

A New Development Paradigm for the world – an economy-in-society-in nature



Kate E Pickett, Department of Health Sciences, University of York

BHUTAN

LOW / HILLS / MOUNTAINS

China

TIBET

75 mi
75 km



Bhutan

HIMALAYAS

India

Thimphu

Punakha Dzong

Trashi Yangtse

India

Paro

Ha

Wangdue Phodrang

Tongsa

Kuru

Tashigang

Torsa

Sankosh

Mangde

Drangme Chuu

Geylegpug

Phuntsholing

Samdrup Jongkhar

India



Bangladesh

Brahmaputra River

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“

Gross National Happiness
is more important than Gross
National Product.”

By: H.M. Jigme Singye Wangchuk.



PILLARS OF GROSS NATIONAL HAPPINESS.

- A. EQUITABLE SOCIO - ECONOMIC DEVELOPMENT.**
- B. GOOD GOVERNANCE.**
- C. PRESERVATION OF CULTURE.**
- D. PRESERVATION AND ENHANCEMENT OF ENVIRONMENT.**

HELP US DEVELOP OUR GNH COUNTRY.



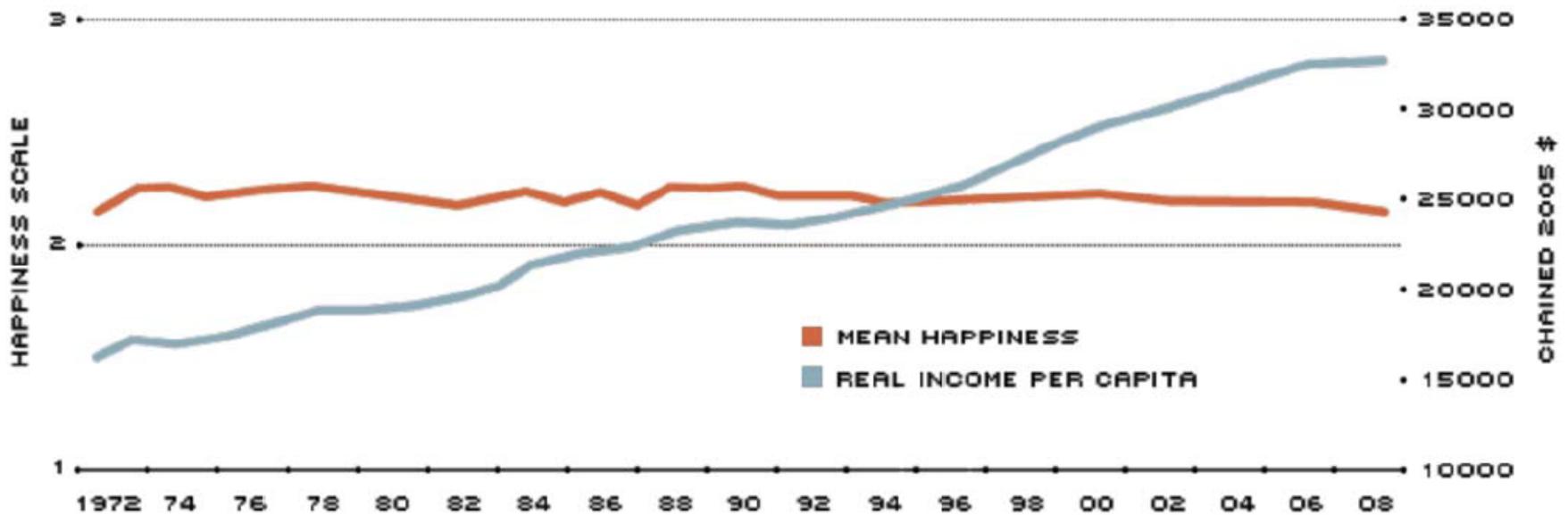


Figure 3: Happiness and Real Income in the United States, 1972–2008. NOTE: Mean happiness (left scale) is the average reply from respondents to the U.S. General Social Survey. The survey question asks: "Taken all together, how would you say things are these days? Would you say that you are not too happy, pretty happy or very happy?" These values were coded as 1, 2 and 3, respectively [26].

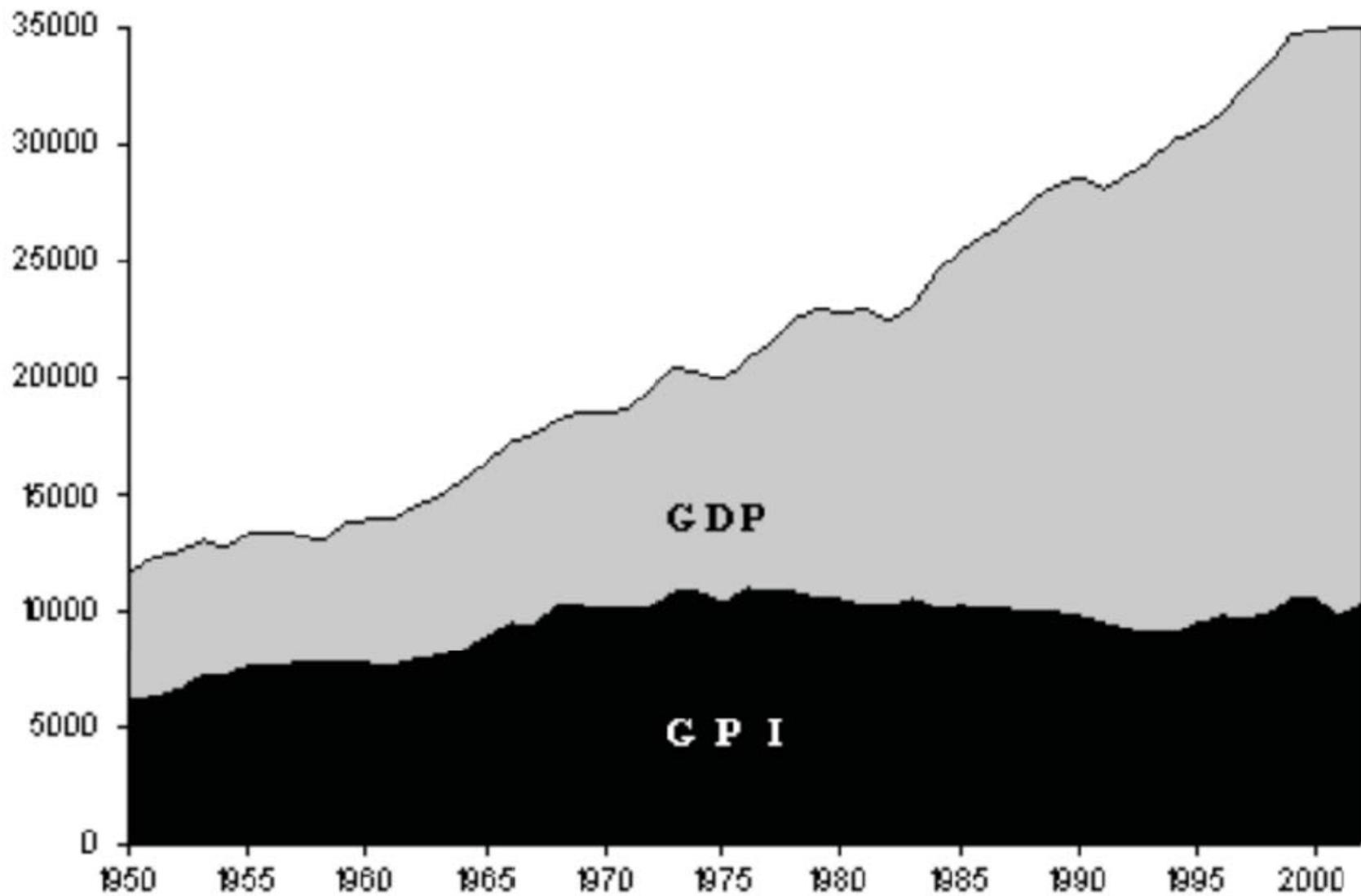


Figure 4: GDP (Gross Domestic Product) and GPI (Genuine Progress Indicator) for the U.S. from 1950 to 2005) [27].

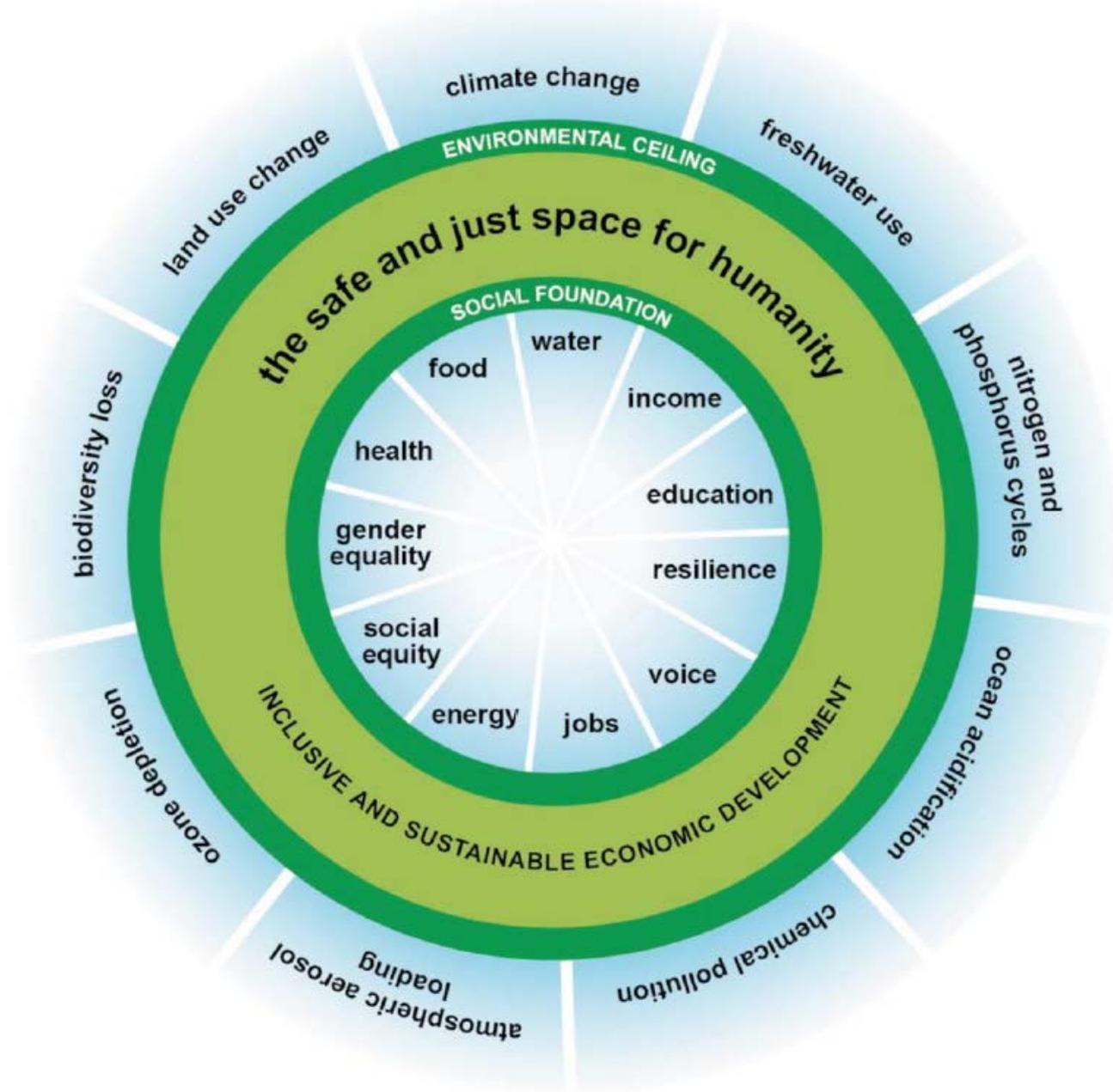


Figure 5. A safe and just space for humanity—the sustainable and desirable doughnut [34].



General Assembly

Distr.: General
25 August 2011

Sixty-fifth session
Agenda item 13

Resolution adopted by the General Assembly

[without reference to a Main Committee (A/65/L.86 and Add.1)]

65/309. Happiness: towards a holistic approach to development

The General Assembly,

Bearing in mind the purposes and principles of the United Nations, as set forth in the Charter of the United Nations, which include the promotion of the economic advancement and social progress of all peoples,

Conscious that the pursuit of happiness is a fundamental human goal,

Cognizant that happiness as a universal goal and aspiration embodies the spirit of the Millennium Development Goals,

Recognizing that the gross domestic product indicator by nature was not designed to and does not adequately reflect the happiness and well-being of people in a country,

Conscious that unsustainable patterns of production and consumption can impede sustainable development, and recognizing the need for a more inclusive, equitable and balanced approach to economic growth that promotes sustainable development, poverty eradication, happiness and well-being of all peoples,

Acknowledging the need to promote sustainable development and achieve the Millennium Development Goals,

1. *Invites* Member States 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;

2. *Invites* those Member States that have taken initiatives to develop new indicators, and other initiatives, to share information thereon with the Secretary-General as a contribution to the United Nations development agenda, including the Millennium Development Goals;

3. *Welcomes* the offer of Bhutan to convene during the sixty-sixth session of the General Assembly a panel discussion on the theme of happiness and well-being;

4. *Invites* the Secretary-General to seek the views of Member States and relevant regional and international organizations on the pursuit of happiness and

A/RES/65/309

well-being and to communicate such views to the General Assembly at its sixty-seventh session for further consideration.

109th plenary meeting
19 July 2011



DEFINING A
NEW ECONOMIC PARADIGM

THE REPORT OF THE HIGH-LEVEL MEETING
ON WELLBEING AND HAPPINESS

2 APRIL 2012 · UNITED NATIONS HEADQUARTERS · NEW YORK

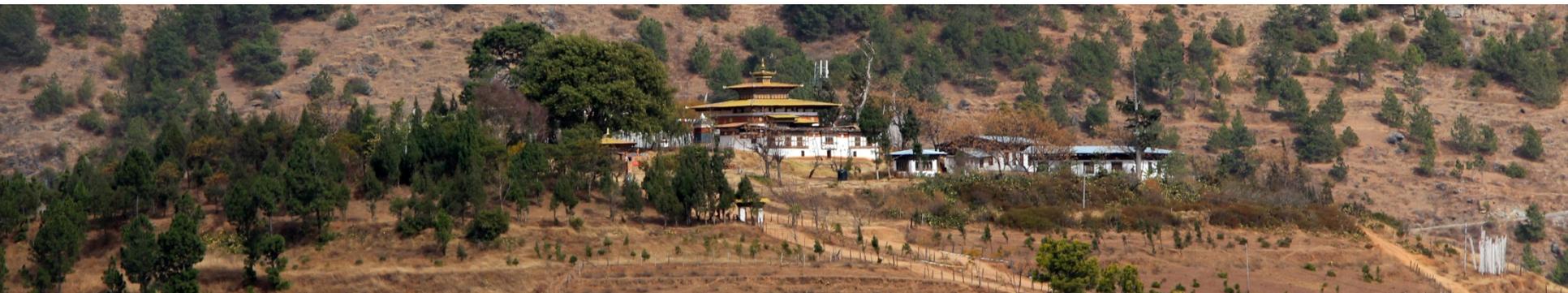
Goal: human happiness and the wellbeing of all life on earth

- Ecological sustainability
- Fair distribution
- Efficient allocation of resources



International Expert Working Group

- Jan/Feb 2013, Thimphu, Bhutan
- 50+ 'thought leaders' in 2 working groups





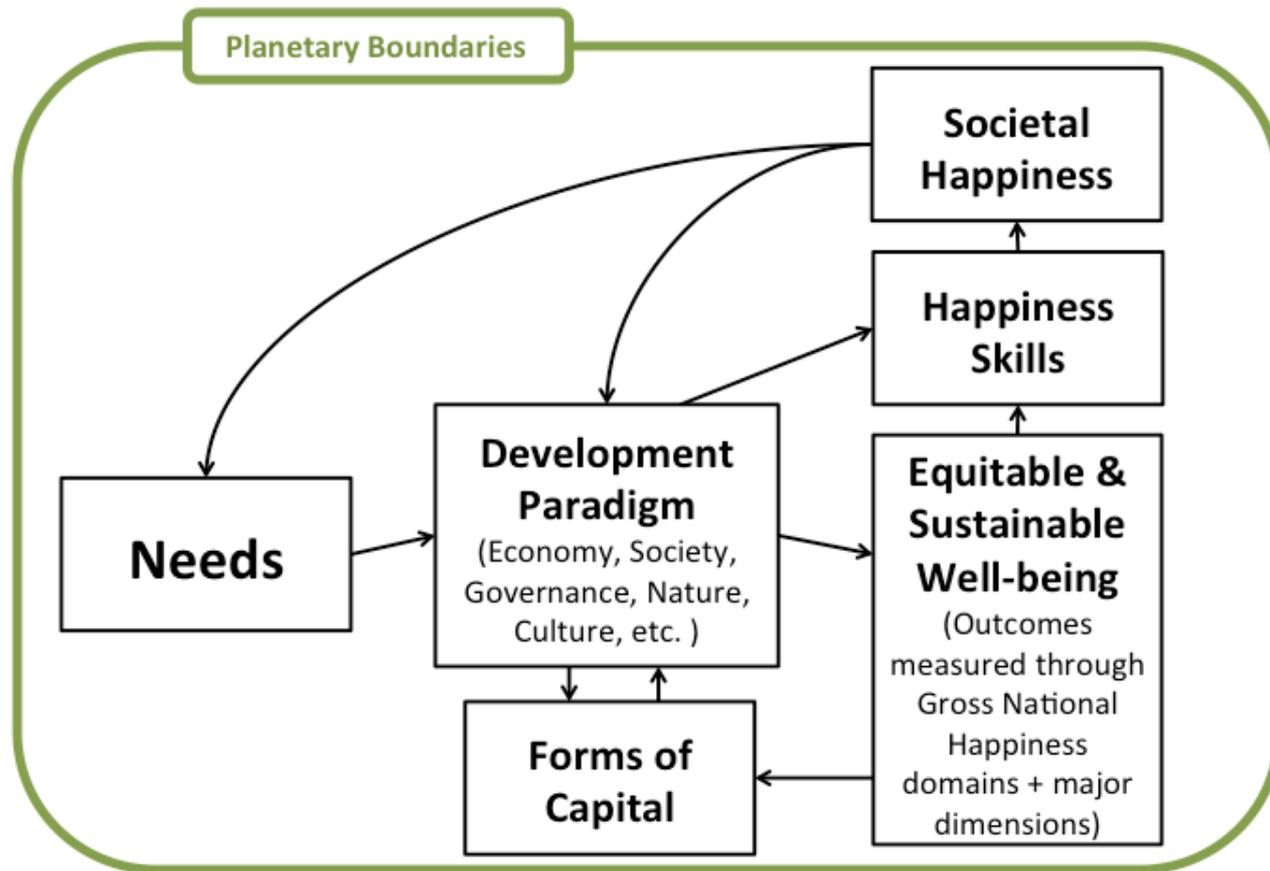
HUMAN
NEEDS

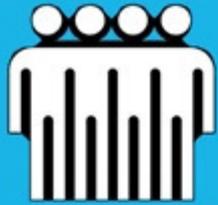
DEVELOPMENT
PARADIGM

ESN
(Outcomes
+ NH + DOMAINS)
Including
well-being of all
sentient beings

FORMS OF
CAPITAL







Develop a global partnership for development



Eradicate extreme poverty and hunger



Achieve universal primary education



Ensure environmental sustainability

2015

MILLENNIUM DEVELOPMENT GOALS



Promote gender equality and empower women



Combat HIV/AIDS, malaria and other diseases



Improve maternal health



Reduce child mortality



RIO+20

the future
we want →

**UN General Assembly creates
group to work on
sustainable development goals**

Click to see more information and members of
the Open Working Group





New UN goals call for end to extreme poverty by 2030

Panel co-chaired by David Cameron insists that going beyond millennium development goals 'can actually be done'

- Seeking to move beyond the MDGs, which aim to halve extreme poverty (defined as people earning less than \$1.25 a day) by 2015, the panel called for extreme poverty to be ended for good. It also proposes eliminating preventable infant deaths and reducing [maternal mortality](#).
- But the proposals do not include a [standalone goal on inequality](#), reflecting Cameron's priorities: growth rather than reducing inequality.
- Development experts say widening gaps in wealth and opportunity have acted as a brake on poverty reduction, as well as hindering progress in child survival, nutrition and education. The 1.2 billion poorest people account for only 1% of world consumption while the billion richest consume 72%.
- "Nice goals, but the elephant in the post-2015 room is inequality," said Andy Sumner, a development economist at King's College London. "We find in our [number-crunching](#) that poverty can only be ended if inequality falls so one should ask: where's the inequality goal? Something resembling that elephant in the room – on data disaggregation – is in annex 1 of the report, but will anyone remember an annex note in 2030?"
- Alex Cobham, a research fellow at the Centre for [Global Development](#) in Europe, said: "What's disappointing is the treatment of economic inequality: in the face of overwhelming consensus from the global consultation that the MDGs had failed to address inequality, and that the new framework should include a standalone goal, the panel's proposal is silent."



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Alliance for Sustainability And Prosperity (www.asap4all.org) is dedicated to creating a pragmatic approach to bring genuine prosperity and well being to everyone on the planet. ASAP was created by, and this website is the working site for the International Expert Working Group convened by the King of Bhutan to create a new development paradigm. The IEWG's report will be used to help craft Bhutan's submission to the United Nations effort to set forth a new set of

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The 5 Major Emphases of ASAP:

Well Being and Happiness

Ecological Sustainability

Equitable Society

Sustainable Economy

Living and Inclusive Communities

