



WALL'S MANIFESTO FOR A HAPPIER WORLD



CHOOSE HAPPIER TOGETHER

JANUARY 2021

EXECUTIVE SUMMARY

People across the world are calling for governments to **prioritise happiness over purely economic growth**.

Focussing on happiness and the role of community and social connection in people's lives, Wall's commissioned research, surveying 12,500 people from 12 different countries - with **six key findings**:

1. **65% SAY "INTERACTIONS WITH PEOPLE DURING LOCKDOWN" CHANGED THEIR "OUTLOOK ON HAPPINESS"**
2. **78% NOW FEEL STRONGLY THAT HAPPINESS AND WELLBEING SHOULD BE PRIORITISED OVER MONEY**
3. **63% WANT THEIR GOVERNMENT TO TAKE ACTION AND "PUT HAPPINESS BEFORE ECONOMIC RECOVERY"**
4. **58% FOUND HUMAN CONNECTION IS WHAT REALLY MAKES THEM HAPPY (ESP. DURING LOCKDOWN)**
5. **76% ADMITTED (BEFORE LOCKDOWN) THEY KNEW MORE ABOUT "CELEBRITIES' LIVES" THAN THEIR OWN NEIGHBOURS (AND THIS CHANGED DURING LOCKDOWN)**
6. **62% SAID THAT LOCKDOWN HAD MADE THEM FEEL MORE PART OF THEIR COMMUNITY**

It seems we have been **looking for happiness in the wrong places**. Due to the uncertainty and isolation of lockdowns, people have begun to recalibrate what is important to them and what it means to be happy as their understanding of happiness changed. Instead of primarily valuing individual financial success, status and personal possessions, people are now placing a higher value on social connection and community togetherness as factors that are extremely important to our happiness.

The findings of the Walls' research are backed up by a growing body of academic evidence showing the importance of social connection for our physical and psychological wellbeing and community resilience.

And so, Wall's is campaigning for happiness to be put first, leading the metrics for a nation's progress and from there the rest of prosperity will flow. This means an end to GDP as the one size fits all, single measure of development.

In the immediate future Wall's will be working throughout 2021 and beyond to bring academics, policy makers, businesses, communities and activists together to devise how we can develop a blueprint for a future where happiness through community and stronger social connections is key and GDP is no longer the main measure of progress.

By doing this and celebrating community togetherness and social connections through both words and actions, we'll be able to create a better world and live a happier future.



A circular portrait of Professor Lord Richard Layard, an older man with white hair and glasses, wearing a dark suit and a light blue shirt. The portrait is set against a grey background and is framed by a thick yellow border.

“THE SYSTEM IS BROKEN;
BUT WE ARE THE SYSTEM
AND WE HAVE THE POWER
TO PRIORITISE HAPPINESS.”

Foreword from Professor Lord Richard Layard

“

The Happiness Principle frames the creation of the most happiness for its people as the goal of society. It is a concept that I have passionately advocated for all my adult life. In 2021, we stand at the precipice of change. After decades of trying to convince people that happiness is a very real goal that every single one of us can reach for, the last twelve months have accelerated our understanding of what we need, what we have and what we strive for. In short, communities around the world have put caring, kindness and social connection first.

What we do now, is critical. We've seen society pulling together like this before; consider the aftermath of the Second World War. Then, as now, people, comradeship and co-operation came to the fore. But this time around, we could truly transform our lives if, as we rebuild our economies and societies, we take the search for the greatest happiness as the key principle for the post-Covid world that is as - if not more - important than GDP.

People talk about a 'broken' system. But the system is us. It is you and me, and our friends, families and neighbours. Every single one of us has the power to develop a higher level of social responsibility. Not just during a pandemic, but every day.

We're entering increasingly uncharted waters. More people will be out of work; more creative solutions will be required to address this problem. We're going to have to re-think much of what we believe are cornerstone ways of doing things. Much of this will happen at national, policy-making levels. But to ride the waves of change, every single one of us will need to take agency over the one thing that we can control; our happiness. We know that it starts in communities. We know that it survives in communities. And we know that it thrives where there are communities. Social connection is key. So let us aim for happiness because we all want it and we all need it and more than that, now, of all times, is the time that we should.

”

Professor Lord Richard Layard
January 2021



WALL'S INTRODUCTION

For almost 100 years, Wall's has lived at the heart of communities; spreading moments of happiness - from street corners, pavements and local stores. But the time has come for us to take happiness further. When Covid-19 hit we surveyed over 12,000 people globally to find out how they were feeling. In recent decades, conversations about prioritising happiness have taken place among academics and reached some forward-thinking politicians and policymakers but we wanted to widen the conversation.

It's clear that things are changing. Results from Wall's research, carried out during last year's first major set of lockdowns, emphasise the priority placed on happiness and what most contributes to it is now a concern for people from all corners of society. Over three quarters of the respondents we spoke to (78%) felt strongly that happiness and wellbeing should now be prioritised over purely financial considerations.

In short, people are telling us that the status quo isn't working.

Questioning 'the system' might not be new. But an ask to put happiness first by so many people, is.

Their voices must be amplified; we must build momentum for the happiness movement. No debate about 'building back better' or fixing the system can be had without putting happiness firmly at the centre of the mix. Put simply: now is the time to make the message stick. That's why Wall's is calling for governments to replace Gross Domestic Product (GDP) with metrics that put happiness first ensuring that a more holistic measure of development (that isn't just based on economic growth) is adopted. GDP is important, but it's far from the full picture of what makes our lives happy and meaningful. In this document we set out our manifesto, which aims to put the happiness debate into the hands of people everywhere and drive change from the ground up as much as from the top down.

We are a brand that lives on the streets and in the hearts of communities. We have spent decades watching and interacting with people from carts to convenience stores; a small but loved part of people's lives. We have seen communities change - and not always for the better. Neighbours who have never met; friends and families who take less time to talk. But all around the world we have seen communities come back during 2020. Even as they were locked down, people unlocked social and community connections and found moments of happiness.

The world cannot afford to lose that again. Community and social connections are critical - they help to power our happiness and in uncertain times, provide us with the strength we need to push through.

Wall's is committed to communities all around the world. Happy communities are home to happier people, where kindness, selflessness and altruism thrive, from which we all benefit. In 2021, we are determined to remind people that happiness is something we can have agency over, that we can choose to take action to increase how happy we feel and positively impact the happiness of others and that it starts with our social connections and our communities.

We hope this report sets the tone for a different conversation from today, with a serious focus on happiness. A louder, more insistent ask of people and their governments that will start immediately. That today, more of us choose happiness and help our leaders to choose it too.



EXPERT BIOS



RICHARD LAYARD

Prof Lord Richard Layard is a British labour economist who has spent the majority of his career working on ways to increase employment and equality. He is renowned throughout the world for his work on happiness and mental health and was one of the first economists in the world to make the subjects his or her focus.

As well as being an editor of the UN's World Happiness Report, Layard is founder-director of LSE's Centre for Economic Performance, is co-director of the Centre's programme on Community Wellbeing.

He continues to find significant effects of relative income on happiness and to emphasise the importance of non-income variables on aggregate happiness.

JEFFREY SACHS

Jeffrey Sachs is an American economist, academic, and public policy analyst.

He is widely regarded to be one of the world's leading voices on sustainable economic development and poverty reduction, and it is from this perspective – and in this field – that he has done the majority of his work on happiness.

Like Lord Layard, Sachs is an editor of the UN's World Happiness Report and was also, in 2018, the author of the inaugural Global Happiness Policy Report.

He is currently Director of the Center for Sustainable Development at Columbia University and has twice been named among Time Magazine's 100 most influential world leaders.



VANESSA KING

Vanessa King is a leading global expert in the practical application of positive psychology and the science of well-being. Based in the UK, she is Head of Psychology and Workplaces for social movement, Action for Happiness - whose mission is to create a happier, kinder world together. Vanessa developed its evidence-based framework for action the '10 Keys to Happier Living', and is author of the book of the same name. This framework has inspired people around the world to take action for themselves and others.

King also helps organisations apply the science of happiness, wellbeing and resilience – for employees, as leaders and in designing environments, products and services. She is regularly invited as a public speaker at international conferences and companies on topics including Why Happiness Matters, Why Happiness is a Serious Business and How to Build Resilience. She is co-author of a forthcoming book: Creating the World We Want to Live In: How Positive Psychology can Create a Brighter Future.



CHAPTER 1

WHERE DO WE FIND HAPPINESS?

HAPPINESS IS SOMETHING THAT WE ALL WISH FOR, YET IT SEEMS IT HAS BECOME ELUSIVE TO MANY. A 2019 HAPPINESS STUDY INDICATED THAT ONLY 14% OF PEOPLE AROUND THE WORLD REPORT BEING 'VERY HAPPY'¹, LEAVING THE VAST MAJORITY LACKING. SO WHY, IF IT'S A COMMON GOAL FOR SO MANY, IS THERE SUCH A STRONG DISCONNECT BETWEEN OUR DESIRE TO BE HAPPY AND ACTUALLY ACHIEVING IT? PERHAPS IT IS BECAUSE WE ARE LOOKING IN THE WRONG PLACES.



WEALTH ALONE IS NOT A GOOD MEASUREMENT OF HAPPINESS

The desire to be happy is at the core of what it means to be human. Yet the challenges and speed of modern life mean that for many, it has become a balancing act focused on short term pleasure and things we are encouraged to believe will lead to happiness, such as career success, increasing financial wealth or material possessions.



VANESSA KING ON WHAT WE REALLY MEAN BY HAPPINESS:

Real happiness is more than only short-term, fleeting pleasures, it's also about having a sense of meaning in our lives and longer-term fulfilment.



The overly economic focus and pressures of modern society have given rise to higher value being placed on individual financial prosperity and has taken people too far away from some of the very things that are essential for happiness.

Money matters of course, especially if people don't have much of it. But once relatively basic needs are met, it's return in terms of happiness start to decrease. Evidence that the emphasis on economic prosperity only does so much for our happiness can be found in the 2020 World Happiness Report (WHR), which ranks countries by their happiness levels. Notably, the report does not count any of the world's biggest economies in the top 10 happiest nations². Instead, two of the world's biggest economic superpowers - China and the US - rank respectively 94th and 18th out of 156 countries. As CEO of the Happiness Research Institute, Meik Wiking and many other experts, have highlighted, the relationship between wealth and happiness only goes so far³.

This indicates that the structures of society, which so heavily focus on economics, are not enough. We have become too reliant on these measures to quantify development and progress, and as a proxy for quality of life. At a government level this outdated system manifests itself in the continued use of GDP as the primary measure of progress, which it was never intended to be. GDP as a metric was thought up in the 1920's by the economist Simon Kuznets and he specifically warned against the misuse of this metric pronouncing, **“the welfare of a nation can scarcely be inferred from a measure of national income”**⁴.

However, that is exactly what has happened with the economic growth that GDP measures being the current international marker for development.

However new ways of measuring development are emerging with a growing acceptance that GDP is not sufficient in measuring what matters most in peoples' lives. Initially an outlier, the Kingdom of Bhutan has, since the 1970s, embraced Gross National Happiness (GNH) as a way of measuring its development⁵. This measure takes account of aspects of GDP but also incorporates more rounded facets such as culture, community vitality and psychological health.

This idea has also spread to New Zealand where it's Treasury launched a Wellbeing Budget in 2019 which uses a broad set of societal wellbeing indicators to guide government spending⁶.

This search for development and growth in the narrowest economic sense is also replicated at the individual level. The happiness guru, author and Professor of Behavioural Sciences at the London School of Economics, Paul Dolan described this as a “social narrative trap” and defined stories around wealth and success as narratives that, as humans, we struggle to shake ourselves free of. The prevailing accepted story is that ever more money is going to lead to ever more happiness, and whilst it is important, if you pursue wealth to the extreme, or to the exclusion of other important factors, the evidence is that happiness goes into decline⁷.

65% OF PEOPLE CHANGED THEIR OUTLOOK ON HAPPINESS FOREVER

BIGGEST CHANGE IN HAPPINESS BY COUNTRY



83%

Philippines



77%

India



77%

Turkey

CHANGE IN HAPPINESS BY AGE RANGE

70%

of 25-34 year-olds

68%

of 35-44 year-olds

65%

of 16-24 year-olds

²World Happiness Report 2020, Editors: John Helliwell, Richard Layard, Jeffrey Sachs and Jan Emmanuel De Neve

³<https://www.youtube.com/watch?v=6Pm0Mn0-jYU>

⁴<https://www.oecd.org/site/worldforum06/38433373.pdf>

⁵<http://www.gnhcentrebbhutan.org/what-is-gnh/history-of-gnh/>

⁶<https://www.treasury.govt.nz/sites/default/files/2019-05/b19-wellbeing-budget.pdf>

⁷Happy Ever After: Escaping the Myth of the Perfect Life by Paul Dolan (2019)



A RENEWED FOCUS ON HAPPINESS THROUGH SOCIAL CONNECTION AND COMMUNITY

Yet, despite this bleak picture, all is not lost. Wall's research into happiness shows that due to the uncertainty and isolation of lockdowns in 2020, people have begun to recalibrate what is important to them and what it means to be happy, recognising the value of social connection and community togetherness. From new interactions with neighbours to restarting conversations with old friends, people have unlocked a new perspective on what happiness looks like. In fact, 65% of people report that they have changed their outlook on happiness forever⁸.

Interestingly, this figure was uniformly high across the world with countries noting the highest shifts being the Philippines, where 83% had a new perspective on happiness, followed by Turkey and India, which both reported similarly high figures of 77%⁹.

The age groups reporting the largest shift in their perspective on what mattered for happiness were the younger ones with 70% of 25-34-year-olds agreeing their outlook had altered. This was followed by 35-44-year-olds at 68%, and 16-24-year-olds at 65%. The older age brackets of 45-55 and 55+ had the lowest percentage figures¹⁰.

As we look to the future and a system that works harder for more people, we realise that younger generations are likely going to lead the charge in changing the way we seek to obtain happiness in the future.

There is now an opportunity to seize the moment and build on this recognition from people that happiness can be found in places they didn't think it could, to transform the future and put happiness at the centre of our priorities.



VANESSA KING ON WHAT DOES AND DOESN'T MAKE US HAPPY:

We're inundated with views on what makes for a happy life. We're told it is found in buying more things - the latest gadgets or fashions; beauty or fame. Those things can give pleasure for sure but this is usually short-lived and ultimately, for most people, not fulfilling.

Many factors influence how happy we feel and not all of these are in our control, such as our inherited characteristics. Our circumstances and income are important of course but aren't always easy to change. Science shows that once our basic needs are met (safe place to live, food on the table, being able to pay the bills, etc), increasing our material circumstances makes a lower contribution to our overall happiness than we might think. A significant proportion of the variation in happiness between individuals can come from our choices over how we think and the small actions we take.

The good news is that these are more within our control to change and we can influence how happy we feel. One of the most important areas at the heart of happiness that we can take action on is building social connections in our community and nurturing our relationships with others.



CHAPTER 2

LOCKDOWN UNLOCKED:

REALISING THE IMPORTANCE
OF SOCIAL CONNECTIONS

THE GLOBAL HAPPINESS RESEARCH CONDUCTED BY WALL'S REVEALED LOCKDOWN MADE 58% OF RESPONDENTS REALISE HUMAN CONNECTION WAS WHAT MADE THEM HAPPY, RENDERING IT THE MOST IMPORTANT ELEMENT TO AFFECT PEOPLE'S HAPPINESS DURING LOCKDOWN¹¹.



There were, however, some small but not insignificant differences between demographic groups, especially different generations, with 25-34-year-olds being most likely to say that human connection makes them happy, at 61%. This was followed by 16-24-year-olds at 58%. The generation least likely to agree was the 55+ cohort, still more than half (53%) of this group identified human connection as the ingredient that most makes them happy¹².

RICHARD LAYARD ON SUPPORTING YOUNG PEOPLE TO ENABLE THEIR HAPPINESS VIA SOCIAL CONNECTIONS:

The young have been among the hardest hit by the Covid-19 pandemic with industries such as hospitality, retail or travel affected most as a result of Covid. Many have also had their education disrupted to a damning degree. In addition, young people are more likely to live in low-quality housing which can make lockdown doubly testing. For young people, social connection is particularly important to grow as individuals into adulthood. Young people want and need their social connections to get through these challenging times and provide them with the happiness that will help to drive them to a better future.

COVID-19 CHANGED EVERYTHING

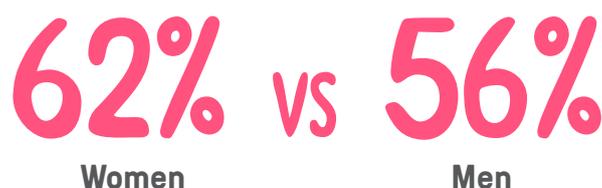
Life as we knew it came to an abrupt halt in the spring of 2020 when the coronavirus pandemic presented one of the biggest disruptions and challenges to life in modern history. Across the globe, people retreated into their homes as governments imposed nationwide lockdowns, which have had an undeniable impact on everyday life. But, locking down has also brought about some unexpected positives. For one, how people view what matters most for happiness in their lives.

The results of the research suggest that it was the isolation of being in lockdown that helped us recognise the important role social connections play in our happiness. Speaking at the launch of the WHR 2020 as a co-editor, Professor John Helliwell reflected that what we require during lockdowns is not social distancing, which is often the phrase used by governments, but instead **“social closeness, with physical distancing”**¹³. He called on people to focus on maintaining the social connections we have as these will get us through these difficult times while, of course, remaining compliant with distancing rules set out by governments.

THE SCIENCE OF SOCIAL CONNECTIONS AND HAPPINESS

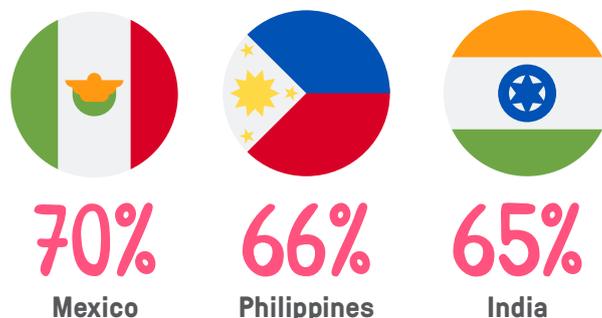
There is a significant body of science underpinning the link between social connection and happiness. For example, a psychological study performed by the researcher and author Shawn Achor looked at the happiness levels of 1,600 Harvard students in 2007. He found that there was a 0.7 correlation between perceived social support and happiness, which is higher than the connection between smoking and cancer. Achor’s research emphasised that social support and human connection are the greatest predictors of long-term happiness¹⁴.

Social connections, like most things, must be worked at and nurtured. There might be more humans on the planet than ever before, but loneliness is also extremely prevalent. A recent study by the UK government showed that in 2018-19, 46% of English adults said they felt lonely either often, some of the time, or occasionally¹⁵.



SAID THAT HUMAN CONNECTION IS WHAT MADE THEM HAPPY DURING LOCKDOWN

COUNTRIES WITH THE HIGHEST PERCENTAGES OF PEOPLE SAYING HUMAN CONNECTION MADE THEM HAPPY



¹²Wall’s Happiness Research 2020

¹³<https://www.youtube.com/watch?v=jzNyuHDeNSk>

¹⁴<https://hbr.org/2012/01/positive-intelligence>

¹⁵https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/820610/Community_Life_Survey_2018-19_report.pdf





VANESSA KING'S TOP TIPS FOR NURTURING SOCIAL CONNECTIONS:

- Being kind and helping others is important for happiness – both the receiver's and the giver's! So why not think of three acts of kindness you can do today, for example – call a neighbour or friend you know is struggling, bring a smile to someone's face, offer to help someone out
- Make a little more time for people who matter to you when you really focus on them. Perhaps call an old friend or your parents and really listen, play with your children, or write a letter to an elderly relative
- Find small ways to nurture connections in your local community – stop and chat with a neighbour, smile at someone you pass regularly, learn the names of people who serve in your local shops



REMEMBERING THE VALUE OF SOCIAL CONNECTIONS EVEN WHEN IT'S HARD TO DO SO

The suggestion that people feel lonely might not appear to be ground-breaking news but feeling lonely has been shown to be a significant risk factor to both psychological and physical health¹⁶. Social connections save lives and extend them. As explained by Dr Robert Waldinger, a psychiatrist and director of the Harvard Study of Adult Development (one of the world's longest studies of adult life¹⁷): **“People who are more socially connected to family, to friends, to community, are happier, they're physically healthier and they live longer than people who are less well connected.”**

In exploring the social environments that help to increase happiness, evidence cited in the 2020 World Happiness Report also firmly places social connections at the core. Professor Frank Martela from the Aalto University in Finland, who co-authored Chapter 7 of the WHR 2020, unpacked “Nordic exceptionalism”; the term used to describe the trend of Nordic countries regularly appearing at the top of the country-by-country happiness rankings. Professor Martela identified four key reasons why the Nordic countries are so happy. One of the four reasons was **“trust in other people and trust in institutions”**, which he explained as **“feeling connected to others, trusting them, and caring about them”**¹⁸. He concluded that social connection is at the

heart of it: **“We know that those with more supportive personal social connections and activity are more satisfied with their lives”**¹⁹.

THE PANDEMIC PUT SOCIAL CONNECTION IN THE SPOTLIGHT

If lockdown provided a moment of reappraisal in people's understanding of social connection as a key driver of happiness, then what we must understand is how to continue to prioritise, maintain and nurture social connection for good as lockdowns lift around the world.

As Vanessa King describes – **“Socially connecting is for life not just for lockdown. When we nurture constructive connections with others it boosts everyone's happiness. It's mostly about small actions – for example small acts of kindness, saying hello or offering a smile, showing we're thinking about someone, giving someone the benefit of the doubt, picking the phone up rather than only messaging, showing appreciation and saying ‘thanks’. These small gestures add up”**.

Our closest relationships and feeling we have someone to turn to when we need it is most important for happiness but feeling connected in our communities matters too.

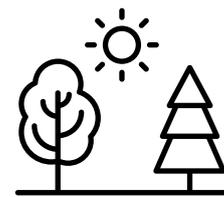
The stronger the sense of community bonds that someone has then the happier they are likely to be. We'll investigate this in more detail in Chapter 3.

TOP THINGS THAT MADE PEOPLE HAPPY DURING LOCKDOWN



58%

Human connection



45%

Spending time outdoors



42%

Exercising

¹⁶https://www.ted.com/talks/robert_waldinger_what_makes_a_good_life_lessons_from_the_longest_study_on_happiness/up-next?language=en#t-395999

¹⁷<https://news.harvard.edu/gazette/story/2017/04/over-nearly-80-years-harvard-study-has-been-showing-how-to-live-a-healthy-and-happy-life/>

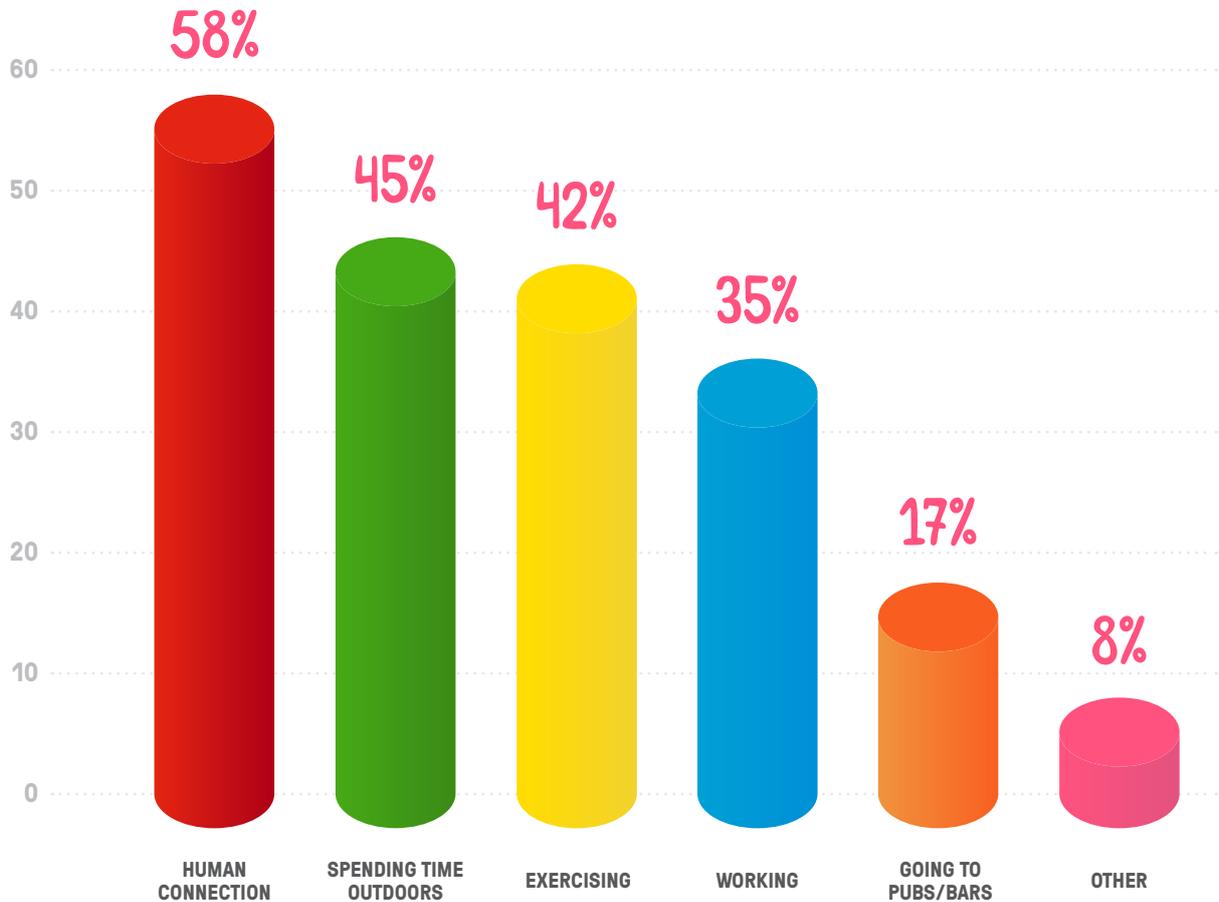
¹⁸<https://www.youtube.com/watch?v=jzNyuHDeNSk>

¹⁹<https://worldhappiness.report/ed/2020/>



GLOBAL TABLE

WHEN ASKED: WHAT IS IMPORTANT AND WHAT MAKES YOU HAPPY AT HOME DURING LOCKDOWN



PERCENTAGE OF PEOPLE THAT REALISE THE IMPORTANCE OF HUMAN CONNECTION

(TOP FIVE COUNTRIES)



70%

Mexico



66%

Philippines



65%

India



62%

Italy



57%

Finland



CHAPTER 3

COMMUNITY CAME TO MEAN SOMETHING FOR MORE PEOPLE DURING 2020

HAPPY PEOPLE LIVE IN HAPPY COMMUNITIES; COMMUNITIES OF KINDNESS, SELFLESSNESS AND ALTRUISM FROM WHICH WE ALL BENEFIT. STRONG COMMUNITIES THAT SUPPORT EACH OTHER MAKE FOR HAPPIER, MORE RESILIENT PEOPLE.



Research has emphasised the importance of building strong communities, but it's evident that it's more difficult to put this into practice. A telling statistic emerged from the research that Wall's commissioned in 2020, illustrating the extent to which community relationships – including those on our very doorsteps – have been neglected over time. The Wall's research found that prior to lockdown, 76% of people said that they knew more about the lives of celebrities than they did about the lives of their own neighbours²⁰.

76% OF PEOPLE USED TO KNOW MORE ABOUT THE LIVES OF CELEBRITIES THAN THEY DID ABOUT THE LIVES OF THEIR OWN NEIGHBOURS

But, hope for communities is reflected within the research. We found that lockdown created an opportunity for people to appreciate and invest in their communities again.



JAN EMMANUEL DE NEVE ON COMMUNITIES IN LOCKDOWN:

Our wellbeing and happiness in lockdown has been particularly reliant on our social capital. That is to say the strength of our community and our relationships with others.



In fact, 62% of people in the Wall's research said that lockdowns had caused them to feel more part of their community²¹. This increased sense of community was felt in particular by younger generations, with 67% of 25-34-year-olds agreeing that they feel more a part of their community now more than ever before²². There were also geographical distinctions, with Asian countries being far more likely to have this increased sense of community. The Philippines was revealed to have the greatest number of people (83%) saying that they feel more part of their community, followed by Pakistan (79%)²³. Much of this may come down to the more collectivist nature of many cultures within Asia, versus the traditionally more individualist culture of western countries.

²⁰Wall's Happiness Research 2020
²¹Wall's Happiness Research 2020
²²Wall's Happiness Research 2020
²³Wall's Happiness Research 2020
²⁴Wall's Happiness Research 2020
²⁵Wall's Happiness Research 2020

²⁶Wall's Happiness Research 2020
²⁷Wall's Happiness Research 2020

LOCKDOWNS MAKING YOU FEEL MORE PART OF YOUR COMMUNITY

TOP THREE ASIAN COUNTRIES	TOP THREE EUROPEAN COUNTRIES
Philippines 83%	Germany 51%
Pakistan 79%	Ireland 48%
India 78%	Italy 44%

This increased sense of community resulted in people feeling that they could make a tangible difference to their communities with their individual actions. For instance, 67% of people globally told us that they now feel more inclined to offer social support to members of their community as a result of lockdown²⁴. Digging deeper into the data, we see that younger generations are now much more likely to offer social support to members of their community. Almost three quarters (73%) of 25-34-year-olds agreed with this in comparison to just 47% of the oldest age bracket of people aged 55+²⁵. There are also similar geographic distinctions repeating themselves, with people living in Asian countries, again, being now more inclined to offer social support to community members. The Philippines demonstrated the highest number of people saying they would offer social support to those in their community at 86%²⁶.

With this greater sense of community togetherness, it is reassuring that more than half (52%) of people around the world agree that their neighbours play a more important role in their lives than ever before²⁷. While we still have a way to go to get more people to identify with their neighbours, this is a realisation that should be supported and encouraged if communities are to be happier and thrive.



RICHARD LAYARD ON COMMUNITY PARALLELS BETWEEN WORLD WAR II AND NOW:

In the Second World War there was an unprecedented level of fellow feeling and importantly it went on for years and decades after that. What we are seeing now is almost a repeat of that. A time of suffering and uncertainty that brings communities together. People banding together for the greater good, looking out for one another, helping one another and getting a good feeling out of doing it!



This growing strength of community was reflected in the news headlines across the world at the beginning of lockdown with copious stories of communities coming together and helping one other. Whether it was whole streets coming together to clap for carers and health workers every Thursday as in the UK²⁸, or small farmers in rural drought-prone Maharashtra, India banding together to offer food relief to groups most at risk of food insecurity²⁹, we started to see a widespread increase in empathy for strangers. This togetherness has worked to redevelop and rediscover a grassroots sense of community mindedness for the 21st century³⁰.

COMMUNITIES EXCHANGE KNOWLEDGE AND SKILLS THAT ADD JOY TO LIFE

According to Ravi Kaneriyia, the Head of Asia region Social Engagement Team at the World Economic Forum, strong communities are a crucial part of our happiness³¹ because strong communities can enable social support and the exchange of knowledge and skills that add 'joy to life'. Action for Happiness, a movement set up by serious happiness experts committed to building a happier and more caring society, also highlights the many positive benefits to our mental and physical health when we connect with people in our communities³².

Looking in detail at community connection, the US-based community foundation, the Knight Foundation, published the results of a three-year study in 2010 in collaboration with Gallup that surveyed over 43,000 people in 26 communities in the United States³³. The study defined a term called "resident attachment" that referred to how attached someone is to where they live, how positive they are about their community and what makes it up. The research revealed that the factors key to resident attachment are social offerings, such as "places for people to meet each other and the feeling that people in the community care about each other" and openness, for example "how welcoming the community is to different types of people". The report deduced that the more attached a resident is to an area, the less likely they are to leave, which makes for increased levels of talent as well as pride and satisfaction in their community. In short, communities that have residents who feel a sense of belonging to those communities are not only more successful, but happier.

STRONG COMMUNITY TIES NEED ONGOING SOCIAL INVESTMENT

Our local communities affect our happiness and there are actions that all of us can take to improve community wellbeing.

The sociologist Robert D. Putnam describes connections within a community as part of its 'social capital'.



JEFFREY SACHS ON GLOBAL COMMUNITY TOGETHERNESS:

Our individual happiness depends on our sense of inclusion in a larger society. In this sense our own happiness is inextricably bound to the wellbeing of others and to our ability to reach across cultural, religious and class divisions to establish trust.

People in every culture and society share common hopes and aspirations for a better world. Increased global connectedness depends on a strong home base of family and community. That's the beauty of an interconnected world: meaning starts at home and reaches the entire planet.



He identifies two key types: "bonding" social capital and "bridging" social capital. Bonding social capital is the connections between people who are similar, for example in demographic backgrounds or attitudes; and bridging social capital which is the connections between people who are more socially diverse in some way³⁴. Community togetherness can foster both sorts of social capital.

As well as the pleasure that often comes from being sociable, Richard Layard outlines four main categories of community activity that can bring people together. These are: eating, drinking or shopping together; games or physical activities; cultural activities; and activities that perform a social service of some sort³⁵. These types of activities can both define groups and help to cut across diverse backgrounds to bring different groups of people together. Either way, they create experiences of belonging in communities, which is key to a happy life³⁶.

There are several examples of day-to-day activities that can lead to a stronger sense of community and happiness. Vanessa King highlights some of these by saying: **"The key to community strengthening activities are those that bring people together to share experiences, identify and develop common interests, help each other and/or contribute to something meaningful. This might be socialising and eating together for special occasions like local festivals or annual events; sports activities; cleaning up the local area; volunteering; or helping each other out day-to-day. Tiny things such as asking for help, sharing knowledge and checking in with the elderly and the isolated can all contribute community togetherness"**

So there are activities that we can all do to foster connection in our communities and so build happier societies. During lockdown we have prioritised community; this foundation should be built on, not forgotten.

67%

OF PEOPLE GLOBALLY SAID THEY NOW FEEL MORE INCLINED TO OFFER SOCIAL SUPPORT TO MEMBERS OF THEIR COMMUNITY

²⁸<https://www.bbc.co.uk/news/uk-52140383>

²⁹<https://www.weforum.org/agenda/2020/05/how-to-help-indias-rural-poor-during-the-covid-19-pandemic/>

³⁰<https://theconversation.com/coronavirus-is-revitalising-the-concept-of-community-for-the-21st-century-135750>

³¹<https://www.weforum.org/agenda/2017/09/8-ways-to-unlock-the-power-of-community/>

³²<https://www.actionforhappiness.org/10-keys-to-happier-living/local-community/details>

³³<https://knightfoundation.org/sotc/overall-findings/>

³⁴Can We Be Happier: Evidence and Ethics by Richard Layard (page 179)

³⁵Bowling Alone by Robert Putnam

³⁶Can We Be Happier: Evidence and Ethics by Richard Layard (page 180)





64%



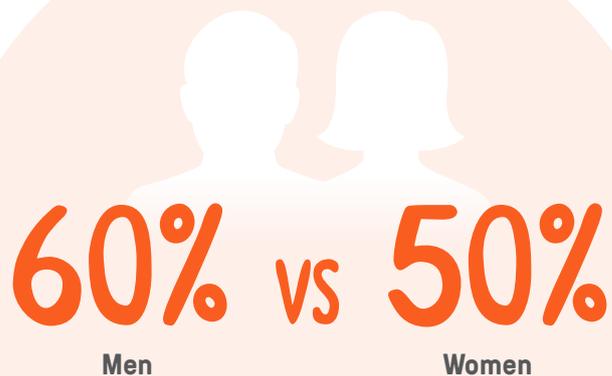
71%



70%



72%



CHAPTER 4

BUILDING BACK HAPPIER

THE PEOPLE HAVE SPOKEN AND WHAT THEY WANT
IS REAL CHANGE POST-COVID-19; THEY WANT
HAPPINESS PRIORITISED.



Wall's research shows that over three quarters (78%) of people globally now feel strongly that happiness and wellbeing should be prioritised over money³⁷. This demand for change is being championed by the younger members of our society, with the 25-34-year-old age group representing the highest percentage of responses in favour of change³⁸.

Our research also shows that we want our leaders to act so that happiness is prioritised over GDP. 63% of global respondents in the Wall's survey said they want to see their governments take action to put happiness before a purely economic recovery³⁹. Again, it is younger age groups taking the reins here, with 25-34-year-olds making the highest percentage calling on government to make change⁴⁰.

This idea of happiness being put first has widespread support across all nations surveyed, with no country included in the Wall's happiness research having less than 50% of people agreeing that happiness and wellbeing should be prioritised over money alone⁴¹.

THE POSITIVES OF LOCKDOWN

Lockdown has made people realise that we don't have to go back to our 'pre-pandemic' ways. Professor Dave Ulrich from the University of Michigan, and Professor Paolo Gallo from Bocconi University highlight, in a piece for the World Economic Forum that **"a crisis is a terrible thing to waste"**⁴² and that Covid-19 has made us focus on **"moving forward rather than backward, and pausing, resetting, restarting – and learning."**

The pandemic and the resulting lockdowns have forced governments to take – what would have previously been considered unexpected – steps forward. As the American-Canadian activist, author and leading filmmaker, Astra Taylor, notes: **"So many policies that our elected officials have long told us were impossible and impractical were eminently possible and practical all along"**⁴³.

And so it begs the question: why can't the same be done with prioritising happiness? With ongoing uncertainty and a global populous that is ready for change, this might finally be the moment for the Happiness Movement to really take hold.

HAPPINESS IS A MOVEMENT

Happiness is not just a feeling. It's a movement that is gaining momentum, led by academics and activists who believe that we should prioritise what evidence shows really leads to a more fulfilling, healthier life over what we've been focused on in recent years. This movement is growing, and Wall's wants to help power it.

There are even several governments that have piloted the happiness approach in various forms. Take, for instance, New Zealand where the government has passed a Wellbeing Budget, the UAE where the government has appointed a Minister of State for Happiness and Wellbeing, the UK where a happiness index was launched by the government, or even in Bhutan where famously GNH is used over GDP. It's time for people to learn from parts of what these, and other, countries have done and take this to the next level.

Regardless of the progress being made here, one thing remains true: as we progress into an uncertain future, happiness is more necessary now than ever before.

Kenneth Rogoff, a Professor of Economics and Public Policy at Harvard University, has said that even after the Covid-19 pandemic is over we should prepare ourselves for what he terms **"an uncertainty"**⁴⁴ pandemic. This reflects his concern that the insecurity fuelled by Covid-19 will weigh on the global economy and society for a long-time after the worst of the pandemic has passed.

The economists Julian Kozlowski, Laura Veldkamp and Venky Venkateswaran argue that the cumulative long-term costs of this pandemic are likely to be greater than short-term effects, partly because of a long-lasting sense of unease among ordinary people in society⁴⁵. Therefore, perhaps happiness is needed as our shield to protect us for the uncertain times ahead?



**OF PEOPLE GLOBALLY WANT HAPPINESS
PRIORITISED OVER MONEY!**

³⁷Wall's Happiness Research 2020

³⁸Wall's Happiness Research 2020

³⁹Wall's Happiness Research 2020

⁴⁰Wall's Happiness Research 2020

⁴¹Wall's Happiness Research 2020

⁴²<https://www.weforum.org/agenda/2020/07/coronavirus-covid19-lockdown-change-society-transformation/>

⁴³<https://www.politico.com/news/magazine/2020/03/19/coronavirus-effect-economy-life-society-analysis-covid-135579>

⁴⁴<https://www.theguardian.com/business/2020/sep/04/after-coronavirus-we-should-be-ready-for-an-uncertainty-pandemic>

⁴⁵<https://www.kansascityfed.org/-/media/files/publicat/sympos/2020/20200806veldkamp.pdf?la=en>





JEFFREY SACHS ON AN UNCERTAIN WORLD:

We have experienced the biggest global crisis since World War II and the biggest economic displacement since the Great Depression. We are clearly living through unpredictable times. The pandemic is having many different effects. It is accelerating the digitalisation of the world, it is changing the way we work, it is changing our attitudes to public health, and much more. However, if we are to fully appreciate the growing global impact of the ongoing Covid-19 crisis, we have to look beyond direct measures of disease and income to consider how the pandemic is impacting the wellbeing of people, in both the short term and long term. We must direct our efforts to raising that wellbeing, especially by addressing the public's pressing needs at this difficult time.



WALL'S: CAMPAIGNING FOR A HAPPIER WORLD

Wall's is determined to help power this movement for change. As a brand that has lived in communities and connected people for almost a century, Wall's has been witness to many societal changes. Now, as an opportunity for monumental change presents itself, we are committed to helping people move towards the change that they want to see.



IAN MASKELL, VICE-PRESIDENT, GLOBAL BRAND DEVELOPMENT – ICE CREAM AT WALL'S:

Our own research shows nations which enjoy more ice cream are among the happiest. More ice cream is eaten together than apart, so what better accompaniment to a social occasion than a scoop of ice cream?

Wall's provides the world with 28 billion portions of happiness each year and our experience of spreading happiness and bringing people together makes us determined to lead the movement to put happiness first.



Wall's believes that governments should move away from GDP as the only measure of progress. When GDP is prioritised, it's at the detriment of happiness. And so we will be campaigning for happiness to be put first as the metric for a nation's progress out of the belief that, from there, prosperity will flow.



RICHARD LAYARD ON AN OPPORTUNITY TO PUSH FOR HAPPINESS:

If we look at aiming for happiness as our number one priority, we will achieve progress for all and move away from the dangerous zero-sum game of relative success that currently dominates our society and economy. We must aim for a happier society as a direct aim and overarching concept to displace the false idol of GDP. We need a clear concept that can inspire passion in everyone because it aligns to a basic wish inherent in everyone – to feel good about your life. We should start by ensuring that globally we judge societies by their levels of happiness. We should also ensure that as individuals we try to create the most happiness; by increasing the happiness of others and therefore ourselves. We should also expect policymakers and governments to try to increase the happiness of the people. There is certainly an undercurrent of change in our society. People are ready to do things differently. We are more concerned about how we ourselves and others feel, and a new, gentler culture is emerging. Happiness is being given a chance!



LOOKING FORWARD

Let's not forget what we learnt during the Covid pandemic and the subsequent lockdowns that followed. One of the biggest things we came to realise was that community and social connections are key to our happiness. As we look to push for happiness to be prioritised, let's cling on to that.

Younger generations are showing us the way forward, so let's use that as our guidance to build the future that they want to see. It's not just about money in our bank account, it's human connections and community togetherness that's important.



So, in this immediate future Wall's will be working throughout 2021 and beyond to bring academics, policy makers, businesses, communities and activists together to come up with recommendations for how we can develop a blueprint for a future where happiness is key.

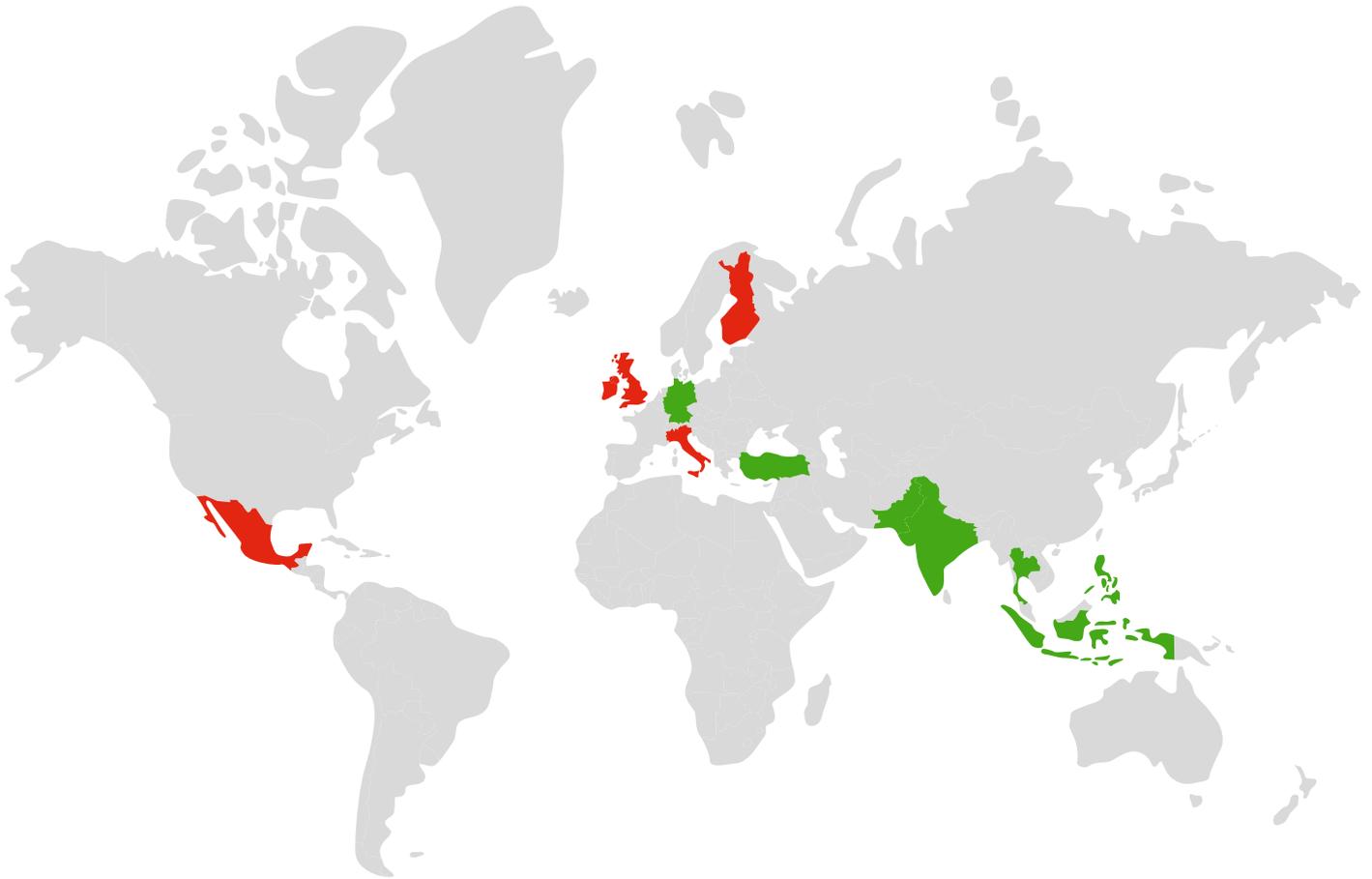
We will be using our resources and driving solutions to ensure that community togetherness and social connections are protected and nurtured, with the main objective that happiness is prioritised. By choosing a happier future, we'll be opting for a world that is changed for the better.

ABOVE THE AVERAGE:

INDIA (77%)
PAKISTAN (75%)
TURKEY (71%)
PHILIPPINES (71%)
INDONESIA (69%)
THAILAND (68%)
GERMANY (64%)

BELOW THE AVERAGE:

IRELAND (57%)
UK (54%)
FINLAND (53%)
MEXICO (50%)
ITALY (49%)



63%

Global Average

OF PEOPLE SAID THEY WANT TO SEE THEIR GOVERNMENTS TAKE ACTION TO PUT HAPPINESS BEFORE ECONOMIC RECOVERY

