

# Our Bet for 2030



## Bill and Melinda Gates

Co-Chairs

Bill and Melinda Gates Foundation

**The lives of the world's poor are poised to improve faster than at any time in history. We can all play a part with our effort and resources.**

Fifteen years ago, the two of us made a bet that by backing innovative work in health and education, we could help billions of people improve their lives. The progress we've seen so far is so exciting that we are doubling down.

Here's our new bet: The lives of people in poor countries will improve faster in the next 15 years than at any other time in history. We're putting our credibility, time and money behind this bet because we think there has never been a better time to accelerate progress and have a big impact around the world.

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## Four breakthroughs we see coming



### **Child deaths will go down by half.**

In 1990, one in 10 children in the world died before age 5. Today, it's one in 20. By 2030, it will be one in 40. Almost all countries will include vaccines for diarrhea and pneumonia, two of the biggest killers of children, in their immunization programs. Better sanitation will cut the spread of disease dramatically. And we'll help more mothers adopt practices such as proper breastfeeding and skin-to-skin contact with their babies that prevent newborns from dying in the first month of their lives.



### **Africa will be able to feed itself.**

Today, the continent has to rely on imports and food aid to feed its people, even though seven out of 10 people in sub-Saharan Africa are farmers. With better fertilizer and hardier crops, African farmers will be able to grow a greater variety of food and sell their surpluses to supplement their family's diet with vegetables, eggs, milk and meat. In 15 years, Africa will still import food when it makes sense to do so, but it will also export much more, eventually achieving a net positive trade balance.



### **Mobile banking will help the poor radically transform their lives.**

Today, some 2.5 billion people lack access to cheap and easy financial services. If your savings are in the form of jewelry or livestock, for example, you can't very well chip off tiny pieces to cover routine daily expenses. Already, in developing countries with the right regulatory framework, people are using their phones to store money digitally and make purchases. By 2030, 80 percent of the adults without bank accounts today will be doing the same. By then, mobile money providers will be offering the full range of financial services, from interest-bearing savings accounts to credit and insurance.



### **As high-speed cell networks grow and smartphones become as cheap as today's voice-only phones, online education will flourish.**

Of course, software will never replace teachers. But by allowing teachers to do things like upload videos of themselves and get feedback from their peers, it can connect them with students in new ways.

What will it take to make sure life really does improve faster for the poor? We need advances in technology and we need to deliver them to the people who need them most. We also need to close the gender gap. In most countries, girls don't go to school at the same rate as boys, and women can't open a business as easily as men. As long as sex discrimination continues, it will be a drag on progress for everyone.

Another crucial factor will be global citizens — people who care about helping those in the world's poorest places improve their lives and who will hold governments and other decision-makers accountable.

The two of us feel a responsibility for returning the resources we have received to society. We are trying to do that in a way that delivers the most benefit for saving and improving lives. But you do not

need a large foundation to have an impact on the world. Philanthropy's role is to reach the places that governments can't and markets won't. Whether your main resource is volunteer time or hard-earned dollars, for a relatively small contribution, catalytic philanthropy can make a big impact. For us it's proven to be the best job in the world, as challenging and rewarding as anything we've ever done.