

A Happier Way of Life

25th November 2010

Amsterdam

Nic Marks

Founder of *centre for well-being*
nef (the new economics foundation)



The history of nef



- G7 summit came to London in 1984
- TOES (The Other Economics Summit) organised in parallel to challenge the right of G7 leaders to dictate the world's economic future
- **nef** founded in 1986 to develop and promote the idea that we should create an “economics as if people and the planet mattered”
- Well-being programme started in 2001
- **Centre for Well-being** founded 2005 and now has seven staff members working on well-being research and application

A Happier Way of Life

- **Happier Lives**
 - Happiness - a common human aspiration
 - Happiness as a dynamic system
 - Five Ways to Happiness
- **A Happier Society**
 - Happiness is a serious business
 - A happier, more caring, altruistic society
- **A Happier Future**
 - Does Happiness make sense in an unjust unsustainable world?
 - Happy Planet Index

The Foresight Project

- Sponsored by DIUS – Department for Innovation, Universities and Skills
- Two year project, reported October 2008
- Involved over 400 experts – neuroscience to economics
- We did two projects
 - Dynamic Model
 - Five Ways



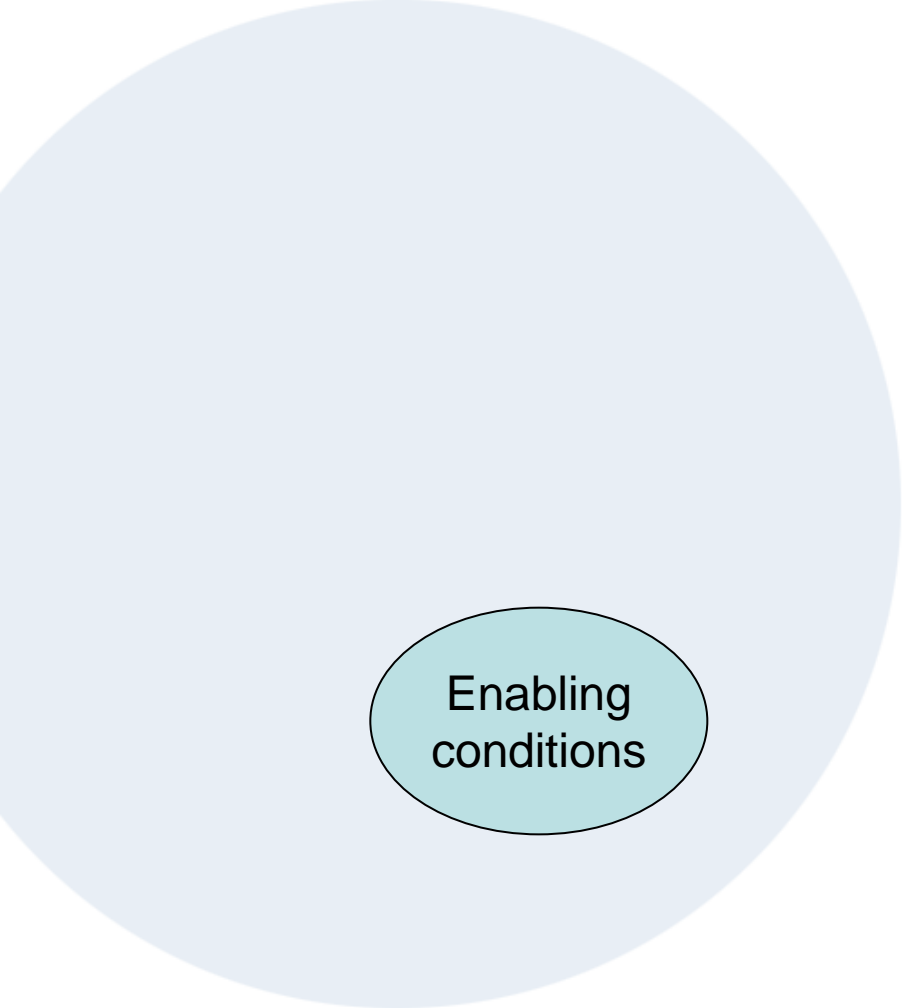
Foresight

**Government
Office for Science**

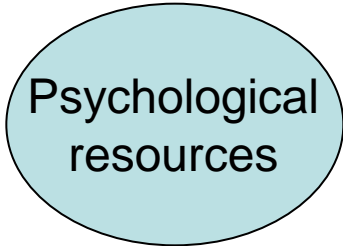
Happiness as a dynamic system



Happiness as a dynamic system

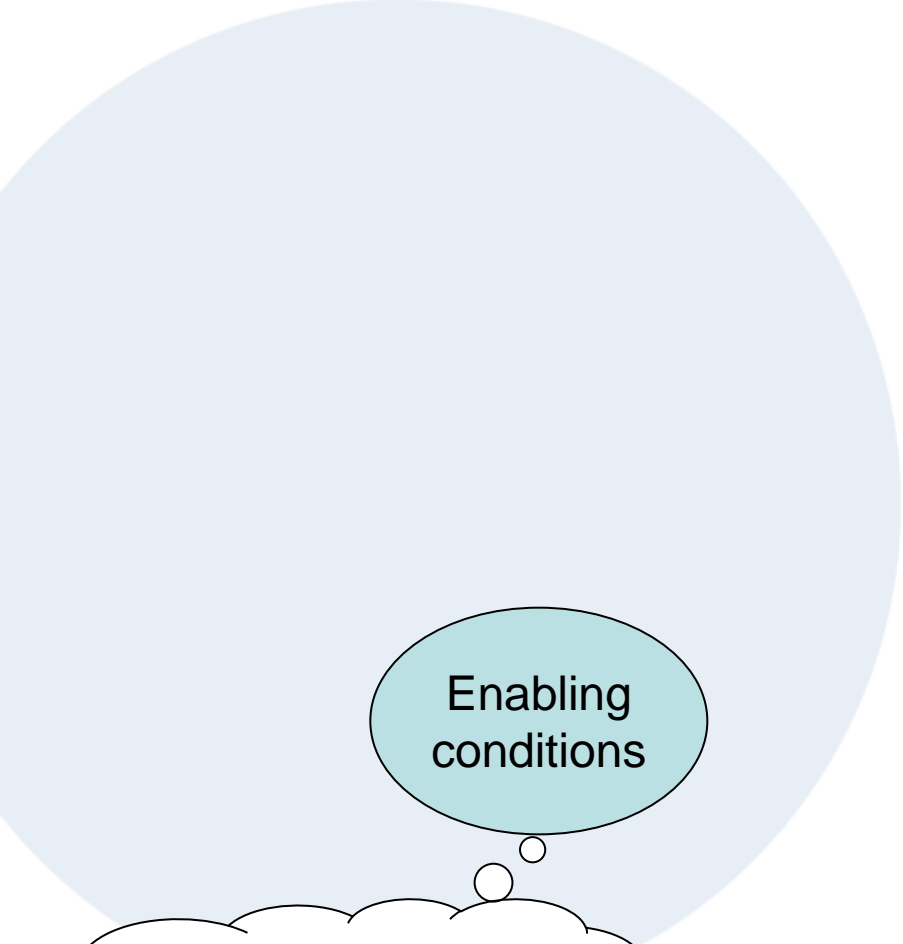


Enabling
conditions



Psychological
resources

Happiness as a dynamic system



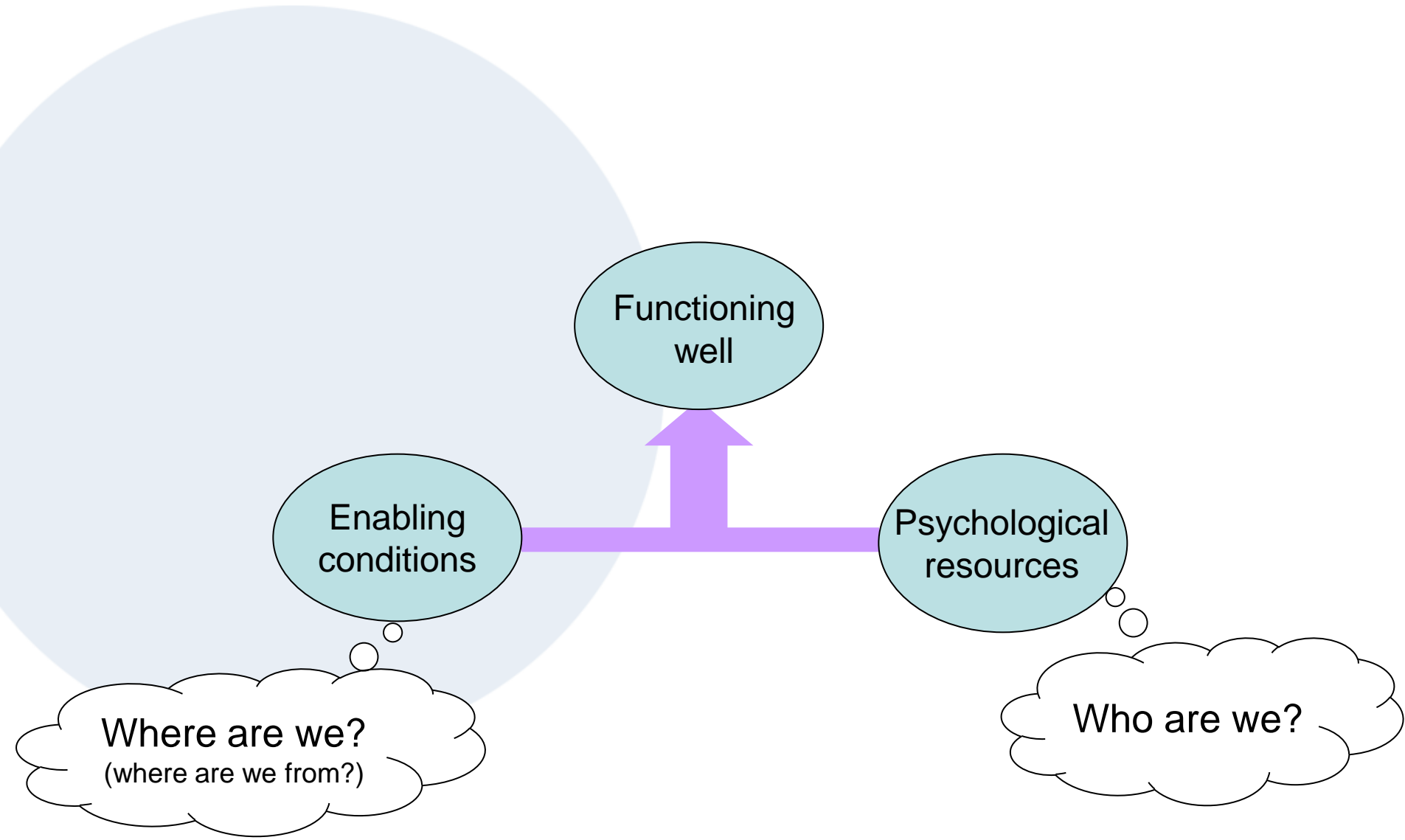
Enabling
conditions

Where are we?
(where are we from?)

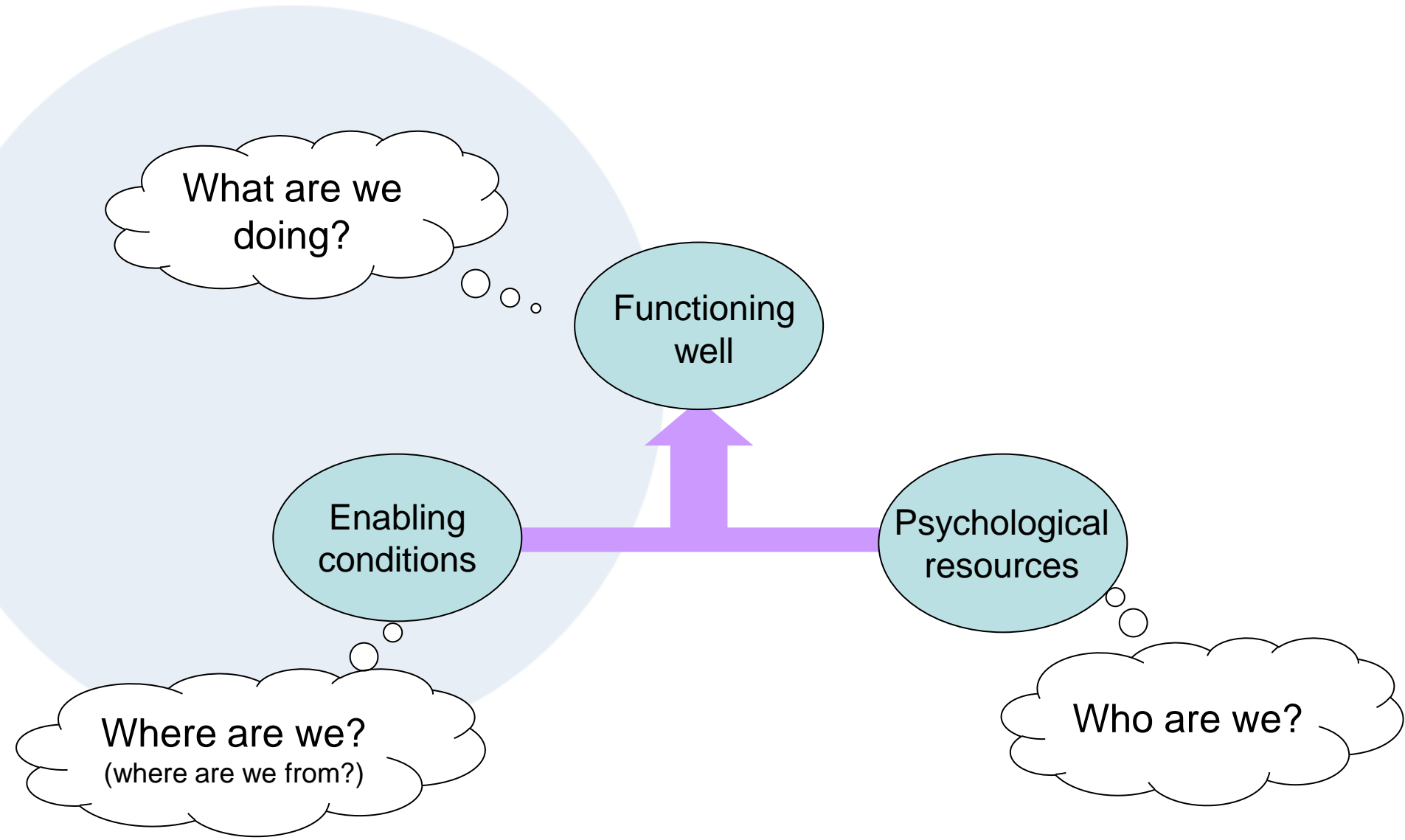
Psychological
resources

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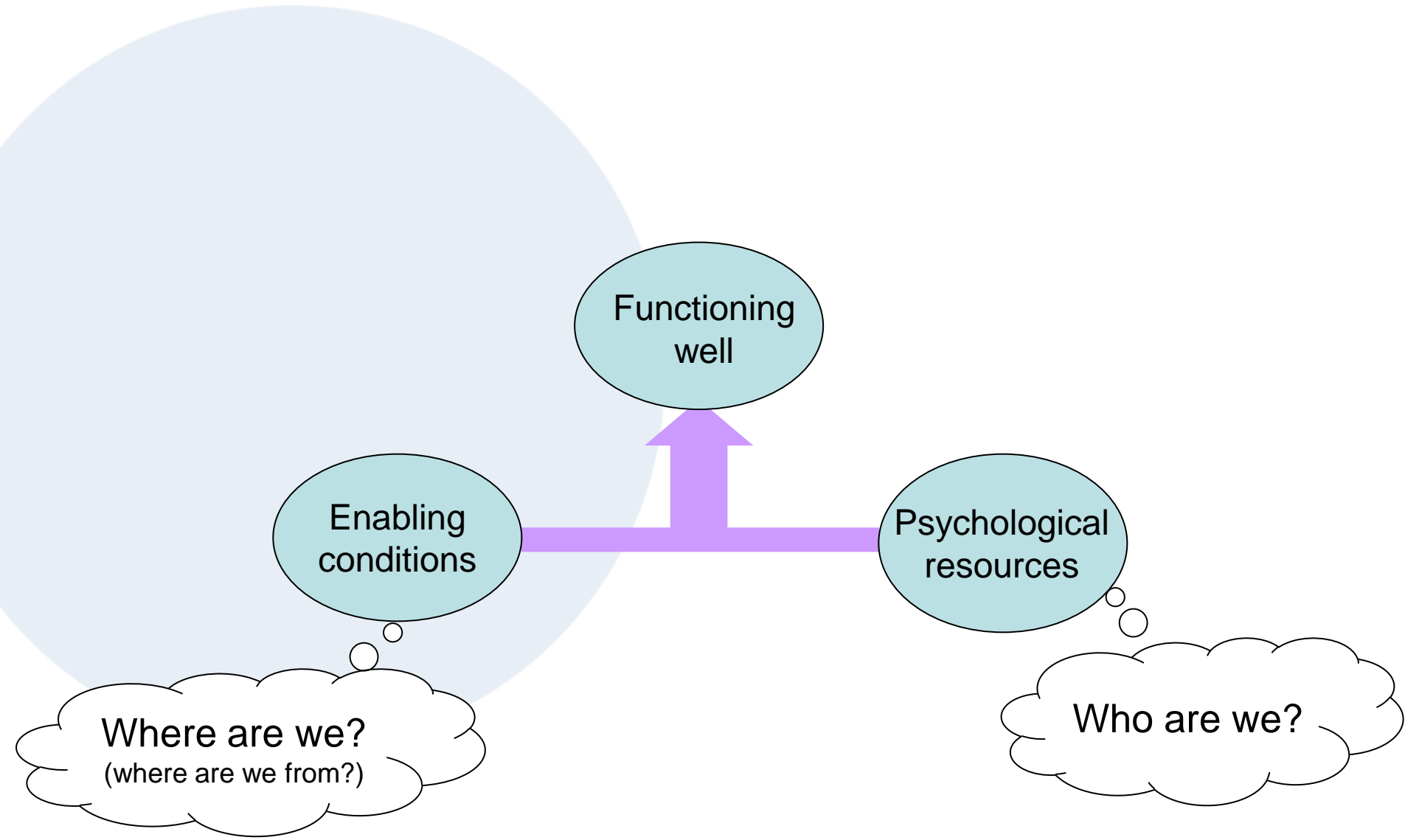
Happiness as a dynamic system



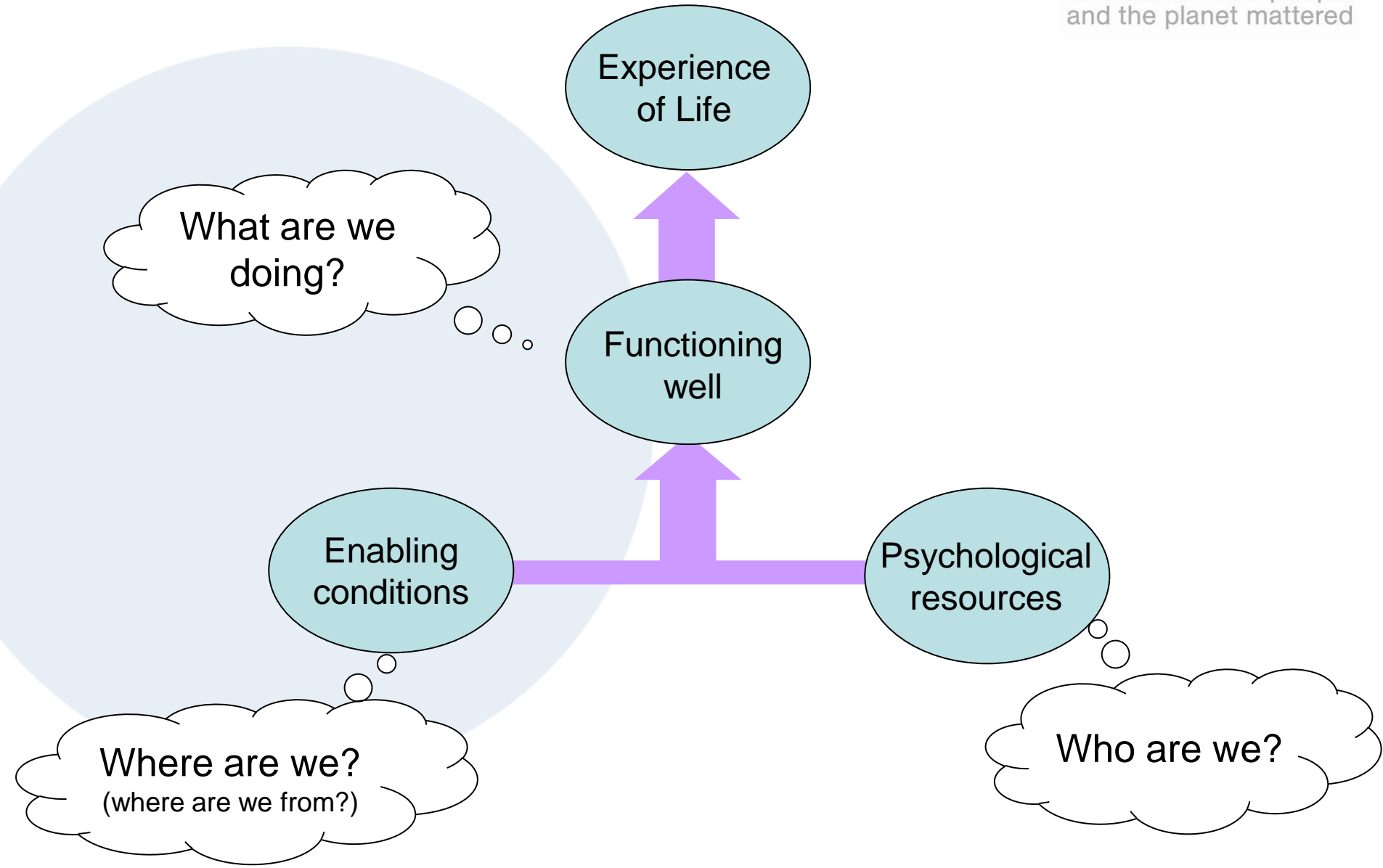
Happiness as a dynamic system



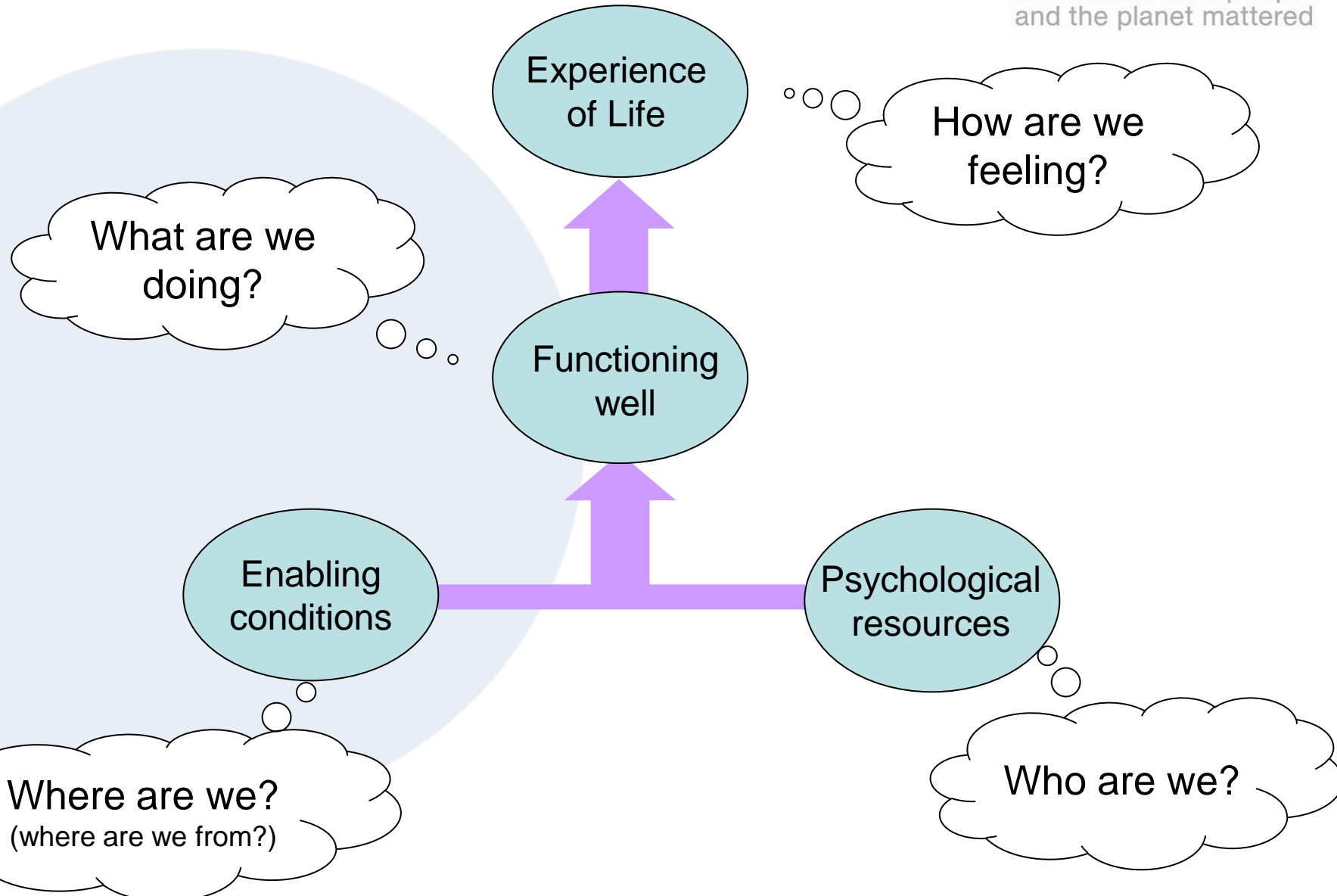
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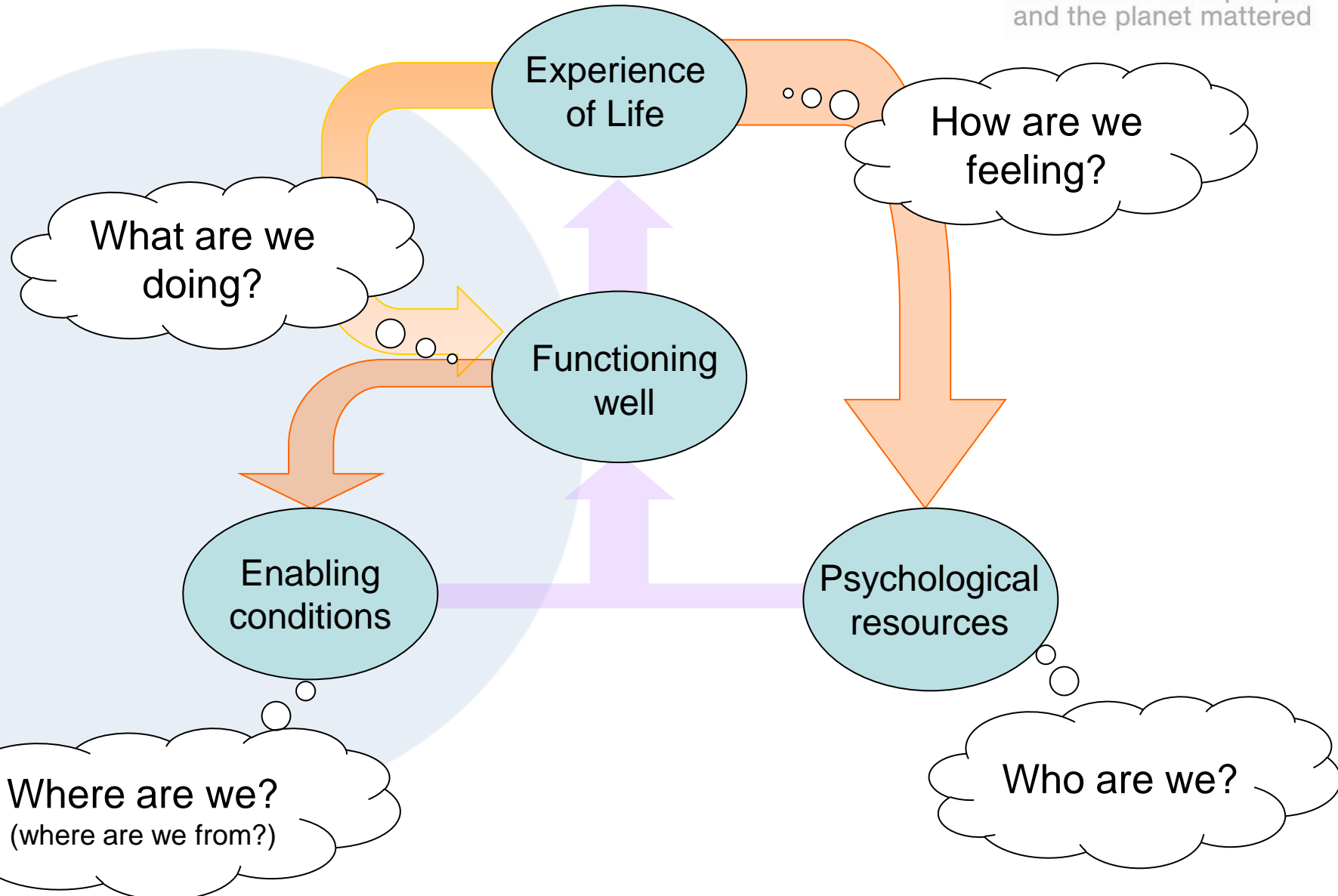
Happiness as a dynamic system



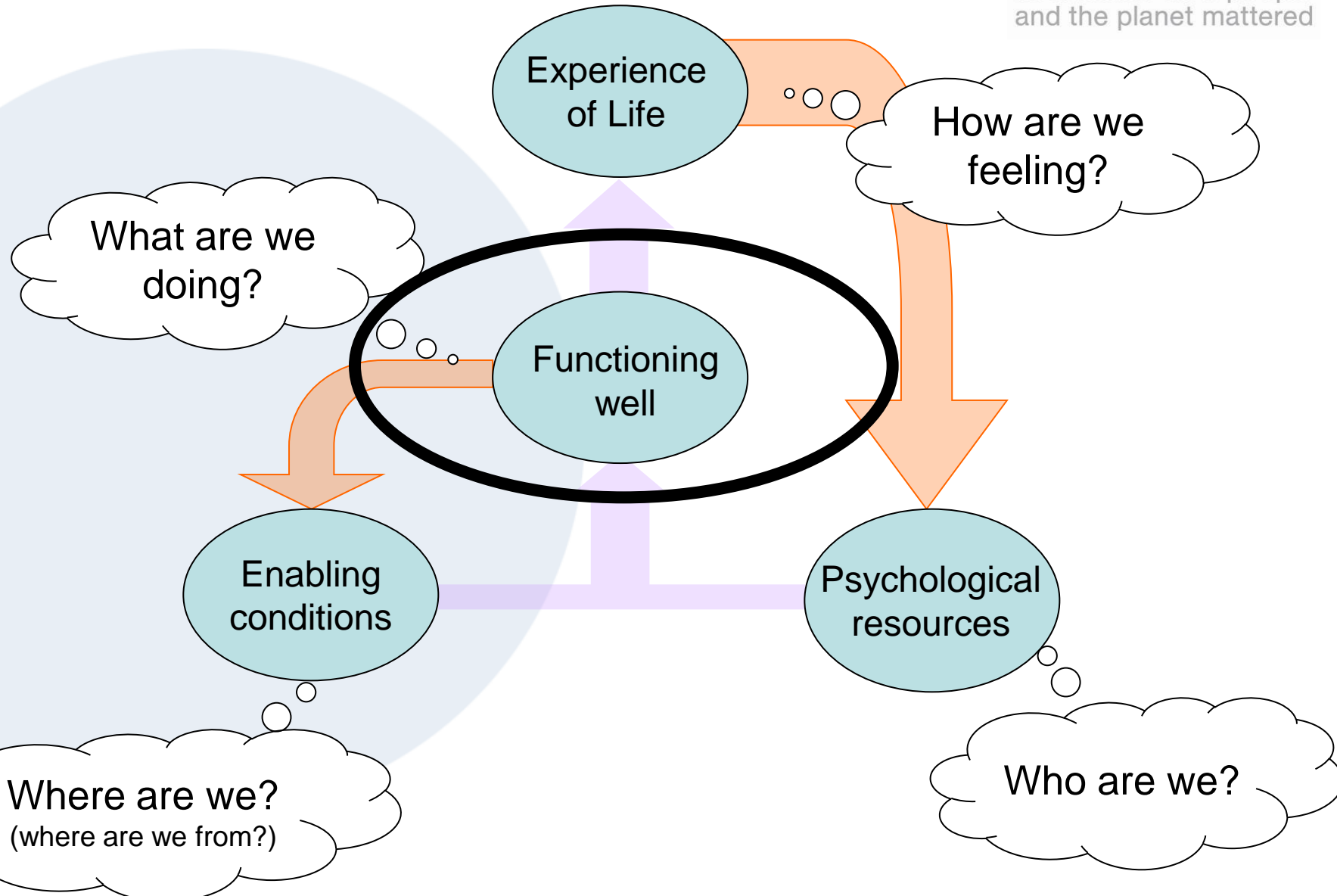
Happiness as a dynamic system



Happiness as a dynamic system



Happiness as a dynamic system



Five ways to wellbeing

The brief was to develop an evidence-based wellbeing equivalent of the health promotion dictum “five fruit and vegetables a day”.



Five ways
to wellbeing

Connect...

Connect with the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day.

Five ways
to wellbeing

Be active...

Go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Most importantly, discover a physical activity you enjoy and one that suits your level of mobility and fitness.

Five ways
to wellbeing

Take notice...

Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.

Five ways
to wellbeing

Keep learning...

Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning new things will make you more confident as well as being fun.

Five ways to wellbeing

Give...

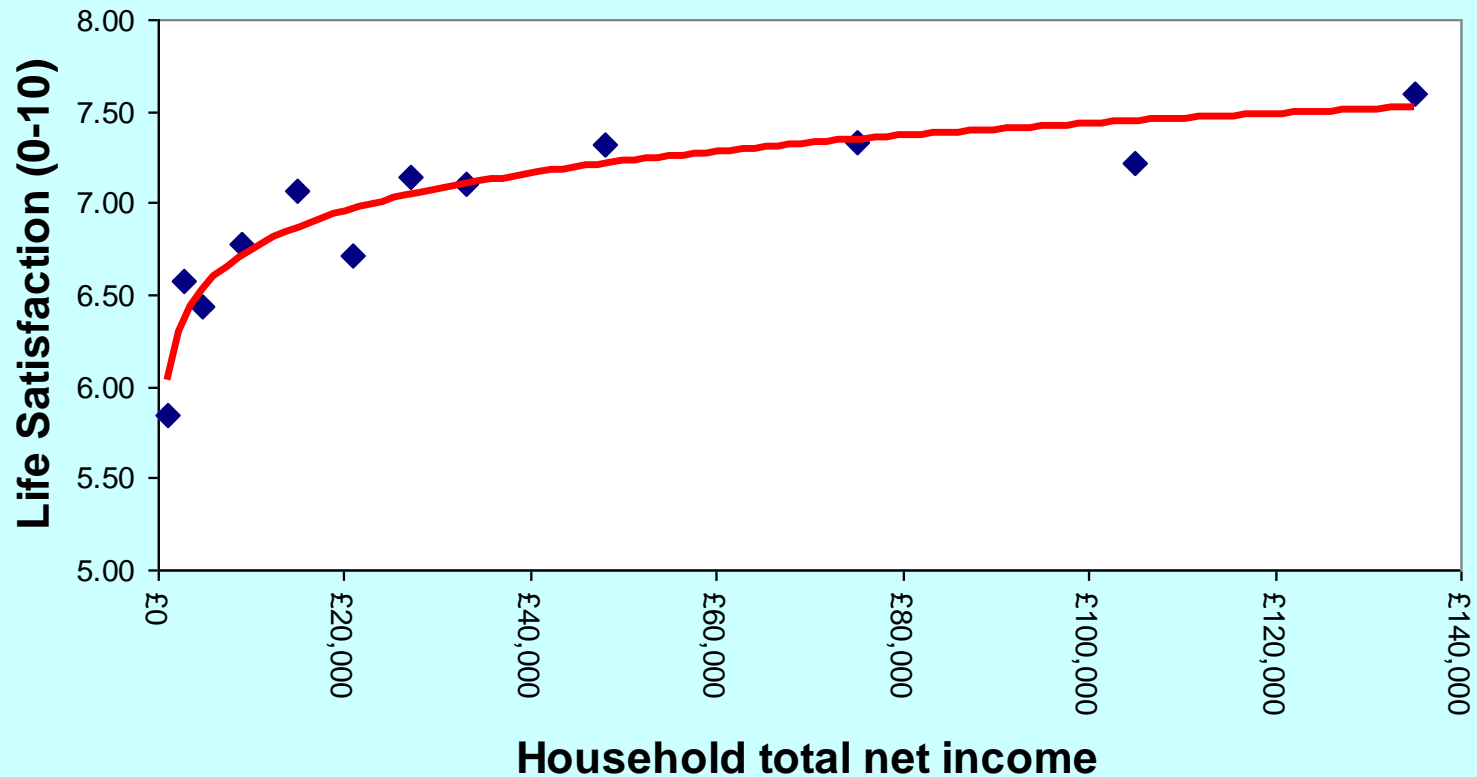
Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you.

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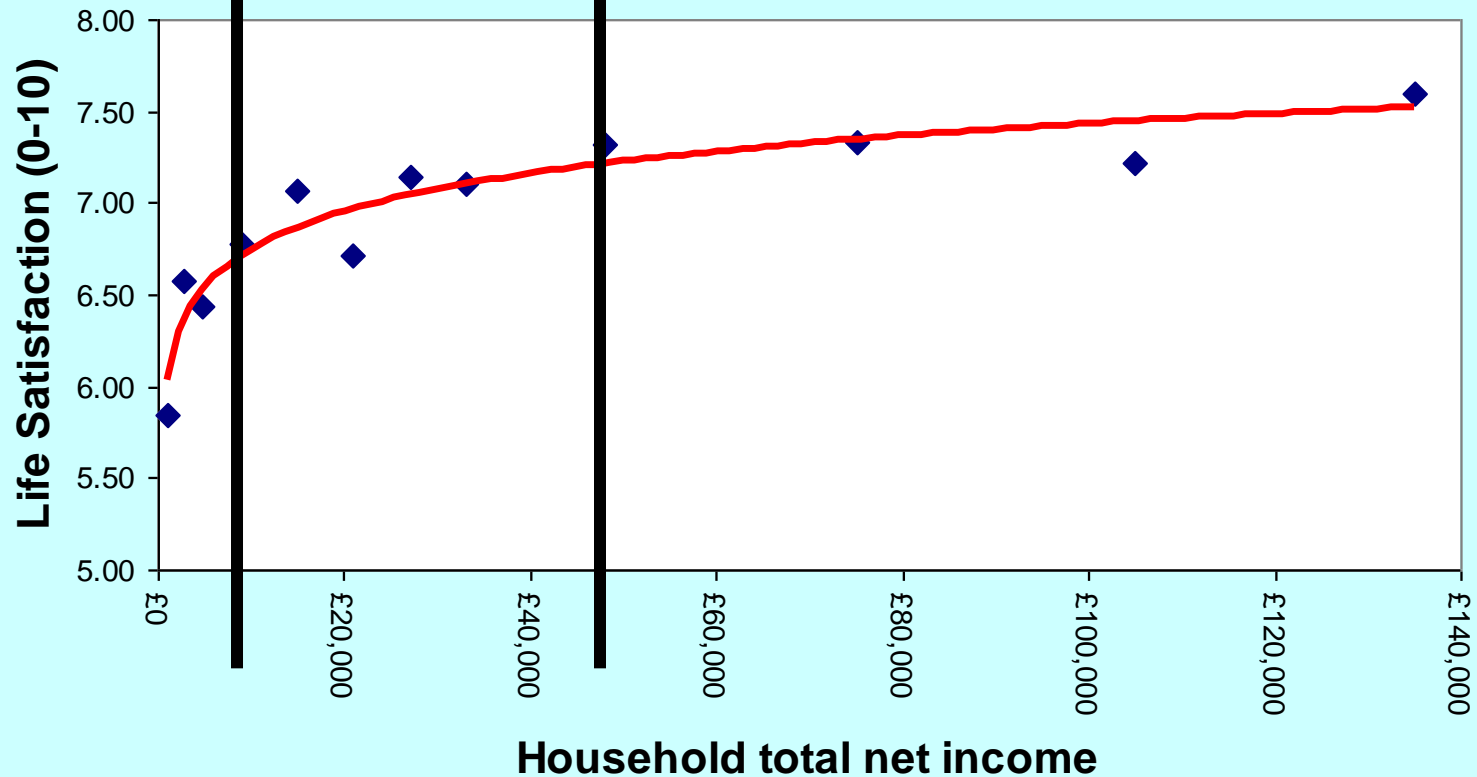
Diminishing marginal returns of well-being to income

Life satisfaction and Household income in the UK



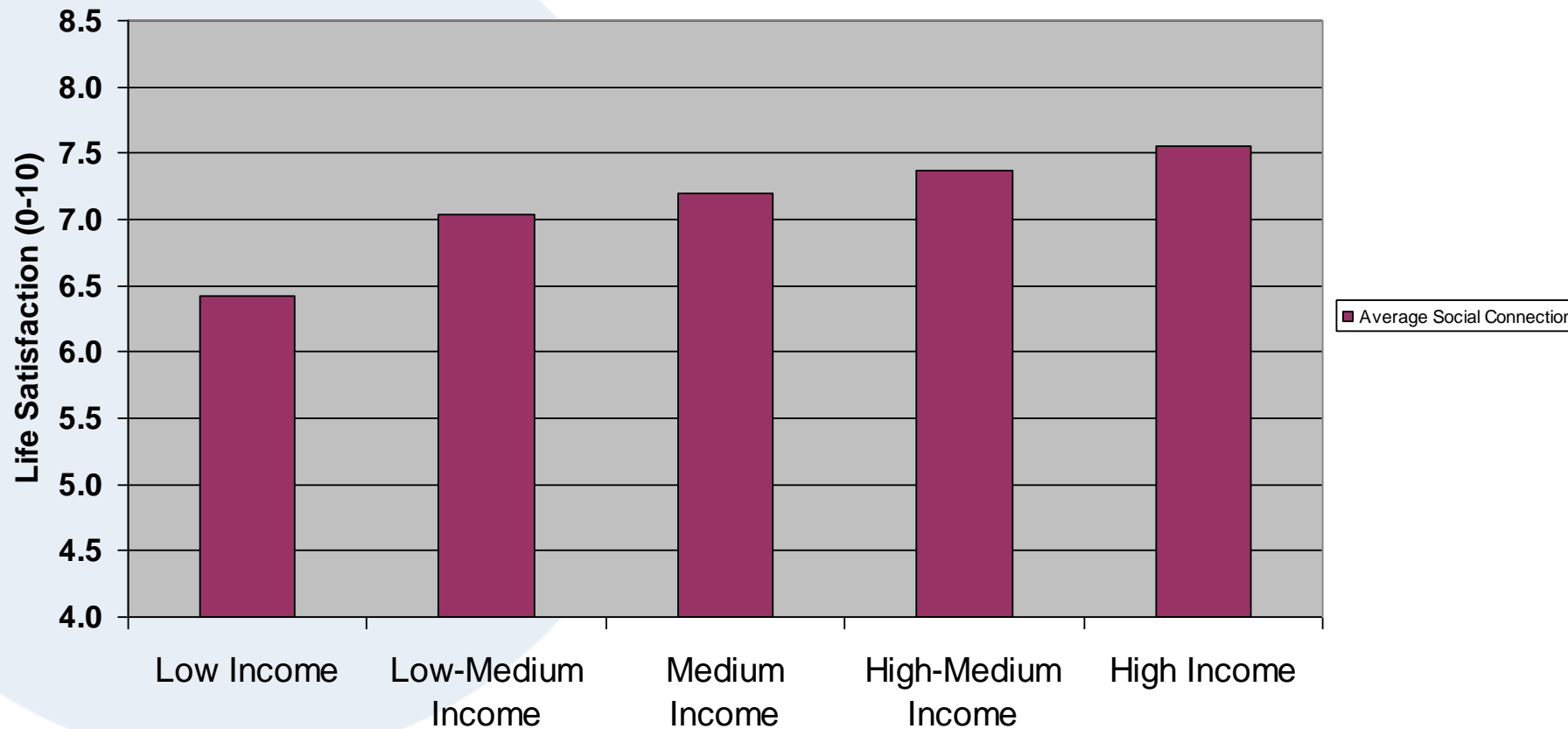
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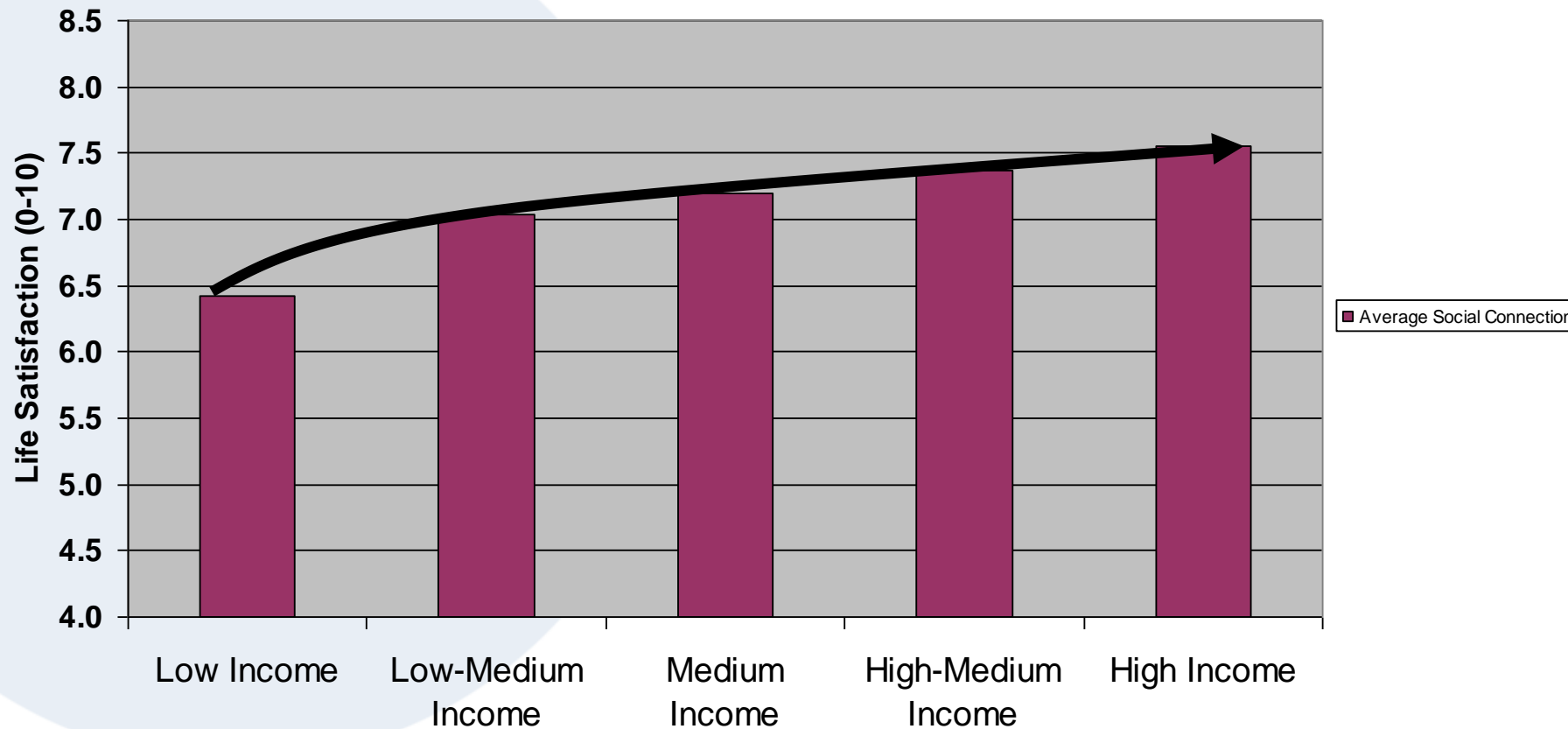
Diminishing marginal returns of well-being to income

Life Satisfaction and Income Quintiles



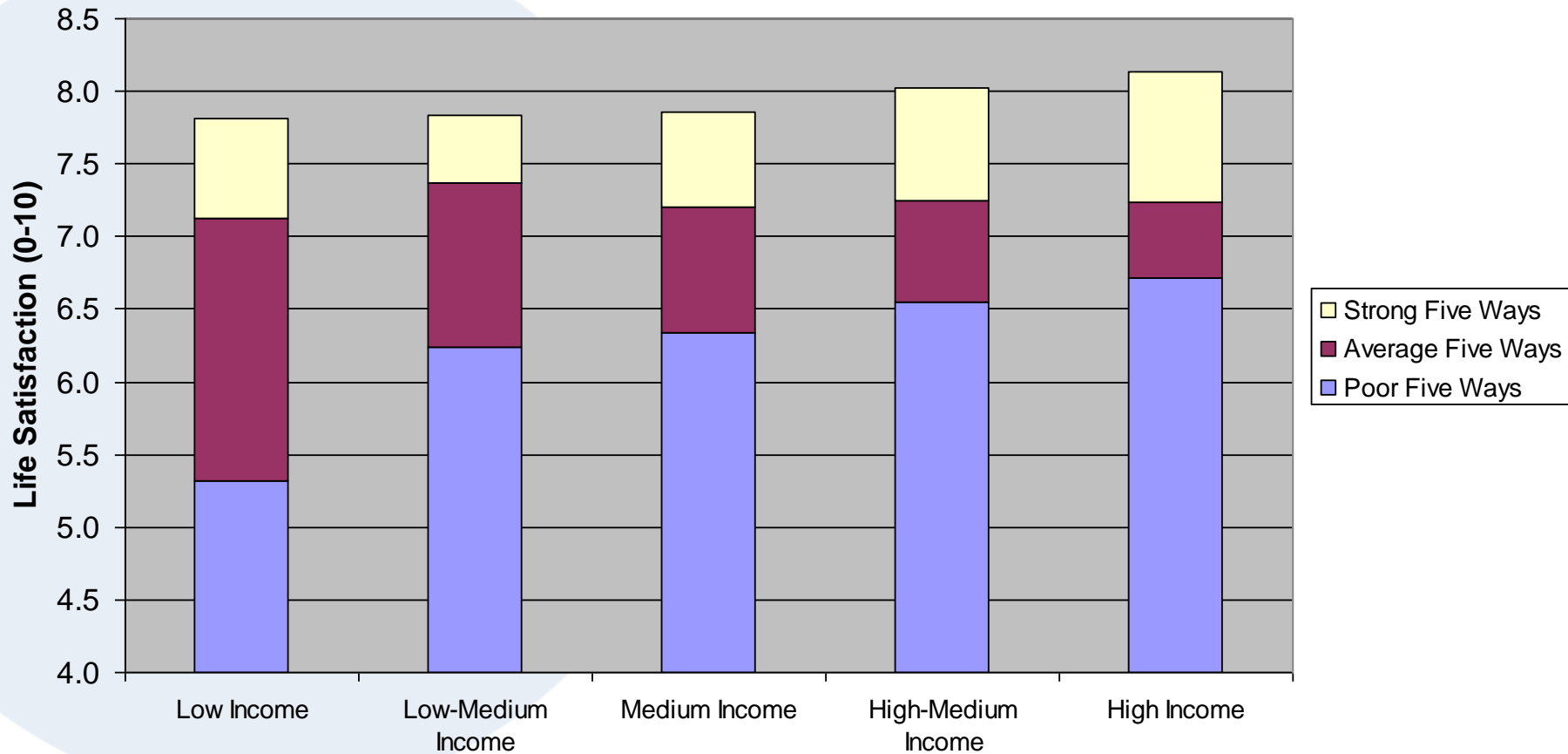
Diminishing marginal returns of well-being to income

Life Satisfaction and Income Quintiles



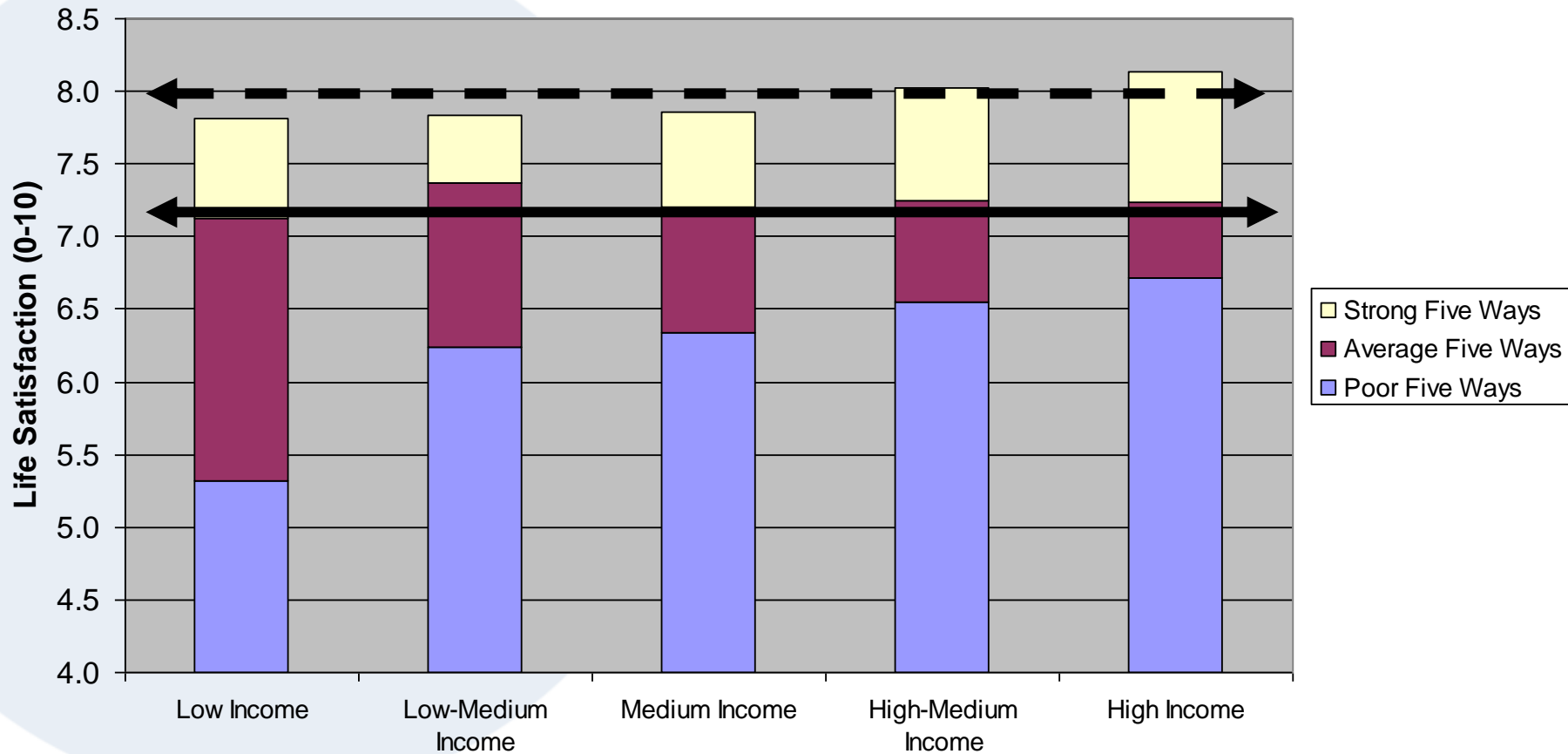
Five Ways and Well-being

Household Income and Five Ways to Well-being



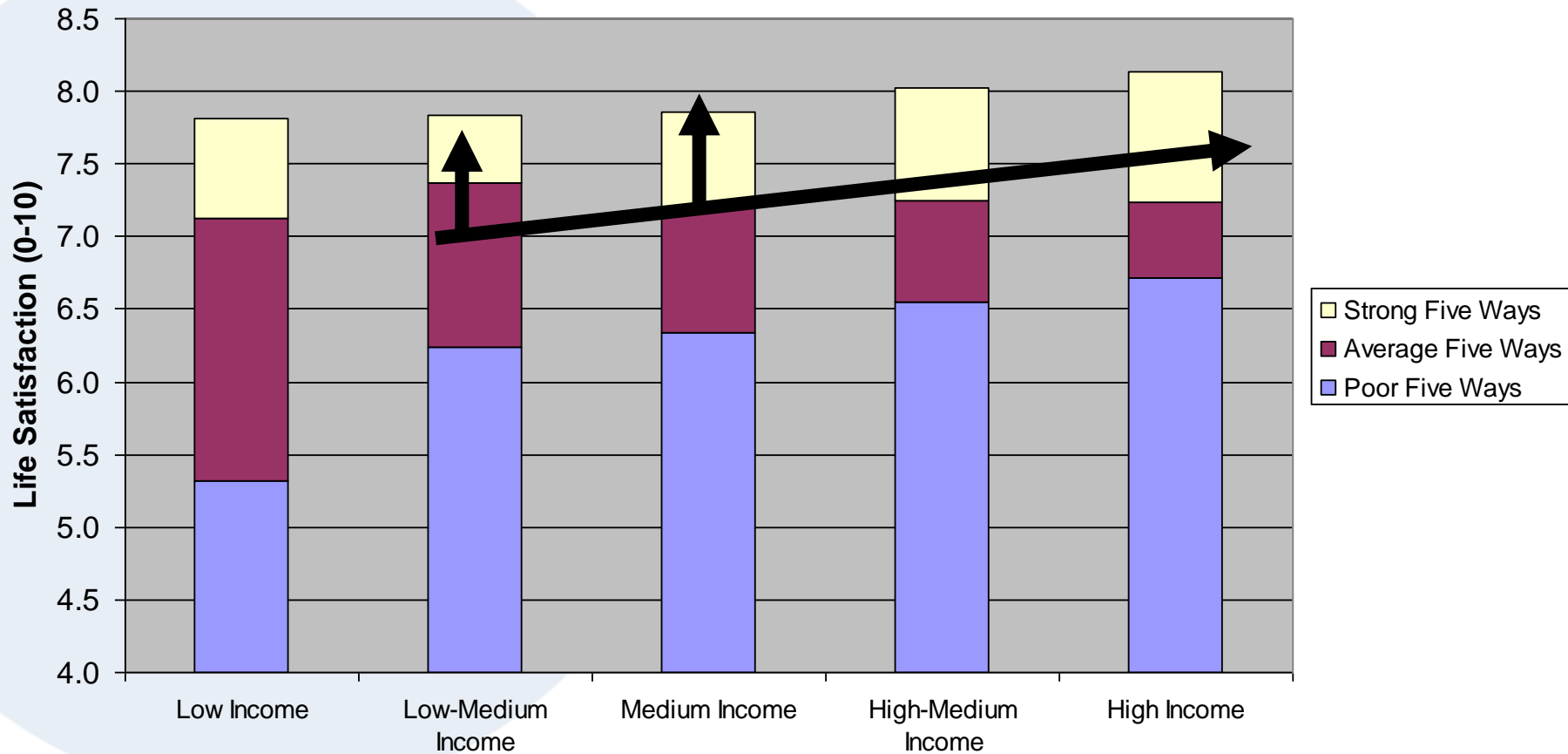
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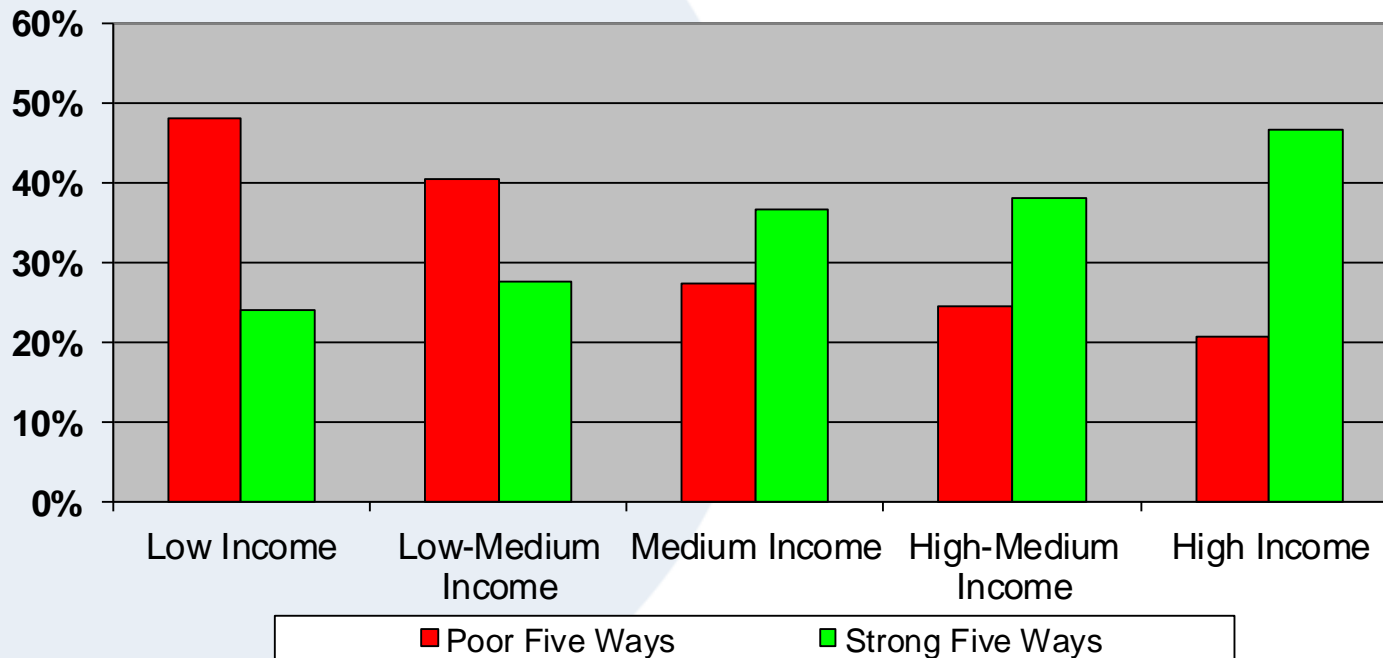
Five Ways and Well-being

Household Income and Five Ways to Well-being



Social Gradient of Five Ways

Household Income and Five Ways to Well-being
% of people



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A changing climate



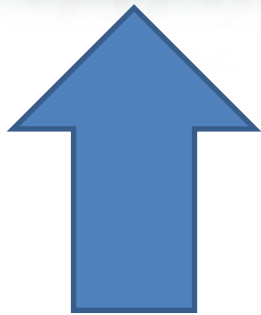
1979



NASA

2003

Well-being



Resources



THE HAPPY PLANET INDEX 2.0

Why good lives don't have to cost the Earth

Well-being



Happy Life Years

(divided by)

Eco Footprint



Resources

Well-being



$(\text{Life Sat}) * (\text{Life Exp})$

*(divided by)
approximately!*



Eco Footprint

Resources

THE HAPPY PLANET INDEX 2.0

Why good lives don't have to cost the Earth

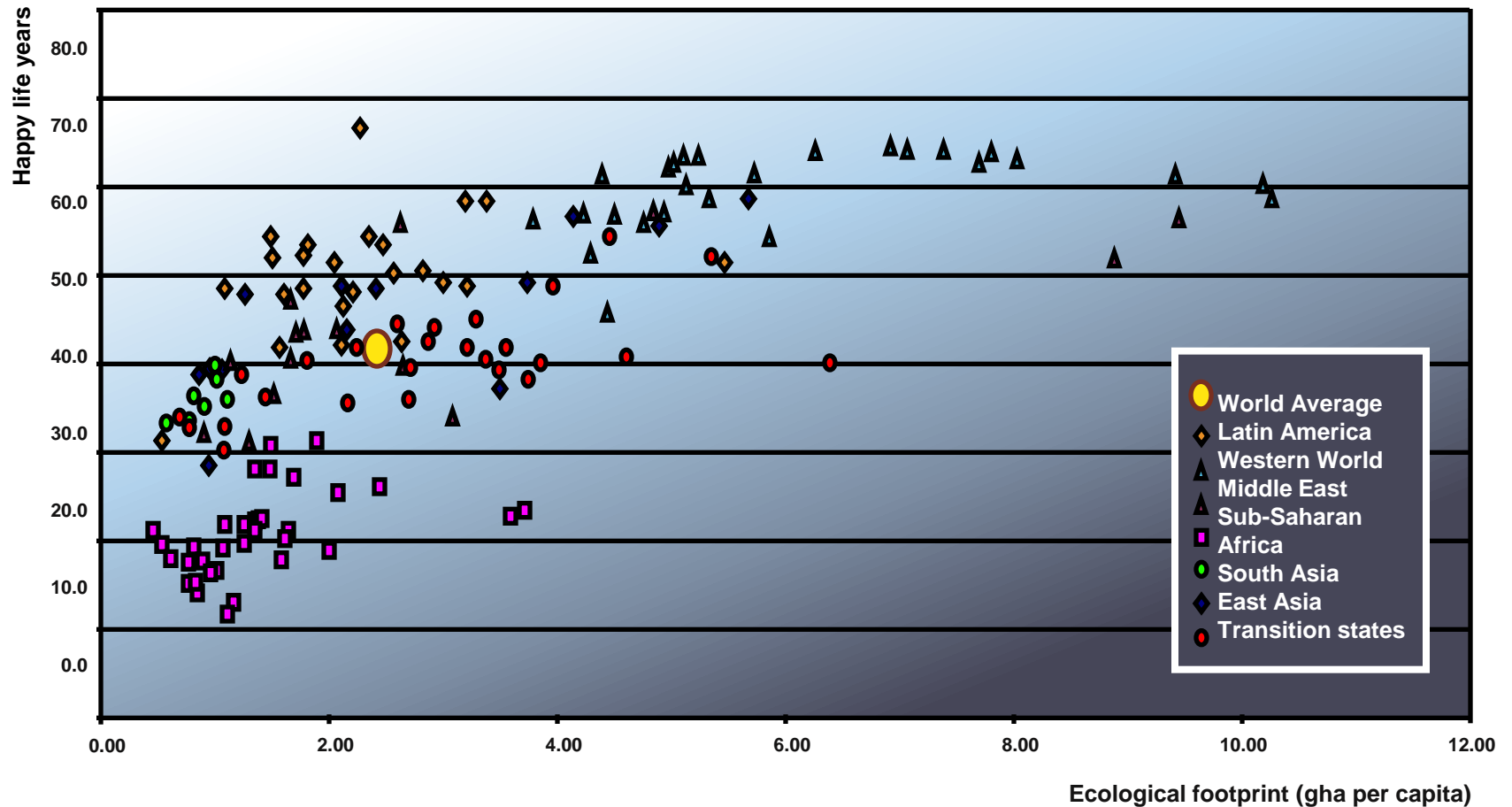
www.happyplanetindex.org

Other reports from
www.neweconomics.org



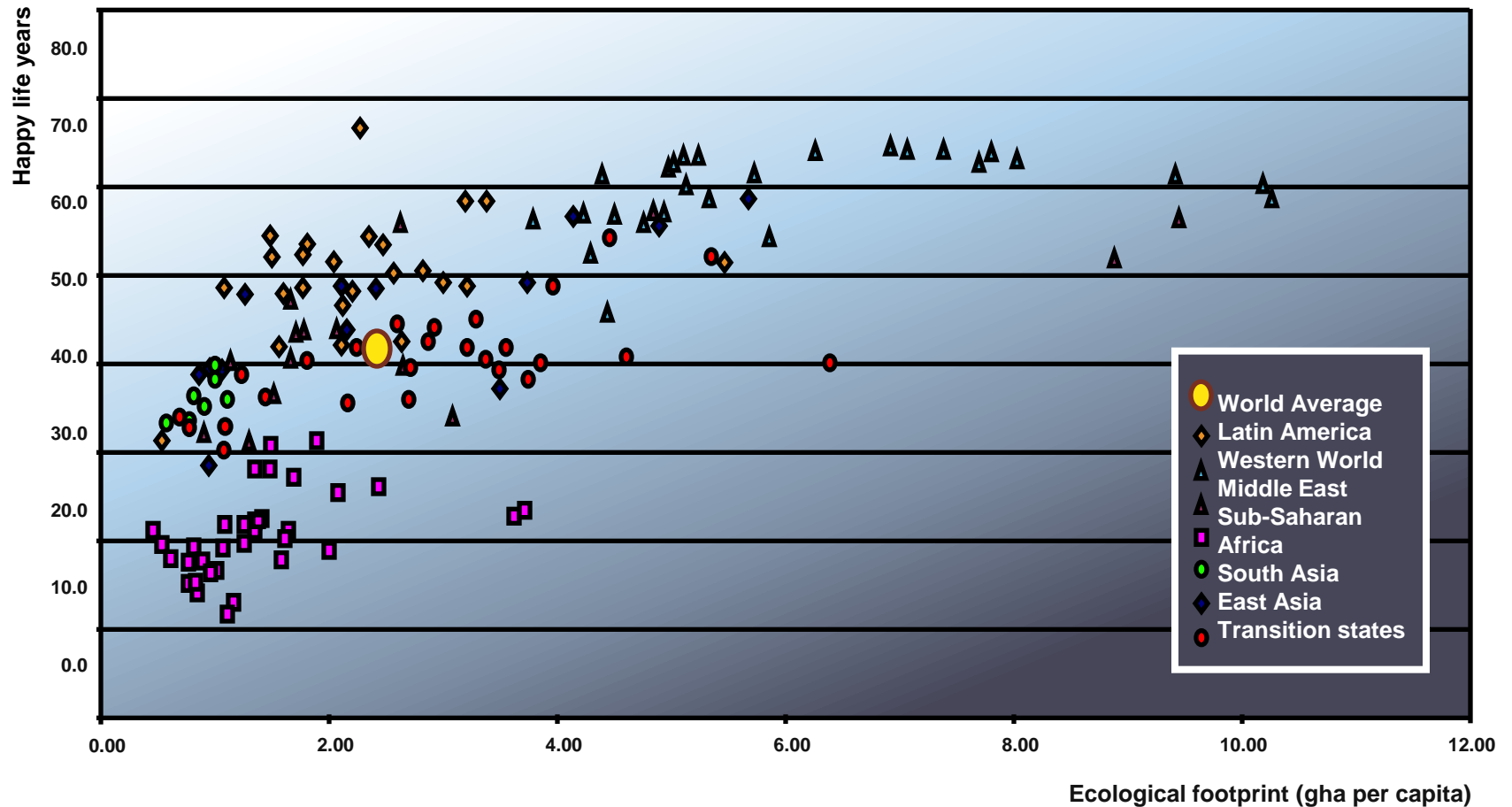
A Happy Planet?

Data from 2005-8



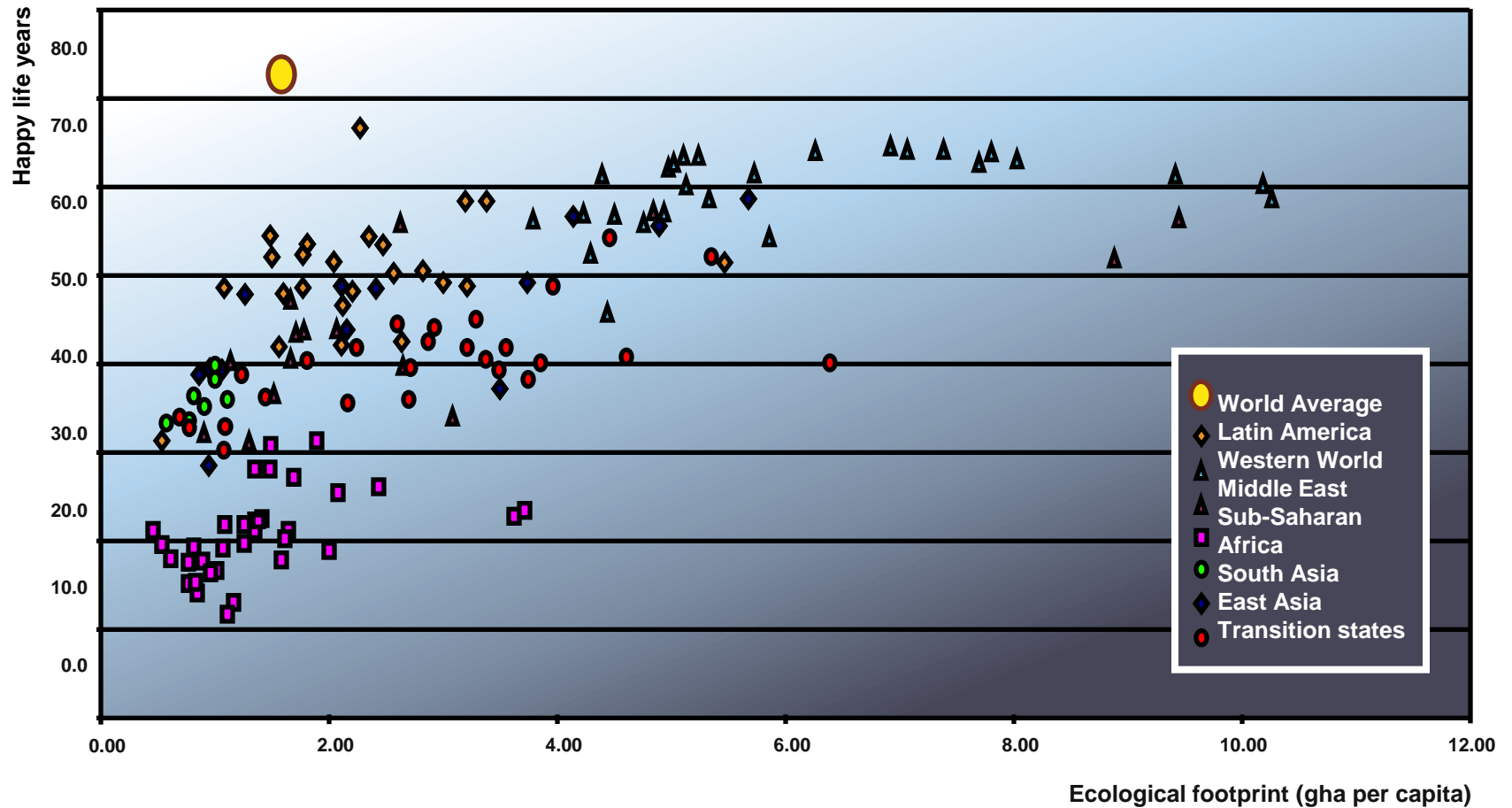
A Happy Planet?

Data from 2005-8



A Happy Planet?

Data from 2005-8



From Quantity to Quality



Over to you!

(we need a million minds working on this!)

www.happyplanetindex.org

www.neweconomics.org

www.fivewaystowellbeing.org

www.nicmarks.org

www.well-beingatwork.net

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economics
real wealth
means well-being



environment
lifestyles must
become sustainable



society
communities need
power and influence