

The Economics of Happiness Event Organizer Kit

We are grateful for your interest in organizing a screening of *The Economics of Happiness*. It is primarily through community screenings organized by passionate and concerned people like you all around the world that we hope the film will contribute to building local alternatives to corporate globalization.

In this kit you will find the following resources to help you successfully organize your event:

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We look forward to working with you to organize a successful event. Please feel free to ask us for assistance at any time. We look forward to hearing feedback about the film, your event, and how we can revise and improve this guide.

In solidarity,

The International Society for Ecology and Culture (ISEC)

PO Box 9475, Berkeley, CA 94709

+1.510.548.4915, www.theeconomicsofhappiness.org; economicsofhappiness@isec.org.uk

1. Sample Email Announcement

Sample subject lines:

- New documentary The Economics of Happiness, DATE, TIME, PLACE
- Screening of The Economics of Happiness, DATE, TIME, PLACE
- New documentary film finds local solutions to global problems, DATE, TIME, PLACE

Sample email text:

Please join [YOUR ORGANIZATION's NAME] at VENUE NAME, on DATE, for a screening of 'The Economics of Happiness', a new documentary film by the International Society for Ecology & Culture (ISEC) about the worldwide movement for economic localization. The film features a chorus of voices calling for systemic economic change, including Vandana Shiva, David Korten, Michael Shuman, Richard Heinberg, Rob Hopkins, Juliet Schor, Zac Goldsmith, Bill McKibben, and Samdhong Rinpoche, the Prime Minister of Tibet's government in exile.

OPTIONAL: The film will be followed by a panel discussion with _____.

[YOUR ORGANIZATION's NAME] is an official sponsor/co-sponsor of this event.

EVENT DETAILS:

when: DATE, TIME

where: VENUE NAME, ADDRESS

OPTIONAL: organizational partners: _____

OPTIONAL: Tickets cost _____, and are available from _____. OR, Suggested donation of _____ (no one turned away for lack of funds)

View the film's website: <http://www.theeconomicsofhappiness.org>

View the film's trailer: <http://www.youtube.com/watch?v=VkdnFYDbiBE>

Become a facebook fan of [The Economics of Happiness:](http://www.facebook.com/?ref=logo#!/pages/The-Economics-of-Happiness/129994847035746?ref=ts)
<http://www.facebook.com/?ref=logo#!/pages/The-Economics-of-Happiness/129994847035746?ref=ts>

The Economics of Happiness on Twitter: <http://twitter.com/EconofHappiness>

3. Sample event listings

If you use the following announcements, be sure to fill in the relevant information wherever the bold text or underlines (____) appear. When sending an email announcement to a membership list for example, it is best to send it 2-3 weeks before the event and then send a similar reminder 1-2 days prior to the event. If you know something about specific people you are sending it to try to tailor the email subject line to their interests.

WHAT: Screening of 'The Economics of Happiness'

WHEN: DATE at TIME

WHERE: VENUE NAME, ADDRESS

OPTIONAL: Tickets cost _____, and are available from _____. OR, There is a suggested donation of _____ (no one turned away for lack of funds)

Description: Please join us for a screening of 'The Economics of Happiness', a 1 hour documentary about the worldwide movement for economic localization. The film will be followed by a panel discussion with the director and special guests including.

For more information please call _____ or email _____

Website: YOUR OWN URL, OR: <http://www.theeconomicsofhappiness.org/>

Longer version:

Join us for a special screening of 'The Economics of Happiness', a documentary about the worldwide movement for localization, held at VENUE NAME at TIME on DATE.

Both hard-hitting and inspiring, 'The Economics of Happiness' demonstrates that millions of people across the world are already engaged in building a better world – that small scale initiatives are happening on a large scale. The film shows that countless initiatives are united around a common cause: rebuilding more democratic, human scale, ecological and local economies – the foundation of an 'economics of happiness'.

The film features a chorus of voices from six continents calling for systemic economic change, including David Korten, Bill McKibben, Vandana Shiva, Rob Hopkins, Richard Heinberg, Juliet Schor, Michael Shuman, Helena Norberg-Hodge, and Samdhong Rinpoche - the Prime Minister of Tibet's government in exile.

For more information please call _____ or email _____.

OPTIONAL: Tickets cost _____, and are available from _____. OR, There is a suggested donation of _____ – no one turned away for lack of funds

4. Film Synopses - Short:

'The Economics of Happiness' features a chorus of voices from six continents calling for systemic economic change. The documentary describes a world moving simultaneously in two opposing directions. On the one hand, government and Big Business continue to promote globalization and the consolidation of corporate power. At the same time, all around the world people 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.

OR

Both hard-hitting and inspiring, 'The Economics of Happiness' demonstrates that millions of people across the world are already engaged in building a better world – that small scale initiatives are happening on a large scale. 'The Economics of Happiness' features a chorus of voices from six continents calling for systemic economic change. The film shows that countless initiatives are united around a common cause: rebuilding more democratic, human scale, ecological and local economies – the foundation of an 'economics of happiness'.

Film Synopsis – Long:

Going local is a powerful strategy to repair our fractured world—our ecosystems, our societies and our selves.

Economic globalization has led to a massive expansion in the scale and power of big business and banking. It has also worsened nearly every problem we face: fundamentalism and ethnic conflict; climate chaos and species extinction; financial instability and unemployment. There are personal costs too. For the majority of people on the planet life is becoming increasingly stressful. We have less time for friends and family and we face mounting pressures at work.

'The Economics of Happiness' describes a world moving simultaneously in two opposing directions. On the one hand, government and big business continue to promote globalization and the consolidation of corporate power. At the same time, all around the world people 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.

We hear from a chorus of voices from six continents including Vandana Shiva, Bill McKibben, David Korten, Michael Shuman, Juliet Schor, Zac Goldsmith and Samdhong Rinpoche - the Prime Minister of Tibet's government in exile. 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' restores our faith in humanity and challenges us to believe that it is possible to build a better world.

5. Selected Endorsements

“Helena Norberg-Hodge delivers a powerful message about globalization: It is the small, local economies around the world that are preserving traditions, cultures, and communities, and ultimately safeguarding our happiness.” (Alice Waters, chef, author, and the proprietor of Chez Panisse)

“It is good news indeed to find so persuasive an explanation of our ailing world as ‘The Economics of Happiness.’ This film connects the dots between climate chaos, economic meltdown, and our own personal suffering--stress, loneliness, and depression. It presents the localization movement as a systemic alternative to corporate globalization, as well as a strategy that brings community and meaning to our lives.” (Joanna Macy, author *World as Lover, World as Self*)

“‘The Economics of Happiness’ offers a unique global perspective on a movement that is often reduced as being too small. Not so. The film tells the story of a grassroots movement for localization that is bubbling up from the cracks of a faltering global economy, in every corner of the world. These are the real ‘green shoots’ to be hopeful about.” (Anuradha Mittal, Executive Director, The Oakland Institute)

“I think this is the best, most holistic film I have seen on the subject.” (Jacob Bomann-Larsen, Coordinator of Nordic New Economy Network)

“...it is a great honor for me to endorse such an historic work.” (Samdhong Rinpoche, Prime Minister of Tibet's government in exile)

“A must-see film for the future of the planet.” (Zac Goldsmith, Member of UK Parliament)

6. Social Media Links, and YouTube Embed Code

- View the film's website: <http://www.theeconomicsofhappiness.org>
- View the film's trailer: <http://www.youtube.com/watch?v=VkdnFYDbiBE>
- Become a Facebook fan of 'The Economics of Happiness':
<http://www.facebook.com/?ref=logo#!/pages/The-Economics-of-Happiness/129994847035746?ref=ts>
- Economics of Happiness on Twitter: <http://twitter.com/EconofHappiness>
- Economics of Happiness on WiserEarth:
<http://www.wiserearth.org/group/Economicsofhappiness>

Embed code for Youtube trailer:

```
<object width="480" height="385"><param name="movie"
value="http://www.youtube.com/v/VkdnFYDbiBE?fs=1&hl=en_US&rel=0"></param><
param name="allowFullScreen" value="true"></param><param name="allowscriptaccess"
value="always"></param><embed
src="http://www.youtube.com/v/VkdnFYDbiBE?fs=1&hl=en_US&rel=0"
type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true"
width="480" height="385"></embed></object>
```

7. Sample Social Media Postings

Localize globally! Join us for a screening of 'The Economics of Happiness', DATE at TIME at VENUE NAME.

Youtube link: <http://www.youtube.com/watch?v=VkdnFYDbiBE>

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Local economies, global prosperity. Join us for a screening of 'The Economics of Happiness', DATE at TIME at VENUE NAME.

Youtube link: <http://www.youtube.com/watch?v=VkdnFYDbiBE>

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Join the movement for economic change! Join us for a screening of 'The Economics of Happiness', DATE at TIME at VENUE NAME.

Youtube link: <http://www.youtube.com/watch?v=VkdnFYDbiBE>

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It's time to take back the economy! Join us for a screening of 'The Economics of Happiness', DATE at TIME at VENUE NAME.

Youtube link: <http://www.youtube.com/watch?v=VkdnFYDbiBE>

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Going local to help solve global crises. Join us for a screening of 'The Economics of Happiness', DATE at TIME at VENUE NAME.

Youtube link: <http://www.youtube.com/watch?v=VkdnFYDbiBE>

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Join us for a screening of 'The Economics of Happiness', DATE at TIME at VENUE NAME. 'The Economics of Happiness' provides critical insight, hope, and above all, inspiration to join the growing movement for economic localization.

Youtube link: <http://www.youtube.com/watch?v=VkdnFYDbiBE>

8. Links to Images for Promotion (event-specific flyer, posters, postcard, and web banners)

Posters (full color and black and white), a postcard, and web banners can be downloaded from our website at:

<http://www.theeconomicsofhappiness.org/get-active-what-we-can-do>

9. More Information

There is much more information about the film and ISEC at our two websites. At www.theeconomicsofhappiness.org you can find synopses of the film, a statement by the directors, film reviews, biographies of the voices from the film, links to the trailer, a place to make an on-line donation, and restricted access to watch the film on-line (please contact us if you need to do this). At www.isec.org.uk, you can delve more deeply into the issues through our newsletters, online articles, books and other publications, online audio and video, and especially our community study group curriculum, *Roots of Change*.

10. Appendix. Globalization and Localization Facts

We have compiled the following selection of facts about the destructive impact of corporate globalization and the benefits of localization. Feel free to use them when helping organize and promote your screening event. To go deeper into the issues raised in the film, please consider starting or joining an ISEC Roots of Change study circle (more info at: <http://www.localfutures.org/study-circle-program>).

Corporations

Of the 100 largest economies in the world, 51 are corporations; only 49 are countries. (Institute for Policy Studies, 12/4/00)

The Top 200 corporations' combined sales are bigger than the combined economies of all countries minus the biggest 10. (Institute for Policy Studies, 12/4/00)

The Top 200s' combined sales are 18 times the size of the combined annual income of the 1.2 billion people (24 percent of the total world population) living in "severe" poverty. (Institute for Policy Studies, 12/4/00)

While the sales of the Top 200 are the equivalent of 27.5 percent of world economic activity, they employ only 0.78 percent of the world's workforce. (Institute for Policy Studies, 12/4/00)

Wal-Mart has received more than \$1 billion in economic development subsidies from state and local governments across the country. (Good Jobs First, 5/04)

Under the rules of the North American Free Trade Agreement (NAFTA) and the Central American Free Trade Agreement (CAFTA), corporations may sue countries for imposing "barriers" to trade and investments from laws and policies in secret tribunals in which trade experts sit as "judges". Their decisions cannot be appealed in national courts while overturning decisions made by those national courts. (Bill Moyers, Trading Democracy, 2002; Public Citizen, Global Trade Watch)

Food

Globally, agriculture is estimated to contribute directly 11 percent to total greenhouse gas emissions. (UN Intergovernmental Panel on Climate Change)

Global livestock production is responsible for about one-fifth of all greenhouse gases. (Bittman, Food Matters, 2008)

Over 75% of the planet's crop diversity was lost during the twentieth century. (Pimbert, Towards Food Sovereignty, 2008)

Refined white sugar travels an estimated 10,000 miles from Hawai'i, where it is grown, to California, where it is refined, to New York, where it is packaged. (Center for Urban Education about Sustainable Agriculture)

In 1996, Britain imported more than 114,000 metric tons of milk and exported almost the same amount of milk that year, 119,000 tons. (Center for Urban Education about Sustainable Agriculture)

We currently put almost 10 kcal of fossil fuel energy into our food system for every 1 kcal of energy we get as food. (storyofstuff.org)

On average in the US, about 2 units of fossil fuel energy is invested to harvest a unit of energy in crop. (Science in Society 2006)

From farm to market, tomatoes travel an average distance of 1,369 (US) miles, apples 1,555 miles, peaches 1,674 miles, lettuce 2,055 miles, and grapes 2,143 miles. (Leopold Center for Sustainable Agriculture)

Up to 90 percent of what shrimp trawlers haul up from the seafloor is unwanted--and often unused—"bycatch" that is thrown back into the ocean. (National Geographic, 2/1/2010)

There are nearly one billion malnourished people in the world, but the approximately 40 million tonnes of food wasted by US households, retailers and food services each year would be enough to satisfy the hunger of every one of them. (Tristram Stuart, Food Waste Facts, 2009)

In the USA, 20 per cent of all the commodity transport within the country is to move food, resulting in 120 million tonnes of CO₂ emissions. Import and export of food to and from the USA accounts for another 120 million tonnes of CO₂. (Tristram Stuart, Waste, 2009)

Globally, agriculture is estimated to contribute *directly* 11 percent to total greenhouse gas emissions (Intergovernmental Panel on Climate Change, 2005)

Greenhouse gas emissions were calculated to be 48-66 percent lower per hectare in organic farming systems in Europe. (Stolze M, Piorr A, Häring A and Dabbert S., 1999)

Consumption

Each of us in the U.S. is targeted with more than 3,000 advertisements a day—more advertisements in one year than a people 50 years ago saw in a lifetime. (The American Academy of Pediatrics, 12/06; DMNews magazine, 12/22/97)

The average U.S. person now consumes twice as much as they did 50 years ago. (storyofstuff.org)

The U.S. has 4.6% of the world's population but it consumes 30 percent of the world's resources and creates 33 percent of the world's waste. (Frances Harris, *Global Environmental Issues*, 2004) If everybody consumed at U.S. rates, we would need 3 to 5 planets. (Mathis Wackernagel and William Rees, *Our Ecological Footprint: Reducing Human Impact on the Earth*, 1996)

Our national happiness peaked sometime in the 1950s the same time as this consumption mania exploded. (No. 6 December 2006, pp. 2563-2569 retrieved on 11/9/07 from Bill McKibben, *Deep Economy*, 2007, p. 35-36)

Health

In 2004 a quarter of the population had no one they could confide in or turn to in a crisis. In 1985 it was 10 percent. (Cecile Andrews, *Energy Bulletin*, 11/1/10)

An AARP (American Association of Retired Persons) study found that of people ages 45 and up, 35% are chronically lonely. That's compared with 20% ten years ago. (Cecile Andrews, *Energy Bulletin*, 11/1/10)

Garbage

99 percent of the stuff we harvest, mine, process, and transport is thrown away within 6 months. (storyofstuff.org)

Nearly 2 million tons of mining waste is created for every one ton of gold produced—or about 20 tons of mine waste created to make one gold wedding ring. (No Dirty Gold campaign; storyofstuff.org)

Each American makes 4.5 pounds of garbage a day—twice what we each made thirty years ago. (US EPA, 2007)

70 garbage cans of waste were made for every one garbage can of waste produced. (John Young and Aaron Sachs, *Worldwatch Institute*, 1994, p. 13.)

Localizing the Economy

Food

A UK study found that an organic farm's income generated twice as much money for the local economy as a supermarket's income in the same area. (the new economics foundation, 4/9/03)

In the UK, every £1 spent with a local supplier is worth £1.76 to the local economy, and only 36 pence if it is spent out of the area. That makes £1 spent locally worth almost 400 per cent more. (the new economics foundation and Northumberland County Council, 3/7/05)

A study of redundant trade in California found that when local farmers market their products in the global food system, they receive \$0.09 of each dollar the consumer spends on food. The

remaining \$0.91 does not stay within the local economy. Alternatively, local farmers involved in direct marketing receive between \$0.80 and \$0.90 of each dollar the consumer spends on food (ISEC, 2004).

A University of Minnesota (USA) study showed that small farms with gross incomes of \$100,000 or less made almost 95 percent of farm-related expenditures within their local communities. In contrast, large farms with gross incomes greater than \$900,000 made less than 20 percent of farm related expenditures locally. (<http://www.sustainabletable.org/issues/economics>)

There are more than 6,000 community gardens in thirty-eight U.S. cities, including gardens on otherwise vacant lots and on land in public housing projects. More than 30 percent, or 1853 community gardens, were started after 1991. (Community Food Security Coalition, 2/02)
Every dollar that is invested in a community garden plot results in a \$6 dollar return. (Community Food Security Coalition, 5/3/04)

The number of farmers markets in the US increased from about 300 in the mid-1970s to 1,755 in 1994. By 2008 this number had grown to 4685. There were 5,274 active farmers markets in the USA in 2008. (USDA, *Farmers Market Growth: 1994-2009*).

A USDA survey completed in 2000 found more than 66,000 farmers serve over 2.7 million customers per week at the nations farmers' markets with total sales of \$888 million. Gross returns to producers from sales at farmers markets are often 200-250% higher than from sales to wholesalers and distributors. (Wallace, 2003).

In 1985 there was one known Community-Supported Agriculture (CSA) program in operation in the US. By 2002, there were over 1000 and in 2009 there were about 3,000. (Halweil 2004; and Mitchell, 2009)

Average net return per acre for these CSA farmers is \$2,467. This figure is quite high when compared to return per acre of corn (\$172.11), soybeans (\$134.46), and wheat (\$38.10) in the United States. (Tegtmeier and Duffy, Leopold Center for Sustainable Agriculture, 2005)

According to meet recent estimates, there are now 800 to 1,000 teikei groups (CSAs) in Japan, with a membership of roughly 15 million people—one-third of all households belong to one of these coops. (Halweil, 2004)

Business

A shift of 10 percent in market share to independent businesses from chain stores in Western Michigan, USA, would result in 1,600 new jobs, \$53 million in wages, and a \$137 million economic impact to the area.(Civic Economics, 9/08)

A shift of 10 percent of purchases from national chain stores to locally owned businesses in San Francisco, USA, would, each year, create 1,300 new jobs and yield nearly \$200 million in incremental economic activity. (Civic Economics, 5/07)

Every \$100 spent with a local firm leaves \$68 in the economy of Chicago, USA; \$100 spent at a chain store leaves \$43 in Chicago. (Civic Economics, the Andersonville Development Corporation, and the Andersonville Chamber of Commerce, 10/04)

A study of 116 cities in the 12-county San Francisco Bay Area and found that the presence of one or more big-box stores did not in fact correlate with higher per capita sales tax revenue except in very small towns. (Bay Area Economic Forum, 1/04)

In a study of the 12 county region around San Francisco, USA, it was found that local supermarket employees receive on average \$11.68 an hour more in wages and benefits than supercenter employees. (Bay Area Economic Forum, 1/04)

In a study of Mid-Coast Maine, USA, locally owned businesses spent 44.6 percent of their revenue within the surrounding two counties, and another 8.7 percent elsewhere in Maine, largely on wages and benefits paid to local employees, goods and services purchased from other local businesses, profits that accrued to local owners, and taxes paid to local and state government. Big-box retailers return an estimated 14.1 percent of their revenue to the local economy, mostly as payroll. The rest leaves the state, flowing to out-of-state suppliers and back to corporate headquarters. (Institute for Local Self-Reliance, 9/03)

Small firms give an average of more than two and a half times the amount per employee than do medium or large firms (small firms give \$789 per employee, medium-sized firms \$172, and large firms \$334). (National Federation of Independent Business, *Small Business Policy Guide*, 1/03)

For every \$100 in consumer spending at a national chain bookstore in Austin, Texas, the local economic impact was \$13. The same amount spent at locally based bookstores yielded \$45, or more than three times the local economic impact. (Civic Economics, 12/02)

Co-ops and Credit Unions

Over 800 million people are members of cooperatives around the world (International Cooperative Alliance)

About 30,000 cooperatives in the USA operate at 73,000 places of business. These cooperatives own more than \$3 trillion in assets, and generate more than \$500 billion in revenue and more than \$25 billion in wages. (University of Wisconsin Center for Cooperatives, 6/19/09)

Japanese farmers sell nearly 60 percent of their produce through cooperatives. (Halweil 2004: 121)

There are 53,689 credit unions serving an estimated 185 million members within 97 countries. The number increased 28 million from 157 million in 2005. (World Council of Credit Unions, 2008)