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Prime Minister of the Netherlands  
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P.O. Box : 20001  
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4 September 2018  
akn

Dear Prime Minister,

It was a great pleasure to see you in The Hague. Thank you very much for hosting the dinner with key members of your cabinet and interesting thought leaders.

I left our dinner impressed by the dynamism with which the Netherlands is embracing multilateral cooperation and the Fourth Industrial Revolution – the two key factors for success in the future. You and your government have been role models and great friends of the Forum for many years.

As we discussed, the European agenda remains of great interest to the Forum and to me personally. I highly appreciate your leadership in advancing the positive dialogue on the future of Europe. My team will be in contact with your staff to discuss the appropriate engagement.

Thank you again for your kind hospitality and our inspirational conversation. I look forward to seeing you in Davos at the beginning of next year.

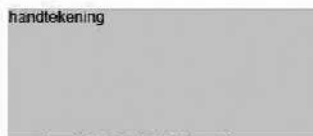
Yours sincerely,

handtekening



Klaus Schwab  
Founder and Executive Chairman

handtekening



Borge Brende  
President



Professor Klaus Schwab  
Founder and Executive Chairman

H.E. Mr Mark Rutte  
Prime Minister of the Netherlands  
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P.O. Box 20001  
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5 October 2018  
PVAL/PSO

Dear Prime Minister,

I would like to thank you for confirming your participation in the World Economic Forum Annual Meeting in Davos, taking place from 22 to 25 January 2019.

This letter provides an update on the theme – Globalization 4.0: Shaping a Global Architecture in the Age of the Fourth Industrial Revolution.

The context for global cooperation has changed considerably. What is required is a strategic dialogue to reform and update the present collaboration system and to create new mechanisms to address, in particular, the challenges of the Fourth Industrial Revolution. Included you will find the "Davos 2019 Manifesto" background paper for your reference.

I can assure you that the Annual Meeting will once again assemble 3,000 leaders from government, business, civil society, academia and the media.

I truly look forward to engaging you in this effort and to welcoming you in Davos.

Yours sincerely,

handtekening



## Globalization 4.0: Shaping a Global Architecture in the Age of the Fourth Industrial Revolution

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### The Davos 2019 Manifesto

We need a new framework for global cooperation in order to preserve peace and accelerate sustainable progress. After the Second World War, leaders from across the globe came together to design a new set of institutional structures to enable the post-industrialized world to collaborate towards building a shared future. The world has changed and, as a matter of urgency, we must undertake this process again.

This time, however, the change is not merely one of a geopolitical nature, or even of an economic one. Rather, we are experiencing a change to the very fabric of how individuals and society relate to each other and to the world at large. Understanding that this change is already underway, and that we positively and proactively determine its outcome, provides the opportunity – and responsibility – to ensure that we build new institutions, or adapt existing ones, as well as a new society founded on ethics, integrity, and security for important values like inclusivity and privacy.

Doing so requires a neutral actor with the broadest possible reach. Success requires a platform that can act as an honest broker among the competing, and sometimes conflicting, values of nations, global companies, civil society, and academia. The World Economic Forum provides this platform, one where all stakeholders of our shared future come together to forge new global institutions and understandings – namely, a new “global operating system” that will lead to a positive outcome of the Fourth Industrial Revolution.

To start, we need to take stock of our current context. We are living in the age of the Fourth Industrial Revolution (4IR). Economies, businesses, societies, politics are not just changing – they are fundamentally transforming. Reforming our existing processes and institutions will not be enough. Rather, we need to redesign them by anticipating the forces of change and shaping strategies that leverage the abundance of new opportunities and avoid the great risks inherent in such disruptive periods. If we wait, or just apply a “quick fix” to repair the deficiencies of outdated systems, the forces of change will naturally develop their own momentum and rules, and thus limit our ability to shape a positive trajectory and outcome.

How can the 4IR be described and understood?

First, its force is developing exponentially. What was considered science fiction only a few years ago has become today's reality.

Second, its impact is comprehensive and all-encompassing. The innovative force of the 4IR is not just related to some specific products or services, but rather redefines the whole system of how we produce, consume and communicate.

We can describe the 4IR in terms of evolving technologies, such as AI, robotics, precision medicine, autonomous vehicles, Internet of Things, and many more. However, to truly understand its transformative power, we must define **the basic characteristics of the 4IR**:

1. **Digitization**: everything is expressed in terms of data, leading to an economy of unlimited mobility.
2. **Integration**: data becomes integrated into platforms, thereby disintermediating economic interactions.
3. **Smart-ization**: AI transforms data platforms into intelligent systems, which will determine all aspects of life, such as health, education and transportation, to name just a few.
4. **Virtualization**: platforms and systems migrate to the cloud, with cyberspace being the catalytic enabler.
5. **Designation**: systems move from being just analytical to becoming predictive and prescriptive, creating the need for clear ethical rules and guidelines for direction and control.

For all of these technologies, the need for security and integrity is paramount. Security to ensure that the dynamic characteristics of the 4IR are not used as weapons against individuals, institutions, or society, and integrity to ensure that we can entrust the technology and its users and developers. Here, integrity means two things. First, that we ensure data and information is used for innovative and pro-social purposes. Second, that the data itself has integrity – specifically, that it is collected with respect for human dignity, that it is safeguarded against tampering, and that it is accurate and appropriate for our use. Achieving security and integrity ensures that these transformative technologies do not erode trust in innovation.

#### The 4IR will transform our economic systems:

- The physical world will shrink in comparison to a new digital, interconnected, integrated and virtual world. This de-materialization of the economy will be accelerated by a transition into a circular and shared economy enabled by the 4IR.
- Manufacturing will be revolutionized by automation, localization and individualization, largely replacing traditional supply chains.
- Competition will be less based on cost, and much more driven by functionality and innovation. In this environment, it will be the fast fish who will triumph over the slow fish, and no longer the big fish over the small fish. Economies of scale will no longer provide the advantages they once did. Talentism will also succeed capitalism, as the most precious resource will be talent over capital.
- The 4IR creates unprecedented power and resources, concentrated in the hands of just a few corporations. These firms are not businesses in the traditional sense, as they are shaping the daily lives of citizens and disrupting traditional social patterns.
- Innovation, the mastery of AI and big data, and the ability to build, curate and master platforms through intelligent systems leadership will determine corporate power, and above all, national power.
- Employment and income patterns will be transformed as large parts of employment are substituted by intelligent automation. Jobs will be increasingly self-created through innovative ecosystems. Traditional labour income will be extensively replaced by accrued returns from creative tasks, venture capital and first-mover advantage.
- Our global economic interactions can no longer be compartmentalized into the trade of goods and services, financial transactions and investments. All economic flows are integrated into a comprehensive system of cross border tangible and non-tangible value exchange.
- Tax systems will have to reduce dependence on the taxation of labour, and instead rely on value creation stemming from activities in the virtual cloud, with the new dimensions of platform monopolies.

- Simultaneously, national budgets will be strained by the need to finance the newly required hard and soft infrastructures to facilitate creative and innovative ecosystems, but particularly for reskilling and upskilling labour forces and other safety nets to support workers through the economic transition underway.
- Our whole system of education will have to be revamped. The age of the 4IR requires new skills and abilities. Emphasis must be placed on nourishing creativity, critical thinking and new digital skills, and above all, on supporting the very aspects that make us human. Cultivating empathy, sensitivity, collaboration and passion are the best way to ensure that we use technology as a tool for mastering our lives and do not become the slaves of algorithms. The educational systems of the future will also need to focus on lifelong learning and provide a blended approach of digital delivery and face-to-face personalized development and coaching.
- Policy making will have to cope with the speed of change to ensure societally-oriented and human-centred progress. The danger here is that a two-speed 4IR transformation could unfold, with government policies continuously lagging behind. New collaboration, agile governance models will have to be developed.

The timely answer to all of these questions will determine the economic relevance and growth of a country. It will also determine welfare and job opportunities for its citizens. It will shape its standing and power in the geoeconomic and geopolitical arena. Ultimately, it will determine the quality of life for the generations to come.

The 4IR is even more borderless, more interconnected and more interdependent compared to the present economy of integrated supply chains. Thus, national policies will have to be even more so integrated into a global system. The concept of globalization, which presently describes the multilateral and/or bilateral agreements to remove trade barriers, will be increasingly tied to the connectivity of national digital and virtual systems and the related flow of ideas and services.

However, to create the necessary multilateral frameworks for the age of the 4IR economy, there are numerous challenges to overcome:

- The speed of change and the general lack of awareness of the scope and nature of the change – namely, that this change is not incremental but rather transformational, and that it's already in full swing.
- The complexity and virtual nature of change makes it difficult to understand the urgent need for agile policy formulation.
- The general resistance to change, exacerbated by the experience of large parts of society, particularly those in developed countries, who have suffered over the last years from eroding incomes and who feel in a precarious situation in terms of job and life security.
- The widening gap between the "winners and losers" of the 4IR, which is undermining social and national cohesion. This gap feeds the notion that the 4IR is reinforcing the "winner takes all" notion of the evolving economic model and social order.
- The growing abundance of communication, information, and entertainment enabled by the 4IR is fuelling the global deluge of content, leaving it to algorithms to parse through according to user preferences. As such, this makes it increasingly difficult for individuals to find diverse, trusted content outside of their current worldview, particularly with the continued propagation of 'fake news'.
- The fusion of the physical, digital and biological realms raises fundamental questions about identity and purpose, and adds to the general sense of anxiety. Gene-editing technologies such as CRISPR, as well as cognitive technologies such as AI and big data, are not only changing what we do, but particularly who we are.

**Governments and societies** have three basic options:

1. Protect, using all means, the “losers” of transformative change, thereby gaining short-term political advantage but setting the stage for the erosion of competitiveness. Those governments will soon find out that they are operating in the “too late” zone.
2. Follow a laissez-faire policy, which may only succeed if the business community is ready and able to serve as a strong catalyst and mover.
3. Mobilize all forces to fully embrace the 4IR and achieve a leadership position, recognizing that the principle of the future global economy will no longer reflect Adam Smith's division of comparative advantages, but rather a world characterized by a complex interplay between platforms and systems leadership that cross national boundaries.

Many countries are still trying to catch up to the previous industrial revolutions. At the same time, they must be aware that the 4IR is not just the continuation of a sequential process, but rather offers unique opportunities for leap-frogging to the newest innovations.

Having gained from the forces of the first Industrial Revolution, the UK became the dominant global power, followed by the US, which built its global influence by taking ownership in the Second and Third Industrial Revolutions. These three Industrial Revolutions divided the world into industrialized and developing, or even underdeveloped countries, with China declining in significance after having been the central power for so many centuries.

Today, the global landscape is again being redistributed – and at incredible speed. In a world where the means and ability to cause enormous destruction is now available to even a single individual, the world simply cannot afford yet another division between the “haves and the have nots”. This would only result in an environment void of peace or durable security. Therefore, there is an urgent need for global cooperation.

Faced with the reality of fast and fundamental change, the global community has much more at stake than addressing the current trade wars. Patchwork actions are not the solution to reinvigorating outdated systems and revitalizing organizations to make them fit-for-purpose. The context has changed, and we need fresh thinking about what free and fair economic relations in today's world means. Working together requires jointly exploring the enormous potential of the 4IR to lift humankind to a higher level of consciousness.

In this respect, twelve dialogues are urgently necessary on a multilateral level to shape the future framework for global cooperation:

1. The **global dialogue on economic cooperation**: A dialogue to create a new framework of rules and institutions integrating all aspects of global economic cooperation, including intellectual property, movement of people, competition policies, data protection, exchange rates, fiscal policies, state-owned enterprises and national security.
2. The **global dialogue on technology policy**: A common and collaborative effort to define the principles for new and emerging technologies, such as AI and gene editing, and to ensure that they are underpinned by the necessary ethical principles and values-based framework.
3. The **global dialogue on cybersecurity**: A common and collaborative effort to ensure that innovation and the technological backbone of the 4IR are secure and trusted.
4. The **global dialogue on financial and monetary systems**: To jointly shape our monetary and financial systems by not only leveraging new technologies, such as crypto currencies and blockchain, but also making the systems more resilient for achieving sustainable growth and long-term societal well-being.
5. The **global dialogue on the future of the economy**: our economic theories, and therefore many principles for economic and social decision-making, must be redefined to better reflect the structural

changes inherent in the 4IR. For example, how to stimulate productivity in a more circular economy; how to deal with the impact of platform companies; how to move out of the debt trap (currently over 300% of global GDP).

6. The **global dialogue on risk resilience**: we need joint efforts to make the world more resilient in view of the many new risks threatening our security and welfare, and that of the future generations. Here in particular, we have to use systems thinking and the 4IR, to radically improve our collective and integrated management of the key environmental systems (climate, ocean and biosphere), upon which our societies and economies depend.
7. The **global dialogue on human capital**: with the notion of work substantially changing, we need a global brainstorming on the future of work and the relevance of human capital.
8. The **global dialogue on a new societal narrative**: we need to shape a new narrative for societies, moving from a materialistic fixation to a more idealistic, humanistic focus. Similarly, it also calls for shifting the locus from producing and consuming to one of caring and sharing. We have to ensure greater awareness of the opportunities of the 4IR, while also addressing the fears that it may generate. The 4IR has the potential to lift humankind to a higher level of life fulfilment, providing the narrative that the 4IR can help reunite humanity for a better future.
9. The **global dialogue on industry systems**: The 4IR provides us with the great opportunity to substantially enhance the availability and delivery of services in the area of health, energy, communication, transportation, and many more. Global stakeholder cooperation is fundamentally necessary for improving systemic coherence.
10. The **global dialogue on the geopolitics and a multi-conceptual world**: we are clearly witnessing shifts in both the conduct of international relations, as well as in the attendant undercurrents of the distribution of power globally. There's an urgent need to articulate these changes and enable honest dialogue on how to drive future cooperation; to prevent events and accidents from "designing" this new era for us.
11. The **global dialogue on peace and reconciliation**: we need to catalyse large-scale, multi-stakeholder support for diplomatic efforts around key fault lines around the world, especially at a time when strategic geopolitical shifts create the danger of vacuums and/or unilateralism and escalation.
12. The **global dialogue on institutional reform**: we need to rethink our global institutional frameworks (created over 70 years ago) and adapt them to ensure they are relevant for the new political, economic and social context for the next seven decades to come.

All of these dialogues have to be interconnected and integrated into a comprehensive platform to ensure a holistic, meaningful approach. Each of these twelve dialogues, and possibly more, must be integrated into a comprehensive framework which reflects the interconnectivity of politics, economics, technology and society. In all of these dialogues, we must focus not just on reforms, but much more on what is missing in order to adapt to the new reality.

**Five principles** should lead such dialogues:

1. The dialogue must be multistakeholder-based. Governments, business and civil society have to work together in agile ways to experiment, innovate and adopt that policies are aligned with the latest scientific and technological developments. The traditional path whereby something is first invented and then, with long legislative delays, the necessary regulatory system is created is no longer able to keep pace with the speed of technological progress. And the continuation of this will only result in policies further lagging behind and loopholes being further exploited.
2. To be successful in the age of the 4IR, the support and co-ownership of all parts of society is essential. Governments have a key leadership role to play, one which requires the sophistication and ability to develop the necessary knowledge and insights. Business must also recognize the path of

dialogue as a key means for facilitating innovation. And civil society serves a critical role in being the custodian for a human-centred application of innovation. The young generation should be the first movers in leveraging opportunities for driving new economic and social progress. We need to make social entrepreneurship main stream.

3. The forces of the previous industrial age, which have largely determined economic progress until very recently, saw open markets as the primary means for creating welfare in industrialized and developing countries alike. With the structure of income generation and wealth distribution changing in the 4IR, the preservation of social coherence and national cohesion has now become the primary objective. Safeguarding and strengthening the pillars of social justice and equity will be for any government the key objective in the coming period. To sustain national social contracts, and to simultaneously preserve an open world, are the paradigms to be integrated into a new concept of globalization: responsible and responsive.
4. At the same time, we must close the social gap on a global level. The world can no longer tolerate those left far behind. With the unprecedented advances in communication and mobility, disenfranchised individuals will try, at any sacrifice, to generate attention (i.e. through acts of terrorism) or at any distance, to access greater opportunities through migration.
5. In a world which has become more complex, multipolar and multiconceptual, the ability to manage global collaboration may be increasingly based on coordination and less on cooperation. Coordination implies a means of achieving the same objectives while providing freedom for different national views, concepts and value systems. The ability to manage global cooperation, as we have come to know it, usually means aligning national systems to the common purpose. The Paris Climate Agreement and the United Nations Sustainable Development Goals provide a good example of such a coordinated approach, particularly in a world where cohabitation is less based on shared values and more on shared interests.
6. The future cannot be based on the dangerous duality of nationalism versus globalism. We are all part of a local, national and global community. This means that in the modern world we exercise three different but complementary identities. We should not pit one of these identities against the other, but rather look for the right balance to sustain all three. We have our local roots, our lives are mainly integrated into a national framework of rights and duties, and we also share opportunities and threats which can only be addressed by exercising a global identity.

To start such a comprehensive dialogue and develop a new framework for global cooperation is the objective of the World Economic Forum, and particularly of the next Annual Meeting in Davos. As the foremost global multistakeholder platform and the recognized International Organization for Public-Private Cooperation, the Forum has the ability, capacity and responsibility to curate such an informal but outcome-oriented dialogue. The Forum can also act as a catalyst for new ideas through its scientific and academic networks. Such a dialogue will require sustained engagement and follow-up to align consensus and yield actionable results. The Forum is committed and prepared to provide the "operating system" for such a global effort in the coming years.

After the Second World War, leaders from all sectors of society came together to help create the global frameworks needed for living together in an environment of continuous peace, security and prosperity. And they designed the organizations and institutional processes that would work together to achieve this. Since that time, however, the world has radically changed. A new approach is now called for, one where – together – we shape our global future through our sustained commitment to improve the state of the world.

*By Klaus Schwab,  
Founder and Executive Chairman*

*Endorsed by the Board of Trustees of the World Economic Forum  
23 August 2018*

# World Economic Forum Annual Meeting 2019 Overview



COMMITTED TO  
IMPROVING THE STATE  
OF THE WORLD

Davos-Klosters, Switzerland 22-25 January



## Globalization 4.0: Shaping a Global Architecture in the Age of the Fourth Industrial Revolution

Shaping the global, regional and industry agendas at the beginning of 2019 will take place in a context of unprecedented uncertainty, fragility and controversy. In a world preoccupied by crisis management at a moment of transformative change we will use the spirit of Davos to build the future in a constructive, collaborative way.

"Transformation" best describes the geopolitical, economic and environmental outlook globally. We are shifting from a world order based on common values to a "multiconceptual" world shaped by competing narratives seeking to create a new global architecture. We live in a world with new planetary boundaries for its development. We are entering into a Fourth Industrial Revolution shaped by advanced technologies from the physical, digital and biological worlds that combine to create innovations at a speed and scale unparalleled in human history. Collectively, these transformations are changing how individuals, governments and companies relate to each other and the world at large. In short, we are fast approaching a new phase of global cooperation: Globalization 4.0.

But, will the arrival of Globalization 4.0 result in our acknowledging these changes and working together to create new opportunities for humankind? Or will globalization suffer from multiple geopolitical, economic and environmental crises that strain multilateral institutions and hinder efforts to collaborate towards a shared future? Progress in either instance will require a platform that can act as an honest broker among the competing and increasingly conflicting values and ambitions of nations, industries and societies.

As the International Organization for Public-Private Cooperation, the World Economic Forum will focus its convening power, community engagement, insight generation and platform technology to shape a new framework for global cooperation. The 49th World Economic Forum Annual Meeting will focus on the strategic ramifications of Globalization 4.0 and its future impact on global cooperation and the Fourth Industrial Revolution.

The programme in Davos will aim to foster systems leadership and global stewardship while recognizing the actuality of a more complex, "multiconceptual" world. In this regard, the development of the forthcoming Annual Meeting will be based on five working principles:

1. Dialogue is critical and must be multistakeholder-based
2. Globalization must be responsible and responsive to regional and national concerns
3. International coordination must be improved in the absence of multilateral cooperation
4. Addressing the biggest global challenges requires the collaborative efforts of business, government and civil society
5. Global growth must be inclusive and sustainable

Under the rubric of Globalization 4.0, a series of "Global Dialogues" in Davos will focus on the following interrelated areas:

- A *global dialogue on the geopolitics and a "multiconceptual" world* to understand major ongoing changes in international relations and to enable candid and constructive discussion on how to drive future cooperation along with a *global dialogue on peace and reconciliation* to catalyse large-scale, multistakeholder support for diplomatic efforts on key fault lines around the world, especially at a time when strategic geopolitical shifts create the danger of vacuums and/or unilateralism and escalation.
- A *global dialogue on the future of the economy* to review principles for economic and social decision-making that need to be redefined to better reflect the structural changes inherent in the Fourth Industrial Revolution along with a *global dialogue on financial and monetary systems* to jointly shape our monetary and financial systems by not only leveraging new technologies, such as cryptocurrencies and blockchain, but also making the systems more resilient for achieving sustainable growth and long-term societal well-being.
- A *global dialogue on industry systems* that anticipates how the Fourth Industrial Revolution provides opportunities to substantially enhance the availability and delivery of services in the areas of health, energy, communication and transport, among others, along with a *global dialogue on technology policy* to define the principles for new and emerging technologies, such as artificial intelligence and gene editing, to ensure that they are underpinned by the necessary ethical principles and values-based framework.
- A *global dialogue on cybersecurity* to ensure that digital innovation and the technological backbone of the Fourth Industrial Revolution are both secure and trusted along with a *global dialogue on risk resilience* to promote systems thinking to radically improve our collective and integrated management of the key environmental systems (climate, ocean and biosphere) upon which our societies and economies depend.
- A *global dialogue on human capital* to revisit the notion of work substantially changing and to rethink its future and the relevance of human capital along with a *global dialogue on a new societal narrative* to shape a new narrative for societies, moving from a consumption and materialistic fixation to a more idealistic, humanistic focus.
- A *global dialogue on institutional reform* to rethink the global institutional frameworks that emerged in the 20th century and adapt them to ensure they are relevant for the new political, economic and social context for the remainder of the 21st century along with a *global dialogue on economic cooperation* to create a new framework of rules and institutions integrating all aspects of global economic cooperation, including intellectual property, movement of people, competition policies, data protection, exchange rates, fiscal policies, state-owned enterprises and national security.

Recommendations and proposals from the "Global Dialogues" will be integrated into the Forum's 14 System Initiatives, which curate, align and advance the efforts of the most globally relevant and knowledgeable individuals and institutions that are shaping the future.

- *System Initiative on Shaping the Future of Consumption*
- *System Initiative on Shaping the Future of Digital Economy and Society*
- *System Initiative on Shaping the Future of Economic Progress*
- *System Initiative on Shaping the Future of Education, Gender and Work*
- *System Initiative on Shaping the Future of Energy*
- *System Initiative on Shaping the Environment and Natural Resource Security*
- *System Initiative on Shaping the Future of Food Systems*
- *System Initiative on Shaping the Future of Financial and Monetary Systems*
- *System Initiative on Shaping the Future of International Trade and Investment*
- *System Initiative on Shaping the Future of Health and Healthcare*
- *System Initiative on Shaping the Future of Long-term Investing, Infrastructure and Development*
- *System Initiative on Shaping the Future of Information and Entertainment*
- *System Initiative on Shaping the Future of Mobility*
- *System Initiative on Shaping the Future of Production*

Participation in the Annual Meeting is by invitation for the following Forum communities:

- Chief executive officers and chairs of our 1,000 Partner and Member companies actively engaged in the International Business Council, Community of Chairmen, Industry Governors, Regional Business Councils and System Initiative Stewardship Boards
- More than 250 political leaders from the G20 and other countries and heads of international organizations engaged in high-level dialogues facilitated by the Informal Gathering of World Economic Leaders (IGWEL)
- Members of the Forum's Global Future Councils, Expert Network and Global University Leaders Forum collaborating with spiritual and cultural leaders and representatives from major civil society, labour and media organizations
- Technology Pioneers, the Global Shapers Community, the Forum of Young Global Leaders and the Schwab Foundation for Social Entrepreneurship, communities representing a new generation of innovators and entrepreneurs

The Annual Meeting remains the foremost gathering of top leaders from politics, business, civil society and academia to shape global, industry and regional agendas in the context of Globalization 4.0 and the Fourth Industrial Revolution. In the true "Davos Spirit", the aim is to advance these agendas with bold ideas and exciting opportunities to consider in the year ahead.

**Professor Klaus Schwab**  
Founder and Executive Chairman

H.E. Mr Mark Rutte  
Prime Minister of the Netherlands  
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2500 EA The Hague  
Netherlands

17 January 2019  
PVAL/PSO

Dear Prime Minister,

In view of recent developments in Europe, it is ever more important that leaders reassure the world that Europe has a promising future, whatever the outcome of Brexit.

I particularly appreciate your presence in Davos and your active engagement in the World Economic Forum Annual Meeting programme. This shows that Europe is very well represented and that it has a strong and powerful voice in the world.

For this reason, I have created a major new plenary session on A New Impetus for Europe with key political leaders from Europe taking place on Thursday 24 January. As such, I would like to invite you to join this discussion as a panellist.

The Forum team will be in touch with your office with more details. You will find attached the latest list of political and media leaders who will participate in the discussions in Davos. The chief executive officers of the top 1,000 global companies will also be part of the deliberations.

I wish you a safe trip and look forward to seeing you in Davos.

Kind regards,

handtekening



Professor Klaus Schwab  
Founder and Executive Chairman

H.E. Mr Mark Rutte  
Prime Minister of the Netherlands  
Office of the Prime Minister of the Netherlands  
P.O. Box : 20001  
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Netherlands

29 January 2019  
akn/arco

Dear Prime Minister,

I would like to express my sincere gratitude for your participation in the World Economic Forum Annual Meeting 2019, which was held under the theme Globalization 4.0: Shaping a Global Architecture in the Age of the Fourth Industrial Revolution.

At a watershed moment for the world, your contributions to the strategic dialogues convened in Davos were invaluable in raising the level of collective imagination and leadership resolve, injecting new energy into international cooperation.

The Annual Meeting was an important opportunity to shape Europe's future global leadership role in a new multipolar and multiconceptual world order. I deeply value your contributions to this topic, including your participation in the plenary session on the New Impetus for Europe. Likewise, your participation in the Climate Leadership session once again demonstrated the strong leadership role of the Netherlands in fighting climate change and in securing a sustainable future for all.

You can rely on the World Economic Forum – the International Organization for Public-Private Cooperation – to build on this important milestone and to continue delivering on its mission to improve the state of the world.

On behalf of the entire Forum community, thank you again for your crucial support and engagement.

Yours sincerely,

handtekening



Professor Klaus Schwab  
Founder and Executive Chairman

H.E. Mr Mark Rutte  
Prime Minister of the Netherlands  
Office of the Prime Minister of the Netherlands  
P.O. Box : 20001  
2500 EA The Hague  
Netherlands

19 June 2019  
pval/pso

Dear Prime Minister,

It is my great pleasure to invite you to co-chair the World Economic Forum Sustainable Development Impact Summit, which will take place in New York, USA, on 23 and 24 September 2019.

This is the third annual gathering dedicated to accelerating progress on the Sustainable Development Goals (SDGs) and the Paris Agreement. The summit serves as a platform to accelerate and amplify multistakeholder initiatives, catalyse new partnerships and alliances, and explore the best uses of advanced technology in expediting the SDGs. Taking place in the context of the United Nations General Assembly and the recently signed Strategic Partnership Framework between the United Nations and the World Economic Forum, the summit will draw on the presence of world leaders in New York to further deepen public-private cooperation.

During the summit, the Forum aims to gather select European leaders, including from its community of New Leaders for Europe, for a dialogue on how to step up diplomatic efforts to implement the Paris Accord and on how to strengthen Europe's global leadership role in sustainability, green economic growth and fighting climate change. Given the strong leadership of the Netherlands on these issues, your participation in the deliberations would be highly appreciated.

I hope you will see this co-chair invitation as an opportunity to be a trusted bridge-builder between business, the public sector and civil society and to inspire progress and collaboration in driving the sustainable development agenda forward.

I very much hope you will be able to accept this invitation. The Forum will work closely with your team to develop a meaningful, personalized agenda that ensures that your participation in the summit is highly productive and rewarding.

Your sincere

handtekening



H.E. Mr Mark Rutte  
Prime Minister of the Netherlands  
Office of the Prime Minister of the Netherlands  
P.O. Box : 20001  
2500 EA The Hague  
Netherlands

8 July 2019  
pval/pval

Dear Prime Minister,

Europe is at crossroads and needs to provide the requisite leadership to address today's challenges. In a time of extraordinary technological, social and economic change, Europe must respond better to the changing reality and transform challenges into opportunities.

In this spirit, we are pleased to share with you a statement written by the Global Future Council on Europe – an eminent community of thought leaders from government, business and civil society convened by the World Economic Forum with the mandate to generate innovative policy-thinking for Europe's future.

We hope the Council's *New Manifesto for Europe* which is enclosed will provide inspiration for your ongoing work to set a European agenda that delivers on the issues that really matter to people.

Next year in January, the World Economic Forum will commemorate its 50th anniversary at its Annual Meeting in Davos-Klosters. As the Forum is an international organization with strong European roots, Europe and its future will be an important topic for discussion.

Yours sincerely

handtekening



Klaus Schwab  
Founder and Executive Chairman

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Børge Brende  
President

## Shaping a More Innovative, Inclusive and Prosperous Future: A New Manifesto for Europe

### Open Letter from members of the World Economic Forum's Global Future Council on Europe

*Addressed to:*  
*EU-28 Heads of State and Government*  
*The incoming President of the European Council*  
*The incoming President of the European Commission*  
*The new college of European Commissioners*  
*The incoming President of the European Parliament*  
*The incoming President of the European Central Bank*

Dear European leaders,

Europeans are living in a time of great uncertainty filled with both enormous opportunities and profound risks for the future of the common European project. Many feel uneasy about their economic, social and environmental futures and anxiety about how to keep up with rapid technological change and deepened globalization.

For the first time since the beginning of the European integration process, there is real urgency for Europe to reaffirm its unique *raison d'être*. A changing geopolitical landscape leaves the region with the responsibility to step up its global leadership role and to stand up for democracy, rule of law and multilateral diplomacy. And Europe requires a new narrative that creates hope and restores trust in the era of the Fourth Industrial Revolution, which is provoking unprecedented technological change.

That is why we, the members of the World Economic Forum's Global Future Council on Europe, representing a multistakeholder group of thought-leaders from governments, businesses, start-ups, academia and media, have come together to reflect on the next strategic agenda for Europe.

This letter outlines five main messages and proposals emerging from our deliberations and our *New Manifesto for Europe*, as well as the summary and conclusions from our meeting with the European Commission. We hope these ideas will contribute to shaping a more innovative, agile, prosperous and sustainable future for the region.

#### **1. Europe needs to deliver on its original promises and prioritize and create a people-centric agenda**

When considering Europe's future, the first question is whether the region has achieved the original idea of the European project – to guarantee peace and stability, economic prosperity and the rights and freedoms of its people. While Europe has made much progress, several of these fundamental promises remain unfulfilled. Therefore, the first thing leaders should focus on is delivering on these fundamental promises. Yet Europe cannot be everything for everyone, the head of every effort, the champion of every initiative. Leaders should prioritize a set of "European common goods" where the EU as a whole has a better chance at success than individual member states do alone. Finally, the fact that many citizens feel left out of the European project has demonstrated the need to for a truly people-centric agenda that seriously, clearly, coherently and boldly addresses the gap in public trust.

## 2. Step up Europe's global leadership role

Europe carries a special responsibility to embody and advocate for a rules-based, values-driven, democratic and collaborative world order. People still look to Europe as a place where their human, social and economic rights are protected and where they can live in freedom. This respect for and faith in European values is a core asset that should be employed more strategically to build Europe's global leadership role and promote standards and norms that can be of value beyond the region, including in the area of fast-moving technologies. European leaders should build on Europe's role as a "normative superpower" while taking decisive action to defend the liberal and open democratic model that has created prosperity and stability over the last decades.

## 3. Promote competitiveness, convergence and stabilization

Do not wait until another crisis arrives to strengthen the euro area; action that combines risk sharing with long-term market discipline is needed now. This includes completing the Banking Union, mitigating the doom loop of banking and sovereign crises and establishing a European deposit insurance scheme. Equip the Eurozone budget with meaningful convergence and stabilization functions. Create a common safe asset that does not require mutualization but prevents destabilizing capital flows across the euro area. Ultimately, rebuilding trust in Europe requires a grand bargain of economic, financial and social measures, much like what was achieved at the Bretton Woods Conference in 1944. With the current sense of urgency, we call for a European Bretton Woods conference to jumpstart an ambitious agenda for Europe's economic future.

## 4. Future-proof Europe for the Fourth Industrial Revolution

The Fourth Industrial Revolution has already transformed the way citizens, businesses and governments engage with each other. As the global race for investment, knowledge, talent and research intensifies, Europe must stay competitive against global powers while it designs its own human-centred approach to technological development. Leaders should consider a few steps to future-proof Europe for the next era:

- Create a European tech venture fund for mid-cap companies. To boost the region's competitiveness, European mid-cap companies (between \$2 and \$10 billion) must be able to reach global scale much more easily. The European tech venture fund should be specifically focused on mid-cap companies and bring together governments with institutional investors to boost funding and remove policy and regulatory barriers.
- Establish a European talent tech pipeline for the next generation of European tech pioneers. A consortium of top European universities, businesses and industry actors should create this initiative, aiming to build a more systematic approach to scouting and cultivating talent.
- Keep Europe growing by seriously stepping up its ambitions in science, technology, engineering and mathematics (STEM) education, as well as by boosting efforts to reach the European 2020 target of 3% investment of GDP into research and development (R&D).
- Invest in the right digital and physical infrastructure to support Europe's digital transformation. This includes physical railway connections and 5G and gold-standard broadband connectivity. Leaders should create centres of excellence focusing on leveraging the comparative advantages of individual member states throughout Europe.

## 5. Deliver a climate-smart and sustainable Europe

To secure its common future, Europe needs to continue to lead the global transformation to an inclusive, green and climate-neutral economy in line with the Paris Agreement. To deliver this leadership, it is necessary to:

- Develop nationally determined contributions (NDC) that will deliver significantly reduced emissions by 2050 with clear NDC investment plans and supporting policy measures to indicate how this will be achieved across key sectors of the economy.
- Enhance carbon pricing mechanisms to stimulate the market for low-carbon solutions and transition away from carbon-intensive activities. These need to be linked to industrial development plans, regional and city-level development strategies.
- Develop financing mechanisms that enable the scaling up of investments into natural climate solutions.
- Develop clear plans to invest in job creation to support the low-carbon transition.
- Support international partnerships that enable clean technology transfer in key regions that will require investment and capacity building support to stimulate emerging economies as they advance into clean industrial development while ensuring economic growth and social fairness for a just transition.

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No single country in Europe can achieve this alone. We call for strong collective European leadership to stand up for our common European values, capture the opportunities of the technological revolution and deliver a sustainable and inclusive future for all.

Signed by the Co-Chairs of the Global Future Council on Europe

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# Global Future Council on Europe: A New Manifesto for Europe

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## Introduction

The world is at a crossroads; Europe is at a crossroads. As the European Union recently held elections to the European Parliament to choose its leaders and as it moves towards defining the agenda for the coming years, the time is ripe to engage in conversations about Europe's future direction.

In this manifesto, we, the members of the World Economic Forum Global Future Council on Europe, put forward our shared vision of a Europe of the future. Not only does this manifesto reflect our ongoing discussions but, more importantly, it offers concrete suggestions that European leaders can take into account and adopt as their own in the next Strategic Agenda and in the formation of the new European Commission. While the main ideas and suggestions outlined in this document are directed at the European Commission and at EU Member States, some recommendations go beyond and are aimed at stimulating multistakeholder action by governments, business and civil society from the broader European family.

# Underlying principles

While politicians, policy-makers, academics and others have responded to the recent rise in Euroscepticism by attempting to define and design a *new* Europe, which addresses popular concerns and presents itself as an attractive way forward, we should first and foremost ask ourselves whether we have even completed the *initial* idea of Europe. Our honest answer is that we have not yet even delivered on the original promise of Europe: to guarantee security and stability, facilitate economic prosperity, and safeguard the rights and freedoms of its citizens. **The first underlying principle of our manifesto is therefore to deliver on the original promises.**

Europe cannot be everything to everyone. It cannot be the leader of every effort, the champion of every issue, at the forefront of every initiative. In fact, most political competencies and financial resources are in the hands of national governments, whereas the mandate and budget of the European Commission are limited. This is by design, of course. Thus, **the second underlying principle is that Europe needs to prioritize its attention and focus on its three core areas: peace and stability, economic prosperity, and social and economic equality.**

Europe is its institutions; Europe is its national governments; Europe is its common values and a way of life. But most of all, Europe is its people. Despite a growing loss of public faith in institutions, Europeans trust the European Union more than they trust their national governments.<sup>1</sup> However, there are also very deep divisions among publics in several countries, and political movements with Euroscepticism as their central platform have strengthened across the continent. Europe needs to address the sources of this discontent clearly, coherently and boldly, and then the institutions and governments of Europe need to determine how to realize these priorities for the people. **People-centricism is the third underlying principle.**

# The “what” and the “how” of Europe

In line with these principles, we recommend that Europe at large and the European Union in particular build on the following three pillars. These should constitute the *highest priorities* of the next Commission. They represent the three most important and most crucial deliveries on which the Europe of the immediate and long-term future should focus. Policy suggestions and legislative proposals should be introduced, adapted and implemented expeditiously to strengthen one or more of the pillars. We present concrete suggestions as to what constitutes a fulfilment of each pillar.

## 1. Europe of peace and stability – because people want to live in peace and safety

Since the earliest steps towards integration were taken in the aftermath of world war, peace and stability on the continent have been the central promises of Europe. Guaranteeing security to the people from both long-existing, traditional threats and new, emerging and even unknown ones is the key responsibility of a continuously successful Europe. In response to the dramatically changing geostrategic environment, European leaders need to take decisive steps towards strengthening Europe's security and defence. To this end, Europe needs to:

- **Ensure that it executes a foreign policy and security policy with the primary goal of securing peace on the European continent**

European foreign policy should therefore first and foremost concentrate on the immediate neighbourhood, on the forging of strategic partnerships with like-minded partners, and on global conflict prevention to avoid negative spillover effects into the European area.

- **Gradually move towards even more increased collaboration and the pooling of resources and burden-sharing in defence**

This would both reduce redundant costs and increase the common European strategic advantage. It includes moving forward on smart and flexible funding tools, such as the **European Peace Facility**, ensuring it receives adequate financial and political resources to carry out its mandate.

- **Take further steps to unite Europe's decision-making powers by establishing a task force exploring the creation of a European Security Council**

The task force should investigate how such a new institutional mechanism could contribute to increasing joint strategic analysis and to reasserting Europe's role globally in preventing and responding to crises and conflicts.

- **Continue actively advocating for and supporting (both politically and financially) a rules-based, multilateral world order**

This world order would be grounded on regional and national ownership of responsibility and risk.

- **Fully restore Schengen**

At the same time, Europe needs to implement technical and legislative measures to guarantee the protection of all European external borders.

<sup>1</sup> See Eurobarometer, “Public Opinion Monitoring at a glance: The European Parliament and the expectations of European citizens”, March 2019, available at <https://www.europarl.europa.eu/at-your-service/files/be-heard/eurobarometer/2019/pleinary-march-i-2019/on-pleinary-insights-march-i-2019.pdf> (accessed 28 June 2019)

- **Define sustainable, realistic and fair migration and refugee policies**  
They must address the demographic needs of the European continent, not undermine the national sovereignty of Member States, and respect all international commitments.
- **Establish and strengthen joint instruments to protect citizens from the physical threat of terrorism and cross-border crime**
- **Invest financially as well as politically support new resources and instruments to fight against cyberthreats, cybercrime and other emerging dangers associated with technological progress**  
This support must also apply to fighting the spread of disinformation and election manipulation, while respecting human rights and individual liberties.

## 2. Europe of economic prosperity and high quality of life – because people want to live a good, prosperous life

Securing a stable, sustainable and more prosperous future has been the promise of an integrated Europe from its inception. It has been one of the main drivers of ever-deeper European integration, and often represents the most important aspect in the European Union's appeal to citizens. Only a Europe that continues to provide for environmentally sustainable economic growth and an increase in quality of life can be successful in the eyes of the people. To this end, Europe needs to:

- **Fully complete the single market**, including the single market for services, energy and capital, as well as the **Digital Single Market**, and continue to implement **European competition policy** in the interest of European consumers, protecting them from special interests
- **Expand the European entrepreneurial ecosystem** by creating a **European Tech Venture Fund** specifically focused on mid-cap companies to not only increase funding and provide patient capital but also to remove policy and regulatory obstacles to reaching scale
- **Strengthen the euro area** through more risk-sharing combined with market discipline, including completing the Banking Union, mitigating the "doom loop" of banking and sovereign crises, and establishing a European Deposit Insurance
- **Equip the Eurozone budget** with meaningful convergence and stabilization functions
- **Create a common safe asset**, which does not require mutualization, but does prevent destabilizing capital flows across the euro area
- Continue to lead the global transformation towards a **green and climate-neutral economy** in line with Paris Agreement objectives, and align climate action in key areas, such as industrial policy, finance and research
- **Adapt education and skills training today to the labour market of tomorrow**, inter alia by regularly sharing best practices in lifelong learning programmes and developing Europe-wide platforms for information sharing on reskilling programmes and labour market adaptation
- Prepare the next generation for the **Fourth Industrial Revolution** by investing heavily in education for youth in science, technology, engineering and mathematics (STEM)
- Work on harmonizing taxation standards, particularly as pertains to the digital area, and continue to lead in

**effective regulation**, especially around **privacy and the ethical use of new technologies**

- Devise a package of economic, financial and social measures with a well-designed composition, much like the grand bargain that was achieved at the Bretton Woods conference in 1944 as, ultimately, healing the rifts and rebuilding trust in Europe requires such a package. With the current sense of urgency, we call for a **European Bretton Woods** and to initiate a dialogue on how to take this further.

## 3. Europe of equality – because people want fairness and respect

The idea of belonging and being respected by others lies at the heart of both individual and collective self-worth. Europe's democratic values and insistence on human rights, dignity and tolerance must be felt in people's everyday lives. To this end, Europe needs to:

- **Increase the pace of socio-economic convergence** between Member States by stepping up efforts to reduce differences in key policy areas, such as social protection, living conditions and inequalities
- **Ensure decisions and rules** (including budgetary, procedural and institutional decisions) **apply equally to and are respected by all Member States and all citizens** and, where they occur, remedy violations with available instruments, irrespective of size, wealth, status, geography or political affiliation
- **Lead by example** on the institutional, intergovernmental and political levels, by modelling understanding and mutual respect and working to eliminate the **perception of second-class citizenship** (Europe-wide or nationally), for instance by guaranteeing the equal availability and quality of **food, medicine and other goods** for all Europeans
- **Make sure that the European way of life stands for equal opportunities**, while being mindful that not everyone benefits from European integration equally and in the same way, and elaborate pragmatic ways that reach more segments of societies (e.g. Europe's most tangible benefits, such as the abolition of roaming and open borders, are very visible among people who travel frequently but fail to reach those who do not travel)
- **Move towards a Europe-wide convergence of labour conditions** that include working hours, pension age, maternity and paternity leave, unemployment insurance, etc.
- **Foster civic education and participation in the political process** for all generations, nationalities and segments of society.

# Spreading the message

Narrowing down Europe's ambitions might sound limiting or even impossible given the many areas, all of them important, in which Europe has already made a positive impact on the lives of people. But aside from the underlining principles, this approach derives from the following convictions: 1) every policy suggestion or legislative proposal, if broken down to why it should matter to people, can actually be classified within one of these pillars; and 2) many of the goals and aims predefined for Europe can actually be by-products and derivatives of the successful fulfilment of these pillars.

In this way, it follows that creating a common European identity, which has been the goal of the EU for several decades, should not be a goal in itself, but that it will naturally follow and develop in people's minds if they can perceive that Europe delivers for them. Similarly, making Europe a relevant global political player will come as a natural result of internal political and economic strength. The pillars are the drivers that allow us to move forward. And if we manage to drive Europe in this direction, at the end of the road, the things we have been striving for – global influence, projection of values, European identity – are a natural outcome.

If we see change as a process, then identifying **what to do** is step one, identifying **how to do** it is step two. There is another step though, which is **spreading the message**. The vision needs to be delivered to the people. And the main message of this manifesto is simple: these are the three things we want to achieve for you – **peace, prosperity and equality**. This is what we are going to work on in Europe.

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