

World Economic Forum Annual Meeting – Day 3
Davos, Switzerland
30 January 2009
Natural Sound with English and German Speech
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Restrictions: None

Intro: Global business, political and civil society leaders struggled with the nature of solutions to the current global crises on day three of the World Economic Forum Annual Meeting.

Shotlist: (Davos, Switzerland, 30 January 2009) (WEF – Access All)

- 1) General views of Davos in the snow
- 2) Delegates arriving
- 3) Flags
- 4) Interior of conference centre
- 5) Wide shot Bill and Melinda Gates at news conference
- 6) Melinda Gates calling for business to invest in eradicating disease: "For corporations, private donors, donor nations and even individuals, there's little else during this economic crisis to provide such a significant return on investment. An investment in neglected tropical disease control is truly one of the best in public health. So we're calling on everyone today who is here with us in Davos to join in on this campaign."
- 7) Bill Gates saying it is important to use business principles for aid programmes: "Inventions of vaccines or elimination of neglected tropical diseases, those fit the paradigm. Invest now and the benefits are there forever, and yet your investment doesn't have to continue. Yes I think that type of tough business analysis and drawing in the new innovative ideas is what we are trying to bring to the field, and I'm very impressed with our partners who are doing the same."
- 8) Wide shot of panellists at discussion session
- 9) Nick Stern, Professor of Economics and Government, London School of Economics, describing the green world that can be created: "So we have to be very clearly aware of the magnitude of the risks we run. But the second part of the story is much more positive and optimistic. If we want to do it, we can. And what do we end up with? We end up with something that's really rather attractive – it is a quieter, less dirty, more energy-secure, more bio-diverse world that grows."
- 10) Wide view press conference
- 11) United Nations Secretary-General Ban Ki-moon saying that crises outside the financial sector must be addressed and cannot be forgotten: "To be sure the economic crisis reduces our resources. It threatens to deflect attention from other global problems – climate change, the issues

of water and the environment and economic development. We are here today to say that this will not happen.”

- 12) Wide view press conference
- 13) British Prime Minister Gordon Brown calling for political leadership to press new solutions for growth: “In these unprecedented times, I’ve come here to Davos to say that politicians and business leaders, all of us, have an urgent responsibility to rise to the challenges of leadership. 2008 will be remembered as the year when global financial markets failed. I want 2009 to be remembered as the year when the world came together to reach urgent solutions and built for the future.”
- 14) Wide view discussion panel
- 15) Danish Prime Minister Anders Fogh Rasmussen speaking about preparations for the Copenhagen Conference: “What are we going to achieve? And I think three points are important. Firstly, we have to agree on targets; secondly we have to agree on funds; and thirdly we have to agree on verification. ”
- 16) Wide view discussion panel, cutaway audience
- 17) Former US Vice President Al Gore saying that the United States is ready to lead the world in combating climate change, which will also lead to economic growth: “The United States is now prepared under President Obama’s leadership to reengage the world community in an urgent response to the climate crisis, and to make the solutions to the economic crisis the same as the solutions to the climate crisis. ”
- 18) Wide view discussion panel
- 19) Royal Dutch Shell Chief Executive Jeroen Van der Veer saying CO2 must have a price for anything substantial to happen: “You have to price CO2. You will go nowhere if there is no price of CO2. So if you save CO2 you should have a reward for it, or if you like to bring CO2 into the atmosphere there should be penalty. There must be a price for CO2.”
- 20) Gore departing and commenting on the economic need for green investment: “Well I think the solutions to the climate crisis are the same solutions we need for the economic crisis – to have a green stimulus, put people to work, building the new green low-carbon infrastructure, get the economy moving in a sustainable direction and put people back to work.”
- 21) Wide view discussion panel
- 22) European Central Bank President Jean-Claude Trichet speaking about the need for multilateral institutions with clout: “If we all agree on a very efficient surveillance of the macro policies, for instance, through the IMF - and the World Bank also has a very important role to play – then will the shareholders of the IMF give the political backing which is necessary when you have tough remarks to make and tough recommendations to make? And this calls for, in a way, a paradigm change at the level of the international community as a whole.”
- 23) Wide view discussion panel

- 24) Former United Nations Secretary-General Kofi Annan saying that any Zimbabwe solution must include economic recovery plan: "There can be no solution in Zimbabwe that does not include economic recovery and better welfare of the people. And so we have to come up with the solution that does not only deal with the political problem, but also leads to economic recovery."
- 25) Wide view discussion panel and cutaway of audience
- 26) Rwandan President Paul Kagame saying the financial crisis should not affect Africa's move towards better governance: "It comes out obvious that the current global financial crisis, and how it has affected the different economies of the world, will definitely have a negative impact on Africa in that sense. But whether that will directly relate to that affecting the governance area, I think I would go back to think it creates more difficulties, but in any case there have difficulties we have been facing very long, and progress has been made."
- 27) Views of delegates on Congress Centre
- 28) Set-up shot Luisa Dias Diogo, Prime Minister of Mozambique
- 29) Luisa Dias Diogo, Prime Minister of Mozambique saying her country can help Africa and the world beat the current crisis: "We are going to use this international crisis in food as an opportunity for Africa – specifically for Mozambique – to show what we can contribute, what we can do in terms of contribution in the international market in terms of food. So use these problems as a challenge, as a home of opportunity to solve our own problems and to support the international community. "
- 30) Saif al Gaddafi, President, Gaddafi International Charity and Development Foundation: "You know without democracy you cannot go forward, you need democracy. Otherwise you don't have efficient governments. And no efficient governments, no growth, no development, no no no."
- 31) Ngozi Okonjo-Iweala, Managing Director, World Bank, saying Africa has been hit already, but is in better condition to get through the crisis because of the reforms of the past decade: "Africa has actually been impacted through commodity prices, foreign remittances and drying-up of capital flows; however, because many of the countries have done good reforms, in the past years, the past decade and have been growing relatively well, they are weathering it a bit better than one would expect., And I think they should just continue the good policies."
- 32) German Federal Chancellor Angela Merkel criticising U.S. government for giving support to auto industry (German): "Let me tell you very frankly, as a country that sees the automotive industry as one of the very strong pillars of its economy, I am very wary of seeing subsidies in the United States of America being injected right now into the automobile industry. Such periods must not be allowed to last for too long, because they will inevitably, obviously, lead to a certain amount of distortion and also constitute protectionism, quite frankly. There is no

alternative to a free, global, market economy and this is why we need to work to bring the Doha round very quickly to a successful conclusion.”

- 33) Czech President Vaclav Klaus speaking about the European Union. “It depends whether the countries will keep having the single market, keep thinking in terms of the single market, they’ll not try to start new waves of protectionism which would be against the spirit of the single market. And so the answer is not simple yes or no. I think it depends very much on the future whether the individual countries will not be trying to fight one another.”
- 34) Mores shots of participants in hall
- 35) Colombian President Alvaro Uribe Velez warning of the social consequences of the financial breakdown and prescribing mechanisms for sustainable growth. “If this economic crisis strikes for real, I am afraid that we are going to see a very dangerous impact on security. Therefore, the international community should consider this. And we need to be aware of what has been the process of economic growth during the last 5-6 years. Some countries grew because of consumption, and the price of commodities, others grew because of investment. If we want to grow in the future to overcome this crisis, we need a very effective framework to promote investment with social responsibility.”

Story: The diversity of the problems facing the world demands a diversity of solutions, many of which were proposed and examined. Against the overwhelming backdrop of the financial crisis, other problems still need to be addressed, according to participants from the business, government and NGO communities.

Bill and Melinda Gates used the language of business and investment to encourage all partners to continue to invest in disease eradication. Melinda Gates called it “one of the best investments in public health,” and cited figures showing the increased lifespan and productivity for people who could be vaccinated or cured. Bill Gates said his foundation and its partners used the principles of business to assess the effectiveness of any programmes.

United Nations Secretary-General Ban Ki-moon said he would make sure that the problems of climate change, water, environmental degradation and economic development would not be ignored while the world fixed the financial system.

British Prime Minister Gordon Brown called for strong leadership to lead the world out of its problems in 2009. For those changes to take place, European Central Bank President Jean-Claude Trichet said there had to be a “paradigm shift” so that international institutions had the power to enforce tough decisions.

Solving one of the problems often cited – climate change – offers great economic opportunities, according to participants from academia, politics and

the private sector. Nick Stern, Professor of Economics and Government at the London School of Economics, described a world a "quieter, less dirty, more energy-secure, more bio-diverse world that grows." The growth that can come from green investment was emphasised by former US Vice President Al Gore, who pledged that the United States was now ready to lead the world in confronting climate change, and that leadership would lead to investment and sustainable jobs. A panel including Danish Prime Minister Anders Fogh Rasmussen, who will host a major climate conference in Copenhagen later this year, agreed with Royal Dutch Shell CEO Jeroen van der Veer, who said that for any reforms to happen, CO2 had to have a price.

Economics reform and political reform need to be closely linked. For Zimbabwe, the political crisis will not end until the economy is put back on track, according to former UN Secretary-General Kofi Annan. And Rwandan President Paul Kagame and Gaddafi foundation President Seif al Gaddafi emphasised that the move towards good governance cannot be derailed by political or economic expediency. In fact, Africa was in better shape now to handle the crises after a decade of reform, according to Mozambican Prime Minister Luisa Dias Diogo, and World Bank Managing Director Ngozi Okonjo-Iweala.

European leaders continued to emphasise the need to avoid protectionism, as German Federal Chancellor Angela Merkel criticised the US government for giving support to auto industry, and Czech President and European Council President Vaclav Klaus said recovery was not assured unless the EU maintained its free trade spirit.

A sombre note was sounded by Colombian President Alvaro Uribe Velez, who warned of the social consequences of the financial breakdown if it badly affected his country's economy.