

# Happiness Initiative/Happiness Alliance



Project author or developer:  
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Where:  
**US / United States / ????????????????**

Website:  
**[www.happycounts.org](http://www.happycounts.org)**

Gross National Happiness is the new measure to guide our societies and economies. Take the GNH Index to gauge your happiness [happycounts.org](http://happycounts.org)

Our Mission is to improve the well-being of society by reducing emphasis on economic growth and focusing on the domains that lead to life satisfaction, resilience and sustainability.

We believe that individual happiness is intrinsically linked to societal well-being - the domains of happiness - and that there is a deep interrelationship between individual happiness and the well-being of our society, economy and environment.

We believe in grassroots activism; that while change happens from the bottom up, you also need the top. We support the spread of Happiness Initiatives at all scales.

We believe that you get what you measure, and that measuring the happiness of our society, companies, campuses and institutions will set us all on the path for happiness. Our Gross National Happiness Index is the measure we provide.

