

# **Wellbeing and Happiness: A New Development Paradigm**

*Proposal to Convene a Two-Year International  
Expert Working Group to Elaborate the Details of  
the New Paradigm*

*2012-2014*

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## Table of Contents

1. Background: High-level meeting, 2 <sup>nd</sup> April, 2012, UN, NY .....	3
2. Rationale .....	5
3. Working Group objective and structure .....	6
4. Operating principles .....	7
5. Timeline.....	9
6. Dimensions of the new paradigm — specific research tasks.....	14
7. Funding and Budget .....	17
 Appendix A: Brief biographies of initial recommended working group members who have confirmed availability and interest .....	 22
Appendix B: Core documents related to 2nd April high-level meeting (HLM) held at United Nations HQ, New York .....	 42

## **1. Background: High-level meeting, 2<sup>nd</sup> April, 2012, UN, NY**

On 2<sup>nd</sup> April 2012, at United Nations headquarters in New York, a remarkable and indeed historic event took place.

At the invitation of the Royal Government of Bhutan, 800 distinguished delegates gathered to launch a new development paradigm designed to nurture human happiness and the wellbeing of all life on earth, based on a healthy balance among thriving natural, human, social, cultural, and built assets, and recognising ecological sustainability and the fair distribution and efficient use of resources as key conditions for the new model.

Eminent participants included the President of Costa Rica, the United Nations Secretary-General, the Presidents of the General Assembly and Economic and Social Council, the UNDP Administrator, government ministers and ambassadors to the United Nations, leading economists and scholars including Nobel Laureates, and prominent civil society, business, and spiritual leaders. Please see Appendix A for documentation and statements related to the gathering.

Following the meeting, the Prime Minister of Bhutan wrote to all Heads of State requesting them to consider voluntary policy actions they can undertake without delay to begin moving towards the new system. Examples of such specific policy recommendations are contained in Appendix A.

On 15<sup>th</sup> June, he also presented a full report of the 2<sup>nd</sup> April High Level Meeting to the Secretary-General of the United Nations for distribution to all UN member states.

On 2<sup>nd</sup> April, the Kingdom of Bhutan was also specifically requested to convene an International Expert Working Group to elaborate the details of the new development paradigm.

His Majesty the King of Bhutan, on 28<sup>th</sup> July, issued a Royal Edict to formally convene this Working Group and its Steering Committee, with members of the Working Group to be appointed by separate letters of appointment.

The outcomes and results of the Working Group will be presented to the United Nations during the 68<sup>th</sup> and 69<sup>th</sup> Sessions of the General Assembly in 2013 and 2014.

The Working Group will prepare detailed documentation, including thorough literature reviews and examinations of existing best practices, on the actual, practical workings of the new model.

The first year's work will focus on the ultimate goal, purpose, and context of the new development paradigm — namely to promote human happiness and the wellbeing of all life forms.

The second year will focus on key conditions required to achieve that goal, including the measurement and accounting systems required to assess sustainability, wellbeing and happiness, and the appropriate governance, resource, investment, financial, trade, and regulatory policies and mechanisms appropriate for such a development model.

This proposal, presented by the Prime Minister of Bhutan to the Administrator of the United Nations Development Program (UNDP) on 15<sup>th</sup> June, is intended to initiate that process.

## 2. Rationale

The adoption of a new global development paradigm is now widely acknowledged as an urgent necessity. The present GDP-based system was devised prior to any knowledge of climate change or the finite limits of the earth's resources. It prioritises material growth and consumption — frequently at the expense of nature, people, community, and culture.

This present system, fuelled by consumerism, has depleted resources, degraded ecosystem services, accelerated greenhouse gas emissions, diminished biodiversity, and now threatens the survival of humans and other species on the planet. It has created yawning inequities, and is generating global economic insecurity, indebtedness, instability, and conflict.

At the same time, the world has never possessed greater knowledge, technical capacity, material abundance, and productive potential to create a sane, secure, and socially and ecologically responsible global order that enhances human happiness and the wellbeing of all life, and to achieve all the necessary conditions for such a new global order. Humankind has the ability, for example, to feed everyone on earth healthily and sustainably. No one need go hungry or live in grinding poverty. We can live well in full harmony with nature.

Perhaps most encouraging in this moment of life-threatening planetary crisis and malaise is the powerful surge of activity from civil society movements around the world — taking the lead where governments feared to tread, and giving courageous expression to humankind's basic goodness and inherent wisdom. This energy will and must generate the political will to act.

But while we are witnessing a growing consensus, clearly expressed in speech after speech at this year's World Economic Forum, that the present global system is bankrupt, we as yet have no consensus on a clear, coherent, practical and detailed blueprint of the new development paradigm that must take its place. Fortunately, elements of this consensus are rapidly emerging.

This we know both from the remarkable 2<sup>nd</sup> April high-level meeting at the United Nations, and from the outstanding research and analysis of some of the world's leading scientists, economists, and scholars:

- In sharp contrast to the present GDP-based system, the new paradigm will enhance human happiness and the wellbeing of all life.
- The new development model will function within planetary boundaries, without degrading nature or depleting the world's precious resources.
- Those resources will be distributed fairly and used efficiently.

Now we need to explore how the new system will work in practice and what mechanisms, policies, and institutions it will need to achieve these goals. That is the function of the new International Expert Working Group described in this proposal.

### 3. Working Group objective and structure

**Objective:** Building on prior research and existing best practices, the Working Group will elaborate dimensions of the new development model and recommend practical and detailed frameworks, institutional structures, operating systems, and regulatory mechanisms for a new global development paradigm that will ensure sustainable human happiness and the wellbeing of all life.

The new system will ensure a fully sustainable balance among natural, social, cultural, human, and built capital assets, and will be based on the following four fundamental tenets:

- Wellbeing and happiness as the fundamental goal and purpose of the new system. This will be the focus of the first year's research.
- Ecological sustainability
- Fair distribution
- Efficient use of resources

The latter three dimensions of the new model are seen as necessary conditions of the new model and will be elaborated in the second year (2013-2014).

A **four-fold organisational structure** is proposed for the Working Group, with a high-level Steering Committee, assisted by a secretariat, providing overall guidance and direction; a very small number of research coordinators; a much larger number of researchers and contributors; and a wide circle of expert, policy, and civil society reviewers.

- a) **Steering Committee:** An eight-person steering committee, headed by the Prime Minister of Bhutan, and including top government representatives and scholars, will direct and guide the process.
- b) **Coordinators:** The actual Working Group research will be coordinated by a small group of four expert scholars, who will also be collectively responsible for the Working Group outcomes, overall recommendations, and overview report, and individually responsible for one of the four core areas above.
- c) **Contributors:** The Working Group will have a much larger body of contributors and researchers, estimated at about 50 to 60, each of whom will be responsible for producing documentation, a report, and recommendations on at least one specific dimension of the new development paradigm, of which examples are provided in Section 6 below.

Biographies of potential Working Group members and contributors have already been assembled so that the research can begin without delay. After

initial appointments by His Majesty the King of Bhutan, the Working Group will add more contributors as further study needs are identified.

- d) **Reviewers:** All documentation, reports, and recommendations will be reviewed both by a highly qualified panel of experts and by key governmental, civil society, business, and spiritual representatives, whose input and advice will be incorporated into the final report.

## 4. Operating principles

Key guiding and operating principles for the Working Group will include:

- **Credibility:** All work will be highly credible, evidence-based, and thoroughly researched.
- **Systems approach:** The Working Group will adopt a complex, holistic, and trans-disciplinary systems perspective and scientific approach. Each specific research question will work towards integration of the four dimensions of the new paradigm listed in Section 6 below.
- **Adaptive management:** Research and recommendations will have an adaptive management orientation, understanding that no one solution will fit all cases, and that actors and implementers will learn from experience and adapt to the particular conditions and circumstances prevailing in different regions.
- **Participatory:** Involvement will be broadly and globally participatory and inclusive, and will include civil society as well as scholarly contributors. In addition to conventional review procedures, the Working Group will also create open participatory fora for on-going discussion, feedback, and contribution. Such an approach can build a global movement for the new development paradigm as research proceeds.
- **Solutions:** The Working Group's research will be positively focused on solutions rather than fixated on problems. The primary criterion for investigation is that models and recommendations must be conceptually and, to the extent possible also empirically, demonstrated to contribute positively to human happiness and the wellbeing of all life forms.
- **Effectively build on experience:** Working Group contributors will take care not to "reinvent the wheel" but rather to conduct careful research and a compilation of existing good practices and innovations in the various areas, in order to acknowledge and build on existing models and case studies at all levels (community, national, regional, global).
- **Responsibilities of contributors:** Each contributor will be responsible for:
  - in-depth research in their particular area of investigation, which will have a solutions orientation;
  - laying out practical pathways to implementation;

- engaging the relevant community of practice; and
- ensuring the integration of their contribution into all four dimensions of the new paradigm.



## 5. Timeline

### Phase 1: July 2012 to September 2013

#### **Wellbeing and Happiness as the Goal of the New Development Paradigm**

- **July 2012:** Royal Edict issued by His Majesty the King of Bhutan to convene the International Expert Working Group and Steering Committee
- **August - September 2012:** Appointment of initial cadre of Working Group researchers, contributors, and section heads by His Majesty the King of Bhutan. It is envisioned that this initial group of appointees, in consultation with the high-level Steering Committee headed by the Prime Minister of Bhutan, will certainly add more researchers and contributors in an on-going process as needs arise and additional areas of investigation and relevant expertise are identified.

The coordinator for the Wellbeing and Happiness sub-group will prepare a broad synopsis of the work that will be undertaken in the first phase. As the goal of the new development paradigm, this synopsis of the research on Wellbeing and Happiness will be circulated to all potential Working Group contributors in September 2012, to serve as a general framework for how the remaining three sub-groups may orient their work during the second phase of the project.

- By **31 December 2012**, the Working Group will produce a detailed document with executive summary on each of the key components of the **first dimension** of the new development paradigm — namely wellbeing and happiness as the goal, purpose, and context of the new development model.

Each document will build on prior work and will include descriptions of existing best practices, a comprehensive literature review and compilation of references, and explicit policy recommendations in each area.

Further, one overview document will integrate and link these different dimensions of wellbeing and happiness as the foundation and goal of the new development paradigm into a coherent whole with a consistent, integrated, and sound framework and structure.

As a starting point for research in this area, Section 6A below contains a list of some of the principal elements of wellbeing and happiness drawn from the nine domains that comprise the foundation of Bhutan's Gross National Happiness (GNH) development philosophy. This list is by no means comprehensive, but is intended to be illustrative of the kinds of policy approaches and priorities that will require investigation and documentation of best practices in the first phase of this project.

- **January 2013:** The first main meeting of the entire International Expert Working Group comprising all four thematic sub-groups will be held in

Bhutan in early January 2013, during which the work completed by the first phase sub-group on Wellbeing and Happiness will be presented.

Those Phase One documents will also be sent out to experts both for review in the specific defined areas investigated, and in select cases for review of all the Phase One documentation as a whole to ensure an integrated policy approach that advances wellbeing and happiness in a coherent way. The documents will also be sent for review to key government, civil society, business, and spiritual representatives.

To give one specific example, the third item in Section 6A below references the need for the new development paradigm to draw on traditional and Indigenous knowledge if it is truly to advance wellbeing and happiness. The report and documentation in that area will be sent both to experts and practitioners in the field and to key Indigenous leaders worldwide.

It will then be reviewed again to ensure full and proper incorporation of the Indigenous knowledge element into the Phase One overview, policy, and outcome document that will be presented to the United Nations in 2013. This review procedure will be followed for all parts of Section 6A below and those to be added as recommended by the Working Group and Steering Committee.

In January 2013 the full set of these Phase One documents will also be posted on the Internet for public and international comment, consideration and feedback. All input, feedback, review comments, and responses will need to be received by **30 March 2013**.

- From **April to June 2013**, the Working Group will revise the full set of Phase One documents on wellbeing and happiness as the goal and purpose of the new development paradigm, based on the feedback, responses, and comments received, incorporating input as appropriate.
- Throughout this process, **from July 2012 to June 2013**, the Steering Committee headed by the Prime Minister of Bhutan will be consulted and provide input to the process to ensure adherence to the basic vision, principles, understanding, and objectives of the new development paradigm. For example, in its role providing overall guidance, direction, and coherence to this project, the Steering Committee will help maintain a truly integrated, balanced, and holistic approach, and ensure that no major proven contributor to wellbeing and happiness, such as community vitality and strong social networks, population health, culture, or good governance is neglected, and that linkages between the parts are properly elucidated.
- In **June 2013**, The final overview Phase One report and recommendations on wellbeing and happiness as the fundamental goal and purpose of the new development paradigm, along with the supporting research papers and documentation on each of its main components, will be presented by the Royal Government of Bhutan to the United Nations during the 67<sup>th</sup> Session of the General Assembly for their consideration and possible deliberation.

The same materials will be separately presented by the Royal Government to the United Nations Secretary-General as input and support for the High-Level Panel of Eminent Persons he has established to advise on the post-2015 development process, objectives, and targets. The Secretary-General would also be requested to share the Report with all Member States.

- **June – August 2013:** The Phase One Working Group experts will undertake further refinements and revisions based on the second round of review feedback received, and will prepare the final report to be presented to the United Nations during the 68<sup>th</sup> Session of the General Assembly.
- In **September 2013**, the final Phase One report and documentation will be presented to the United Nations during the 68<sup>th</sup> Session of the United Nations General Assembly and to other relevant United Nations and international agencies as appropriate for their collective consideration.

## **Phase 2: January 2013 – September 2014**

### **Core Conditions of the New Development Paradigm**

- **January 2013:** The main research on Phase Two of this project, which will explore key conditions for achieving human happiness and the wellbeing of life on earth, will begin in January 2013, following the aforementioned first major meeting of the entire Working Group in Bhutan.

However, because of the magnitude, breadth, and level of detail required in this Phase Two research, literature review could begin in September 2012 guided by the general framework/broad synopsis of the work on Wellbeing and Happiness as the goal of the new development paradigm; but with a view to presentation of the full, comprehensive, and final Working Group report to the United Nations during the 69<sup>th</sup> Session of the General Assembly in 2014.

- As noted, the key conditions of the new development paradigm to be investigated, explored, and documented in Phase Two are ecological sustainability, fair distribution, and efficient use of resources.

Key topics and issues to be researched in Phase Two include, but are not limited to, those listed in Section 6, parts B, C, and D below. Just as described above, each of those topics merits its own literature review, investigation of best practices, comprehensive references, and translation into specific policy recommendations for implementation.

- It is envisioned that the individual reports and documentation will be sent out for review by experts, scholars, and key government, civil society, business, and spiritual representatives in **June 2013**, with feedback solicited by **31<sup>st</sup> August, 2013**, and feedback and input incorporated by Working Group contributors by **15<sup>th</sup> November 2013**.

- **Integration and coherence:** Just as with Phase 1 above, an overarching project goal is to recognize the inter-connectedness of the various components of the new development paradigm, and to adopt a holistic and integrated approach. For this reason, the Working Group as a whole, under the guidance of the Steering Committee led by the Prime Minister of Bhutan, will avoid an outcome that consists solely of large numbers of disconnected pieces, no matter how excellent those individual research outputs are.

Rather these individual topic-centred investigations will provide the essential background documentation for a coherent and integrated overview report and recommendations linking the parts conceptually, empirically, and from a policy perspective. It is expected that this integration will be achieved in **three sub-phases:**

- a) **January 2013 – November 2013:** During the overall Phase Two research process itself on the three core conditions for the new development paradigm, the research coordinators for sections 2, 3, and 4 (corresponding to 6 A, B, and C below) — viz. Ecological Sustainability, Fair Distribution, and Efficient Use of Resources — will work closely and in harmony.

This collaboration is required because those three conditions of the new paradigm are very closely linked conceptually: Section 2 recognizes the necessity of living within planetary boundaries, assesses the quantity of resources available on this finite planet, and investigates existing best practices and policies at all levels for not consuming resources or generating waste faster than the earth can regenerate or absorb. Sections 3 and 4 then explore, respectively, how those finite resources will be distributed and used (i.e. fairly and efficiently).

Because Section 2 is often the realm of scientists and ecologists, section 3 of sociologists, and section 4 of economists, a trans-disciplinary approach is clearly required to ensure an integrative and holistic outcome. For that reason, on-going research coordination is essential to establish key conceptual and empirical linkages, and even common use of language rather than the jargon of separate disciplines.

- b) **June – November 2013:** A consolidated and integrated overview document for Sections 2, 3, and 4 will be prepared and reviewed.
- c) **December 2013 – June 2014:** While intensive research, background documentation, and review will certainly continue during this period to respond to and incorporate feedback, to fill in key identified gaps, and to explore additional dimensions of the new development paradigm, the second project year will also focus particularly on overall integration, including resolving the inevitable conflicts of view, approach, emphasis, and prioritization that are certain to arise in a trans-disciplinary project of this magnitude.

A key goal in this second year is to produce a clear, coherent, integrated, and holistic blueprint of the new development paradigm, with its recommended practical working details and institutional, regulatory, and

policy frameworks clearly linked, for possible consideration by United Nations General Assembly committees in mid-2014.

During this development of the final and comprehensive Working Group document, particular emphasis will not be only on integrating Sections 2, 3, and 4 (on conditions of the new development paradigm), but particularly on linking that work with the ultimate goal of the new paradigm. To that end, it will be necessary, in the final outcome document, to demonstrate conceptually and empirically how the specific recommended actions to live within planetary boundaries, to distribute resources fairly, and to use them efficiently particularly advance human happiness and the wellbeing of all life forms.

- **June – September 2014:** After incorporation of final feedback, the final Working Group outcome document and recommendations, with the full set of supporting documentation will be presented to the United Nations in September 2014. That comprehensive overview document will also include a final section on a timeline for next steps leading to formal adoption of the new development paradigm by the international community, perhaps through convening a special convention for that purpose.

## **6. Dimensions of the new paradigm – specific research tasks**

Working Group contributors will elaborate on and produce documentation on all key dimensions of the proposed new development paradigm, including but not limited to the following areas identified prior to and since the 2<sup>nd</sup> April high-level meeting at the United Nations.

The four topic lists below will be expanded as required during the Working Group process as key relevant research needs are identified, and as recommended by the Steering Committee and research coordinators.

### **Phase 1: July 2012 – September 2013**

#### ***A) Human happiness and the wellbeing of all life forms: The goal of the new development paradigm, which will serve broader human, social, and ecological objectives, including:***

- Promoting a dynamic culture through a common but differentiated approach that respects diverse cultural traditions;
- nurturing the values, wisdom, and practice of our spiritual traditions, and harmony between them;
- drawing from the wisdom of traditional and indigenous values and knowledge to develop appropriate policies;
- supporting the arts and the creative commons;
- promoting holistic life-long learning, including vital literacies required for wellbeing, such as ecological, civic, cultural, health, nutrition, science, financial, and other literacies;
- empowering women, educating girls, and ensuring equality of opportunity;
- improving mental and physical health by addressing the socio-economic, behavioural, spiritual, and environmental and inter-generational determinants of health, and recognising that health is a public responsibility;
- supporting local economies and strong community networks;
- strengthening social supports through family, community, workplace, and other relationships;
- supporting the voluntary and civil society sector, and nurturing good governance;
- promoting vibrant, critical, creative, and responsible media;
- supporting research and dialogue on the causes and conditions of happiness.

**Phase 2: January 2013 – September 2014: Three conditions and requirements of the new development paradigm, and integration into final report:**

***B) Ecological sustainability***

- Establishing a system for effective and equitable governance and management of the natural commons, including the atmosphere, oceans, fresh water systems, and biodiversity;
- investing in sustainable infrastructure, such as renewable clean energy, energy efficiency, public transit, watershed protection measures, green public spaces, clean technology, and support for green businesses;
- consuming essential non-renewables, such as fossil fuels, more slowly than we develop renewable substitutes;
- eliminating harmful subsidies for fossil fuels, chemical agriculture, and other activities damaging to people and the planet;
- creating mechanisms to reduce resource depletion, pollution, and greenhouse gas emissions to stay within basic planetary boundaries and resource limits, such mechanisms to include taxes, cap and auction systems, and common asset trusts;
- dismantling incentives towards excessive materialistic consumption, including educating for sustainability and banning advertising to children;
- moving towards sustainable agriculture to feed the earth's population without destroying its biodiversity;
- procuring from sustainable local sources, like organic farmers and fair trade groups;
- facilitating innovative sustainable business practices and models including product stewardship, life-cycle approaches, minimizing virgin resource use and waste, and training in green skills;
- developing linked policies to balance population and consumption with the earth's natural, social and economic capacity.

***C) Fair distribution***

- Reducing systemic inequalities, both internationally and within nations, by improving the living standards of the poor, providing an adequate social safety net, limiting excess consumption and unearned income, and preventing private capture of the common wealth;
- supporting, promoting, and providing incentives for systems of cooperative ownership and management of enterprises;
- instituting fair trade systems that promote sustainable production methods and fair returns to producers;

- transferring technology and information to enable lower-income nations to shift rapidly to sustainable production methods and suffer no loss of competitive advantage as they transition to a sustainable economy;
- establishing a system for effective and equitable governance and management of the social commons, including cultural inheritance, financial systems, and information systems;
- creating fulfilling employment for all, which contributes to the common good, achieves better work-life balance, and nurtures healthy workplace relations.

#### ***D) Efficient use of resources***

- Using full-cost accounting measures to internalise externalities, value non-market assets and services, reform national accounting systems, and ensure that prices reflect actual social and environmental costs of production and distribution;
- putting in place fiscal reforms that reward sustainable and wellbeing-enhancing actions and penalise unsustainable behaviours that diminish collective wellbeing, including ecological tax reforms with compensating mechanisms that avoid additional burdens on low-income groups;
- implementing systems of cooperative investment in stewardship and payment for ecosystem services;
- increasing financial and fiscal prudence by reducing speculation, ensuring equitable access to and responsible use of credit, and requiring that financial instruments and practices contribute to the public good;
- ensuring access to and sharing of the information required to move to a sustainable economy.



## 7. Funding and Budget

Through consultations to date, it has been estimated that the Working Group can accomplish two full years' work for approximately **USD 4 million total**, in order to have documentation ready for submission to the United Nations in 2013 and 2014. This estimate assumes substantial in-kind contributions from partners, participants, universities, and other hosting institutions. In particular, universities and other academic institutions will be requested to consider providing grants and other support to those Working Group members affiliated with them.

A detailed breakdown of the budget requirement for the Working Group and the coordinating Secretariat is presented in the following pages.

Key funded activities will include, among others:

- Establishment and operation of a Working Group Secretariat, based in Bhutan, to coordinate activities and provide key administrative services
- Selective travel to meetings;
- Hiring of research coordinators, and research assistants; and
- Support for NGO/CSO participants who are dependent on donations.

It is assumed that academic participation will be supported by in-kind contributions from their universities in the form of salary and staff support, but modest honoraria, especially for NGO contributors, are included in the budget.

**Budget requirement for International Expert Working Group and Secretariat: USD 4,060,372/-**

Working Group Budget breakdown for August 2012 - August 2014					
SI.NO.	ITEM	UNITS	PER UNIT COSTS (USD)	TOTAL (USD)	NOTES
<b>I</b>	<b>PERSONNEL</b>		<b>USD</b>	<b>1,872,997</b>	
1.a.	Secretariat Initial set up costs (lump sum)			33,317	<b>Breakdown 1.a. provided</b>
1.b.	Secretariat (for 2 years of operation)			542,280	Estimate for 24 months of operation; <b>Breakdown 1.b. provided</b>
2	Working (sub) Group Coordinators: wellbeing & happiness; ecological sustainability; efficient use of resources; fair distribution (4 coordinators)	4	70,000	280,000	1 coordinator for each of the 4 sub-groups; undertake necessary travels and other activities required to coordinate work of WG participants
3	International Participant Honoraria/Fees (50 participants)	50	15,000	750,000	18 contributors for the wellbeing & happiness sub-group, estimating 2 persons for each of the 9 GNH domains
4.a.	Report Writers fees (for deliverables)			160,000	2 report writers required for wellbeing & happiness sub-group + 1 each for ecological sustainability, efficient use of resources, fair distribution
4.b.	Airfare for Bhutan-based report writers (2 rw)	2	4,000	8,000	One-time round-trip economy class ticket
4.c.	Terminal related costs)/DSA for transit country	2	500	1,000	Estimating 2 days transit costs for each trip
5.a.	Short-term visiting experts fees (about 56 man days in total)	56	1,000	56,000	Between 4 to 8 short-term visiting experts anticipated OR 56 man days
5.b.	DSA for short-term visiting experts to Bhutan (56 man days)	56	150	8,400	DSA in Thimphu for 56 man days
5.c.	Airfare for short-term visiting experts (8 experts max.)	8	4,000	32,000	One-time round-trip economy class air ticket
5.d.	Terminal related costs)/DSA for transit country			2,000	

SI.NO.	ITEM	UNITS	PER UNIT COSTS (USD)	TOTAL (USD)	NOTES
II	MEETING EXPENSES		USD	1,018,250	
	<i>At least 3 major meetings for entire Working Group (50 members + 5 from the communications team = 55 participants from abroad)</i>				
6	Logistic costs for organizing Working Group meetings (3 meetings)	3	15,000	45,000	Conference hall, local transport, working lunch/refreshments, temporary hire of additional support staff
7.a.	Airfare for participants (3 meetings x \$4000 per round trip ticket)	55	12,000	660,000	Economy class round-trip air ticket
7.b.	Terminal related costs)/DSA for transit country	55	1,500	82,500	
7.c.	DSA/local hospitality in Bhutan (3 meetings x \$150x 7 days)	55	3,150	173,250	
	<i>At least 2 additional meetings for Communications Team to coordinate: 5 participants</i>				
8.a.	Airfare for communications team members @ \$4000 per round trip ticket for 2 meetings	5	8,000	40,000	
8.b.	Terminal related costs/DSA for transit country	5	1,000	5,000	
8.c.	DSA	5	2,500	12,500	
III	COMMUNICATIONS AND OUTREACH		USD	800,000	
9	Communications, including web development and support			300,000	
10	Printing and distribution			400,000	
11	Marketing			100,000	
IV	Sub-total			3,691,247	
V	Overhead/contingency @ 10% of sub-total			369,125	
	GRAND TOTAL		USD	4,060,372	

**Breakdown 1.a.: Secretariat initial set up costs**

<b>(1.a.) Initial Set Up/One time purchase Costs for the Secretariat for the New Development Paradigm (SNDP)</b>		
<b>ITEM</b>	<b>AMOUNT in NU.</b>	<b>AMOUNT in USD</b>
<b>Furniture (Office desks, cabinets, conference table, chairs, etc.)</b>	<b>401,760</b>	<b>7,174</b>
<b>Computer &amp; Peripherals (laptop, desktop, printers, scanner, projector &amp; screen, photocopy machine, etc.)</b>	<b>690,000</b>	<b>12,321</b>
<b>Office Equipment (fax, phone, extension cords, cutleries, water boilers, etc.)</b>	<b>74,000</b>	<b>1,321</b>
<b>Vehicle (1 small vehicle for general office use)</b>	<b>700,000</b>	<b>12,500</b>
<b>Total estimate for initial set up (Calculated at 1 USD = Nu. 56)</b>	<b>Nu. 1,865,760</b>	<b>\$ 33,317</b>

**Breakdown 1.b.: Secretariat 2 years operation**

<b>(1.b.) 2-year Operating Costs for the Secretariat for the New Development Paradigm (SNDP)</b>		
<b>ITEM</b>	<b>COSTS</b>	<b>TOTAL AMOUNT in USD</b>
<b>Rent for Office Space (1 cottage or 2 large flats)</b>	\$1000 x 24 months	<b>24,000</b>
<b>Utilities</b>		<b>32,800</b>
Telephone, Fax, Internet	\$11,000 x 2 years	22,000
Telegram, Wireless Tr., Postage	\$3,600 x 2 years	7,200
Electricity, Water, Sewerage	\$1,800 x 2 years	3,600
<b>Office supplies - Stationaries</b>	\$ 5,500 x 2 years	<b>11,000</b>
<b>Op. Exp. - Advertising</b>	\$ 2,000 x 2 years	<b>4,000</b>
<b>Hospitality &amp; Entertainment</b>	\$ 5,000 x 2 years	<b>10,000</b>
<b>Maintenance of Property</b>		<b>24,000</b>
Building	\$1000 x 2 years	2,000
Vehicle (fuel)	\$5500 x 2 years	11,000
Equipment	\$2750 x 2 years	5,500
Computers	\$2750 x 2 years	5,500
<b>Pay &amp; Allowances</b>		<b>336,480</b>
Director	\$ 1800 p.m x 24 months	43,200
Senior Researcher/Advisor	\$ 4000 p.m x 24 months	96,000
4 nationals to contribute expertise to each of the 4 sub-groups, and also help keep track work progress in respective sub-groups for the secretariat	\$ 1300 p.m. x 24 months x 4 persons	124,800
2 Additional Researchers/Program Assistants	\$ 700 p.m. x 24 months x 2 persons	33,600
1 Administrative/Finance Support	\$400 p.m. x 24 months	9,600
2 Office Assistants	\$280 p.m. x 24 months x 2 persons	13,440
Visiting interns/volunteers throughout the year amounting to 24 man months (modest subsistence stipend)	\$300 p.m. x 24 months	7,200
Driver	\$180 p.m. x 24 months	4,320
Cleaner/Night guard	\$180 p.m. x 24 months	4,320
<b>Travel</b>		<b>100,000</b>
Travels to be undertaken as & when required by steering committee and/or secretariat members over the course of the project		
<b>Total estimate for 2-year operating cost</b>		<b>542,280</b>

## **Appendix A:**

### **Brief biographies of initial recommended working group members who have confirmed availability and interest**

#### **1. Karma Ura**

Dasho Karma Ura earned his undergraduate degree at Oxford University and his Masters degree in Philosophy of Economics at the University of Edinburgh. He worked for Bhutan's Ministry of Planning for 12 years before becoming the Director of the Centre for Bhutan Studies (CBS) from its founding in 1999 until 2008 when he became its President. Under his leadership, CBS has been at the forefront in promoting and deepening national and global understanding of Bhutan's Gross National Happiness development philosophy, and in measuring nine domains of GNH in two national surveys in 2007 and 2010.

Dasho Karma Ura was a member of the Drafting Committee of Bhutan's first Constitution, and is a renowned scholar, historian, writer, and painter. His books include a historical novel, *The Hero with a Thousand Eyes*. In 2010, he was bestowed the honour of Druk Khorlo (Wheel of Dragon Kingdom) by the King of Bhutan for his contributions to literature and fine arts. He is a member of the Chief Economist's Advisory Panel, South Asia Region, World Bank, and of the Royal Monetary Authority (Central Bank) of Bhutan.

#### **2. Martin Seligman**

Martin E.P. Seligman, Ph.D., works on positive psychology, learned helplessness, depression, and on optimism and pessimism. He is currently Zellerbach Family Professor of Psychology and Director of the Positive Psychology Center at the University of Pennsylvania. He is well known in academic and clinical circles and is a best-selling author.

His bibliography includes twenty books and 200 articles on motivation and personality. Among his better-known works are *Learned Optimism* (Knopf, 1991), *What You Can Change & What You Can't* (Knopf, 1993), *The Optimistic Child* (Houghton Mifflin, 1995), *Helplessness* (Freeman, 1975, 1993) and *Abnormal Psychology* (Norton, 1982, 1988, 1995), with David Rosenhan

His most recent book is the best-selling, *Authentic Happiness* (Free Press, 2002). He is the recipient of the Laurel Award of the American Association for Applied Psychology and Prevention, and the Lifetime Achievement Award of the Society for Research in Psychopathology. He holds an honorary Ph.D. from Uppsala, Sweden and Doctor of Humane Letters from the Massachusetts School of Professional Psychology. Dr. Seligman received both the American Psychological Society's William James Fellow Award (for contribution to basic science) and the James McKeen Cattell Fellow Award (for the application of psychological knowledge).

#### **3. Ed Diener**

Ed Diener is the Joseph R. Smiley Distinguished Professor of Psychology at the University of Illinois. Dr. Diener was the president of the International Society of

Quality of Life Studies, the Society of Personality and Social Psychology and the International Positive Psychology Association. Diener was the editor of the *Journal of Personality and Social Psychology*, and the editor of *Journal of Happiness Studies*. He is the founding editor of *Perspectives on Psychological Science*. Diener has over 300 publications, with about 200 being in the area of the psychology of well-being.

Dr. Diener is a fellow of five professional societies, and is listed as one of the most highly cited psychologists by the Institute of Scientific Information. He won the Distinguished Researcher Award from the International Society of Quality of Life Studies, the first Gallup Academic Leadership Award, and the Jack Block Award for Personality Psychology. He won several teaching awards, including the Oakley-Kundee Award for Undergraduate Teaching at the University of Illinois. With over 50 publications he is the most published author in the *Journal of Personality and Social Psychology*.

Professor Diener's research focuses on the measurement of well-being; temperament and personality influences on well-being; theories of well-being; income and well-being; and cultural influences on well-being.

#### **4. Jonathan Patz**

Jonathan Patz, MD, MPH, is Professor and Director of Global Environmental Health at the University of Wisconsin in Madison. He co-chaired the health expert panel of the US National Assessment on Climate Change and was a Convening Lead Author for the United Nations/World Bank Millennium Ecosystem Assessment. For the past 15 years, he has been a lead author for the United Nations Intergovernmental Panel on Climate Change, in which capacity he shared the 2007 Nobel Peace Prize awarded to the IPCC and Al Gore. He is President of the International Association for Ecology and Health and co-editor of the association's journal *EcoHealth*.

Dr. Patz has served on committees of the National Academy of Sciences, and from 1996-2000 was principal investigator for the largest US multi-institutional study on climate change health risks, on which he briefed the US Congress, Administration, and federal agency leaders. His areas of research investigation include the effects of climate change on heat waves, air pollution, and water- and vector-borne infectious diseases, as well as the link between deforestation and the resurgence of malaria in the Amazon. He has earned medical board certification in both Occupational/Environmental Medicine and Family Medicine and received his medical degree from Case Western Reserve University and his Master of Public Health (MPH) degree from Johns Hopkins University. In 2005, he was awarded an Aldo Leopold Leadership Fellow.

#### **5. Richard Davidson**

Richard J. Davidson is the William James and Vilas Professor of Psychology and Psychiatry, Director of the Waisman Laboratory for Brain Imaging and Behavior and the Laboratory for Affective Neuroscience, and Founder and Chair of the Center for Investigating Healthy Minds, at the Waisman Center, University of Wisconsin-Madison. He received his Ph.D. from Harvard University in Psychology and has been at Wisconsin since 1984. He has published more than 275 articles, many chapters and reviews and edited 13

books. He has been a member of the Mind and Life Institute's Board of Directors since 1991. He is also the author of the forthcoming book (with Sharon Begley) *The Emotional Life of Your Brain* to be published by Penguin in March of 2012.

He is the recipient of numerous awards for his research including a National Institute of Mental Health Research Scientist Award, a MERIT Award from NIMH, an Established Investigator Award from the National Alliance for Research in Schizophrenia and Affective Disorders (NARSAD), a Distinguished Investigator Award from NARSAD, the William James Fellow Award from the American Psychological Society, and the Hildale Award from the University of Wisconsin-Madison. He was the Founding Co-Editor of the new American Psychological Association journal *EMOTION* and is Past-President of the Society for Research in Psychopathology and of the Society for Psychophysiological Research. He was also the year 2000 recipient of the most distinguished award for science given by the American Psychological Association – the Distinguished Scientific Contribution Award.

## **6. Bruno S. Frey**

Bruno S. Frey was Professor of Economics at the University of Constance from 1970-77, and since 1977 has been Professor of Economics at the University of Zurich. He has been Distinguished Professor of Behavioural Science at the Warwick Business School at the University of Warwick, UK since 2010.

He received an honorary doctorate in economics from the Universities of St. Gallen (Switzerland, 1998), Goeteborg (Sweden, 1998), the Free University of Brussels (Belgium, 2009), the University of Aix-en-Provence/Marseille (France, 2010), and the University of Innsbruck (Austria, 2011). He is the author of numerous articles in professional journals and books, including *Not Just for the Money* (1997), *Economics as a Science of Human Behaviour* (1999), *Arts & Economics* (2000), *Inspiring Economics* (2001), *Successful Management by Motivation* (with Margit Osterloh, 2001), *Happiness and Economics* (with Alois Stutzer, 2002), *Dealing with Terrorism – Stick or Carrot?* (2004), *Economics and Psychology*, among others.

## **7. John F. Helliwell**

John F. Helliwell is Arthur J.E. Child Foundation Fellow of the Canadian Institute for Advanced Research and co-director (with George Akerlof) of CIFAR's program on "Social Interactions, Identity and Well-Being". He is also Professor Emeritus of Economics at the University of British Columbia, a member of the National Statistics Council, and a Research Associate of the National Bureau of Economic Research. He was previously visiting special advisor at the Bank of Canada in 2003-04, visiting research fellow of Merton College, Oxford, in 2003, of St. Catherine's College, Oxford, in 2001, and Mackenzie King Visiting Professor of Canadian Studies at Harvard in 1991-94.

His books include *How Much Do National Borders Matter?* (Brookings Institution, 1998), *The Contribution of Human and Social Capital to Sustained Economic Growth and Well-Being* (OECD and HRDC, 2001), and *Globalization and Well-Being* (UBC Press, 2002, also as *Mondialisation et bien-être*, Les Presses de l'Université Laval, 2005).



Recent articles include "Well-Being, Social Capital and Public Policy: What's New?" (Economic Journal, March 2006), "Well-Being and Social Capital: Does Suicide Pose a Puzzle?" (Social Indicators Research, 2007), "How's Your Government? International Evidence Linking Good Government and Well-Being" (joint with Haifang Huang, British Journal of Political Science 2007), and "The Social Context of Well-Being" (joint with Robert Putnam) in Huppert, Bayliss and Keverne, eds. He is a Fellow of the Royal Society of Canada and an Officer of the Order of Canada.

## **8. Ilona Boniwell**

Dr. Ilona Boniwell is the programme leader for the first Masters Degree in Applied Positive Psychology (MAPP), the first postgraduate degree in positive psychology in Europe. She is the author of Positive Psychology in a Nutshell (2006, PWBC). She founded the European Network of Positive Psychology (ENPP), and is currently the member of its steering committee.

Furthermore, she organised the first European Congress of Positive Psychology (June 2002, Winchester) and is the vice-chair of the newly created International Positive Psychology Association (IPPA). She was a recipient of several awards and grants from the Positive Psychology Network and the Gallup Organisation. Recently, Ilona was a consultant for and appeared in the BBC2 series *The Happiness Formula*. She is a prolific speaker and often addresses international psychology and professional audiences. She is a co-founder of Personal Well-Being Centre: a social enterprise dedicated to the promotion of well-being and personal development in individuals, organisations and educational settings.

## **9. Daniel Gilbert**

Dr. Gilbert is a Professor of Psychology at Harvard University. His research on "affective forecasting" examines the mistakes people make when they attempt to predict their hedonic reactions to future events.

He has won numerous awards for his research and teaching, including the American Psychological Association's Distinguished Scientific Award for an Early Career Contribution to Psychology. In 2008 he was elected to the American Academy of Arts and Sciences. His 2007 book, *Stumbling on Happiness*, spent 25 weeks on the *New York Times* best-seller list and has been translated into 30 languages. *Time* magazine called it "fascinating," the *New York Times* called it "brilliant," and Bloomberg News called it "the only truly useful book on psychology I've ever read."

He is a contributor to *Time*, *The New York Times*, and NPR's *All Things Considered*, and he has been a guest on numerous television and radio shows, including the *Today Show*, *Charlie Rose*, *20/20*, and the *Colbert Report*.

## **10. Henry Rosemont, Jr.**

Dr. Henry Rosemont Jr. is regarded as one of the top Confucian scholars in the world. He is concurrently the George B. and Willma Reeves Distinguished Professor of the Liberal Arts Emeritus at St. Mary's College of Maryland, and senior consulting professor at Fudan University in Shanghai, China. Dr. Rosemont holds a Ph.D. in philosophy from the University of Washington and

an honors A.B. from the University of Illinois. He pursued post-doctoral studies in linguistics at the Massachusetts Institute of Technology in 1969-71, studying with Noam Chomsky. He is the author of *A Chinese Mirror* (1991), *Rationality and Religious Experience* (2001), *Radical Confucianism* (forthcoming 2007), and more than 60 articles and reviews in anthologies and scholarly journals.

#### **11. Sabina Alkire**

Sabina Alkire directs the Oxford Poverty and Human Development Initiative (OPHI), a research centre within the Department of International Development, University of Oxford. In addition, she is a Research Associate at Harvard and Vice President of the Human Development & Capability Association (HDCA). Her research interests include multidimensional poverty measurement and analysis, welfare economics, the capability approach, the measurement of freedoms and human development. Publications include 'Valuing Freedoms: Sen's Capability Approach and Poverty Reduction', as well as articles in Philosophy and Economics. She holds a DPhil in Economics from Magdalen College, University of Oxford.

#### **12. Toni Noble**

Toni is a leading educator and educational psychologist with expertise in student wellbeing, positive school communities and positive psychology/education. She is an Adjunct Professor at Australian Catholic University. Toni is co-author (with Helen McGrath) of BOUNCE BACK! Wellbeing and Resilience Program. She was awarded Best Teacher Resource (primary) in 2011 by Australian Educational Publishers Association, the Australian Psychological Society's Robin Winkler Award for an applied community psychology research project, and a Silver Medal for a Community-Based Project in Perth-Kinross Scotland.

She is also co-author of HITS and HOTS: Teaching +Thinking+ Social Skills (on student engagement); Eight Ways At Once Books 1 & 2 and Different Kids, Same Classroom (on curriculum differentiation) and co-editor of Bullying Solutions. Her Australian Government projects include 2011 National Safe Schools Framework and principal investigator on the Scoping Study on Student Wellbeing. She has a Carrick citation for her outstanding contributions to University teaching, an ACU Teaching Excellence Award and is on the Advisory Boards of Wellbeing Australia, Wellbeing Action Hub with ARACY (Australian Research Alliance for Children & Youth) and the National Centre Against Bullying.

#### **13. Robert Levine**

Robert Levine is a Professor of Psychology and former Associate Dean of the College of Science and Mathematics at California State University, Fresno where he has won awards for both his teaching and research. He has published many articles in professional journals as well as articles in trade periodicals such as Discover, American Demographics, The New York Times, Utne Reader, and American Scientist.

His book, *A Geography of Time* (Basic Books, 1997), was the subject of feature stories around the world, including Newsweek, The New York Times Magazine,

CNN, the BBC, ABC's Primetime, and NPR's All Things Considered and Marketplace. His recent book, *The Power of Persuasion: How We're Bought and Sold* (John Wiley & Sons, 2003), has been translated into six languages. An updated, paperback version was published in January, 2006.

#### **14. Matthieu Ricard**

Matthieu Ricard is a Buddhist monk who has lived in the Himalayan region for the last forty years. Born in France in 1946, as the son of French philosopher Jean-François Revel and artist Yahne Le Toumelin. He earned a Ph.D. degree in cell genetics at the Institute Pasteur under the Nobel Laureate Francois Jacob. He traveled to India in 1967, and since 1972, he has lived in the Himalayas near some of the greatest living Buddhist teachers, Kangyur Rinpoche and Dilgo Khyentse Rinpoche.

He is the author of several books including *The Monk and the Philosopher*, a dialogue with his father; *The Quantum and the Lotus*, a dialogue with the astrophysicist Trinh Xuan Thuan; *Happiness: A Guide to Developing Life's Most Important Skill and Why Meditate?* When he was twenty, he also wrote *Animal Migrations*. As a photographer, he has also published several photos books (see <http://www.matthieuricard.org>).

#### **15. Guy Claxton**

Guy Claxton is the one of UK's leading expert on the development of young people's learning and creative capacities. He is the author of a dozen well-respected books on the mind, including *Hare Brain, Tortoise Mind: Why Intelligence Increases When You Think Less* (1997), *Wise Up: The Challenge of Lifelong Learning* (1999), *The Wayward Mind* (2005), and most recently *What's the Point of School?* His 'Building Learning Power' approach has influenced youngsters' lives throughout the UK as well as in Singapore, Sweden, Brazil, Australia and New Zealand.

Guy Claxton holds degrees from Cambridge and Oxford, and is a Fellow of the British Psychological Society and an Academician of the Academy of the Social Sciences. He has been Assistant Director for Learning at the Specialist Schools and Academies Trust. He is Professor of the Learning Sciences and Co-Director of the Centre for Real-World Learning at the University of Winchester.

#### **16. Robert Costanza**

Robert Costanza is co-founder (with Herman Daly) of the field of ecological economics, Distinguished University Professor of Sustainability at the Institute for Sustainable Solutions, Portland State University, and Editor-in-Chief of *Solutions* magazine. He is the Founding Director of the Gund Institute at the University of Vermont, where he was Gund Professor of Ecological Economics, and he was director of the University of Maryland Institute for Ecological Economics. He is also Senior Fellow at the National Center for Science and the Environment (NCSE) in Washington, DC, Senior Fellow at Stockholm Resilience Centre in Sweden and Distinguished Research Fellow in Ecological Economics at Massey University in New Zealand.

Dr. Costanza's research has focused on the interface between ecological and economic systems, particularly at larger temporal and spatial scales. His work

includes landscape level spatial simulation modelling; analysis of energy and material flows through economic and ecological systems; valuation of ecosystem services, biodiversity, and natural capital; and analysis of dysfunctional incentive systems and ways to correct them.

Dr. Costanza is also co-founder and past-president of the International Society for Ecological Economics (ISEE) and has served on the US EPA National Advisory Council for Environmental Policy and Technology; the National Research Council Board on Sustainable Development, Committee on Global Change Research; the National Research Council, Board on Global Change; the US National Committee for the Man and the Biosphere Program; and the National Marine Fisheries Service Committee on Ecosystem Principles.

### **17. Jacqueline McGlade**

Jacqueline McGlade has served as Executive Director for the European Environment Agency since 2003. In that capacity she developed multi-annual strategies to enhance EEA's role as key provider of the knowledge base to support policy-making, improve implementation of EU environment and climate policies, and become the leading source of environmental information in Europe. As well, she has worked extensively with the European Commission, the Joint Research Centre and Eurostat, other EU community bodies, the European Space Agency, Council of Europe, Organisation for Economic Cooperation and Development, International Energy Agency, United Nations and its specialised agencies, environmental and nature conservation agencies, and a wide range of international and European research consortia and networks, including the Nobel Symposia on Climate Change.

With a Ph.D. in Aquatic Sciences and Biology, Dr. McGlade's experience spans practical, on-the-ground environmental research and policy generation at the highest levels of international governance. She has deep and substantive experience in policy development, strategic leadership, cross-institutional collaboration and oversight, policy and programme implementation, and the data/information and statistical accounting systems that will be necessary to underpin the five capitals and wellbeing and happiness.

### **18. James Gustave (Gus) Speth**

James Gustave Speth, J.D., is professor at Vermont Law School and Distinguished Senior Fellow at Demos, a nonpartisan public policy research and advocacy organization. He co-founded the Natural Resources Defense Council, was founder and president of the World Resources Institute, and served as administrator of the United Nations Development Programme (1993-1999) and chair of the UN Development Group. He is a vocal critic of growth model economies, and a proponent of alternatives that are more equitable and sustainable.

Dr. Speth is the author of *The Bridge at the Edge of the World: Capitalism, the Environment, and Crossing from Crisis to Sustainability* (2009) and *Red Sky at Morning: America and the Crisis of the Global Environment* (2005). Among his awards are the National Wildlife Federation's Resources Defense Award, the Natural Resources Council of America's Barbara Swain Award of Honor, a 1997

Special Recognition Award from the Society for International Development, Lifetime Achievement Awards from the Environmental Law Institute and the League of Conservation Voters, and the Blue Planet Prize.

### **19. Herman E. Daly**

Herman Daly, with Robert Costanza is co-founder of the field of ecological economics, and co-founder and associate editor of the journal *Ecological Economics*. He is Emeritus Professor at the University of Maryland School of Public Policy, and from 1988 to 1994 was Senior Economist in the Environment Department of the World Bank. He combines limits-to-growth arguments, theories of welfare economics, ecological principles, and the philosophy of sustainable development into a model he calls steady state economics.

In 1996, Dr. Daly received Sweden's Honorary Right Livelihood Award, and the Heineken Prize for Environmental Science, awarded by the Royal Netherlands Academy of Arts and Sciences. In 1999, he was awarded the Sophie Prize (Norway) for contributions in the area of Environment and Development; in 2001, the Leontief Prize for contributions to economic thought, and, in 2002, the Medal of the Presidency of the Italian Republic for his work in steady state economics. In 2010, the National Council for Science and the Environment gave him its Lifetime Achievement Award.

### **20. Vandana Shiva**

Vandana Shiva holds a Ph.D. in Physics, and is a philosopher, environmental activist, eco-feminist, and author of many books and dozens of peer-reviewed scientific articles. She was hailed as an environmental “hero” by Time Magazine, and Asia Week has called her one of the five most powerful communicators in Asia. She has received the Right Livelihood Award, the Global 500 Award of the United Nations Environment Programme, the Earth Day International Award of the United Nations (UN), the Order of the Golden Ark (Netherlands), the Horizon 3000 Award of Austria, the Save The World Award, the Sydney Peace Prize, and the Calgary Peace Prize, among others.

Dr. Shiva pioneered the organic movement in India and founded Navdanya, India's largest organic fair trade network, which has trained more than half a million Indian farmers in seed and food sovereignty, and sustainable agriculture. She and Navdanya are currently assisting Bhutan's transition to organic agriculture. She also founded and directs the Research Foundation for Science, Technology, and Natural Resource Policy in New Delhi, has demonstrated the ecological value of traditional farming, and is Associate Editor of *The Ecologist* magazine. She campaigns against the patenting of indigenous knowledge and for protection of biodiversity, and cultural and knowledge diversity.

### **21. Richard Wilkinson**

Richard G. Wilkinson is a British scholar specialising in research on social inequalities in health and the social determinants of health, and is Professor Emeritus of social epidemiology at the University of Nottingham. He is co-founder of the Equality Trust, which seeks to explain the benefits of a more equal society and campaigns for greater income equality.

Dr. Wilkinson is best known for his book *The Spirit Level: Why More Equal Societies Almost Always Do Better*, which demonstrates empirically that societies with more equal distribution of incomes tend to have better health, fewer social problems such as violence, drug abuse, teenage births, mental illness, and obesity, and are more cohesive than ones in which the gap between rich and poor is greater.

## **22. Bill McKibben**

Bill McKibben is prolific author of books on the environment, beginning with his ground-breaking *The End of Nature* (1989), which is the first book for a general audience on climate change. He organized 1,400 global warming demonstrations across all 50 U.S. states on April 14, 2007, described as the largest climate change campaign in U.S. history, and he founded the grassroots climate campaign 350.org, which has coordinated 15,000 rallies in 189 countries since 2009. Time Magazine called him 'the planet's best green journalist' and the Boston Globe said in 2010 that he was 'probably the country's most important environmentalist.'

Bill McKibben also authored *Deep Economy: the Wealth of Communities and the Durable Future*, which addresses the shortcomings of the growth economy and envisions a transition to more local-scale enterprise. He has been awarded Guggenheim and Lyndhurst Fellowships, and won the Lannan Prize for nonfiction writing in 2000. In 2011, he was elected a fellow of the American Academy of Arts and Sciences.

## **23. Mathis Wackernagel**

Mathis Wackernagel is co-creator of the Ecological Footprint and President of the Global Footprint Network. He has authored or contributed to over 50 peer-reviewed papers, as well as numerous articles, reports and books on sustainability that focus on the question of embracing planetary limits and developing metrics for sustainability. These include *Our Ecological Footprint: Reducing Human Impact on the Earth* (1998) and WWF International's *Living Planet Report* (2010).

Dr. Wackernagel is also a Visiting Professor at Cornell University. His awards include the 2011 Zayed International Prize for the Environment, a 2007 Skoll Award for Social Entrepreneurship, a 2006 WWF Award for Conservation Merit and the 2005 Herman Daly Award of the U.S. Society for Ecological Economics.

## **24. Joshua Farley**

Joshua Farley is a renowned ecological economist working to integrate social, human, and natural capital into the way the world views economics. He is a Fellow of the Gund Institute for Ecological Economics and a Professor in the Community Development and Applied Economics faculty at the University of Vermont. In practical trans-disciplinary fieldwork in Australia, he also trained in forest management and ecological restoration.

Dr. Farley was Executive Director of the University of Maryland Institute of Ecological Economics, and is co-author with Herman Daly of *Ecological Economics, Principles and Applications*, (2010). His research interests include

market failures and the policies required to address them, the public sector role in resource allocation, international development, economic globalization, envisioning a sustainable and desirable future, and system sustainability.

## **25. Kristin Vala Ragnarsdottir**

Kristin Vala Ragnarsdottir is a geologist specialising in environmental geochemistry. She is presently Dean of the School of Engineering and Natural Sciences at the University of Iceland and a Fellow of the Icelandic Academy of Sciences, and was formerly Professor of Environmental Sustainability in the Department of Earth Sciences at the University of Bristol.

Dr. Ragnarsdottir has worked closely with the European Union's FP5 (1999-2002), FP6 (2002-2006) and FP7 (2007-2013) projects, which bring together European institutions and experts specialising in biochemistry, neuroscience, veterinary science, medicine, geochemistry, soil science, earth science, physics, hydrology, and environmental engineering. She was a member of the Scientific Advisory Group for FP7 (the European Union's Seventh Framework Programme for Research, Technological Development, and Demonstrating Activities).

## **26. David C. Korten**

David Korten is an American economist, author, former Professor of the Harvard Business School, political activist, and prominent critic of corporate globalization. His best-known publication is *When Corporations Rule the World*. He is the founder and president of The People-Centered Development Forum, a board member of the Business Alliance for Local Living Economies, and an associate of the International Forum on Globalization. He is also co-chair of the New Economy Working Group formed in 2008 to formulate and advance a new economy agenda.

Trained in organization theory, business strategy, and economics, Dr. Korten holds a Ph.D from Harvard Business School, and devoted his early career to setting up business schools in low-income countries in the hope that creating a new class of professional business entrepreneurs would be key to ending global poverty. He worked extensively with USAID in Asia, where he won international recognition for his work in transforming public bureaucracies into responsive support systems dedicated to strengthening community control and management of land, water, and forest resources.

## **27. Juliet Schor**

Juliet Schor is a Professor of Sociology at Boston College, and best-selling author of *The Overworked American: The Unexpected Decline of Leisure*. Her most recent book is *Plenitude: The New Economics of True Wealth*. She studies trends in working time and leisure, consumerism, the relationship between work and family, women's issues, and economic justice. She is currently working on issues of environmental sustainability and their relation to Americans' lifestyles and the economy, and the emergence of a conscious consumption movement. She is a co-founder and co-chair of the Board of the Center for a New American Dream, a national sustainability organization.

In 2006, Dr. Schor received the Leontief Prize from the Global Development and Economics Institute at Tufts University for expanding the frontiers of economic thought. In 1998, she received the George Orwell Award for Distinguished Contributions to Honesty and Clarity in Public Language from the National Council of Teachers of English. Most recently, she was the winner of the 2011 Herman Daly Award from the U.S. Society for Ecological Economics, in recognition of her research on work, leisure, and consumption. That Award recognizes individuals who have connected ecological economic principles to practical applications and implementation of solutions that are sustainable in scale, equitable in distribution and efficient in allocation.

## **28. Frances Moore-Lappé**

Frances Moore Lappé is the co-founder of three national organizations that explore the roots of hunger, poverty, and environmental crises, including Food First: The Institute for Food and Development Policy and the Small Planet Institute, a collaborative network for research and popular education seeking to bring democracy to life. She is the author or co-author of 18 books, including the best-selling *Diet for a Small Planet*.

In 1987, Frances Moore-Lappé received the Right Livelihood Award “for revealing the political and economic causes of world hunger and how citizens can help to remedy them.” In 2008 she received the James Beard Foundation ‘Humanitarian of the Year’ Award for her lifelong impact on the way people all over the world think about food, nutrition, and agriculture. In 2007 she became a founding member of the World Future Council, based in Hamburg, Germany. She also serves on the International Board of Advisors of Grassroots International and the Advisory Board of Corporate Accountability International. She is a member of the Sisters on the Planet network, part of Oxfam America.

## **29. William Rees**

William Rees is a human ecologist and ecological economist, who is best known as the originator of the ecological footprint concept and co-developer, with Mathis Wackernagel, of its method and analysis. He has been a professor at the University of British Columbia since 1969 and is former director of the School of Community and Regional Planning (SCARP) at UBC, where he founded SCARP’s ‘Environment and Resource Planning’ concentration.

Dr. Rees’ teaching and research focus on the public policy and planning implications of global environmental trends and the necessary ecological conditions for sustainable socioeconomic development. He is presently supervising several ecological footprint projects ranging from the sustainability implications of globalization to improving urban sustainability.

## **30. Richard Heinberg**

Richard Heinberg has authored ten books, including *The Party’s Over* (2003), *Peak Everything* (2007), and *The End of Growth: Adapting to our New Economic Reality* (2011), which makes a compelling argument that the global economy has reached a fateful, fundamental turning point. Senior Fellow-in-Residence at the Post Carbon Institute, Richard Heinberg is widely regarded as one of the world’s most effective communicators of the urgent need to transition



away from fossil fuels. He is best known as a leading educator on Peak Oil—the point at which we reach maximum global oil production—and the resulting, devastating impact this will have on our economic, food, and transportation systems.

Richard Heinberg's expertise is wide-ranging, covering critical issues including the current economic crisis, food and agriculture, community resilience, and global climate change. As energy and food prices escalate and debt levels explode, he demonstrates convincingly that paths formerly leading to economic expansion now go nowhere. The present "recession," he argues, will not end in a "recovery." And yet Heinberg is not despairing or pessimistic about this prospect. In the coming years, he says, we can still thrive—if we maximize happiness rather than the futile pursuit of growth at any cost.

### **31. Tim Jackson**

Tim Jackson is Professor of Sustainable Development at the University of Surrey and Director of the Economic and Social Research Council (ESRC) Research Group on Lifestyles, Values and Environment (RESOLVE). The group's aim is to develop a robust understanding of the links between lifestyle, societal values, and the environment, and to provide evidence-based advice to policy-makers seeking to influence people's lifestyles and practices. He also directs the ESRC Sustainable Lifestyles Research Group (SLRG).

Dr. Jackson co-authored the first Index of Sustainable Economic Welfare for the UK and has continued to work closely with the New Economics Foundation and others on measures of sustainable wellbeing at national and regional levels. He is a co-author of the World Watch Institute's influential State of the World 2008 report on sustainable economies.

### **32. Peter Victor**

Dr. Peter Victor author of *Managing without Growth. Slower by Design, not Disaster*, is a Professor in Environmental Studies at York University. He has worked for over 40 years in Canada and abroad on economy and environment as an academic, consultant and public servant. Dr. Victor was the founding president of the Canadian Society of Ecological Economics and a past-president of the Royal Canadian Institute for the Advancement of Science.

Currently he is Chair of Ontario's Greenbelt Council, a member of the Board of the David Suzuki Foundation, the New Economics Institute, and the Centre for the Advancement of a Steady State Economy as well as belonging to several advisory boards in the public and private sectors. In 2011 Dr. Victor's work on ecological economics and managing without growth was recognised through the award of the Molson Prize in the Social Sciences by the Canada Council for the Arts.

### **33. Junko Edahiro**

Junko Edahiro is a co-founder and chief executive of Japan for Sustainability (JFS). Japan for Sustainability is a prominent NGO that keeps the rest of the world informed about what is happening in Japan on environment and resource-related matters. She is also founder and president of e's inc., a service that

helps adult learners master English, the environment, and self-empowerment, all at once.

Junko Edahiro is one of Japan's leading advisors and communicators in the field of sustainability. She has several bestselling books of her own in this field. She appears frequently on Japanese television, and has advised the Prime Minister on possible futures for a post-carbon society. Junko also serves on a variety of international boards, and is a Visiting Professor at the University of Tokyo. She has been chosen as a most successful career woman by Nikkei Career Women magazine in 2003. She has been selected as one of the "100 Planet Earth Lovers" at the World Expo 2005 held in Aichi, Japan.

#### **34. Deborah Roberts**

Debra Roberts founded and heads the Environmental Planning and Climate Protection Department of eThekweni Municipality, Durban, South Africa. Her key responsibilities in this post include overseeing the planning and protection of the city's biodiversity and natural resource base, directing and developing the municipality's Climate Protection Programme, and ensuring that biodiversity and climate change considerations influence all aspects of planning and development in the city.

Prior to joining the Municipality in January 1994, Debra lectured at the University of Natal for a period of ten years in the departments of Biology and Geographical and Environmental Sciences. Her doctoral research provided the basis for the design of the Durban Metropolitan Open Space System (D'MOSS), South Africa's most successful urban conservation initiative.

Her current priority is the development of the municipality's Climate Protection Programme. This has involved an assessment of the local impacts of climate change in Durban; exploring mitigation and adaptation options for the city, and working towards the development of an integrative assessment tool that will allow the Municipality's long term plans to be tested against various climate change scenarios.

#### **35. Clovis Cavalcanti**

Dr. Clóvis Cavalcanti is the Director of the Department of Environmental Studies Joaquim Nabuco Foundation and Professor at the Federal University of Pernambuco, Recife, Brazil.

Born 8th Dec.1940, state of Pernambuco, Brazil. B.A. in Economics, Federal University of Pernambuco (1963). Graduate studies in Economics at Vargas Foundation, Rio (1964). M.A., Economic Development, Yale University, USA (1965). Specialization, Regional Economics, University of São Paulo, S. Paulo (1966). Worked at the Committee of 9, Organization of American States (Washington, DC, 1965), and Sudene (Brazil's Northeast Development Agency) (1962-1964; 1965-1967).

Professor of economics, Federal University of Pernambuco (since 1965; retired in 2010; continues teaching on a volunteer basis). Professor at other universities. Research fellow, CNPq (Brazil's National Research Council).

Senior researcher, Institute for Social Research, Joaquim Nabuco Foundation (director of the Institute, 1980-2003; chief of the Department of Environmental Studies, since 2010). Visiting professor at various universities including Vanderbilt University (USA), 1970; La Trobe University (Australia), 1978; University of Cuenca (Ecuador), 1998, 2000; University of Oxford (Britain), 2000; University of Illinois at Urbana-Champaign, 2008. Member, advisory committees, Brazil's National Research Council; Board of Directors, Clacso (Latin American Council for the Social Sciences), 1985-1989, 1994-2000; Technical-Scientific Council, Emílio Goeldi Museum, Belém, Brazil, 1986-1992; Scientific Council, The Prof. Fernando Figueira Institute of Integral Medicine of Pernambuco, IMIP (since 1990); Member, Consultative Council, Celso Furtado International Center for Development Policies (since 2005).

### **36. Michel Masozera**

Michel Masozera is the country director for the World Conservation Society in Rwanda. He completed his PhD in Natural Resources with a focus on Ecological Economics. While Growing up as a Rwandan refugee in Zaire (now the Democratic Republic of Congo), Masozera began his career in conservation with Dr. Amy Vedder, WCS's vice president of the Living Landscapes Program, in Rwanda's Nyungwe Forest just after the end of 1994 genocide. Since that time, he has focused his efforts on the needs of humans and wildlife alike. His Masters thesis examined the needs of local communities in the densely populated districts around Nyungwe, and he subsequently established a number of community support projects across the region.

As Dr. Masozera Rwandan country director, he worked ceaselessly to conserve Nyungwe's biodiversity, home for 13 species of primate and some 270 species of bird. He led the first comprehensive biological survey of the forest, which resulted in the reserve being zoned into areas of highest conservation importance and multi-use zones allowing limited resource use by local people. Masozera's efforts were rewarded with the government's creation of Nyungwe National Park in 2004, an enormous commitment for a nation with the highest human population density in Africa.

### **37. Rosimeiry Portela**

Rosimeiry Portela is a Senior Advisor for the Global Change and Ecosystem Services at Conservation International (CI). Her work is mostly behind the scenes. She coordinates with the scientists at CABS and other world-renowned experts to carry out research on biodiversity's benefits to people—a theme that provides the necessary foundation for effective and sustainable conservation strategies at CI.

Dr. Portela's team has just been awarded CI's Chairman's Council Award for a published study. The research concerned the most cost-effective and efficient ways to target Payments for Ecosystem Services (PES) for the protection of high biodiversity areas that provide multiple ecosystem services to people.

Dr. Portela began her career as an engineer working on various infrastructure projects for the Brazilian government in the state of Mato Grosso. However, her interest in conservation blossomed while working with Brazil's burgeoning

environmental agency on a World Bank loan for natural resources management. She began piecing together how her ultimate goal of assisting human well-being was directly affected by the protection and conservation of natural resources.

### **38. Ashok Khoshla**

Ashok Khosla is one of world's leading experts on the environment and sustainable development. A former director of the United Nations Environment Programme, he was awarded the 2002 Sasakawa Environment Prize - "the Nobel Prize of the environment world" - and has been named in the UNEP's Global 500 Roll of Honour.

Dr. Khoshla became the founding director of the Indian government's Office of Environmental Planning and Co-Ordination, the first such agency in a developing country. In 1976 he was appointed director of the UNEP, where he designed and launched Infoterra, the global environmental information exchange. He remained with the UNEP until 1982 when he left to found Development Alternatives, a Delhi-based Non-Governmental Organization devoted to promoting commercially viable, environmentally friendly technologies.

He has been a board member of numerous global environmental organizations - including the Club of Rome, the World Conservation Union and the International Institute for Sustainable Development - and served as an adviser to, among others, the World Bank, the United Nations Development Programme and the Indian government.

### **39. Tariq Banuri**

Dr. Tariq Banuri retired as Director of the Division for Sustainable Development and Head of Office of the Conference Secretary-General for the UN Conference on Sustainable Development (Rio+20). Mr. Banuri has broad experience on the interface between policy, research and practical actions on the realization of the goal of sustainable development. He has also worked in government, academia, civil society and the international system.

Before joining the UN, he was Senior Fellow and Director of the Future Sustainability Program at the Stockholm Environment Institute. He started his career in the Civil Service of Pakistan, went on to receive a PhD in Economics from Harvard University, joined the UN as a Research Fellow at the World Institute for Development Economics Research (WIDER), a model that he adopted in setting up and serving as the founding Executive Director of the Sustainable Development Policy Institute (SDPI) in Pakistan.

Dr. Banuri has served on national as well as international forums for policy, advocacy, and research, including as a Coordinating Lead Author on the Nobel Prize-winning Inter-governmental Panel on Climate Change (IPCC), as a member of the Board of Governors of Pakistan's Central Bank, and of the Pakistan Environmental Protection Council, and as a member/secretary of Pakistan's Presidential Steering Committee on Higher Education. He has also served as the Chair of the Board of Governors of the International Centre for

Trade and Sustainable Development (ICTSD), and was a founding member of the Great Transition Initiative (GTI).

#### **40. Álvaro Umaña**

Dr. Álvaro Umaña is senior research fellow of the Environment and Development initiative Center for Central America. He has an important role in promoting the activities for the center, especially for policy makers, and making alliances with international institutions. Dr. Umaña was the first Energy and Environment Minister of Costa Rica from 1986 to 1990. He received international recognition for his contributions to nature conservation and achievements such as the creation of the National Biodiversity Institute (INBio).

Recently he has worked with the International Monetary Fund (IMF) as lead counsel for the Executive Director's office for Central America, Mexico, Spain and Venezuela in Washington, DC. He has had extensive experience in academia, as professor at INCAE Business School in Costa Rica, visiting professor at Yale and a visiting lecturer at universities including American University, UC Berkeley, Duke, Harvard, Johns Hopkins, University of Maryland and University of Washington.

Dr. Umaña received his master in Economics and a Ph.D. in Environmental Engineering and Science from Stanford University. He is the author of numerous books and scholarly articles.

#### **41. Ernst von Weizsäcker**

Dr. Ernst von Weizsäcker is co-chair of the United Nations International Panel for Sustainable Resource Management and was previously dean of the Bren School of Environmental Science & Management. He founded the Wuppertal Institute for Climate, Environment and Energy in Germany, which became the largest climate policy thinktank in Europe and earned Dr. von Weizsäcker recognition as one of the most respected climate policy experts on the continent.

In 1998, Dr. von Weizsäcker became a member of the German parliament, and was soon chairman of the Environment Committee, overseeing the establishment of the carbon trading regime and the introduction of a powerful incentive system for renewable energies in Germany.

His book *Factor Four: Doubling Wealth, Halving Resource Use*, co-authored with Amory and Hunter Lovins, was translated into 12 languages, including English, and has since become influential in making energy productivity a key element of climate mitigation policies. From 2003-2004, he served as Germany's representative on Tony Blair's Study Group on climate policy, which prepared UK policies for the Gleneagles G8 Summit. Another book, *Ecological Tax Reform*, which Dr. von Weizsäcker wrote with Jochen Jesinghaus, was released during the Earth Summit in Rio in 1992 and became instrumental to government officials as they introduced ecological tax reform into the climate policy tool kit.

#### **42. David Suzuki**

David Suzuki, Co-Founder of the David Suzuki Foundation, is an award-winning scientist, environmentalist and broadcaster. He is renowned for his radio and television programs that explain the complexities of the natural sciences in a compelling, easily understood way.

Dr. Suzuki is a geneticist. He graduated from Amherst College (Massachusetts) in 1958 with an Honours BA in Biology, followed by a Ph.D. in Zoology from the University of Chicago in 1961. He held a research associateship in the Biology Division of Tennessee's Oak Ridge National Lab (1961 – 62), was an Assistant Professor in Genetics at the University of Alberta (1962 – 63), and since then has been a faculty member of the University of British Columbia. He is now Professor Emeritus at UBC.

In 1972, he was awarded the E.W.R. Steacie Memorial Fellowship for the outstanding research scientist in Canada under the age of 35 and held it for three years. He has won numerous academic awards and holds 25 honorary degrees in Canada, the U.S. and Australia. He was elected to the Royal Society of Canada and is a Companion of the Order of Canada. Dr. Suzuki has written 52 books, including 19 for children. His 1976 textbook *An Introduction to Genetic Analysis* (with A.J.F. Griffiths), remains the most widely used genetics text book in the U.S. and has been translated into Italian, Spanish, Greek, Indonesian, Arabic, French and German.

Dr. Suzuki is also recognized as a world leader in sustainable ecology. He is the recipient of UNESCO's Kalinga Prize for Science, the United Nations Environment Program Medal, UNEPs Global 500 and in 2009 won the Right Livelihood Award that is considered the Alternative Nobel Prize.

#### **43. Hunter Lovins**

Hunter Lovins is a professor of Sustainable Business Management at Bainbridge Graduate Institute and Bard College, and President of Natural Capitalism Solutions, which is recognized internationally for its work in sustainable business practices. She has over 40 years' experience in energy, economic development, and change management, and has led delegations to the Johannesburg Summit, and the Kyoto, Montreal, Copenhagen, and Cancun climate change conferences.

Hunter Lovins is author or co-author of 14 books, including the bestselling *Natural Capitalism: Creating the Next Industrial Revolution*. Her most recent book is *The Way Out: Kickstarting Capitalism to Save our Economic Ass*. She has consulted for scores of industries and governments worldwide, assisting communities from Afghanistan to New Zealand to adopt ecological sustainable solutions that make business sense.

#### **44. Gar Alperovitz**

Gar Alperovitz is currently the Lionel R. Bauman Professor of Political Economy at the University of Maryland, is a former fellow of Kings College, Cambridge University; Harvard University's Institute of Politics; and the Institute for Policy Studies; and was a guest scholar at the Brookings Institution. He has had a

distinguished career as a political economist, historian, activist, writer, and government official.

Dr. Alperovitz is president of the National Center for Economic and Security Alternatives and is a founding principal of the University of Maryland based Democracy Collaborative — a research institution developing practical, policy-focused, and systemic paths towards ecologically sustainable, community-oriented change and the democratization of wealth.

#### **45. Ida Kubiszewski**

Ida Kubiszewski is Assistant Research Professor at the Institute for Sustainable Solutions, Portland State University, and Managing Editor of Solutions magazine. She is also Co-Editor-in-Chief and Founding Managing Editor of Ecological Economics Reviews, published by the New York Academy of Sciences.

Dr. Kubiszewski has a doctorate in Natural Resources from the Gund Institute for Ecological Economics at the University of Vermont, where she did her dissertation on Managing Information as a Good that Improves with Use. She is Secretary of the Steering Committee of the Ecosystem Service Partnership, and on the Editorial Advisory Board of the Encyclopedia of Earth. She has published several refereed journal articles in the field of ecological economics, and, with Dr. Costanza, recently undertook the first assessment of the economic value of Bhutan's ecosystem services.

#### **46. John White**

Professor John White has BA, Dip Ed and presently serves as Emeritus Professor of Philosophy of Education at the Institute of Education, University of London. He is also a member of Editorial Board, Journal of Philosophy of Education and Honorary Vice-President Philosophy of Education Society of Great Britain. He is also an active member of Humanist Philosophers' Group, BHA at New Visions for Education Group.

He is interested in the mind of the learner and in interrelationships among educational aims and applications to school curricula. He has delivered keynote lecture on 'The Aims of Education', at Roehampton University, on June 27, 2012. He is also a PhD student and his area of research is on the role of neuropsychology in education: an interdisciplinary exploration of emotion and cognition Moeketsi Letseka In defense of the link between traditional African values and liberal democratic values: implications for education in South Africa.

#### **47. Kenji Kosaka**

Dr. Kenji Kosaka is Professor Emeritus at Kwansei Gakuin University, Nishinomiya, Japan and Visiting Professor at East China Normal University, Shanghai, China. He had his Ph.D from University of Pittsburgh, USA in 1986. Prior to it, Professor had MA from Kwansei Gakuin University, Japan and BA from Kwansei Gakuin University, Japan, School of Sociology. He started his professional career from 1972 as an instructor of Osaka University, Japan till now as visiting professor to Tongji University, China and University of the Air, Japan. Between these remarkable years of invaluable service to various

organizations and agencies, he held prominent positions of various capacities.

In recognition of his unwavering dedication to his duties and professions, he received many awards. He is a recipient of Fukutake Tadashi Award (for Four Volumes of *Gendai Nihon no Kaisokozo*, Tokyo University Press, as a collaborator and a co-author) in 1991 and American Sociological Association Theory Prize Nomination (for *Generating Images of Stratification: A Formal Theory*. (In English with Thomas J. Fararo) in 2004. He also received Nishinomiya-shi Municipal Award in 2008. Importantly he is also author of many books which includes *Social Theories of Happiness* and research papers.

#### **48. Julia Kim**

Julia Kim is a researcher and senior health policy advisor, with 20 years' experience in international health and development, and a focus on understanding and addressing the linkages between health, equity, and sustainable development.

Within UNICEF, she is contributing to global efforts to strengthen national capacity to scale-up, monitor and evaluate innovative, equity-focused maternal and child health programmes, collaborating with governments, global health and development partners, donor agencies, civil society, and research institutions to develop consensus on indicators and evaluation frameworks for measuring and promoting health, wellbeing and sustainability. Recent work includes integrating compassion and awareness-based practices and principles within leadership development and organisational change initiatives.

#### **49. Peter Ronald deSouza**

Professor Peter Ronald deSouza, the Director of the Indian Institute of Advanced Study, assumed charge in December 2007. Prior to this he was Senior Fellow at the Centre for the Study of Developing Societies where he was Co-Director of the *Lokniti* programme on Comparative Democracy. As a political theorist his abiding interest is on threats to freedom of expression in democratic polities and on issues of righting historical wrong. In addition to numerous articles he has edited two books *Contemporary India: Transitions* (Sage, 2000) and (with E. Sridharan) *India's Political Parties*, (Sage, 2006). He has recently been one of the three principal investigators of a five-nation study published by Oxford University Press on the *State of Democracy in South Asia* (2006).

Professor deSouza has been a consultant to the World Bank on Rural Decentralization and on Dalits, Discrimination, and the Struggle for Equal Citizenship, to Ford Foundation on Local Government in India, to International IDEA in preparing their handbook on Democracy Assessment, to the Inter-Parliamentary Union in preparing their Handbook on Parliament in the twenty-first Century, to ICNRD-5 in their Democracy Assessment of Mongolia, and to UNDP in their study on Electoral Violence. Since he comes from Goa he is also deeply engaged with the transformations taking place there especially those concerning issues of identity and community life.



### **50. Eric Zencey**

Eric Zencey is a Fellow of the Gund Institute for Ecological Economics at the University of Vermont, and is currently visiting faculty in urban planning and design at the Sam Fox School of Visual Art and Design of Washington University in St. Louis. He is a member of the board of GNHUSA and writes frequently for The Daly News, a publication of the Center for the Advancement of the Steady-State Economy.

### **51. Anil Gupta**

Anil Gupta is a Professor in the Centre for Management in Agriculture at Indian Institute of Management, Ahmedabad, India. His unique work analysing indigenous knowledge of farmers and pastoralists and building bridges to science based knowledge has led to the honour of being elected at a young age to India's National Academy of Agricultural Sciences and recognition through Pew Conservation Scholar Award from University of Michigan.

### **52. Johannes Hirata**

Johannes Hirata is professor of economics at the Hochschule Osnabrück, University of Applied Sciences (Germany) and author of "Happiness, Ethics and Economics" (Routledge, 2011). He obtained his doctoral degree from the University of St. Gallen (Switzerland) in 2006 and stayed in Brazil and Bhutan for his research. He cooperates as a scientific advisor with the Roman Herzog Institut (Munich) which promotes the public debate on economic and societal development in Germany.

### **53. Shantum Seth**

Shantum Seth is a teacher, social development worker and a man of peace with Indian roots and a world experience not easily found in one person. He is an ordained teacher (Dharmacharya) in the Zen lineage of the Venerable Thich Nhat Hanh, and the foremost guide to the sites associated with the Buddha.

He advises the Government of India's Ministry of Tourism and Culture and was instrumental in initiating the Endogenous Tourism program for the United Nations Development Program where he worked for 15 years. He has used his considerable experience to contribute to a number of books, including "Walking with the Buddha," "Planting Seeds..., Sharing Mindfulness with Children," and "Volunteers against Conflict."

He is actively involved in the non-profit trust Ahimsa, which is pioneering work on 'Mindfulness in Education' and setting up a centre for this purpose in the foothills of the Himalayas ([www.ahimsatrust.org](http://www.ahimsatrust.org)). While at the University of East Anglia in England, studying Development Studies, he titled his thesis 'Ahimsa Shoes', basing it on Gandhian economics.

## **Appendix B: Core documents related to 2nd April high-level meeting (HLM) held at United Nations HQ, New York**

- 1) Opening Address by H.E. Jigmi Y. Thinley, Prime Minister of Bhutan.....Pg. 42
- 2) Closing Remarks by Prime Minister Thinley on 2nd April.....Pg. 44
- 3) Policy Recommendations Emerging from 2nd April High-Level Meeting at the UN — for Consideration by Governments.....Pg. 47
- 4) Realising a World of Sustainable Wellbeing and Happiness.....Pg. 50  
[Summary distilled by conference participants in working groups on 3-4 April]
- 5) A New Economic Development Paradigm .....Pg. 52  
[Press release on 2nd April HLM following the event]
- 6) Press Release on HLM prior to the event: March 29, 2012.....Pg. 55
- 7) High-Level Meeting on Wellbeing and Happiness: Defining a New Economic Paradigm [Meeting description printed in 2nd April brochure] .....Pg. 57
- 8) Sustainability and Happiness — The Vital Link.....Pg. 59
- 9) Urgent Call for High-Level Meeting on Happiness & Wellbeing: Defining a New Economic Paradigm.....Pg. 62
- 10) Realising a World of Sustainable Wellbeing and Happiness.....Pg. 64
- 11) Programme for 2nd April.....Pg. 69
- 12) Remarks of the Prime Minister at the Press Conference releasing the first natural, social, and human capital results of Bhutan's new National Accounts.....Pg. 76

**Opening address by H.E. Jigmi Y. Thinley, Honourable Prime Minister of the Kingdom of Bhutan, and Host of the of the High Level Meeting on**

**WELLBEING AND HAPPINESS: DEFINING A NEW ECONOMIC PARADIGM**

***at UN Head Quarters, New York, 2nd April, 2012***

Mm. Chairperson, President of the General Assembly, Mr Secretary General, Mm. President Laura Chinchilla of Costa Rica, Excellencies, Ladies and gentlemen. The Kingdom of Bhutan and her people are honoured by your presence.

I believe an economy is not an economy if, at the very least, it does not cause economy. It ought to promote prudent use and management of scarce resources to make life stable and secure.

The GDP led development model that compels boundless growth on a planet with limited resources no longer makes economic sense. It is the cause of our irresponsible, immoral and self-destructive actions. Irresponsible, because we extract, produce, consume and waste ever more, even as natural resources are rapidly depleting. Immoral and unethical because having consumed far beyond our share of natural wealth, our reckless profligacy amid unconscionable inequities comes at the cost of what belongs to generations unborn. Self-destructive, because, aided by technology, we are bringing about the collapse of our ecological life support systems.

Having far outlived its usefulness, our fundamentally flawed economic arrangement, has itself, become the cause of all problems. Within its framework, there lies no solution to the economic, ecological, social and security crises that plague the world today and threaten to consume humanity. Mankind is like a meteor, blazing toward self-annihilation along with all other innocent life forms. But this course can be changed if we act now.

Bhutan's role in the global search for a rational economic system has to do with the growing acceptance of our former ruler the 4th King's idea of GNH (Gross National Happiness) as an alternative development paradigm. Founded on the belief that happiness can be achieved by balancing the needs of the body with those of the mind within a peaceful and secure environment, it requires that the purpose of development must be to create enabling conditions through public policy for the pursuit of the ultimate goal of happiness by all citizens. In short, GNH is a sustainability based, wellbeing centric, inclusive economic model.

I wish to submit that, contrary to what many mistakenly believe, Bhutan is not a country that has attained GNH and it is not from a pedestal that we serve as a humble facilitator today. Like most developing nations, we are struggling with the challenge of fulfilling the basic needs of our people. What separates us, however, from most others is that we have made happiness, the most fundamental of human needs as the goal of societal change.

The growing interest in GNH, discontent with the existing metrics, understanding of happiness as a measurable good and the multiplicity of natural and manmade calamities, compelled Bhutan to take the initiative that led to the unanimous adoption, last year, of the resolution on 'Happiness: towards a holistic approach to development'. This resolution calls on Bhutan to convene a discussion "on the theme of happiness and wellbeing" while "acknowledging the need to promote sustainable development and..the MDGs".

I am awed, humbled and, indeed, inspired by the response to our call for this gathering under the auspices of the UN General Assembly. This extraordinary constellation of great minds, nations, civil society, business and industry, spiritual leaders and concerned citizens gives me tremendous hope. It rekindles my faith in humankind; in its goodness and innate wisdom; and in the enormous potential to build a sane, secure and happy world. Together, we must share the vast knowledge, wisdom and the will to break away from the tenacious grip of mindless consumerism.

We desperately need an economy that serves and nurtures the wellbeing of all sentient beings on earth and human happiness that comes from living life in harmony with the natural world, with our communities, and with our inner selves. We need an economy that will serve humanity, not enslave it. It must prevent the imminent reversal of civilization and flourish within the natural bounds of our planet while ensuring the sustainable, equitable and meaningful use of precious resources.

Business as usual cannot go on and tinkering with the existing system will not do. We need a fundamental transformation that the Tellus Institute calls The Great Transition. Our goal today is to launch the initiative for such a transition. To that ambitious end, concrete outcomes and action steps are what must come out of this meeting. In this regard, I am deeply moved by the offer of more than 200 participants to kindly stay behind for two more days of follow-up meetings to synthesize today's deliberations into clear outcomes and implementable processes. They include, inter alia:

- a) Compiling a report to the Secretary-General along with a set of policy recommendations that governments may choose to voluntarily adopt at their own pace and on their own terms to move towards the new economy;
- b) fleshing out details of the four dimensions of the new economy by a commission of eminent experts for the consideration of the 67th session of the General Assembly in 2013;
- c) preparing a strategy to carry this process forward to Rio + 20 and UN General Assembly deliberations on what must replace the MDGs after 2015 and
- d) outlining initiatives to promote a global movement for the new sustainability based economic paradigm.

Challenging as these aspirations may appear to be, I am confident that we will, at the end of this day and two days hereafter, find reasons for pride and satisfaction in having contributed to the crafting of a new and bright chapter in human history.

I thank you and pray for the success of our historic endeavour. TASHI DELEK !

**Transcript of Honourable Prime Minister's Closing Remarks at the  
HLM on Wellbeing and Happiness: Defining a New Economic  
Paradigm: 2nd April 2012 at UNHQ, New York**

First I wish to extend my profound thanks to Dr. Jacqueline McGlade, Executive Director of the European Environment Agency, for the extraordinary way in which she has conducted the afternoon session and the way in which she was able to arrange for so many participants to speak from the podium as well as from the floor.

My only regret is that we could not hold this meeting over a longer period of time, because there were so many excellent ideas, and such great scholars, thinkers, and leaders who would have shared with us to an even greater extent the outstanding knowledge and wisdom they have developed over time, albeit, sadly, often on the margins of society.

But what I can say is that today we have successfully brought to the mainstream this amazing wealth of knowledge. And I think we will all be leaving here with the confidence and the knowledge that the holistic, sustainable, and inclusive economic paradigm that we will be building, will have the benefit of such a vast wealth of proven and convincing knowledge.

I wish to thank all those who did such excellent work chairing the various sessions, and to express my deep gratitude to the Secretary General of the United Nations, and to all the agencies and individuals who have helped make this meeting a success.

And I thank all those who have contributed to this amazing turnout today — the participants— all of you who have made this event meaningful and who, by your presence, are conveying to the world that it is time for us to change and that it is time for a new development paradigm that aims at bringing about wellbeing and happiness.

I thank you for the confidence that you have placed in Bhutan to continue to play the role of facilitator. We have great limitations, but I accept and Bhutan accepts this responsibility only with the confidence and with the knowledge that we have your support. [Applause]

Bhutan accepts this responsibility with humility, and it is with humility that I shall not be presumptuous enough to try and synthesize and summarize the discussions and the many contributions that have been made over the day. Let me go straight into the kind of actions that we shall be taking from here. I think our common concern is what actions will follow. Here is what we intend to do.

Firstly, as I also mentioned this morning we shall quickly prepare a report of the gathering for submission to the Secretary General of the United Nations, and request that this be distributed to all the member states.

I shall write directly to all my colleagues, the political leaders of all the UN member states, and request them to kindly consider adopting, on a voluntary basis, the recommendations for policy action that we have considered, that have been distributed to you, and on which we will further elaborate over the course of the next two days. And I shall follow up with them: I shall repeatedly remind them and enquire of them as to how many of these recommendations they are considering to implement, and how many of these have actually been incorporated in their policies. This I promise you. I shall write to every Head of Government.

By the power vested in me by you, again, I shall convene a Commission in the manner and of the nature that Dr. McGlade has mentioned, to elaborate the details of the various dimensions of the new economic paradigm. It is our intention, and it shall be my commitment, to work with this Commission and to ensure the Commission completes its work well before the summer of 2013, so as to make an input into and inform the deliberations of the UN General Assembly which at that time will in fact be considering the next steps and goals to be adopted after 2015 to succeed the eight Millennium Development Goals.

We shall together initiate and build a global movement in support of this new economic paradigm. And to this end we must all galvanize the support of the youth, of the people around the world, and in particular, join hands with like-minded civil society organizations, such as the Action for Happiness initiated by Lord Richard Layard, and together make this movement for a new economic paradigm a reality and a worldwide global action.

We must all work together to create an effective communications plan to educate people worldwide. To this end, we should explore all the opportunities and possibilities that the social media will have to offer. Many have expressed the aspiration that the vision of the new economic paradigm will inform the Rio+20 deliberations. But that Summit is only 11 weeks away, the Commission will not yet have done its work, and our chances of influencing the Rio outcome are slim.

However, I will definitely report to Rio on this meeting, and do my best to represent, convey, and share some of the key ideas and recommendations generated by this meeting.

So these are the kinds of concrete steps we will take from our discussions today to begin moving the world to take action towards a more holistic and meaningful development paradigm. In all this, I look forward to continuing our collaboration with you.

I will look forward to seeing many of you in Rio where I'd be delighted to continue our conversation on this vital subject. Please feel free to write to me, and we shall ensure you receive all the documents and reports that emerge from this meeting.

I would like to take this opportunity to thank especially the 200-odd people who have committed to work over the next two days to synthesize the wealth of knowledge and information generated over the last two days, yesterday at

Columbia University and today at the UN, and to consider concrete actions to implement these ideas in practice.

Thank you all very much. It's an historic moment that has come to an end. But it is not a moment and a time to celebrate. Let us hope and pray that by the end of 2013-14 when the United Nations General Assembly will have adopted this new economic paradigm, we will come together, perhaps here, in greater numbers, to celebrate. I thank you. Thank you. [Standing ovation]

I think it would be most appropriate, ladies and gentlemen, to request leaders of various faiths who are represented here today, to say a prayer and give us the benediction that we need to realize our vision, and to go home peacefully, rested, and happy.

## **Policy Recommendations Emerging from 2nd April High-Level Meeting at the UN — for Consideration by Governments**

[There was broad agreement at the 2nd April meeting at the United Nations that governments worldwide can immediately take practical steps towards adoption of the new wellbeing and sustainability-based economic paradigm. To that end, examples of the kinds of policies that are in line with the principles of the new economy, and which governments might consider for voluntary adoption, are suggested here]

Any effective policy must be compatible with ecological sustainability, fair distribution and efficient use of resources, and should contribute to the wellbeing of all life and to human happiness. Some policies will contribute to all these goals simultaneously.

All these policies are proposed in the spirit of “adaptive management,” and recognise that we must learn from outcomes and adapt to the changing conditions and local circumstances.

The following 12 policies are by no means a comprehensive “menu”, but are merely examples of initial steps in the right direction. Many are consistent with UNEP’s “green economy” proposals, but also go considerably further in accord with the goals outlined in the 2nd April high-level meeting at the United Nations.

1. In order to move towards sustainable production methods, governments should first remove perverse subsidies for fossil fuels, chemical inputs in agriculture, and other activities that are harmful to the economy and environment. They should reinvest those subsidies in activities that promote sustainable wellbeing and happiness, such as green technologies and poverty alleviation.
2. In order to promote the widespread dissemination of technologies that protect the environment and alleviate poverty, and to enable lower-income nations to shift rapidly to sustainable production methods without loss of competitive advantage, high-income countries must share and transfer technology and information. To maximise the public benefits of these technologies, countries should pool their technological resources and treat the resulting information as part of the global social commons.

To that end nations should also increase public investments in research and development for such technologies with the resulting information freely available to all. Nations should undertake to freely share and publish information on such technologies, including all subsequent improvements.

3. Public investment should heretofore be prioritised to:
  - (a) investments in sustainable infrastructure, such as renewable energy, energy efficiency, public transit, watershed protection measures, green



- public spaces, clean technology, support for green businesses, and measures to 'green' tourism.
- (b) health promotion and disease prevention, addressing the socio-economic, behavioural, spiritual, and environmental determinants of health; and
  - (c) supporting holistic life-long learning that includes vital literacies required for wellbeing, such as ecological, civic, cultural, health, nutrition, science, financial, and other literacies; incorporate traditional and indigenous knowledge; empower women; and ensure equality of opportunity.
4. In order to move rapidly towards sustainable agriculture, support small-scale local production and consumption; eliminate unsustainable subsidies; ensure public procurement from sustainable local sources; invest in rural sector public goods including farmer education in organic methods; incorporate traditional knowledge into agriculture R&D.
  5. In order to promote the effective and equitable governance and management of the natural and social commons, governments should declare groundwater and open water, atmosphere, oceans, biodiversity, mineral resources, beaches, forests, cultural and sacred sites, etc., as common assets, and create common asset trusts at the appropriate scale. Such trusts must be legally obliged to manage these assets sustainably for the equitable benefit of current and future generations.
  6. In order to dismantle incentives to excessive consumption, begin by banning advertising to children and eliminating perverse tax deductions by businesses for advertising.
  7. In order to move towards local economies and fair trade systems that promote sustainable production methods and fair returns to producers, begin by government procurement from local, organic, and fair trade sources.
  8. In order to reduce systemic inequalities: tax systems should capture unearned income such as earnings on land and currency speculation; reinvest that revenue in public goods; and take other measures to increase the progressivity of taxation. Governments should introduce work sharing policies that reduce overwork, increase leisure time, and prevent layoffs;
  9. In order to value non-market assets and services, to measure progress more accurately and comprehensively, to internalise externalities, and to ensure that prices reflect actual social and environmental costs of production:
    - a. Create Sustainable National Wellbeing Accounts, which account for the value of natural, social/cultural, human, and built capital, stocks, flows and dynamics. [Recognising that such accounts constitute the essential foundation for the new economy, the Kingdom of Bhutan has begun to construct such accounts, and released the first valuations of natural, social and human capital in February this year.]

- b. Create comprehensive Wellbeing Measures of Progress. [The Kingdom of Bhutan has developed a GNH Index consisting of nine domains — ecology, living standards, health, education, culture, community vitality, time use, good governance, and psychological wellbeing.]
  - c. Work with other countries to build global consensus around these measures of value and progress in the medium term (1-3 years), towards a consensus building convention in 2014.
  - d. Confine GDP to its original purpose as a measure of marketed economic activity, and as a measure of what we pay for those activities. Therefore governments must cease using GDP as the core measure of national wellbeing, progress and prosperity —a purpose for which it was never intended.
  - e. Explicitly acknowledge on the record and educate the public on the flaws of GDP-based measures when mistakenly used as wellbeing measures, and work with other governments to achieve short-term global consensus on the limitations of GDP-based measures as the EU, OECD, Sarkozy-Stiglitz Commission, and others have already done. Explicitly acknowledge the concomitant importance of valuing national, social/cultural, and human capital.
10. In order to reward sustainable and wellbeing-enhancing actions and penalise unsustainable behaviours that diminish collective wellbeing, institute: (a) systems of “payments for ecosystem services” and cooperative investment in stewardship wherein the beneficiaries of ecosystem services shoulder the costs of stewardship or share them with the providers; (b) ecological tax reforms that tax pollution and the depletion of natural capital, with compensating mechanisms that avoid additional burdens on low-income groups.
11. In order to increase financial and fiscal prudence, implement measures to reduce speculation, ensure equitable access to and responsible use of credit, and require that financial instruments and practices contribute to the public good.
12. Work actively and in good faith, in collaboration with governments and civil society partners, towards an international consensus conference that will formally begin adopting the new economic paradigm by 2015.

The new expert Commission emerging from the 2nd April meeting, whose composition will be announced shortly, will build on these initial policy recommendations, and will create a comprehensive and systemic policy framework with recommended policy measures and regulatory mechanisms that can lead to actual implementation of the new economic paradigm.

## **Realising a World of Sustainable Wellbeing and Happiness**

[The following is a summary of core documents circulated to participants prior to the HLM, as distilled by 2nd April conference participants who stayed behind in working groups over 3-4 April]

- 1) A fundamental human goal is the deep abiding wellbeing and happiness that comes from living life in full harmony with our communities and fellow beings and the natural world. Realising this vision requires a healthy balance between all parts of our national and global wealth including our natural, human, economic, social, and cultural assets.
- 2) This balance is absent from our current economic paradigm, which prioritises material growth and consumption at the expense of nature and people. This now threatens the survival of all inhabitants of the planet. We urgently need a transition to a fundamentally new economic paradigm that serves human happiness and the wellbeing of all life on earth.
- 3) The new economic paradigm requires four key conditions:
  - a) A general education and awareness of the determinants and skills for sustainable wellbeing and happiness to enable individuals and institutions to choose actions that optimise flourishing of all life forms;
  - b) We live sustainably within the resource capacity of our finite planet;
  - c) These resources are distributed fairly within and between this and future generations, and between humans and all other species;
  - d) We use these resources efficiently and optimally, including through innovative, socially and environmentally responsible business models.We now have the knowledge and technical capacity to achieve all these conditions.
- 4) There are many practical and proven actions that all people, governments, and other institutions and organisations can take to move rapidly to the new economic paradigm, inter alia, as in the following examples:
  - Procure from sustainable local sources, like organic farmers and fair trade groups.
  - Redirect military spending to wellbeing enhancing activities and eliminate harmful subsidies for fossil fuels, chemical agriculture, and other activities damaging to people and the planet.
  - Invest in renewable and efficient energy, public transport, green technologies, holistic education, and physical and mental health services.
  - Set up common asset trusts and more robust policies to govern and protect the natural commons including the atmosphere, oceans, and biodiversity.
  - Support the development of sustainable technologies in the developing world, and transfer technology and information to lower-income nations to aid the rapid transition to sustainable production methods.

- Institute ecological tax reforms and payments for ecosystem services to reward sustainable and wellbeing-enhancing actions.
- Reduce incentives to excessive consumption by banning advertising to children, eliminating tax deductions for advertising, and taxing unearned income.
- Facilitate innovative business practices and models including new forms of corporate structure and ownership models, product stewardship, green skills, and decent work for all.
- Increase financial prudence by reducing speculation, ensuring equitable access to and responsible use of credit, and requiring that financial instruments and practices contribute to the public good.
- Advance coordinated research, policy analysis, and implementation of wellbeing measurement, green accounting, integrated social, economic, and environmental modelling, and risk management.

A Commission on the New Economic Paradigm will refine, expand and elaborate these and other measures in a systemic policy framework.

## **Press release following the 2nd April HLM**

### **A new economic development paradigm**

The high-level meeting on “Happiness and Well Being: Defining A New Economic Paradigm” convened by the Royal Government of Bhutan on April 2 at United Nations headquarters in New York City took a major step towards a sustainable, holistic, inclusive, and equitable new economic development paradigm for the global community.

The conference was attended by about 700 political and government leaders, scholars, economists, philosophers, scientists, media, civil society, UN officials, entrepreneurs, and spiritual leaders from the world’s major faiths. Two hundred participants continued intensive discussions on April 3 and 4 to work out details of the goals of the conference: to submit a report to the Secretary General of the United Nations for distribution to all UN member states; to distribute a set of recommendations for national economic policies, based on happiness and well being, to all heads of government around the world; to draft a new development paradigm to be submitted to the UN General Assembly next year; and to build a global movement and design a communications strategy to enhance the global understanding of well being and happiness and advance the new economic paradigm.

The conference proposed that the Bhutanese Prime Minister, Jigmi Yoezer Thinley, convene a commission of experts to expand on the dimensions of the new economy. The Prime Minister will also present the report of the conference at the Rio+20 UN Commission on Sustainable Development to be held in Brazil in June.

“A great beginning has been made but it is the end that we must strive for,” Prime Minister Jigmi Thinley said at the conclusion of the three-day discussions. “I hope that by 2015 the international community will have adopted a sustainability-based economic paradigm committed to promoting true human well-being and happiness, and ensuring at the same time, the survival of all species with which we share this planet.”

Inspired by the Bhutanese development philosophy of Gross National Happiness, the April 2 conference was a follow up of the 2011 UN Resolution that invited member countries “to pursue the elaboration of additional measures that better capture the importance of the pursuit of happiness and well-being in development with a view to guiding their public policies”. The resolution was co-sponsored by 68 countries and endorsed by all the member nations of the United Nations.

“Gross National Product has long been the yardstick by which economies and politicians have been measured,” said UN Secretary-General Ban Ki-moon, when he inaugurated the conference. “Yet it fails to take into account the social and environmental costs of so-called progress. Bhutan recognized the supremacy of national happiness over national income in the early 1970s.”

Among the UN leadership and representatives of governments were the President of the 66th Session of the UN General Assembly, Mr. Nassir Abdulaziz Al-Nasser; President of the Economic and Social Council, Mr. Milos Koterec; and the UNDP Administrator, Ms. Helen Clark, who chaired the opening session. High-level representatives of governments around the world addressed the conference, with the keynote address given by Ms. Laura Chinchilla, President of the Republic of Costa Rica, a country which is universally recognized for its outstanding achievements in environmental conservation and its exemplary sustainable development record.

Ms. Chinchilla said that there were many paths to happiness. "Human history as well as current realities, teach us that the paths to well-being are deeply connected to the respect for dignity, and the creation of opportunities to freely pursue our full and harmonious realization as part of the natural and social milieu," she said. "But the more global initiative, unanimously embraced by the United Nations, is the one launched by Bhutan. It is thanks to this initiative that we have met today, in this house of all the people of the United Nations, and from now on we will be players in its evolution."

Representing the Prime Minister of India, the Minister of State for Environment and Forests, Mrs. Jayanthi Natarajan, thanked Bhutan for bringing happiness to the discourse on sustainable development. "We share your belief that human development should be based in equal measure on material progress, social inclusion, cultural life and living in harmony with nature," she said. "Our religious traditions, and philosophies have all taught us to look for inner peace and happiness as the ultimate objective."

The conference focused on a new economic paradigm in a perspective of four dimensions with well-being and happiness as the accepted purpose of development. "I believe that the majority of people around the world today are contemplating the issue of the soundness of the present way of life and the need for a different way of life," said Prime Minister Jigmi Thinley. "They are seeking a way of life that is more meaningful, sustainable, just and equitable, a way of life that will lead each of us to an ultimate goal, and that is happiness."

Expert panelists spoke on strategies to reach this goal. Leading ecological economist, Robert Costanza, pointed out that there had been dramatic changes in the world. "We no longer live in a relatively empty world," he said. "We live in a whole new geologic era. We've also framed this issue in a very negative way. We need a better way of integrating these different perspectives. We're also learning that complex systems behave in complex ways. We can't expect things to behave smoothly... And the basic point here is that sustainable human happiness requires a healthy ecological life system, so I think that's one of the primary building blocks of a sustainable and desirable future."

The Under Secretary General and Executive Director of UN Women, Michelle Bachelet, said that the goal of human well-being must include all of humanity - women and men, girls and boys. "When I'm talking about inclusiveness, I'm talking

about what is the kind of world we are dealing with today where, out of seven billion people 5.1 billion, or 75% of the world, are not covered with any minimal social security - a world that is so high in inequalities," she said. "We need ethical leadership that can ensure fair distribution that is demanded everywhere, by those who are crying and asking for freedom and social justice in their world... so we need leadership to uproot greed, corruption, and repression."

Nobel Laureate Joseph Stiglitz said that efficient use of resources was critical. "What we measure affects what we do, and the reason for creating better metrics is to affect our policy, and that's why it's so important what Bhutan has done - Gross National Happiness - it really does change policy frameworks," he said. "We have to be very conscious that people in our society, different people are experiencing different things, and our commitment to equitable development means that we have to focus on the experiences not of the average but on what's happening to all of our citizens, including those at the bottom and middle."

While panelists focused on the dimensions of the new economic paradigm, the conference heard impassioned statements by personalities known for seminal academic work and thinking on happiness, well-being, sustainability, and the economy. Buddhist scholar Matthieu Ricard emphasized the importance of mind training and interpretation of happiness as a skill. "In the end, it is our mind that translates the outer conditions into either genuine happiness or misery," he explained. "It is our mind that we deal with from morning till evening. It is our minds that can be our best friends, our worst enemy. So we should not underestimate the power of mind to conjure happiness or suffering. Happiness is a way of being that comes with genuine altruistic love, serenity, that can be cultivated as a skill day after day, month after month."

A day before the conference the Earth Institute at Columbia University hosted a meeting of about 100 academics, scientists, and philosophers, including four Nobel Laureates, to discuss the "World Happiness Report" which was released on April 2 at the conference. The report presents methodological tools, assessment procedures, and scientific support for the measurement of happiness as a development indicator and also grades the countries of the world on these new dimensions.

Director of the Earth Institute, Jeffrey Sachs, said that large-scale collection of happiness data will improve macroeconomic policy-making and can inform service delivery. "Four steps to improve policy-making are the measurement of happiness, explanation of happiness, putting happiness at the centre of analysis, and translation of wellbeing research into design and delivery of services," he said.

Spiritual leaders from different faiths – a Buddhist monk, a Christian leader, a Jewish Rabbi, an Islam leader, and a Hindu swami addressed the conference on the importance of well-being and happiness from spiritual perspectives and led the gathering in prayers.

The conference was watched by several million people through conventional and social media that allowed both images and sounds of the visibly enthusiastic media to be picked up by the digital world.

The Bhutanese delegates at the conference said that the global response was overwhelming and that the expectations of the global community were somewhat intimidating and also inspiring for Bhutan.

### **Press Release: March 29, 2012**

More than 30 years ago, His Majesty King Jigme Singye Wangchuck declared that, "Gross National Happiness is more important than Gross National Product". Thus began a unique development path and a higher goal for human development than the existing global interpretation of development purely as economic development.

Under the intellectual guidance of the present Prime Minister, Jigmi Yoezer Thinley, the Centre for Bhutan Studies (CBS) then began the academic construction of this profound philosophy that the royal government is now translating into policies and focussed activities. And Bhutan is no longer alone in its search for a more integrated approach that joins social, economic, and environmental objectives.

As the world faces multiple ecological and socio-economic crises, Bhutan's holistic development approach is drawing growing international attention, acceptance, and support. President Sarkozy of France noted that the global financial and European debt crisis "doesn't only make us free to imagine other models, another future, and another world. It obliges us to do so." And the British Prime Minister, David Cameron, has brought wellbeing into the UK's core measures of progress, declaring: "Improving our society's sense of well-being is...the central political challenge of our times."

This emerging international consensus was manifested in July last year when 68 countries joined Bhutan to co-sponsor a UN resolution on "Happiness: Towards a holistic approach to development," which was adopted by consensus by the 193-member United Nations. The resolution stated that "happiness is a fundamental human goal and universal aspiration; that GDP by its nature does not reflect that goal; that unsustainable patterns of production and consumption impede sustainable development; and that a more inclusive, equitable and balanced approach is needed to promote sustainability, eradicate poverty, and enhance wellbeing".

On 2nd April, 2012, Bhutan will host a major high-level meeting at the United Nations in New York to discuss and draw up a new global wellbeing and sustainability-based economic paradigm to replace a system that is in rapid melt-down world-wide. The meeting will be attended by the United Nations Secretary-General, Nobel Laureates like economist Joseph Stiglitz and the President of Costa Rica which was last year ranked the "greenest country in the world", and 450



eminent participants from governments, international organisations, civil society and media, top economists and scholars, and spiritual and faith leaders. This unique meeting of minds and spirit will not be a talking shop but a vigorous discourse in an earnest effort to design and launch a new economy.

The conference will produce practical policy recommendations that governments can adopt to move towards a new economic paradigm, a communications plan, an expert task force to flesh out the details, structures, principles, and regulatory mechanisms of the new economic model, and strategies to build a global movement and bring the new paradigm into the Rio + 20 summit deliberations.

Bhutan believes that the global community can find a sound basis for this new thinking in the enlightened philosophy of Gross National Happiness. As a small country with big ideals Bhutan hopes that this guide to development and change will inspire the changes that the world desperately needs today.

## **HIGH LEVEL MEETING ON WELLBEING AND HAPPINESS: DEFINING A NEW ECONOMIC PARADIGM**

Hosted by the Royal Government of the Kingdom of Bhutan

United Nations Headquarters, New York: 2nd April 2012

The 2nd April High-Level Meeting is intended as a landmark step towards adoption of a new global sustainability-based economic paradigm for human happiness and the wellbeing of all life forms, to replace the current dysfunctional system that is based on the unsustainable premise of limitless growth on a finite planet.

The Royal Government of Bhutan is hosting this meeting in direct pursuance of UN General Assembly Resolution 65/309, which was initiated by Bhutan, co-sponsored by 68 countries, and adopted by consensus at the 109th Plenary Meeting on 19th July 2011.

That resolution — titled “Happiness: towards a holistic approach to development” — states that happiness is a fundamental human goal and universal aspiration; that GDP by its nature does not reflect that goal; that unsustainable patterns of production and consumption impede sustainable development; and that a more inclusive, equitable and balanced approach is needed to promote sustainability, eradicate poverty, and enhance wellbeing and happiness.

Pursuant to this resolution, and in preparation for this meeting, the Royal Government of Bhutan, in collaboration with the Earth Institute at Columbia University, hosted a conference on happiness and economic development, the outcome document of which is being circulated at the 2nd April meeting. A workshop is being held by the Earth Institute at Columbia University on 1st April focussing on wellbeing and happiness, the outcome of which will be reported on 2nd April by Dr. Jeffrey Sachs.

Suggested outcomes of the 2nd April meeting will include:

- A report containing a synthesis of the discussions, thoughts, views, and recommendations from the meeting. This will be submitted to the Secretary-General of the United Nations who will be requested to share it with all U.N. member states.
- Voluntary and non-binding specific policy recommendations for governments in the short, medium, and long term
- Establishment of independent working groups to elaborate the details of the new economic paradigm

- A strategy to present the new economic paradigm during the Rio+20 conference in June this year
- A strategy for building a global movement and effectively communicating the new economy to reach the widest possible audience.

Member states of the United Nations will be represented at this historical gathering on 2nd April, which will also be attended by high government officials and politicians; leading economists, scholars and academicians; civil society and NGO groups; spiritual and faith leaders; international organizations; business leaders; and others.

In preparation for the 2nd April meeting, the Royal Government of Bhutan has consulted with the expert team of economists and scholars that was commissioned by the United Nations Division for Sustainable Development (UNDESA) to draft a long-term reference framework for a sustainable economy in preparation for Rio + 20.

These consultations produced a statement of suggested meeting outcomes that has been circulated to participants to guide and inform the 2nd April deliberations. In the spirit of shared information and collaboration, this draft outcome statement is also reflected in the expert report to UNDESA titled A Sustainable and Desirable Economy-in-Society-in-Nature. The actual outcome of the 2nd April meeting will be determined by the deliberations that day.

# **Sustainability and Happiness — The Vital Link**

## ***GNH: Towards a holistic approach to development***

Thirty years ago, the Fourth King of Bhutan famously proclaimed that “Gross National Happiness is more important than Gross National Product,” thereby setting Bhutan on a holistic development path that seeks to integrate sustainable and equitable socio-economic development with environmental conservation, cultural promotion, and good governance.

This “happiness” has nothing to do with the common use of that word to denote an ephemeral, passing mood — happy today or unhappy tomorrow due to some temporary external condition like praise or blame, gain or loss. Rather, it refers to the deep, abiding happiness that comes from living life in full harmony with the natural world, with our communities and fellow beings, and with our culture and spiritual heritage, — in short from feeling totally connected with our world.

And yet our modern world, and particularly its economic system, promote precisely the reverse — a profound sense of alienation from the natural world and from each other. Cherishing self-interest and material gain, we destroy nature, degrade our natural and cultural heritage, disrespect indigenous knowledge, overwork, get stressed out, and no longer have time to enjoy each other’s company, let alone to contemplate and meditate on life’s deeper meaning. Myriad scholarly studies now show that massive gains in GDP and income have not made us happier. On the contrary, respected economists have demonstrated empirically that deep social networks are a far better predictor of satisfaction and wellbeing than income and material gain.

It is significant that the term Gross National Happiness was first coined in direct contrast with Gross National Product — literally as a sharp critique of our current materialist obsession and growth-based economic system. And it is even more significant that the statement was not made in relation to Bhutan alone, but as a universal proclamation — true for the world and for all beings. The universal chord it struck explains why 68 nations joined Bhutan in co-sponsoring its UN General Assembly resolution in July 2011 on “Happiness: Towards a Holistic Approach to Development” that was passed by consensus, without dissenting vote, by the 193-member United Nations.

To the best of its capacity, the Kingdom of Bhutan is trying to put Gross National Happiness into practice at home. We have a long way to go. But we do try to place the natural environment at the centre of all our development policies. Our Constitution mandates that at least 60% of the Kingdom of Bhutan remain under forest cover in perpetuity. More than 50% of our country is under full environmental protection in national parks and wilderness areas. We vowed at Copenhagen always to remain a net carbon sink. Our stated policy and intention is to go 100% organic in our agricultural production.

And we don't view these policies as coming at the expense of human and social development. On the contrary, they have supported our increased wellbeing. Life expectancy has literally doubled in the last two generations. Health care and education are free, and rural health clinics and schools are sprouting throughout the country, with 99% of primary-aged children now in school. The core focus of our Tenth Five-Year Plan is to reduce poverty.

And in the midst of this rapid development, we are doing our best to maintain the values, principles, and practices of our dynamic, evolving culture and ancient wisdom traditions, which reflect in our deep respect for all life and in our strong family and community bonds. And the good governance pillar of Gross National Happiness could not be better demonstrated than in our Fourth King's effort to build constitutional democracy, including his own voluntary abdication from the Throne.

In all this, we are acutely aware that what we measure is what gets policy attention, and that what we count signifies what we value. And so, we now assess progress in the Kingdom of Bhutan according to nine domains — living standards, health, education, culture, ecological integrity, community vitality, time use, good governance, and psychological wellbeing. From those results, we create a GNH Index, and we use these indicators actively as a policy screening tool. Indeed, no major policy is implemented in Bhutan if it fails the GNH indicator test. Since 2007, we have administered two national GNH surveys, and these measures now guide our policy.

But we have also learned that, to measure progress accurately and properly, indicators are not enough. GDP, after all, is not an indicator, but an accounting system. To challenge the continued dominance of narrow GDP-based measures, we are therefore building a new holistic accounting system that properly accounts for the value of our nation's natural, human, social, and cultural capital — and not only the manufactured and financial capital currently counted.

Globally, most of our true wealth as nations is currently invisible and ignored, and that is a dangerous illusion that leads to dangerous policies. So in February this year we released the first natural, human, and social capital results of our new National Accounts, which will be the foundation of the new economy we need to build. We found, for example, that our forests provide more than 14 billion dollars a year worth of ecosystem services — four times more than our whole GDP. And here our little country performs a huge service to the world, because 53% of that value accrues to those beyond our borders. Why? Because our forests regulate the climate, store carbon, and protect watersheds from which others benefit.

And yet, despite valiant efforts made by individuals, communities, and certain nations, human society will continue to hurtle itself towards self-annihilation unless we come together and act in concert. The time has come for global action to build a new world economic system that is no longer based on the illusion that limitless growth is possible on our precious and finite planet or that endless material gain promotes wellbeing.

Instead, it will be a system that promotes harmony and respect for nature and for each other, that respects our ancient wisdom traditions and protects our most vulnerable people as our own family, and that gives us time to live and enjoy our lives and to appreciate rather than destroy our world. It will be an economic system, in short, that is fully sustainable and that is rooted in true, abiding wellbeing and happiness.

Sustainability is the essential basis and pre-condition of such a sane economic system. But an economy exists not for mere survival but to provide the enabling conditions for human happiness and the wellbeing of all life forms. The new economy will be an economy based on a genuine vision of life's ultimate meaning and purpose — an economy that does not cut us off from nature and community but fosters true human potential, fulfilment, and happiness.



**URGENT CALL FOR HIGH-LEVEL MEETING ON**  
**“HAPPINESS & WELLBEING: DEFINING A NEW ECONOMIC PARADIGM”**

*United Nations, New York, 2nd April, 2012*

The world is at a crossroads. The future of mankind and the planet is at stake. On 9 November the International Energy Agency warned: “Rising fossil-fuel energy use will lead to irreversible and potentially catastrophic climate change.” Despite Rio, despite Kyoto, despite Copenhagen, CO2 emissions rose by 5.3% last year. Humanity is using up natural resources 35% faster than they can regenerate. And in Bhutan and Nepal, we can no longer stave off glacial melting that threatens devastating glacial lake outburst flooding, and shrinking sources of water for hundreds of millions downstream. There is no time to waste. Without immediate action, warns the IEA, by 2017 all CO2 emissions will be “locked in” by existing power plants, factories, buildings and other infrastructure.

Our global economic system is in rapid melt-down, starting with the financial collapse of 2008 and now manifesting in Europe’s severe and spreading debt crisis. That economic system, based on the totally unsustainable premise of limitless growth on a finite planet, is the direct cause of the very policies that the IEA says are leading us to a calamitous end as evident in the growing frequency and magnitude of man made and natural disasters. And that economic system has produced ever widening inequities, with 20% of the world’s people now consuming 86% of its goods, 84% of its paper, and 87% of its cars, while the poorest 20% consume 1% or less of each and emit only 2% of the world’s greenhouse gases. That gap, coupled with the deep economic crisis, led the International Labour Organization to warn on 30 October that the world faces years of social unrest as economies falter.

The OECD warned that “without decisive action the outlook is gloomy.” But the “decisive action” now required goes far beyond tinkering with the fundamentally flawed GDP-based economic system, which mistakenly counts resource depletion as economic gain. It was instituted at a time when economists did not know the limits of nature’s capacity to support human economic activity, or that human activity could change the climate of the planet to produce what the UNDP calls “the greatest challenge facing humanity.”

And yet, this moment presents an opportunity. The world is in need of an international consensus for the creation of a sustainability-based economic paradigm, with wellbeing indicators, national accounting systems that count natural and social capital values to assess the true costs and gains of economic activity, regulatory institutions, and systems of trade and incentives for sustainable production. There is the urgent need for measures to reduce pollution and drastically slow resource degradation while protecting and supporting the world’s most vulnerable peoples.



The UN General Assembly resolution A/65/L.86, introduced by Bhutan with support from 68 Member States, and unanimously adopted by the UN, called for a “holistic approach to development” aimed at promoting sustainable happiness and wellbeing. It thrust on my small country the responsibility of initiating steps for the furtherance of this resolution. It is therefore planned that key representative leaders from developed and developing nations, along with leading economists, scientists, and civil society and spiritual leaders, come together to issue a clarion call at the UN on 2nd April for a sustainability-based economic development paradigm to replace the current system.

To this end, it is hoped that the high-level meeting will call for the world’s best experts, based on the best available knowledge to work together over the next year to hammer out the details of the measures, accounts, and financial mechanisms required for a happiness-based economic model for the consideration of the international community. Such a model, or aspects of it would then be available for incorporation into national policies on a voluntary basis.

Jigmi Y. Thinley, Prime Minister, Royal Government of Bhutan

## **Realising a World of Sustainable Wellbeing and Happiness**

In preparation for the 2nd April meeting, the Royal Government of Bhutan consulted with the expert team of economists and scholars that was commissioned by the United Nations Division for Sustainable Development (UNDESA) to draft a long-term reference framework for a sustainable economy in preparation for Rio + 20.

These consultations produced the following statement of suggested meeting outcomes that were circulated to participants to guide and inform the 2nd April deliberations. In the spirit of shared information and collaboration, elements of this draft outcome statement are also reflected in the expert report to UNDESA titled A Sustainable and Desirable Economy-in-Society-in-Nature. The actual outcome of the 2nd April meeting, based on the deliberations that day, are reflected in a report of the meeting submitted to the United Nations Secretary-General for distribution to all UN member states.

Having gathered at the United Nations in New York on 2nd April, 2012, pursuant to UN General Assembly Resolution 65/309 on “Happiness: towards a holistic approach to development,” we are united in our belief in and pursuit of the following understanding, goals, and actions:

- 1) A fundamental human goal is the deep abiding happiness that comes from living life in full harmony with the natural world, and with our communities and fellow beings. This is consistent with the goals of the Earth Charter, the Millennium Development Goals (MDGs), and the emerging Sustainable Development Goals.
- 2) Achieving this vision requires that we recognise our interdependence with nature and with each other. It requires a healthy balance among thriving natural, human, social, cultural, and built assets.\* We recognise that these assets depend on the natural world, and that natural capital is generally non-substitutable. Sustainability therefore requires that we live off the interest generated by natural capital without depleting the capital itself.
- 3) Balancing and investing in all those dimensions of our wealth requires that:
  - a) We live sustainably within the capacity of our finite planet to provide the resources needed for this and all future generations;
  - b) These resources are distributed fairly within this generation, between generations, and between humans and other species;
  - c) We use these resources as efficiently and effectively as possible;

- d) We respect and strengthen the cultural, community, health, knowledge, and spiritual foundations of our world to produce sustainable wellbeing, happiness, and harmony among all life forms.
- 4) We have never had greater global capacity, understanding, material abundance, and opportunities to achieve these objectives. This includes scientific knowledge, communications, technology, resources, productive potential, higher education, and ability to feed everyone on earth. We are also inspired by many successful examples of legislation, initiatives, and best practices at multiple scales on which we can build.
  - 5) However, we are moving in the wrong direction at an increasing rate. For example, global greenhouse gas emissions continue to grow, humanity is using resources much faster than nature can regenerate, biodiversity is diminishing rapidly, global ecosystem services are in decline, inequality is growing, more and greater conflicts and disasters are in the making, and political will is lacking. The United Nations has acknowledged that progress towards the MDGs has stalled.
  - 6) "Business as usual" threatens the survival of humans and other species, and is no longer an option. On a finite planet, excessive consumption by high-income groups leaves less for others, increases social exclusion, and undermines wellbeing and human happiness.
  - 7) Many of these dangerous trends are a result of our current, unsustainable, growth-based economic paradigm, which rests on flawed measures of progress. These measures largely ignore the value of natural and social capital and the distribution of wealth and income. They misleadingly count natural capital depletion and many human and social costs as economic gain. The architects of Gross Domestic Product (GDP) themselves counselled that GDP should never be used as a measure of welfare, as it incorrectly is today. The European Union, OECD, the Sarkozy-Stiglitz Commission, Japan, and many others have therefore recognised the need to find viable alternatives.
  - 8) Unless we change the current economic paradigm, a fundamental cause of the current crises, we will never realise the world we all want. This paradigm, institutionalised at Bretton Woods in 1944, was devised prior to an understanding of (1) finite global resource limits and (2) the emerging science of wellbeing and happiness.
  - 9) To move onto a sustainable and desirable path will require:
    - A fundamental change of world view to one which recognises that we live on a finite planet;
    - Replacing the present goals of limitless growth and consumption with goals of material sufficiency, equitable distribution, and sustainable wellbeing and human happiness;
    - A redesign of the world economy that preserves natural systems essential to life and wellbeing, and balances natural, social, human, and built assets;

- Reclaiming the broad definition and goals of economics as the science, management, and wellbeing of our global household.

10) In order to realise the future we all want, we must build on prior work to develop the new economy in the following areas, including but not limited to:

#### ***A) Wellbeing and Happiness***

- Promoting a dynamic culture through a common but differentiated approach that respects diverse cultural traditions;
- Nurturing the values, wisdom, and practice of our spiritual traditions, and harmony between them;
- Drawing from the wisdom of traditional and indigenous values and knowledge to develop appropriate policies;
- Supporting the arts and the creative commons;
- Promoting holistic life-long learning, including vital literacies required for wellbeing, such as ecological, civic, cultural, health, nutrition, science, financial, and other literacies;
- Empowering women, educating girls, and ensuring equality of opportunity;
- Improving mental and physical health by addressing the socio-economic, behavioural, spiritual, and environmental and inter-generational determinants of health, and recognising that health is a public responsibility;
- Supporting local economies and strong community networks;
- Strengthening social supports through family, community, workplace, and other relationships;
- Supporting the voluntary and civil society sector, and nurturing good governance;
- Promoting vibrant, critical, creative, and responsible media;
- Supporting research and dialogue on the causes and conditions of happiness.

#### ***B) Ecological sustainability***

- Establishing a system for effective and equitable governance and management of the natural commons, including the atmosphere, oceans, fresh water systems, and biodiversity;

- Investing in sustainable infrastructure, such as renewable clean energy, energy efficiency, public transit, watershed protection measures, green public spaces, clean technology, and support for green businesses;
- Consuming essential non-renewables, such as fossil fuels, more slowly than we develop renewable substitutes;
- Creating mechanisms to reduce resource depletion, pollution, and greenhouse gas emissions to stay within basic planetary boundaries and resource limits, including taxes, cap and auction systems, and common asset trusts;
- Dismantling incentives towards excessive materialistic consumption, including educating for sustainability and banning advertising to children;
- Moving towards sustainable agriculture to feed the earth's population without destroying its biodiversity;
- Developing linked policies to balance population and consumption with the earth's natural, social and economic capacity.

### ***C)Fair distribution***

- Reducing systemic inequalities, both internationally and within nations, by improving the living standards of the poor, providing an adequate social safety net, limiting excess consumption and unearned income, and preventing private capture of the common wealth;
- Supporting, promoting, and providing incentives for systems of cooperative ownership and management of enterprises;
- Instituting fair trade systems that promote sustainable production methods and fair returns to producers;
- Transferring technology to enable lower-income nations to shift rapidly to sustainable production methods and suffer no loss of competitive advantage as they transition to a sustainable economy;
- Establishing a system for effective and equitable governance and management of the social commons, including cultural inheritance, financial systems, and information systems;
- Creating fulfilling employment for all, which contributes to the common good, achieves better work-life balance, and nurtures healthy workplace relations.

### ***D)Efficient use of resources***

- Using full-cost accounting measures to internalise externalities, value non-market assets and services, reform national accounting systems,

and ensure that prices reflect actual social and environmental costs of production and distribution;

- Putting in place fiscal reforms that reward sustainable and wellbeing-enhancing actions and penalise unsustainable behaviours that diminish collective wellbeing, including ecological tax reforms with compensating mechanisms that avoid additional burdens on low-income groups;
- Implementing systems of cooperative investment in stewardship and payment for ecosystem services;
- Increasing financial and fiscal prudence by reducing speculation, ensuring equitable access to and responsible use of credit, and requiring that financial instruments and practices contribute to the public good;
- Ensuring access to and sharing of the information required to move to a sustainable economy.

Humanity must commit itself to strengthen and deepen the knowledge, political will, and action required to promote and sustain the wellbeing of all life, and to create a world in which every human being can pursue happiness.

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\* These assets, which overlap and interact in complex ways to produce all benefits, are generally defined as follows:

- a) *Natural capital*: The natural environment, its biodiversity, and the ecosystem goods and services they provide. These goods and services are essential to basic needs such as survival, climate regulation, habitat for other species, water supply, food, fibre, fuel, recreation, cultural amenities, and the raw materials required for all economic production.
- b) *Social and cultural capital*: The web of interpersonal connections, social networks, cultural heritage, traditional knowledge, trust, and the institutional arrangements, rules, norms and values that facilitate human interactions and cooperation between people. These contribute to social cohesion, strong, vibrant, and secure communities, and good governance, and help fulfil basic human needs such as participation, affection, and a sense of belonging.
- c) *Human capital*: Human beings and their attributes, including physical and mental health, knowledge, and other capacities that enable people to be productive members of society. This involves the balanced use of time to fulfil basic human needs such as fulfilling employment, spirituality, understanding, skills development, creativity, and freedom.
- d) *Built capital*: Buildings, machinery, transportation infrastructure, and all other human artefacts and services that fulfil basic human needs such as shelter, subsistence, mobility, and communications.

**HIGH-LEVEL MEETING on**  
**WELLBEING AND HAPPINESS: DEFINING A NEW ECONOMIC PARADIGM**

*Hosted by the Royal Government of Bhutan,  
2nd April 2012, Conference Room 1 (North Lawn Building),  
United Nations Headquarters, New York*

**PROGRAMME**

Saturday, 31st March & Sunday, 1st April

9 a.m. - 5 p.m. - Registration at the Permanent Mission of Bhutan, 343 East 43rd Street, New York

Monday, 2nd April

8 – 8.40 a.m. - Security Check at the UN Visitor's Gate (First Avenue, 45 – 46 Street) and Registration

8 – 8.40 a.m. - Registration at Conference Room 1 for delegates of Member States

8.50 a.m. - All participants to be seated in Conference Room 1

9 – 10.00 a.m. - Inaugural Session

Chair: H.E. Helen Clark, Administrator, United Nations Development Programme and the Former Prime Minister of New Zealand

9.00 - 9.03 a.m. - Welcome address by H.E. Helen Clark

9.03 - 9.09 a.m. - Address by H.E. Mr. Jigmi Y. Thinley, Prime Minister of Bhutan (On the mission and purpose of the meeting)

9.09 – 9.12 a.m. - Inaugural address by H.E. Mr. Ban Ki-moon, Secretary-General of the United Nations

9.12 - 9.15 a.m. - Address by H.E. Mr. Nassir Abdulaziz Al-Nasser, President of the 66th Session of the UN General Assembly

9.15 - 9.18 a.m. - Address by H.E. Mr. Miloš Koterec, President of the Economic and Social Council

- 9.18 - 9.28 a.m. - Keynote address by H.E. Ms. Laura Chinchilla, Honourable President of the Republic of Costa Rica
- (The Republic of Costa Rica is universally recognised for its outstanding achievements in environmental conservation and its exemplary sustainable development record)
- 9.28 - 9.31 a.m. - Address by Hon. Tim Fischer, the Special Envoy of the Prime Minister of Australia to Bhutan and the Former Deputy Prime Minister of Australia (representing a country that has taken a courageous lead in implementing carbon taxes to reduce greenhouse gas emissions)
- 9.31 - 9.34 a.m. - Address by H.E. Mr. Eero Heinäluoma, Speaker of the Parliament of Finland (which has one of the world's most comprehensive social welfare systems)
- 9.34 - 9.37 a.m. - Address by H.E. Ms. Jayanthi Natarajan, Special Envoy of the Prime Minister of India and Minister of State for Environment and Forests, Government of India (providing the perspective of a powerful emerging economy with a critical role in shaping the new economic paradigm)
- 9.37 – 9.40 a.m. - Address by H.E. Mr. Gilad Erdan, Minister of Environmental Protection, Government of Israel (taking a lead in alternative energy and clean technology, and having made a substantial contribution in providing irrigation solutions to a world faced with water shortages)
- 9.40 – 9.43 a.m. - Address by H.E. Mr. Joe Nakano, Parliamentary Vice-Minister for Foreign Affairs, Government of Japan (representing a nation that has tested the limits of the conventional economic paradigm)
- 9.43 – 9.47 a.m. - Address by H.E. Mr. Ahmed Lahlimi Alami, Minister and High Commissioner for Planning, Kingdom of Morocco (a nation that has taken major steps to reduce poverty and open opportunities for its people - often called 'the Moroccan exception')
- 9.47 – 9.50 a.m. - Address by H.E. Mr. Jullapong Nonsrichai, Special Envoy of the Prime Minister of Thailand and Vice-Minister of Foreign Affairs, Government of Thailand (speaking on the Thai concept of the "sufficiency economy")
- 9.50 – 9.53 a.m. - Address by Lord Gus O'Donnell, Special Envoy of the Prime Minister of the United Kingdom of Great Britain and



- Northern Ireland (speaking on the UK's new wellbeing policy and measures)
- 9.53 – 9.57 a.m. - Statement by Ms. Martine Durand, Chief Statistician, Organisation of Economic Cooperation and Development (OECD) (representing the Secretary-General, OECD, on its “Better Life Initiative on Measuring Well-being and Progress”)
- 10.00 a.m. – 1 p.m. - Thematic Sessions on the Four Dimensions of the New Economy
- 10.00 – 10.05 a.m. Prof. Jacqueline McGlade, Executive Director, European Environment Agency: Outline of meeting schedule, procedures, and interactive dialogue format
- 10.05 – 10.55 a.m. - Panel on Wellbeing and Happiness
- Chair: H.E. Helen Clark, Administrator, United Nations Development Programme and the Former Prime Minister of New Zealand
- 10.05 – 10.10 a.m. Prof. Jeffrey Sachs, Director, Earth Institute, Columbia University Brief summary of outcomes of 1st April Workshop on Happiness
- 10.10 – 10.55 a.m. Panellists:
- Venerable Matthieu Ricard, Shechen Monastery, Nepal
  - Prof. Martin Seligman, Founder of Positive Psychology and Director, Positive Psychology Centre, University of Pennsylvania
  - Dasho Karma Ura, President, Centre for Bhutan Studies
  - Dasho Karma Tshiteem, Secretary, Gross National Happiness Commission, Royal Government of Bhutan
  - Prof. John Helliwell, Professor Emeritus of Economics, University of British Columbia
  - Lord Richard Layard, Emeritus Professor of Economics, London School of Economics
- Question and Answer Session
- 10.55 – 11.15 a.m. Break
- 11.15 – 11.45 a.m. - Panel on Ecological Sustainability
- Chair: Dr. Jonathan Patz, Nobel Laureate, Professor and Director, Global Health Institute, University of Wisconsin

Panellists:

- Prof. Robert Costanza, Distinguished University Professor of Sustainability, Portland State University, Editor-in-Chief of Solutions magazine
- Dr. Mathis Wackernagel, Co-creator of the Ecological Footprint and President, Global Footprint Network
- Dr. Vandana Shiva, Scientist, Author, Founder of Navdanya, Recipient of Right Livelihood Award

Question and Answer Session

11.45 a.m. - 12.15 p.m. - Panel on Efficient Use of Resources

Chair: Mr. Ajay Chhibber, Assistant Secretary-General, Assistant Administrator, United Nations Development Programme, and Director of UNDP's Regional Bureau for Asia and the Pacific.

Panellists:

- Prof. Joseph Stiglitz, Nobel Laureate, Professor of Economics, Columbia University
- Prof. Jeffrey Sachs, Director, Earth Institute, Columbia University

Question and Answer Session

12.15 - 12.45 p.m. - Panel on Fair distribution

Chair: Hon. Tim Fischer, the Special Envoy of the Prime Minister of Australia to Bhutan and the Former Deputy Prime Minister of Australia

Panellists:

- H.E. Ms. Michelle Bachelet, Under-Secretary-General and Executive Director of UN Women, and the Former President of the Republic of Chile
- Mr. Ajay Chhibber, Assistant Secretary-General, Assistant Administrator, United Nations Development Programme, and Director of UNDP's Regional Bureau for Asia and the Pacific
- Mr. Enrico Giovannini, President, Italian Statistical Institute, and former Chief Statistician, OECD
- Mr. Narinder Kakar, Permanent Observer to the United Nations of the International Union for Conservation of Nature

## Question and Answer Session

12.45 - 1.00 p.m. Prof. Jacqueline McGlade, Executive Director, European Environment Agency: Introduction to breakout sessions over lunch; participants to be divided into different groups and topics.

1.00 - 3.00 p.m. - Working lunch hosted by H.E. Mr. Jigmi Y. Thinley, Prime Minister of Bhutan at the Millennium UN Plaza Hotel, One United Nations Plaza, 44th Street (between First and Second Avenue)

Assigned breakout group conversations over lunch.

## 3.00 - 5.30 p.m.- Afternoon Session

Facilitator: Prof. Jacqueline McGlade Executive Director, European Environment Agency

3.00 – 3.07 p.m. - Screening of message from His Royal Highness the Prince of Wales

3.07 – 5.35 p.m. - Open facilitated dialogue with participants, based on insights from the four morning sessions and breakout conversations. This session will be geared to achieving concrete and practical outcomes, including a statement on the new economy and the steps required to bring the new paradigm into being, such as building a global movement, action networks, and communication strategy, creating an expert task force to work out each of the dimensions, structures, and operating and regulatory mechanisms of the new economy in detail. The first part of the session will be oriented towards gathering views from the participants on the major four themes. Each short intervention will focus on actions and follow-up plans. The second part of the session will concentrate on interventions that will help build links across the themes. All the interventions from the breakout groups and the afternoon plenary will be recorded and brought forward into the working plans.

The following panellists are invited to the podium for parts of the afternoon discussion to offer brief comments based on their unique perspectives:

Abbot Roshi Joan Halifax, Prof. Mohan Munasinghe, Hunter Lovins, Alexander Likhotal (representing Mikhail

Gorbachev), Prof. Robert Putnam, David Cadman, Ven. Anil Sakya and Dr. Skali Faouzi

- 5.35 – 5.45 p.m. - Concluding Statement by H.E. Mr. Jigmi Y. Thinley, Prime Minister of Bhutan: Next Steps: Towards Rio + 20 and Beyond.
- 5.45 p.m. - Concluding prayers by spiritual leaders of Hindu, Christian, Jewish, Muslim and Buddhist faiths
- 6.30 p.m. - Reception hosted by H.E. Mr. Jigmi Y. Thinley, Prime Minister of Bhutan, for participants at the International Institute of Education, 809 First Avenue (between 45th and 46th Street).

Tuesday, 3rd April and Wednesday 4th April

- Follow up implementation meetings. See addendum 1 for details

Tuesday, 3rd April

- 7.30 p.m. - Cultural Program to be held at Barnard College featuring traditional Bhutanese music and dance.  
  
Venue: The Event Oval, The Diana Center, Barnard College, 3009 Broadway (Entrance at 117th Street – Broadway).

#### *ADDENDUM 1: INFORMATION ON FOLLOW-UP WORK FOR 3rd - 4th April 2012*

As the 2nd April High-Level Meeting will initiate a long-term process, we are deeply grateful to the approximately 200 participants who have kindly agreed to stay behind on 3rd - 4th April to work on implementing the outcomes of this Meeting. The following schedule and arrangements are subject to change depending on the actual deliberations of the working groups on 3rd - 4th April and on the ways they may sub-divide into smaller breakout groups.

It is tentatively proposed that — in order to coordinate the work of the three designated working groups described below — the full implementation group will meet together at the United Nations from 9-10 am and 3-5 pm on 4th April in Conference Room 1 (the same location as our 2nd April deliberations). From 9 am to 5 pm on 3rd April and from 10 am to 3 pm on 4th April, the three groups will meet separately as follows:

- On 3rd April in United Nations Conference Room 5, and in Conference Room 1 on 4th April, will be scholars and economists, who will constitute an expert task force to flesh out the details and operating mechanisms of the new economic paradigm in the months ahead. This group will also recommend terms of reference for this task force and consider practical funding issues, and selection and review procedures. Please see the sample terms of reference and suggested operating timeline for this task force sent to you in the previous mailing, which is also in the core documents of the [www.2apr.gov.bt](http://www.2apr.gov.bt) website.
- At the office of the Permanent Mission of Bhutan to the UN, 1st floor (ground level), 763 First Avenue at 43rd Street at the Isaiah Wall, directly opposite the United Nations, will be a planning and communications group charged with creating an overall road map and action plan for forward movement towards the new economy at Rio + 20 and beyond, and plans to communicate the vision of the new economy widely. Because this group has several distinct tasks, it is planned that it will divide into two at its first meeting at 9 am on 3rd April — likely a planning sub-group and a communications sub-group — with the second sub-group then moving to the conference room of the United Nations Environment Program (UNEP), Two United Nations Plaza, 8th floor, enter on 44th St. between 1st and 2nd Avenue. This is just one block from the Bhutan Mission.
- In United Nations Conference Room A on both 3rd and 4th April a third civil society group will work to create a global grassroots movement for the new economy. This group will include the several spiritual and faith leaders who have kindly agreed to remain on 3rd-4th April, NGO representatives, youth leaders, and ordinary citizens.

Each of these groups may well decide to split into smaller breakout groups for part of the day. For example, the youth leaders have already told us they want to have dedicated discussions among themselves to mobilise young people behind the new vision; and one group of scholars has already indicated interest in some dedicated small-group dialogue on the new holistic methods of measurement and accounting that the new economy will require.

Lunch will be catered to all three groups on both days, with the daily 9-10 am and 4-5 pm sessions designed to coordinate activities and share plans.

## ***Bhutan will be first country with expanded capital accounts***

### **Remarks of the Hon'ble Prime Minister at the Press Conference**

#### **releasing the first natural, social, and human capital results of**

#### **Bhutan's new National Accounts**

*10 February, 2012, Prime Minister's Office, Thimphu*

Three decades after His Majesty the Fourth Druk Gyalpo made his now famous proclamation that “Gross National Happiness is more important than Gross National Product,” I think we are only beginning to unravel the profundity of that seminal statement.

In His Majesty's presence, one thing was always crystal clear to me – he chose his words very carefully and very deliberately. Each word and each phrase had meaning. Two examples are particularly relevant for what I now want to present:

- His Majesty could have chosen simply to talk about GNH and its benefits. But he very deliberately introduced and presented GNH in direct contrast to GNP. That means it is incumbent on us really to understand GNP (or GDP as it has now become in international accounting systems) if we really want to understand GNH. How and why is GNH more important than GDP? And since GNP or GDP is actually an accounting system, what would GNH accounts look like?

- And His Majesty could have chosen to say that, “GNH is more important to the people of Bhutan than GNP”. But again he deliberately stated it as a universal truth that is therefore applicable to all peoples. This is crucial to understand. GNH matters not only for us. It's also His Majesty's gift to the world.

At a time of devastating environmental and cultural destruction globally and the growing bankruptcy and collapse of our global economic order, the world desperately needs an alternative to the materialist, consumerist obsession that has wreaked such havoc. If we can demonstrate the practical viability of a working set of GNH (not GDP) accounts that chart a sane and balanced path forward, that will be one of the greatest contributions our little country can make to the wider world.

Let's consider our current reality – the way the whole world now keeps its national accounts is enshrined in the official global System of National Accounts that is accepted by the United Nations, the World Bank, the International Monetary Fund, and by every government in the world. It's the reason GDP is comparable globally from London to Addis Ababa to Beijing to Buenos Aires.

It is hard to rock that boat...!!! But rock it we must, because that universally accepted system is based on untenable premises that have led governments to adopt some of the most bewildered, confusing, and destructive policies imaginable. And challenge it we must if we are serious about charting a sane and balanced GNH path forward, both for ourselves and for the world.

The conventional and almost universally held belief, globally, is that the more the economy grows, as measured by GDP growth, the better off and more prosperous we are. But consider this:

- Because the GDP only counts monetary market transactions, it mistakenly and misleadingly counts the depletion and degradation of our natural wealth as if it were economic gain. If we were to cut down all our forests in Bhutan, GDP would mushroom, because GDP only counts the timber value of our forests once they are cut and sold at market. GDP takes no account at all of the resources we leave behind, and so it entirely ignores the value of our standing forests.

Yet, as we well know, and as our own Constitution wisely recognizes by vowing to keep most of our country under forest cover, our standing forests have immense value – protecting wildlife, biodiversity, watersheds, soils, and sacred places, sequestering carbon from the atmosphere, ameliorating the danger of landslides, and much more. Because those values are invisible in GDP, it's no wonder the world has accumulated a massive ecological debt that appears in no country's national accounts.

- Keeping accounts this way, as the world presently does, is like a factory owner selling off all his machinery and seeds and counting it as profit, even though he'll have nothing to produce next year. And yet that's the way the world, and even we here in Bhutan, keep our national accounts! How absurd and foolish.....!

- There are so many examples of this absurdity.... The more fossil fuels we burn and the more greenhouse gases we therefore emit, the more GDP will grow, and therefore – according to conventional economic dogma – the 'better off' we are! The true costs of climate change remain invisible. For that matter, as we learned the hard way watching the devastating oil spill in the Gulf of Mexico, the true costs of oil have never been reflected at the petrol pump, primarily because our present GDP-based accounting systems ignore ecological benefits and costs. Indeed, it is sadly ironic that natural or human-induced disasters actually make GDP grow, simply because money is spent on repair and clean up costs.

- In fact, many things that make GDP grow, and that are therefore conventionally (and misleadingly) counted as positive signs of an expanding economy, actually signify a decline in wellbeing. The more crime, pollution, war, and sickness we have, for example, the more GDP will grow, simply because money is being spent on prisons, police, weapons, drugs, cigarettes, and pollution clean-up costs to deal with the consequences of these ills. So long as you spend money, GDP will grow, regardless of whether that spending signifies

an improvement or a decline in wellbeing. So simple GDP growth can't actually tell us if we are better off or not.

- And if GDP counts as gain many questionable things that actually signify a decline in wellbeing, it entirely ignores a whole range of productive economic activity that genuinely does contribute to wellbeing – ignoring it simply because no money is exchanged. And so, volunteer work, community service, and the vital unpaid work done in households count for nothing in GDP, and the precious free time that we need to meditate, garden, and socialize with family and friends is completely value-less in GDP.
- And since equitable development is one of our core GNH principles, it is noteworthy that GDP only measures the total amount of income a country produces and takes no account of how that income is shared. So the rich could be getting richer while the poor are getting poorer, and GDP can still continue to grow, with the growing inequities invisible in our standard accounts.

I could go on listing many more fundamental flaws in our present reliance on GDP accounting methods which, sadly, send highly misleading signals to policy makers who continue to undermine timely action on climate change, disease prevention, and other crucial preventive actions. But just these few examples I've noted suffice to explain what the primary architect of GNP / GDP accounting, Nobel Prize winner Simon Kuznets, knew 60 years ago when he warned that GNP /GDP should never be used to assess a nation's wellbeing, prosperity, and progress. To do that, Kuznets recognized that you always have to ask, not just how much is growing, but what is growing. But the world has long ignored Kuznets' sage warning and still uses GDP as its primary measure of wellbeing, prosperity, and progress.

That total misguided reliance on GDP was never clearer than in the global economic collapse of 2008-09 when the world's leaders almost unanimously decided that the most important thing they could do was make the economy grow again – in other words, to stimulate GDP. The world is now paying the price of that one-sided approach as governments slide into devastating debt from which they cannot emerge.

All this leads me directly to the key announcement I want to make today. From now on, we will start accounting properly for all this country's precious wealth – including our natural wealth and our human, social, and cultural wealth – and we'll stop focusing narrowly on our financial and manufactured wealth alone, as if that was all that mattered. Of course, we'll continue to count that, but from now, we'll be able to figure, for the first time, the true costs of economic activity, and we'll be able to balance that activity with a proper accounting of our natural, human, and cultural wealth, which of course are key pillars of Gross National Happiness. In short – we'll create balanced GNH Accounts for this country, and thereby build the world's first comprehensive set of national accounts.

We are in good company here, since this is precisely the action recommended by the Stiglitz Commission that was appointed by French President Sarkozy. We'll be the first country actually to do it in practice, and we are already drawing



on some of the world's top expertise to do it well and credibly. It won't be easy, it will take time to do properly and fully (several years in fact), and there will be huge methodological challenges, like the inadequacy of money to properly describe the value of non-market activities like ecosystem services.

But we have already begun work, thanks to Drs Costanza and Kubiszewski here, by starting to train our national statisticians, key GNH Commission and Finance Ministry officials, and others, in the new concepts and methods. And – even though we don't yet have complete GNH Accounts ready – we are today releasing the first natural, social, and human capital results of our new expanded accounting system.

There is more information, and three detailed reports, in your press packages. But here I'll just let you know in a nutshell:

- Drs. Kubiszewski and Costanza have worked hard to give us the first ever estimate of the economic value of our country's natural capital, which provides Nu 760 billion worth of ecosystem services every year – 4.4 times more than our whole GDP. Nearly 94% of that ecosystem service value is provided by our country's forests. And here is where our little country is performing a huge service to the world, because 53% of that value accrues to those beyond our borders. Why? Because our forests regulate the climate, store carbon, and protect watersheds from which others benefit.
- And every year, our people generously give their voluntary time to helping others, cleaning up litter, repairing lhakhangs, fighting fires, helping the sick, elderly and disabled. Through their voluntary work, our people are not only living GNH in action, but providing extraordinarily valuable services to our country and economy. If we had to replace their voluntary work for pay, we now know it would cost us Nu 320.5 million every year. This is our first economic valuation of our social capital.
- And we have started valuing our human capital too, learning for the first time that the health care costs of alcohol abuse cost our health care system more than Nu. 30 million every year.

So for the first time, by starting to value our natural, social, human, and cultural capital, we are beginning to get a true sense of our rich and abundant national wealth, and also of real costs like alcoholism – all of which are hidden in conventional GDP-based accounts. The new information will help us tremendously in making policy based on real evidence, and in creating a true GNH society.

More than that, our new full benefit-cost National Accounts are really the foundation of a new GNH based economic paradigm that at last weans us off our consumerist economic growth addiction and that will lead us to sustainable human happiness and the wellbeing of all life forms.

Some will undoubtedly ask: Why is all this number crunching necessary? And others might also ask – aren't our GNH indicators enough? Well first, the new measures matter simply because what we count and what we measure is what

gets attention. If we don't count something, we think it has no value, and it doesn't catch the attention of policy makers.

And when we measure properly, we need both indicators and also accounts. Certainly our GNH indicators – and the key data and information they provide – are the essential basis for our proposed new GNH accounts. We will always need these indicators for basic information about our country – and particularly as the important policy screening tool they have become. But they are not enough. Indicators and accounts are two entirely different, though fully complementary, sets of measures. Indicators assess trends over time. Accounts assess value – what something is worth.

As simple examples, crime rates are an indicator (i.e. are they going up or down), but accounts assess the economic costs of crime to society – money we'd save if we had no crime. Smoking rates are an indicator, while accounts assess the economic costs of smoking to our health care system due to higher rates of lung cancer, heart disease, and respiratory ailments – money we'd save if no Bhutanese smoked. Greenhouse gas emissions are an indicator of whether we are emitting more or less GHGs this year than last, while accounts assess the costs of climate change attributable to these emissions.

In other words, our new GNH Accounts will add a vital economic valuation dimension to our current indicator information. And that is essential for the simple reason that GDP is not an indicator but an accounting system. If we are really to challenge the dominance (even stranglehold) of GDP-based thinking over our thinking and policy formation, then it is completely necessary to construct a broader and more accurate and comprehensive accounting system that properly accounts for the value of our natural, human, and cultural wealth.

So long as budgets make the world go round, and so long as we ignore the true benefits and costs of our economic activity, indicators alone will not unseat the GDP from its present dominant role. And if we are to realize His Majesty's profound understanding that GNH is more important than GNP, then we have to take the next step in creating a true GNH society by building on our excellent indicator system to construct now a new set of GNH Accounts.

What does this new accounting system mean in practice? Let me give just a couple of examples. When we present our annual budgets, it means we will also start accounting for the health of our forests and other natural resources like water. And if we've had a bad year of forest fires, for example, then we'll need to count the consequent forest loss as a depreciation of our natural wealth, just as we presently figure depreciation when we account for the value of our built and manufactured capital. And if we plant trees, we'll count that as an investment in natural capital, just as we presently account for investments in our built capital.

Or to take a human capital example, we will start figuring preventable illnesses as costs to the economy rather than misleadingly accounting for such expenditures as economic gain. We have started, for example, to calculate the costs of alcoholism to the economy, and therefore to see preventive expenditures designed to reduce alcohol abuse as worthwhile investments in

our human capital (rather than simply as costs, as in our present flawed accounting system.)

In other words, our budgets and accounts won't look the same, but they will definitely give us a much more accurate picture of how we are doing as a country, and how prosperous we really are when we consider our total wealth and the full benefits and costs of our economic activity.

Because they give us much more comprehensive information than our present GDP-based accounts, the new accounts will also make our policy making much more informed than it can possibly be when we rely on narrow market measures alone.

The new accounts will point accurately to our hidden strengths (like our rich natural and cultural heritage), on which we need to build rather than taking them for granted, and they will identify weaknesses and investment requirements in our national wealth that are overlooked in conventional market measures.

Perhaps most importantly, our new national accounts will finally reflect all the key pillars of Gross National Happiness, so that we can truly chart a balanced path forward for the benefit of all our people. And in so doing, the new accounts will certainly be a gift to the world from which many other countries can learn.

I truly believe that this major step on which we are embarking will not only help us understand more profoundly what His Majesty the Fourth King meant when he said GNH is more important than GNP, but in fact will help fulfil His Majesty's vision of a happy and contented people.