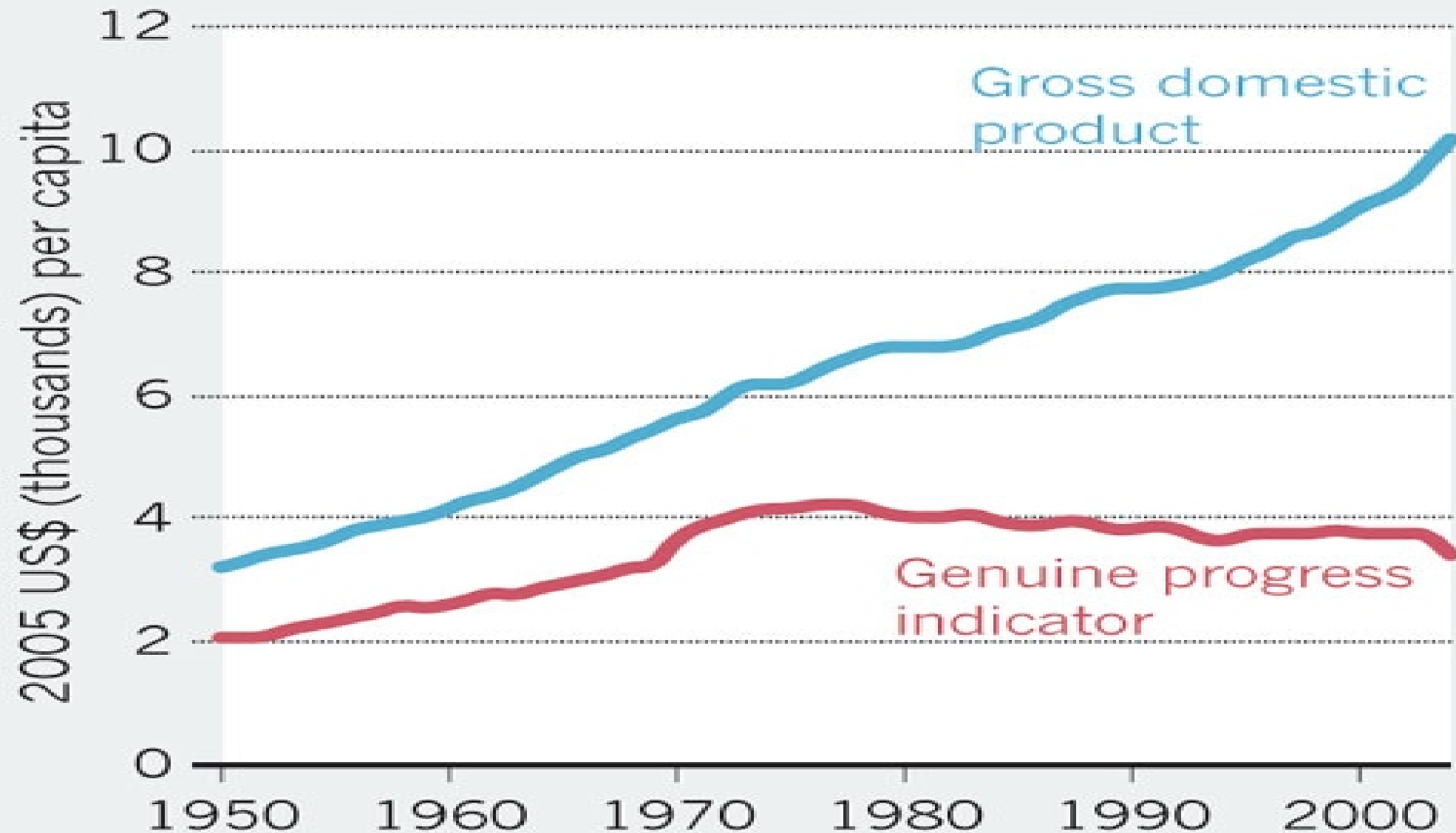


Pioneering policy makers:
for an economy that puts
people and planet first.

Dr Katherine Trebeck
Wellbeing Economy Alliance

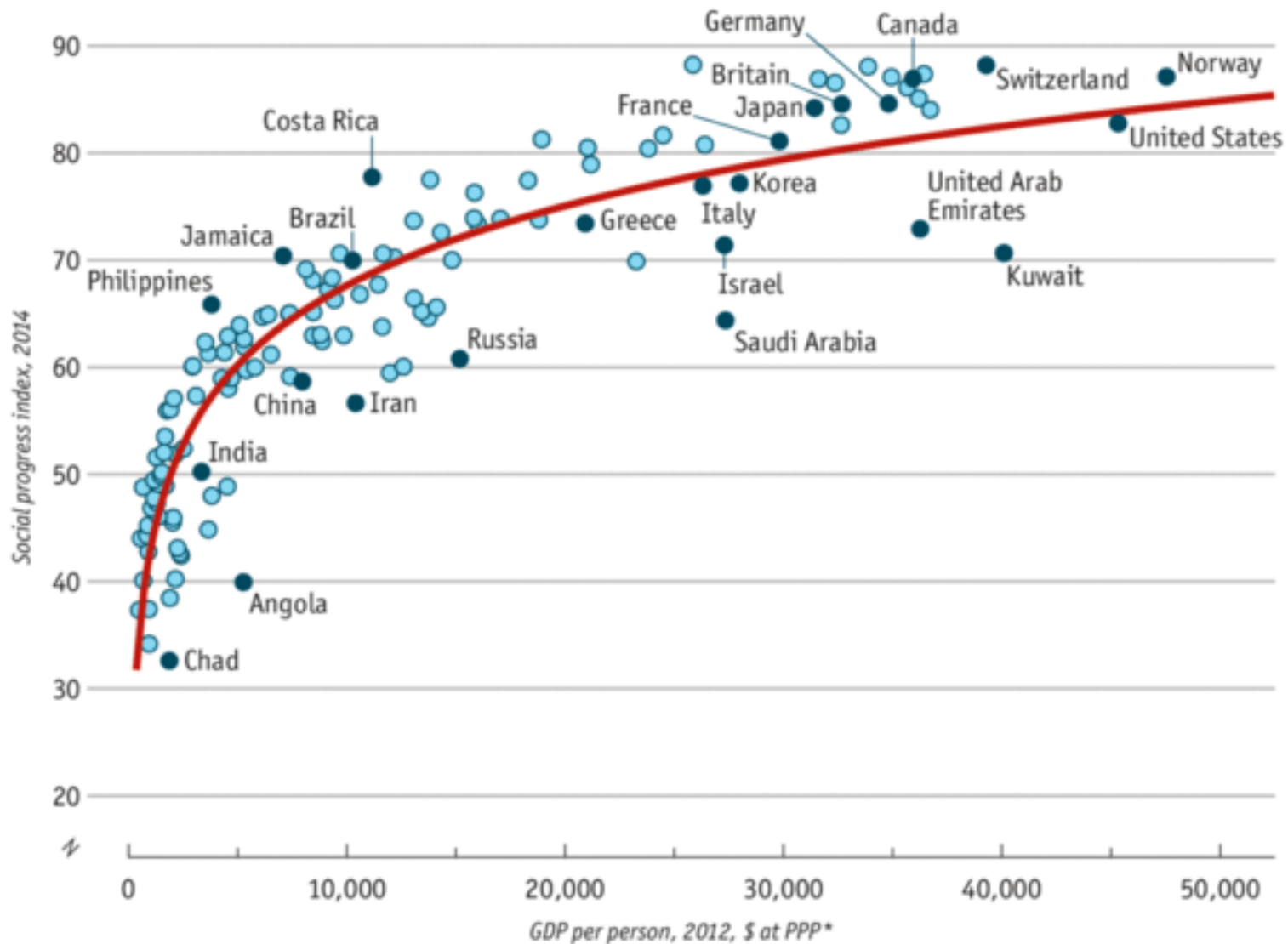
GENUINE PROGRESS FLATTENS

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



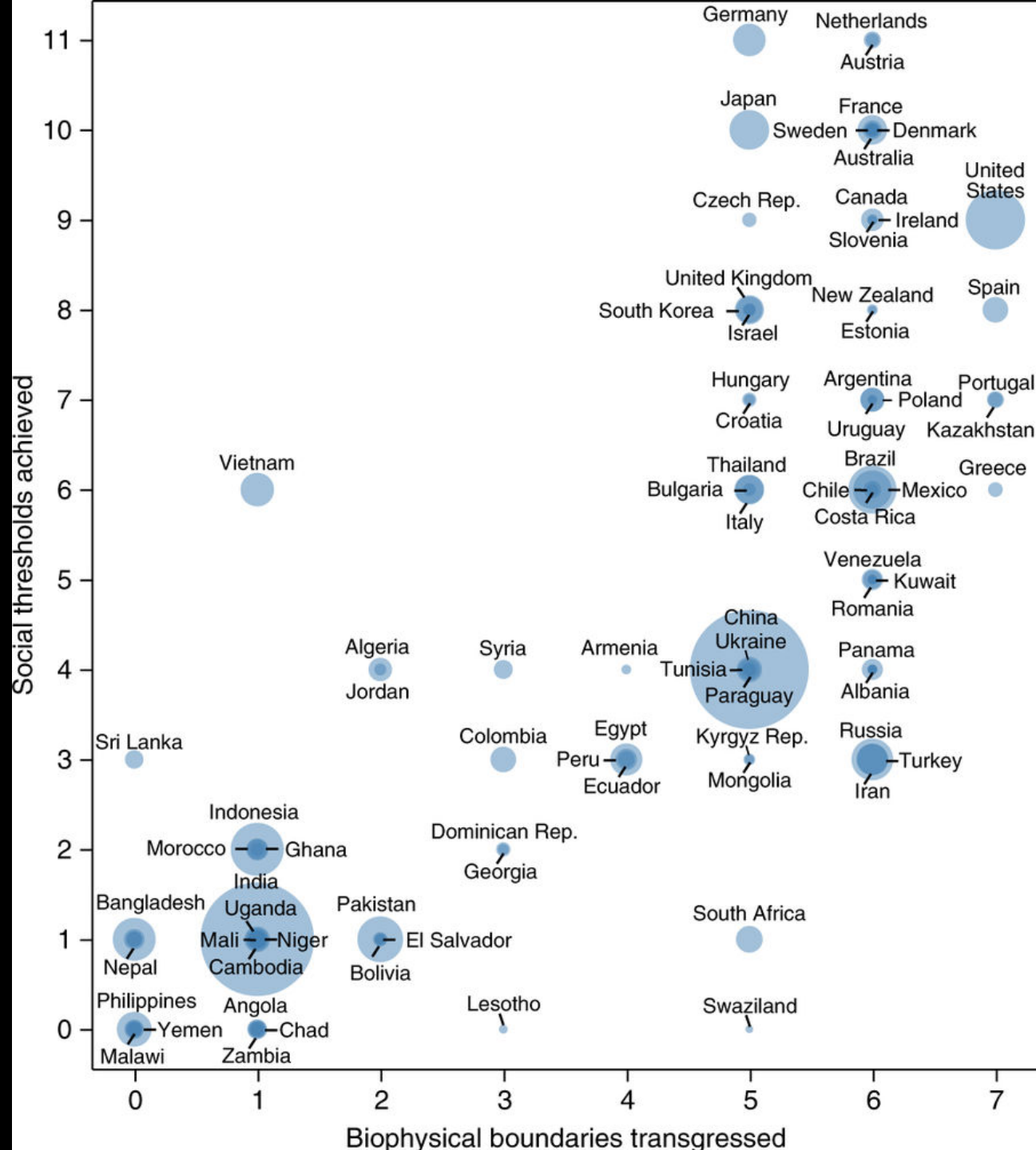
Measuring development

Social progress index and GDP per person



Source: Social Progress Imperative

*Purchasing-Power Parity, 2005 prices



“...[the current economic system] is

not a success

...In short, we dislike it, and we are beginning to despise it.

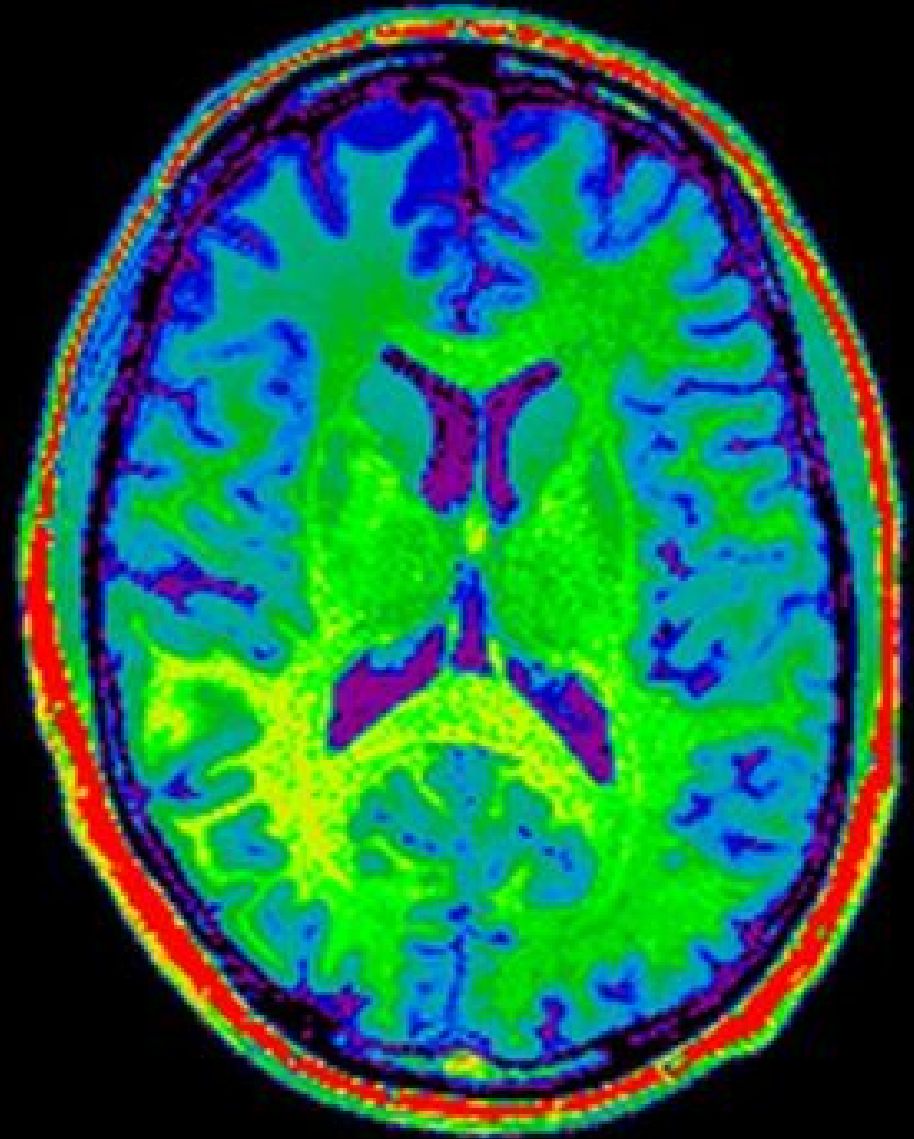
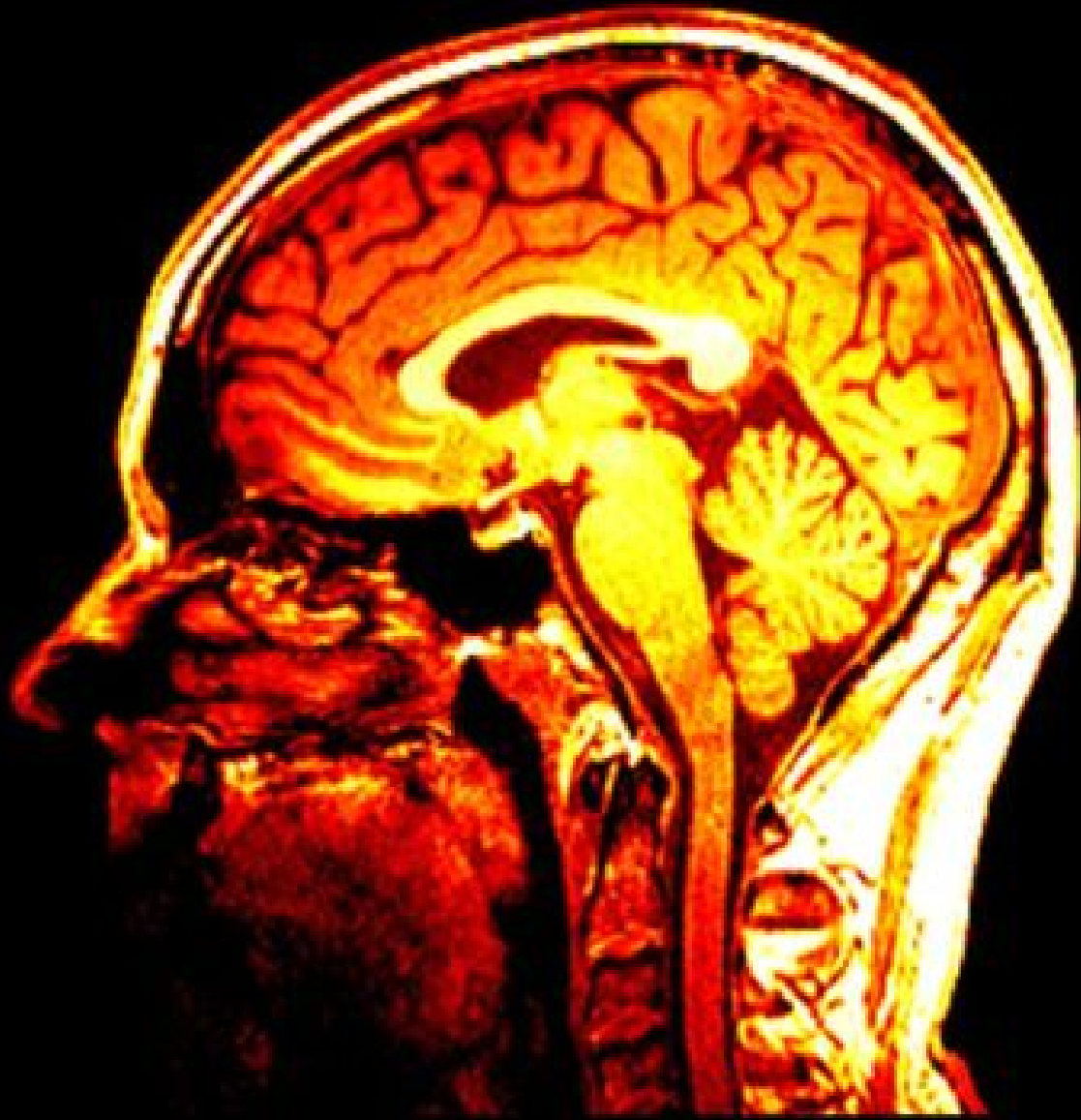
But when we wonder what to put in its place,

we are extremely perplexed”

- Keynes in 1933

doesn't deliver the goods...





Wellbeing Economy?



- Collective Wellbeing: People & Planet**
- Fundamental Human Needs Met**
- Resources Shared Fairly**
- Economy Embedded In Society & in Nature**

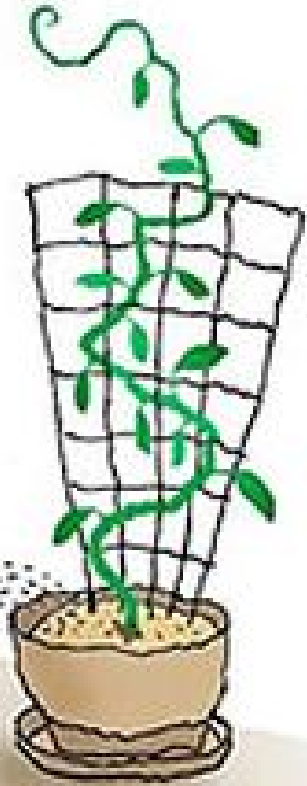
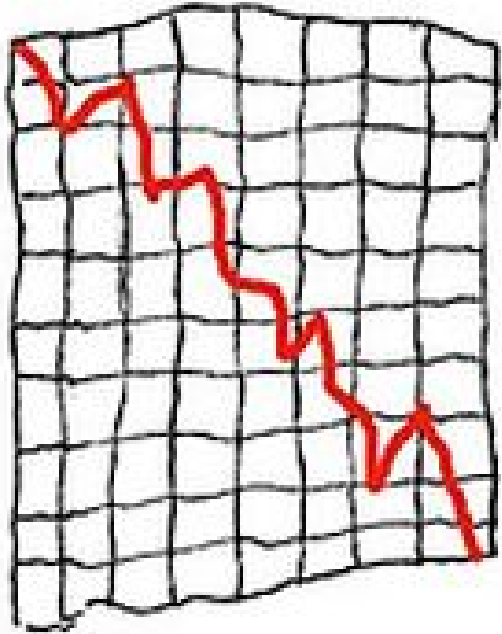


EQUALITY VERSUS EQUITY



**From relying on fixing, healing
and redistributing
to
getting it right in the first place
via predistribution
& economic democracy**





Leunig

Some way markers (there are many more!)

- 1968 Robert Kennedy speech
- 1972 Club of Rome publishes *The Limits to Growth*
- 1972 Bhutan King declares GNH more important than GDP
- 2008 GFC
- 2009 Stiglitz, Sen, Fitoussi report for President Sarkozy
- 2012 UN report on a New Development Paradigm
- 2015 SDGs agreed
- 2018 238 academics call for EU Stability & Wellbeing Pact
- 2018 OECD Group on Measurement of Economic Performance & Social Progress
- 2018 WEGo launched
- 2018 young people come out of school & stand up for their future
- 2019.....?

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 small green circle at the top, a large yellow circle below it, a medium purple circle to the right of the yellow one, a medium green circle below the purple one, a small purple circle at the bottom, and a small green circle to the right of the bottom purple one.

WEEGo

Wellbeing Economy
Governments

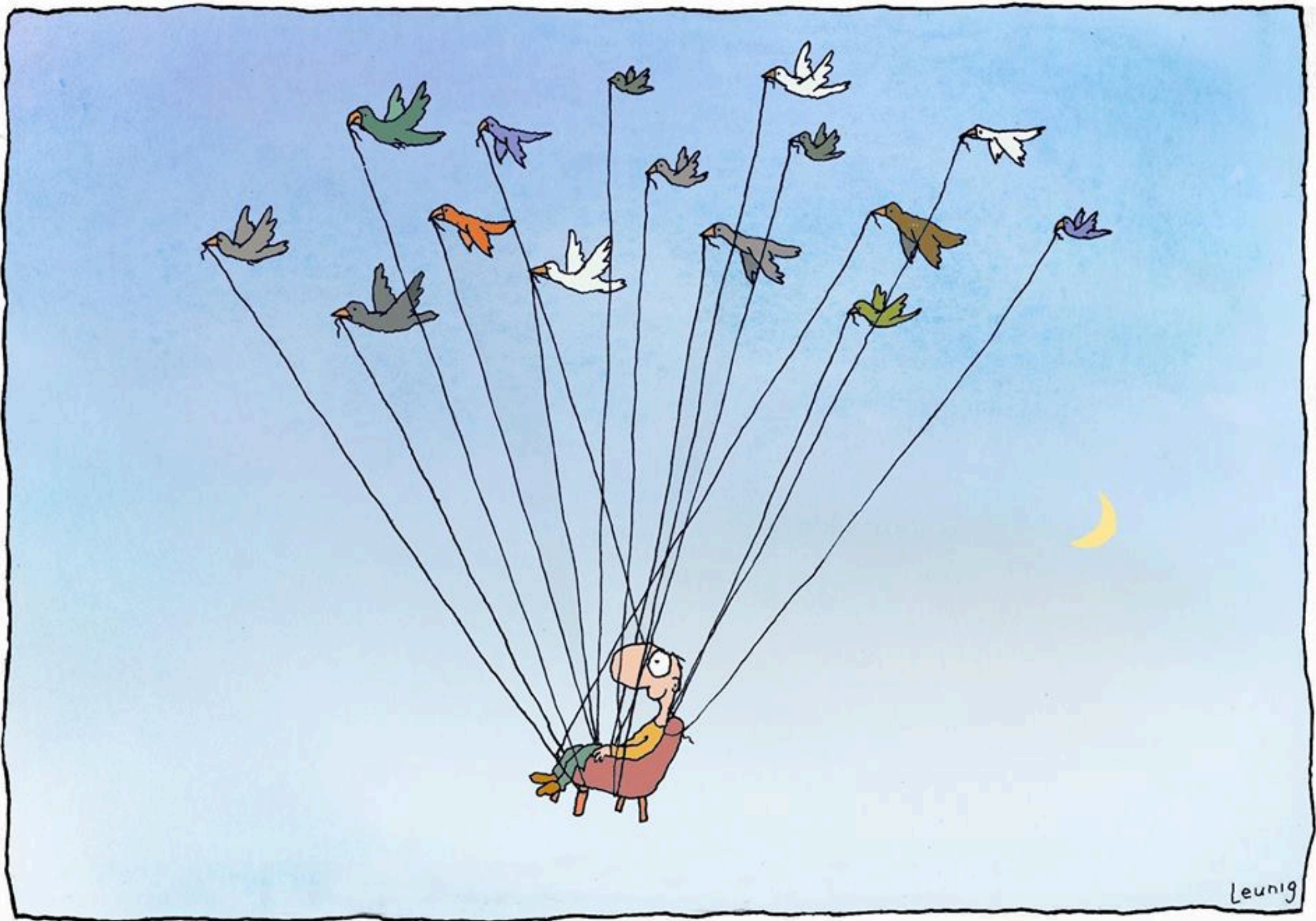


WEGO:
Wellbeing Economy
Governments

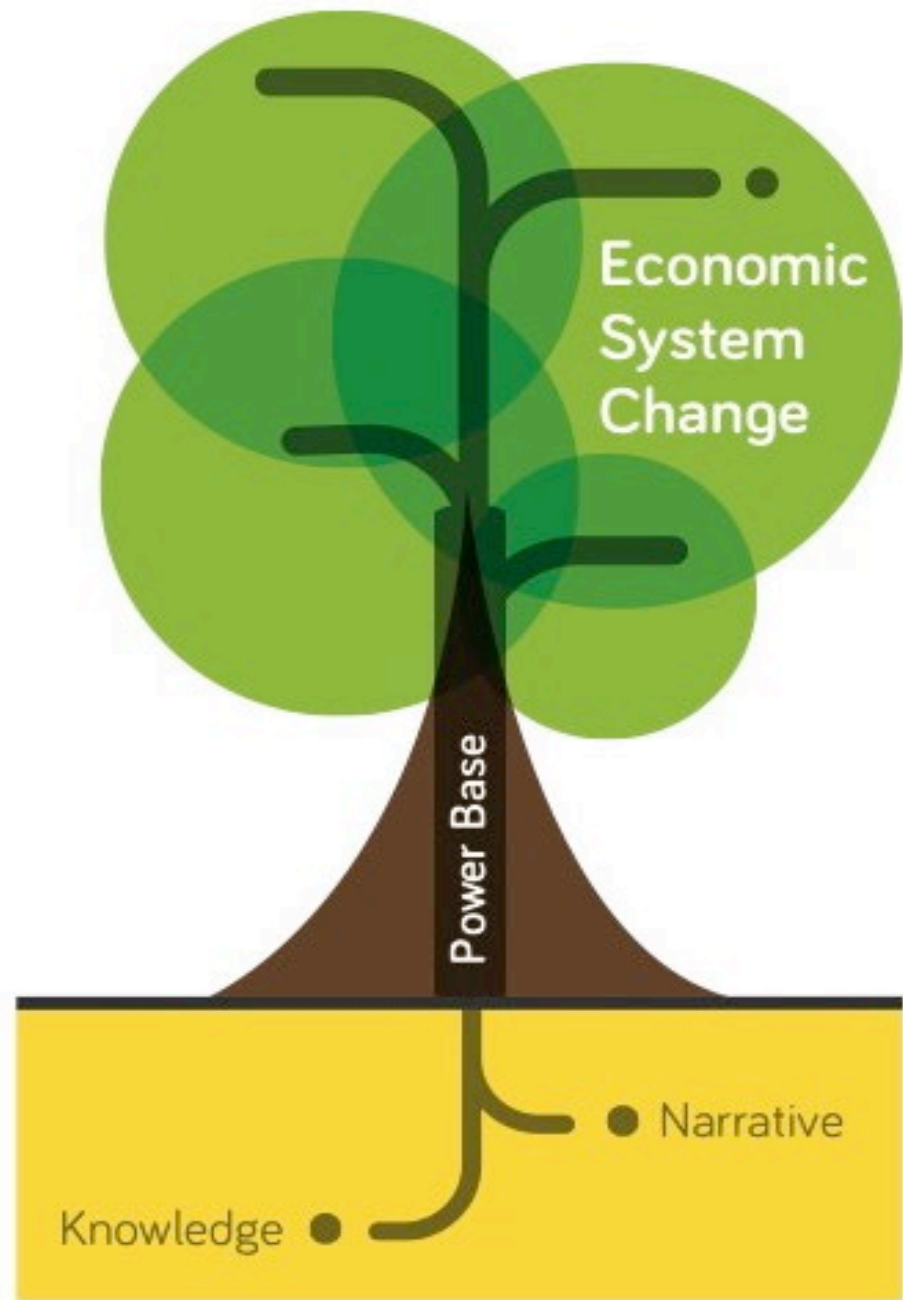
Press
is the UN's
original ob



**WELLBEING
ECONOMY**
ALLIANCE



Leunig



**Wellbeing
Economy
*Alliance***

Connecting
Members
Amplifying
Profiles
Increasing
Impact



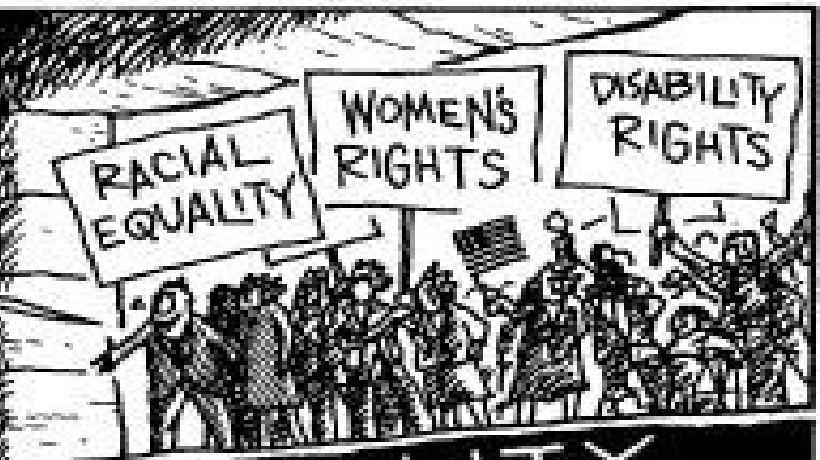


WHO DID YOU NOTICE MORE?

Be Different.

AUTH

NEVER FORGET.
SETBACKS ARE
MERELY TEMPORARY.



EQUALITY

ACCEPTABLE

OFFENSIVE

ILLEGAL

RIDICULOUS

UNIMAGINABLE

YOUR LITTER PLEASE

LITTER

Organisation Members

- [Action for Happiness](#) | UK
- [Action for Sustainability & Prosperity](#) | Global
- [African Transformative Leapfrogging Advisory Services \(ATLAS\)](#) | Ethiopia
- [Asociación para el fomento Economía del Bien Común](#) | Chile
- [B Corps](#) | Global
- [BIKConsulting](#) | Spain
- [B Team](#) | Global
- [Capital Institute](#) | Global
- [Cancita](#) | Denmark
- [Circulus](#) | Sweden
- [David Suzuki Foundation](#) | Canada
- [Democracy Collaborative](#) | Global
- [Development Alternatives](#) | India
- [Economy for the Common Good](#) | Global
- [Festival Internacional de Innovación Social \(FIIS\)](#) | Chile
- [Finance Watch](#) | Global
- [Global Alliance for Banking on Values](#) | Netherlands
- [Global Wellbeing Institute](#) | USA
- [Globally Responsible Leadership Initiative](#) | South Africa
- [Green Buddy Initiative](#) | Sweden
- [Green Economy Coalition](#) | Global
- [Happy City](#) | UK
- [Impact Bridge](#) | Global
- [Impact Entrepreneur LLC](#) | USA
- [Inclusivity Project](#) | Global
- [International Humanistic Management Association](#) | USA
- [International Union for the Conservation of Nature - National Committee of the Netherlands](#) | Netherlands
- [Junction Strategy](#) | Canada
- [Kinova Tactics](#) | Spain
- [Local Futures](#) | Global
- [L4WB](#) | Global
- [Natural Capitalism Solutions](#) | USA
- [New Economy & Social Innovation \(NESI\)](#) | Spain
- [New Economy Network Australia](#) | Australia
- [Quishare](#) | Global
- [Permanently Brilliant](#) | UK
- [Post Growth Institute](#) | USA
- [Presencing Institute](#) | USA
- [Progress Namibia](#) | Namibia
- [Promoting Economic Pluralism](#) | UK
- [Proud Farm Group of Farmers](#) | Greece
- [REconomy Practitioners](#) | Global
- [Rethinking Economics](#) | Global
- [SCORAI](#) | Global
- [Sistema B](#) | Latin America
- [SmartUse Global](#) | Norway
- [Social Progress Imperative](#) | Global
- [Tellus Institute](#) | USA
- [The Association for Advancement of Sustainability in Higher Education \(AASHE\)](#) | Global
- [The Club of Rome](#) | Global
- [The Dandelion Foundation](#) | Guernsey
- [The EC Partnership](#) | Scotland, UK
- [The Equality Trust](#) | UK
- [The Next System Project](#) | USA
- [The Public Interest Network](#) | USA
- [Thriving Resilient Communities Collaboratory](#) | USA
- [WE Africa](#) | Africa

WE ALL WILL CONNECT, CELEBRATE AND AMPLIFY

On a roll....

- 5 active clusters
- Cities guide published
- WEGo launched (+ documentary being made)
- Knowledge products being published
- 10 Ambassadors recruited
- Dozens of experts helping, guiding & inspiring
- Growing team of RFs
- Staff team of 5
- High profile appearances in 6 continents
- Website & social media channels launched
- Viral campaign stunt in NYC
- Hubs in Scotland, Costa Rica, Spain, Colorado
- Youth hubs in Netherlands, Uganda, Spain + US



**WELLBEING
ECONOMY
ALLIANCE
SCOTLAND**



**Wealth of Nations 2.0:
Building the Conditions of Wellbeing**



**ished hub to date,
its belt in year 1:**

**er 80 leaders from
d community groups
e partners (across**

**e promoting wellbeing
major daily newspapers**



Sustainable Development Goals





INCREASING
INTEREST IN
LOCAL ECONOMY

MANY COMMUNITIES
DOING IT AT
GRASS ROOTS
LEVEL

COMMUNITY
EMPLOYMENT
AGENDA NEED
TO BE USED
MORE.

Aim: Support Scotland to be a key player in the global movement for a wellbeing economy

Objectives

- Create a safe space for government, politicians & businesses to question the current economic model & champion bold, new policies**
- Seek out & connect those in different sectors keen to build a wellbeing economy**
- Facilitate and amplify the learning required to move us to an inclusive, sustainable economy**
- Leverage WEAll's knowledge, understanding & networks to address the barriers to change in & between sectors: government/public bodies, communities, companies**

Thank you!!

@ktrebeck

wellbeingeconomy.org

