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# Insights from the Clinton Global Initiative Annual Meeting

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## INSIGHTS FROM THE CLINTON GLOBAL INITIATIVE ANNUAL MEETING

September 21-23, 2010  
New York, NY

On Sept. 21-23, 2010, the Clinton Global Initiative held its sixth annual meeting in New York, N.Y. The meeting, which convenes global leaders to devise and implement innovative solutions to the world's most pressing problems, resulted in an estimated \$6 billion in commitments of money and other resources. The 1,300 participants, which included 67 current and former heads of state, more than 600 business leaders, and more than 500 leaders from NGOs and philanthropic organizations, spent three busy days discussing four Global Challenge areas: Economic Empowerment, Education, Environment & Energy, and Global Health. The session's panels and discussion groups were divided into four sub-themes: Empowering Girls and Women, Strengthening Market-Based Solutions, Enhancing Access to Modern Technology, and Harnessing Human Potential.

The meeting wrapped up with the Clinton Global Citizen Awards ceremony, honoring several global leaders for "their visionary leadership, demonstrated impact and sustainable and scalable work in solving pressing global challenges." More than 1.4 million Internet viewers tuned into the live-stream of CGI's meetings, and the event generated more than 200 tweets an hour, double last year's rate.

Some of the thought leaders who attended the event included:

- **President Bill Clinton**, 42nd President of the United States
- **Hillary Rodham Clinton**, U.S. Secretary of State
- **President Barack Obama**, 44th President of the United States
- **Michelle Obama**, First Lady of the United States
- **Bill Gates**, Co-Chair and Trustee, Bill & Melinda Gates Foundation
- **Melinda French Gates**, Co-Chair and Trustee, Bill & Melinda Gates Foundation
- **Michael Bloomberg**, Mayor of the City of New York
- **Eric Schmidt**, Chairman of the Board and Chief Executive Officer, Google Inc.
- **Her Majesty Queen Rania Al Abdullah**, Hashemite Kingdom of Jordan
- **Hamad Bin Jassim Bin Jabr Al-Thani**, Prime Minister and Minister of Foreign Affairs of the State of Qatar
- **Katie Couric**, Anchor and Managing Editor, CBS Evening News
- **Tom Brokaw**, Special Correspondent, NBC News
- **Salam Fayyad**, Prime Minister of the Palestinian National Authority

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- **Thomas L. Friedman**, Foreign Affairs Columnist, *The New York Times*
- **Valerie B. Jarrett**, Senior Advisor and Assistant to the President for Intergovernmental Affairs and Public Engagement, The White House
- **Sanjay Gupta**, Chief Medical Correspondent, CNN
- **Lance Armstrong**, Founder and Chairman, LIVESTRONG
- **Laura Bush**, Former First Lady of the United States
- **Jim Carrey**, Actor and Founder, Better U Foundation
- **Ashton Kutcher**, The Demi and Ashton Foundation
- **Demi Moore**, The Demi and Ashton Foundation
- **Arianna Huffington**, Co-founder and Editor in Chief, Huffington Post
- **Tom Vilsack**, U.S. Secretary of Agriculture
- **Jack Dorsey**, Chief Executive Officer, Square; Co-Founder and Chairman, Twitter
- **John Podesta**, President and Chief Executive Officer, Center for American Progress
- **Jean-Max Bellerive**, Prime Minister, Republic of Haiti
- **Madeline Albright**, Former Secretary of State and Chair of Albright Stonebridge Group
- **Ajay Banga**, President and CEO, MasterCard Worldwide
- **Robert McDonald**, Chairman of the Board, President and CEO, Procter & Gamble

### **Natural Disasters, Climate Change and Economic Recovery**

Natural disasters have dominated headlines this year, so it was no surprise when CGI kicked off with a series of pledges to help millions of people in Haiti, Pakistan and the U.S. Gulf Coast. Among the commitments announced at the meeting's opening session was a \$1 billion pledge from Google for flood relief in Pakistan. Clinton highlighted the tech company's person-finder technology, which he says was successful in helping locate survivors of the earthquakes in Haiti and Chile.

Clinton also warned of the growing devastation of the global economic downturn and said the dangers posed by natural disasters around the world had been increased by the effects of climate change. "There is every reason to believe the incident of economically devastating natural disasters will accelerate around the world with the changing of the climate," he said, urging governments and world leaders to be better prepared for such events.

In a panel that discussed economic recovery, there was consensus that a commitment to clean energy is required to drive job growth, cut unemployment and boost the economy. President Clinton noted that the four countries that are projected to beat their clean energy targets under the Kyoto Protocol – Denmark, Germany, Sweden and the U.K. – all have lower unemployment, and less economic inequality than the United States due to the green tech boom.

Terry McAuliffe, chairman of GreenTech Auto, announced a commitment to invest \$1 billion to build electric vehicles in economically depressed areas of the United States to spur the economy and create green jobs.

New York City Mayor Michael Bloomberg was tapped to lead the C40 Climate Leadership group, a part of the Clinton Climate Initiative, aimed at helping cities reduce carbon emissions and slow climate change. C40, a group of 40 of the world's largest cities, helps cities drive and measure progress toward the goal of reducing carbon emissions 30 percent from 2005 levels by 2030.

### **Empowering Women**

Attendees learned nothing could or would move forward if women and children weren't provided with basic education, health care and economic opportunities. In third-world and developing countries, gender bias is a serious issue – leading to rape, HIV/AIDS and early death. Women work three times as many hours a day as men and are responsible for gathering wood for their stoves and finding potable water so they can care for their families. Very often, on their quests for fuel and water, women and girls are raped, especially in Southern Sudan and on the Rwanda/Congo borders. Rape is now used as a weapon of war, and thousands of women raped every month find no solace and cannot go home, for in their cultures they are blamed for what happened to them.

Ashton Kutcher discussed sex trafficking, reporting 75 percent of the women in the trade are enslaved by their pimps. The average age of entry is 13, and it is not done by choice. While most Americans assumed slavery was over and done, he said, there are more people enslaved now than ever before in human history – 27,000,000 – most of them sex slaves, with 80 percent of them women and girls. In the United States alone, he noted, there are 1,000,000 sex slaves, one-third of them children under 15, many of them stolen off the streets.

Ambassador Richard Holbrooke, special representative of the State Department to Pakistan and Afghanistan, says that all the programs to empower women will fail if the men are not pushed to change. "If you want to fix the problem of women in these areas...you have to address the men," he said. "This is the biggest single failure in all of our programs....I never see programs to shame and coerce the men, and the women fight back at the greatest risk..."

"Women empowerment is critical to sustainable communities. Unless we play a meaningful role, we will not have a sustainable business," stated Muhtar Kent, Chairman and CEO of Coca-Cola. Kent announced that The Coca-Cola Company has pledged to empower five million women entrepreneurs throughout Coca-Cola's global business system by 2020.

President Ellen Johnson Sirleaf shared what she had been working on increasing educational opportunities for women in Liberia. For example, many of the women who work in the market could not read, so she introduced a women's literacy-training program. She said they are now feeling sufficiently strong and independent enough to stand up in community meetings and speak their minds about what their rights are. "This has given them a voice in decision-making," she stated.

Queen Rania of Jordan said, "We have decades of evidence that show that no country can make any progress in spite of its women. They make it with the full participation of women." She

pointed out that if you look at the past 20 years, women have contributed more to the global GDP than new technologies or the emerging markets of India and China. "When you educating a woman, you lift society," she said, citing statistics showing that woman invest 90 percent of their earnings back into their families.

### Technology

Access to information is a basic human right, according to a Clinton Global Initiative panel looking at the impact of digital information on social causes and government reforms.

Mobile communication is making our leaders accountable, noted discussion moderator Arianna Huffington of The Huffington Post. "Now, the privilege that was open to only to a few – leaders in the media, the government – is available to the public," she said. "It's really an unprecedented opportunity to bear witness and not allow the kind of crimes against humanity to go on."

Social media helped to challenge the narrative of the Iranian government in the wake of last summer's disputed national elections, preventing the outbreak of state-sponsored retribution for dissent, said journalist Omid Memarian of the IPS News Agency. He said the Iranian regime was compelled to show restraint due to fears that images of a violent crackdown would be sent around the world.

Technology fundamentally changes the way we deal with the government, agreed Maria Otero, U.S. Under Secretary of State for Democracy and Global Affairs. Mobile devices help undermine election fraud, pointing out that citizens can communicate events at polling places through text messages.

Ericsson, Refugees United, UNHCR and MTN announced mobile service to help reunite refugee families in Africa. The program enables refugees to use mobile phones to register themselves, search for loved ones, and subsequently reconnect via an anonymous database, using SMS or mobile Internet. Also, Omidyar Network, a philanthropic investment firm established by eBay founder Pierre Omidyar, is pledging \$55 million to promote government transparency globally and mobile technology in developing countries.

### Health Challenges

Secretary of State Hilary Clinton described how three billion people use polluting stoves or open fires and as a result 2,000,000 people – half of them children – die from inhaling the toxic emissions. In announcing the Global Alliance for Clean Cookstoves, the Secretary described new, cheap, solar stoves that would do away with the need to go far afield to seek fuel – and risk being raped. At the same time, the stand-alone portable stoves would reduce greenhouse gases, cancer rates, and demand on natural resources while creating local jobs to build them.

Many scientists think the use of clean cookstoves could be as transformative as vaccines and mosquito nets in the fight to improve global health. The goal is to provide 100,000,000 clean cookstoves by 2020. The United States, in partnership with the UN Foundation, will provide almost \$51 million for the project over the next five years. The United States came up with the funds to launch the program, along with the UN Foundation, philanthropist Ted Turner's organization, several other countries including Germany and Peru, and corporations including Shell and Morgan Stanley.

Collaboration between corporations, governments and nonprofits was a theme of the panel discussion President Clinton moderated, which featured Google chief executive Eric Schmidt; Bob McDonald, chief executive of Procter & Gamble; Melinda Gates, co-chair of the Gates Foundation; and Finnish president Tarja Halonen. “Companies have a role to play and we think that role is big,” McDonald said. “We think it’s good business as well as good philanthropy,” he said. “Consumers want to know what they’re buying into when they spend their dollars on our products.” He announced that the Procter & Gamble has pledged to save one life every hour by donating two billion water purification packets every year to developing countries. It’s an extension of the company’s children’s safe drinking water program, which, according to McDonald, has donated 2.4 billion liters of clean water in developing countries over the past six years. “Four thousand children die a day,” because of bad water, he said.

A special session titled "Addressing Cancer in the Developing World: Health Equity and an Overlooked Public Health Crisis" was moderated by Dr. Sanjay Gupta, CNN's chief medical correspondent and LIVESTRONG board member and featured Lance Armstrong, founder of LIVESTRONG; Dr. Paul Farmer, co-founder, Partners in Health; Dr. Felicia Knaul, director, Harvard Global Equity Initiative; Her Royal Highness Princess Dina Mired, director general, King Hussein Cancer Foundation; Dr. Charles-Patrick Almazor, director, Public Sector Partnership; and John R. Seffrin, PhD, chief executive officer, American Cancer Society. The panel discussed efforts to increase access to effective diagnosis and quality treatment for cancer in the developing world.

"The impact of cancer around the globe is growing every day," said Armstrong. "This year, cancer is projected to become the world's leading cause of death, claiming more than eight million lives. Cancer is currently one of the most preventable and curable of the major life-threatening diseases; however, access to prevention and treatment for the 28 million people worldwide facing cancer is often not available. We must do more to ensure access, affordable care and equal health rights for the global community."

In the popular imagination, cancer is largely considered the problem of rich nations – countries where patients can afford the treatment and care of trained professionals. Less developed nations are traditionally understood to be plagued by communicable diseases such as malaria, tuberculosis and AIDS.

### **APCO and CGI**

For a third consecutive year, APCO Worldwide provided communications support to the CGI Annual Meeting, helping CGI and its more than 1,000 members from around the globe announce the social and environmental impact of their wide-ranging efforts. APCO made a commitment in 2008 to assist CGI and its members in publicizing the impact of their commitments by arranging media interviews, offering communication training and providing strategic counsel. As part of APCO's CGI Commitment to Action and sponsorship, the consultancy helps other CGI members – leaders from multinational corporations, social enterprises, governments and nonprofits – garner interest for the causes they are addressing, demonstrate their successes and highlight the wide-ranging achievements of CGI as a whole. For more information, please contact James Robinson at [jrobinson@apcoworldwide.com](mailto:jrobinson@apcoworldwide.com).