

The Foundation enabled greater exposure to TEDx audiences worldwide on global health and development problems and solutions

TEDx and Gates' collaboration during a multi-year, multi-component partnership reflected Gates' commitment to "unlock the possibility inside every individual"

- Objectives: one component was to increase awareness around global health and development problems and solutions by creating a global campaign
- Activation: create six custom videos about global health for distribution on the TEDx platform plus a [blog post](#) and social sharing on Facebook and Twitter
- Success: 1.8 million YouTube views of [Pandemics](#), [Girl Power](#), [Global Nutrition](#), [Critical Issues](#), [Reimagining Leadership](#), and [Design for Global Health](#)

