

The World Economic Forum is most well-known for the annual meeting in Davos, Switzerland. The event is well covered by the media, as it brings together some of the greatest minds in economics, investments, and finance. The Forum and Founder, Klaus Schwab, have presented a solution to the economic impact of Covid 19, coined The Great Reset. The partnerships, thought leadership, and capital that relate to the Forum and the movement offer a snapshot of how the virus will shape global markets. Klaus Schwab makes the case that an economic depression can be avoided with an overhaul of capitalism as it has existed to this point. Capitalism 2.0 is an aggressive move toward environmental sustainability and the mitigation of income inequality. The invisible hand of the free market and history will judge whether this is capitalism 2.0 or capitalism at all.

- The objective of “The Great Reset” is to rebuild resilience and trust in the global economy
- The Great Reset is broken out in to seven categories: Harnessing the Fourth Industrial Revolution, Strengthening Regional Development, Revitalizing Global Cooperation, Developing Sustainable Business Models, Restoring the Health of the Environment, Redesigning Social Contracts, Skills and Jobs, and Shaping the Economic Recovery.
- The desired outcomes include a market that promotes fairer outcomes, ensuring investments that advance shared goals such as equality and sustainability, and harness innovation pointed towards the Fourth Industrial Revolution.

