There is no doubt about it, the notion of enlightenment is complex and multi-faceted. The great philosophers failed to agree on the exact meaning of enlightened values, so we won’t try to do that here! But one thing is for sure, we repeatedly heard about the huge importance of enlightened values for a desirable future across each region. The two main facets of Enlightenment 2.0 in our study link to reasoning and progress.

Critical Thinking

Reasoning our way to right & moral answers

Education should teach values, knowledge of history, culture, sense of humor.

Privilege doesn’t teach empathy.«

Prof. Guy Standing, London

»Art is not just about creativity, but it is about critical thinking about current problems.«

Zoe Zhang, Shanghai
“We can use modern technology to increase human rights for more people. It might not be a democratic issue, but a mathematical one.”

Christian Mio Loclair, Berlin

A.I & Decision-making

And guess what, sometimes we just don’t have the capacity to come up with the „right“ answer, with the best solution for the most people. Here is where A.I. can step in. While data analysis is already playing a crucial role for fighting the virus in 2020, just imagine if the COVID-19 pandemic took place in 2030: we could turn to A.I. to tell us when to lock-down, when to re-open societies, and the biggest risk factors in the spread of the virus. We learned it is the classic specialty of these systems to address these multi-dimensional questions.

Empathy & Understanding the other

Reading about the need for empathy might fill you with, well, boredom or skepticism. It has after all been a buzzword, repeated ad nauseum for the last decade. But with good reason. If we paraphrase our Trend Receiver’s perspective, the route to a progressive, equal society is embracing differences. It is getting comfortable with change. Seeing your fellow human. To do so we need understanding through empathy. We heard about a growing desire for intergenerational reciprocity. Another perspective is that food can make us curious about cultures and drag down barriers.

The notion of empathy takes on a new importance in a post-pandemic world. First there is a much needed focus on the role of caregivers and the value of unpaid labor in society. But sadly we hear signals of a growing politically instigated racial hatred. Our empathy will be truly tested, as the route out of this crisis hangs on how we look after the most vulnerable in society.

Empathy & Understanding the other

The intersections of individual profiles are very complex.

Sandy H., New York

PROGRESS =
EQUAL VALUE OF ALL HUMANS +
EMBRACING DIFFERENCES
Happiness & Joy

In a progressive society, we embrace the old enlightenment value of happiness. Our pre-Covid-19 research emphasized the need for balance, the place of indulgence in our lives, and how giving back can fuel our sense of purpose and happiness. In our “new normal”, we see even more emphasis on the importance of indulging our senses as a means of being grateful for life. The importance of slowing down and having a balanced existence is also re-emphasized. Discovering your true colors through the period of reflection may also lead to a more authentic life with enduring happiness.

Yep, there is no doubt about it – enlightenment is a big word, with a lot of societal implications. However, whatever lens you adopt – whether you focus on reason, equality, liberty – one thing is for sure. We will experience an Enlightenment revival as we move towards 2030. And this paints a very positive picture for our collective future!