

# Villages Where Healthy Longevity Happens: Researching Market Demand to Prioritize Health and Longevity in Community Development

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## ABSTRACT

FuturVille is a health and longevity-focused company that is developing a network of health-focused regenerative villages in collaboration with local developers. FuturVille’s mission addresses two of the UN Sustainable Development Goals: SDG 3 (Good Health and Well-being) and SDG 11 (Sustainable Cities and Communities). The organization plans to achieve this through innovation and smart technologies, extending the lifespan of materials and systems, and promoting the health of people and the environment. This study is a consumer perception study that examines the public’s preferences for health and wellness and their prioritization of environmental initiatives. A survey was distributed, and the research found that most respondents aspire to live for 10+ healthy years, want to receive psychological and physiological treatments as part of a regenerative village, and would actively participate in community events. Based on these findings, recommendations are provided to FuturVille and can be used in future village planning and communication.

## RESEARCH QUESTION

What are the primary factors that influence people’s decisions to reside in a regenerative village?

### Why is this important?

- To identify the main factors that motivate people to select their residential accommodation, for example, is it the concept of health and longevity focused village, or the amenities or services that provided by the village.
- To assess how health and longevity shapes people’s residential preferences.
- To inform future village planning and design by providing insights into what prospective residents value most in a regenerative community.

## INTRODUCTION

- Aims to research market demand to prioritize health and longevity in community development, such as integrating ecological principles, community living, and health benchmarks.
- Investigate residents' views on incorporating sustainable development in FuturVille and methods to enhance their physical and mental health.
- Examine the importance, willingness, and acceptance of the respondents to live sustainably and healthy lifestyles.
- This project will integrate health and longevity, environmental, energy, and social with a primary focus on health and longevity. These goals reflect SDG Goals 3 and Goals 11, combining knowledge from the social sciences and environmental sustainability to comprehend community dynamics.

### What is FuturVille?

- An organization creating healthy longevity villages to thrive for over 100 years, promoting disease-free living to age 100+, meaningful connections, and positive contributions to individual and environmental well-being.
- Mission: To design, showcase, and scale villages that integrate regenerative development, sustainable infrastructure, and life-enhancing experiences. The goal is to add 10+ healthy years to the lives of residents by embedding health, wellness, and longevity into the very fabric of community design.
- Prototype: The Vulcan Project  
This market-ready 53-acre site in Vulcan, Alberta, seeks a buyer or long-term lessee to develop Canada’s first health and longevity village. FuturVille aims to track longevity and health metrics for residents and the local ecosystem.
- XPRIZE Health span FuturVille is participating in the XPRIZE Health span, the world’s largest health competition launched in November 2023, offering a \$101 million prize. This 7-year competition aims to revolutionize the approach to human aging by incentivizing the development of therapeutic that can restore muscle, cognitive, and immune functions by at least 10 years.

## METHODOLOGY

- This study used a quantitative, survey-based research approach to investigate the crucial elements that influence people’s choice.
- The survey was open for 10 days and received a total of 55 response.

### Objectives

- To investigate the crucial elements that influence people’s choices.
- To assess respondents’ opinions and attitudes regarding the village’s health and longevity, environmental, energy, and social aspects.
- To examine what they value or find appealing of respondents.
- Survey may be used as a consultation to understand the general public’s thoughts (interest in smart technologies, renewable energy preferences, health concerns, and openness.
- By asking some open-ended, slider, and multi-choice questions, the respondents were asked to express their properties, preferences, and acceptance of the addition of certain facilities or services that were provided in the village.

## METHODOLOGY (Continued)

### Survey (Quantitative)

- The social media post was designed to engage the target audience, since FuturVille targets its potential residents as young families, empty-nesters, and multi-generational families who are moving for a healthier way of life.
- The survey can also help FuturVille have a better understanding and identify different demographic groups’ preferences and interests.
- The founder of FuturVille, Angela Faye, posted the below graphic with the survey link through her social media channels (Instagram, Facebook, and LinkedIn).

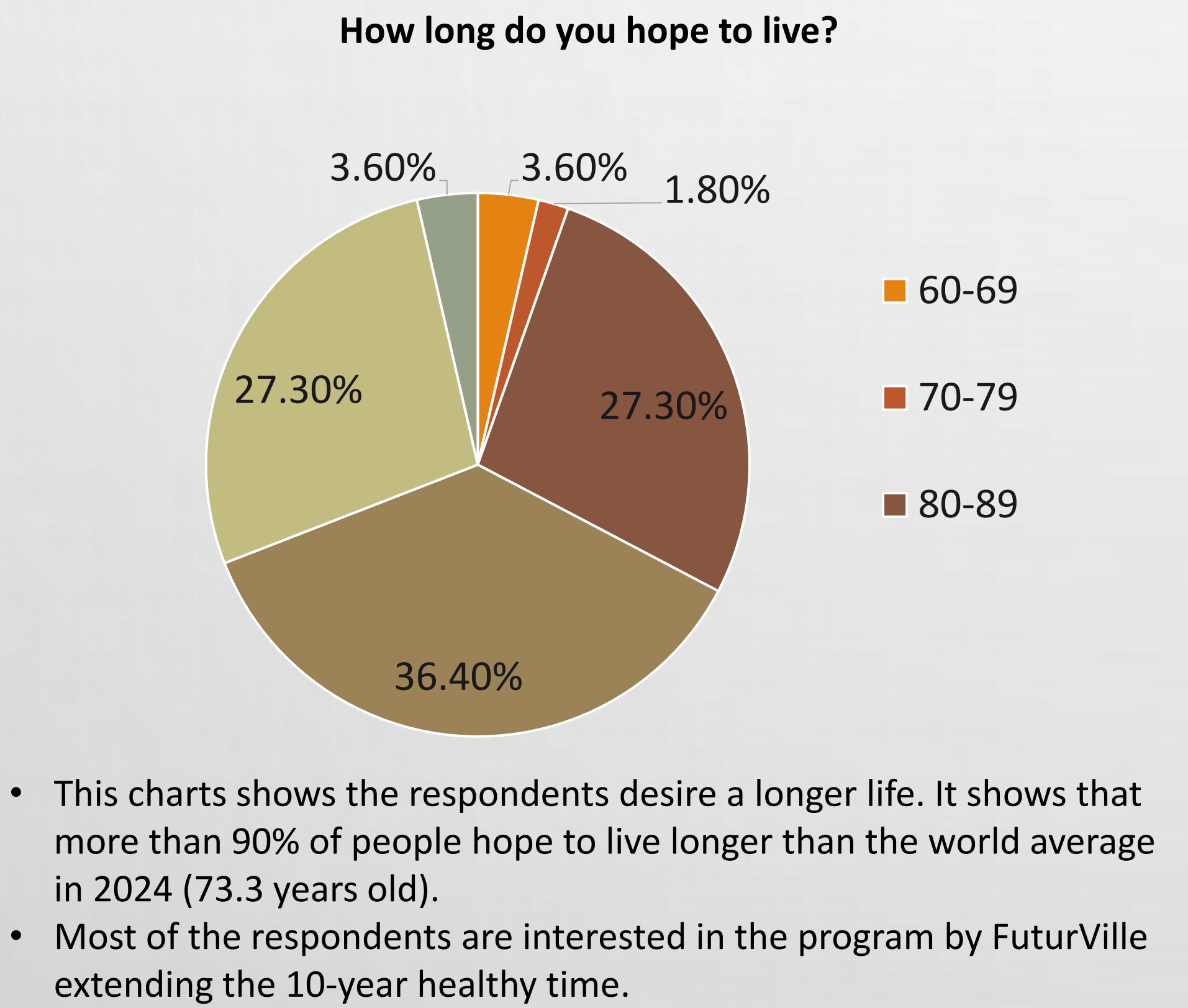


### Literature Review Insights

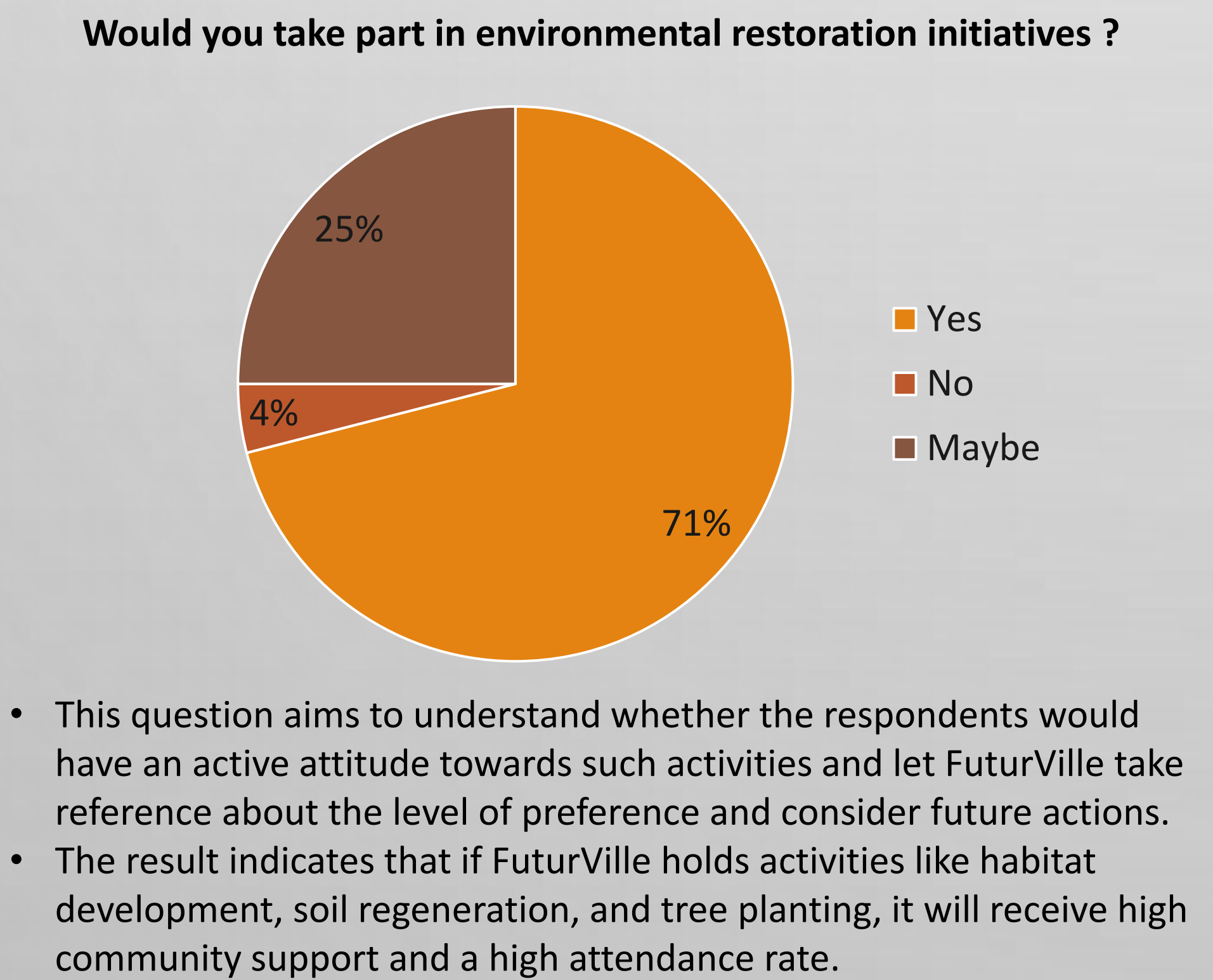
- Active involvement of the community in the planning and decision-making process is a necessity for regenerative villages (e.g. Clever Cities project in the city of London).
- Self-sufficiency is crucial for residents as in rural and village-scale development.
- Involving locals in the decision-making process is essential for successful community development.
- Utilizing various energy-saving construction materials, such as Hempcrete, can lower the expenses, and provide carbon-negative benefits(e.g. Scotland's "Findhorn Ecovillage).

## RESULTS

### Health and longevity

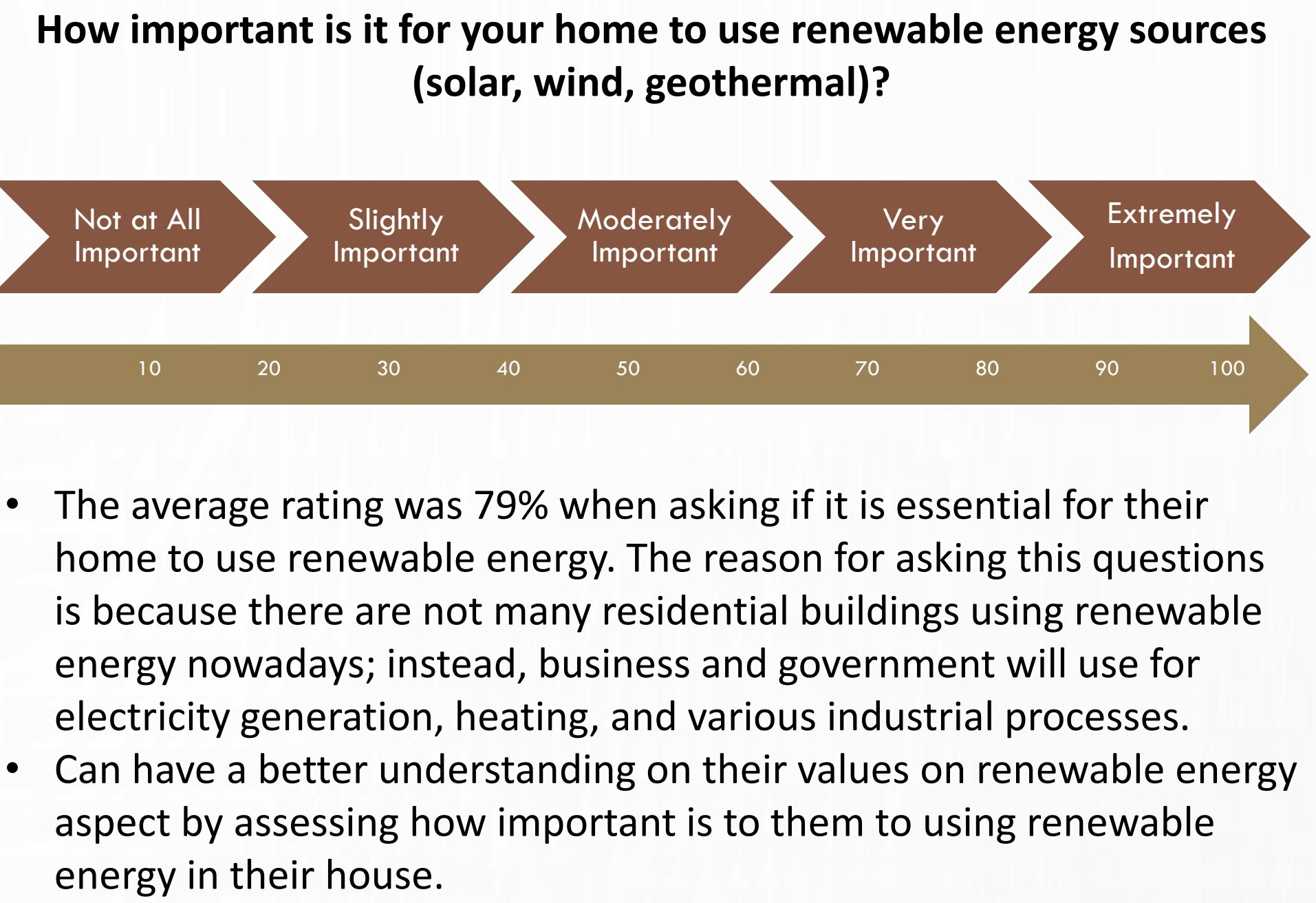


### Environmental

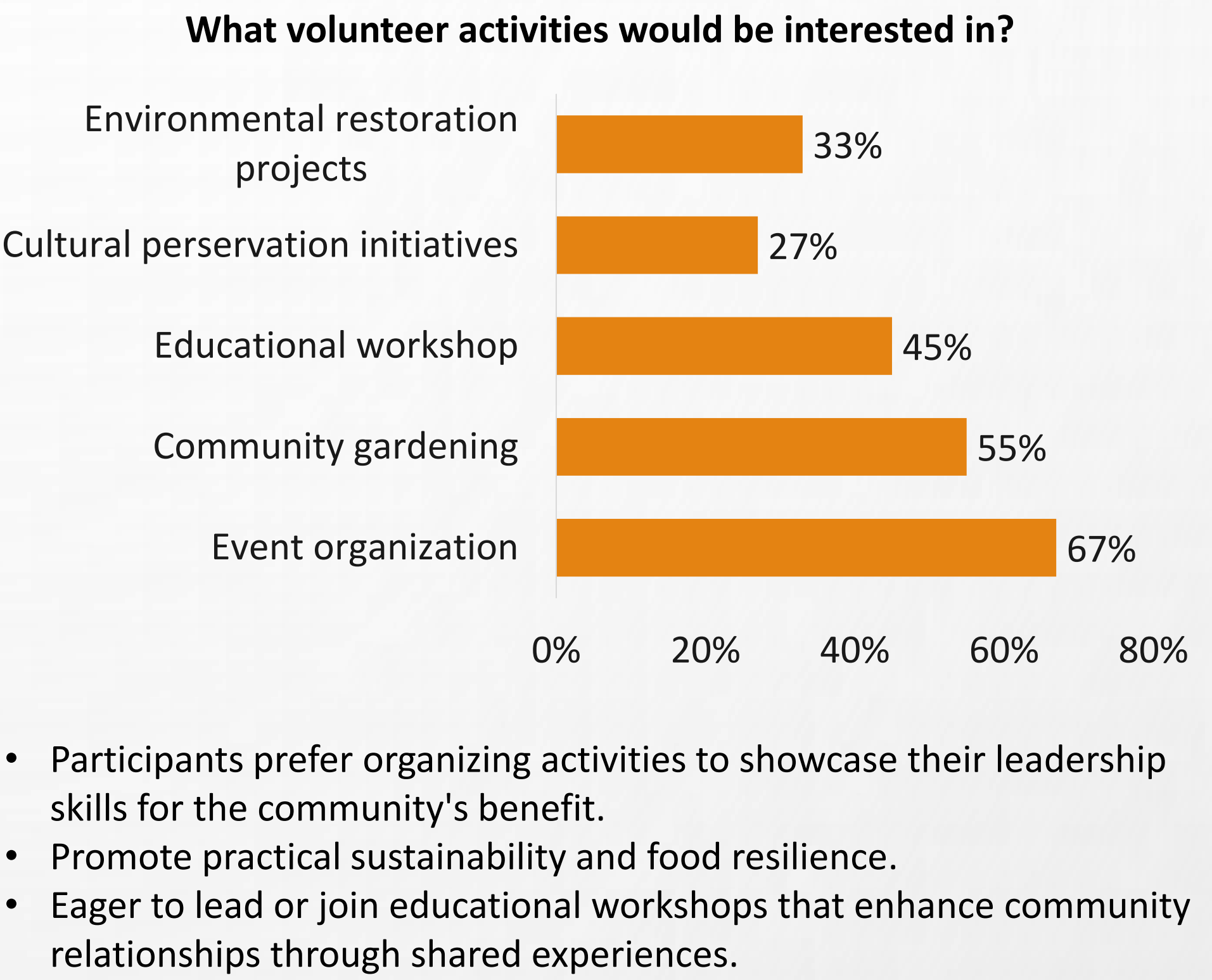


## RESULTS (Continued)

### Energy



### Social



## CONCLUSION

- These results reflect two key points:
- high willingness to actively participate in activities.
  - high level of acceptance of new things among the respondents to a community that supports health, sustainability, and social connection in a regenerative village.

- Respondents care about health and seek community-oriented setting and spend their leisure time enhancing relationships with community members through joining community activities.
- The results shows there is a strong alignment between aspirational longevity and interest in life extension.
- The respondents would like to receive mental health support, expertise in tailor-made physical guiding programs, healthy eating habits, and healthy home design.
- The results shows a very high level of willingness and acceptance when it comes to integrating environmental values with smart technologies.
- They choose their homes not just for living but also strive for a future-forward lifestyle. FuturVille can get more chances to expand their interests and contribute to environmental protection, as it is not easy to get involved unless they participate in interest classes outside.
- It reflects that the respondents are not averse to smart technologies that can reduce water/energy consumption to lower utility cost, or lessen environmental problems, they are open to it and will try it out.

## RECOMMENDATIONS

- FuturVille should prioritize whole-person wellness by addressing physical, mental, emotional, and spiritual well-being, for example: They can offer counselling and therapy, preventive care services like cancer screenings, nutrition and fitness programs, and wellness-oriented events like yoga, mindfulness, relaxation sessions.
- FuturVille should encourage strong community participation, for example: public consultation meetings must be organized occasionally to ensure that every voice is heard. Through community interaction, which can unite people as they spend time identifying issues that have occurred within the community, discussing potential solutions, and putting those answers into action.
- By engaging in various enjoyable activities, the participants can not only improve their knowledge and abilities but also develop positive interpersonal relationships.

## LIMITATIONS

- Small sample size: just 55 respondents were gathered, making the sample size limited. It is challenging to reach a larger audience and ask more people to compare the online survey, as it was shared on the social media account of FuturVille organizers. These 55 respondents are only able to offer some fresh perspectives and reference value; they are unable to accept the results as accurate and trustworthy.
- Short collection time: due to the time constants, it was decided to collect as many responses as possible in 10 days. It is preferable to wait a month to gather more extensive data. Given that FuturVille is just getting started, it would be more beneficial to take more time to attract a larger audience in order to collect a variety of possibilities.
- Respondents may differ from target audience: Although young families, empty-nesters, and multigenerational families relocating for a healthier lifestyle and to improve their quality of life are among FuturVille’s target potential residents, we have no control over the respondents’ demographics and cannot ensure that they are right target group of our goals.
- Short-term data only: they survey only records opinions, interests, and attitudes as of the current. Since FuturVille is a long-term project, they have only recently begun looking for a partner with expertise in regenerative property design to create the village’s template this year.
- Self-selected of respondents: the survey was primarily intended for respondents who were already inclined towards environmental or healthy aging efforts. Most of the respondents discovered it through FuturVille’s social media accounts, so they were somewhat aware of the organization’s history and goals.

## FUTURE RESEARCH

- FuturVille should employ in-depth qualitative methodologies, such as focus group and interviews. As in-person interactions allow for a deeper comprehension by expanding the topic through prompt inquiry of the motivations behind their answers. Each interview’ idea and content may differ as well, adding to the results’ diversity and enabling FuturVille to think about and plan various approaches.
- Survey can’t always truly figure out why people make the decisions they do. It can only know what they’re interested in (e.g. what proactive health and longevity services do you like?) rather than why they think it matters. Since FuturVille is still in its early stages of development, it is a good timing to determine what the village’s future resident will need and want.
- It can also replicate a village experience to assess interest, response, and determine whether a regenerative community is scalable or appealing to a larger audience.
- For example: planning a village experience that lasts three day and two nights. FuturVille may set up an outdoor space and invite a variety of groups, including children, couples, and senior citizens in retirement to take part.
- This simulation test not only helps FuturVille understand the participants’ acceptance, willingness, and helpful feedback, but it can also help FuturVille identify areas for improvement and perform better when the actual village are built so that facilities can be added for future residents.

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