Measuring What Matters:

*Happiness & Wellbeing for Sustainable Development*

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Overview

1. GNH & Bhutan - what is meant by “Happiness”?

2. How can we create the inner and outer conditions for Happiness?
   A. Inner Conditions – “Happiness Skills”
   B. Outer Conditions – New measures: 4 Pillars and 9 Domains

3. Implementation: How GNH is being applied:
   • Education (Bhutan, Vietnam, Thailand)
   • Business (B. Grimm Group, Thailand)
The Deep Crisis of our Time: The 3 “Divides”
Dr. Otto Scharmer (MIT & Presencing Institute)

1. Divide from **SELF** (spiritual divide)
2. Divide from **OTHERS** (social divide)
3. Divide from **NATURE** (ecological divide)
1. **Divide from SELF**

- WHO notes **DEPRESSION** now ranks as #1 contributor to burden of disease in high & mid-income countries
- Epidemic of loneliness, growing number of suicides, especially among youth
- Increasingly fast-paced, high pressure lifestyles
- Mobile devices: Children 8-18 years old devote 7.4 hrs/day to entertainment media ([Kaiser Family Foundation research](#))
- Harvard University study: “**a wandering mind is an unhappy mind**”
2. Divide from OTHERS: A sense that our social systems are failing...

- Witnessing a period of unprecedented protest & social unrest ...

- Growing inequalities & disillusionment with the current economic system

- A deep wish for profound social change...
3. Divide from NATURE...

2016 hottest year in recorded history

- **NASA** notes Record-breaking temperatures for **third year in a row**

- Scientists note **human activity** to blame: **90%** of the warming in 2016 due to **rising greenhouse gas** emission

- **Impacts** of climate change on people coming **sooner** and **more intensely** than expected
What we measure matters
“the kind of civilization we build depends on the way we do our accounts, quite simply because it changes the value we put on things” - Nicolas Sarkozy

• Recent groundswell scientific & popular interest in happiness research

• Convergence of multiple disciplines: psychology, philosophy, neuroscience, economics, sociology

• Advancing our understanding of what promotes individual & collective well-being

• “Beyond GDP” movement: new metrics to measure success
How did GNH begin in Bhutan?

“Gross National Happiness is more important than GDP”
(1972)

– HM Jigme Singye Wangchuck (4th King Bhutan)
At around the same time...a critique of GDP

“GDP measures everything except that which makes life worthwhile” (1968)

- Senator Robert Kennedy

Video of Robert Kennedy
What’s wrong with GDP?

• GDP measures only marketed economic activity - Counts all of this as positive (even if it leads to more pollution or illness)

• Leaves out many things that enhance wellbeing but are outside the market
  • (e.g. unpaid child care, leisure time)

• GDP was never intended to be a reflection of a country’s “success” or “progress”

• Economists and global leaders: What we measure matters: “Beyond GDP” movement and “Wellbeing Economies”
Wealthier countries not necessarily happier

• U.S. one of richest economies but ranks only 17th in reported life satisfaction

• Behind much poorer countries (Costa Rica, Dominican Republic)

• In U.S. social inequalities have widened, social trust declining

• Although GNP per capita has tripled since 1960, life satisfaction remains unchanged

• What matters more? Community trust, good governance, meaningful & secure work, work/life balance...
Reflection...

• How are each of the 3 Divides experienced in Thai society?

• Which of them is most obvious in your own life?

The 3 Divides:

1. Divide from SELF (spiritual divide)

2. Divide from OTHERS (social divide)

3. Divide from NATURE (ecological divide)
GNH: What is meant by “happiness”?

- Not just a momentary “feel-good” feeling...

- “True abiding happiness cannot exist while others suffer, and comes only from serving others, living in harmony with nature, realizing our innate wisdom and the true and brilliant nature of our own mind”

H.E. Jigmi Y. Thinley
(Former P.M. of Bhutan)
Historic UN High-Level Meeting: “Happiness and Wellbeing: Defining a New Economic Paradigm”

April 2, 2012, New York

- Hosted by Bhutan with >800 participants
  - UN Secretary-General, UNDP, President of Costa Rica, ministers, diplomats, Nobel laureates, economists & spiritual leaders

- Launched global movement to create a new economic paradigm:
  - central goal of human happiness and wellbeing of all life on earth

- Established IEWG (International Expert Working Group):
  - presented recommendations to UN in 2014 as part of consultations leading to SGDs
How is GNH Applied in Bhutan?

1. **VISION**: “Development with values”  
   (visionary leadership of Bhutan’s Kings)

2. **MEASURES**: GNH Index - 4 pillars, 9 domains, 33 indicators  
   (Centre for Bhutan Studies & GNH Research)

3. **POLICY**: A screening tool to guide policies  
   (GNH Commission)

4. **ACTION**: Applying GNH in daily life – education, business, youth programs  
   (GNH Centre Bhutan)
GNH Survey 9 domains

Living Standards
- Assets
- Housing
- Household per capita income

Psychological Wellbeing
- Life satisfaction
- Positive emotions
- Negative emotions
- Spirituality

Health
- Mental health
- Self reported health status
- Healthy days
- Disability

Ecological Diversity and Resilience
- Ecological Issues
- Responsibility towards environment
- Wildlife damage (Rural)
- Urbanization issues

Time Use
- Work
- Sleep

Community Vitality
- Donations (time & money)
- Community relationship
- Family
- Safety

Education
- Literacy
- Schooling
- Knowledge
- Value

Cultural Diversity and Resilience
- Speak native Language
- Cultural Participation
- Artistic Skills
- Driglam Namzha

Good Governance
- Gov't performance
- Fundamental rights
- Services
- Political Participation
GNH 4 Pillars: 4 Noble Minds
Values underlying creation of Happiness

1. Good governance (Loving kindness; metta)
2. Preservation of Environment (Compassion; karuna)
3. Promotion & Preservation of Culture (Empathetic Joy; mudita)
4. Equitable & sustainable socioeconomic development (Equanimity; upekkha)
The 9 GNH Domains: Activity
GNH in ACTION: Education

Relevant to *multiple* MDGs including Goal 4:

- Ensure inclusive and quality education for all and promote lifelong learning
The GNH Centre Bhutan
To bring into living practice Bhutan’s unique approach of GNH

HRH Kezang Choden Wangchuck
Patron & President
GNH Centre Bhutan

Local & international Programs

- **Bhutan**: Helping guide Bhutan through rapid modernization & globalization

- **International**: Adapting GNH in different countries & contexts (Education, business)

- **Approach**: Addressing both the inner & outer conditions for Happiness

Balancing Inner & Outer Conditions for Happiness
GNH: *Inner* transformation & *Systems* change

**The Message of GNH Video**

from the GNH Centre Bhutan
GNH: Balancing inner & outer conditions for Happiness

1. Inner Conditions – “Happiness Skills”

2. Outer Conditions – New measures: 4 Pillars and 9 Domains
Bringing GNH into Education in **Bhutan, Vietnam, Thailand:**

*Educating the Head, the Heart & the Hands*

- Building on “A Call to Care” initiative with the Mind and Life Institute
- The importance of not just educating the Head (knowledge) but also the Heart & Hands
- Holistic approach to education that includes LEARNING
  - To LEARN: dealing with complexity
  - To BE: Emotional learning, mindfulness
  - To DO: Practical skills
  - To LIVE TOGETHER: Social skills, global citizenship
“A Call to Care” in Bhutan

- Collaboration between MLI, GNHCB, Ministry of Education

- “Educating for GNH” (Ministry of Education): a strong foundation for introducing secular ethics, compassion & mindfulness into Education

- Building on & strengthening this approach
In Thailand: GNH and OVEC
(Office of the Vocational Education Commission)

• Goal:
  • Introducing & integrating the principles and practices of GNH in vocational education

• Challenges:
  • low status of vocational education, conflicts in schools

• A 3 Year Collaborative Program:
  • Started with 9 pilot colleges (selected by OVEC)
  • Working closely with Thai Ministry of Education/OVEC and B Grimm

• Introducing new content & approaches focusing on GNH, wellbeing, mindfulness, SEL
  • 9 GNH Domains as potential entry points for creating conducive environment for happiness & learning
  • Ensuring curriculum builds on existing vocational education policies and approaches in Thailand
GNH & OVEC: Overview of 3 Modules

Module 1: Introduction to GNH

• Mindfulness based Social and Emotional Learning, Compassion in education, systems thinking (9 Domains) – Focus on Teachers themselves

Module 2: From inner transformation to educational innovation

• GNH in vocational education
• Curriculum development for teachers with emphasis on classrooms practices

Module 3: GNH and Education in Practice

• Reviewing teacher’s training modules, coaching and mentoring: how to support teachers in their day to day work, assessment methodology, scaling up

Online support & mentorship between the modules
What we measure Matters: A need for better Progress measures in Education?

PISA (Programme for International Student Assessment)

What is PISA?
Worldwide study conducted every 3 years by OECD in >60 member and non-member nations
- Rates 15-year-old students' scholastic performance on maths, science, and reading
- Results anxiously awaited by governments, education ministers & cited in policy reports.
- Influencing educational practices in many countries - overhauling education systems in hopes of improving rankings

Concerns include:
- Reservations about validity and reliability
- Rise of standardized testing and increased reliance on quantitative measures
- Shifting attention to short-term fixes designed to help a country quickly climb the rankings
- Detract from less measurable educational objectives (e.g. physical, moral, civic and artistic development)
- Narrowing vision of what education is and should be about
- Increasing pressure on schools, administrators, teachers and students
GNH in Business

Both Business and Education: Key sectors shaping the direction of development within countries
The GNH Centre Thailand:

- Collaboration between GNH Centre Bhutan and B.Grimm Group

- Successful family-owned conglomerate with business operations in
  - Energy
  - building and industrial systems
  - Lifestyle
  - healthcare,
  - transport,
  - emerging digital technology
B.Grimm Corporate Philosophy

Doing Business with Compassion for the Development of Civilisation in Harmony with Nature

- Preservation and Promotion of Culture
- Good Governance
- Professionalism
- Partnership

In the center:
- Moderation
- Knowledge
- Morality

- Metta: Loving Kindness
- Karuna: Helping Others in Need
- Mudita: Empathetic Joy
- Uppekha: Mindful Equanimity

Positivity

- Fair and sustainable socio-economic development

Environmental Conservation
Implementation of the GNH Program

Levels of implementation

- Vision
- Mission
- Values

What do we want to be?
- How can our company align its vision, mission, and values to reflect the principles and values of GNH?

How do we want to get there?
- How can our company align its strategic decisions and projects with the principles and values of GNH?
  - How can the impact on the happiness and wellbeing of our internal and external stakeholder groups be measured?

What do we need to do?
- What learning and development processes are needed to develop happiness skills at all levels in our company?
- What can our company do to strengthen the conditions for happiness?
Full involvement from highest Executive level…

Module 2 Training of Executives during 10-12 September 2016
Mindfulness-based training (Happiness Skills)
Deep listening & communication, case clinics, conflict resolution
Adapting the 9 Domains Indicators
The outer conditions

1. Look at **existing** data collection, KPIs
   - Employee engagement survey
   - Sustainability Reporting

2. Identify Gaps
   - where 9 Domains might add value
   - Develop relevant indicators

3. A Process for Responding
   - Strategic planning
   - Action Plans
Measuring & creating outer conditions for Happiness: Applying GNH Tools

- Living Standards
- Ecological Diversity and Resilience
- Community Vitality
- Good Governance
- Health
- Psychological Wellbeing
- Time Use
- Education
- Cultural Diversity and Resilience

Measuring & creating outer conditions for Happiness: Applying GNH Tools

- Living Standards
- Ecological Diversity and Resilience
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- Cultural Diversity and Resilience
Broaden GNH: Stakeholder Groups

- Customers
- Suppliers
- Communities
- Society
- Government
- Shareholders
- Banks
- Owners
- Managers
- Employees
The world that we want...

“The world as we have created it is a process of our thinking. It cannot be changed without changing our thinking”
- Albert Einstein
Envisioning our Future: Requires *A Shift of Perspective*

“I am Part of a Lost Generation” (video link)
You are invited...

The GNH Masterclass: A collaboration between the GNH Centre Bhutan & Schumacher College UK
For more info, click: GNH Masterclass
Thank You

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