The Shared Ingredients
for a Wellbeing Economy

A DISCUSSION PAPER
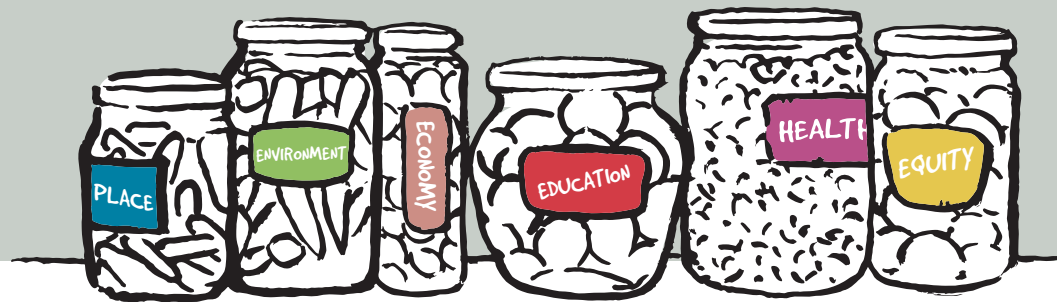
Written by **Liz Zeidler** with significant input and support from **Melissa Cairns, Rachel Laurence, Jennifer Wallace and Hannah Paylor**

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1 INTRODUCTION

For over 50 years there have been calls for the global economy to move 'beyond GDP'. When Robert Kennedy made his famous speech in 1968 he described how that catch-all metric 'measured everything except that which makes life worthwhile' and he implored leaders and governments to address this.

Now, more than two decades into the 21st century, there is finally a growing movement working to make that a reality.

It is a tough job however to turn the tanker that is our consumption based economy around. To move from the simple 'growth is all' mantra to a more nuanced understanding of what supports people, places and the planet to truly thrive is not a simple task. **Leaders in all sectors and at all levels are seeking out a means to understand what drives 'the things that make life worthwhile', and a roadmap to delivering them** – in organisations, cities, regions and nations.

> The word '**Economy**' comes from the Greek words for 'house' and 'management'. It literally means the management of resources for a household.
> It has of course, come to mean the management of resources for whole nations, indeed the global resources we all share. More recently its usage has largely narrowed to management of money, and the production and consumption of goods and services. But it is worth considering that it is the management of our 'eco' – our 'home' in the same way that 'ecology' is the study of our home – planet earth.

As calls grow for a 'New Economy', 'Wellbeing Economy', 'Circular/ Inclusive/ Regenerative Economy' – call it what you will – frameworks, metrics, policy and support to make it happen are sprouting at every level, from local to global.

Yet with diversity, comes complexity.

If you are an already overstretched civil servant or council officer, struggling to deliver within the current inequitable and unsustainable system – **how do you 'choose' between models, between tools, between data sources or between well meaning NGOs and consultancies offering their support on your journey? Or do you need to 'choose' at all?**

This discussion paper is designed to help answer that question. How do these emerging models differ? Is it an 'either/or' between them? Or are they, in essence, pointing to entirely the same future, with some subtleties of language or emphasis that add colour to the journey but ultimately guide us to a shared destination? **Is there already sufficient agreement on what drives a better economy and how to deliver it, that now is the time to make it easier for places and their leaders to choose this new direction?**

This paper is a summary of that exploration, outlining the key similarities and differences between some of the leading 'wellbeing economy' models. Most of these models provide a 'framework'– to act as a 'roadmap'

and a means to understand how the different drivers of progress sit together. Within these frameworks sits a range of outcomes areas often grouped into domains or goals. Some models provide detailed indicators, data and targets against which to measure progress and many give guidance on policy and engagement methods to embed the new way of working.

This paper will try to unpick some of this at a headline level – to explore whether **beneath these diverse ways of visualising and understanding a wellbeing economy, there sits a growing agreement on what really drives our ability to thrive now and into the future.**

2 FRAMEWORKS

For the purposes of this discussion paper we have focused on **eight different frameworks** that are currently widely used at the local, national and international levels around the UK and beyond.

We will explore whether, beneath their different visualisations and descriptions of a new economy, they are actually **talking about the same thing**: the same ingredients, mixed slightly differently.

Three of the frameworks are currently used extensively at a local level in different parts of the UK:

- **The Thriving Places Index**
  (from Centre for Thriving Places)

- **The SEED model**
  (from Carnegie UK)

- **The Doughnut Economics Model**
  (from Kate Raworth and Doughnut Economics Action Lab)

We have also outlined (in less detail) five frameworks used at global, national and sub-national levels:

- **Well-being of Future Generations (Wales) Act**

- **The National Performance Framework** (Scotland)

- **The ONS Wellbeing Dashboard** (UK)

- **The UN Sustainable Development Goals** (International)

- **The OECD Better Life Indexv** (International)

3 COMMON HEADLINES, THEMES AND INGREDIENTS

HEADLINES

At a headline level there is a key narrative running through all these models and the wider 'wellbeing' or 'new' economy movement. They are all, in some shape or form and with differing nuances of language, calling for a focus on:

- **Delivering the conditions for people to thrive and flourish (ie. to prosper)**
- **Delivering this fairly, so everyone benefits**
- **Delivering sustainably so the planet and future generations can also thrive**

All models share a call for the same fundamental shift: **A move away from a singular focus on driving economic growth as an end in itself, towards a focus on growing the known drivers of a range of interconnected outcomes that improve lives – now and in the future.**

These known drivers of individual, community, national and planetary wellbeing can be summarised as different roadmaps to equitable, sustainable prosperity.

Together they are the engine for an economy that is THRIVING, FAIR AND GREEN*.

The constituent parts of these headlines and the language used differ slightly in each model:

The **Thriving Places Index** focuses on the **Local Conditions for Wellbeing**, **Equity** and **Sustainability**

The **SEED** model balances out **Social & Economic Wellbeing** with **Environmental Wellbeing** and **Democratic Wellbeing**.

Whilst the **Doughnut Economics** model describes the **safe and just space for humanity** above a **social foundation** and below an **ecological ceiling**.

So, in summary, when looking at our three primary models for this paper at a headline level, they fit very closely to those goals of **Thriving, Fair and Green**. They (and most other models) use slightly different language to describe it, but their core messages are aligned.

Headline goals	TPI	SEED	DOUGHNUT
THRIVING	Conditions for thriving	Social & economic wellbeing	Safe & just space for humanity
FAIR	Equality	Democratic wellbeing	Social foundation
GREEN	Sustainability	Environmental wellbeing	Ecological ceiling

As we dig further into the details in subsequent stages of this paper, it's worth always remembering that the integrity of a wellbeing model is dependent on these core elements being there. They are not in competition but in balance, and while there are many different themes within them, and many ingredients which can be prioritised or emphasised to help make a wellbeing economy, the integrity of this overall balance remains intact.

*Note
*We recognise that the words 'fair' and 'green' are in some ways unsatisfactory summaries of all that it means to be **equitable** and **sustainable**, however the priority for this paper is to make these ideas accessible to everyone and to not get too bogged down in semantics. We hope that by sharing some of the nuances of equality, equity, social justice, sustainability, environmental wellbeing and ecological health in other parts of the paper it is clear that our headline use of 'fair' and 'green' is neither politically biassed nor naive but rather a means to open up access to these important subjects*

THEMES

So if the models all share something resembling 'Thriving, Fair and Green' as an overarching vision, what lies below those headlines? As we dig deeper we find that they have far more in common than that which divides.

Broadly, below these headlines sits a number of **thematic baskets** that all these models (and more) consider important priorities to a greater or lesser degree. Some of the most consistently present examples of these broad themes include Place, Economic Security, Health, Personal Wellbeing, Community & Democracy, Education, Equity and Sustainability.

These themes make sense of a lot of complexity, nuance and opportunity for policy and action. Unlike the simplistic GDP growth model, a wellbeing economy model calls for us to see our lives as interconnected. Our health depends in part on our economic circumstances. Our wellbeing depends on the quality of the place in which we live and work. Our community relies on equity between its members. Our future requires a clean and flourishing environment.

Each model puts these themes into a slightly different balance. Each clusters them differently, sometimes using different language to describe them or using a different lens through which to understand them. But in essence, all these themes are there, and all are given a vital role in guiding better policy and practice towards delivering the shared goal – of better lives on a fairer and healthier planet.

PLACE	PERSONAL WELLBEING
ECONOMIC SECURITY	COMMUNITY & DEMOCRACY
HEALTH	EDUCATION
EQUITY	ENVIRONMENTAL SUSTAINABILITY

The **TPI** puts the economic and democratic more at the service of the social and environmental – looking at our overall conditions for thriving at the local level, and then ensuring those conditions are delivered both equitably and sustainably so everyone – now and in the future – can thrive. Again, the same themes, with a slightly different lens.

The **SEED** model puts all these elements on an equal footing: we need to support the social, economic, environmental and democratic wellbeing of all, and balance those needs to deliver locally across all of these shared themes.

The **DOUGHNUT** model envisions a safe and just space for humanity that meets the needs of all people within the means of the living planet. When put into practice in regions, cities and communities, the Doughnut approach invites every locality to aim to be 'a home to thriving people in a thriving place, while respecting the wellbeing of all people and health of the whole planet'. The same essential thematic components are there.

INGREDIENTS

All these models are clear on this overarching end goal: thriving, fair and sustainable lives. They also each draw out a more complex but vitally important web of factors that influence our capacity to achieve that goal. The vast quantity of research, evidence and engagement behind each of these models has also brought forward a remarkable synergy even at this level of complexity. Below those headline goals and themes of each model sits a set of similar ingredients for a wellbeing economy, that again are woven through each.

Looking at the key components of the models under review for this paper the list on the right is a top-level summary of the shared ingredients that are visible in them all.

There is clear agreement that a flourishing place needs a clean and accessible environment, good and affordable housing, active travel and public transport, safe streets and access to vital services. Our mental and physical health, as well as our learning and education are vital components across the life-course, and ability to connect with each other and fully participate in local life are each drivers of our individual and collective wellbeing. Beyond that, an economy that supports secure and decently paid jobs and reinvests into the local community, and a governance system that gives people a voice and promotes equity and human rights for all, are vital underpinnings for thriving lives. And beneath and beyond all of that, care for the planet on which we depend for everything must be ensured.

These and many others are the ingredients of a wellbeing economy, and as such **they are fundamental components of any wellbeing framework, model, policy or metric**.

These 'ingredients' of a wellbeing economy are 'what matters' for current and future wellbeing. In some cases they are drivers, in others outputs or outcomes, but we have put them together here to demonstrate the overarching (and pretty overwhelming) agreements across seemingly diverse models – of the core things that we need to prioritise if the aim is to grow the wellbeing of people and planet.

Headlines	Themes	Key Ingredients
THRIVING	Place	Local Environment
		Housing
		Transport
		Safety
		Proximity to Services
	Personal Wellbeing	Personal Wellbeing
		Loneliness
	Health	Physical Health
		Mental Health
	Education	Children's Education
		Adult Learning
	Economic Security	Income/Basic Needs
		Employment/Jobs
		Local Economy
	Community & Democracy	Cohesion & Belonging
		Connectivity
		Culture
		Community Participation
		Political Voice/Influence
FAIR	Equity	Disability
		Gender & Sexuality
		Social & Economic
		Ethnicity
		Human Rights
GREEN	Environmental Sustainability	Energy & Emissions
		Waste
		Land
		Water
		Nature
		Air

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SHARED INDICATORS AND DATA

Below this level some of the models* also include a huge breadth and diversity of indicators of progress towards these outcomes. Even at this level of detail, the shared principles remain. Examples of these indicators and sources of data are summarised in the appendix to this paper. When you do this 'unpacking' of the outcome areas it is often even easier to see the crossovers and similarities between models that differences in language or emphasis can mask.

So for example, within the Local Environment outcome, sit indicators for things like access to green spaces and local air and noise pollution levels. For some models this will sit within a place theme and for some a sustainability one, but the **important issues are all shared regardless of the language or 'shape' in which they are presented**.

Similarly, within employment and jobs there are indicators for levels of living wage, for quality and security of employment and for amount of leisure time. These can be present under equality measures, human rights or economy themes, but they are consistently there in all good wellbeing frameworks.

Of the local models outlined here, only the Thriving Places Index provides a full set of indicators and data framework 'off the shelf' at the local level, as well as more bespoke versions co-created with places. The other local models invite places to develop indicators and data to measure progress themselves and offer support and guidance to do this.

FROM INGREDIENTS TO RECIPES

For the sake of this discussion paper, we have taken the idea that these elements of what drives our capacity for equitable, sustainable wellbeing are 'ingredients', and as such can be combined into different recipes for change.

In many ways, there is a growing alignment between the emergent models, which create this single diverse set of ingredients that collectively creates a metaphorical pantry of outcomes and outputs, that cover almost every area of interest for those wanting to develop a wellbeing economy approach. How the ingredients are combined and stirred together differs slightly between models, but what is important is the relationships between them.

In the vast body of research that sits behind the principles of a wellbeing economy, it is evident that our ability to thrive is intricately and intrinsically linked to the 'fairness' and 'sustainability' of the society around us. These are not three things to be 'traded off', but core principles to be supported and embedded and valued as an integrated whole. So each of the models 'stirs' these shared ingredients in slightly different ways, but always keeps the integrity of the overarching goal intact.
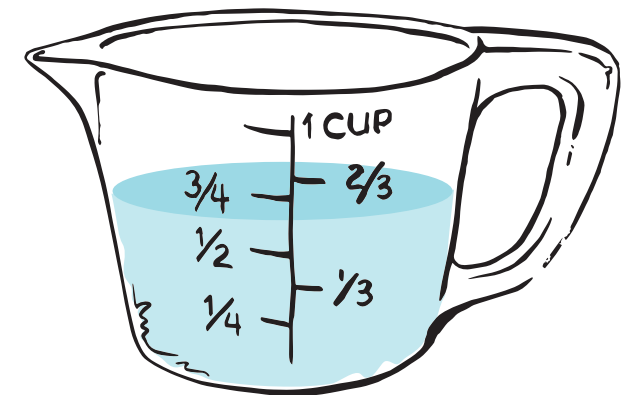
4 THE MODELS

In this paper we are interested in exploring how easy it is to compare, contrast and even use the different models interchangeably. Can you use the TPI to measure the Doughnut? Can you deliver place-based change using the SEED model to demonstrate delivery of the SDGs? Can the national ONS wellbeing wheel be actioned at a local level using the same indicators that sit behind these models? Do you need to 'choose' between them? Or is there **now enough evidence to say there is an agreed, common set of outcomes that will successfully deliver a wellbeing economy – which we just need to start using and measuring consistently?**

On the following pages we have outlined how the key shared ingredients for a wellbeing economy are combined and appear within the main wellbeing models we have researched for this paper, namely the Thriving Places Index, the SEED model and the Doughnut Economy model.

We have also included a rough outline of how the same ingredients are used within ONS Wellbeing Dashboard, UN's Sustainable Development Goals, Well-being of Future Generations (Wales) Act, Scottish National Performance Framework and the OECD Better Life Index. We acknowledge that some of these frameworks have been mapped against each other elsewhere. Our aim here is not to replace these valuable resources but to make the common ground across all these models more visible and accessible to all. It is also worth noting, that all these frameworks are in constant review, and the exact 'ingredients' are updated based on the latest research

and the best available data, yet the core elements remain, and as such we have compared how they appear in each of these wellbeing 'recipes' below.

These are draft versions for illustrative purposes. We hope that by seeing the same sets of ingredients aligned to all these models it will become increasingly clear that **although the term 'wellbeing economy' may be new, it already has a clear, evidenced and agreed set of shared goals, principles and metrics – and those interested in delivering this approach can choose what works for them and benefit from the strengths, support, expertise and tools being provided by all these organisations to ensure they succeed**.
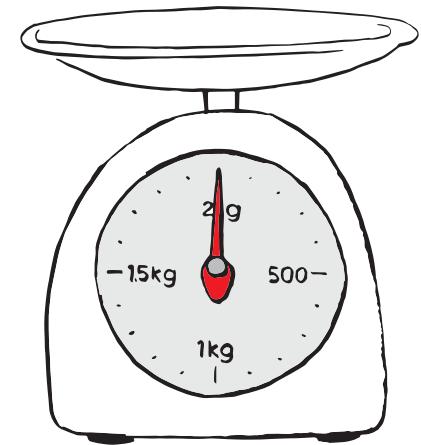
THRIVING PLACES INDEX

TPI Domain	Key Ingredients	Themes
LOCAL CONDITIONS	Local Environment	**Place**
	Housing	
	Transport	
	Safety	
	Proximity to Services	
	Personal Wellbeing	**Personal Wellbeing**
	Loneliness	
	Physical Health	**Health**
	Mental Health	
	Children's Education	**Education**
	Adult Learning	
	Income/Basic Needs	**Economic Security**
	Employment/Jobs	
	Local Economy	
	Cohesion & Belonging	**Community & Democracy**
	Connectivity	
	Culture	
	Community Participation	
	Political Voice/Influence	
EQUALITY	Disability	**Equity**
	Gender & Sexuality	
	Social & Economic	
	Ethnicity	
	Human Rights	
SUSTAINABILITY	Energy & Emissions	**Environmental Sustainability**
	Waste	
	Land	
	Water	
	Nature	
	Air	

SEED MODEL

SEED Domain	Key Ingredients	Themes
SOCIAL WELLBEING	Local Environment	**Place**
	Housing	
	Transport	
	Safety	
	Proximity to Services	
	Personal Wellbeing	**Personal Wellbeing**
	Loneliness	
	Physical Health	**Health**
	Mental Health	
	Children's Education	**Education**
	Adult Learning	
	Cohesion & Belonging	**Community & Democracy**
	Culture	
	Disability	**Equity**
	Gender & Sexuality	
	Ethnicity	
ECONOMIC WELLBEING	Income/Basic Needs	**Economic Security**
	Employment/Jobs	
	Local Economy	
	Social & Economic	**Equity**
ENVIRONMENTAL WELLBEING	Energy & Emissions	**Environmental Sustainability**
	Waste	
	Land	
	Water	
	Nature	
	Air	
DEMOCRATIC WELLBEING	Connectivity	**Community & Democracy**
	Community Participation	
	Political Voice/Influence	
	Human Rights	**Equity**

The outcome areas in white are ones not covered by that particular model framework as we understand it. In some cases, while these outcome areas may be missing from the overall frameworks, they may be partially or fully represented at the level of specific metrics or indicators. In many cases these elements are part of current or planned reviews.

A full set of data for this model is published annually for all Local Authorities in England and Wales. Further deep dive sets of indicators (and data) that cover even more of these ingredients can be provided within CTP's bespoke Index development and wellbeing economy support services for cities and regions.

Data is not provided for this model - it is designed as a guide for better policy, practice and decision making.

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DOUGHNUT ECONOMY MODEL

Doughnut Unrolled	Key Ingredients	Themes
	Transport	Place
	Proximity to Services	Place
	Culture	Community & Democracy
	Housing	Place
	Safety	Place
	Physical Health	Health
	Mental Health	Health
	Children's Education	Education
	Adult Learning	Education
SOCIAL FOUNDATION: How can all the people of our place thrive? AND How can our place respect the wellbeing of people worldwide?	Income/Basic Needs	Economic Security
	Employment/Jobs	Economic Security
	Local Economy	Economic Security
	Cohesion & Belonging	Community & Democracy
	Connectivity	Community & Democracy
	Community Participation	Community & Democracy
	Political Voice/Influence	Community & Democracy
	Loneliness	Personal Wellbeing
	Disability	Equity
	Gender & Sexuality	Equity
	Social & Economic	Equity
	Ethnicity	Equity
	Human Rights	Equity
	Personal Wellbeing	Personal Wellbeing
ECOLOGICAL CEILING: How can our place be as generous as the wildland next door? AND How can our place respect the health of the whole planet?	Energy & Emissions	Environmental Sustainability
	Waste	Environmental Sustainability
	Land	Environmental Sustainability
	Water	Environmental Sustainability
	Nature	Environmental Sustainability
	Air	Environmental Sustainability
	Local Environment	Place

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SUSTAINABLE DEVELOPMENT GOALS

SDG GOAL	Key Ingredients	Themes
Goal 1: **No Poverty**	Income/Basic Needs	Economic Security
Goal 2: **Zero Hunger**	Income/Basic Needs	Economic Security
Goal 3: **Good Health and Wellbeing**	Physical Health	Health
	Mental Health	Health
	Personal Wellbeing	Personal Wellbeing
	Loneliness	Personal Wellbeing
Goal 4: **Quality Education**	Children's Education	Education
	Adult Learning	Education
Goal 5: **Gender Equality**	Gender & Sexuality	Equity
Goal 6: **Clean Water and Sanitation**	Water	Environmental Sustainability
Goal 7: **Affordable and Clean Energy**	Energy & Emissions	Environmental Sustainability
Goal 8: **Decent Work and Economic Growth**	Employment/Jobs	Economic Security
	Local Economy	Economic Security
Goal 9: **Infrastructure, Industry and Innovation**	Connectivity	Community & Democracy
Goal 10: **Reduce Inequalities**	Disability	Equity
	Social & Economic	Equity
	Ethnicity	Equity
Goal 11: **Sustainable Cities and Communities**	Local Environment	Place
	Housing	Place
	Transport	Place
	Proximity to Services	Place
	Cohesion & Belonging	Community & Democracy
	Culture	Community & Democracy
	Community Participation	Community & Democracy
Goal 12: **Responsible Production and Consumption**	Air	Environmental Sustainability
	Waste	Environmental Sustainability
Goal 13: **Climate Action**	Energy & Emissions	Environmental Sustainability
Goal 14: **Life Under Water**	Water	Environmental Sustainability
Goal 15: **Life on Land**	Land	Environmental Sustainability
	Nature	Environmental Sustainability
Goal 16: **Peace Justice and Strong Institutions**	Human Rights	Equity
	Political Voice/Influence	Community & Democracy
	Safety	Place
Goal 17: **Partnership Towards the Goals**		

WELL-BEING OF FUTURE GENERATIONS (WALES) ACT

WFG Act Outcomes	Key Ingredients	Themes
A prosperous Wales	Income/Basic Needs	Economic Security
	Employment/Jobs	
	Local Economy	
	Children's Education	Education
	Adult Learning	
A resilient Wales	Local Environment	Place
	Waste	Environmental Sustainability
	Land	
	Water	
	Nature	
	Air	
A healthier Wales	Personal Wellbeing	Personal Wellbeing
	Physical Health	Health
	Mental Health	
A more equal Wales	Disability	Equity
	Gender & Sexuality	
	Social & Economic	
	Ethnicity	
A Wales of cohesive communities	Cohesion & Belonging	Community & Democracy
	Connectivity	
	Community Participation	
	Political Voice/Influence	
	Loneliness	Personal Wellbeing
	Housing	Place
	Transport	
	Safety	
	Proximity to Services	
A Wales of vibrant culture and thriving Welsh language	Culture	Community & Democracy
A globally responsible Wales	Energy & Emissions	Environmental Sustainability
	Human Rights	Equity

SCOTTISH NATIONAL PERFORMANCE FRAMEWORK

SNPF Outcomes	Key Ingredients	Themes
Health	Physical Health	Health
	Mental Health	
Education	Children's Education	Education
	Adult Learning	
Poverty	Income/Basic Needs	Economic Security
	Social & Economic	Equity
	Housing	Place
Fair Work & business	Employment/Jobs	Economic Security
Economy	Local Economy	
Communities	Cohesion & Belonging	Community & Democracy
	Connectivity	
	Community Participation	
	Local Environment	Place
	Transport	
	Safety	
	Proximity to Services	
	Loneliness	Personal Wellbeing
	Personal Wellbeing	
Culture	Culture	Community & Democracy
Human Rights	Disability	Equity
	Gender & Sexuality	
	Ethnicity	
	Human Rights	
	Political Voice/Influence	Community & Democracy
Environment	Energy & Emissions	Environmental Sustainability
	Waste	
	Land	
	Water	
	Nature	
	Air	
Children & Young People		
International		

In this model each indicator is mapped against multiple wellbeing goals in the FGA framework, so more subjectivity has been used in how the cards are allocated against the different goals. Data for this model is provided nationally in Wales.

Data for this model is provided nationally in Scotland.

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OFFICE FOR NATIONAL STATISTICS WELLBEING DASHBOARD

ONS Dashboard Domains	Key Ingredients	Themes
Where We Live	Local Environment	Place
	Housing	Place
	Transport	Place
	Safety	Place
	Proximity to Services	Place
	Cohesion & Belonging	Community & Democracy
Personal Wellbeing	Personal Wellbeing	Personal Wellbeing
Our Relationships	Loneliness	Personal Wellbeing
Health	Physical Health	Health
	Mental Health	Health
Education and Skills	Children's Education	Education
	Adult Learning	Education
What We Do	Income/Basic Needs	Economic Security
	Employment/Jobs	Economic Security
	Community Participation	Community & Democracy
Economy	Local Economy	Economic Security
	Connectivity	Community & Democracy
	Culture	Community & Democracy
Governance	Political Voice/Influence	Community & Democracy
	Health Equalities	Equity
	Disability	Equity
Cross-cutting	Gender & Sexuality	Equity
	Social & Economic	Equity
	Ethnicity	Equity
	Human Rights	Equity
Environment	Energy & Emissions	Environmental Sustainability
	Waste	Environmental Sustainability
	Land	Environmental Sustainability
	Water	Environmental Sustainability
	Nature	Environmental Sustainability
	Air	Environmental Sustainability

OECD BETTER LIFE INDEX

OECD Better Life	Key Ingredients	Themes
Environmental Quality	Local Environment	Place
Housing	Housing	Place
Safety	Safety	Place
Life Satisfaction	Personal Wellbeing	Personal Wellbeing
Health	Physical Health	Health
	Mental Health	Health
Education	Children's Education	Education
	Adult Learning	Education
Income	Income/Basic Needs	Economic Security
	Social & Economic	Equity
Jobs	Employment/Jobs	Economic Security
	Local Economy	Economic Security
Social Connections	Cohesion & Belonging	Community & Democracy
	Connectivity	Community & Democracy
	Loneliness	Personal Wellbeing
Social Capital	Culture	Community & Democracy
	Community Participation	Community & Democracy
Civic Engagement	Political Voice/Influence	Community & Democracy
Natural Capital	Energy & Emissions	Environmental Sustainability
	Waste	Environmental Sustainability
	Land	Environmental Sustainability
	Water	Environmental Sustainability
	Nature	Environmental Sustainability
	Air	Environmental Sustainability
	Disability	Equity
	Gender & Sexuality	Equity
	Ethnicity	Equity
	Human Rights	Equity
	Transport	Place
	Proximity to Services	Place

NB ONS are currently reviewing and strengthening their dashboard.
Data underlying this model is provided nationally across the UK.

Data is available for this model at a national and international level.

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5   WHY THIS MATTERS

A Wellbeing Economy matters. We currently have an economy that is producing social injustice and climate catastrophe by design. We need to move to a system that puts the economy at the service of people and the planet, not one that uses people and planet as fuel for rising stock prices and spiralling levels of wealth for those at the top. A growing number of the greatest thinkers and leaders of our time, from economists to environmentalists, politicians to protesters, are calling for this shift. Without it we will continue to face crisis after crisis.

The rewiring of our economy towards the delivery of equitable and sustainable wellbeing is perhaps the most urgent task of the 21st Century.

This work needs to happen at every level. There are already initiatives within multinational organisations such as the UN, OECD, EU and the Club of Rome, and among far-sighted national governments and global businesses. But the world cannot wait for every national government leader to get on board. We need this shift to happen at a local level at a mass scale around the world.

Thankfully, due to the hard work of many organisations, including those referenced in this paper, more and more communities, organisations, cities and regions are becoming interested in using a wellbeing economy approach. As they do so they seek out new ways to understand, measure and deliver progress, to try to find a solution that works for them and to access the support and tools to help make it happen.

They might find there is local energy and interest in using the Doughnut model but need accessible data to support it. They might be attracted to the Thriving Places Index, with rigorous and practical data but want more help to adapt it to specific local needs. They might already be using the SDGs or the ONS wellbeing dashboard but struggle to localise it. Or indeed they might choose to develop their own bespoke local wellbeing framework.

But there are big barriers. We know that carrying on with the status quo – delivering policy and action to support a consumption based economy – is almost always the easier option. It is hard enough to even try to take a different path, so if you are then confronted with what can seem at first glance, to be a rather overwhelming or confusing number of choices of paths to go down, **the impetus to change can perish at the table of plenty**.

There is a strong argument to say that those organisations pushing for a 'wellbeing economy' or a new/inclusive/green approach to development, could, should and indeed *must* make it clearer and easier to step on to this path and find whatever support, tools and resources are needed to succeed.

So this paper is an urgent call for more collaboration – which means more cross-fertilisation of knowledge, skills, tools and strengths between all those involved to help push for this change.

This cross fertilisation and collaboration is starting to happen.

There is a wealth of case studies available to show how a wellbeing economy approach is being adopted and embedded in countries around the world. The links in the resources section at the end of this paper will take you to literally thousands of examples. Below we have picked out four short case studies that demonstrate how this process of collaboration and mixing of tools and models is helping speed up this shift at a local, regional, national and global level.

LOCAL CASE STUDY:
A City Funding Initiative

The City Fund was set up by Bristol and Bath Regional Capital - an innovative local funding initiative seeking to invest in and support a burgeoning community and social enterprise sector in the West of England. They created a series of thematic advisory groups to reflect the priorities and needs of the region, and used the SDGs as their primary set of outcome goals. However adapting these global goals to the needs of small local initiatives, SMEs, housing projects and sustainability projects was not easy. So Centre for Thriving Places adapted the Thriving Places Index to reflect these priority action themes, and mapped that against the SDGs to create a One City Measurement Framework to help illustrate and understand how all these place based investments added up to systemic positive change.

REGIONAL CASE STUDY:
Combined Authorities

The North of Tyne Combined Authority were interested in a Wellbeing Economy approach. They were introduced to the SEED model from Carnegie UK. Carnegie UK, approach Centre for Thriving Places at the point that North of Tyne were ready to develop a measurement framework to put the model into action. Using the Thriving Places Index as a basis, with it's wealth of data already available for all LA regions in England and Wales, both organisations worked with leaders across the Combined Authority region to adapt the TPI domains, outcomes and indicators, enhance them to reflect the particular priorities and needs of the area, and 're-shuffle' the indicators into the SEED model. The resulting bespoke North of Tyne Wellbeing Framework has been endorsed and adopted by the full Cabinet and is now influencing policy across the region.

NATIONAL CASE STUDY:
Wales

Wales has been a pioneer in delivering a national wellbeing approach for over a decade. In 2015, the Welsh Government took the unprecedented step of passing legislation to enshrine the importance of the wellbeing of current AND future generations. This bold decision has had profound impacts across all aspects of how policy is created and delivered and how investment is made across this small nation. What is exciting from the perspective of this paper is that in many ways it brings together a wide range of models and ideas. The legislation has the UN Sustainable Development Goals at its heart; it has developed an innovative set of Future Generation Principles, Goals and ways of working that draw on many of the earlier models. It has also put this legislation into the hands of all Public Bodies and citizens themselves to make wellbeing a collective duty. Since then Public Bodies have used the TPI to help measure progress, community groups have used the Doughnut Economy model to engage citizens and so it goes on. By putting social, environmental and economic wellbeing into the hands of a whole nation, collaboration and cross-fertilisation has become the norm.

INTERNATIONAL CASE STUDY:
WEGo

The Wellbeing Economy Governments partnership (WEGo) is a collaboration of national and regional governments promoting sharing of expertise and transferrable policy practices. The aims are to deepen their understanding and advance their shared ambition of building wellbeing economies. WEGo, which currently comprises Scotland, New Zealand, Iceland, Wales, and Finland - with Canada also actively engaging - is founded on the recognition that 'development' in the 21st century entails delivering human and ecological wellbeing.

The government officials engaging in WEGo are committed to collaboration to in pursuit of innovative policy approaches to create wellbeing economies – sharing what works and what does not, to inform policy-making for change. Speaking about the initiative in 2019, Scotland's First Minister Nicola Sturgeon said "the purpose of this group is to challenge that focus on the narrow measurement of GDP... the goal, the objective of economic policy should be collective well-being: how happy and healthy a population is, not just how wealthy a population is."

6   CONCLUSION

What we hope this paper shows is that there is an overwhelming degree of agreement about the ingredients for an equitable and sustainable wellbeing economy. It doesn't really matter what you call it, or what brand or image it hangs upon. The evidence is there. The narrative is there. The outcomes and indicators are there. In most cases the data, policies and interventions are there, readily available for use at all levels and geographies. Delivering a wellbeing economy approach at the local level in the UK is possible today.

We hope this paper has helped to more clearly visualise how much these models have in common at all levels — from the headline goals through to the detailed indicators sit behind many of them. A shared approach to supporting the use of these ideas, of wellbeing data and evidence-based wellbeing economy policies, could help dramatically drive up their usage.

We urgently need to become more agnostic about the exact way the ingredients are combined. There are different recipes for feeding our capacity to thrive. If we learn to collaborate, share knowledge and exchange skills we will surely move more quickly into cooking up a very different and brighter future for all.

NEXT STEPS

If you are leading change — in your organisation, your neighbourhood, your town, city or region - then now is the time to act. You don't need to do this alone.

- Join up with others in the movement through the Wellbeing Economy Alliance (WEAll).
- Start using a different set of measures of progress, such as those behind the Thriving Places Index (TPI) as a shared goal across departments, sectors and places.

- Start focusing on the quality of the local economy and its capacity to support thriving and sustainable lives with the help of any of the organisations listed in the resources section below.
- Engage communities in co-designing a new economy where they are, using the tools and resources provided by the Doughnut Economy Action Lab.

- Get in touch with the writers of this report for guidance, practical support and signposting to shift policy AND action towards outcomes for people and planet.
- **Start collaborating more!** If you agree with this shift, resist the urge — built into us by the current consumption based system, to compete for scarce resources — and instead step into the space of the new economy and collaborate in a circular, regenerative economy powered by the best ideas and resources that we collectively have for change.

7 REFERENCE

Further information and useful links:

Centre for Thriving Places and the Thriving Places Model

Carnegie UK and the SEED Model

Doughnut Economics Action Lab and Doughnut Unrolled Framework for use at a place level

Well-being of Future Generations (Wales) Act: Indicators, Milestones and Essential Guide

Scottish National Performance Framework

ONS Wellbeing Dashboard

OECD Better Life Index

The UN Sustainable Development Goals and the Global Goals Centre

Wellbeing Economy Alliance and their WEAll policy guide and membership

What Works Centre for Wellbeing and their many reports and papers on wellbeing

The New Economics Foundation

CLES the national organisation for local economies

APPENDIX: The Indicator Pool

The following are examples of the sorts of indicators that are used under each of our wellbeing economy 'ingredients'. We hope they give a flavour of the sorts of outcomes that each ingredient covers. There are many more examples available, and the data behind many of them available from Centre for Thriving Places.

Key Ingredients	Example Indicators
Local Environment	Particulate air pollution
	Satisfaction with local area
	Noise pollution
	Access to woodland
	Green spaces
	Safe drinking water
Housing	Affordable homes
	Rooms per person
	Safe homes
	Risk of flooding
	Homelessness
Transport	Active transport
	Public transport
	Car traffic
	Journey times
	Road traffic accidents
Safety	Local safety at night
	Crime severity
	Violent crime
	Intimate partner violence
	Hate crime
	Youth first offences
Proximity to Services	Satisfaction with access
	Proximity to services
	20-minute neighbourhoods
Personal Wellbeing	Anxiety
	Happiness
	Sense that life is worthwhile
	Life satisfaction

Key Ingredients	Example Indicators
Loneliness	Loneliness
	Social support
Physical Health	Low birth weight
	Childhood development
	Life expectancy
	Preventable mortality
	Premature death
	Physical activity
	Self-reported health
	Healthy eating
	Availability of quality food
	Obesity and overweight
	Long-term illness and disability
Mental Health	Self-reported mental health
	Severe mental illness
	Depression and anxiety prevalence
	Suicide risk
Children's Education	Educational attainment
	School readiness
	Student skills
	Childcare quality
Adult Learning	Adults with no qualifications
	Adults in education or training
	Apprenticeships
Income/Basic Needs	Percentage with low income
	Fuel poverty
	Food poverty
	Children in poverty
	Leisure time

Key Ingredients	Example Indicators
Employment/Jobs	Job security and quality
	Unwilling unemployment
	Insecure jobs
Local Economy	Local business
	Diversity of high street/town centre retail
	Local tourism
	Business innovation
Cohesion & Belonging	Community cohesion
	Sense of belonging
Connectivity	Fibre broadband provision
	Digital inclusion
	Barriers to access
Culture	Cultural participation
	Heritage assets
	Local language(s)
	Local culture and heritage
	Library and leisure services
Community Participation	Volunteering
	Organisation membership
	Clubs and societies
	Youth groups
Political Voice/Influence	Influence local decisions
	Voter turnout
	Petition signatures
	Stakeholder engagement (policy and interventions)
	Trade unions

Key Ingredients	Example Indicators
Disability	Employment inequality: learning disability
	Employment inequality: physical disability
	Disability pay gap
	Disability representation (elected)
	Disability representation (appointed)
Gender & Sexuality	Gender pay gap
	Discrimination and harassment of women, non-binary and LGBTQ+ identities
	Diversity of representation (elected)
	Diversity of representation (appointed)
Social & Economic	Income inequality
	Social mobility
Ethnicity	BAME representation (elected)
	BAME representation (appointed)
	Ethnicity pay gap
	Discrimination and harassment of people from Black, Asian and ethnic minority backgrounds
Human Rights	Promising practices to protect human rights
	Confidence in the justice system
Energy & Emissions	CO2 emissions
	Energy consumption
	Housing energy efficiency
	Scope 3 emissions
	Climate education

Key Ingredients	Example Indicators
Waste	Household waste
	Recycling rates
	Responsible consumption
	Plastic waste
Land	Land management
	Regenerative farming and rewilding
	Tree cover
	Soil quality
Water	Water pollution
	Water consumption
	Marine conservation
Nature	Reported biodiversity
	Protection of biodiversity
	Nature education
Air	NO2 air pollution