

Looking ahead, how can WHO Collaborating Centers and the GNHIAP support WHO's work on Wellbeing Economy..?



Chris Brown

Head, WHO European Office
for Investment for Health & Development



European Region

What's important to people today?

- People want to *thrive not just to survive*
- They want to live in *healthy and safe communities*
- They expect their authorities to deliver public policies which secure a *better life today and for future generations*

CULTURE
SECURE HOMES
STRONG RELATIONSHIPS
LEARNING
SAFETY
VIBRANT ECONOMY
TRUST
GREEN SPACES
LOW CRIME
INFLUENCE IN MY COMMUNITY
WORK-LIFE BALANCE
THINGS TO DO LOCALLY
ACCESS TO HEALTHY FOODS
ACCESS TO HEALTHCARE

And the reality

The bottom 20% of the population in the WHO European Region experience:

HIGHER
Illness Limiting Daily Life
Comparing between the top and the bottom 20% of the population by income

2x MALE **2x** FEMALE



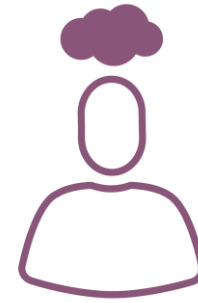
HIGHER
Poor Life Satisfaction
Comparing between the top and the bottom 20% of the population by income

3x MALE **2.5x** FEMALE



HIGHER
Poor Mental Health
Comparing between the top and the bottom 20% of the population by income

2x MALE **1.5x** FEMALE



HIGHER
Poor Self-Reported Health
Comparing between the top and the bottom 20% of the population by income

2x MALE **2x** FEMALE



What's behind the widening gaps in health and well-being

recent evidence from WHO Europe?



- **Economic development models focusing on profit over people**

64% young people with poor mental health related to insecure work, wages and unemployment



- **Inequitable distribution of opportunities and resources**

600,000 excess deaths in areas with low human development coupled with low health system investment



- **Underestimation of the importance of public services to safeguard trust and social and fiscal resilience**

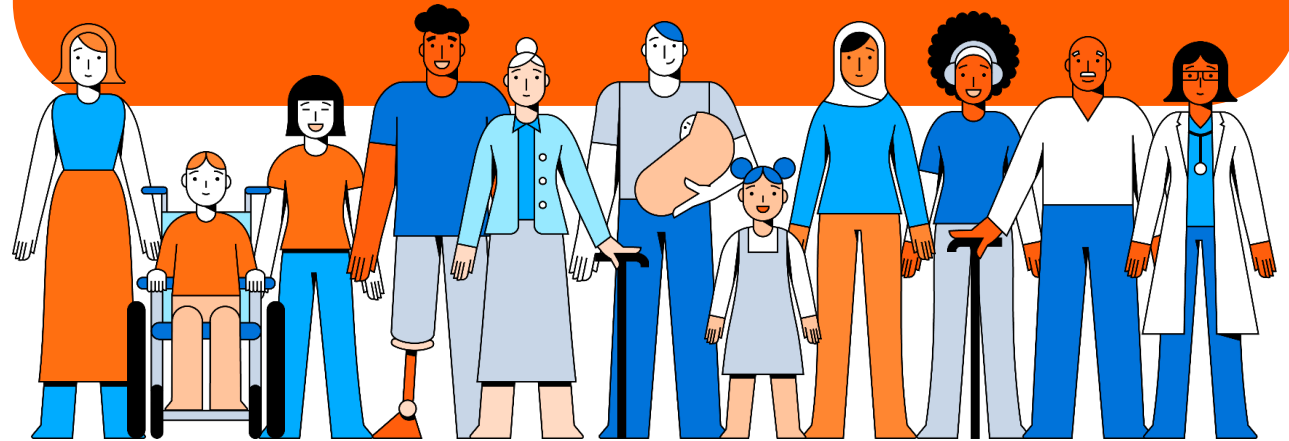
40% lower level of Trust in government among people facing financial strain, not able to afford food, fuel medicines and shelter

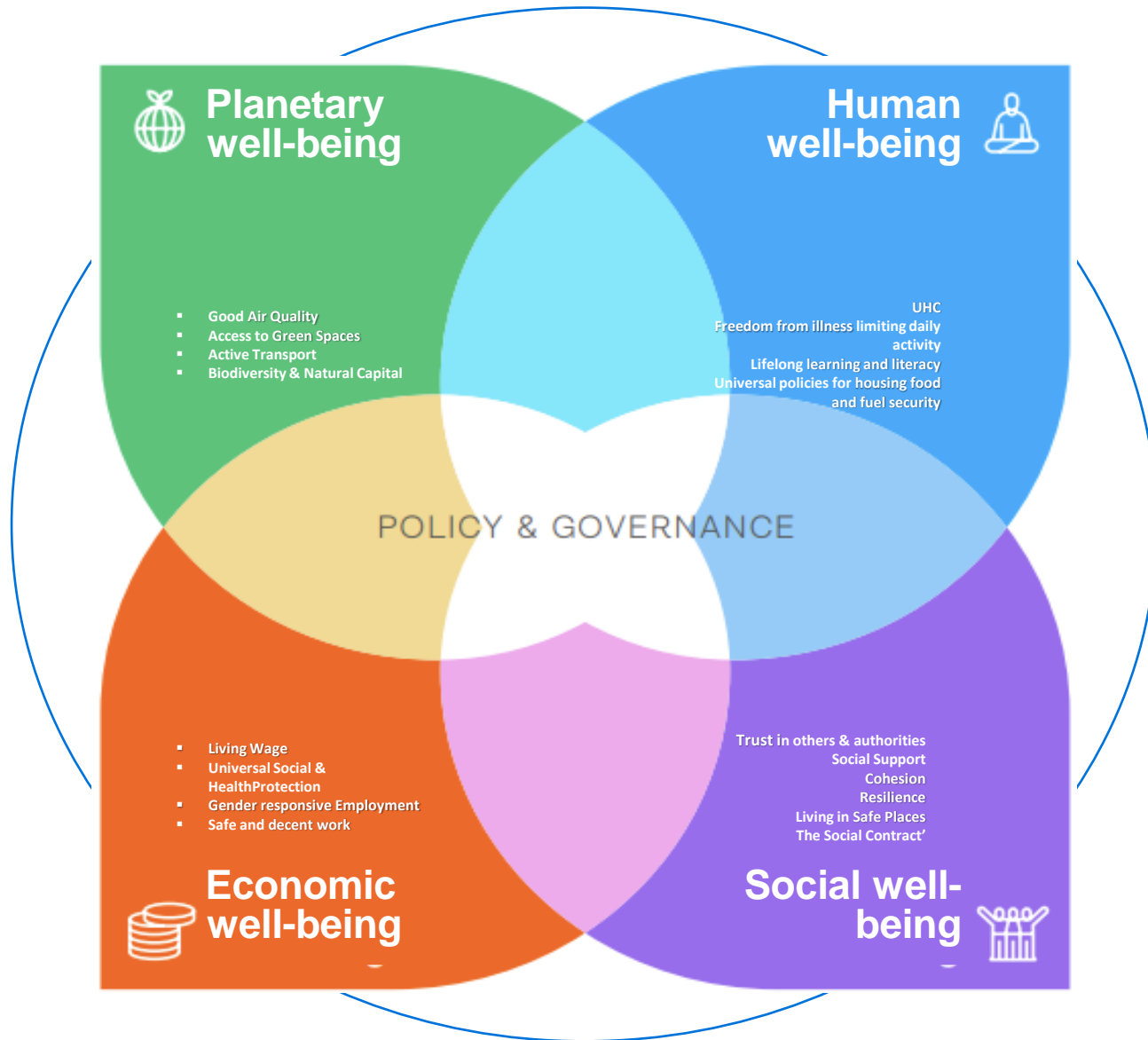
The Shift to Well-Being Economies



*“Growth now and
re-distribute later”
is not working*

**harness public and private activities
and investments in the interest of the
wellbeing of all people!**





The **well-being economy** approach re-orientates business priorities, public policies, investments resources and spend to produce **4 well-being capitals**

WHO's Wellbeing Economy Work 2023-2026

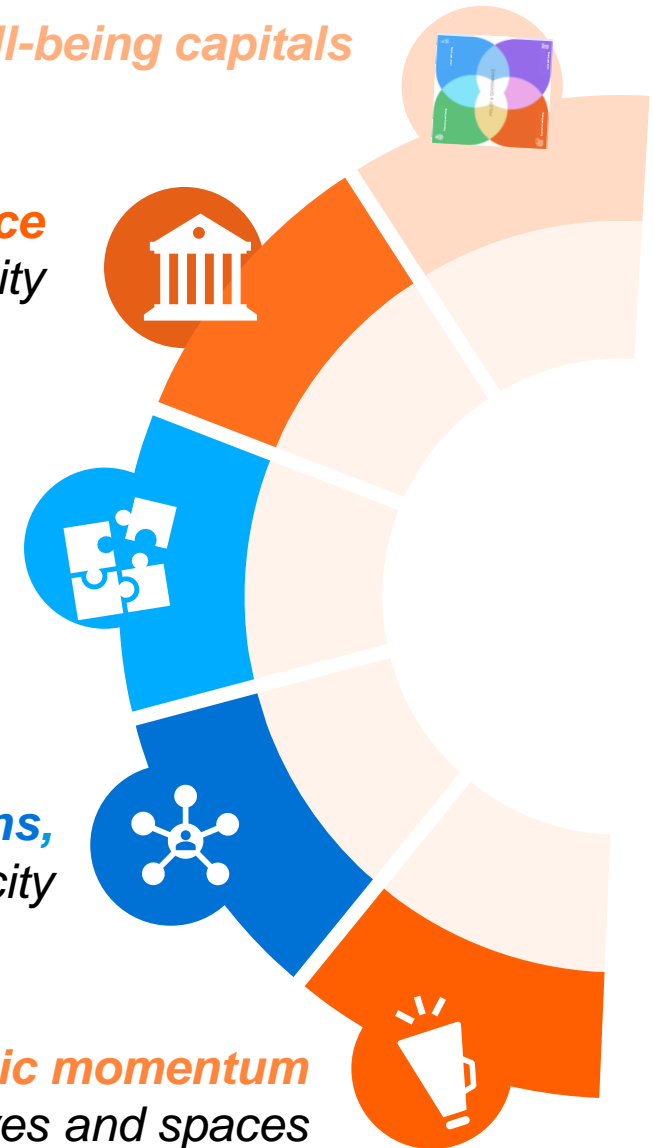
Measuring and incentivizing well-being capitals

*Creating & Shaping the fiscal space
to invest in well-being and health equity*

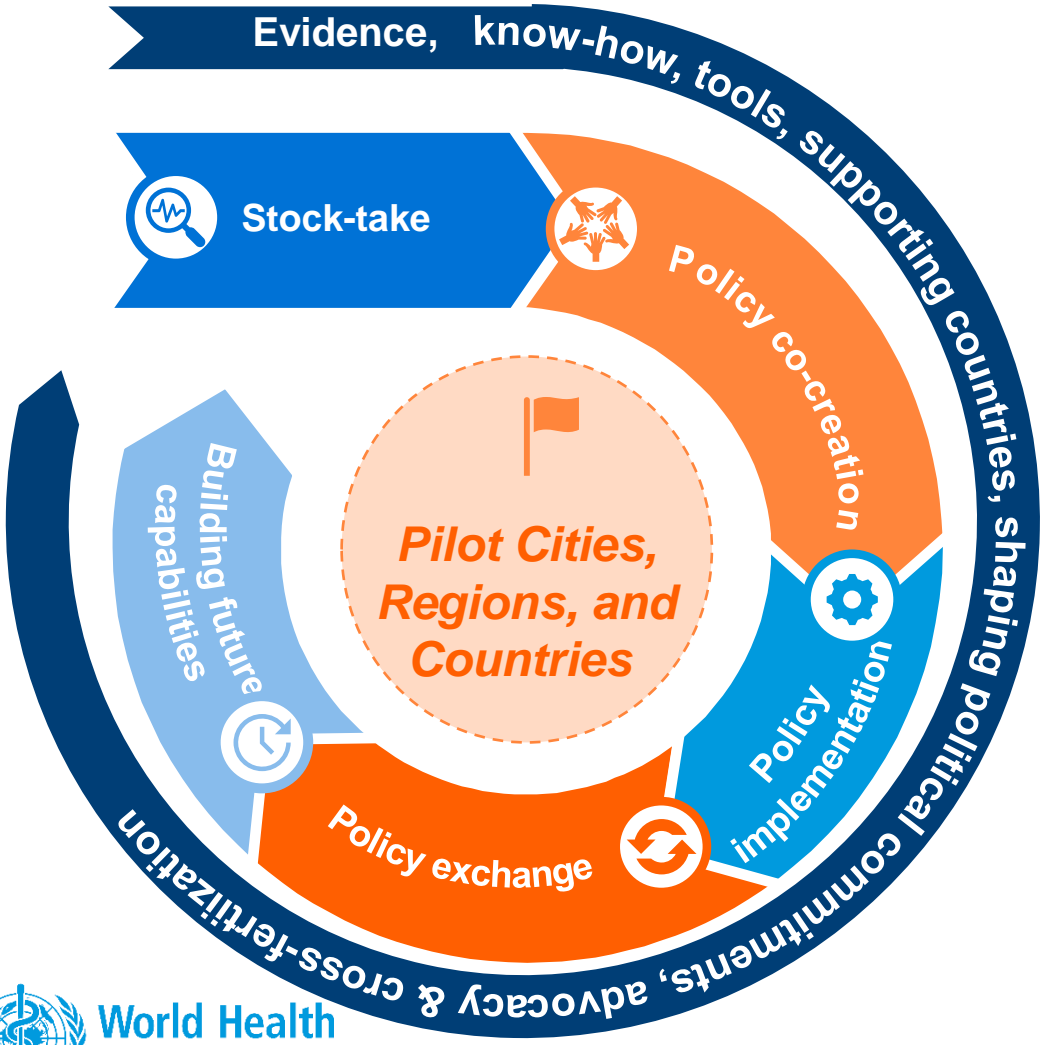
*Convening stakeholders around solutions to BIG well-being priorities
aging societies, uneven growth, youth exclusion and mental health, poverty, green and digital
transitions, fiscal stability/ resilience, declining trust & social fractures*

*WB policy options and interventions,
know-how & capacity*

*Generating and sustaining political and public momentum
through champions, narratives and spaces*



Know How and Capacity Building to implement and adapt WBE – *Policy Lab*



Policy sites investing in and implementing well-being policies



Adapting and accelerating learning and know-how exchange between countries

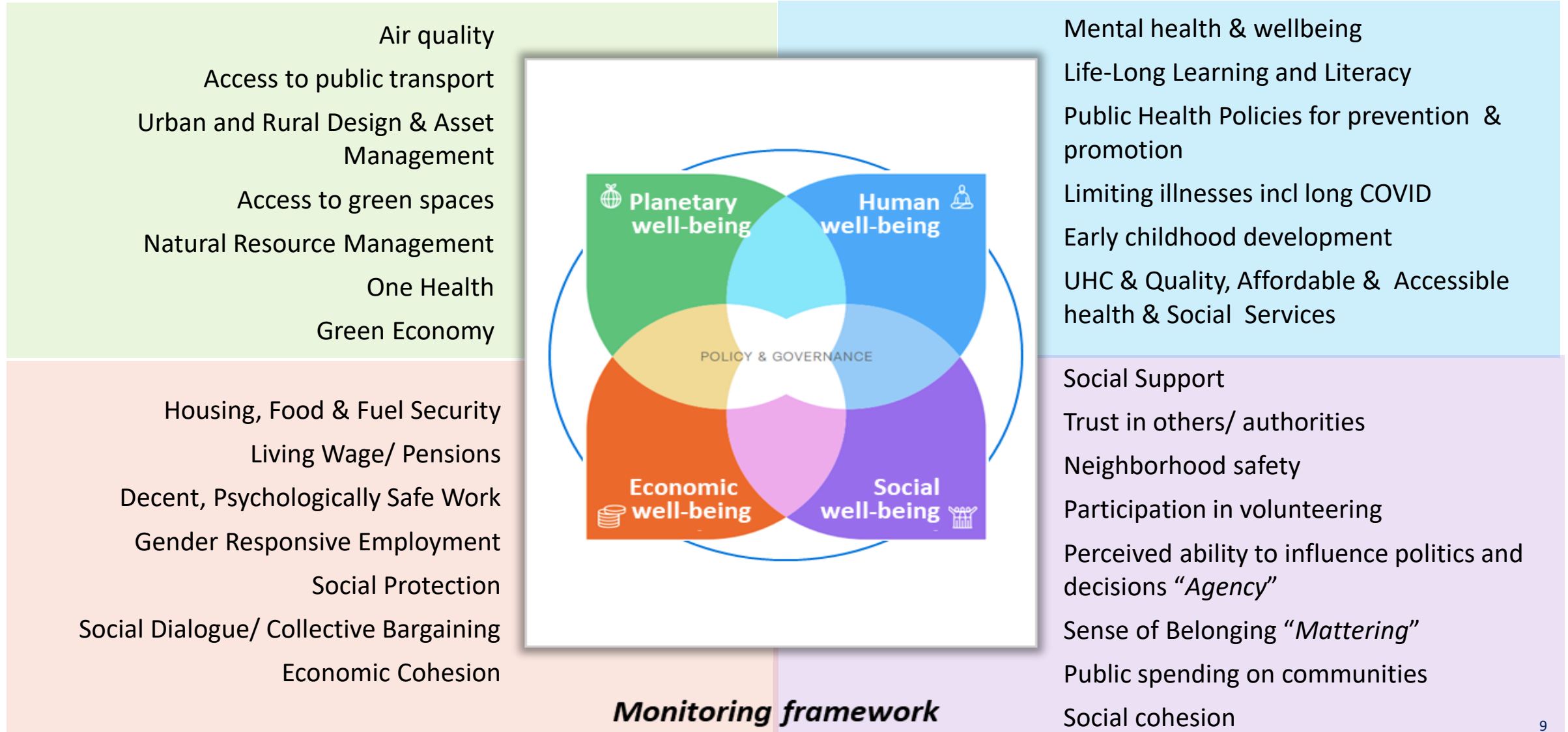


Creating an enabling environment between countries, political and policy support



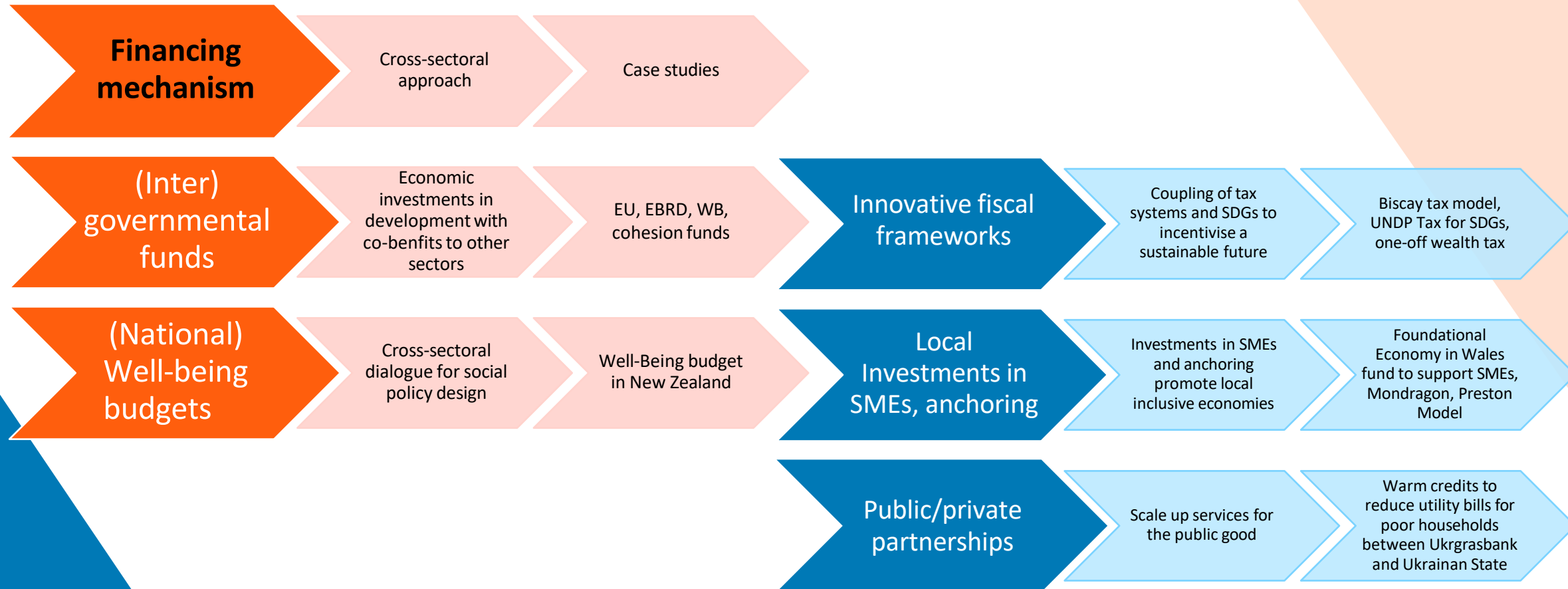
Building wider political commitment to shift investment, resource, and spending to well-being and health equity

Well-being Economy Indicators, Surveys and Scorecards



Creating and Shaping the Fiscal Space

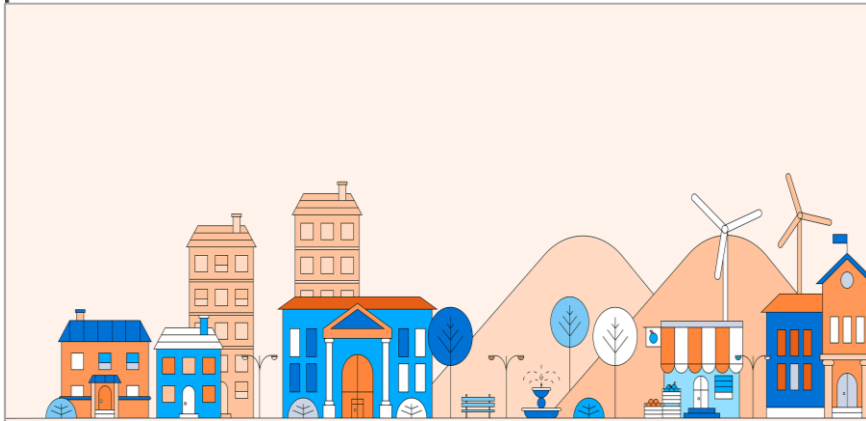
Bring health & equity into economic and business frameworks and investment decisions



Finding common ground between health, central banks and finance

Shifting towards fiscally resilient, healthy societies.

Background document for the first meeting of the
Finding Common Ground initiative, 9 June 2023 in Venice



a joint initiative of the Bank of Italy, National Health Institute of Italy and WHO EURO



- Convening Central Banks Health, Finance and Economy on fiscal and economic wellbeing and sustainability trends and challenges
- New modelling and simulation tools for routine use by banks and finance to shape fiscal and economic policies that improve health equity & well-being;
- demonstrate the co-benefits of better health and health equity to fiscal stability and economic well-being goals
- Build Influence and Alliances across fiscal and economic forums and stakeholders *Wellbeing Economy Diplomacy*

Well-being Economy Instruments

*to shift and sustain
investment, resources
and spending into the
wellbeing capitals*



Well-being indicator frameworks and instruments

Made publicly available linked to fiscal instruments and development policy



Participatory policy/ service models

Joint target setting, multistakeholder and community involvement in problem analysis and assessment, resource synergies and pooling

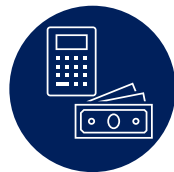


Tax and fiscal instruments



Distributional and sustainability impact assessment

Including health equity Impact assessment



Well-being budgets and accounting tools

Social bonds, social and economic duties



Legal instruments, political and social accountability frameworks

Cross-party groups, commissions, local alliances

Well-being economy dialogues

Convening around the solutions space to “BIG” equity wellbeing and sustainability issues

Examples: Convening business, third sector and government decision-makers around the *solution space* to tackle the challenge of **youth mental health, livelihood security, social inclusion, fiscal resilience**



NOBODY LEFT OUTSIDE

Youth Dialogues on Mental Health and Social Inclusion
A collaboration between the Nobody Left Outside Initiative & the WHO Regional Office for Europe

JOIN US!

What: Interactive discussion on youth mental health and social inclusion
Where: Online, Zoom
When: 9 December, 10h00 - 12h00 CET

4H

Call for youth voices

#Youth4Health

World Health Organization
European Region



all 4 YOUTH

A Global alliance to empower youth in the workplace

Global Thriving at Work Standards

City Mental Health Alliance

- Create a culture of wellbeing & psychological safety
- Develop a mentally healthy working environment
- Provide & signpost to accessible resources, tools & support

Impacts and Cobenefits

New insights on barriers and solutions



Political Advocacy & Champions



“ This approach makes it possible to create a sustainable foundation for a just, equal, climate-friendly and competent society which is better equipped to respond to future crises and to overcome them more swiftly”

*Aino-Kaisa Pekonen
Former Minister of Social Affairs and Health, Finland*

“ Shifting to wellbeing economies is a way to renew our social contract rebuild trust in government and create a society where people can and want to stay, contribute and prosper.”

*Alexei Buzu
Minister of Labor and Social Protection, Republic of Moldova*

“ Good quality of life is an important value in itself ... and as a driver of policy, it can even out social differences and create a more health-promoting and fair society

*Bent Høie
County Governor of Rogaland, Norway*

“ Investing in health is key to North Macedonia's recovery and key to a sustainable economy”

*Fatmir Besimi
Minister of Finance, North Macedonia*



What are Finance Ministers saying about shifting to Wellbeing for All ?

Investing in health and wellbeing is like an insurance policy. Countries can take a risk and not sign into this insurance, but this is very much at the cost of bigger shocks to their populations and their economies.”

*Professor Mario Monti
Former Prime Minister,
Former Minister of Economy and Finance, Italy*



Evidence & Policy Options

focus on solutions and impacts

Impacts

Capturing the direct and multiplier (cobenefits) effects of WB policies

example, solidarity policies deliver higher trust in public institutions

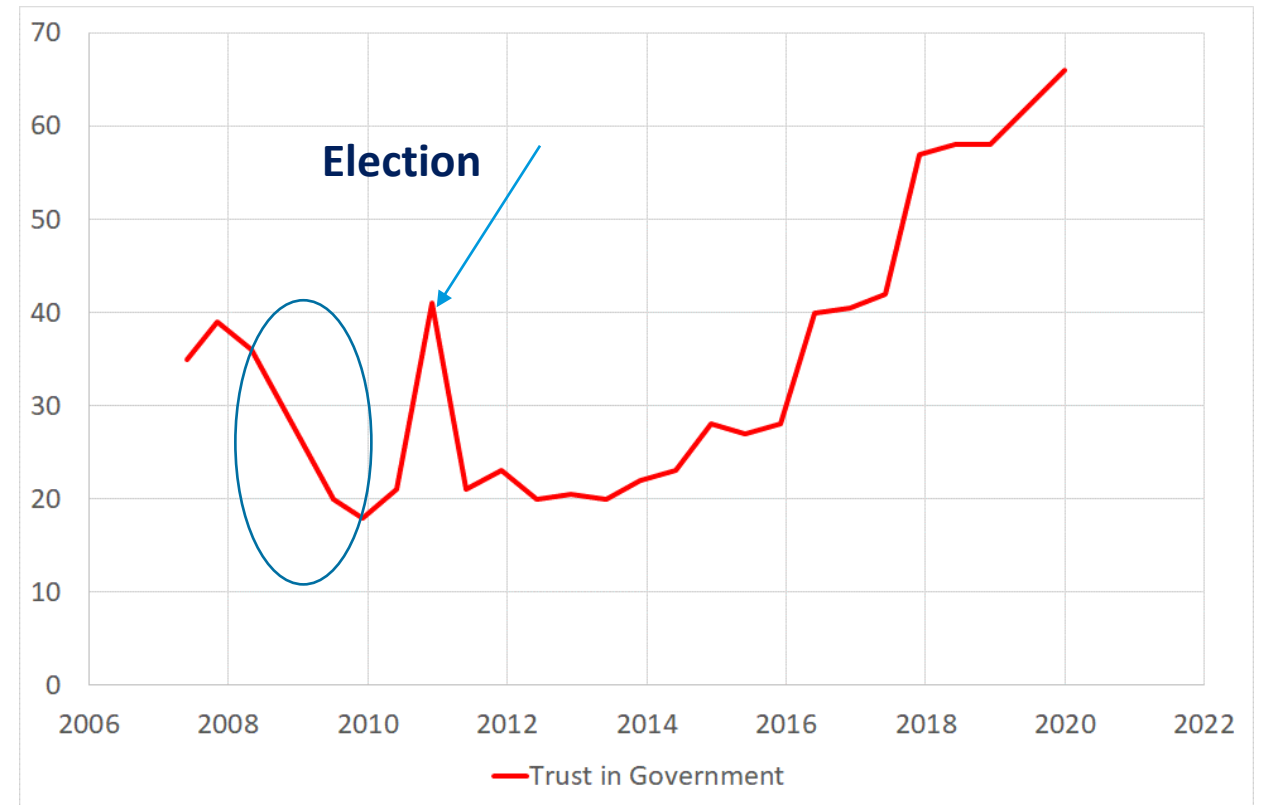
Case study: Ireland

SOCIAL SOLIDARITY - TRUST IN PUBLIC INSTITUTIONS

- FC → 2008 policy resulted in a Fall in purchasing power and reduced trust in institutions (**40%**)
- CC → 2020 policy Protecting purchasing power and increased confidence in institutions (**67%**)



European Region



Case Study 1: Community Wealth Building

Preston Model, UK. Community wealth building focused on reinvesting into local communities through **skills training**, provision of **decent local jobs** and a **greater diversity of ownership** and **participatory decision-making**

Impact

- ✓ **11%** increase in **wage**
- ✓ **9%** increase in **life satisfaction**
- ✓ **11%** improvement in **mental health**
- ✓ **8%** increase in **employment**

Case Study 2: Mondragon

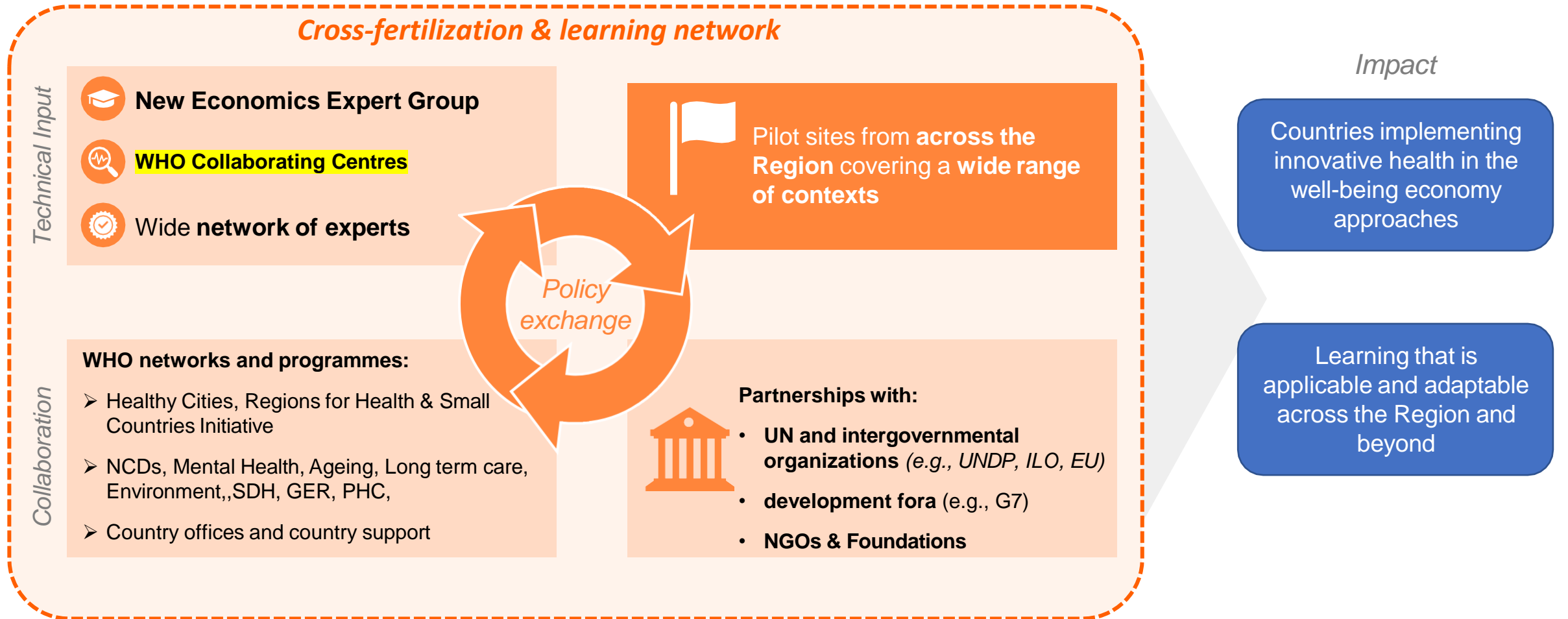
Basque Region, Spain. Worker cooperative that is internationally competitive and that has maintained its cooperative values since 1956, under the motto: **'Humanity at work'**

Impact

- ✓ **Less poverty** and **very low inequality** compared to Spain and Europe
- ✓ better **mental health**
- ✓ **Sustained employment and wages during recessions.**
- ✓ Increased **community cohesion and sense of belonging**



Embedding the learning globally and across the EURO Region



The Venice Office

Who we are

A team of health, economic and social policy professions + 5 collaborating research centres + 2 health policy networks spanning 38 countries

What we do

Connect health, social & economic policy makers with the solutions to reduce health inequities for inclusive and sustainable societies and economies.

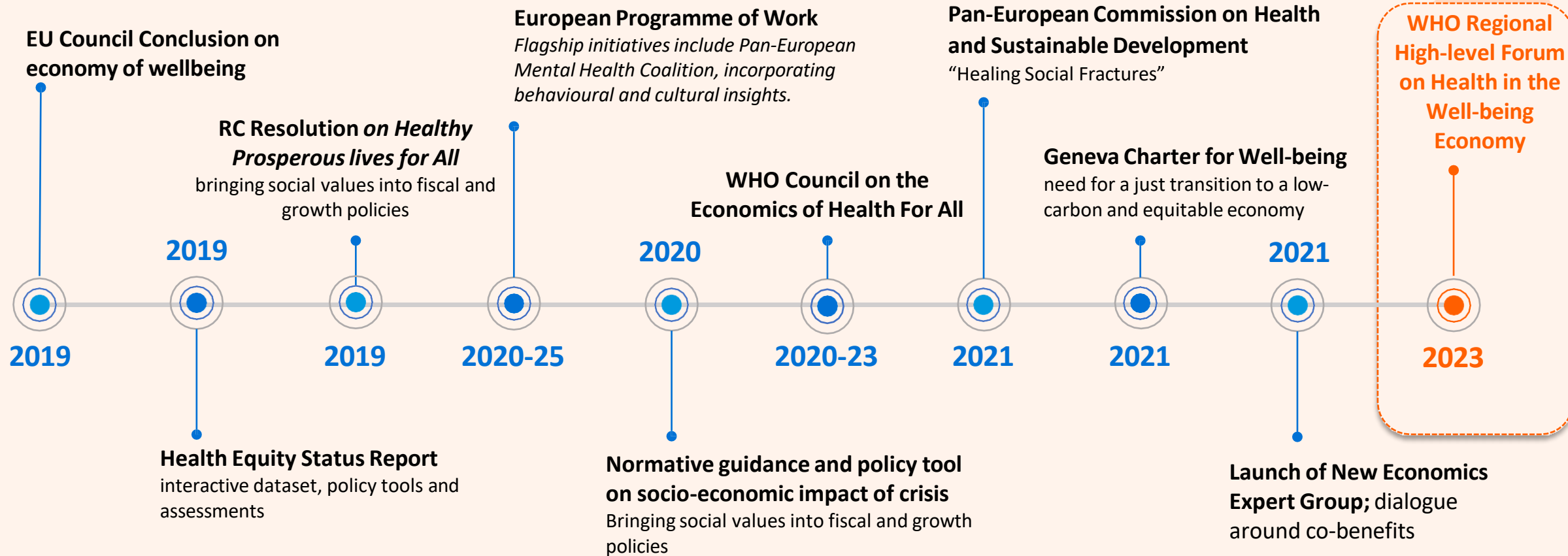
- home of the WHO EURO *Healthy Prosperous Lives for All Initiative*
- evidence, analysis and Investment tools for **shifting to Wellbeing Economies**
- policy & strategy support to European countries
- solution dialogues
- regional and global norms and guidance
- European alliances & partnerships for health equity & wellbeing



European Region



The journey so far



Work of the Health Equity Status Report taken up DisQO anti-discrimination and health equity network, briefing written by Nobody Left Outside on equity impacts of COVID & solutions to these, & participation in Systems approach of urban environments and health advisory board (SURREAL)