

# THE ECONOMICS OF HAPPINESS

You are warmly invited to a one-day TIGEtalk on Wednesday 14 September 2016

## Where

Initiatives of Change,  
24 Greencoat Place,  
London, SW1P 1RD

## When

10am to 5.30pm  
14 September 2016

## RSVP

Eventbrite:

<https://goo.gl/aMKoMp>

Cost: £20 per head for standard ticket; £15 for students/concessions; £50 per head for 'supporters' ticket.

Please book early as space is limited to 100. A buffet lunch will be served.

[WWW.UK.IOFC.ORG](http://WWW.UK.IOFC.ORG)

## The Economics of Happiness—creating a more equitable world

A partner event hosted jointly by Local Futures, Global Hub and Initiatives of Change

What if human well-being didn't have to be at the expense of the environment? What if we could simultaneously increase genuine prosperity, reduce social inequality, and tackle climate change? With some simple economic shifts, all this becomes possible. That's because so many of our current crises—financial, social and ecological—are linked to the scale of the economy. Localisation is a solution-multiplier that systemically reduces economic scale, creating benefits that ripple throughout society. In this day-long seminar, Helena Norberg-Hodge will share an alternative paradigm she calls the 'economics of happiness'. Her talk will highlight human-scale economies and the steps—at the community, national, and international levels—that can bring us there. She will be joined by Lawrence Bloom, a former chairman at UNEP and at the World Economic Forum, and Diego Isabel La Moneda, founder of Global Hub for the Common Good. Helena's film *The Economics of Happiness* will also be screened and, in discussion with the audience, the speakers will explore how we can sustainably meet both human and ecological needs by going local.

**Helena Norberg-Hodge** is a pioneer of the new economy movement and recipient of the Right Livelihood Award and the Goi Peace Prize. Her inspirational book *Ancient Futures* has been translated into more than 35 languages. She is co-author of *Bringing the Food Economy Home*



and *From the Ground Up: Rethinking Industrial Agriculture* and the producer of the award-winning documentary *The Economics of Happiness*. She is also the director of Local Futures (formerly ISEC) and the International Alliance for Localization (IAL), and a founding member of the International Forum on Globalisation (IFG) and The Global Ecovillage Network.

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

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**Lawrence Bloom** enjoyed a long and distinguished career in the property industry. Among a number of senior positions, he sat on the Executive Committee of the InterContinental Hotels Group where he helped to transform the environmental impact of the global hotel industry. Lawrence was appointed the first Chairman of the World Economic Forum's Global Agenda Council Global Agenda Council on Urban Management. He is also the former Chairman of the UN Environmental Programme, Green Economy Initiative, Green Cities, Buildings and Transport Council.

[www.lawrencebloom.com/](http://www.lawrencebloom.com/)



**Diego Isabel La Moneda**, Director of the Global Hub for the Common Good, specialises in new economics, social and political innovation, sustainable development and business management and has worked with private companies, public institutions and governments. He also coordinates the International Expansion of the 'Economy for the Common Good'. Diego is author of the book *Yo Soy Tú: Propuesta para una Nueva Sociedad* and co-author of *Dentro de 15 años*.  
[www.commongoodhub.com](http://www.commongoodhub.com)

**Michael Smith**, Head of Business Programmes at Initiatives of Change, journalist and author of the books *Great Company: trust, integrity and leadership in the Global Economy* and *Trust and Integrity in the Global Economy*, will host the event. Michael is a member of the coordinating team which organises an annual conference on Trust and Integrity in the Global Economy in Caux, Switzerland. The 10th anniversary conference is from 5 to 10 July 2016.



**This event is in a series of TIGETalks on the theme of Trust and Integrity in the Global Economy.**

**[WWW.UK.IOFC.ORG/TIGE](http://WWW.UK.IOFC.ORG/TIGE)**

*Initiatives of Change is a global movement of people who are changing the world for the better, starting with themselves.*

*Initiatives of Change is active in over 60 countries, including the UK. We inspire, equip and connect people to address world needs.*