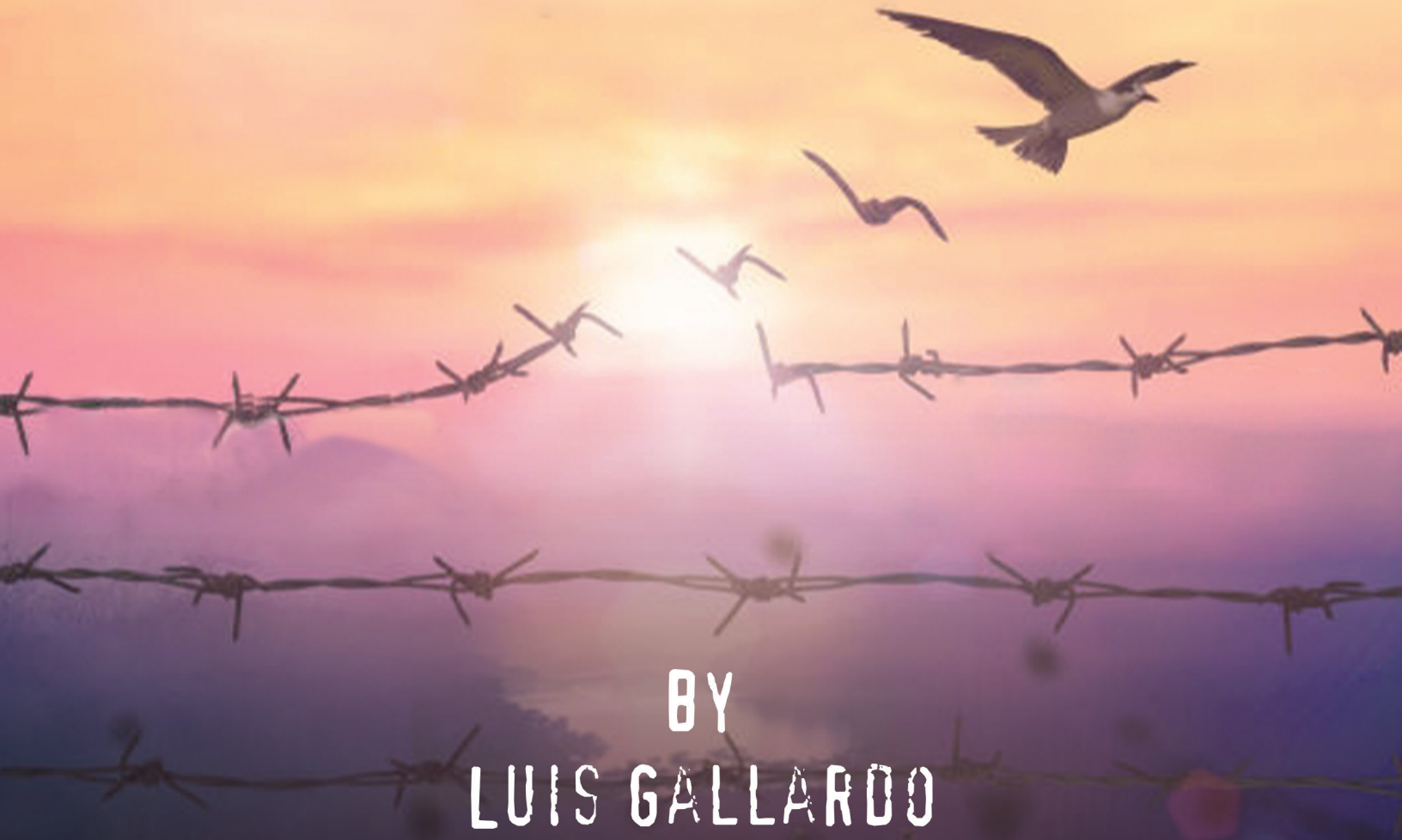




**WORLD  
HAPPINESS  
FOUNDATION**  
be CREATION

# REALIZING A WORLD WITH

• FREEDOM • CONSCIOUSNESS  
• AND HAPPINESS FOR ALL



BY  
LUIS GALLARDO

# Realizing A World With Freedom, Consciousness and Happiness For All

By

L U I S G A L L A R D O

The further humanity goes through the industrial and digital (r)evolution, the more obvious their limitations become. We are witnessing unprecedented inequalities, a decrease in mental and physical health, reduced happiness, and an increase in systemic violence over natural resources. In such critical times, a need for a more just society, happier and more conscious living, and a healthy planet is emerging.

The World Happiness Foundation's purpose is to realize such a world with freedom, consciousness, and happiness, FOR ALL. Humanity has never faced simultaneously such vulnerability and opportunity to make this come true. We are not asking in vain how can we realize a world where everyone is free, healthy, and happy. On the contrary, The World Happiness Foundation is actively working on finding the answer to this most important question. Thankfully, the number of creative thinkers, social impact organizations, and practitioners who understand that this is not a zero-sum game is growing. And we are here to unite and amplify those leaders, institutions, and programs that are making the world a happier place.

## Emerging Systems

Up until recently, the only measures throughout the social and biomedical sciences on people's happiness were such things as income, state of one's health, or career. However, new emerging systems are pushing at the forefront such measures as mental health, life satisfaction, meaning and purpose, virtue and character, and close social relationships. In order to make a change on a global scale, we need to turn to such organizational macro systems that put Human Flourishing at the core of its work.

One such emerging system is **Utilitarianism**. It can be best summarised by the slogan 'the highest happiness for the highest number.' The goal of this system is envisioned

as the guiding direction in which humanity should progress. Every person is like a happiness bucket, and the aim of everyone, on the scale from the individual to society, economy, and state, should be to fill up this bucket with as much happiness as possible.

Another such system is our **Happytalism**. Happytalism proposes eudaimonia as a guiding idea and the use of technology which can only improve the quality of the human condition. Since technology has both positive and negative effects on human happiness, we have to use it only as a means to move forward, not as a tool for comparison or a weapon. With a proper and systematic approach to technology, we can use it to understand life better and improve the human condition altogether.

This is the core message of Happytalism - that by reaching higher states of awareness, consciousness, and mindfulness, we can establish communities with beliefs, rules, and culture built on love, compassion, and empathy. Through positive education, we can help others find their purpose, help them understand what matters to them individually, and eventually integrate their individual interests and needs with those of the community as a whole.

## **bē**

Underpinning everything we at Happytalism and the World Happiness Foundation do, is something that we call 'bē.' It is a guiding compass of our organization. **bē** is a vitality, life force energy that unifies all aspects of what we work to accomplish together under one lively spirit. Our ecosystem consists of eight branches that tower over and extend all over the World Happiness Foundation, like the mythological Yggdrasil tree. The branches are Fest, Governance, Academy, Philosophy, Awards, Community, Observatory, and Media.

## **Exponential Happiness**

Following the idea of Human Flourishing, Happytalism is set on creating an ecosystem where people are conscious and free enough not just to achieve their personal happiness, but also to have the capability, means, and motivation to help others do the same.

Exponential happiness is about happiness in the age of abundance - teamwork of

modern technology, love, empathy, and compassion with the goal of bringing entire humanity together. The mission is to establish new rules and systems that will help us resolve basic human problems, such as poverty, hunger, shelter, and access to education. With this kind of globally connected, aware, and spiritual society, humanity has the potential to do anything from helping individuals to space exploration.

### **Theory of Change**

So, how can we achieve all of this? The answer is - via theory of change. The theory of change is a methodology for planning, participation, and evaluation used by an organization that wishes to promote social change. Simply put, it is the alteration an organization wishes to make in the world.

While the Foundation's larger objective is to affect systemic change at the local, state, national, and international levels, our work begins with the individual. Using a "Train the Trainer" approach, we educate, equip, and empower those in influential positions, including teachers, coaches, social change-makers, health providers, businesses, and government leaders. The focus of our training is not just on knowledge acquisition but also on developing embodied understanding and mindfulness, leading to personal transformation. The education emphasizes self-compassion, resiliency building, emotional regulation, whole being alignment, and meaning-making. By reaching 25 million trainers who each facilitate the transformation of 400 people, we will achieve our vision of 10 billion (the estimated global population in 2050) free, conscious, and happy individuals!

Taking a step from the individual, we are also striving to equip 100+ corporations with resources for workplace happiness culture, as well as wellbeing initiatives. Another jump further in this direction is our goal to create a conducive environment for advocacy for global happiness. This is done through The World Happiness Observatory, where we share news, trends, research, and social media posts from leading happiness and wellbeing publications and experts. This is also done through our Conscious Journalism Project, where we publish and spread ideas to raise awareness and find solutions to individual and global challenges.

Such a global change can't be done without the support and assistance of the government sector. Our goal is to include the world's governments in our pursuit of wellbeing and happiness for all, through the introduction of GGH and a happiness index in the public sector.

Through our other branches - the World Happiness Academy, the World Happiness Awards program, the World Happiness Xchange, and others - we are striving to maximize everyone's potential. Take a step forward with us and let's make a fundamental change for the better!

## **(bē) - The Life-Force of Existence and Energy of the System**

Life force energy, also known as subtle energy, Prana, and Chi, is universal energy found throughout the universe. Each of us is filled with this ubiquitous life force energy. It is the essence of our consciousness, our being, our soul. We are made to receive it, hold it, and transmit it, even unconsciously participating in this divine circling of the universal energy that gives life to all things.

And the way it works is more simple than you think. Our thoughts are made of energy, they give rise to our emotions, which in turn are merely energy in motion, like an invisible fog flowing above and around our physical body. Taking all of this into consideration, it's not a surprise that life force is crucial to our wellbeing.

When our life force is at a minimum, we feel tired, depressed, unmotivated, and ungrounded, but when we have it in abundance, when it flows through us, we can experience life to its fullest and move into higher states of emotional and mental energy.

### **Examples of Life Force Energy from Around the World**

The idea - and its practical use - of the life force energy has been omnipresent in every inhabited continent, and most islands, too. According to the traditions and beliefs of countless cultures worldwide, life force energy is an all-pervasive informational field - a force that functions as the main energy that sustains life.



In China, such energy is called **Qi/Chi**. By definition, it is a vital energy that is held to animate the body and is even crucial for some Eastern medical treatments, as well as an exercise of self-defense. According to Eastern philosophy, to have a proper Qi flow is to experience health, strength, and vitality in the body.

In India, life force energy is called **Prana**, and it is defined as 'a life-breath' in Vedic and later Hindu religion, or 'the principle of life moving in the human body.' Prana is the energy encoded with intelligence that informs it to shape and sustain all life.

In Polynesia, life force energy is called **Mana**, and islanders believe it to be the power of elemental forces of nature embodied in both objects and persons. It flows through all things, and it can be cultivated or even lost through your life choices. To have strong Mana is to have a strong presence.

There are many more terms and examples of this universal energy, but it all comes down to the same - being present and letting the life force energy flow through you leads to an easier way of achieving freedom, expanding your consciousness, and attaining [\*Fundamental Peace\*](#).

## **bē**

Underpinning everything we at Happytalism and the World Happiness Foundation do, is something that encapsulates all of the above, something that we call 'bē.' It is a guiding compass of our organization. **bē** is a vitality, life force energy that unifies all aspects of what we work to accomplish together under one lively spirit. Our ecosystem consists of eight branches that tower over and extend all over the World Happiness Foundation, like the mythological Yggdrasil tree. The branches are Fest, Governance, Academy, Philosophy, Awards, Community, Observatory, and Media.

**1. World Happiness Fest** is the most diverse and polycentric global happiness forum, reaching over 10 million people just in 2020. With the goal of reaching 10 billion happy people by 2050, the World Happiness Fest unites the leading happiness and wellbeing experts from the fields of education, business, art, science, music, technology, and policy.

**2. The World Happiness Governance** is here to support the leaders from governments

and organizations that are disrupting current systems that should foster a productive and healthy balance among societal, individual, and environmental needs and goals. We help leaders implement new policies and initiatives that can influence the faster creation of economies of happiness and wellbeing for all.

**3. The World Happiness Academy** is our center where you can learn how to use your potential for you and the benefit of your community. We offer incredible educational expeditions to countries around the world.

**4. The World Happiness Philosophy** - With two core philosophies - Happytalism and The Exponentials of Happiness - posing as pillars of The World Happiness Foundation, we asked ourselves how we can begin to realize a world where everyone is free, conscious, and happy. The answer we came upon is to help elevate global happiness, and doing such a thing means inviting willing people to join us in our endeavors!

**5. With The World Happiness Awards**, we set on to celebrate and elevate the people and communities making this planet a more conscious and happier place for all.

**6. The World Happiness Community** spans the globe and unites experts, thought leaders, activists, and other passionate people who are ready to take our goal of creating happier communities and lives.

**7. The World Happiness Observatory** provides real-time information on the state of happiness and wellbeing around the world from leading publications, experts, and influencers.

**8. The World Happiness Media** gives a voice to people worldwide who are working tirelessly to increase happiness and wellbeing in their lives and communities.

### **Takeaway**

We are all filled with universal life force energy, but if unbalanced, or stagnant, this powerful force can create any type of disease. The disease is our reaction to energy blockages in our emotional, spiritual, and physical body. In the spiritual body, it manifests as narrow-minded and disrespected behavior toward people and nature.

In the emotional body, it manifests as anger, phobias, depression, or rage. In the physical body, it manifests anywhere from headaches, back pains, to arthritis or cancer. We MUST be willing to release blocked energy to experience its effects on our overall lives. Using our consciousness, we can learn to harness life force energy and to create personal and worldwide peace and good fortune with effortless ease.

With our honest efforts and your participation, we are approaching slowly but steadily to the future where world freedom, consciousness, and happiness will be realized for each and every one of us. Don't hesitate to join us; hop on the happiness train!

## Exponential World Happiness

An ancient Chinese proverb says: "If you want happiness for an hour, take a nap. If you want happiness for a day, go fishing. If you want happiness for a year, inherit a fortune. If you want happiness for a lifetime, help somebody." You don't need to be a brilliant thinker to understand the message - happiness is exponential. If you keep including others in your pursuit of happiness, it will grow faster and faster, affecting you as well as others.

### **Generosity as a Mindset**

It really is better to give than receive! It's a bulletproof way of achieving personal growth and lasting happiness. These times in which we are living have proven that only when we work together, taking everybody's well being into consideration, can we overcome adversity, deal better with hard times, and despite all, live our lives happy and content.

Though the world is still learning how to cope with an ongoing pandemic, humans are, mostly, successfully adapting. This global pandemic has showcased the essential interconnectedness of the human family, with numerous acts of kindness, solidarity, and generosity happening all around the world. Never before could we see so obviously that we are all in this together. The world's happiness, during and eventually post-corona times, depends on you, me, and everyone in between. But how do we set all of this in motion?

The solution resides deep inside each individual through both our dynamic and fluctuating conditions. How and in what way we interact in communities, both local



and global, our connectivity, coupled with our personal level of mindfulness and awareness, will ultimately determine world happiness. Now more than ever, humanity should unite in a new alliance and a common vision to advance its economic genius and human development paradigm.

### **Exponential Happiness**

Amid the fear and frenzy enveloping much of the world today, a new paradigm of human flourishing is emerging. At the core of this primal human need (past the food and shelter) is to be happy. Happytalism is set on creating such an ecosystem where people are conscious and free enough not just to achieve their personal happiness, but also to have the capability, means, and motivation to help others do the same.

Exponential happiness is about happiness in the age of abundance - teamwork of modern technology, love, empathy, and compassion with the goal of bringing entire humanity together. The mission is to establish new rules and systems that will help us resolve basic human problems, such as poverty, hunger, shelter, and access to education. With this kind of globally connected, aware, and spiritual society, humanity has the potential to do anything from helping individuals to space exploration.

### **Exponential Technologies**

Though we are exposed to various exponential opportunities, we still feel lonely, stressed, disengaged, and alienated. This mostly happens because we are not willing to challenge ourselves and get out of our comfort zones. However, if we use exponential technologies to our benefit, we can start our individual transformation and ultimately find our happiness.

AI, VR, AR, digital and nanotech fabrication, robotics, computing systems, digital biology, and biotech are just some examples of these technologies that hold the solution to human happiness. Why? Because they are accelerating all aspects of our lives and cause dramatic shifts in human thinking (this is known as Singularity). and now."

Growth used to happen from century to century, but now it's happening on a daily basis. We can now grow at a rate incomprehensible to previous generations. With exponential technologies at hand, people need to see problems as opportunities.

Whether through collaboration, volunteering, social enterprise, or business, the problem-solving opportunity mindset can help us do meaningful work.

However, despite progress, humans are becoming less open and willing to think globally. The downside of these technologies is reflected in people being separated from the external world. The constant connectivity is making us feel disconnected. Humanity is at risk if we don't take care of the other plate of this exponential scale. We must invest as much in human flourishing (preservation of our human side) as in technological development.

One of humanity's stumbling blocks is the scarcity mindset. It keeps us feeling that no matter how much we earn, or what we do, we are never enough. But we can fight off this negative mindset with a positive one - the abundant, exponential mindset. This mindset doesn't limit our perspective but allows us to shift and expand it. When we apply this way of thinking, along with new, exponential technologies, there's nothing we cannot do and no problems that we cannot solve.

### **The Mindset is Everything**

One way to create perpetual abundance is to observe the world as full of opportunities and possibilities. The road towards happiness is paved with generous deeds. And the more we are generous, the more we are abundant.

The times in which we live give us a unique opportunity to be generous and create abundance on a global scale. How? By utilizing powerful exponential technologies like AI or biotech, and making once-scarce goods easily obtainable. For example, in an abundant future, the cost of solar energy will decrease, and the technology that drives it will be more accessible, making this power affordable to everyone.

### **We Are Already Living in Singularity**

Billions of people are already living in a hybrid computer/human Singularity, and we all carry it in our pockets. Mobile phones are the best example of the benefits (and downsides) of exponential technologies! Just think of the massive influence it has on our lives. We can 'move mountains' with just one post on social media platforms and do what was unthinkable just a couple of decades ago.

The influence of the virtual communities we are a part of can transfer to actual communities all over the world. Now you don't need to get out of the house to meet those with whom you can brainstorm solutions and come up with ideas, since they're just one click away. Thanks to global connectivity, we can be part of the communities of people who share ideas and dreams and believe in an abundant world.

When implemented ethically, exponential technology can lead us to so many wonderful changes. Together, even when we are physically apart, we need to work in unison and even challenge the governing bodies of our society to create a better future for all of us. By uniting into collectives and using technology ethically, we can become more aware and happy. Join us because there's nothing we can't do together!

## **Emerging Systems in the Era of the Human Flourishing**

If I were to ask you these questions:

What is the aim of human civilization? What is collective progress? What is happiness?

Would you know how to answer? It's tricky, isn't it? The world is going through changes so fast that sometimes it feels like we barely have a clue where humanity is going, let alone where we would like it to go.

Up until recently, the only measures throughout the social and biomedical sciences on people's happiness were such things as income, state of one's health, or career. However, new emerging systems are pushing at the forefront such measures as mental health, life satisfaction, meaning and purpose, virtue and character, and close social relationships. So, in order to answer the above questions, and to make a change on a global scale, we need to turn to such organizational macro systems that put Human Flourishing at the core of its work.

### **Human Flourishing**

Going back to Aristotle and beyond, the concept of human flourishing has been at the core of the most basic philosophical questions - what does it mean to live well and be happy?

Out of this, the 'Eudaimonia' concept was born. Sometimes translated as 'happiness,' it is actually best understood as human flourishing, which is the ultimate goal that humanity should strive for, both individually and as a society.

By definition, human wellbeing or human flourishing is defined as an effort to achieve self-realization and fulfillment within the context of a larger community of individuals, each with the right to pursue his or her own such efforts. It encompasses freedom, diversity, dignity, happiness, and the holistic wellbeing of a person within the larger family, community, and population. It is also directly related to the choices we make

### **Systems**

A system is a connected collection of interdependent and interrelated parts, influenced by its environment, defined by its structure and purpose, and expressed through its function. Infrastructure, a system of all systems, is the physical foundation of our society. It provides more than electrical power, water supply, or transport services; it helps to boost quality of life and supports productivity and prosperity, in line with the natural environment.

## **It's Time To Re-Envision Infrastructure As A Platform For Human Flourishing**

Have you heard of utilitarianism? It can be best summarised by the slogan 'the highest happiness for the highest number.' The goal of this system is envisioned as the guiding direction in which humanity should progress. Every person is like a happiness bucket, and the aim of everyone, on the scale from the individual to society, economy, and state, should be to fill up this bucket with as much happiness as possible.

To expand on this, we should observe infrastructure as a system and start exploiting digital technologies to deliver massive benefits, both to the economy and society, who are the ultimate users. To put it simply, it's time to re-imagine infrastructure as a people-centered, sustainable system, a system of all systems, to ensure it is suitable for future needs.

You might wonder, “Why should we do this?” Because society depends on it. The infrastructure in which we live, our built environment, is becoming more and more connected with it, so risks of failure and unability to address systemic vulnerabilities can cascade faster than ever before. Challenges like reducing carbon emissions and making society resilient to the physical effects of the ongoing climate change are systemic and require system-based solutions. And technology now makes this possible.

### **The Economics of Happiness**

While psychologists have been studying wellbeing and happiness for years, economists only recently ventured into this field. Early philosophers and economists, ranging from Aristotle, the pioneer of the study of human happiness, to Bentham, Smith, and Mill, have incorporated the pursuit of happiness in their work. But, with time, economics grew more rigorous and quantitative, so happiness was taken to depend solely on income.

However, focusing only on income forces us to miss key elements of wellbeing. People have different preferences for material and immaterial goods. In other words, happiness can be difficult to measure and categorize since it's subjective. People can, for instance, choose a lower-paying job that is more personally rewarding. This is why the economics of happiness doesn't intend to replace income-based measures of wellbeing and happiness, but to complement them with broader measures of welfare.

Many economists have discovered that having more money does generally increase happiness, as it enables individuals to afford goods essential to the basics of life (food, shelter, healthcare, education), but there is a threshold after which no amount of money can boost satisfaction. This is where evolved awareness, consciousness, and purpose comes into focus.

### **Happytalism**

Money is not making us happier for the long run, and we can see examples of this everywhere. It's time to rethink the role of happiness and address the human spirit. This doesn't mean that we should give up on our individual identity in order to contribute to collective happiness but to strike a balance by creating the right social conditions that encourage a shared effort towards achieving common goals.

Global education should be re-oriented from 'doing business,' which significantly contributes to altering Earth's atmosphere and depletes limited natural resources,

to sustainability at its core and economic sustainability as its subset. Happytalism proposes eudaimonia as a guiding idea and the use of technology which can only improve the quality of the human condition. Since technology has both positive and negative effects on human happiness, we have to use it only as a means to move forward, not as a tool for comparison or a weapon. With a proper and systematic approach to technology, we can use it to understand life better and improve the human condition altogether.

This is the core message of Happytalism - that by reaching higher states of awareness, consciousness, and mindfulness, we can establish communities with beliefs, rules, and culture built on love, compassion, and empathy. Through positive education, we can help others find their purpose, help them understand what matters to them individually, and eventually integrate their individual interests and needs with those of the community as a whole.

If you want to learn more about how to keep your individual authenticity while achieving great things together, we invite you to join us.

## **Happytalism's Theory of Change**

When he wasn't dealing with his research on black holes and general relativity, one of the world's most famous scientists, Stephen Hawking, would use his influence to highlight what he saw as the biggest challenges and existential threats for humanity. He was worried that, because of our problematic relationship with the environment and with one another, humanity would eventually fall victim to an extinction-level catastrophe. Anything from a large asteroid to climate change, artificial intelligence, GM viruses, or nuclear war, could be our undoing.

For most people, this would be nothing more than an interesting but slightly sensational article to pop up on their news page, if it weren't for the fact that we are currently living under one such threat. In less than a year, the ongoing COVID-19 pandemic has changed the way people live on this planet and forced us to look for solutions for many of the problems we are facing. To quote Darwin's Origin of Species, it is not the most intellectual of the species that survives, nor the strongest, but the



species that is able best to adapt and adjust to the changing environment in which it finds itself.

## Theory of Change

### Simple Definition

The theory of change is a methodology for planning, participation, and evaluation used by an organization that wishes to promote social change. Simply put, it is the alteration an organization wishes to make in the world.

### How does it apply to our work?

The World Happiness Foundation's purpose is to realize a world with freedom, consciousness, and happiness, FOR ALL. Humanity has never faced simultaneously such vulnerability and opportunity to make this come true. We are not asking in vain how can we realize a world where everyone is free, healthy, and happy. On the contrary, The World Happiness Foundation is actively working on finding the answer to this most important question.

The further humanity goes through the industrial and digital (r)evolution, the more obvious their limitations become. We are witnessing unprecedented inequalities, a decrease in mental and physical health, reduced happiness, and an increase in systemic violence over natural resources. In such critical times, a need for a more just society, happier and more conscious living, and a healthy planet is emerging. Thankfully, the number of creative thinkers, social impact organizations, and practitioners who understand that this is not a zero-sum game is growing. And we are here to unite and amplify those leaders, institutions, and programs that are making the world a happier place.

### How We Do It

While the Foundation's larger objective is to affect systemic change at the local, state, national, and international levels, our work begins with the individual. Using a "Train the Trainer" approach, we educate, equip, and empower those in influential positions, including teachers, coaches, social change-makers, health providers, businesses, and

government leaders. The focus of our training is not just on knowledge acquisition but also on developing embodied understanding and mindfulness, leading to personal transformation. The education emphasizes self-compassion, resiliency building, emotional regulation, whole being alignment, and meaning-making. By reaching 25 million trainers who each facilitate the transformation of 400 people, we will achieve our vision of 10 billion (the estimated global population in 2050) free, conscious, and happy individuals!

## **Our Projects (2020 - 2022)**

The World Happiness Foundation's projects revolve around several goals, the first of which is to build awareness of one million individuals about wellbeing and global happiness. The way we do it is through our Festival, The World Happiness Fest, the UN Day of Happiness, Digital Summit, Agoras, Conscious Kids Fest, and more. Another of our goals is to build the capability of 1,000 individuals (educators, coaches, health providers, leaders) with resources and skills to achieve true happiness. Through our learning center, The World Happiness Academy, we are striving to maximize everyone's potential.

Taking a step from the individual, we are also striving to equip 100+ corporations with resources for workplace happiness culture, as well as wellbeing initiatives. Another jump further in this direction is our goal to create a conducive environment for advocacy for global happiness. This is done through The World Happiness Observatory, where we share news, trends, research, and social media posts from leading happiness and wellbeing publications and experts. This is also done through our Conscious Journalism Project, where we publish and spread ideas to raise awareness and find solutions to individual and global challenges.

Such a global change can't be done without the support and assistance of the government sector. Our goal is to include the world's governments in our pursuit of wellbeing and happiness for all, through the introduction of GGH and a happiness index in the public sector.

With our educational goals, and through The World Happiness Academy, we strive to support the integration of the Happiness curriculum and courses in 100+ higher education institutions. In partnership with our Network of Agoras, The World Happiness Foundation offers incredible educational expeditions to countries around the world. We offer certifications, such as our Gross Global Happiness Executive Training Program, in collaboration with the United Nations University for Peace. The World Happiness Academy is our learning center, designed to equip people with profound experiences, wisdom, and tools that will maximize anyone's potential.

Through our World Happiness Awards program, we celebrate and elevate the people and communities that make this planet a more conscious and happier place for all. In collaboration with the UN University for Peace, along with 300+ international thought leaders, and government, corporate, research, and educational institutions, these awards situate happiness and wellbeing as essential components of a sustainable future. We have twelve Award categories: health, education, social impact, work, technology, policymaking, arts, research, cities, communications, catalysts, and community.

Our last -but not least- goal is to provide a platform for knowledge and experience, which will allow its members to connect in different chat portals dedicated to topics of interest related to different societal and individual wellbeing goals. We call this platform The World HappinessXChange, and it's a virtual meeting place of like-minded people from around the world.

Humanity is slowly awakening to a new era that brings us exponential happiness and wellbeing. But we need new systems and mindsets that will help society speed up this awakening. All we need to start is embracing the desire for positive change and transition to fundamental peace.

[www.worldhappiness.foundation](http://www.worldhappiness.foundation)