



What if living meaningful lives  
became the new well-being?

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# Reinventing Happiness

Within Reach

Transitional

Visionary

**UNCERTAINTIES**

Systems, Values

**MEGATREND** (Most significant)

Future Humanity

**TRENDS**

ESG & Beyond GDP  
Future of Education  
Future of Purpose & Work  
Longevity & Vitality  
Mental Health

**TECHNOLOGIES**

Advanced Computing  
Advanced Connectivity  
Artificial Intelligence

**SECTORS IMPACTED**

Data Science, AI & Machine Learning  
Education  
Financial Services & Investment  
Government Services

**KEYWORDS**

Happiness  
Sense of Purpose  
Sustainability  
Technological Impact  
Well-Being

As the world shifts towards a possible future of self-sufficient communities, eudaemonic well-being – emphasising personal growth, meaningful relationships, and collective purpose – shapes policies and institutional frameworks around a more fulfilling concept of human development.





## WHY IT MATTERS TODAY

More than

# 70%

of people in 30 countries  
described themselves as  
happy in 2024, a jump from

# 63%

in 2020 but **below the 77%**  
high in 2011

In the future,  
through advanced  
technologies, the  
circular economy, and  
government policies,  
**communities become  
independent and  
self-sufficient**



The way the global community views success is shifting. Gross domestic product (GDP) is increasingly noted as an inadequate metric for modern life.<sup>836</sup> Global GDP has grown to over \$100 trillion and median income has increased by 150% since 1985, but persistent inequalities and rising environmental pressures threaten the well-being of current and future generations.<sup>837</sup> Adopted at the 2024 UN Summit of the Future, the United Nations Pact for the Future emphasises well-being and sustainability.<sup>838</sup> Countries including Finland, Iceland, Scotland and Wales are redefining success through frameworks that prioritise human and planetary well-being over material growth.<sup>839</sup>

Globally, happiness is a mixed bag with generational differences. More than 70% of people in 30 countries described themselves as happy in 2024, a jump from 63% in 2020 but below the 77% high in 2011.<sup>840</sup> Despite workforce challenges, 73% of people are satisfied with their jobs.<sup>841</sup> Yet, global happiness inequality has increased by more than 20% in the past 12 years, highlighting disparities in life satisfaction across demographics.<sup>842</sup> Well-being in ageing populations is linked to factors such as social support and health,<sup>843</sup> and Generation Z (born 1997–2012<sup>844</sup>) want to work for companies that prioritise diversity, social responsibility, environmental impact, and mental health.<sup>845</sup>

While there is some anxiety,<sup>846</sup> technology has enhanced our lives. Advances in food availability, clean water, healthcare, and living conditions have significantly extended lifespans.<sup>847</sup> Although technology raises concerns about addiction, reduced attention spans, and social isolation, it also has potential benefits around enhancing connections.<sup>848</sup> In 2014, 2.77 billion people had access to the internet, whereas today the number is 5.52 billion,<sup>849</sup> and this is opening up opportunities for work and income. Renewable energy, carbon-capture technologies, and sustainable meat and dairy alternatives have become a reality, helping us combat climate change.<sup>850</sup>





Societies Empowered

Reinventing Happiness

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## THE OPPORTUNITY



### BENEFITS

Increased life satisfaction; enhanced personal development; improved physical and mental health; resilient and stronger societies; sustainable growth; meaningful innovation.



### RISKS

Cultural clashes over definitions of fulfilment; neglect of traditional economic metrics; other societies and communities left behind.

As self-sufficient societies emerge in parts of the world, eudaemonic well-being – where people reach their full potential and living meaningful lives<sup>851,852</sup> – redefines what societal progress means. In this new paradigm, personal growth, meaningful relationships, and collective purpose take precedence. Emotional intelligence and self-actualisation shape policies and institutional frameworks around a more fulfilling concept of human development.

In the future, advanced technologies, the circular economy, and various government policies, enable people around the world to manage their own energy, water, food and health, and even print their own medicines. Traditional definitions of work will no longer be needed to meet daily needs, as economic activity evolves to support a self-sufficient society.

Schooling shifts to flexible, interest-driven paradigms with communities organised around dynamic groups pursuing shared interests and goals and designing solutions to shared challenges.<sup>853,854,855</sup> While this may initially lead to a loss of purpose and an identity crisis for many, it eventually evolves into a newfound sense of purpose centred around these new meanings.

**Eudaemonic well-being – the idea of people reaching their full potential and living meaningful lives – redefines what success and societal progress mean**