



Introducing the Wellbeing Economy

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#WellbeingEconomy
@WEAllScotland

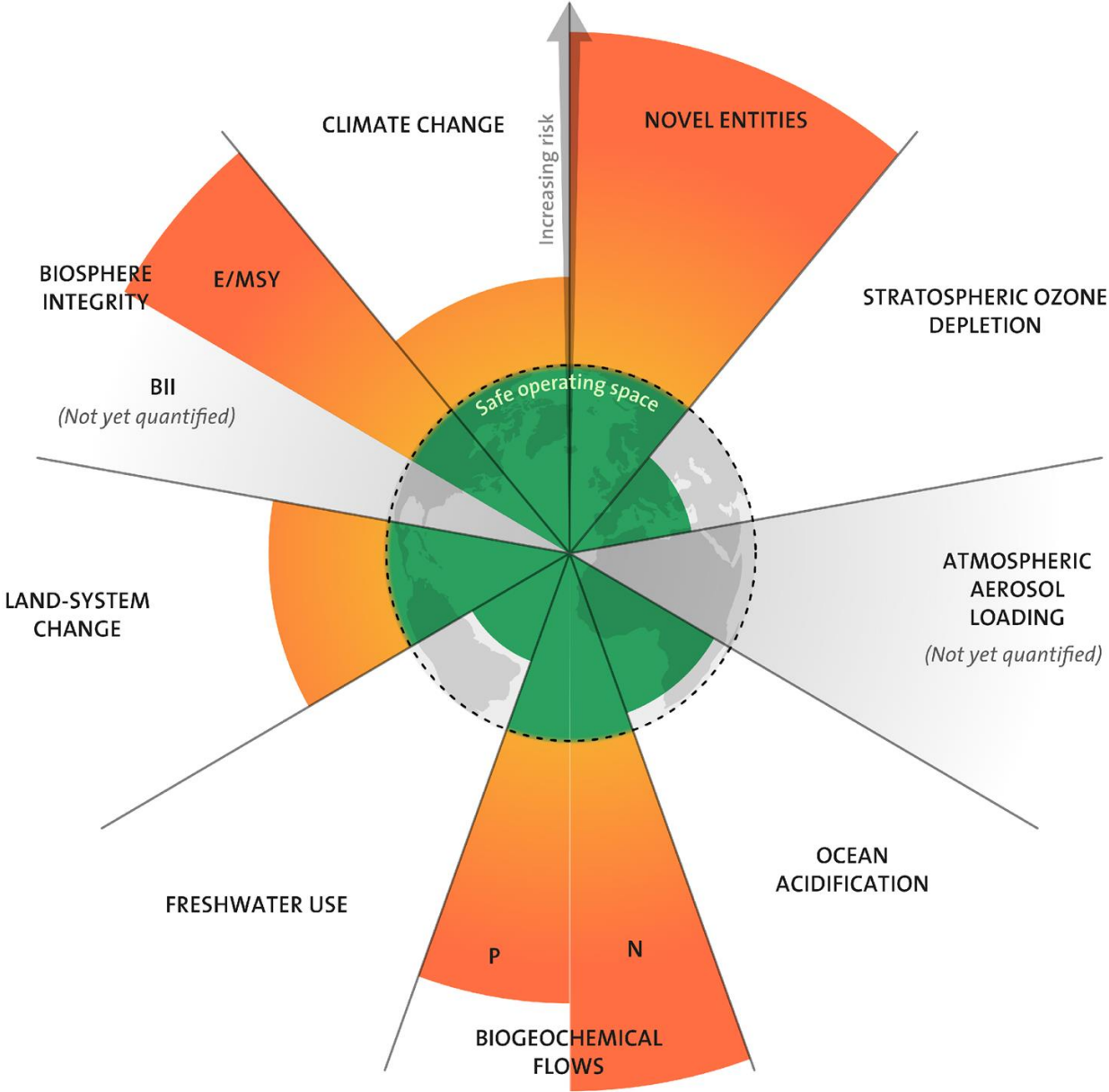




What is a Wellbeing Economy and why do we need it?



We're already crossing safe planetary thresholds



Credit: Designed by Azote for Stockholm Resilience Centre, based on analysis in Persson et al 2022 and Steffen et al 2015

1 in **4**

**Children are growing
up in poverty**

20

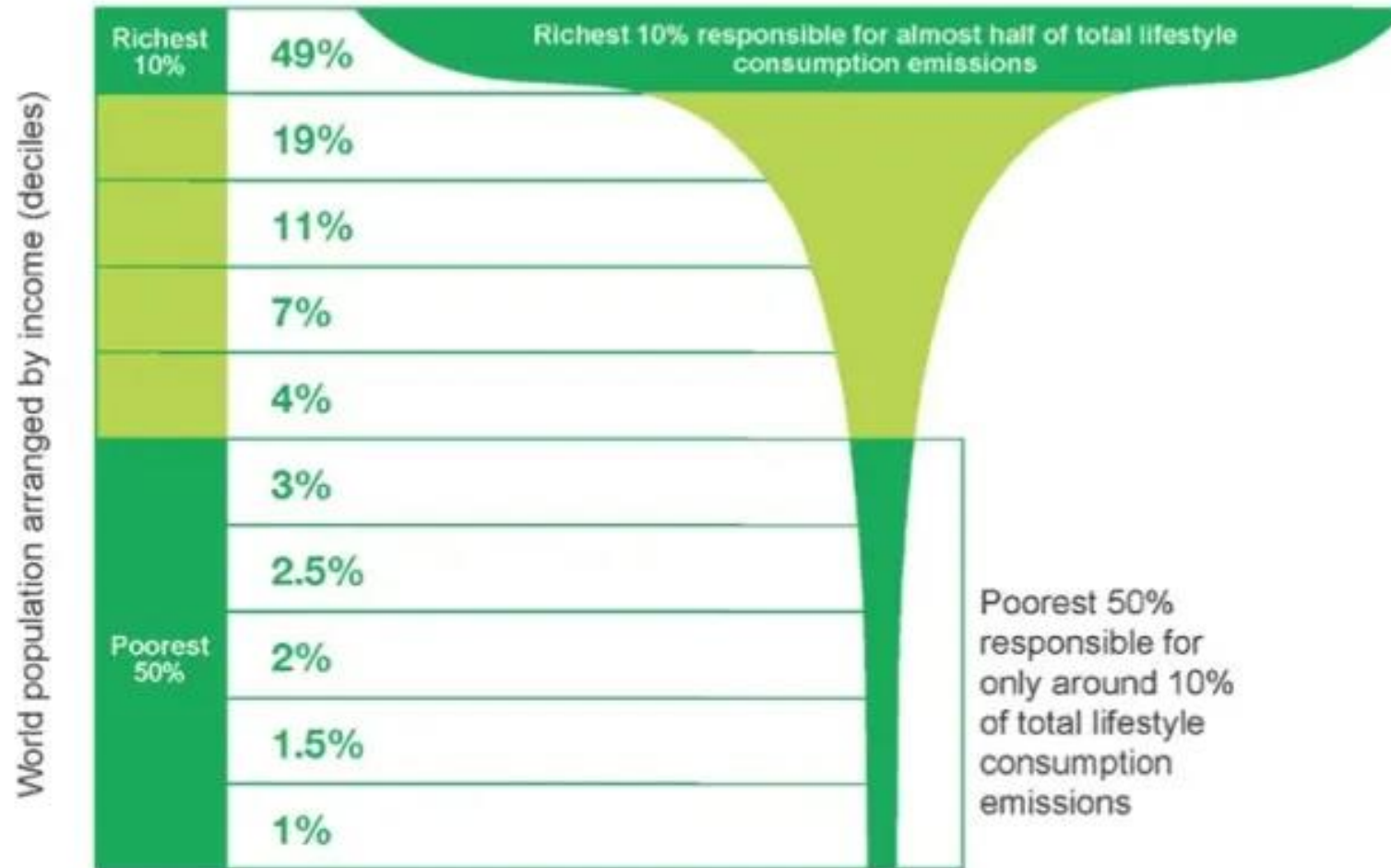
Richest families

£ >

1,636,200

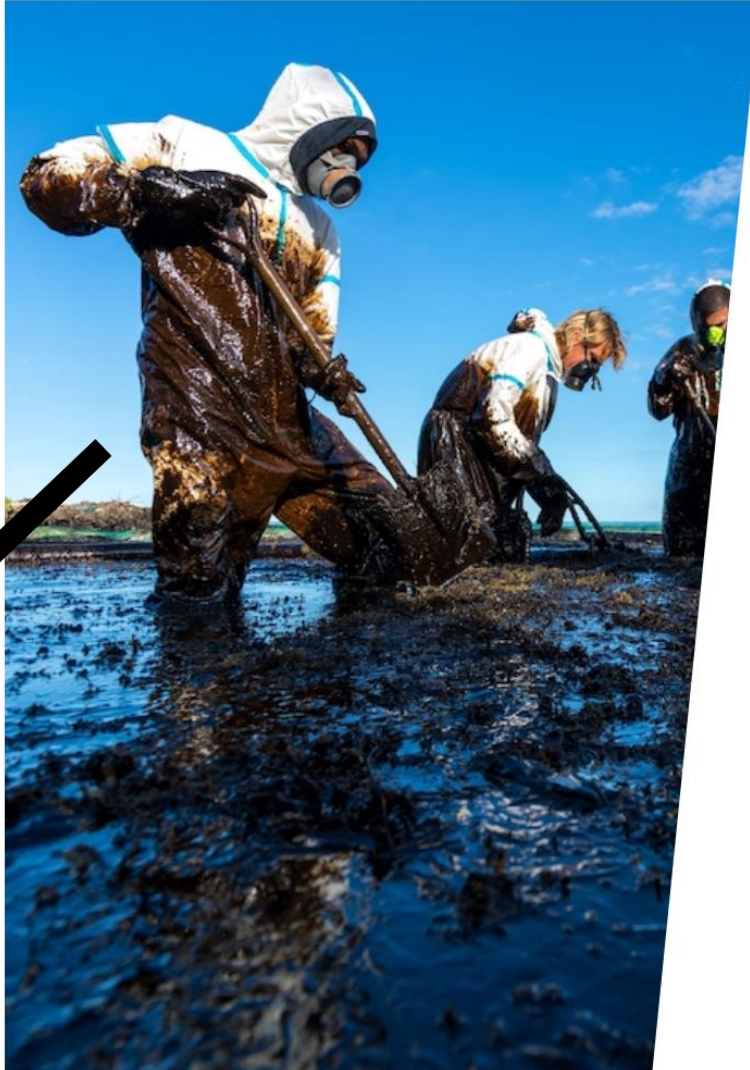
poorest people

Percentage of CO₂ emissions by world population



GDP often values what we don't

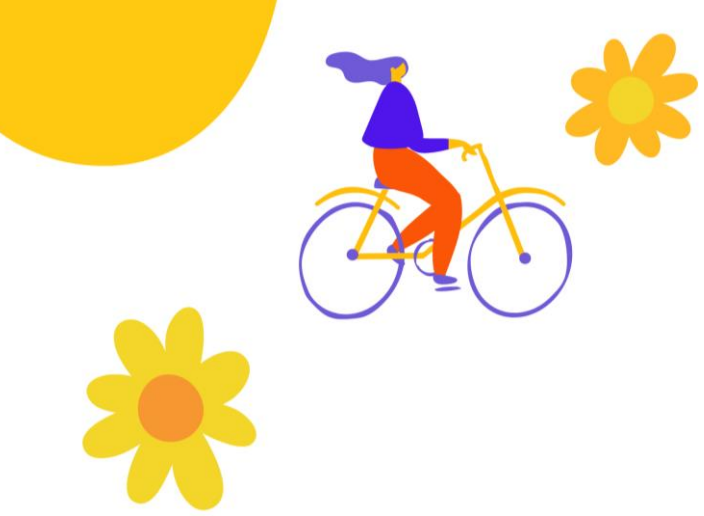
Cleaning up an oil spill might be good for GDP.



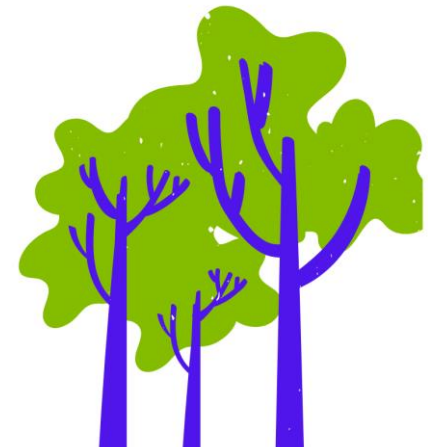
Unpaid care work doesn't count towards GDP.



Failure demand: Paying to fix what we repeatedly break



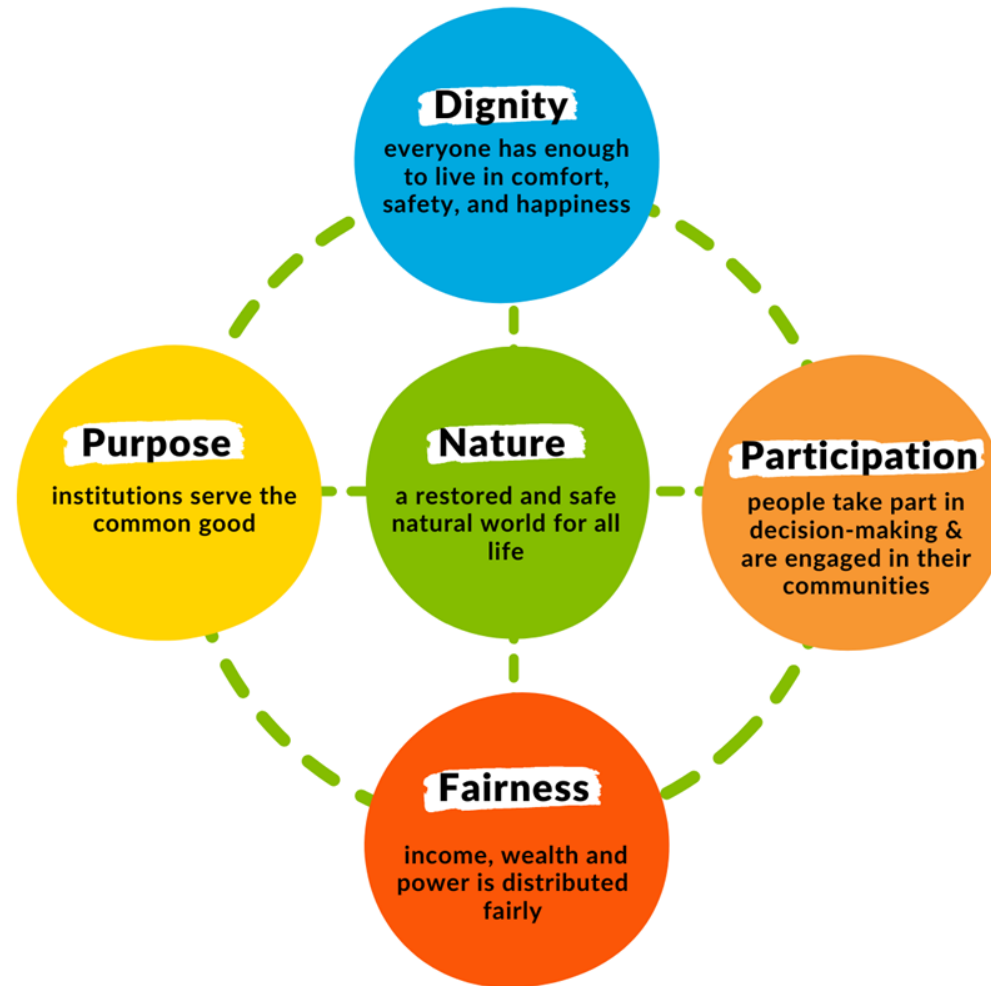
**A Wellbeing Economy
delivers social justice
on a healthy planet**



Five wellbeing needs

In a Wellbeing Economy we would prioritise policies that met our fundamental human needs.

The WEAll needs were co-produced with members of the Wellbeing Economy Alliance from around the world. They echo concepts that are found in religious texts, indigenous teaching and numerous surveys about what really matters to people.



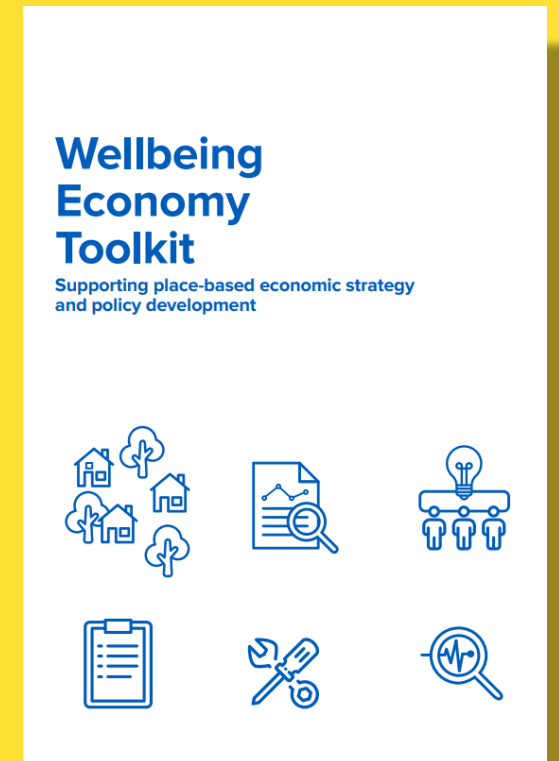
The shifts we need in policy and practice



What progress has Scotland made towards a Wellbeing Economy?



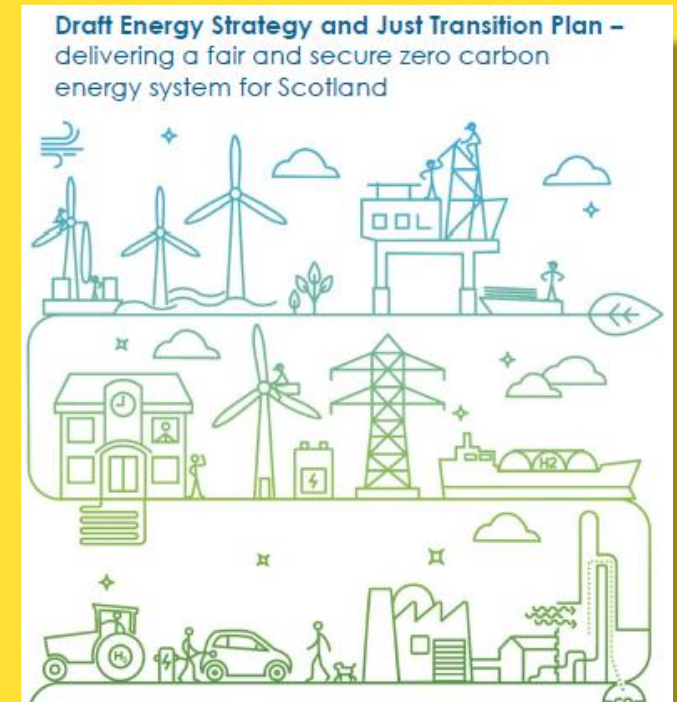
Scotland's wellbeing governance framework



Scotland's wellbeing governance framework: where next?



Economic policies designed for collective wellbeing



Wellbeing Economy Policies: where next?

- Minimum Income Guarantee and Universal Basic Services
- Using local tax powers
- Land reform
- Support for cooperatives, social enterprises and employee-owned businesses
- Public ownership in strategic sectors



Useful links:

- [WEAll Policy Design Guide](#)
- [WEAll Scotland website](#)
- [WEAll joint statement on a Wellbeing Economy in Scotland](#)
- [New Zealand Wellbeing Budget 2022](#)
- [Future Generations Commissioner of Wales](#)
- [Ostbelgien Citizen Dialogue](#)

