The World Economic Forum - An Introduction

Roger Golden Brown
Published November 22, 2020 - Updated December 30, 2023

Find this PDF here and lots more Global Coup related material on my Quasar website.
Check out my eBook, The Covid / Lockdown Crisis - Alternative Information & Sources.

All bullet pointed excerpts and statements are noted with numbers corresponding to footnotes with linked sources at the bottom of the page. Indented entries preceded by a dash (-) are quoted from the noted source.

The reader is urged to use the footnote links to further explore the material and to get context to what is stated in this PDF and to make up their own mind as to what is really going on. Note, however, that the WEF is notorious for deleting pages or changing allowed access to pages and some of the links to their pages may no longer exist or be accessible.

Preface

This paper will take a look at who and what the World Economic Forum is and why it matters to you; where they get the power and authority to facilitate their social engineering, the realization of their brave new world. There are many players who want to leverage the Covid chaos to their own advantage but the WEF is a major player and a hub that brings many players' interests together.

The WEF is an organization with an incredible amount of money, power, and influence who would like to see the world and society dramatically altered. Their vision is one where stakeholders (an elite club) would oversee the Fourth Industrial Revolution, a future in which a high level of technology will dominate every aspect of life. To that end they are now actively championing the Great Reset to take advantage of the economic and social chaos brought on by the response to Covid, to bring in the new normal of technology and transhumanism.

They describe themselves with words such as sustainability, equity, and inclusiveness, while at the same time making it clear that they and their partners will be the ones orchestrating our future - "trustees of society".

Table of Contents

What is the World Economic Forum

Where Do They Get Their Authority and Power, Connections

The Fourth Industrial Revolution

The Great Reset

The New Normal's Biosecurity Paradigm, Event 201

Covid Action Platform

Coalition for Epidemic Preparedness Innovations

The World Economic Forum's Board of Trustees

World Economic Forum Partners

Addendum

Final Thoughts

Relevant Links

Two Full Page Images

What is the World Economic Forum

Klaus Schwab

- Klaus Schwab was born in Ravensburg, Germany in 1938. He founded what was originally called the European Management Forum, as a non-profit foundation based in Geneva, Switzerland. It drew business leaders from Europe, and beyond, to Davos for an Annual Meeting each January; the first time being in 1974. In 1987, the European Management Forum became the World Economic Forum. [1] [2]
- In 1971, Schwab published Moderne Unternehmensführung im Maschinenbau (Modern Enterprise Management in Mechanical Engineering). In that book, he argued that the management of a modern enterprise must serve not only shareholders but all stakeholders (die Interessenten), to achieve long-term growth and prosperity. [2]
- In his 2019 article, What Kind of Capitalism Do We Want?, Schwab clarifies the meaning of stakeholder capitalism: [3]

---

1 WEF website - A Partner in Shaping History - The First 50 Years

2 Wikipedia - Klaus Schwab

3 Time magazine website - What Kind of Capitalism Do We Want?

- Stakeholder capitalism, a model I first proposed a half-century ago, positions private corporations as trustees of society, and is clearly the best response to today's social and environmental challenges.

- In 2004 Schwab won the Dan David Prize for "Leadership: Changing Our World." Their description of the World Economic Forum: [4]

  - Funded by the contributions of around a thousand of the world's leading corporations, the Forum acts in the spirit of entrepreneurship for the global public interest to foster economic growth and social progress. Essentially, the Forum aims to serve its members and society by creating partnerships between businessmen, politicians, intellectuals and other leaders of society to "define, discuss and advance key issues on the global agenda".

Davos

- Davos is the informal name of the annual four-day conference held by the World Economic Forum in Davos-Klosters, Switzerland. The non-profit organization's aim is to "engage the foremost political, business, cultural and other leaders of society to shape global, regional and industry agendas," according to its website. [5]

- Schwab considers those who attend Davos to be the stakeholders he is talking about. From a television interview: [6]

  - In my 1970 book I conceptualized for the first time what we call today stakeholder capitalism. And I wanted to create the place where stakeholders could meet. That was the original idea of Davos.

Where Do They Get Their Authority and Power, Connections

The World Economic Forum has close ties with international authority like the United Nations and close ties with medical / Covid related authority like the World Health Organization, Johns Hopkins and Gavi, the Vaccine Alliance. It also has ties with wealth and power with its connections to Bill Gates and to Microsoft, as well as many other powerful corporations.

- June 13, 2019, Klaus Schwab, President of the World Economic Forum and UN Secretary-General António Guterres signed a partnership between their two organizations. One of the six specific topics featured in their partnership is Digital

---

4 Dan David Prize website - Leadership: Changing Our World - Klaus Schwab

5 Business Insider website - here's what you need to know about the invitation-only conference that brings billionaires together with business and political leaders at a Swiss ski resort

6 CNBC International TV - WEF founder Klaus Schwab on what to expect from Davos 2020

Cooperation – [to] “Meet the needs of the Fourth Industrial Revolution while seeking to advance global analysis, dialogue and standards for digital governance and digital inclusiveness.” [7]

- The Fourth Industrial Revolution boasts an extensive list of corporate founding partners, among them Facebook, Microsoft, Qualcomm, Visa, Gavi, and IBM. [8]
- The virtual summit where the World Economic Forum presented the Great Reset was co-hosted by Prince Charles. [9]
- The World Economic Forum co-hosted the Event 201 pandemic exercise with the Johns Hopkins Center for Health Security and the Bill & Melinda Gates Foundation. [10]
- The World Economic Forum and the World Health Organization are collaborating on the Covid Action Platform. [11]
- The World Economic Forum co-founded the Coalition for Epidemic Preparedness Innovations (CEPI) with the Bill and Melinda Gates Foundation, The Wellcome Trust, and a consortium of nations, being Norway, Japan, and Germany; to which the European Union and Britain subsequently joined. [12]
- January 23, 2015, The World Economic Forum (WEF) gained a 'formal status' in Switzerland, confirming the role of non-profit organization as an international institution for public-private cooperation. This status is based on the WEF's important role for Switzerland, and provides for closer cooperation between the Swiss Confederation and the WEF in its field of activity: [13] [14]

  - "Through this recognition, Switzerland has shown not only its full support for the WEF's mission, but also its commitment to further enhance the role of Switzerland and in particular Geneva as a centre for international cooperation," Schwab said in a statement.

Finally, to fully understand the worldwide political and financial reach that the World Economic Forum has, near the end of this PDF can be found a section (or click it in the table of contents) which is a list of most of the Forum’s Board of Trustees members, showing who they are; their wealth and/or their positions in world finance and in government. This list makes it clear just how much the WEF’s agenda is being backed by or being done in concert with power and authority.

---

7 WEF website - World Economic Forum and UN Sign Strategic Partnership Framework
8 WEF website - What is the Fourth Industrial Revolution
9 YouTube video - The Great Reset | Launch session 3 June 2020
10 Event 201 website - About the Event 201 exercise
11 WEF website - World Economic Forum launches COVID-19 Action Platform to fight coronavirus
12 Wikipedia - Coalition for Epidemic Preparedness Innovations
13 The Economic Times website - WEF 2015 gets formal status in Switzerland as international institution
14 The Swiss Federal Department of Foreign Affairs - Agreement signed with the WEF

The Fourth Industrial Revolution

At the heart of the WEF is their Fourth Industrial Revolution which they champion in partnership with Gavi (the Bill Gates founded Vaccine Alliance) and Microsoft. This revolution will infuse technology into every aspect of life - 5G, the Internet of Things, and Artificial Intelligence.

How the WEF describes The Fourth Industrial Revolution

- From the Centre for the Fourth Industrial Revolution Network PDF: [15]

> - The First Industrial Revolution introduced the use of steam power to mechanize production. The Second Industrial Revolution saw a number of groundbreaking inventions in transport, telecommunications and manufacturing, including the use of electric power to generate mass production. The Third Industrial Revolution brought the internet and other technological innovations, which have ushered humanity into the digital era.
> - Today, society is undergoing a Fourth Industrial Revolution, an age in which scientific and technological breakthroughs are disrupting industries, blurring geographical boundaries, challenging existing regulatory frameworks, and even redefining what it means to be human. Emerging technologies such as artificial intelligence (AI), blockchain, drones and precision medicine are swiftly changing lives and transforming businesses and societies, inevitably posing new risks and raising ethical concerns. How can society ensure that its policies, norms and standards are able to keep up with these rapidly evolving technologies?
> - Enter the Centre for the Fourth Industrial Revolution Network.

The Technocratic Vision of The Fourth Industrial Revolution

- From the Fourth Industrial Revolution website's "about" page: [16]

> - Drawing on the World Economic Forum's global convening power, community creation and insight generation, the Centre for the Fourth Industrial Revolution in San Francisco aims to accelerate cross-sector cooperation for Fourth Industrial Revolution governance.

- From the WEF website page, Agile Governance: Reimagining Policy-making in the Fourth Industrial Revolution: [17]

---

15 Centre for the Fourth Industrial Revolution Network PDF - Centre for the Fourth Industrial Revolution Network for Global Technology Governance

16 WEF website - What is the Fourth Industrial Revolution

17 WEF website - Agile Governance: Reimagining Policy-making in the Fourth Industrial Revolution

- In this paper, we define agile governance as adaptive, human-centred, inclusive and sustainable policymaking, which acknowledges that policy development is no longer limited to governments but rather is an increasingly multistakeholder effort.

- On a WEF website page they introduce six “policy framework and governance protocol” platforms that they are piloting. From one platform titled, Shaping the Future of Technology Governance: Artificial Intelligence and Machine Learning: [18]

  - The impacts of artificial intelligence can already be seen in our homes, across businesses and impacting our political processes. In its embodied form of robots, it will soon be driving our cars, stocking our warehouses and caring for the young and elderly. Project areas include: decision-making tools for corporate boards, protocols for government use of AI and standards for AI targeted at children.

The Fourth Industrial Revolution and Transhumanism

- From the beginning of the WEF video introducing their Fourth Industrial Revolution: [19]

  - The very idea of human being some sort of natural concept is really going to change. Our bodies will be so high-tech we really won’t be able to distinguish between what’s natural and what’s artificial.

  - You might ask yourself, can we get to be superhuman? We’re now in the early stages of the fourth industrial revolution, which is bringing together digital, physical, and biological systems. One of the features of this fourth industrial revolution is that it doesn’t change what we are doing. But it changes us.

- From another of their policy framework platforms titled, Shaping the Future of Technology Governance: Internet of Things, Robotics and Smart Cities: [18]

  - There are more connected devices in the world today than there are humans. Commonly known as the Internet of Things (IoT), they come in infinite forms. As IoT technologies continue to affect all aspects of daily life, and as intimately as being embedded in the human body, questions about data ownership, accuracy and privacy protection are taking on ever greater importance.

- From the Fourth Industrial Revolution PDF: [20]

---

18 WEF website - The Centre is co-designing and piloting policy frameworks and governance protocols across six areas of focus.

19 WEF YouTube Channel video - What is the Fourth Industrial Revolution

20 Fourth Industrial Revolution PDF - The Fourth Industrial Revolution

- The healthcare industry is also faced with the challenge of incorporating simultaneous advances in physical, biological and digital technologies, as the development of new diagnostic approaches and therapies coincide with a push to digitize patient records and capitalize on the wealth of information able to be gathered from wearable devices and implantable technologies.

The Fourth Industrial Revolution and War

In his 2016 book, The Fourth Industrial Revolution, Schwab talks pragmatically about what it will mean for future conflicts. In a section of the book called Emerging Technologies Transforming International Security he talks of several areas: [21]

- Autonomous warfare, including the deployment of military robots and AI powered automated weaponry, creates the prospect of "robo-war", which will play a transformative role in future conflict.
- Autonomous weapons: Combining drone technology with artificial intelligence, they have the potential to select and engage targets without human intervention, according to pre-defined criteria.
- Wearable devices: They can optimize health and performance under conditions of extreme stress or produce exoskeletons that enhance soldiers' performance, allowing a human to carry loads of around 90 kg (198 lbs.) without difficulty.

The Great Reset

The Great Reset is intended to be a comprehensive make-over of the world; incorporating the Fourth Industrial Revolution and every tool to control all aspects of life that digital technology offers. It is clearly designed to socially engineer the world in the way Klaus Schwab and the Davos crowd see fit. And it is clear from his language that this dream of his can now be realized because of how the response to Covid has upset the world. The title of his book, published July 9th, ties the two together: Covid-19: The Great Reset.

- June 3 Klaus Schwab and Prince Charles co-hosted a virtual summit, presenting the Great Reset. Joining them were Gina Gopinath, the chief economist at the International Monetary Fund, António Guterres, the secretary-general of the United Nations, and CEOs and presidents of major international corporations, such as Microsoft and BP. [22]

---

21 Fourth Industrial Revolution PDF - The Fourth Industrial Revolution

22 YouTube video - The Great Reset | Launch session 3 June 2020

- In a January 20th interview, just 2 months before the markets would crash worldwide, Klaus Schwab lamented the lack of a sense of emergency required to make major changes: [23]

  > - I see that we have urgency in emergency, related to the environmental issues. We face an emergency situation and we have not yet really the sense of emergency to address those issues. Of course it's relatively difficult to get such a sense of emergency if the stock markets are doing so well, as we see now.

- And after the Covid rollout, these three quotes from the WEF website's Great Reset page: [24]

  > - To achieve a better outcome, the world must act jointly and swiftly to revamp all aspects of our societies and economies, from education to social contracts and working conditions. Every country, from the United States to China, must participate, and every industry, from oil and gas to tech, must be transformed. In short, we need a "Great Reset" of capitalism.
  >
  > - In fact, one silver lining of the pandemic is that it has shown how quickly we can make radical changes to our lifestyles. Populations have overwhelmingly shown a willingness to make sacrifices for the sake of health-care and other essential workers and vulnerable populations, such as the elderly. And many companies have stepped up to support their workers, customers, and local communities, in a shift toward the kind of stakeholder capitalism to which they had previously paid lip service.
  >
  > - We can emerge from this crisis a better world, if we act quickly and jointly. The changes we have already seen in response to Covid-19 prove that a reset of our economic and social foundations is possible. This is our best chance to instigate stakeholder capitalism.

- In the book, Covid-19 - The Great Reset, in a section called Accelerating the Digital Transformation, Klaus Schwab and his co-author praise the leverage of the Covid restrictions for how they are conditioning humans to a new normal of fearing being close to other humans, thus accelerating the adoption of a less human technocracy. Note the psyop here; natural human interaction and the inclination towards communal activity are referred to as "ingrained habits": [25]

  > - As social and physical distancing persist, relying more on digital platforms to communicate, or work, or seek advice, or order something will, little by little, gain ground on formerly ingrained habits.

---

23 CNBC International TV - WEF founder Klaus Schwab on what to expect from Davos 2020

24 WEF website - Now is the time for a 'great reset'

25 The Great Reset book - COVID-19 - The Great Reset

> - In one form or another, social- and physical-distancing measures are likely to persist after the pandemic itself subsides, justifying the decision in many companies from different industries to accelerate automation. After a while, the enduring concerns about technological unemployment will recede as societies emphasize the need to restructure the workplace in a way that minimizes close human contact. Indeed, automation technologies are particularly well suited to a world in which human beings can't get too close to each other or are willing to reduce their interactions. Our lingering and possibly lasting fear of being infected with a virus (Covid-19 or another) will thus speed the relentless march of automation, particularly in the fields most susceptible to automation.

The Breadth of the Great Reset - A Technocratic New Normal

- The topics that are part of the Great Reset and other WEF pet projects were not thought up because of and since Covid. On a WEF website page, titled Transformation Maps, a 2017 article explains their transformation maps, (see next to last page of this PDF for a screenshot of one), which are a quite impressive dynamic tool; a diagram with the aspects of the new order that they envision listed in a giant circle, all aspects clickable, each opening to a whole new set of linked topics, each with associated articles to explore: [26]

> - Transformation maps are the World Economic Forum's dynamic knowledge tool. They help users to explore and make sense of the complex and interlinked forces that are transforming economies, industries and global issues. The maps present insights written by experts along with machine-curated content. Together, this allows users to visualize and understand more than 250 topics and the connections and inter-dependencies between them, helping in turn to support more informed decision-making by leaders.

- The transformation map for the Great Reset shows six categories for the Great Reset and each time you click one it highlights all of the related issues around the circle. If you select the Redesigning Social Contract, Skills and Jobs category, for example, these are a few of the 14 issues that are highlighted: Corporate Governance, Digital Economy and New Value Creation, Artificial Intelligence, Fourth Industrial Revolution, Systematic Racism, LGBTI Inclusion, Human Rights. [27]

---

26 WEF website - What is a Transformation Map?

27 WEF website - Strategic Intelligence

The Great Reset's Goal is a New World Order, aka Global Governance

- From the book, Covid-19: The Great Reset, section 1.4., "Geopolitical reset", the authors warn that only global governance can save us: [28]

> - In this messy new world defined by a shift towards multipolarity and intense competition for influence, the conflicts or tensions will no longer be driven by ideology (with the partial and limited exception of radical Islam), but spurred by nationalism and the competition for resources. If no one power can enforce order, our world will suffer from a "global order deficit".
>
> - In a nutshell, global governance is at the nexus of all these other issues. Therefore, the concern is that, without appropriate global governance, we will become paralysed in our attempts to address and respond to global challenges, particularly when there is such a strong dissonance between short-term, domestic imperatives and long-term, global challenges.

The Reach of the Great Reset Narrative - Propaganda, Indoctrination

Now, amidst the Covid madness, one of the scariest aspects of it is the overt and covert indoctrinating of children to feel insecure, to be afraid of closeness to other people, and to get used to the new normal of education via computer without a flesh and blood teacher or fellow students.

- The WEF has its own Great Reset podcast. Episode 14 is titled Resetting Education with Sesame Street. At 2:45 of the audio podcast Oscar tells the children: [29]

> - On Sesame Street we know that it is very important to learn and to play every day. And because play time is so important we have been thinking of ways to help children all over the world learn and play at home. At first it was hard when nobody could go to school and I could not visit my friends. Then we learned to have video play time which was a lot of fun and made us feel better.

- On the WEF website Resetting Education page they have a video with Oscar telling children how important it is to wash their hands for 20 seconds, to stay six feet away from people in public, and detailing how to wear a mask and its importance to "protect yourself and others". [30]
- From a WEF website article titled, The Covid-19 pandemic has changed education forever. This is how: [31]

---

28 The Great Reset book - COVID-19 - The Great Reset
29 The Great Reset Podcast - Resetting education with Sesame Street
30 WEF website - Resetting education: lessons from Sesame Street on helping a generation at risk
31 WEF website - The COVID-19 pandemic has changed education forever. This is how

- Research suggests that online learning has been shown to increase retention of information, and take less time, meaning the changes coronavirus have caused might be here to stay. With this sudden shift away from the classroom in many parts of the globe, some are wondering whether the adoption of online learning will continue to persist post-pandemic, and how such a shift would impact the worldwide education market.

- See the very end of this PDF for Time Magazine's November 2nd cover featuring the Great Reset. Time Magazine is owned by Marc Benioff, a member of the WEF's Board of Trustees.

The New Normal's Biosecurity Paradigm

Event 201, the Covid Action Platform, and the Coalition for Epidemic Preparedness Innovations are WEF endeavors that positions them at the heart of the new normal's biosecurity paradigm.

Event 201

On October 18, 2019 the World Economic Forum co-hosted Event 201 with the Johns Hopkins Center for Health Security and the Bill & Melinda Gates Foundation.

Event 201 simulated how the world would respond to a coronavirus pandemic which swept around the planet. The simulation imagined 65 million people dying, mass lock downs, quarantines, and censorship of alternative viewpoints under the guise of fighting "disinformation".

- From the Event 201 website: [32]

  - The Johns Hopkins Center for Health Security in partnership with the World Economic Forum and the Bill and Melinda Gates Foundation hosted Event 201, a high-level pandemic exercise on October 18, 2019, in New York, NY. The exercise illustrated areas where public/private partnerships will be necessary during the response to a severe pandemic in order to diminish large-scale economic and societal consequences.
  - Experts agree that it is only a matter of time before one of these epidemics becomes global - a pandemic with potentially catastrophic consequences. A severe pandemic, which becomes "Event 201," would require reliable cooperation among several industries, national governments, and key international institutions.

---

32 Event 201 website - Event 201

- The Event 201 scenario recognizes that the information will need to be controlled; in fact, by developing methods in anticipation of the next pandemic. From an Event 201 webpage titled, “Call to Action”, section 7: [33]

  - Governments and the private sector should assign a greater priority to developing methods to combat mis- and disinformation prior to the next pandemic response.

  - Governments will need to partner with traditional and social media companies to research and develop nimble approaches to countering misinformation. This will require developing the ability to flood media with fast, accurate, and consistent information. Public health authorities should work with private employers and trusted community leaders such as faith leaders, to promulgate factual information to employees and citizens. Trusted, influential private-sector employers should create the capacity to readily and reliably augment public messaging, manage rumors and misinformation, and amplify credible information to support emergency public communications. National public health agencies should work in close collaboration with WHO to create the capability to rapidly develop and release consistent health messages. For their part, media companies should commit to ensuring that authoritative messages are prioritized and that false messages are suppressed including though the use of technology.

- From the Event 201 PDF, titled Communication in a Pandemic, alternative information, which they call mis- or disinformation, is considered dangerous because it can erode the public trust: [34]

  - Effective communication during public health events can be critical to public health response efforts. Public health messages help inform the public about risks and protective actions and, done correctly, are a critical component of community engagement and the buildup of public trust. Yet, true information about public health concerns is increasingly competing with false messages that can damage public confidence in health interventions and health authorities.

  - Misinformation during a public health emergency is a particularly concerning threat, because of the time-dependent nature of outbreak response and the corrosive effect misinformation can have on public trust.

  - Misinformation and disinformation are likely to be serious threats during a public health emergency. Unfortunately, thus far, there are limited ways to control the propagation of misinformation, leading to potentially draconian methods to manage this problem.

---

33 Event 201 website - Public-private cooperation for pandemic preparedness and response

34 Event 201 PDF - Communication in a Pandemic

The Covid Action Platform

- From a WEF web page announcing the launch of the Covid Action Platform: [35]

  - The Forum's Covid Action Platform is created with the support of the World Health Organization and is open to all businesses and industry groups, as well as other stakeholders, aiming to integrate and inform joint action.

  - The platform will operate a network where CEOs, organizational leaders and designated Covid-19 corporate responders can offer their help and team up on specific projects, launch actions and keep each other informed of best practices.

- On the Covid Action Platform website they introduce 35 platform projects which they say are now available for public and private organizations to join and engage. Here's excerpts from two of them; one wants everyone's body monitored from afar, the other wants a universal database for digital passes required to travel: [36]

  - Managing Epidemics with Consumer Wearables aims to establish an ethical approach for public health stakeholders to respond to pandemics using insights derived from consumer wearable devices - behavioral and physiological data from consumer Internet of Things (IoT) devices to diagnose or predict health outcomes. Programs established by technology companies provide a critical pathway for researchers to access these datasets. To unlock this potential the World Economic Forum is partnering with public health authorities, researchers and technology companies. This project is led by the Platform for Shaping the Future of IoT, Robotics and Smart Cities. (Some of the participating partners are Amazon Web Services, Apple, the Atlantic Council, Facebook, and Google.) [37]

  - Common Trust Network: As countries around the world work to overcome the COVID-19 pandemic and restart their economies, they all face the challenge of how to reopen their borders and allow travel and commerce to resume while protecting their populations' health. The Commons Project Foundation and the World Economic Forum have launched the Common Trust Network ... to help ensure that only verifiable lab results and vaccination records from trusted sources are presented for the purposes of cross-border travel and commerce. [38]

---

35 WEF website - World Economic Forum launches COVID-19 Action Platform to fight coronavirus
36 WEF website - Covid Action Platform
37 WEF website - Managing Epidemics with Consumer Wearables
38 WEF website - Common Trust Network

The Coalition for Epidemic Preparedness Innovations

- The Coalition for Epidemic Preparedness Innovations (CEPI) was co-founded with the Bill and Melinda Gates Foundation, The Wellcome Trust, as well as Norway, Japan, and Germany. It was launched January 19, 2017 at the Davos World Economic Forum Annual Meeting. [39]
- The Coalition for Epidemic Preparedness Innovations wants to work with governments and big pharma to fast track vaccines, producing vaccines in advance of predicted pathogens. From the WEF website: [39]

  - The Coalition for Epidemic Preparedness Innovations (CEPI) is a unique initiative to shorten the response time to epidemics by creating vaccines that could be released quickly once an outbreak occurs. By financing and doing the research before a crisis erupts, CEPI would dramatically speed up the ability to counter the spread of an infectious disease such as Ebola.

  - With $460 million in initial funding from the Bill & Melinda Gates Foundation, the Wellcome Trust and the governments of Germany, Japan and Norway, and promises for a total of $700 million, the programme involves the global vaccine manufacturers. With the advance work that CEPI will do, prepared vaccines could go straight to phase-three trials and get regulator approvals faster.

  - Added William H. Gates III, Co-Chair of the Bill & Melinda Gates Foundation in the US: “Unfortunately, even though there is substantial risk for epidemics, there is not a natural market for vaccines. You have to get governments to create the right incentive structure. If you can predict what the pathogens are going to be and can get vaccines stockpiled, then that would be a very good response.”

- From the CEPI website: [40]

  - First, CEPI will advance vaccines against known threats through proof-of-concept and safety testing in humans and will establish investigational vaccine stockpiles before epidemics begin - ”just in case”.

  - Second, we will fund new and innovative platform technologies with the potential to accelerate the development and manufacture of vaccines against previously unknown pathogens (eg: within 16 weeks from identification of antigen to product release for clinical trials) - ”just in time”.

---

39 WEF website - CEPI Initiative Aims to Prepare Vaccines to Speed Up Global Response to Epidemics

40 CEPI website - Strengthening global health security

The World Economic Forum's Board of Trustees

This is a partial list of the World Economic Forum's Board of Trustees. The list can be found on their website here: Leadership and Governance. The descriptions shown for each were found on their individual Wikipedia pages.

- Mukesh D. Ambani: is the richest person in Asia and the 6th richest person in the world, who sits or sat on the boards of multiple petroleum concerns and influential companies, including the Bank of America.
- Marc Benioff: is the owner and co-chair of Time magazine, which featured the Great Reset on the cover of their November 2, 2020 edition. (See an image of the cover at the very bottom of this PDF.) He is also Chair, Co-Chief Executive Officer and Co-Founder of Salesforce, the #1 provider of Customer Relationship Management (CRM) software globally. He is a member of the Council on Foreign Relations.
- Peter Brabeck-Letmathe: is the chairman emeritus, and former chairman and CEO of the Nestlé Group.
- Mark Carney: served as the Governor of the Bank of Canada, Governor of the Bank of England, and worked at Goldman Sachs as well as the Canadian Department of Finance. In March, 2020 he was appointed as United Nations special envoy for climate action and finance.
- Laurence D. Fink: is the chairman and CEO of BlackRock, the largest money-management firm in the world.
- Chrystia Freeland: is the current Deputy Prime Minister and the Minister of Finance, of Canada.
- Orit Gadiesh: is the chairperson of the management consulting firm Bain & Company. She is a member of the Council on Foreign Relations. She is the daughter of an Israel Defense Forces Colonel.
- Kristalina Georgieva: is Chairwoman and Managing Director of the International Monetary Fund. She has been both Chief Executive and Acting President of the World Bank Group. She previously served as Vice-President of the European Commission.
- Fabiola Gianotti: is the Director-General at CERN (European Organization for Nuclear Research) in Switzerland.
- Al Gore: former vice president under Bill Clinton. Member of the Board of Directors, Apple.
- Andre Hoffmann: Vice-Chairman: Roche Holding, Basel, Switzerland. Roche is a Swiss multinational healthcare company, the largest pharmaceutical company in the world.

- Paula Ingabire: is the Minister of Information and communications technology and Innovation, in the Cabinet of Rwanda.
- Christine Lagarde: is President, European Central Bank. Former Trade Secretary and Finance and Economy Minister of France. Former Managing Director, International Monetary Fund (IMF).
- Peter Maurer: is the President of the International Committee of the Red Cross.
- Luis Alberto Moreno: was Colombia's Ambassador to the United States and served as president of the Inter-American Development Bank from 2005 to 2020.
- Patrice Motsepe: is a South African mining billionaire businessman and is the founder and executive chairman of African Rainbow Minerals, which has interests in gold, ferrous metals, base metals, and platinum.
- Ngozi Okonjo-Iweala: is the Director-General, World Trade Organization (WTO). Chair of the Board of Gavi, the Global Alliance for Vaccines and Immunisation. Formerly with the World Bank as Development Economist and as Managing Director.
- Rania Al-Abdullah: is the queen consort of Jordan.
- Leo Rafael Reif: is the president of the Massachusetts Institute of Technology.
- David Mark Rubenstein: is a co-founder and co-executive chairman of The Carlyle Group, a global private equity investment company based in Washington, D.C. He is chairman of the Council on Foreign Relations.
- Mark Schneider: is the CEO of Nestlé and the former CEO of Fresenius, a €28 billion global healthcare group.
- Tharman Shanmugaratnam is the Senior Minister of Singapore and chairs the Group of Thirty, a Rockefeller Foundation founded global council of economic and financial leaders.
- Jim Hagemann Snabe: is the Chairman at Siemens and at Maersk. Siemens is a multinational conglomerate company, the largest industrial manufacturing company in Europe. Maersk is a Danish shipping company, the largest container ship and supply vessel operator in the world.
- Zhu Min: is Deputy Managing Director of the International Monetary Fund. Zhu has held senior positions in the Bank of China and was a Deputy Governor of the People's Bank of China.

Former Members of the Board of Trustees

- Hermann Gräf: is the CEO and chairman of the executive board of Sberbank, the largest Russian bank and is the former Minister of Economics and Trade of Russia.

- Jack Ma: is the co-founder and former executive chairman of Alibaba Group, a multinational technology conglomerate. He is 20th wealthiest person in the world.

World Economic Forum Partners

To further understand the world wide breadth of corporations that are involved with and are considers "partners" of the World Economic Forum, check out their extensive list of partners: Our Partners

Addendum

This section will be for more topical items added after the initial publication of this PDF to add to the picture of who and what the WEF is and their intentions, and with direct links instead of footnotes.

- From the WEF's YouTube channel, this weird psyop video addresses conspiracy theories and skepticism in the wealthy elite, etc., but concluding that you can trust us to save you from climate change: What is the Great Reset? | Davos Agenda 2021
- Just in case you thought once we get through this Covid thing we can go back to normal... somebody has taken the effort to create "smart masks". One might get the impression that the WEF thinks masks are here to stay. On the WEF website, 2 videos promoting them:

This smart face mask tells you when to wash it

This smart face mask displays your speech as text on a phone

- In a November 11, 2021 Klaus Schwab, megalomaniac extraordinaire, speaks in this video called: Narrating the Future:

> What pleasure to be together again and to design the future. We are here to develop the great narrative, a story for the future. And I would like to refer to His Highness Sheikh Mohammed bin Rashid Al Maktoum, the Vice-Chairman and Prime Minister of the United Arab Emirates and the Ruler of Dubai, who told us in order to shape the future you have first to imagine the future, you have to design the future, and then you have to execute.

Final Thoughts

A totally linked, top down controlled, technological world has been Klaus Schwab's life work. Now the digital revolution is enabling that like never before, and with Covid providing the excuse, the Hegelian problem, reaction, solution provides the means to realize it. Of course the WEF is just one of the players along with other very powerful organizations who have been cultivating their control and pulling strings for many decades. And now with big tech, big pharma, many willing political leaders, and mainstream and social media giants all on the same page, the game is on.

If an interconnected, fully monitored, regulated, censored, globally governed world where natural human qualities and values are subordinate to technology scares you, then I urge you to learn all you can about the players who would like to see this happen. If you haven't already, break the spell of mainstream media's contrived divisiveness and its hypnotic repetition of issues with no context that is completely void of any mention of the machinations of the World Economic Forum and other majorly influential players, and seek out alternative sources of information.

Relevant Links

World Economic Forum PDFs

Klaus Schwab, Thierry Malleret book - COVID-19 - The Great Reset

Klaus Schwab book - The Fourth Industrial Revolution

The Fourth Industrial Revolution Brochure

Articles and Videos about the World Economic Forum

- A lengthy article about Klaus Schwab and his interests packed with quotes and links:

  Klaus Schwab and his great fascist reset

- In this video Spiro Skouras delves into the Great Reset::

  The Great Reset Plan Revealed: How COVID Ushers In The New World Order

- In this video James Corbett unpacks the propaganda that is the Great Reset:

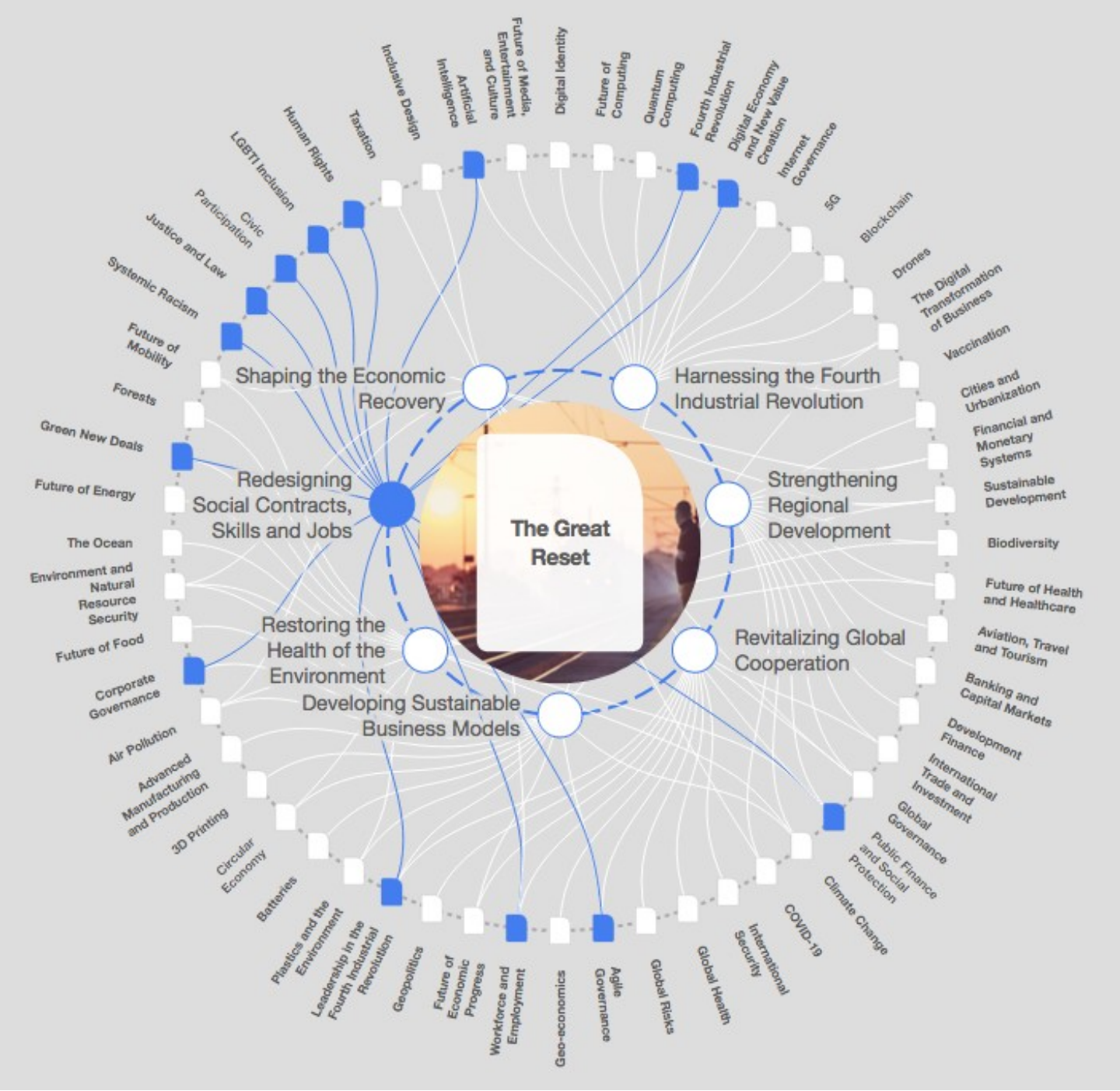
  Your Guide to the Great Reset

- Article by Derrick Broze on the Last American Vagabond website, November 17, 2021:

  The Great Narrative and The Metaverse, Part 1: A Dystopian Vision of the Future

Scroll down to see 2 full page images.

Transformation Map



IN PARTNERSHIP WITH THE WORLD ECONOMIC FORUM

NOV. 2 / NOV. 9, 2020

THE GREAT RESET

BY KLAUS SCHWAB

PLUS: THE DUKE AND DUCHESS OF SUSSEX ▪ BJARKE INGELS ▪ YO-YO MA
JANE FRASER ▪ YURIKO KOIKE ▪ NGOZI OKONJO-IWEALA & MORE

TIME



time.com