



Recognizing the relevance of happiness and well-being as universal goals and aspirations in the lives of human beings, in 2012, the UN General Assembly proclaimed 20 March the [International Day of Happiness](#)

Speaking at the [High Level Meeting](#) on "Happiness and Well-Being: Defining a New Economic Paradigm" convened during the sixty-sixth session of the General Assembly the Secretary General Ban Ki-moon stated that the world "needs a new economic paradigm that recognizes the parity between the three pillars of sustainable development. Social, economic and environmental well-being are indivisible. Together they define gross global happiness." The meeting was convened at an initiative of Bhutan, a country which recognized the supremacy of national happiness over national income since the early 1970s and famously adopted the goal of Gross National Happiness over Gross National Product.

"On this first International Day of Happiness, let us reinforce our commitment to inclusive and sustainable human development and renew our pledge to help others. When we contribute to the common good, we ourselves are enriched. Compassion promotes happiness and will help

build the future we want". SG Ban Ki-moon in his message for the day.

The United Nations invites Member States, international and regional organizations, as well as civil society, including non-governmental organizations and individuals, to observe the International Day of Happiness in an appropriate manner, including through education and public awareness-raising activities.