

# TEDx Thimphu

**THEME: GROSS GLOBAL INSPIRATION**

March 20, 2026, Thimphu, Bhutan





As the world navigates an era of disruption, transition, and transformation from environmental and climate crises to social, political, and economic fragmentation, the urgent question before us is not merely how we live, but why.

In this pivotal moment, Bhutan's quiet yet profound contribution to global consciousness comes into sharper focus: the philosophy of Gross National Happiness (GNH). Introduced in the 1970s by His Majesty the Fourth Druk Gyalpo, Jigme Singye Wangchuck, GNH redefined development through the lens of human and planetary well-being. It offered an ethical and holistic alternative to GDP-driven growth, influencing global discourse on sustainability, mindfulness, and inclusive progress.

Today, this vision is being reimagined and carried forward through the Royal Initiative of the Gelephu Mindfulness City (GMC), a bold, future-facing embodiment of Bhutan's values. Conceived by His Majesty The King Jigme Khesar Namgyel Wangchuck, GMC is more than a city project. It is a living philosophy — a prototype for a new civilization that prioritizes harmony with nature, inner wellbeing, cultural depth, and compassionate innovation. In essence, it is Bhutan's response to the question “why” — a place where development becomes a spiritual and ecological act.

Against this backdrop, TEDxThimphu 2026 is honored to be part of this national moment of reflection and imagination. **As Bhutan celebrates the 70th birth anniversary of His Majesty the Fourth King, this inaugural TEDx event draws inspiration from his legacy while embracing the momentum of Bhutan's evolving story — from GNH to GMC — as a beacon for humane, values-based transformation.**





## THEME OVERVIEW: GROSS GLOBAL INSPIRATION (GGI)

“Gross Global Inspiration” is more than a theme — it is a call to reimagine what truly inspires progress in the 21st century. It asks:

- What if inspiration, not competition, became the currency of global exchange?
- What if we measured our success not by the volume of output, but by the depth of impact?
- What if Bhutan’s small yet profound story could help shape the soul of a weary, searching world?

Rooted in the enduring values of GNH and animated by the visionary direction of GMC, this theme invites individuals and ideas that seek to build a more conscious, just, and compassionate world — where technology serves truth, and innovation is grounded in wisdom.







## WHAT THE THEME – GGI INVITES

TEDxThimphu 2026 will spotlight talks and stories that:

- Offer solutions rooted in empathy rather than exploitation, and wisdom over speed
- Bridge the local and the global, celebrating Bhutan's unique approach while learning from the world
- Challenge mainstream development with alternative paths to happiness, meaning, and resilience
- Inspire enlightened leadership, compassionate innovation, and purpose-driven progress
- Demonstrate that Bhutan, though small in size, offers a moral and spiritual clarity the world urgently needs



## POSITIONING OF THE EVENT

TEDxThimphu is an independently organized TEDx event under a licence from TEDx. It is part of a global movement devoted to “ideas worth spreading.” This 2026 edition will serve as a platform for thinkers, doers, dreamers, and changemakers — from Bhutan and abroad — to share transformative ideas that reflect the values and visions of GNH, while inspiring the global audiences.

The event is not formally dedicated to any individual, in keeping with TEDx guidelines. However, the timing and spirit of the event are deeply inspired by the legacy and vision of His Majesty the Fourth Druk Gyalpo — a statesman and philosopher whose ideas continue to influence global discourse on development and well-being.







## WHY PARTNER/SUPPORT US?

As a partner, your organization will be:

- Aligned with global thought leadership
- Associated with innovation, social impact, and creativity
- Exposed to a national and international audience via livestream, media coverage, and TEDx YouTube (millions of views worldwide)
- Featured in event materials, social media campaigns, and official videos
- Building goodwill through support of Bhutanese voices



# EXPECTED AUDIENCE

- 100+ Live Attendees
- 5,000+ Digital Reach in Bhutan
- Global TEDx audience via YouTube and social media

# SPONSORSHIP TIERS

TIER	CONTRIBUTION	BENEFITS
Platinum	Nu.300,000	Mention in the opening remarks; Logo appear at the start and end slides of each event video and promo video; Logo appear on website and Social media; Logo feature in brochure, 4 complimentary passes
Gold	Nu.200,000	Logo appears on website, social media and other digital materials, 3 passes
Silver	Nu.100,000	Logo on website and social media and other digital materials, 1 pass
In-Kind Support	Venue, catering, technology, audio visual, printing etc	Logo appear on website and other based on value of support

## CONCLUSION

GGI is Bhutan's invitation to the world: To think deeper. To feel more. To act with wisdom.  
It is a tribute to a philosophy that began in the mountains, but now belongs to the world.  
It is a reminder that in a world obsessed with growth, we must return to meaning.  
And it is a celebration of the human spirit's potential to heal, create, and inspire.

# TED<sup>x</sup> Thimphu

2026

will be a space where that inspiration for the world is born.

## CONTACT

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