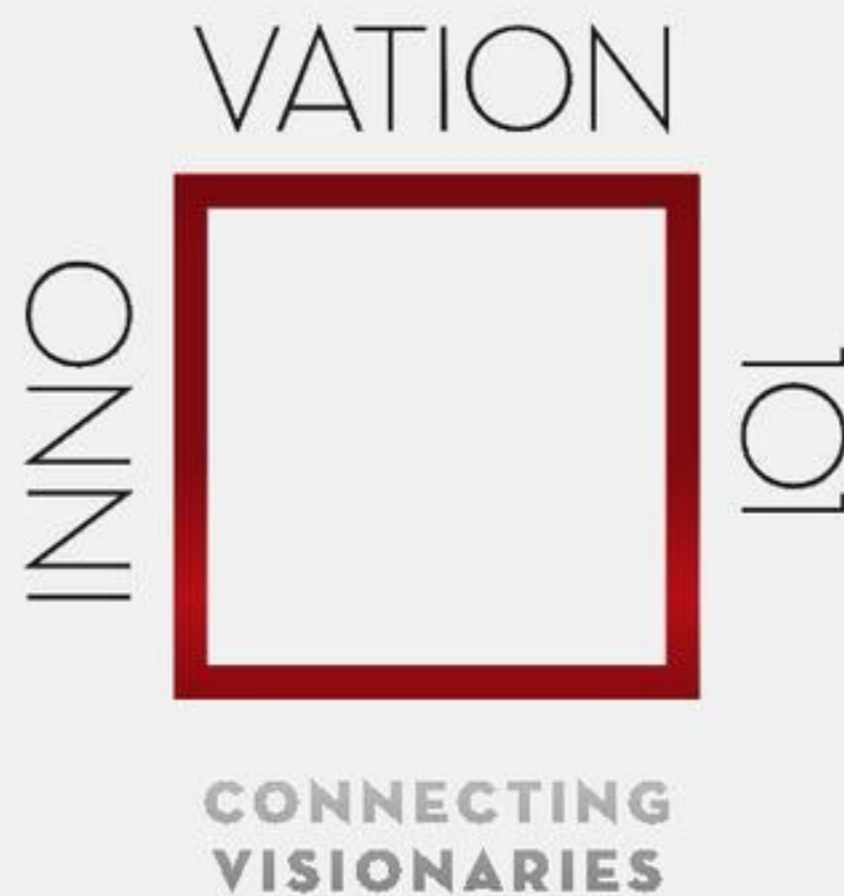


# D N A

DECIDE NOW ACT

## SUMMIT



LONDON JULY 26<sup>TH</sup> 2012

HOSTED BY:



CONVERSATION + COLLABORATION = CHANGE

**THE SECRETARY-GENERAL****MESSAGE ON THE OLYMPIC TRUCE****July 2012**

The tradition of an Olympic Truce began in ancient times to allow safe passage for athletes travelling to the Games. This resulted in an environment where the true spirit of the Olympic Games was on display: peaceful competition among nations, feats of individual excellence.

Today, sports and events such as the Olympic and Paralympic Games break down barriers by bringing together people from all around the world and all walks of life. The participants may carry the flags of many nations, but they come together under the shared banner of equality and fair play, understanding and mutual respect.

We give meaning to these values through the Olympic Truce, the call for warring parties everywhere to lay down their weapons during the Games. These pauses in fighting save lives. They help humanitarian workers reach people in need. And they open diplomatic space to negotiate lasting solutions.

The Olympic Truce – and more broadly the Olympic ideal -- carries a powerful message: that people and nations can set aside their differences and live and work together in harmony. And if they can do it for one day, or for one event, they can do it forever. This is the dream on which the United Nations is built, and the goal of our daily work.

I call on all those engaged in hostilities to respect the Truce – which has been endorsed by all 193 UN Member States. This is an uphill battle – but we must persist in proclaiming the Truce and do our utmost to win adherence to it. For these next few weeks, may the torch of the Olympic and Paralympic Games in London serve as a beacon of peace around the world.

A handwritten signature in black ink that reads "Ki Moon Ban".

BANKi-moon



26th July 2012

Dear Innovation 101 Honorees,

Everyday there are many humanitarian issues facing our world. Conflict, natural disasters and environmental emergencies are just some of the challenges we face and they are becoming more complex.

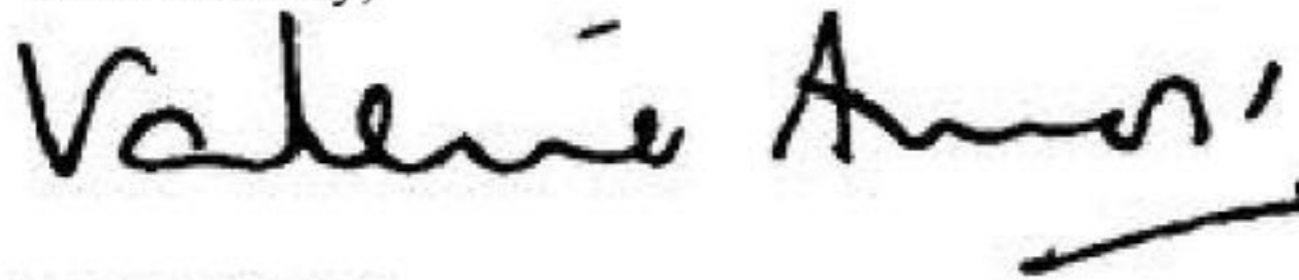
Humanitarian work demands an unprecedented degree of flexibility and creativity.

We need collaboration and innovation to tackle and respond effectively to an increasing number of crises and to help more than 51 million people around the world cope with humanitarian emergencies. Increasingly, technology is shaping the way we provide aid. Faster and targeted communication and information mapping tools help us to provide aid quickly to the people who need it most.

The Office for the Coordination of Humanitarian Affairs (OCHA) is proud to be part of the DNA Summit (Decide Act Now) an event that brings together some of the most innovative minds. We have to work to make sure that what we do has an influence or an impact on what is happening in the world. We all have a contribution to make and the potential to do even more to help people around the world.

I look forward to being part of this event.

Yours sincerely,



Valerie Amos  
Under-Secretary-General for Humanitarian Affairs  
and Emergency Relief Coordinator.





**Christian Louboutin**  
Shoe Designer



**Steven Shashoua**  
Three Faiths Forum



**Michael Fassbender**  
Actor



**Alek Wek**  
Super Model



**Penny Abeywardena**  
Director Women & Girls: Clinton Global Initiative



**Pete Cashmore**  
Founder of Mashable



**Marcus Mumford**  
Lead of Mumford & Sons



**Rosario Dawson**  
Actress/Activist



**Alexander Lebedev**  
Owner Evening Standard & Independent



**Trevor Pears**  
Philanthropist



**Carla Schmitzberger**  
President Havainas



**Mo Ibrahim**  
Mo Ibrahim Foundation



**Ray Chambers**  
Philanthropist



**Peter Sennilsson**  
Biotech Investor



**will.i.am**  
Musician & Activist



**Jamie Oliver**  
Chef & Activist



**Cameron Saul & Oliver Wayman**  
Founders Bottleop



**Banks Gwaxula & Jacob Lief**  
Founders Ubuntu



**Francois Henri Pinault**  
Chairman of PPR



**Piers Morgan**  
Broadcast Journalist



**Charlie Rose**  
TV Legend



**Neil Blumenthal**  
Founder of Warby Parker



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US Special Representative to Muslim Communities



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**Sung-Joo Kim**  
Founder & CEO of MCM



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CEO Random House



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Founder of Change.org



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Footballer



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**Cher Wang**  
Founder HTC



**Jonathan Ive**  
Senior VP of Industrial Design at Apple



**Jemima Khan**  
Philanthropist & Unicef Ambassador



**Carne Ross**  
Diplomat & Author



**Bernard Mensah**  
Head of Emerging Markets at Bank of America Merrill Lynch



**David Beckham**  
Footballer



**Tinie Tempah**  
Musician



**Dambisa Moyo**  
Economist



**Karren Brady**  
Chairwoman West Ham Football Club



**Zaha Hadid**  
Architect



**Maya Sanbar**  
Filmmaker



**Jacqueline Novogratz**  
Founder Acumen Fund



**Noreena Hertz**  
Economist



**Peter Thum**  
Humanitarian & Entrepreneur



**Lily Cole**  
Model/Activist



**Dr Yvonne Greenstreet**  
Senior Vice President & Head of Medicines Development at Pfizer



**Ashley Tabor**  
CEO Roar Global



**David Guetta**  
Musician



**Phil Smith**  
CEO Cisco UK & Ireland



**Sir Tim Berners-Lee**  
Inventor of the World Wide Web



**Prince Maximillion of Liechtenstein**  
CEO LGT



**Joahan Olav Koss**  
4X Gold Medal Olympian & Founder of Right to Play



**Nicola Mendelsoú**  
Founder of Kamarama

CONVERSATION + COLLABORATION = CHANGE



**Baroness Tanni Grey Thompson**  
Legendary Para Olympian



**Jack Dorsey**  
Founder of Twitter & Square



**Shai Agassi**  
Cleantech Entrepreneur



**Michael Essien**  
Footballer



**Yoshikzu Tamaka**  
Internet Entrepreneur



**Leymah Roberta Gbowee**  
Anti War Activist & Nobel Peace Prize Winner



**Ali Hewson & Bono**  
Activists



**Kylie Minogue**  
Musician



**Patrice Motsepe**  
CEO African Rainbow Minerals



**Majid Nawaz**  
Founder Quillam Foundation



**Morten Lund**  
Investor & Philanthropist



**Jose Mourinho**  
Coach Real Madrid



**Azealia Banks**  
Musician



**Professor Nazneen Rahman**  
Professor of Human Genetics: Royal Marsden



**Jack Ma**  
Alibaba



**David Adjaye**  
Architect

# VATION

# ONNI

# 101

## CONNECTING VISIONARIES



**Rankin**  
Photographer



**Didier Drogba**  
Footballer



**Angelina Jolie**  
Actress/Activist



**Sir Bob Geldof**  
Anti Poverty Fighter



**Wael Ghonim**  
Freedom Fighter

# DNA SUMMIT – A CATALYST FOR SOCIAL CHANGE

Welcome to the inaugural DNA Summit (Decide Now Act), an event which will bring together the most innovative thinkers from across the world. By connecting those people who are committed to social change, we hope the Summit will foster some extraordinary collaborations and drive a new wave of global innovation.

It seems only fit for London to host today's proceedings, not least because the city is abuzz with anticipation of the world's greatest sporting event, but because of our long tradition as a centre for enterprise and endeavour. And London continues to lead the way. Take the social investment sector as an example. Here in the UK, we are building a new market- one that seeks to achieve not only financial, but also social returns. We will encourage funds to be directed towards charities and social enterprises, those organisations that deliver some of the most outstanding public services. It is through this sort of innovation, our twin desire to lead emerging markets and reverse long standing social breakdown, which ensures that London remains a global hub.

As Chairman of the Centre for Social Justice- a think-tank putting social justice at the heart of British politics and Chief Executive of the country's Private Equity & Venture Capital Association - I am continually reminded of the need for business and society to work together. Only with a more entrepreneurial economy can we foster a stronger society. As UK Prime Minister David Cameron stressed earlier this year, business is "the most powerful force for social progress the world has ever known". It can help alleviate poverty, act as a driver of innovation and help raise the aspirations of many.

Today's Summit will award us an unparalleled opportunity to discuss these opportunities and more. I look forward to discussing these themes with you all in more depth this morning and indeed at future DNA events.



## MARK FLORMAN

The Centre for Social Justice, Chairman

British Private Equity & Venture Capital Association,  
Chief Executive



## BIOGRAPHY

Mark Florman is an entrepreneur and current s CEO of the BVCA (British Venture Capital Association), having over the past 30 years started an investment bank, a venture capital fund for Africa, businesses in media, transport (eCourier) and publishing, as well as a think tank (the Centre for Social Justice) and a school and community building programme in Africa, Mark's professional life has always been a triangle of: business, government and philanthropy. He is also Chairman of the Legacy List, Spayne Lindsay and is on the board of the Early Intervention Foundation. He has been active in building partnerships between industry and policy makers for many years.



# DNA SUMMIT – THE FABRIC OF OUR FUTURE

The DNA Summit (Decide Now Act) is a new annual forum that aims to foster collaborations between some of the most innovative thinkers in the world helping them work together for social change.

## THE EVENT

The DNA Summit is not a talk shop; but rather a high-level workshop that connects the best minds in the world. DNA is designed to progress from talk to action, to achieve concrete results, which can be shared and replicated.

DNA serves as an excellent networking opportunity, as well as a catalyst for the development of innovative partnerships, by facilitating collaboration with leaders from across sectors.

# THE INNOVATION 101 – CONNECTING VISIONARIES

“The Innovation 101” is a group of individuals who inspire, entertain, challenge and change our world. We intend to create a Summit that both honours this diverse group and encourages them to co-create for social good.

We are living in an ever inter-connected world; innovation is emerging in unlikely places. The Innovation 101 will comprise of: Vanguards/Mavericks, Creatives, Pioneers, Moguls, Leaders and Icons from all corners of the globe.

## OUR EQUATION:

CONVERSATION + COLLABORATION = CHANGE

## INAUGURAL BREAKFAST – JULY 26TH – 2012

The breakfast guests will comprise of “The Innovation 101”.

## DNA SUMMIT – JAN 24/25TH – 2013

“The Innovation 101”.

Each of The Innovation 101 will be able to nominate a guest.  
A further 101 places will be awarded through a rigorous selection process.

Total Attendees 303

DNA a new annual effective international summit, scheduled between DLD and the World Economic Forum, this two-day meeting will draw on the legendary drive and energy of London to create a modern, diverse, dynamic and inspirational event.

The DNA attendee is aware of his or her impact on the world and aims to make a difference in the lives of the underprivileged.

DNA recognizes that professionals collaborate and work across sectors, and that Global Citizens have an interest in social issues and smart solutions.



# ABOUT THE HOSTS



OCHA - United Nations Office for the Co-ordination of Humanitarian Affairs

OCHA is the part of the United Nations Secretariat responsible for bringing together humanitarian actors to ensure a coherent response to emergencies. OCHA also ensures there is a framework within which each actor can contribute to the overall response effort.

OCHA's mission is to:

- Mobilize and coordinate effective and principled humanitarian action in partnership with national and international actors in order to alleviate human suffering in disasters and emergencies.
- Advocate the rights of people in need.
- Promote preparedness and prevention.
- Facilitate sustainable solutions.



Row6.com is an online community where people are free to express themselves, to discuss real thoughts, feelings and beliefs and to find their own place in the world by seeing life through the lives of others we connect with along the way. To commemorate the world's population officially reaching seven billion, Row6 has developed "The Hero with Seven Billion Faces", a multiplatform anthropological project that aims to get the world talking through story telling.



International Telecommunications Union is the United Nations specialized agency for information and communication technologies (ICTs). ITU allocates global radio spectrum and satellite orbits, develops the technical standards that ensure networks and technologies seamlessly interconnect, and strives to improve access to ICTs to underserved communities worldwide. In addition to the United Nations 193 Member States, ITU membership includes ICT regulators, leading academic institutions and some 700 private companies.



The Global Partnerships Forum (GPF) is a nonprofit platform bringing together global leaders and experts from the public and private sectors to address the Millennium Development Goals through mutually beneficial partnerships. GPF works closely with the United Nations System and other global institutions to Invest in People for Social Change.



The Institute for Strategic Dialogue (ISD) is non-profit organisation that works with leaders in government, business, media and academia to develop multi-country responses to the major security and socio-economic challenges of our time and to enhance Europe's capacity to act effectively in the global arena. Activities include research, specialised task forces, high level policy briefings, scholarships and cross border networks that foster leadership and stability across Europe and its wider neighbourhood, actively bridging inter-communal, religious, socio-economic and political divides.



The Centre for Social Justice is a non-profit think tank to advance the education of the public in the subject of social justice and to promote the role of the voluntary sector. The CSJ involves figures from across the political spectrum in its governance structure, research and events.



GDX Connect specializes in getting the 'impossible to get', bringing the best together and the unreachable within reach. Working closely with the greatest creative talents, taking global media projects from idea to fruition. Laying the foundation and implementing timeless blockbuster international campaigns. Priceless Partnerships. Results Perfected.

DNA would like to thank: Baroness McDonagh, Rt Hon Siobhain McDonagh MP, Mayor Boris Johnson, Gerry DeVeaux, Kim Chappell, Farina Blotski, Sharon Annafi, Sofia Foster, Onstate & Dubit Ltd, Nicola Woods and Matt Coyston.

# LONDON CAPITAL OF THE BRIC AND N11 WORLD

By November of this year, it will be 11 years since I dreamt up the BRIC acronym and about 8 since the N11 phrase followed. These 15 countries make up close to two thirds of the world's population and so long as productivity continues to rise in these exciting nations, then their growth rates are going to continue to be the key driver of the world in the remainder of this decade and probably beyond. While challenges closer to home in Europe along with our domestic challenges dominate the news as we host the Olympics, the broader picture and opportunities for us mustn't be lost. It rarely gets mentioned but the UN goal for reducing world poverty in half by 2015, set ambitiously back in 1990, was actually met in 2010, five years earlier than planned.

For London especially, I continue to think that it is the natural world capital of this dramatically changing world. With our language being the chosen form of communication for global business and talk through the internet and sophisticated modern technology, the central time zone, our diversity and welcoming of many different kinds of people, London remains exceptionally well placed to benefit more and more as these countries advance, and their citizens want to engage in more and more benefits for themselves to enjoy their rising wealth. This is also why London is the ideal location for the inaugural UN DNA Summit, a forum designed to convene and connect some of the most innovative thinkers in the world, it's purpose is to encourage collaborations for social good.

As I have become fond of saying in recent months, the scale of change is hard for most to recognize. The four BRIC countries, Brazil, Russia, India and China, alone in 2011 saw their \$ nominal GDP rise by around 2.2 trillion, close to the equivalent of creating a whole new Italy- the 8th largest economy in the world-in one year. China at the centre of the four, being as large as the other three put together, creates the economic impact of another Greece every 11 and 1/2 weeks, and last year saw its GDP increase by nearly the size of Spain. For the decade that we have entered, over these ten years, the 4 BRIC countries will see their real GDP contribute nearly twice that of the US and the Euro zone put together, and certainly along with the contribution of the largest of the N11 economies; Indonesia, Korea, Mexico and Turkey, they will contribute more than twice. The N11 economies combined will add more than the US, with countries as diverse as Nigeria and the Philippines becoming more and more important.

For anyone involved in international trade, being able to provide what people from these countries want, is essentially the key for the future. Whether this is the luxury goods on sale at the leading stores of Bond Street, the services of our top architectural or law firms, to be the provider of fund management or personal wealth advise, or

simply being here to provide a fun dynamic urban centre for their wealthy tourists or as a location for their second homes, we kind of have it all. So our dreams can live long beyond this exciting moment in hosting the Olympics.



## BIOGRAPHY

Jim O'Neill is chairman of Goldman Sachs Asset Management (GSAM). As chairman, he is involved in helping guide all aspects of GSAM's business around the world. Prior to assuming this role in September 2010, Jim was head of Global Economics, Commodities and Strategy Research. He serves on the European Management Committee. Jim joined Goldman Sachs in 1995 as a partner, co-head of Global Economics Research and chief currency economist.

Jim is the creator of the acronym BRICs. Together with his colleagues, he has published much research about BRICs, which has become synonymous with the emergence of Brazil, Russia, India and China as the growth opportunities of the future.

Jim is a member of the board of the Itinera, and has been on the board of Bruegel since its creation. He is a member of the UK-India Round Table and the UKIBC. Jim is chairman and one of the founding trustees of the London-based education charity SHINE.

Jim previously served as a non-executive director of Manchester United before it returned to private ownership in 2005. In 2009 he received an honorary doctorate from the Institute of Education, University of London, for his educational philanthropy. His bestselling book "The Growth Map" is currently in stores now.





# Row6.com

Six degrees of integration



The Earth is vast. But we live in a small world full of opportunities to connect with any other member of our human family. Indeed, it is said that there are only six degrees of separation between any two individuals on the planet - from a newborn child in the most isolated tribe of the Amazon to Barack Obama. A chain of just six human relationships links everyone.

**Start your journey at [Row6.com](http://Row6.com)**



### **But while we may be linked, are we really connected?**

A revolution in online networking Row6 is the next generation of social networking, "emotional networking". It breaks the mould of social networking as we now experience it: networking that limits us to the people one degree away that we already know. Row6 will be a revolutionary online space that open up a world of possibilities for us to connect with the members of our human family who are living beyond our known horizons, our comfort zones and our cultures. Row6 will enable us to transcend six degrees of separation. Together, we will move towards lives connected by six degrees of integration.

### **How will it work?**

The British novelist E M Forster famously said 'only connect'. He was right.

To achieve this, Row6 will be an online network like no other. On Row6, people from around the world will not define themselves by what separates them from others. Instead, they will leave their social packaging at the door: nationality, race, color, creed, age, religion and sexual orientation and physicality. There will be no 'holier than thou'. The bedrock of Row6 is interaction without prejudice.

Even more groundbreaking, Row6 will be the first network of its kind to lift from our lives the 'fear of the unfamiliar' that limits our connections

with others - and it will do so by connecting us with other members of our human family who share what truly defines us at the deepest level. Our life experiences, our interests, our curiosities and - above all - our hopes for the world we live in.

Free from the barriers that have held us back for too long, we will be freer than ever to express our authentic selves, deeply connect to the lives and experiences of others, give and receive a helping hand, and see the world through the eyes of others who we connect with along the way.

### **Why? The Row6 vision**

None of us can fulfill a life alone. We need others in our lives. Yet many aspects of modern life are leaving us increasingly isolated. And at a global level, misunderstandings and strife dominate our world and its politics. These forces have left us - and our world - too divided.

At Row6, we recognize that there is something much greater than ourselves that can unite us: the world we share and our common humanity.

We believe the need for understanding, connection and solidarity as one human family is more urgent than ever. The greatest challenges of our time demand our cooperation.

### **Giving Back**

We are a social enterprise. 10% of our profits go to our foundation Row6C, a non-profit that works together with local and global partners to bring satellite wireless technology to remote and impoverished communities around the world. Our aim is to create a better-connected world and help foster global understanding, friendships and compassion. Communication is the best tool to improving relationships in general and we believe technology has vital role to play.

We will use the Internet in the spirit it was created - to value the lives of others, to promote our own humanity. From our own doorsteps to the most distant horizon, together we can create the unity that eludes the conventional grind of politics and diplomacy. Together we can share. Share information. Share imagination. Share vision. Share a movement that unites this world where we live and love, and making it that much better and fairer for us all.





## Global Partnerships Forum

Creating global impact through collaboration  
[www.partnerships.org](http://www.partnerships.org)

*House of Commons, London, 26<sup>th</sup> July 2012*

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Dear Honourable Guests,

We are delighted to welcome you to the inaugural DNA Summit on Innovation - a high-level event that brings together the world's most innovative thought leaders who believe in focusing on results.

In today's interconnected world no one group or sector can address the world's challenges unilaterally. It requires the creative engagement of multiple constituencies to develop innovative solutions to make the world a better place.

The Global Partnerships Forum is proud to serve as a co-host for this exciting **Decide Now Act** Summit, which moves the debate from rhetoric to action. Your participation is thus key to success, since you know the challenges, you know the solutions, and more importantly, you know how to Act. We look to you, as rainmakers, to share your ideas and actions to move the needle from poverty alleviation to wealth creation.

The DNA Summit, hosted on the eve of the 2012 Olympics, aims to inspire people with new ideas to address social issues that can lead to long-term sustainability to create a new culture of **Personal Social Responsibility** thereby bringing the entire population into the equation.

We wish you a very productive Summit, and a wonderful Olympic Week ahead.

Yours Sincerely,

Amir A. Dossal  
Chairman



26 July 2012

The Institute for Strategic Dialogue (ISD) is honoured to be partnering in the DNA Summit.

ISD is dedicated to pursuing a solutions-driven approach to some of the 21<sup>st</sup> Century's most pressing international, inter-communal and inter-religious divides. With a view to generating out of the box thinking and putting ideas into practice, we combine cutting edge research and policy analysis with transformative networks that connect and empower influencers from multiple backgrounds, sectors and levels.

The DNA Summit - bringing together as it does exceptional leaders from business, government, media, sport, philanthropy and civil society - provides a vital opportunity for opinion-formers from every continent to engage in a strategic dialogue, redefining the way we approach major problems; moving away from the disciplinary, cultural and socio-economic silos that often compound the challenges we face; and proactively generating creative and innovative responses to seemingly intractable problems.



Sasha Havlicek  
Director  
Institute for Strategic Dialogue



# LOOKING FORWARD: “BY WOMEN, FOR WOMEN, TO WOMEN”

BY PENNY ABEYWARDENA

Action matters at the Clinton Global Initiative. All members are required to make a ‘Commitment to Action.’ The CGI community must not only express an interest in global challenges but, more importantly, be willing to do something about it. As head of our Girls and Women program, I have an exceptional vantage point to observe the efforts of every sector working to address global challenges. Innovation is, without doubt, the most frequently used word in our commitments portfolio... for good reason. From governments and multilateral organizations to corporations and NGOs, all aspire to design and implement innovative solutions. I view these commitments through my distinct lens of how are girls and women incorporated into any given effort.

While it is critical that commitments strive for outcomes that effectively benefit girls and women, the challenge moving forward is a deliberate shift in strategy and investments to mobilize and enable girls and women to address their own challenges. For too long we’ve missed the opportunity to create a development and social enterprise field that is “by women, for women, to women.”

In a recent interview for Fast Company I was asked to offer three pieces of advice for making social innovation successful. Partly in jest but mostly a core belief, my response was focus on two things: girls and women. We can look back and look forward to see the benefits of such a strategy. Over a 125 years ago Avon launched with its unique model of ‘business in a bag’ - a social innovation meant to create an army of women entrepreneurs. In the United States, women had the right to sell Avon before they had the right to vote. Their ‘business in a bag’ model has all the components necessary for an entrepreneur’s success: ongoing training, financing or consignment models for initial inventory, systematized promotion or marketing (branded uniforms or products), strict protocols regulating quality and helping the entrepreneur develop a reputation within a community. Avon proved—again, before women had the right to vote! - that women entrepreneurs were a valuable investment.

They paved the path for the next generation of social entrepreneurs to think creatively about how to pursue “by women, for women, to women.” Inspired by the Avon model, Solar Sisters came on the scene a few years ago to impact rural women and enable them as leaders in sustainable solar energy. SS is focused on the distribution of solar technology, specifically solar lantern technology to “the last-mile delivery system out to the women out in the villages, out beyond the grid.” Women (aka Solar Sister) is the local distributor, the entrepreneur, the person getting this solar technology into the hands of families in rural villages in Africa.

The challenge moving forward

## INVESTMENT NEEDED

### CONCLUSION:

We’ve spent a lot of time looking for solutions to support women but the challenge for all of us moving forward is recognizing and truly investing in women as the change agents. As the entrepreneurs. The entrepreneurs to be taken to scale and to go well beyond microfinance.

We must think beyond the benefit of women to the larger community and focus on the power of their ideas to solve/address their own challenges

Given the reason for our gathering at DNA, let’s all think about how support women entrepreneurs. From the skills training and mentorship to accessing capital and supporting these women to go to scale.



Penny Abeywardena is Head of Girls & Women and Associate Director of Commitments at the Clinton Global Initiative, a non-partisan organization that convenes global leaders to devise and implement innovative solutions to the world’s most pressing problems. Penny joined CGI in 2009 to develop strategy highlighting and integrating the gender lens throughout the organization’s various platforms. She has since led the program’s evolution into one of CGI’s most successful efforts.





One to watch Sara Menker's GRO LLC, an agriculture data collection and distribution platform for African farmer. [www.gro-ventures.com](http://www.gro-ventures.com)



The next generation of young female business leaders at the WIE Symposium NYC in 2011. [www.wienetwork.org](http://www.wienetwork.org)

# 101 - MOMENT OF INNOVATION

The Innovation 101 is a group of individuals who inspire, entertain, challenge and change our world. The DNA Summit not only honours this diverse group but also encourages them to co-create for social good.

We are living in an ever inter-connected world; innovation is emerging in unlikely places. The Innovation 101 is a collection of: Vanguards/Mavericks, Creatives, Pioneers, Moguls, Leaders and Icons from all corners of the globe.

## CONVERSATION + COLLABORATION = CHANGE

	Name	Job Title / Company	Country	Moment of Innovation
1	Christian Louboutin	Shoe Designer	France	He made red soles lipstick for the feet
2	Steven Shashoua (Mark Greer)	Three Faiths Forum	UK	Working tirelessly to unite Abraham's three main faiths
3	Trevor Pears	Philanthropist	UK	Used philanthropy to help create better understanding between mankind
4	Michael Fassbender	Actor	Ireland	He made us all addicted to "Shame"
5	Alek Wek	Super Model	South Sudan	She redefined the image of beauty in the fashion industry
6	Penny Abeywardena	Director Women & Girls: Clinton Global Initiative	Sri Lanka	Putting women's rights at the forefront of the global political agenda
7	Pete Cashmore	Founder of Mashable	UK	Not yet 30 and already the go to man on what's cool in tech
8	Marcus Mumford	Lead of Mumford & Sons	UK	Brought folk music to generation Y
9	Rosario Dawson	Actress/Activist	US	Galvanised her Latino community to exercise their voting power
10	Jamie Oliver	Chef & Activist	UK	Managed to convince school children to eat Broccoli
11	Cameron Saul & Oliver Wayman	Founders Bottletop	UK	Turned waste in to couture
12	Banks Gwaxula & Jacob Lief	Founder Umbuntu	US & South Africa	Created an oasis of excellence amongst poverty and despair
13	Carla Schmitzberger	President of Havianas	Brazil	Cushioned the feet of millions in the Brazilian flag
14	Piers Morgan	Broadcast Journalist	UK	Succeeded the King of chat on CNN
15	Charlie Rose	TV Legend	US	Pioneered the TV round table discussion
16	Neil Blumenthal	Founder of Warby Parker	US	Shared a caring vision with the world
17	Aliko Dangote	Founder & CEO Dangote Group	Nigeria	Made sweet success out of cement
18	Matthew Bishop	Editor Economist & Author	UK	Defined Philanthrocapitalism
19	Jimmy Wales	Founder of Wikipedia	US	Democratised knowledge distribution
20	Rita Clifton	CEO Interbrand	UK	Redefined how brands communicate with their customers
21	Daniel Ek	Founder of Spotify	Norway	Gave us
22	Sara Menker	Founder & CEO GRO	Ethiopia	Giving African Farmers a voice
23	Jack Hidary	Entrepreneur & Philanthropist	US	Turned NYC taxis Green
24	Peter Svenilson	Biotech Investor	Sweden	Taking the fight to Cancer
25	Joanna Shields	CEO Facebook EMEA	US	Harnessed the power of Facebook outside America
26	Geoffrey Robertson QC	Human Rights Lawyer	Australia	Has spent a lifetime fighting for the underdog
27	Farah Pandith	US Special Representative to Muslim Communities	US	Building bridges between Islam and the West
28	Jim O'Neill	CEO Asset Management Goldman Sachs	UK	Created a new acronym "BRIC" and focused the West on the rise of the emerging markets.
29	Prince Maximillion of Liechtenstein	CEO LGT	Liechtenstein	Brought a touch of Royalty to Philanthropy
30	Inge Solheim	Explorer	Norway	Hugs Polar Bears
31	Dame Barbara Stocking	CEO OXFAM	UK	Saved millions of lives by making charity shops fashionable
32	Sir Richard Branson	Virgin Founder & Philanthropist	UK	Too many to mention
33	Sir Martin Sorrell	CEO of WPP Group	UK	Turned advertising in to a multinational conglomerate
34	Christine Lagarde	Head of IMF	France	First female Head of the IMF
35	Sung-Joo Kim	CEO of MCM	South Korea	Set the bar for Asian business women
36	Gail Rebuck	CEO Random House	UK	Revolutionised the publishing industry
37	Ben Rattray	Founder of Change.org	US	Made collective action possible from your keyboard
38	Mo Ibrahim	Mo Ibrahim Foundation	Sudan	Got Africa Mobile
39	Sir James Dyson	Inventor & CEO Dyson	UK	Made vacume cleaners desirable
40	Kofi Annan	Global Peace Maker	Ghana	Led the UN into the 21st Century
41	Carol Stone	CEO & Founder of The Stone Club	UK	Turned networking an artform
42	Angela Ahrendts	CEO of Burberry	US	Spearheaded Burberry into one of the fastest growing brands in the world
43	Lakshmi Mittal	Founder & CEO Accelor Mittal	India	21st Century Man of Steel
44	Dave Stewart	Musician & Activist	UK	Took on global poverty
45	Francios Pinault	Chairman of PPR	France	Constantly evolving and diversifying the luxury industry

46	Kris Engskov	CEO of Starbucks UK	US	Convinced Brits to switch from tea to coffee
47	Ray Chambers	Philanthropist	US	Made Millions now saves Millions
48	Paul Allen	Co-Founder Microsoft	US	Made computers simple with a click
49	Maria Eitel	President Nike Foundation	US	Changed the world with a tick
50	Alexander Lebedev	Owner Evening Standard & Indepent	Russia	Making sure London is well read
51	Megan Smith	Head of Google.org	US	Bringing innovation to Philanthropy
52	Anne Wojcicki	Fouder & CEO 23andMe	US	Mapping the roots of civilization
53	Tom Steinberg	Founder - MySociety	UK	Holding our elected officials to account virtually
54	Juliana Rotich	Founder Ushadi	Kenya	Gave African voices a platform
55	Cher Wang	Founder HTC	Taiwan	Revolutionised the Palm Pilot
56	Jonathan Ive	Senior VP of Industrial Design at Apple	UK	Made computers beautiful
57	Phil Smith	CEO Cisco UK & Ireland	UK	Supplying creative digital solutions for Europe
58	Nicola Mendelsoú	Founder of Kamarama	UK	Helped brands untap their good karma
59	Johaán Olav Koss	4X Gold Medal Olympian & Founder of Right to Play	Norway	Empowering underprivalged young people through sport
60	Michael Essien	Footballer	Ghana	Golden balls of Ghana to the of Pride of Africa
61	Jose Mourinho	Coach Real Madrid	Spain	Made a beautiful game even more so
62	Didier Drogba	Footballer	Ivory Coast	Became one of Africa's most precious exports
63	Shinji Kagawa	Footballer	Japan	The rising Sun of of the world's favourite sport
64	Baroness Tanni Grey Thompson	Legendary Para Olympian	UK	Won against all odds and became an icon of excellence for people of abilities.
65	Jemima Khan	Philanthropist & Unicef Ambasadddor	UK	Fighting for children's rights with beauty and grace
66	Carne Ross	Diplomat & Author	UK	Defined the leaderless revolution
67	Bernard Mensah	Head of Ememrging Markets at Bank of America Merrill Lynch	Ghana	A catalyst for international investment in emgerging markets
69	Azealia Banks	Musician	US	A fearless lady who dares to be different
70	Tinie Tempah	Musician	UK	Took British urban music in from the streets of East London to a global platform
71	Dambisa Moyo	Economist	Zambia	Deciphered the mysteries of developing worldl economics by challenging the status quo
72	David Adjaye	Architect	Tzania & Ghana	Pushing the boundaries of architecture by creating buildings that be to been to be believed.
73	Dr Yvonne Greenstreet	Senior Vice President & Head of Medicines Development at Pfizer	Jamaica	Continously striving to make medicines more affordble for all
74	Zaha Hadid	Architect	Morroco	Developing Towers of Innovation around the world
75	Maya Sanbar	Filmmaker	Palestine	Gave us a personal portrait of the Palestinian people through film
76	Jacqueline Novogratz	Founder Acumen Fund	US	Used the power of value investing and enterprise to fight world poverty
77	Noreena Hertz	Economist	UK	A voice for ethical global financial stability.
78	Peter Thum	Founder of Ethos Water & Fonderie47	US	Gave water to millions now turning conflict weapons into pieces of peace
79	Lily Cole	Model/Activist	UK	Making the Impossible-Possible through crowdsourcing acts of kindness
80	Karren Brady	Chairwoman Westham Football Club	UK	Showed that she is no "Apprentice" in a man's world.
81	Ashley Tabor	CEO Roar Global	UK	Consolidated radio in the UK and helped ensure it's survival as a global medium
82	David Guetta	Musician	France	The DJ who rocked the world
83	WII-I-AM	Musician & Activist	US	Constantly pusing the boundaries of multi-platform content and music
84	Professor Nazneen Rahman	Professor of Human Genetics: Royal Marsden	India	Decoded our genes to battle Cancer
85	Jack Ma	Allibaba	China	Harnessed the interned to open up B-B Chinese manufacturing to the West
86	Wael Ghonim	Freedom Fighter	Egypt	Risked his life for Democracy
87	Rankin	Photographer	UK	Caputuring the essence of life and beauty through the power of his lense
88	David Beckham	Footballer	UK	Showed when shooting to win there's no such thing as aiming too high.
89	Jack Dorsey	Founder of Twitter & Square	US	Made 140 characters the most typed keystrokes on the web.
90	Shai Aggasi	Cleantech Entrepreneur	Israel	Helping us a get from A-B by being Green
91	JoÚ Sisay	CEO Sierra Rutile	Sierra Leone	Put the pride back into African mining
92	Yoshikzu Tamaka	Internet Entrepreneur	Japan	Led the way
93	Leymah Roberta Gbowee	Anti War Activist & Nobel Peace Prize Winner	Liberia	Prayed the Devil back to Hell
94	Ali Hewson & Bono	Activists	Ireland	Set-out to make poverty history
95	Patrice Motsepe	CEO African Rainbow Minerals	South Africa	Digging deep to bring prosperity to Africa
96	Kylie Minogue	Musician	Australia	Had the world spinning around her
97	Majid Nawaz	Founder Quillam Foundation	Pakistan	From Extremist to Peacebuilder
98	Morten Lund	Investor & Philanthropist	Denmark	Standing Up for the Start-Up
99	George Polk	Founder Catalyst Project	UK	Reached for the sky to save our world
100	Angelina Jolie	Actress/Activist	US	Reintroduced Humanitarianism to Hollywood
101	Sir Tim Berners-Lee	Inventor of the World Wide Web	UK	Created the most significant invention of our time

# INNOVATION 101 EXCELLENCE AWARD - DAVID BECKHAM, OBE: OUTSTANDING CONTRIBUTION TO YOUNG PEOPLE IN SPORT

United Nations Office on Sport for Peace and Development - Congratulates David Beckham on receiving this award.

## WILFRIED LEMKE

Special Advisor to the UN Secretary General on Sport for Development and Peace

As Special Advisor to the UN Secretary General on Sport for Development and Peace, Wilfried Lemke's mission consists of leading and coordinating the efforts of the United Nations system to promote understanding of sport, which is considered as a tool for development and peace by the UN.

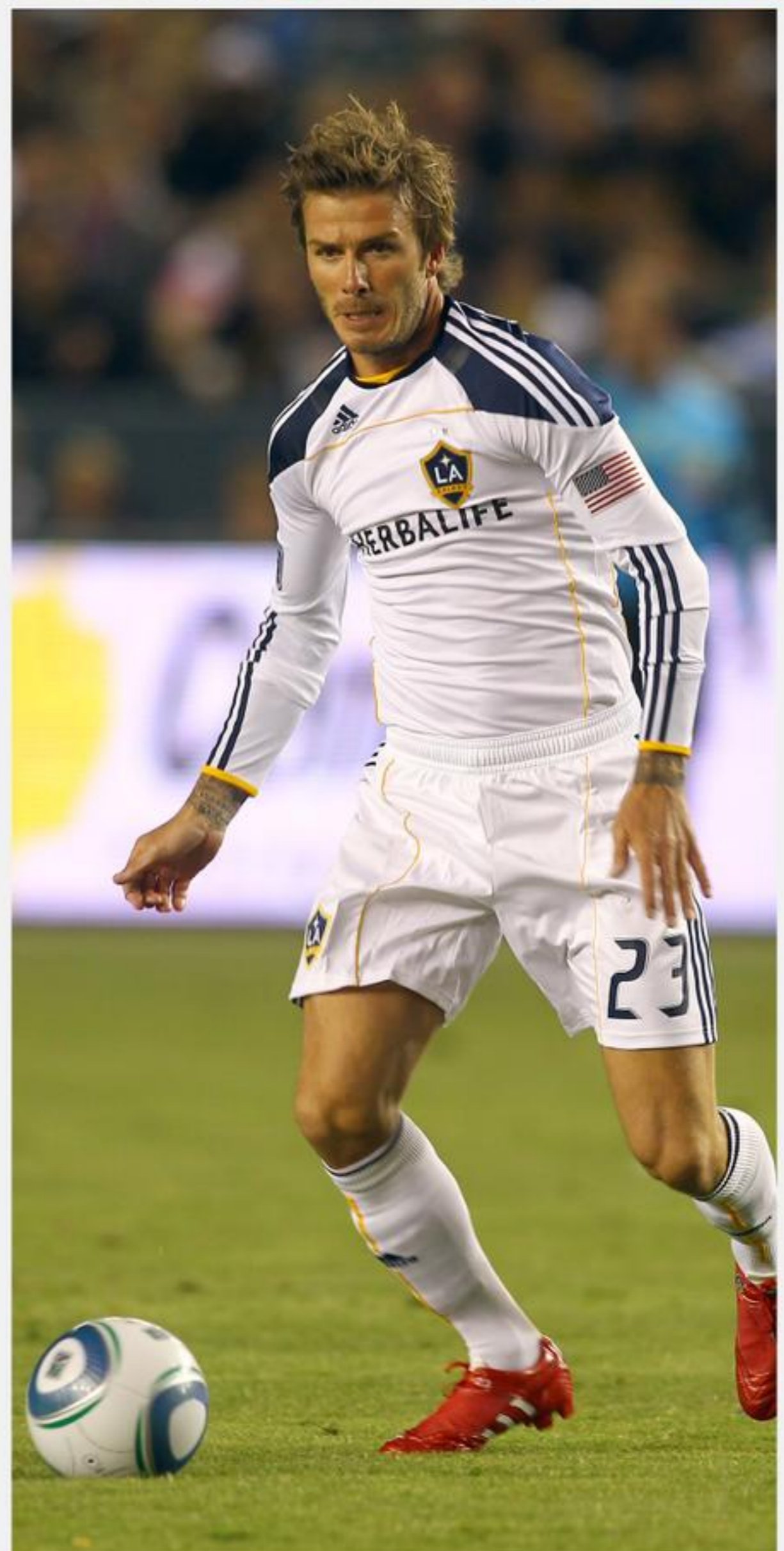
## BIOGRAPHY

David Robert Joseph Beckham, OBE is one of the greatest footballers England has ever produced. A prolific goal scorer, Beckham currently plays for Los Angeles Galaxy. He has played for Manchester United, Preston North End, Real Madrid, Milan, and the England national team for which he holds the appearance record for an outfield player.

Beckham's career began when he signed a professional contract with Manchester United, making his first-team debut in 1992 aged 17. During his time there, United won the Premier League title six times, the FA Cup twice, and the UEFA Champions League in 1999. He left Manchester United to sign for Real Madrid in 2003, where he remained for four seasons, clinching the La Liga championship in his final season with the club. In January 2007, it was announced that Beckham would leave Real Madrid for the Major League Soccer club Los Angeles Galaxy, signing a five-year contract with them on 1 July 2007. While a Galaxy player, he spent two loan spells in Italy with Milan in 2009 and 2010. On 20 November 2011, he joined an elite group of players to have won three league titles in three different countries, when Los Angeles won their third MLS Cup.

Beckham has twice been runner-up for FIFA World Player of the Year and in 2004 was the world's highest-paid footballer when taking into account salary and advertising deals. Beckham was the first British footballer to play 100 Champions League matches.

He is married to Victoria Beckham and they have four children—Brooklyn Joseph, Romeo James, Cruz David, and Harper Seven.



# INNOVATION 101 LIFETIME ACHIEVEMENT AWARD: SIR TIM BERNERS LEE

Tim Berners-Lee is a pivotal figure in the Information Society. His work with Robert Cailliau in 1990 on implementing the first successful communication between an HTTP client and an Internet server marks the founding of the World Wide Web and the beginning of the global information revolution.

Today Sir Tim continues to oversee the Web's development as director of the World Wide Web Consortium (W3C) and we all owe him a debt of gratitude for the work he has done and continues to do in bringing the power of global information and knowledge to all the world's people.

## DR HAMADOUN I TOURÉ

Secretary-General, UN International Communication Union



## BIOGRAPHY

Tim Berners-Lee is a pivotal figure in the Information Society. In 1989 while at CERN he invented the World Wide Web, defining the HTTP protocol, the HTML language and URLs, and implementing the first web browser and web server.

Today Sir Tim continues to oversee the Web's development as director of the World Wide Web Consortium (W3C). In 2008 he also founded the Web Foundation, an international non-profit to address the digital divide. We all owe him a debt of gratitude for the work he has done and continues to do in bringing the power of global information and knowledge to all the world's people.



# THE IMPOSSIBLE PROBLEM

After successfully providing clean drinking water for hundreds of thousands in the developing world through the brand Ethos Water, Innovation 101 honoree Peter Thum has decided to tackle another seemingly “Impossible Problem.”

**BY PETER THUM**

How do you solve an impossible problem? In this case, one in which there are millions of legacy assault rifles in Africa at the centre of conflict and stunted development and many more millions of people around the world who possess the capacity, but not the desire or the need, to begin to address it. This was the question I began to ask myself after meeting men and boys armed with assault rifles in Africa while I was working on water and sanitation programs. The quest to answer this question is the seed of our mission.

We decided that we first had to resolve ourselves to the idea that this problem wasn't impossible, and then to acknowledge that a workable answer wasn't going to be obvious. We would have to inspire a group of people to move beyond their own logical sense of impossibility and to get personally engaged. And obvious ideas would not cause this breakthrough. To make progress on this problem, we would need to turn negative into positive and create a transformation in this issue that was real, symbolic, intellectual, and emotional. We decided that to do this we would turn the global success of the AK47 against itself.

This idea has become Fonderie 47. We create rare objects with leading designers, using steel from AK47s from African war zones and other more traditional noble materials. In turn, the sale of each of the pieces - jewelry, watches, and accessories - funds the destruction of a specific number of assault rifles in Africa. We envision an Africa free from the fear of assault rifles.

Fonderie 47 works with leading designers of jewelry, watches, and accessories, such as Roland Iten of Switzerland and Philip Crangi of New York and James de Givenchy of New York. Designers are selected based on vision, skill in design and craftsmanship, persona, aesthetic, and affinity for Fonderie 47's mission.

Fonderie 47 is a social venture that consists of a for-profit company, and a not-for-profit corporation. The sale of each piece of jewelry funds the destruction of a specific number of assault rifles in Africa. The related amount of revenue is donated by the company to the not-for-profit, which in turn makes grants to NGOs that perform the weapon destruction programs. Currently, grant funding is provided to the Nobel Prize winning, UK-based NGO, Mines Advisory Group, who in turn carry out the technical oversight and physical destruction of the weapons in the Democratic Republic of Congo and in Burundi. Mines Advisory Group works in conjunction with staff of the governments of the Democratic Republic of Congo and of Burundi.

These assault rifles were collected from conflict by the government of the Democratic Republic of Congo and the government of Burundi and the United Nations from combatants who have turned them over as part of the disarmament process at the cessation of combat. Once these weapons are destroyed, the scrap metal, which belongs to the government, is recycled locally.

We launched Fonderie 47 in November 2011. Our investors, customers and donors include some of the world's most influential people. To date, we have funded the destruction of over 16,000 assault rifles in the Democratic Republic of Congo and Burundi.

I am truly honoured to have been included as part of the DNA Summit - Innovation 101 list, yes there are many pressing problems we face as a global community, however together we really can find the solutions as per the DNA equation: Conversation + Collaboration = CHANGE

[www.fonderie47.com](http://www.fonderie47.com)

Peter Thum is CEO and co-founder of Fonderie 47, a venture that transforms AK47s from Africa into rare jewelry, sales of which fund disarmament in Africa. He also founded and was President of the social enterprise Ethos™ Water, which was acquired by Starbucks. To date, Ethos Water has generated more than \$6.2 million for water programs around the world, helping more than 420,000 people get access to safe water, sanitation and hygiene education. Mr. Thum also founded the non-profit Giving Water. Previously he worked at McKinsey & Company and Gallo Winery. Mr. Thum currently is a Board Director of USA for UNHCR (The UN High Commissioner for Refugees), The Fund for Global Human Rights, and an advisor to FEED Projects, and to the Wagner Graduate School of Public Service at NYU.



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( password: connect )

[info@gdxltd.com](mailto:info@gdxltd.com)

