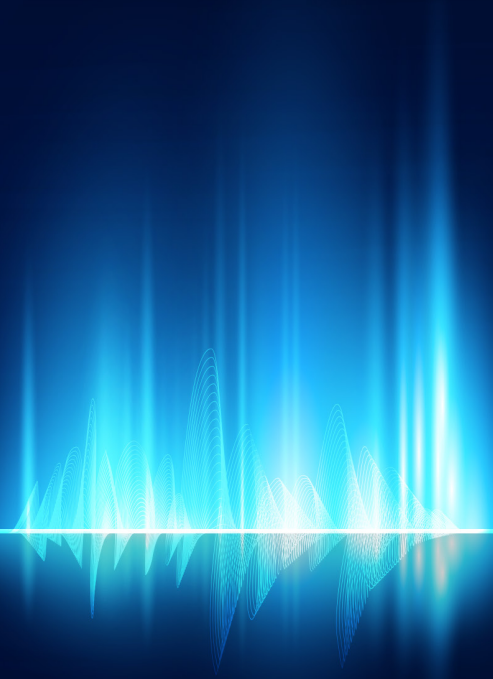




Uplifting the Invisible Class

April 10-12, 2017 | Atlanta, GA



AGENDA

REIMAGINING THE GLOBAL ECONOMY
HOPE GLOBAL FORUMS | ANNUAL MEETING



AGENDA AT A GLANCE

TUESDAY, APRIL 11th

INVESTING IN HUMAN CAPITAL

OPENING PLENARY

Opening Remarks:
Philippe Bourguignon, Vice Chairman, Revolution, LLC.

Opening Keynote:
Tony Schwartz, CEO, The Energy Project

Women & Girls Empowerment:
Moderated by Lisa Borders, WNBA President

STRAIGHT TALK SESSIONS

The Economics of Identity:
Why it Matters?

What Will the World or Work Look Like?

Embracing a Multi-Generational Society

Growth of the Gig Economy:
Fact, Choice or Necessity?

Creating Conditions for Social Mobility

Poverty, Inequality and Economic Instability:
Persistent Challenges and New Solutions

LUNCH PLENARY

CEO Roundtable: Moderated by Gov. Tim Pawlenty,
CEO, Financial Services Roundtable

IDEA LABS

Adapting the Manufacturing Economy in
the Age of Artificial Intelligence

Navigating a Millennial Dominated Economy

Solving the Small Business Slowdown

The Tech Trust Factor:
Closing the Diversity Gap

Changing Incarceration Nation

CLOSING PLENARY

Conversation Moderated by
Phil Griffin, MSNBC President

Closing Keynote: To Be Announced

WEDNESDAY, APRIL 12th

A NEW ECONOMIC MODEL

OPENING PLENARY

Opening Remarks:
To be Announced

Opening Keynote:
Ajay Banga, CEO, Mastercard

Conversation Moderated by Paul Smyke,
Head of North America, World Economic Forum

STRAIGHT TALK SESSIONS

Multicultural Marketing:
Working Outside Your Culture Zone

Reimagining the Legacy Company

Broadening the Definition of Wellness

Fueling Entrepreneurship

Future of the Online Economy

Next Generation Cities:
Transforming the Urban Ecosystem

LUNCH PLENARY

Disrupting Poverty: Moderated by Steve Bartlett,
Sr. Advisor, Treliant Risk Advisors

IDEA LABS

Vocational Education:
Building the Next Middle Class

Unlocking the Economic Value of an Aging Workforce

Banking in the Shadows:
Engaging the Credit Invisibles

Navigating a World Without Cash

Disrupting Poverty

CLOSING PLENARY

The Path Forward: Moderated by Duriya Farooqi,
Executive Director, Atlanta Committee for Progress

Closing Keynote: To Be Announced

2017 AGENDA

Reimagining the Global Economy: Uplifting the Invisible Class

Global prosperity can only be achieved with an economy that provides equity and opportunity for everyone. With the theme “Uplifting the Invisible Class”, the 2017 Annual Meeting will challenge participants to outline a vision for a new, global economy – where the poor, underserved and dislocated middle class are viewed as untapped assets for entrepreneurship, job creation and economic growth.

We will examine the “Invisible Class” in six tracks: The Identity Class, The Working Class, The Generational Class, The Self-Sufficiency Class, The Aspirational Class and the Excluded Class. Attendees will be challenged to generate “5 Big Ideas” around each Working Group topic that will serve as a blueprint for action.

TUESDAY, APRIL 11

OPENING PLENARY

Remarks: Philippe Bourguignon, Vice Chair, Revolution, LLC
“Can Business Reignite Growth by Reconnecting with its Constituencies”

Keynote: Tony Schwartz, CEO, The Energy Project

Women & Girl Empowerment moderated by Lisa Borders, WNBA President

STRAIGHT TALK SESSIONS

The Economics of Identity: Why it Matters

As societal shifts continue to embrace and empower personal identity, how does this translate to economic influence? Identity economics surmise that people make economic choices based on both financial incentives and their identity. However, many communities remain disproportionately affected by poverty, discrimination and exploitation.

This session will examine: What role does identity play in defining aspirations or self-imposed limitations? How can we better influence institutions and public policy to support economic opportunity? What successful strategies are being utilized to reach disconnected consumers?

What Will the World of Work Look Like?

It is estimated that 65% of children entering primary school today will likely work in roles that currently don't exist. The impact of this transformation is already being felt by industries new and old, with the pace of change in the job market starting to accelerate by 2020. The power of the internet, Big Data, Artificial Intelligence, robotics, the sharing economy, new energy resources, 3D printing and shifting demographics will all contribute to rapid and ever-evolving shifts in our interconnected economy.

How are we prepared to adapt to these changes locally, nationally, globally? Will higher education continue to be surest path to increased mobility? Will changing dynamics reduce income inequality? What will be most valuable to the 21st century job seeker: specific skill sets or the ability to learn quickly and adapt?

Embracing a Multi-Generational Society

Today, a record 60 million Americans are living in multigenerational households. Factors such as increased longevity, growing ethnic diversity and economic necessity are producing new opportunities and challenges for societies to address. Today, at least three generations currently coexist in the workplace, requiring organizations to rethink their approach to managing an age-diverse workforce.

What are the short- and long-term economic implications? How can we rethink our approach to delivery of health services? How can we support individuals faced with providing care for both young children and aging parents? What successful strategies are being utilized to effectively engage a multigenerational workforce?

Growth of the Gig Economy: Fact, Choice or Necessity?

The forces of technology are rapidly reshaping business models and changing the very nature of work. Whether sharing your home, your car or personal effects, collaborative consumption is flourishing – empowering entrepreneurs to provide better service at a lower cost than established enterprises. While new industries are birthed and with it, new employment models, the speed of change has led to increased fear and confusion by workers and employers alike.

Will this prove to be the new normal for doing business? Is the Gig Economy a boon for entrepreneurs, unemployed and underemployed workers? How can our system better reskill or upskill individuals? Will the growth of this sector slow as regulators intervene to protect traditional industries?

Creating Conditions for Social Mobility

Improving the rate of upward social mobility is an important issue not just for policy makers, but for society as a whole. Increased social mobility can have substantial impact on the overall economy. Children from low-to-moderate income families naturally benefit from higher levels of mobility, but those from higher income levels do as well, as upward mobility contributes to overall economic growth. This session will explore how the public and private sector can work to create conditions to increase social mobility for all individuals.

With education instrumental in increasing mobility, how can access be expanded? In a rapidly changing economy, will education remain a primary force? What role does small business and entrepreneurship play and how can we encourage its growth? How can homeownership opportunities be increased for low-to-moderate wealth individuals?

Broadening the Definition of Wellness

Chronic diseases such as diabetes, cancer and hypertension continue to impose tremendous costs on families, employers and the local and national economies. With increased longevity and a rise in obesity, the costs may continue to mount. Yet the evidence is strong that simple changes in behavior will reduce the incidences of these ailments and substantially decrease the associated costs.

The World Health Organization defines health as “a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity”. Organizations are increasingly recognizing that by broadening the definition of wellness, they can apply a preventative approach to a host of previously unrecognized areas. Reducing financial stress alone has impact on overall stress levels, marital happiness and workplace productivity.

Do healthy employees really cost you less? What innovations are currently being applied to support total wellness? How can companies successfully implement a wellness initiative in the workplace?

LUNCH PLENARY

CEO Roundtable: Moderated by Gov. Tim Pawlenty, CEO, Financial Services Roundtable

IDEA LABS

Adapting the Manufacturing Economy in the Age of A.I.

Throughout history, bursts of technological progress have inevitably stoked fears of coming job losses. More than 80 years ago, Keynes warned of a “new disease of technological unemployment”. Today, it is the influx of artificial intelligence that is giving rise to a new wave of uncertainty.

No industry has currently more embraced, and is being impacted by A.I., than the manufacturing sector. Technologies such as big data, the Internet of things, advanced robotics and 3D printing are finding their way onto the factory floor. With studies estimating automation replacing anywhere from 10%-50% of existing jobs, is this the end of manufacturing employment as we know it?

What types of successful integrations are taking place to transform the roles of human employees? How can automation be utilized to grow and expand employment in previously underserved areas? What new jobs are predicted to result from the automation wave?

Navigating a Millennial Dominated Economy

Millennials, those born between 1980 and 2000, are the largest generation in history and poised to move into their prime spending years. Their sheer numbers alone will have tremendous opportunity to reshape the economy. Their unique perceptions and experiences will change how we buy and sell, forcing companies to examine how they do business for years to come.

Millennials as a whole are deeply concerned about the economy they inherited, conflicted about the cost/benefit of higher education, face high levels of debt, are distrustful of traditional institutions and believe entrepreneurship is essential to the economy, but not a pathway that is achievable personally. According to Gallup, they are the least engaged segment of the workforce, yet a large majority want a “sense of purpose” in their work.

With so many millennials living in a multi-generational households, what are the economic implications? How does the Gen Y worldview impact their purchasing decisions? What will their spending priorities look like? How can employers engage this increasingly relevant segment of their workforce?

Solving the Small Business Slowdown

Recently, for the first time in 35 years, U.S. small business deaths outpaced small business births. While the U.S. now ranks 12th among developed nations in business startups, a focus on shifting this dynamic can have tremendous impact on job creation and economic growth.

Roughly one out of every two U.S workers is employed by a small business, with 70% of new jobs being created by small businesses. Businesses with fewer than 500 employees account for over 80% of newly created private sector jobs.

What are the implications of this small business slowdown to the U.S. and global economy? What factors are driving this changing landscape? What can the public and private sectors do to spur small business growth and encourage entrepreneurship? Where is small business thriving?

The Tech Trust Factor: Closing the Diversity Gap

According to the 2016 Edelman Trust Barometer, technology companies are “perceived as not behaving well” and their CEO’s have a “significantly lower” trust factor than the industry overall, the largest discrepancy among any other sector.

The industry has also come under increasing pressure to diversify its workforce, particularly amongst women and minorities. U.S. employment in computer science and engineering is growing at twice the rate of the national average. These jobs provide higher wages and tend to be more resilient to economic downturns.

How are these and other factors driving the levels of distrust towards the tech industry? How can the industry create better connections with its users? What measures can be taken to increase the pipeline of qualified women and minorities? What changes (if any) are needed to shift the internal culture of the industry?

Changing Incarceration Nation

With only 5% of the world’s population, the U.S. accounts for 25% of its prisoners. Economically and socially, the numbers are both overwhelming and unsustainable: 2.3 million people housed in U.S. prisons, well over half of them African-American or Latino. The burden to taxpayers to maintain this system is staggering - \$80 billion a year nationwide, with a per-inmate price tag of \$60,000 a year in California and \$167,000 in New York City, exceeding what most Americans earn in a year.

The impact on federal, state and municipal budgets divert much-needed spending for education, infrastructure and other quality-of-life issues. The disproportionate numbers of imprisoned minorities are tearing at the fabric of family and societal structures.

Are there more humane and economically sensible systems to consider? What policies and practices are contributing to the burgeoning prison population? What successful strategies have been deployed to transform prison systems? How can communities and law enforcement better collaborate?

CLOSING PLENARY

Conversation Moderated by Phil Griffin, MSNBC President

Closing Keynote: To Be Announced

WEDNESDAY, APRIL 12

OPENING PLENARY

Remarks: TBA

Keynote: Ajay Banga, CEO, MasterCard International

Conversation Moderated by Paul Smyke, Head of North America, World Economic Forum

STRAIGHT TALK SESSIONS

Multicultural Marketing: Working Outside Your Culture Zone

Much has been written about shifting demographics and how that translates into buying power. Asians, African-Americans and Hispanics will contribute nearly 90% of population growth between 2014 and 2019. The future is now for the multicultural consumer.

Multicultural and Millennial consumers are intersecting as the majority of Millennials are now multicultural. The purchasing behavior of these consumers is influenced by many factors beyond ethnic or demographic classification. Given this, a blanket multicultural strategy is no longer sufficient.

What insights can be used to create meaningful relationships with a multicultural audience? How is technology allowing companies to personalize engagement? How can multicultural outreach be expanded to include LGBTQ community, persons with disabilities, aging population and other groups overlooked in the past?

Reimagining the Legacy Company

The acceleration of technological change coupled with shifting demographics is affecting the established ground rules for companies and consumers alike. Organizations that have been brand leaders for decades are losing market share or being disrupted out of existence. The marketplace is increasingly being dominated by a generation of consumers who favor access over ownership, small over big, start-up over blue chip.

Many legacy companies are not only rethinking how their products and services can be more useful, but making usefulness, purpose, authenticity and agility components of reimagining their business strategies.

How are legacy companies staying relevant and competitive in this environment? What can be learned from the start-ups driving the “disruption model?” How can companies become more nimble in anticipating and adapting to changing marketplaces? Is technology always the answer?

Poverty and Inequality: Persistent Challenges, Threats to Stability and New Solutions

The developing world has made unprecedented progress in reducing extreme poverty. Since 1990, nearly 1.1 billion people worldwide are no longer impoverished. However, despite decades of public and private sector intervention, persistent poverty remains entrenched in the U.S. and other developed countries. Reduction in poverty rates have been hampered by rising income inequality, which can constrain economic growth and increase financial instability.

How does inequality threaten economic stability? What can be done to lift the standard of living for the working poor? How can we ensure that real opportunities exist for people at all socioeconomic levels and where will they come from? What innovations and new ideas are making an impact?

Fueling Entrepreneurship

Entrepreneurs innovate, take calculated risks, build technologies and products, establish companies and contribute to the global economy as the primary source for job creation.

Entrepreneurship is a crucial component to ensuring long-term economic growth and stability, while driving innovation and disruption across sectors.

Given the importance of the start-up, how can we better identify budding entrepreneurs and help them thrive? How can access to capital be improved, particularly for women and minority owned businesses? Is technology really leveling the playing field?

Future of the Online Economy

Nearly one in four Americans made money in the past year by using an internet connected device. The rise of the online economy provides new opportunities and distinct challenges for entrepreneurs and traditional businesses alike.

This rapidly evolving segment is now embedded in virtually every aspect of our daily living. We search Uber for a ride, Yelp for restaurant suggestions, Airbnb for the family vacation, eBay to buy and sell goods.

With so many ideas competing for consumer attention, what attributes set successful companies apart? How do traditional businesses compete when their core businesses are being eroded? With so much personal data being generated, how can individuals safeguard themselves? Will rising valuations contribute to another tech bubble?

Next Generation Cities: Transforming the Urban Ecosystem

A hundred years ago, city dwellers were a minority in the global population. In just a few decades, the balance will have shifted to the point where nearly $\frac{3}{4}$ of world's population will reside in cities. Some 600 cities worldwide form the nucleus of our interconnected global economy.

Today's cities are sprawling, dense, diverse places that due to necessity or imagination are reinventing themselves in new and exciting ways. What will these cities look like? How can technology be applied to renew infrastructure and increase economic opportunity? How do cities ensure economic growth is inclusive growth? What role does government have in advancing sustainable, liveable urban communities?

LUNCH PLENARY

Disrupting Poverty: Moderated by Steve Bartlett, Senior Advisor, Treliant Risk Advisors

IDEA LABS

Vocational Education: Building the Next Middle Class

A thriving and robust middle class has been a hallmark of stable and prosperous societies. In the 20th century, sustained investment in infrastructure, technical training gained by service in the armed forces and a vast secondary vocational education network all contributed to creating a robust middle class. Currently, many forces are at work influencing the rising levels of inequality, but none are more pronounced than the differences in education levels and earnings.

Throughout the nation, the public and private sectors are dedicating resources to increase access to technical education, offering the promise of building a new middle class. What career pathways are really available? What programs work well and what makes them successful? How is technology being factored into traditional vocational learning? How do we connect vocational training to entrepreneurial enterprise?

Unlocking the Economic Value of an Aging Workforce

Older workers in aging economies are often failing to find viable livelihoods as traditional industries continue to evolve. Experienced workers are being “aged out” of their positions, often for perceived skills gaps or younger, cheaper replacements. Adding to their dilemma, many companies are reluctant to hire more seasoned employees, creating a new class of underemployed.

Personal fulfillment, financial need, increased longevity, mental acuity and rising costs of retirement are among the factors contributing to older workers remaining in the workforce. While some may view them as less productive and their skills obsolete, are they really an overlooked asset to the economy? Does the “life cycle of work” need to be redefined?

With 70% of experienced professionals planning to work during retirement, how can they be absorbed into an already competitive job market? How are companies retaining and engaging mature workers?

Banking in the Shadows: Engaging the Credit Invisibles

45 million Americans are living without a credit score – these are the credit invisibles. About 26 million American adults have no histories with national credit reporting agencies, and an additional 19 million have credit reports that are so limited or out of date that they cannot be scored. Minority households are overrepresented in this situation; African Americans and Latinos share a 15% rate of credit invisibility.

Invisibility limits financial inclusion, and it is the most vulnerable populations that suffer the most from lack of access to capital. In the eyes of traditional financial services banks and credit unions these micro communities do not exist. Increasingly, alternative financial services like payday lenders and check-cashers are filling the void, with residents paying a steep price to meet their financial needs. By not utilizing traditional financial services and with less income available, consumers are unable to build a credit profile, which keeps them bound to the nontraditional financial services.

The challenge for the next generation of financial services providers is to develop products and services that bridge the gaps and include the credit invisibles. What is the next frontier for expanding financial access? How do changes in credit reporting affect low-to-moderate income households? Are current efforts adequate to ensure consumers understand and use the products and services to which they are being introduced?

Navigating a World Without Cash

Cash is still one of the most common forms of payment around the world – but for how long? With widespread card and mobile payment options, the share of cash transactions continue to decline. So, what happens when we become a cashless society?

Some suggest that a move towards a cashless society could actually reduce inequality. Nordic countries are leading the cashless economy, where only 5% of money in circulation is paper and inequality is amongst the lowest in the world. However, experiments in reducing cash have been less successful elsewhere, such as in India, where demonetization caused a shock to the country's economy.

What is the short-and long-term outlook for a cashless society? How is technology such as mobile payment systems and facial recognition being applied? What are the implications for privacy and security? How will lower-income populations be impacted?

Disrupting Poverty

Efforts to confront poverty effectively have dominated public policy discussions and global institutions for decades. From the U.S. anti-poverty legislation of the 1960's to the more incremental, on-and-off efforts of recent years, alleviating poverty continues to be a major agenda item for policymakers and societies as a whole.

With the public and private sectors being rapidly disrupted by emerging concepts, what are the bold, new ideas to tackle persistent poverty? Can government and public policy still provide meaningful impact? Does the private sector have a role in supporting pathways out of poverty? How can technology and data be utilized to predict/prevent poverty? What approaches have proven most effective in breaking the cycle of intergenerational poverty? How can the disparate groups addressing these issues be mobilized into a sustainable effort?

CLOSING PLENARY

The Path Forward: Moderated by Duriya Farooqui, Executive Director, Atlanta Committee for Progress

Closing Keynote: To Be Announced