




Reflecting on Health in All Policies and Economy of Wellbeing

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How well do you
know the
economy of
wellbeing?

- A) I am actively working in the field
- B) I know the concept, and I am ready for apply it
- C) Sounds interesting but I don't know what all it is about
- D) Never heard

Promotion of Health and Wellbeing in Finland



- Long tradition working across sectors for health promotion both at national and local levels, in some forms a priority since 70's, and reduction of health inequities also for a long time
- Health in All Policies concept launched in 2006 during Finland's EU presidency
- Economy of Wellbeing approach introduced in 2019
 - Interlinkage between sustainable economies and health, education and social policy
- Municipalities have been forerunners in cross-sectoral promotion of wellbeing and health – a legislative duty since 2010
- Reform of the social and health care services from January 2023
 - Promotion of health and wellbeing as a duty of both municipalities and regions



Development towards Health in All Policies in Finland (1)

Systematic, long term work

In the early 1970's focus on **single health problems**

- Public health a political priority, primary health care, prevention
- Need to influence determinants of health through other sectors
- Work began with nutrition, smoking, accident prevention

In 1980's **large scale programmes**

- Intersectoral health policy developed together with the WHO
- National Health for All programme (1986)

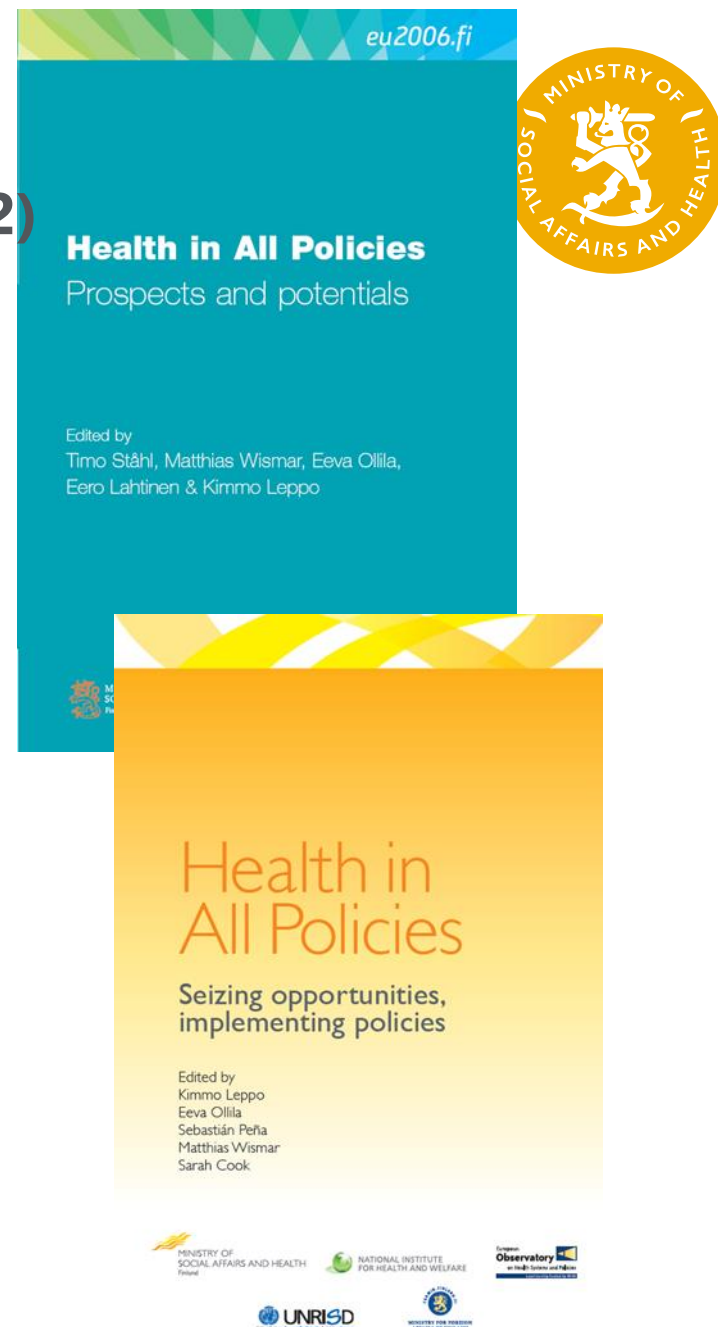
Development towards Health and Wellbeing in All Policies in Finland (2)

In 1990's systematic work based on **permanent structures**

- 1995 member of the European Union, new processes
- Advisory Board on Public Health and its subcommittees from 1997
- HFA Strategy renewed: Government resolution on Health 2015 Public Health Programme, adopted 2001

In 2000's **HiAP and legislation**

- Promotion of population health in the Constitution of Finland
- Legislation on promotion of health and wellbeing in municipalities (2006 and 2010)
- HiAP theme of the Finnish EU Presidency in 2006
- WHO 8th Global Conference on Health Promotion in Helsinki 2012, HiAP as the main theme



The cross-sectoral promotion of health and wellbeing

– the basis for the Economy of Wellbeing



- Nordic Welfare model - Strong emphasis on building welfare state through fiscal policies, legislation and contract society
- Health in All Policies approach - Considers impacts of policies on health, health determinants and their distribution
- Global Health Security – OneHealth approach
- Agenda 2030 and the implementation of the Sustainable Development Goals
- Council conclusions on the Economy of Wellbeing – Strengthen horizontal and holistic discussion at EU level
- The Government has decided on the long-term measures for reducing inequalities in wellbeing, health and safety by 2030 (The Government resolution 19.6.2020)

Economy of Wellbeing – Now more important than ever



Multiple and interlinked challenges require collaboration across sectors

- Climate change, demographic change, new world of work, digitalization
- Gender equality, equity and trust
- The pandemic and war in Ukraine take its toll on health and wellbeing globally, and we have to prepare for long-term impacts on societies
- The pandemic has shown that when the problem is shared and there is a motivation for cooperation, it is possible to find new solutions
- The existing wellbeing economy frameworks and initiatives may play a role in the discussions

Challenges to be solved

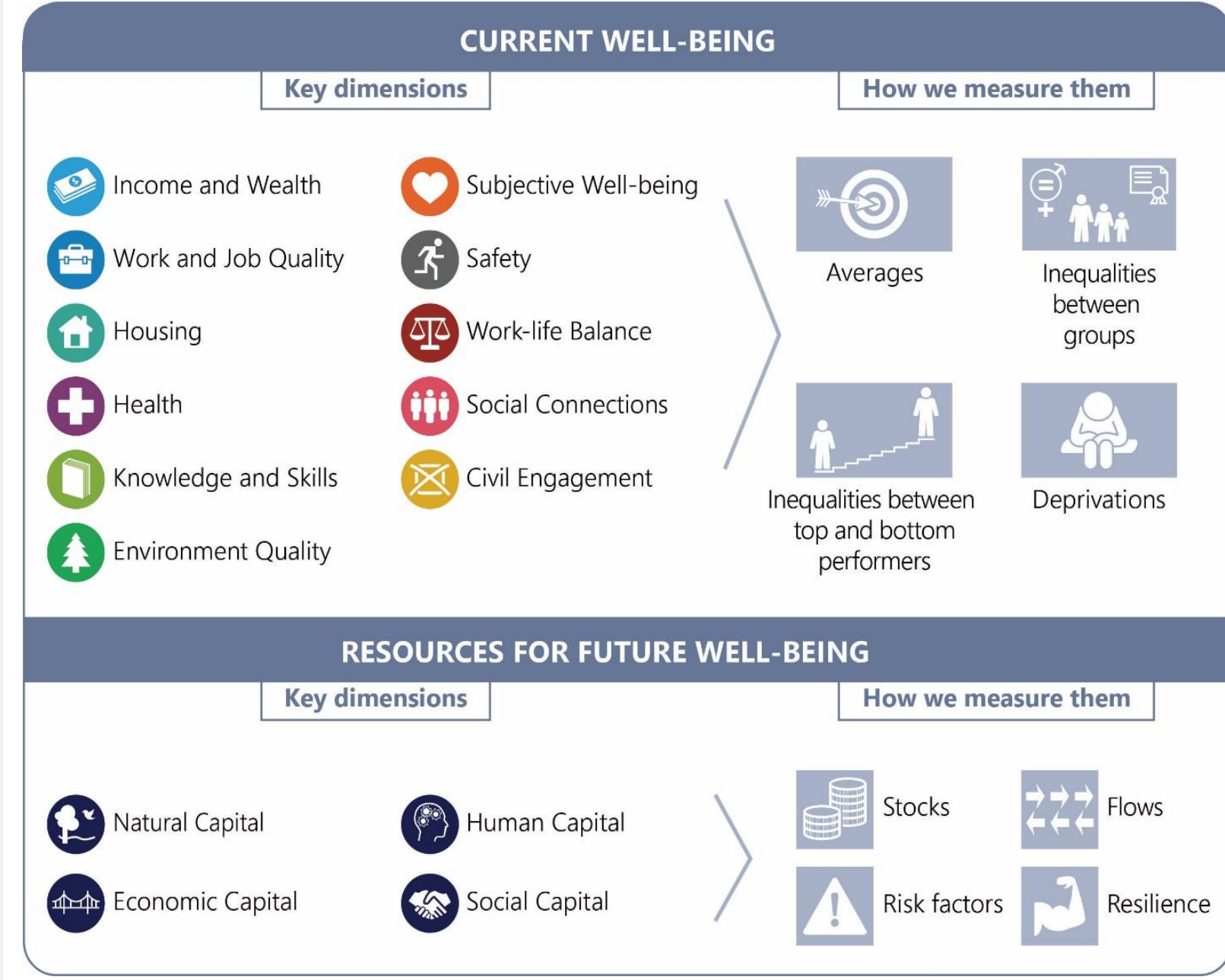
- The data base is in silos
- Identifying interactions between e.g. economy and wellbeing is still difficult
- Some impacts will be seen (only) in the long term

OECD Sustainable, Inclusive Well-being framework (2011)

Dashboard of over 80 indicators:

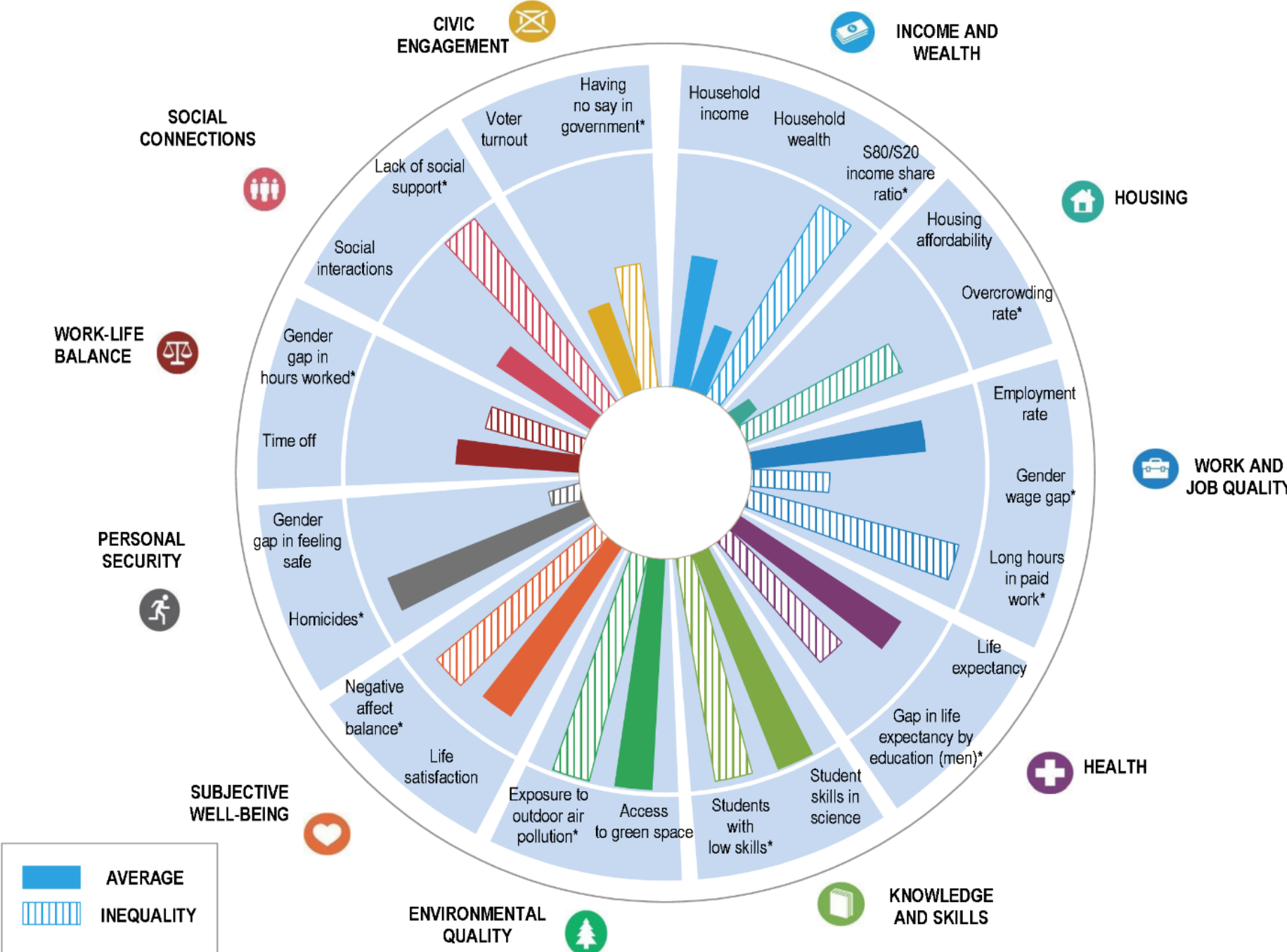
- 11 dimensions of well-being outcomes “today” (material conditions, quality of life & relational aspects)
- well-being inequalities
- the resources & risk factors that shape future well-being

The 2023 Finland report focused on 36 headline indicators, plus additional indicators for deep-dives on inequalities and challenges specific to Finland



Finland's current well-being outcomes, 2022 or latest available year

This chart shows Finland's relative strengths and weaknesses in well-being compared to other OECD countries. Longer bars indicate better outcomes (higher wellbeing), whereas shorter bars indicate worse outcomes (lower wellbeing) – including for negative indicators, marked with an *, which have been reverse-scored.



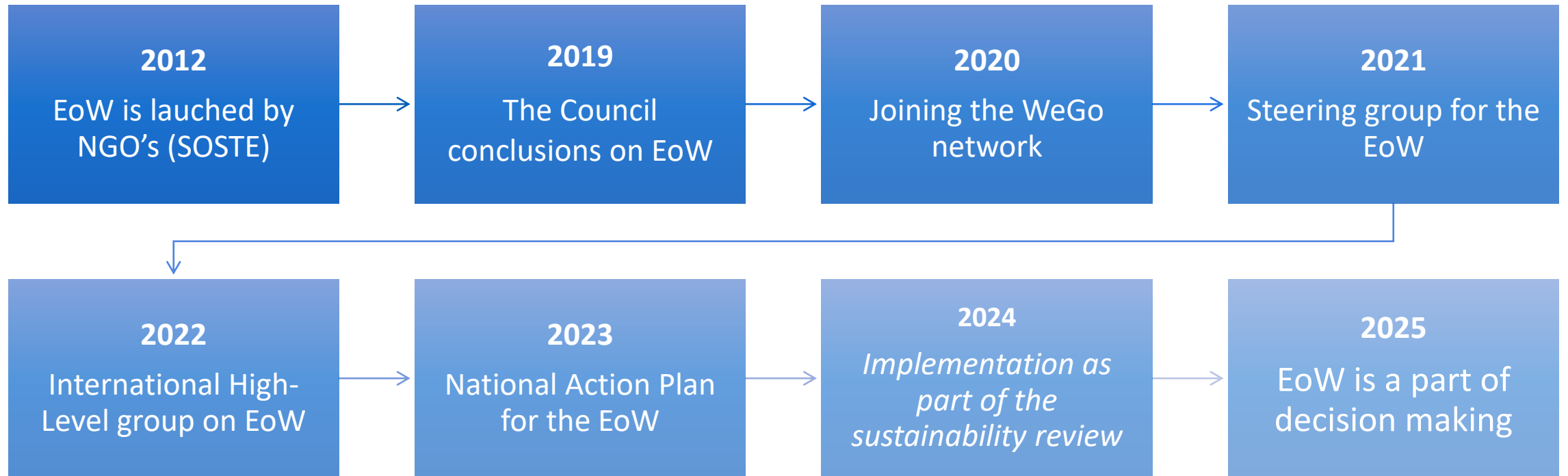
Source: OECD calculations based on the OECD How's Life? Well-being (database), <https://stats.oecd.org/Index.aspx?DataSetCode=HSL>.

Economy of Wellbeing is reforming decision-making



- a decision-making approach to achieve a better balance between social, economic and ecological dimensions of sustainability
- creates opportunities to increase wellbeing and support a sustainable economy simultaneously, taking into account the limits of environmental sustainability
- development of the Economy of Wellbeing is important in order to make the social dimension of sustainability a balanced part of sustainability assessment

Way towards the Economy of Wellbeing



Finland's National Action Plan for the Economy of Wellbeing (2023 – 2025)



The aim is for the economy of wellbeing to be part of national, regional and local decision-making so that the mutual review of the different dimensions of sustainability - wellbeing, the environment and the economy - is carried out in a balanced manner

A cross-sectoral and multidisciplinary steering group on the economy of wellbeing appointed by the MSAH was responsible for drawing up the Action Plan for the EoW that is suitable for Finnish conditions

Recommendations for promoting the Economy of Wellbeing between 2023 and 2025



1. Continuing the preparation of the steering model for the economy of wellbeing
2. Examining how the monitoring of wellbeing, as part of sustainability thinking, can be made a more integral part of the key decision-making and management processes of the central government, regions and municipalities
3. Developing impact assessments and strengthening capacities and competencies
4. Exercising influence within the EU, incl. the European Semester for economic policy coordination, and
5. Strengthening inclusion



Implementation in existing processes

- Government's sustainability roadmap

- The sustainability roadmap analyses the effects of combining different dimensions of sustainability (social, ecological, economical). This involved pilot studies on the monitoring and evaluation of policy coherence.
- The updated sustainability roadmap analyses Finland's sustainability challenges in more detail and seeks new approaches for tackling them.
- Taking into account the ecological, economic and social dimensions of sustainability supports society's resilience and capacity to respond to crises. This helps to avoid major fluctuations in the functioning of society and ensure fair progress.
- The next step is to find stronger synergy between different programmes and link the dimensions of sustainability together in order to promote policy coherence.

Building the Economy of Wellbeing in Finland

- Main messages



- The Economy of Wellbeing is a decision-making process, which enables us to achieve a better balance between social, economic and environmental dimensions of sustainable development
 - These investments are important for societal resilience and democracy
 - When wellbeing increases, also the economy grows and the long-term sustainability of economy improves
- The Economy of Wellbeing underlines the necessity for better cross-sectoral collaboration and coordination
- Monitoring and evaluation, including systematic impact

Population ageing, growing inequalities in health, technological transformation and climate change increase the need for the economy of wellbeing approach in decision-making.


The economy of wellbeing is a decision-making approach which enables us to achieve a better balance between the social, economic and ecological dimensions of sustainable development.

A society that makes long-term investments in wellbeing develops and its economy brings growth.

The social, ecological and economic dimensions of sustainability are all intertwined. For this reason, we need to reform decision-making processes and develop new kinds of indicators.

Social sustainability is realised when everyone is guaranteed a sufficient income, wellbeing services, safety, security and equal opportunities, when everyone has fair and just access to resources and when people have the opportunity to influence their own lives.





**What do you
think now about
the economy of
wellbeing?**

- A) I am going to actively promote this approach
- B) I am willing for apply it
- C) I'm interested in to hear more about it
- D) I didn't get the point

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Thank you!

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