

**“MDG Pledges”
Announced by Young Global Leaders
During the World Economic Forum’s Annual Meeting
In Davos, Switzerland**

January 26, 2010

The following Young Global Leaders and partner organizations have made action-oriented pledges to support the achievement of the Millennium Development Goals (MDGs) by 2015:

- **Muna Abu Sulayman**, through the Alwaleed Bin Talal Foundation, pledges to support initiatives impacting approximately 84,000 people by 2015 across Malawi, Niger, Senegal, Sudan, and Yemen and contributing to: MDG 1, on poverty; 2, on primary education; 3, on gender equality; 4, on child mortality; 5, on maternal mortality; 6, on combating HIV/AIDS, malaria, and TB; 7, on environmental sustainability.
- **Wilmot Allen** is a sponsor of a pledge from I Can Fly International Girls’ Educational Empowerment to educate 500 girls in Kenya between 2010 and 2015. In addition to primary and secondary education, the girls will receive housing, computer training, entrepreneurship training, health and beauty advice, and college field trips in Africa and abroad, thereby contributing to MDG 1 on poverty, MDG 2 on primary education, and MDG 3 on gender equality.

He also pledges during this period to help increase global awareness about the MDGs through an annual article published in an academic journal or non-academic magazine, contributing to MDG 8, creating a global partnership for development.

- **Mina Al-Oraibi**, through The GAVI Fund, pledges to protect children under 5 in the 72 poorest countries providing them with life-saving vaccines. Resources raised through advocacy and awareness by Ms. Al-Oraibi and YGL partners will have an initial target of immunizing 1,000 children with the pentavalent, pneumococcal, and rotavirus vaccines, thereby contributing to MDG 4 on child mortality.
- **Eric Anderson**, through Space Adventures, pledges to promote the awareness and advocacy cause of clean water for all in cooperation with Cirque du Soleil’s founder Guy Laliberte’s One Drop Foundation. This

pledge commits more than \$200,000 in funding to directly support organizations implementing clean water programs between 2010–2011, reaching over 100,000 people, and will aim to raise over \$1 million in direct further support by 2015, thereby contributing to MDG 7 on environmental sustainability.

- **Orzala Ashraf Nemat** and **Christian Wenk** pledge to establish by 2011 a school for 250 girls and 150 boys in Utran village, which is located in the Darai Noor District, Nangarhar Province of Afghanistan, one of most remote and mountainous areas in the country, thereby supporting Goal 2 on primary education and Goal 3 on gender equality.
- **John Battelle** and Federated Media, including the more than 100 major publishers who work with Federated Media, will identify 5–10 specific initiatives that can directly improve MDG 4 for child health, MDG 5 for maternal health and MDG 6 for environmental sustainability. Each initiative will be taken up by several publishers who will be personally connected to it and will rally their readers for that cause. The overall campaign will reach more than 50 million people in aggregate by end–2012.
- **Jimena Blazquez**, through the NMAC Foundation, pledges by 2012 to improve art and environmental education for 1,000 children in underdeveloped areas in order to promote the use of creativity and imagination with the idea of establishing a multicultural dialogue between Africa and Spain by an exchange program between community schools, thereby contributing to MDG 7 and 8, on environmental sustainability and creating a global partnership for development, respectively.
- ACCION International, supported by board member **Amy Butte**, pledges to work with partners to reach 500,000 poor Indian micro–entrepreneurs with inclusive financial services by 2015, bringing innovations, best practices and investment capital to both urban and rural microfinance institutions, thereby supporting MDG 1 on reducing extreme poverty.
- **François–Philippe Champagne** pledges to continue to financially support the Ruwwad Project—the first privately funded non–profit organization in Jordan—by personally contributing to the operating budget of one of its schools for a minimum of 2 more years, thereby contributing to MDG 2 on primary education.

- **Ganhuyag Chuluun Hutagt**, through XacBank and TenGer Financial Group LLC, pledges to continue to provide financial services in Mongolia to the middle and low-income populations, including rural areas through mobile banking, to offer micro loans to finance eco-friendly products, to offer student loans, and to empower, through a partnership with the Ministry of Education, girls' financial education and savings program. This pledge targets over 300,000 clients between 2010 and 2015 and helps supports MDG 1, 2, and 3 on poverty, primary education, and gender equality, respectively.
- **Veronica Colondam**, through the YCAB Foundation, pledges between 2010 and 2012 to educate 10,000 school drop-outs and underprivileged children in Indonesia with a holistic poverty alleviation program addressing health access, vocational and life skills, and finding meaningful employment, thereby contributing to MDG 1, on extreme poverty and productive employment, and 6, by educating and training a million youth on healthy lifestyle in the light of the primary prevention of HIV/AIDS, malaria, and other diseases.
- **Jennifer Corriero**, through Taking It Global and in partnership with the YGL Youth Task Force, pledges to create awareness of and facilitate education about the MDGs among youth constituencies via website and discussion boards, thereby contributing to MDG 8, building a global partnership for development.
- **Jo Cox**, through the Maternal Mortality Campaign, pledges in 2010 to raise global awareness among 100 million people about the women and girls who die needlessly in pregnancy and childbirth and to mobilize at least 20 world leaders to champion this issue, thereby supporting MDG 5, improving maternal health, and MDG 8, building a global partnership for development.
- **Idalia Cruz**, through TV Azteca & Grupo Salinas, pledges by 2010 to create awareness and encourage women's leadership by teaching wives, mothers, sisters, and daughters of the company's sales staff of over 30,000 employees in Mexico to be better leaders and help impact other women, thereby supporting Goal 3 on gender equality.
- **Marco de la Rosa**, through the AES Dominicana Foundation, pledges in 2010 to sponsor three schools impacting 2,500 students and one technical school impacting an additional 400 students in the Dominican Republic to elevate the quality of education and teachers and contributing

to Goal 1 on poverty and productive employment and Goal 2 on education.

- **Kirill Dmitriev**, through Icon Private Equity, pledges by 2011 to cover more than 40 million people in developing countries with 4G broadband wireless service and to bring free 4G Internet to 2,000 schools, contributing to MDG 8, closing the digital divide and building a global partnership for development.
- **Jamie Drummond**, through ONE, pledges in 2010: to advocate that world leaders adopt a new strategy by September for driving towards the MDGs, as announced by President Obama; to encourage new partners from civil society, the private sector, and emerging powers to contribute and lead elements of the new strategy; and to educate at least two million active citizens around the world about the importance of the plan and what they can do. This contributes to MDG 8, building a global partnership for development.
- **Esther Duflo, Kristin Forbes, Michael Kremer, and Vikram Akula** pledge in 2010, through Deworm the World, to improve children's health and education by helping to deworm 10–20 million children worldwide in 2010. This pledge supports MDG 2, on increasing primary education, as well as 1, on eradicating hunger.
- **Salimah Y. Ebrahim**, through The Spirit Bear Trust, pledges by 2015 to mobilize a coalition of 6 million young people in over 65 countries; to work with all stakeholders to promote awareness of the MDG for environmental sustainability and biodiversity; and to protect the world's threatened Spirit Bear and its habitat through the specific creation of a 250,000 hectare wilderness conservancy in the Great Bear Rainforest.
- **Andy Freire**, through Endeavor, pledges between 2010 and 2012 to define the best practices of public policy, with new versions each year (e.g. versions 1.0, 2.0, and 3.0) that integrate learnings and updates. This pledge aims to promote entrepreneurship in developing countries by promulgating policies to help foster the creation of new jobs and innovation in the world, thereby contributing to MDG 1 on poverty and productive employment.
- **Ashish Gadnis**, through the YGL Marketplace Effort, pledges to enable YGLs across the globe “ask and offer” critical resources need to sustain business models in low-income economies; enable the creation of new business models in emerging economies by leveraging YGL talent; and

allow for social enterprises in very poor economies to trade with developed economies. This pledge thereby supports MDG 1 and 8 on extreme poverty and building a global coalition for development, respectively.

- **Jitesh Gadhia** pledges by 2015 to persuade five major global corporations to focus their corporate social responsibility objectives more closely around meeting the MDGs, thereby contributing to MDG 8 on building a global partnership for development.
- **Daniel Lubetzky**, through PeaceWorks Inc, pledges by 2011 to establish two additional joint business ventures involving a minimum of 200 neighbors striving to co-exist in conflict regions. This will contribute to MDG 1 on poverty and MDG 8 on building a global partnership for development.
- **Javier Garcia Martinez** pledges by 2011 to edit and distribute, as agreed with VCH-Wiley, initially 2,000 copies of the a book entitled "The Chemical Element: Chemical Contributions to our Global Future," with chapters organized around themes of the MDGs, thereby contributing to MDG 8, building a global coalition for development.
- **Mack Gill**, through SunGard, pledges in 2010 to provide technology services to Grameen Foundation to support ten microfinance institutions reaching 500,000 people worldwide and to educate SunGard's 20,000 employees about the MDGs, consequently supporting MDG 1 and 8, on extreme poverty and building a global coalition for development, respectively.
- **Ayla Goksel**, through the Husnu M. Ozyegin Foundation, pledges by 2014: to provide access to sustainable income generating activities for 1,600 people in rural Turkey; and to ensure 27,000 children have access to education in primary and secondary schools and programs built by the Foundation. This pledge supports MDG 1 on poverty and productive employment and MDG 2 on education.
- She also pledges by 2011, through the Mother Child Education Foundation (ACEV), to impact approximately 1 million families in Turkey through increased awareness of early childhood development and education; to raise \$20 million for these activities; to provide preschool, parenting, and literacy education to 400,000 young children, parents, and illiterate women; and to train 2,500 new volunteer instructors for this program, thereby contributing to MDG 2 on primary education, MDG 3 on

gender equality, MDG 4 on child health, and MDG 8 on building a global partnership for development.

- **Suhas Gopinath**, through Globals Inc., pledges by 2011 to empower approximately 1,000 youth in developing countries with skills and education to alleviate them from poverty and to guarantee a sustainable career, thereby contributing to MDG 1 and 2 on extreme poverty and primary education, respectively.
- **Habib Haddad**, through the organization Yalla Startup, pledges by 2014 to empower 5,000 young entrepreneurs in the Middle East and North Africa to create their own ventures by sharing knowledge, assisting in raising seed funding, and offering appropriate mentorship, thereby contributing to MDG 1 on poverty and employment.
- **Vuyo Jack**, through Africa Empowered, pledges by 2012: to raise awareness of approximately 150,000 people in South Africa about the MDGs; to provide training for approximately 100,000 people on economic transformation at the corporate, grassroots, and government levels; to use to use eEquilibrium magazine, which reaches approximately 50,000 people, to highlight MDG success stories; and to facilitate business development skills for approximately 100,000 people in government and the private sector, including micro-enterprises, small and medium businesses. This pledge contributes to MDG 1 and 8 on poverty and building a global partnership for development, respectively.
- **Nik Kafka**, through Teach A Man To Fish, pledges by 2015 to enable over ten thousand young people in developing countries to access a relevant and transformative education by developing replicable models for financially sustainable schools, thereby contributing to MDG 2 on primary education.
- **Dennis Karpes**, through Dance 4 Life, pledges by 2014 to empower one million young people all over the world to be agents of change, actively participating in school programs and pushing back HIV/AIDS, thereby contributing to MDG 6 to combat HIV/AIDS.
- **Terri Kennedy**, through the Power Living & Wellness Empowerment Network, pledges by 2012 to educate at least 10,000 people and leaders on the MDGs via newsletters, blogs, workshops, and events, thereby contributing to MDG 8 to build a global partnership for development.

- **Alan Knott-Craig**, through The Trust, pledges to provide an accreditation function for charities to help improve their fundraising abilities, as well as to improve their internal processes and financial reporting, with the target of channeling \$1million per month by 2011 to The Trust's accredited charities working on the MDGs, thereby contributing to MDG 8 to build a global partnership for development.
- **James Kondo**, through Table For Two, pledges by 2015 to support 20 million school meals in Africa, thereby contributing to MDG 1 and 2, on hunger and primary education, respectively.

He also pledges between 2010 and 2015, through the Health Policy Institute of Japan, to galvanize G8 and G20 countries for action on health related MDGs through annual conferences, policy recommendations, multi-stakeholder engagement, and media outreach, thereby contributing to MDG 4, 5, and 6 on health and 8 on global partnerships.

- **Johann Koss** pledges in 2010 to mobilize the Rotman Business School to educate 200 students on reduction of poverty and how business can be promoted in emerging or developing countries, thereby contributing to MDG 8, building a global coalition for development.

He also pledges by 2012, through Right To Play, to reach 450,000 children in Africa and Asia with basic life skills lessons, health promotion and infectious disease prevention, and community building, thereby contributing to MDG 2, 3, and 4 on primary education, gender equality, and child mortality, respectively.

- **Acha Leke**, through the African Leadership Academy, pledges between 2010 and 2015 to encourage faculty and students to analyze data relating to the MDGs in all 53 countries that form the African continent, leading to an enhanced understanding of the MDGs and the continent and to mobilize the Academy and its students to contribute towards achieving: MDG 3 on gender equality; MDG 7 on environmental sustainability; and MDG 8 on a global partnership for development.
- **Nancy Lublin**, through Do Something, pledges to organize a “boot camp” (e.g. a full day of workshops and ongoing resources) for about 100–120 young social entrepreneurs who are each leading programs directly affecting the Goals, thereby contributing to MDG 8, building a global partnership for development.

- **Seraina Maag**, through Zurich North America Specialties, pledges in 2010 to increase the speed of life-saving mosquito net deliveries to approximately 300,000 people in malaria endemic Africa by partnering with NetGuarantee, a program supported by the U.S. non-profit organization Malaria No More, thereby contributing to MDG 6 on combating malaria.
- **John McArthur** pledges between 2010 and 2015 to provide MDG overview educational lectures to at least 500 graduate students per year across five continents, thereby contributing to MDG 8, building a global partnership for development.

He also pledges, through Millennium Promise, to partner with at least 400,000 people in rural communities of Ethiopia, Ghana, Kenya, Malawi, Mali, Nigeria, Rwanda, Senegal, Tanzania, and Uganda so that they can achieve all 8 MDGs by 2015, and to support related scale-up efforts around Africa.

- **Patrick McWhinney**, through Insight Collaborative, pledges in 2010 to educate 500 Northern Ugandan children affected by civil war on peace, democracy, and conflict resolution, thereby contributing to MDG 8, to build a global partnership for development.
- **David McWilliams** pledges to highlight the MDGs in his print and TV work as a journalist in Ireland, thereby contributing to MDG 8, building a global partnership for development.
- **Henrik Naujoks**, a partner at Bain & Company and a Board member of ProPoorSports, pledges by 2015 to use the platform of the Homeless World Cup to tackle poverty and homelessness using sport, and football in particular, as a tool for creating real change and significant impact by alleviating homelessness in more than a dozen developing countries across the globe, thereby contributing to MDG 1 on poverty.
- **Alec Oxenford**, through the Germinare Foundation, pledges, beginning in 2010, to sponsor the education of a poor child from the outskirts of Buenos Aires at a high-quality private school, thereby contributing to MDG 1 and 2, on poverty and primary education, respectively.
- **Salvador Piaz** pledges in 2010 to deliver 4,500 computers to public schools in rural Guatemala, benefiting close to 90,000 children by providing them access to technology as an integral part of their

education, thereby contributing to MDG 8, closing the digital divide and building a global partnership for development.

- **Sunette Pienaar**, through Heartbeat, pledges by 2015 to reach at least 100,000 children orphaned by HIV/AIDS in the developing world through holistic service provision, addressing MDG 1, on poverty; 2, on primary education; 3, on gender equality; 4, on child mortality; and 6, on combating HIV/AIDS, malaria, and TB.

She also pledges in 2010, through the Academic University of South Africa, to contribute to research culminating in an article, entitled "Strengthening Global Partnerships for Achieving the MDGs in Sub-Saharan Africa" for the UN MDG Summit in September 2010, thereby supporting MDG 8, building a global partnership for development.

- **Dina Powell**, through Goldman Sachs' 10,000 Women initiative, pledges by 2014 to train 10,000 underserved women in business and management, thereby supporting MDG 1 on poverty and productive employment and MDG 3 on gender equality.
- **Nikolay Pryanishnikov**, through Microsoft Russia, pledges between 2010 and 2015 to catalyze a more modern and competitive workforce in Russia by helping annually 100,000 people evolve their e-skills for employability and support more than a 1,000 young innovative companies and entrepreneurs by providing them with software, entrepreneurial knowledge, and technology readiness skills, thereby supporting MDG 8, to develop a global partnership for development.
- **Kate Roberts**, through PSI, pledges by 2011 to mobilize support for 100 million anti-malaria bednets and to help prevent 350,000 HIV infections annually, 465,000 deaths from malaria annually, 95,000 deaths from diarrhea annually, and 15.3 million unintended pregnancies annually, thereby supporting MDG 4, 5, and 6 on health.
- **Alvaro Rodríguez Arregui**, through Compartamos Banco, pledges in 2010 to expand its services to generate more social, economic, and human value for nearly 1.8 million Latin-American micro-entrepreneurs and their families through access to financial literacy education and adequate financial services and products, such as micro insurance reaching more than 800,000 voluntary life insurance policies, thereby contributing to MDG 1 on poverty.

- **Linda Rottenberg**, through Endeavor, pledges by 2015 to provide continued assistance, mentoring, and support to a rapidly growing portfolio of over 470 high-impact entrepreneurs from 10 emerging countries, helping to create at least 100,000 high-value jobs, and to foster entrepreneurial ecosystems in nations transitioning from international aid to international investment, with the aim of operating in 25 countries. This contributes to MDG 1 on poverty and MDG 8 on building a global partnership for development.
- **Zainab Salbi**, through Women for Women International, pledges by 2012 to use public-private partnerships to improve the lives and livelihoods of 103,000 women survivors of war in the Afghanistan, Bosnia and Herzegovina, DRC, Iraq, Kosovo, Nigeria, Rwanda, and Sudan through a comprehensive program of rights education and vocational and business skills training that will enable them to raise themselves, their families, and their communities out of poverty and food insecurity, thereby contributing to MDG 1, on poverty and hunger; 3, on gender equality; and 8, on building a global partnership for development.
- **Sheryl Sandberg**, through Facebook, pledges in 2010 to enable 20 million Facebook users to connect with global women's issues and organizations, by highlighting stories of individuals and groups using the Facebook platform in remarkable ways to bring awareness of MDG 3 on gender equality and to build support for causes globally that advance women's and girls' achievement of all the MDGs.
- **Marie So**, through Shokay, pledges between 2010 and 2015 to work with partners to make investments required for providing market access for 5,000 Tibetan nomadic herders' households, benefiting 40,000 herders in the rural Western China regions. Through capacity building, expansion of technical training and cultivating Yak Down fiber from herders, Shokay supports MDG 1 and 8 on poverty alleviation and building a global coalition for development.
- **Khaldoon Tabaza** pledges by 2014 to help fund and strategically support at least 50 small and medium sized enterprises (SME) in the Middle East, North Africa, and South Asia regions and to support entrepreneurship development initiatives, incubators, and other SME development efforts, thereby contributing to MDG 1 on poverty and productive employment.
- **Michael Tarazi**, through CGAP-World Bank, pledges by 2012 to work with regulators from 30 countries to adopt regulations for mobile and

other forms of branchless banking to enable 10 million currently unbanked individuals to access financial services for the first time, thereby supporting MDG 1 to reduce extreme poverty.

- **Silverius Oscar**, through Unggul, pledges to work with 20 indigenous peoples' cooperatives, reaching approximately 160,000 people, to produce 1 million cubic meters of "green" wood in Indonesia by adapting the Forest Stewardship Council's standards. This sustainable community logging is a partial solution to illegal logging, eradicating poverty, and absorbing CO₂, thereby contributing to MDG 7 on environmental sustainability.
- **Alberto Vollmer**, through Project Alcatraz, pledges by 2013 to provide training for 20 communities in one of the top 5 areas with violent crime in the world (e.g. Revenga County, Venezuela) in order to reduce violence and increase stability as a critical precondition for MDG achievement. The pledge aims to enable 55,000-person community to curb its homicide rate from 75 homicides per 100,000 inhabitants to 40 homicides per 100,000 inhabitants, thereby contributing to a society better equipped to achieve the MDGs.
- **Casey Wasserman**, through Wasserman Foundation, pledges by 2012 to support 500 children in Right To Play physical activity programs every week, which targets MDG 4 and 6 by improving children's protection from infectious diseases, MDG 3 on gender equality, and MDG 2 on primary education.