



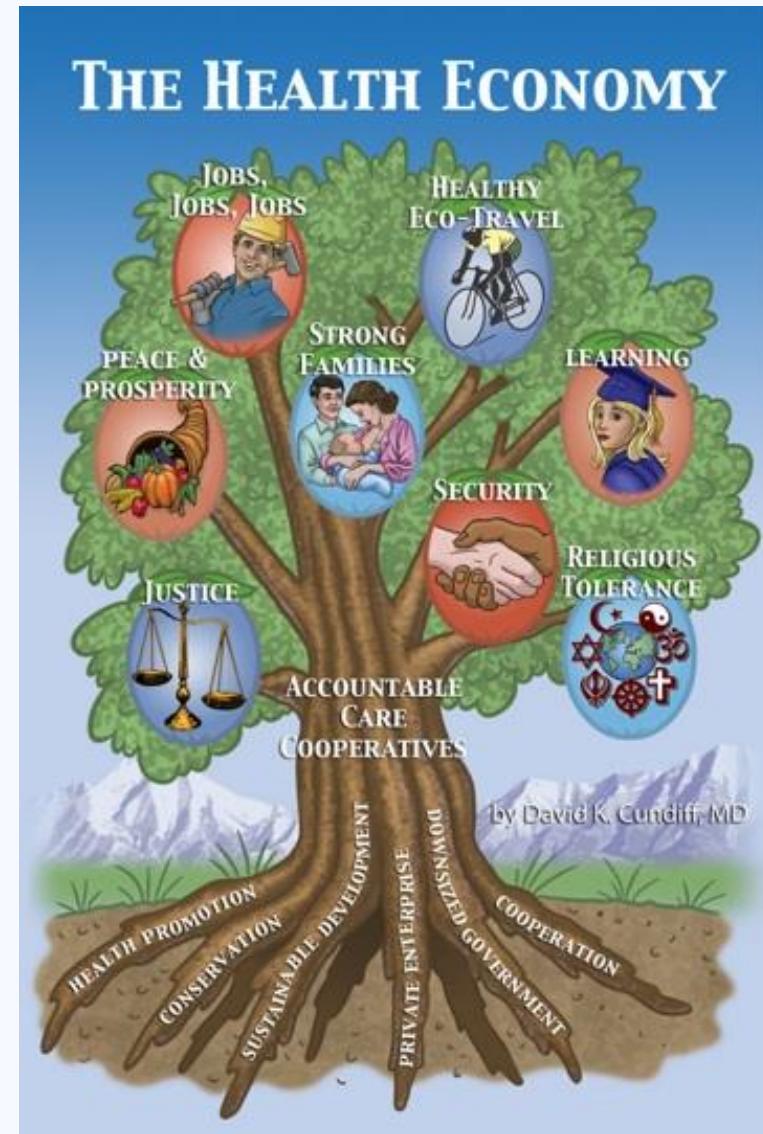
HOW CAN WE MEASURE HAPPINESS RATE OF A COUNTRY?

The happiness index of the countries is measured by **ratings of local people** on their current lives from being **the worst possible life** to the **best possible life**. Apart from the ratings, several factors are taken into consideration while evaluating these countries like **high GDP per capita**, a **strong support system** among family and friends, **healthy life expectancy**, **freedom of choice** and **absence of corruption** in the business environment and government.



WHY IS PEOPLE BEING HAPPY IMPORTANT FOR COUNTRIES?

Being able to sustain and improve high wellbeing is important for any country's **overall health** and to **its economy**.



6 KEY VARIABLES FOR COUNTRIES THAT SUPPORT WELL-BEING OF LOCALS

- Income
- Freedom
- Trust
- Healthy Life Expectancy
- Social Support
- Generosity

HIGHEST AND LOWEST SCORES IN 2020'S HAPPINESS INDEX

Finland	7.809
Afghanistan	2.567

TOP 10 HAPPIEST COUNTRIES

1	Finland
2	Denmark
3	Switzerland
4	Iceland
5	Norway
6	Netherlands
7	Sweden
8	New Zealand
9	Austria
10	Luxembourg

TOP 10 SADDEST COUNTRIES

144	India
145	Malawi
146	Yemen
147	Botswana
148	Tanzania
149	Central African Republic
150	Rwanda
151	Zimbabwe
152	South Sudan
153	Afghanistan

88	Congo (Brazzaville)
89	Azerbaijan
90	Macedonia
91	Ghana
92	Nepal
93	Turkey
94	China
95	Turkmenistan
96	Bulgaria
97	Morocco
98	Cameroon

FACTORS EFFECTING THE HAPPINESS SCORE OF A COUNTRY

There are several factors affecting happiness score of a country. As an example, in 2018 with **a higher degree of acceptance towards migrants**, the happiness rate of the both the newcomers and locals increased the overall happiness rate of the country. In 2019, with the **decrease in social network and increase in person to person interaction** helped to maintain individual sense of happiness and contentedness.





FACTORS EFFECTING THE HAPPINESS SCORE OF A COUNTRY

However, this year, the report of happiness mostly focused on **social, urban** and **natural environments** and each of their links.

When it comes to **social side**, the report shows that people like and prefer living in countries and communities where there is **less inequality** and where the **public institutions** and **people living are reliable**.

The report also shows that, in communities where everyone **trusts** each other, people are **more resilient** when it comes to facing **illness, discrimination, fear of danger and unemployment**.



FACTORS EFFECTING THE HAPPINESS SCORE OF A COUNTRY

The natural environment part of the report shows that people are **happier** when they **are in contact with the nature**. This can also be seen from the happiest countries because each of these **countries value sustainable development policies** to protect the natural environment they live in.

TOP HAPPIEST COUNTRIES

- Luxembourg
- Austria
- Sweden
- The Netherlands
- Iceland
- Switzerland
- Denmark
- Finland



LUXEMBOURG

As one of the richest countries in the world (where workers have an average salary of 5.000 euros per month), is the 10th happiest country.

- Rich cultural life
- More than 1/3 of the country is covered with forests
- Above average in social connections
- Work-life balance
- Highest voter turnouts (about 91% in most recent)



AUSTRIA

As one of the happiest countries, people living in Austria think that as they protect the environment they also increase and protect their sense of happiness.

- Low unemployment rate
- Low inequality rate
- High income per capita
- High life expectancy
- Strong sense of community
- High voter turnouts (75%)



SWEDEN

Even though the taxes are high, the revenues are enough to pay for universal health care, free university and several social programs for people to learn new skills and explore the advantage of job opportunities.

- Work-life balance
 - Longest paid vacation (25 days) – for new parents, the number can go up to 480 days which they get paid with 80% of their normal salary
- Strong social support networks



THE NETHERLANDS

- Wealthy, educated and free to make choice
- 94% of teenagers between the age of 12-18 are pleased with their lives



ICELAND

- Highest per capita publication of books
- Low taxes and free healthcare and education



SWITZERLAND

- Landscape and clean air
- State of art infrastructure
- Favorable tax regime
- Economy (for unskilled workers from 2.200 francs to 4.200 francs, for skilled workers from 2.800 to 5.300 francs)
- Has not been involved in a war since 1847.
- Lowest obesity rate



DENMARK

- Highest score in work-life balance, environment and healthcare.
- 100% literacy rate
- Small wealth gap

FINLAND



- High standards of living
- More forest per square mile than other European countries
- Even though they are always one of the top countries when it comes to technological innovation, they believe that happiness is not about technology or what it brings. Instead they believe that nature has the power to make you happy and it's some kind of a therapy for them.

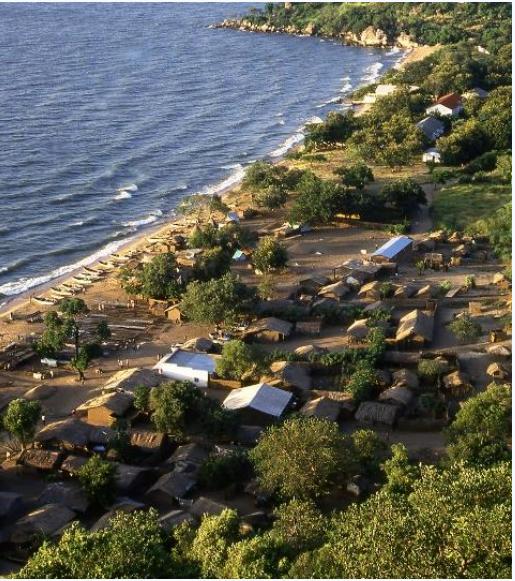
FINLAND



As the 1st country on the happiness list, Finland is mostly known for **its low levels of corruption, extensive welfare benefits, a well-functioning democracy and sense of freedom and independence**. Also, thanks to the country's progressive taxes system and wealth distribution, its **healthcare system** became a world-leading universal system. With the government's "housing first" principle, Finland has the **lowest levels of homelessness** in the world. Apart from that, **gender equality and closing the gender pay gap** are important subjects for the country.

TOP SADDEST COUNTRIES

- Malawi
- Yemen
- Botswana
- Tanzania
- Central African Republic
- Rwanda
- South Sudan
- Afghanistan



MALAWI

Malawi, with its beautiful landscapes and topography is mostly known for its wildlife and rich culture. For example, Lake Malawi is considered as a source of income for local people thanks to the fishing and touring around the lake. However, the country and its local people suffer from difficulties caused by **government neglect, diseases and high level of corruption**. Because of the **on-going drought** in many parts of the country, the agriculture sector is still having problems.



YEMEN

Even though the country does well in agricultural sector and has oil crude and gas reserves, the country didn't show any progress throughout the years because of **the mismanagement of the economy and civil wars.**



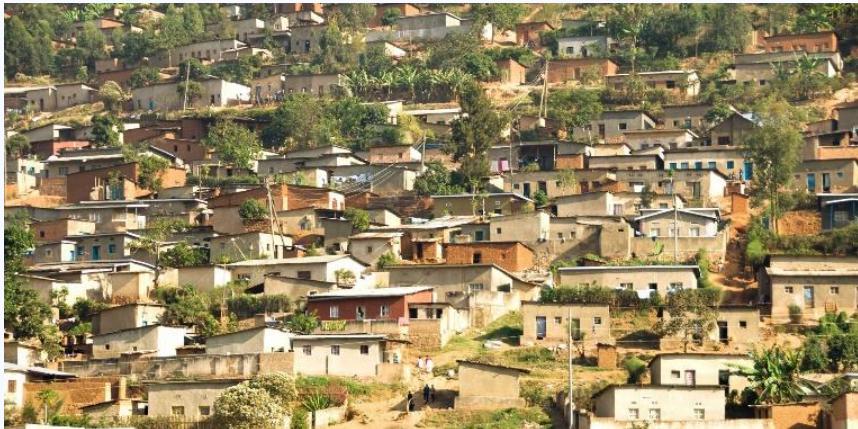
BOTSWANA

Botswana as Southern African country with a stable economy is rich with natural resources. Some of its natural resources are minerals like diamonds, silver, copper, nickel, coal soda ash, potash and iron ore. The country suffers from **humanitarian, political and development challenges**. Because of the economic condition in the country, 75% of citizens live on less than \$2 per day, and half of the population earns less than \$1 per day.



TANZANIA

Even though Tanzania has one of the most beautiful touristic destinations like Serengeti National Park, Zanzibar beaches and Ngorongoro Conservation Area, the country still suffers from **poverty, diseases and poor government policies**.



RWANDA

As a small nation, Rwanda has one of the fastest growing economy in African countries and progressed massively after the 1994 **genocide**. The war that the country still has the traces on, resulted in the death of 1 million people which include the **mass killings** of Tutsis, Twas and Hutus people. Also, this war is known to be **supported by American and French government**. Despite these unfortunate events, Rwanda tries to build a powerhouse image in African countries with the help of growing tourism industry of the country thanks to its natural environment.



SOUTH SUDAN

As a landlocked East-Central African country has been ruined by **civil wars** for years in which more than 2 million people lost their lives. Even though it just became an independent country after the split from Sudan in 2011 and marked a new beginning for the local people who came back to their country, the country s still having a problem because of the **on-going political instability**.



AFGHANISTAN

Afghanistan is mostly known for its natural gas and oil production even though their primary source of income is agriculture. The country has experienced both **internal and external conflicts** and **battles** throughout the years and because of its lowest score, it is the saddest country. The security situation of the country is so unpredictable and unstable which makes it **unsafe** to visit without taking safety issues into consideration.

SO WHAT ?

Even though some of the saddest countries have incredible natural sources and beautiful landscapes, the main happiness factors are the social and political conditions of a country. So in order to create a peaceful and livable environment for local people, equality, freedom of choice, security and trust are some of the main issues that should be worked on.

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