

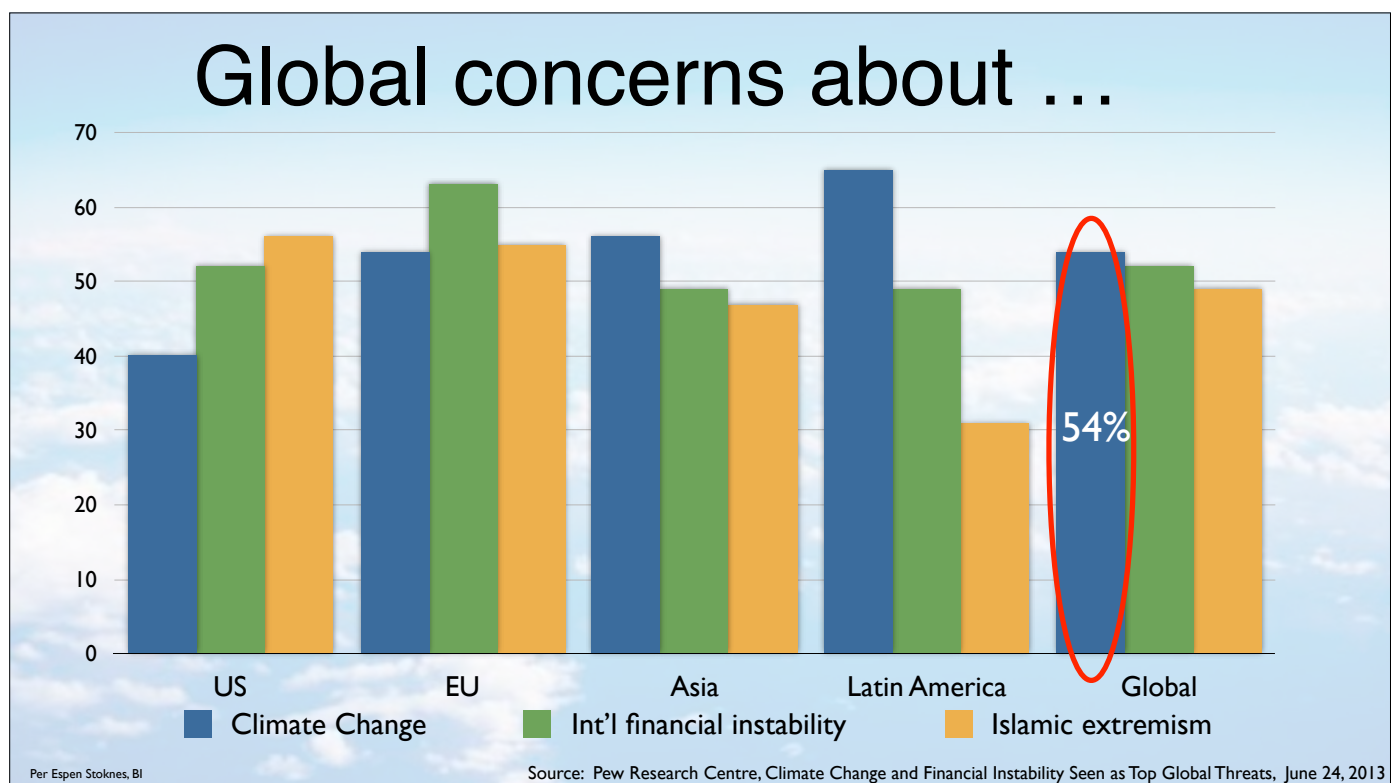
# The “Happy Climate” Approach

**BI** CENTER FOR  
CLIMATE STRATEGY

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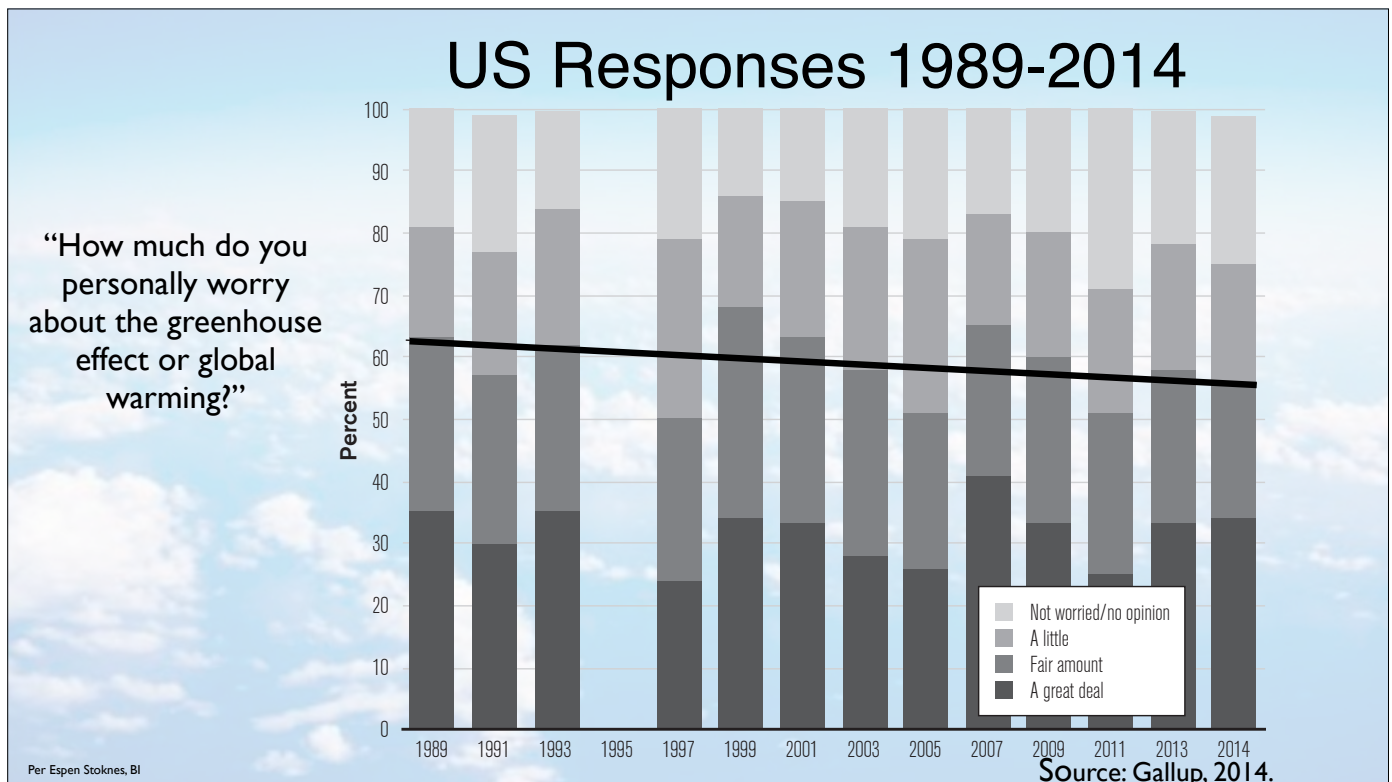
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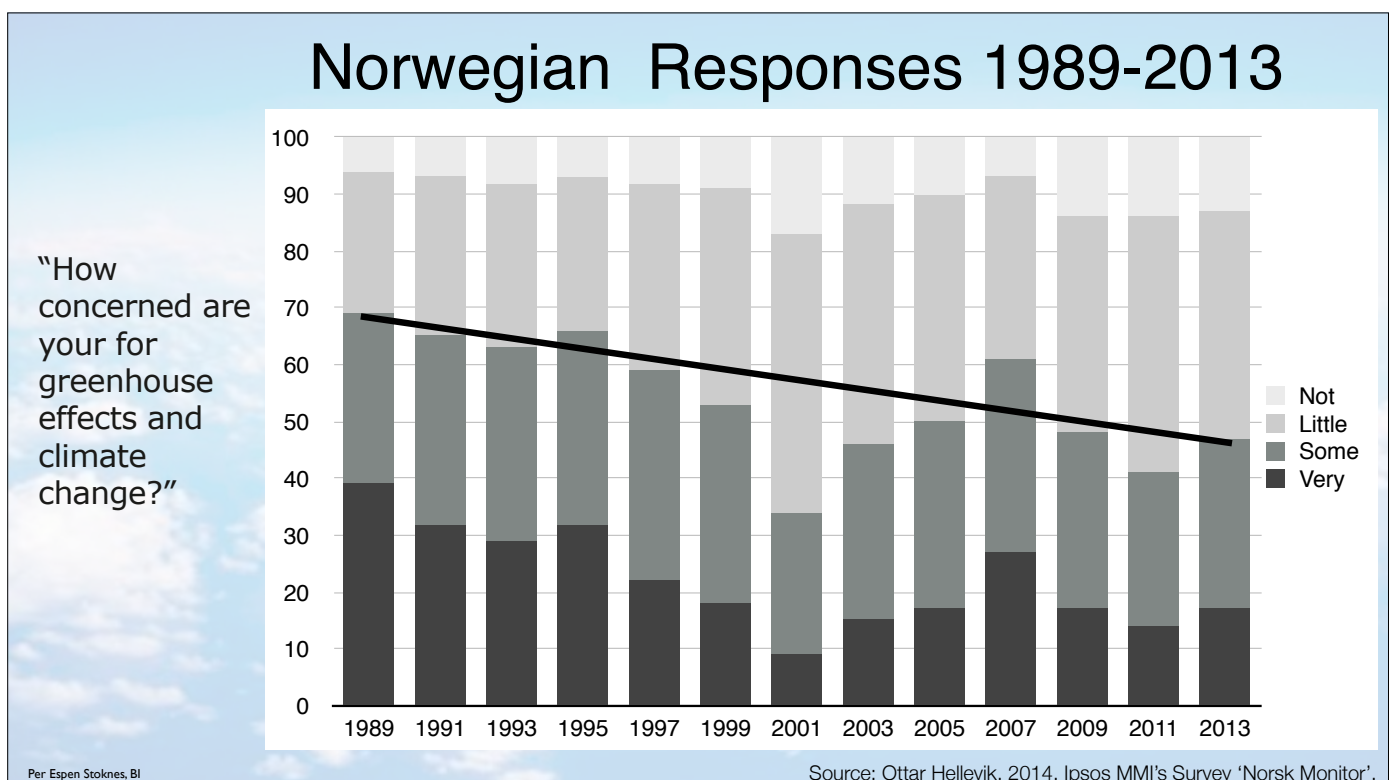
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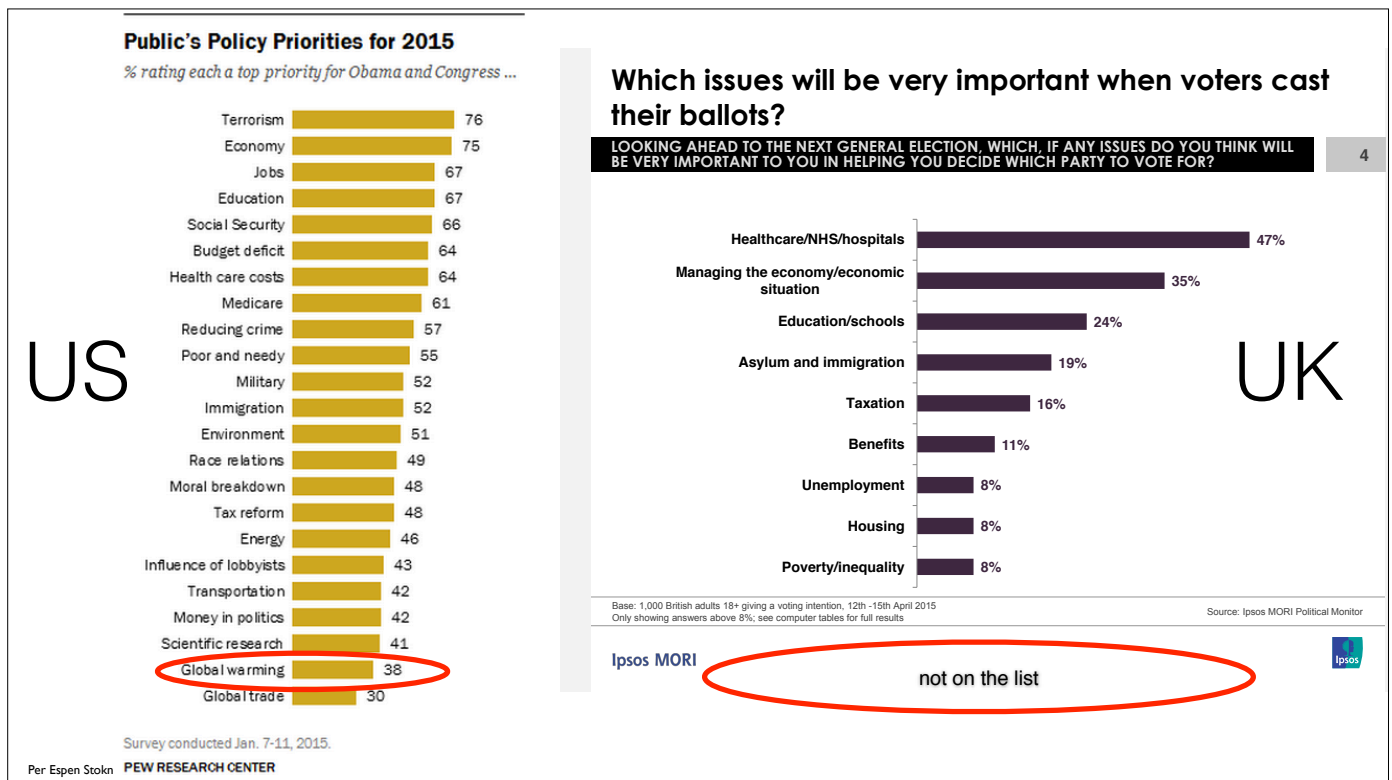
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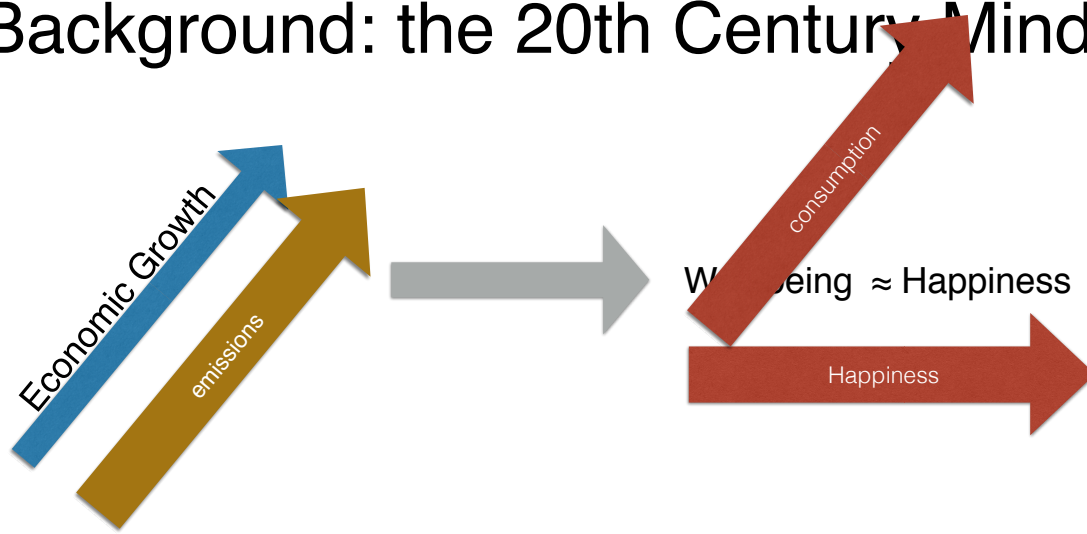
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# The Problem:

Climate gets too low political priority in western democracies and in capitalism

# Background: the 20th Century Mindset

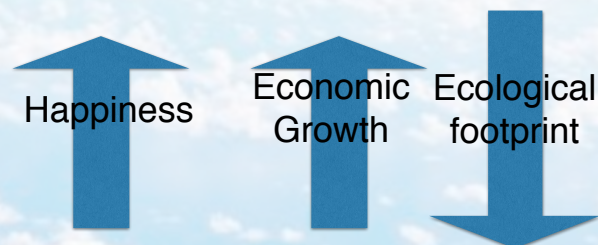


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# 21st Century Politics & Mindset



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# A Solution:

Re-story and align climate with high-priority policy issues:

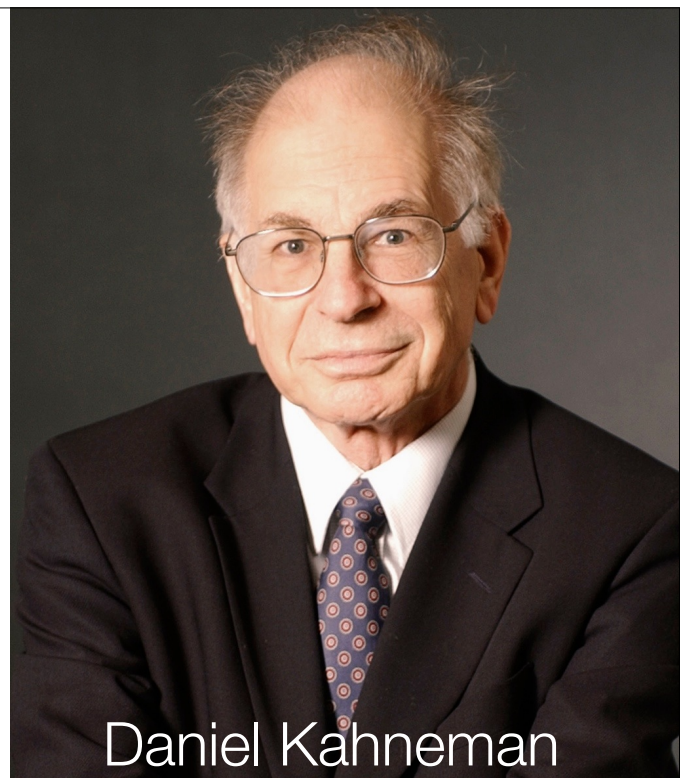
- human health,
- economy & jobs
- happiness

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Psychology's "Keynes"

Science Based  
Subjective Well-being  
Measurements

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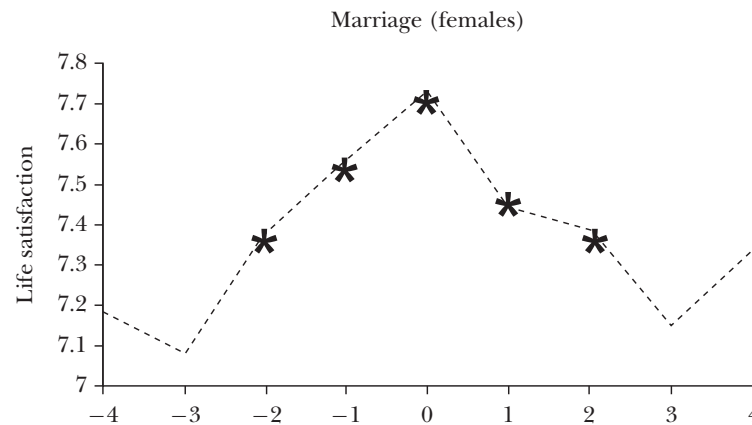


Daniel Kahneman



# Example: Before and After Marriage

(by year of marriage  $t = 0$ )



Source: Clark, Diener, Georgellis and Lucas (2003), using data from the German Socioeconomic Panel.

Note: An asterisk indicates that life satisfaction is significantly different from the baseline level.

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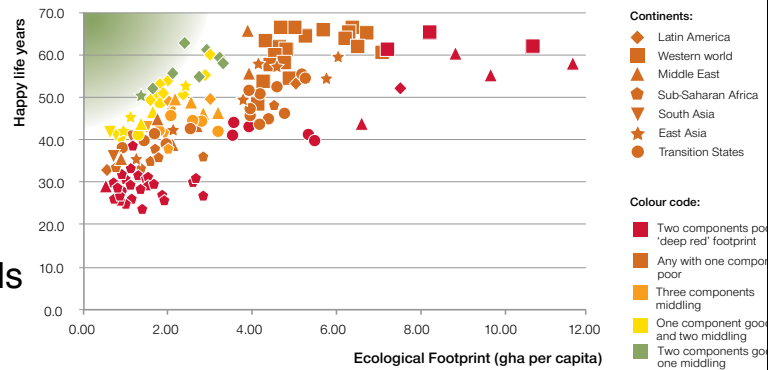
## How to implement happiness politics ?

- New purpose and metrics
- More vacation
- Happiness policies
- Investing in social & natural capitals

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# How?

- New purpose and metrics
- More vacation
- Happiness policies
- Investing in social & natural capitals

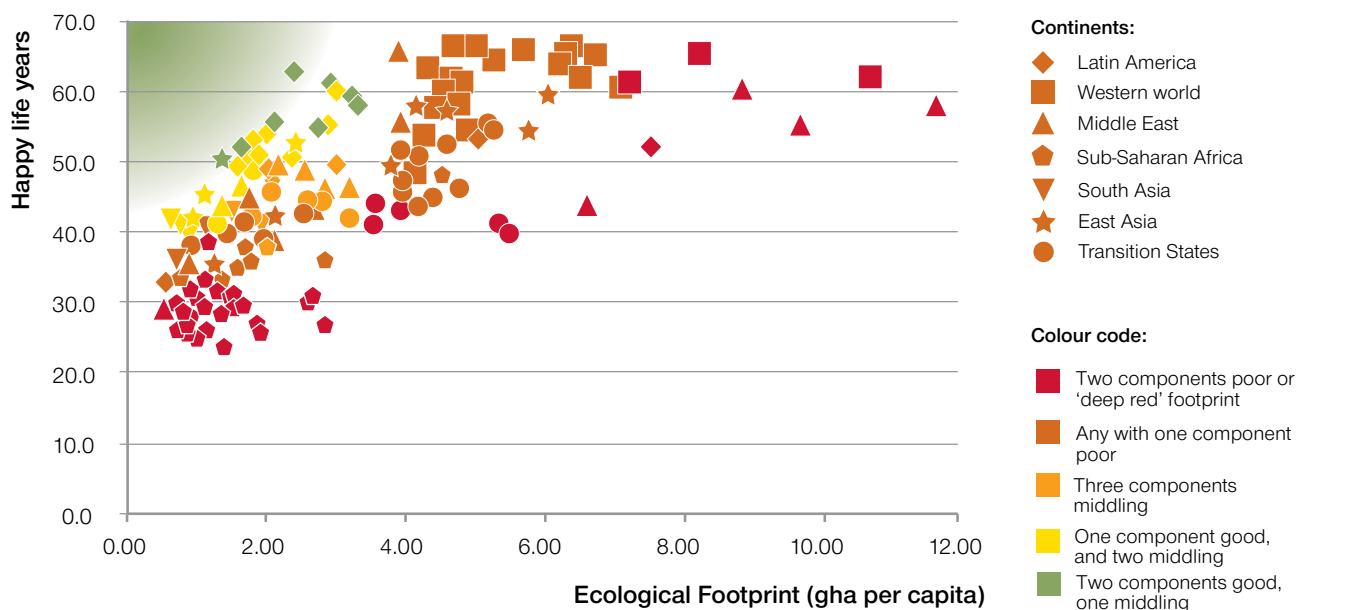


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## Happy Planet index



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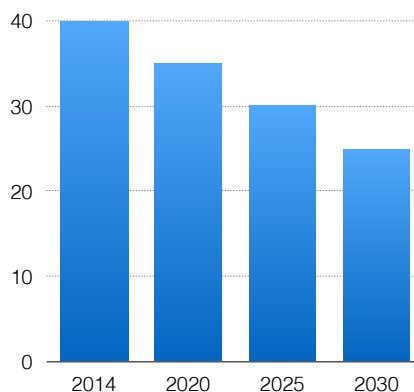
Source: Marks, 2012, New Economic Foundation

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# How?

- New purpose and metrics
- More vacation: reduce work-week
- Happiness policies
- Investing in social & natural capitals



Compulsory vacation: share jobs, more happiness, less consumption

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# How?

- New purpose and metrics
- More vacation: reduce work-week
- Happiness policies
- Investing in social & natural capitals

Policies that encourage to:

1. Connect
2. Be Active
3. Take Notice
4. Keep Learning
5. Give

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# How?

- New purpose and metrics
- More vacation: reduce work-week
- Happiness policies
- Investing in social & natural capitals



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## 21<sup>st</sup> Century: An Era of Happiness Politics?

1. Can't win public priority by appeals to "planet, climate", etc
2. Lots of criticisms, but ...
3. Human well-being and stable climate are two sides of same coin
4. It's time to go for the vision: more happiness **and** benign climate!

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