

Idea candidates

Added by the EAV team and EAs from the FB group

Animal welfare

- The [GiveWell](#) for medical research funding (which the Global Priorities Project suggests [might be cost-effective use of funds](#)) creation of *easily enforceable* animal welfare laws for factory farms (e.g. setting minimum sizes for gestation crates for pigs, with random, unannounced inspections)
- An effort to accelerate the development and cost-effectiveness of in vitro meat
- Movement-building for anti-factory farming specifically
- Movement-building for effective animal advocacy (e.g. fundraising for ACE's recommended charities, setting up student chapters, networking with potential big donors)
- Addressing of other *systemic* barriers to animal welfare
- A collaborative platform for primary research of animal advocacy techniques (e.g. the [upcoming study](#) looking at the effect of Facebook Ads on short-term reduction in consumption of animal products)
 - This group can conduct research itself and/or persuade other researchers (e.g. academics) to conduct research in the field. This persuasion might be best done through leading by example and showing it's a tractable yet underexplored research area.
- An organization spreading awareness of the long-term importance of nonhuman welfare like for biosperming or digital sentience
- An organization working to reduce the suffering of insects, a group of animals that is often ignored but staggering in number
- An organization working to increase the reliability of research in the animal welfare movement

Effective giving

- A large scale campaign (e.g., in the style of the ice-bucket challenge) to recruit new [Giving What We Can](#) members
- Spearheading a [corporate giving campaign](#) with Google-based EAs (contact tyleralterman@gmail.com about this)
 - Get corporations to offer matching funds for evidence-based, cost-effective interventions

- Encourage EA employees to offer donation-matching
- A campaign to get companies to encourage giving among their employees (contact weeatquince@gmail.com for info)
 - Eg. Peter Singer's idea of opt-out giving in the workplace / making people fill out a form to say if they want to give / a £0 to charity line on payslips / etc
- Becoming a philanthropic advisor for effective giving, influencing foundations
- Work with government aid agencies and entities like the World Bank to maximize their impact
- A fundraising service for EA birthday campaigns
- A [Raising for Effective Giving](#)-inspired niche marketing project for other demographics likely to be persuaded by the idea of effective giving (e.g., programmers)
- An app that can aggregate, record, and publicly post/display all donation information, including quantity of donations, names of orgs, dates/timeline, and general areas of focus (contact shane@stranahan.com about this)
- An app that will automatically append an Amazon affiliate link for the charity of your choice to your URL whenever you shop there. Could be tied into the app above that lets you display donation information (contact shane@stranahan.com about this)
- **AF CloseTheLoop.com** Build an 'Amazon for Donating'. Amazon is revolutionary in that it closed the loop on internet products. Ecommerce had a huge quality issues initially but Amazon (et al) made creating cheap knock-off products and taking a nice photo very difficult due to the customer reviews and preferred seller system. CloseTheLoop would be the Amazon business model applied to charity donation, attempt to close the feedback loop from buyer (donator) to product developer (charity) to user (beneficiary/impact). Sort of like Guidestar not done shit and based on real evidence.

- **Potentially powerful similarities**

- Curated product library (EA: only potentially HI interventions, be broad)
- Education baked in, you don't realise it but you end up learning more about good vs bad products and what to look for (EA: influence a large userbase to passively make themselves better at giving slowly and through applied example rather than abstract [insert reference for why is amazing])
- product specs - intervention effectiveness score, rough \$ per QUALY (use bands not error bars), etc.,
- Centralised marketing funnel
- Take a cut and start buying users (marketing speak for advertising / sales team)
- Donators visit a site to give better and feel like they have better given and are then rewarded by better giving. Make it their idea.
- Movement liquidity - Amazon had a huge overall effect on the amount of \$ that went into Ecommerce. Likewise for EA?
- An Ecommerce layout returns effective altruism to greed - dress higher impact in terms people understand. Getting more bang for your buck.

- **2 big differences**

- The user ISN'T the buyer (buyers make much better buying decisions when the result affects them directly)
- A single product is 'used' by much more than one user (so it's very difficult a user to tell a good product for a bad one)
- **Solution to differences**
 - Reviews and ratings are only allowed by approved researchers (basically the EA community)
- **US->UK GiftAid funnelling.** "Send me money via [WeTransfer] and I'll donate it for you" claiming an extra 24% in blanket UK gov Gift Aid. As far as I know it's not checked and if I ever get in trouble hopefully I'll have done enough of it to do a PR campaign around it.
- **'FundMyLifestyle.com'** - marketplace platform (HQd offshore) for donors to fund the lifestyles of those in more donation-friendly tax / corporate environments (e.g., gift aid / donation matching). In exchange, those funded give their own earnings to charity, agreed by both of them. Funders cause 25-100% more impact for their dollar and those funded make a big difference at very little effort.
- Lobbyist arms control. Facilitate "moral trade" between lobbyists to funnel billions of dollars for Republican and Democrat funding to mutually agreeable causes. As Toby touched on in his [recent talk](#), it's been attempted before and failed for unclear reasons.
- A website that helps people decide how to give effectively except without cause prioritisation. People can choose any cause however specific or broad and see what others say about what is the best charity in that area (a bit similar to how GiveWell used to be). Perhaps could partner with Guidestar
- Philanthropic fund manager for HNWI banking services. (Contact weeatquince@gmail.com for info)
 - For example you could partner with a big bank for HNW. The bank can offer charity effectiveness and evaluation service to HNW. When HNW request the service they get referred to you.
- An exclusive private members club for philanthropists in the centre of a big city.

Existential risk

- A pipeline program for AI safety researchers
- (For getting a computable morality): Build a database of moral propositions for the general public to evaluate. Train classifiers to reproduce philosophers' views e.g. Kant-bot, Mill-bot. Train classifier to predict which parts of the general public will view a proposition as moral.
- Get more solid theory on how fast AI self-improvement should be expected to be
- Further investigate feasibility of approaches similar to Paul's [approval-directed agents](#)
- For profit AI research company. This is going to be controversial, but EAs have funded Deepmind and Vicarious before. The profits from an AI company are correlated with the risk of AI risk because they both result from AI progress. The marginal impact of one AI

research company on progress is small, but its impact on advocacy could be large, as could its impact on the direction of AI research and its safety.

- For profit synthetic biology companies (as above).
- Information security / data companies, a la Palantir.
- An effort to grow the amount of people working on synthetic biology safety
- The creation and marketing of a paper covering synthetic biology risks and promising pathways to risk prevention
- A conference for synthetic biology risk similar to [FLI's Puerto Rico conference](#)
- ER media channel - analyzing culture, science, academia, politics, et cetera so that we can find hints about unanticipated existential risks and how to stop them. A public-facing front for the ER community that has no official links to the Future Of Humanity Institute (contact shane@stranahan.com about this)
- A documentary about MIRI, FHI, CSER, FLI and GCRI.
- A PR agency that communicates x-risk ideas to the general public.
- As Seth Baum mentioned, if global agriculture is disrupted by events like abrupt climate change or nuclear winter, alternate foods based on fossil fuels and biomass could feed the people (see <https://drive.google.com/viewerng/viewer?a=v&pid=sites&srcid=ZGVmYXVsdGRvbWFpbnxkYXZpZGRlbnRlbnRlcmVudD01MTg1ZDQ4NGI1MMDMxN2Q0>). Some initial planning by government/UN and initial experimental work would increase the probability of success significantly, but cost very little. Initial estimates indicate saving lives in the present generation much cheaper than global poverty interventions. Contact david.denkenberger@colorado.edu.

Int'l development

- A new developing world aid organization might save or improve a number of lives within the same order of magnitude as [GiveWell-recommended charities](#) like Against Malaria Foundation (which can save a life for [roughly \\$3,340](#))
- Scaling an intervention for which there is evidence that the intervention is cost-effective
- An [open borders](#)-related project
- Investment-related ideas (contact telofy@yoursiblings.org about these)
 - A strategy ETF that invests into businesses in the respective regions in the industries (food, housing, vel sim.) that will profit most from the increased demand after net distributions, cash transfer programs, vaccination programs, etc. before these are conducted.
 - Such an ETF with the additional feature that part of the charge for the ETF is (for-profit) Consulting using prediction-markets invested into programs such as cash transfers in the regions where it holds shares.
 - A means for people who want to invest and donate later to do so without having to pay taxes on their future donations, e.g., through a charity mutual fund that converts all investments into donations to top charities eventually according to some transparent rules.

- An effective voluntourism agency that finds genuinely effective ways to use unskilled Western volunteers in developing countries. (Contact weeatquince@gmail.com for info)

Mental Welfare

Rationality + robust organizations

- (for-profit) Rationality consulting for management, policy or public service.

Tech-focused

- for-profit: Using modern machine learning techniques to make a better app that can provide reading or vision to people with poor sight. New convolutional neural networks have big upside and downside.
- for-profit: An app that logs the impact of lifestyle changes on your health. Assemble data on what non-medicinal factors affect the progression of common diseases like asthma and anxiety. You could start off with sudden, large-effect health events like panic attacks or hiccoughs to gather early users.
- (more [like Thiel's Breakout Labs](#))

Movement-building

There is evidence that these sorts of efforts have [some of the best ROI](#)

Community support

- Salary negotiation training for people pursuing [earn-to-give](#) (email satvik.beri@gmail.com)
Alex F: "Yes Yes Yes. "
- Persuasion training for EAs
- Getting tax deductibility status for EA charities and organizations in Australia and other countries ([background](#))
- Investment training for wealthy EAs
- A research project on what leads to strong social networks and social movements and how to avoid movement collapse.
 - Or a program to publicise internally among the EA movement the conclusions of social change research
- Get each EA organization to establish an iPad video portal to one another, like the one between FHI and MIRI
- Effectiveness / productivity training (things that make EAs better able to create plans, and execute them)

- Large community events, rituals and traditions that create a culture and way of living around the concept of EA.
- Build an 'official' earning to give page at either earntogive.org or earningtogive.org - currently owned by Haseeb Qureshi- as a hub for the EA ETG community. This is different from Radical Givers, Haseeb's idea, in that it a) is explicitly involved with and supports 80K/GWWC, and b) isn't 'motivational' in the same sense as GWWC is, and as RG would be, but c) would be more 'informational' in the same way as 80K, acting is a hub for people who are looking to find out more. It's different from 80K in that it can go much deeper by directing all attention/resources towards helping folks who are specifically interested in ETG (which would have a big impact, of course). (contact shane@stranahan.com about this)
- Fund a start-up team that will actively initiate student groups at universities. Through contact with interested students, visit fairs, guest lectures at similar organisations and so on (This is similar to the THINK project. For more information on THINK contact weeatquince@gmail.com or mark@thehighimpactnetwork.org)
- An event planning company that will create conferences, retreats and gatherings for effective altruism and all of its sub-communities (existential risk, animal welfare, global poverty)
- Create an outreach organization to promote EA among tech startup folks
- As the movement grows many EAs will find they have small amounts of time they want to spend volunteering but no clear way in which to volunteer. A resource or forum should try to be set up to facilitate and encourage EAs to put time into optimally useful tasks. (Contact weeatquince@gmail.com)
 - For example <http://www1.maths.leeds.ac.uk/~mmjhh/stuff/findmeatask/>
 - Insert into facebook newsfeed idea
- Research into how to optimise using spare time.
- Help organise holidays to take EAs to developing countries. This can help for understanding of extreme poverty, motivation to give/act, credibility in talking about development.
- Fund chapter growth. Fund a single EA chapter to really push growth in one area (Eg. London) such as by having one full (or part) time staff who will run the chapter. Could be an experiment worth trying.

Memetics

- An agency that will produce media, PR, design, and advertising work for EA orgs
- Create a group which will conduct rapid experimental research on effective altruism messaging techniques using, e.g., Mechanical Turk ([Spencer Greenberg](#) has developed a tool for such rapid testing)
- A summer camp or after school program centered around the question, "How can I do the most good?"
- Other EA school-based education platforms, e.g., [like Oliver Habryka's course](#)

- Rationalist mini-camp for youngsters, e.g. proto-[SPARC/CFAR/H&B bootcamp] for 11-15 year olds. This would touch on “how can I do the most good,” but would be more focused on agency generally (critical thinking, problem solving, rational evaluation and updating). See [here](#) for flavor example.
- Doing some actual high-quality research into community building, in particular in combination with epistemic memes and the corruption of epistemic virtues.

Politics

- An interview series on policy and something:
 - Policy and tech: Martin Rees, Nick Bostrom, Holden Karnofsky and George Church would be achievable. Then, entrepreneurs and conventional policy researchers, and maybe get Elon Musk. Find out how conventional entrepreneurial and policy thinking intersects with EA views on policy, and explore the space of solutions for identified problems.
 - Policy and science: If you also go into a science policy space kinda in the space that Jonathan Haidt, Chris Mooney, Bill Nye and Neil Degrasse Tyson occupy, you could talk to a lot more cool people near FLI/HEA/Stanford/Oxford,.
 - Policy and EA: talk to Eva V, SCI, AMF, GiveWell,
 - Policy and rationality: psychologists, policymakers and others (different again).
- An effective altruism politics project, e.g. a think tank, keeping in mind [these considerations](#) (contact kerry.l.vaughan@gmail.com about this)
- Initiatives aiming to improve governments and promote evidence-based, technology-driven methods in civic institutions; as governments affect a large number of people, such improvements have the potential to touch many people at once and improve society on a large scale
- Recruit campaign managers, political strategist, think tankers, and lobbyists to EA
- An EA lobby group.
- An organization lobbying and movement-building for *open borders* and immigration reform

Recruitment pipelines

- Establish a university program/major in effective altruism
- Start a network of corporate effective altruism chapters that can recruit intrapreneurs, like the EAs at Google group
- A society for people who are superconductors (making it easier for EAs to access new talent and VIPs)
- A recruitment agency for [EA orgs](#)
- An EA bootcamp (e.g., a mix of [CFAR](#) and [Starting Bloc](#)) to recruit and train 100s of new EAs
 - Add a day at the end of CFAR workshops on making the world better
 - (Add a day at the end of CFAR on happiness)

- Create an official or unofficial “EA track” at a major university.
- An org that tests recruitment tactics to recruit recruiters
 - recruit recruiter recruiter recruiters
- Create a new EA or Giving What We Can Chapter ([see how](#); [read about the value of this](#))
- research outreach EA ideas to specific demographics
 - Eg: age, location, hobbies, see <https://workflowy.com/s/snBIYPVVWG>, etc
 - interview process of EAs within that demographic already
 - (contact weeatquince@gmail.com)
 - Start with retirees / people close to retirement.
- An organisation that outreaches to other organisations that are similar to EA orgs but not part of the EA movement.
 - <https://docs.google.com/spreadsheets/d/1PWntVdm5X6LTxYXTUJyGT4L5G5arlfpZFtfwfhVM-o/edit#gid=0> has a list of orgs
 - (contact weeatquince@gmail.com)
- Actively outreaching 80K ideas and career research (or an outreach arm of 80K)
 - (contact 80K or weeatquince@gmail.com)

Promoting EA actions to non-EAs

Guerrilla marketing: e.g. [stencil](#)

Writing books in “Made to Stick” style

Foundational research

- Short term: look into if and how QALYs could be adjusted, in light of advancements in neuroscience, to be a better holistic metric of human flourishing;
- Medium term: support research into expanding QALYs (or designing a new metric) which can support cross-species calculations;
- Long term: support research toward a crisp account of what makes some arrangements of particles morally preferable to others (see e.g., Section III of [this paper by Tegmark](#)).

Other

- Create an ethically-driven bank or quantitative trading firm ([background](#))
- Tools that help enable people to actually live the ethical values that they espouse, in their daily lives.
- A escrow account in the US that allows moral trade during elections so that people can ‘cancel out’ an opponent’s donation and get the money sent to an effective charity (as described [here](#))

rXrisk

(Religious existential risk)

The guy who famously said 'a million monkeys with a million typewriters could produce the works of shakespeare' is one of the most cited counter-deistic writers of all time and was even once said to have defeated CSLewis, arguably the greatest theologian of all time, in debate. Later - he released a book effectively titled 'there is a god after all'. Worth worrying about.

- EA principled evangelistic charity
For those looking for a good hedge