

For Immediate Release
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New Book Launch: International Leaders Spell Out 17 Big Bets for a Better World

Can the fashion industry change the world? What will be on a Michelin chef's sustainable menu in 2030? And can a digital identification system change basic social service in India? The book 17 Big Bets for a Better World answers these questions and many more.

A new book, **17 Big Bets for a Better World** coming out September 13th, presents 17 bold and innovative ideas to reduce global poverty and improve lives. In the book, some of the world's most renowned thought-leaders detail how we collectively can reach the global goals (Sustainable Development Goals) set forth by the UN last year. From a Prime Minister and a Nobel Peace Prize winner to an artist and Michelin-chef, the book presents fresh and credible solutions to the challenges humanity faces through 17 transformational ideas for positive change. The 21 authors for the book are available for media interviews.

The book is published as part of the broader Big Bet Initiative (www.bigbetinitiative.com) to engage stakeholders around new and innovative ideas for global development. A series of global innovation meetings for civil society organizations, innovative minds, and investors will catalyze action around the 17 Big Bets to launch on-the-ground projects.

Reviews of 17 Big Bets

Ban Ki-moon, Secretary General, United Nations

"The Sustainable Development Goals embody the aspirations of people everywhere for lives of peace, prosperity and dignity on a healthy planet. To uphold our core promise to leave no one behind, we need action from everyone, everywhere. The United Nations looks forward to working with all partners to mobilize the leadership and investments that will turn this transformative vision into tangible progress."

Muhammed Yunus, Nobel Peace Prize Laureate

"What drives the world forward is transformative and game-changing solutions and innovations. Leveraging the big bets of global thinkers, this book is an important contribution to the new Global Goals."

About the Sustainable Development Goals (SDGs)

The adoption of the 2030 Sustainable Development Goals was a landmark for the global community and our global sustainability. Now, one year after the initiation of the goals, it is time to start implementing and realizing the new global agenda. One thing is clear: traditional development thinking will not suffice. There's an annual US\$ 2.5 trillion investment gap for the goals *per year*. The funding shortfall demands we find smart solutions, new ways to leverage private sector capital and activate civil society in order to achieve the goals by 2030.

Publisher and Editors

The book is published by Historika, Gad Publishers and supported by the Danish Development Agency DANIDA. The book will be available in bookstores in the US, UK and Denmark, and available for online purchase internationally.

17 Big Bets is produced and published by Dalberg. It is edited by Stig Tackmann, editor-in-chief of the Big Bet Initiative; Henrik Skovby, executive chairman of Dalberg; and Kristian Kampmann, editor, Dalberg.

The contributors:

	Name	Organization	Title
1	Amina J. Mohammed	Government of Nigeria	Minister of Environment
2	Annie Leonard	Greenpeace	Executive Director of Greenpeace USA
	Daniel Mittler		Political Director of Greenpeace International
3	Ashish J. Thakkar	Mara Group and Mara Foundation	Founder
	James Mwangi	Dalberg Group	Executive Director
4	Craig Silverstein	Echidna Giving Fund	Founders of Echidna Giving Fund. Craig was the first hire at Google.
	Mary Obelnicki		
5	Dan Barber	Blue Hill & Blue Hill at Stone Barns	Chef and co-owner
6	Danielle Nierenberg	Food Tank	Co-founder and president
7	Fabiola Gianotti	CERN	Director-General
8	Jacqueline Novogratz	Acumen	Founder & CEO
9	James Mwangi	Equity Bank	Managing Director and CEO
10	Jamie Drummond	ONE	Co-founder and executive director
11	José Ángel Gurría	OECD	Secretary-General
12	Julia Gillard	Global Partnerships for Education	Board Chair, former Australian Prime Minister
13	Kailash Satyarthi	Bachpan Bachao Andolan	Founder, Nobel Peace Prize Laureate
14	Luis Alberto Moreno	Inter-American Development Bank	President
15	Mogens Lykketoft	UN General Assembly	President 70th session
16	Nandan Nilekani	Infosys / Unique Identification Authority of India	Co-founder and former CEO/ Chairman
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17	Olafur Eliasson	Olafur Eliasson Studios	Independent artist/philosopher

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