

## TRANSLATE

# Announcement of the GESDA-XPRIZE Partnership

### Participants

With:

**Peter Brabeck-Letmathe**, Chairman, GESDA Board of Directors, Austria

**Anousheh Ansari**, CEO, XPRIZE Foundation; Member, GESDA Diplomacy Forum, USA/Iran



### Highlights

Peter Brabeck-Letmathe introduced the Translate Plenary Session called "Making Sense of Science Anticipation for Concrete Impact" by underlining the importance for GESDA to develop partnerships. Along with providing support for GESDA, partners can help accelerate solutions generated by the foundation's work. GESDA is establishing an Impact Forum to develop more partnerships.

GESDA and the XPRIZE Foundation revealed their partnership during the First Geneva Science and Diplomacy Anticipation Summit.

Anousheh Ansari, the XPRIZE CEO, emphasized the two foundations are aligned, in their philosophy, work methods, and belief there is reason to have hope for the future.

She explained that XPRIZE tries to serve as a co-architect for a better world, a world that we all desire, helpful and abundant for everyone. They do so by identifying helpful breakthroughs and designing moonshot competitions. Its 26 years of operations show that competition can drive innovation through investment, awareness, and policy change.

XPRIZE is looking at new, complex issues to be solved – climate and energy, artificial intelligence

(AI) and deep-tech, food, wastewater, and health – and at new ways to increase engagement around the world, Ansari said. It clearly aligns with GESDA's vision, she said, and this was key to the decision to expand XPRIZE's footprint for the first time outside the United States by establishing its European headquarters in Geneva.

The GESDA-XPRIZE partnership will initially focus on the quantum competition. Ansari said it is essential to stay ahead of potential pitfalls, unlike the development of AI that has outpaced policy.

Peter Brabeck-Letmathe, the chair of GESDA, agreed that their partnership will help to democratize the development of quantum technology. He emphasized the importance of keeping it from becoming the sole dominion of just several multinationals or governments, saying the competition they plan can help achieve that.

GESDA also was created to expand the presence of multilateral institutions in Geneva, he said, and XPRIZE's decision to base its European operations at Campus Biotech in Geneva showed GESDA can deliver on that mission.

### Takeaway Messages

GESDA and XPRIZE became partners out of a shared vision for anticipating future developments and accelerating positive developments in science and technology.

Their plans to launch a joint quantum competition that can help fulfil the Sustainable Development Goals will help to solidify the partnership.

The establishment of the XPRIZE Foundation's European headquarters at Campus Biotech shows, GESDA can attract more global institutions to Geneva.

### More information

[Press release on the announcement](#)

[Session recording on YouTube](#)