

**Stefano Bartolini**

**Manifesto for Happiness.**

**Shifting Society from Money to Well-being**

We live in rich countries, we have defeated mass poverty, we have access to consumer goods, education and health care and we lead longer lives. And yet, dissatisfaction and psychological malaise are widespread. Why rich countries haven't succeeded in combining economic development and wellbeing? My answer is that our relationships and time have been sacrificed on the altar of material affluence, which knows only two imperatives: work and the consumption. Hence our increasing wealth of goods and penury of relationships. Hence our growing unhappiness. Studies on happiness in most developed countries have confirmed the veracity of this dismal portrait. But does economic affluence really have to entail a penury of interpersonal relationships, wellbeing, time and natural environment? The answer is negative. Combining economic prosperity and happiness is as possible as it is necessary. Governments, political parties, entrepreneurs, managers, parents and all of us have it in our power to redesign our world. We can change our schools, change our cities, reduce traffic and advertising.