

World Economic Forum Annual Meeting 2009

Davos-Klosters, Switzerland 28 January – 1 February



Background Facts and Figures

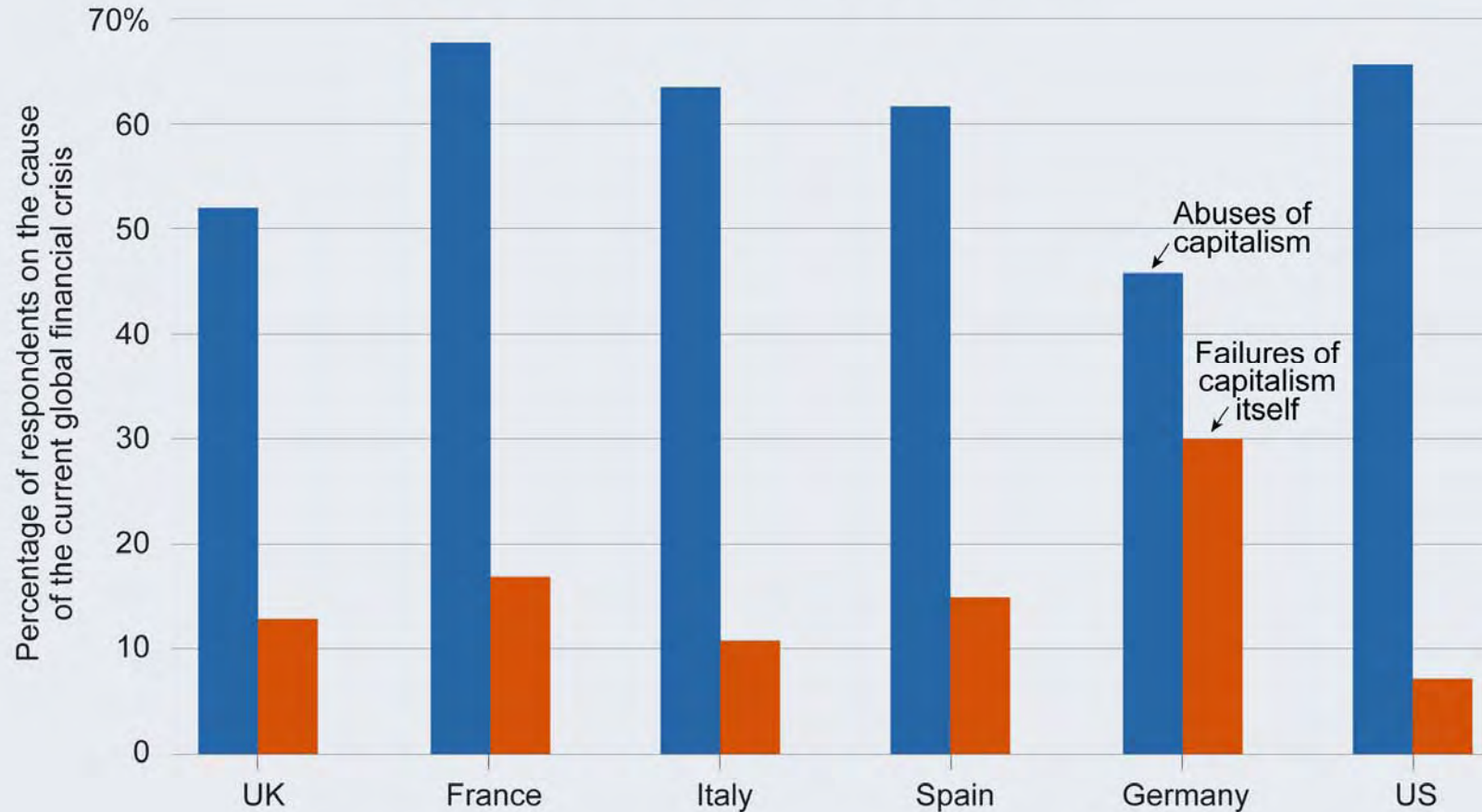
Prepared by PricewaterhouseCoopers
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Values and Leadership

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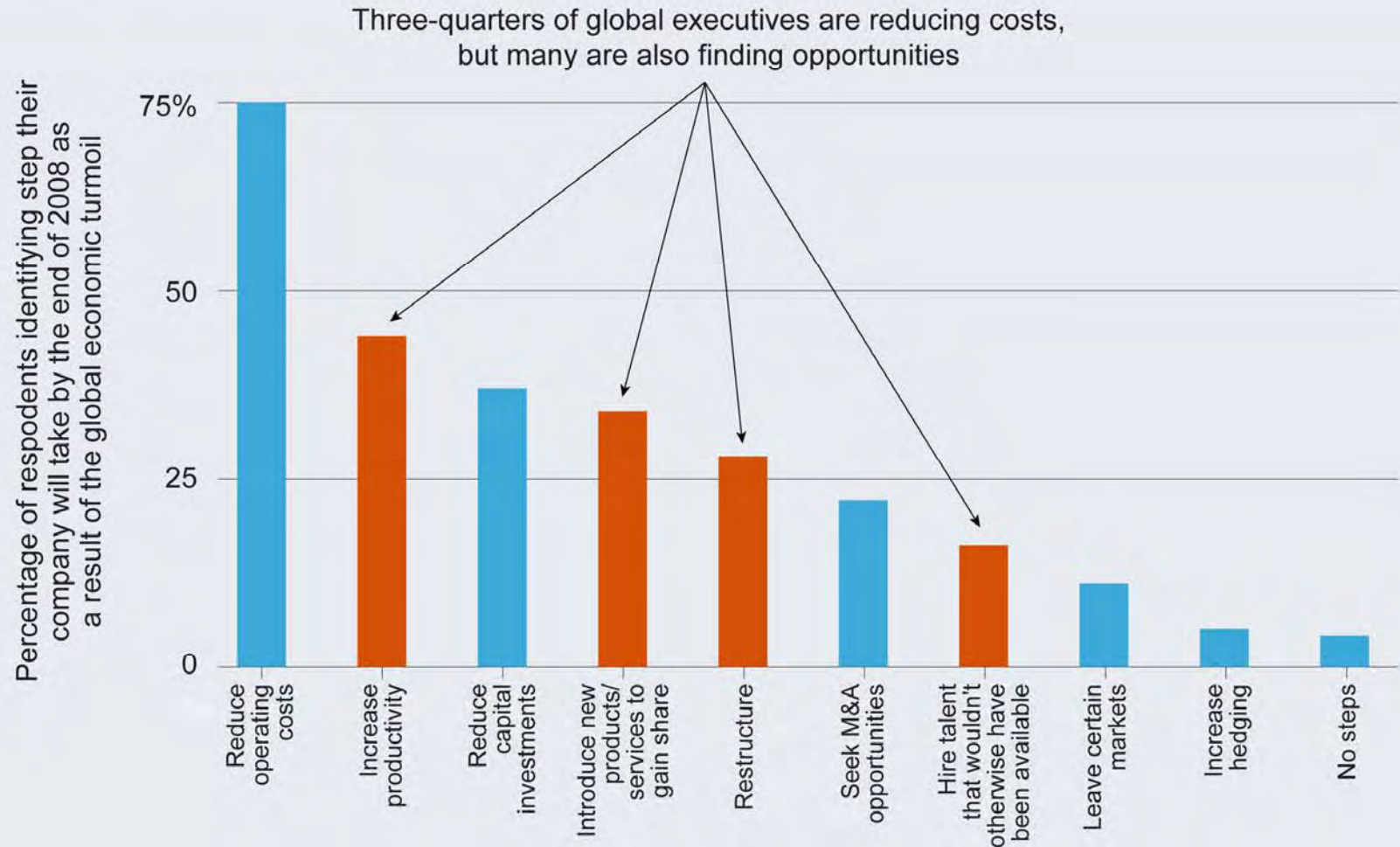
Attitudes about Capitalism

In the US and Europe, most believe the financial crisis is due to abuses of capitalism rather than the failure of capitalism itself



Source: FT/Harris poll (October 2008)

Corporate Responses to Economic Turmoil

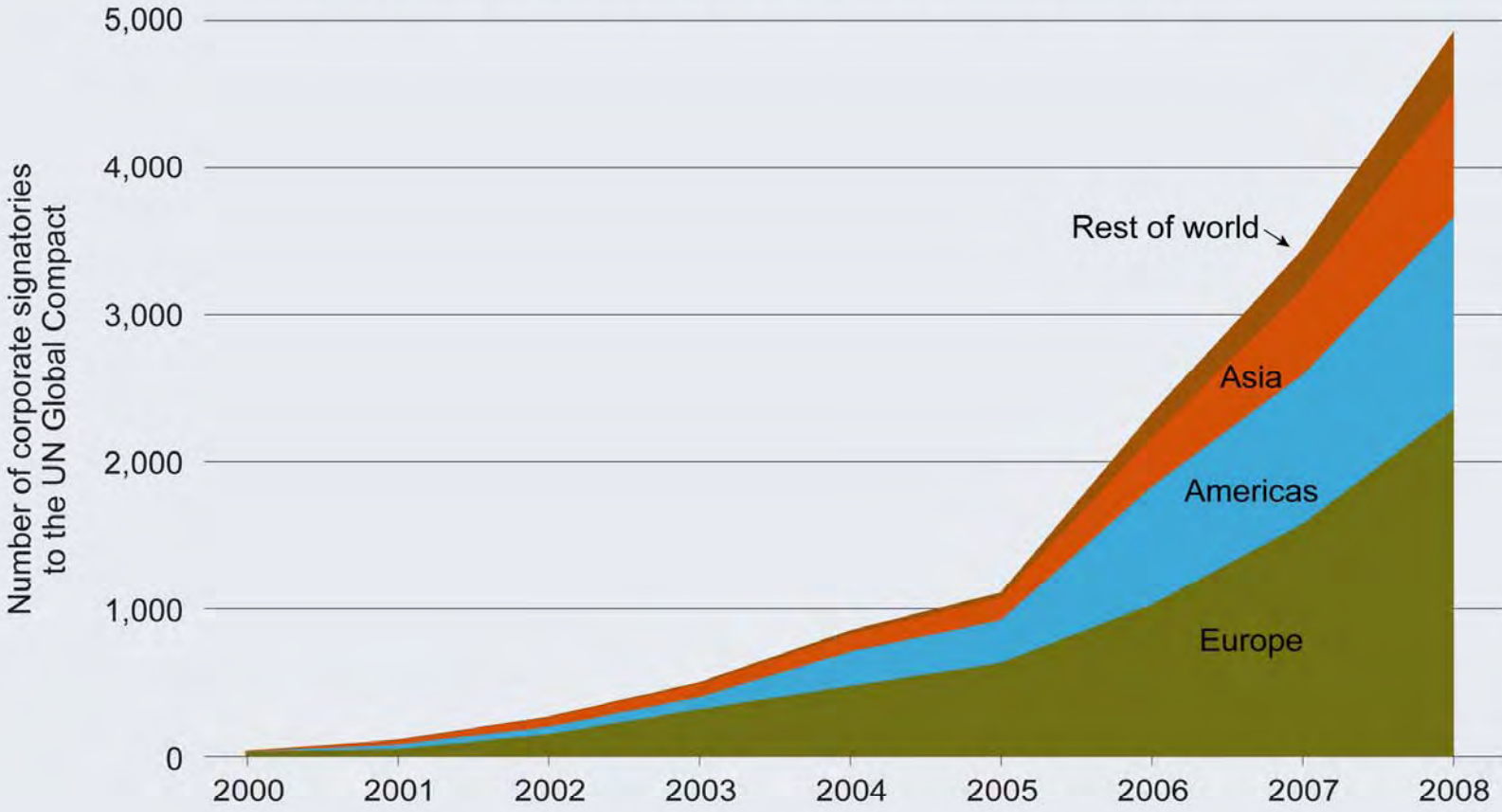


Note: Results of a global survey conducted 5-10 Nov, 2008, asking "What steps, if any, has your company taken or does your company plan to take in the rest of 2008 as a result of the global economic turmoil?" (n=1,424)

Source: "Economic conditions snapshot, November 2008", McKinsey Quarterly

UN Global Compact

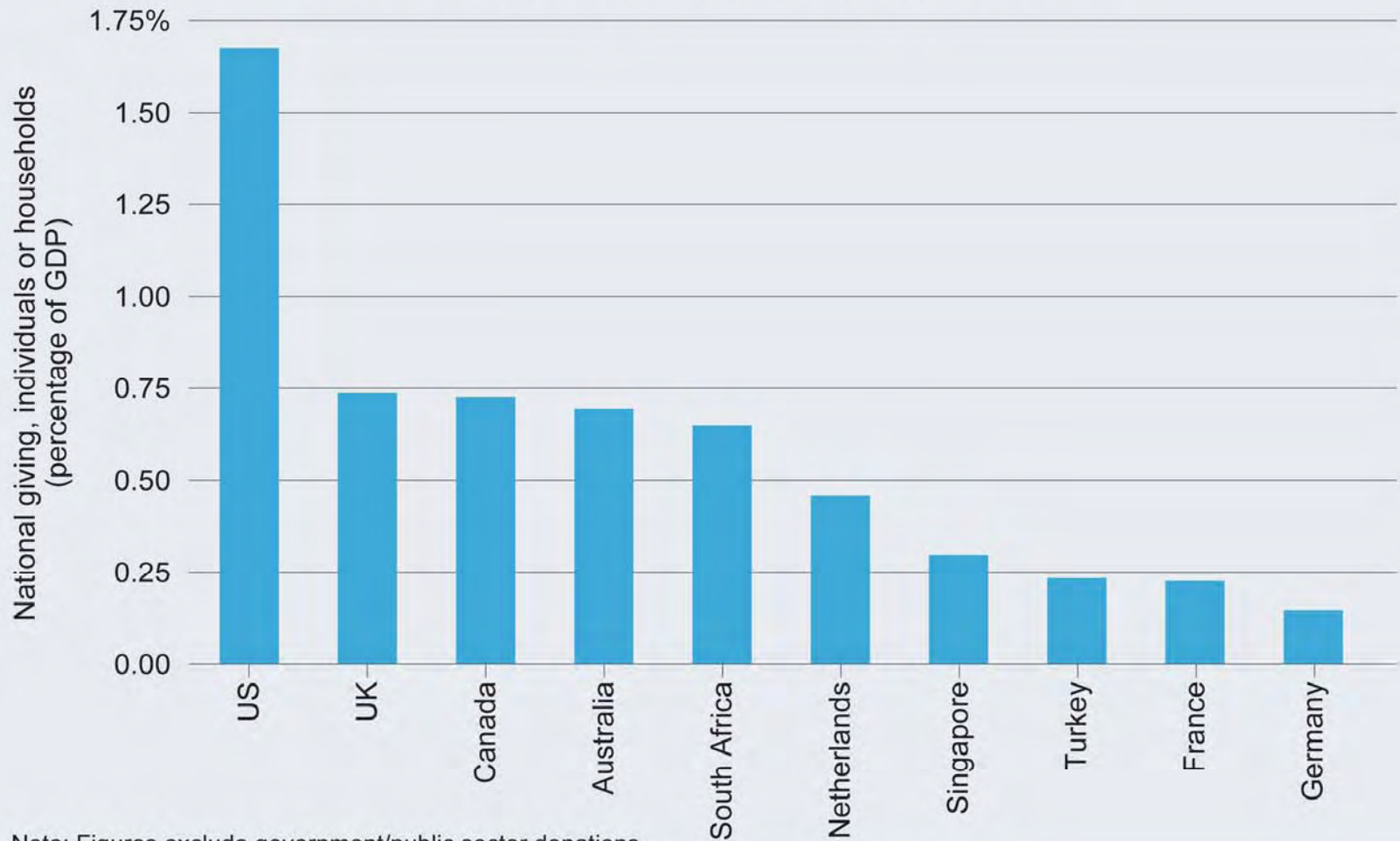
By the end of 2008, nearly 5,000 companies worldwide had signed with the Global Compact to raise corporate responsibility standards



Source: United Nations

Philanthropic Spending

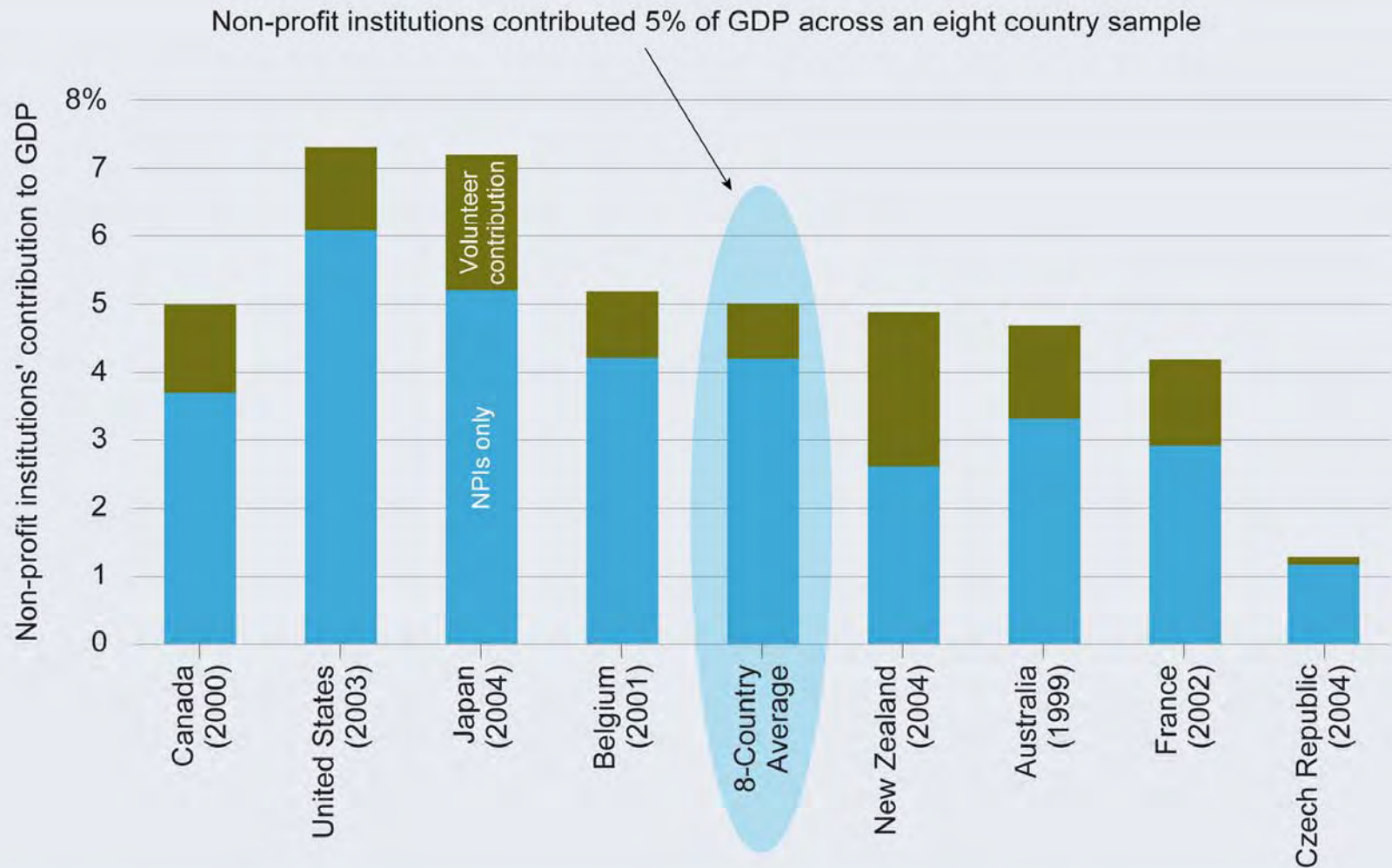
American individuals and households give more to charities, relative to the size of the economy, than others in a survey of 10 countries



Note: Figures exclude government/public sector donations

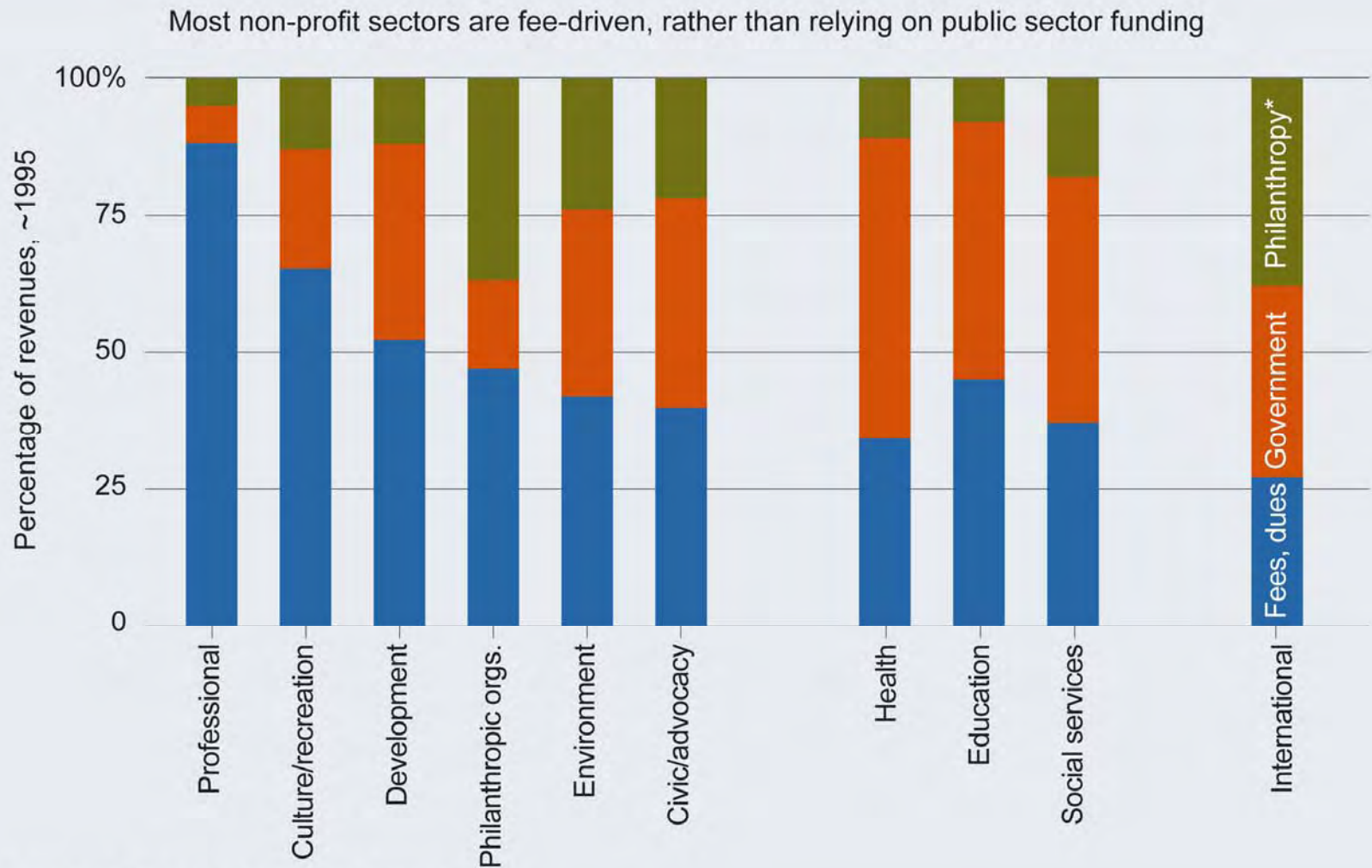
Source: Charities Aid Foundation (2006)

The Non-Profit Economy



Source: "Measuring Civil Society and Volunteering", by Lester M. Salamon, Johns Hopkins Institute for Policy Studies (2007)

Revenue Sources for Non-profit Organizations



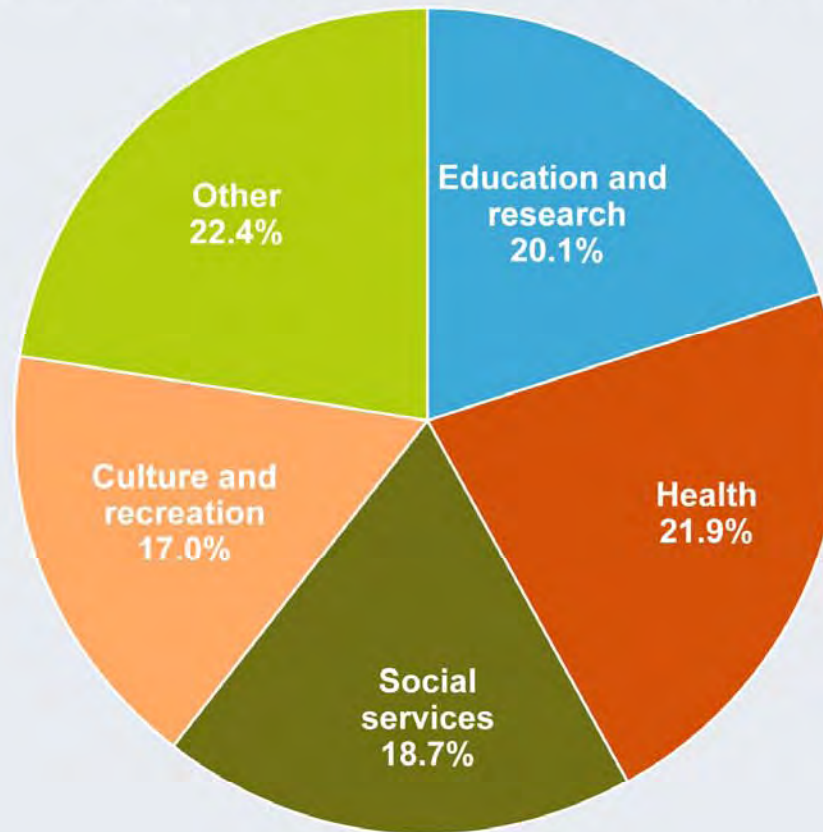
* excludes the imputed value of volunteer labour

Source: "Global Civil Society: Dimensions of the Nonprofit Sector", Salamon, et al. (1999)

Non-profit Institutions by Sector

Health, education and social services account for 61% of non-profit institutions' economic contribution

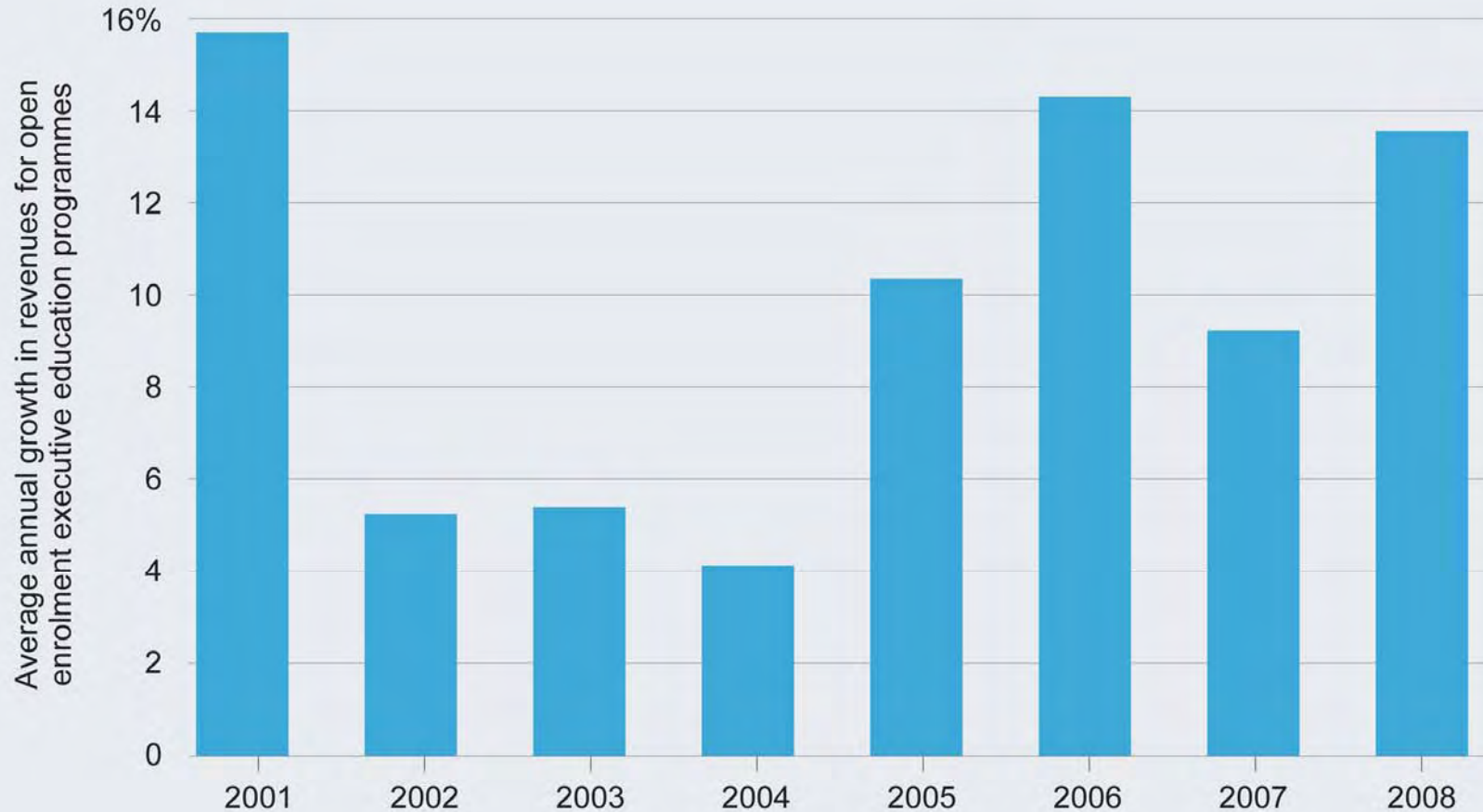
Percentage of non-profit institutions' contribution to GDP



Source: "Measuring Civil Society and Volunteering", by Lester M. Salamon, Johns Hopkins Institute for Policy Studies (2007)

Growth in Executive Education

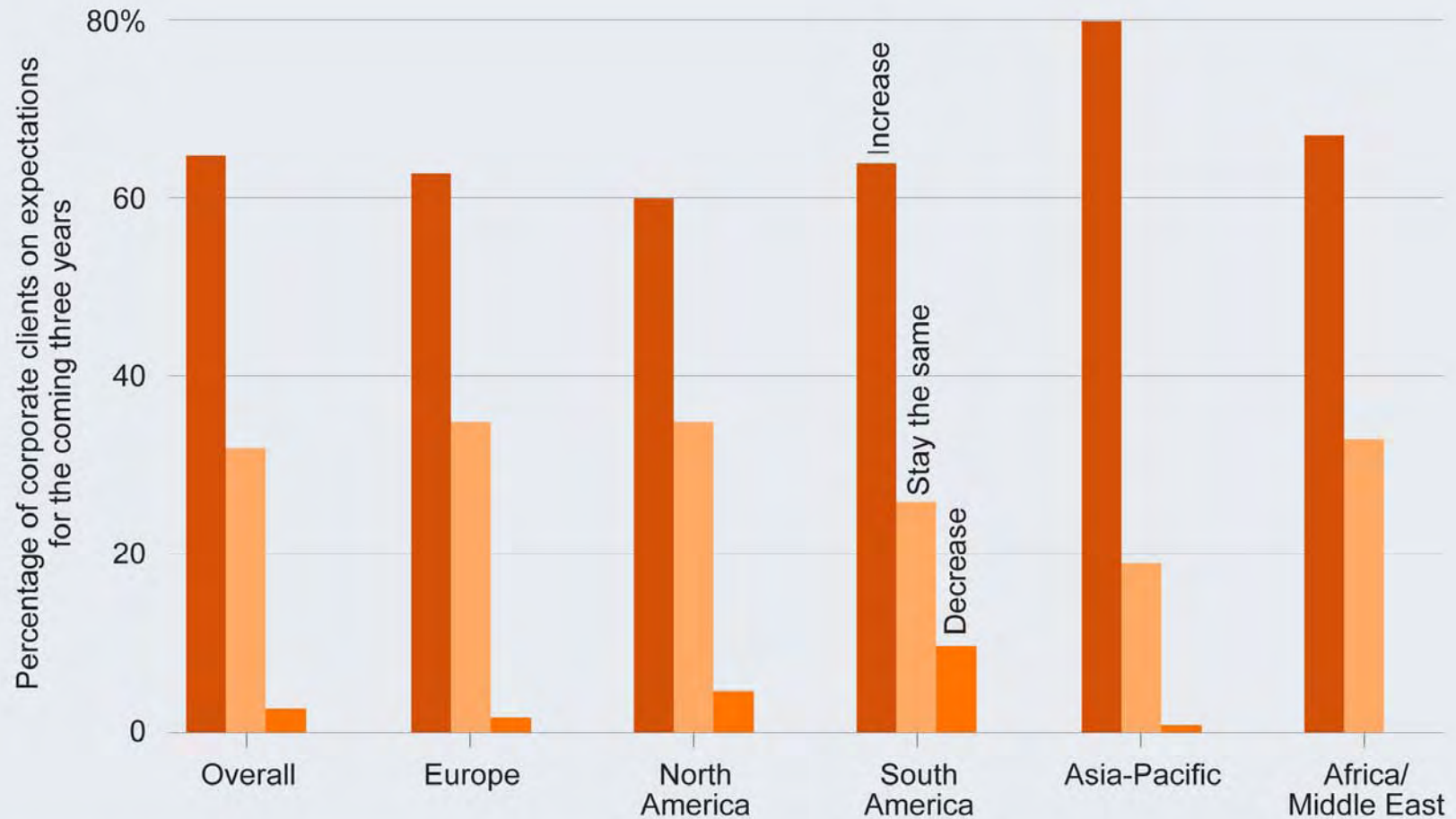
Open enrolment programmes have grown faster than 8% per year since 2005



Source: FT Executive Education 2008

Custom Programmes for Executives

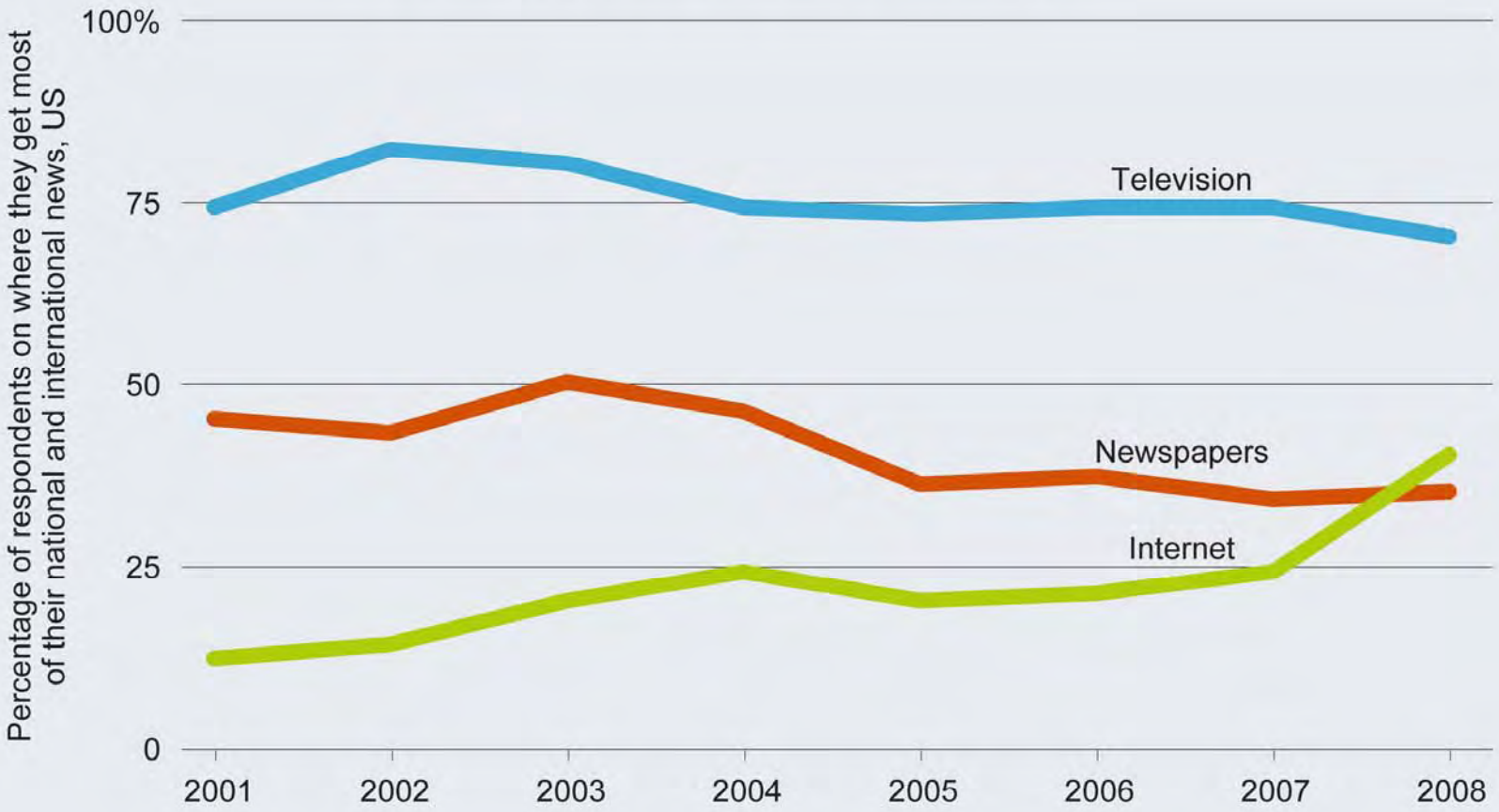
Most companies expect to increase their investment in custom executive education



Source: FT Executive Education 2008

Sources for News Information

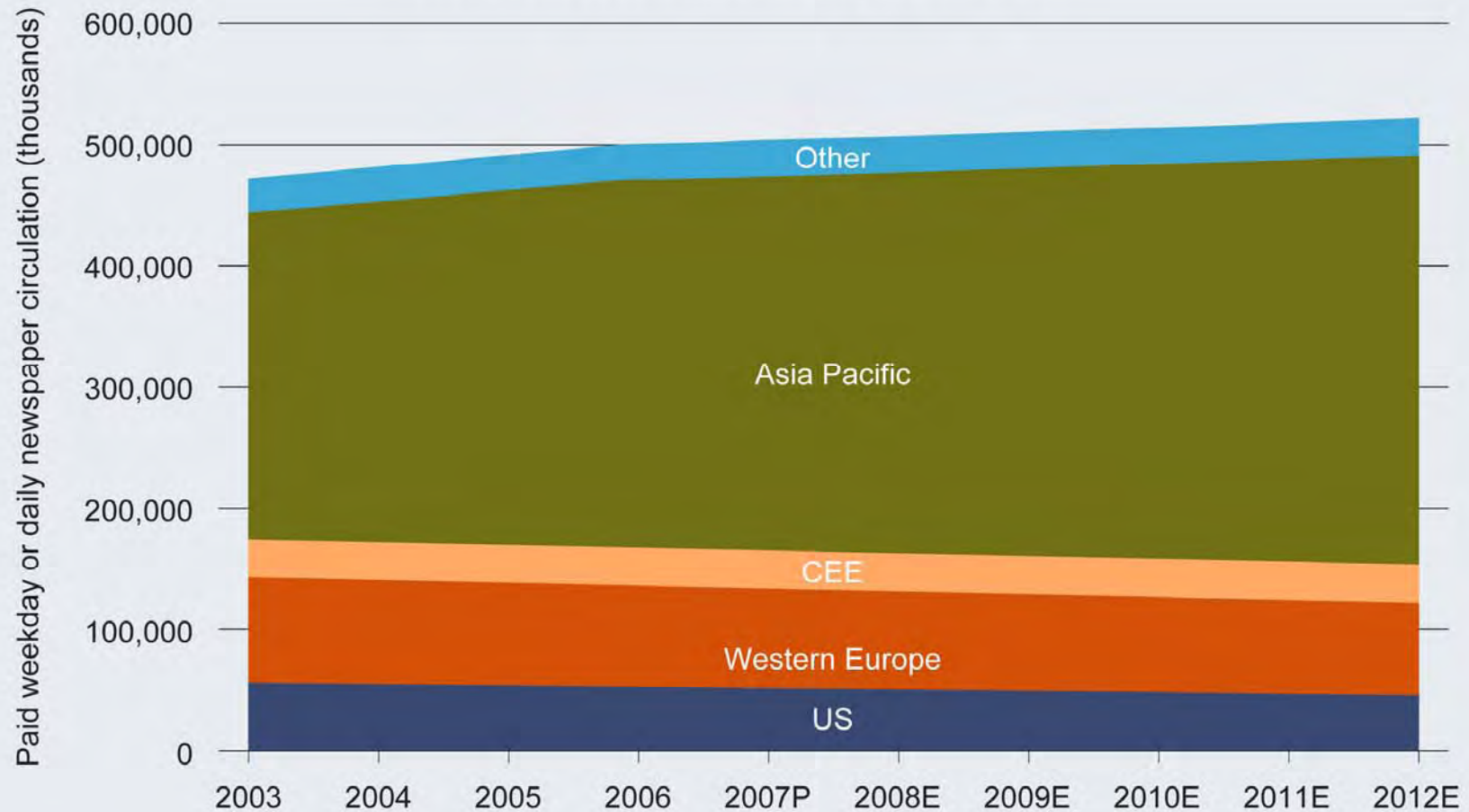
In the US, the Internet has surpassed newspapers as a main source for national and international news



Source: Pew Research Centre

Newspaper Circulation

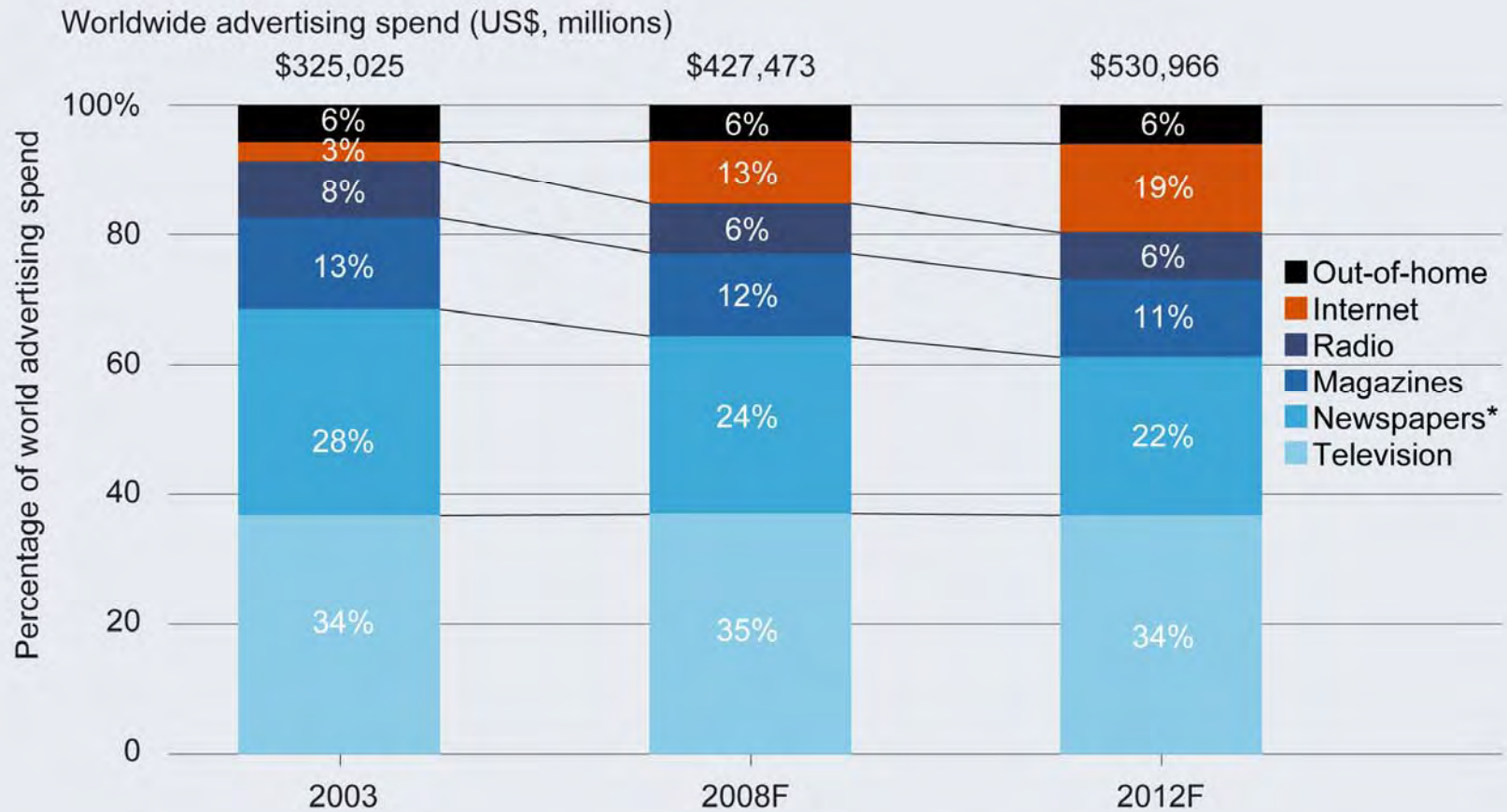
Rising readership in the Asia-Pacific region is forecast to offset declines in Western Europe and the US



Source: "Global Entertainment and Media Outlook: 2008-2012", PricewaterhouseCoopers LLP; Wilkofsky Gruen Associates

Global Advertising Media

Internet advertising is the fastest growing segment

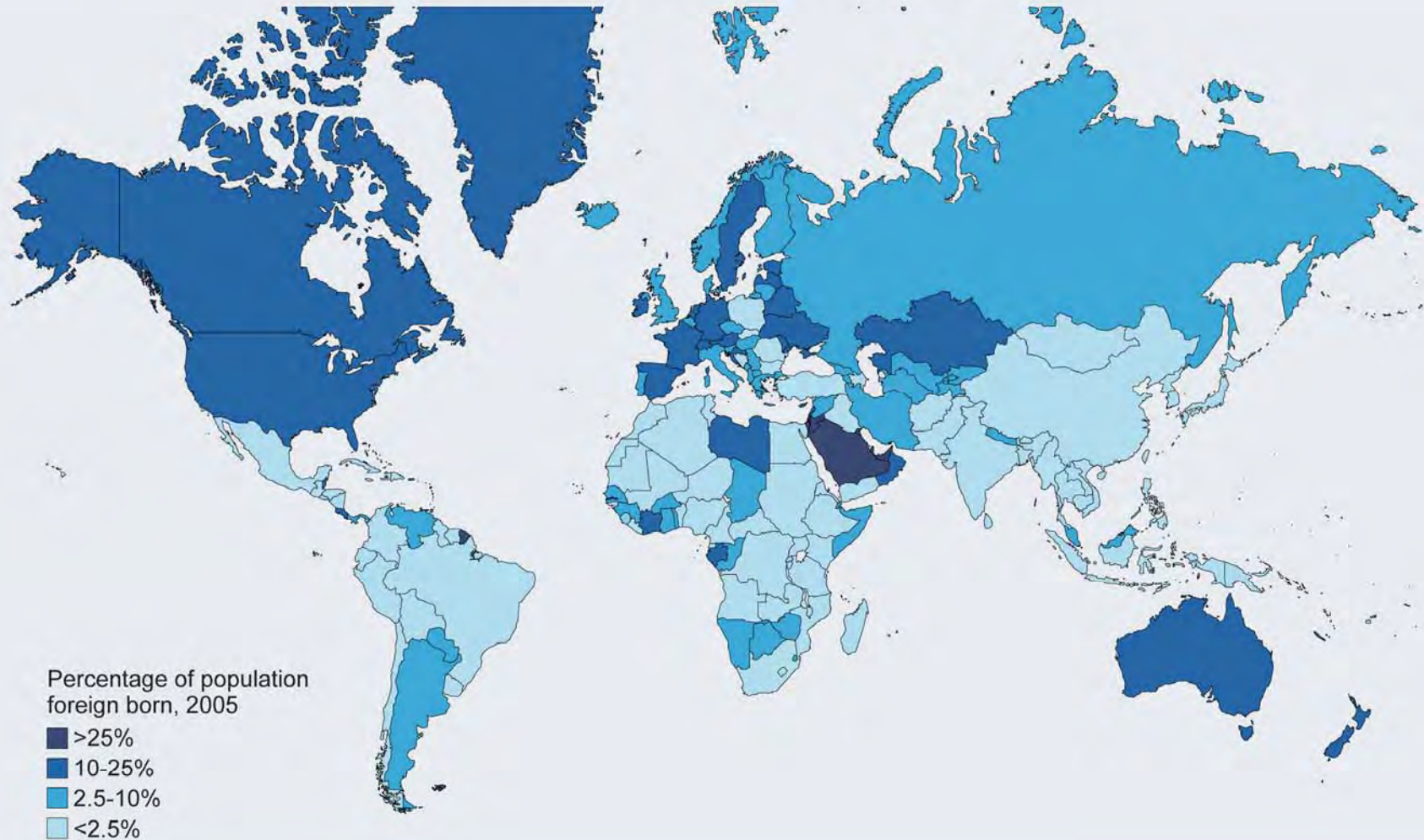


* Newspaper website advertising counted in both Newspaper and Internet categories, but not double-counted for totals.

Source: "Global Entertainment and Media Outlook: 2008-2012", PricewaterhouseCoopers LLP; Wilkofsky Gruen Associates

The World's Migrants

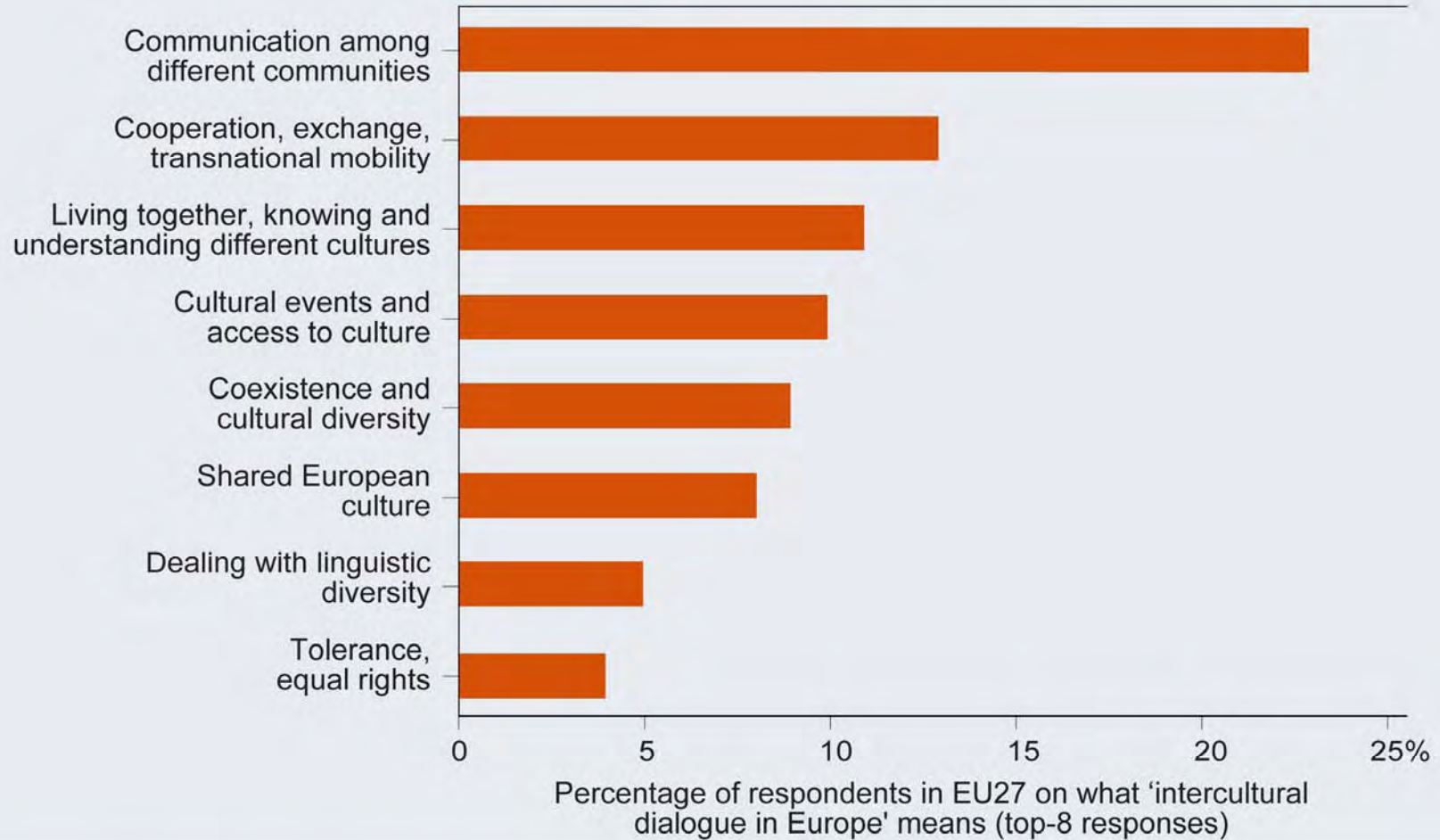
East Asia tends to play host to smaller immigrant populations



Source: UN Population Division (2006)

What Intercultural Dialogue Means

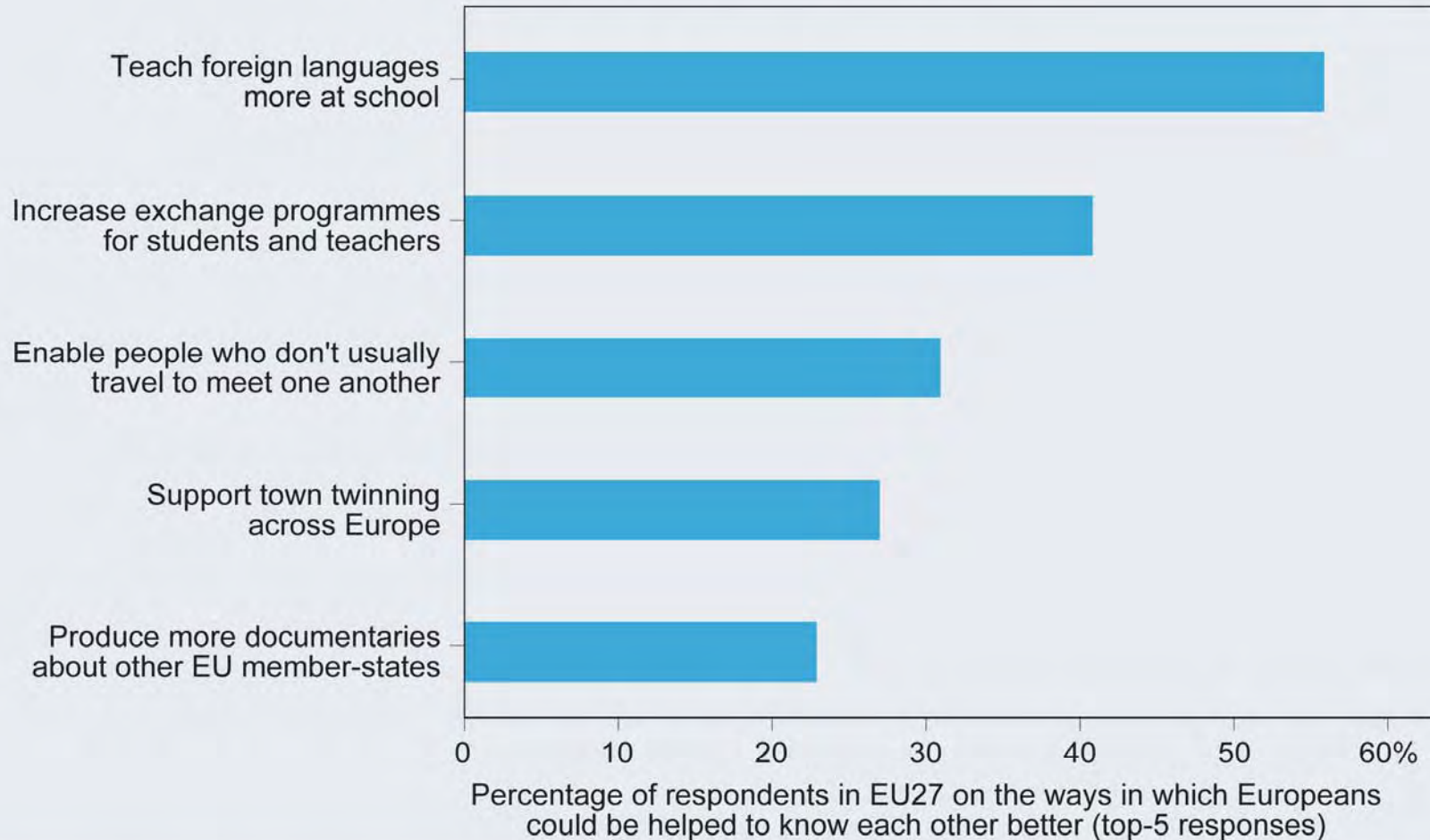
EU citizens are more likely to perceive intercultural relations in terms of communication and mobility than a shared culture



Source: Eurobarometer (2007)

Developing Cross-National Understanding across Europe

EU citizens believe learning languages and travelling more are the most effective way to get to know other European cultures



Source: Eurobarometer (2007)

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