

# **PARADISO**

**Visions on the future of our  
societies**

**School for Wellbeing Studies and  
Research**



SCHOOL FOR  
**W**ELLBEING

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Studies and Research

# Purpose of the School for Wellbeing

- The 'School for Wellbeing' (Bangkok, 2009) is an **independent think-tank** being shaped by an international network of dedicated academics from diverse disciplines, practitioners and policy makers, primarily inspired by the concept of Gross National Happiness.
- By common effort the School for Wellbeing offers a **creative learning space** for a diversity of stakeholders inducing cross-cultural studies in happiness, wellbeing and quality of life.

# Founding Partners

- **Faculty of Political Science,**  
Chulalongkorn University, Bangkok,  
Thailand
- **Centre for Bhutan Studies,** Thimphu,  
Bhutan
- **Sathirakoses Nagapradipa Foundation,**  
Thailand

[www.schoolforwellbeing.org](http://www.schoolforwellbeing.org)

# Visions on the future of our societies

- Historic perspective
- Gross National Happiness
- Tri-sector development
- The Third Way
- The Well-Being Society scenario
- Scenario-thinking
- Between Users and Producers:  
the *Development Professionals Movement*

# Historic Perspective

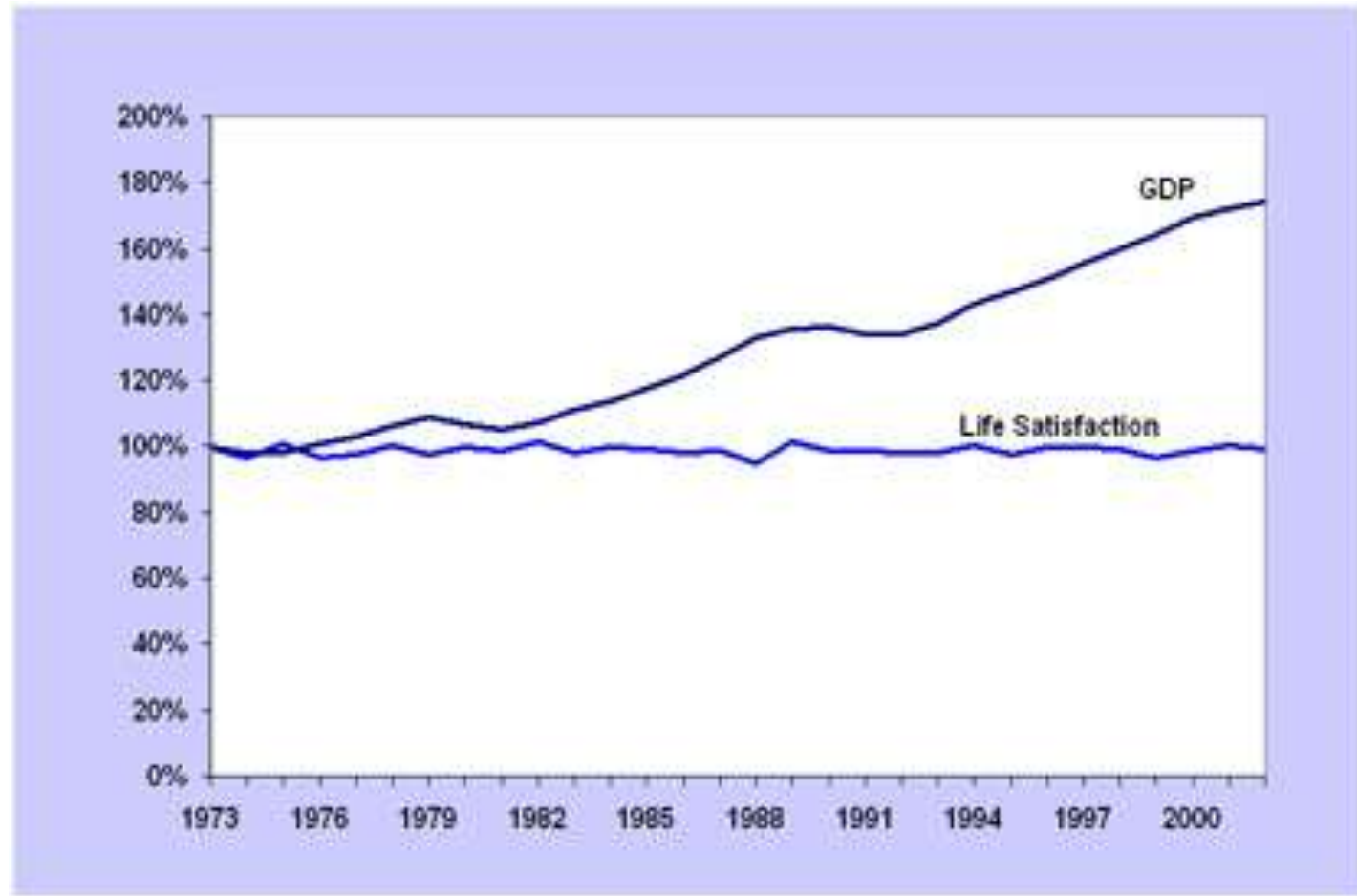
## 1970's

- E.F. Schumacher *Small is Beautiful. Economics As If People Mattered* > Buddhist Economics
- *Limits to Growth* > Club of Rome
- *Gross National Happiness* (GNH) > Bhutan

**“For us Gross National Happiness is more important than Gross National Product”**

King Jigme Singye Wangchuck

# Gross National Happiness









**A Proposal for GNH Value Education in Schools**

**Karma Ura**

# Gross National Happiness

## “a new development paradigm”

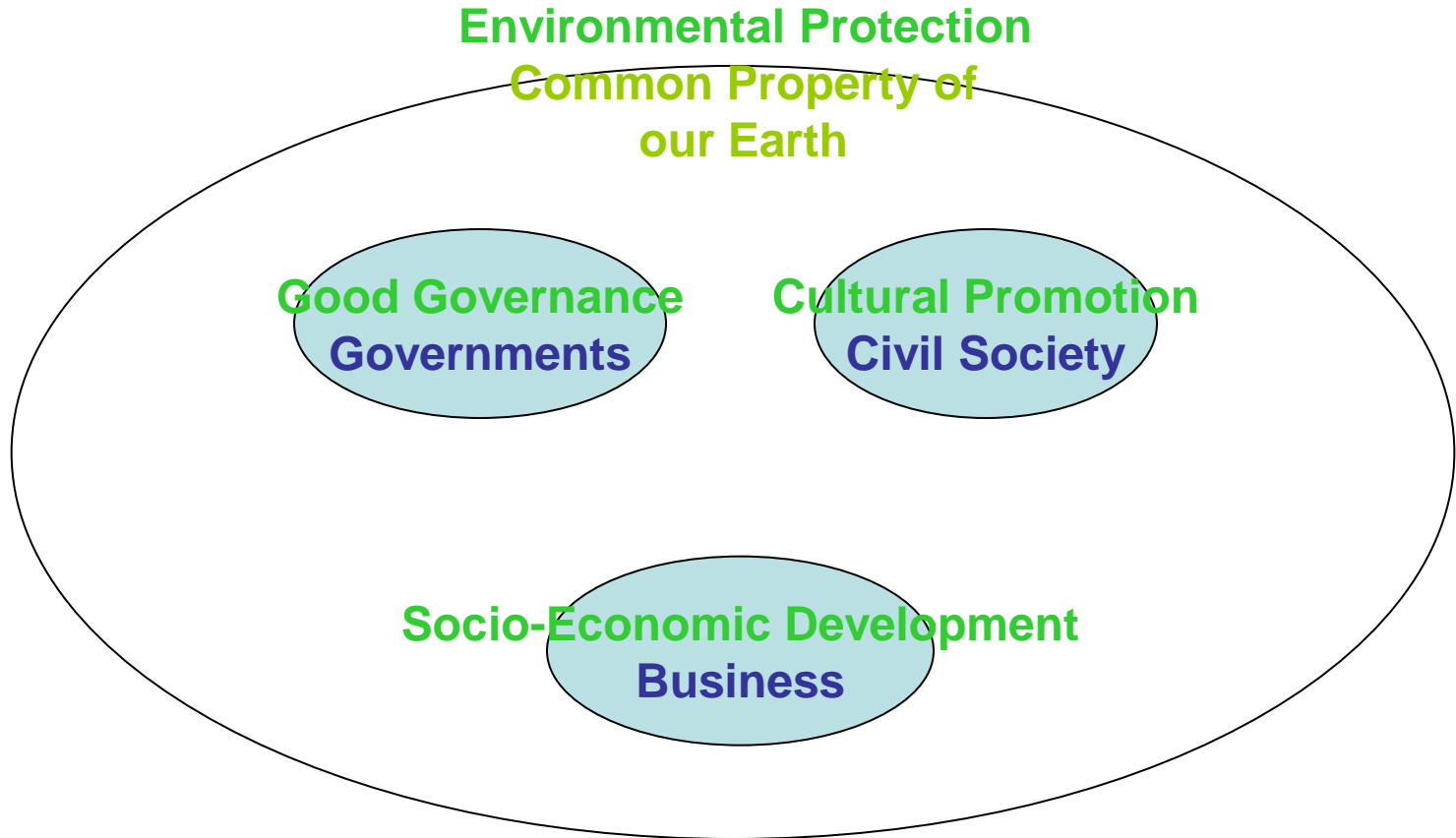
### **Four Pillars:**

- Cultural development
- Good governance
- Equitable economic development
- Environmental protection



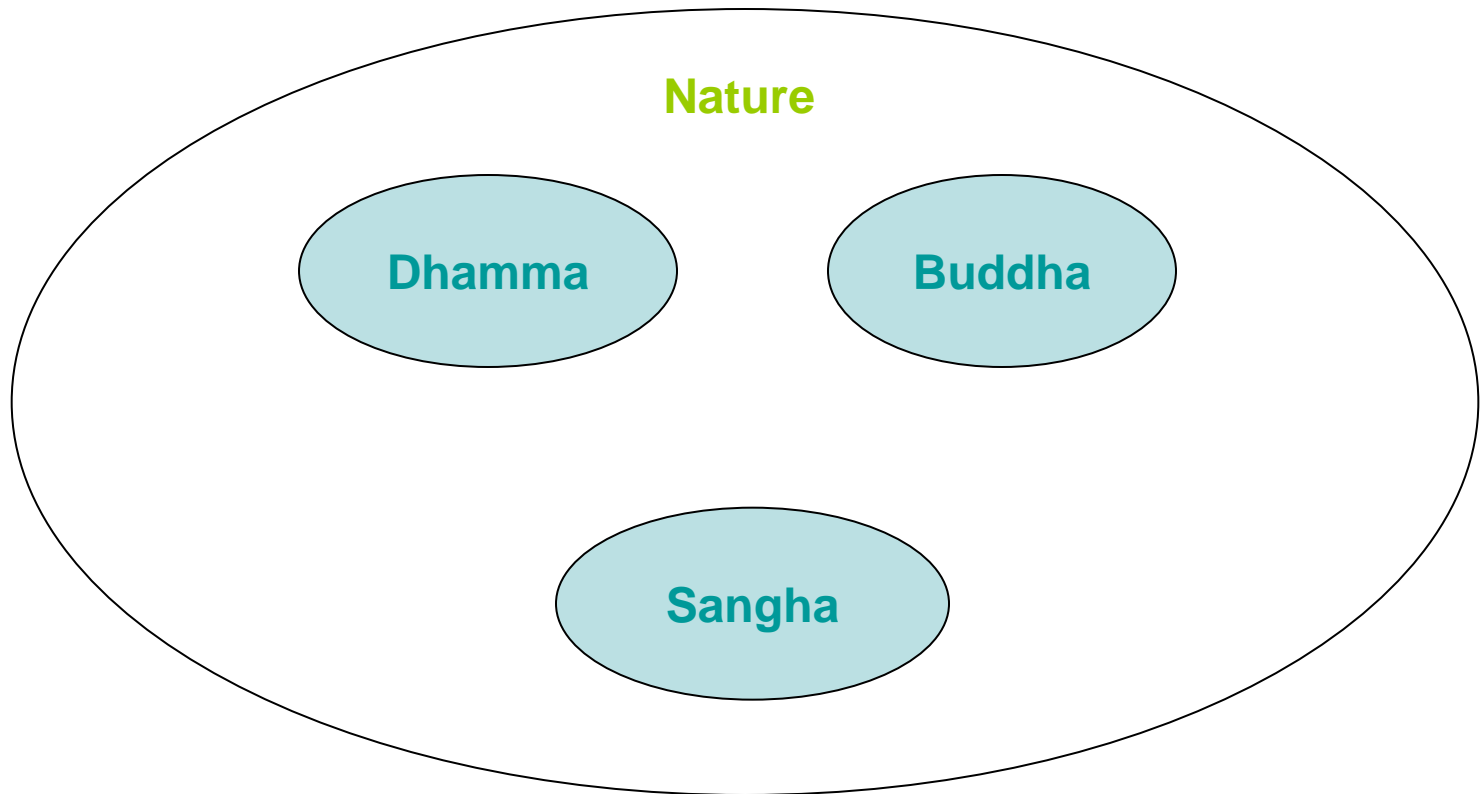
# The GNH Pillars 'in perspective'

Interpretation in Tri-sector (Nicanor Perlas) perspective



# Exploring correlations by intuitive thinking

- **Buddhist concept of Three Jewels**





Dr. Ambedkar (1891-1956)

# Transformation

- The French Revolution in 1789
- The 'Great Turning' in 2008 (David Korten)

## Re-vitalizing our Societies

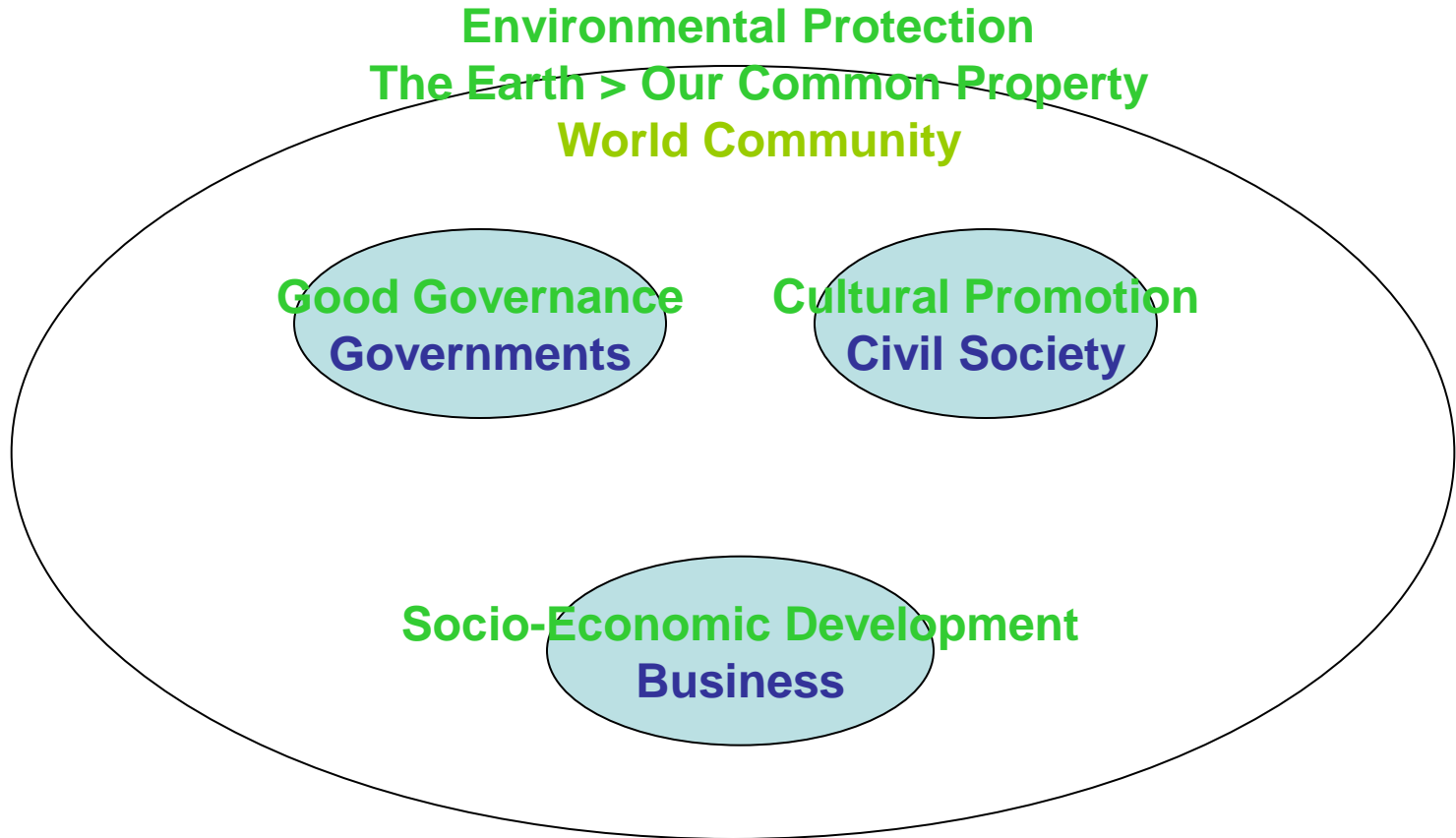
**EGALITE**/Equality  
*From protecting  
privileges  
to justice for all*

**LIBERTE**/Freedom  
*From neo-liberalism  
to a strong & free  
civil society*

**FRATERNITE**/Community  
*From profit-driven business  
to economy of sharing*

# The GNH Pillars 'in perspective'

The Four Pillars: four dimensions of one reality



# Tri-Sector Development

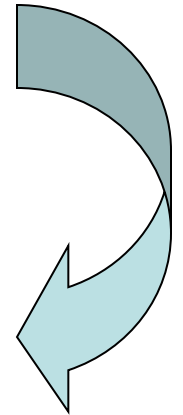
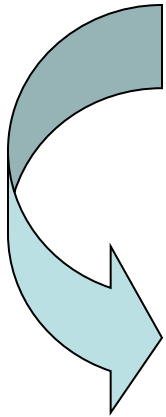
- Governments, inter-governmental bodies
- Business sector
- Civil society

three “sectors” engage as equal partners  
in a process of consensus-building  
towards sustainable and just development

# The Well-Being Society scenario

**State-driven**  
**Communism/socialism**

**Business-driven**  
**Neo-liberalism**



**Civil society-driven**  
**Well-being Society**  
**Scenario**

**Alternative Development Path**  
**“The Third Way”**

# Context > Beyond GDP

- **EU**
- **OECD Global Project for Measuring the Progress of Societies**
- **Happy Planet Index, New Economics Foundation (nef)**
- **Commission on Measuring Economic Performance and Social Progress (Stiglitz-Sen-Fitoussi)**
- **The Well-Being Society scenario project**

# Mis-measuring our Lives. GDP Does Not Add Up



# Nobel Laureate Joseph E. Stiglitz

“The Fall of the Berlin Wall was for Communism what the Fall of Wall Street is for Market Fundamentalism”



# Chinese artist Ai Weiwei

The Fall of the *Great Firewall of China* will bring genuine liberation > the Internet



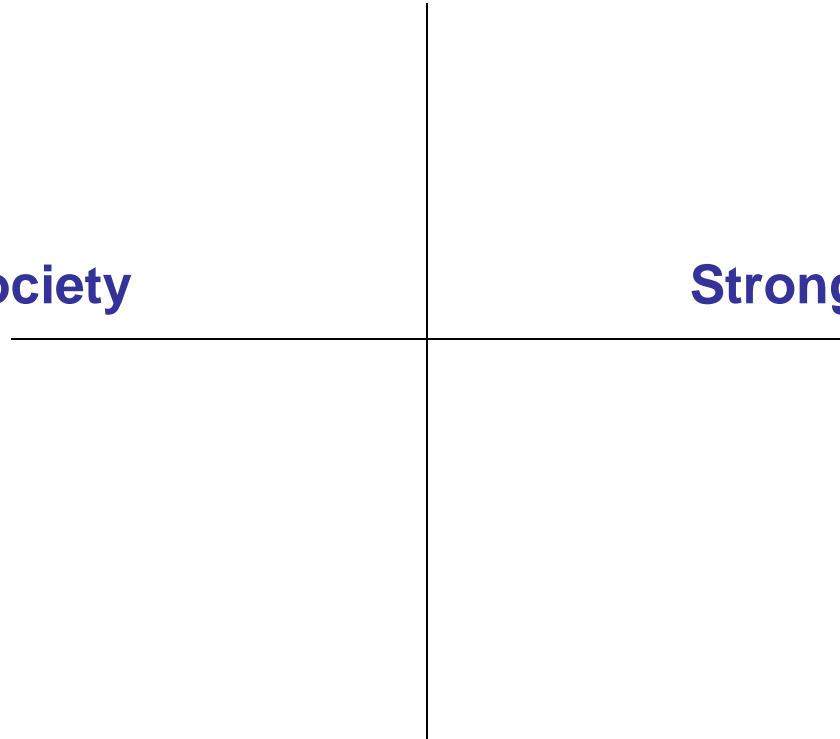
# Scenario-thinking

**Neo-liberalism <> Communism  
Paradigm**

**Weak Civil Society**

**Strong Civil Society**

**Alternative Development Path**



# Scenario thinking

Neo-liberalism <> Communism  
Paradigm

Unsustainable growth  
Disaster ~ Red Cross

Competitive development  
Extremist Warriors

Weak Civil Society

Strong Civil Society

Public-Private Development  
Technocrat in Wheelchair

Tri-sector Consensus Building  
Phoenix

Alternative Development Path

# PARADISO: In between Users and Producers > the *Development Professionals* *movement*

- Independent (Young) Development Professionals
- Real-time data-collection, analysis, intercultural comparison and tailor-made, participatory well-being scenario building and support
- Inter-disciplinary approach and “critical holism” > from ICT to organic agriculture

# In between Users and Producers: the *Development Professionals* *movement*

- Civil society- driven and empowering movement in a spirit of social entrepreneurship
- Long term career perspective based on social capital strengthened by education, training and research&development
- Social/career security based on common property and long term socially responsible investment (*new Job Creation*)

# Geo-political Perspective

