



A wellbeing economy: from survival & coping to system change

GCPH

March 2020

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Wellbeing Economy Alliance

The 2 “SCs” of wellbeing

1 Survival & coping

2 System change



Audi
Nederland

Time for a new system?



CULTURE OF INDEPENDENT JOURNALISM
Politics TV More

60p
REUTERS

My Summer
Body Isn't
Ready Yet!
It's our future

MAKE THE
EARTH
COOL
AGAIN
YOU CAN'T COMB OVER
CLIMATE CHANGE

I'm sure the
dinosaurs thought
they had time too

s said on

extinction

Unsafe
growth

'The experience of recent years has shown us that climate change & extreme weather events have already impacted many aspects of our environment & our society, including

- buildings & property
- health
- Agriculture
- Forestry
- Transport
-

New Research Means 2500 Deaths a Year in Scotland are from Air Pollution

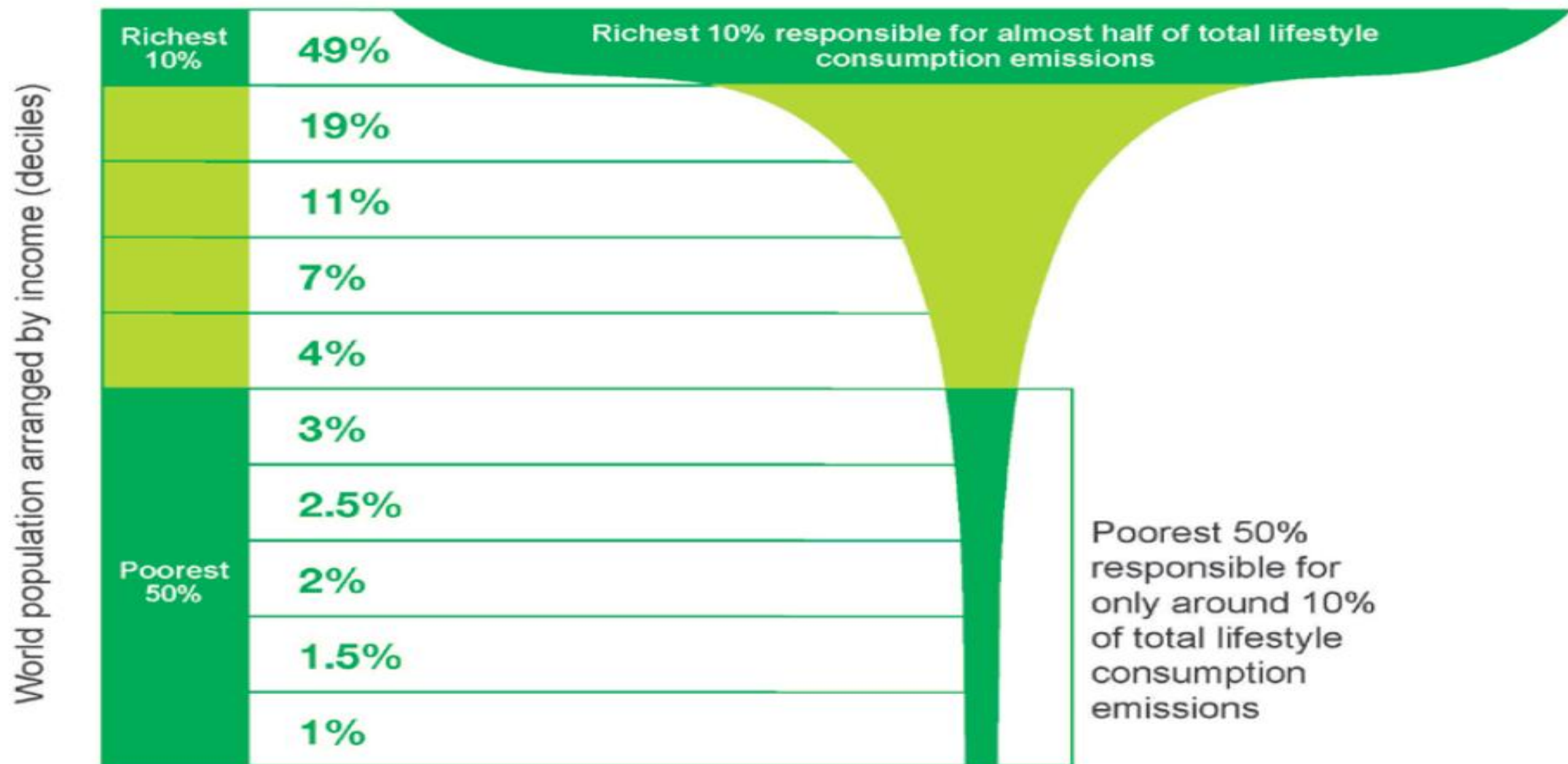
23rd February 2016



**Anthropocene?
Or plutoocene?**

Figure 1: Global income deciles and associated lifestyle consumption emissions

Percentage of CO₂ emissions by world population



An
unevenly
shared
harvest



THE FUNDAMENTALS
OF THE ECONOMY
ARE GOOD.

BUT I'M NOT
EARNING ENOUGH
TO SURVIVE!

THAT ISN'T
ONE OF THE
FUNDAMENTALS.

WORKING YOURSELF TO
DEATH IS OPTIMUM.

How are the 'fundamentals' in Scotland?

- **Top 1% more wealth than bottom 50%***
- **1mn in poverty***
- **Rising in-work poverty**
- **Rising suicide[△]**
- **CAS (survey respondents): 21% day with no food b/c lack of funds**

Since 1995 $\frac{3}{4}$ of all wealth accumulated
because of house price rises & increased
rents

- Laurie Macfarlane

...for money.
"Money work for them."
- Robert Kiyosaki

Ah yes...
the economy
has never been
healthier

And the drugs
needed to
cope with it
have never been
more affordable..

**Growth
that
hurts**



A background image showing a dark, rocky cliffside on the right side, with a vibrant rainbow arching across the sky from the right towards the center. The overall scene is dimly lit, suggesting dusk or dawn.

Yes progress:

- **Mothers & babies surviving**
- **Diseases eradicated**
- **Life expectancy rising**
- **Illiteracy falling**

But if & when...

So what's going on?

Growth-based
economies losing
their relevance....?

Not amongst politicians...

- **Want to boost growth rates to 2.8% a year – Savid Javid prior to Brexit**
- **“[Human rights are] not one of our top priorities...prosperity agenda is further up the list” – Sir Simon McDonald (Head of UK Diplomatic Service)**
- **“...deregulating, lowering taxes & supporting free-market policies...the soaring Trump economy is here to stay” – Trump team**
- **“biggest infrastructure investment in a generation...preparing for climate change & helping to grow the economy” – Grant Robertson, Finance Minister of NZ**
- **“This Budget will support growth in our economy...must also build a wellbeing economy –values growth but which strives to be inclusive & fair” – Kate Forbes**

AT LEAST WE'VE
STILL GOT THE
ECONOMY...

Dolly.

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&
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We need to be fair weather
friends of growth

not

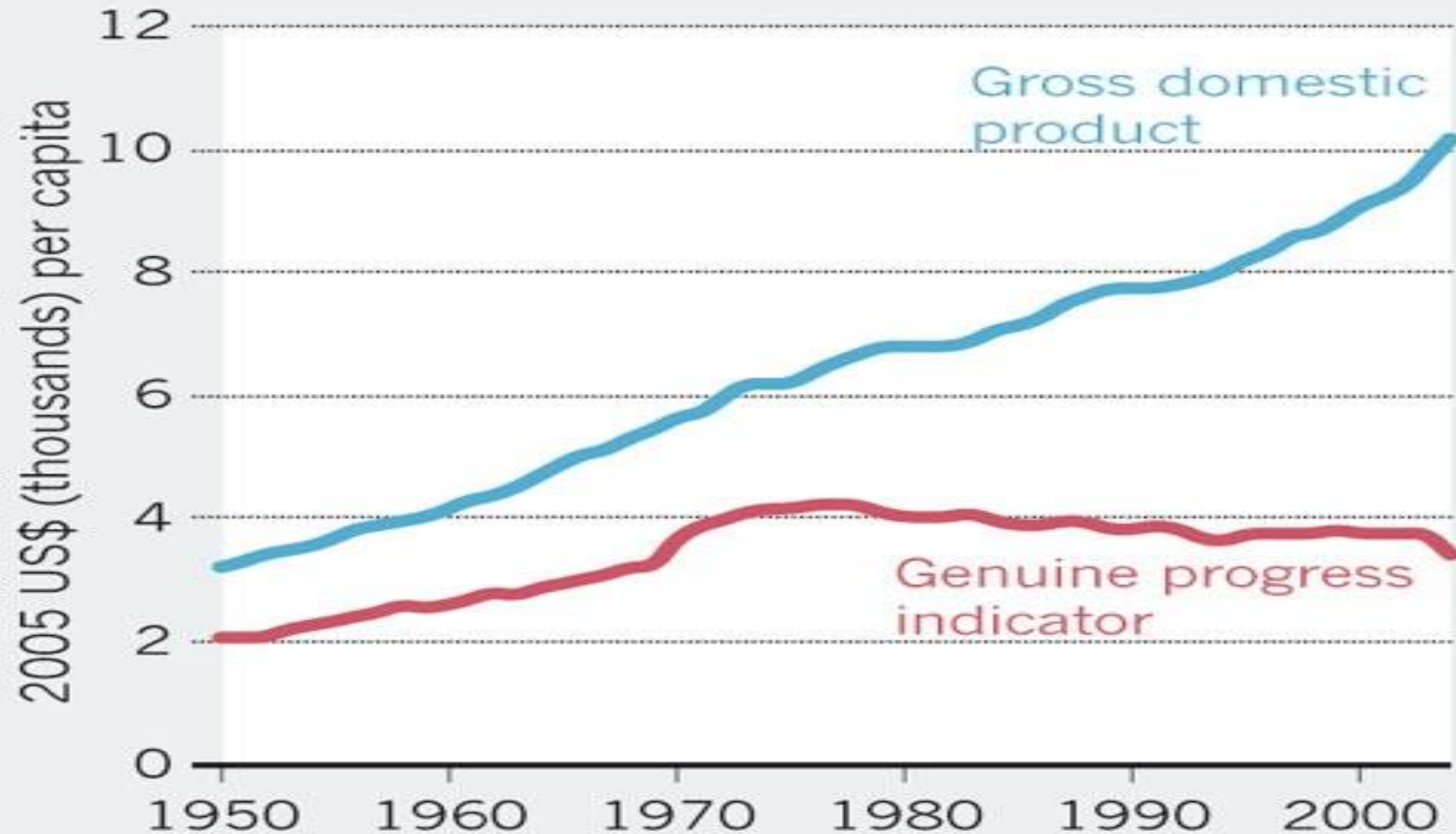
its ever-faithful followers...

1: Diminishing marginal returns



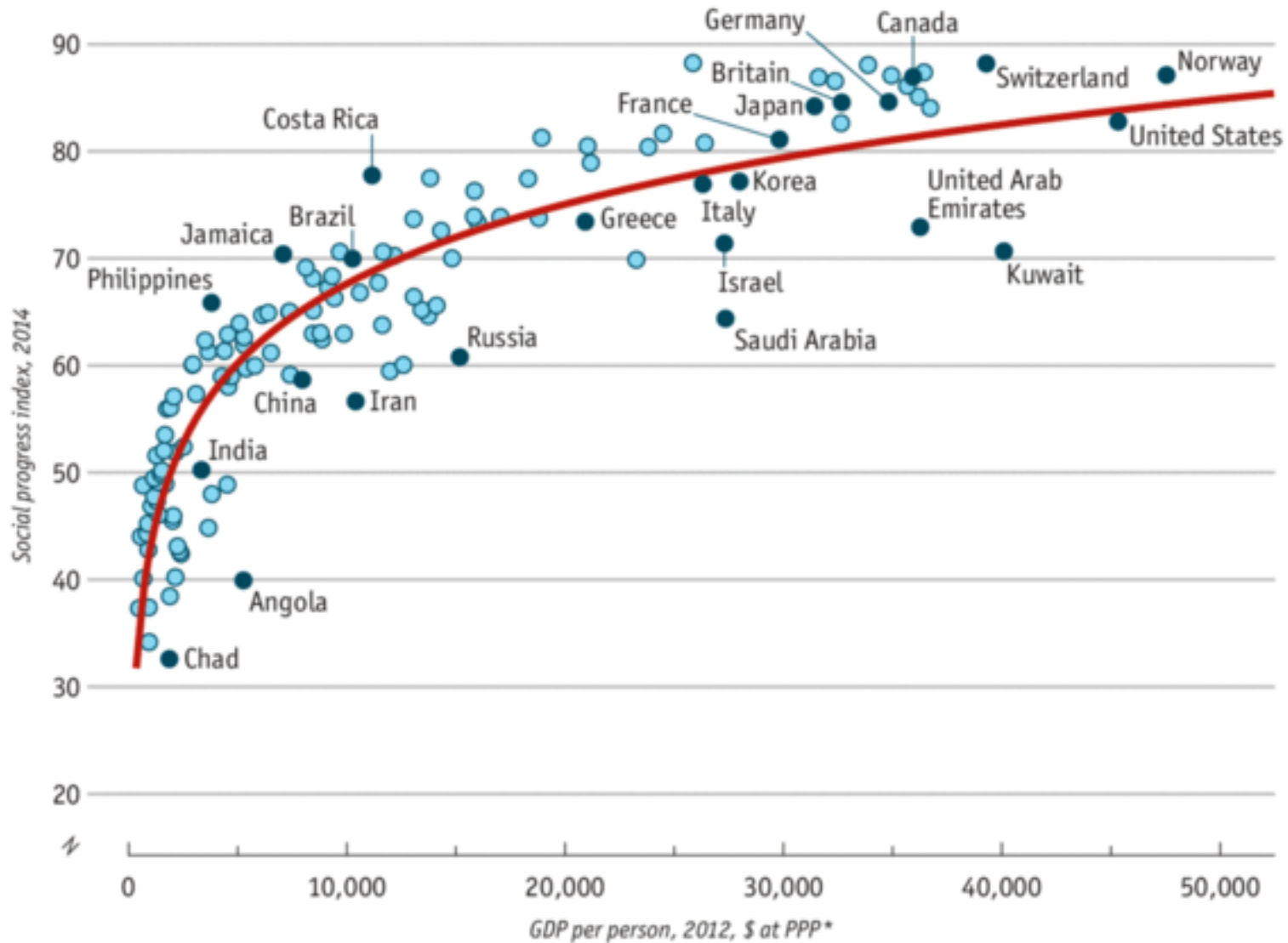
GENUINE PROGRESS FLATTENS

World GDP has soared since 1950, but a metric for life satisfaction called GPI has not.



Measuring development

Social progress index and GDP per person



Source: Social Progress Imperative

*Purchasing-Power Parity, 2005 prices

2: Failure demand





Credit: Shane Chalker



Credited to United Way of the Columbia-Willamette

3: Pseudo satisfiers



Ray-Ban

GENUINE SINCE 1937

It's not where you belong, it's about being proud of it.

#PROUDTOBELONG



The Guardian

Sleepers to be offered stab-proof coats that turn into sleeping bags

The garments, made by Red Dragon, could rolled out initially in south Wales

[theguardian.com](https://www.theguardian.com)

A busy city street with many pedestrians and buildings. The street is filled with people walking, and there are various signs and banners visible. The buildings are tall and have a classic architectural style. The sky is blue with some clouds.

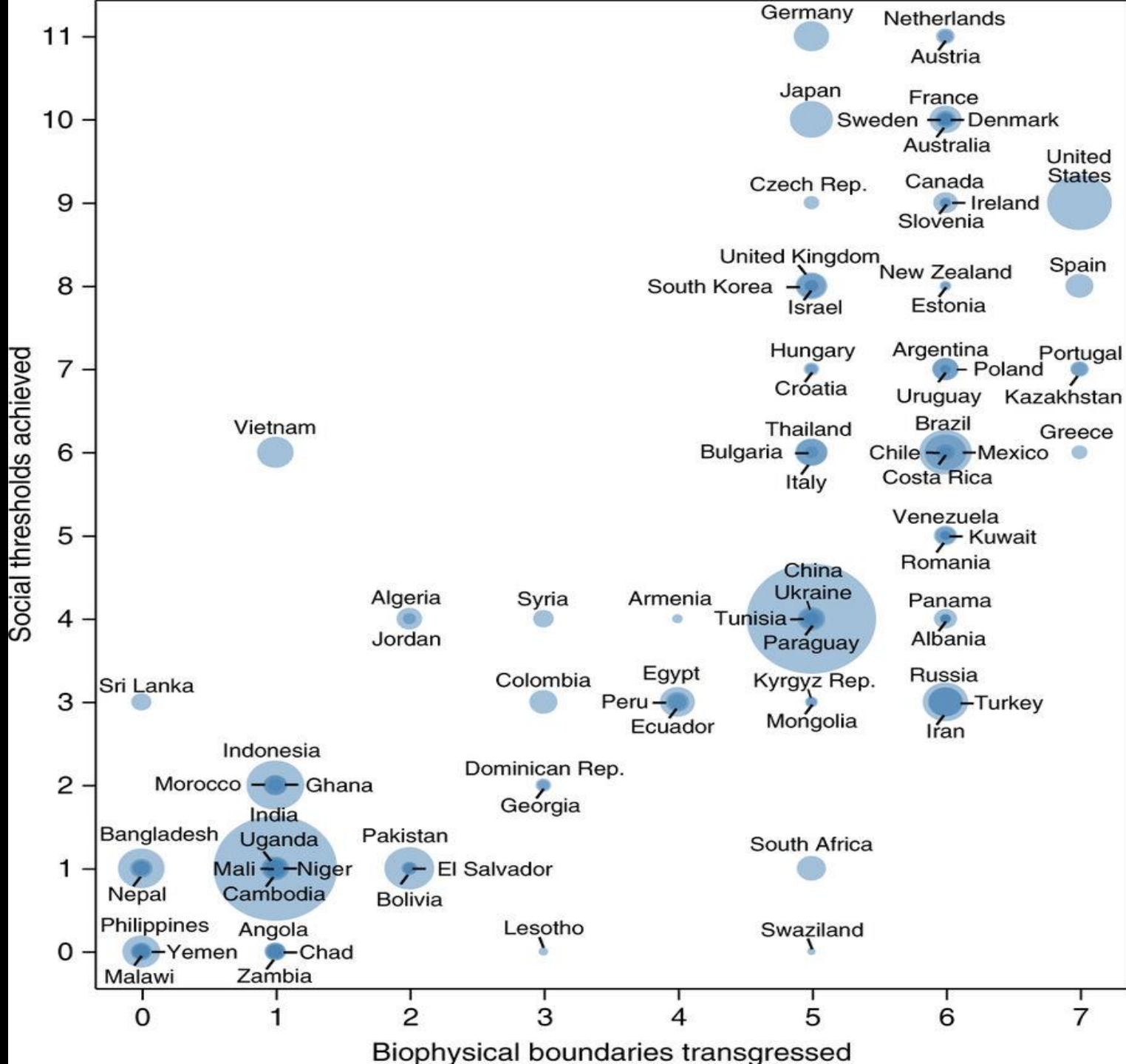
People know things need to change (Edelman 2020):

- Majority in every developed market believe won't be better off in 5yrs
- Over half (globally) believe capitalism doing more harm than good
- Growing sense of inequity & unfairness: institutions increasingly serve interests of the few

‘There should be celebration of the remarkable progress that enabled many...to reach min standards of human development.

...But continuing the policies that led to these successes alone is insufficient’

- UN Development Report, 2019



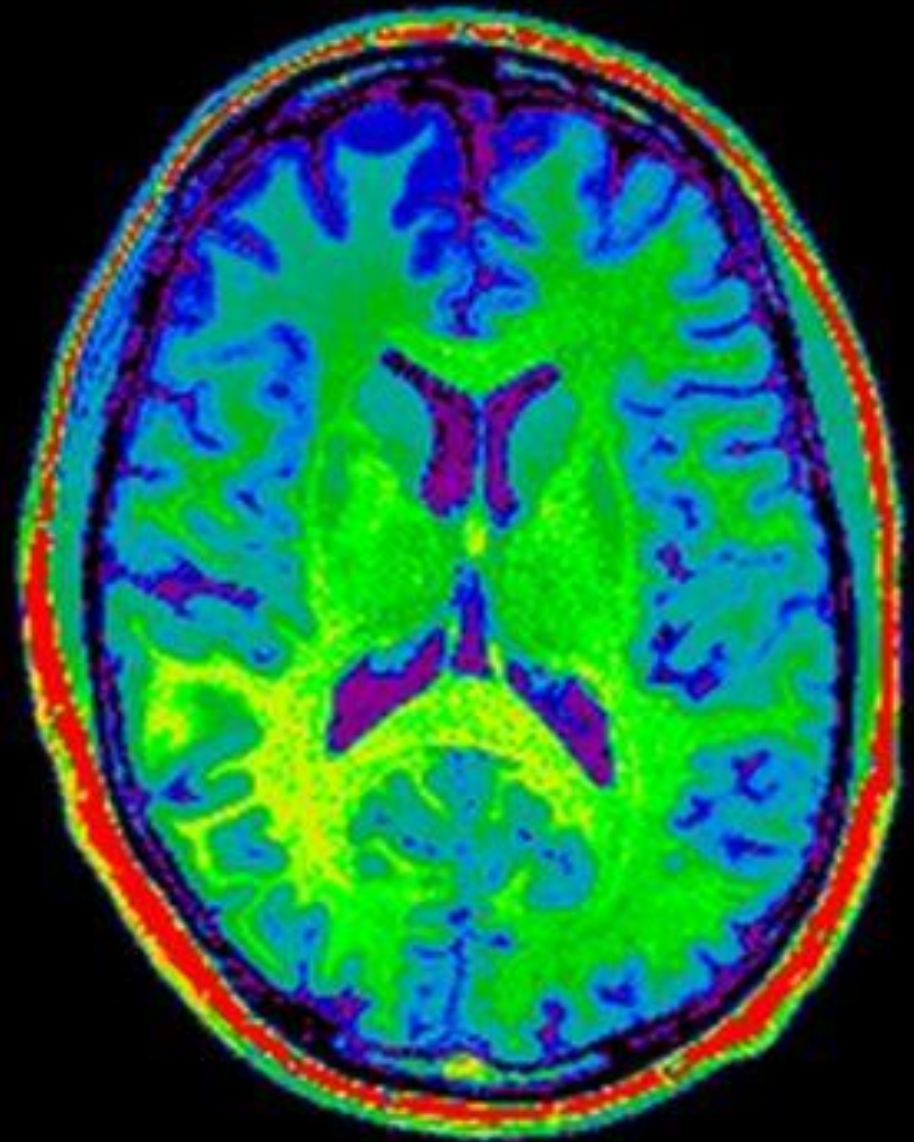
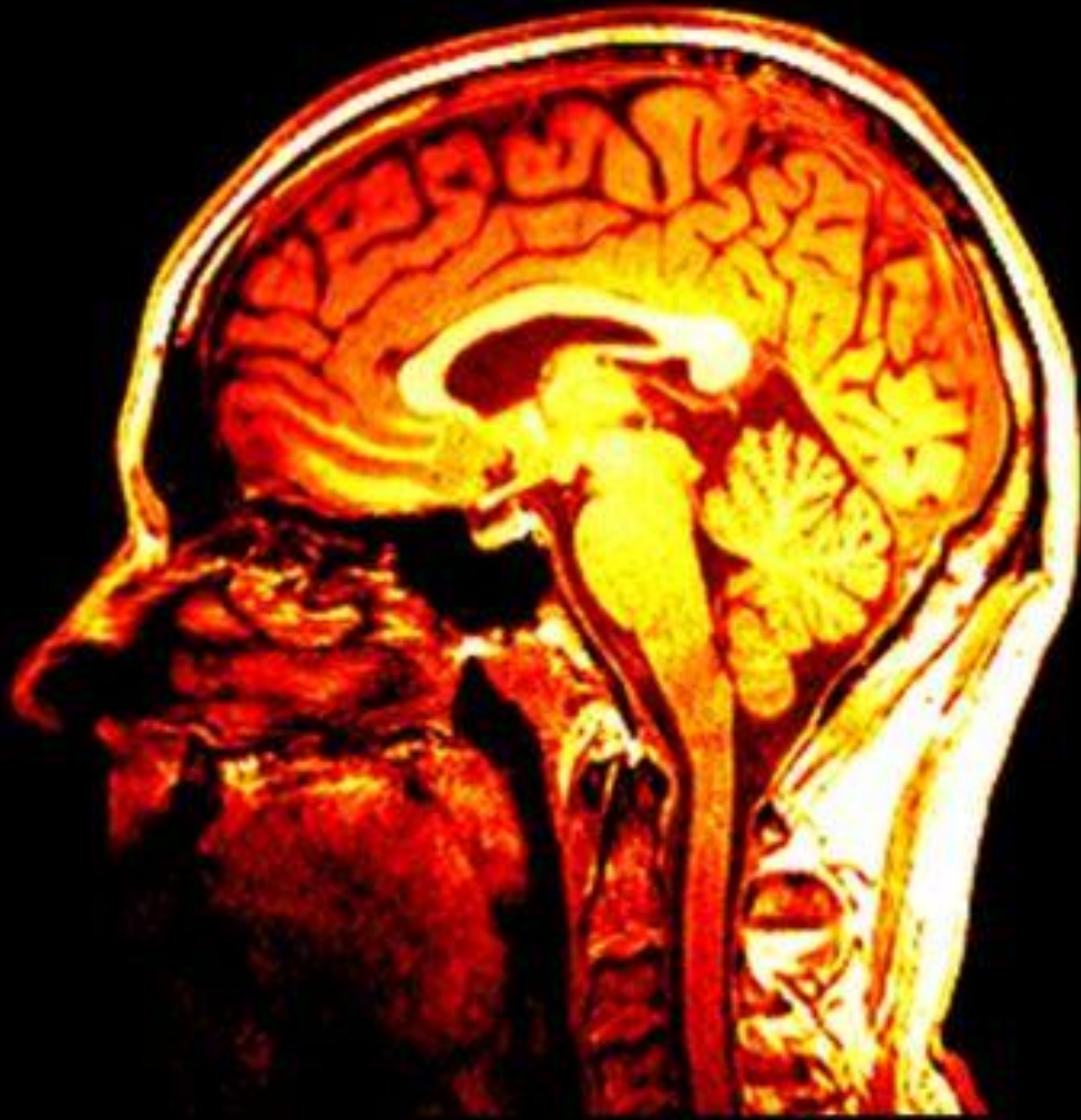
Instead?

Recognise the possibility of Arrival....

Need now to make ourselves at home:

by building a wellbeing economy









Common values

Fundamental needs



We all need...

CONNECTION

A sense of belonging and institutions that serve the common good



We all need...

PARTICIPATION

Citizens are actively engaged in their communities and locally rooted economies



We all need...

NATURE

A restored and safe natural world for all life



We all need...

FAIRNESS

Justice in all its dimensions at the heart of economic systems, and the gap between the richest and poorest greatly reduced

= core elements

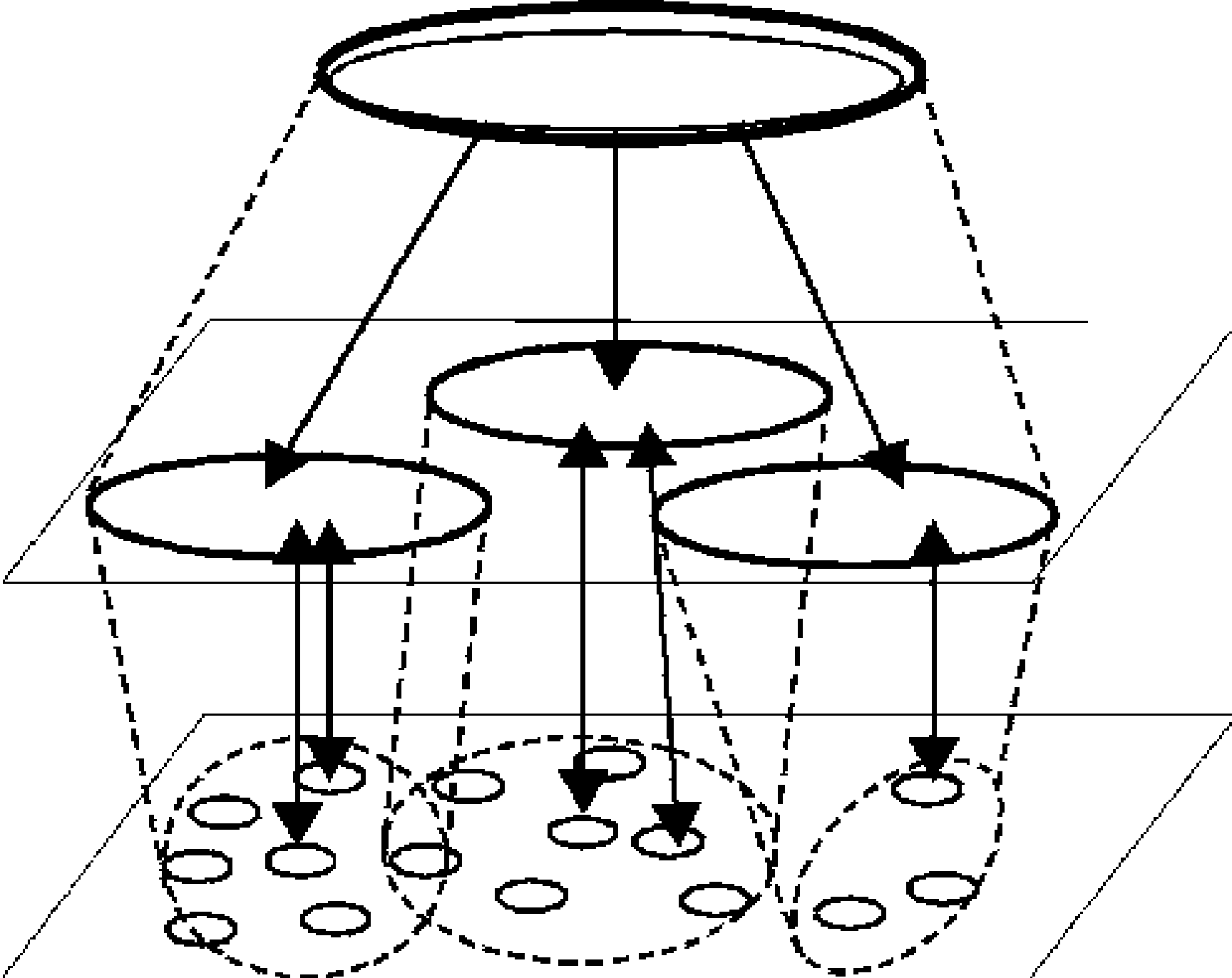


We all need...

DIGNITY

Everyone has enough to live in comfort, safety and happiness

Building an economy in service of these needs?



Macro-level
(landscape)

Meso-level
(regimes)

Micro-level
(niches)



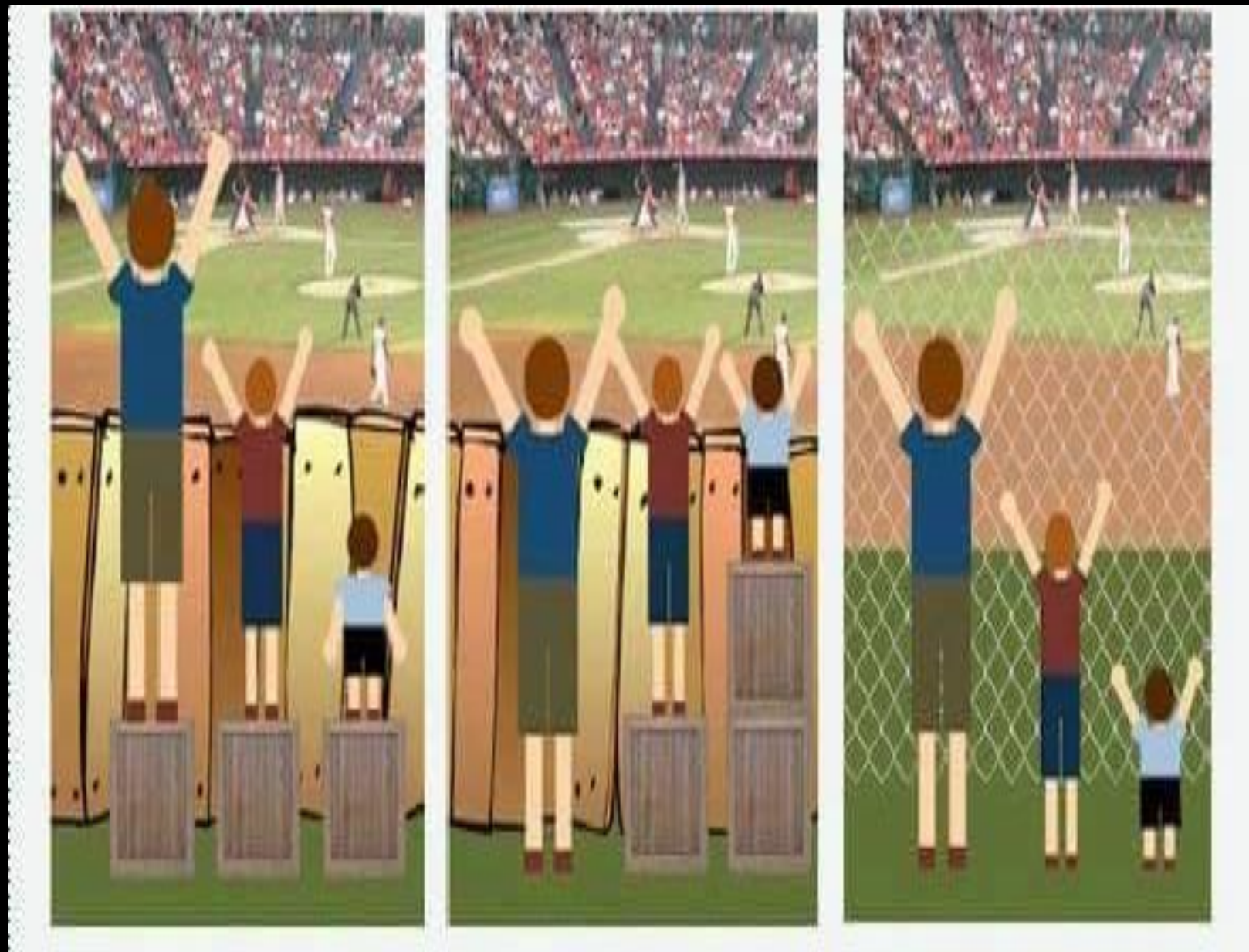
KEEP
CALM
AND
SET NEW
GOALS

A woman with her hair in a bun, wearing a white sports bra and black leggings, is seen from behind, lifting a barbell with weights. She is in a gym setting with a brick wall and a squat rack. The text is overlaid on the image.

Getting the economy to do more of
the heavy lifting

*Via predistribution,
foundational economy,
full cost accounting
etc*

From relying on
fixing, healing &
redistributing
to
getting it right
in the first place





OLD WAY



NEW WAY

Homes & housing

From:

- Uninsulated & energy inefficient
- Rationed by price
- Used as investment devices by rentiers

To:

- Sustainable design
- Co-housing
- More publicly & community-owned

Work, in-work poverty & earnings

From:

- In-work tax credits
- Large gaps between highest & lowest paid
- Specialization & atomization
- Workers 'just in time inventory' & a cost to be reduced

To:

- Workers treated as human beings
- Purposeful jobs, tasks shared, autonomy devolved, scope to follow through
- Work shared = equality & time for other activities
- Workers owning the business = share of value they create
- Wages better reflect social value + lower ratio between highest & lowest paid

Mental health in the workplace

From:

- Reliance on individual coping strategies without attending to design of jobs & causes of stress
- Employees treated as 'on-demand' disposable inputs: costs to be minimised
- Culture of hierarchy & overwork

To:

- Jobs designed to deliver autonomy, control, relatedness & sense of purpose
- Task rotation, ability to see a process through, effort rewarded
- Sufficient & secure income & hours

Mindsets

From:

- There is no alternative to business as usual

To:

- Thousands of alternatives exist
- It's in our power to design economies differently
- Economies should have human & environmental wellbeing as their goal

**Chinks of light:
pioneers
& prototypes?**

Better work
Better businesses
Greener cities





Collaborative and Circular economy

Credit: [Islayinfo.com](https://www.islayinfo.com)

The logo features the text 'WEEGo' in a bold, blue, sans-serif font. To the right of the text is a cluster of six colored circles: a large yellow circle at the top, a medium purple circle below it, a medium green circle to the right, a small green circle above the yellow one, and a small purple circle below the purple one.

WEEGo

Wellbeing Economy
Governments

“GDP has too often come to be seen not just as an indicator of a country’s wealth, but as the main measure of its success...

there is a growing realisation that we must give much greater priority to...quality of life...”

– Nicola Sturgeon

7 tips for a wellbeing economy: the WE approach

1. Lean on incentives
2. Surf silos
3. Take shifting costs seriously
4. Sequencing matters – so get it right
5. Be lazy. But not stupid
6. Recognise when the job is done
7. Go with the grain of human nature: not what advertisers want it to be

Moments of change





Credit: Jordi Chias



Credit: Mallacoota pic taken by
Finn's mother Allison Marion

Thank you!

wellbeingeconomy.org

