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1. Despite (IEWG and SNDP) knowing well the challenges that the world is facing (individual, social, economic and environmental), not all people have the same knowledge. Therefore, the first step is to show to as many individuals, organizations and governments as we can, scientific evidence regarding our current problems, and the dangers associated with them. However, at the same time, we also need to show alternatives and possible solutions. This is the only way people will be interested and involved in the NDP without losing hope.
2. Based on (1), the key question arises. For example, what is the most “effective” way to send/frame the message? How can we motivate people to change their lifestyles? Substantial research from the Self-Determination Theory (SDT; Deci & Ryan, 2000) has shown that intrinsic and autonomous motivation is a key issue in changing people’s behaviour. Basically, SDT states that we need to give people and organizations choices and options for acting, instead of forcing them to do what we think is the “right” way to behave. These options need to be congruent with their values and inner feelings and goals. Further, John’s proposal about using the story-based material (by David Brower) seems a great idea! Therefore, our challenge is to provide alternatives about how it would be possible to live in a more sustainable and happier way, and why it is better for the future of all human life. Or even better, we may try to help them to find solutions by themselves. Otherwise, if we try to change people’s behaviour in a controlling manner (as opposed to an autonomous way), or if we offer people external rewards instead of intrinsic rewards, the final effect may be negative. For example, several studies have challenged standard economic and motivational theories, showing that extrinsic rewards may increase motivation in the short-term, but may decrease intrinsic motivation in the long-term. Intrinsic motivation is one of the most powerful sources of performance, and we need to pay special attention when we frame/develop NDP messages.
3. Another key point is what is the language we need to use to spread our message. As IEWG, we are really involved in happiness and well-being issues and we clearly understand their meanings. However, most people still think that happiness refers only to hedonistic and pleasurable experiences. So, we need to put a lot of effort into explaining what these concepts mean for us and for the future of the world. Thus, we need to show that we aim not just to increase emotions; our goal is mainly about helping people, organizations and the planet to flourish in order to make the world a more sustainable, equitable and happier place to live. Therefore, I agree with John in terms that the model proposed by Enrico may be a good way “to describe what we are doing to others who do not really know about it”. However, we need to keep trying to develop different ways for understanding and reaching our different audiences with focused and clear language and messages.
4. (1) to (4) above also highlight the need for building bridges between our group and policy makers. I think that a key point for this is showing how happiness and well-being measures can inform public policies and human and organizational decisions. For this purpose, the amazing book (among other references) written by professors Diener, Lucas, Schimmack and Helliwell (Well-Being for Public Policy, 2009) is a wonderful source of information.

5. Some companies' actions are producing extremely negative effects on the environment; on employees' quality of life and mental health; on inequalities, etc. Therefore, the NDP requires that we give special attention to influential people and groups such as companies, leaders and managers. If we can really demonstrate to them the important benefits of having a happier and more sustainable way of living, we may increase our chances of success. For example, according to my personal experience in different countries, leaders and company owners don't normally know about the remarkable benefits of happiness. Yet, most of them have similar psychological needs and interests than us. Therefore, if we were able to touch their inner feelings, I am sure they would be more willing to contribute to the NDP. Thus, our challenge is to enlighten these influential and powerful groups in order for them to become our key partners.
6. Following (5), we also need to show companies and organizations that happier people are more productive and function better. By doing so, we can change our education system, and therefore the world. Alejandro Adler helps me to see this point. For example, we know that companies influence the way universities develop their programmes. Nowadays, companies want "good managers", the reason why MBA and business programmes have grown enormously during the last decades. However, if we show consistently that happiness is also very important for organizational performance, companies will start to ask universities to teach these skills. And if the education centres start to teach happiness skills, it could produce a cascade effect around the world. Following Toni's claim, I think these actions may help to increase the skills that a GNH curriculum should look like. We may end up with more people prepared to live a happier and more sustainable life.
7. People normally think that pursuing happiness and environmentally friendly behaviour at the same time is incompatible. However, research shows that this is not the case, which may be a key point for spreading our NDP message. Kasser and Brown showed this in 2005. Recently, we have confirmed this finding at Sussex, where we demonstrate that behaving more pro-environmentally helps to protect people's happiness and well-being from the negative and materialistic consequences of our current consumer culture. But we also found that higher levels of environmental identification lead to higher levels of individual well-being. These results fit very well with Frances point of view. We could "satisfy deep human needs" by re-defining luxury to mean, and encouraging people to see the beauty of the natural world and engaging with it. These results need to be spread widely in order for people to see the advantages of modifying their current dangerous environmental/materialistic behaviour.
8. Finally, I really believe that research on altruism is our most powerful tool to move toward a NDP. Altruism has been consistently shown to increase happiness and human functioning. Unfortunately, most people in the world don't know it yet. We urgently need to spread and highlight this message. Increasing altruism levels may be a key element to reducing inequalities, poverty, and suffering around the world.