



**NEWS RELEASE:  
ANNOUNCING THE CREATION OF THE LONG RUN INSTITUTE (LRI)**

**NEW INSTITUTE LAUNCHED TO CONNECT DECISION-MAKERS  
TO HISTORICAL CONTEXT**

**8 September 2021**

**Toronto, Canada and Belfast, Northern Ireland:** Today, we are pleased to announce the establishment of the Long Run Institute (LRI), an independent, non-profit forum for academic experts, business leaders & public policymakers. It provides insights from the historical analysis of long-run forces and trends to provide context and deepen understanding of the grand challenges facing businesses and government.

The LRI began its work in 2018 as the *Long Run Initiative*, inspired by the belief that there was a huge unfilled need to connect decision-makers with the deep historical context that shapes complex challenges facing government and business. The strong response to the Initiative's briefings, conferences and roundtables in the intervening three years provided the foundation for the creation of the Institute.

The Long Run Institute is led by its co-founders and directors: **Dr. Laurence B. Mussio** (Canada), **Prof. John Turner** (UK), **Dr. Michael Aldous** (UK). The LRI is able to draw strategic support, advice and guidance from its Board of Governors that includes some of the most senior academic, corporate and government leaders of the North Atlantic world.

The Institute is founded on three precepts:

- To demonstrate the practical value of historical expertise to contemporary decision makers.
- To create dialogue between academics, businesses and government.
- To provide an independent and international perspective on the grand challenges facing business and society.

The Institute will interest academic experts who are interested in connecting their work to contemporary challenges in a direct and meaningful way. It will also interest senior corporate executives and government policymakers interested in deeper context as they face increasingly complex decisions in a fast-paced environment. Our briefings, roundtables, conferences and solutions workshops bring together a unique and powerful combination of expertise and insight focused specifically on key questions of the day.

**Contact: [LRI\\_Office@longruninstitute.com](mailto:LRI_Office@longruninstitute.com)**

**The Long Run Institute is incorporated under the *Canada Not-for-profit Corporations Act*  
The Institute operates globally.**

The LRI would like to thank its governors, team and supporters for their continued support of the motivating ideas behind the LRI. We would particularly like to thank our university and corporate partners, **Queen's University Belfast Centre for Economic History** and **SIERC**, for their dedication to and support of the LRI.

**"I am a great believer that studying the past helps us understand the present. The LRI is important to me because it brings historical research to bear on the existential challenges facing business and society in the twenty-first century."**

*Professor John Turner,  
Co-Founder/Director*

To learn more about upcoming events, the Directors, and the Governors, please visit us at [longruninstitute.com](http://longruninstitute.com) and consider signing up for our many upcoming events.

Register for our next conference on 24 September 2021, *Managing Extreme Risk and Uncertainty in an Increasingly Volatile World* with the historian Niall Ferguson and Chief Risk Officer of the Bank of Canada Carol Ann Northcott. You can use this link to access the [conference information](#).

**"The motivating spirit behind the Institute is very simple: we believe that proper historical context is essential for decision-making. The LRI mobilizes context to understand and shed light on contemporary challenges."**

*Dr. Laurence B. Mussio  
Co-Founder/Director*

We believe that the nature of the grand challenges facing business and government across a spectrum of issues – from technology to risk to globalization – demand decision-making that strategically grasps the deeper context and incorporates insight from hindsight. Learn more about the Long Run Institute's work on our website. For questions about the LRI, drop us a line at [LRI\\_Office@longruninstitute.com](mailto:LRI_Office@longruninstitute.com).

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*The Long Run Institute (LRI) is an independent, non-profit forum for academic experts, business leaders & public policymakers. It provides insights from the historical analysis of long-run forces and trends to provide context and deepen understanding of the grand challenges facing businesses and government. Through the organisation of high-impact events, the LRI creates a platform for dialogue to exchange knowledge and stimulate ideas, giving participants the opportunity to reflect on and discuss parallels from the past, and consider how these lessons apply to their own organizations. We are incorporated under the Canada Not-For-Profit Corporations Act.*

**"I have been most excited by the LRI's mission of bringing together diverse audiences to consider grand challenges through the lens of the long run. Diverse views and opinions when mixed with a good dose of history, has given me and (I hope) our participants new perspectives on critical trends affecting society."**

*Dr. Michael Aldous  
Co-Founder/Director*

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