

The Well-being of Nations

MEIK WIKING

CEO

THE HAPPINESS RESEARCH INSTITUTE

HAPPINESS RESEARCH
INSTITUTE

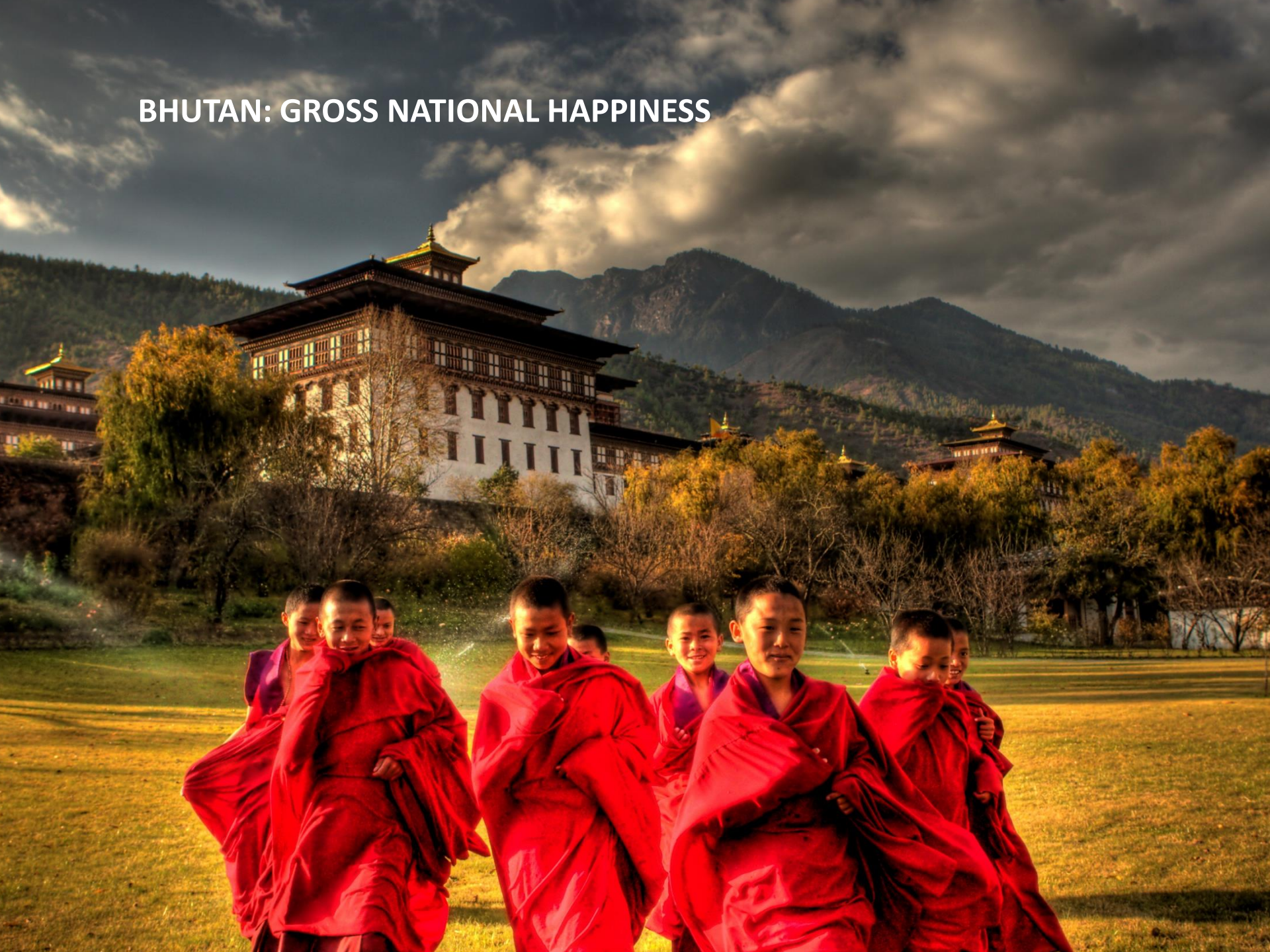
- Where is happiness on the political agenda?
- How do we measure happiness?
- Why do the Nordic countries do well in the happiness rankings?

**THE UNITED NATIONS:
THE HAPPINESS RESOLUTION**

“The pursuit of happiness lies at the core
of human endeavors.”
Ban Ki Moon, Secretary-general, UN



BHUTAN: GROSS NATIONAL HAPPINESS






”We will start measuring our progress as a country, not just by how our economy is growing, but by how our lives are improving.

Not just by our standard of living, but by our quality of life.”

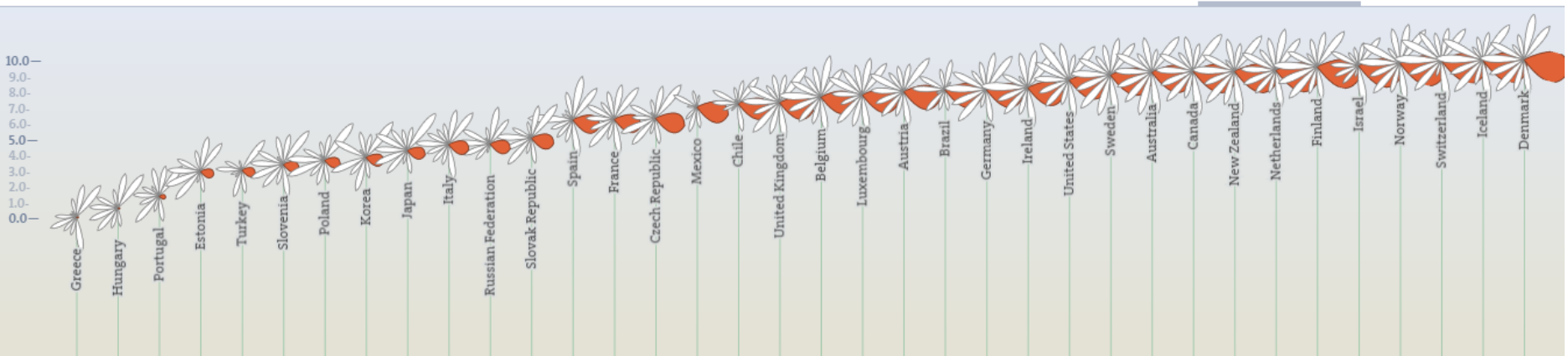
David Cameron, Prime Minister, UK

A woman wearing a blue hijab and a black long-sleeved top with gold Arabic calligraphy on the chest is speaking at a podium. The podium features the United Arab Emirates coat of arms. In the background, several men in white thobes and ghutras are visible, along with ornate architectural details of a grand hall.

“The main job for the government is to create happiness.”

**Ohood Al Roumi,
Minister of Happiness,
United Arab Emirates**

OECD: BETTER LIFE INDEX



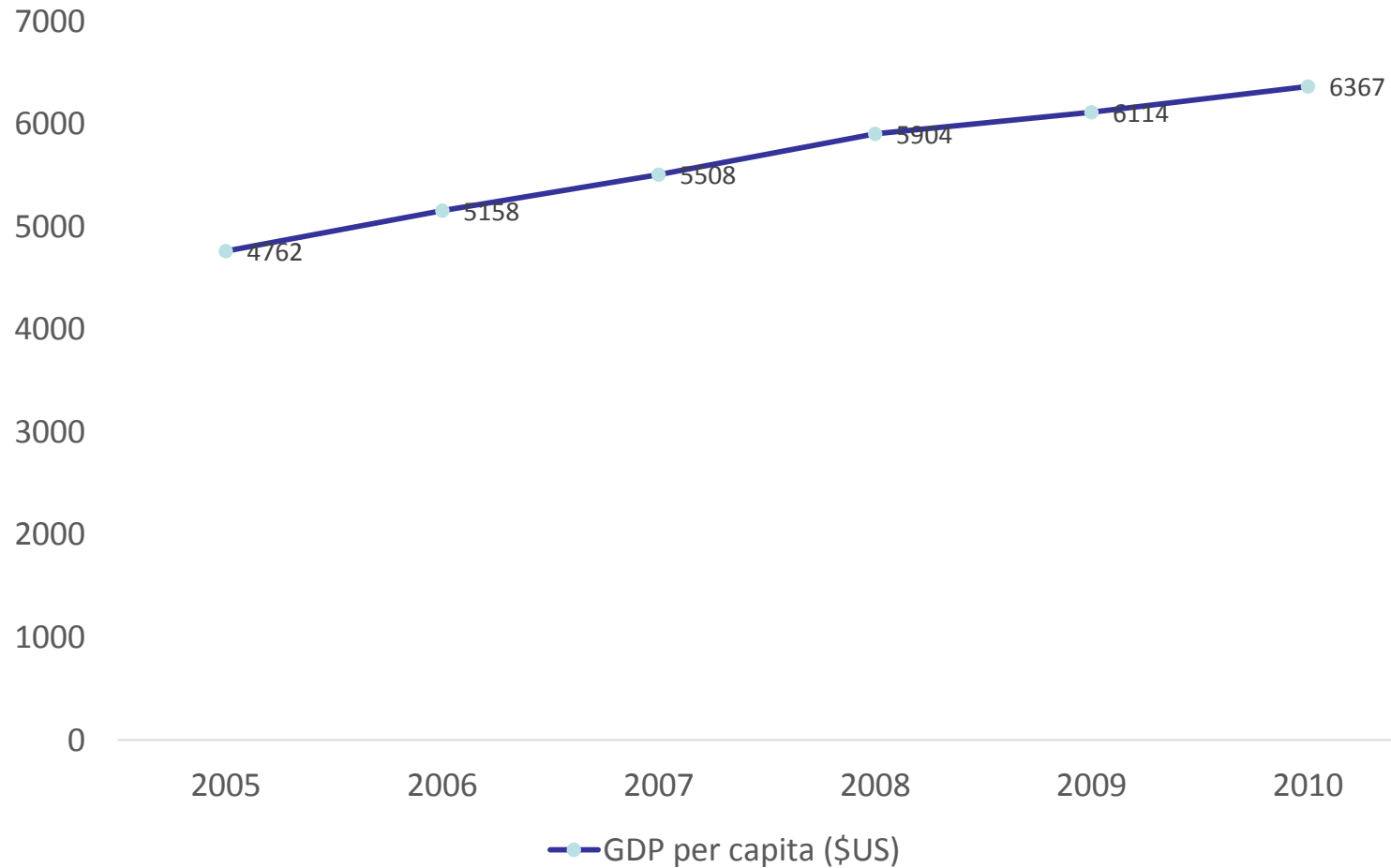
Life Satisfaction

Improving the **quality of our lives** should be the ultimate target of public policies”

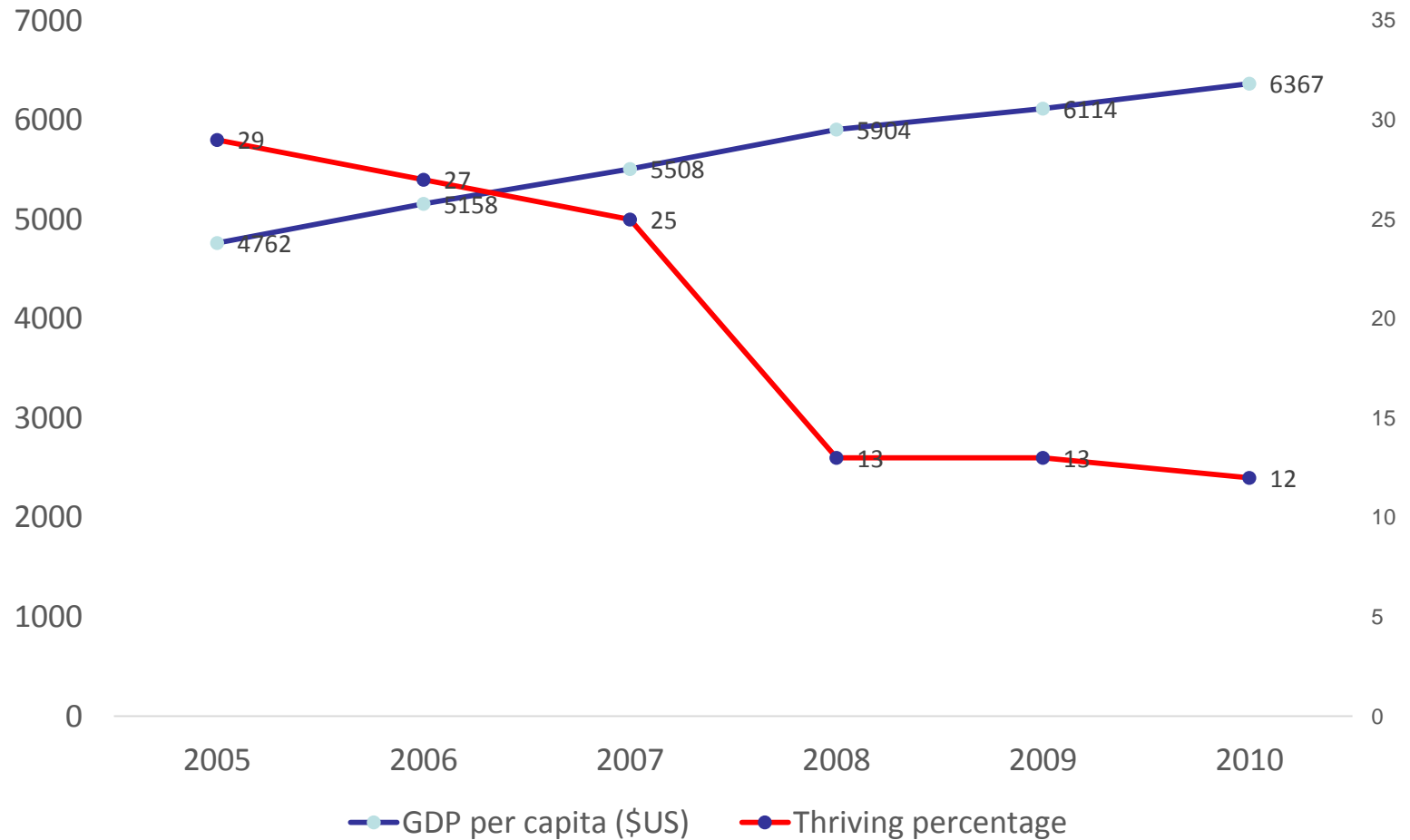
Ángel Gurría, Secretary-general, OECD

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EGYPT BEFORE THE ARAB SPRING



EGYPT BEFORE THE ARAB SPRING



- Where is happiness on the political agenda?
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“Measure what is measurable,
and make measurable what is not so.”

Galileo Galilei



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KEY CHALLENGES

1. HAPPINESS IS MULTIDIMENSIONAL
2. HAPPINESS IS SUBJECTIVE
3. CAUSE AND EFFECT

1. HAPPINESS IS MULTIDIMENSIONAL

THE GOOD LIFE

– HOW CAN WE DEFINE IT?

Quality of life

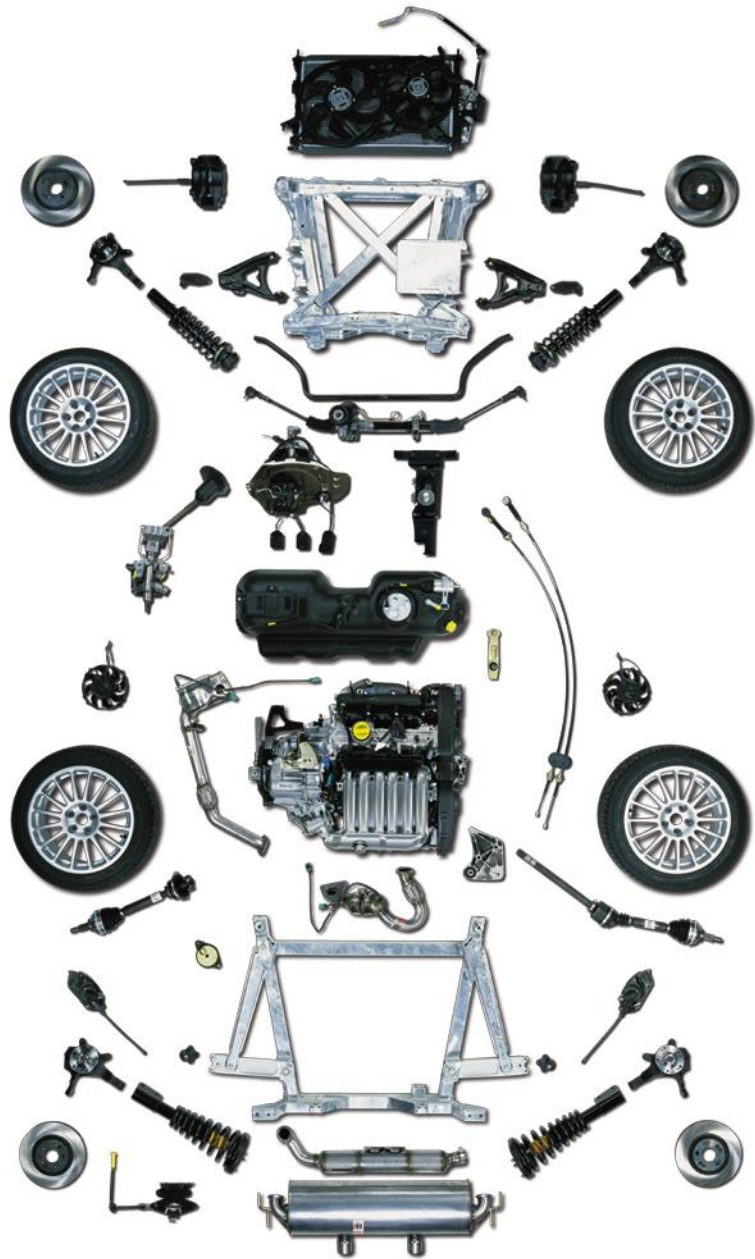
“The general well-being of a person or society, defined in terms of health and happiness, rather than wealth”

Happiness

“The experience of joy, contentment, or positive well-being, combined with a sense that one’s life is good, meaningful, and worthwhile.”

Subjective Well-being

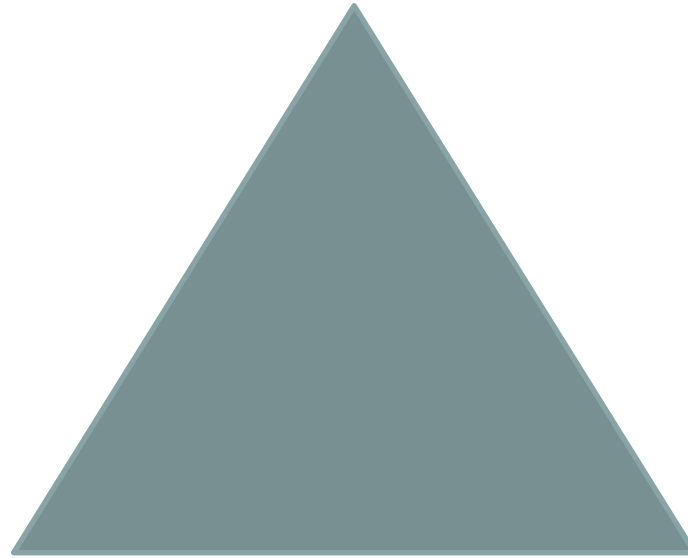
“Good mental states, including all of the various evaluations, positive and negative that people make of their lives and the affective reactions of people to their experiences.”



- How is the economy?
 - GDP per capita
 - Growth
 - Inflation
 - Unemployment
- How is the weather?
 - Temperature
 - Humidity
 - Wind
- How is your happiness?



COGNITIVE
(LIFE SATISFACTION)

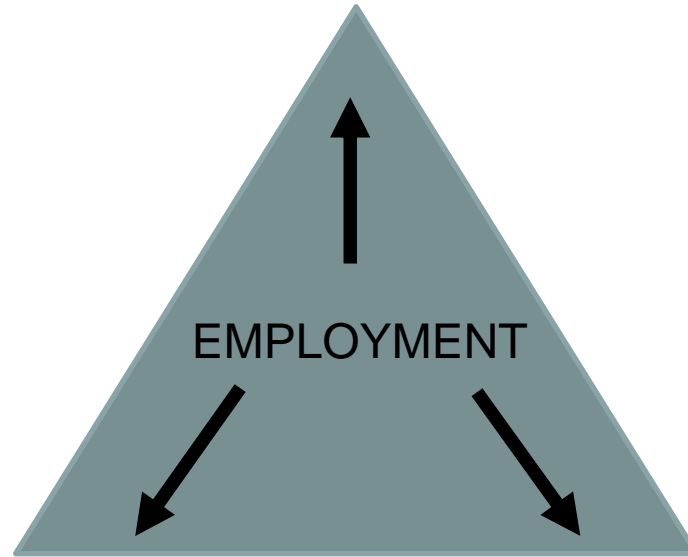


AFFECTIVE
(MOOD)

EUDAIMONIC
(PURPOSE)

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COGNITIVE
(LIFE SATISFACTION)

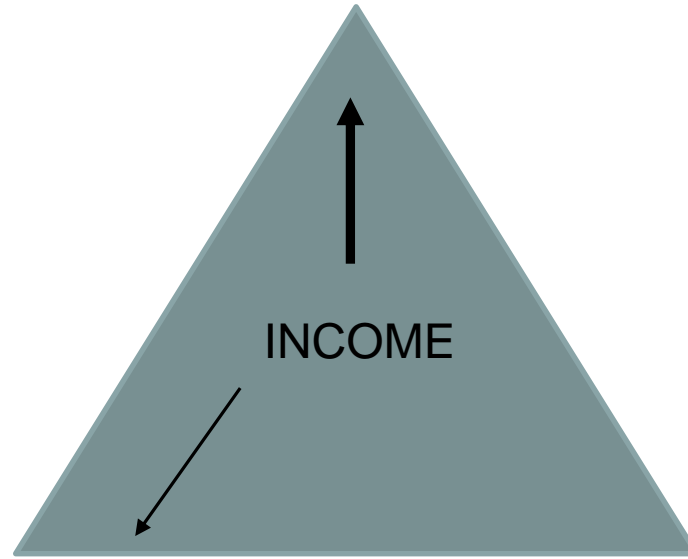


AFFECTIVE
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(PURPOSE)

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WHAT DO HAPPY PEOPLE HAVE IN COMMON?

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WHAT DO HEALTHY PEOPLE HAVE IN COMMON?



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2. HAPPINESS IS SUBJECTIVE

- WONDERFUL!
- IT HAS NOT STOPPED US BEFORE

“The most fundamental indicator of your happiness is how happy YOU feel, not whether others see you smiling, your family thinks you are happy, or you have all the presumed material advantages of a good life.”

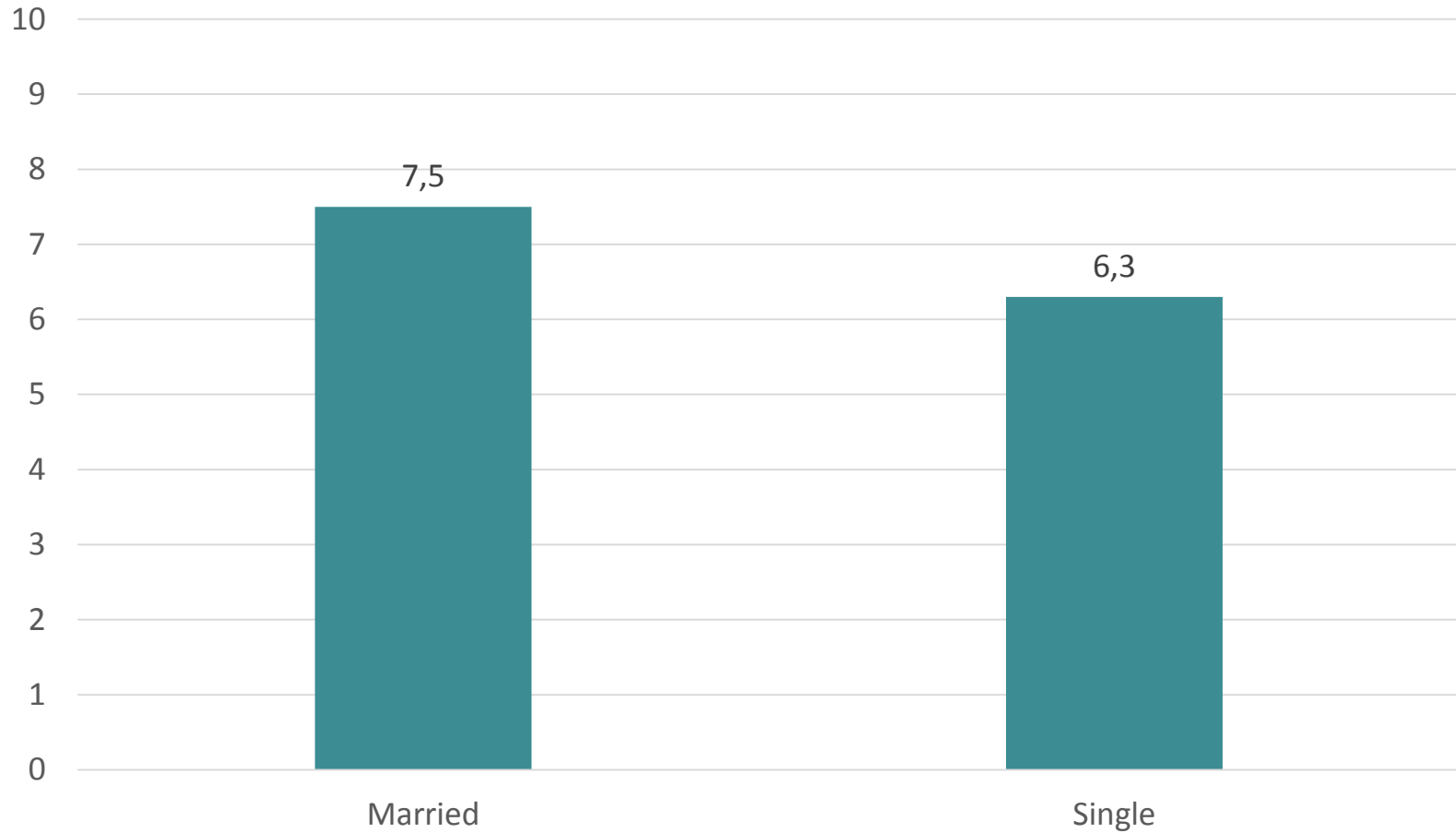
UN, World Happiness Report

DEPRESSION IS SUBJECTIVE

HAPPINESS IS SUBJECTIVE

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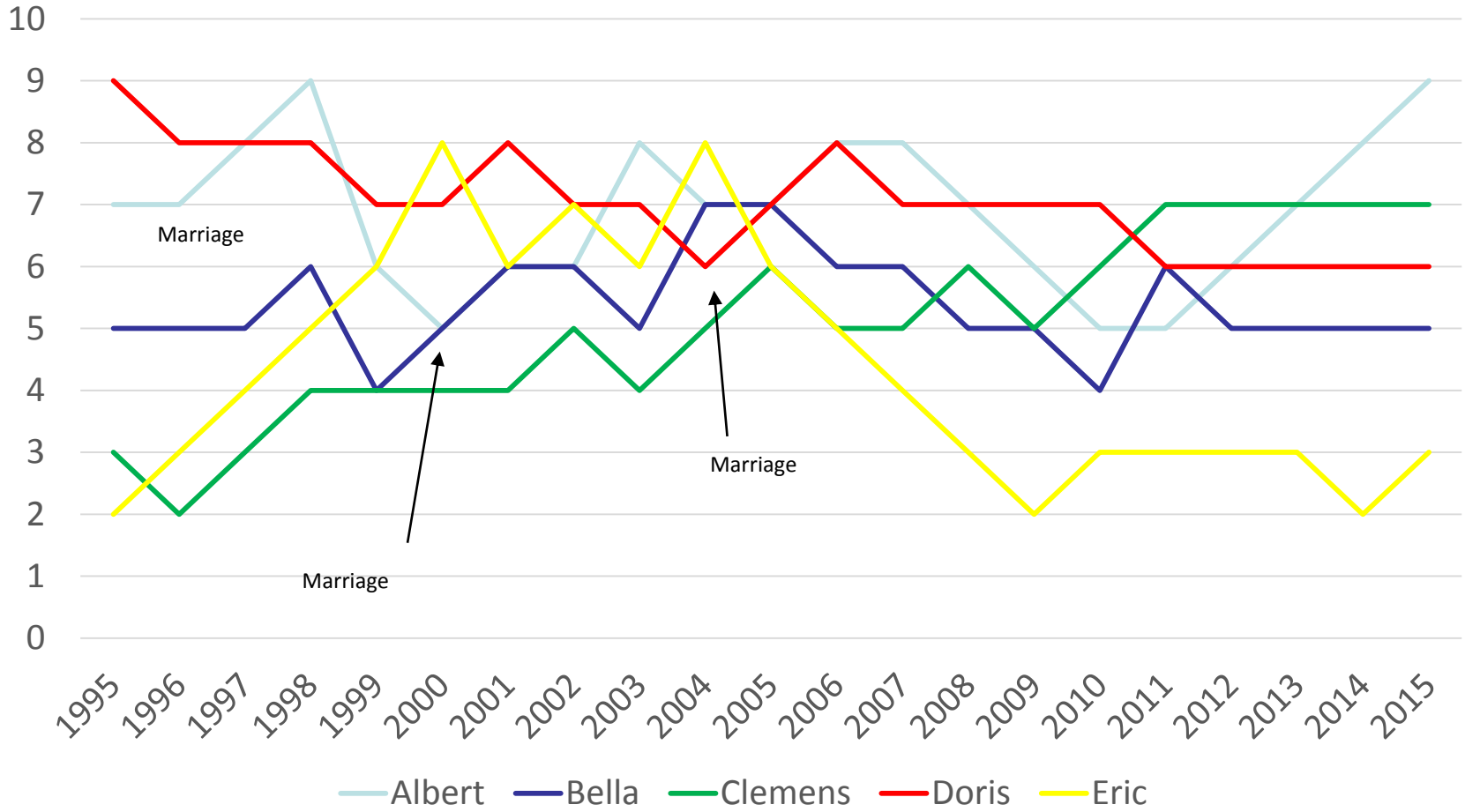
3. WHAT IS CAUSE AND WHAT IS EFFECT



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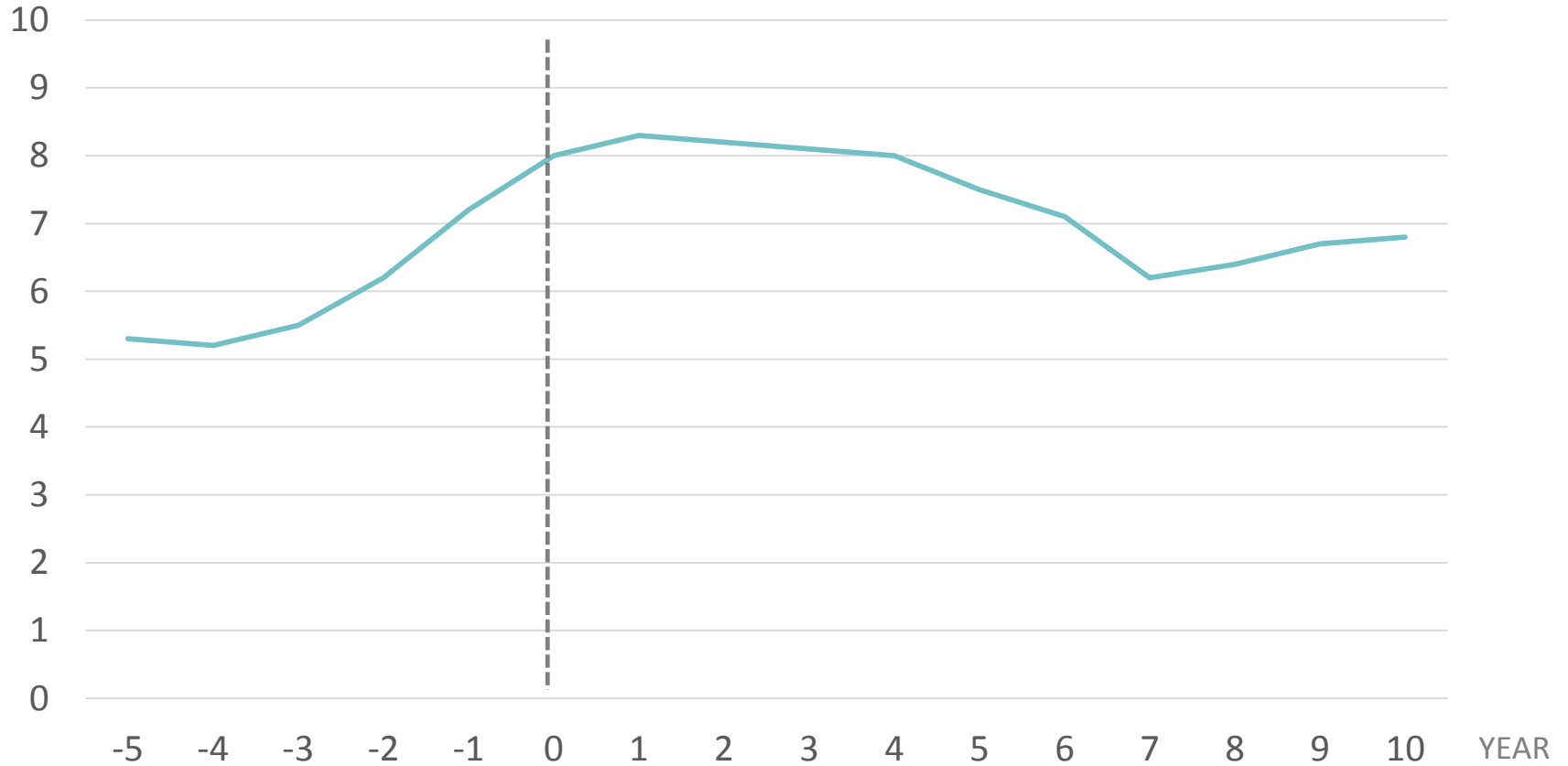
DO WE GET **HAPPIER** FROM MARRIAGE
OR DO **HAPPY PEOPLE** GET MARRIED?

PANEL STUDY



THE EFFECT OF INTERVENTION X

HAPPINESS



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- Where is happiness on the political agenda?
- How do we measure happiness?
- Why do the Nordic countries do well in the happiness rankings?

**WORLD HAPPINESS
REPORT 2012**

1. **DENMARK**
2. **FINLAND**
3. **NORWAY**
4. NETHERLANDS
5. CANADA
6. SWITZERLAND
7. **SWEDEN**
8. NEW ZEALAND
9. AUSTRALIA
10. IRELAND

**WORLD HAPPINESS
REPORT 2013**

1. **DENMARK**
2. **NORWAY**
3. SWITZERLAND
4. NETHERLANDS
5. **SWEDEN**
6. CANADA
7. **FINLAND**
8. AUSTRIA
9. **ICELAND**
10. AUSTRALIA

**WORLD HAPPINESS
REPORT 2015**

1. SWITZERLAND
2. **ICELAND**
3. **DENMARK**
4. **NORWAY**
5. CANADA
6. **FINLAND**
7. NETHERLANDS
8. **SWEDEN**
9. NEW ZEALAND
10. AUSTRALIA

**WORLD HAPPINESS
REPORT 2016**

1. **DENMARK**
2. SWITZERLAND
3. **ICELAND**
4. **NORWAY**
5. **FINLAND**
6. CANADA
7. NETHERLANDS
8. NEW ZEALAND
9. AUSTRALIA
10. **SWEDEN**

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WORLD HAPPINESS REPORT 2016

1. DENMARK	(7.526)	60. LITHUANIA	(5.813)
2. SWITZERLAND	(7.509)	68. LATVIA	(5.560)
3. ICELAND	(7.501)	72. ESTONIA	(5.517)
4. NORWAY	(7.498)		
5. FINLAND	(7.413)		
6. CANADA	(7.404)		
7. NETHERLANDS	(7.339)		
8. NEW ZEALAND	(7.334)		
9. AUSTRALIA	(7.313)		
10. SWEDEN	(7.291)		



WORLD HAPPINESS REPORT 2016

153. Benin	(3.484)
154. Afghanistan	(3.360)
155. Togo	(3.303)
156. Syria	(3.069)
157. Burundi	(2.905)

1: SOCIAL SECURITY

If you get sick Universal and free health care.

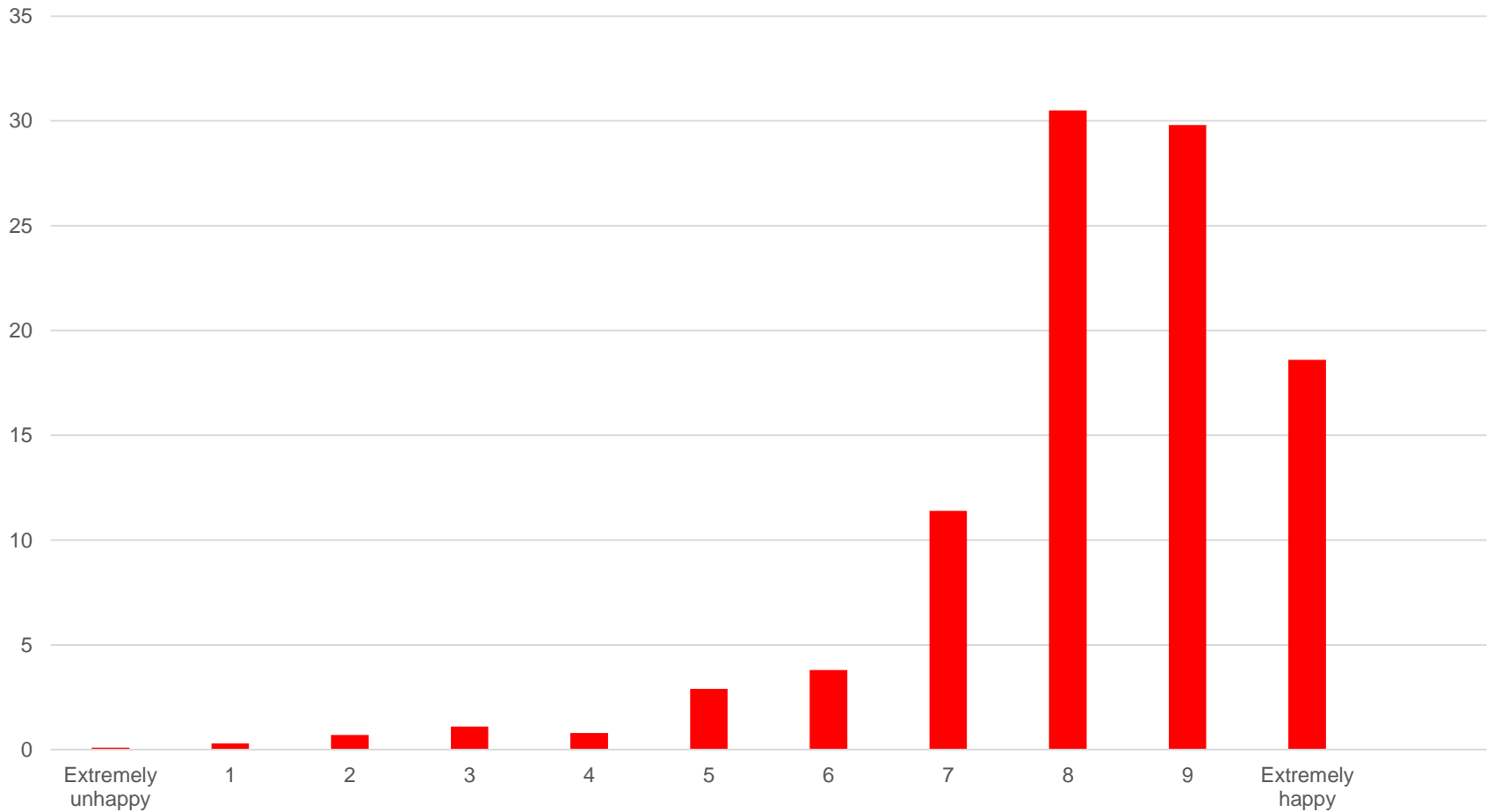
When you grow old Services provided to maintain daily life.

If you lose your job Generous unemployment benefits.



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How happy are you all in all?



2: PERSONAL FREEDOM

Free university education

Gender equality

Marriage equality



”No people can be truly happy if they do not feel that they are choosing the course of their own life.”

World Happiness Report 2012

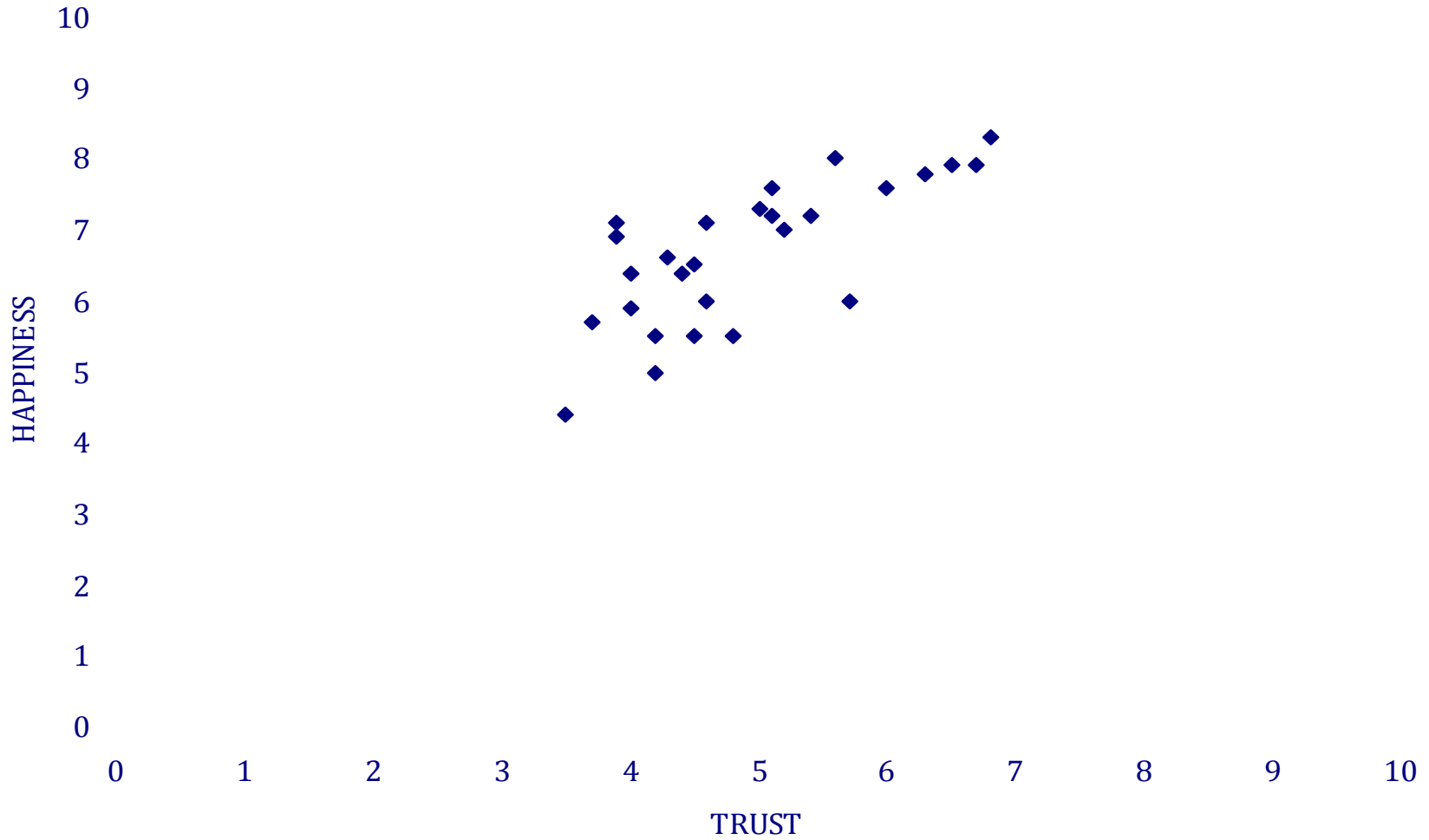
What is the common denominator in these pictures?



3: TRUST

TRUST AND HAPPINESS

SOURCE: EUROPEAN SOCIAL SURVEY AND WORLD DATABASE OF HAPPINESS



4: DEMOCRACY AND GOOD GOVERNANCE

High level of trust in institutions

Low level of corruption

Broad public support for high taxation

CORRUPTION PERCEPTIONS INDEX 2015

RANK	COUNTRY
1	Denmark
2	Finland
3	Sweden
4	New Zealand
5	Netherlands
5	Norway
7	Switzerland
8	Singapore
9	Canada
10	Germany

Source: Transparency International 2015

5: WORK-LIFE BALANCE

Five weeks paid holiday

52 weeks of parental leave out of which the parents can receive up to 32 weeks of monetary support from the state

The right to take time off on their children's first day of illness

Three out of four Danish children at the age of three or below are under childcare

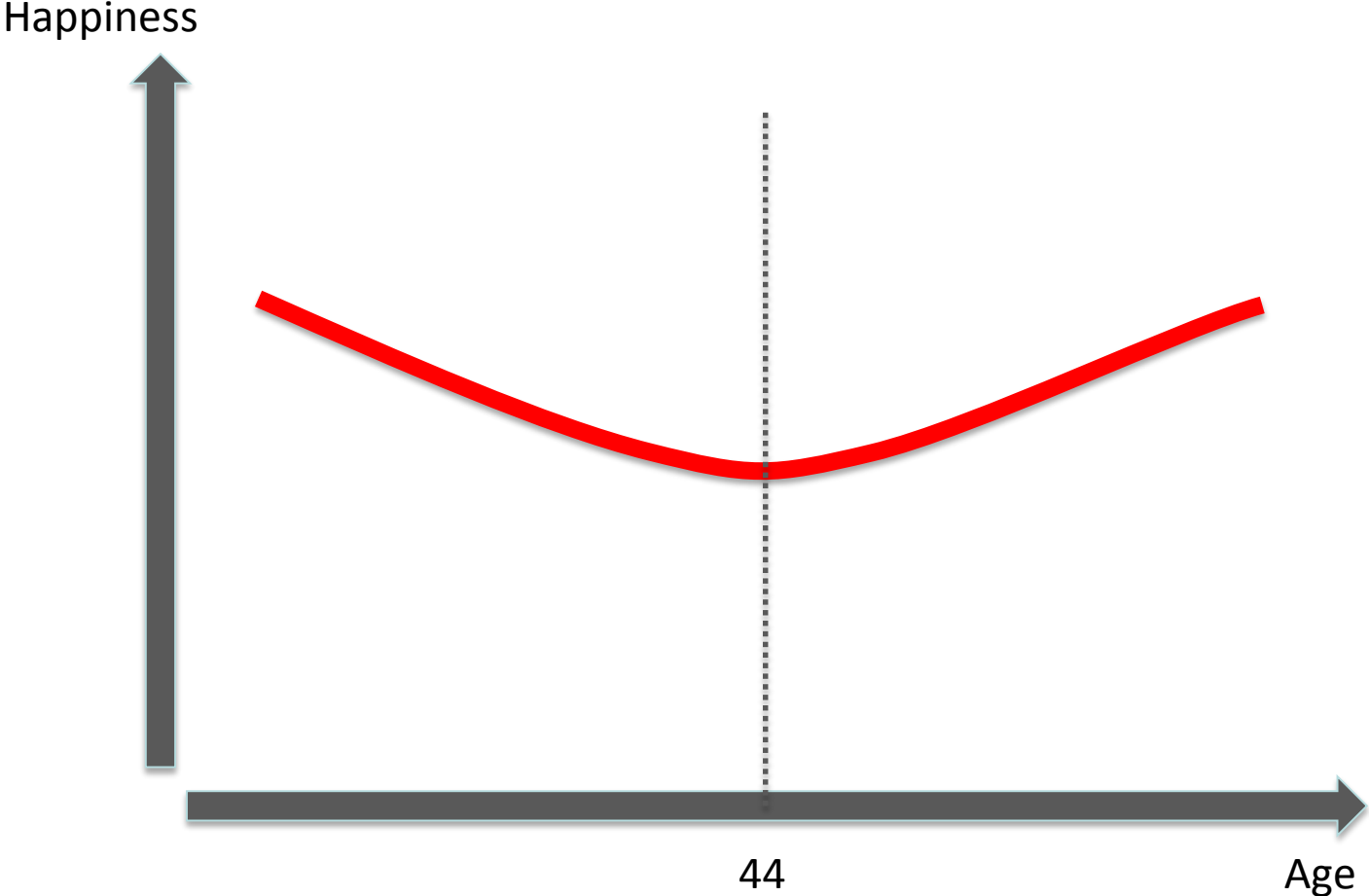
WORK-LIFE BALANCE

RANK	COUNTRY
1	Netherlands
2	Denmark
3	France
4	Spain
5	Belgium
5	Norway
7	Sweden
8	Germany
9	Russian Federation
10	Ireland

Companies support autonomy and flexibility:

- 25 per cent of Danes are empowered to decide on their working hours
- 17 per cent of them are actively carrying out a proportion of their work at home.

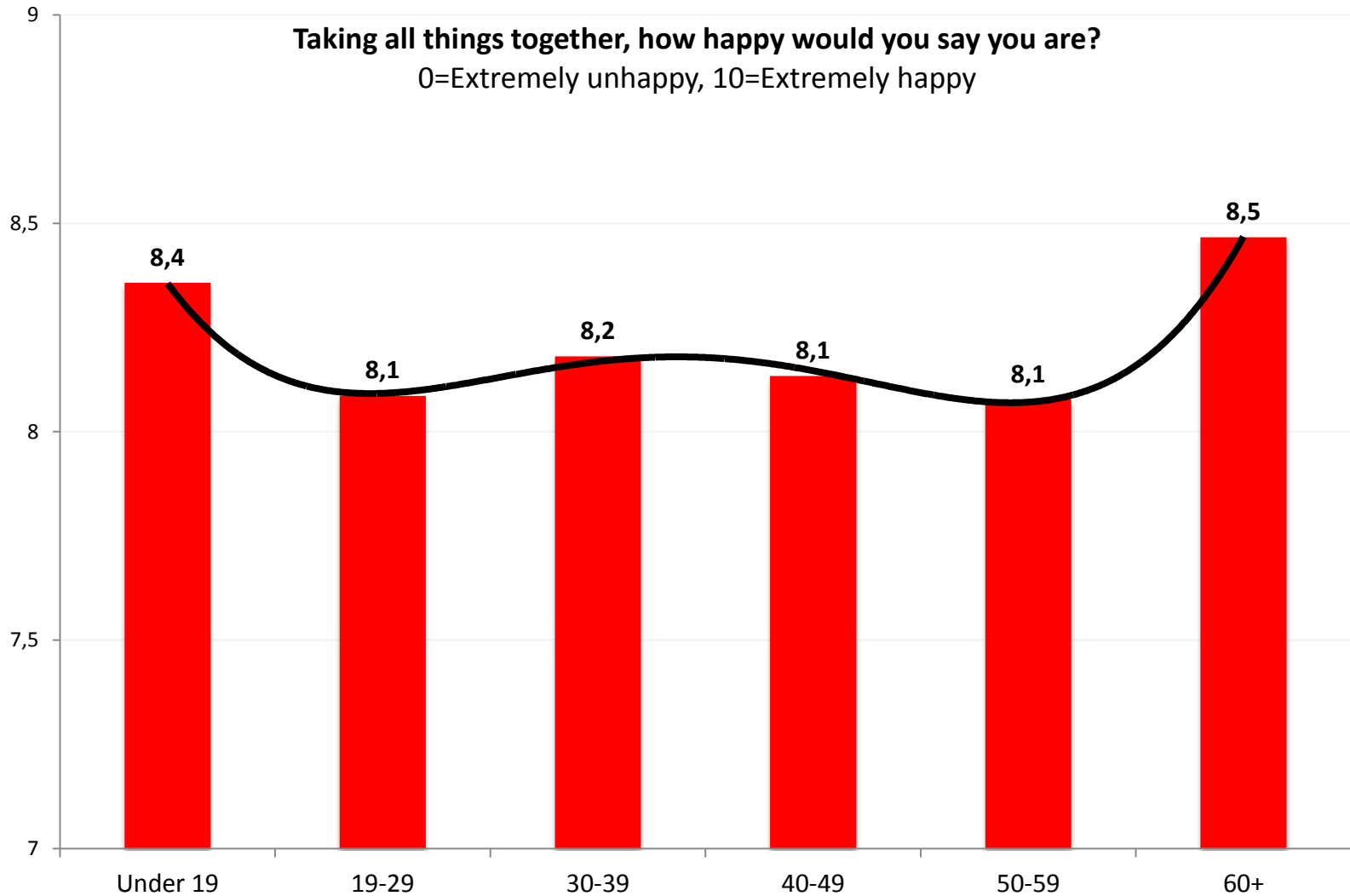
AGE AND HAPPINESS



Source: Blanchflower & Oswald: Is well-being U-shape over the life cycle, 2008

AGE AND HAPPINESS

DENMARK



Source: European Social Survey 2014

6: WORK

94% of Danes are satisfied with working conditions

7 out of 10 Danes would continue to enjoy their current work even if they became economically independent

EU SATISFACTION WITH WORKING CONDITIONS

DENMARK 94%

AUSTRIA 90%

BELGIUM 90%

FINLAND 89%

EU AVERAGE 77%

CROATIA 60%

ROMANIA 60%

SPAIN 53%

GREECE 38%

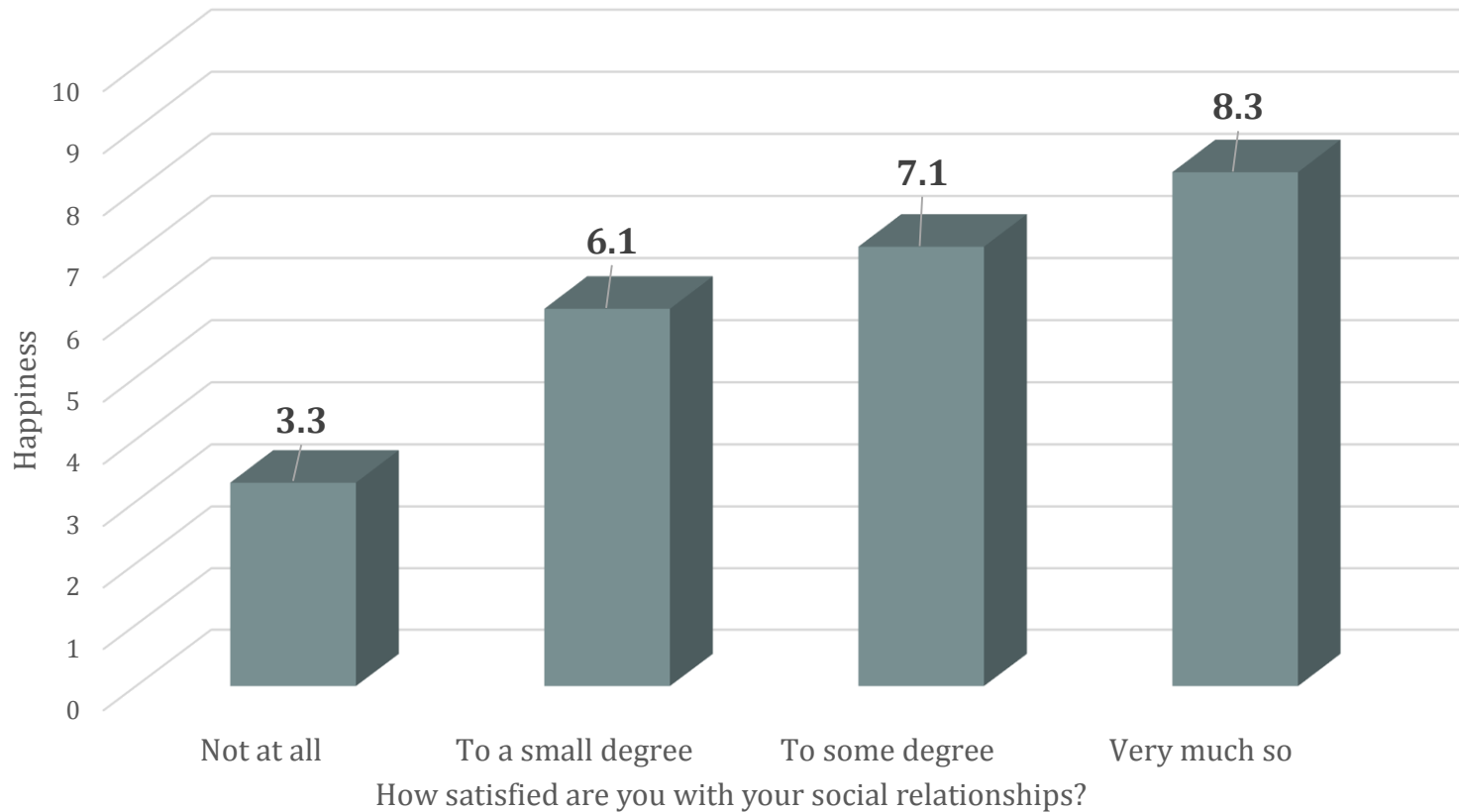
“People are redefining the workplace. previously we thought work was hell and leisure was great. That is just silly. Work can – and should be – a source of happiness, if workplaces are designed right.”
John Helliwell, co-editor of the World Happiness Report

7: CIVIL SOCIETY

High level of social capital

High level of volunteer work

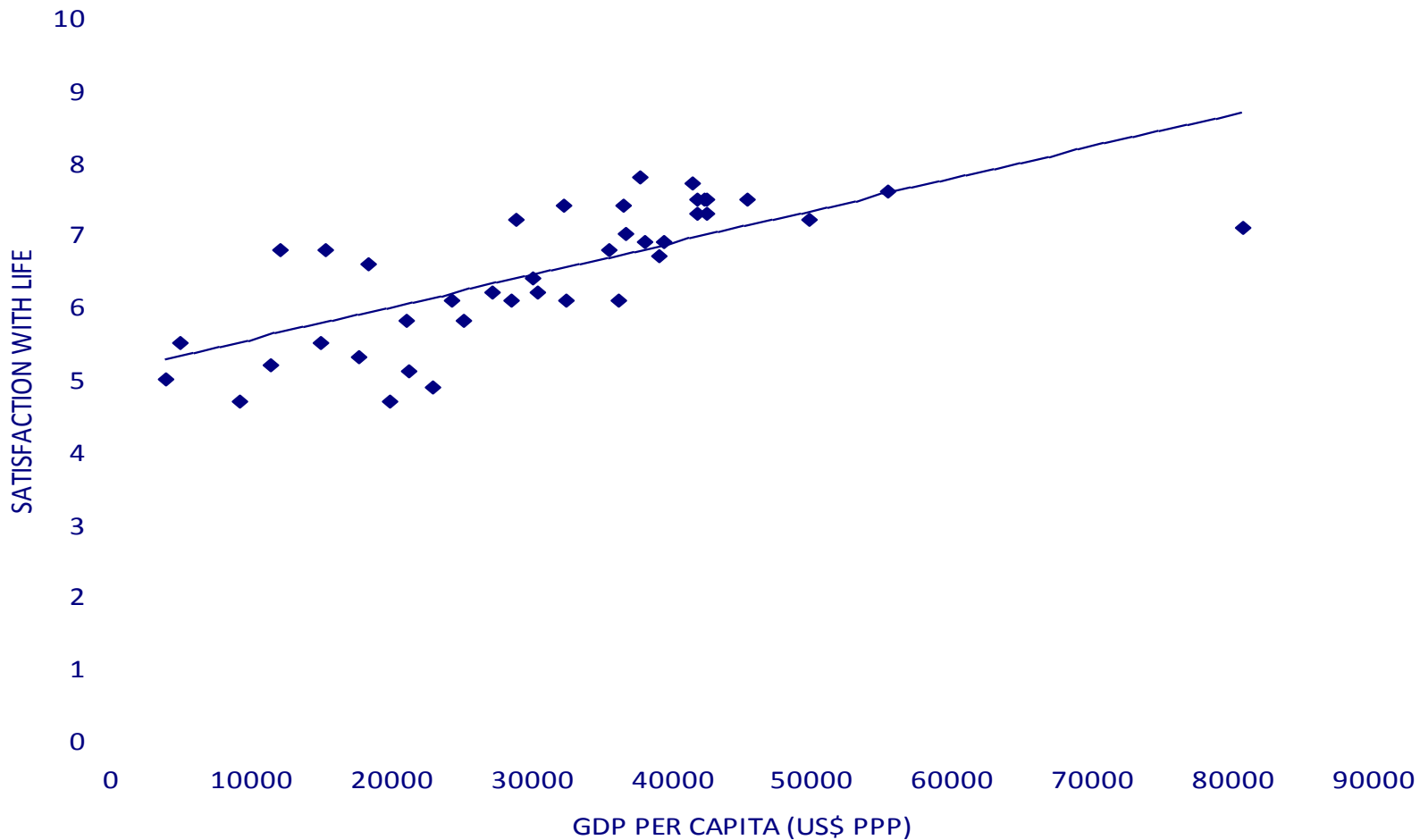
Abundance of associations



8: WEALTH

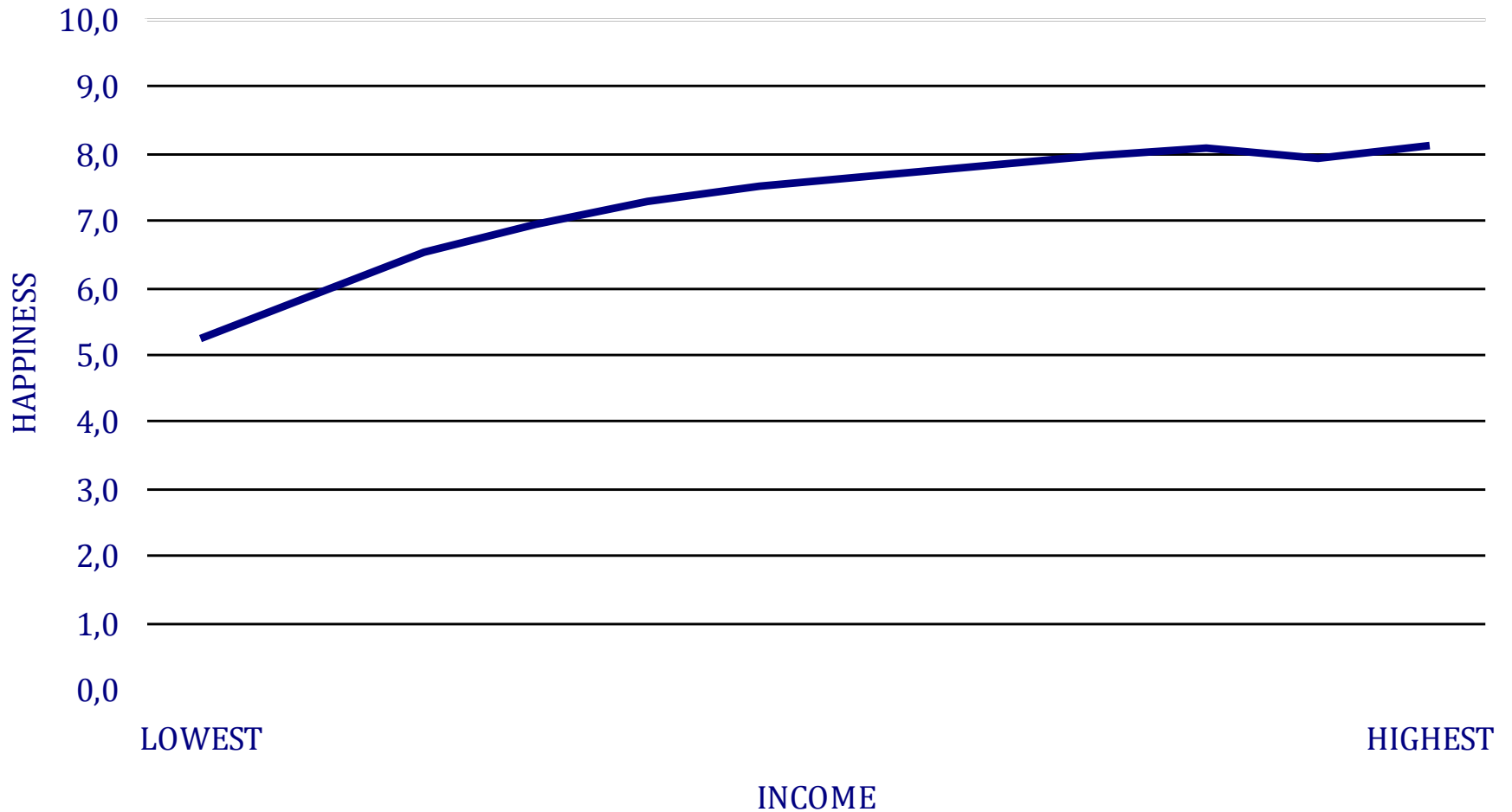
WEALTH AND HAPPINESS

SOURCE: OCED OG CIA WORLD FACTBOOK



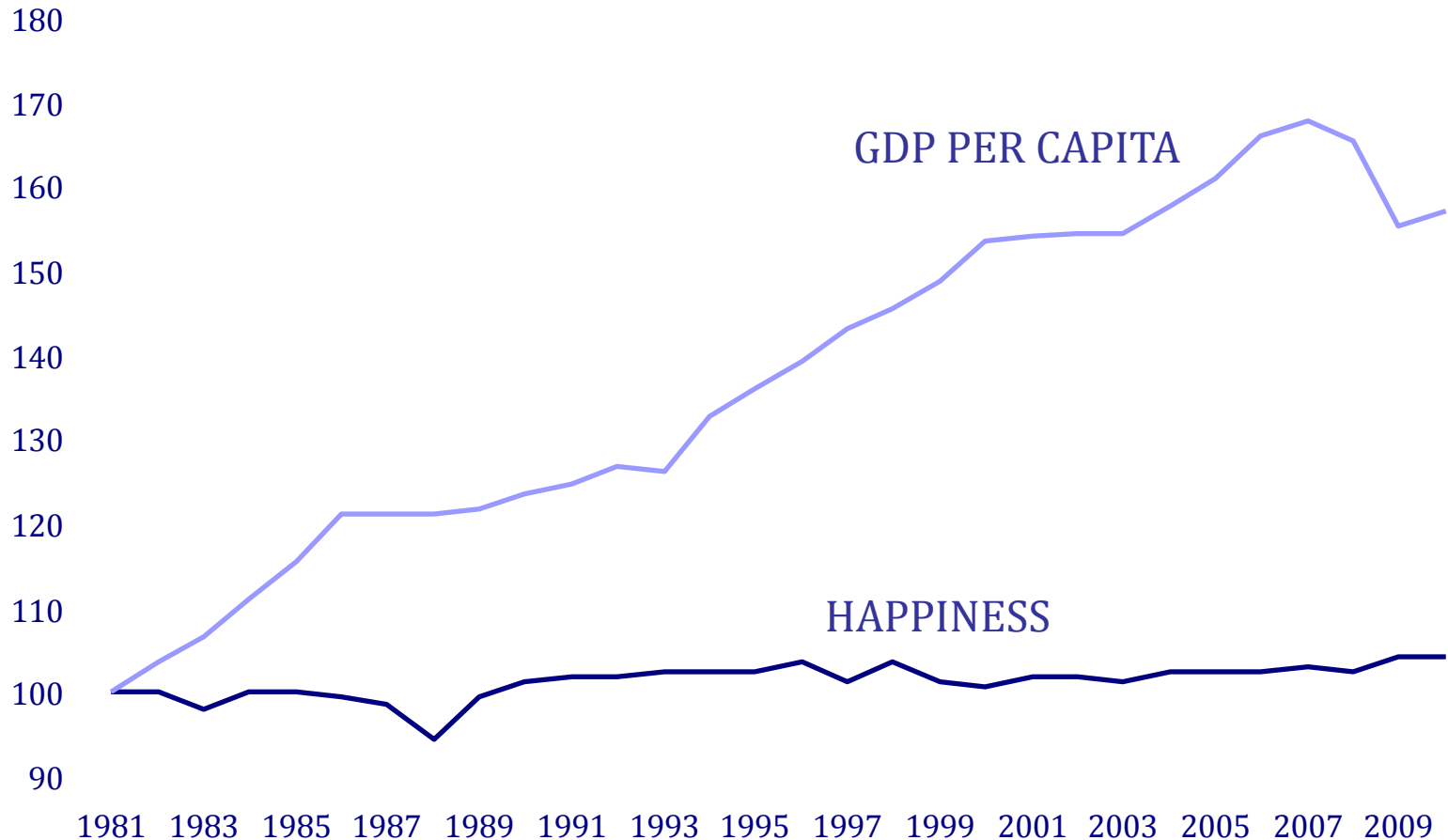
INCOME AND HAPPINESS

SOURCE: EUROPEAN SOCIAL SURVEY 2006



GDP PER CAPITA DENMARK (INDEX 1981)

SOURCE: WORLD HAPPINESS DATABASE AND WORLD BANK



RICHER COUNTRIES ARE HAPPIER

RICHER PEOPLE ARE HAPPIER

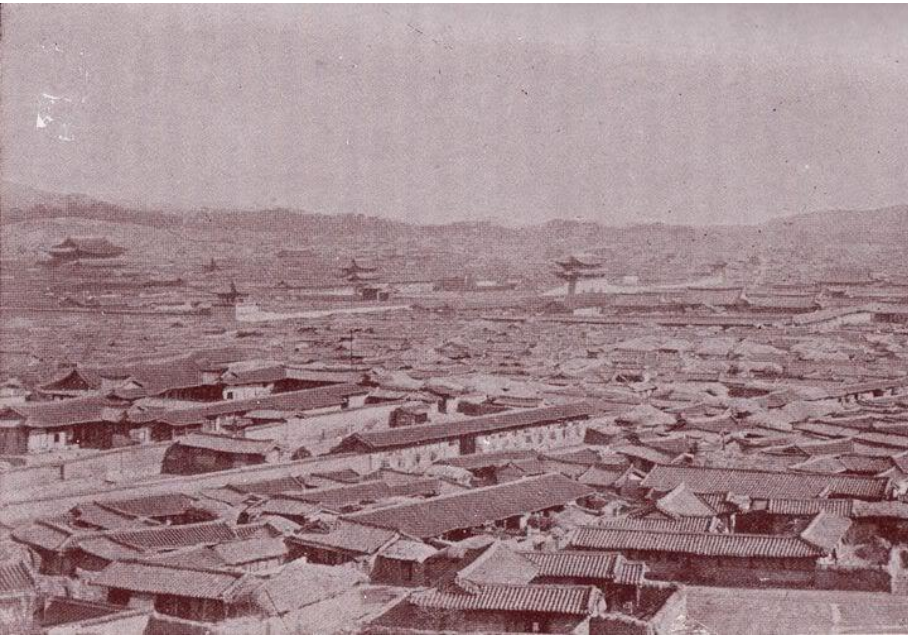
THEN WHY DON'T WE GET HAPPIER WHEN WE
GET RICHER AS A COUNTRY?

Distribution
Adaptation
Relativism

WOULD YOU RATHER?

- A) MAKE 50,000 PER YEAR IN A COUNTRY WHERE EVERYBODY ELSE MAKE 25,000
- B) MAKE 100,000 PER YEAR IN A COUNTRY WHERE EVERYBODY ELSE MAKE 200,000

INCREASED WEALTH

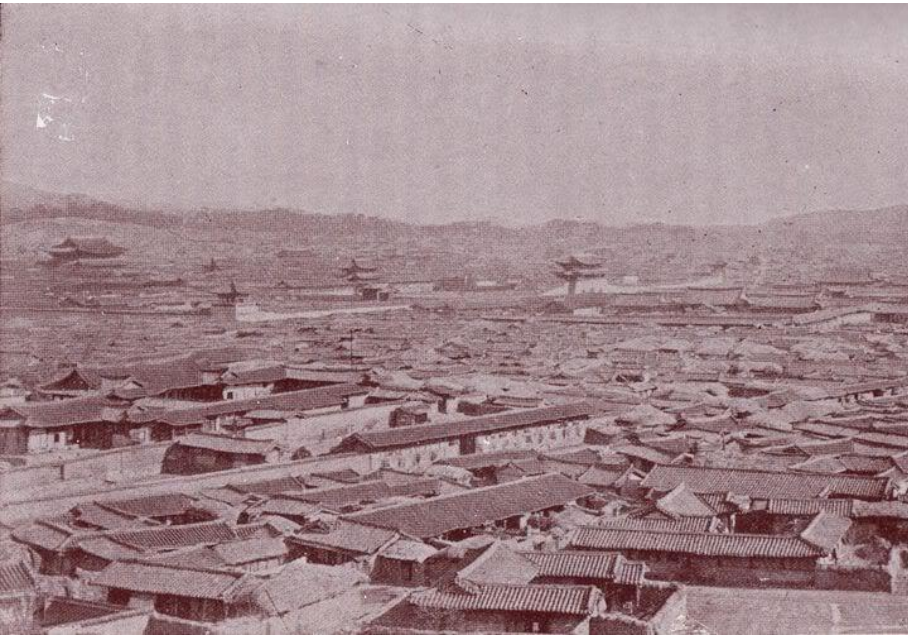


Seoul 1960



Seoul 2016

INCREASED WEALTH



Seoul 1960



Seoul 2016

BUT DECOUPLED WEALTH AND WELLBEING

“The most successful countries will be the ones which most efficiently convert wealth into well-being.

In turn, they will convert well-being into wealth.”

Meik Wiking, CEO, The Happiness Research Institute

TIME FOR QUESTIONS

STAY IN TOUCH



The Happiness Research Institute

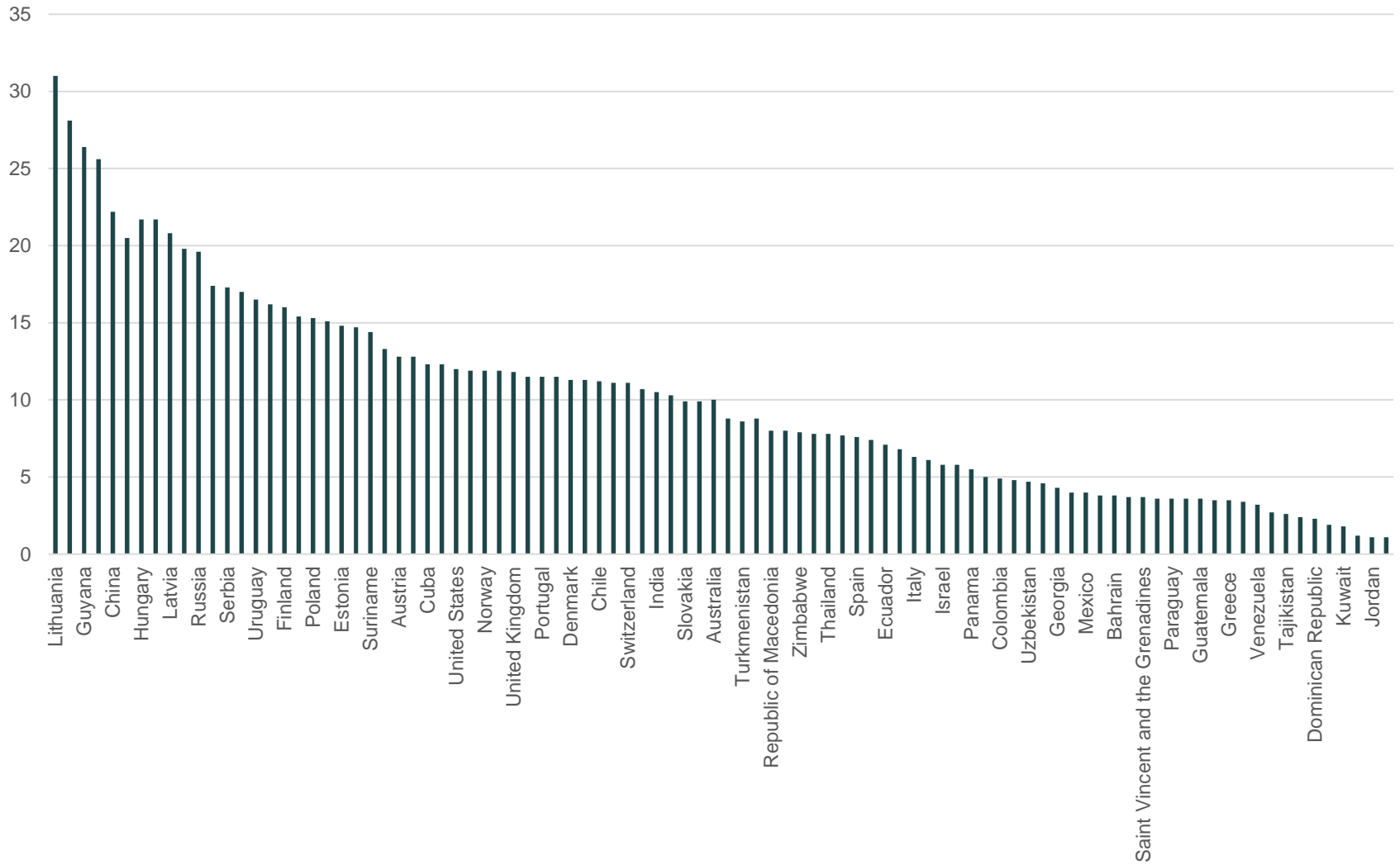


@MeikWiking

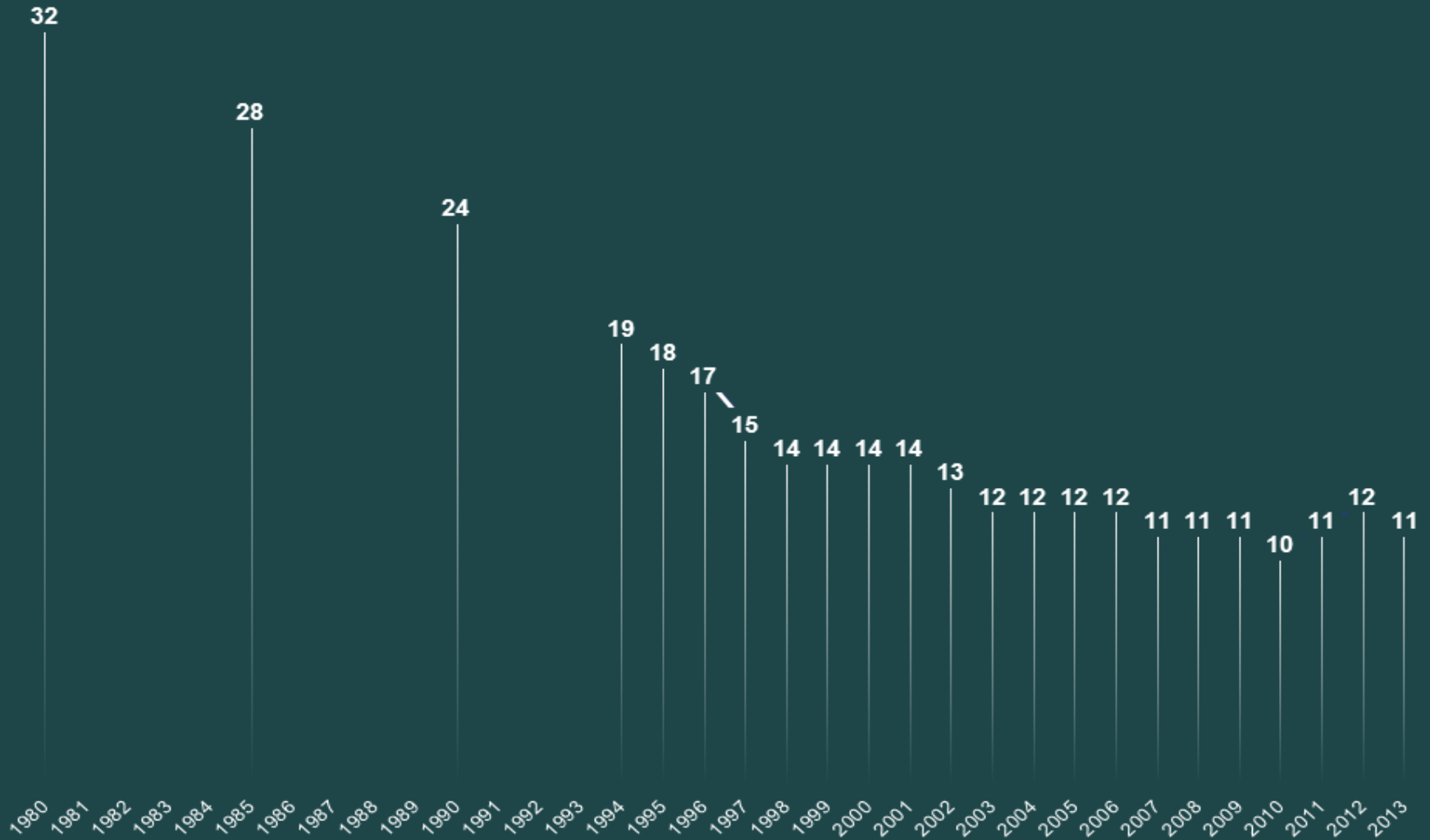


info@happinessresearchinstitute.com

SUICIDE RATE (PER 100.000)



SUICIDE RATE DENMARK



ANTI- DEPRESSANTS CONSUMPTION

