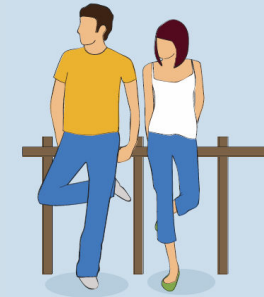


# BUILDING A HAPPIER SOCIETY TOGETHER



ACTION FOR HAPPINESS



**NATALIE CAMPBELL &  
HANNAH CARNELL**

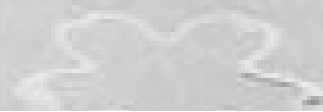


**A Good Week**



**ACTION FOR HAPPINESS**





**We've always been glass FULL people**

HAPPY MONDAY  
HAPPY TUESDAY  
HAPPY WEDNESDAY  
HAPPY THURSDAY  
HAPPY FRIDAY

**Natalie: Why should I do anything that I don't enjoy?**



**Hannah: I know there has got to be more to life**



**We had a moment of Inspired Direction**



**Let's help people to Do Good...**



**Design. Influence. Disrupt = Innovation**





**We have to do more than consultancy. AGW...**



**We're setting the date and bringing the cake**

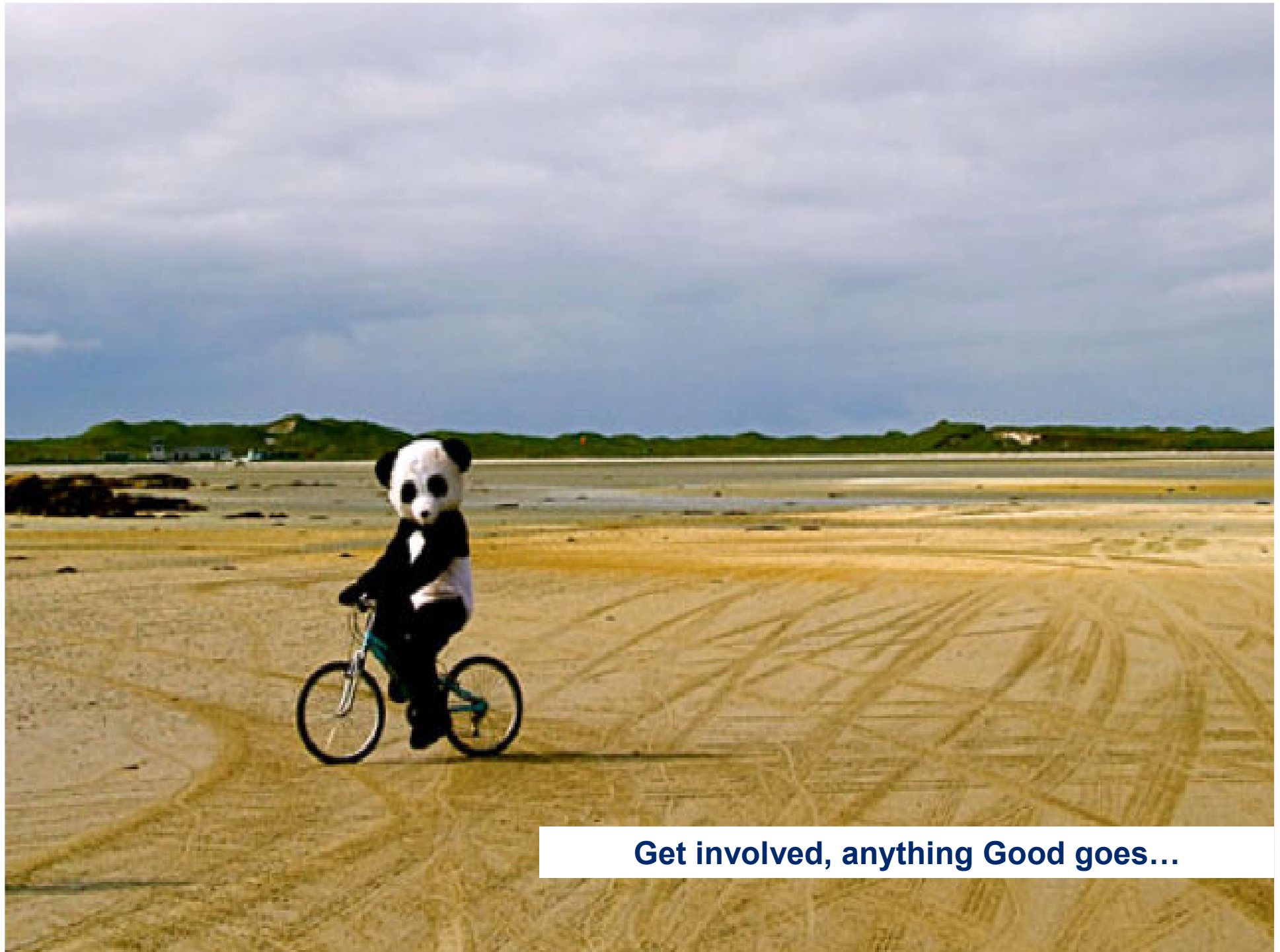


**1,000,000 people around the world by 2013**





**Other people are key to making this successful**



**Get involved, anything Good goes...**





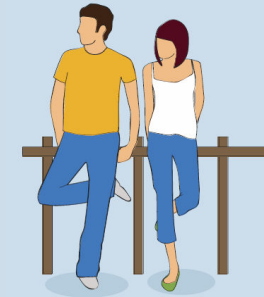
**We'll be measuring the impact of Good and sharing the information with everyone who took part**

A person wearing a green dress is holding a small, square chalkboard with a light-colored wooden frame. The chalkboard is dark and has the words "Choose happiness" written on it in a white, cursive script. The person's hands are visible, holding the corners of the board. The background is a plain, light-colored wall.

Choose  
happiness

**We did. And we are...**

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ACTION FOR HAPPINESS