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It is essential today that the United Nations draw the World's attention on one of the most urgent tasks for Nations: radically changing the path of economic and social development. Since decades Bhutan has engaged itself as a pioneering actor in redefining prosperity. Gross national happiness was designed with reference to ultimate goals in human life, which conveys to its indicator more strength than to any other indicator beyond GDP.

The public debate on Beyond GDP (in large) stands today on an edge, between the old and a new paradigm. For many different reasons (vested interests as well as intellectual or political ingenuity), some discourses, built on the premises that characterise the old paradigm, will constitute an obstacle to the change ultimately needed. It is therefore essential to carefully examine the terms in which the New Development Paradigm is defined and presented. Language confusions are numerous.

As examples of trapdoors, one could list the followings:

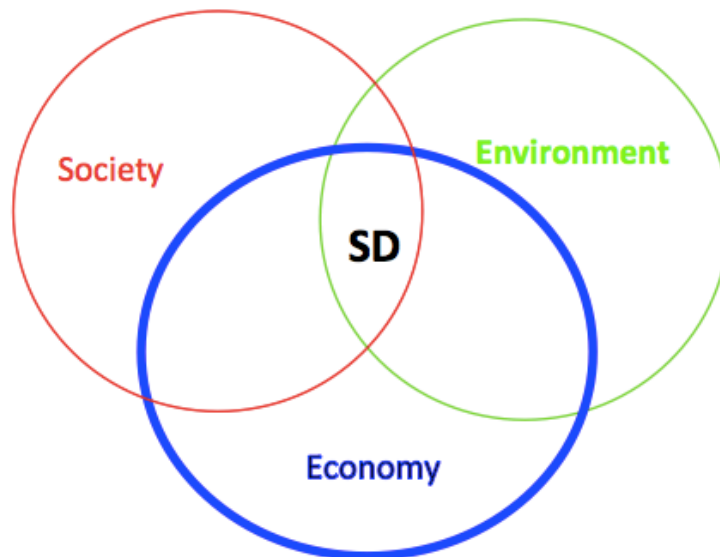
- Green growth might be a dead end as it still promotes values that should be dismissed in the long run;
- Indicators built on GDP will not succeed in overcoming the consumerist and productivist values underlying GDP. Estimating the money value of domestic/volunteer work and of the services of nature, to include them in an enhanced national accounting, could end up with the perverse effect of giving still more room to the market.
- Considering all the gifts from nature, human being and society as different types of "capital" (natural, human, social, and built) leads to a considerable understatement of what development should be, by restricting it to one specific vision focused on its single economic dimension.

Regarding each of these examples, GNH provides hints for pulling the Beyond GDP debate on its most challenging side. The ultimate goals of development are clearly stated. It makes no compromise with the old consumerist and productivist paradigm. Its pillars are not (or should not) be considered as different types of capital. Its index (although not exportable as it is) contains a sufficiency principle on which the voluntary simplicity movement can bear. It opens the way to a radical shift, away from the fragmented thinking in which the Western world has developed for decades or even centuries, allowing for a holistic view (see figure).

### Most relevant publication

Isabelle Cassiers (ed.) *Redéfinir la prospérité : jalons pour un débat public*, Editions de l'Aube, 2011 (paper back 2013 ; for an English presentation see [http://www.wikiprogress.org/index.php/Redefining\\_Prosperty](http://www.wikiprogress.org/index.php/Redefining_Prosperty))

Misleading division: the 3 pillars of sustainable development



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