculosis and Malaria". I emphasized that the recent response to SARS demonstrated that humanity can rally technology for the benefit of all. Now we must garner the commitment to do the same for diseases that do not directly or immediately threaten the West; the diseases of the invisible poor of the world are next. Globally, I argued that women were being ignored in the evolution of responses to the AIDS crisis, which is a major tactical and strategic error.

I was surprised to learn that most Davos attendees agreed with the position that innovation/invention is not sufficient to heal the world's poorest people – we must get products to people. Multiple sessions, open and closed, discussed the critical need to create, establish, and evolve healthcare delivery systems where there currently are none. Our Western healthcare industry is not ideally suited to do so; instead we must learn from other industries that have succeeded in distributing products to very rural destinations, through sustainable businesses. Several invitations were issued to non-health sector industries to become engaged in global health. Granted, there is hesitation to step into the quagmire of global health inequity, but I can see it beginning to happen.

Victoria Hale, Institute of One World Health, USA
Schwab Social Entrepreneur 2004
www.oneworldhealth.org

Davos Doors For over ten years I have worked with homeless people throughout the world. To try and change the situation has been rewarding but very difficult at times.

I liken my situation to being surrounded by hundreds of locked doors. My challenge is to unlock them but this is not easy. Often finding the right key is like looking for a needle in a haystack. Even when you find them they can be very heavy or the lock will be rusty and it will take a massive effort to open them. When a door is finally open, sometimes there are even more locked doors behind it.

Progress towards the ultimate goal of ending homelessness is often positive but it can be very slow and difficult but the search for keys goes on.

For me, the World Economic Forum in Davos has three dimensions. Listening. Learning. Connecting. I would never have the chance to meet most of the people who attend the Davos meeting. They are all leaders in their field and just listening to them can be stimulating. I am also able to learn a great deal from them as they discuss the potential future for the world. But they also listen to what I have to say and tell me that they learn from me too.

This, in turn, leads to the third dimension, connecting, where real potential change can take place. I am a social entrepreneur, which by implication, means that I am both optimistic and practical. I have been able to make many connections which will hopefully lead to positive change. I have found many keys, worked out how to use them and more people have come to unlock doors with me.

I was very taken by something Bill Clinton said. In his speech, he said that whilst there many people "doing good things" throughout the world, they were too small to make any real difference on the world stage. The challenge, he said, was take these projects "to scale" and make a real and lasting global impact on the apparently intractable modern problems of poverty and AIDS.

Social entrepreneurs are in the perfect position to make this happen if they can connect with enterprising businesses and forward-looking financial institutions. Social entrepreneurs work at a grass roots level and make things happen. I made many connections at the Davos meeting. Now it is back to the hard work but already some doors are much easier to open.

Mel Young, INSP, Scotland
Schwab Social Entrepreneur 2002
www.bigissuescotland.com



BREAKFAST WITH



GLOBAL LEADERS FOR TOMORROW



RELIGIOUS LEADERS



AND SCHWAB SOCIAL ENTREPRENEURS

Imagine a breakfast table with a leading heart surgeon, an archbishop, a business entrepreneur, a developing world educator, and a Crown Princess and you can begin to imagine the conversations that might emerge. Our own table discussion included sharing the results of an experiment between two similar patient sets with one being prayed for and a control set not being prayed for (they did not know which group they were in). The results showed marked improvement in the group with prayer which led to a discussion on the difference between faith and religion and if there was indeed a power (religious or not) that

we could tap into to help the sick. All in all, the breakfast typified the unique spirit of the Annual Meeting and Davos where we all walked away being intellectually stimulated and making new friends, many with whom we would not normally interact.

Anthony Tjan, The Parthenon Group, USA
GLT 2001

IN TRANSIT WITH FOUR SCHWAB SOCIAL ENTREPRENEURS

10 AM. Paris. Cold Sunday morning. Warm smell of espresso and croissants permeate the trendy "Café de Flore" in Saint Germain des Prés. I am talking to Sarah Doraghi, an interviewer of four of our Schwab Social Entrepreneurs in Davos. I am eager to hear her thoughts because I have a stake in it; I work for the Schwab Foundation. "Sarah tell me about your conversation with Albina, Mirai, Maria Elena and Roshaneh." She started to laugh, then leaned back in her chair, lit a cigarette and gently ran her fingers through her hair. "Je ne sais pas comment te le dire..." (I can't find the right words) she repeated to my perplexity and perhaps, impatience or eagerness for a candid response?

I met Sarah in Davos. She clearly was not a woman who minced her words. So, were her meetings with the Social Entrepreneurs THAT impressionable? I was reminded of a perfume commercial: when asked to describe the smell of his girlfriend's perfume, all the man could say was "hummmmmmmh."

All of a sudden, as if she had an epiphany, she found the exact words. After all, Sarah is a professional journalist. "Meeting these women made me feel as if I were in transit. I travelled from one country to another still sitting at the same table. They have so much energy, an energy "incroyable". When I think about them today, I can still hear their voices. I see Albina hitting her fist on the table as she is talking, Roshaneh and Mirai who were just calm and superb, and Maria Elena who told us her story with such intensity. I understood that these women really did improve the state of the world and not merely on paper, but in reality, in action."

"I think that if I wanted to look like anyone, I would want to look like them. Now that I have met them, I wonder what I could do that will make me feel useful. Maybe I can be a social entrepreneur too... I will talk about these women, pass on their stories and tell the world about them. As a journalist I only write about negative topics: natural disasters, wars, corruption. Through these interviews, I realised that Social Entrepreneurs are news too—but positive news. So meeting them impressed me in two ways: first, that these outstanding women are for real and that it is now my job to write about their work."

Voilà. I left the Café de Flore very happy... Sarah transported me into a world which allowed me to understand my Social Entrepreneurs. Having breakfast with Sarah felt like travelling too.

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Sarah Doraghi interviewed Albina Ruiz, Cuidad Saludable, Peru; Maria Elena Ordóñez, Arcandina, Ecuador; Roshaneh Zafar, Kashf Foundation, Pakistan; Mirai Chatterjee, SEWA, India.

About the scene

Want to read more about the Schwab Social Entrepreneurs in Davos? Check out our website www.schwabfound.org, click on the "Foundation and the Press"

To contact the Schwab Foundation please email us at:
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Photo credits: Solenn de Kersauson, Andy Mettler, VISA photographer
 Design and layout by Kamal Kimaoui

WHAT NEXT?

Spring, Summer and Fall 2004

28-30 April	European Economic Summit 2004, Warsaw, Poland
15-17 May	World Economic Forum in Jordan 2004 Dead Sea, Jordan
2-4 June	Africa Economic Summit 2004, Maputo, Mozambique
13-15 June	East Asia Economic Summit 2004, Seoul, Republic of Korea
October 2004	Social Entrepreneurship Summit, Brazil



CLIMBING IN DAVOS



Special thanks to:
 Andy Mettler for his shots and his time.
 Special thanks to our Board Members and
 to all those who made Schwab Social
 Entrepreneurs feel so welcome.