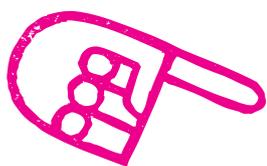


THE HAPPY CITY INITIATIVE

A uniquely practical, sustainable and accessible process enabling cities, towns or communities to directly increase happiness through participation, collaboration and celebration.



For more information:

<http://www.happycity.org.uk>

info@happycity.org.uk

Contents

The purpose of this White Paper is to outline why this initiative is so urgently needed and the impact it will have on individuals, communities and broader society. It will introduce the thinking and key methodologies behind the project, how, when and where it will be delivered, the track record of those involved and how it will be financially and physically sustainable.

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Executive summary

For the past 60 years we have chased the holy grail of GDP growth to bring about 'prosperity' and 'happiness' in our societies. We have succeeded in growing global economic output by over 5 times in that period, and have had over 30 years of continual economic growth in the 'developed' world. Yet 'wellbeing' and 'happiness' indices have remained largely flat, inequality has soared, health and social problems¹ have increased and an estimated 60 per cent of the world's ecosystem services² have been degraded or over-used³.

Our societal focus on GDP growth as a route to happiness simply doesn't work.

The Happy City Initiative is a ground breaking project, bringing together the best of community engagement processes, campaigning strategies, 21st century design & communication ideas, leadership know-how and sustainable enterprise models to achieve a bottom up re-focussing towards a goal of directly increasing happiness in communities and cities around the world.

"At the end of the day prosperity goes beyond material pleasures. It transcends material concerns. It resides in the quality of our lives and in the health and happiness of our families. It is present in the strength of our relationships and our trust in the community. It is evidenced by our satisfaction at work and our sense of shared meaning and purpose. It hangs on our potential to participate fully in the life of society. Prosperity consists in our ability to flourish as human beings – within the ecological limits of a finite planet. The challenge for our society is to create the conditions under which this is possible. It is the most urgent task of our times."

Tim Jackson

Prosperity Without Growth

Happy City aims to help communities:

- see the central importance of a focus on Happiness as a means to achieving it
- uncover and share the ingredients for happiness across and within diverse communities
- uncover and share existing and transferable means by which communities increase their happiness
- multiply the impact of those means of increasing happiness to overcome some of our most intractable challenges

¹ See Appendix 1 for details of measures such as Life expectancy, Literacy, Infant mortality, Homicides, Imprisonment, teenage births, Obesity, Trust, Mental Illness, drug and Alcohol addiction, Social Mobility.

² Ecosystem services in simple terms are things like clean air, water, forests ie. the natural resources that we rely on and which keep the planet working

³ According to UNEP (United Nations Environment Programme) and WHO (World Health Organisation).

Happy City delivers these aims through a strategic combination of Communication Campaigns, Innovative & Engaging Events, an online Happiness Bank and community led Learning & Feedback cycles to constantly increase the reach and impact of the initiative.

These four interrelated, mutually supporting aspects of the Happy City delivery process help support these aims to create a positive, self sustaining cycle of deep rooted social change.



The Happy City Initiative's business model has long term sustainability from the start

From an initial input of investment, the roll out design sets in motion a multiple 'ripple effect' process. The communication campaign and events range from large supported and funded programmes to numerous locally driven and run mini versions to virally spread the impact¹. The process enables ever increasing impact through growing levels of support and engagement from communities themselves with the projects and initiatives that Happy City will help highlight as pathways to increased happiness². Happy City is designed to move from a Charitable, funded project to a thriving social enterprise³ in its first three years. Enabling exponential growth in impact with decreasing funding requirements.

It will be piloted in Bristol, where the project branding, design, communication materials, event processes, online capacity building and evaluation processes will be designed, tested, adjusted and documented so that cities throughout the UK can roll out Happy City with significantly reduced initial costs and timelines involved. All Happy City processes and materials will be Open Source, and the Happy City delivery team and founders will be available for roll out support in all cases.

To get involved at the start of this exciting initiative, to benefit from association with it, providing financial backing, or to endorse or champion this initiative within your sector, community and world, please contact the Happy City Team at info@happycity.org.uk

- 1 The Happy City team will run larger community events alongside local people who will be trained to deliver similar smaller events in schools, community groups etc. The simple processes will also be transferable by individuals into their own families, circles, workplaces etc.
- 2 Happy City aims to be a signposting service for people across the city towards the numerous inspiring projects, initiatives and opportunities to get involved which exists across the city. So stimulating more positive action, engagement and support, and a fundamental shift in levels of beneficial activity throughout.
- 3 A combination of consultancy services & applied happiness training in private and public sector organisations; sales of branded goods and event packages around mushrooming happiness; and advisory services to other communities and cities keen to roll out Happy City Initiatives of their own will fund the ongoing ripple out of Happy City projects and community engagement across the City

The Challenge

From academic theories to political statements and economic formulas, the press and airwaves are thick with the needs of society, its aims and measures of success. It is clear to many that a cultural preoccupation with GDP growth as both a route to successful society and as a measure of a society's advancement is potentially at odds with individual and communal health, happiness and wellbeing. In parallel to this there is a similar storm of interest in 'rebuilding communities' and 'increased belonging and engagement'.

The Happy City Initiative aims to bridge the growing gulf between this macro interest in Happiness, Community and Participation and people's everyday experiences in the homes, schools, offices and streets of their towns and cities.

Some noteworthy voices:

"The world could have predicted last year's economic crisis if it had looked at happiness, wellbeing and sustainability". The French government is now planning to include many of the "happiness" indicators in its regular growth statistics. ... Their report explains that dry economic statistics alone are no longer sufficient, citing the examples that "Traffic jams may increase GDP as a result of the increased use of gasoline, but obviously not the quality of life."

President Nicolas Sarkozy

Well-being is one of most important aspect of our lives, as individuals and as societies. But despite unprecedented economic prosperity in the last 35 years we do not feel better individually or as communities. Data shows that whilst economic output in the UK has nearly doubled since 1973, levels of happiness have remained flat. Beyond a certain level of income and material stability, more money has a negligible and even negative impact on the quality of our lives.

New Economics Foundation



"Money doesn't buy happiness... Happy people put emphasis on social and community relationships. Happiness lies in being part of and contributing to a larger community."

Ben Bernanke
Chairman of Federal Reserve Board of Governors

"It's time we admitted that there's more to life than money, and it's time we focused not just on GDP but on GWB - General Wellbeing. "It's about the beauty of our surroundings, the quality of our culture and above all the strength of our relationships. There is a deep satisfaction which comes from belonging."

David Cameron speaking in 2006

"A recent review of all the available literature has revealed that happiness does indeed have numerous positive byproducts, which appear to benefit not only individuals, but families, communities, and the society at large. The benefits of happiness include higher income and superior work outcomes (e.g., greater productivity and higher quality of work), larger social rewards (e.g., more satisfying and longer marriages, more friends, stronger social support, and richer social interactions), more activity, energy, and flow, and better physical health (e.g., a bolstered immune system, lowered stress levels, and less pain) and even longer life. The literature, my colleagues and I have found, also suggests that happy individuals are more creative, helpful, charitable, and self-confident, have better self-control, and show greater self-regulatory and coping abilities."

Professor Sonja Lyubomirsky
Social Psychologist, University of California



The Happy City solution

What we do

Happy City Initiative addresses the core challenges¹ facing today's society by supporting and facilitating anyone and everyone to get involved in small, everyday ways² to improve their lives and the lives of others.

It achieves this through a combination of events³, communication campaigns⁴ and digital tools⁵. Each aspect will work to enable the following results:

People re-connected with what really builds happiness⁶; a communal focus on where happiness lies rather than an individual focus on achieving happiness simply through material gain.

Links built between people, ideas and resources leading to truly collaborative communities. By finding, highlighting, celebrating, sharing and learning from what is already working in pockets across society, the initiative enables every great idea to thrive, every individual to participate and change to happen faster, better and with less resources.

A society focussed on solutions, successes and possibilities in order to unlock and unleash the best in people, place and ideas

Which leads to:

Citizens who:

- see hope, opportunities and solutions rather than despair, barriers and problems
- are empowered and empower
- feel connected and effective
- make, prioritise and are actively engaged in communities
- learn, share and develop

Communities with more:

- sense of community & self determination
- connection between people of different backgrounds, perspectives and neighbourhoods
- active engagement and interest
- access to ideas and solutions for community building activities
- capacity for tackling big problems locally
- success and celebration of achievements

Places where:

- things that are already happening work better and with increasing impact
- initiatives and plans that are stalled get connected up with what they need to get working
- a sustainable culture thrives that uses well the energy & resources we have rather than searching for more
- networks of connections and good practice thrive, develop and grow
- self-supporting systems continue unfunded, way beyond the life-cycle of the initiative
- and - of course - happiness increases and wellbeing is felt across the city, country and beyond. Happy City is a big idea in response to a big problem.

¹ Including extreme inequality, inter-cultural conflict, environmental degradation, social exclusion, negativity and fear.

² From looking out for their neighbours, to organising a street party, or from giving their time to clear a local stream to setting up a communal vegetable garden or painting a community hall.

³ See Delivery section on page 11.

⁴ See Communication Campaign section on page 10.

⁵ See Digital tools section on page 12.

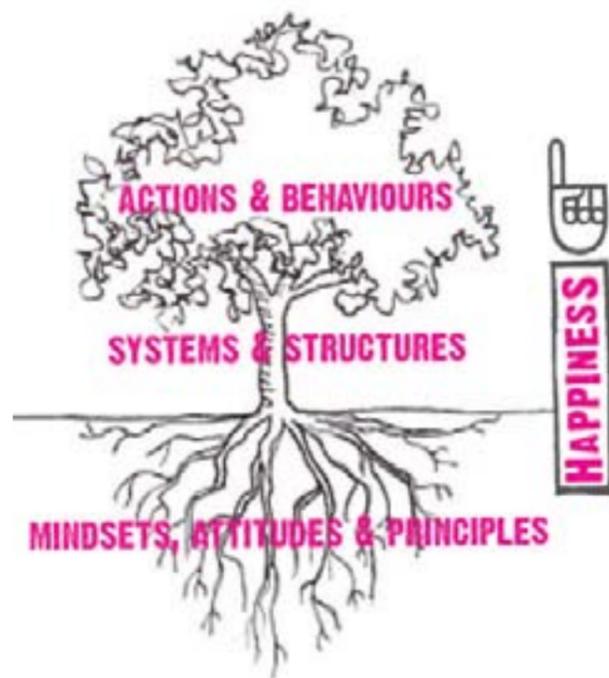
⁶ Including aspects such as Trust & belonging, supportive relationships, vitality, life satisfaction, positive function in society, resilience and self-esteem, positive emotional feelings. (National Accounts of Wellbeing).

How we do it

The Happy City process affects a bottom up change that is self sustaining and able to filter up to all levels of society.

Many people, much energy and large amounts of resources are already going in to supporting change in society. There are numerous great projects and initiatives trying to change our actions and our behaviors in order to improve our world. Others are rightly focussed on the changes that are needed to the the organizations, political or social structures and systems that influence the way we act and behave in the world.

But underlying and influencing all of this, are the attitudes, the principles, values and mindsets that define how we act and how we organize. Change at this level can instigate profound, long lasting and rapid change at all the other levels¹. In this way, Happy City is working to support the capacity of all other positive changes being promoted throughout society.



Attitude/mind-set Shifts

From PROBLEMS

- Blame, need + want
- Independant, alone, powerless
- No connections between people & ideas
- We can't do it, it's too big
- It's the government/council's job

To SOLUTIONS

- What have we got + what can we do
- Interdependant, community, empowered
- Accessible connections and solutions
- Power in numbers, together we can
- Let's make change happen

A Harvard study² in 2003 concluded that campaigns are effective in creating behavior and policy change only if the following conditions are met:

- Information must combine with social context to alter behaviour, and
- community organizing must combine with media advocacy to affect key leader support, and subsequently policy change.

All these inedients are integral to Happy City Campaigns, strategy and practice. This enables Happy City to initiate, motivate and support sustainable, authentic changes to both behaviour and policy.

¹ Eg. In countries where man-made climate change evidence is accepted & believed at all levels, individual uptake is far higher for behavioural change actions like cycle use, solar power installation and recycling. equally in those countries, laws, taxes and institutions are organised and structured to stimulate diminishing Co2 emissions. Without the mental shift in other countries, numerous initiatives to affect these systemic and behavioural shifts are much slower to succeed and have less deep rooted impacts.

² Lessons in evaluating communciations campaigns, by Julia Coffman, Harvard Family Researc Project, June 2003

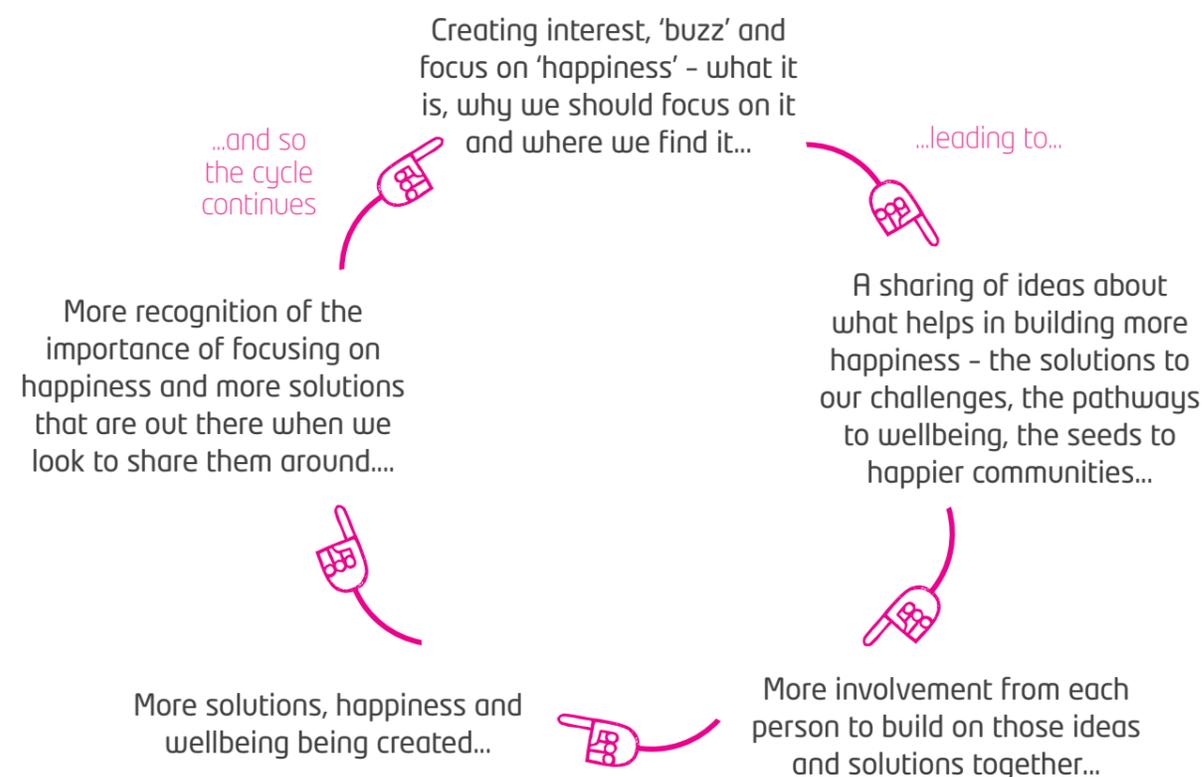
Delivery strategy

Happy City is delivered through a strategic combination of Communication Campaigns, Innovative & Engaging Events, an online Happiness Bank and community led Learning & Feedback cycles to constantly increase the reach and impact of the initiative.

These four interrelated, mutually supporting aspects of the Happy City delivery process help support these aims to create a positive, self sustaining cycle of deep-rooted social change.

At its simplest level Happy City will instigate positive cycles of change in individuals and communities, following the pattern below:

These positive 'cycles of change' will be set off at every level of society, via all aspects of the Happy City process – from street art and theatre to business and public policy engagement, from interactive events to resource-filled and inspiring online opportunities. These different strands of activity interlink to create a coherent and self perpetuating system of change.



The Communication Campaign

This rolling campaign will provoke, intrigue, inspire and engage people from every corner of the city in thinking, talking and seeking out happiness and all that means for them and their community.

It will do this through a strategic campaign of thought provoking questions, statements, images and calls to action, which will appear in a wide variety of mediums across the city over an 18 month period.

The campaign activities will range from art exhibitions from local artists with works designed to stimulate thought about happiness, to questions appearing on pavements (through clean spraying not graffiti!) for commuters to think about as they go to and from work. Ideas about happiness and where we can find it will appear on beer mats, till receipts, wheelie bins, billboards, t-shirts and notice boards around the city; stimulating curiosity and conversations wherever they are. The Happiness Bank will have Happiness ATMs at key places around the city, encouraging everyone to make

deposits and withdrawals during their day to day life (see Page 12 for more on the Happiness Bank).

When conversations are happening in houses, cafes, churches, street corners, schools and community centres, the work of Happy City will have begun – inspiring people to connect and to think and talk about where happiness comes from and how we can grow it together.

Local media will then continue to stimulate and grow discussion and engagement with individuals and communities and to play a part in celebrating the great work that is going on across the city. This will include a wide variety of interactive opportunities to increase discussion about happiness, to celebrate all the amazing things that are building happiness across the city and inspire everyone to get involved with some small actions



A Rolling Programme Of Events

Will create opportunities for all people in all areas of the city to:

- Get together & explore what growing happiness means for them.
- To inspire and be inspired by sharing all the amazing things, large and small, that are happening across their community that are already solving problems and building happiness.
- To increase awareness, support & resources for those already actively engaged locally, and opportunities, confidence & inspiration for those less involved or connected.
- Stimulation and support for further smaller scale local events, run by local people in schools, churches, community centres, streets and houses around the neighbourhood to start conversations, germinate the local seeds of happiness and spread involvement way past the usual suspects and the already engaged
- As momentum and involvement grows and all the city neighbourhoods are engaged in the process, a city wide Happiness celebration events will bring together and cross pollinate the learning and energy from across the city.

The Happy City Initiative will spread through the city, neighbourhood by neighbourhood, enabling communities to inspire each other and spread the happiness outlook and happiness spreading capacity wherever it goes. Each month Happy City will focus on a different neighbourhood via:

- Pop-up (temporary) Happy City office in each area where local people can come in, find out more about the initiative and about growing Happiness; share their ideas and seek other local people to get involved with their project, scheme or approach.
- Coordinated, strategic communications campaign (see previous page for details) to provoke and inspire conversations and curiosity across the local area.
- A large-scale Happy City Event in every area where neighbours, friends and strangers can explore their community, its' happiness, its' opportunities and its' potential. These will be aimed at all local residents, from every age, sector, background and interest. Bringing people together to look at what is working that can be learned from and built upon, and what they can do together to increase happiness for all.
- Events, street parties, meetings and festivals already happening across the city where a Happy City presence will engage people with ideas about Happiness and explore success & solutions with people there.
- Hold regular Community Connector days to allow those most involved in their communities from each area to get together, cross fertilise ideas from all corners of the city, and support and celebrate the effort and impact of their work
- Happy City training and engagement events in private, public and voluntary organisations across the city will aim to embed the principles and participation, solutions focus and inter-connectivity throughout the city.



Brilliant Digital Tools

The Happy City website is the home of the Happy City Bank. Everything to do with the project is banked here and all will be invited to give and take of it as they desire.

The main features will be:

The Solutions Bank - a depository of success and knowledge that will enable people to forge ahead utilising what is already there rather than constantly needing to re-invent the wheel by harvesting the experience of others and allowing access for all.

The Solutions Bank will sit alongside:

The Inspiration Bank - search for, upload and input, links inspirational quotes, video clips, press articles etc. It will also feature videos of HC events, motivational videos & 'how-to' tutorials.

The Time Bank - have a couple of hours to spare and want to make a difference? Time Bank will put you in touch with the people that need your time and experience.

The Pledge Bank - gathers like minded supporters to gain momentum for an event or initiative.

The Events Bank - a simple, intuitive calendar showing descriptions, locations, contact details and relevant links for individual events and happy happenings. These will not just be HC events but will draw together event information from partners to increase its power, reach and usefulness for contributors.



Evaluation & Feeding the Cycle

Measuring the Initiative's impact and success is much more than merely a 'checking' mechanism. Every aspect is about drawing attention to, uncovering the detail of, measuring, valuing and multiplying happiness and it's root causes. In this way, evaluation and measurement are embedded in all aspects of the design and delivery of Happy City.

The evidence, the solutions and the stories that emerge from the process are both means of evaluating it and fuel that can be fed back onto to the fire of change as a vital part of the ongoing delivery strategy. It will be gathered in the following ways:

Micro Level:

Impact of the Initiative on individuals and local communities will be measured by the community themselves using wholly inclusive, participative and interactive methods. Evaluation, delivery and learning will be simultaneous. A collaborative action research approach will be used throughout. Cycles of learning will be used at events and on the website and will also be embedded in the training given to community members as they take the initiative out to groups throughout the city. These processes will help map the impact of the initiative on members of the community and to draw out the ripple effect from those directly touched to the broader world beyond.¹



¹ See Appendix 4 for an example of the story of change that would emerge.

Mid Level:

The Happy City Initiative (in partnership with a range of key stakeholders across the city), will build on existing research methodology used nationally, and adapt it for use at the city-wide level. This will measure changes in a broad range of wellbeing/happiness indices across neighborhoods and across the city. This will feed into the development of the Happy City Index for the UK (and subsequently globally). This work will be in partnership with the New Economics Foundation, refining the tools used to create the National Accounts of Wellbeing² and the Happy Planet Index,³ as a basis. This measure will make local, national and international comparisons more meaningful. It will include elements of both micro and macro evaluation.

Macro Level:

Within three years of launch, the Happy City Initiative will also look to complete a full 'Social Return on Investment'⁴ process to measure and financially 'value' the benefits and impacts of the process on all key stakeholders.

ject level, the advisory board and each of cess 'petals' of supporters and workers (see 7), will follow their own collaborative action h cycles, to review, learn from, adjust and e all aspects of the initiative, and document earch as the process unfolds.

ects of the Evaluation process will be piloted de the Happy City rollout and will be made le to subsequent cities as Happy City grows velops.

² measures: Personal wellbeing [Emotional wellbeing, satisfying life, resilience & self esteem], Positive Functioning [Competence, ng, Engagement, meaning & purpose], Social Wellbeing tive relationships, trust & belonging] and Wellbeing at work

³ measures the relative efficiency with which nations convert the natural resources into long and happy lives for their citizens. It is ed using international figures on life expectancy, life satisfaction ural resource use.

⁴ SKUI is able to assign a monetary figure to social and environmental value which is created. For example, nef research on the value created by a training programme for ex-offenders revealed that for every £1 invested, £10.50 of social value was created.

Sustaining Happy City

The Happy City Initiative's business model has long term sustainability and capacity building at its heart.

Initial set up costs and the first year's community engagement process will be funded through a combination of grants, sponsorship, pro bono support and donations. This will be a mixed portfolio to retain as much independence and flexibility as is required for success. Having already had interest and some success in both local 'crowd funding' and commercial sponsorship of aspects of the project, these avenues will increase once public engagement has started and interest has grown.

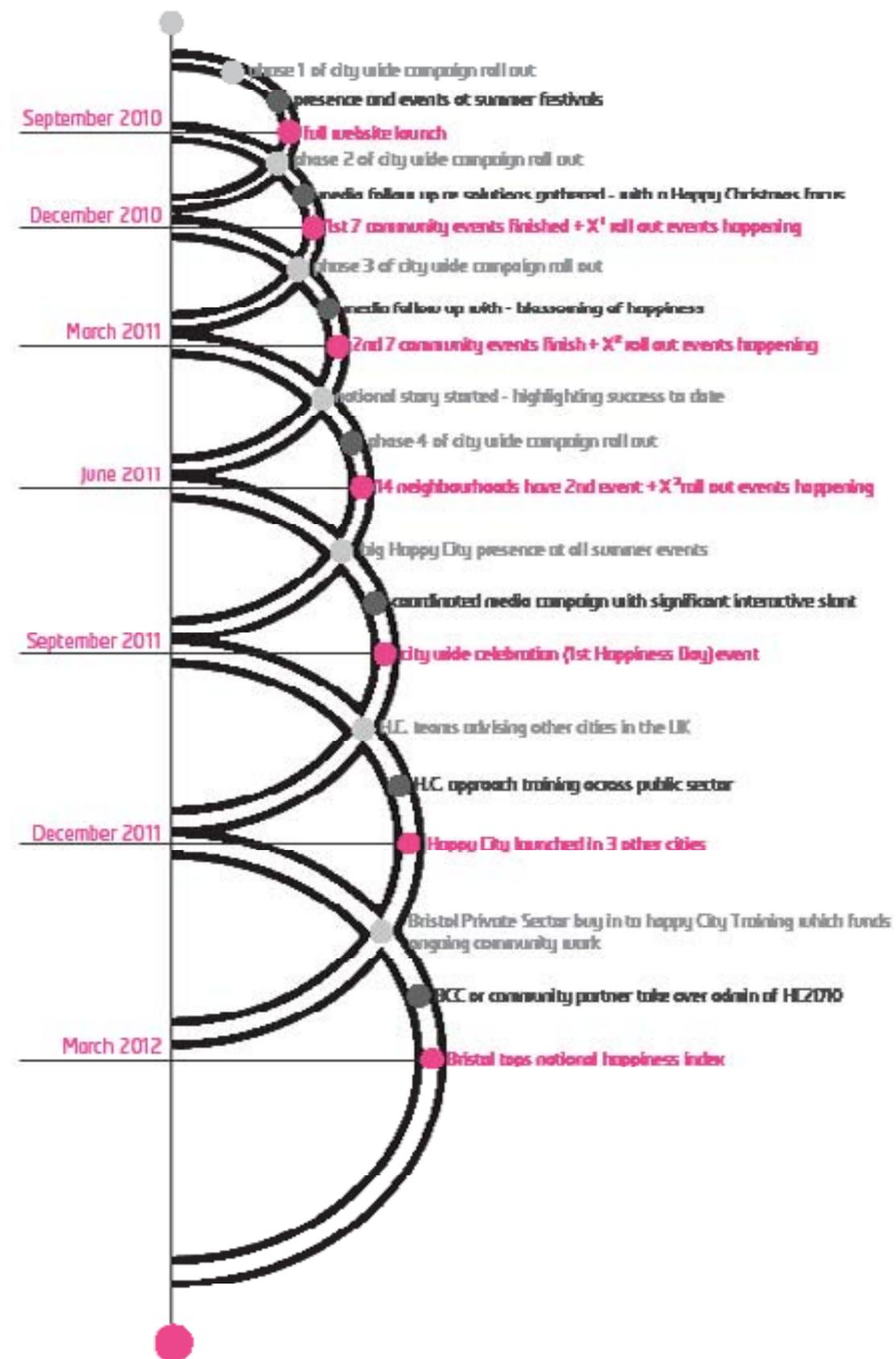
The Delivery strategy involves early costs for events in every neighbourhood and training and support for local people to deliver smaller spin off events in every community. This ripple effect ensures a strong 'exit strategy' for the core Happy City team as well as long lasting impact on the ground.

In line with 'ground up' ethos of the project, once each of the neighbourhoods is engaged, the Initiative team will be working with private, public and voluntary sector bodies and organisations to embed the principles, activities and objectives of increased Happiness throughout the city 'system'. There is significant interest in this aspect of work already and all profits generated will be reinvested in continued support for the community work.

Having successfully piloted the Initiative in Bristol we will offer support and guidance for the roll out into cities across the country and beyond. Again we have had interest voiced from other areas and so all aspect of the process are being documented and will be made available for adaptation and adoption by others. This aspect of the roll out will also be commercially chargeable and profits will be reinvested into community engagement.

YEAR	DIRECT GRANT INVESTMENT REQUIRED	MIX OF INCOME STREAMS	EXAMPLE OUTCOME (Community)	EXAMPLE OUTCOME (City)	EXAMPLE OUTCOME (National)
1	£150,000	Grant Donations Sponsorship	80% of participants at Happy City events report positive outcome in terms of changed perceptions	50 stories about happiness and what is working in the city in local media	Initial expressions of interest from 3 other cities
2	£100,000	Grants Donations Sponsorship +Professional Fees	20,000 solutions to happiness shared online	Volunteering rates in city up by 15%	Happy City Initiative launched in 2 other cities (interest from 8 more)
3	£50,000	Sponsorship +Professional Fees	100 new initiatives site Happy City events or online for bringing together the people and ideas to make them happen	Bristol-wide Wellbeing indicators up by 30%	UK Happy City Index launched
4	£50,000	Sponsorship +Professional Fees	75% of evaluation study group participants show significant increases in wellbeing measures	Bristol Tops UK Happy City Index	Happy City Initiatives running in 12 cities
5	£0	+Professional Fees	Most marginalised communities involved in the Initiative report 15% increase in community related activity	Decline in City's crime and mental health rates mirrors growth in wellbeing figures	Happy City index shows year on year rises in those cities running HCIs

Happy City timeline



How we know it works

The Happy City Initiative is a brand new programme. It brings together a team with many years experience of community engagement processes, campaigning strategies, 21st century design & communication ideas, leadership know-how and sustainable enterprise models.

This brand new combination of successful project learning will be piloted in Bristol in 2010/11 and rolled out UK wide in 2012-14 Happy City's primary delivery team have worked with diverse communities around the world, from Scotland to South Africa, Botswana to Belarus, London to Lebanon.

Their experience of delivering solutions focussed training for community development has found that: In every case what is fundamentally important to people is remarkably similar. Strong relationships, a sense of belonging, security, health, trust, feeling valued, and a healthy environment are pan-cultural ingredients for happier more supportive communities.

In each case, the transformative power of multiplying solutions to overcome problems has been demonstrated at every level, from personal lives, to boardroom, from streets to cities.

Time and time again the magical quality of bringing together difference, in a room, in an area, online, has lit the touch paper for numerous innovative and impactful initiatives that could never have happened without the different possibilities that connection can bring.

Track record in community engagement and development programmes

6 months after the end of the most recent programme delivered in Scotland & the Middle East:

- 100% of participants positive about programme and had gained significant learning and development through it.
- 80% created or involved in new projects directly grown out of programme connections.
- 1700% roll out or ripple effect (ie for every 1 participant on the programme, a further 17 people were directly engaged with its' learning)

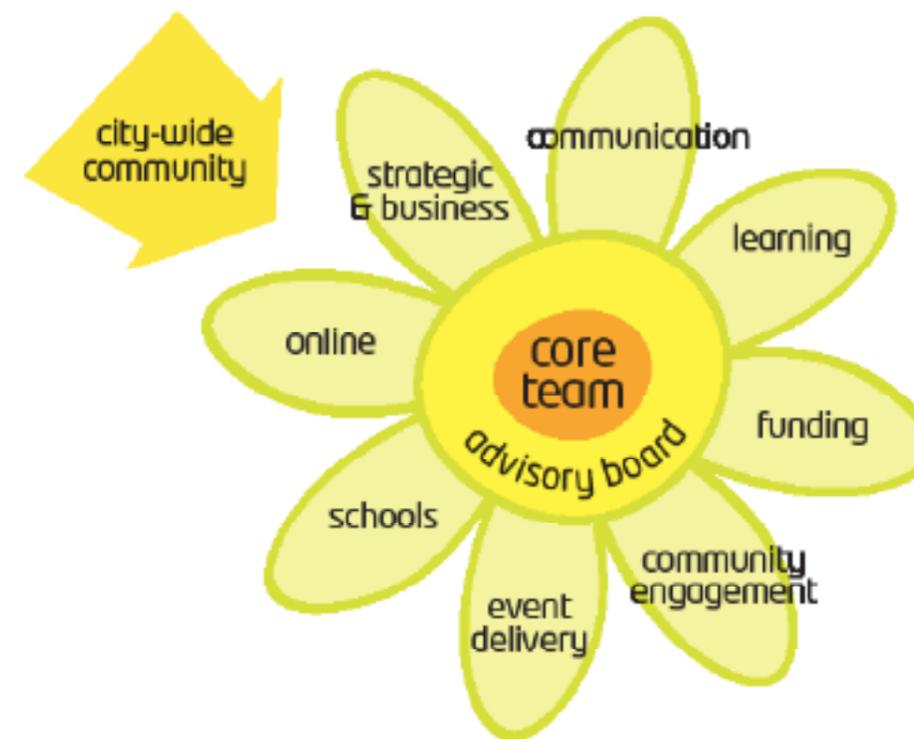
Many multiples more indirectly reaped (and are reaping) the benefits in community development and organisational changes

Quotes from Participants in the Programme

- "I have realised I can impact on a bigger scale."
- "Enormous change in terms of how it shifted my thinking".
- "A huge injection of energy and impetus into my life."
- "I now think 'Let's just make it happen'. I don't have fear and just go for it and do it now. Then I look and see what I have done right and what I could do differently."
- "Before in my projects it was me, then everyone else. Now I am thinking bigger and work with groups of other leaders who in turn engage others."
- "I have been given applied knowledge. I now know I can transform situations. Working with people to transform for themselves."
- "More confidence to try out different things."
- "I see my organisation from different perspectives. More able to challenge and help others to change their perspectives. I don't just take negativity at face level any more but enquire much further. I explore other positions more and think about every possibility. I am both braver and more tolerant."
- "Often there is a clash when difference comes together, yet all the different jobs and backgrounds which were represented and we were able to celebrate that difference. It can be done."

People power

The Happy City Initiative has used the best of 21st century organisational design to create a structure that has shared purpose at it's core, flexibility alongside decisiveness, non-hierarchical mechanisms with stable processes.



CITY-WIDE COMMUNITY

As individuals have time, energy and skills to share they move in or out of the 'petal' where their skills and interest lie; members of each petal work collaboratively on that aspect of the initiative and 1 or 2 of them represent their work and thinking at the Advisory Board level. The Core executive team help coordinate, stimulate and support the work of all of the 'petals'. Biographies of the core team and information about the current members of the Advisory Board of Happiness are in Appendix 3.

Who else is behind it?

Alongside the main delivery & management team Happy City has a wealth of support and energy behind it.

The Advisory Board consists of experts in the fields of Law, Business, Evaluation, Media, Design & Communication, Community Participation, Funding and Volunteer engagement.

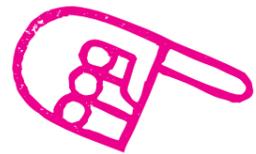
The Community Connectors are a growing group of people from across all neighbourhoods of the city who are behind the initiative, opening doors, spreading the word, feeding into the thinking and planning and gathering people from every community in the city to Happy City Events. They have been engaged for their breadth of connections and diversity of reach across the community. Pro bono supporters have been engaged from the leading lights in Communication, branding and design to support our campaigning arm. The best of the digital community have come together to build our online presence. Business and not-for-profit leaders have helped develop our strategic and funding plans and our evaluation partners have given generously of their time to support the development of an innovative, engaging and rigorous process of measurement. We have also got strategic partnership and support from many key community bodies, sustainability partnerships and City Council departments.¹

¹ See appendix 3 for list of supporters and endorsements.

APPENDICES

Appendix 1

The link between GDP growth and wellbeing

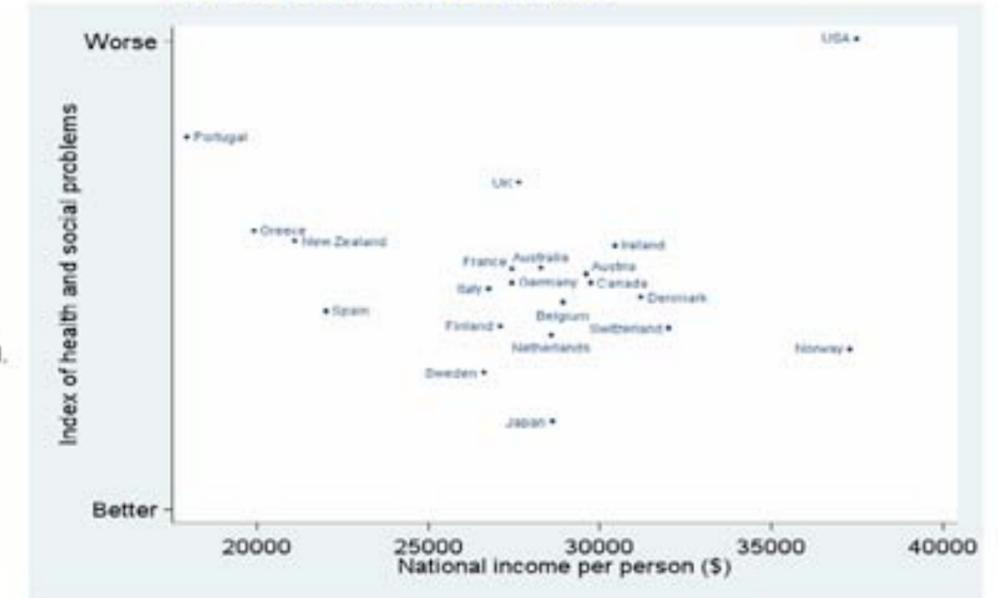


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Health and Social Problems are not Related to Average Income in Rich Countries

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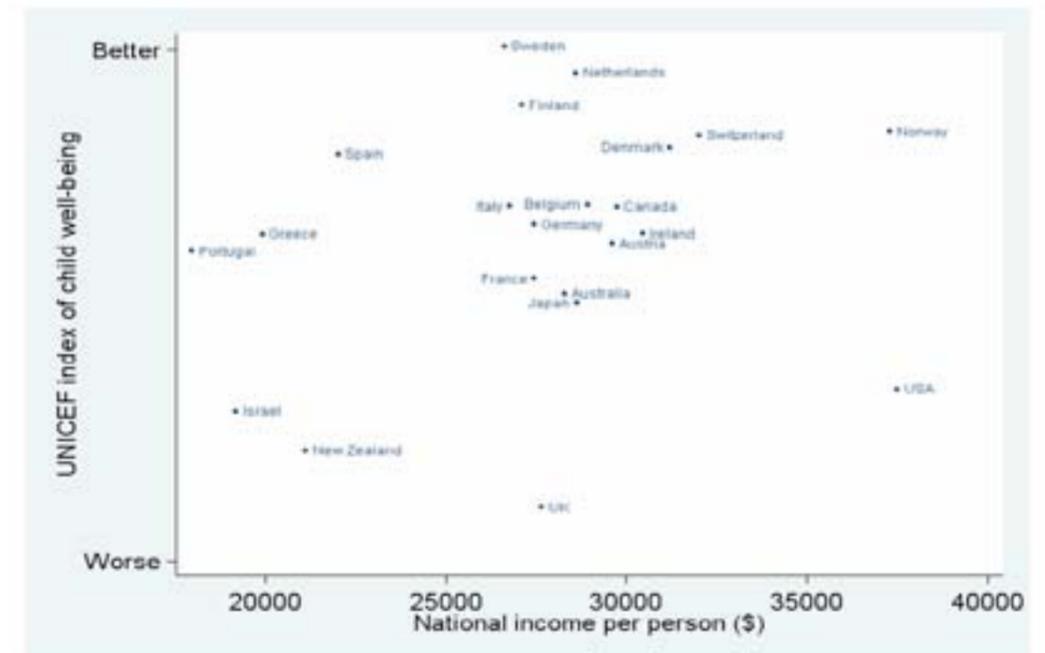
- Life expectancy
- Math & Literacy
- Infant mortality
- Homicides
- Imprisonment
- Teenage births
- Trust
- Obesity
- Mental illness – incl. drug & alcohol addiction
- Social mobility



Source: Wilkinson & Pickett, *The Spirit Level* (2009)

www.equalitytrust.org.uk Equality Trust

Child-Wellbeing is Unrelated to Average Incomes in Rich Countries



Source: Wilkinson & Pickett, *The Spirit Level* (2009)

www.equalitytrust.org.uk Equality Trust

Appendix 2

A selected history of the case for happiness: Landmarks

C. 600BC	Lao Tzu suggests individual happiness is the ultimate goal of society
C.300BC	Aristotle proposes that what is best for human beings is the pursuit of 'Happiness' and 'Living Well', since these represent the 'Highest Good'.
July 1776	The continental congress of the American Colonies makes a Declaration of Independence, listing the unalienable rights of all men as 'life liberty and the pursuit of happiness'.
1974	Richard Easterlin publishes 'Does Economic Growth Improve the Human Lot?', challenging the notion that wellbeing necessarily rises with economic growth.
July 2006	New Economics Foundation launches the Happy Planet Index, combining measures for wellbeing and carbon footprinting to compare and rank countries.
June 2007	Modoto Ltd identifies dis-satisfaction and unhappiness as the driver for GDP growth and drafts the case for using a solutions focus to shift economic thinking towards a sustainable model ¹ .
March 2009	UK Government all party group on Wellbeing Economics set up .
September 2009	Sarkozy Commission on the Measurement of Economic Development and Social Progress publishes final report advocating a shift of emphasis 'from measuring economic production to measuring people's wellbeing'.
November 2009	Happy City Initiative conceived to deliver societal shift in thinking by Modoto Ltd.
December 2009	New Economics Foundation discuss the development of a Happy City Index with the Happy City Initiative.
April 2010	John de Graaf announces his intention to make Seattle America's first Gross National Happiness City.
May 2010	David Cameron and Nick Clegg confirm their commitment to Big Society – 'David Cameron has said he hopes his vision of a "big society" of community work and social enterprise will be one of the "great legacies" of his Government'.
18th may 2010	Daily Telegraph: The government's 'Building a Big Society' paper primarily seeks a society 'where people come together to solve problems and improve life for themselves and their communities'.

Some Further references

- Exploring Happiness – Sissela Bok, Yale University Press
- The Happiness Purpose – Edward de Bono, Penguin books
- Happiness, Lessons from a new science – Richard Layard, Penguin books
- The Solutions Focus – Paul Jackson, Nicholas Brealey Publishing
- Prosperity without Growth – Tim Jackson, Earthscan
- The How of Happiness - Sonja Lyubomirsky
- National Accounts of Wellbeing – New Economics Foundation
- Happy Planet Index – New Economics Foundation
- Five Ways to Wellbeing – Foresight/new Economics Foundation

¹ Original article available upon request

Appendix 3

Who's behind the initiative?

Founding Directors

Liz Zeidler

Liz has a proven national and international record as a facilitator, leadership trainer, and change agent. She has worked across the UK, Europe, Africa and the Middle East. From enabling young people leaving the Care system to build for themselves a different future, to supporting global leaders to find a new vision for socially sensitive and responsible Carbon reduction schemes, she takes great joy in enabling people to follow new and better paths to the future.

Liz's varied work with businesses, community groups, young people and political leaders has much in common – always bringing the magic and power of diversity together to enable each individual to find and follow their purpose and bring the full wealth of their different strengths and their energy to benefit the wider group. She has experienced, time and time again, that working in this way people can always find the solution together. She has an Msc in International Development.

Mike Zeidler

Mike has an exceptional range of local connections in the Bristol area, and 12 years experience of working with new economics, Corporate Social Responsibility and Social Enterprise. He is has strong PR, fundraising, strategic visioning, facilitation and brokering skills and has helped change-makers and social innovators to work their magic in the world by providing effective platforms of connections and support. He's founder/ chairman of both The Association of Sustainability Practitioners, and The Hub Bristol as well as the coordinator for Wiserearth UK.

His work with modoto Ltd is designed to create opportunities for working together across cultural or sectoral boundaries and to serve those who seek to balance financial, ecological and social issues in their work. He has an Msc in Responsibility & Business Practice.

Non Executive Directors

Stephen Clarke

Partner at Clarke Willmott Solicitors, where he's head of the construction team.

Trenna Cormack

Author and freelance editor.

Lycia Harper

Director of Glow Consulting and an Associate of the New Economics Foundation, she's a strategist and facilitator specialising in sustainability and change.

Dave Forman

Independent graphic designer and brand activist with experience promoting global FMCG brands.

Advisory Group Members

Rob Birse; Dave Forman; Ray Morrow; Richard Arnott; Lycia Harper; Trenna Cormack; Juliet Michaelson; James Wallace; Kyle Hannon; Ali Crowther; Kate Smith; Marek Wawro; Maddy Longhurst

This group leads a broader set of voluntary supporters, who form working parties on Business Planning, Fundraising, Communications, Delivery and Learning.

City wide supporters

Bristol Green Capital Momentum group, Alistair Sawday Publishing, Bristol Ferry Company, Bristol Beer Factory, Southville Centre, Pierian Centre, Knowle West media Centre, Tobacco Factory, Clarke Willmott, Proctor & Stephensen, Brandon Hill Communications, Resource Futures, The Source, Bristol 24/7, Esrib, GWE Business West, Glow Consultancy, Taxi Studio, Play Nicely, Coexist, Aardman, Emmaus House, Social Enterprise Works, Connolly & Callaghan, Watershed, The Converging World, Frank Water plus 300+ individuals.

National bodies interested and/or involved

New Economics Foundation; Streets Alive, H.A.B., Association of Sustainability Practitioners, WiserEarth, Movement for Happiness, Inspired Lives.

Appendix 4

Recipes for growing happiness

We want to mix up all the ingredients we have in the city for happiness, and use them to cook up more and more successful happiness-building ideas and projects.

Recipe for happiness #1

- Take 1 **local person** feeling fine but disconnected to her community and feeling like she's on a bit of a treadmill in life
- Marinate in conversations and thoughts about Happiness in her community (supplied via **viral communications campaign** messages she's been getting from unexpected sources for a few weeks now)
- Allow 1 great idea to rise
- Add 3 local people (found at a **Happy City event** when she shared the idea)
- Sprinkle in some prior knowledge about how to succeed (found in the **Happiness Bank** online by searching for solutions and inspirations around the idea)
- Stir in some motivation and inspiration (found when they connected up to other projects with similar aims around the city, found through the Happiness Bank)
- Finally add more people in the community ready to pitch in (found by placing a pledge in the **Pledge bank** online)
- Serve up a series of successful, locally lead actions which provide solutions to local challenges, and lead to a **rise in happiness** for all involved and for everyone in the community

Recipe for happiness #2

- Take 1 **local person** who has taken early retirement (voluntary redundancy) and is feeling of little value and more isolated than he has before
- Prepare a **Happy City event** in his community which he sees mentioned in his local paper, on the notice-board at his club and even spots something about it on a beermat at the pub
- Stir him into that event where he starts thinking again about what he knows makes him and others happy, including spending time outdoors, being with younger people than himself, using his hands...
- Add to the mix a blend of other local people at the event he's not met before who are all talking about different things that are going on in the area
- Fold together the man's passions and the needs that some of these people are talking about for mentors for a young people's skills group, run in the area
- Allow the collaboration to rise in further **spin off events** to take the ideas further
- Pop out to the **Happiness Bank** to pick up more help in the time bank and share the idea in the solutions bank
- Allow to rise: **small local project becomes city wide success story** as young and old are paired up to share skills, support each other, and provide crucial service to local communities
- Serve up increased sense of belonging, value and all round happiness to all involved

Appendix 4

continued

Recipe for happiness #3

- Take 1 **local person**, who is a parent and occasional teaching assistant at a local inner city school
- Sprinkle in thoughts about Happiness in her community (supplied via **viral communications campaign** messages she's been getting from unexpected sources for a few weeks now) and add these to her conversations in the playground and staffroom
- Prepare a **Happy City event** in her community which she sees mentioned in the cafe
- Stir her into that event where he starts thinking again about what makes her and the children in the school happy,
- Add in the chance to get involved and have some **Happiness training** on the interactive and fun activities she enjoyed so much at the event
- Roll out her energy and enthusiasm back at the school where she agrees with the Head and the staff to become a **Happy City School** and run a series of Happiness Assemblies, followed by activities in each class in different aspects of the curriculum (Happy Art, Happiness & Social Geography, Happy Story writing, an annual Happiness Cup etc)
- Share out the results by getting all the children to upload there ideas, activities, stories and art into the **Happiness Bank -Solutions and Inspirations Banks**, leading other schools to pick up the idea and run activities themselves

Appendix 5

The Business Case for Happiness

Happiness is a serious business that affects business deeply. Here are a few pointers from the immense body of literature available.

Happiness increases productivity, the quality of work, energy, physical health, creativity, helpfulness, self-confidence, self-control, and coping abilities.

Prof. Lyubomirsky, University of California

from studies of happiness literature.

'Absenteeism, staff turnover, productivity and staff satisfaction are wellbeing-related concerns that many businesses struggle to overcome.'

CSR Europe

Studies of wellbeing in the workplace since 2007.

Health and wellbeing programmes bring higher productivity, better engagement, attendance, retention, recruitment and brand to companies.

Business in the Community

'Workwell' model.

Human happiness has large and positive causal effects on productivity.

Warwick Business School

2010

A happier workforce leads to a higher level of organizational commitment. Employees who are happier not only look for settings with a good work environment; they also help to create that environment.

Jo Manion

Create a Positive Health Care Workplace! Practical Strategies to Retain Today's Workforce and Find Tomorrow's

Adults in a good mood select higher goals, perform better and persist longer on a variety of tests, thinking more broadly and solving problems more readily. Positivity and positive emotions are related to flourishing, resilience and the development of a broad repertoire of skills with deeper physical, emotional, social and intellectual resources.

B.L. Fredrickson

"The Value of Positive Emotions," *American Scientist* 91[7].
"What Good Are Positive Emotions?" *Review of General Psychology* 2[3], and "The Role of Positive Emotions in Positive Psychology," *American Psychologist* 56[3].

Positive mood enhances performance through helpfulness, enhanced creativity, integrative thinking, inductive reasoning, more efficient decision-making, greater cooperation and the use of more successful negotiation strategies.

J.M. George & P. Totterdell

"Emotions and Leadership: The Role of Emotional Intelligence," *Human Relations* 53[8], and "Evidence of Mood Linkage in Work Groups," *Journal of Personality and Social Psychology* 74[6].

An engaged workforce is a huge competitive advantage; disengaged workers impose enormous financial costs, resist needed change, and inhibit customer advocacy. It's the way that people are treated in the workplace that is the critical factor

Nick Mitchell

Training Foundation