

## MANUEL S. PIETRA - CHAIRMAN OF THE ADVISORY BOARD



I am proud to announce and share a new, exciting project and business endeavor for which I have a great passion and deep commitment. I've spent decades working in international development helping governments around the world leverage good practices in resource management. But, I must say, I am quite inspired and moved by what we have planned for Miami in March of 2017.

My work at FreeBalance has brought new perspective to the concepts of good governance and how transparency and accountability can help build nations. We have also seen the impact of strong, meaningful relationships by building value over time and creating "customers for life". These beliefs have helped ensure that corporate social responsibility is the foundation of our company and an important contributor to our success.

But how do we measure success? And, how do governments measure success? Let's consider Bhutan - a tiny country nestled in the Himalayas - to help shed light

on a key human development indicator that is typically undervalued and underleveraged. In 1971, The Kingdom of Bhutan implemented and began tracking a set of guiding principles with an eye toward equitable society and national well-being. These guiding principles include preparing children to be good people, putting nature at the heart of public policy, promotion of good governance and cultural preservation. What Bhutan created is known as the Gross National Happiness (GNH) index. It expands a country's metrics of growth and development to encompass more than just Gross National Product (GNP) or Gross Domestic Product (GDP).

Next March we will be launching the first ever global movement that brings together stakeholders from the government, civic, corporate, academic, positive psychology, social & emotional intelligence and human development sectors. WOHASU and the World Happiness Summit is holding the inaugural gathering of the brightest thought leaders and innovators in each of these sectors. The event will have a three-pronged approach that includes a private, invitation only H-20 working roundtable with country leaders, a three-day experiential consumer conference and a co-created event with the United Nations for the International Day of Happiness.

I'm writing to personally invite you to attend this groundbreaking event.

WOHASU means to anchor the practice of happiness with this first global gathering to improve ourselves, our communities, our cities and our world. The World Happiness Report findings demonstrate that the new science of happiness and national variations in the well-being of individuals are directly intertwined. This is the fourth year that the World Happiness Report has been issued in advance of UN World Happiness Day on March 20<sup>th</sup>. Understanding these primary indicators can help improve policies to support better lives.

WOHASU encourages you to help make happiness and well-being a choice, and embrace the notion that “the state of my well-being affects the happiness of my tribe, my community, my city, my country and our world.”