the Economics of Happiness
Conference

March 23 - 25, 2012
David Brower Center
Berkeley, California
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Conference

SPONSORS and PARTNERS

www.theeconomicsofhappiness.org
Annie Leonard is author and host of *The Story of Stuff* and director of The Story of Stuff Project. She has also worked with the Funders Workgroup for Sustainable Production and Consumption, GAIA (Global Alliance for Incinerator Alternatives), Health Care Without Harm, Essential Action and Greenpeace International.

Helena Norberg-Hodge is the founder and director of the International Society for Ecology and Culture (ISEC) and its predecessor, the Ladakh Project. She is the author of *Ancient Futures: Learning from Ladakh* and producer and co-director of the film, *The Economics of Happiness*.

Sulak Sivaraksa is an activist and social critic and the author of more than a hundred books in Thai and English. In 1995 he was awarded the Right Livelihood Award, also known as the Alternative Nobel Prize. He works to revive the socially engaged aspects of Buddhism.

Richard Heinberg is the author of ten books, including *The Party’s Over*, *Peak Everything*, and *The End of Growth: Adapting to Our New Economic Reality*. Senior Fellow-in-Residence at Post Carbon Institute, Richard is best known as a leading educator on Peak Oil.

Joanna Macy is a scholar of Buddhism, general systems theory, and deep ecology. As the root teacher of the Work That Reconnects, she has created a ground-breaking framework for personal and social change. Her work helps people transform despair and apathy into constructive, collaborative action.

Anuradha Mittal is founder and director of the Oakland Institute and an international expert on trade, development, human rights and agriculture issues. She was named as the Most Valuable Thinker in 2008 by The Nation magazine. Mittal is the author of many books on agriculture and economic development.

Charles Eisenstein is a teacher, speaker, and writer focusing on themes of civilization, consciousness, money, and cultural evolution. Called “one of the up-and-coming great minds of our time” by David Korten, he is author of *The Yoga of Eating*, *The Ascent of Humanity* and *Sacred Economics*.

Maria Gastelumendi is originally from the Highlands of Peru and now owner of Rising Loafer Cafe and Bakery in Oakland, California, which hosts regular Occupy Oakland meetings. She is active in the Occupy Local Business Liaison Committee and the Non-Violence Caucus of Occupy Oakland.

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(Australia) Helena Norberg-Hodge is the founder and director of the International Society for Ecology and Culture (ISEC) and its predecessor, the Ladakh Project. She is the author of *Ancient Futures: Learning from Ladakh* and producer and co-director of the film, *The Economics of Happiness*.
(United States) Stacy Mitchell is a senior researcher with the Institute for Local Self-Reliance, directing initiatives on community banking and business. She is author of *Big-Box Swindle: The True Cost of Mega-Retailers and the Fight for America’s Independent Businesses* and chairs the American Independent Business Alliance. www.newrules.org

(United States) Charles Simmons teaches journalism and media law at Eastern Michigan University. He is the Co-Chair of the Committee for the Political Resurrection of Detroit and is on the board of directors of Detroiters Working for Environmental Justice. He writes for national and international media and academic journals.

(Japan) Yoji Kamata is the founder and chairperson of the Ancient Futures Association Japan. He is the representative of the 1st and 2nd Ecovillage Design Education in Japan and practical peace education project in Nepal. He is also the advisor to the Himalayan Amchi (Doctor of Traditional Tibetan Medicine) Association in Nepal.

(United States) Judy Wicks is founder of White Dog Café and an international leader and speaker in the local living economies movement. Judy is co-founder of the nationwide Business Alliance for Local Living Economies (BALLE). She also founded the Sustainable Business Network of Greater Philadelphia and Fair Food. www.livingeconomies.org

(Japan) Koyu Furusawa holds a Ph.D. in agricultural economics from Kyoto University. He is on the faculty of the Economics department at Kokugakuin University and Chief Executive of the Japan Center for Sustainable Environment & Society (JACSES). He has a special interest in grassroots farming initiatives and their potential to revolutionize agriculture in Japan.

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(United States) Rebecca Tarbotton is Executive Director of Rainforest Action Network (RAN) and former Project Coordinator at ISEC. Under her direction, RAN challenges corporate power in order to protect endangered forests, transform dirty energy expansion into a clean energy future, and combat global warming. http://ran.org


(Mexico) Gustavo Esteva has co-founded several Mexican, Latin American and International NGOs and networks, and received Mexico’s National Prize of Political Economy for his contribution to the theory of inflation. He is active in Zapatismo, a movement for protecting the rights of indigenous peoples. http://gustavoesteva.org
(United States) Megan Quinn Bachman is a peak oil writer and educator who serves on the board of the Association for the Study of Peak Oil - USA and teaches global ecology at Antioch University - Midwest. She also co-wrote and co-produced the award-winning documentary, *The Power of Community: How Cuba Survived Peak Oil*.

(United States) Michael Shuman is director of research and economic development at the Business Alliance for Local Living Economies (BALLE), and a Fellow of the Post Carbon Institute. The author of *Going Local: Creating Self-Reliant Communities in the Global Age*, he leads community-based economic development efforts across the country. www.postcarbon.org


(Japan) Azby Brown, a native of New Orleans, is an artist and designer who has lived in Japan since 1985. He is the author of *Small Spaces and Just Enough: Lessons in Living Green from Traditional Japan*. On the faculty of the Kanazawa Institute of Technology since 1995, he is the director of the KIT Future Design Institute in Tokyo.

Special Pre-conference Screening:
*The Economics of Happiness and Schooling the World*

followed by a Q&A with film directors and special guests

Thursday, March 22, 2012 starting at 6:30 pm
Marsh Arts Center, Berkeley, California
Jennifer Berezan is a unique blend of singer/songwriter, teacher, and activist. Her lifelong involvement in environmental, women’s, and other justice movements as well as an interest in Buddhism and earth-based spirituality are at the heart of her writing. Her 1988 debut album *In the Eye of The Storm* laid the groundwork for what has since become music in a style that then had no label but today is part of “Americana”. Berezan’s most recent release *End of Desire* weaves in elements of folk, rock, chant and pop with subtle Buddhist themes, songs of love, longing and the struggle for global justice. Her work continues to expand artistic boundaries, blurring the distinctions between musical styles, politics, and spirituality. Though her songs often confront universal issues, her perspective is informed by a refreshing and honest intimacy. Raised in the prairies of Alberta, Canada, the transformative power of nature is also at the heart of her work. www.edgeofwonder.com

Nina Wise is known for her original, provocative, outrageous, funny, and moving improvised performance works. She is a seasoned artist and a dedicated meditator, and brings her skills into play as she spins movement and stories into an always unpredictable rendition of what it is like to be human. Her pieces have garnered seven Bay Area Critics’ Circle Awards, and she has received, three National Endowment for the Arts fellowships. Her written pieces have appeared in numerous magazines and anthologies. She is also the director of Motion, a non-profit committed to the “resuscitation of the craft of living culture”. She leads Motion Theater workshops which emphasize the integration of body, mind and spirit. One reviewer in *The Village Voice* commented: “No mere talking head, Wise possesses a supple physique, prodigious energy, and nerve with which to render the shapes and souls of things. She makes art as fresh as the day’s headlines.” www.ninawise.com

Wes “Scoop” Nisker is an author, radio commentator, Buddhist meditation teacher, and performer. He is also the founder and co-editor of the international Buddhist journal *Inquiring Mind* and his books include *Crazy Wisdom Saves the World Again!; The Big Bang, The Buddha, and the Baby Boom; Essential Crazy Wisdom* and *Buddha’s Nature*. For over 35 years, Nisker has worked in radio as a news anchor, and more recently as a commentator and has won the Billboard Magazine, Columbia School of Journalism, and San Francisco Media Alliance awards for excellence in FM radio programming. He is an affiliate teacher at the Spirit Rock Meditation Center in Woodacre, California, and does regular workshops at Esalen Institute and other venues. For the past year and a half, Nisker has been performing his comic monologue to critical acclaim in venues around the country. In his review of Nisker’s most recent book, Jack Kornfield wrote: “Brilliant, original, consciousness expanding, profound, mysterious and very funny.” http://woodzie.org/scoop/
Conference registration opens at 4:30pm in the Brower Center lobby. Please present your ticket at the ISEC registration desk.

6:00pm to 6:30pm
  Welcome and introductions

6:30pm to 7:00pm
  Bill McKibben (via live video link)

7:00pm to 7:30pm
  Musical performance by Jennifer Berezan and musicians

7:30pm to 7:50pm
  Refreshment break

7:50pm to 8:30pm
  Vandana Shiva (video presentation)

8:30pm to 9:30pm
  Theatrical performance by Wes “Scoop” Nisker
PLENARY (9:30am to 11:00am)
Breaking down the Old Economy

MANISH JAIN
Modern Schooling and the Corporate Agenda
Governments, charities, NGOs, and most of the public see modern education as the best way for communities to ‘develop’ and pull themselves out of poverty. But according to Manish, modern schooling is actually advancing corporate interests at the expense of people and nature.

SULAK SIVARAKSA
The Structural Violence of the Global Economy
Non-violence is at the core of many spiritual traditions. But what does it mean to say “I will not kill” when we allow our governments to kill; what does it mean to say “I will not steal” when we allow global corporations to steal? Sulak encourages us to move beyond the personal to the political, without blaming the oppressor, focusing instead on changing the oppressive system that surrounds us.

RICHARD HEINBERG
The End of the Line
The global economy is reaching a dead end: resource depletion, climate change, and financial collapse are some of the signposts telling us that we need to change direction, and quickly. Richard describes how these crises (and others) are interlinked—the products of a deeply dysfunctional global economic order.

REBECCA TARBOTTON
Globalization as a Driver of Environmental Decline
From rainforest destruction to nuclear waste, from species extinction to fracking and tar sand extraction, these are the consequences of a runaway global economy with a voracious appetite for natural resources. Rebecca explores the ways in which globalization itself is among the main drivers of environmental decline.

ROSS JACKSON
Occupy World Street
The World Order is clearly broken, clearly dysfunctional. It’s now time that we stop tinkering at the edges and move towards a structurally different system. Ross outlines a Breakaway strategy—a visionary and practical program for international collaboration to redesign the global economy.

“...energy literacy, conservation, relocalization of economic systems...are necessary tools to achieve our vision of a day when resilient human communities are imbedded in healthy ecosystems, and all members of the land community have space enough to flourish.”
-Richard Heinberg

PLENARY (11:30am to 12:30pm)
From Global to Local:
Personal and Political Dimensions

HELENA NORBERG-HODGE
An Overview of Localization
It is often assumed that localization means an end to all international trade, or total self-sufficiency on a village-scale. Helena provides an overview of localization, exposing the myths and misconceptions that stand in our way. She explores the multiple benefits of localizing, with an emphasis on the psychological and spiritual dimensions.

ANNIE LEONARD
Moving from Consumer to Citizen
Many forces today encourage us to relate to others – and even to think of ourselves – as consumers. Among the results are a depleted environment, social isolation and inequity, mountains of trash, and widespread unhappiness. Annie explains why reclaiming our Citizen Selves is the key to making our democracy work for real people, to creating a more healthy and fair economy, and to having way more fun.

www.theeconomicsofhappiness.org
PLENARY (2:00pm to 3:30pm)
Small Scale on a Large Scale: the Global-to-Local Movement

STACY MITCHELL
Local Revival: Building a Decentralized Economy
Local farms, independent retailers, and community banks are all experiencing newfound public support and growing in number. While these trends are encouraging, local businesses still account for only a small share of the economy. Stacy presents a compelling case for moving local enterprise from the economy’s margins to its mainstream.

MICHAEL SHUMAN
Local Dollars, Local Sense
The localization of business and banking could have immense benefits, not only by limiting the damage caused by the global “casino” economy, but in creating more secure employment and real prosperity. Michael describes some of those benefits, and how citizen investors can support local enterprise.

KOYU FURUSAWA
Local food initiatives in Japan
The local food movement in Japan is gaining ground and branching out. Koyu will lay out the benefits of more localized food economies, and present some inspiring examples of on-the-ground initiatives in Japan, including the Slow Food movement, permanent agriculture and community supported agriculture.

AZBY BROWN
Lessons from preindustrial Japan
During the Edo period, Japan developed technological and social structures that increased local autonomy, self-sufficiency, and sustainability. Azby suggests that “Edo-logy” can provide a coherent model for rethinking current social, economic, and environmental problems, and can point to solutions that can be widely applied today.

MARIA GASTELUMENDI
Indie Business Perspectives on Occupy Oakland and Beyond
The Occupy movement has played an important role in bringing economic injustice into the public eye. Despite the criticism leveled against it, it has highlighted some of the greatest social impacts of the global corporate economy. The movement has also forged links between disparate social and economic groups, as well as local business. Maria discusses the partnerships that have been built between Occupy activists and local business in Oakland, California. She also addresses the non-violent foundations of the Occupy movement as well as the rebuilding of our communities.

“Localization means being rooted in our own place, in our own culture. At the same time, we are open to creating coalitions with others like us who are also locally rooted and discontented with the so-called ‘modern world.’ We share the belief that it is important to be ruled by the traditions originating from our own culture — not by norms established by the capitalist economy or the nation-state. We also believe in defining the rules collectively, by the community, by the group, by the we. For us this is autonomy.”
—Gustavo Esteva

WORKSHOPS (4:00pm to 5:00pm)

Levelling the Playing Field: Steps to Control the Corporations with Stacy Mitchell
It appears that the concept of “efficiency of scale” may be a bit of a myth. Giant corporations like Wal-Mart and Bank of America have achieved their dominance not so much by outperforming their smaller rivals, but by manipulating government policy to their own advantage and using their market power to impede competition. What policy changes and community initiatives offer the most leverage for creating economies in which local enterprise flourishes?
WORKSHOPS (4:00pm to 5:00pm)

Ancient Futures: North-South Dialogue
with Helena Norberg-Hodge and Jon Symes (Pachamama)
Myths about progress paint the South (or Third World) as poor and underdeveloped, and the West as successful and prosperous. Yet the psychological, social and environmental costs of globalized development are high in both North and South. How can we bridge the information gap between the industrialized and developing worlds to expose the effects of globalization? What can we learn from each other about human-scale governance, about our relationship to the natural world, about the way we raise our children?

Rewriting the Story of Stuff
with Annie Leonard and Martin Bourque (Ecology Center)
From extraction to production, use and disposal, all the stuff in our lives is taking a big toll on the planet, our health and our communities. Fortunately, there is an almost infinite number of ways to improve how we make, use, and throw away stuff. What strategies and leverage points can be used to make our materials economy more healthy, sustainable, and just?

The Birthing of a new Political and Economic World Order
with Ross Jackson
The current world order is dominated by supra-national institutions, such as the WTO and the World Bank. By encouraging international collaboration, we can break away from these global structures to build a world of self-determining sovereign states that respect ecological limits and uphold human rights. What are the structures and institutions that are needed to create this Alternative World Order?

The End of Growth: Developing Yardsticks of Real Progress.
with Richard Heinberg and Ryan Howell (San Francisco State University)
Traditional economic growth is not the best measure of human health and welfare. We can thrive if we set goals that promote human and environmental well-being, rather than continuing to pursue the now-unattainable prize of ever-expanding GDP. How might we pursue improvements in education, the arts, health, well-being, freedom, and happiness without depending upon ever-expanding consumption? By what criteria should we measure progress and human and ecological wellbeing?

“The most effective way to alleviate a whole range of seemingly disparate symptoms—from deforestation to pollution, from poverty to ethnic conflict—is to change the dominant economy. Most important of all, countering the pressures that separate us from one another and the natural world would resonate with our deeper human needs. At the most fundamental level, localization is the economics of happiness.”

-Helena Norberg-Hodge

“Trade—national or international—isn’t the goal, but a means to promote well-being, good jobs, a healthy environment,” For example, the local food movement... more and more American consumers are choosing to support local farmers and food suppliers... In Berkeley, my local farmers market is a few blocks away. I like going there...a leisurely walk, putting my fresh vegetables and bread in my cloth bag, chatting with friends. It adds to, rather than undermines, the quality of my day.”

-Annie Leonard
PLENARY (9:30am to 11:00am)
Local Futures:
Envisioning an Economics of Happiness

YOJI KAMATA
Ancient Futures Japan
Yoji has established an Ancient Futures Network to promote a shift from globalization to localization in Japan. He describes the Japanese localization movement, including food initiatives, natural building materials, renewable energy projects, and ecovillages.

ANURADHA MITTAL
Local Food, Global Prosperity
Corporate land grabbing is turning production over to biofuels and cash cropping, destroying people’s ability to feed themselves and decimating wilderness. Yet research shows that small-scale localized systems not only create more employment and boost the national economy, they are also more productive. Anuradha discusses how we can shift our food systems from global monocultures to local and diversified farms.

JUDY WICKS
An Entrepreneur’s Perspective on Building the New Economy
To build an economy that is green, fair, and fun, entrepreneurs must move from the old paradigm of measuring success by continual material growth and learn to grow in new ways. Judy talks about her own awakening to the needs of a caring economy, about the importance of maximizing relationships rather than profits, and about businesses that are cooperating to build local living economies.

GUSTAVO ESTEVA
Challenging the Institutional Production of Truth
Today’s power structures have been maintained through a virtual monopoly on the production of “truth” through such institutions as the media, academia, and a regime of scientific and economic “experts”. Gustavo describes the revival of local, autonomous systems of knowledge around the world.

“Both out of desire and necessity, we are poised at a critical moment of opportunity to reclaim gift culture, and therefore to build true community. The reclamation is part of a larger shift of human consciousness, a larger reunion with nature, earth, each other, and lost parts of ourselves.”  
-Charles Eisenstein

WORKSHOPS (11:30am to 12:30pm)
Localizing Our Food Systems
with Anuradha Mittal
For many years now, economic pressures have pulled people away from the land: in the United States today there are more prisoners than farmers, while in China and India millions of farmers are crowding into megacities. How can we work together to build more global solidarity for food that nourishes people and the planet?

Business and Banking for Thriving Communities
with Michael Shuman and Judy Wicks
For too long our savings and government subsidies have been directed towards Big Business, yet more localized investment and local business alliances are beginning to change the situation. What initiatives are underway that already benefit smaller businesses and local communities? How can we as individual investors, consumers and business owners get involved in this growing movement?

“Helping every region achieve food security, energy security, and water security builds the foundation for world peace. Self-reliant societies are less likely to start wars than those dependent on long-distance shipments of oil, water or food.”  
-Judy Wicks

www.theeconomicsofhappiness.org
SUNDAY, MARCH 25th, 2012

WORKSHOPS (11:30am to 12:30pm)

Education for Meaningful Livelihoods and Sustainable Economies
with Manish Jain and Carol Black

Education should broaden our knowledge and understanding of the world. Today, however, schooling has become something quite different. In developing countries especially, children are encouraged to conform to a standardized Western ideal and learn little or nothing about the natural world around them. Instead, they are taught to look down on their own cultures and to see all things Western as superior. Even in the West, most students are trained for insecure and meaningless jobs in a cut-throat global economy. How can we reshape education so that our children can prosper in more sustainable economies and communities?

The Health Benefits of a Life-based vs Corporate-led Economy
with Sharyle Patton

When science and industry serve the needs of distant corporations rather than people, communities, and nature, the costs to our health are immense—as can be seen in rising rates of cancer, diabetes, asthma, depression and other illnesses of the modern age. How can we identify and protect ourselves from the most harmful aspects of this system? What are the essential elements of a life-based economy that support our physical health and well-being?

Powering Local Economies: Decentralized Renewable Energy Paths
with Yoji Kamata and Al Weinrub (Local Clean Energy Alliance)

Although most people recognize the need to switch from fossil fuels to renewable energy sources, far fewer distinguish between centralized and decentralized renewable energy options. While the former will replicate the old system’s pattern of corporate control and inefficiency, the latter offers the prospect of not only weaning ourselves from fossil fuels, but empowering our communities as well.

“Our current educational solutions, still grounded in the metaphors of yesterday, continue to view learning as a mere preparation for life — with a discrete beginning and end — not as an integral part of life. Such a recognition demands that the international development community’s vision be expanded beyond merely trying to do more of the same. Tinkering with the existing system is no longer a good enough option.”

- Manish Jain

“Globalization, extolled over the past generation as the future of mankind, is out, and localization is in. It’s time to let the financial dinosaurs go extinct and let the new era of Local Sapiens flourish.”

- Michael Shuman

“The formula for human well-being used to be simple: Make money, get happy. So why is the old axiom suddenly turning on us? According to new research emerging from many quarters, ... our continued devotion to growth above all is, on balance, making our lives worse, both collectively and individually. Growth no longer makes most people wealthier, but instead generates inequality and insecurity. Growth is bumping up against physical limits so profound — like climate change and peak oil — that trying to keep expanding the economy may be not just impossible but also dangerous. And perhaps most surprisingly, growth no longer makes us happier.”

- Bill McKibben
PLENARY (2:00pm to 3:30pm)
Reweaving the Fabric of Hope: Lessons from around the World

CHARLES SIMMONS
The Role of Food in the Detroit Struggle for Local and Global Globalization of Justice
For nearly 100 years, Detroit’s economy has depended upon the automobile industry, and the decline of the US automakers has left an economic hole that has yet to be filled. Charles tells us how a rapidly growing local food movement has used abandoned land to fill the need for high-quality food – in the process giving people a sense of community, creativity and empowerment.

MEGAN QUINN BACHMAN
The Power of Community
Megan studied the development of localization in Cuba that arose in the wake of the collapse of the Soviet Union and the ensuing oil crisis. Since then she has been a visionary leader in the re-localization movement in the US. She draws on these experiences to describe various inspiring grassroots initiatives and their multiple benefits.

JOANNA MACY
The Great Turning
The Great Turning is a name for the essential adventure of our time: the shift from the industrial growth society to a life-sustaining civilization. Many people don’t get involved in the Great Turning because there are so many different issues, which seem to compete with each other. The truth is that all aspects of the current crisis reflect the same mistake, setting ourselves apart and using others for our gain. So to heal one aspect helps the others to heal as well. Joanna encourages us to connect with the responses that arise from the depth of our caring and the truth of our interconnectedness with all beings.

CHARLES EISENSTEIN
Sacred Economics as a Means of Restoring Lost Community
The money system, based on interest-bearing debt, forces the conversion of nature into products and community into paid services. This system is now in crisis. Charles describes how we can respond in a way that rebuilds community, where we can establish those connections with each other and nature that foster happiness.

WORKSHOPS (4:00pm to 5:00pm)

Local Food for Local Communities
with Charles Simmons, Steven Gorelick and Aaron Lehmer (Bay Localize)
In most ways, urban Detroit and rural Vermont could not be more different. But both are home to rapidly growing local food movements that offer great promise for improving the lives of ordinary people. What are the accomplishments of each region, the hurdles still to be overcome and the lessons for elsewhere in the country?

The Power of Community:
Lessons from Cuba and the Zapatistas
with Megan Quinn Bachman and Gustavo Esteva
Around the world at the grassroots, there are countless inspiring examples of communities coming together to shape their own economic futures. Megan will share insights from the Cuban local food movement. Gustavo will share his experiences with the new learning communities created by the Zapatistas. Together, they will explore how these community movements can provide inspiration and practical tools for building local economies elsewhere in the world.
Conference

Program

SUNDAY, MARCH 25th, 2012

WORKSHOPS (4:00pm to 5:00pm)

Recovering from Catastrophe through Localization: Lessons from Japan with Koyu Furusawa and Azby Brown
Azby’s research has shown the localized economies of 17th Century Edo Japan to be robust and resilient. In the face of the recent earthquake, tsunami, and nuclear disaster, modern Japan is still struggling to recover. Can Japan take this opportunity to restructure its social and technological systems toward an “Edo-logy” model, returning control of energy, food, education, and the environment to local regions? What can the localization movement contribute to the rebuilding of regions affected by large-scale catastrophes?

From Gift Economics to Gift Cosmology with Charles Eisenstein
Gift relationships wove together pre-modern societies and informed a world-view of connection, cooperation, and interbeing. How can we rebuild our shattered communities today? How can we relearn to see each other, and the world, through the eyes of the gift? This interactive workshop draws out some possibilities to empower our visioning and our work as agents of change.

Heart, Body, and Spirit: Well-Being in a Post-Consumer World with Sulak Sivaraksa and Joanna Macy
The global consumer culture has profound impacts on our psychological and spiritual well-being, undermining the conditions necessary for happiness. Life after corporate capitalism can actually be more fulfilling and healthy. Sulak and Joanna’s many years of experience in the worldwide Engaged Buddhist movement provide the background for an inspiring view of a better future. How can we heal ourselves, while building economies and societies that support the wellbeing of people and the planet?

STRATEGIES FOR CHANGE

Collaborative Visioning Session

5:00pm to 5:30pm
Small group discussions

5:45pm to 6:15pm
Plenary discussion

“Having gained distance and sophistication of perception, we can turn and recognize who we have been all along. Now it can dawn on us: we are our world knowing itself. We can relinquish our separateness. We can come home again — and participate in our world in a richer, more responsible and poignantly beautiful way than before...”

-Joanna Macy

CLOSING SESSION

6:15pm to 7:00pm
Improvisational theater performance by Nina Wise

7:00pm to 7:15pm
Helena Norberg-Hodge

“Hatred doesn’t help you. You become angry. And you become violent. The message is to reduce the violence and to cultivate more loving kindness. Loving kindness, first of all, to yourself, to your friends, to your parents, and then you spread to those who you don’t know, and you spread to those who are against you. That is the idea.”

-Sulak Sivaraksa

www.theeconomicsofhappiness.org
Conference

REGISTRATION

Conference pass: $250 (register before February 1)
$300 (register after February 1)
Discounts also available.
Please email us at conference@theeconomicsofhappiness.org for further details.

Fee includes:
- Opening celebration
- All plenary sessions
- Morning and afternoon workshops on Saturday and Sunday
- Refreshments
- Saturday evening event with Post Carbon Institute

Register

Online

• Visit www.theeconomicsofhappiness.org/register and follow the link.

or

• Go to Brown Paper Tickets: http://www.brownpapertickets.com/event/198461

By mail

• A registration form can be found on page 17 of this brochure.

or

• A mail-in registration form can also be downloaded from our website: www.theeconomicsofhappiness.org/register

Cancellations
A refund of 50% will be given in case of cancellation before January 15, 2012. No refunds can be given for cancellations after January 15, 2012.

Program changes
Listed speakers and themes are confirmed at the time of writing; however, this program is subject to change without notice. Refunds will not be given because of program changes.

For more information
Email: info@theeconomicsofhappiness.org Tel: (510) 548 4915

www.theeconomicsofhappiness.org
Registration Form

Name
________________________________________________________________________________

Street address
_________________________________________________________________________________

City      State     Zip code
________________________________________

Telephone (landline)
________________________________________

Cell phone
________________________________________

Email
__________________________________________________________________________________

Organization
________________________________________________________________________________

Ticket price: $300    Check #______________  Date:________________________

Please mail this completed form along with a check made payable to “ISEC” to

International Society Ecology and Culture
PO Box 9475, Berkeley, CA, 94709, USA

Please contact us if you have any questions or special requirements:
conference@theeconomicsofhappiness.org
(510) 548-4915
LODGING IN BERKELEY

**Bancroft Hotel**
2680 Bancroft Way  (approximately 15 minute walk from David Brower Center)
http://www.bancrofthotel.com/
(510) 549-1000
Rates from $140-165, ask for Brenna and mention conference for flat rate of $129.

**French Hotel**
1538 Shattuck Avenue (approximately 15 minute walk from David Brower Center)
http://french-hotel-berkeley.com/
(510) 548-9930
Mention conference for special rates: $95-$135

**Hotel Durant**
2600 Durant Avenue  (approximately 15 minute walk from David Brower Center)
http://www.jdvhotels.com/hotels/sanfranciscoeastbay/durant
1-800-238-7268
Rates around $200, occasional promotional packages advertised on website

**Hotel Shattuck**
2086 Allston Way (1 block from David Brower Center)
http://www.hotelshattuckplaza.com/
(510) 845-7300
For 17% discount off best available rate quote “Economics of Happiness” by telephone. Or, if booking online, click “Preferred/Corporate Rate Accounts” and insert code: eh2012

**Piedmont House (Hostel)**
2434 Piedmont Ave (1 mile from David Brower Center)
http://berkeleyhostel.com/
(510) 849-4800
Rates from $32 per person

**YMCA hotel**
2001 Allston Way (5 minute walk from David Brower Center)
http://www.ymca-cba.org/downtown-berkeley/hotel/
(510) 848-6800
Rates $49 to $95 per room

**Berkeley & Oakland Bed and Breakfast Network**
Listing B&Bs in the Berkeley area
http://www.bbonline.com/ca/berkeley-oakland/

**CouchSurfing**
International network of free homestay exchanges
http://www.couchsurfing.org/
The Economics of Happiness describes a world moving simultaneously in two opposing directions. On the one hand, an unholy alliance of governments and big business continues to promote globalization and the consolidation of corporate power. At the same time, people all over the world are resisting those policies, demanding a re-regulation of trade and finance — and, far from the old institutions of power, they’re starting to forge a very different future. Communities are coming together to re-build more human scale, ecological economies based on a new paradigm — an economics of localization.

The film shows how globalization breeds cultural self-rejection, competition and divisiveness; how it structurally promotes the growth of slums and urban sprawl; how it is decimating democracy. We learn about the obscene waste that results from trade for the sake of trade: apples sent from the UK to South Africa to be washed and waxed, then shipped back to British supermarkets; tuna caught off the coast of America, flown to Japan to be processed, then flown back to the US. We hear about the suicides of Indian farmers; about the demise of land-based cultures in every corner of the world.

The second half of The Economics of Happiness provides not only inspiration, but practical solutions. Arguing that economic localization is a strategic solution multiplier that can solve our most serious problems, the film spells out the policy changes needed to enable local businesses to survive and prosper. We are introduced to community initiatives that are moving the localization agenda forward, including urban gardens in Detroit, Michigan and the Transition Town movement in Totnes, UK. We see the benefits of an expanding local food movement that is restoring biological diversity, communities and local economies worldwide. And we are introduced to Via Campesina, the largest social movement in the world, with more than 400 million members.

We hear from a chorus of voices from six continents, including Vandana Shiva, Bill McKibben, David Korten, Samdhong Rinpoche, Helena Norberg-Hodge, Michael Shuman, Zac Goldsmith and Keibo Oiwa. They tell us that climate change and peak oil give us little choice: we need to localize, to bring the economy home. The good news is that as we move in this direction we will begin not only to heal the earth but also to restore our own sense of well-being. The Economics of Happiness challenges us to restore our faith in humanity, challenges us to believe that it is possible to build a better world.
About

THE INTERNATIONAL SOCIETY FOR ECOLOGY AND CULTURE

The International Society for Ecology and Culture (ISEC) is a non-profit organization whose mission is to promote systemic solutions to today’s environmental, social and economic crises. Our in-depth educational work seeks to reveal the root causes of those crises — from unemployment to climate change, from ethnic conflict to loss of biodiversity — while promoting grassroots and policy-level strategies for ecological and community renewal.

For over three decades ISEC, and its predecessor, The Ladakh Project, have organized, hosted and delivered hundreds of lectures, film screenings, workshops and international conferences across the world — from the Tibetan plateau to the UK, from Australia to South Africa, Japan and the USA.

Our staff experts regularly participate in events ranging in size from informal community meetings to large international gatherings. We also produce books, articles, pamphlets and films. Our materials are used in high school and university classrooms internationally and have been invaluable resources for individuals and NGOs in every corner of the world. In total our books and films have been translated into nearly 50 different languages.

www.localfutures.org