

World Wide Wellbeing

World Wide Wellbeing Challenge

Dear Sir or Madam;

On April 30th 2015 we will assemble a group of visionaries to launch the WWW initiative. We are seeking 5 partnering organizations to intellectually and financially support our work over the next 14 months. We will meet at Georgetown University in WDC where the WWW leadership team will brief our prospective partners on this opportunity and map out our work plan.

In order to manage the development of WWW we have created five Advisories that will shape and define our business. Each Advisory is being led by a WWW Delegate who has been an active developer of the Big Idea. What is the big idea? Can we create the healthiest country in the world and promote worldwide wellbeing creating a global wellbeing movement. Background on this initiative can be found in the attachment.

We would like to schedule a meeting with you to explore your involvement in WWW.

- Movement (Chaired by Bill Novelli, Georgetown University)
- Metrics (Marco d'Ercole, Statistics Directorate, OECD)
- Products and Services (Vice Chair Bruce Sherman, Health Management Consultant)
- International Relations (Chaired by Valentine Douala-Mouteng, Pan African Business Coalition)
- Business Development (Chaired by Michael J. Critelli, Dossia)

Movement: The Advisory will be responsible for the development of strategies that will involve the entertainment industry, HERO X, ZP and social media in creating a global movement for wellbeing. This unique component of our work sets us apart and will define our ultimate success.

Metrics: The Advisory is principally responsible for organizing existing data drawn from the Gallup International Wellbeing poll and OECD Better life index. The Advisory members will develop the parameters of our definition of wellbeing and developing the criteria for assessing a country(s)/region(s) state of readiness for optimal wellbeing.

Products and services: The Advisory is responsible for creating strategies that will enable participating organizations to deploy their products and services in support regional or countrywide wellbeing objectives. The Advisory will also develop methods to enable the WWW platform to support research/development and testing of new

products and services in a safe environment.

International relationships: The Advisory will work across all of the other Advisories to ensure WWW is truly global. Delegates will develop strategies to build on existing wellbeing initiatives and create synergies and partnerships with other like minded organizations for profit and not for profit.

Business development: The Advisory will develop partnership and financial strategies to sustain our enterprise short and long term. Delegates will work with global for profit, not for profit, civil society and NGO's to frame our funding strategies in support of our objectives.

Bio Briefs:

Bill Novelli Professor in the McDonough School of Business at Georgetown University. He leads the Global Social Enterprise Initiative at the School. Co-Chair of the Coalition to Transform Advanced Care (C-TAC), He was CEO of AARP. Bill was President of the Campaign for Tobacco-Free Kids, Executive Vice President of CARE, the international relief and development organization. Bill co-founded and was President of Porter Novelli, now one of the world's largest public relations agencies.

Michael J. Critelli (Chair of WWW Business Development Advisory) President and CEO of the Dossia Service Corporation. He retired from Pitney Bowes where he served as Chairman for 12 years and CEO for 11 years. He is a member of the boards of Eaton Corporation, and ProHealth Physicians. He also is a member of RAND Health Advisors, the Regional Plan Association and the Advisory Board of the Yale School of Public Health.

Marco Mira d'Ercole Head of the Division for *Household Statistics and Progress Measurement* in the Statistics Directorate of the OECD. He was editor *OECD Factbook* and of *Society at a Glance – OECD Social Indicators*. Contributor *Growing Unequal? Income Distribution and Poverty in OECD Countries*, 2008. Rapporteur to the Commission on the Measurement of Economic Performance and Social Progress established by President Sarkozy. Contributors Canberra Group *Handbook on Household Income Statistics*. He has worked in the Directorate for Employment, Labour and Social Affairs, in the Economics Department and in the Private Office of the OECD Secretary General, as well as spending two years at the International Monetary Fund.

Bruce Sherman Health Management Consultant, Consulting Corporate Medical Director Wal-Mart Stores and Medical Director Employers Health Coalition North Canton, OH. He has also served as Assistant Clinical Professor Department of Medicine

Case Western Reserve University School of Medicine, National Association of Worksite Health Clinics, Leadership Board, 2012-present, National Committee for Quality Assurance Co-Chair, Employer Advisory Council, 2013-present. National Quality Forum Member, Clinician Workgroup, 2014-present, Population Health Alliance Co-Chair, Value on Investment Work Group, 2014-present, Previously served as Consulting Corporate Medical Director Whirlpool Corporation and Medical Director, Global Services (Consultant) The Goodyear Tire & Rubber Company

Valentine Douala-Mouteng is a specialist medical doctor, paediatrician with public health, epidemiology and research background; and with more than 15 years of work experience with the Governments, Ministry of Health, NAC Cameroon, UN agencies, Donors Private Sector, Employers' and Worker's Organisations, Civil Society. Currently CEO of the Pan African Business Coalition on HIV and Health. Specialties:Health, Maternal and child health, HIV AIDS, Management, Programme and grant management, M&E, Research, political economy.