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BY IDEAGEN

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2019 IDEAGEN GLOBAL LEADERS LIST

from this year's Annual Ideagen Global Goals 2030 - Empowering Women & Girls Summit at the United Nations

Achieving the 2030 Global Goals

3 key Lessons that have the potential to change the world - Providence St. Joseph Health's B.J. Moore.

PLUS

2019 Global Leadership Awards

Editor's Note



Ideagen was created with a single goal in mind: to change the world. It is the platform where the world's leading organizations from across sectors come together to create innovate, and collaborate. Our by-invitation member base draws broadly from the leaders from the corporate, non-profit, and public sectors and is designed to harness the models, practices and solutions each member brings to the table to create catalytic scale to address the world's most vexing issues.

A famous theory states there is no more than six degrees of separation between individuals. Ideagen is a zero degree platform for cross-sector collaboration by serving as the catalyst for influential across-sector lines to come together and discuss key issues affecting our nation and the world.

George Sifakis

GEORGE SIFAKIS

Editor-in-Chief &
CEO - Ideagen







Pictured T to B
Dawn Sweeney
The Late Dr. Stefanos Gialamas
Asahi Pompey

11.14.19

8 Billion X 2030 - Global Leadership Summit

Washington, DC
Hosted by AARP

Hear Global Insights, Trends and Solutions presented by Leaders, Disruptors and Luminaries from the world's leading Brands, Companies, NGOs, Trade Associations and Public Sector with topics including AI for Good, Cloud, Disruption of Aging, Accessibility, Data for Good, Entrepreneurship, Cloud, Blockchain, Workforce, Finance, Technology, Media, Hospitality, Education, Health, Innovation, Science, Global Policy, Film, and much more...

GLOBAL

Global Expansion

Microsoft's Gretchen O'Hara and Women in Cloud's Chaitra Vedalluppuli outline the vision for global expansion in partnership with Ideagen



Since its formation two years ago, Women in Cloud, a community-led initiative built to empower women-led technology businesses to drive growth through cloud solutions and services, has become a leading community and resource for women innovators all over the world. A key initiative within the Women in Cloud community is the Microsoft Cloud Accelerator Program, an immersive 6-month program designed to help women-led companies start and build their businesses through Microsoft and its cloud distribution channels.Today, as we kick-off the second accelerator cohort of women entrepreneurs in the greater Seattle area, I'm proud to announce that Microsoft, in partnership with IdeaGen and Women in Cloud, will extend the reach of its Accelerators to eight additional countries, with programs planned for: Canada, France, Germany, India, Kenya, South Africa, the UAE and the UK.





JOIN THE MOVEMENT



JOAN RUFF UN SUMMIT

Excerpts from the AARP Board Chair, Joan Ruff's, United Nations PowerTalk

Joan Ruff: I am Joan Ruff and I am privileged to be the chair of AARP. I'm also very excited to speak to you today about an issue that is near and dear to my heart and is also one of the UN's 2030 sustainable development goals. That is, as we've been talking about today, gender equality and empowering all women and girls. AARP is very delighted to continue partnering with Ideagen and with the UN. We're playing an active role in the sustainable development goals agenda and working to ensure that the rights of older persons are maintained and heightened and protected. I'd like to talk about the 2030 goal. Having a goal is a healthy thing. Setting a target date makes sense, but when I think about it and when we say 2030, how do we stay focused and how do we stay determined? How do we fight through excuses, how do we keep our eyes on the prize, and how do we maintain a sense of urgency when a goal is more than a decade away? We must continue to keep our eyes on that goal. When we have ... while we have seen notable progress in education and other areas, we are still a long way from gender equality and empowering women and girls. Article one of the Universal Declaration of Human Rights adopted by the UN in 1948 states, "All human beings are born free and equal in dignity and rights." Yet we know that in many places around the world that basic idea of equality is rejected in practice and fundamental freedoms are denied to women and girls. Here in the United States, we still have a great deal of work to do when it comes to gender equality and empowerment. Article 23 of the Universal Declaration of Human Rights states that everyone without any discrimination has a right to equal pay for equal work. Yet more than 70 years after that document was adopted, women in the US earn just 80 cents for every dollar earned by men, barely better than the global pay gap between men and women, and women still are decidedly in the minority when it comes to corporate leadership, board representation and other metrics of power.



Joan Ruff:At AARP, we know that stereotypes are unfair and they are unproductive. We also know that stereotypes, whether subtle or blatant, silent or spoken, are applied to age as well as to gender, and sometimes they are played to age and gender at the same time. So for example, several studies have shown that when fictitious resumes differing only in age and sex of applicants are shown to employers and even to students, men were deemed to become be more qualified than women and the younger more capable than the older applicants. Let's look at another very different but disturbingly similar indicator of the relative power of women. Women entrepreneurs are not being funded at anywhere near the level of men. We heard about that earlier. Fortune reported earlier this year that the total amount of venture capital raised by all female founders in 2018 was $10 billion less than what one company, the e-cigarette maker JUUL, actually raised and received. While female founders raised almost $3 billion in 2018 compared to almost 2 billion a year before, their total still amounted to just 2.2% of the overall amount of venture capital raised last year. 2.2%? Really. Imagine what the impact could have been from all the innovative products and services that never came to market because of this lack of access to venture capital. Joan Ruff:We need to do a whole lot better. That means we need to start a whole lot earlier. Girls are still in many cases discouraged from entering the STEM fields, occupations that can be financially rewarding and deeply satisfying. In part, it is a question of how girls view themselves and their potential. I want girls to recognize and internalize that they can do anything.

I want to help the change in culture and a mindset that is good for absolutely everybody. We need to get beyond the bro culture that has taken hold in parts of tech and finance and elsewhere and move to a co-culture as in coed, cooperative, co-creating. Let's make sure girls have the opportunity, encouragement, and level playing field to go along with their imaginations, brains, and talents. Joan Ruff:It can be daunting to be the only female in the room. I know because I was often the only woman in a class at business school, and in my entire class of 205 in law school, there were only five of us who were women. I realize these statistics would be different today, but when it comes to the science, math, engineering, technology, and economics, we are still looking at tremendous under-representation.





EXCERPTS FROM KATHLEEN CIARAMELLO

Kathleen C.: I'm Kathleen Ciaramello , President of Food Service and On-premise at the Coca-Cola company. It is our original business (started in 1886, before Coke was even put in bottles). And for those of you not familiar, the translation of that would be a fully integrated business unit that works with all of our restaurants, movie theaters, theme parks, cruise lines, airlines, hotels, pretty much anywhere you would go and purchase a beverage to drink immediately or soon thereafter. But we're really, really involved in this sustainability space on, I'd say one of the biggest initiatives we're working on right now is called World Without Waste. We do believe that the world has an issue with packaging waste. It is showing up in places it should not be, and we're attacking it on several different fronts, whether it be the design and manufacturing of those packages or working with partners on recycling and reusing those packages.You probably recently saw some news on Dasani where we're working on packaging that is made from recycled materials, reusable, and, one of my favorite, because it hits home hard with the fountain business, is “packageless” dispensing. So if you were to go to a university or a cruise line or a theme park, you would be able to go up to one of our Dasani PureFill dispensers or one of our Coca-Cola freestyle dispensers and actually vend the product into your own reusable cup. So if you go to Ohio State University right now, for example, every incoming freshmen will receive a custom tumbler that they can use throughout the semester. It is loaded with X number of fills. They can go to any one of the dispensers, 24/7/365, pour themselves a water, or one of our other brands. And those packages, as you can imagine, have long, long lives. And that's really what we're focused on, is our packages having two, three, four and many more lives. I think the other thing I would say we're super passionate about is women's empowerment. And that is something that we've been working on. We have a program, many of you may be familiar with called 5 by 20, where we've committed to empower five million women throughout our value chain by the end of 2020. I'll close by saying we need to strive for a world without waste. We need to strive for women's empowerment and gender equity. We need to strive for transparency and sustainable sourcing.



IDEAGEN GLOBAL GOALS 2030- EMPOWERING WOMEN &GIRLS SUMMIT

Excerpts from the Nasdaq's Rebecca Cameron at the United Nations

Rebecca: It's an honor to be a part of the summit and be a part of the conversation. I think a lot of people know NASDAQ in its traditional roots of a stock market and the index, and there's definitely a role that we have there, but many individuals don't realize that we also are a technology firm that actually powers a lot of global capital markets around the world, and so it's a very exciting time to be at NASDAQ. I think that there is ongoing development and awareness about the exponential growth of technology and the impact that it's having, and so it really can help us achieve the ambitions that the goals put out there and turn it from inspiration into action. I also think that from a more traditional sense that the capital markets tend to be a signal to the world about a region or country's economy and their ability to be growing and or stable, and then once you've reached that stage, you can actually start to see programs come into those economies and help the ecosystem locally. But it's also the responsibility of global leaders to actually help make that happen, especially as more and more organizations and corporations are becoming global themselves. It's not just about, "Oh, I'm in my home country," it's about where are you, where are your customers,and where is that partnership that you have, and I think that's a tremendous opportunity that we have to really take action. The primary responsibility that I think kind of resonates with me in my role of leading strategic planning and innovation at Nasdaq is to actually provide education and access. And I've heard that a couple times today, but it's starting at whatever level works for your organization. Think about your culture, think about your business, think about where you are, and try and drive impact as small or as large as you can.

SODEXO'S, KATE SHEARER AND 3 KEY LESSONS THAT HAVE THE POTENTIAL TO CHANGE THE WORLD

"One is sometimes smaller is better. Sometimes if we think about making 100 1% improvements that can be more successful than trying for 100% improvement. Thinking about incremental change and not being disappointed with that. I think we can always make small changes. We can always ask that of people. And that's I think what gets people comfortable with the concept of approaching bigger change. That's one, I think, tactic that we've used internally is sometimes you just need to wait for that tipping point for incremental change."

"This is sort of an adage for all areas of life, but put yourself in other people's shoes. Different communities, different sectors, different stakeholders, all have a slightly different version of, "What's in it for me?" And so engaging with as many of the stakeholders as you can so you can really truly understand their perspective and a directive in what you're trying to achieve and figure out how you can work together towards those burying what's in it for me's. Otherwise you kind of leave momentum."



"The third is sometimes it helps to keep it simple. At Sodexo we really think about focusing where we can have the biggest impact rather than trying to do it all because we want to make sure that we do have the biggest impact. So we committed to reducing our carbon emissions by 34% and there's hundreds of ways that we can tackle that. But we really wanted to keep it simple and keep it core to who we are and think about what is the single biggest thing that we can do as a food services and facilities company. And that is eliminating food waste.We know food waste is a huge contributor to greenhouse gas. Methane is a really toxic greenhouse gas and that's an area where we can really make a difference. Another is promoting sustainable diets, so encouraging people to eat further down the food chain. So those are the two areas that we've really invested a lot of our focus, our resources. And what's nice about that is it's relevant to our consumers. They really connect with those two issues in as far as they think about Sodexo. So it just allows that dialogue to be much clearer and more effective."

2019 GLOBAL 100 LEADERS LIST

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The 2019 One Hundred List

100 Global Leaders Changing the World

The 2019 Annual Ideagen Global 100 List is a qualitative list of the 100 most impactful leaders dedicated to achieving the Global Goals by 2030. The qualitative list includes global leaders and luminaries, CEO's, Artists, Athletes and Visionaries who are leading in their respective sector to change the world!

100 The 2019 Ideagen 100 List

100 Global Leaders Changing the World to Achieve the Global Goals by 2030

Melinda Gates - Pivotal Ventures
Satya Nadella - Microsoft
Judy Marks - Otis
Sharon Price John - Build-a-Bear
Ginni Rommetty - IBM
Bill Gates
Nathan Myhrvold - Intellectual Ventures
BJ Moore - Providence St. Joseph Health
Alex Gorsky - Johnson & Johnson
Jim Clifton - Gallup
James Keach - PCH Films
Dr. Rod Hochman
Tim Cook - Apple
AJ Banga - Mastercard
Mark Parker - Nike
Robert Iger - The Walt Disney Co.
Asahi Pompey - Goldman Sachs
Stacy Haller - Bright Focus
Chaitra Vedallapulli - Women in Cloud
Jo Ann Jenkins - AARP
Ben Brown - American Youth Association
Steven Tingus - Hollywood Leader
Masoyoshi Son - SoftBank
David Rubenstein - Carlyle Group
Ted Leonsis - Monumental Sports
Gal Gadot - Actress
Adena Friedman - Nasdaq
Blake Nordstrom - Nordstrom
Marillyn Hewson - Lockheed Martin
Mary Barra - GM
Julie Sweet - Accenture
Phebe Novakovic - General Dynamics
Amina Mohammed - United Nations
Ivanka Trump
Anne Wojcicki - 23&Me
Queen Elizabeth II
Stacey Cunningham - NYSE
Gail Boudreaux - Anthem
Ruth Porat - Google
Oprah Winfrey
Sheryl Sandberg - Facebook
Kirsten Green - Forerunner Ventures
Jessica Alba - The Honest Co.
Ailieen Lee - All Raise
Mike Roman - 3M
Craig Jelinek - Costco
Cathy Engelbert - Deloitte
Jeff Weiner - LinkedIn
Chantal Line Carpentier - UNCTAD
Safra Catz - Oracle
Ursula Burns - Veon
Larry Merlo - CVS Health
Randall Stephenson - AT&T
Mary Dillon - Ulta
Michele Buck - The Hershey Company
Doug McMillon - Walmart
Tricia Griffith - Progressive Insurance
Corie Barry- Best Buy
Lisa Davis - Siemens AG
Lynne Doughtie - KPMG
Ray Dalio - Bridgewater Associates
James Quincey - The Coca Cola Company
Michael Dell - Dell Technologies
Peter Thiel - Founders Fund
Kathy Warden - Northrup Grumman
Robert F. Smith - Vista Equity Partners
David Abney - UPS
Gregory Hayes - United Technologies
Daymond John - Shark Branding
Brian Chambers - Owens Corning
Jim Hackett - Ford Motor Company
Lachlan Murdoch - Fox Corporation
Lynsi Snyder - In-N-Out Burger
Kevin Sneader - Mckinsey
Bill McDermott - ServiceNow
Reese Witherspoon - Actress
Dana Walden - ABC Entertainment
Shari Redstone - CBS Viacom
Tom Hanks - Actor
Ibtihaj Muhammad - Olympian
Kathleen Kennedy - LucasFilm
Kristine Belson - Sony Pictures
Jennifer Salke - Amazon Studios
Jennifer Morgan - SAP
Mary Callahan Erdoes - JP Morgan Chase
Lynn Good - Duke Energy
Oksana Masters - Olympian



THE IDEAGEN GLOBAL GOALS 2030 - EMPOWERING WOMEN & GIRLS SUMMIT

Global Leaders from the world's leading Brands, Companies, Trade Associations, NGOs and Public Sector convened at the Annual Ideagen Empowering Women & Girls 2030 Summit at the United Nations Headquarters in New York City on September 13, 2019 to discuss solutions to achieve the Sustainable Development Goals (SDGs) by 2030.George Sifakis, Global Chairman, CEO and Founder of Ideagen Global, shared insights on the overall objective and mission of the summit and achieving the SDGs. Ideagen serves as a global accelerator of solutions and scale. Its objective is to nurture and strengthen connections and communication between organizations, which, together, have the ability to create innovative solutions to some of the most vexing issues of our time.Inspirational conversation took place at the Summit featuring the participation of companies' leaders from Microsoft, Coca-Cola, Sodexo, Feeding America, IBM, Goldman Sachs Foundation, AARP, Limbitless Solutions and others.

Ms. Daniela Bas, Director of UN DESA's Division for Inclusive Social Development highlighted that the role of the CEOs today is to make sure the SDGs are incorporated in the company policies and practices. She also advised the youth to think about social protections floors, safety nets and bringing solutions to promote a healthy community and planet.UN DESA also participated in the panel discussion moderated by Limitless Solutions on how technology can be used as a powerful tool to empower women and girls with disabilities, reducing social stigma, and allowing active participation in cultural life, leisure and sports.

For more information about the event, please visit: https://www.ideagensummits.com/

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Global Good's Maurizio Vecchione

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