



**Covid
Action
Platform**

As the International Organization for Public-Private Cooperation, the World Economic Forum, acting as partner to the World Health Organization, is mobilizing all stakeholders to protect lives and livelihoods.

Context

The dramatic spread of COVID-19 has disrupted lives, livelihoods, communities and businesses worldwide. All stakeholders, especially global business, must urgently come together to minimize its impact on public health and limit its potential for further disruption to lives and economies around the world.

But the sum of many individual actions will not add up to a sufficient response. Only coordinated action by business, combined with global, multistakeholder cooperation – at exceptional scale and speed – can potentially mitigate the risk and impact of this unprecedented crisis.

Our contribution

The spread of COVID-19 demands global cooperation among governments, international organizations and the business community. This multistakeholder cooperation is at the centre of the World Economic Forum's mission as the International Organization for Public-Private Cooperation.

In this context, the new COVID Action Platform will focus on three priorities:

1. Galvanize the global business community for collective action
2. Protect people's livelihoods and facilitate business continuity
3. Mobilize cooperation and business support for the COVID-19 response

Approach

At the request of the World Health Organization, Wellcome Trust and our Partners, the COVID Action Platform draws on all of the Forum's stakeholders, communities and capabilities. The Platform will enable leaders from the public and private sectors, and civil society worldwide, to leverage and form exceptional, cross-cutting communities of action.

Initially, members of the COVID Action Platform will be invited to join or form networks of stakeholder cooperation to:

1. Galvanize the global business community for collective action

- Join CEOs, chairpersons, senior executives and corporate "COVID response leads" to discuss global, industry and region-specific impact, improve coordination and pursue opportunities for collective action
- Access trusted information and analysis and engage in digital collaboration and peer-to-peer interaction in real time
- Empower community leaders and reinforce solidarity, including by mobilizing Young Global Leaders, Global Shapers, media and civil society ambassadors

2. Protect people's livelihoods and facilitate business continuity

- Develop and share tools and best practices to assess risk, maintain operations and protect employees
- Amplify trusted information, especially to protect people from rumours and misinformation
- Analyse impact of work stoppages, school closures and other social-distancing interventions on households and economies
- Codify impact on manufacturing and production value chains and pursue collaboration to address disruptions

3. Mobilize cooperation and business support for the COVID-19 response

- Strengthen supply chains to ensure that strategic commodities and equipment are available and accessible
- Harness big data and artificial intelligence to mitigate impact and improve decision-making
- Support mechanisms for business donations and contributions to the public health response and towards development of available and accessible vaccines, treatments and cures

How to contribute

Join the COVID Action Platform:

- Contribute knowledge and know-how relating to any of the three priorities and related activities
- Provide logistical, technical or communications support for the Platform or its activities
- Second an individual from your organization to work full- or part-time to scale up the Platform and play an integral role in shaping the global response

Find out more on TopLink (toplink.weforum.org) if you already have an account.

Or, request access to join the Platform on our website (wef.ch/covidactionplatform).

Contact

To serve this community, the Forum has established a specialized team dedicated to this effort. To contact the team, please write: **healthsecurity@weforum.org**.