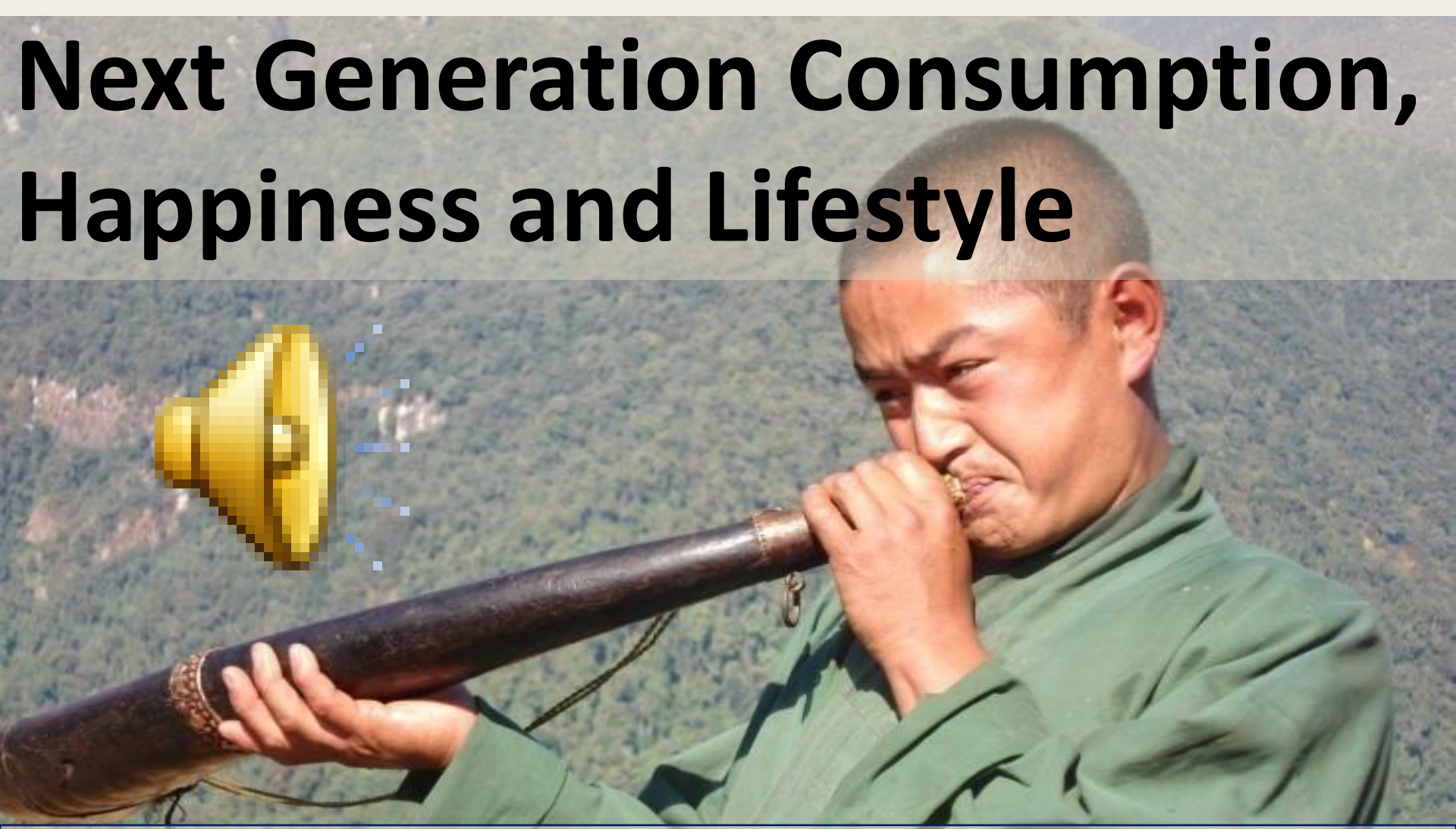
Next Generation Consumption, Happiness and Lifestyle



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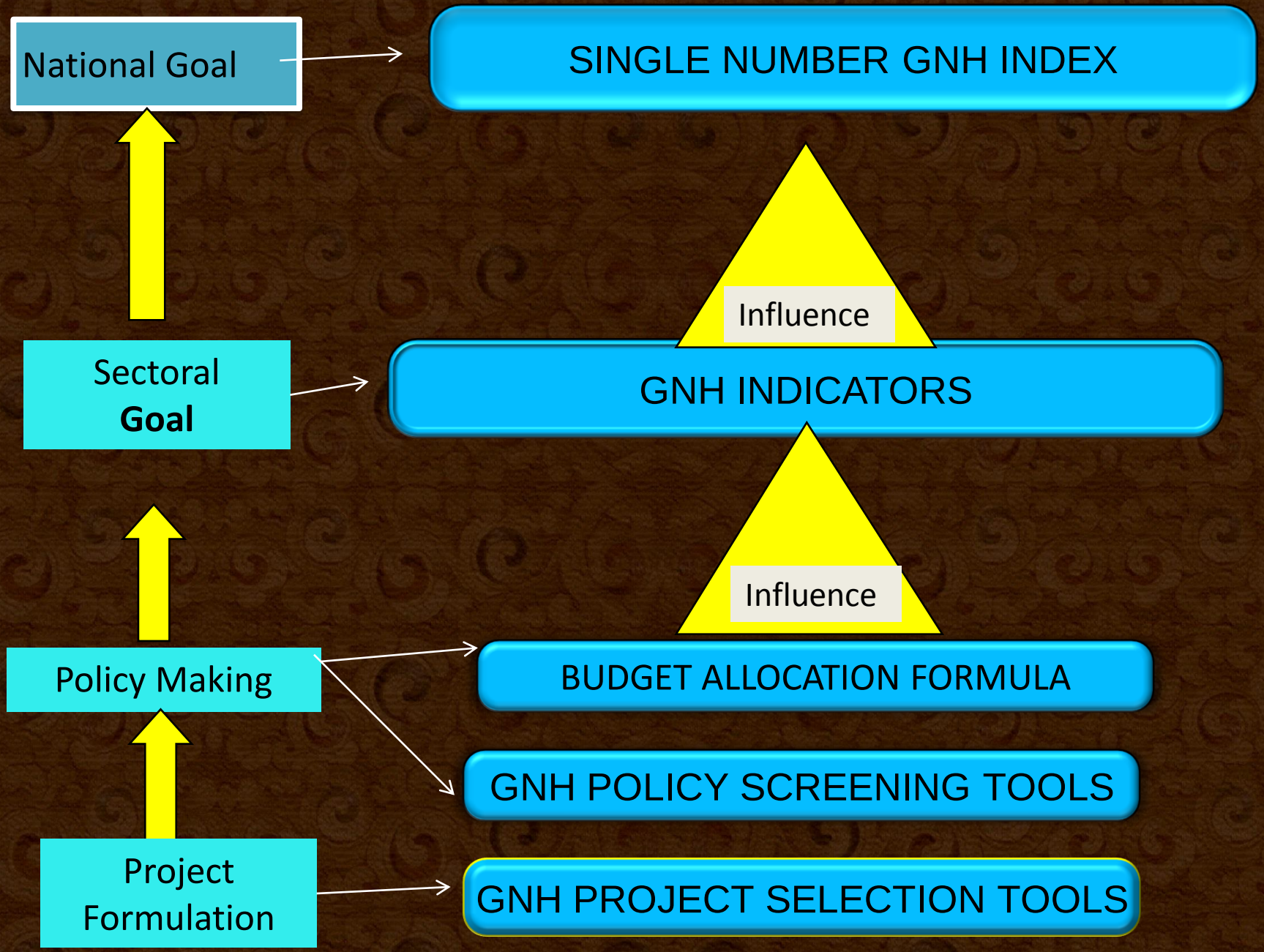
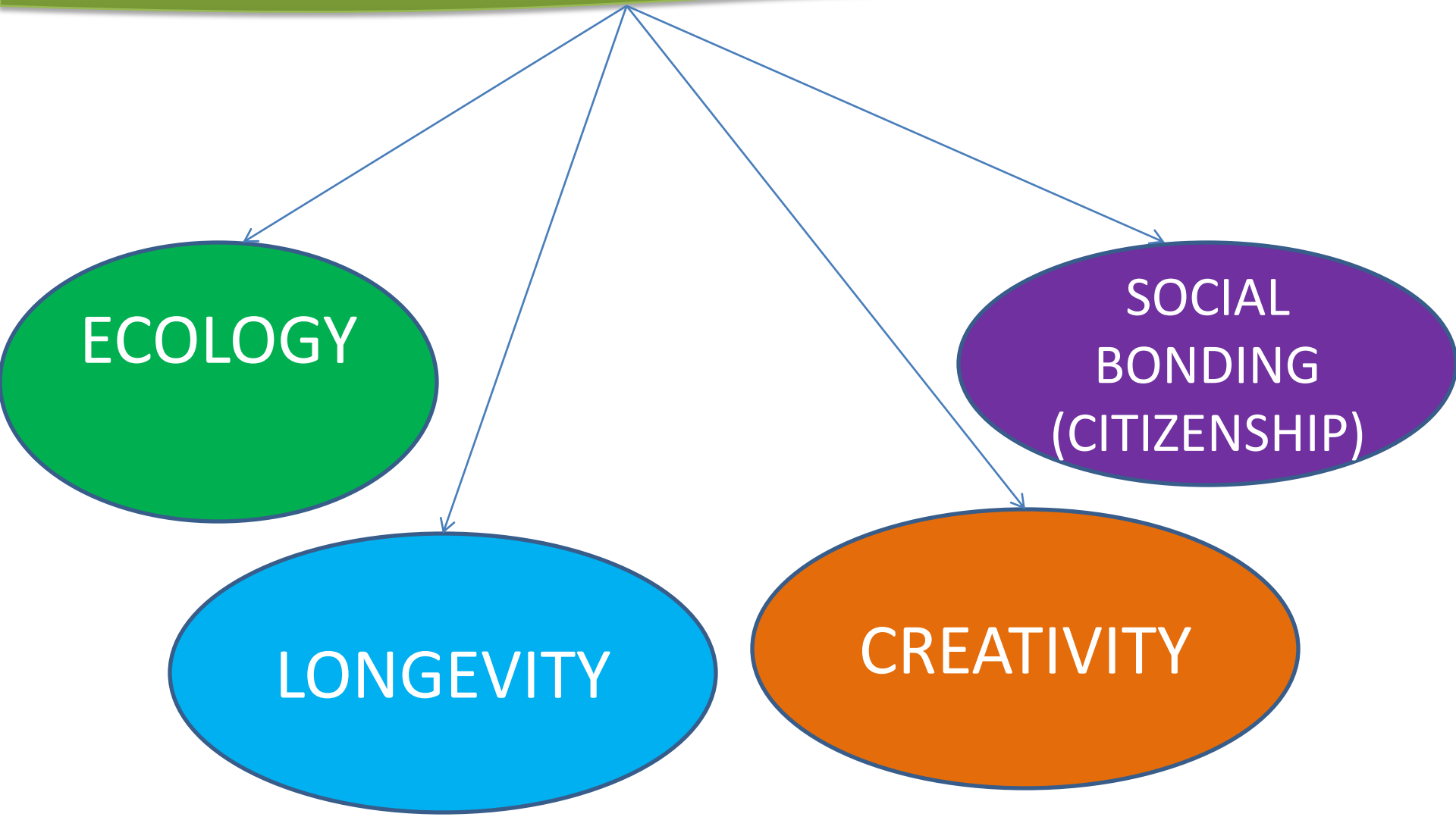
His Majesty the King of Bhutan, Jigme Khesar Namgyal Wangchuck with the future Queen of Bhutan Ashi Jetsun Pema

Living Standard
Education
Ecological Diversity and Resilience
Psychological well-being
Health
Community Vitality
Time - Use
Good Governance
Cultural Diversity and Resilience


National Goal
SINGLE NUMBER GNH INDEX
Influence
Sectoral
Goal
GNH INDICATORS
Influence
Policy Making
BUDGET ALLOCATION FORMULA
GNH POLICY SCREENING TOOLS
Project
Formulation
GNH PROJECT SELECTION TOOLS

GNH IMPACTS


ECOLOGY
SOCIAL BONDING (CITIZENSHIP)
LONGEVITY
CREATIVITY

Screening tools for health

Disability	X	Fast/packaged foods	X	Skills and competency of health staff	X
Beverage consumption	X	Obesity	X	Religious persons	X
Drugs consumption	X	Cost of accessing health services	X	Traditional healers	X
Smoking	X	Health centre proximity	X	Indigenous medicine	X
Doma	X	Patients' waiting time	X	Traditional medicine (*sowa rigpa*)	X
Suicide	X	Patients' referral time	X	Mental disorder	X
Physical activity	X	Health care access	X	Sanitation and hygiene	X
Physical exercise	X				

Final score= XX out of a potential 88; neutral score – 66

Project must be REVIEWED, score is below 54

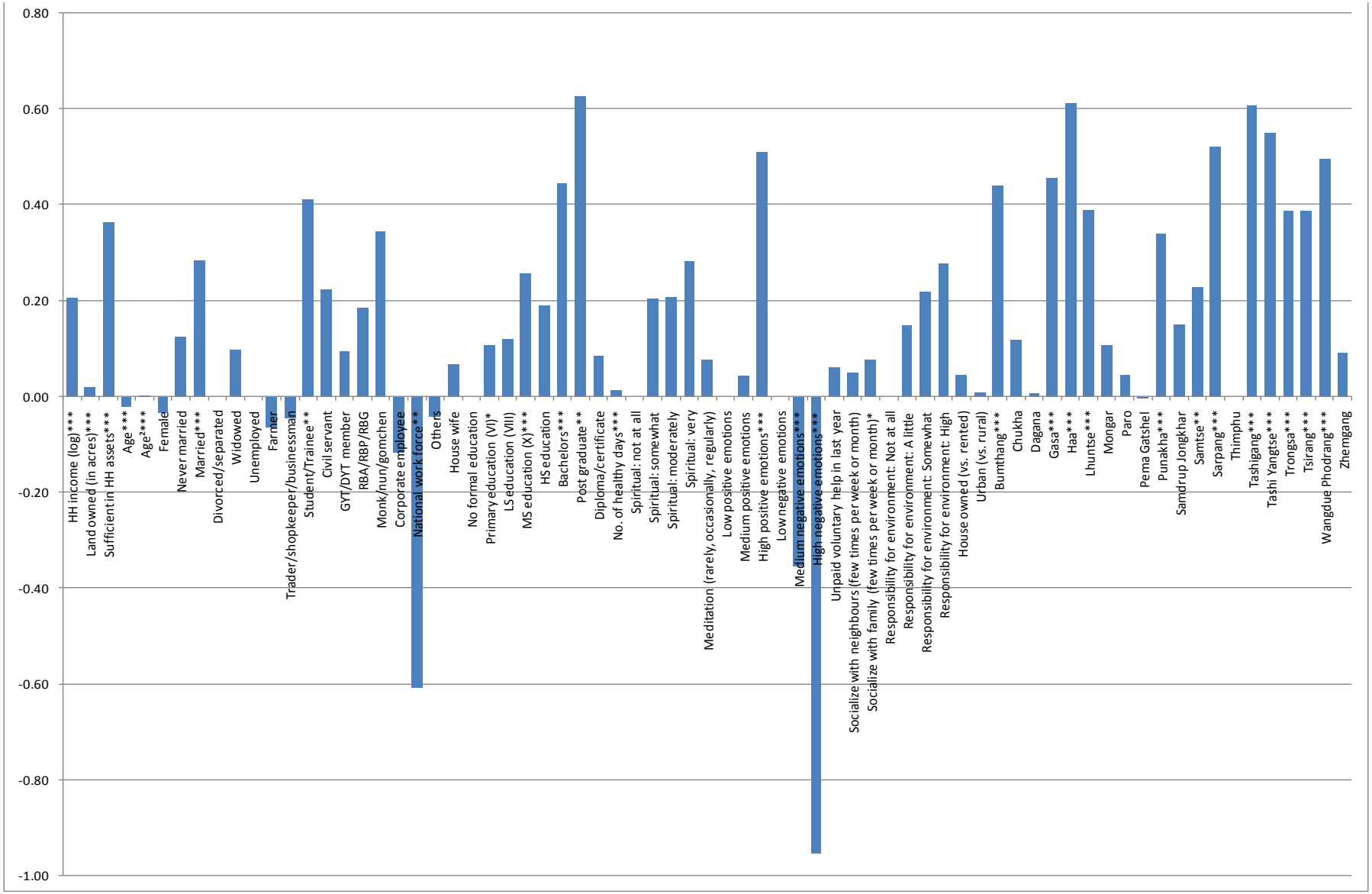
Type of data and analysis

- Survey method
  - 7142 observations
  - Data representative on the national level

  - Happiness question:
    On a scale of zero to 10, I consider myself
    0 (Not a very happy person) … 10 (Very happy person)

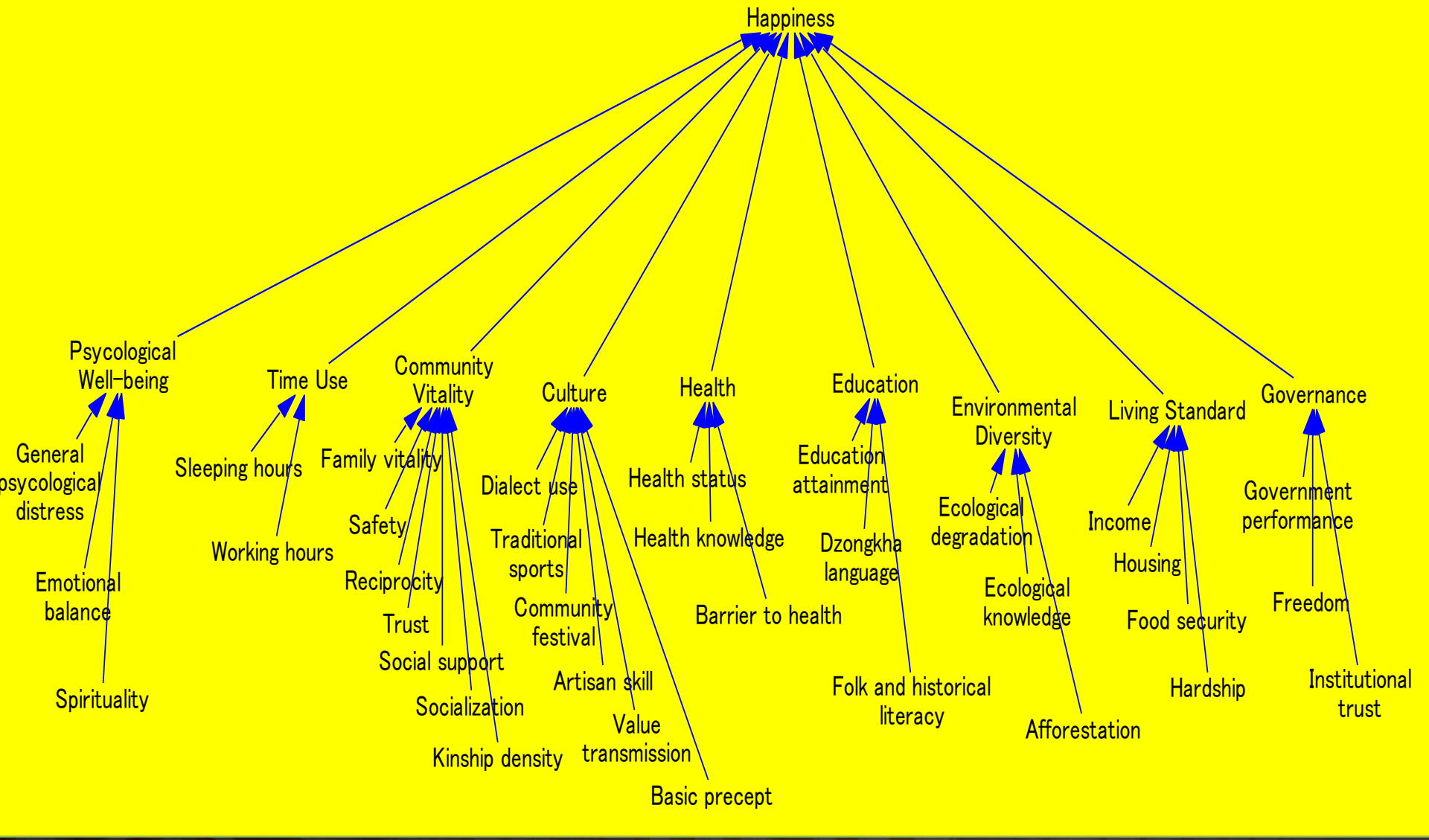
- Multivariate analysis in order to obtain the isolated effect of the factors on happiness/life quality.
- Standard OLS regression, assuming cardinality of the dependent variable.
- Technical cross-check of the results with Ordered Probit regression, considering the ordinal nature of the dependent variable. We report where we find differences in significance levels compared to the OLS method.
- Significance levels reported at the *** 1 percent, ** 5 percent, and * 10 percent levels.

Happiness – Overview of coefficients

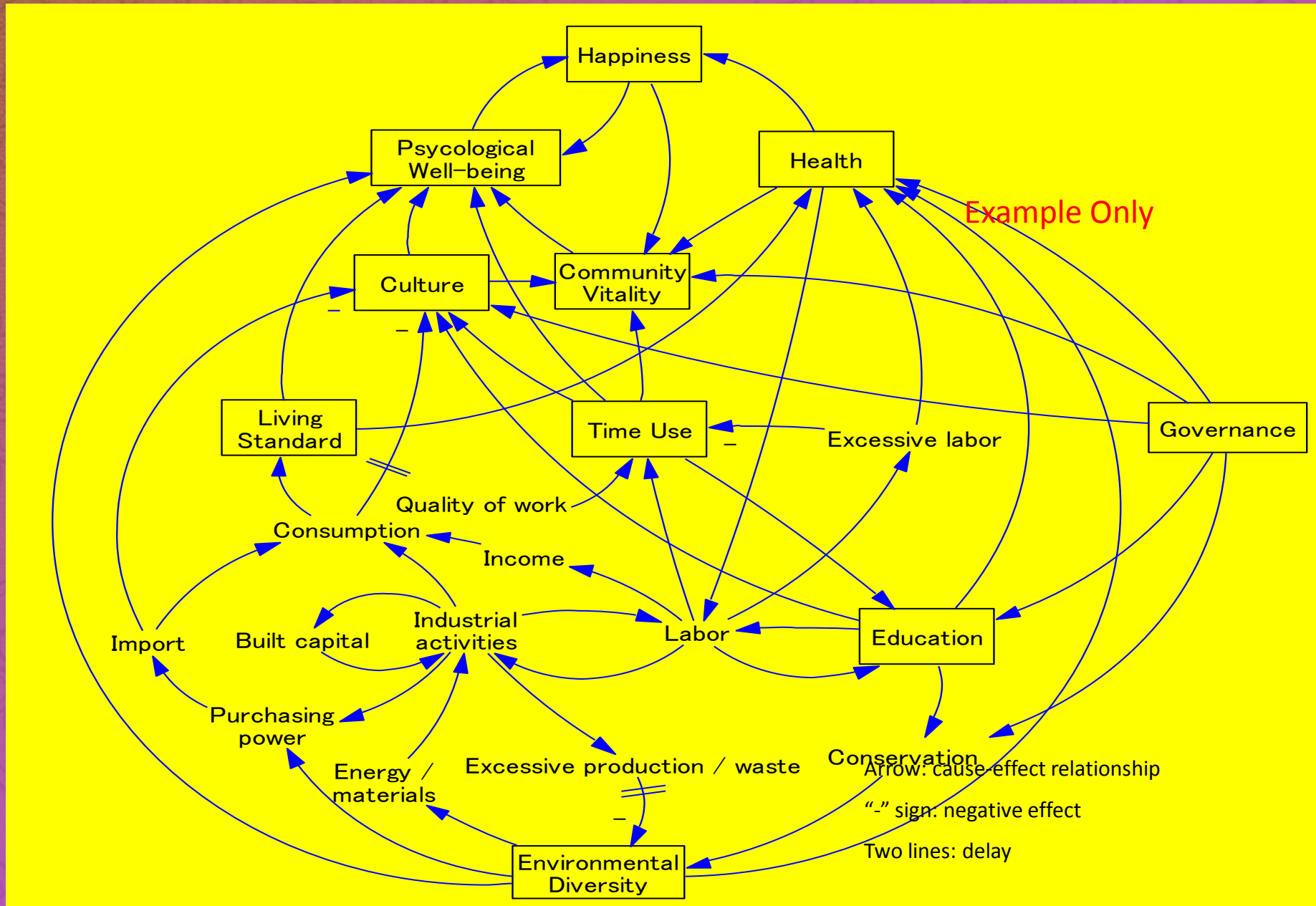


GNH Survey 2010, CBS, 25/05/2011

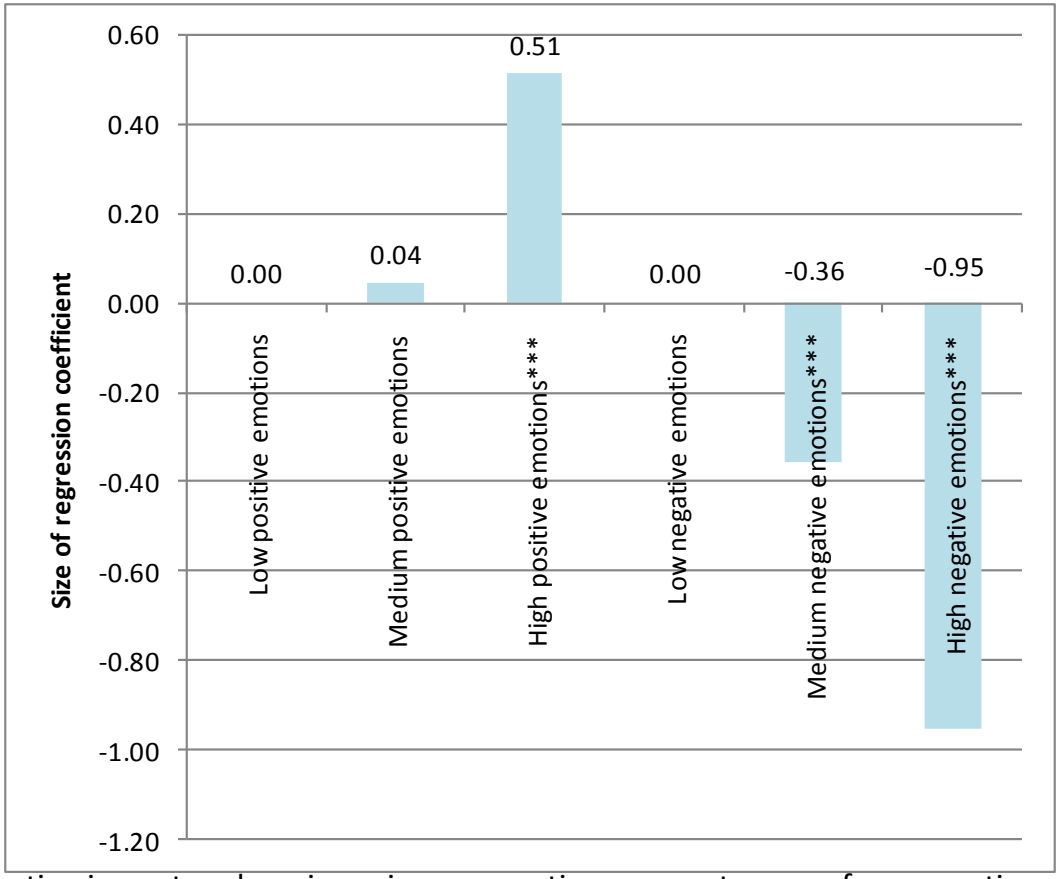
Relationships among Domains/Variables: A Deductive View



Relationships among Domains/Variables: A Holistic View = Interdependence

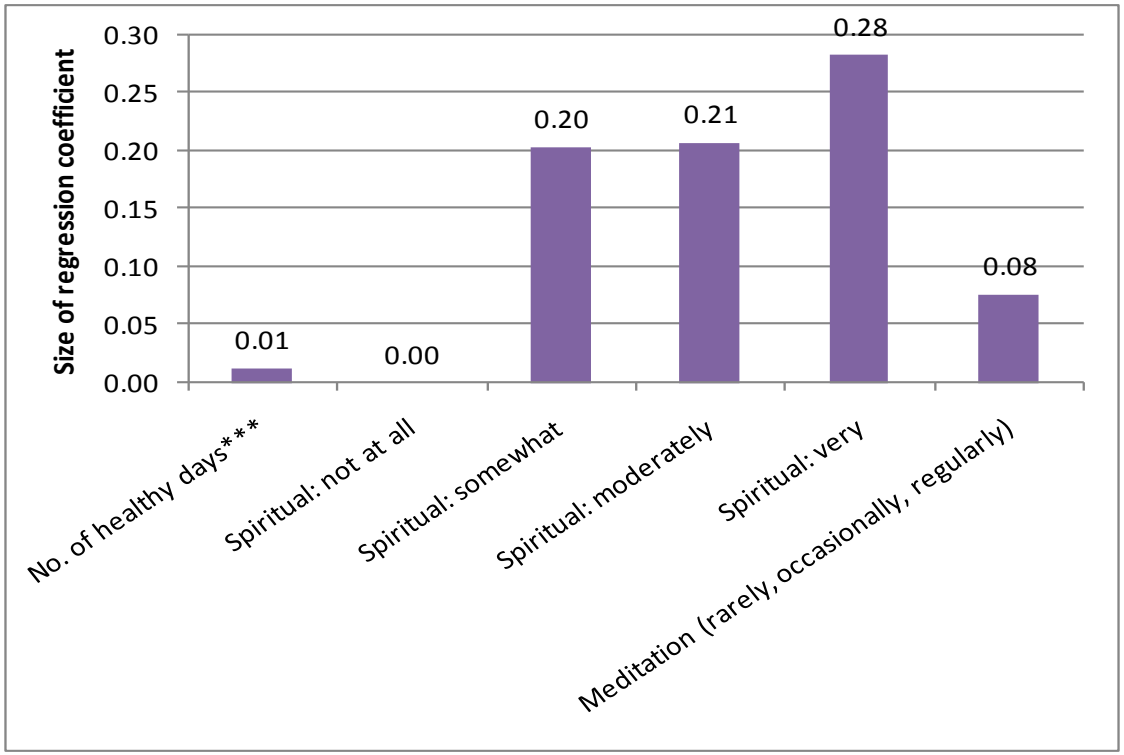


Impact of Negative Emotions on Happiness

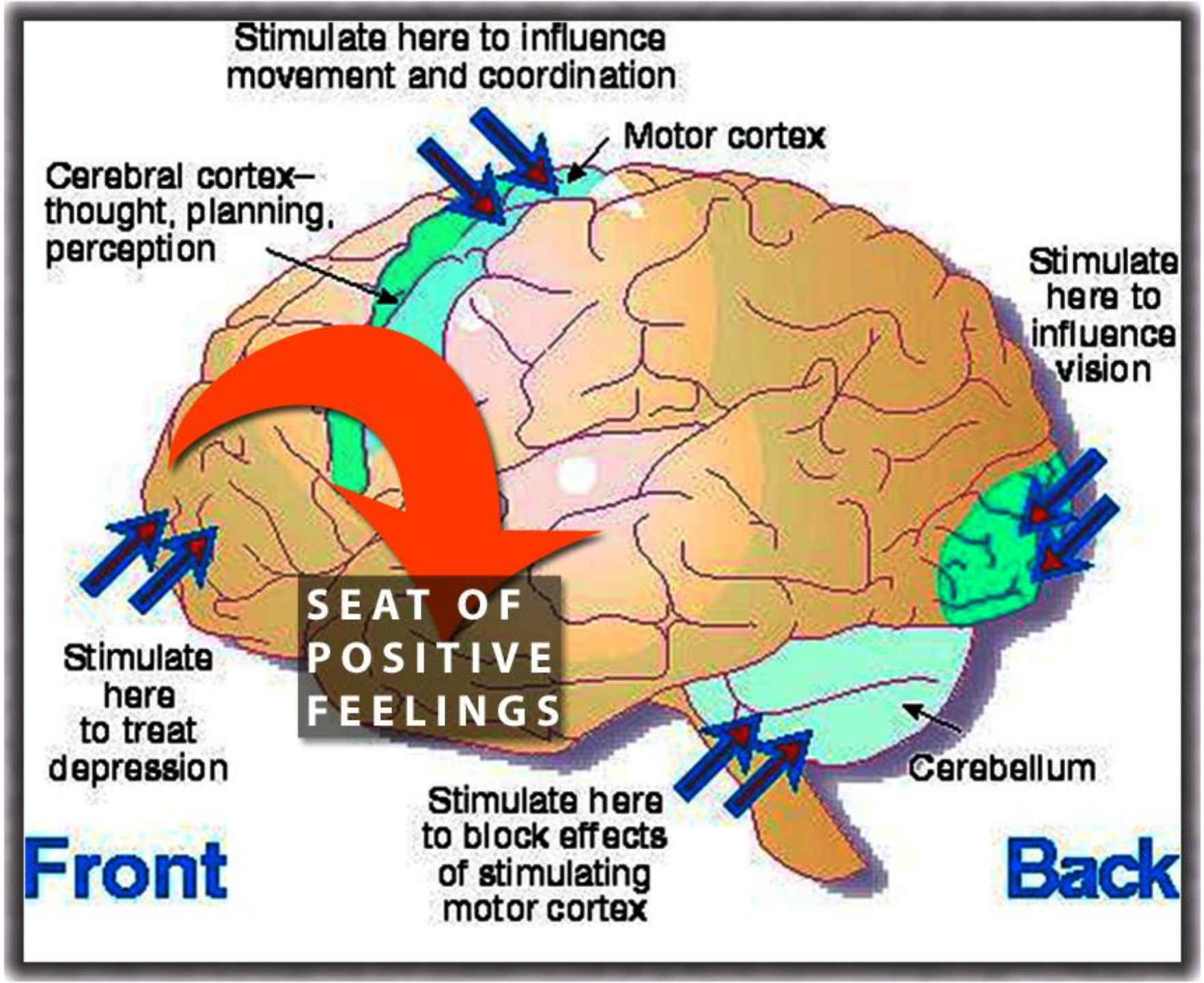


- The biggest negative impact on happiness in our equation seems to come from negative emotions. People who report frequent feelings of negative emotions (high anger, sadness, and worry) enjoy almost 1 point less happiness on the 11-point scale compared to people with low negative emotions. On the other hand, the happiness of people with high positive emotions (calmness, empathy/compassion, contentment) is .51 higher compared to people with high negative emotions

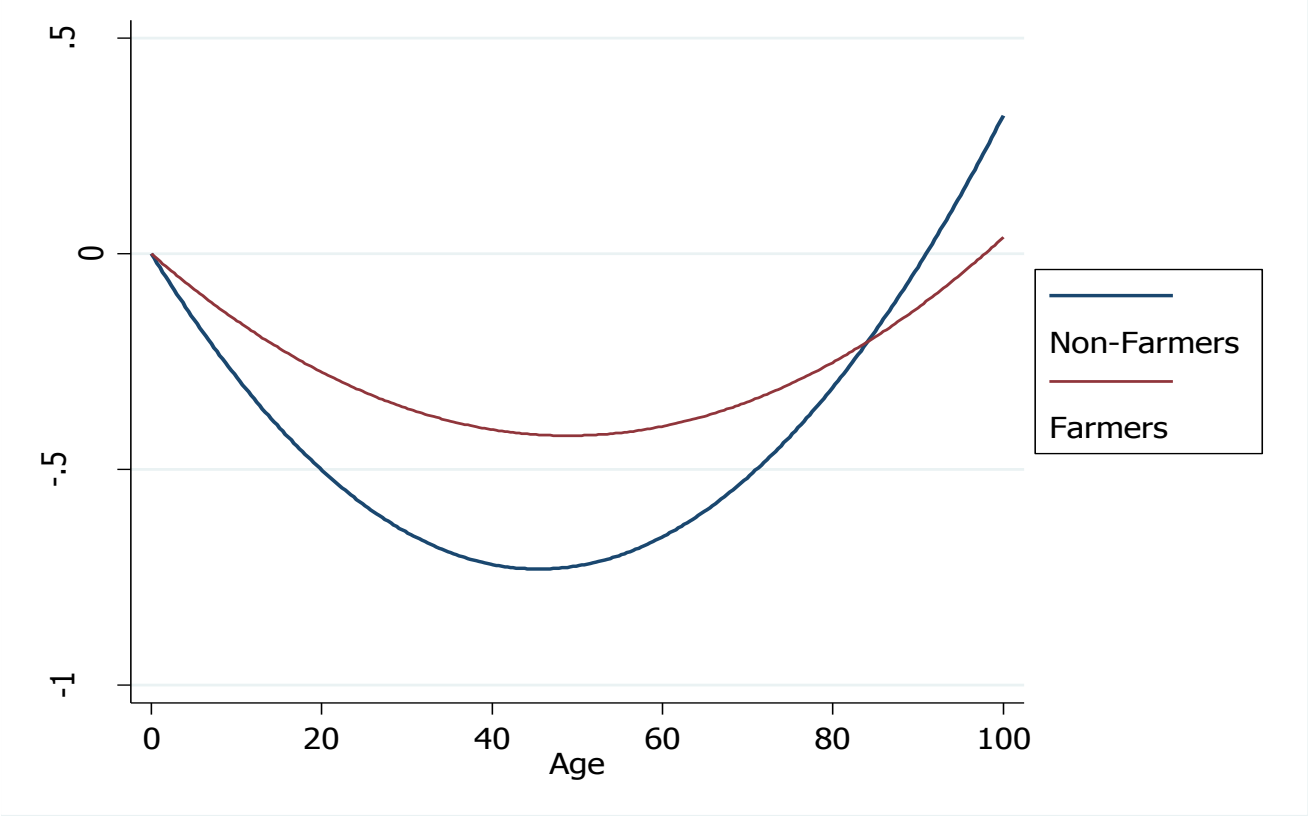
Health & spirituality



- A standard result in happiness research, health has a significantly positive impact. Each additional healthy day (during the last 30 days) adds .01 to the 11-point happiness scale.
- It seems that happiness increases as spirituality increases. However, the categories are not significantly different from the base category, "not at all spiritual" (which has only 41 observations). As soon as a person does meditation (either rarely, occasionally or regularly) happiness levels seem to increase slightly, but the coefficient is not significant.

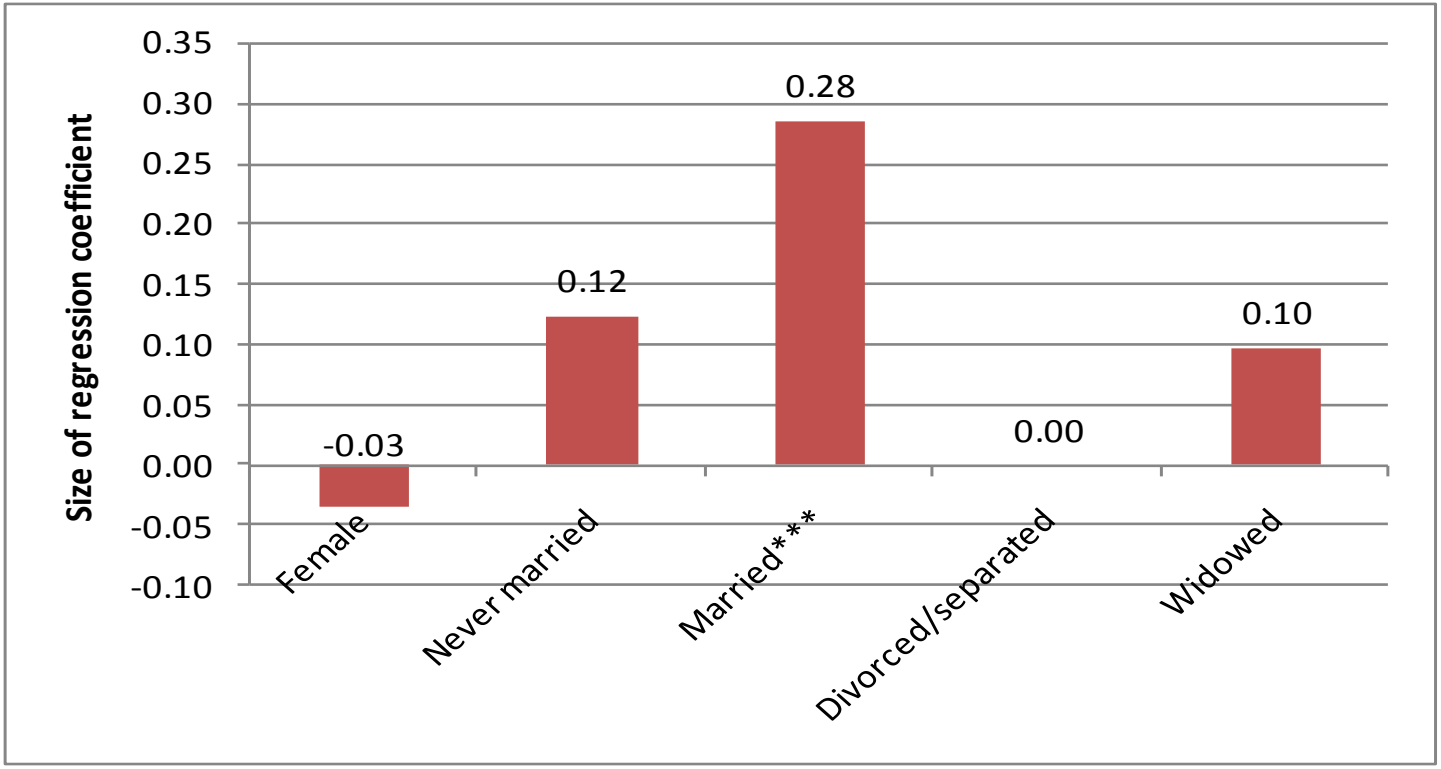

Stimulate here to influence movement and coordination
Motor cortex
Cerebral cortex– thought, planning, perception
Stimulate here to influence vision
SEAT OF POSITIVE FEELINGS
Stimulate here to treat depression
Cerebellum
Stimulate here to block effects of stimulating motor cortex
Front
Back

Influence of age on happiness



- If interpreted as an effect of “mid-life crisis”, farmers seem to suffer less from such a hypothesized phenomenon than people with other employment statuses (age and age squared sig. at 5%).

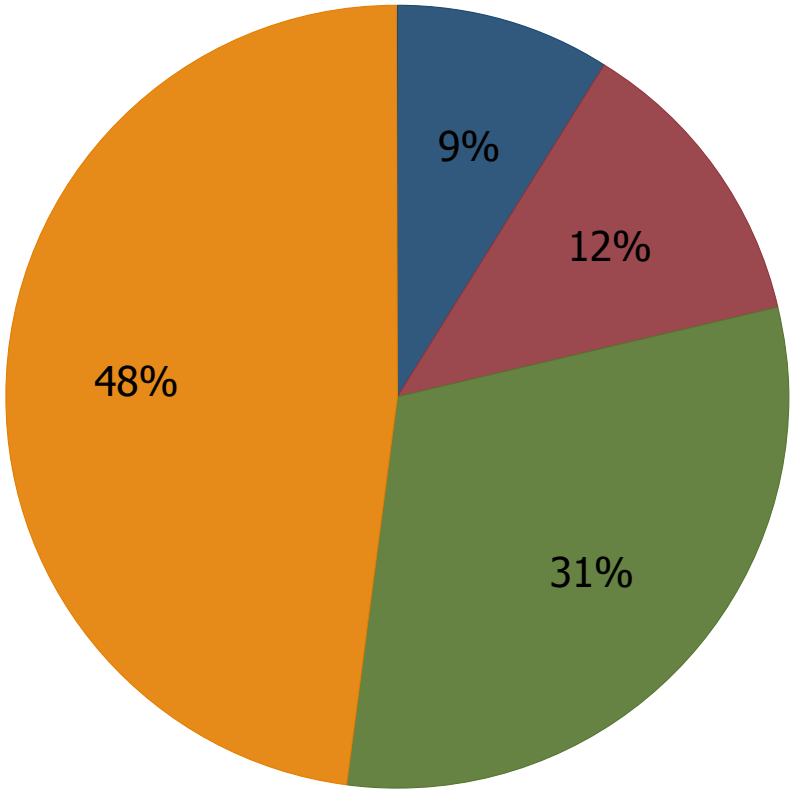
Gender & marital status



- Females are seem to be a bit less happy than men in Bhutan, however not at the conventional significance levels.
- For marital status "divorced/separated" is the base category. Married people seem to be the happiest (highly significant), divorced the least happy.

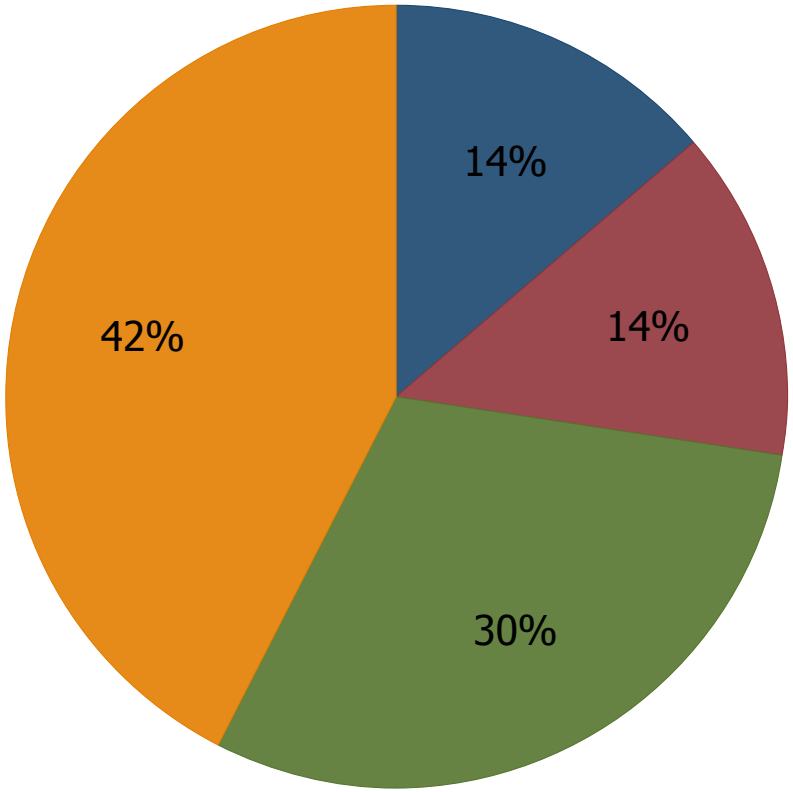
Stress level during last year

Male



Stress level during last year

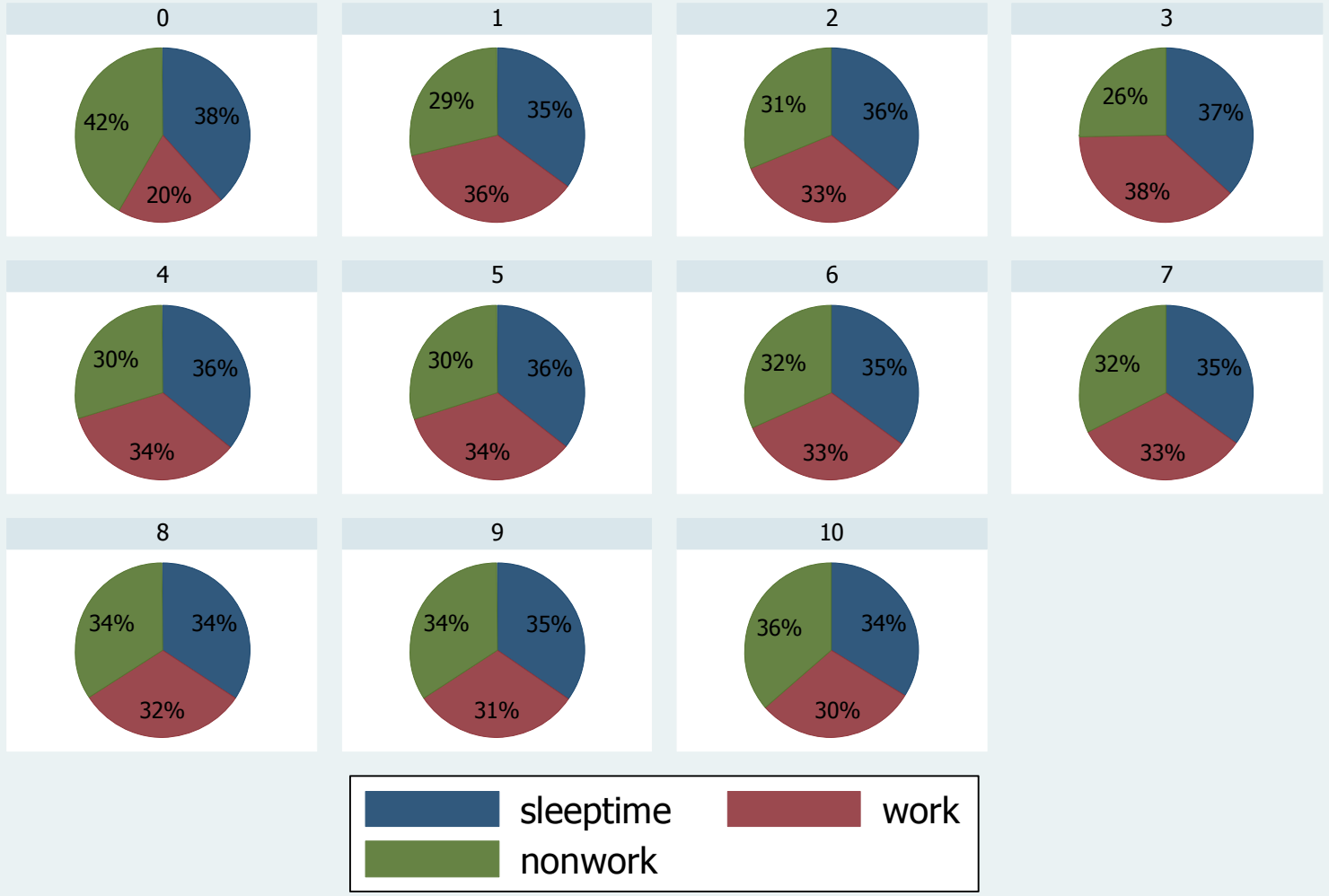
Female



Very stressful
Moderately stressful
Somewhat stressful
Not at all stressful

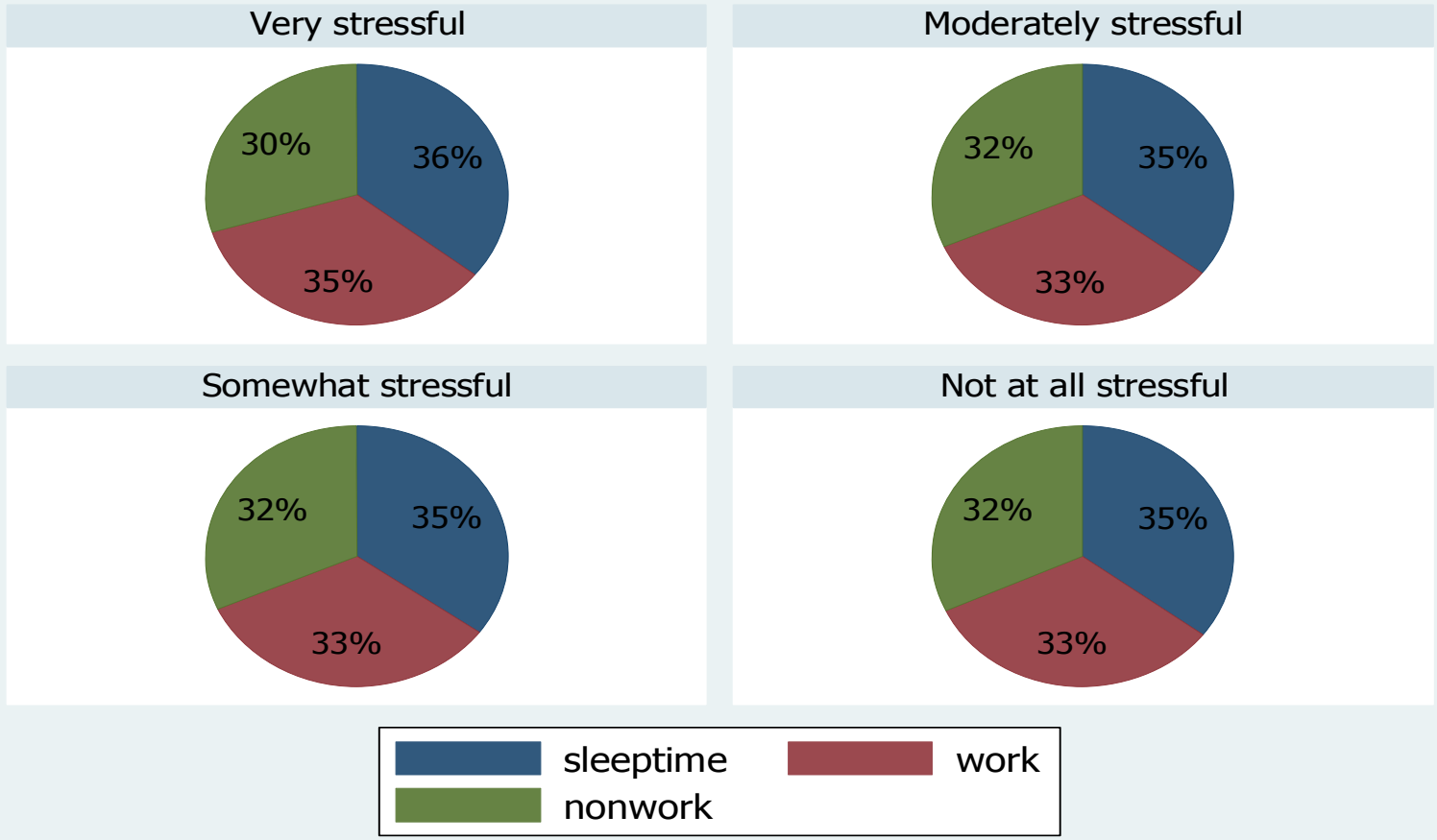
Graphs by Sex of the respondent

Time use (by happiness level)

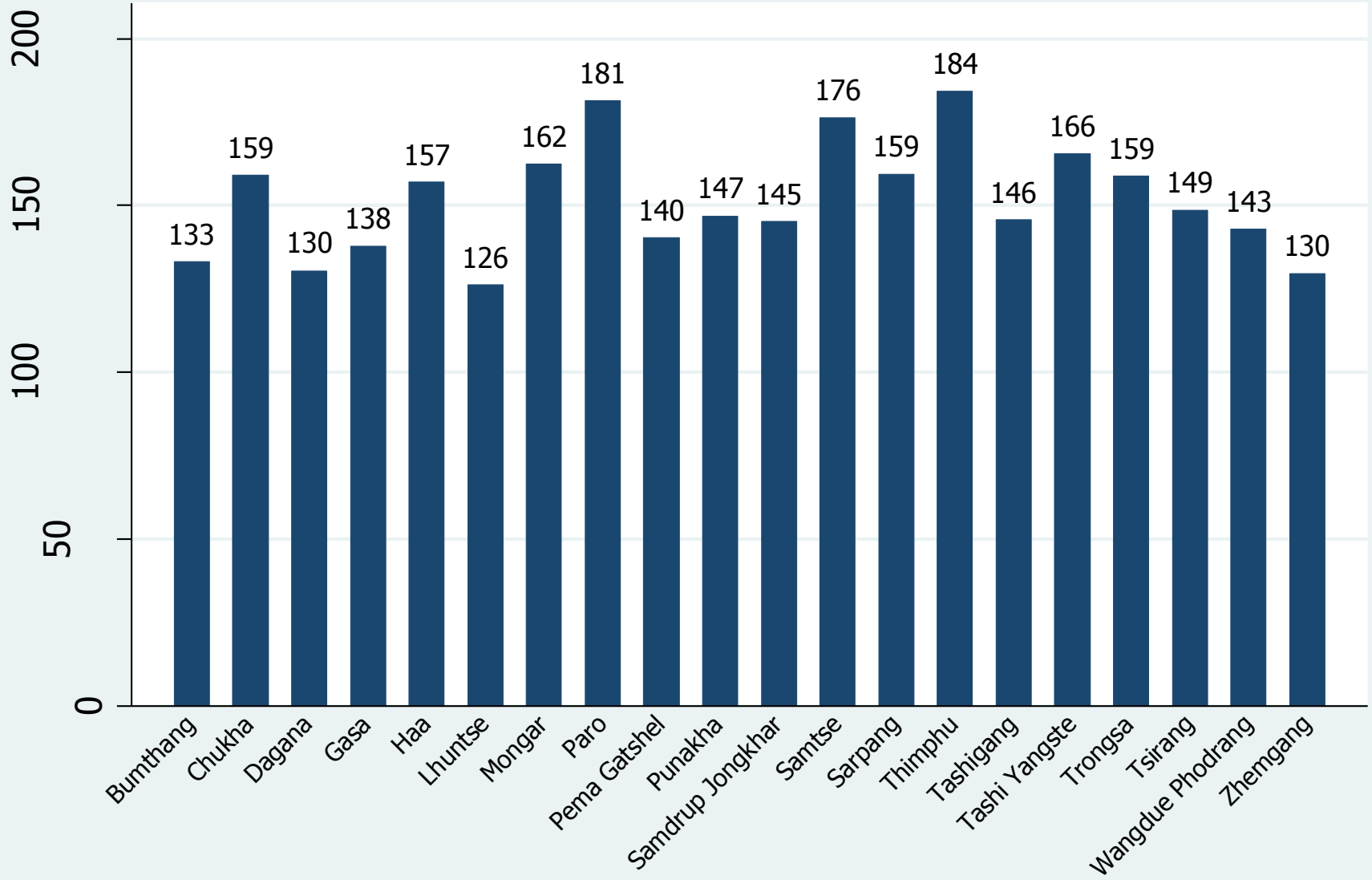


Graphs by Happiness on a scale from 0-10

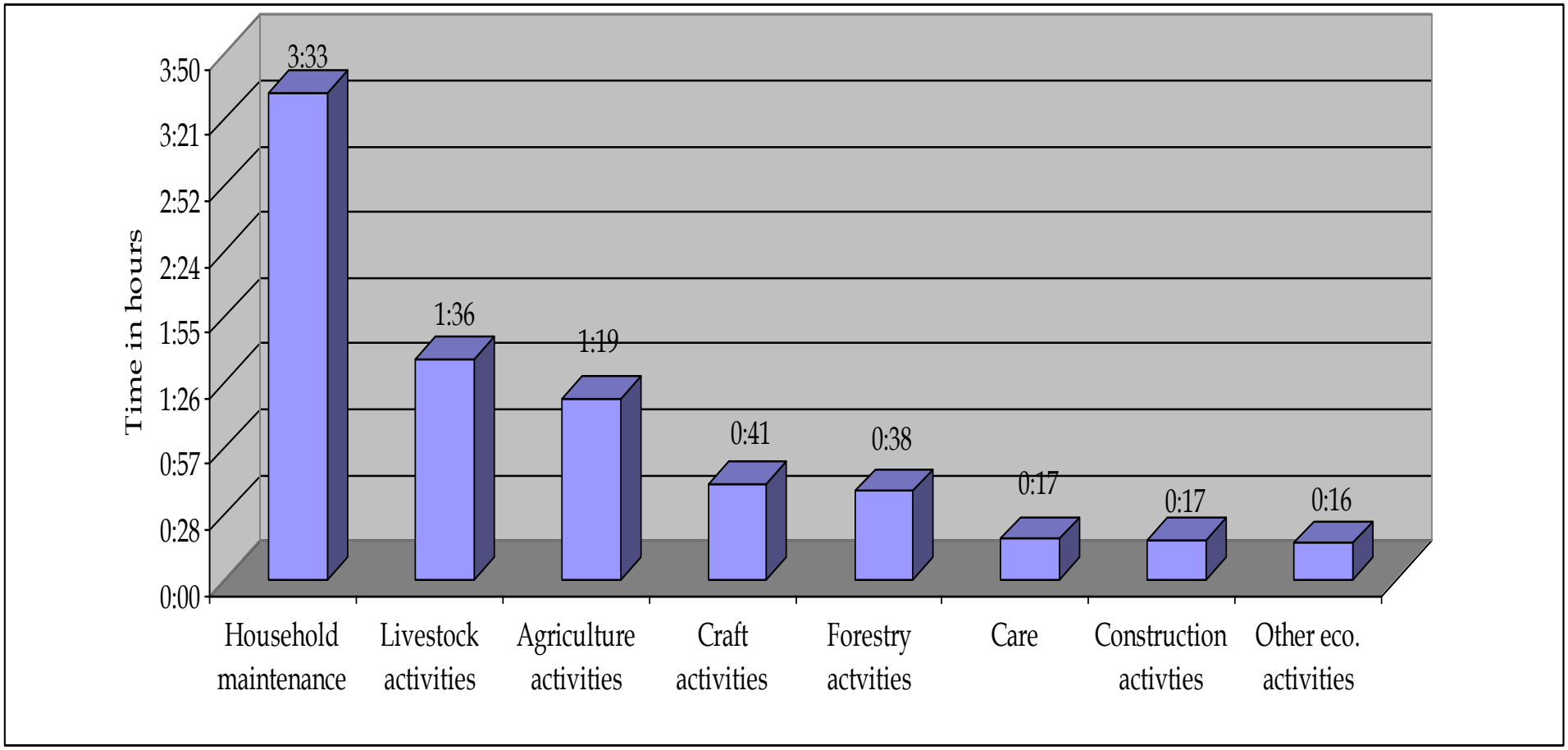
Time use (by stress level)



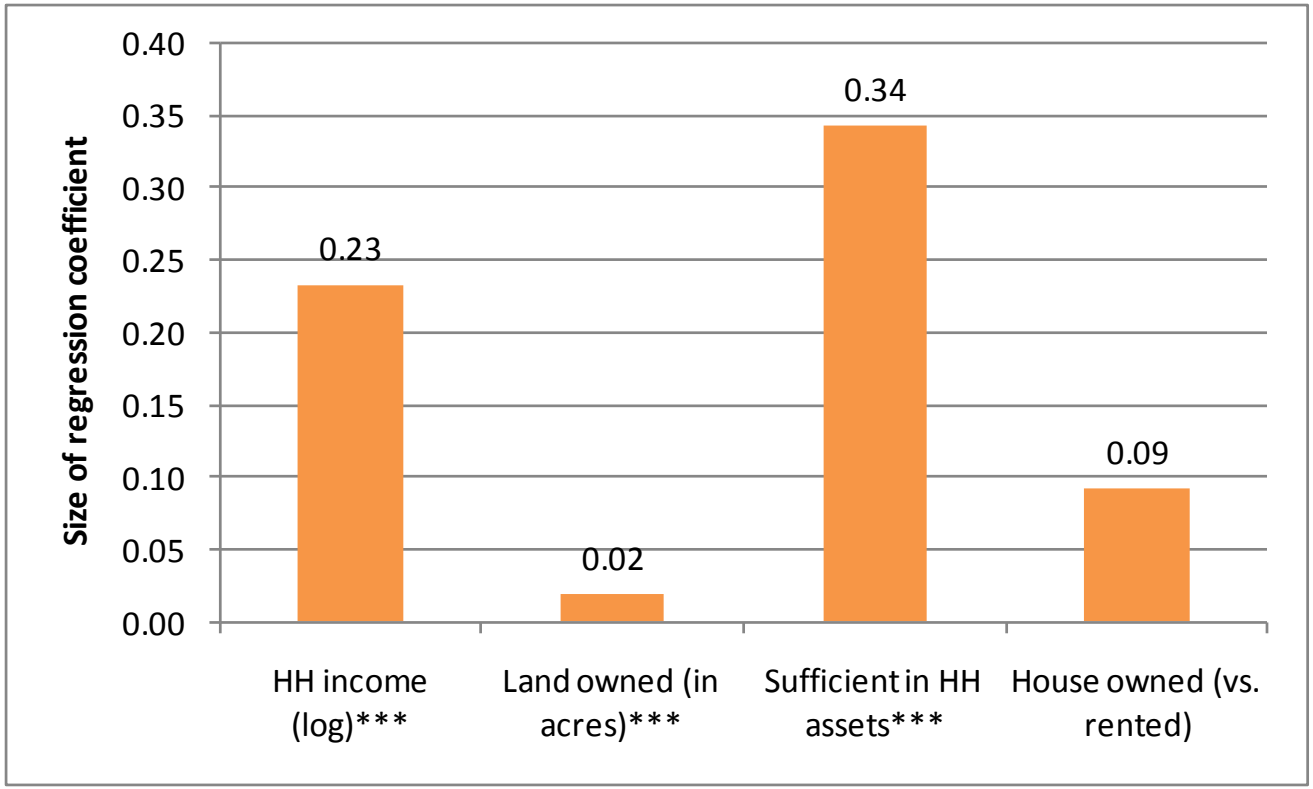
Time use: TV by Dzongkhag



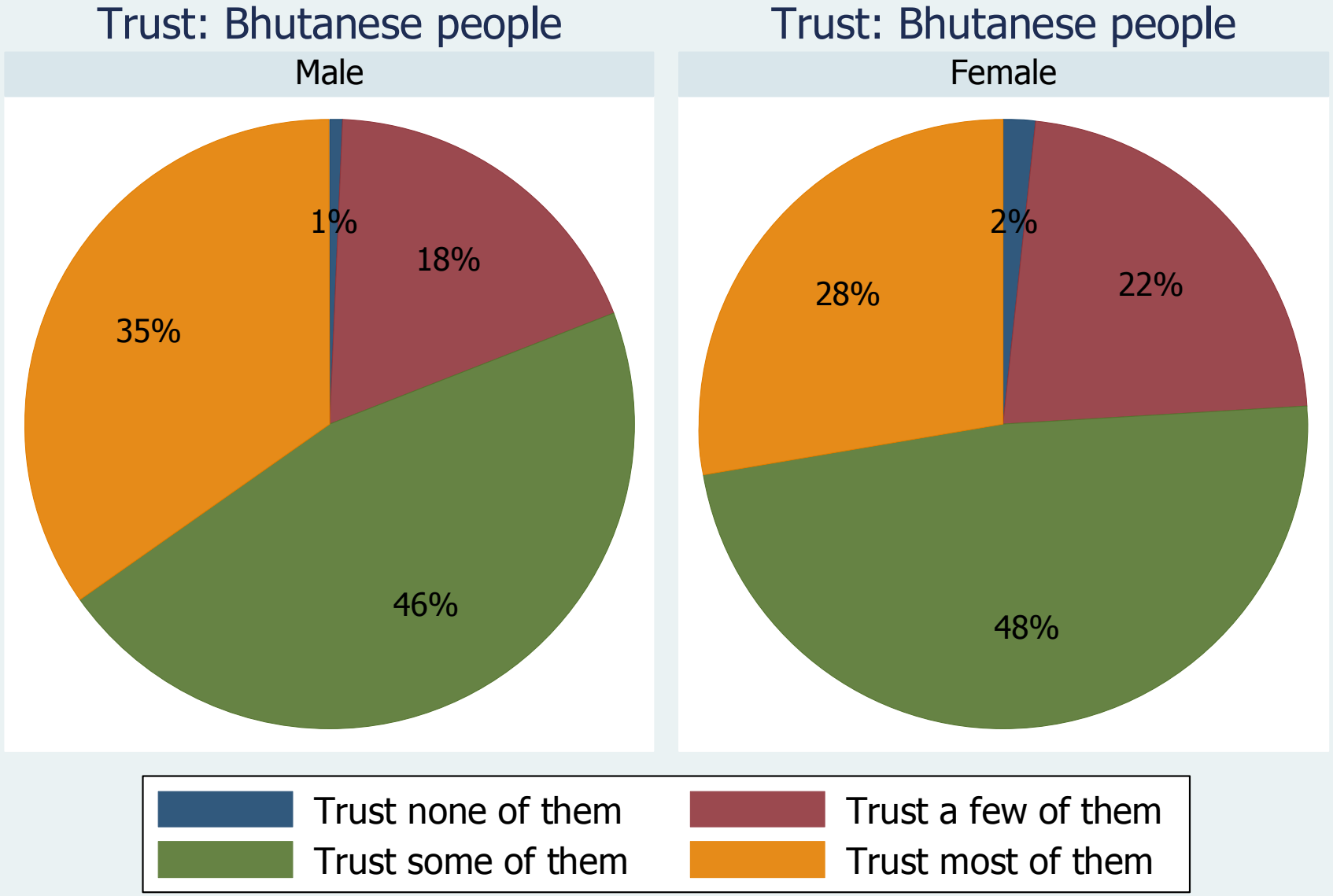
Time distribution of housewives



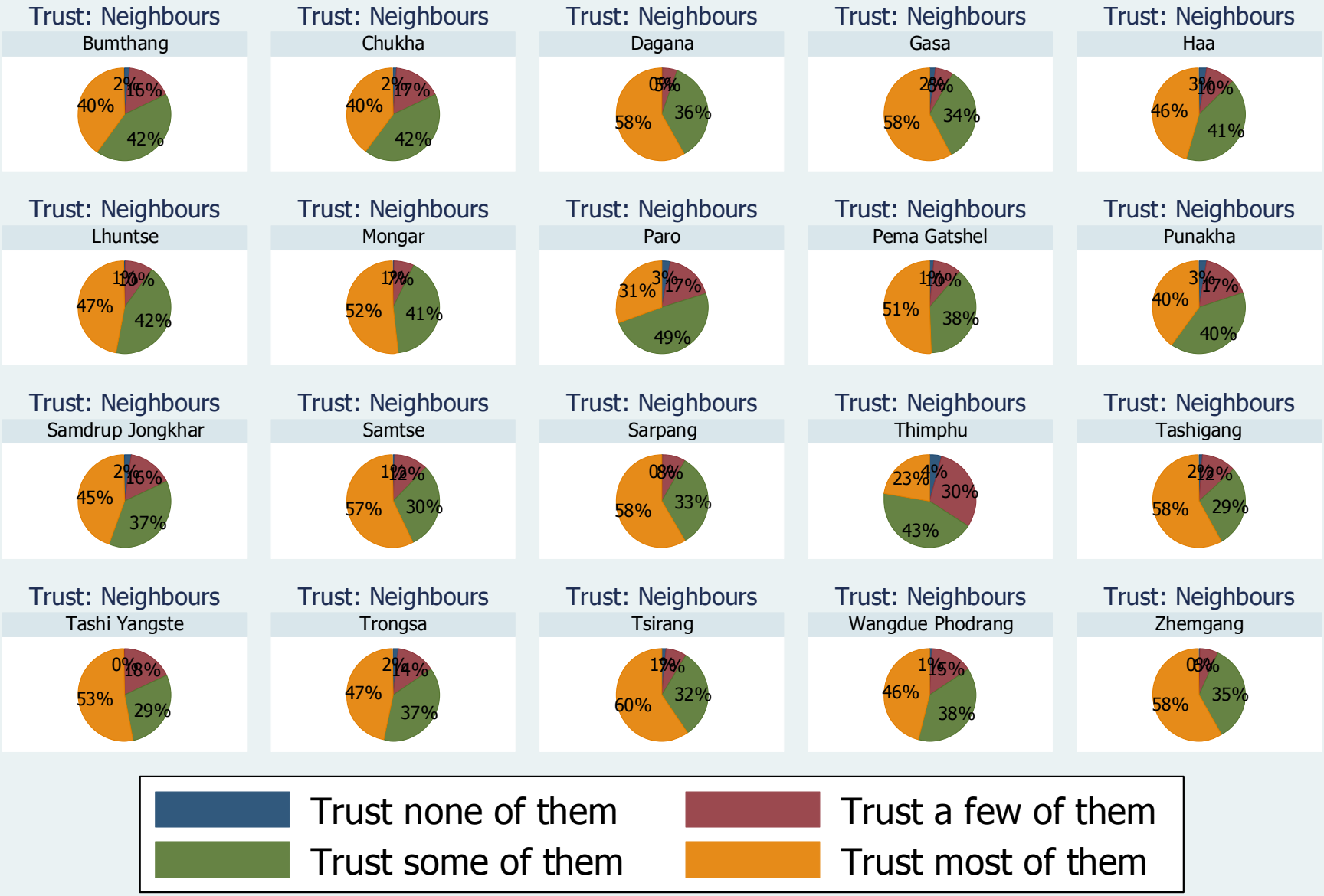
Income and material wealth



- If the HH income of a person doubles, our data suggest that happiness goes up .23 on the 11-point-scale. Happiness seems to go up more once people are not deprived in HH assets. Living in your own house seems not to have a significant influence on happiness in Bhutan
- Sufficiency in HH assets = 3 or more assets (tractor, power tiller, power thresher, paddle thresher, rice mill set, oil mill set, power reaper, fixed line telephone, personal computer, refrigerator, washing machine, four-wheel vehicle, two-wheel vehicle)

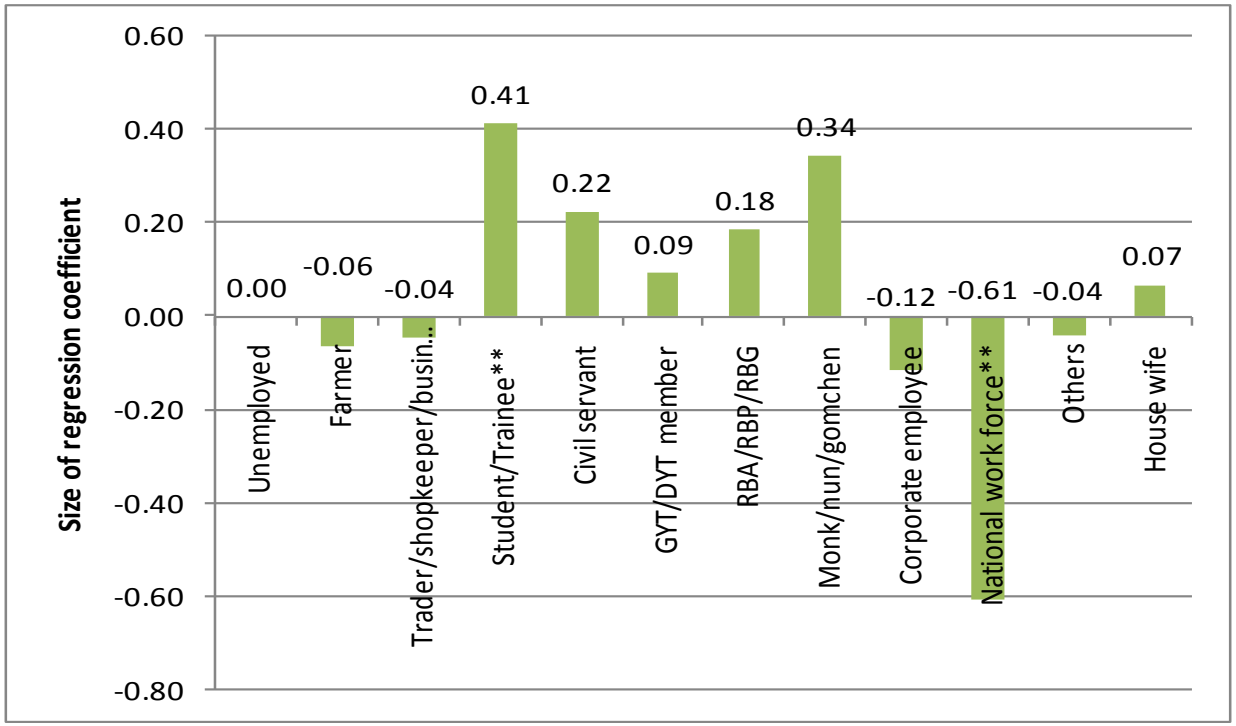


Graphs by Sex of the respondent



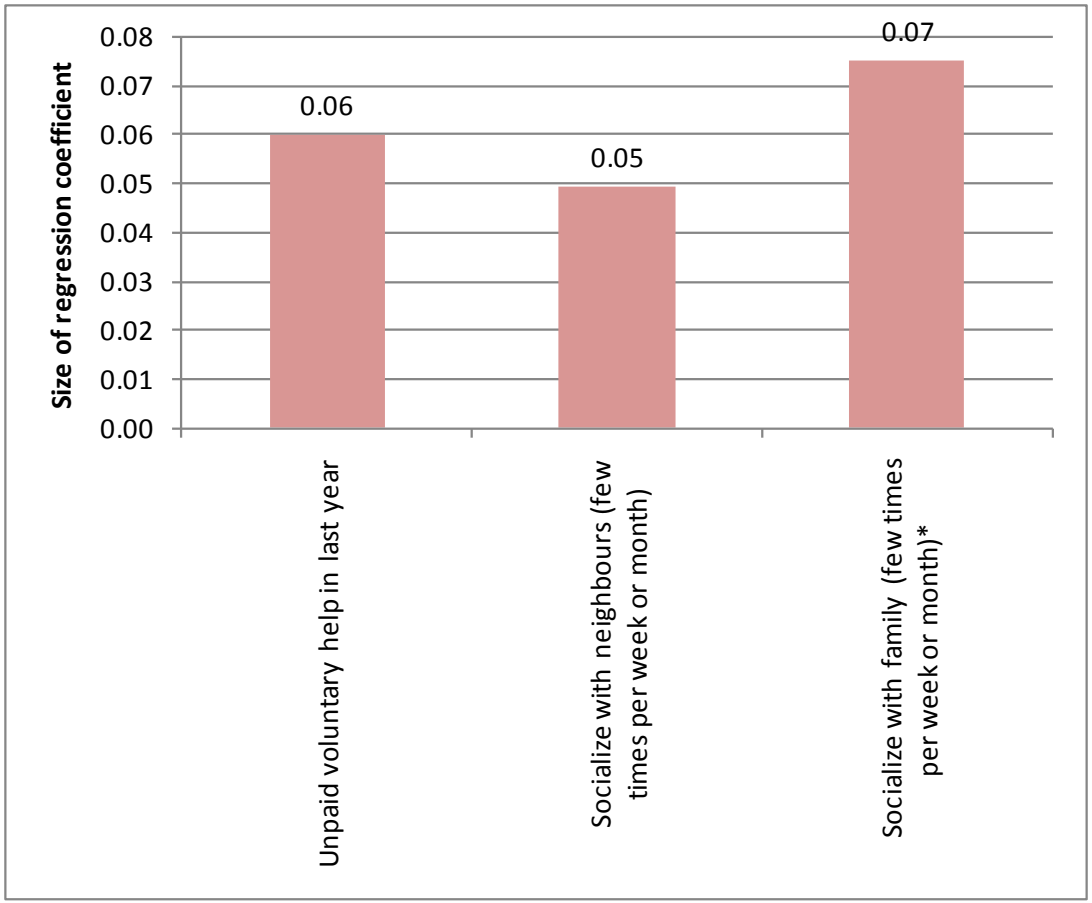
Graphs by Name of the Dzongkhag

Occupation



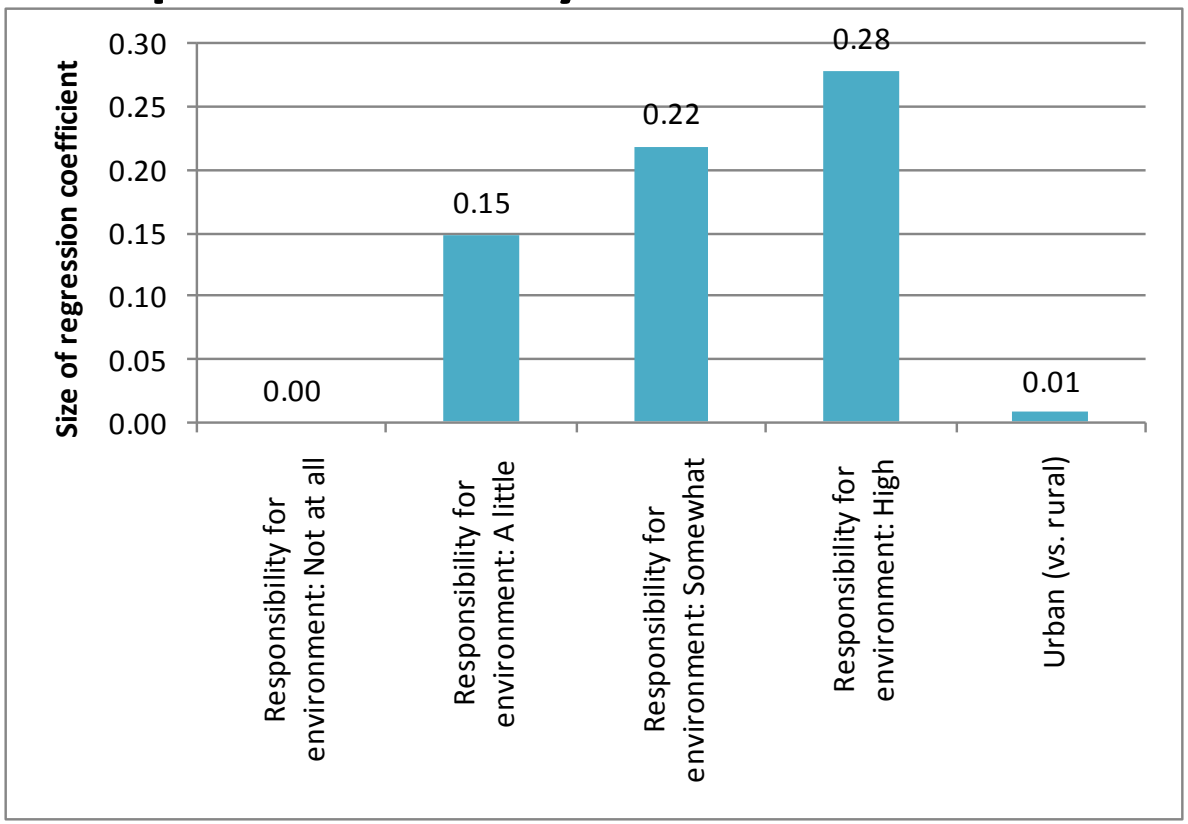
- "Unemployed" is the base category. National work force members seem to be by far the least happy in Bhutan. Farmers, business people and corporate employees seem to be less happy than the unemployed (however not significantly). Students enjoy the most happiness (sig. at 5%).
- This is quite an unusual result for happiness analyses. In many studies unemployment is the largest factor that drives happiness down. Apparently not so in Bhutan.

Volunteering & socializing



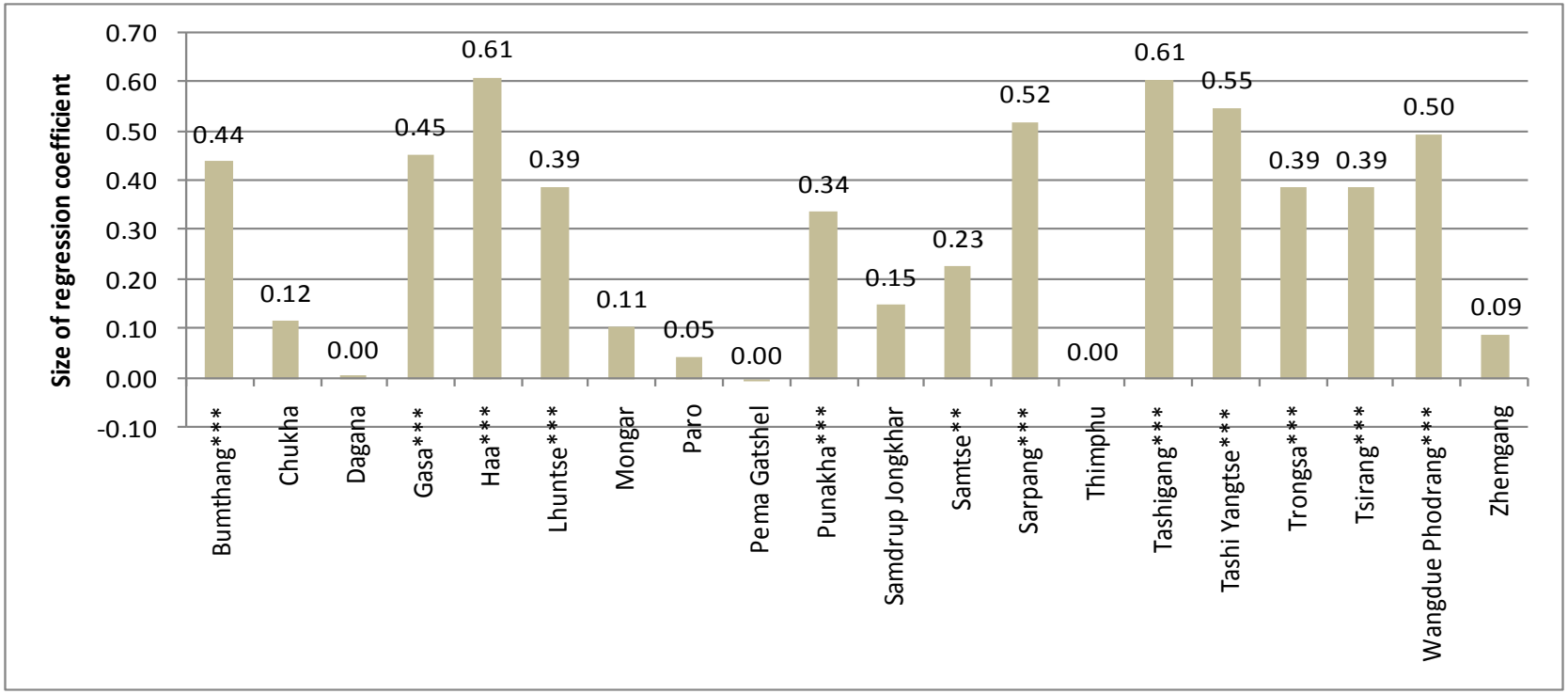
- Doing voluntary work (unpaid voluntary help during the last 12 months) seems to slightly increase happiness , but the coefficient is not significant. Socializing also seems to increase happiness somewhat, whereas contacts with family members (sig. at 10%) count a little more than contacts with neighbours (not significant) in this regard. [socializing with family is significant even at 5% using Ordered Probit]

Responsibility for environment



- The perceived responsibility for conserving the natural environment seems to have an influence on happiness at first glance, but the coefficients are not significant (note also that the "not at all" category has only 30 observations).
- The happiness of urban dwellers seems not to be different from the happiness of the rural population in Bhutan.

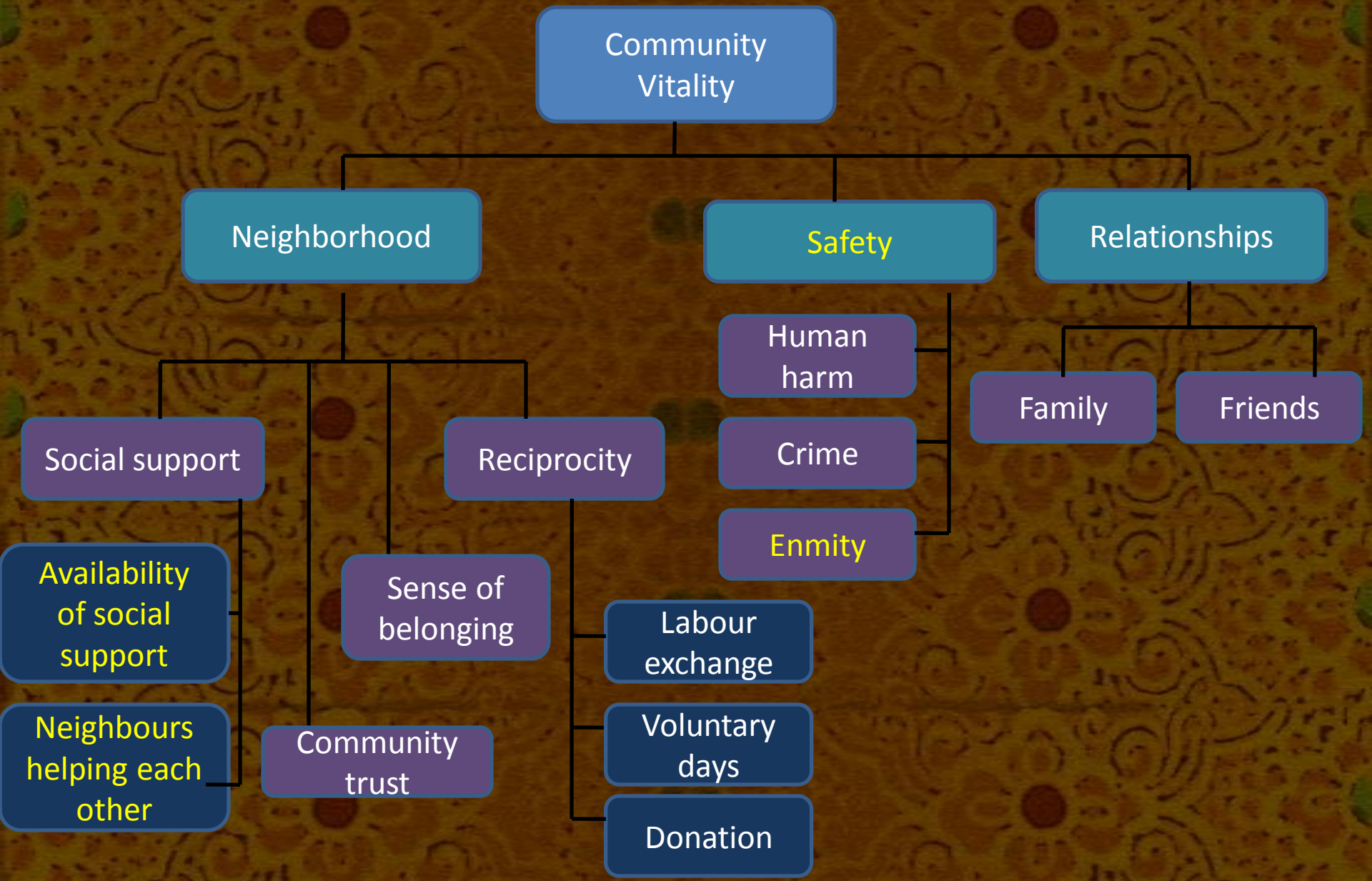
Happiness among Districts

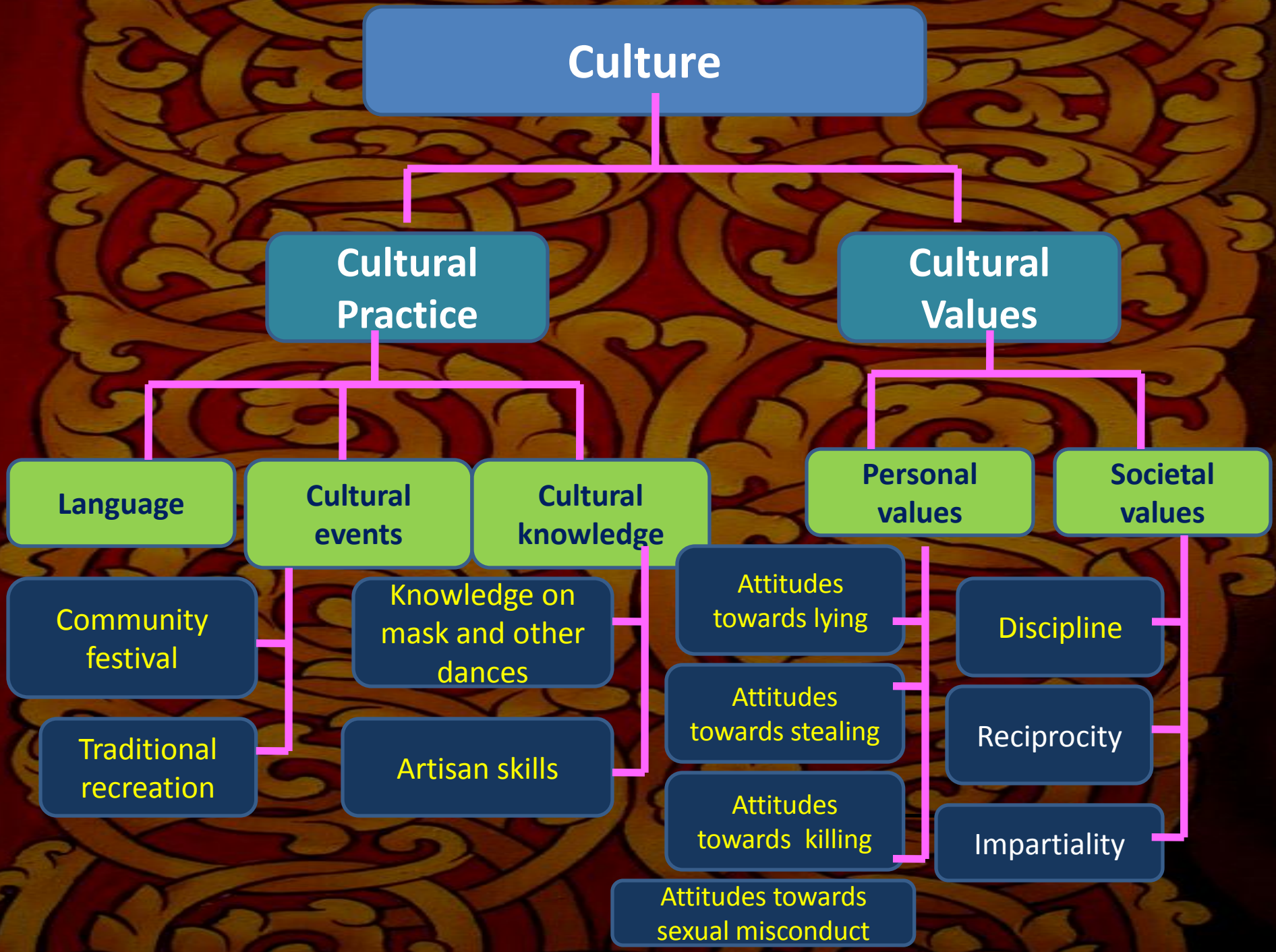


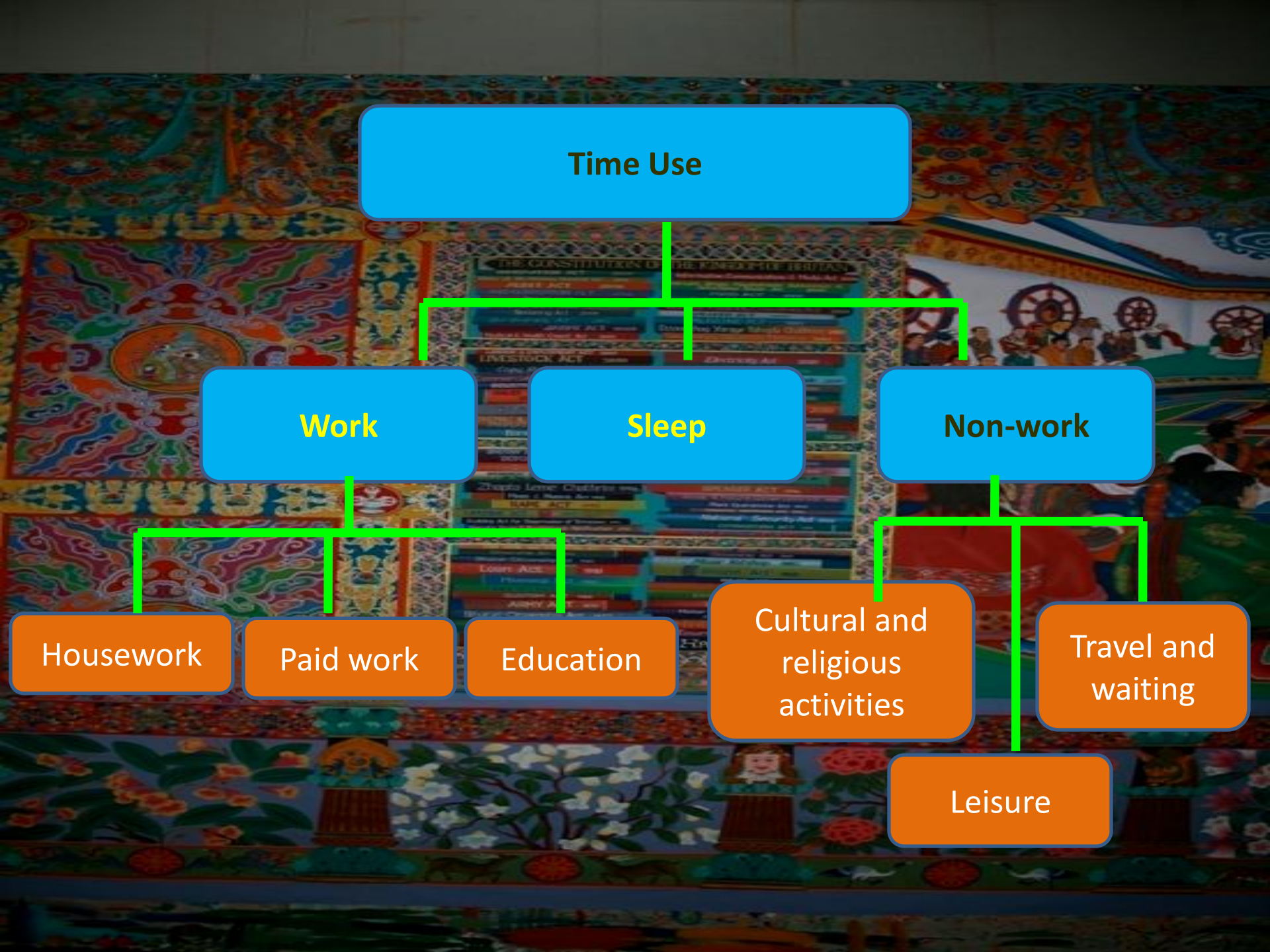
- The base category for the district analysis is Thimphu. Living conditions in no other district seem to lead to lower happiness levels than in Thimphu. The two districts with the largest positive happiness differences compared to Thimphu are Haa and Tashigang (both sig. at 1%). Districts with no significant differences from Thimphu are Chukha, Dagana, Mongar, Paro, Pema Gatshel, Samdrup Jongkhar, and Zhemgang.

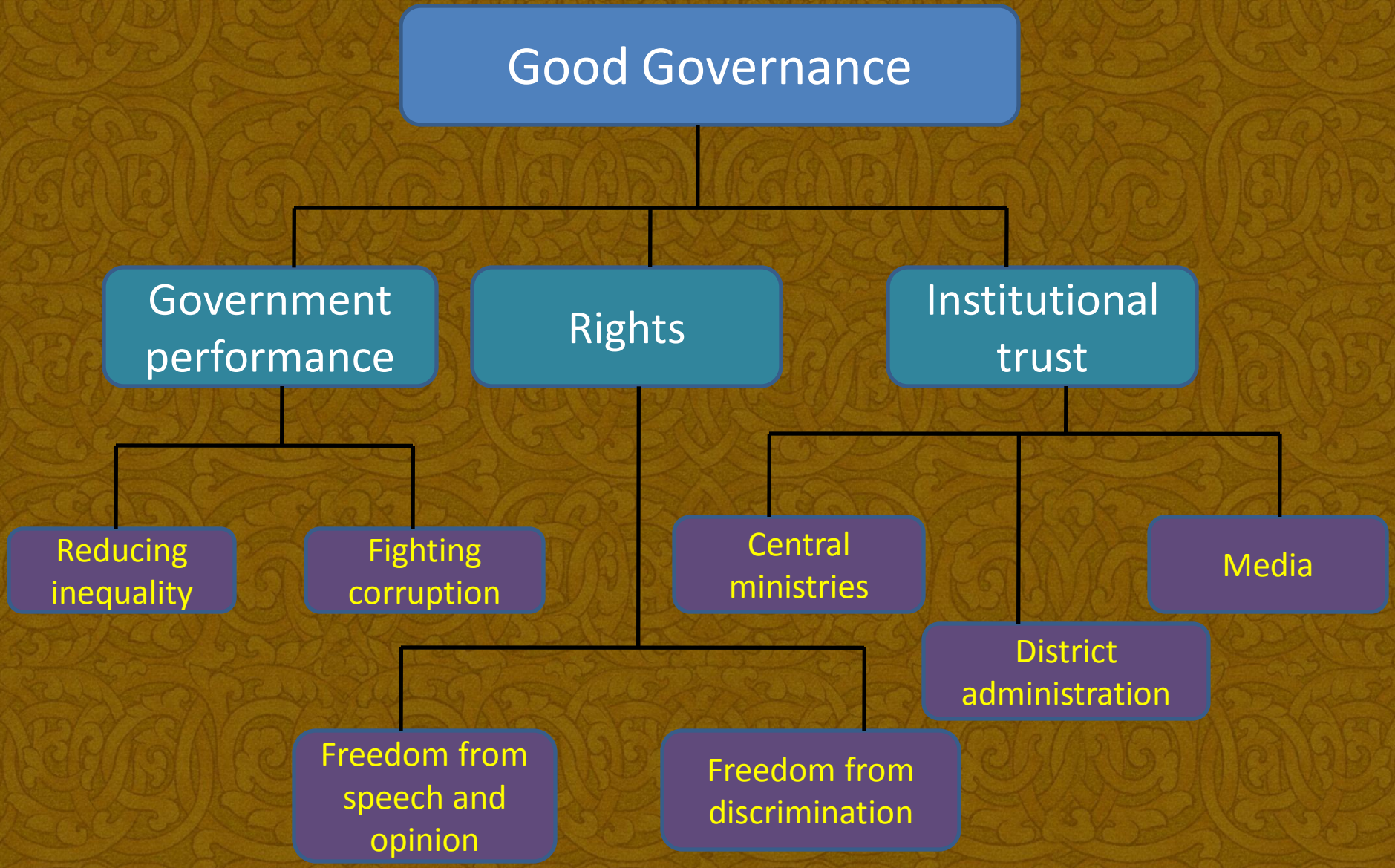
Conclusions

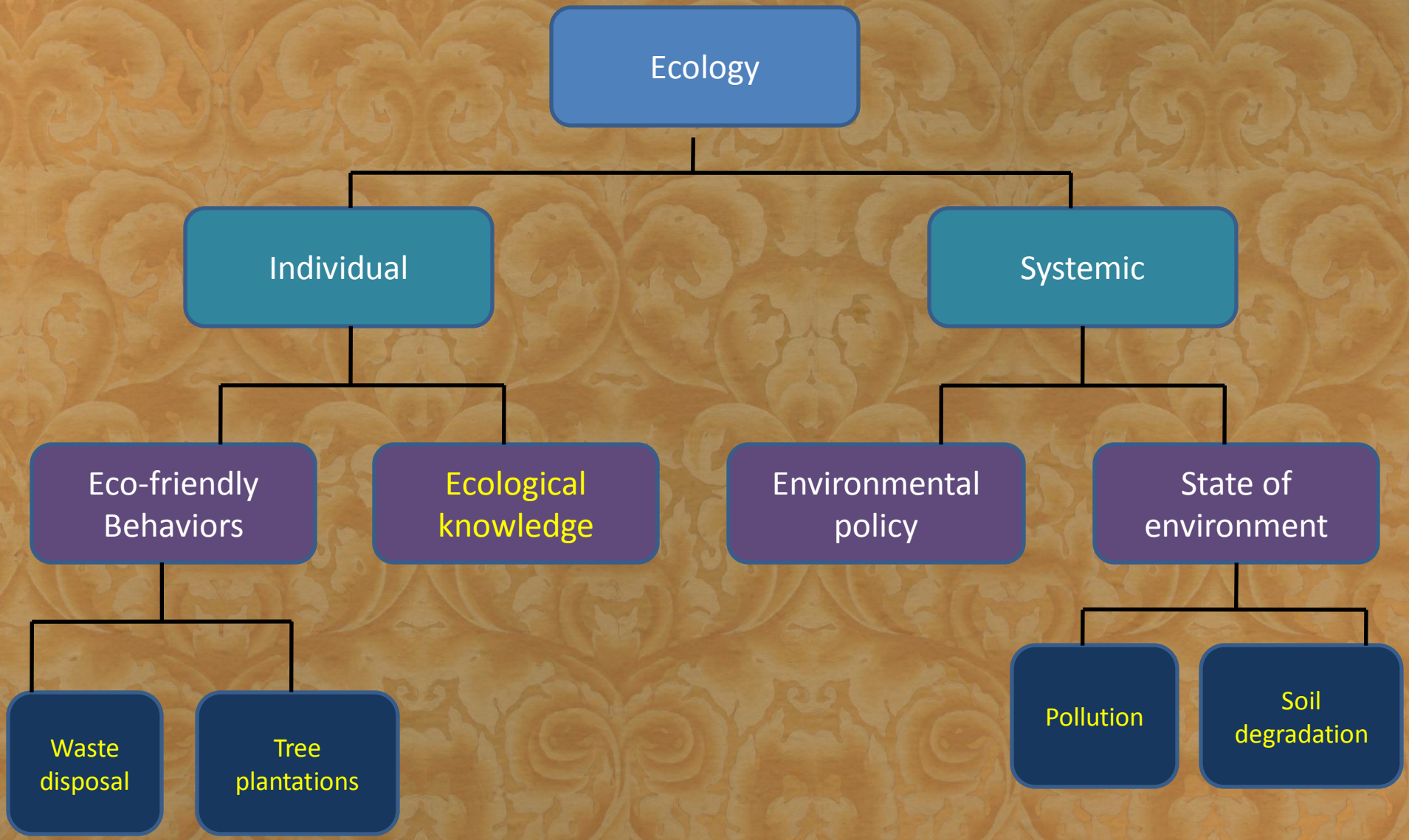
- All things considered from this analysis, a person in Bhutan should have the following characteristics to increase the chances for a happiness:
  - Cultivate positive emotions and decrease negative emotions
  - Try to flatten the curve of mid life dip in happiness
  - Take care of yourself to be healthy and practise meditation,
  - Equip with certain machineries and household wares useful for saving labour in households works
  - Do not get divorced; it is worse than getting not married in the first place
  - Be a student;
  - Avoid getting employed in national work force, it is worse than being unemployed
  - Socialize regularly with your family members and neighbours
  - Be generous to give unpaid voluntary help
  - Be responsible for the environment and
  - Live in certain joyous districts like Haa
  - Being unemployed, female or male, living in rural or urban areas are not significant factors for happiness

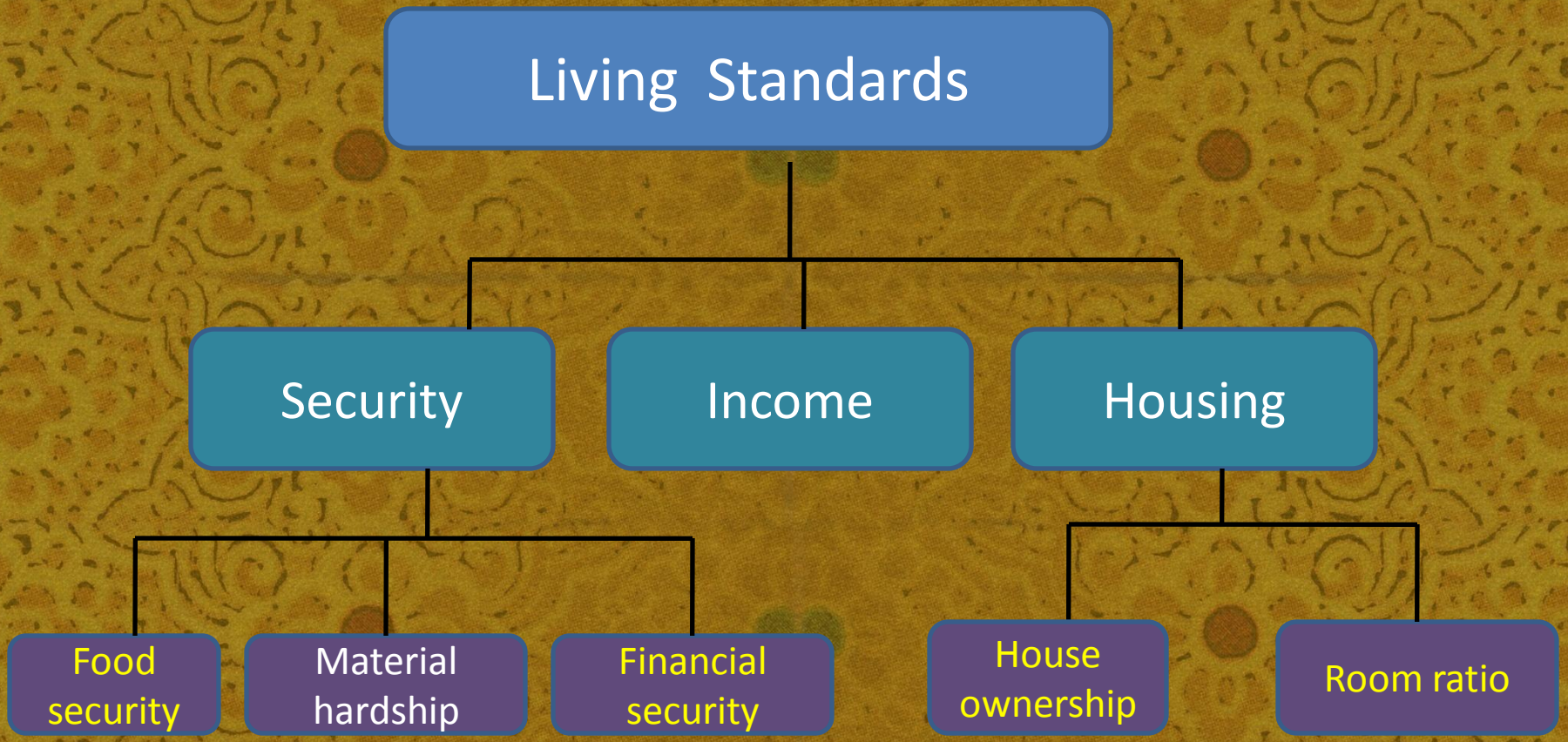

Community Vitality
Neighborhood
Safety
Relationships
Social support
Reciprocity
Human harm
Crime
Enmity
Family
Friends
Availability of social support
Neighbours helping each other
Sense of belonging
Community trust
Labour exchange
Voluntary days
Donation

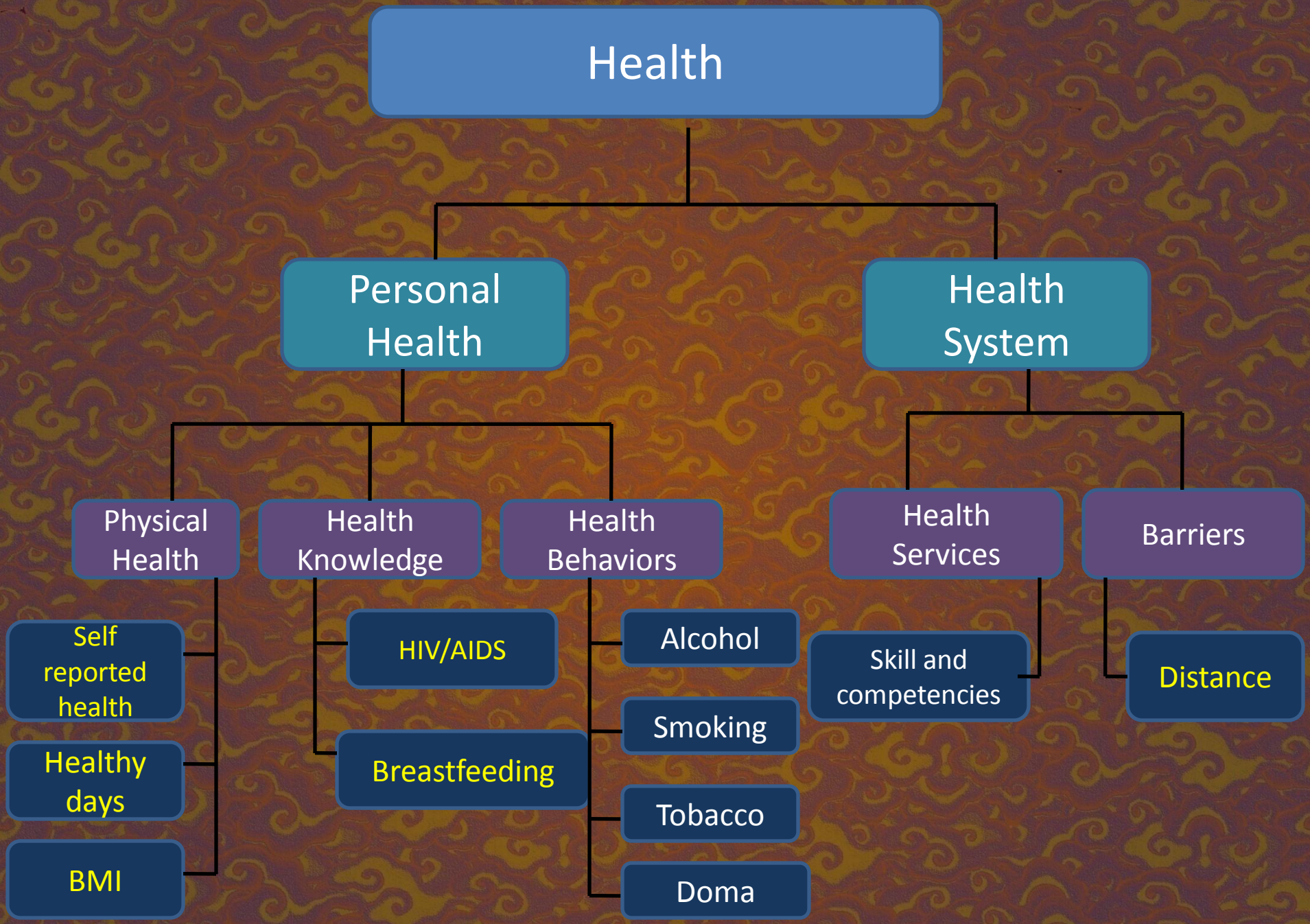

Culture
Cultural Practice
Cultural Values
Language
Cultural events
Cultural knowledge
Personal values
Societal values
Community festival
Traditional recreation
Knowledge on mask and other dances
Artisan skills
Attitudes towards lying
Attitudes towards stealing
Attitudes towards killing
Attitudes towards sexual misconduct
Discipline
Reciprocity
Impartiality

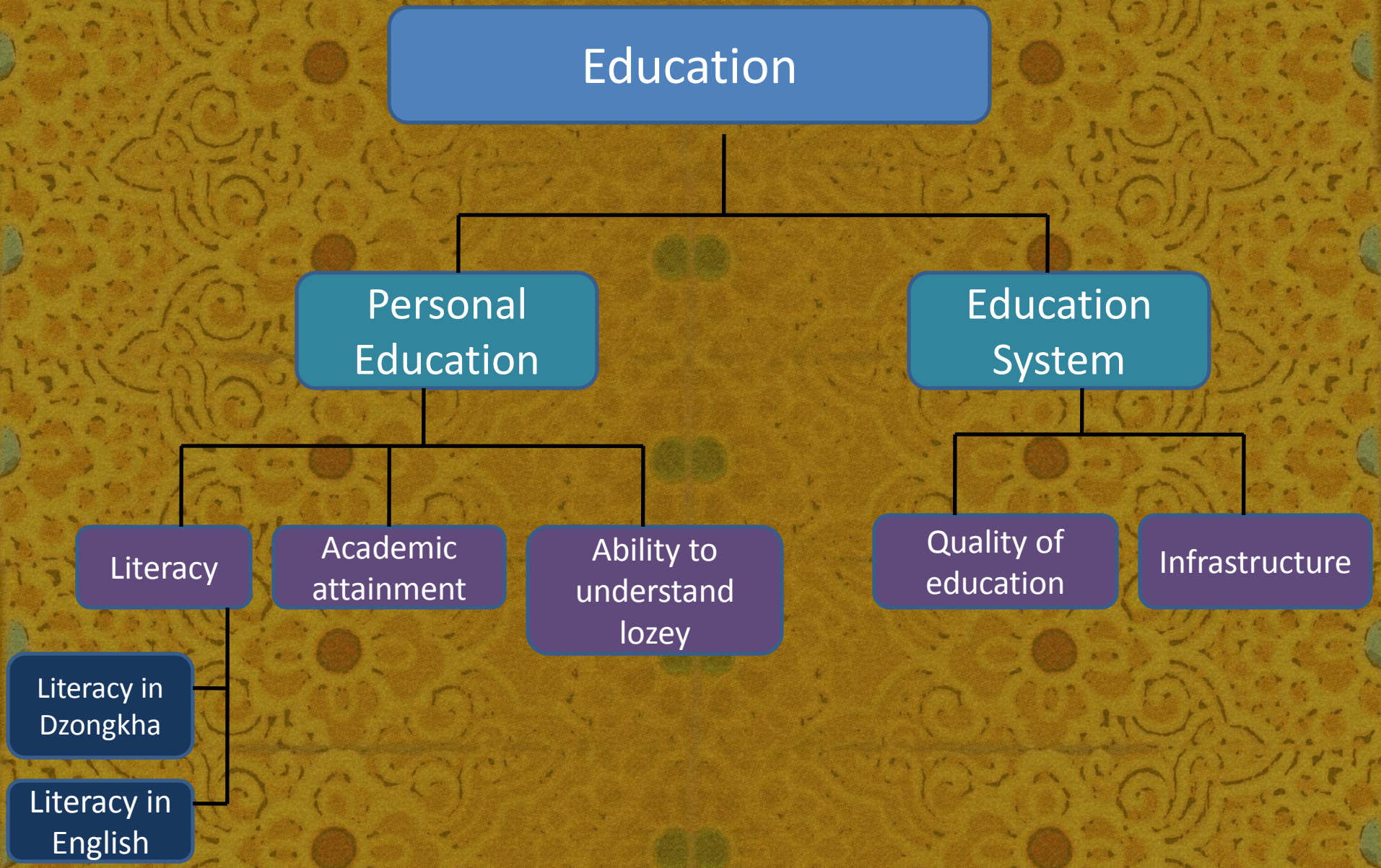

Time Use
Work
Sleep
Non-work
Housework
Paid work
Education
Cultural and religious activities
Travel and waiting
Leisure

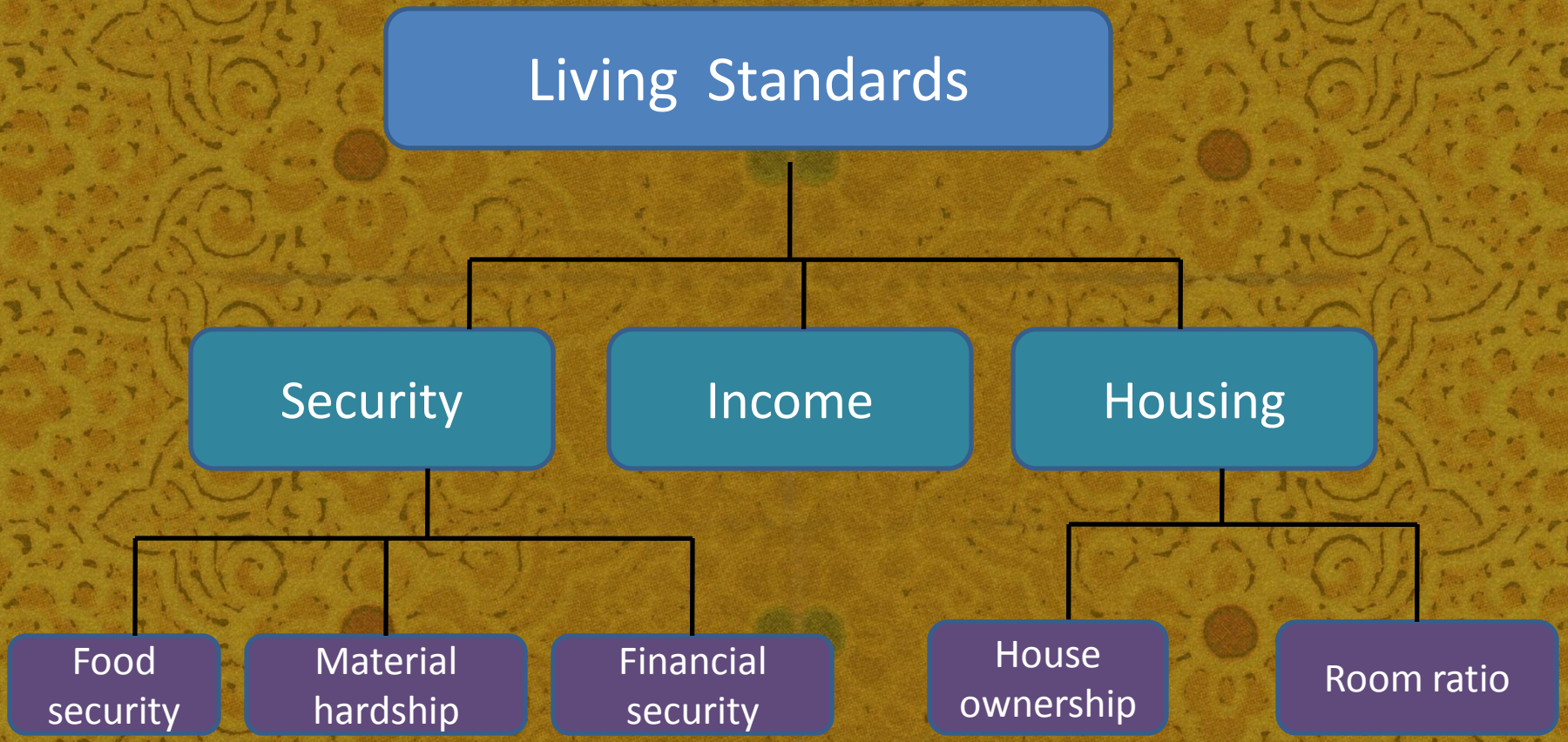

Good Governance
Government performance
Rights
Institutional trust
Reducing inequality
Fighting corruption
Central ministries
Media
District administration
Freedom from speech and opinion
Freedom from discrimination


Ecology
Individual
Systemic
Eco-friendly Behaviors
Ecological knowledge
Environmental policy
State of environment
Waste disposal
Tree plantations
Pollution
Soil degradation


Living Standards
Security
Income
Housing
Food security
Material hardship
Financial security
House ownership
Room ratio


Health
Personal Health
Health System
Physical Health
Health Knowledge
Health Behaviors
Health Services
Barriers
Self reported health
Healthy days
BMI
HIV/AIDS
Breastfeeding
Alcohol
Smoking
Tobacco
Doma
Skill and competencies
Distance


Education
Personal Education
Education System
Literacy
Academic attainment
Ability to understand lozey
Quality of education
Infrastructure
Literacy in Dzongkha
Literacy in English


Living Standards
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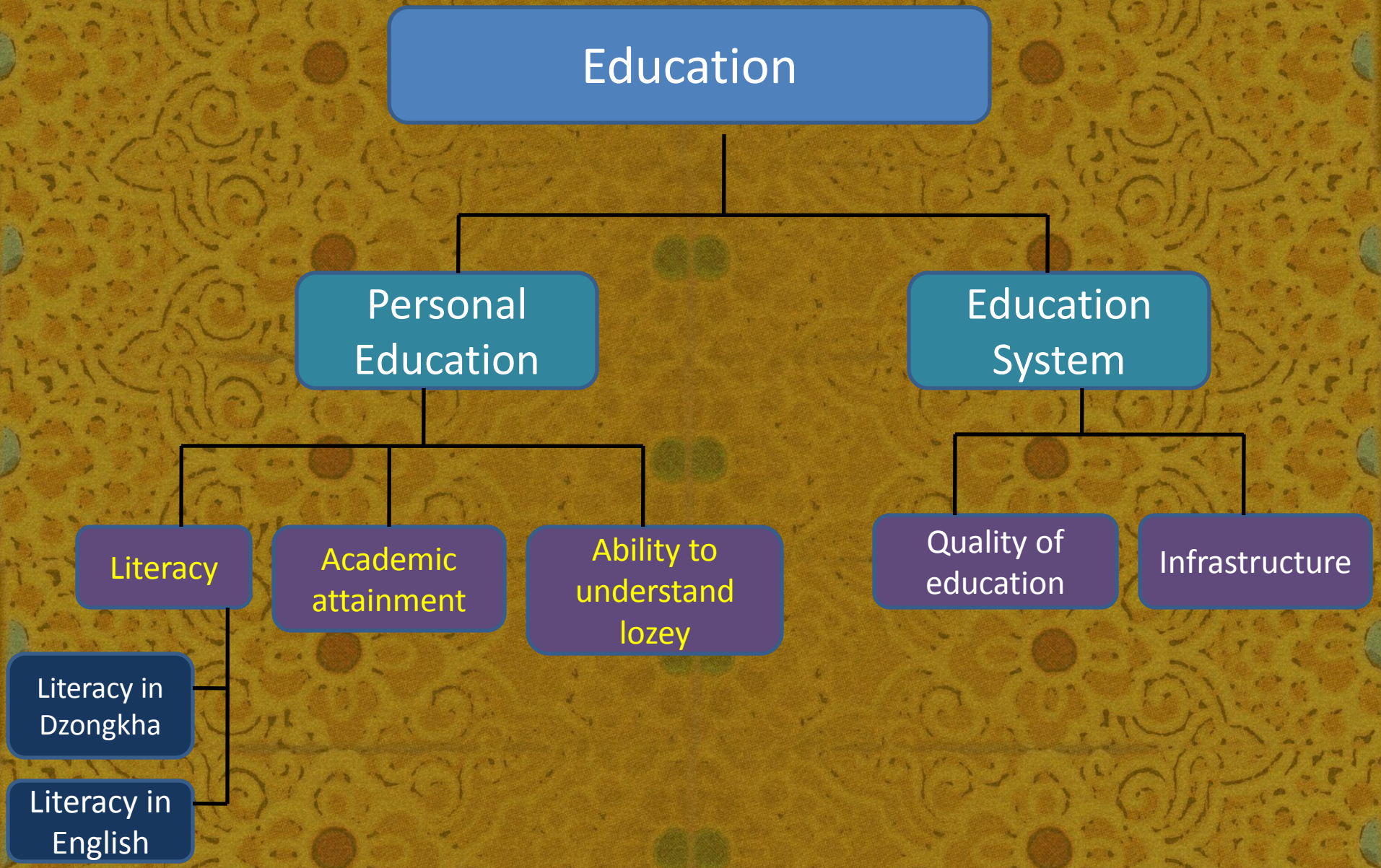
Education
Personal Education
Education System
Literacy
Academic attainment
Ability to understand lozey
Quality of education
Infrastructure
Literacy in Dzongkha
Literacy in English

- Footprints of elephants are most impressive,
- But human footprint is heaviest now,
- Our heaviness comes as:
  - Consumers,
  - Investors, and
  - Citizens of state holding weapons

As Heavy Consumers

- 6.7 billion consumers now, 2 billion more by 2050;
- Each wanting not only livelihood but more affluence,
- That will require greater volume and greater circulation speed of goods and services.
- Not only more people but more livestock stressing the earth.

- 2009 global GDP = $ 58.1 trillion for 6.7 billion people.
- How much more can we increase GDP to support 9 billion by 2050: $ 75 trillion?, $ 100 trillions? $ 200 trillion
- mythic belief that new technologies will play a major role in solving our persistent crises or impasse (technological fixes)
- Shift necessary is not always towards quantitative or linear increase of GDP but towards qualitative relationships of shared ends.
- There are already 737 million automobiles; vehicle population is expected to double in 15 years.
- Current demand for oil is 84 million barrels a day

- Wealth and waste are also related
- Waste production level has been linked to wealth and urbanisation
- poverty and conservation is positively correlated may also be true
- Wealth level and high employment rates are not necessarily connected now.
- Income spread and job spread remains major challenges.

1. re-orient our interdependence through trade, focus on quality and direction of our relationships
2. avoid monocultures effect of trade on skills and capacities, promote diversity to build true local level capacity for contribution
3. reverse atrophy of our communal life; re-orient our attention and energy into the improving healthy relationships in our family, neighbourhood and community

As hungry investors and shareholders behind multinational funds companies and other industrial Organizations

- By one account, every year $ 288 trillion worth of currencies move globally
- only $ 8 trillion worth of merchandise move globally
- Pension funds are the main investors driving globalisation

As Heavy Citizens of Governments Owning Weapons and Armies

- As a whole we feel less and less secure with rising defence expenditures and spreading nuclear threats.
- Globally, military expenditure was $ 1,530 billion in 2009
- Combined budget of the UNs and WB is S 30 billion or 1.9% of the global military expenditure.

Working on **ourselves** for a radical transformation

- Mental imagery training of meditation to increase our freedom from self-afflictions
- Experiencing adversities faced by the down-trodden to generate empathy. Ethical reasoning is necessary but not sufficient route to ethics. Generate empathy by experiencing the lack of food, cloth and shelter, by living their ways temporarily.
- **Dissolve "self"** to relate deeply and freely to others in a transformational pattern of relationships.
- Rebuild the future not in terms of the good life, but in terms of our good lives.