



The founder and CEO of Thirst, **Mina Guli** is a global leader, an entrepreneur and adventurer passionate and committed to making a difference in the world. Following a 15-year successful career as a world leader in climate change, including co-founding Peony Capital - a company that provides capital and knowledge to Chinese companies to help them mitigate their impact on the environment - Mina established Thirst, an organizational initiative of the Young Global Leaders of the World Economic Forum.

Thirst is harnessing social media and technology to inform and inspire 14-24 year olds about water and the steps they can take to reduce their own water consumption. Since its launch in 2012, Thirst has educated over 2million students in China, trended no 1 on Chinese Twitter, established 170 Thirst Clubs, set up offices in Beijing, Shanghai and Chongqing and 28 hubs across 12 other provinces, set 1 Guinness World Record, run innovation competitions with the participation of over 600,000 students and the support of the government, and reached over 250 million people with its messages.

Mina is also a keen ultra-distance athlete, having started running only at the age of 22 after a severe injury. She runs to raise awareness and inspire action around the global water crisis and in doing so, has set two world firsts. In 2016 in just 7 weeks, Mina ran 40 marathons across 7 deserts on 7 continents, including Antarctica - a continent that left an indelible impression on her for its critical role in the water cycle. In 2017, Mina ran 40 marathons in 40 days on 6 continents down 6 of the World's great rivers - to promote the UN's Sustainable Development Goal 6 (water). Along each of her routes, Mina interviews local people and water experts, putting tog...

Mina Guli

Speech Topics

- Technology
- Social Media
- Motivation
- Leadership
- Inspiration
- Environment

