



The Unexpected Insights from Virtual Davos 2022

Our records indicate that this is the first time you're receiving the Weekly Brief, and as BCG's CEO, I want to personally welcome you. I hope that BCG's latest knowledge and my own reflections can help you make sense of our rapidly changing reality. If you have any feedback, I'd love to hear from you. - Christoph

To BCG's network around the world,

As world leaders gathered virtually last week for the World Economic Forum meeting, we expected the focus to be on the pandemic and climate. And these two topics were certainly at the heart of most discussions. But as I look back on the sessions last week, I am also struck by several themes that get less attention. Here are four that stood out for me:

1. Watching Out for the Dangers of Disinformation. Whatever the issue, the preponderance and incredibly fast spread of disinformation impedes the efficient, collective response to our biggest challenges. In a Davos panel called "COVID-19: What's Next," Dr. Anthony Fauci, President Biden's chief medical advisor, said that in the US, "We have disinformation that is entirely destructive to a comprehensive public health endeavor."

Business leaders can and should play a role in combating the proliferation of disinformation, communicating clearly internally and externally—especially on topics of global significance such as climate change and COVID-19.

2. Improving Digital Inclusion. The pandemic accelerated the need for digital connectivity—and exposed how many people were excluded because of a lack of access to high-speed internet in both the developing and developed worlds. Today,

37% of the global population does not use the internet. The World Economic Forum's [Edison Alliance](#) is a public-private coalition of leaders working on this issue by helping to increase investment in digital inclusion solutions.

In a special address, India's Prime Minister Narendra Modi shared that the government is investing \$1.3 trillion in connectivity-related infrastructure. This will connect more than 600,000 villages through fiber optics. The plan's aim, he said, is to "give new impetus to seamless connectivity for movement of goods, people, and services." Bridging the digital divide globally [will be a critical effort through the rest of this decade](#).

3. Addressing Rising Inequality. As UN Secretary General António Guterres said last week, there has been a "global inability to support developing countries in their hour of need." He pointed out that 80% of investments aimed at the economic fallout from the pandemic have been injected into developed economies, leaving low-income countries far behind.

This "lopsided recovery" highlights the need for business leaders and the developed world to support developing economies in order to reform the global financial system.

4. Preparing Supply Chains for Labor Disruption. There's plenty of talk about disruptions in worldwide supply chains, the connection with inflation, and the need to make supply chains more resilient. (More on that from Rich next week.) But one important point that I heard from CEOs last week is that a major labor event—and not inflation—could be what derails the economy in Q1.

Currently around 80 vessels are waiting to get into the Ports of Los Angeles and Long Beach, a congestion phenomenon taking place in other large ports around the world and leaving an increased portion of the global fleet unproductive. If port workers were to go on strike or fall ill, for example, the impact could be extremely damaging.

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I greatly look forward to attending Davos in person again. Still, in my first Davos experience as CEO of BCG, I came away with a lot to think about and a new dose of energy for the challenges ahead.

Until next time,



Christoph Schweizer
Chief Executive Officer

Further Reading



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The race to net-zero emissions will forever change the way many companies do business. The immediacy, pace, and extent of change are still widely underestimated. Early movers can seize significant advantage. This report shows how.

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