



Ministry  
of Happiness  
and Well-being

CONSCIOUSNESS.  
REDUCTION.  
SATISFACTION.

An initiative for a conscious life  
and reflection of happiness.

# INFORMATION SHEET





# HAPPINESS FOR EVERYONE!



The Ministry of Happiness and Well-being is an independent initiative and a multimedia campaign in the German speaking countries.

It brings the topics of fulfillment, life design, mindfulness, mental health and successful co-existence into public discussion in a playful and creative way and motivates people to rethink and participate.

Close to everyday life, at eye level and with a lot of fun, the Ministry invites you to become part of this positive movement. In diverse and creative ways, it encourages people to rethink and act:

- How can we increase and influence our life satisfaction?
- What constitutes quality of life?
- What really counts and which values are important to us?
- What kind of society do we want to live in?
- How can we shape a happy future together?



## THE GERMAN MINISTER OF HAPPINESS AND WELL-BEING

### Gina Schöler

Minister of Happiness; trainer, speaker and author in the field of happiness, well-being, mental health and life design  
Born 1986

Gina leads the initiative „Ministry of Happiness and Well-being“ in Germany and German speaking countries to promote happiness and well-being with colorful actions and offers such as workshops and lectures to call on people to take action and work together to achieve gross national happiness.

Don't just talk – do it! As a doer and passionate do-gooder she has invented her own profession: Happiness Minister.

With her many years of experience as a communication designer, Gina knows how to generate creative solutions and work on complex topics. For her, design also means working towards a better society and a good and successful life for all.

For many years, she has thus been „advertising values“ as a minister of happiness.

Through tangible approaches that are fun and immediately transferable to everyday (work) life, she has been fascinating thousands of people, enterprises, educational facilities and even Federal Ministries Europe-wide.



On a happy mission since 2012: Gina Schöler

„Gina lives by what she says. I have seldom felt so inspired and am thrilled by Gina's commitment, power and ability to implement. The workshop was entertaining, and motivated me a lot to continue working on the topic of happiness.“

– Dr. Silke Göddertz, Deutsche Telekom AG, HR Development



## THE TEAM

Gina is supported by a wonderful team to bring the topics of happiness, contentment and mental health into focus.



Julia Wittman, Nina Burau, Gina Schöler, Miriam Stocker, Selina Hitzfeld and Laura Pauli.

## OUR OFFERS

The topic of happiness is on everyone's lips. It is attractive, desirable and yet very abstract. Above all, it is highly individual.

We should therefore take time more often to ask ourselves important questions about life.

Also or especially in the world of work – because happiness is not a „nice to have“, but essential for healthy and sustainable leadership!

Gina shows in her creative formats how important satisfaction and an appreciative cooperation are for a healthy corporate culture.

„The lecture was great and shed new light on Happiness in a corporate context. With Gina's charming and inspiring way as well as her esprit, I was able to get to know many impulses for (work) everyday life.“

– Kerstin Kaiser, T-Systems International GmbH

The Ministry of Happiness and Well-being offers:

### ■ INTERACTIVE SESSIONS AND SPEECHES (online and offline)

Presenting findings, facts and figures from happiness research and positive psychology with personal anecdotes and colorful objects.

### ■ WORKSHOPS AND SEMINARS (online and offline)

Actively and creatively take personal and also environmental well-being into one's own hands and integrate it sustainably into everyday life.

### ■ ONLINE IMPULSES

A colorful mix of individually composed ministerial formats: e.g. videos, audios, live events, material or text contributions.

### ■ CARE PACKAGES

A compilation of colorful material that inspires reflection and participation.

### ■ EVENT FORMATS

Open impulse evenings, movie nights with discussion panels, panel discussions, moderations or team events.

„We took a lot from Gina's workshop – from interesting facts from all over the world, to a collection of all the things that contribute to happiness, to valuable suggestions on how to train our brains to perceive the happy moments in everyday life. Gina's authentic and inspiring personality convinced us all!“

– Anne Frey, Global Health Management, Human Resources SAP SE



Ministerial sessions invite you to think, exchange experiences, participate and reflect.

How can we live and work contentedly, healthy and happily? What can I do for my well-being and that of my fellow human beings? How can I strengthen my team and create moments of happiness, especially in the context of work?

These are the questions to ask, because:

- Every second person feels overworked
- Every fifth person suffers from health consequences due to overwork
- 40% of employees feel stressed by a lack of appreciation.

Ministerial sessions invite you to smile, reflect, pause and, above all, to imitate and become active. In a creative way, Gina encourages reflection and participation: What does really count? What makes us happy? What can we do and change?

### Areas of application:

- Events within the framework of company health management
- Health and appreciation days
- Company events and anniversaries
- Social skills training and further education
- Incentive measures and team building events
- Conferences and congresses (online and offline)



Creative and colorful methods make our sessions unforgettable.

Happy employees are a guarantee for productivity, teamwork, creativity and loyalty. Because happiness and well-being promote and improve:

- Social interaction
- Resistance to crises
- Innovative strength
- Mental and physical health
- More energy for everyday life and leisure
- Success and performance

„Thank you very much for this really successful workshop. The content was flexibly adapted to the respective topics, which I found very positive. I can only recommend Mrs. Schöler without reservation. She has made an important contribution to my team.“

– Julius Rupf, T-Systems International GmbH

## SOME HIGHLIGHTS

Over the last decade, a lot has been accomplished. International guests from Thailand, interviews with politicians and policy-makers as well as hundreds of speeches and workshops are just some of the achievements we were able to celebrate.

Making the world a better and happier place, step by step – that is our goal at the Ministry of Happiness and Well-being.



Reception of a Delegation from the Crown Property Bureau, Thailand



Interview with the former programme director of Bhutan's Gross National Happiness Center Dr. Ha Vinh Tho



Involvement in National Government Strategy „Living Well in Germany“



Participation in the international conference „Putting well-being metrics into policy action“ of the OECD



Giving a talk for TEDx in Germany

## REFERENCES

Xing, Deutsche Telekom AG, SAP SE, Deutsche Bahn AG, Deutsche Post AG, Deutsche Lufthansa, Stadt Mannheim, Stadt Nürnberg, Georg Fischer, Regus Holding, Saint Gobain Distribution Deutschland GmbH, Agentur für Arbeit Heidelberg, Arbeiter-Samariter-Bund, TEDx, AOK, OECD, Techniker Krankenkasse, Otto Group, Deutsche Rentenversicherung and many more.

„Gina brought a lot of joy to everyone at the conference. You could see how the participants all had a smile on their faces. She made them think, discuss and participate. We had a lot of positive feedback. Always happy to do it again!“

– Assal Azodi, Gravity+ Conference

## PRESS AND MEDIA

Hundreds of interviews, articles and invitations to talk shows are proof that the topics of happiness and well-being are important and to-be-discussed. What started as a provocative metaphor in the beginning has turned into a positive movement with thousands of fans and followers of the Ministry of Happiness and Wellbeing. The following media have already published something about this interactive campaign:



„Germany has always surprised the world. It is time to do so again. I think being in the heart of Europe, any move made by Germany would impact the continent – so it is the right place to start with such an initiative. Time is right for the change – your project is timely and its future is real.“

– Dr. Saamdu Chettri, Former Executive Director of Bhutan's GNH Centre



## HANDS-ON ACTIVITIES

We can all contribute to making happiness grow every day. That's why there are many everyday examples, interactive ideas and colorful activities for you to take part in. Join us to become ambassadors of happiness! If you would like to order any of our materials, please visit our online-shop.

### Dance Your Way into Happiness: Disco Ball

A small reminder to take Dance Breaks from time to time.



### Jar of Happiness: Stickers and Cards

Collect beautiful moments and things for yourself or others.



### First-Aid-Happiness-Kit

You can always use a bit of happiness. Install this box in your home, your office or in a public place.



## BOOKS

### Glück doch mal!

The creative workbook for everyone who wants to design the good life for themselves.

### Das kleine Glück möchte abgeholt werden

222 Incentives from the Ministry of Happiness and Well-Being.

### 30 Minuten Life Design

A short overview about techniques how to create a happy life.



If you are interested in the ministerial offers get in touch with us at any time. We are happy to help you with any questions you might have. We are looking forward to seeing you again and meeting you on a happy mission!

Gina and the team from the Ministry of Happiness and Well-being