Journal of Social Change

2014, Volume 6, Issue 1, Pages 55–85 ©Walden University, LLC, Minneapolis, MN DOI: 10.5590/JOSC.2014.06.1.06



Happiness in Public Policy

Laura Musikanski

Happiness Alliance

The happiness movement represents a new paradigm where social, economic, and environmental systems are structured to encourage human well-being in a sustainable environment. Bhutan has adopted Gross National Happiness (GNH) as a way of determining its society's success in contrast to purely economic goals and the singular use of the gross domestic product indicator. Bhutanese policy promulgation includes use of a GNH screening tool. In the United Kingdom, happiness indicators are being used to collect data and the government is starting to explore their application to policy. The Bhutanese GNH policy screening tool has been adapted for the grassroots activists, providing opportunities for everyone to participate in the happiness movement.

Keywords: Gross National Happiness, subjective indicators of well-being, happiness, well-being, Bhutan, Happiness Alliance, Happiness Initiative, GNH

Introduction

The purpose of this essay is to provide the reader resources, inspiration, and a means to join the happiness movement. Happiness has been the basis for governing in Bhutan, a small Himalayan country, for over 40 years. There, happiness guides the promulgation of policies and creation of programs. Gross National Happiness (GNH) is part of the constitution. This essay surveys the various policies and programs that Bhutan has put in effect to increase their happiness. It provides a grid with a synopsis of every policy promulgated by Bhutanese government under the auspices of GNH. This is the first publication to provide the reader with a synopsis of the happiness policies being implemented in Bhutan.

Happiness is a new basis for governing in the United Kingdom, and is currently being explored by the European Union. While the prime minister of the United Kingdom has stated he wants happiness on an equal par with gross domestic product (GDP) for informing policy, the U.K. government has focused most of its efforts on understanding how to measure their population's happiness and well-being. Their work will likely fuel the spread of happiness and well-being beyond GDP metrics and policies across the European Union.

The adoption of happiness into policy is not relegated to high-level government. It can be done by grassroots activists. The Bhutanese government created a happiness screening tool for policies and programs. This essay concludes with an adaptation of that screening tool and explanation of how to use and adapt it for a community, company, or region.

The Basis for Happiness in Policy

This section provides the basis for happiness as a guide for policy-makers in government. It identifies the origins and inspiration of happiness at a policy level in the United States and Bhutan. An overview of the happiness movement gives the context for the application of happiness in policy.

The Origins of Happiness

"Life, liberty, and the pursuit of happiness" was the phrase Thomas Jefferson penned in 1776 as the purpose of what was to become the first intentional country in modern history allowing citizens a voice in their government. It was a variation on Thomas Locke, who proposed that the purpose of government was to protect property, which he defined as "life, liberty, and estate" (Laslett, 1988). Thomas Jefferson, a lawyer, a writer, and a polyglot, was careful with his words. In fact, there is evidence that Jefferson explicitly supplanted "pursuit of property" with "pursuit of happiness" when he wrote the *Declaration of Independence* (Kennedy-Townsend, 2011).

Intent

It is a well-known fact that in the law, words carry specific meanings—each one full of intent. This is the basis of most arguments over constitutional interpretations. Thus, it can safely be assumed that when Jefferson replaced "pursuit of property" with "pursuit of happiness," his intent was that the role of government should include the protection of our happiness, not just our property. The mention of both property and happiness in the Virginia constitution fortifies this assumption (American History, 2012). This begs the question—What is the definition of happiness?

Eudemonia

When Thomas Jefferson used the term "pursuit of happiness," he did not mean hedonism but eudemonia in the Aristotelian sense (Frost, 2004). Eudemonia could be translated today as living sustainably—living well and doing well in relationship to oneself and others. Today, the happiness movement represents a new mode of being where social, economic, and environmental systems are structured so all beings can thrive. Jefferson would be proud.

Germination of the Happiness Movement

Happiness is being measured and used by the government of Bhutan to guide policy and in preliminary phases in the United Kingdom. Yet, in the United States, GDP is still king. Economist Simon Kuznets created the metric as an aid to help Congress pull the United States out of the Great Depression (Dickinson, 2011). It was adopted at the end of World War II at the Bretton Woods conference as a tool to rebuild economies and foster worldwide peace (Bretton Woods Project, 2005). Yet, Simon Kuznets cautioned Congress in 1934 that "The welfare of a nation can scarcely be inferred from a measurement of national income," and again in 1962, "Growth for more growth should specify more growth of what and for what" (European Commission, 2014).

In 2008, then president of France, Nicolas Sarkozy, was ready to head Kuznets' words. He commissioned Stiglitz, Sen, and Fitoussi (2009) to explore the issues of GDP, well-being, and public policy. One year later, they issued the Report by the Commission on the Measurement of Economic Performance and Social Progress. The report, determining GDP is not a sufficient measure for the guidance of public policy, called for the use of subjective measurements, including happiness metrics, as well as objective social and environmental indicators by policy-makers (pp. 42–47). April of 2009, Diener, Lucas, Schimmack, and Helliwell proposed that governments use happiness and well-being to guide policy in their book, Well-Being for Public Policy.

While there is little movement at the federal level in the United States to explore the use of happiness and beyond GDP measures for policy purposes, since 2009, momentum is gaining in the international arena. On July 3, 2011, the United Nations' lauded Bhutan with its resolution Happiness: Towards a Holistic Approach to Sustainable Development (United Nations General Assembly, 2011), encouraging governments to "pursue the elaboration of additional measures to better capture the importance of the pursuit of happiness and well-being in their development with a view to guiding their public policies" (para. 7). The basis for this request being, in part, because "gross domestic product indicator by nature was not designed to and does not adequately reflect the happiness and well-being of a country" (para. 4).

Less than 1 year later, the United Nations Secretary-General Ban Ki-Moon joined then-Prime Minister Jigme Thinley of Bhutan to convene a high-level meeting, Happiness and Well-Being: Defining a New Economic Paradigm, in New York City (Bhutan, 2012). Over 850 academics, policy-makers, spiritual leaders, activists and media experts gathered to hear politicians and academics speak and witness the issuance of the first World Happiness Report by Columbia University (Musikanski, 2012). Many stayed for 2 days of working groups. Then-Prime-Minister Jigme Thinley closed the meeting by stressing the importance of the happiness movement, stating,

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 well-being. 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 well-being and happiness. (p. 4)

In 2011, the European Union created the Bringing Alternative Indicators Into Policy (BRAINPOoL) Project. May of 2014, the BRAINPOoL Project concluded with a conference and final report, The BRAINPOoL Project: Beyond GDP – From Measurement to Politics and Policy. While the focus of the report is on indicators, the report calls out two case studies whereby happiness, well-being, and other "beyond GDP" indicators could be, have been, or could be used for specific policies (Whitby, 2014). The case studies focus on the issues of labor markets and the green economy. They include policies and practices in various countries as well as issues that may be better understood using "beyond GDP" indicators and policy framework. A synopsis of the policies and policy issues raised in the case studies is provided here:

- Regulated or flexible labor markets, employment protection, unemployment programs
 providing generous unemployment benefits that include ongoing training combined with
 aid in finding new job and the impact on unemployment rates, long-term, and youth
 unemployment
- Temporary contract employment, transitions to or from permanent to temporary contract employment, and the impact on sense of job security and worker well-being
- Income levels, diminishing marginal returns with increasing income levels, income
 inequality reduction programs, and the impact on employment rates, productivity, and
 profits
- Minimum wage laws, programs to alleviate low standard of living for the working poor, and the short- and long-term impacts on pay levels and employment rates

- Defining the qualities of good jobs (decent pay, job security, work-life balance, working conditions, manager conduct, autonomy in the work place, skill use, social relations, etc.) and the impact on quantity and quantity of jobs, productivity, and worker well-being
- Long or short working hours or optional part-time work options and the impact on worker time balance, productivity, and competitiveness
- Flex-work schedules or work sharing programs and the impact on unemployment, incomes, competitiveness, and productivity
- Impact on investment in green technologies, innovative synergy, production synergy, market place growth and the impact on cost to tax payers and economic growth
- Impact on environmental regulation and the impact on economic growth, development of green infrastructure, growth of green technology and the health of the environment

Seaford and Berry composed the case studies in the BRAINPOoL report in an effort to "consider how labour market policy might be different if explicitly driven by the aim of maximizing well-being" (Whitby, 2014, p. 42). They call for a new narrative making explicit the need for policies based on well-being, not just economic growth.

The National Research Council (2013) attribute the creation of the BRAINPOoL commission, United Nation's resolution, as well as work being done by the government of the United Kingdom, in part, to the Stiglitz et al. (2009) report.

Happiness Is the Purpose of Government

In 2013, the second World Happiness Report came out. The editors, Helliwell, Layard, and Sachs, offer the report as a "contribution" to the ongoing "major policy debate about the objectives of public policy" (Helliwell, Layard, & Sachs, 2013, p. 4). In Chapter Six, O'Donnell states, "Governments are increasingly realizing that using well-being as a success measure will lead to better policies" (O'Donnell, 2013, p. 101). He gives examples of where the application of well-being or happiness has changed or formed policy. Three examples he gives are as follows:

- Healthcare policies and allocation of resources based on well-being years and mental health rather than quality-adjusted life years and physical health
- Transportation investments based on environmental impact, time savings, death and injury prevention, rather than only on wage, materials, and profits
- Education policies that encompass informal learning that lead to the development of sympathy, compassion, and willingness to help others and a greater sense of personal worth rather than education policies guided primarily by test results with the main focus on increasing lifetimes earnings.

O'Donnell admits that the core of the debate about the purpose of government is philosophical. "It entails answers to questions like 'Why are we here?' 'What is the State for?' 'What type of society do we want to shape for future generations?'" (O'Donnell, 2013, p. 105). Jon Hall, of the Human Development Report Office of United Nations Development Program and one of the contributors to the World Happiness Report, stated in a Webinar given to the ad hoc Global Happiness and Well-Being Group that emerged from the Happiness and Well-Being: Defining a New Economic Paradigm meeting that the purpose of government is indeed happiness (Happiness Alliance, 2012).

Happiness Policy

Bhutan's Gross National Happiness

Bhutan is a small Himalayan nation of less than 1 million people. In 2008, Bhutan enacted its first formal constitution as a democratic constitutional monarchy. The government of Bhutan developed

what is thought to be the first subjective indicator of well-being to be used as a primary measure to guide government (Ura, Alkire, Zangmo, & Wangdi, 2010). This is the GNH Index.

The Domains of GNH

In Bhutan, happiness encompasses nine "domains" or conditions of well-being, which are measured alongside satisfaction with life as well as positive and negative affect. The GNH "domains" are (a) standard of living, (b) good governance, (c) environment and access to nature, (d) community, (e) culture, (f) access to education and learning, (g) psychological heal, (h) physical health, and (i) time balance.

Under this definition, happiness encompasses environmental, social, economic, and personal circumstances impacting a person's life. Bhutan's GNH can be seen as synonymous with a holistic approach to sustainability. This perspective is similar to that of set forth in 1972 by Donella Meadows in a book seminal to the sustainability movement, *Limits to Growth* (Meadows, Meadows, Randers, & Behrens, 2004). She defined sustainability as encompassing the natural, built, social, and personal environments.

Bhutan's GNH Policies

Happiness policies in Bhutan begin with its constitution. The second clause of the ninth article states, "(T)he State shall strive to promote those conditions that will enable the pursuit of Gross National Happiness" (The Constitution of the Kingdom of Bhutan, 2008).

GNH environmental policies

Sixty percent of Bhutan's land is set aside for forests under Article 5, Clause 3 of Bhutan's Constitution (2008). Plastic bags, while still in use for some in the country, have been banned (Chhetri, 2011). Some policies, such as Pedestrian Day, whereby most vehicles (public buses, ambulances, fire trucks, and taxis for tourists excepted) were banned from the streets once a week, have been reversed with the newly elected (2013) administration so that now, Pedestrian Day is observed once a year on World Environment Day (Pelden, 2013). On June 4, 2014, the Prime Minister of Bhutan Tshering Tobgay posted a photo of himself on Facebook (see Appendix A) bicycling to work with the caption, I know that Ped Day will inconvenience many, even if only once a year. The idea is that today, we join hands, to celebrate and commit ourselves to protecting our environment" (Tobgay, 2014).

GNH energy policies

The Bhutanese financial policies demonstrate how a country can link economic and environmental goals. Some businesses, including a marble mine and particleboard manufacturer, were shut down when deemed unsustainable (Chhetri, 2011). Hydropower projects are among the most controversial. Substantial portions of Bhutan's revenues are generated from hydropower. Large hydropower dams, defined as over 30 MW, are not considered renewable under The Greenhouse Gas Protocol (GHG Protocol) used in Brazil, China, India, Mexico, and the United States, or the Climate Registry (Daigneau, 2013). The state-run power company operates four dams running between 40 MW and 1,020 MW (Aiyar, 2009). Three more dams are proposed to bring Bhutan's capacity from 1,500 MW to 10,000 MW (Agence France-Presse, 2013). It is said that at least one very large dam project was not undertaken when it became clear the negative impact on the culture and the environment outweighed the financial benefit (Bagga, 2011). Growth of the economy and conservation of the environment have, thus far, not clashed in the sustainable development of the country and the goal of happiness for the nation.

GNH cultural policies

This is not the case for some cultural policies. Bhutan has been criticized for its treatment of Lhotshampas, commonly referred to as Nepali refugees (Mishra, 2013). Over 83,000 people of Nepali origin have left the country and settled in Nepal since 2007 (United Nations High Council for Refugees, 2014). This policy has come under a great deal of criticism and does not appear to be resolved. One explanation for this policy is cultural protection, a slippery slope at best. Other cultural policies that have come and gone include banning of television and a decree that all must wear the national uniform: knee-length robes for men and long-sleeved blouses with ankle-length dresses for women.

GNH education policies

Children are taught mindfulness in an effort to preserve the national religion (Herman, 2010). GNH is integrated into children's education for the well-being of the individual and the country. Lessons include critical thinking skills to ecological literacy and "preparation for right livelihood" (Schneider, 2011, p. 26).

GNH health policies

The Tobacco Act of 2010 banned tobacco due to concern "with the physical health and well-being of the people of Bhutan which are important elements of the development principle of Gross National Happiness ..." (Parliament of Bhutan, 2010). However, the act has been criticized for the harshness of punishment, which extends beyond mere citations or fines to imprisonment (Ongmo, 2011).

GNH Foreign Direct Investment Policy

In 2010, the Foreign Direct Investment (FDI) Policy (Ministry of Economic Affairs, 2010) was adopted as part of a plan to realize Bhutan's Vision 2020 to "maximise the happiness of all Bhutanese and to enable them to achieve their full and innate potential as human beings" (p. 2). The focus areas of the FDI are (a) development of green and sustainable economy, (b) promotion of socially responsible and ecologically sound industries, (c) promotion of culturally and spiritually sensitive industries, (d) investments in services that promote Brand Bhutan, and (e) creation of a knowledge society.

The FDI Policy is intended to foster industries including organic agriculture, sustainable tourism, and hydropower, while barring fast food, pornography, and weapons companies from entering the marketplace (Lamsang, 2013). Between 2010 and 2013, about 26 projects passed the FDI screening for alignment with GNH, while over 100 FDI projects were refused.

After the adoption of the FDI Policy, Bhutan's agriculture minister announced the goal of 100% organic for all agriculture in Bhutan. He also called an increase in yields and agricultural exports in the next 10 years (Vidal & Kelly, 2013). About two thirds of the 700,000 people in Bhutan depend on agriculture, yet only 3% of the land is farmed (Plowright, 2012). Most of those farms are already organic. Much of the land in Bhutan is mountainous.

GNH small and medium industry policies

In 2012, The Cottage, Small, and Medium Industry Policy was adopted "in full consonance with the principles of GNH ..." to encourage entrepreneurship, generate profits and wealth, generate employment, and alleviate poverty (Royal Government of Bhutan, 2012). The rational for the policy is "Cottage, small and medium industry stimulate pro-poor growth with equity and inclusion, promote balanced regional development and help strengthen our rich cultural heritage. They contribute meaningfully towards the realization of the noble vision of achieving Gross National Happiness" (p. i). The policy calls for a comprehensive set of actions ranging from setting up

business incubators to developing cooperatives, laying the way for financing and generating commitment to corporate social responsibility.

The State of GNH in Bhutan

Contrary to a report that the current administration has "abandoned the country's singular gross national happiness measure," Bhutan continues to use GNH to guide policies (Harris, 2013). In October 2013, the GNH Commission presented the new administration information about the processes and functions of that commission (Gross National Happiness Commission, 2014). With the new administration, the government intends to focus internally to elevate the nation's well-being rather than expending resources spreading GNH to other countries. Prime Minister Tobgay said, on the importance of GNH in Bhutan, "I believe it's not the job of the government to do that (exporting GNH). What we know of it we'll seek to aggressively implement for (domestic purposes only)" (Arora, 2013, p. 9). The prime minister indicated that while the elected government would focus internally, the king may continue the spread of GNH abroad. Government officials who are working to spread Bhutan's GNH model do not offer it as an ideal but rather propose it as an idea to share and develop (Fahsi, 2014). They have had some success in their efforts. Happiness as a guide for policy-makers and the use of subjective indicators of well-being is spreading.

Happiness in the United Kingdom

In 2010, the United Kingdom's Prime Minister David Cameron announced that the government would create a happiness index to guide policy decisions (Grice, 2010). In response to media criticism for his decision, Prime Minister Cameron stated,

To those who say this [happiness] sounds like a distraction from the serious business of government, I say finding out what will improve lives and acting on it is the serious business of government. We'll continue to measure gross domestic product. But it is high time we admitted that, taken on its own, GDP is an incomplete way of measuring a country's progress. (Cameron, 2010, p. 9)

Happiness Data for Happiness Policy

By late 2012, the U.K. Office for National Statistics had released its Happiness Wheel, with subjective and objective metrics (Office for National Statistics, n.d.b). Over 165,000 people were asked the following questions (BBC News U.K. Politics, 2012):

- Overall, how satisfied are you with your life nowadays?
- Overall, to what extent do you feel the things you do in your life are worthwhile?
- Overall, how happy did you feel yesterday?
- Overall, how anxious did you feel yesterday?

They combine these measures with other objectives and subjective indicators to understand the nations' well-being (Rogers, 2012).

Policy-makers are working with the Office for National Statistics to understand how to use the happiness data and develop processes for forming policies and determine allocation of resources for well-being (Bentley, 2012). Scott (2012) cites one of the impediments to the adaptation of happiness and well-being policies as the lack of understanding how to use subjective or objective measures. Another impediment could be the term "happiness." This may be due to the British culture. The BRAINPOoL project cited the use of this term as one of the barriers to the use of happiness to guide policy (Whitby, 2014, p. 28).

While the United Kingdom lags behind Bhutan in the promulgating happiness policies, it is a leader in the Western World. The BRAINPOoL project report may help speed along the process, as could grassroots activism.

Bhutan and the United Kingdom's Happiness Policies

Both Bhutan and the United Kingdom have gone through two rounds of measuring happiness using subjective indicators of well-being. Both are democratic constitutional monarchies, with beloved royalty. Both governments have established religions. Yet, happiness is deeply embedded in Bhutan's policy and near nonexistent in that of the United Kingdom. Three factors may contribute to the differences between the two countries in the number of happiness policies promulgated.

Church and state

In Bhutan, most people follow one form of the Buddhist religion (Kingdom of Bhutan, n.d.). Buddhist practices include loving kindness and a strong sense of community (Gregoire, 2014, p. 16). Dorji (2013) explains the Bhutanese Buddhist perspective as "a selfless pursuit, acknowledging that we cannot be happy if those around us are unhappy" (p. 4). He goes on to explain, "GNH is inspired by Buddhist thinking but it is not a religious movement. What Bhutan was able to do was to find the skillful means to identify priorities for human well-being that must be translated into practical policies" (p. 5).

While the Church of England is the official religion in the United Kingdom, approximately 40% or more of the population follow a different religion or none at all. (Institute of Race Religions, n.d.). This religious diversity leads to a state where there is not a universally accepted set of values and principals. Objections to the application of happiness at the policy level include a questioning of morality and values of happiness in government (De Vois, 2012, pp. 36–45).

Cultural implications of defining happiness

Culture has an impact on how happiness is defined. In China, happiness is considered in the context of a state of being, as opposed to the context of a goal and achievement, as in the United States (Polley, 2012). In many nations, people perceive happiness as something that occurs due to luck and outside of one's control, whereas in the United States, happiness is commonly perceived as attainable by means within one's control (Oishi, Graham, Kesebir, & Galinha, 2013). Whether or not Jefferson's introduction of the concept of a right to the "pursuit of happiness" influenced American's definition of happiness is unknown. Jefferson's substitution for happiness with property may also have contributed to confusion between happiness and consumption in the American culture and, possibly, that of other nations, including the United Kingdom. The culture of materialism and consumerism is a recent phenomenon in Bhutan (Chua, 2008). In Bhutan, happiness and not just economic growth has been the goal of the government for over 40 years (Fahsi, 2014, p. 1).

It is reasonable to assume that the concept and context of happiness is different for policy-makers and the public in the two countries. In the United Kingdom, happiness may be so confused with consumption and economic growth that differentiating the two, much less forming policy for happiness reaching beyond the goals of economic growth, consumption, and wealth accumulation, is fraught with difficulties. That said, the influence of culture on gathering data using subjective well-being metrics developed to inform policy-makers is an area rich for study.

Diversity and homogeny

In Bhutan, the majority of the population can trace its roots to one of four ethnic groups defined by immigration that took place centuries ago. A small percentage of the population is recent immigrants from nearby countries (Minority Rights Group International, n.d.). In the United Kingdom, 80–90%

of people are of the same ethnicity, but the minority includes people identifying as Indian, Polish, Pakistani, Nigerian, German, American, and other countries far from the United Kingdom (Office for National Statistics, n.d.a). Bhutan is a landlocked nation, sometimes known as Shangra La for its isolation and reputation as an untouched land (Kingdom of Bhutan, n.d.). Not so with the United Kingdom. Bhutan could be characterized as homogenous in comparison to the United Kingdom, and this also may be one of the reasons for the political will for happiness.

The Happiness Policy Screening Tool

A policy screening tool helps to identify and understand the material impacts of a policy (see Appendix C).

GNH Screening Tools in Bhutan

The GNH Policy tool is in development under the leadership of Dasho Karma Ura and includes the explanation, "The purpose of the GNH Policy Lens is to provide a systematic appraisal of the potential effects of proposed policies and actions on the Gross National Happiness of the population, based on expected impacts on key determinants of GNH" (Gross National Happiness, n.d.). In Bhutan, two GNH screening tools are used. The GNH Project tool is composed of 614 factors in nineteen areas that include the nine domains of GNH as well as agriculture, forestry, national security, youths, and other areas (Ura, Alkire, Zangmo, & Wangdi, 2010.). The GNH Policy tool is composed of 23 factors ranging from equity, security, nature, and productivity to health, values, and rights.

In Bhutan, the GNH Commission, formerly the Planning Commission, evaluates all public policies except those by Royal Order or passed during a national emergency (Royal Government of Bhutan, n.d.). The GNH Commission is responsible for implementation and monitoring performance of policies passed. Nine national policies have been screened and are in effect. See Appendix B for a list of these nine policies with an explanation of their intent and strategies and references to GNH.

WTO Decision

An example of a policy that did not pass because of the use of the screening tool was the decision to join the World Trade Organization (GNH Bhutan, n.d., p. 3). The policy-makers initially intended to join the World Trade Organization (Trade and Investment Division, 2006). They reversed their decision after using the screening tool (Princeton University, 2009, pp. 48–49). That decision involved the consideration of 23 factors that included economic security, material well-being, income equality, productivity, participation in government, pollution, biodiversity, protection of individual rights, access to judicial systems, access to skill development and learning, social support, family time, stress, participation in cultural activities, spiritual pursuits, and the importance of compassion, generosity, and gratitude (Gross National Happiness, n.d.). Twelve of the factors scored 1, indicating a known negative impact. Three scored 2, indicating an unknown impact. One scored 3, indicating little or no effect. Seven factors scored 7, indicating a positive impact. This decision came under criticism from those impatient for speedy economic growth and short-term economic returns from FDI (Lamsang, 2013).

GNH Policy Screening Tool

Kunzang Lhamu, Chief Research Officer of the GNH Commission in Bhutan, worked with the Happiness Alliance, a small nonprofit based in the US to create a hybrid GNH policy screening tool for adaptation and adaption by local governments and agencies in the United States (Lhamu & Musikanski, personal communication, October 28, 2013).

The GNH Policy Screening Tool and How It Works

The GNH Policy Screening tool is offered in this essay as a means for taking action in the happiness movement. The reader is invited to use it at any level when making a decision about a policy, program, or project. It can be used to identify issues, raise awareness about the impacts of a decision, or help in making a decision. It can be used at any level, from a small neighborhood group to local or regional government.

Factors

The policy-screening tool provides 26 factors in the domains of happiness. Policies or projects are rated by the factors that are relevant. Not all factors in the tool will necessarily be relevant. Decision-makers choose which factors to use. Decision-makers may develop other factors not included in the tool.

It is important that the decision-makers who choose the factors are knowledgeable about the subject matter and circumstances of a project or policy. If the same decision-makers rate the policy or project, they should be qualified to evaluate the project or policy and its impacts, respected by the community, and neutral to the outcome.

Scores

Policies and projects are evaluated on a scale of 1 to 4, where $1 = negative \ impact$, $2 = an \ unknown \ impact$, $3 = little \ or \ no \ impact$, and $4 = positive \ impact$. The tally of all the scores is the final score. This sum is compared to the total possible points. For example, a positive score is four times the number of factors. A neutral score is three times the number of factors. If the tally is anything less than the neutral score, it is not recommended. For example, a policy that is screened with three factors would need a 12 (three factors times four high scores) to receive a positive score, and nine (three factors times three little or no impact scores) to receive a neutral score. If the policy were to score three, three, and two for three factors used, the tally would be eight and it would not be recommended.

Conclusion

Happiness in public policy is at early stages in all countries except Bhutan, where Gross National Happiness is written into the constitution and the guiding framework for policies and programs reaching from foreign direct investment to mindfulness training in primary schools. Bhutan as an inspiration is noted by the United Nations in its resolution, Happiness: Towards a Holistic Approach to Sustainable Development. Until this essay, very little, if any, documentation of the policies and programs has been published, and thus, it has been difficult to use Bhutan as a model for happiness in public policy.

While the state of happiness in public policy between the tiny kingdom of Bhutan and the rest of the world may be due to cultural differences, policy-makers in the European Union and in academics globally are fostering the spread of happiness in public policy on a large scale by focusing on happiness and well-being and beyond GDP metrics that can be used to inform public policy. In the Western world, the United Kingdom government has set an example with its gathering of happiness data.

Bhutan's Gross National Happiness policy and project screening tools are used as decision aids by the government. Important decisions, including whether to join the World Trade Organization, are guided by the use of these tools. A Westernized version of Bhutan's happiness policy screening tool, adapted by a grassroots nonprofit organization working with a Bhutanese official, provides an entry point for anyone to participate in the happiness movement. It is an adaptable tool offered for policy-makers and grassroots activists to foster a happier, more socially just and sustainable future.

References

- Agence France-Presse. (2013, July 7). Bhutan banks on "white gold" hydropower. *The Raw Story*. Retrieved February 25, 2014 from http://www.rawstory.com/rs/2013/07/07/bhutan-banks-on-white-gold-hydropower/
- Aiyar, S. (2009, November 2). Bhutan's happiness is large dam, fast GDP. *The Economic Times*. Retrieved from http://articles.economictimes.indiatimes.com/2009-11-02/news/27644257_1_gross-national-happiness-gdp-growth-happiness-index
- American History. (2012). *The Virginia Declaration of Rights 1776*. Retrieved from http://www.let.rug.nl/usa/documents/1776-1785/the-virginia-declaration-of-rights-1776.php
- Arora, V. (2013). Bhutan PM won't sell GNH abroad. *Bhutan News Service*. Retrieved from http://www.bhutannewsservice.com/main-news/politics/bhutan-pm-wont-sell-gross-national-happiness-abroad-interview/
- Bagga, H. S. (2011, June 17) Bhutan starts to work on 111,000-MW hydro-projects. *Prospering Indian Power Sector*. Retrieved from http://prosperingindianpowersector.blogspot.com/2011/06/bhutan-starts-work-on-11000-mw-hydro.html
- BBC News U.K. Politics. (2012, July 24). ONS well-being report reveals UK's happiness ratings. July 24, 2012 Retrieved f http://www.bbc.co.uk/news/uk-politics-18966729
- Bentley, D. (2012, July 24). First annual results of David Cameron's happiness index published. *The Independent*. Retrieved from http://www.independent.co.uk/news/uk/politics/first-annual-results-of-david-camerons-happiness-index-published-7972861.html
- Bhutan. (2012). Defining a new economic paradigm: The report of the high-level meeting on well-being and happiness. Retrieved from http://sustainabledevelopment.un.org/index.php?page=view&type=400&nr=617&menu=35
- Bretton Woods Project. (2005, August 5). What are the Bretton Woods Institutions? Retrieved from http://www.brettonwoodsproject.org/2005/08/art-320747/
- Cameron, D. (2010, November 25). PM speech on wellbeing. Retrieved from https://www.gov.uk/government/speeches/pm-speech-on-wellbeing
- Chua, M. (2008). The pursuit of happiness: Issues facing Bhutanese youths and the challenges posed to Gross National Happiness. *Institute of South Asian Studies*. Retrieved from http://www.isas.nus.edu.sg/Attachments/ResearchAttachment/Report%20-%20Melissa%20(13%20Aug%2008).pdf
- Chhetri, D. (2011, February 25). Bhutan's experiment with happiness. *Chinadialogue*. Retrieved from https://www.chinadialogue.net/article/show/single/en/4129-Bhutan-s-experiment-with-happiness
- Daigneau, E. (2013, September). Is hydropower a renewable energy or not? Governing the states and localities. Retrieved from http://www.governing.com/topics/transportation-infrastructure/gov-hydropower-renewable-energy.html

- De Vois, M. (2012, Winter). Saving happiness from politics. *National Affairs*. Retrieved from http://www.nationalaffairs.com/publications/detail/saving-happiness-from-politics
- Dickinson, E. (2011, January 2). GDP: A brief history: One stat to rule them all. *Foreign Policy*. Retrieved from http://www.foreignpolicy.com/articles/2011/01/02/gdp_a_brief_history
- Diener, E., Lucas, R. Schimmack, L, & Helliwell, J. (2009). Well-being for public policy. Oxford, UK: Oxford University Press
- Dorji, K. (2013). Why Bhutan? A contribution towards the first IEWG meeting. New Development Paradigm Secretariat. Retrieved from http://www.newdevelopmentparadigm.bt/wp-content/uploads/2013/06/Contribution-Why-Bhutan.pdf
- European Commission. (2014). Beyond GDP: Measuring progress, true wealth and the well-being of nations. Key quotes. Retrieved from http://ec.europa.eu/environment/beyond_gdp/key_quotes_en.html
- Fahsi, M. (2014, February 11). Exclusive: Interview with Bhutan's former Prime Minister Jigmi Thinley O. *Mint Press News*. Retrieved from http://www.mintpressnews.com/exclusive-interview-with-bhutans-former-prime-minister-jigmi-thinley-o/179301/
- Frost, M. (2004). Frost's meditations: Eudaemonia, the good life: A talk with Martin Seligman.

 Retrieved from http://www.martinfrost.ws/htmlfiles/mar2009/eudaemonia-good-life.html
- GNH Bhutan. (n.d.). *GNH as a management tool*. Retrieved from http://www.gnhbhutan.org/about/gnh_as_a_management_tool.aspx
- Gregoire, C. (2014, February 6). What Tibetan Buddhism can teach us about happiness. *Huff Post*. Retrieved from http://www.huffingtonpost.com/2014/02/06/buddhism-happiness n 4719588.html
- Grice, A. (2010, November 26). Prime minister unveils "happiness index." *The Independent*. Retrieved from http://www.independent.co.uk/news/uk/politics/prime-minister-unveils-happiness-index-2143950.html
- Gross National Happiness. (n.d.) GNH policy and project screening tools. Retrieved from http://www.grossnationalhappiness.com/gnh-policy-and-project-screening-tools/
- Gross National Happiness Commission. (2014). First GNH Commission meeting. Retrieved from http://www.gnhc.gov.bt/2013/10/first-gnh-commission-meeting/
- Happiness Alliance. (2012, September 20) Happiness, subjective well-being and behavioral economics: Old ideas, new understandings. Talks to foster a global happiness and well-being movement. [Video Webcast]. Retrieved from http://www.youtube.com/watch?v=5xcp68McTSw&feature=youtu.be
- Harris, G. (2013, October 4). Index of happiness? Bhutan's new leader prefers concrete goals. *New York Times*. Retrieved http://www.nytimes.com/2013/10/05/world/asia/index-of-happiness-bhutans-new-leader-prefers-more-concrete-goals.html
- Helliwell, J., Layard, R., & Sachs, J. (Eds.). (2013). The world happiness report 2013. New York, NY: Sustainable Development Solutions Network. Retrieved from http://unsdsn.org/resources/publications/world-happiness-report-2013/
- Herman, S. (2010, May 16). Bhutan's education in Gross National Happiness. *Voice of America*. Retrieved from http://www.voanews.com/content/bhutans-education-in-gross-national-happiness-93936754/117839.html

- Institute of Race Religions. (n.d.). Ethnicity and religion statistics. Retrieved from http://www.irr.org.uk/research/statistics/ethnicity-and-religion/
- Kennedy-Townsend, K. (2011, June 20). The pursuit of happiness: What the founders meant and didn't. *The Atlantic*. Retrieved from http://www.theatlantic.com/business/archive/2011/06/the-pursuit-of-happiness-what-the-founders-meant-and-didnt/240708
- Kingdom of Bhutan. (n.d.). Bhutan is an ancient kingdom secluded high in the Himalayas with unique customs and people with deeply held beliefs. Retrieved from http://www.kingdomofbhutan.com/kingdom/kingdom_.html
- Lamsang, T. (2013, August 6). Failure of Bhutan's GNH economy: The Bhutanese. Retrieved from http://www.thebhutanese.bt/failure-of-bhutans-gnh-economy/
- Laslett, P. (Ed.). (1988). Two treatises of government. Cambridge, MA: Cambridge University Press.
- Meadows, D. H., Meadows, D. L., Randers, J., & Behrens, W. W., III (2004). *Limits to growth* (2nd ed.). White River Junction, VT: Chelsea Green Publishing Company.
- Ministry of Economic Affairs. (2010). Foreign direct investment (FDI) policy 2010. Government of Bhutan. Retrieved from http://www.gnhc.gov.bt/wp-content/uploads/2012/04/FDI-policy.pdf
- Minority Rights Group International. (n.d.). Bhutan overview. World Directory of Minorities and Indigenous Peoples. Retrieved from http://www.minorityrights.org/?lid=5544
- Mishra, V. (2013, June 28). Bhutan is no Shangri-La. *The New York Times*. Retrieved from http://www.nytimes.com/2013/06/29/opinion/bhutan-is-no-shangri-la.html?_r=0
- Musikanski, L. (2012). The UN embraces the economics of happiness. *Yes!* Retrieved from http://www.yesmagazine.org/happiness/the-un-embraces-the-economics-of-happiness
- National Research Council. (2013). Subjective well-being: measuring happiness, suffering, and other dimensions of experience. Washington, DC: The National Academies Press.
- O'Donnell, G. (2013). Using well-being as a guide to policy. In J. Helliwell, R. Layard, & J. Sachs (Eds.), *World happiness report 2013* (pp. 98–111). New York, NY: Sustainable Development Solutions Network.
- Office for National Statistics. (n.d.a). Ethnic group. Retrieved from http://www.ons.gov.uk/ons/guide-method/measuring-equality/equality/ethnic-nat-identity-religion/ethnic-group/index.html
- Office for National Statistics. (n.d.b). Happiness wheel. Retrieved from http://www.ons.gov.uk/ons/guide-method/user-guidance/well-being/index.html
- Oishi, S., Graham, J., Kesebir, S., & Galinha, M., (2013). Concepts of happiness across time and cultures. *Personality & Social Psychology Bulletin*, 39, 559–557. doi:10.1177/0146167213480042
- Ongmo, S. (2011). Bhutan: Monk becomes the first victim of the Tobacco Act. *Global Voices*. Retrieved from http://globalvoicesonline.org/2011/03/05/bhutan-monk-becomes-the-first-victim-of-the-tobacco-act/
- Parliament of Bhutan. (2010). Tobacco Control Act 2010. Retrieved from www.searo.who.int/entity/tobacco/data/bhu-10.pdf
- Pelden, S. (2013, August 3). Pedestrian Day is history! *Kuensel Online*. Retrieved from http://www.kuenselonline.com/pedestrian-day-is-history/#.UlO1uyiFzCE

- Plowright, A. (2012, October 3). Bhutan aims to be first 100% organic nation. *Mother Nature Network*. Retrieved from http://www.mnn.com/your-home/organic-farming-gardening/stories/bhutan-aims-to-be-first-100-organic-nation
- Polley, C. (2012). Metaphors for happiness in English and Mandarin Chinese. (Doctoral dissertation). Retrieved from https://hawaii.academia.edu/CarlPolley
- Princeton University. (2009, November 30). Interview no.: L5. Oral history program. Retrieved from http://www.princeton.edu/successfulsocieties/content/data/oral_history/L5_ME_Karma_Tshit eem_id259/Karma_Tshiteem.txt
- Rogers, S. (2012). Happiness Index: The UK in happiness, anxiety and job satisfaction. *The Guardian Datablog*. Retrieved from http://www.theguardian.com/news/datablog/2012/nov/20/happiness-index-anxiety-satisfaction-uk
- Royal Government of Bhutan. (n.d.). Protocol for policy formation. Retrieved from http://www.gnhc.gov.bt/wp-content/uploads/2011/05/GNH-Policy-Protocol-revised-Feb-20121.pdf
- Royal Government of Bhutan. (2012). Cottage, small and medium industry policy of the Kingdom of Bhutan, 2012. Retrieved from http://www.gnhc.gov.bt/wp-content/uploads/2012/10/CSMI-Policy-2012.pdf
- Schneider, E. (2011, September). Bhutan: In pursuit of Gross National Happiness. *Mitakuye Magazine*. Retrieved from http://www.indigenous.youth-leader.org/?p=4912
- Scott, K. (2012). Measuring well-being: Towards sustainability? Abington, UK: Routeledge
- Stiglitz, J., Sen, A., & Fitoussi. J. P. (2009, September). Report by the Commission on the Measurement of Economic Performance and Social Progress. Retrieved http://www.stiglitz-sen-fitoussi.fr/documents/rapport_anglais.pdf
- The Constitution of the Kingdom of Bhutan. (2008). Article IX, Clause II. Retrieved from http://www.bhutanaudit.gov.bt/About%20Us/Mandates/Constitution%20of%20Bhutan%2020 08.pdf
- Tobgay, T. [Tshering]. (2014, June 4). Getting to office on Pedestrian Day. I know that Ped Day will inconvenience many, even if only once a year. The idea is that today, we join hands, to celebrate and commit ourselves to protecting our environment [Facebook status update]

 Retrieved from

 https://www.facebook.com/tsheringtobgay/photos/a.686043278074968.1073741825.213963285
 282972/806556749356953/?type=1
- Trade and Investment Division. (2006). Policies and good practices in investment promotion and facilitation in LDCs: Bhutan, Lao Peoples Democratic Republic and Timor-Leste. (ESCAP Reference no. ST/ESCAP/2402). Subregional publication: United Nations ESCAP. Retrieved February 26, 2014, from http://www.unescap.org/publications/detail.asp?id=1124
- United Nations General Assembly. (2011, August 25). Happiness: Towards a holistic approach to development (Resolution 65/309). 64th session: 109th plenary meeting. Retrieved from http://www.un.org/ga/search/view_doc.asp?symbol=A/RES/65/309
- Ura, K., Alkire, S., Zangmo, T., & Wangdi, K. (2010, May). An extensive analysis of the GNH Index. Center for Bhutan Studies. Retrieved from http://www.grossnationalhappiness.com/wp-content/uploads/2012/10/An%20Extensive%20Analysis%20of%20GNH%20Index.pdf

- Vidal, J., & Kelly, A. (2013, February 13). Bhutan set to plough lone furrow as world's first wholly organic country. *The Guardian: Poverty Matters blog*. Retrieved http://www.theguardian.com/global-development/poverty-matters/2013/feb/11/bhutan-first-wholly-organic-country
- Whitby, A. (2014, March 31). BRAINPOoL Project final report: Beyond GDP From measurement to politics and policy. BRAINPOoL deliverable 5.2, A collaborative programme funded by the European Union's Seventh Programme for research, technological development and demonstration under grant agreement No. 283024. World Future Council.

Appendix A

Bhutan's Prime Minister Tshering Tobgay's Facebook Post for Pedestrian Day 2014



Getting to office on Pedestrian Day. I know that Ped Day will inconvenience many, even if only once a year. The idea is that today, we join hands, to celebrate and commit ourselves to protecting our environment.



Source:

https://www.facebook.com/tsheringtobgay/photos/a.686043278074968.1073741825.213963285282972/806556749356953/?type=1

Appendix B

The Government of Bhutan's Approved GNH Policies

Policy Name, Date, and Intent	GNH References	Policy Strategies	
The aim of the Renewable Natural Resources (RNR) Research Policy of 2012 is to form a robust, effective and efficient research mechanism to generate high quality research in RNR and streamline its adoption into policy and practice by standardizing and regulating knowledge and research in order to enhance Bhutan's economic prosperity, maintain environmental health, and foster a participatory, knowledge-based society. Link: http://www.gnhc.gov.bt/wpcontent/uploads/2012/11/RNR-Research-policy-of-Bhutan_28March20121_Cabine t-submitted-version.pdf	As a national developmental philosophy: 2 As a mandate to practice sustainable development: 2 As the ethical principles encompassed by the four pillars: 5 As a legal document: 1 Total: 10	Generate and disseminate technologies, knowledge, and information to achieve self-sufficiency in cereals and grain legumes for the nation increase production, processing and marketing of horticulture products improve the health, quantity, quality, and productivity of livestock promote conservation and sustainable use of biological resources improve forest and wildlife biodiversity management, conservation, utilization improve natural resource management and climate change adaptation Streamline and strengthen the RNR policy framework and institutional capabilitie research activities, policy linkages, and delivery of research to users, linkages, and roles of academic institutions, international research institutions, international research institutions, and public-private sector collaborations Identify relevant RNR policy constrains an opportunities Increase funding sources for RNR research Protect intellectual property rights Develop standards for ethical treatment of research animals Establish RNR research evaluation framework National standards for taxes, levies, and duties	
The goal of the Thromde Finance Policy of 2012 is to standardize administrative processes for operation and development activities of Thromdes. (Thromdes are administrative government for geographic areas, similar to municipalities or states, but with limited scope: land and property taxes, enforcing public health and safety rules, regulating	As a national developmental philosophy: 1 In reference to GNH Commission Meetings: 1 Total: 2	National standards for taxes, levies, and duties Criteria for additional revenue sources: affordability, adequacy, elasticity, equity, economic efficiency, administrative capacity, and suitability Distribution by the Ministry of Finance (federal-level government) of current and capital grants and loans from Bhutanese financial institutions or external sources A standardized budget scheme, with standardized accounting manual, annual	

Policy Name, Date, and Intent	GNH References	Policy Strategies
advertising and property transfer.) This policy covers revenue and resource accumulation, budget allocation, procurement, accounting, asset and liability management, reporting, and auditing. Link: http://www.gnhc.gov.bt/wp- content/uploads/2012/10/MoF- final-version-TFP- 17.7.20121.pdf		reports containing financial statements, tenders, audits, and commercial investments and submittal of returns to the Thromde Tshogdes (elected leadership of a Thrimde) Enact procurement systems, manage assets and liability, establish an internal control mechanism, and make institutional arrangements necessary for the implementation of this policy
The goal of the Cottage, Small, and Medium Industry Policy (CSMI) of 2012 is to strengthen the institutional framework to foster the development of the CSMI sector between 2012 and 2020 by promoting employment, reducing wealth disparities, and balancing development by fostering forward-looking entrepreneurship. The CSMI Policy covers all nonagricultural businesses with investments of less than \$100 million Nu and with 100 employees or less. Link: http://www.gnhc.gov.bt/wp-content/uploads/2012/10/CSMI-Policy-2012.pdf	As a national developmental philosophy: 2 In reference to the GNH Commission: 1 Total: 3	Legislation to encourage growth and increase the profitability of existing CSMI and entrepreneurship into new areas for growth and development Greater access to finances and incentives for CSMI, with a strong emphasis on increasing industry competitiveness through innovation and sustainable practices Improve CSMI access to the local market by overcoming infrastructure limitations Integration with international markets once a competitive and diversified CSMI is established
The intent of the National Human Resource Development Policy of 2011 is to facilitate the transition to a knowledge- based society by developing a base of educated, knowledgeable citizens who are employable, productive, entrepreneurial and embody the principles and values of	As a national developmental philosophy: 1 As a metric of well-being on a national scale: 2 Total: 3	Create human capital for a knowledge-based society, focusing on strengthening engineering, medical, management, architecture, and legal educational institutions, as well as vocational schools Increase employment and employability of Bhutanese youth A quality assurance system for technical and vocational education and training

Policy Name, Date, and Intent	GNH References	Policy Strategies
Gross National Happiness (GNH). The goal of the policy is to strengthen human resources development (HRD) institutions via collaboration with similar international entities. Link: http://www.gnhc.gov.bt/wp- content/uploads/2012/04/NHRD -policy.pdf		programs, and introduction of vocational courses in schools Minimum training-per-year requirements for civil servants Establishment of HRD network (composed of private and public sector professionals) Strengthen existing HRD institutions, including recruitment and development of faculty at educational institutions; plan for required HRD institutions, promote coordination among HRD agencies, support agency planning and developing, study and forecast labour markets, implement HRD activities, monitoring and review of HRD policy implementation
The intent of the National Health Policy of 2011 is to set the agenda and provide direction to fulfill the country's constitutional clause (Section 21): "the state shall provide free access to basic public health services in both modern and traditional medicines." The goal is to achieve the highest standards of health within the broader framework of national developmental in the spirit of social justice and equality. Link: http://www.gnhc.gov.bt/wp- content/uploads/2012/04/nation alHpolicy.pdf	As a national developmental philosophy: 3 A metric of well-being on a national scale: 1 In reference to the GNH Commission: 1 Total: 5	Ensure 90% of the population is within 3 hr of the nearest healthcare facility and free access to basic public health services of modern and traditional medicines to all, including comprehensive maternal and child care, preservation of traditional medicines At any time, 90% of essential drugs will be available in a health clinic, new technologies and external donations of medicines and technologies will be rigorously assessed before introduced Continue to structure the healthcare as a decentralized three-tiered system (outreach and basic health units; district hospitals; regional and national referral hospitals). with higher tier serving as referral centers for the lower tier healthcare facilities and Ministry of Health ensuring adequate patient registration and information systems Standardization and monitoring of healthcare quality, management of costs effectiveness and efficient utilization and maximization of value for money by the Ministry of Health Healthcare facilities to use a centralized

Policy Name, Date, and Intent	GNH References	Policy Strategies
		health management information system,
		with digitized record system
		Ministry of Health to address shortages of
		healthcare workers, promote training
		and specialization, upgrading of health
		institutions and health training
		institutes, and training of village
		healthcare workers
		Multi-sector and multidisciplinary approach
		to preventing, reducing, and eradication
		of communicable diseases including
		HIV/AIDS, tuberculosis, and malaria
		Healthy habits/lifestyle/traditional practices
		information dissemination through
		programs, with efforts to reduce
		malnutrition, alcoholism, and lifestyle-
		related diseases, increase food security,
		and decrease pollution
		Ministry of Health responsible for forming
		policies and strategic plan based on the
		GNH philosophy and decentralization of
		the government to meet the evolving needs of the people
		Healthcare will not be privatized
		Collaboration between sectors to address
		national health issues, including water
		supply and sanitation, as well as climate
		change and emergency preparedness
The intent of the National Youth	As the ethical principles	Increase access to education and continuing
Policy of 2011 is to engage	encompassed by the	education at all levels and tailor
youth (ages 13–24 years) to	four pillars: 4	educational curricula to ensure that
ensure support and meaningful	As a national	educational outcomes are well-aligned
opportunities to reach their full	developmental	with workforce needs and the skills to
potential. The policy is guided	philosophy: 6	navigate society and a globalized world,
		increase access of all levels of education
goals are to instill adherence to	on a national scale: 2	to young women and the poor
the principles and values of the	As a moral and ethical	Educate young people about health and
constitution by, develop	foundation for various	well-being, increase access to well-being
citizenship qualities in youth,	initiatives and	focused information and care for youth
create greater understanding in	institutions: 1	with issues of substance abuse,
society of youth, promote	As a merger of	reproductive health, obesity, violence,
awareness of Bhutan culture	traditional and	mental health, disability, and unreliable
and GNH, and provide proper	modern values: 2	health information

Policy Name, Date, and Intent	GNH References	Policy Strategies
education and training	Total: 15	Enable all youth to work, to attain
opportunities to youth,		vocational skills and promote
facilitate access to health		entrepreneurial capacity, provide
information and services,		increased support to the youth in seeking
reinforce the spirit of		employment, encourage farming as self-
volunteerism, develop skills		employment
and leadership qualities,		Raise awareness of environmental issues,
promote involvement in		natural resources, and promote
government and		environmental national services and
nongovernmental		natural resource conservation
organizations, as well as		Inform and educate youth about Bhutanese
participation in nature.		culture and impart respect for the
Link: http://www.gnhc.gov.bt/wp-		culture in the face of Westernization
content/uploads/2012/04/INSID		Promote family values and bonds between
E-National-Youth-Policy.pdf		men and women, develop an
0 1		understanding of changing global world
		to help with gender gaps
		Educate youth on topics of global
		importance, media literacy, and support
		youth in trouble with the law
		Encourage youth to participate in sports
		and cultural activities and provide
		facilities for such
		Increase participation by the youth,
		particularly young women, in decision-
		making through youth leadership, civic
		duties, and professional development
		Encourage adults to act as positive role
		models, assist youth to reach their full
		potential and otherwise behave
		responsibility
		T. T
The intent of the Tertiary	As a national	Use the principles and values of GNH as
Education Policy of 2010 is to	developmental	the foundation for all education
develop a strong education	philosophy: 8	institutions
system and well-rounded and	As the ethical principles	Offer education based on merit, provide
educated workforce by	encompassed by the	financial assistance, scholarship
inspiring students to enroll in	four pillars: 6	opportunities, and continuing education
tertiary education (university,	As a moral and ethical	for adults
college, vocational training,	foundation for various	Facilitate partnership with domestic
etc.) so they realize their full	initiatives and	private colleges and leading
potential and are more	institutions: 6	international colleges
productive, responsible,	As a metric of well-being	Grant universities administrative
culturally aware,	on a national scale: 4	autonomy

Policy Name, Date, and Intent	GNH References	Policy Strategies
environmentally sustainable, and spiritually cognizant. Link: http://www.gnhc.gov.bt/wp- content/uploads/2012/04/Tertia ry-Education-Policy.pdf	In reference to the GNH Commission: 12 As a bridge between indispensable moral values and a need for economic growth: 1 In reference to the GNH Secretariat: 2 Total: 38	Establish accreditation system to institutional quality Increase capital funding mechanisms Foster research and development on campuses
The intent of the Foreign Direct Investment (FDI) Policy of 2010 is to encourage the development of an environmentally friendly, sustainable economy with socially responsible industries that are culturally and spiritually sensitive. The goals are the development of a green and sustainable economy, promotion of socially responsible and ecologically sound industries, promotion of culturally and spiritually sensitive industries, investments in services that promote Brand Bhutan, and the creation of a knowledge- based society. The policy lays out the logistics for FDI, from company registration to repatriation of capital and access to land. Link: http://www.gnhc.gov.bt/wp- content/uploads/2012/04/FDI- policy.pdf	As a metric of well-being on a national scale: 1 As the ethical principles encompassed by the four pillars: 2 As a criteria for FDI: 1 Total: 4	FDI is defined as a domestic, for-profit business in which 20% or more of ownership is foreign Criteria for approval or denial of FDI are GNH principles, generation of employment for Bhutanese, revenue contribution, foreign exchange earnings, value added, invention/innovation Priority sectors include agriculture, fisheries, and horticulture, forest-based production, renewable energy, water-based products, and electronics, computer hardware, and building materials All FDI companies are to be registered under the Companies Act of the Kingdom of Bhutan 2000 and will be required to meet the relevant licensing requirements and invest using exchangeable currency Repatriation of dividends of up to US\$5M per year for the first 10 years of commercial operations Protection of intellectual property rights Phasing out of expatriate workers with training and eventual employment of Bhutanese workers The government of Bhutan guarantees for these businesses equal treatment, the possibility for nationalization, repatriation of dividends and capital, and settlement dispute procedures
The intent of the Economic Development Policy of 2010 is	As part of the vision statement and	Diversity the economic base with minimal ecological footprint, all industries are to

Policy Name, Date, and Intent

to create an enabling environment by setting an agenda for development of high-potential sectors and creating a clear, stable, and transparent policy framework with incentive packages. The policy addresses relevant ministries and agencies with processes for the central government to intervene to enhance economic growth and productivity as necessary. The objective is to achieve economic self-reliance by 2020 with full employment of the population of Bhutan through a green economy guided by the GNH philosophy.

Link: http://www.gnhc.gov.bt/wpcontent/uploads/2012/04/EDP.p df

GNH References

As the ethical principles encompassed by the four pillars: 3

purpose: 2

As a competitive advantage in comparison to other nations: 1

As a national developmental philosophy: 4

Total: 13

As a moral and ethical foundation for various initiatives and institutions: 1 In reference to the GNH Commission: 2

Policy Strategies

innovate and grow within the constraints of a strictly sustainable and environmentally friendly framework, with nonrenewable resources, such as minerals being harvested sustainably in light of the principle of inter-generational equity. Tourism is to continue in accordance with the principle of "high value, low impact"

Harness and add value to natural resources in a sustainable manne: Priority growth areas include high education, tourism, high-end health services and traditional medicine, organic farming, hydroelectricity, films and media, handicrafts, fine art, mineral-based products, water-based products, green transportation, mechanization in construction, and electronics, among others

Increase and diversity exports
Create demand for "Brand Bhutan" with
products and services that meet
standards environmental conservation,
Bhutanese culture, and GNH philosophy
including natural resources, tourism,
cultural experiences, handicrafts,
textiles, and agricultural products

Form a comprehensive land use policy with zoning for industry, tourism, environmental conservation, agriculture

Business license grace period for cottage and small businesses

Streamlined compliance programs Comprehensive framework for industrial projects

Promotion of research and development Corporatization of Royal Government entities where feasible and outsourcing where efficient and economic

Framework for public private partnership for development of infrastructure (airports, roads, bridges, power projects, telecommunications, etc.)

Policy Name, Date, and Intent	GNH References	Policy Strategies
		Promotion of Foreign Direct Investment,
		Cottage and Small Industries,
		International Trade, Exports, Water-
		based Industries, Tourism, selective and
		cautious mining, construction—
		particularly of infrastructure, including
		hydropower
		Development of Green Transportation
		Services, Organic Agriculture, Financial
		services, Information Technology, Health
		Care, and Education
		Incentives for certain industries including
		energy, agriculture information
		technology, and tourism
		Provide electricity to all households by 2013
		Development of hydropower projects in line
		with Bhutan Sustainable Hydro Power
		Policy, including the goal of carbon neutrality
		Review of the regulatory frameworks
		including the Land Act, Labor and
		Employment Act, Companies Act,
		National Environment Protection Act
		and others

Source: http://www.gnhc.gov.bt/approved-policy/

Appendix C

The Happiness Policy Screening Tool

Domain of Material Well-Being/Standard of Living

Factor 1: Impact of Economic Security of Population Impacted	Score
Likely result in net decrease in economic security of population impacted	1
Unknown impact on economic security of population impacted	2
Likely little or no effect on economic security of population impacted	3
Likely result in net increase in economic security of population impacted	4
Factor 2: Impact of Material Well-Being on Population Impacted	\mathbf{Score}
Likely result in net decrease in material well-being among population impacted	1
Unknown impact on material well-being among population impacted	2
Likely little or no impact on material well-being among population impacted	3
Likely result in net increase in material well-being among population impacted	4
Factor 3: Impact of Economic Fairness on Population Impacted	Score
Likely favor higher income earners more	1
than lower income earners	
Unknown impact on different income earning levels	2
Likely little have little or no effect on different income earning levels	3
Likely favor lower income earners more	4
than higher income earners	

Domain of Governance

Factor 4: Impact of Protection for Individual Rights of Population	
Impacted	Score
Likely result in net decrease in protection of individual rights of population impacted	1
Unknown impact on protection of individual rights of population impacted	2
Likely have little or no effect on individual rights of population impacted	3
Likely result in net increase in protection of individual rights of population impacted	4
Factor 5: Impact of Opportunity to Participate in Government	
Decisions for Population Impacted	\mathbf{Score}
Likely result in net decrease on opportunity to participate in government decision	1
Unknown impact on opportunity to participate in government decision	2
Likely have little or no effect on opportunity to participate in government decision	3
Likely result in net increase on opportunity to participate in government decision	4
Factor 6: Impact of Access to the Judicial System (Courts and Police)	
for Population Impacted	\mathbf{Score}
Likely result in a decrease in access to the judicial system for population impacted	1
Unknown impact on access to the judicial system for population impacted	2

Likely have little or no effect on access to the judicial system for population 3 impacted	
Likely result in an increase in access to the judicial system for population 4	
impacted	

Domain of Environment

Factor 7: Impact of Number of People Who Can Access and Enjoy	
Nature Among Population Impacted	Score
Likely result in a decrease in number of people who can access and enjoy nature	1
Unknown impact on number of people who can access and enjoy nature	2
Likely have little or no effect on number of people who can access and enjoy nature	3
Likely result in an increase in number of people who can access and enjoy nature	4
Factor 8: Impact on Health and Diversity of Wildlife in Areas in	
Proximity to the Population Impacted	\mathbf{Score}
Likely result in a decrease in health and diversity of wildlife in areas in proximity to population impacted	1
Unknown effect on health and diversity of wildlife in areas in proximity to population impacted	2
Likely have little or no effect on health and diversity of wildlife in proximity to population impacted	3
Likely result in an increase in health and diversity of wildlife in areas in proximity to population impacted	4
Factor 9: Amount of Pollution or Degradation of the Air, Land, or	
Waters in Proximity to the Population Impacted	Score
Likely result in an increase in the amount of pollution or degradation of the air, land, or waters	1
Unknown effect on the amount of pollution or degradation of the air, land, or waters	2
Likely have little or no effect the amount of pollution or degradation of the air, land, or waters	3
Likely result in a decrease in the amount of pollution or degradation of the air, land, or waters	4

Domain of Community

Factor 10: Impact on Extended Family Relations Among the	
Population Impacted	Score
Likely weaken extended family relations among population impacted	1
Unknown impact on extended family relations among population impacted	2
Likely have little or no impact on extended family relations among	3
population impacted	
Likely strengthen extended family relations among population impacted	4
Factor 11: Impact on Integrity of Communities and Character of	
Neighborhoods Among the Population Impacted	Score
Likely weaken the integrity of communities and character of neighborhoods	1
Unknown impact on the integrity of communities and character of	2
neighborhoods	
Likely have little or no impact on the integrity of communities and character	3
of neighborhoods	
Likely strengthen the integrity of communities and character of	4
neighborhoods	
Factor 12: Impact on Number of People Engaged in Volunteerism	
Among the Population Impacted	\mathbf{Score}
Likely decrease the number of people who engage in volunteerism	1
Unknown impact on the number of people who engage in volunteerism	2
Likely have little or no impact on the number of people who engage in	3
volunteerism	
Likely increase the number of people who engage in volunteerism	4

Domain of Social Support

Factor 13: Impact on Amount of Social Support Available to People	
in Time of Need Among the Population Impacted	Score
Likely decrease in social support available to people in time of need	1
Unknown impact on social support available to people in time of need	2
Likely have little or no impact on social support available to people in time of need	3
Likely increase in social support available to people in time of need	4
Factor 14: Impact on Crime Rates Among the Population Impacted	Score
Likely result in increase in the crime rates among the population impacted	1
Unknown impact on the crime rates among the population impacted	2
Likely have little or no impact on the crime rates among the population impacted	3
Likely result in decrease in the crime rates among the population impacted	4

Domain of Education, Arts, and Culture

Factor 15: Impact on Overall Quality of Formal Education for the		
Population Impacted	Score	
Likely diminish the overall quality of formal education for the population impacted	1	
Unknown impact on the overall quality of formal education for the population impacted		
Likely have little or no impact on the overall quality of formal education for the population impacted	3	
Likely improve the overall quality of formal education for the population impacted	4	
Factor 16: Impact on Opportunity That People Have to Spend Time	_	
on Sports or the Arts Among the Population Impacted	\mathbf{Score}	
Likely result in decrease in the opportunities that people have to spend time on sports or the arts	1	
Unknown impact on the opportunities that people have to spend time on sports or the arts	2	
Likely have little or no impact on opportunities that people have to spend time on sports or the arts		
Likely result in increase in the opportunities that people have to spend time on sports or the arts		
Factor 17: Impact on Sense of Discrimination by a Group or Groups		
of Peoples Among the Population Impacted	Score	
Likely result in increase in sense of discrimination by group(s) of peoples among population impacted	1	
Unknown impact on sense of discrimination by group(s) of peoples among population impacted	2	
Likely have little or no impact on sense of discrimination by group(s) of peoples	3	
Likely result in decrease in sense of discrimination by group(s) of peoples among population impacted	4	

Domain of Physical Health

Factor 18: Impact on Access to Healthcare Among the Population	
Impacted	Score
Likely result in decreased access to healthcare for the population impacted	1
Unknown impact on access to healthcare for the population impacted	2
Likely have little or no impact access to healthcare for the population impacted	3
Likely result in increased access to healthcare for the population impacted	4
Factor 19: Impact on Rate of Disability or Healthcare Limitations	
Among the Population Impacted	Score
Likely result in increased rate of disability or other healthcare limitations on population impacted	1
Unknown impact on rate of disability or other healthcare limitations on population impacted	2
Likely have little or no impact on rate of disability or other healthcare	3
limitations	
Likely result in decreased rate of disability or other healthcare limitations on population impacted	4

Domain of Psychological Health

Factor 20: Impact on Importance of Compassion, Generosity, and	
Gratitude Among Population Impacted	Score
Likely result in decreased importance of compassion, generosity and gratitude	1
Unknown impact on importance of compassion, generosity and gratitude	2
Likely have little or no impact on importance of compassion, generosity and gratitude	3
Likely result in increased importance of compassion, generosity and gratitude	4
Factor 21: Impact on Sense of Uncertainty, Stress, or Fear Among	
Population Impacted	\mathbf{Score}
Likely result in increased sense of uncertainty, stress, or fear among population impacted	1
Unknown impact on sense of uncertainty, stress, or fear among population impacted	2
Likely have little or no impact on sense of uncertainty, stress, or fear	3
may o move of me impact on some of miletramy, stress, or rear	

Domain of Time Balance

Factor 22: Impact on Opportunities People Have to Spend Time With	
Family and Friends Among Population Impacted	Score
Likely result in decreased opportunities people have to spend time with family and friends	1
Unknown impact on opportunities people have to spend time with family and friends	2
Likely have little or no impact on opportunities people have to spend time with family and friends	3
Likely result in increased opportunities people have to spend time with family and friends	4
Factor 23: Impact on Opportunities People Have to Spend Time in	_
Recreational Pursuits Among Population Impacted	Score
Likely result in decreased opportunities people have to spend time in recreational pursuits	1
Unknown impact on opportunities people have to spend time in recreational pursuits	2
Likely have little or no impact on opportunities people have to spend time in recreational pursuits	3
Likely result in increased opportunities people have to spend time in recreational pursuits	4
Factor 24: Impact on Time People Have for Leisure, Rest, or Sleep	
Among Population Impacted	Score
Likely result in decreased time people have for leisure, rest, or sleep	1
Unknown impact on time people have for leisure, rest, or sleep	2
Likely have little or no impact on time people have for leisure, rest, or sleep	3
Likely result in increased time people have for leisure, rest, or sleep	4

Domain of Work

Factor 25: Impact on Productivity Among Population Impacted	Score
Likely result in decreased productivity among population impacted	1
Unknown impact on productivity among population impacted	2
Likely have little or no impact on productivity among population impacted	3
Likely result in increased productivity among population impacted	4
Factor 26: Impact on Number of People Who Have Opportunities to	
Develop Occupational Skills Among Population Impacted	Score
Likely result in decreased number of people having opportunities to develop occupational skills	1
Unknown impact on number of people having opportunities to develop occupational skills	2
Likely have little or no impact on number people having opportunities to develop occupational skills	3
Likely result in increased number of people having opportunities to develop occupational skills	4

GNH Policy Score Tool Scorecard

Number of Screening Factors	Neutral score (3 times number of factors)	Total Score	Pass
	Maximum score (4 times number of factors)		No Pass

The *Journal of Social Change*, sponsored by Walden University, welcomes manuscripts focusing on interdisciplinary research in social change that improves the human condition and moves people, groups, organizations, cultures, and society toward a more positive future.

Walden University Publishing: http://www.publishing.waldenu.edu