
From: [REDACTED]
Sent: Friday, October 25, 2024 2:52 PM
To: [REDACTED]
Subject: Byline from FII CEO - Leaders Must Act as Citizens' Concerns Reveal Confidence Crisis

Hi, [REDACTED] – hope all is well.

I work with the global thinktank and convener, [Future Investment Initiative \(FII\) Institute](#). Next week during its flagship event in Riyadh, FII will be publishing significant data that outlines a dismal picture of communities' satisfaction with the global economic and political situation – a topic that is especially important as the US election is a mere two weeks away.

In tandem with this news, I would love to offer you a byline from FII's CEO, CEO [Richard Attias](#), around what these dropping satisfaction levels mean for leadership and investments on the horizon. Below is a brief abstract below for your consideration.

What do you think – might this be of interest?

Looking forward to your thoughts...

My best,

[REDACTED]

+++

TITLE: Leaders Must Act as Citizens' Concerns Reveal Confidence Crisis

On the eve of highly fractious and contentious US election in which the candidates have made all sorts of claims and promises – citizens in the US and globally are concerned with the state of their countries and the situation in the world. A recent global study from the non-profit thinktank [FII Institute](#) outlines alarming findings that everyone, specifically policymakers,

would be remiss to overlook.

- 52% of respondents representing over 60% of the world population reported they were dissatisfied with the world situation – an 11% drop from 2023 levels. There are even more pronounced drops in global satisfaction when isolating specific countries like Japan (19% drop), US and China (both 20% drops) and Sweden (29% drop). To compound on this, only 35% of US citizens are satisfied with the state of the country itself.
- Citizens of the world cite cost of living, political corruption, environmental concerns and healthcare access as key issues contributing to the overarching pessimism – all of which are reflected in the contentious battle for US leadership.
- The consistent declines in many global communities' happiness should be a call to action for global political and business leadership to address the pain points that matter most with innovative policy and targeted investment.

This byline from FII CEO and visionary thought leader, Richard Attias, will discuss the recent findings and explore why we as global citizens have a responsibility to address the falling levels of satisfaction by connecting the north and south in an effort to bolster sectors that are most heavily impacting priorities such as healthcare deserts and lack of medical staff, disparities in technological preparedness, and the impending fallout of climate change.



An Inc. 5000 Fastest-Growing Company



This material is distributed by Prosek Partners on behalf of FII Institute. Additional information is available at the Department of Justice, Washington, DC.