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**Carole Walker**  
POLITICAL CORRESPONDENT

"Take the World Economic Forum on tour. You might return to the Swiss Alps with a better understanding of how policies affect the lives of ordinary people."

(2)

**Linda Yueh**  
ECONOMIST AND AUTHOR

"Learn the lessons from history. We've had previous periods in which the economic consensus broke down. It's time to learn how that consensus was rebuilt."

(3)

**Lewis Lukens**  
FORMER US DIPLOMAT

Despite the snow at Davos, focus on sand and trees. Support an international effort to stop the desertification of the Sahel in Africa and help lift millions out of desperate poverty."

(4)

**Michel Comte**  
SWISS ARTIST AND PHOTOGRAPHER

"Leaders from rich countries: go home and plant a minimum of one million trees."

(5)

**Rahaf Harfoush**  
ANTHROPOLOGIST AND AUTHOR

"Stop wasting time imagining different tomorrows when there are essential actions that need to be taken today. Be future-oriented but present-acting."

(6)

**Yassmin Abdel-Magied**  
WRITER AND BROADCASTER

"When was the last time you actually changed your mind about something? Commit to entering conversations openly."

(7)

**Roxanne Varza**  
HEAD, STATION F (PARIS BUSINESS INCUBATOR)

"The businesses of tomorrow will be the ones with strong ethical and sustainable business practices. Consumers and employees are making stronger demands than ever before."

(8)

**Tim Marshall**  
EDITOR, THEWHATANDTHEWHY.COM

"Don't go to Davos! There are examples where face-to-face meetings are valuable but Davos is not one of them."

(9)

**Charles Hecker**  
SENIOR PARTNER, CONTROL RISKS

"Reconcile people, data and technology. Position them symbiotically and not in opposition."

(10)

**Lorenzo Fiaschi**  
PARTNER, GALLERIA CONTINUA

"Art doesn't stop at borders. Our leaders should take heed: the different cultures of the world don't have hierarchies, they are part of one humanity."

(11)

**Raffaello Pantucci**  
SENIOR ASSOCIATE FELLOW, RUSI

"Use your corporate weight and economic firepower to change the more challenging jurisdictions that you operate in. Ensure that you push to raise their standards to international ones."

(12)

**Terry Stiastny**  
AUTHOR AND JOURNALIST

"The problem with Davos is the people who aren't there. I suggest that every attendee argue not their own case but the opposing point of view of someone who has not been invited."

(13)

**Salma El-Wardany**  
WRITER, BROADCASTER AND POET

"We can all take cloth bags to the supermarket but 70 per cent of our emissions come from the top 100 companies. Businesses need to start contributing massively."

(14)

**Stephen Dalziel**  
HEAD, DLC TRAINING & CONSULTANCY

"In the alphabet, people and planet come before profit. Perhaps put this into practice."

(15)

**Victor Bulmer-Thomas**  
CHATHAM HOUSE THINK-TANK

"Brexit provides a perfect opportunity to reform the UN Security Council. France and UK should be replaced by others, one of which could be the EU itself."

(16)

**Dana Thomas**  
AUTHOR

"A concerted effort to abolish the production of new polyester, a petroleum-based fabric that is essentially plastic, never biodegrades and emits billions of microfibres into our environment."

(17)

**Ooi Kee Beng**  
PENANG INSTITUTE

"Saving free trade and the environment requires bold leaders whose control over the wealth of the world makes them the only people who can manage a self-correction of the system."

(18)

**Parag Khanna**  
AUTHOR AND STRATEGIST

"The greatest misalignment in the world is natural (where the resources are), political (where the borders are), economic (where the industries are) and human (where the people are). Discussions about migration must reconcile these."

(19)

**Amelia Hadfield**  
UNIVERSITY OF SURREY

"Government and business should start to work alongside universities to remake traditional degrees and rework some of the neglected vocational options."

MANIFESTO / GLOBAL

# 50 X ideas for Davos

Call it a manifesto for the World Economic Forum in Davos. We asked 50 of the world's sharpest thinkers a simple question.

EDITED BY Christopher Cermak

(20)

**Julia Hobbs**  
AUTHOR

"We need a new [global] strategy around social health – connected behaviour in a digital age."

(21)

**Ellen MacArthur**  
SAILOR AND PHILANTHROPIST

"Wasting our finite resources on quickly discarded products clashes with the physical limits of our planet. We need a circular economy where everything, from our food and buildings to our clothes and electronics is designed to never become waste."

(22)

**Kevin Rudd**  
FORMER AUSTRALIAN PM

"Invest in a collective project to deal with our carbon challenge. If we can throw all those resources at putting somebody on the moon, it shouldn't be beyond us to do the same here."

(23)

**James Rodgers**  
CITY UNIVERSITY LONDON

"Create an international fund for journalism and media education, with scholarships aimed at applicants from those parts of the world worst affected by the climate crisis and armed conflict."

(24)

**Paddy Harrington**  
FOUNDER, FRONTIER

"Use design to create better products, services and experiences built on environmentally and socially responsible foundations."

(25)

**Steve Crawshaw**  
FREEDOM FROM TORTURE

"Trump insists that torture 'absolutely works', giving a green light to torturers worldwide. This and our loss of moral compass needs confronting if we are to have any hope of a return to sanity."

(26)

**John Everard**  
FORMER UK AMBASSADOR

"World leaders should sit with young people to hear their vision for the future. After all, it belongs to them not the elderly men and women currently at the top table."

(27)

**Anicet Desrochers**  
FOUNDER, MIELS D'ANICET

"Bees have been the key to our food security for thousands of years. Protect bees for the survival of humanity."

(28)

**Brian Klaas**  
UNIVERSITY COLLEGE LONDON

"Stand up to authoritarianism. Don't let short-term economic interest blind you to what is good for the world in the long term."

(29)

**Horacio Rodríguez Larreta**  
MAYOR, BUENOS AIRES

"Global cities are setting the example of a new green accountability open to citizens' scrutiny. But to produce a shift towards sustainability, global co-operation is needed."

(30)

**Benno Zogg**  
CENTER FOR SECURITY STUDIES

"Political leaders have been in crisis mode for years. Leaders in Davos should disable breaking news notifications on their phones and take their time."

(31)

**Yossi Mekelberg**  
REGENT'S UNIVERSITY LONDON

"With the world hovering on the brink of a series of existential crises, I'd rather see this gathering take place closer to where these [affected] people live."

(32)

**Marin Alsop**  
ORCHESTRA CONDUCTOR

"A more reciprocal existence so that we might look at tolerance and unity in a broader and calmer context."

(33)

**Thomas Hug**  
DIRECTOR, ART GENÈVE

"Speak about the need for each person to accept new ethical rules for the things that we individually find it hard to comply with."

(34)

**Kshama Fernandes**  
CEO, NORTHERN ARC

"Humans are only a tiny part of the ecosystem. Should we disappear, the other elements will still exist. Inclusive ecosystems are more likely to be survivors against self-centred institutions."

(35)

**David Bowman**  
UNIVERSITY OF TASMANIA

"Globally we need to decarbonise while adapting to climate change – a carbon tax for an adaptation fund is a good option."

(36)

**Ayesha Siddiqi**  
MILITARY SCIENTIST, AUTHOR AND RESEARCH ASSOCIATE AT SOAS

"Work towards a politics where oppressive leaders and regimes are not helped through the supply of money and arms."

(37)

**Katell Le Goulen**  
HOFFMANN GLOBAL INSTITUTE FOR BUSINESS AND SOCIETY

"It's time to align global business with the UN sustainable-development goals – 2020 kick-starts a decade for action."

(38)

**Josh Cowls**  
THE ALAN TURING INSTITUTE

"Not every response to the climate crisis needs to be flashy. Why not fund a nonprofit that pays for the additional cost of continental train travel compared with flying?"

(39)

**Raffaello Napoleone**  
CEO, PITTI IMMAGINE

"Investing in a global fashion industry that is less energy-consuming and wasteful: respect for the environment is not only a priority for future generations but an opportunity for the market."

(40)

**Jeffrey Howard**  
UNIVERSITY COLLEGE LONDON

"Elites must widen their social circles and engage with people from different socioeconomic and cultural backgrounds."

(41)

**Kees Christiaanse**  
URBAN DESIGNER AND ARCHITECT

"Davos is a platform where opposing groups or countries can talk without formalities. So please keep talking."

(42)

**Daniel Knorr**  
ARTIST

"I'd ask one country to offer a cubic metre of air above their sovereign ground as a no-man's land. It would become a measuring scale for freedom."

(43)

**Felipe Correa**  
FOUNDER, SOMATIC COLLABORATIVE

"Transition to a property-tax system based on environmental footprint – a mechanism not only about physical form but about the impact of buildings."

(44)

**Roger Brooks**  
CEO, FACING HISTORY AND OURSELVES

"Bigotry and hate corrode our civic lives. Using education and the lessons of history, we must prepare the next generation to craft a more just future and more inclusive democracies."

(45)

**Carsten Brzeski**  
ECONOMIST

"All hands on deck to tackle climate change with co-ordinated action and a detailed roadmap, emphasising the economic benefits a successful plan could have."

(46)

**Joseph B Fuller**  
HARVARD UNIVERSITY

"Cultivate new models of skill development that recognise unfolding requirements to prevent more permanent job losses."

(47)

**Hady Amr**  
THE BROOKINGS INSTITUTION

"The world must recognise that it can't build nations in the Middle East. But the world can support Arab citizens, ensuring engagement does more good than bad."

(48)

**Steven Sokol**  
AMERICAN COUNCIL ON GERMANY

"Deepfakes have the potential to erode public trust at an unprecedented speed and scale. Fighting disinformation requires immediate collaboration between technologists, business leaders, legislators and educators."

(49)

**Suzanne Nossel**  
CEO, PEN AMERICA

"Reinvent civic education for the digital age, instilling an appreciation of democracy and law, and promoting information literacy."

(50)

**Michael D Rich**  
CEO, RAND CORPORATION

"The biggest threat is the diminishing reliance on facts and analysis. If societies cannot agree on a common set of facts, devising effective responses to major policy challenges will be impossible."