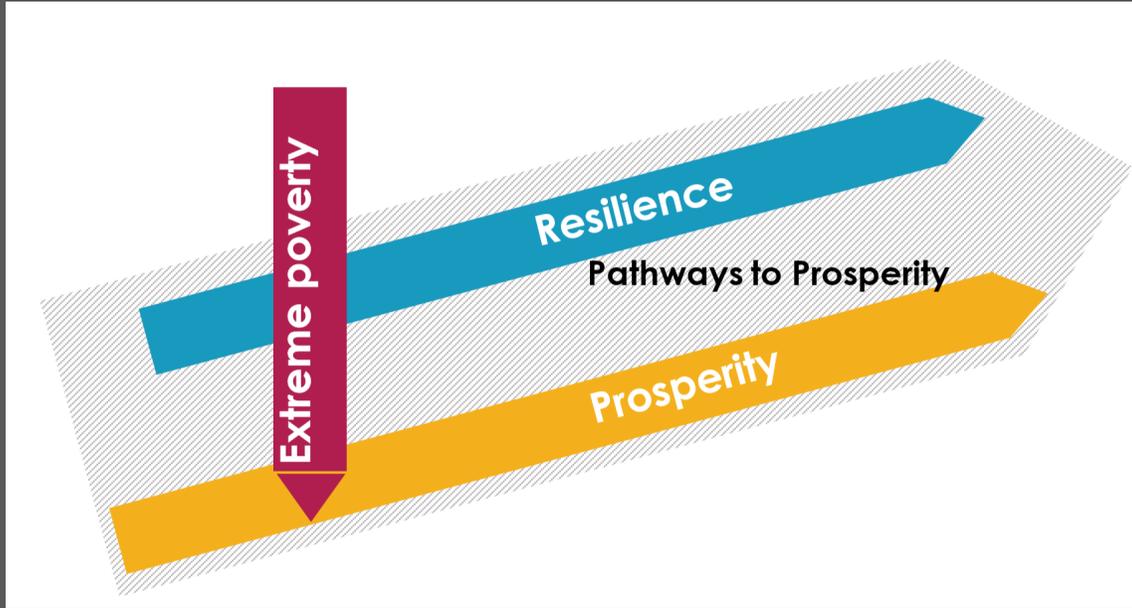




**PUTTING WELLBEING &  
PROSPERITY FIRST**

# PATHWAYS TO PROSPERITY?



**Human Development Index:** longevity, education and income  
**Legatum Prosperity Index:** Economic Quality, Business Environment, Governance, Personal Freedom, Social Capital, Safety and Security, Education, Health, and the Natural Environment.

The HDI and Legatum Prosperity Index share approximately 75% of their variance

**Better Life Index** and the **Social Progress Index** are available for a smaller number of countries

## HOW TO MEASURE PROSPERITY ?



# IGP's PROSPERITY INDEX: HOW IS IT DIFFERENT?

## EXPERT-LED



Most indicators & metrics are designed by 'experts' who define concepts & measures

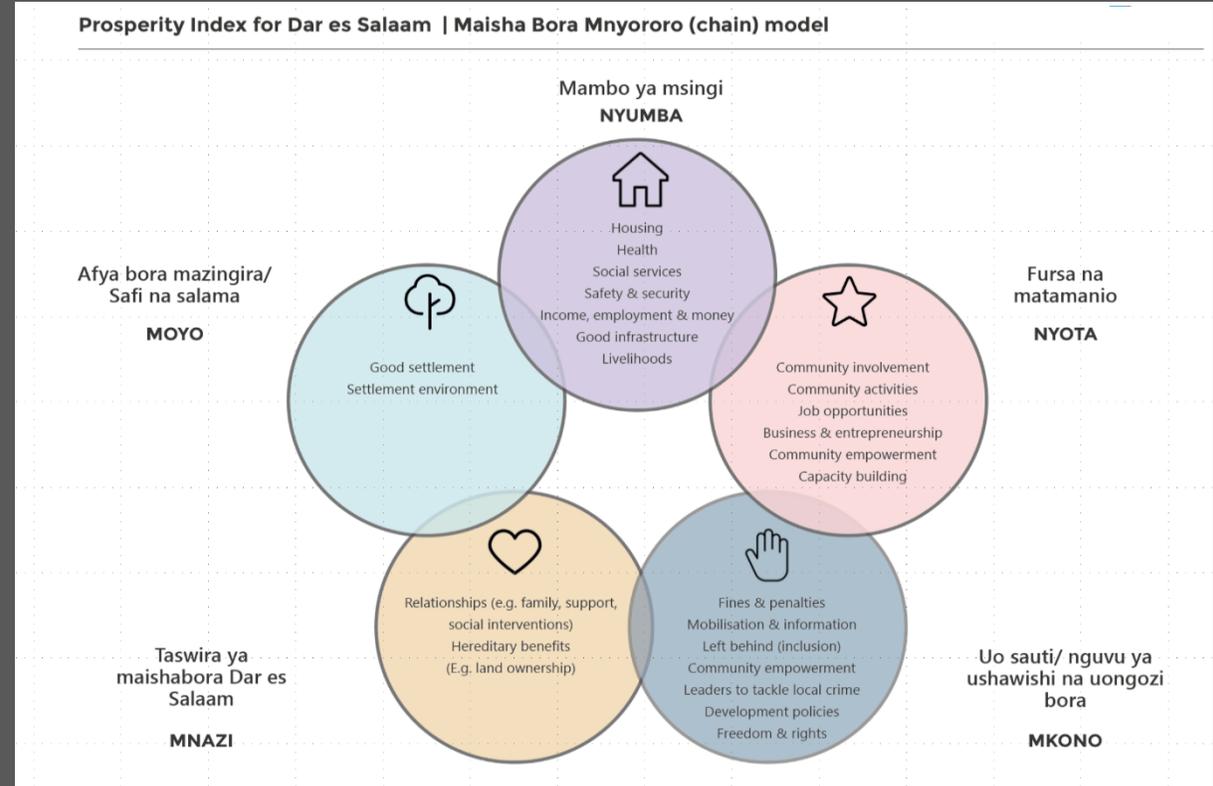


Prosperity Index is a process for measuring what matters to community based on local experiences & knowledge



## 'COMMUNITY-LED'

# PROSPERITY IN DAR ES SALAM - MAISHA BORA



Saffron Woodcraft, IGP UCL

# PROSPERITY MEASURES - BUILDING PROSPERITY INDICES



Completed



This week



Next steps



Citizen led research



Understanding what matters



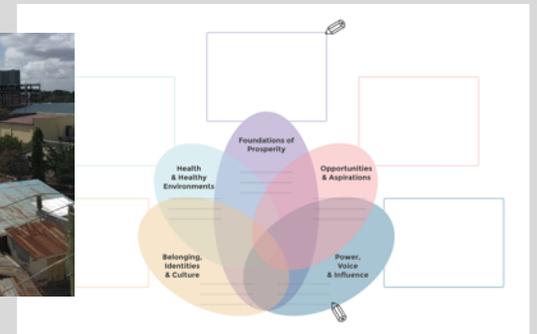
Building a model



Measuring what matters



Household surveys



Build a Prosperity Index

# PROSPERITY IN DAR ES SALAM - BUILDING THE PI

## Obstacles to Maisha Bora

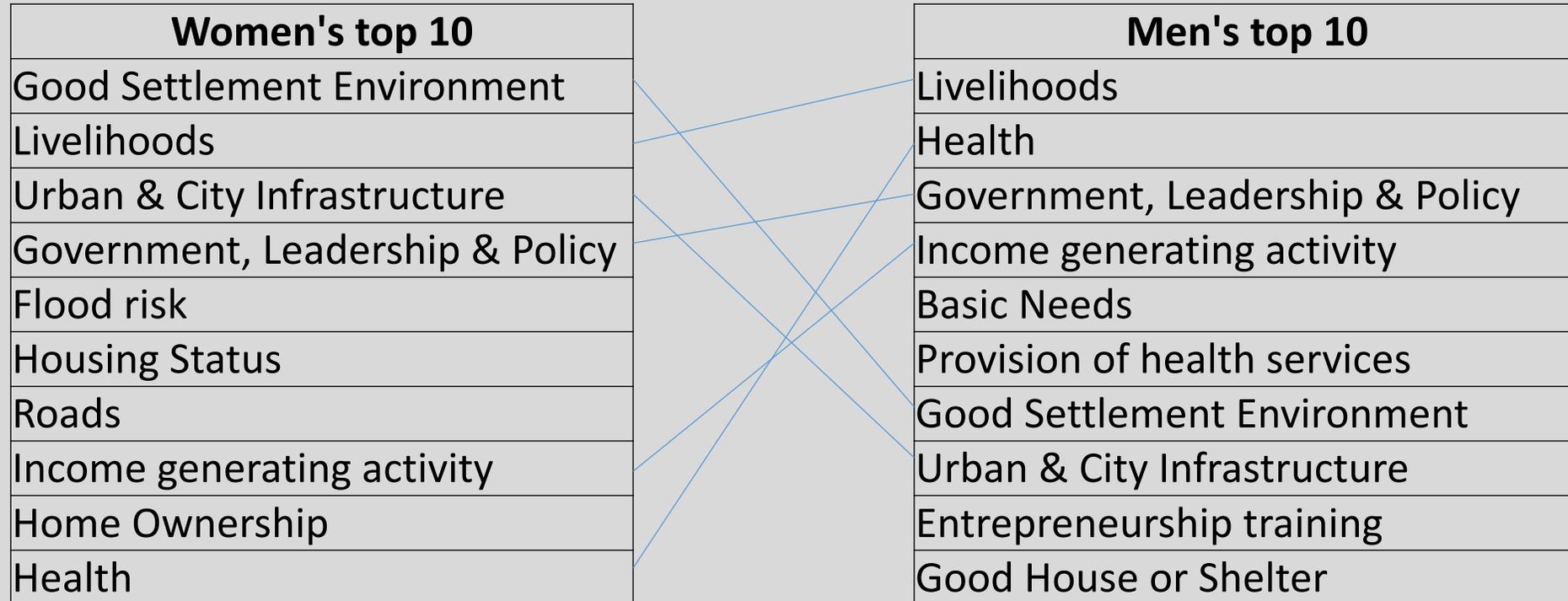
- Lack of education
- Low income
- Lack of autonomy
- Tenancy life
- Lack of opportunity
- Lack of capital
- Lack of business education
- Lack of money management experience
- Cannot send children to school
- Capital for business
- Laziness
- High costs of living
- Fines for not paying bills
- Dependent family

## Opportunities to Maisha Bora

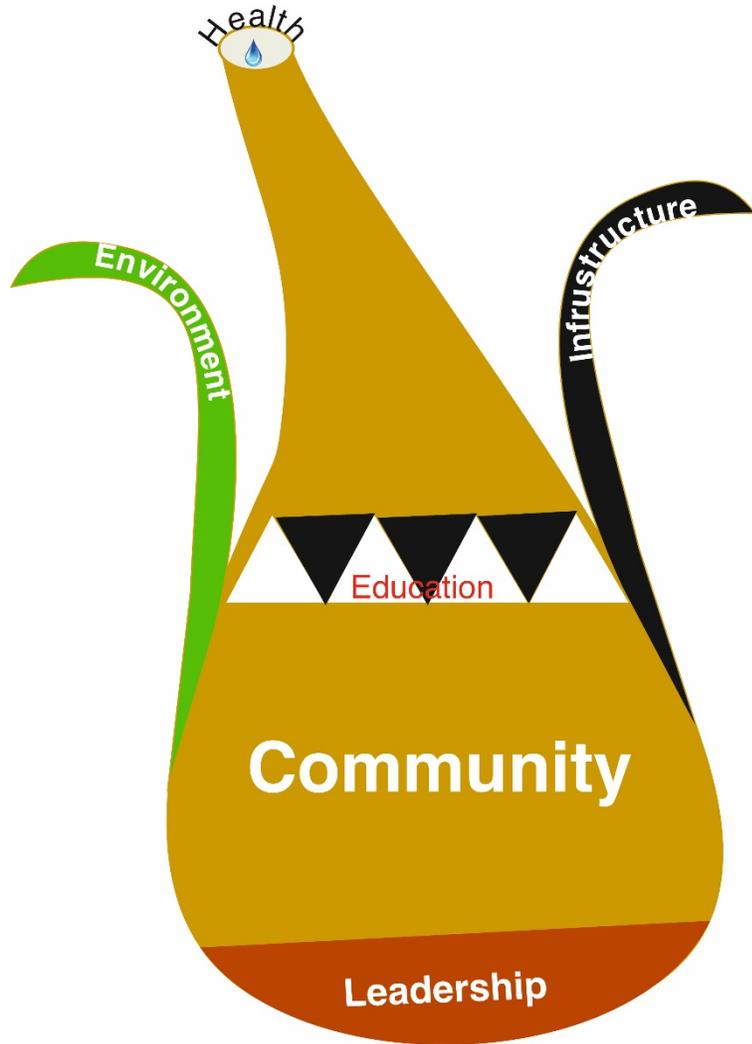
- Community action and problems solving
- Employment in local industries
- Hard work and effort
- Personal agency
- Saving money
- Support from family
- Able to improve housing

These two lists show the things that participants explicitly referenced as Obstacles and Opportunities to achieving Maisha Bora.

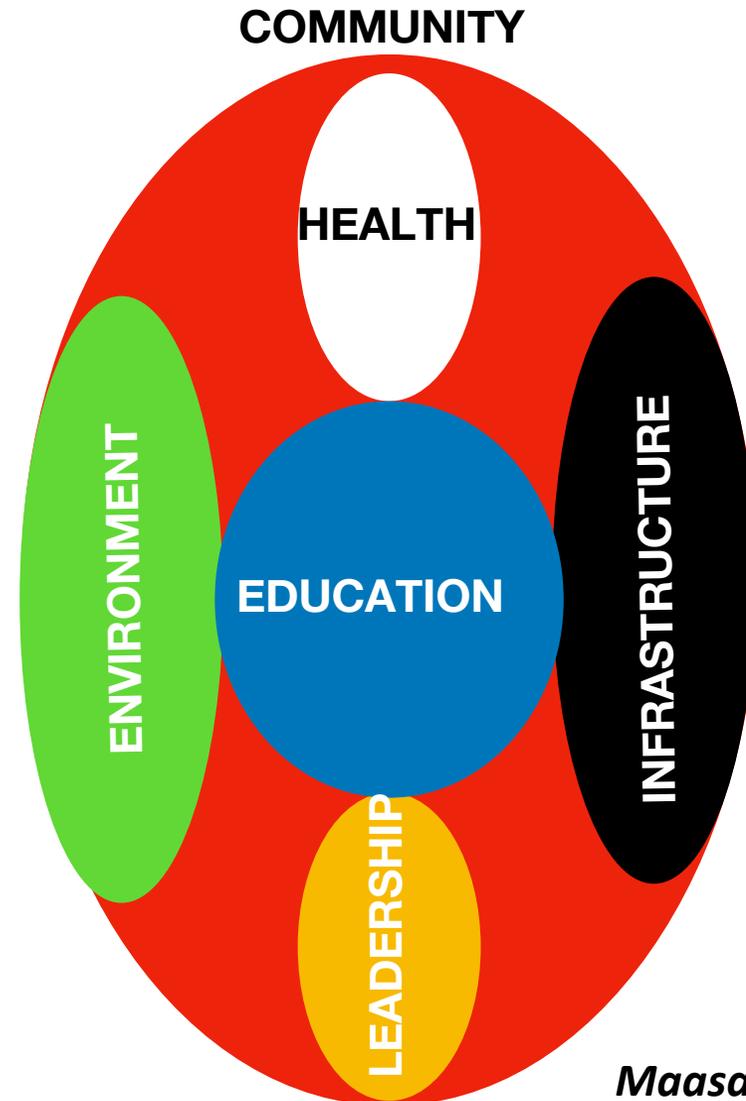
# WHAT IS IMPORTANT FOR MAISHA BORA *gender differences*



# PROSPERITY

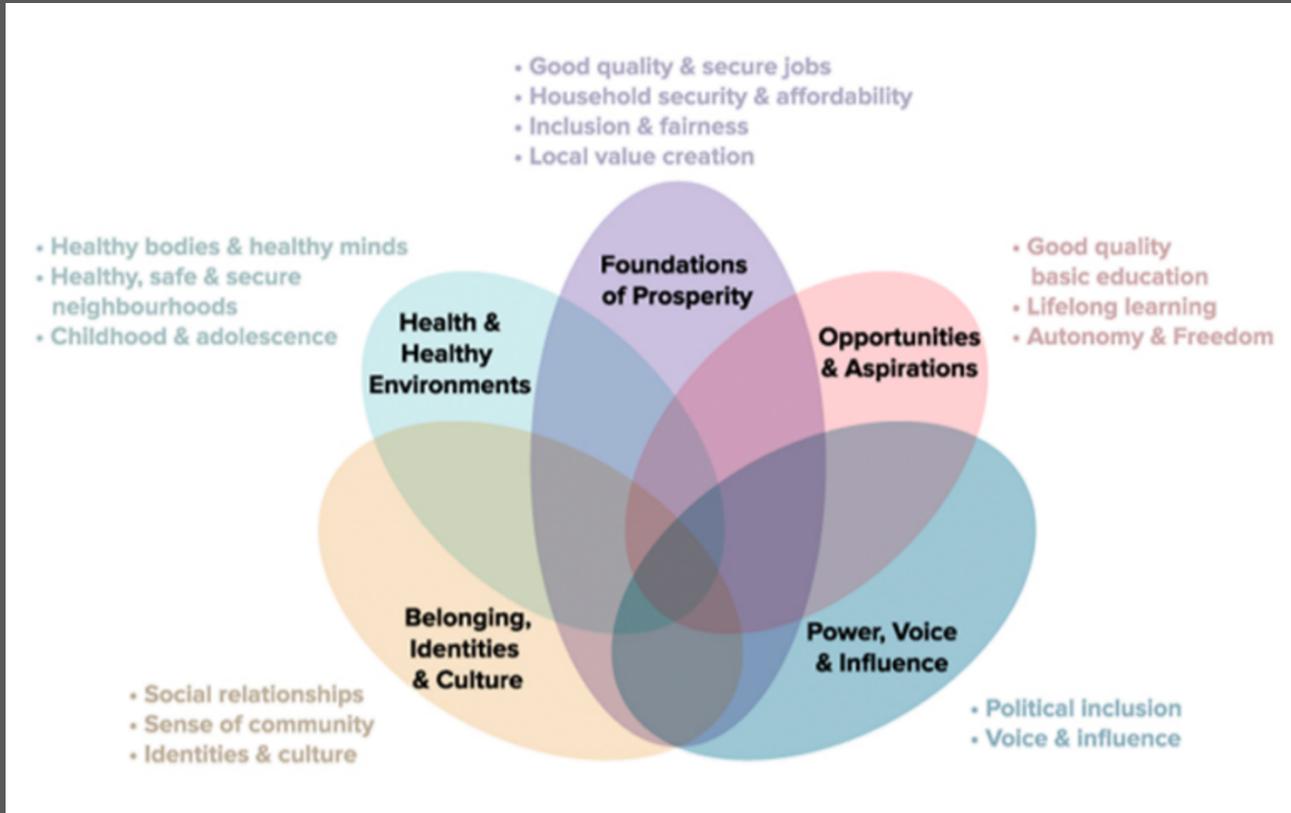


*Nandi*



*Maasai*

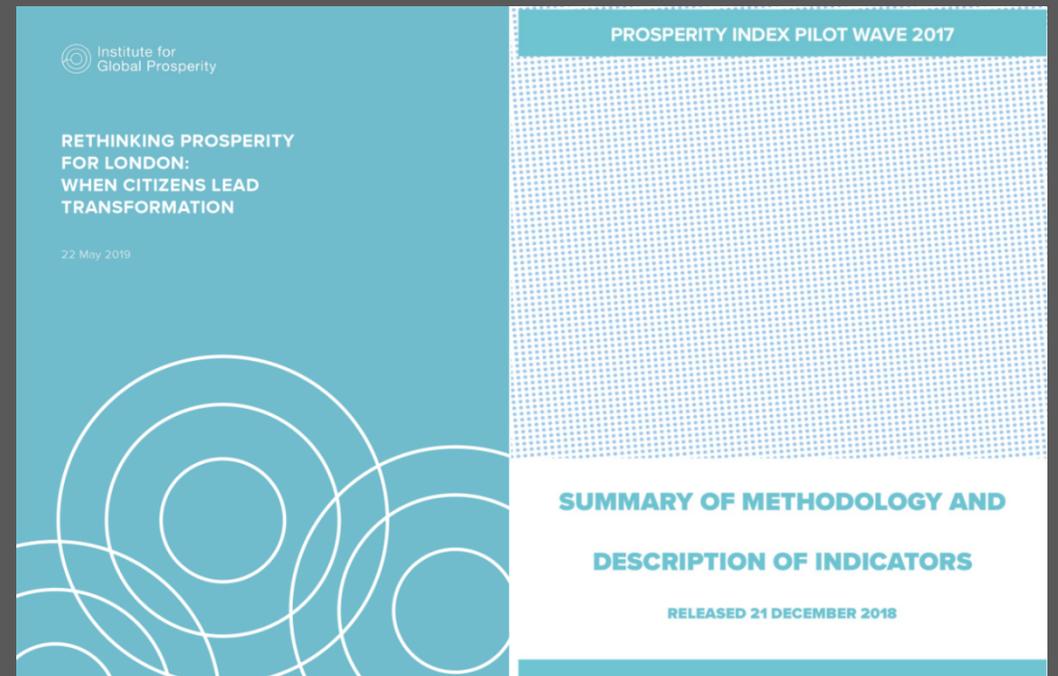
# WHAT IS IN THE PROSPERITY INDEX FOR LONDON?



The Prosperity Index for London is compiled from specially-commissioned household survey data, which compares local experience to the average for Greater London. It has 5 domains and 15 sub-domains, which measure 32 headline indicators constructed from 67 metrics.

Of the 67 metrics, 38 are constructed from new household survey data and 29 are constructed from secondary data sources.

[www.londonprosperityboard.org](http://www.londonprosperityboard.org)



# WHAT IS WELLBEING?

## INDIVIDUAL WELLBEING

**HEDONIC/SUBJECTIVE WELLBEING** emphasizes the cognitive and affective evaluations of one's life, and is usually operationalized as subjective well-being (SWB). It includes positive affect, negative affect, and overall life satisfaction. Probably the most widely used and reported SWB indicator has been life satisfaction, which is increasingly being promoted as an alternative measure of well-being to inform public policy.

**EUDAIMONIC WELL-BEING** concerns psychological and social qualities that make a life worth living, focussing on the fulfillment of human potential, psycho-social skills, a meaningful life, and self-actualization. There are six key dimensions of autonomy, personal growth, self-acceptance, purpose in life, environmental mastery, and positive relationships at the individual level of analysis.



*Janelle Orsi*

## SOCIETAL WELLBEING

There is no consensus about the conceptualization and measurement of societal well-being. Different organizations and authors across various fields have proposed an array of dimensions and composite indicators in order to measure progress towards valuable goals and to enable informative and meaningful cross-country comparison.

# MOVING FROM GDP TO A WELLBEING ECONOMY

Gross Domestic Product (GDP) is the total monetary or market value of all the finished goods and services produced within a country's borders in a specific time period. GDP fails to account for the positive or negative effects created in the process of production and development - which are key to a thriving society and planet.

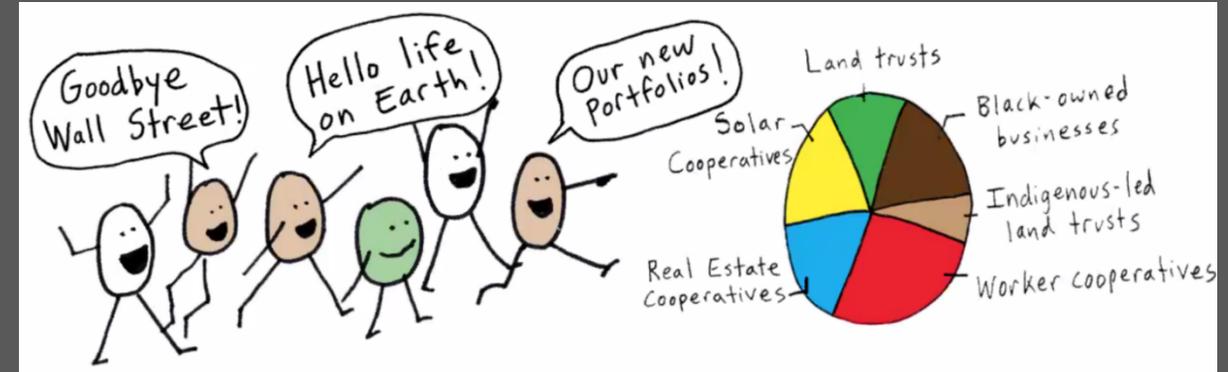


Around the world, governments are moving beyond Gross Domestic Product (GDP) and embracing new metrics of progress, ranging from the Sustainable Development Goals (SDGs) to national wellbeing indicators. This movement is significant, as it moves us beyond a focus on 'means', i.e. economic growth, to a focus on the achievement of 'ends', i.e. our collective wellbeing.



# A SHIFT IN THINKING

Around the world we are witnessing important shifts in our understanding of 'progress' and 'development'. Societies and governments are moving beyond evaluating progress in terms of GDP or average income levels to evaluating progress in terms of our quality of life and collective wellbeing. This shift in thinking comes from a recognition that wellbeing is determined by much more than money. It is determined by the quality of our lives and relationships, and the security of our futures.



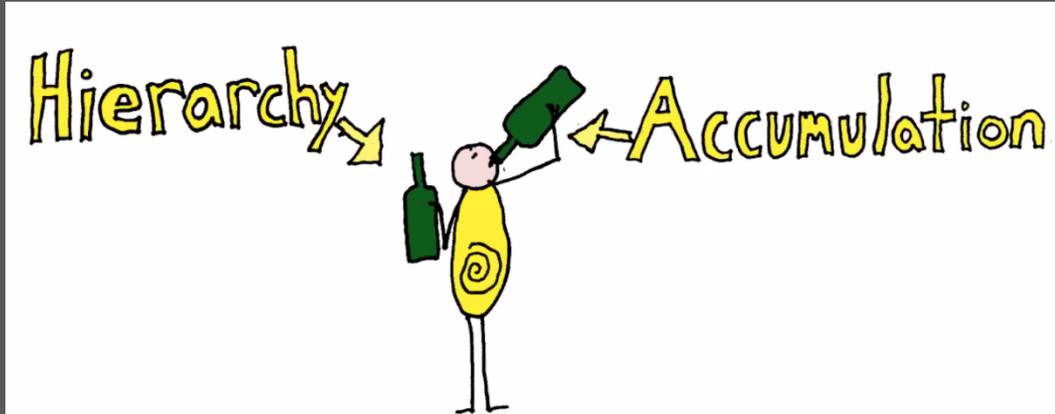
*Janelle Orsi*



We have focused much of our efforts on building economies that can generate wealth and as a result we've become quite good at it, with global wealth per adult now reaching approximately 50,000 GBP. Such averages are nonsensical when we consider that half of humanity is still living on less than 3.50 GBP a day, and that the way we are generating and distributing this wealth is actually leaving many of us worse off.

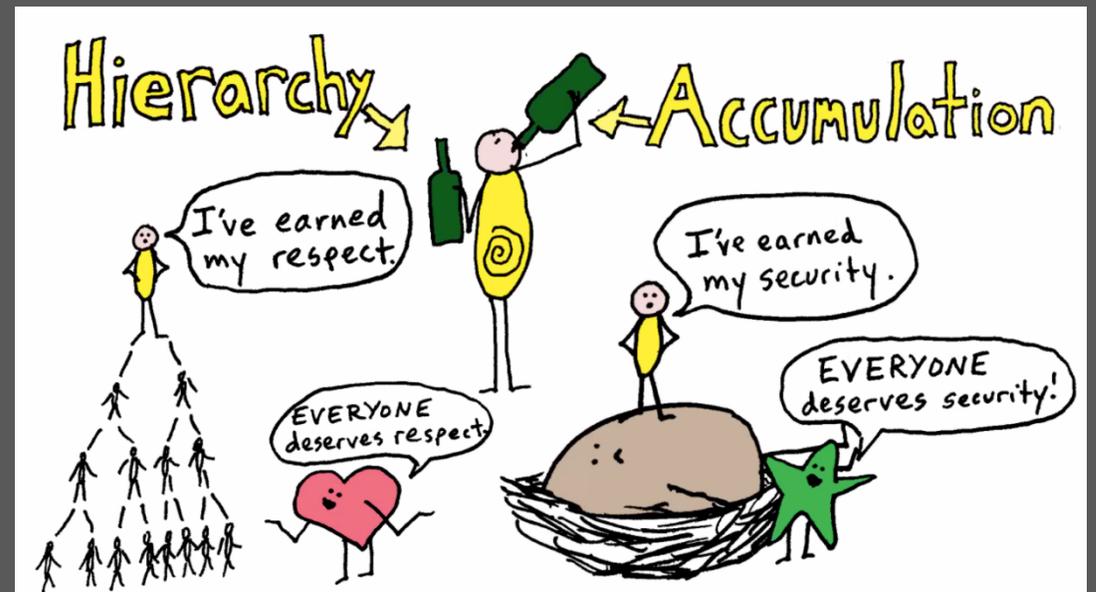


# BREAKING OUR ADDICTIONS

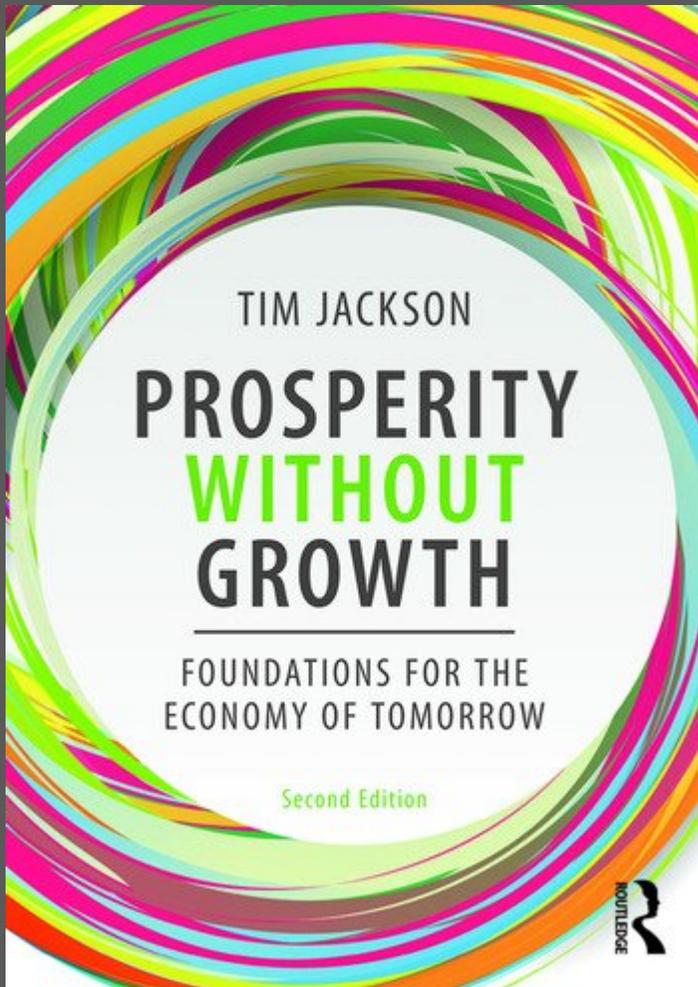


Developing a Wellbeing Economy is not only about different measures or different policies, but also about changing our relationship to the economy and our approach to its management and governance. It is designed with the purpose of serving the wellbeing of people and the planet first and foremost; in doing so, it delivers social justice on a healthy planet.

The Wellbeing Economy movement therefore goes beyond just fixing, healing and redistributing to building an economic system that gets it right the first time. It is about actively co-creating, through participatory processes, the better world we envision. It is about changing the way we view, manage and engage with the economy to ensure dignity and fairness. By recognizing that the ultimate measure of our success is not wealth but wellbeing now and for generations to come.



# LEADING THINKERS AND AUTHORS



Tim Jackson



Lorenzo Fioramonti *Gross Domestic Problem*, *The World After GDP*, *World Building a Wellbeing Economy*

The challenge is that our current economic thinking has not only determined our measurements of progress, but also our government structures, societal power dynamics and cultural narratives.

# WE STRATEGIES

## CIRCULAR ECONOMY

Transform production and consumption processes to reuse resources, design waste and pollution out of the cycle, and regenerate the natural world. The primary ways to do this are recycling waste for new production or using waste for conversion to energy.

## COMMUNITY WEALTH BUILDING

Identifies 'anchor' economic institutions with strong linkages to the local economy, to foster 'bottom-up' and inclusive development.



Janelle Orsi

## REGENERATIVE ECONOMY

Focuses on building an economy that mimics nature by regenerating the social and ecological assets needed for wellbeing.

## ECONOMIC DEMOCRACY

Ensures equitable distributions of economic power through democratic management of economy via policy, social enterprises, and community wealth management.

## DOUGHNUT ECONOMICS

Supports the design of economic systems that ensure necessary social foundations, while respecting planetary limits



# WE STRATEGIES

## COMMON GOOD ECONOMY

Evaluates business success not by profits, but rather by their contribution to the 'common good' and alignment with values of Dignity, Social Justice, Environmental Sustainability, and Transparency

## SOLIDARITY ECONOMY

Promotes the expansion of economic activities and behaviours that are based on principles of reciprocity, cooperation, and solidarity.



## CORE ECONOMY

Recognises central importance of economic activities that occur amongst families, friends, and communities, which are non-monetised and driven by values of love, empathy, responsibility, and care.

## FOUNDATIONAL ECONOMY

Advocates for the use of public policy to secure the supply of basic goods and services to all people in a sustainable manner (e.g. socially and environmentally responsible).

# SEVEN DESIGN PRINCIPLES OF WE

## Goal oriented

WE are designed to promote the wellbeing of people and planet.



## Participatory

WE are created through open, co-creative, and transparent processes. Diverse communities meaningfully engage and contribute throughout.



## Contextual

There is no one-size-fits-all solution. WE are embedded in local values, culture, context, and objectives.

## Strength-based

WE recognise the strengths of communities, focusing on achieving the positive aspirations of society rather than purely mitigating negative outcomes.



## Holistic

WE are part of, and not distinct from, society and the environment.



## Experimental

WE processes encourage continuous learning and experimentation to find innovative solutions that foster wellbeing.



## Evidence based

WE are informed through a systematic use of qualitative and quantitative evidence.

# UNDERSTANDING WHAT MATTERS

**Wellbeing is about our quality of life as individuals, communities and societies and how sustainable that will be in the future. It encompasses our personal and collective wellbeing as well as the wellbeing of planets, animals and our environment.**

**Guiding Question:** What areas of life are most important for your current and future wellbeing?

**Identify trusted community institutions or leaders** who can **facilitate discussions** on wellbeing priorities.

**Train policy makers** to undertake **open, co-creative policy** design processes.

**Ask powerful questions that support communities** to identify their positive vision for the future, rather than focusing only on existing problems or challenges.

**Allow people to express their wellbeing** priorities in images or stories.

**Ensure consideration of both current and long-term wellbeing priorities.** What is required for the wellbeing of future generations?

**Encourage reflection** on what matters for personal wellbeing, community wellbeing, humanity's wellbeing, and the wellbeing of plants, animals, and the environment.

**Ask additional 'why?' follow-up questions** to better understand the key outcomes and values underpinning the stated priorities.

**Identify core values** that relate to these wellbeing priorities and that can act as guiding principles in the policy design process.

# KENYA – TRADITIONAL PROCESSES



# GERMANY - WELLBEING PROCESS

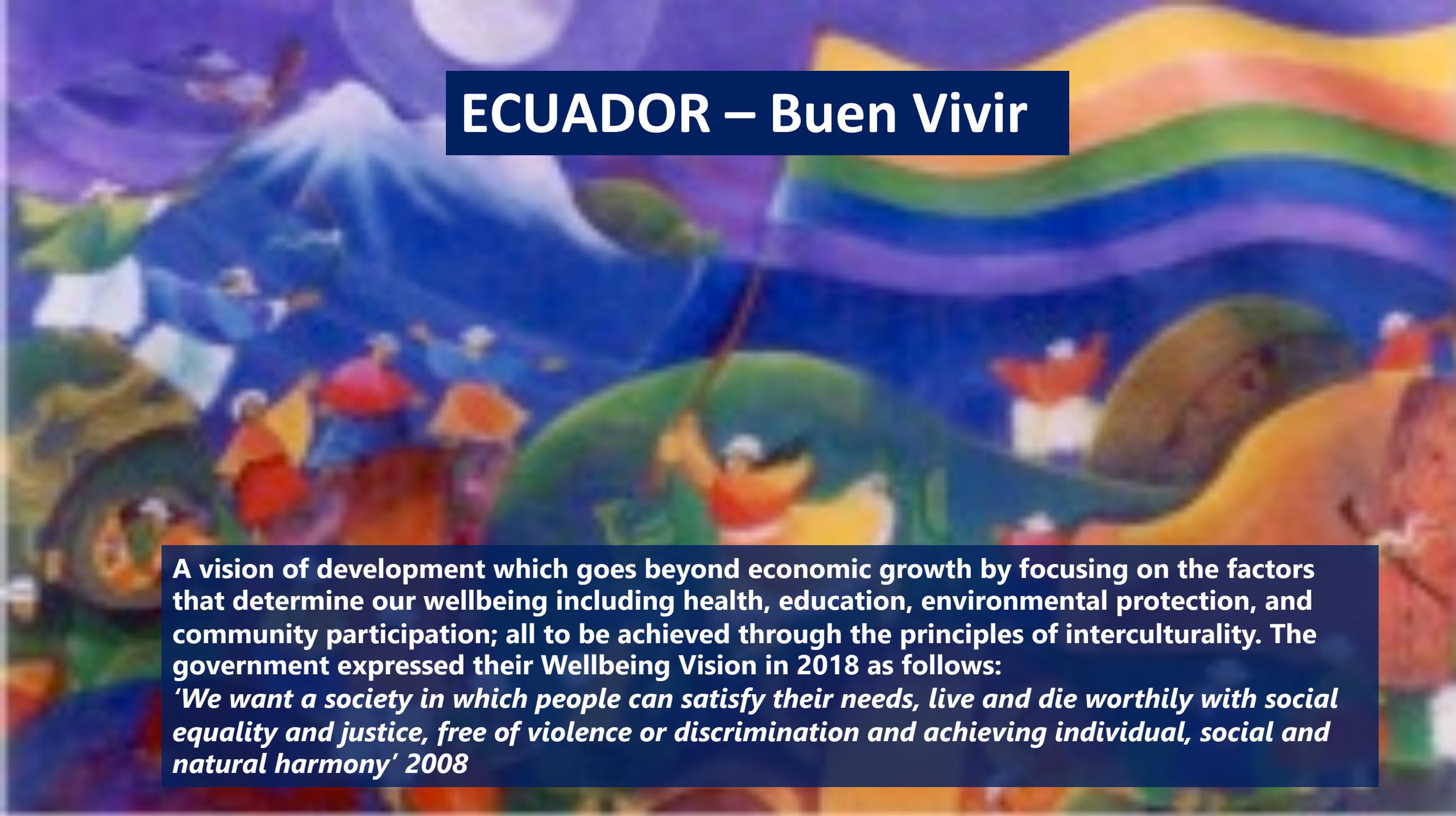
In 2015, over 200 national dialogue events in every region of Germany were held, with the Chancellor and first ministers being invited to engage in wellbeing discussions. Those who were not able to attend in-person events were invited to participate online or by returning a postcard that had been mailed to all residents. A total of 15,750 participants took part in the national dialogue. Over 400 different topics and areas important for wellbeing were identified.



'Our life': health, work, education, income, and the time we have available.

'Our surroundings': where we live, infrastructure and mobility in our cities and rural areas, security, and social cohesion.

'Our country', which forms the national and international framework and relates to the economy and environment, being able to live in freedom and equality, and the concerns of citizens about peace and Germany's responsibilities in the world.

The background is a vibrant, colorful mural. It features a central figure of a person in a red shirt and white hat, possibly a farmer or worker, holding a staff. To the left, there are stylized mountains in shades of blue and purple. To the right, a large, multi-colored rainbow arches across the scene. The overall composition is rich and celebratory, representing the 'Buen Vivir' concept.

# ECUADOR – Buen Vivir

**A vision of development which goes beyond economic growth by focusing on the factors that determine our wellbeing including health, education, environmental protection, and community participation; all to be achieved through the principles of interculturality. The government expressed their Wellbeing Vision in 2018 as follows:**

***'We want a society in which people can satisfy their needs, live and die worthily with social equality and justice, free of violence or discrimination and achieving individual, social and natural harmony' 2008***

# WALES – Measuring the right things the right way



**In 2015, Wales put forth a Wellbeing Vision of improving 'the way in which decisions are made across specified public bodies in Wales, so that Wales became prosperous, resilient, healthier, more equal and globally responsible, with a vibrant culture and thriving Welsh language'.**

# Utah – How we grow matters

A photograph of a natural rock arch in a desert landscape. The arch is made of reddish-brown sandstone and frames a view of a sunset sky with scattered clouds and a crescent moon. In the distance, another smaller rock arch is visible. The foreground shows the rugged texture of the rock.

**‘Envision Utah’ successfully developed a publicly supported ‘Quality Growth Strategy’, which outlined a plan to protect the environment, maintain economic vitality, and promote quality of life. The achievements of ‘Envision Utah’ have been impressive, from reduced carbon emissions to smarter land-use, and illustrates how articipatory strategy design processes can help shift public opinion and foster greater trust in government for transformative change.**

# NEW ZEALAND – Managing trade-offs through a just transition





# **NEW ZEALAND – Managing trade-offs through a just transition**

**Built an understanding of potential pathways to transform the economy to create lower emissions;  
Identified, created, and supported new opportunities, new jobs, new skills, and new investments that will emerge from the transition;  
Better understand how the transition might impact different communities, regions, or sectors; and  
Make choices about how to manage these impacts in a just and inclusive way.**

An aerial photograph of a dramatic Icelandic landscape. A dark asphalt road curves along the edge of a calm, greyish-blue lake. In the background, jagged, dark mountains rise against a sky with soft, wispy clouds. The foreground shows patches of green grass and small ponds. The overall scene is serene and majestic.

## ICELAND – Policies through a Wellbeing Lens

**“Fifty years have elapsed since Robert Kennedy rightly said that GDP measures everything except that which makes life worthwhile. Economics is nonetheless still centred on the measurable, dividing government outlays into two categories: expenses and investment. This dualism classifies money spent on physical infrastructure as an investment and, therefore, worthy of public monies. On the other hand, social infrastructure (e.g., childcare, healthcare, education) is branded as expenses or operating costs, preferably the first in line to be cut. Yet, these are the structures that sustain us from (before) birth to death and create the conditions that make life worthwhile.”**

**Katrin Jakobsdottir, Prime Minister of Iceland**

# SCOTLAND – WEGOV



# EDMONONTON, CANADA – Genuine Wellbeing Index





**PORT ALEGRE, BRAZIL**

**Continuous innovations in empowering policy  
design and implementation**

# LA PAZ, BOLIVIA – Neighbourhoods of the Truth



# Evaluating policy impacts on wellbeing

Improving the quality of our lives should be the ultimate target of public policies. But public policies can only deliver the best fruit if they are based on reliable tools to measure the improvement they seek to produce in our lives”

*Ángel Gurría, OECD Secretary-General*



# Implementing wellbeing economy policies

We have important work ahead of us. But I have no doubt that together, we will get to a world that leaves no one behind – a world where promises made are promises kept, for people and planet, for human rights, and for human dignity.” *Amina J. Mohammed, Deputy Secretary General, United Nations*



# Wellbeing Economy Policy Design Guide

How to design economic policies  
that put the wellbeing of people  
and the planet first



**WELLBEING  
ECONOMY**  
ALLIANCE

# WELLBEING ECONOMY Building Prosperity in Societies, Neighbourhoods & Communities

