

ONE DAY SMARTER

MISSION BRIEF

BUILDING A GLOBAL NONPROFIT MISSION

Human capability must advance alongside technology.

Helping people of all ages develop the knowledge, confidence, resilience and practical life skills to navigate change and live happier, more fulfilled lives.

Preparing young people aged 12-16 for life. Supporting adults throughout life. Research and policy to help society navigate change. Three connected areas, developing together.

Do something today your future self will thank you for.

AMAL TUNGA

Founder & Catalyst

ONE DAY SMARTER

Live Your Best Life.

Why this mission. Why now.

Change is accelerating. The human capacity to understand it, adapt to it and act with confidence must accelerate too.

39%

of workers' existing skill sets are expected to change or become outdated by 2030.

[1]

59 in 100

workers would need training by 2030, according to surveyed employers.

[1]

Nearly 1 in 3

adults across OECD economies has low foundational literacy or numeracy skills.

[2]

THE HUMAN ADAPTATION GAP

The gap is not simply access to information. It is the ability to turn change into informed action - with clarity, agency, judgement and practical capability.

One Day Smarter exists to make useful learning feel relevant, achievable and connected to real life.

Context indicators only. WEF figures are employer expectations for 2025-2030; the OECD figure covers participating OECD economies. Full definitions and links: page 10.

Prepare for life, before adulthood

Our youth focus is 12-16: a window during secondary education to develop judgement, resilience and practical life skills alongside academic learning.

1.3bn

adolescents aged 10-19 worldwide. Wider context, not ODS's 12-16 audience.

[3]

1 in 7

10-19-year-olds experiences a mental disorder, according to WHO estimates.

[4]

18%

of students in 14 OECD countries lack basic financial-literacy proficiency (PISA 2022).

[5]

LIFE / AN EARLY TOOL IN DEVELOPMENT

Explore how life can unfold.

LIFE is an early prototype for young people to explore an illustrative map from birth towards retirement: add possibilities and consider how choices and events may affect each other.

A flexible exploration, with the detail developed collaboratively as the team grows. We intend to build with young people, families and educators, alongside experiences for adults.

Sources [3-5], page 10. These indicators describe different populations and must not be combined. They establish context, not ODS outcomes. ODS is not a clinical service or a substitute for family, education or professional support.

Seven capabilities for life

Not telling young people what to think - helping them learn how to think, choose, relate and act.

01

Agency, purpose & confidence

Know what matters and believe a next step is possible.

02

Adaptability & resilience

Respond to setbacks and solve practical problems.

03

Critical thinking & judgement

Question, evaluate and make responsible decisions.

04

Communication & relationships

Listen, express, collaborate and repair.

05

Self-awareness & emotional regulation

Recognise emotions, patterns and personal needs.

06

Digital, media & AI literacy

Use technology critically, safely and responsibly.

07

Financial literacy

Understand money, trade-offs and future consequences.

Your time. Your future.

Regretted time is time you wish you had spent differently. One Day Smarter invites people to reclaim a small part of it for something their future self will thank them for.

18h 36m

a week on social and video feeds, on average among online adults in GWI data. Includes useful and enjoyable time.

[8]

45%

of US teens aged 13-17 say they spend too much time on social media. Surveyed in 2024; reported in 2025.

[9]

11%

show signs of problematic social-media use in HBSC 2022: ages 11, 13 and 15 in 44 countries and regions.

[10]

These measure time spent, perceived overuse and difficulty controlling use. They do not measure a single global "doomscrolling" rate. [8-10]

THE OPPORTUNITY / AN ILLUSTRATIVE CALCULATION

15 minutes a day

91 hours a year

For learning, relationships, movement, creativity or rest - you choose.

$15 \times 365 / 60 = 91.25$ hours. A possibility to explore; ODS outcomes remain to be evaluated.

1

PAUSE

Create space

2

UNDERSTAND

See clearly

3

CHOOSE

Set direction

4

ACT

Take one step

5

BUILD

Learn & repeat

Learn something. Change something. Take one meaningful step forward.

Research on unintentional browsing and regret [11] helps explain the premise; progress-monitoring evidence [6] informs one design ingredient. Sources and limits: page 10. The philosophy applies to young people and adults.

There is no age limit on a meaningful next step.

One Day Smarter is for grown-ups too: helping people find clarity, connection and direction through small, sustainable steps towards happier, more fulfilled lives.

FINDING YOUR FEET

Independence, identity, money and the first decisions about work and relationships.

BUILDING A LIFE

Purpose, career, relationships and the everyday choices that shape wellbeing.

NAVIGATING CHANGE

Parenthood, caring, setbacks, changing work or a fresh start - on your own terms.

REIMAGINING WHAT'S NEXT

Later-life transitions, connection, contribution and room for continued curiosity.

ACCESSIBLE BY DESIGN. SUSTAINABLE OVER TIME.

We are developing reflection, journaling, learning and community experiences. Our aim is to make core resources as freely accessible as possible, supported by philanthropy and partners.

Suitable paid products, services and commissioned work could help fund delivery and operating costs. Open-source approaches will be explored project by project, where they fit the mission and are viable.

Life has no single timetable. These chapters are examples, and your best life is yours to define. Adult support develops alongside youth education and the wider mission. [7]

Support people. Shape a better world.

Youth education, adult support and wider societal work develop together. We are building research and policy capability to understand change and help society navigate it.

iTHINKi / THINK TANK

Investigate changes in education, technology, work and wellbeing, and what people need to adapt and thrive.

PUBLIC POLICY & ADVOCACY

Use evidence and consultation to develop practical responses to societal change across countries and generations.

COMMUNITY & PARTNERSHIPS

Work with local knowledge, educators, organisations and supporters to shape action that fits each community.

INDEPENDENT CONCLUSIONS

Invite input on questions and discussion of findings. Conclusions will remain evidence-based and independent of funders.

2030

CONFERENCE FOCUS / IDEATEI

A focus for thought leaders, collaborators and supporters to help move the mission forward.

Global audience ambition; location and format will develop with the organisation and its partnerships.

A future focus point for engagement and planning, with the everyday mission developing from now. The conference remains an ambition in development. [7]

Build the team. Move the mission forward.

Amal is funding and leading the initial work, with a developer involved, early prototypes and advisory relationships taking shape.

18

MONTHS

SEEKING FOUNDING SUPPORT

An initial runway to recruit skilled people, establish the organisation and develop its connected initiatives.

PEOPLE & LEADERSHIP

Recruit the expertise and leadership to turn the mission into delivery.

ORGANISATIONAL FOUNDATIONS

Build the structure, governance and operations that sustain the work.

TOOLS, RESEARCH & INITIATIVES

Develop useful experiences and research with the team and relevant partners.

OUTREACH & FURTHER FUNDING

Grow awareness, partnerships and the support needed for the next stage.

Our approach is commercially minded and mission-led. The team, advisers and partners will help shape delivery; its scale and pace will depend on the resources secured.

One Day Smarter Ltd is the initial company. It is not currently registered as a nonprofit; the intended nonprofit and commercial arrangements are still being developed.

We aim to build accessible, useful experiences with appropriate safeguards, learn from testing and improve as the work grows.

One introduction could move the mission forward.

Help us connect with people who share the mission and can bring funding, expertise, partnerships or reach.

PHILANTHROPISTS & FUNDERS

Help establish the initial 18-month runway.

FOUNDERS & PARTNERS

Bring talent, technology, resources or reach.

EDUCATORS & RESEARCHERS

Help shape initiatives and useful research.

CONNECTORS & STORYTELLERS

Share the idea and open a relevant door.

AN AWARENESS AMBITION

Our ambition is for one billion people to become aware of One Day Smarter and what it stands for.

This is a vision for the reach of the idea. Engagement and benefits are understood separately, and no deadline is attached to the awareness ambition.

AMAL TUNGA

Founder & Catalyst

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Explore the mission and connect.



SCAN TO CONNECT

One Day Smarter. Live Your Best Life.

Evidence notes & source links

External context and research, with clickable source titles. Sources [1-7] checked 5 September 2026; [8-11] checked 6 September 2026.

- 1 **World Economic Forum (2025). The Future of Jobs Report 2025.**
39% skill change and 59 in 100 needing training are employer expectations for 2025-2030. These forecast skills and training needs, not shares of jobs lost.
- 2 **OECD (2026). Navigating Life with Low Literacy and Numeracy.**
Nearly one in three adults across OECD economies has low literacy or numeracy. Uses the 2023 Survey of Adult Skills; not a global estimate. DOI: 10.1787/c198a20f-en.
- 3 **UNICEF Data. Adolescents overview.**
1.3 billion covers ages 10-19 worldwide. Wider adolescent context; not the ODS 12-16 population, audience reached or a measure of impact.
- 4 **WHO (1 September 2025). Mental health of adolescents.**
One in seven: estimated mental disorders among ages 10-19. ODS does not claim to diagnose, treat or prevent these conditions.
- 5 **OECD. PISA 2022 Results (Volume IV): Financial literacy.**
18% below basic proficiency, on average among assessed 15-year-olds in 14 OECD countries. An assessment result, not a global youth estimate.
- 6 **Harkin et al. (2016). Psychological Bulletin 142(2), 198-229.**
138 randomised studies: progress monitoring improved goal attainment on average. Supports one ingredient, not the ODS approach. DOI: 10.1037/bul0000025.
- 7 **One Day Smarter. Mission and current stage.**
Founder clarification and the aligned website inform positioning. Tools, legal arrangements, funding and the conference remain in development.
- 8 **DataReportal / GWI. Digital 2026 Global Overview Report (2025).**
18h 36m/week: online adults, social and video feeds combined. Published October 2025 using GWI data; includes useful and enjoyable use. Not time wasted or a regret measure.
- 9 **Pew Research Center (22 April 2025). Teens, Social Media and Mental Health.**
45% report too much time; 44% report cutting back. US ages 13-17; 1,391 teens surveyed 18 Sep-10 Oct 2024. Self-reports, not measured minutes reclaimed.
- 10 **WHO / HBSC (25 September 2024). Teens, screens and mental health.**
11% problematic use in 2022 (7% in 2018): almost 280,000 aged 11, 13 and 15; 44 countries/regions in Europe, Central Asia and Canada. Control difficulties and consequences.
- 11 **Guo et al. (CHI 2025). What Social Media Use Do People Regret?**
One week, 17 US adults, ~34,000 screenshots: unintentional browsing linked to regret. A small study, not population prevalence. DOI: 10.1145/3706598.3713724; author copy linked.

15 minutes x 365 days / 60 = 91.25 hours per year (rounded to 91).

An illustrative opportunity, not a measured ODS result. Our philosophy sets the direction; evidence and evaluation will inform the work.