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.
“...[the current economic system] is not a success. It is not intelligent, it is not beautiful, it is not just, it is not virtuous, and it doesn’t deliver the goods...

...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
Wellbeing Economy?

- Collective Wellbeing: People & Planet
- Fundamental Human Needs Met
- Resources Shared Fairly
- Economy Embedded In Society & in Nature
From relying on fixing, healing and redistributing to getting it right in the first place via predistribution & economic democracy
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.....?
WEGo: Wellbeing Economy Governments
WELLBEING ECONOMY ALLIANCE
Wellbeing
Economy
Alliance

Connecting Members
Amplifying Profiles
Increasing Impact
WHO DID YOU NOTICE MORE?
NEVER FORGET. SETBACKS ARE MERELY TEMPORARY.

RACIAL EQUALITY
WOMEN'S RIGHTS
DISABILITY RIGHTS

EQUALITY

ACCEPTABLE

OFFENSIVE

ILLEGAL

RIDICULOUS

UNIMAGINABLE

GAY MARRIAGE
YOUR LITTER PLEASE
WEAll Members
Nobody can do this alone

Organisation Members

- Action for Happiness | UK
- Action for Sustainability & Prosperity | Global
- African Transformation Leadership Advisory Services (ATLAS) | Ethiopia
- Asociación para el Fomento Económico del Bien
- Cero | Chile
- B.Costa | Global
- BIAC | Spain
- 8 Team | Global
- Capital Impact | Global
- Capitas | Denmark
- Caritas | Sweden
- David Suzuki Foundation | Canada
- Democracy Collaborative | Global
- Development Alternatives | India
- Economy for the Common Good | Global
- Eventos de Innovación Social (EIS) | Chile
- Finance Watch | Global
- Global Alliance for Banking on Values | Netherlands
- Global Wishing Institute | USA
- Global Dialogue on a Legislative Initiative | Global
- SouthAfrica
- Green Economy Coalition | Sweden
- Impact Hub | Global
- Impact Innovators LLC | USA
- Inclusive Practices | Global
- Inter-American Human Rights Association | USA
- International Union for the Conservation of Nature & National Parks of the Netherlands | Netherlands
- Armament Strategy | Canada
- Etsy | USA
- Future Islands | Global
- 4WIE | Global
- Natural Capitalism Solutions | USA
- New Economy & Social Innovation (NESIS) | Spain
- New Economy Network Australia | Australia
- Oxfam | Global
- People-Power-Build | UK
- Post-Carbon Institute | USA
- Promoting Nature | Namibia
- Promoting Economics, Property | UK
- Proud From Group of Engineers | Greece
- R. Economy Practitioners | Global
- Ruthenium Economics | Global
- SCOPOL | Global
- Sedex | Latin America
- Social Progress Imperative | Global
- Tattu Institute | USA
- The Association for Advancement of Sustainability in Higher Education (ASSHE) | Global
- The Club of Rome | Global
- The Drummond Foundation | Guernsey
- The EC Partnership | Scotland, UK
- The Equality Trust | UK
- The Next System Project | USA
- The Public Interest Network | USA
- Thriveful Resident Conveners Collaboration | USA
- WE Africa | Africa
- WEALL 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
Wealth of Nations 2.0: Building the Conditions of Wellbeing
WEAll Scotland is the most established hub to date, with several achievements under its belt in year 1:

• Charitable status forthcoming
• Held sold-out launch event with over 80 leaders from business, civil society, academia and community groups
• Building strong alliances with diverse partners (across sectors)
• Achieved significant media coverage promoting wellbeing economy issues including BBC and major daily newspapers
Increasing interest in local economy

Many communities doing it at grassroots level

Community empowerment 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 the 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!!

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