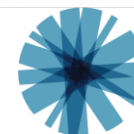




HAPPINESS: How does the built environment impact our happiness?

Meik Wiking, CEO, The Happiness Research Institute



Happiness Research
Institute



$$\begin{cases} 2x_1 + x_2 = 7 \\ x_1 + x_2 - 3x_3 = -10 \\ 6x_2 - 2x_3 + x_4 = 7 \\ 2x_3 - 3x_4 = 13 \end{cases}$$

THE UNITED NATIONS

The United Nations Happiness Resolution

International Day of Happiness

UN World Happiness Report



“We will start measuring our progress as a country, not just by how our economy is growing, but by how our lives are improving. Not just by our standard of living, but by our quality of life.”

The Government of the UK







United Arab Emirates

البرنامج الوطني
للسعادة والإيجابية
The National Program for
Happiness and Positivity



United Arab Emirates

البرنامج الوطني
للسعادة والإيجابية
The National Program for
Happiness and Positivity



United Arab Emirates

HAPPINESS RESEARCH
INSTITUTE



United Arab Emirates

HAPPINESS RESEARCH
INSTITUTE



United Arab Emirates

HAPPINESS RESEARCH
INSTITUTE



United Arab Emirates

البرنامج الوطني
للسعادة والإيجابية
The National Program for
Happiness and Positivity



United Arab Emirates

البرنامج الوطني
للسعادة والإيجابية
The National Program for
Happiness and Positivity



United Arab Emirates

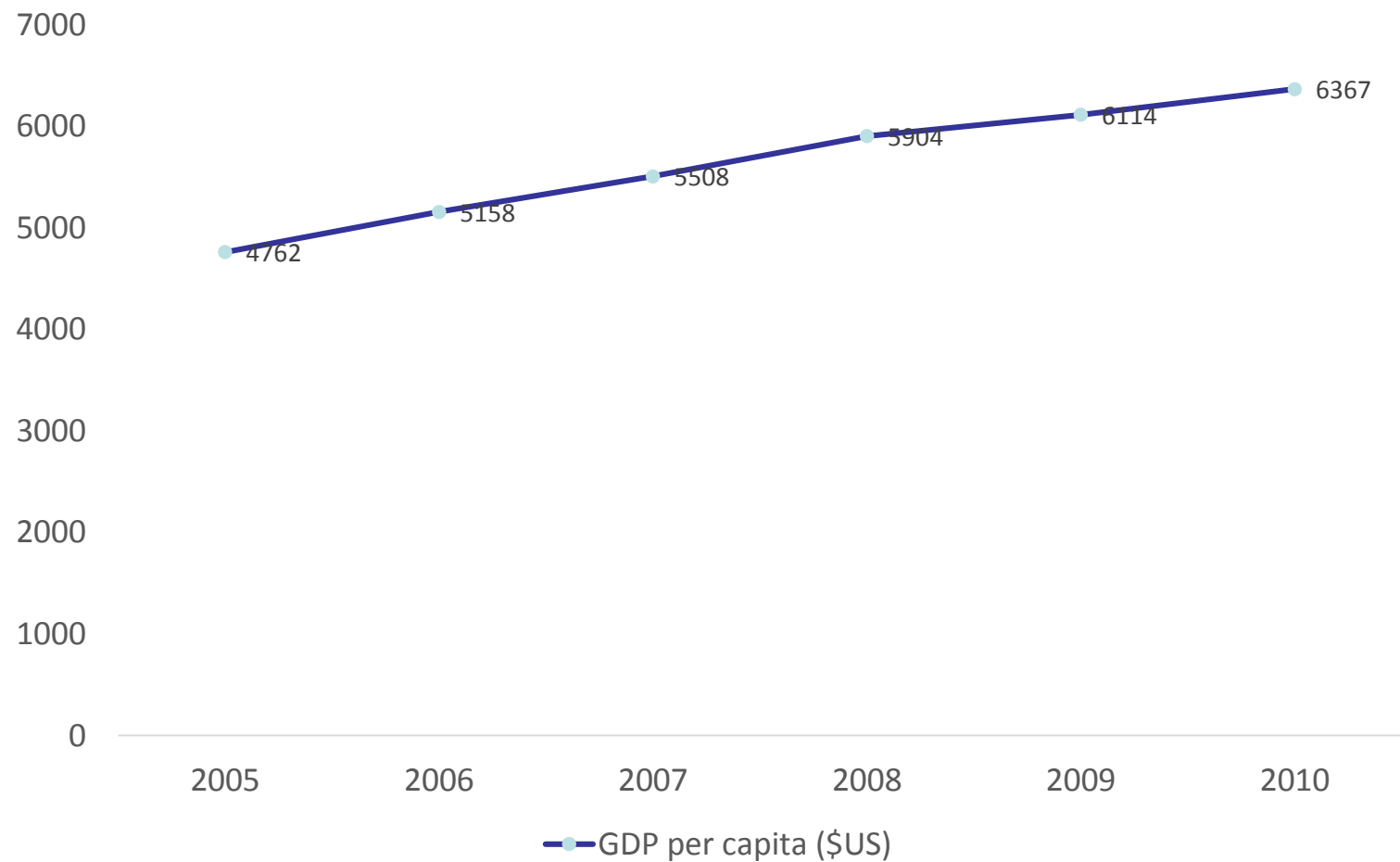
HAPPINESS RESEARCH
INSTITUTE

HAPPINESS RESEARCH
INSTITUTE

HAPPINESS RESEARCH
INSTITUTE



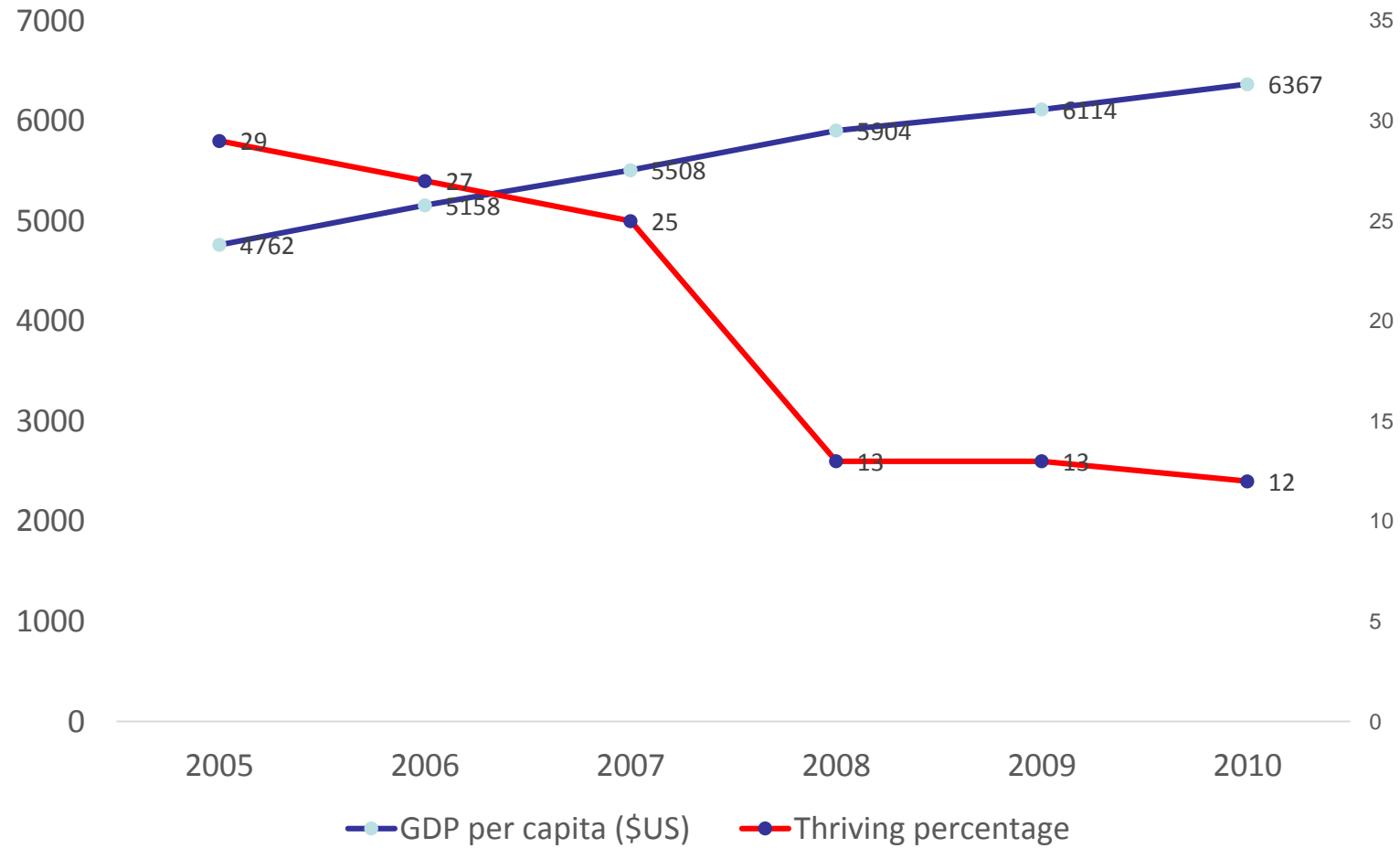
EGYPT BEFORE THE ARAB SPRING



Source: OECD Guidelines on Measuring Subjective Well-being, 2013

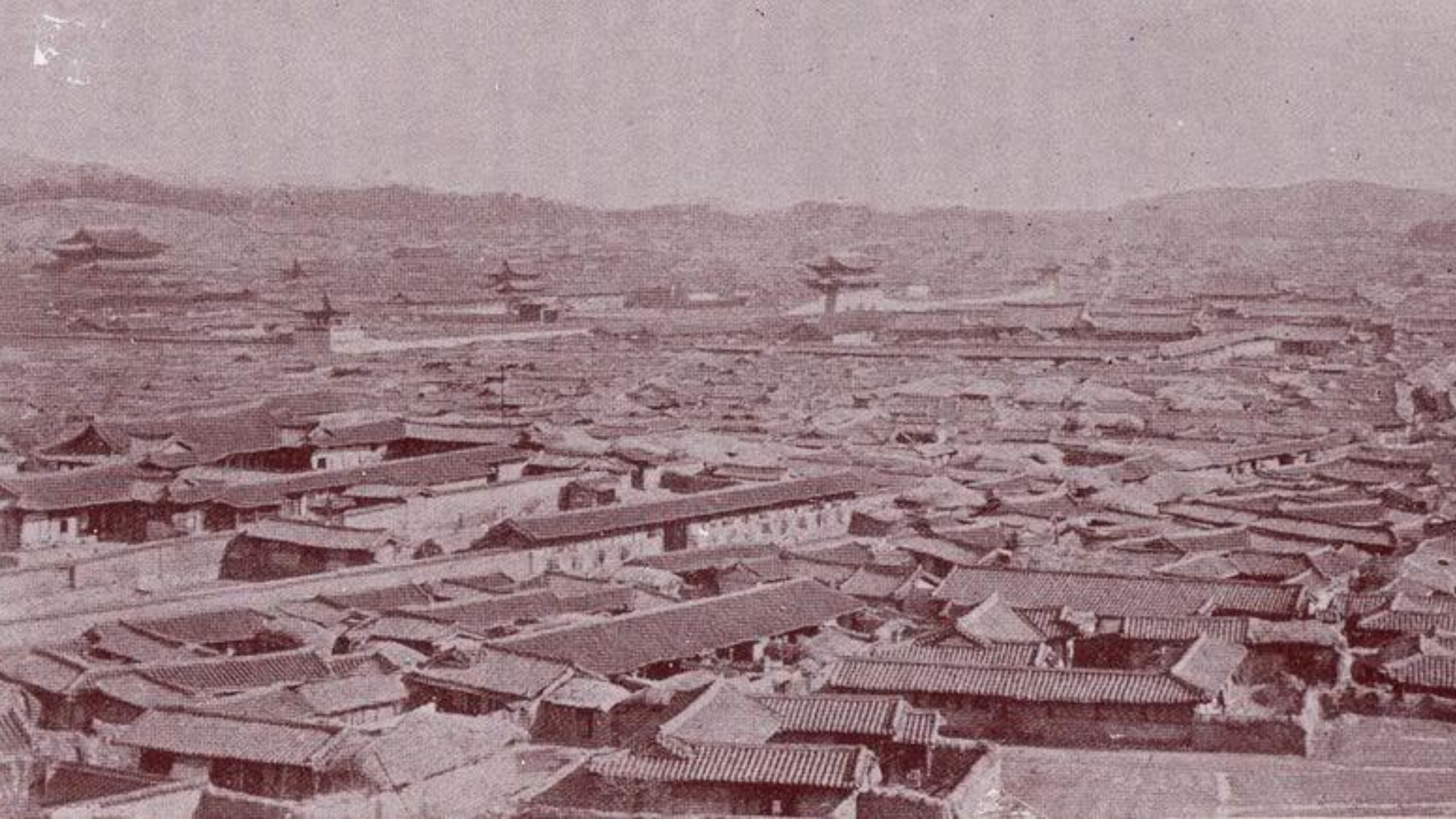
HAPPINESS RESEARCH
INSTITUTE

EGYPT BEFORE THE ARAB SPRING



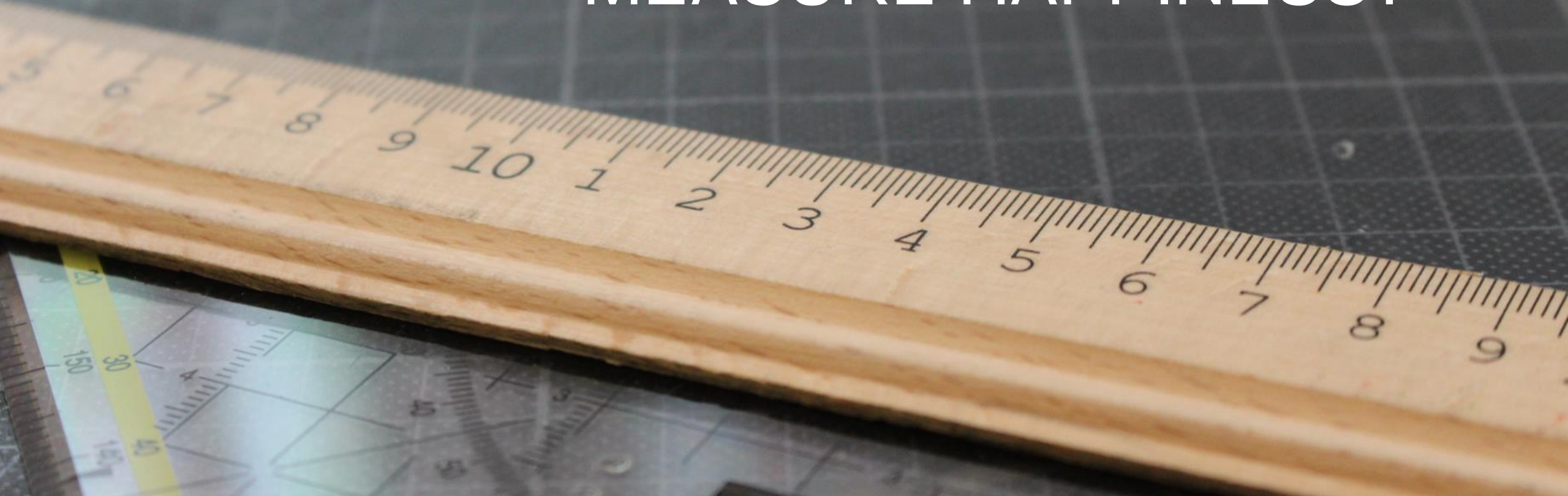
Source: OECD Guidelines on Measuring Subjective Well-being, 2013

HAPPINESS RESEARCH
INSTITUTE





HOW CAN WE
MEASURE HAPPINESS?





UMBRELLA TERMS

Quality of life

"The general well-being of a person or society, defined in terms of health and happiness, rather than wealth"

Happiness

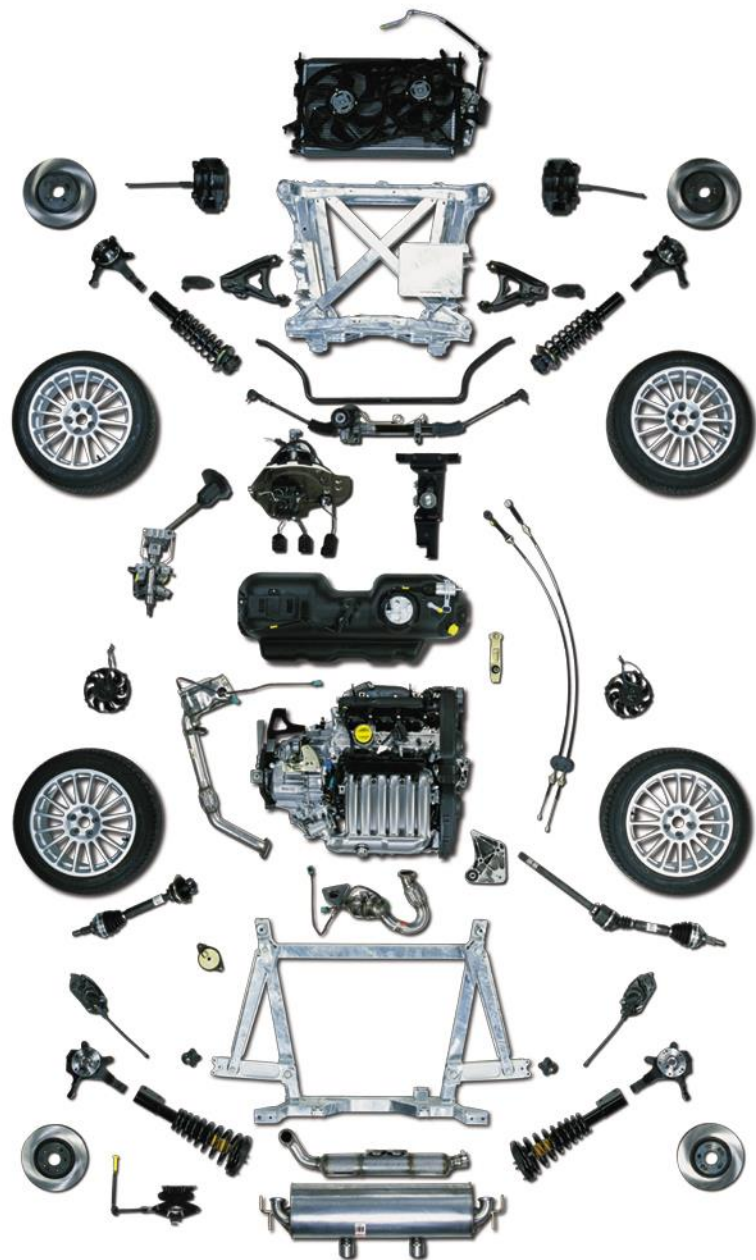
"The experience of joy, contentment, or positive well-being, combined with a sense that one's life is good, meaningful, and worthwhile."

Subjective Well-being

"Good mental states, including all of the various evaluations, positive and negative that people make of their lives and the affective reactions of people to their experiences."

Life Satisfaction

"An overall assessment of feelings and attitudes about one's life at a particular point in time ranging from negative to positive"





THE ECONOMY

A social domain that emphasizes the practices, discourses, and material expressions associated with the production, use, and management of resources.



Life Satisfaction

Affective

Eudaimonic

PRINCIPLES

1) break happiness down

2) measure what matters

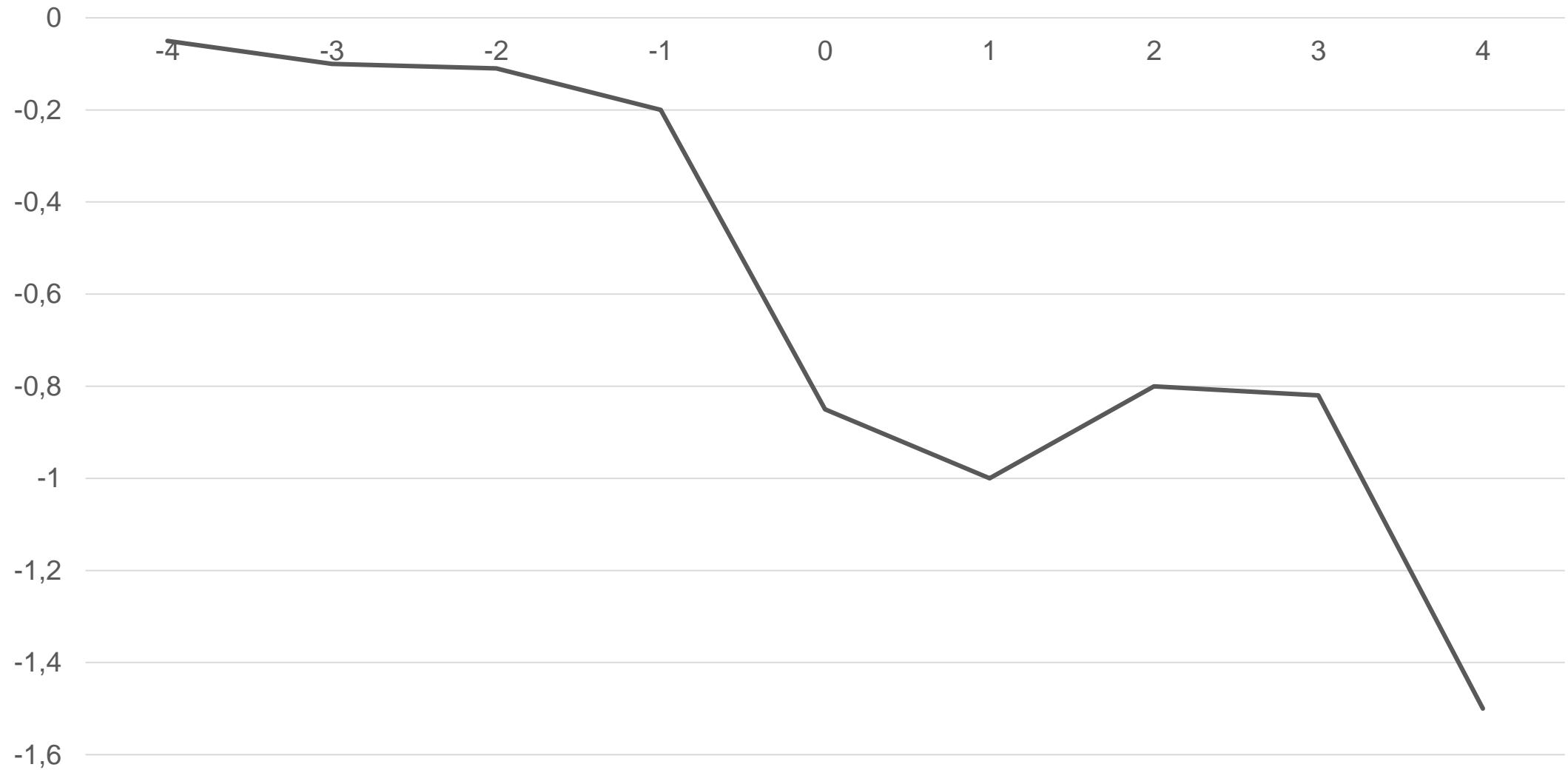
there is only one judge of whether she is happy or not

emotions are subjective – happiness, loneliness, depression

3) look for change

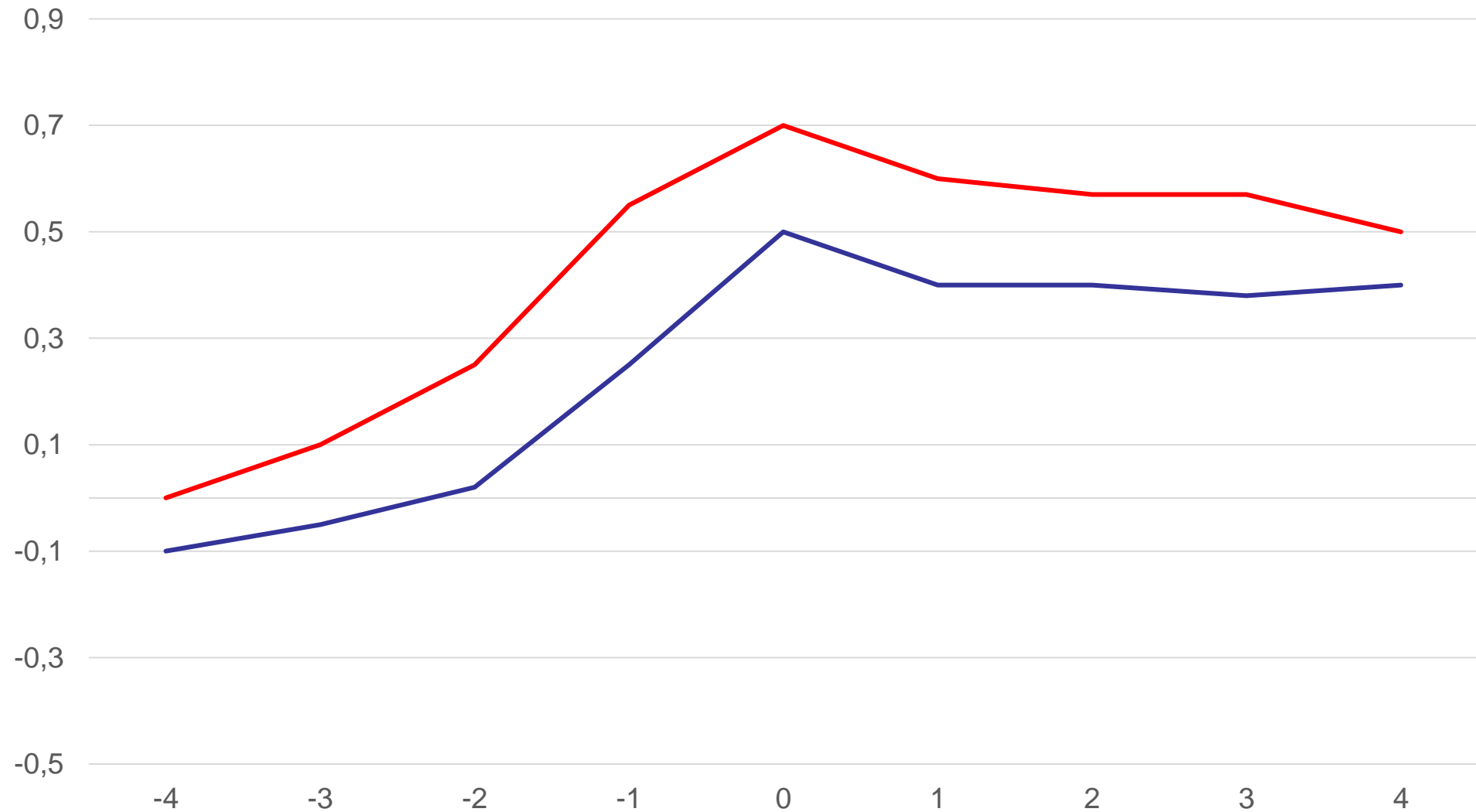


EFFECT OF UNEMPLOYMENT ON HAPPINESS



Source: British Household Panel

EFFECT OF MARRIAGE ON HAPPINESS



Source: British Household Panel

Genetics
Conditions
Behavior

We shape our buildings
and then they shape us



- There are five times as many bikes as cars in Copenhagen
- 63 per cent of all members of the Danish Parliament bike to work daily
- 58 per cent of children cycle to school in Copenhagen
- 17 per cent of all families with kids have a cargo bike
- 9 out of 10 Danes own a bicycle





A photograph of a park at sunset. The sun is low in the sky, creating a warm, golden glow and long shadows. In the foreground, several bicycles are parked in a rack. In the middle ground, a group of people is sitting on the grass, and others are standing. The background shows modern buildings and trees. The overall atmosphere is peaceful and communal.

How do we most efficiently
convert wealth into well-being?

THE NORDIC COUNTRIES

WORLD HAPPINESS REPORT 2012

1. DENMARK
2. FINLAND
3. NORWAY
4. NETHERLANDS
5. CANADA
6. SWITZERLAND
7. SWEDEN
8. NEW ZEALAND
9. AUSTRALIA
10. IRELAND

WORLD HAPPINESS REPORT 2013

1. DENMARK
2. NORWAY
3. SWITZERLAND
4. NETHERLANDS
5. SWEDEN
6. CANADA
7. FINLAND
8. AUSTRIA
9. ICELAND
10. AUSTRALIA

WORLD HAPPINESS REPORT 2015

1. SWITZERLAND
2. ICELAND
3. DENMARK
4. NORWAY
5. CANADA
6. FINLAND
7. NETHERLANDS
8. SWEDEN
9. NEW ZEALAND
10. AUSTRALIA

WORLD HAPPINESS REPORT 2016

1. DENMARK
2. SWITZERLAND
3. ICELAND
4. NORWAY
5. FINLAND
6. CANADA
7. NETHERLANDS
8. NEW ZEALAND
9. AUSTRALIA
10. SWEDEN

WORLD HAPPINESS REPORT 2017

1. NORWAY
2. DENMARK
3. ICELAND
4. SWITZERLAND
5. FINLAND
6. NETHERLANDS
7. CANADA
8. NEW ZEALAND
9. AUSTRALIA
10. SWEDEN

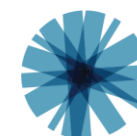
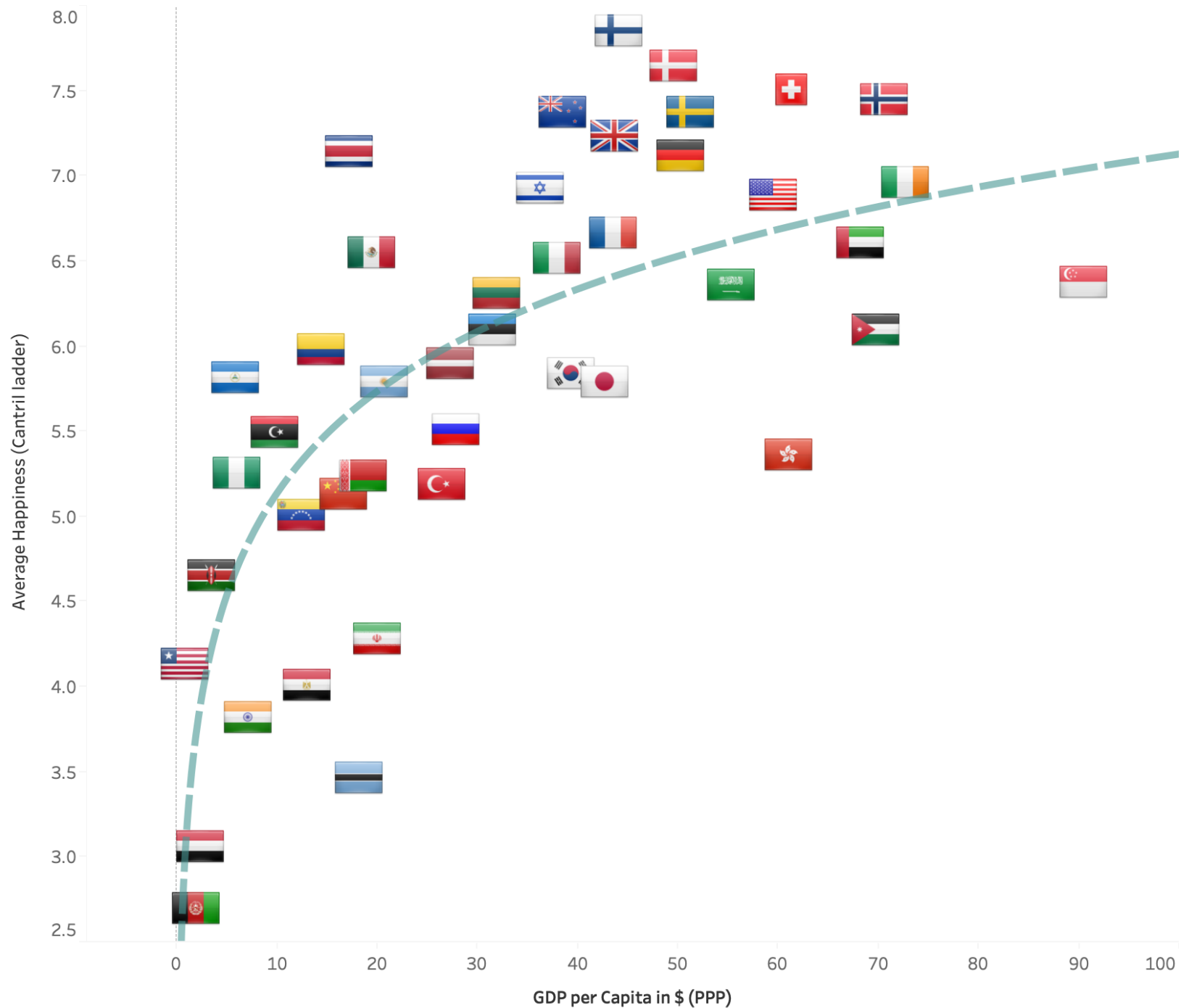
WORLD HAPPINESS REPORT 2018

1. FINLAND
2. NORWAY
3. DENMARK
4. ICELAND
5. SWITZERLAND
6. NETHERLANDS
7. CANADA
8. NEW ZEALAND
9. SWEDEN
10. AUSTRALIA

WORLD HAPPINESS REPORT 2019

1. FINLAND
2. DENMARK
3. NORWAY
4. ICELAND
5. NETHERLANDS
6. SWITZERLAND
7. SWEDEN
8. NEW ZEALAND
9. CANADA
10. AUSTRIA

GDP AND HAPPINESS

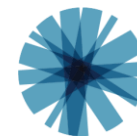


Happiness Research
Institute

INCOME AND HAPPINESS

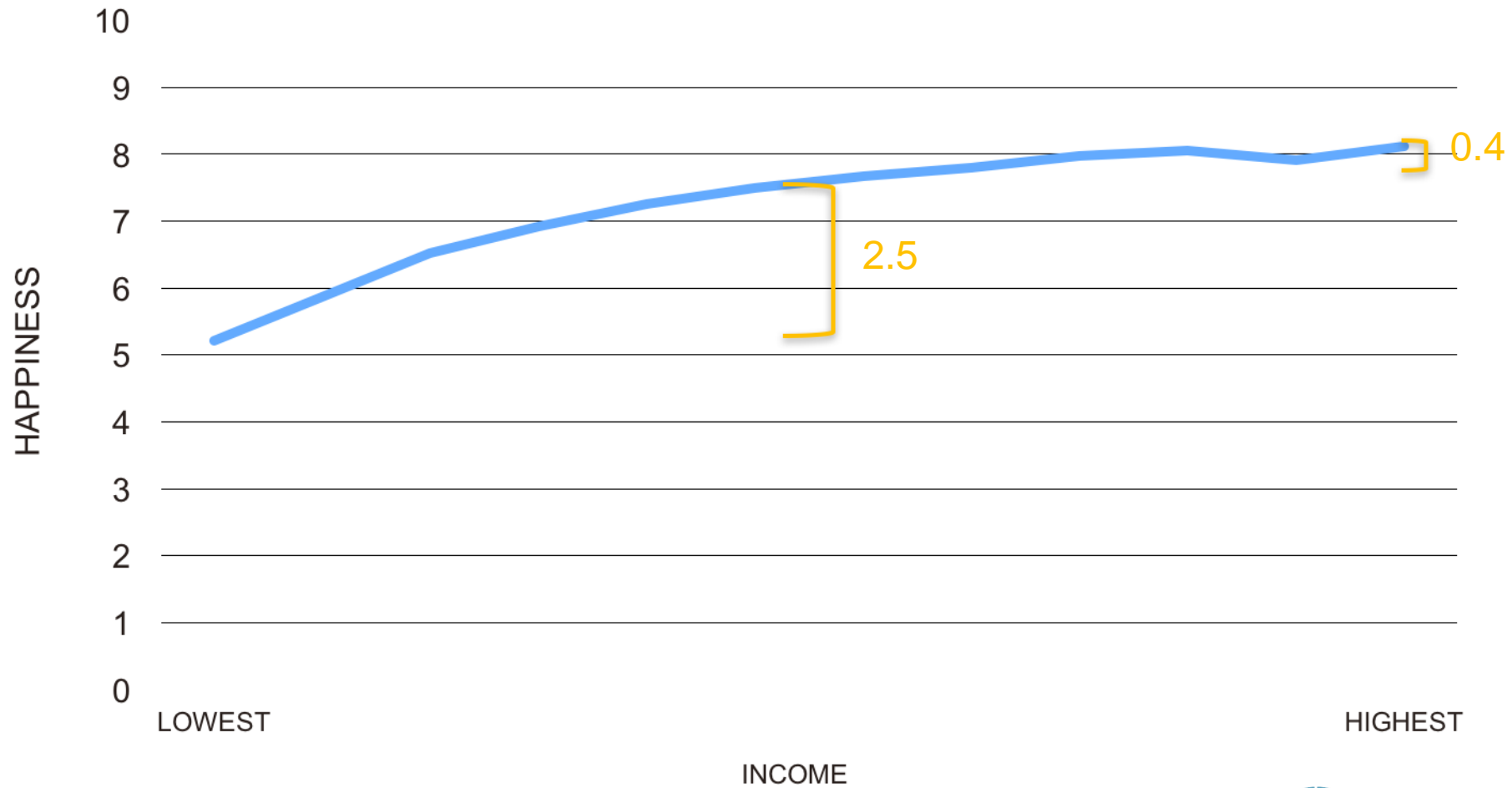


Source: European Social Survey 2006

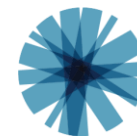


Happiness Research
Institute

INCOME AND HAPPINESS



Source: European Social Survey 2006



Happiness Research
Institute





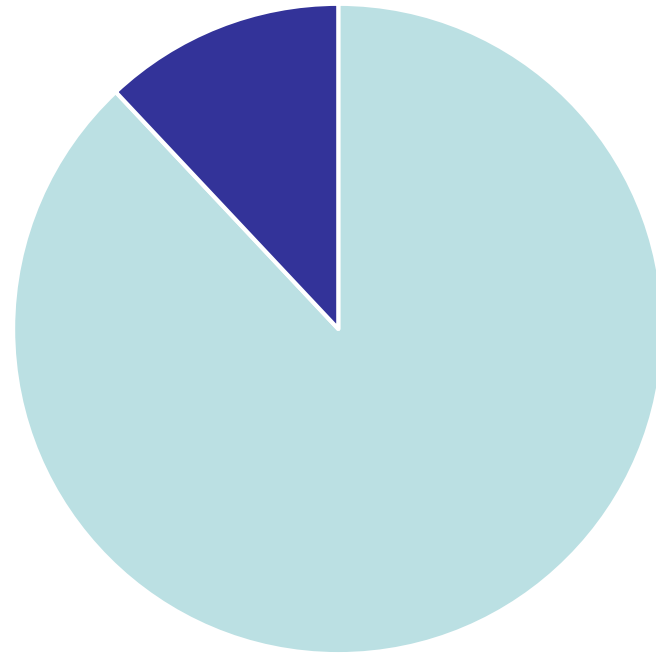
SERENITY DOG POD

Treat your pampered pet to the ultimate luxury experience by having them float away on a cloud like bed into a bliss state with calming color changing light.

\$1,000



Are you happily paying your taxes?



■ Yes ■ No

Source: Gallup for the Danish paper Berlingske, 2014

HAPPINESS RESEARCH
INSTITUTE

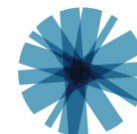


Taxes - collective investment in quality of life





A happy city
removes the
price tag on
happiness



Happiness Research
Institute

SOCIAL SUPPORT

A hand is shown in the lower right, holding a piece of white chalk and drawing a stick figure inside a circle on a dark chalkboard. The background is filled with several other similar stick figures, each enclosed in a circle. These circles are interconnected by a network of white arrows, some pointing towards the figures and others away from them, suggesting a complex social network or support system. The overall scene is dimly lit, with the chalkboard being the primary light source.

HAPPINESS RESEARCH
INSTITUTE

















NO
PHONE
FRIDAYS?

The GoodHome Report 2019

quantitative data

13,489

respondents

10

countries

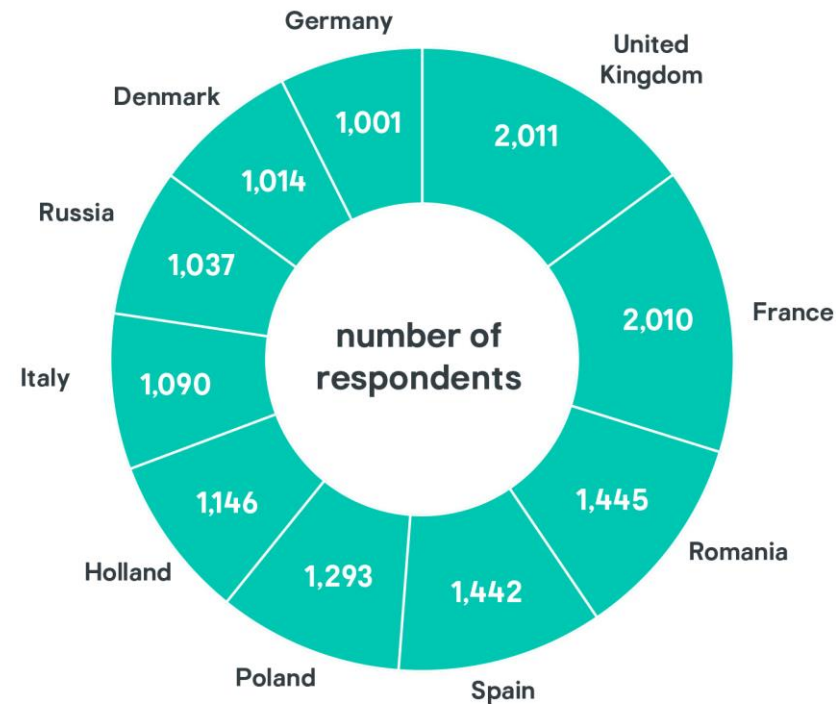
44

questions

social media survey of
300 #happyhome tags

593,516

data points





73%

of people who are
happy at home are
also happy in life



Our homes account for

15%

of our overall happiness.
Much more than
our **income (6%)** or
employment status (3%)

comfort

pride

identity

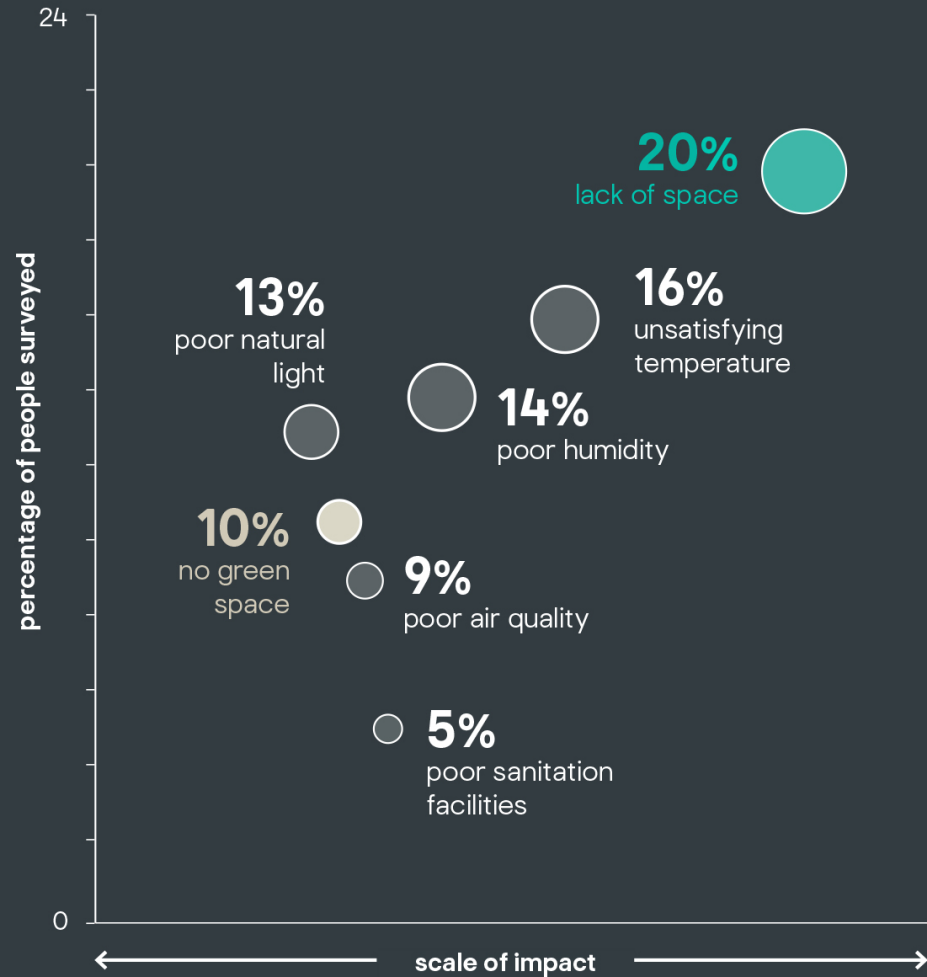
These **five emotions**
ultimately decide how
happy we feel at home

safety

control

what are the biggest problems with our homes?

We tested how lack of space undermines how happy we are with our home relative to other fundamental problems such as poor natural light and poor air quality.



If you cannot measure it,
you cannot manage it.

Thank you for your attention!
Stay in touch.



@MeikWiking



Meik Wiking



www.happinessresearchinstitute.com



Happiness Research
Institute