EUROPEAN
HEALTH FORUM
GASTEIN

Bulc, Barbara
OurCity Initiative, Fondation Botnar

Barbara Bulc is a founder of SDG CoLab, a non-profit collaboratory, enabling change agents such as youth, cities, technology, and culture, as catalysts of new relations for the wellbeing of all. She is specialized in research and participatory design of a new collaborative economy for urgent systems transformation. She is the lead author of the first-of-its-kind report Engaging Young People for Health and Sustainable Development, commissioned by the World Health Organization.

Barbara is a co-creator of OurCity global initiative, the Fondation Botnar's lead initiative, building collective capacity of intermediary cities for youth wellbeing. Using digital technologies and understanding local context from youth perspectives, it aims to catalyze cross-sector partnerships that address the local needs. She is currently leading these collaborative processes in Cluj-Napoca, Romania.

Barbara has been a driving force in disrupting silos and building partnerships in Europe, the U.S., Africa and Asia, to profoundly reimagine access to sustainable solutions in health, food, environment and education, towards the UN Sustainable Development Goals. She has over 25 years of leadership experience working as Senior Advisor at the President Clinton Foundation, founding Managing Director of the Global Business Coalition in Europe, and CEO of the U.S. based KRKA Pharmaceuticals. Barbara is an Ambassador of Reboot the Future, a movement of imaginals putting compassion at the core of new systems leadership, and founder of Art4Action initiative bringing together art, science, policy and civic action for societal change.

A social chemist in its true sense, Barbara holds degrees in chemistry from Ljubljana University, business management from Columbia University Business School and leadership from Cambridge University Judge Business School, and is a doctoral candidate in social science. She lives in Geneva, Switzerland.