

DIGITAL PARTNER PACK

WILL OUR  
LEADERS RISE TO  
THE CHALLENGE?

1918

1957

1957

1981

2009

2020

JOIN THE CONVERSATION

# LONG-VIEW LEADERSHIP SOLUTIONS TO EXISTENTIAL THREATS

A NEW FILM SERIES BY



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#LONGVIEWLEADERSHIP

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Elders

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of life  
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# IT'S TIME FOR BOLD NEW THINKING

Our world is in grave danger. We face a set of existential threats that put all humanity at risk. Yet, our leaders are not responding with the wisdom and urgency required.

As global decision-makers prepare to gather in New York in September for the UN Summit of the Future, it is time to change direction.

**We ask you to join our call on leaders to show the wisdom and courage to lead humanity to a better future.**

It's time for **LONG-VIEW LEADERSHIP.**

#LONGVIEWLEADERSHIP



In partnership with Future of Life Institute, The Elders has developed a series of short films to inspire bold, new thinking from world leaders on the greatest challenges facing humanity:

- Leading experts on the **climate and nature crisis, nuclear weapons, pandemics** and **AI** present urgent practical and political solutions for world leaders. Introduced by Chair of The Elders Mary Robinson and member of The Elders Zeid Ra'ad Al Hussein.
- A variety of formats and cuts to **share across social platforms**
- **Dedicated digital project hub** to direct your audiences to find all resources and **support the call for long-view leadership**

**#LONGVIEWLEADERSHIP**

# FOCUSING ON SOLUTIONS



Amplify the project and support the call to world leaders for **long-view leadership** on existential threats

# ALIGNING ACTION KEY MOMENTS



#YouthLead for the Future: We believe in the promise of a better world for all



# Support the call for **long-view leadership** on existential threats

## ONE EASY ONLINE ACTION



### SHARE THIS MESSAGE ON YOUR SOCIAL CHANNELS:



The solutions to humanity's greatest challenges exist.

Ahead of the UN #Summit of the Future, we're calling on leaders to show the wisdom and determination to implement them, for the good of us all.

It's time for #LongviewLeadership:

<https://theelders.org/longviewleadership>

#LONGVIEWLEADERSHIP



# Support the call for **long-view leadership** on existential threats

**DOWNLOAD THE SERIES' TRAILER AND SHARE (LINKS):**

**DOWNLOAD: Landscape (16:9) version**

**DOWNLOAD: Portrait (9:16) version**

**WATCH: YouTube version**

**#LONGVIEWLEADERSHIP**

## LEVEL UP YOUR ONLINE **ACTION**



**SHARE THIS MESSAGE WITH THE SERIES' TRAILER ON YOUR SOCIAL CHANNELS:**



Our world is in grave danger. It is time to change direction.

In a new film series, @TheElders and @FLI\_org present bold thinking from global experts on #ExistentialThreats. Can our leaders rise to the challenge?

Watch online now:

<https://theelders.org/longviewleadership>





“

We need  
forward thinkers and  
long-term thinkers

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SERIES LINKS:

[VIST](#) THE PROJECT HUB

[DOWNLOAD](#) ALL FILMS

[WATCH](#) ON YOUTUBE

CAMPAIGN FILMS  
& SOCIAL MEDIA  
**FOCUSING ON**  
**SOLUTIONS**



# NUCLEAR WEAPONS THE EXPERT



## DR OLAMIDE SAMUEL

**Track II diplomat and Policy Fellow at the European Leadership Network.**

Dr Samuel's role at the European Leadership Network follows several years as a Postdoctoral Research Associate in Nuclear Politics at the University of Leicester, and as a Senior Teaching Fellow at SOAS University of London.

 [@olamideDIY](https://twitter.com/olamideDIY)

 [LinkedIn profile](#)

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# SHARE ON YOUR CHANNELS

## DOWNLOAD LINKS & INFO

# NUCLEAR WEAPONS SOLUTIONS FILMS

### Landscape versions

Best for sharing on X (formerly Twitter), LinkedIn, Facebook and websites

### Hero nuclear film

Length: 2:30  
Aspect ratio: 16:9

[Watch on YouTube](#)

[Download file here](#)

### Nuclear Elder cutdown

Length: 16 sec  
Aspect ratio: 16:9

[Watch on YouTube](#)

[Download file here](#)

### Nuclear Expert cutdown

Length: 19 sec  
Aspect ratio: 16:9

[Watch on YouTube](#)

[Download file here](#)

### Portrait versions

Best for sharing on Instagram and Facebook Reels and Stories and YouTube Shorts

### Nuclear social Elder cut

Length: 16 sec  
Aspect ratio: 9:16

[Watch on YouTube](#)

[Download file here](#)

### Nuclear social Expert cut

Length: 19 sec  
Aspect ratio: 16:9

[Watch on YouTube](#)

[Download file here](#)

#LONGVIEWLEADERSHIP



## SHARE ON YOUR CHANNELS

# NUCLEAR WEAPONS SOCIAL MEDIA COPY

### KEY MESSAGES

- Every single conflict in the world today involving a nuclear weapons state has the potential to escalate into a full-scale nuclear war.
- We can achieve nuclear disarmament, but it requires global buy-in.
- Global leaders should come together utilizing existing multilateral tools such as the Non-proliferation Treaty and establishing new multilateral tools for disarmament such as the Treaty on the Prohibition of Nuclear Weapons.

**#LONGVIEWLEADERSHIP**

### LONG VERSION

For the first time in decades the use of #NuclearWeapons has been openly raised.

We need #LongviewLeadership that meets the urgency of this challenge with the courage to foster cooperation and build a shared vision of peace for humanity.

As part of a new series of films on existential threats, The Elders and Future of Life present urgent solutions from nuclear expert Dr Olamide Samuel for how to reduce the threat.

Watch the series in full:  
<https://theelders.org/longviewleadership>

### SHORT VERSION

Nuclear weapons present an existential risk to all of humanity. Nowhere on Earth is safe.

We need our leaders to rise to the challenge and implement urgent solutions.

@TheElders & @FLI\_org present nuclear expert @olamideDIY to explain how:

<https://theelders.org/longviewleadership>



# CLIMATE & NATURE CRISIS

## THE EXPERT



### BRIANNA FRUEAN

**Pacific Climate Warrior; Activist and Environmental Advocate for Samoa.**

Brianna sits on the Council of Elders for the Pacific Climate Warriors and is a Champion for a Fossil Fuel Non-Proliferation Treaty.

 [@Brianna\\_Fruean](https://twitter.com/Brianna_Fruean)

 [LinkedIn profile](#)

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# SHARE ON YOUR CHANNELS

## DOWNLOAD LINKS & INFO

# CLIMATE & NATURE CRISIS SOLUTIONS FILMS

### Landscape versions

Best for sharing on X (formerly Twitter), LinkedIn, Facebook and websites

### Hero climate film

Length: 2 min 43 sec  
Aspect ratio: 16:9

[Watch on YouTube](#)

[Download file here](#)

### Climate Elder cutdown

Length: 21 sec  
Aspect ratio: 16:9

[Watch on YouTube](#)

[Download file here](#)

### Climate Expert cutdown

Length: 15 sec  
Aspect ratio: 16:9

[Watch on YouTube](#)

[Download file here](#)

### Portrait versions

Best for sharing Instagram and Facebook Reels and Stories and YouTube Shorts

### Climate social Elder cut

Length: 21 sec  
Aspect ratio: 9:16

[Watch on YouTube](#)

[Download file here](#)

### Climate social Expert cut

Length: 15 sec  
Aspect ratio: 16:9

[Watch on YouTube](#)

[Download file here](#)

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ON YOUR  
CHANNELS

# CLIMATE & NATURE CRISIS

## SOCIAL MEDIA COPY

### KEY MESSAGES

- Without a rapid change of direction the climate and nature crisis will threaten everyone on our planet.
- Climate justice must be at the heart of decision-making and leaders must implement the climate commitments they have already made.
- The climate and nature crisis is multiple crises in one: biodiversity loss, rising sea-levels, food insecurity and displacement.
- We must address the 'elephant in the room': fossil fuels.
- Global leaders must listen and learn from Indigenous leaders leading efforts to protect biodiversity and their communities.

**#LONGVIEWLEADERSHIP**

### LONG VERSION

We are at a precipice of climate catastrophe. Without a rapid change of direction the climate and nature crisis will threaten everyone on our planet.

Climate justice must be at the heart of decision-making.

As part of a new series of films on existential threats, The Elders and Future of Life Institute present urgent solutions from Pacific Climate Warrior Brianna Fruean on how our leaders can rise to the challenge.

Watch the series in full:  
<https://theelders.org/longviewleadership>

### SHORT VERSION

We are at a precipice of climate catastrophe. We need a rapid change of direction.

@TheElders & @FLI\_org present Pacific Climate Warrior @Brianna\_Fruean's prescription for how our leaders can rise to the challenge.

Watch now:

<https://theelders.org/longviewleadership>



## STUART RUSSELL OBE

Distinguished Professor of Computer Science at University of California, Berkeley, and the Director of the Center for Intelligent Systems.

 [LinkedIn profile](#)



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# UNGOVERNED AI THE EXPERTS

## KATE KALLOT

Founder and CEO of Amini, an impact-driven AI startup working to solve Africa's environmental data scarcity to support regenerating natural capital at scale.

 [@KateKallot](#)

 [LinkedIn profile](#)



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# SHARE ON YOUR CHANNELS

## DOWNLOAD LINKS & INFO

# UNGOVERNED AI SOLUTIONS FILMS

### Landscape versions

Best for sharing on X (formerly Twitter), LinkedIn, Facebook and websites

#### Hero AI film

Length: 3 min 21  
Aspect ratio: 16:9

[Watch on YouTube](#)

[Download file here](#)

#### AI Elder cutdown

Length: 18 sec  
Aspect ratio: 16:9

[Watch on YouTube](#)

[Download file here](#)

#### AI Expert cutdown 1

Length: 17 sec  
Aspect ratio: 16:9

[Watch on YouTube](#)

[Download file here](#)

#### AI Expert cutdown 2

Length: 20 sec  
Aspect ratio: 16:9

[Watch on YouTube](#)

[Download file here](#)

### Portrait versions

Best for sharing Instagram and Facebook Reels and Stories and YouTube Shorts

#### AI social Elder cut

Length: 18 sec  
Aspect ratio: 9:16

[Watch on YouTube](#)

[Download file here](#)

#### AI social Expert cut 1

Length: 17 sec  
Aspect ratio: 16:9

[Watch on YouTube](#)

[Download file here](#)

#### AI social Expert cut 2

Length: 20 sec  
Aspect ratio: 16:9

[Watch on YouTube](#)

[Download file here](#)

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## SHARE ON YOUR CHANNELS

# UNGOVERNED AI SOCIAL MEDIA COPY

### KEY MESSAGES

- AI is developing so fast it may become too hard for policymakers to catch up.
- We are on the road to creating AI systems that exceed human capabilities, with no guarantees on what internal goals they might have.
- Legislators must establish red lines developers need to prove they systems do not cross – e.g. AI systems should not replicate themselves or advise terrorists on weapons building
- A multilateral approach rooted in human rights is the only way to ensure the benefits of AI are seen by all.

**#LONGVIEWLEADERSHIP**

### LONG VERSION

Artificial intelligence has the potential to provide huge benefits to humanity, but its rapid, unregulated development comes with great risks.

As part of a new series of films on existential threats, The Elders and Future of Life Institute present AI experts Kate Kallot and Stuart Russell as they explore how our leaders can ensure humanity can take advantage of AI's opportunities and not allow it to be a runaway risk.

Watch the series in full:  
<https://theelders.org/longviewleadership>

### SHORT VERSION

AI's rapid unregulated development could fast become a runaway threat to humanity.

@TheElders & @FLI\_org present AI experts @KateKallot and Stuart Russell's prescription for how our leaders can rise to the challenge.

Watch now:

<https://theelders.org/longviewleadership>



# PANDEMICS THE EXPERT

## DR RAJ PANJABI

**Distinguished authority in health care, public policy, entrepreneurship, and technology.**

Dr Panjabi served as White House Senior Director and Special Assistant to President Biden. He was the top pandemic and health official at the National Security Council. He played a pivotal role in the largest vaccination campaign in history against COVID-19 and responses to public health crises, including Mpox, Influenza and Ebola.

X [@rajpanjabi](https://twitter.com/rajpanjabi)

in [LinkedIn profile](#)

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## DOWNLOAD LINKS & INFO

# PANDEMICS SOLUTIONS FILMS

### Landscape versions

Best for sharing on X (formerly Twitter), LinkedIn, Facebook and websites

### Hero Pandemics film

Length: 2 min 41  
Aspect ratio: 16:9

[Watch on YouTube](#)

[Download file](#)

### Pandemics Elder cutdown

Length: 22 sec  
Aspect ratio: 16:9

[Watch on YouTube](#)

[Download file](#)

### Pandemics Expert cutdown

Length: 16 sec  
Aspect ratio: 16:9

[Watch on YouTube](#)

[Download file](#)

### Portrait versions

Best for sharing Instagram and Facebook Reels and Stories and YouTube Shorts

### Pandemics social Elder cut

Length: 22 sec  
Aspect ratio: 9:16

[Watch on YouTube](#)

[Download file](#)

### Pandemics social Expert cut

Length: 16 sec  
Aspect ratio: 16:9

[Watch on YouTube](#)

[Download file](#)

#LONGVIEWLEADERSHIP



## SHARE ON YOUR CHANNELS

# PANDEMICS SOCIAL MEDIA COPY

### KEY MESSAGES

- We need to elevate the work of pandemic preparedness and response to the level of the offices of presidents and prime ministers.
- Multiple years of investment is needed at the level of billions of dollars can save millions of lives and it can help save trillions of dollars of economic loss from future pandemics.
- Key lessons of Covid-19 must be implemented: make vaccines more quickly; detect outbreaks more rapidly; stand up clinical trials more rapidly.

### LONG VERSION

Millions of lives were lost to Covid-19 and millions more are still struggling to overcome its devastating impact. Yet the short-term thinking of our leaders leaves us woefully underprepared for the next pandemic.

As part of a new series of films on existential threats, The Elders and Future of Life Institute present leading pandemic expert Dr Raj Panjabi's insight on how world leaders can rise to this challenge.

Watch the series in full:  
<https://theelders.org/longviewleadership>

### SHORT VERSION

We have lived through the worst pandemic in a century but that doesn't mean it will be another 100 years until the next one.

@TheElders & @FLI\_org present @rajpanjabi's analysis of how leaders can prepare for & respond to future pandemics.

Watch now:

<https://theelders.org/longviewleadership>

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# Thank you for your support

If you have any questions about the project or materials and information in this pack please contact:

Jack Martin  
Digital Advocacy Manager  
The Elders  
[jack.martin@theelders.org](mailto:jack.martin@theelders.org)

[theelders.org/LongviewLeadership](https://theelders.org/LongviewLeadership)

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## THE ELDERS

THINKING BEYOND SHORT-TERM

POLITICAL CYCLES

“  
It always **seems impossible,**  
until it is done.

Nelson Mandela

1918

1957

1957

1981

2009

2020

????

????

INDEPENDENT GLOBAL LEADERS

LONG VIEW  
LEADERSHIP

7785