

---

# SIMON ANHOLT

- Founder, The Good Country

**LONDON  
SPEAKER  
BUREAU**

---



Simon Anholt is the founder of the Good Country movement and the Good Country Index: the first ever study of what each country on earth contributes to the common good of humanity, and what it takes away, relative to its size ([www.good.country](http://www.good.country)).

As one of the world's leading thinkers and practitioners on wide-scale human engagement, his work over the last thirty years has focused on creating and leading new fields and collaborations that measure, understand and influence attitudes, culture and activity at the global scale.

## Topics

- Business
- Communications
- Globalisation
- Government
- Leadership
- Management
- Motivation
- Politics

Anholt also works as an independent policy advisor to the Heads of State and Heads of Government of nations, cities and regions worldwide, to develop and implement strategies for their enhanced economic, political and cultural engagement with other countries. He served as Vice-Chair of the UK Foreign Office's Public Diplomacy Board, and has advised the governments of more than 50 other countries. He is widely regarded as the leading authority on managing national identity and reputation and is the founder and publisher of two major annual surveys polling over 20,000 people in 25 countries to monitor perceptions about the world's countries and cities.

Professor Anholt has a Master's Degree from the University of Oxford. He was awarded the Nobels Colloquia Prize for Economics in 2009 and the Prix d'Excellence du Forum Multiculturel pour un Développement Durable (Excellence in Sustainable Development) in 2010. He was appointed Honorary Professor in Political Science by the University of East Anglia in 2013, and is Chairman of the Anholt Institute in Copenhagen. He is the author of six books including two best-sellers.