Project Proposal:

Project Title: Existential Risk Awareness Campaign

Objective: To create a comprehensive campaign that shares high-quality, nuanced content related to improving the long-term future with broad audiences and focuses on global catastrophic risk reduction, particularly related to existential risk.

Target Audience: The target audience for this campaign will be young adults (ages 18-35) who are interested in global issues and the future of humanity.

Strategies: 1. Create a “Risk Awareness” podcast series that covers the latest research and developments in global catastrophic risk reduction and existential risk. This podcast will be hosted by an expert in the field and feature interviews with leading researchers, experts, and policymakers. 2. Develop a series of educational videos and animations to be featured on YouTube and other social media channels. These videos will explore the various forms of global catastrophic risk, its causes, and the potential solutions. 3. Create a Massive Open Online Course (MOOC) that covers the basics of global catastrophic risk reduction and existential risk. The course will be free and feature a variety of interactive activities, quizzes, and assessments. 4. Publish a book on global catastrophic risk reduction and existential risk. The book will feature interviews with leading experts in the field as well as comprehensive overviews of the current research in the field. 5. Develop a strategic promotion plan for existing content related to global catastrophic risk reduction and existential risk. This plan will involve working with the creators of the content to increase visibility and reach.

Budget: 1. Podcast: $10,000 2. Videos/Animations: $15,000 3. MOOC: $20,000 4. Book: $25,000 5. Promotion Plan: $10,000 Total Budget: $80,000