



WORLD ECONOMIC FORUM 2023: MEDIA TRENDS

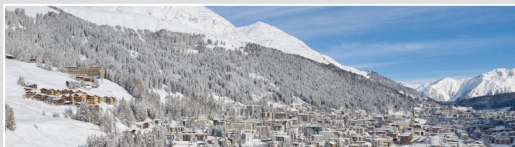
JANUARY 2023

DAVOS 2023

	Location	Davos, Switzerland
	Timing	Annual / 2023: 16-20, January
	Founded	1971
	Homepage	weforum.org
	Social Channels	    
	Followers	8.9m 4.3m 790k 4.5m 4.4m

What is different in 2023?

- *Event attendance increases 25% over 2022*
- *German Chancellor Olaf Scholz is sole leader of a G7 nation to appear at WEF2023*
- *WEF2023 Theme: "Cooperation in a Fragmented World"*



Consistent with other major events, the **World Economic Forum (WEF)** experiences a sizable boost in visibility over 2022 as in-person event attendance regains significance. 'Polycrisis' is a common term as world leaders discuss complex global issues that are increasingly intertwined.

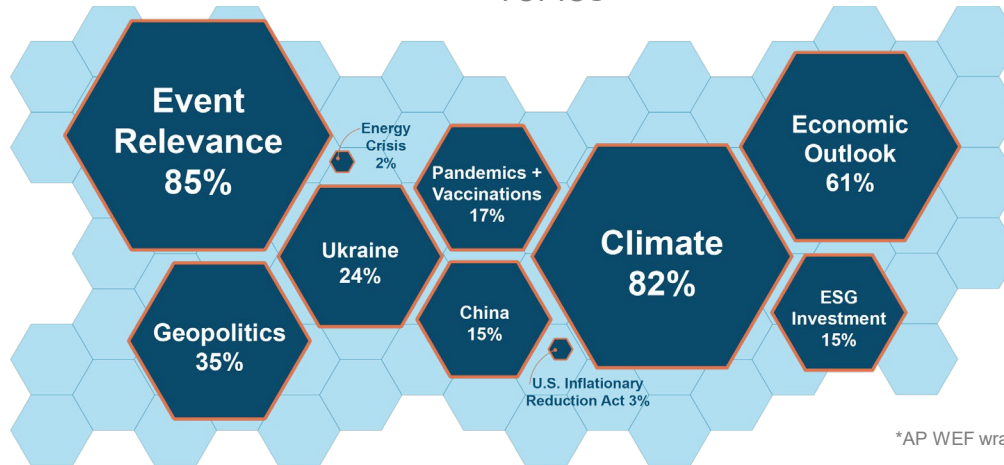
- » **Criticism** expands as distrust of institutions, companies, and major leaders continue to take hold. Calls for accountability at personal and corporate levels, as well as questions surrounding integrity and motivation behind decisions, serve as major themes.
- » **Climate Challenges** continue to create pressure amid continued demonstrations from activists, such as Greta Thunberg, expressing a loss of faith in leaders at WEF and pushing for change from the "bottom up".
- » **Economic Outlook** is slightly more optimistic than originally anticipated, despite looming potential of a recession. While inflation, the energy crisis, and war are all key components leading to economic uncertainty, the world's most prominent CEOs' commentary during the event was less pessimistic than some of the same companies' recent workforce layoffs could lead us to suspect.
- » **Ukraine** remains top of mind as **President Zelenskyy** again generates the highest visibility among WEF speakers as he implores world leaders to make decisions with speed and resolve. Overall, politicians continue to hold the highest share of voice among speakers, reflecting the widespread influence of geopolitics on other sectors.

DISCUSSION OF EVENT RELEVANCE AT NEW HIGH AMID GLOBAL 'POLYCRISIS'

TOPICS

Event relevance increases nearly 200% over 2022 as conversation emphasized institutional distrust.

Additionally, comments from Donald Trump, Elon Musk, and Greta Thunberg are highlighted.



Stakeholder capitalism vs. Shareholder capitalism:

Davos leaders attempt to balance tension between ESG opponents and proponents who accuse them of going too far or not enough to drive real change.

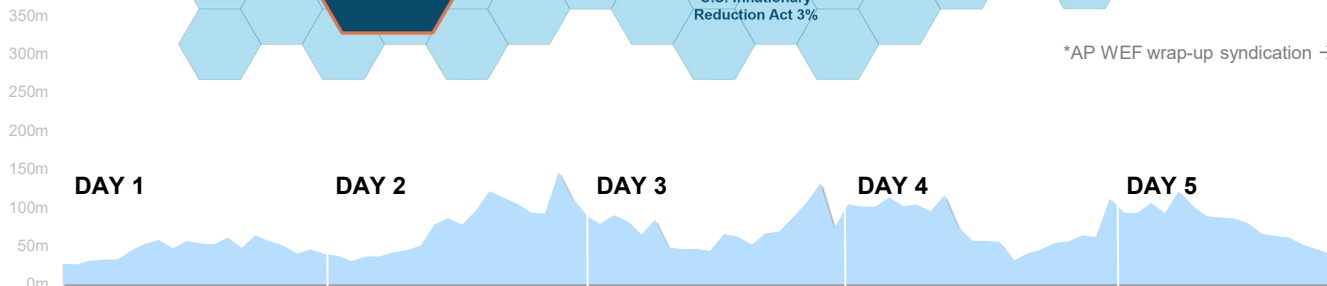
Global Markets

Universe
All Coverage on Davos 2023

Period
Davos 2023
16.01.2023 - 20.01.2023

Data
Reach: Traditional and Social Media

REACH



WEF kicks off **in-person**; Chief Economists Outlook predicts **global recession**; **criticism and concerns** over WEF and various leaders' integrity, morals, and goals.

Ukraine First Lady **Olena Zelenska** addresses the forum; China Vice Premier Liu He predicts **return to normal** amid upheaval; discussions of **climate challenges**; Elon Musk criticizes Schwab's language.

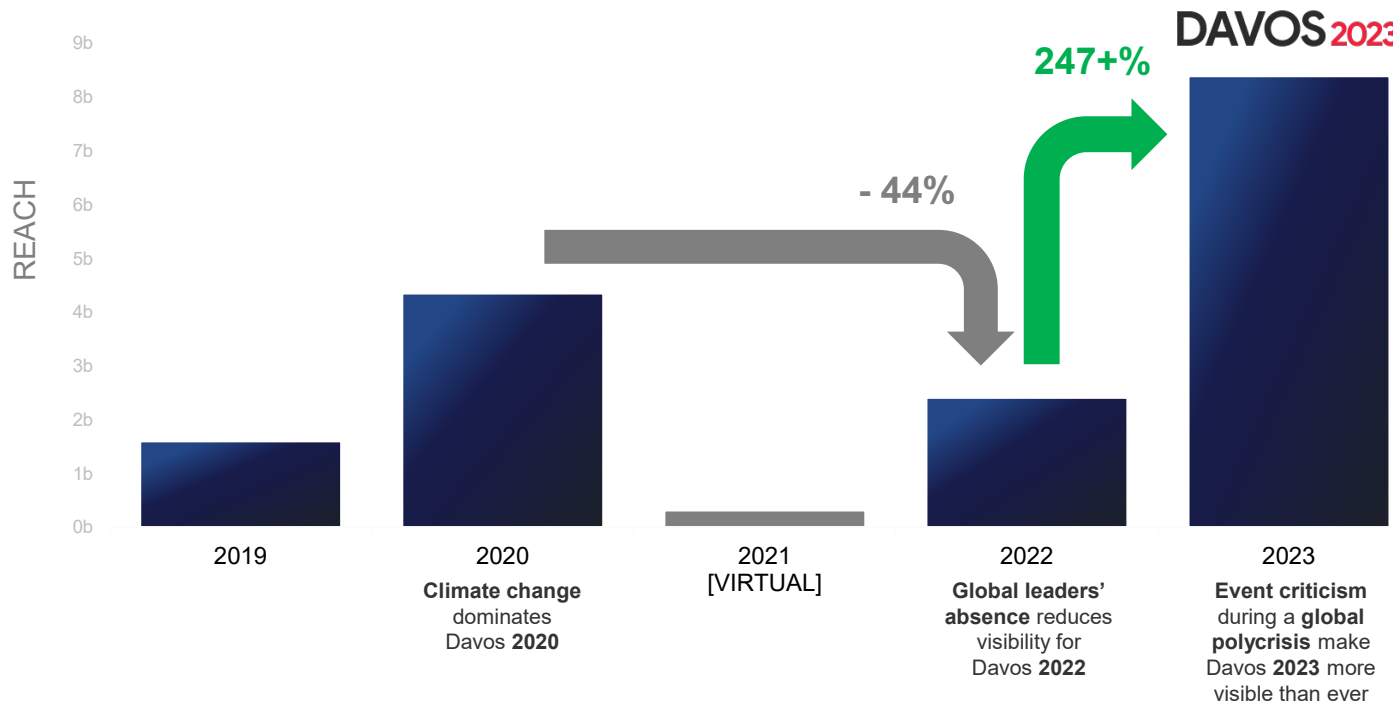
Ukraine President **Volodymyr Zelenskyy** calls for aid; ultra-rich demand **wealth taxes**; Pfizer CEO discusses challenges with the **COVID-19 pandemic**, later confronted by right-wing outlet Rebel News.

Allied defense officials debate **Ukraine tank supply**; Greta Thunberg and former U.S. President Trump independently **criticize WEF**; former U.K. PM Tony Blair calls for **digital infrastructure** for vaccination data.

IMF's **Kristalina Georgieva** predicts "less bad" economic situation; **climate activists** demonstrate in Davos.

WORLD ECONOMIC FORUM 2023 REGAINS MEDIA PRESENCE

EMERGING CONCERNS: As Davos 2023 touts its fewest cancellations and sees attendance up 25% (according to McKinsey), it is more visible than ever amid increased attention to the forum’s relevance and trustworthiness at a time of intersecting global crises.



Global Markets

Universe

All Coverage on Davos
2019-2023

Period

Davos 2019
22.01.2019 – 25.01.2019

Davos 2020
21.01.2020 – 24.01.2020

Davos 2021
25.01.2021 – 29.01.2021

Davos 2022
22.05.2022–26.05.2022

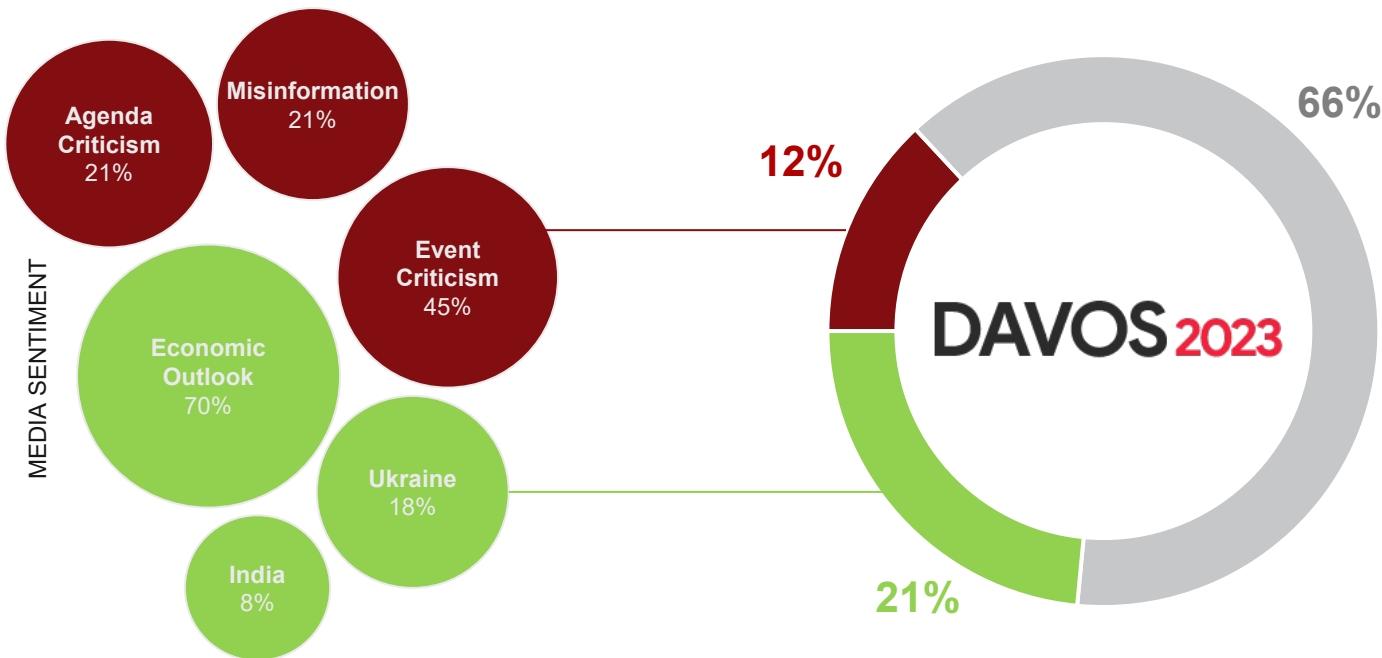
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DISTRUST INTENSIFIES CRITICISM FOR DAVOS SUMMIT

RELEVANCY IN QUESTION: 12% of all Davos 2023 media coverage is critical, with detractors questioning the forum’s climate impact and the motivation and integrity of leaders and institutions involved in the event. However, optimism coming out of the conference regarding the economy and Ukraine represents more positive coverage than in recent years.



Global Markets

Universe

All Coverage on Davos 2023

Period

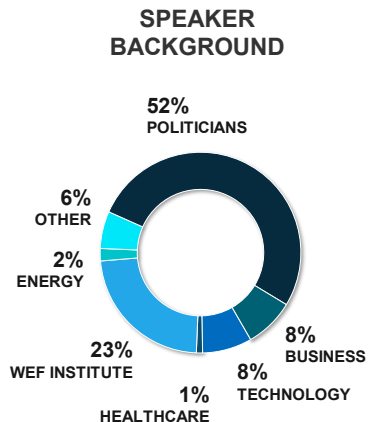
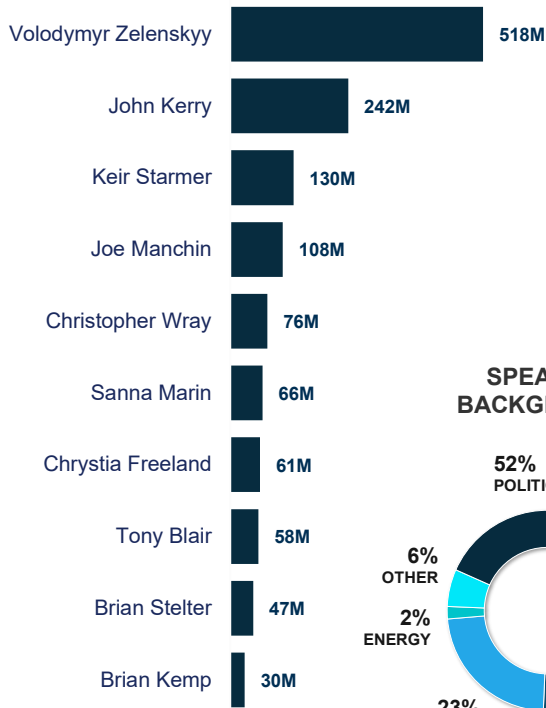
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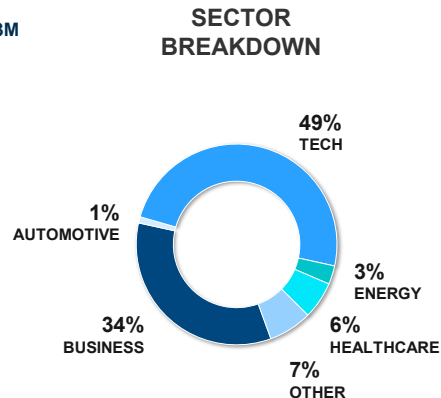
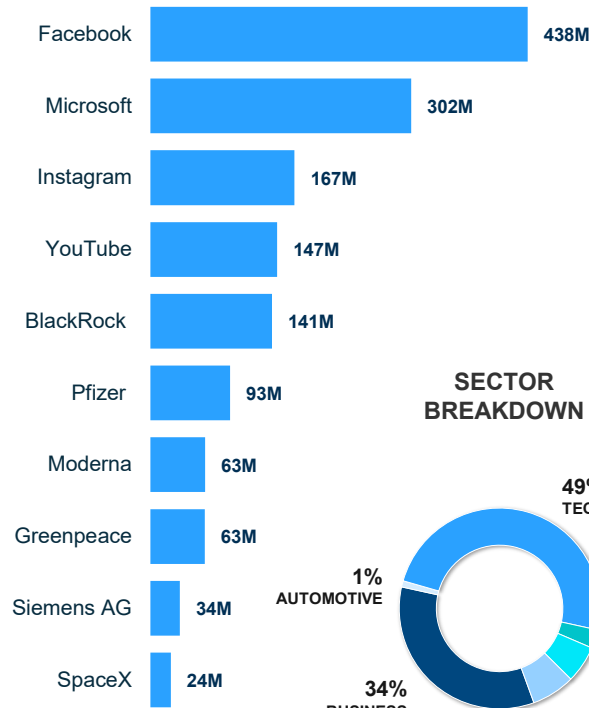
Reach: Traditional and Social Media

POLITICIANS LEAD SPEAKERS; SOCIAL TECH DRIVES BUSINESS CONVERSATIONS

TOP SPEAKERS



TOP COMPANIES



Global Markets

Universe

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AT THE MEETING – LEADERS ADDRESS ECONOMIC OUTLOOK

“My message is that it is less bad than we feared a couple of months ago but that doesn’t mean good. What has improved is that inflation seems to be leaning in the right direction – that is down. ... Since the beginning of the year we do see some good news. We also expect in 2023 growth to bottom out, to start the process in which we go up rather than down.” (**Kristalina Georgieva**, Managing Director of the International Monetary Fund)

“Our research team has moved their recession outlook out a little later in this year into early next year. That means that they actually have a positive number for GDP growth in the U.S. this year, slightly positive. And it’ll be a mild recession, largely because of the stimulus and other things. Even though the Fed raised rates, you see the capacity of the American consumer to keep going.” (**Brian Moynihan**, CEO of Bank of America)



“If we work hard enough, we are confident that growth will most likely return to its normal trend, and the Chinese economy will make a significant improvement in 2023. ... Foreign investments are welcome in China, and the door to China will only open up further. ... We believe that an equitable international economic order must be preserved by all of us.” (**Liu He**, Vice-Premier of the People’s Republic of China)

“Publicly, everybody is being asked, ‘Do you think we’re going to have a recession?’ And most people are saying, ‘Yeah, we’re probably going to have a mild one.’ Beyond that, we’re not really talking about it, ... And I think most people are generally – over the near-term and the long-term – very optimistic.”
(**Chuck Robbins**, CEO of Cisco Systems)



ABOUT THE MEETING – KEY VOICES RAISE CRITICISM



“The changes that we need are not very likely to come from the inside, rather I believe they will come from the bottom up. Without massive public pressure from the outside...[a]s long as they can get away with it, they will continue to invest in fossil fuels, they will continue to throw people under bus for their own gain.”

(Greta Thunberg, Environmental Activist)

“Europe is experiencing the warmest January days ever recorded and communities around the world are grappling with extreme weather events supercharged by the climate crisis. Meanwhile, the rich and powerful flock to Davos in ultra-polluting, socially inequitable private jets to discuss climate and inequality behind closed doors.”

(Klara Maria Schenk, Greenpeace Transport Campaigner)



“Salesforce CEO Marc Benioff told the World Economic Forum that ‘we have to commit to be net zero. We have to reduce our emissions, we have no choice.’ Anyway, here’s one of the two Gulfstream jets he owns.”

(Dan O’Donnell, @DanODonnellShow, Host of The Dan O’Donnell Show)

“WEF is increasingly becoming an unelected world government that the people never asked for and don’t want.”

(Elon Musk, @elonmusk, CEO of Twitter)



“I think Davos is totally irrelevant.” **(Rana Foroohar, Financial Times Columnist)**

“Has there ever been a ‘meeting that should have been an email’ so glaring as Davos?”

(Hamilton Nolan, The Guardian Columnist)



RECOMMENDATIONS FOR COMMUNICATORS



As media criticism of the event continues to expand throughout the general public, companies involved at Davos will be called on to communicate **and demonstrate** brand integrity. Consumers, particularly on social, will identify and draw attention to perceived inconsistencies, conflicts of interest, or intentions of brands and leaders as distrust of all types of institutions continues to rise.



With 750+ speakers at WEF, brands run a risk of getting lost within the many announcements made at the forum. Ideas and solutions proposed in context of geopolitical issues and in tandem with global leaders are best suited to rise to the level of **breakout news**.



In the midst of a **'polycrisis'** landscape, business leaders are increasingly dependent on uncertain **political policy** pronouncements to make key decisions. Weighing public sentiment alongside potential institutional changes will be essential to navigating communications around issues linked to these global crises.



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