



Working Together: Making a Difference.
Department of Public Information Non-Governmental Organizations

International Day of Happiness

20 March 2014

Luncheon

Leveraging Media & Technology to Measure Happiness & Well-Being
UN Delegates Dining Room— 1:00PM - 3:00PM

Media & Technology have brought the global community into our homes and workplaces like never before and Happiness & Well-being have become the topics most sort after - increasing the outreach of Happiness initiative every day.

Jeff Brez, NGO Relations & Advocacy, DPI

H.E. Mr. Ib Petersen, Permanent Representative of Denmark to the UN

Jon Hall, Human Dev. Programme, UNDP

Karol Nickell, Editor in Chief, Live Happy

Ofer Leidner, Founder of HAPPIFY

Carley Roney, Co-founder & Chief Content Officer, XO Group Inc.

Lisa Jacques, Co-Founder of WorldState, NYU

Mike Indursky, President of Bliss World

Michael S. Wang, Co-Founder of Enzo, Columbia University

The Event is Organized in Collaboration with

Global Family, International Council of Women-CIF,

National Council of Women-US, FIA Foundation,

Live Happy Media, Happify and Bliss World

in partnership with

H.E. Mr. Ib Petersen, Permanent Representative of the

Permanent Mission of Denmark to the United Nations



Jeffrey Brez, NGO Relations and Advocacy, DPI

In this capacity as Chief of NGO Relations, Advocacy and Special Events in the Department of Public Information, Jeff oversees the relations with non-governmental organizations, the Messengers of Peace Programme, the Creative Community Outreach Initiative and Special Events.

His work in international humanitarian aid and development assistance has spanned more than a decade and covered a range of issues including children's and women's rights, refugee assistance, child soldiers, health, education, sustainable agriculture and food security, environmental sustainability, anticorruption and climate change. His experience includes all aspects of strategic communications and campaign planning, social media, video and photography, development of knowledge products and events as well as global, multi-stakeholder policy consultation processes and relations with civil society. He has worked for four United Nations entities (IFAD, OCHA, UNICEF, and UNDP) and the World Bank Group, and been posted in Albania and Côte d'Ivoire.



Jon Hall, Human Development Programme, UNDP

Jon Hall is head of the National Human Development Report Unit, in UNDP's Human Development Report Office. Before joining UNDP, Jon spent 7 years working for the Organisation for Economic Co-Operation and Development (OECD) where he led the Global Project on Measuring the Progress of Societies, a project that was instrumental in paving the way to the Stiglitz-Sen-Fitoussi commission on Measuring Economic Performance and Social Progress. Jon has spent the past 15 years thinking about the ways in which human progress can be measured, and now those measures can change the way policies are made and people take decisions. And understanding how people feel is a huge part of that so he's also long been interested in measuring happiness, and wrote a chapter of last year's World Happiness Report. He has a Maths degree from Durham University in the UK, and Master's degrees in Statistics (London University) and Public Service Administration (Australia and New Zealand School of Government).

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Ofer Leidner, Co-Founder and President, Happify

Ofer co-founded and built several digital media businesses, most recently iPlay/Oberon Media, a leading casual downloadable games company where he held several executive leadership roles. Ofer has also served as Co-Founder and President of Gate42 Technologies, a software startup in the customer relations management space. Earlier in his career, he served as

an investment manager at an early stage seed fund and as a management consultant in the strategy practice of Trigger Consulting, a leading firm in Israel.



Mike Indursky, President of Bliss World

Bliss, the brand that ignited a modern spa revolution, operates a unique multi-level marketing and multi-channel distribution model, including 21 spa locations in five countries, product distribution in specialty and prestige retail doors worldwide, and an e-commerce and catalog business. Its mission is to empower people to achieve a higher state of happy as the company

believes that happiness is the epitome of wellbeing. Mike, is a 20-year global personal care veteran, was the 2014 Beyond Beauty honoree benefiting the James E. Marshall OCD Foundation. Previously he was the Chief Marketing and Strategic Officer of Burt's Bees, the leading natural, socially conscious personal care company. As an industry leader, Indursky drove awareness of the natural personal care category by spearheading the development of the NPA's first Standard for Natural Personal Care.



H.E. Mr. Ib Petersen, Permanent Representative of Denmark to the United Nations

H.E. Mr. Ib Petersen is the Ambassador and Permanent Representative of Denmark to the United Nations in New York as of 1 August, 2013. Before taking up his new position, Ambassador Petersen served as State Secretary for Development Policy, of the Danish Ministry of Foreign Affairs, since 2009. Prior to this, he was State Secretary for Development Cooperation, Middle East, Africa, Asia, Latin America and the United Nations (2007-09). Ib Petersen has held a number of senior management positions in the Ministry of Foreign Affairs. He has also served on the boards of Danish International Investment Funds: The Industrialization Funds for Developing Countries and The Investment Fund for Central and Eastern Europe, and The Investment Fund for Emerging Denmark has been named the Happiest Country in the World.



Karol DeWulf Nickell, Editor-in-Chief, Live Happy magazine

Karol Nickell is an Award-winning Editor and life-long philanthropist Karol DeWulf Nickell is recognized as the founding Editor-in-Chief of Traditional Home and former VP and Editor-in-Chief of Better Homes and Gardens Magazine as well as VP of the Home and Garden Group of The Reader's Digest Association. She has also served as a director on the national board of the United Way and Executive Director of the Des Moines Metro Opera. In her current role, Karol is responsible for the creative vision, development and editorial direction of the content of Live Happy magazine.



Carley Roney, Cofounder & Chief Content Officer, XO Group Inc.

Carley Roney is cofounder and chief content officer of XO Group Inc, the premier consumer Internet and media company devoted to weddings, pregnancy and everything in between. After the nightmare of planning her own wedding, Roney and her partners founded The Knot in 1996 and quickly took the wedding world by storm with a new way for women to harness the happiness that weddings promise. Inspired by thousands of loyal users, Roney created The Nest and The Bump brands for young couples and first-time parents—offering multi-media content, tools, and community platforms designed specifically for the unique needs of couples setting up homes and getting ready for baby – another of life's most happy moments. As today's leading expert on real-world weddings and young married life, Roney is considered an expert and has authored more than a dozen popular wedding, newlywed and baby books, as well as her syndicated advice column "Ask Carley" appears in newspapers nationwide.



Lisa Jacques, Founder of WorldState, NYU

Lisa Jacques, is a student at New York University's Gallatin School of Individualized Study concentrating in the intersection of Social Entrepreneurship and Storytelling. She believes passionately in bottom-up, community based policies for the creation of sustainable change in under-served areas. She spends her free time debating education policies and catching up on Game of Thrones. WorldState The need to find a solution to the world's most pressing problems is often countered by lack of information. WorldState aims to revolutionize the way users interact with and visualize content. By being able to see where their content lies on a map, users will be able to find hotspots of trending information to create better awareness and with the feature of location based searching, source their content. Users will be able to connect with meaning by seeing how far or just how close they are to the issues plaguing our world.



Michael S. Wang, Co-founder of Enzo

Enzo is a smart home solutions company. For homeowners seeking a fully integrated home automation ecosystem, Enzo is a smart home solutions provider that uses a proprietary self-learning operating system. The Enzo OS utilizes devices/sensors specifically chosen for each room to detect user activities, track usage patterns, and optimize efficiency and convenience in order to create a home that grows with its inhabitants. Enzo has been an active participant in the Columbia Entrepreneur's Lab, an incubator based in the business school. Michael holds a B.S.E. in electrical engineering from Princeton University, and is currently completing his Ph.D. at Columbia University.

Social Media Corner

- Live Webcast at webtv.un.org
- outreach.un.org/ngorelations
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