



A People's Plan of Action for the Millennium Development Goals

Davos, Switzerland, 26 January 2010 – Today more than sixty Young Global Leaders (YGLs) from business, policy, science, and non-profit communities announced an innovative new partnership strategy to tackle the challenges of extreme global poverty. Each YGL has identified and pledged a practical effort that taps into their professional or personal networks to advance the frontiers of implementation, awareness, and resources in support of the Millennium Development Goals (MDGs).

The initiative is entitled a 'People's Plan of Action for the MDGs.' It focuses on results-based approaches at all scales, drawing from new forms of social entrepreneurship alongside highly successful existing programs. The aim is to broaden the range of constituencies contributing to the Goals -- recognizing that government actions remain crucial, but much more than government action is required if the MDGs are to be achieved.

"Ten years ago, the world charged itself with a great but realizable challenge: to end global poverty. In adopting the Millennium Development Goals, we agreed to one essential truth: that all the world's citizens deserve the chance to lead healthy, prosperous and fulfilling lives," said YGL Zainab Salbi Founder and CEO of Women for Women International.

"These pledges highlight the new types of entrepreneurship and dynamism that are essential for reaching the MDGs by 2015," said YGL Johann Koss, President and CEO of Right to Play International. "The Goals cannot wait on governments alone, especially in these difficult economic times. Everyone has something to contribute, and no pledge is too small, or too big!"

Partnering with organisations as varied as Facebook, Space Adventures, Architecture for Humanity and the GAVI Fund, Young Global Leaders are taking the lead in formulating initiatives aimed at eradicating extreme poverty and hunger, reducing child mortality, improving maternal health, achieving universal primary education, combating HIV/Aids and malaria, promoting gender equality, and promoting environmental sustainability. The collective work of the Young Global Leaders aims at contributing to MDG Goal 8: creating a global partnership.

Believing that each person and each organization can make a difference, the Young Global Leaders community of the World Economic Forum are dedicated to supporting the Millennium Development Goals and will work to have maximum involvement from people all over the world in this effort. Every idea counts – and every effort helps – in making the world more equitable and fair for the next generation. The coming nine months will be critical in making the September 2010 Millennium Development Goal (MDG) summit at the United Nations a success – and over the next five years, the Young Global Leaders will continue to work to achieve success by the 2015 mark.

Based on an initiative launched by YGL Johann Koss and YGL John McArthur, CEO of Millennium Promise, the MDG pledges span three key areas: implementation, fundraising, and public outreach. Some examples of pledges are:

* YGLs Esther Duflo, Kristin Forbes, Michael Kremer and Vikram Akula pledge, through the YGL Initiative ‘Deworm the World,’ to improve children’s health and education by helping deworm at least 10 million children in 2010.

* YGL Orzala Ashraf Nemat has partnered up with YGL Christian Wenk to establish a school for 250 girls and 150 boys in Utran village, DaraiNoor District, Nangarhar Province of Afghanistan-- one of most remote and mountainous areas in the country.

* YGL Mack Gill and the team at SunGard will provide technology services to Grameen Foundation to support ten microfinance institutions reaching 500,000 people worldwide. SunGard will also educate its 20,000 employees on the MDGs.

* YGL Acha Leke and the African Leadership Academy will encourage faculty and students to analyze data relating to the MDGs in the 53 countries of the African continent to enhance understanding of MDGs and to contribute towards achieving MDGs 3, 7 and 8.

The MDGs are the world’s goals, and are dedicated to advancing the wellbeing of the billion poorest and most marginalized people on the planet. They have spurred an unprecedented common global agenda for partnership. Bill Gates has called them “the best idea for focusing the world on fighting global poverty that [he has] ever seen.”

Even the best ideas cannot bear fruit without commitment and action – and thus Young Global Leaders call upon partners around the world to join in advancing the People’s Plan of Action, and to help ensure a world that is fairer and better for all.

For more information, please email ygl@milleniumpromise.org, or contact Bill Rigler on +1-347-443-3570. Various YGLs will be present at the World Economic Forum’s Annual Meeting and can be contacted for interviews or further information.

To coordinate interviews of YGLs, send an email to charlotte.ducrot@weforum.org