

Overcoming barriers and enabling change towards Sustainable and Inclusive Wellbeing

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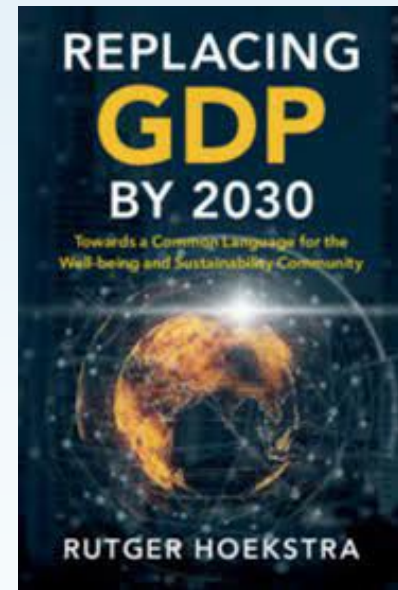


Funded by
the European Union

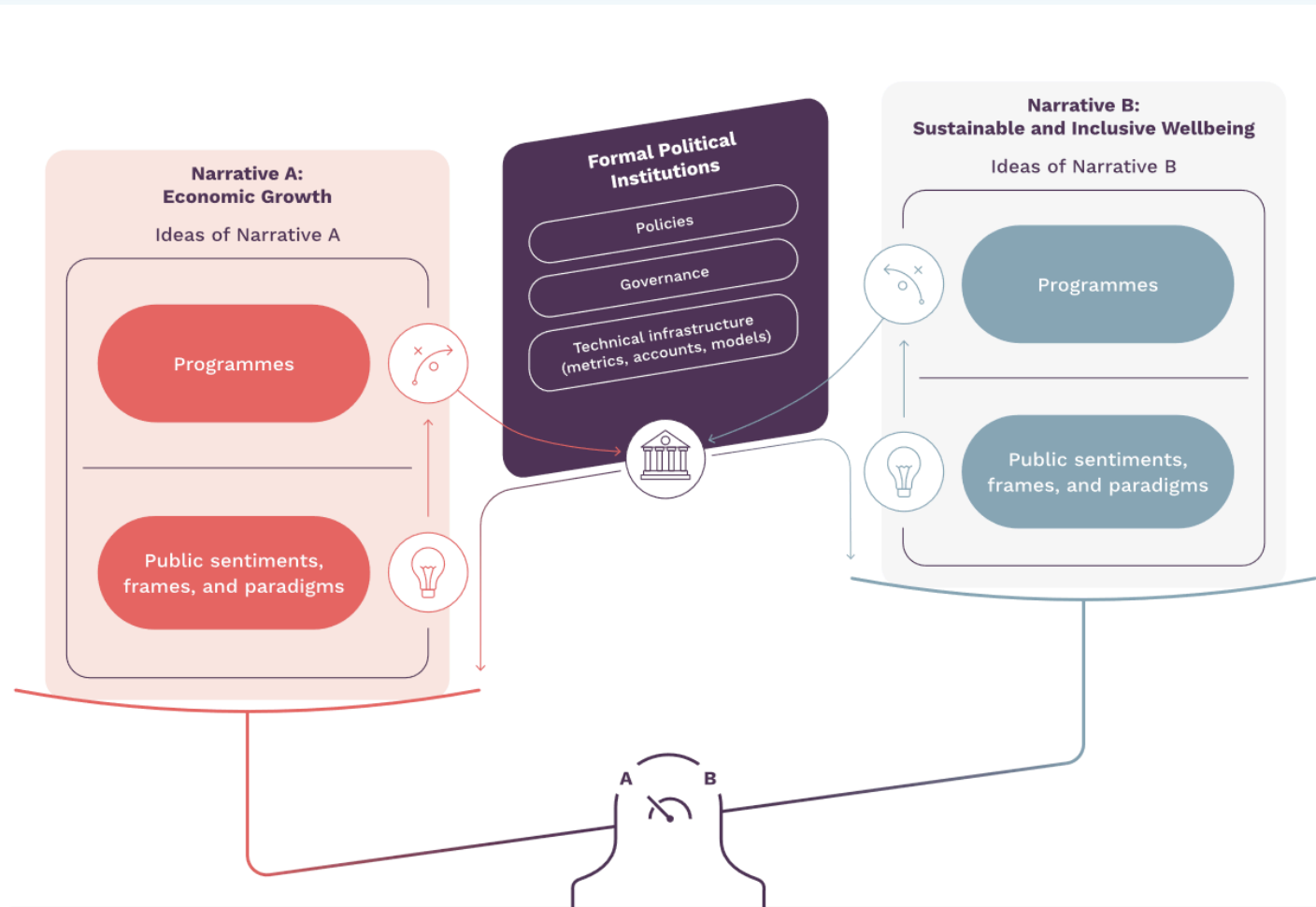
WISE Horizons #101095219

Intro

- Personal Intro
 - Book
 - Coordinator WISE Horizons
 - WP leader MERGE (ToBe, SPES, WISE Horizons, WISER, REAL)
- Managing expectations
 - Bottom-up and top-down
 - Long term and short term
- Three messages
 - Be more strategic
 - Be more coherent
 - Signs for optimism/What you can do

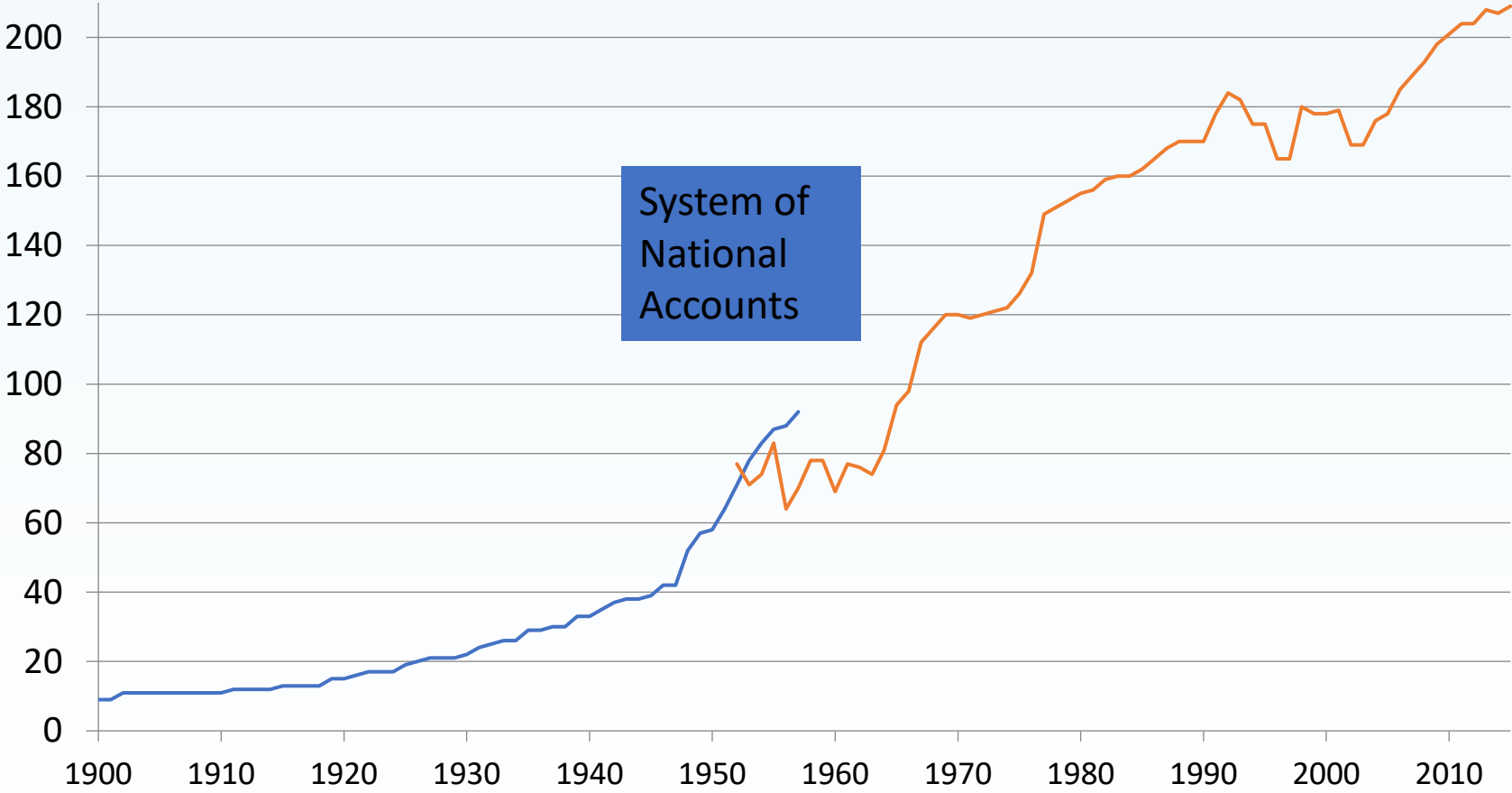


Be more strategic



Be more strategic: GDP Metrics

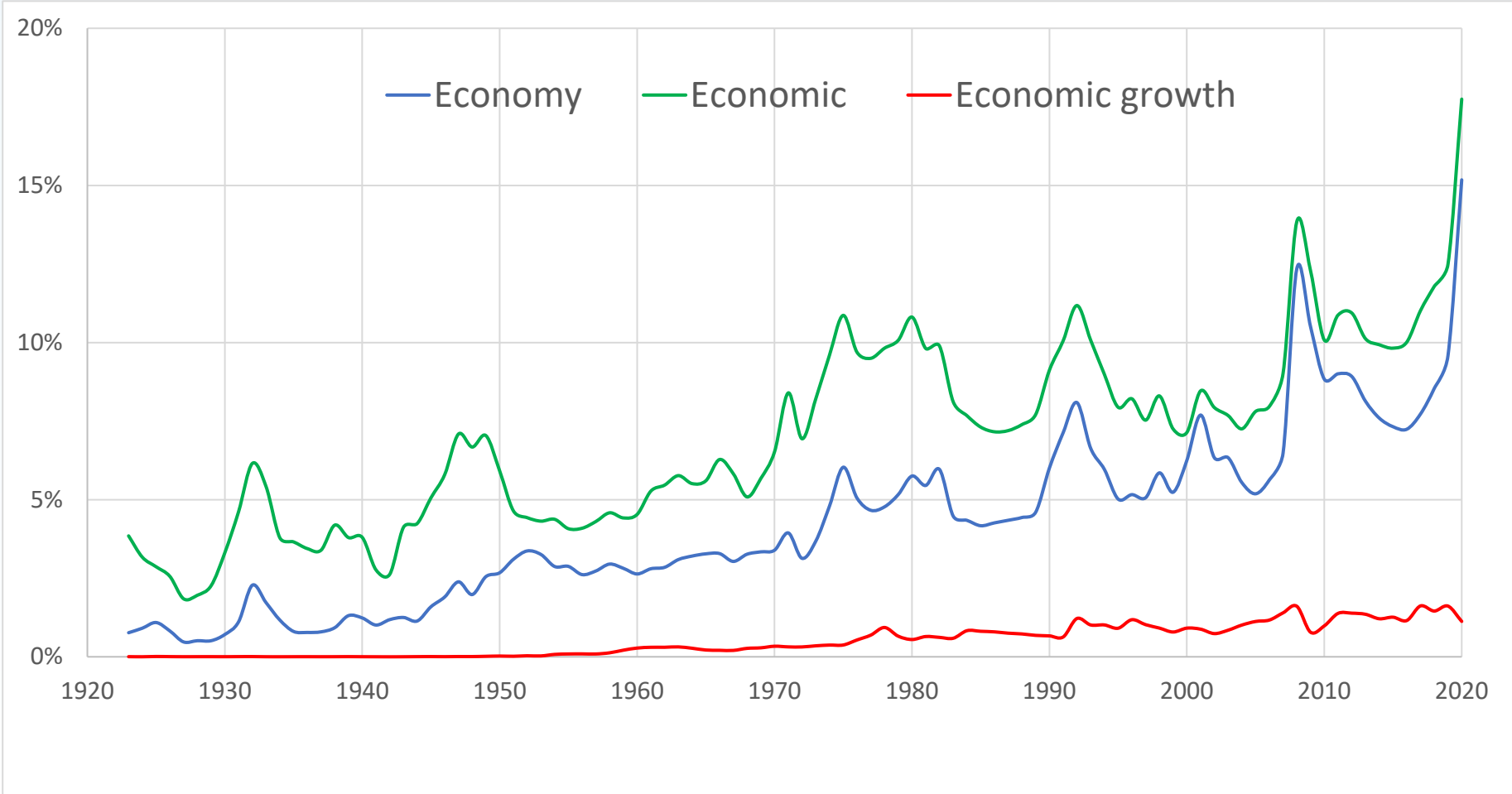
Number of countries



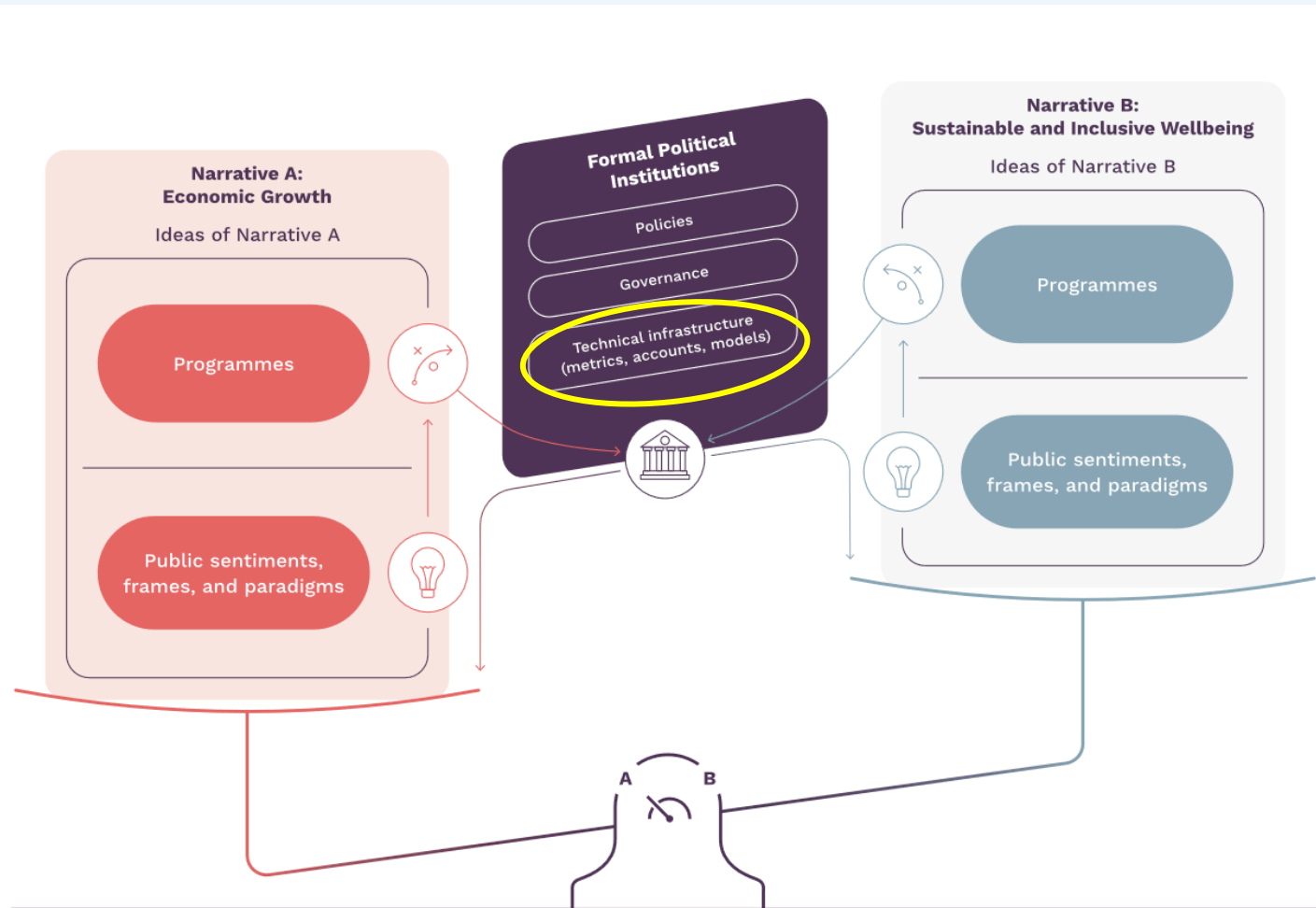
— Studenski
— United Nations

Be more strategic: Narratives Impact

Share of Articles in the New York Times



Be more coherent



After 50 years of “ Beyond-GDP”:

- Sustainable Development Goals
- Doughnut
- Human Development Index
- Genuine Progress Indicator
- Comprehensive wealth
- Happy Planet Index
- Etc
- Etc
- Etc

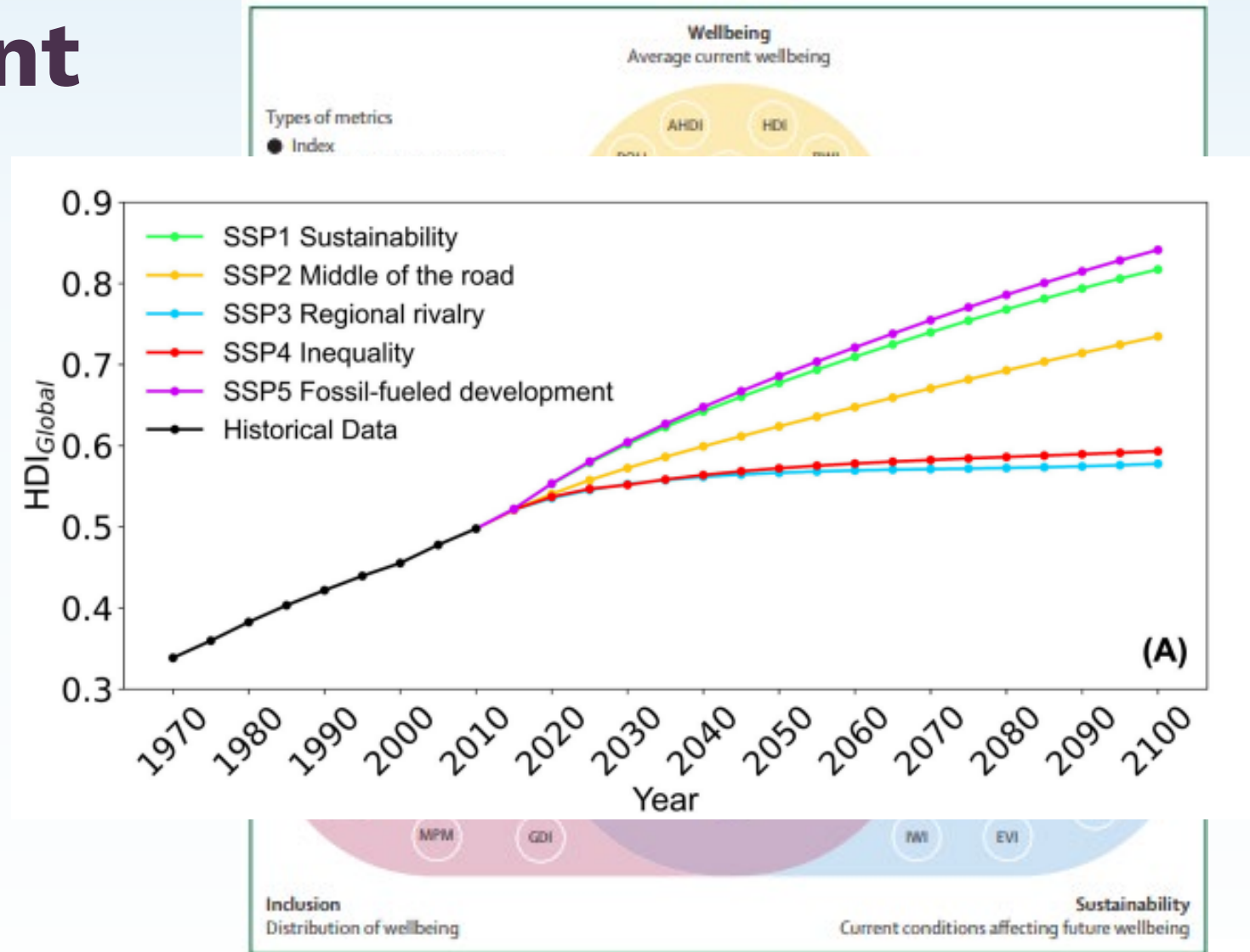
Terminological and methodological confusion!

Be more coherent

- Brundtland/Stiglitz
 - **Wellbeing.** Average quality of life. Related to health, education, material wellbeing, housing, social relationships etc
 - **Inclusion.** Distribution of wellbeing within countries (demographic groups) and between countries. Related to poverty, social exclusion, universality, accessibility, and affordability.
 - **Sustainability.** Future wellbeing. Related to all variables that affect long term wellbeing such as climate change biodiversity, innovation, human capital etc.
- Positive message
 - ~~Beyond GDP~~ → Sustainable and Inclusive Wellbeing
 - Adjectives and nouns

Be more coherent

- Metrics
- Accounts
 - System of Environmental
 - Labor Accounts
 - Time Use accounts
 - Demographic Accounts
 - WISE Accounts
- Models
 - WISE horizons
 - ToBe
 - MAPS



Signs for optimism/What you can do (WYCD)

- Strategy/Coherence
 - Many initiatives (UN, OECD, EC are adopting “Sustainable and Inclusive Wellbeing”)
 - **WYCD**: Use “Sustainable and Inclusive Wellbeing” instead of Beyond-GDP”
- Metrics
 - UN Pact for the Future: High level expert group
 - www.beyond-gdp.world
 - **WYCD**: Never create a new metric & work on consolidation
- Accounts
 - SNA2025 – Chapter for wellbeing and sustainability
 - Framework for inclusive and sustainable wellbeing
 - **WYCD**: Pressure these frameworks to adopt planetary boundaries
- Modelling
 - Various modelling groups
 - **WYCD**: Develop and use these in policy making
- **WYCD**: Connect this to bottom-up and short-term strategy/action

Further reading

Projects

- www.wisehorizons.world
- www.mergeproject.world
- www.beyond-gdp.world
- Literature
 - [Can we project well-being? Towards integral well-being projections in climate models and beyond \(nature.com\)](#)
 - [Are beyond-GDP metrics converging? Consolidation of the measurement of sustainable and inclusive wellbeing - MERGE \(mergeproject.eu\)](#)
 - [Beyond GDP: a review and conceptual framework for measuring sustainable and inclusive wellbeing \(thelancet.com\)](#)
 - [A Novel History of Societal Progress and its Key Drivers | WISE Horizons](#)
 - [A European Agenda To Navigate Uncertain Times - How to steer the EU towards wellbeing for all now and in the future - MERGE \(mergeproject.eu\)](#)
 - [Tilting the Scale | WISE Horizons](#)
 - [A review of macroeconomic approaches to modelling Wellbeing, Inclusion, and Sustainability | WISE Horizons](#)
 - [A review of policy strategies around the world | WISE Horizons](#)
- LinkedIn posts (please spread the news if you like!)
 - [WISE Horizons: Posts | LinkedIn](#)
 - [A novel history of societal progress \(1820-2020\)](#)
 - [Are beyond-GDP metrics converging?](#)
 - [WISE triangle -review of Beyond-GDP metrics](#)