



*Can
changing
the lens
change the
world?
and introducing:
the GDNE hero of
wellbeing economies*

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AES
September 2023

The lenses we adopt matter



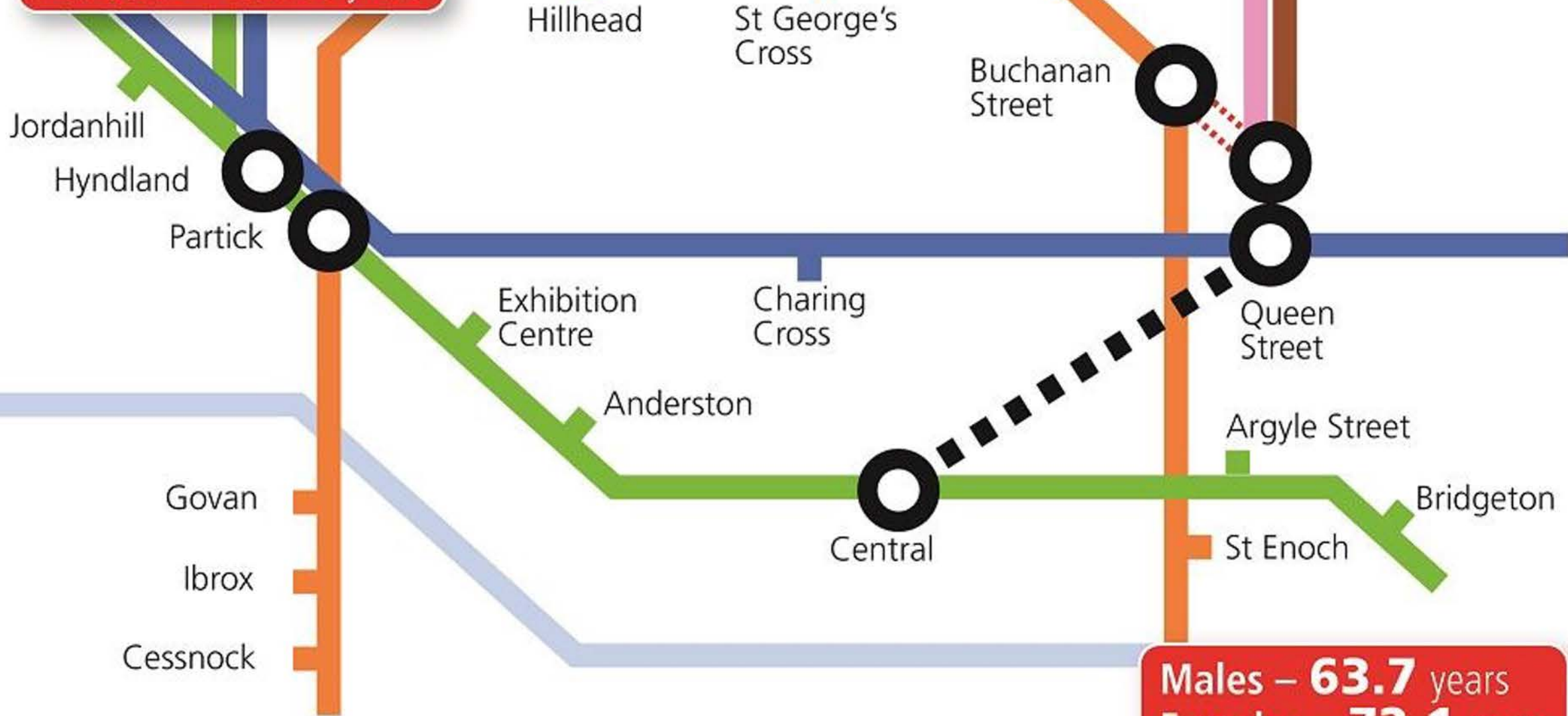
Credit: Stephen Kraakmo



Finn Burns in Mallacoota (credit: Finn's mother Allison Marion)



Males – **78.0** years
Females – **83.8** years



Males – **63.7** years
Females – **72.1** years

Ah yes...
the economy
has never been
healthier

And the drugs
needed to
cope with it
have never been
more affordable..



The dominant lenses of today



THE FUNDAMENTALS
OF THE ECONOMY
ARE GOOD.

BUT I'M NOT
EARNING ENOUGH
TO SURVIVE!

THAT ISN'T
ONE OF THE
FUNDAMENTALS.

WORKING YOURSELF TO
DEATH IS OPTIMUM.

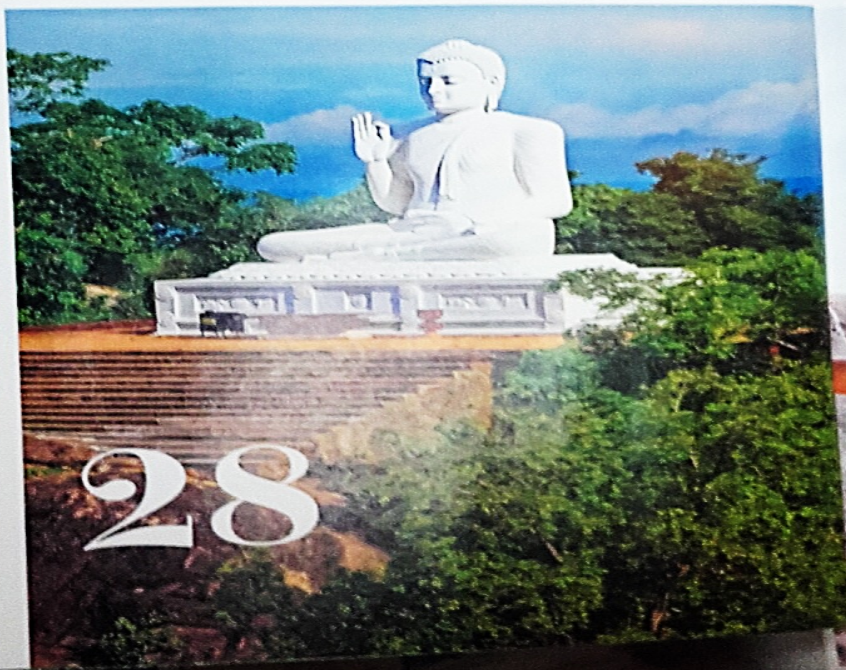
TILES

UNIVERSAL UCLICA
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THIS YOUNG KOALA HAS A MENTAL HEALTH PROBLEM

**Individualisation
of
bigger
problems...**



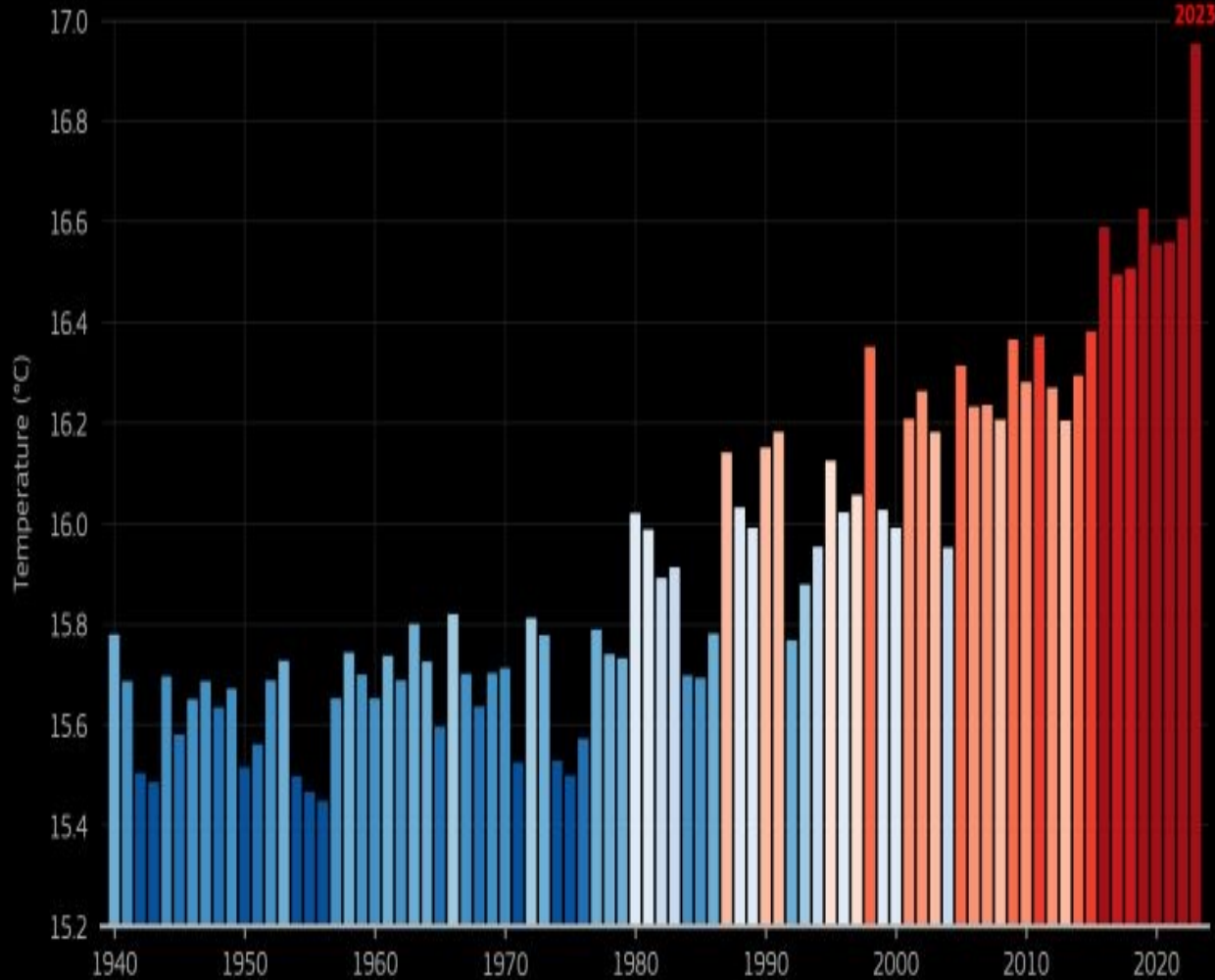


A dramatic landscape featuring a stormy sky with dark, heavy clouds and several bright lightning bolts striking down. In the foreground, a paved road with a dashed white center line leads towards the horizon. The road is flanked by green grass on the right and a darker, scrubby area on the left. In the distance, the ocean is visible under the stormy sky.

**The consequences
of those lenses**

GLOBAL SURFACE AIR TEMPERATURE • JULY

Data: ERA5 1940–2023 • Credit: C3S/ECMWF



PROGRAMME OF THE EUROPEAN UNION



IMPLEMENTED BY ECMWF

A world that is unsafe

ANTÓNIO GUTERRES

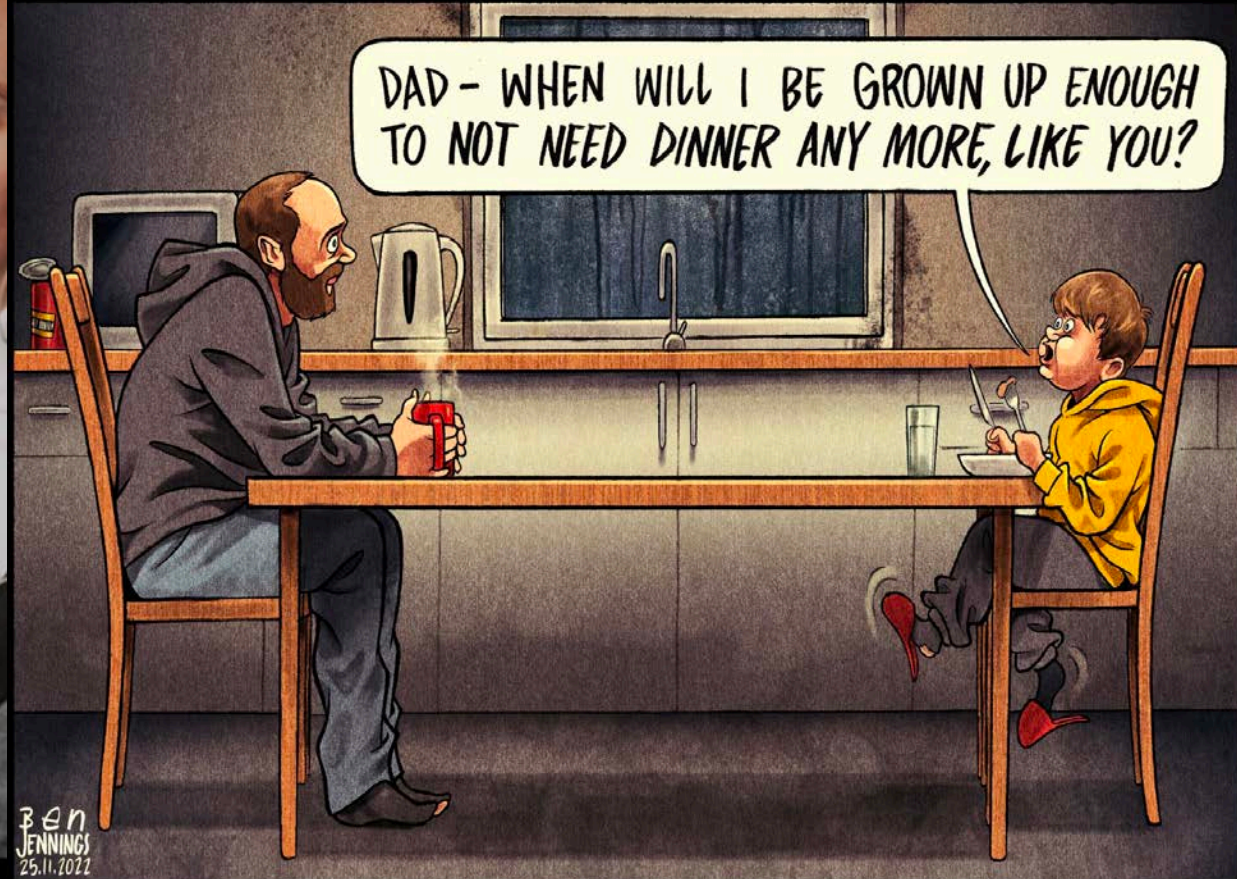
United Nations Secretary-General



“

The era of global warming has ended; the era of global boiling has arrived.”





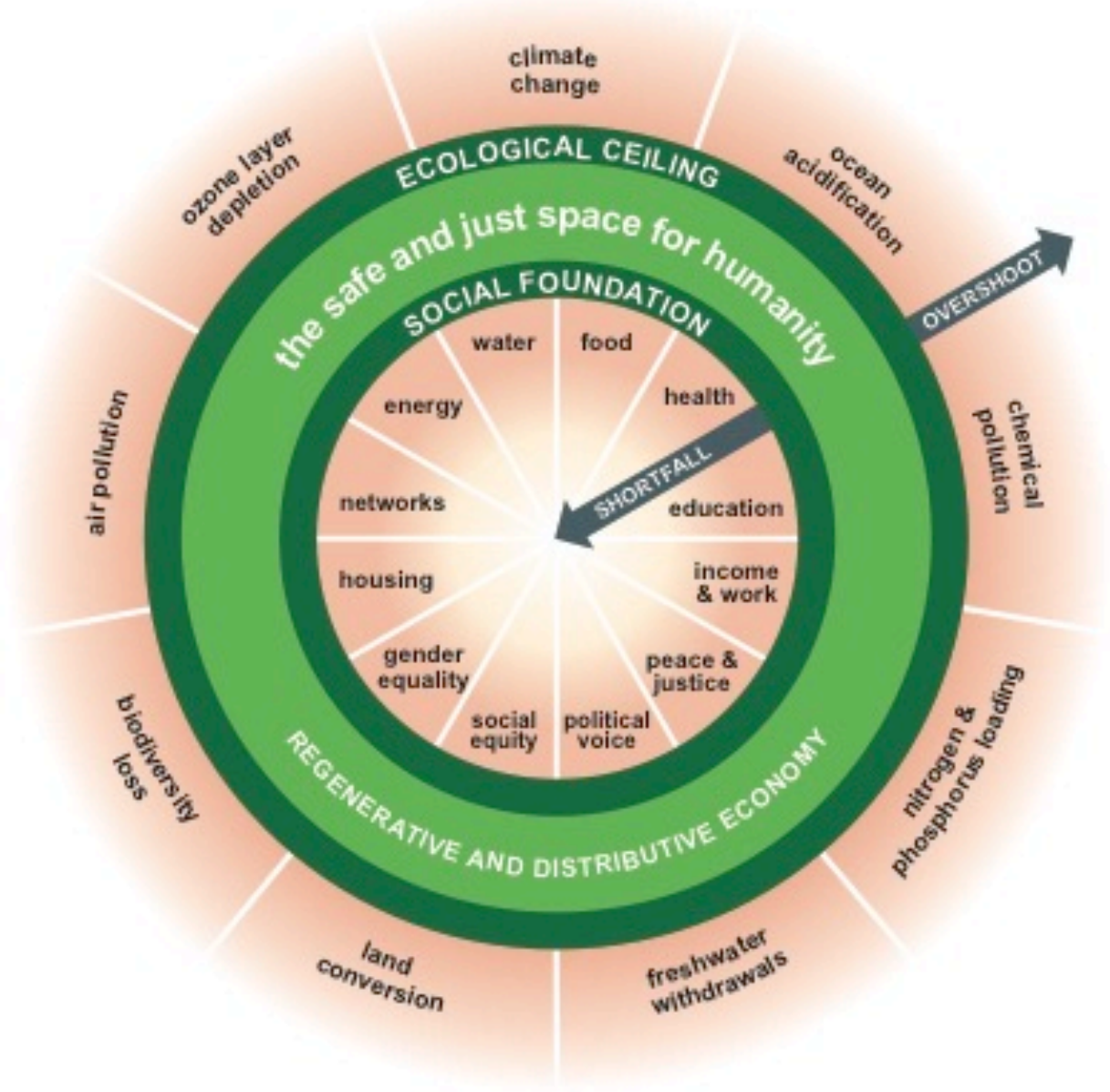
A world that is unequal

**A world
that is
creating
despair**



What lenses to we need today?



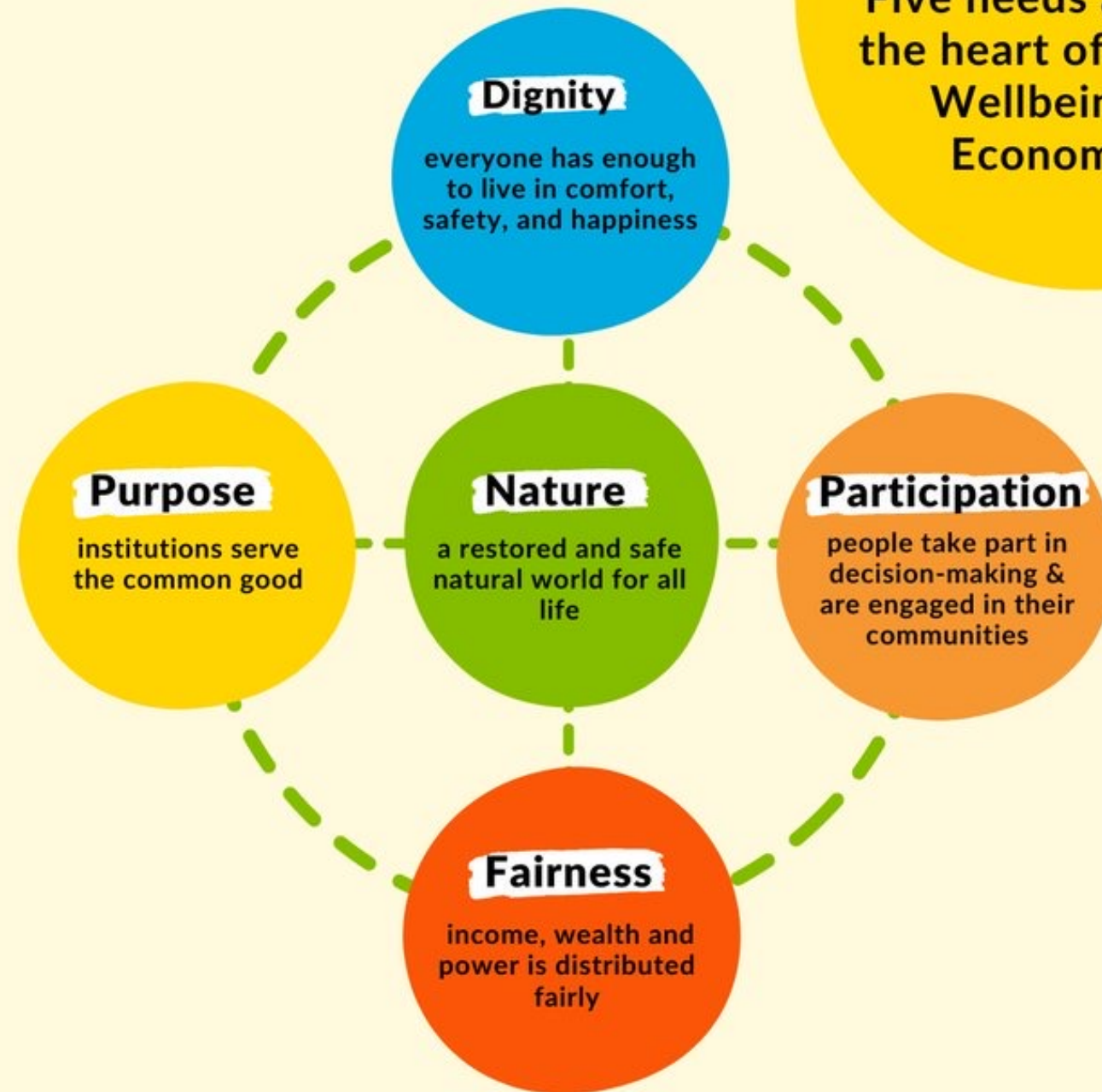


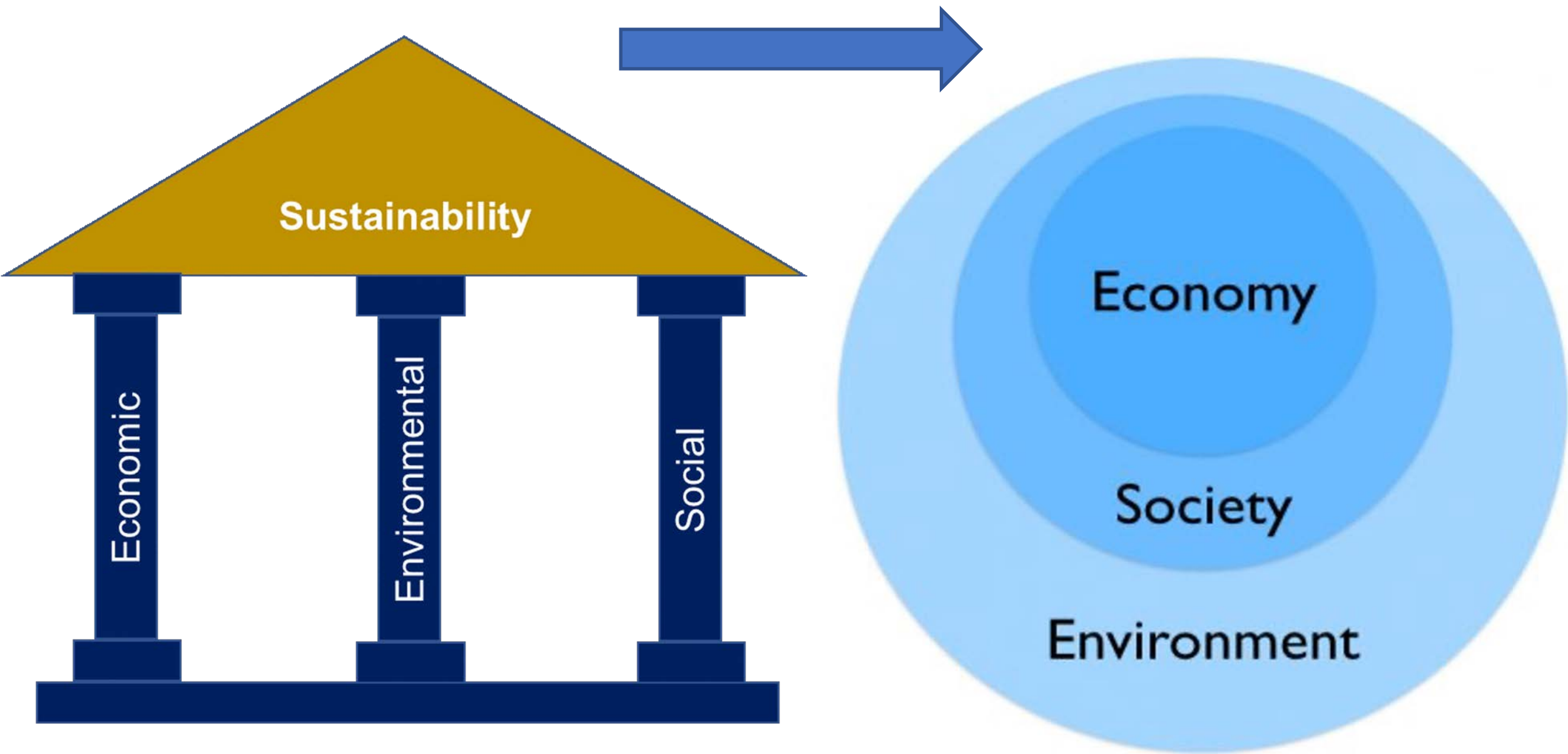
A young child is running joyfully in a field of golden light, wearing a t-shirt with a positive message. The child is smiling broadly, and the background is a soft, golden glow with bokeh light effects. The text is overlaid on the right side of the image.

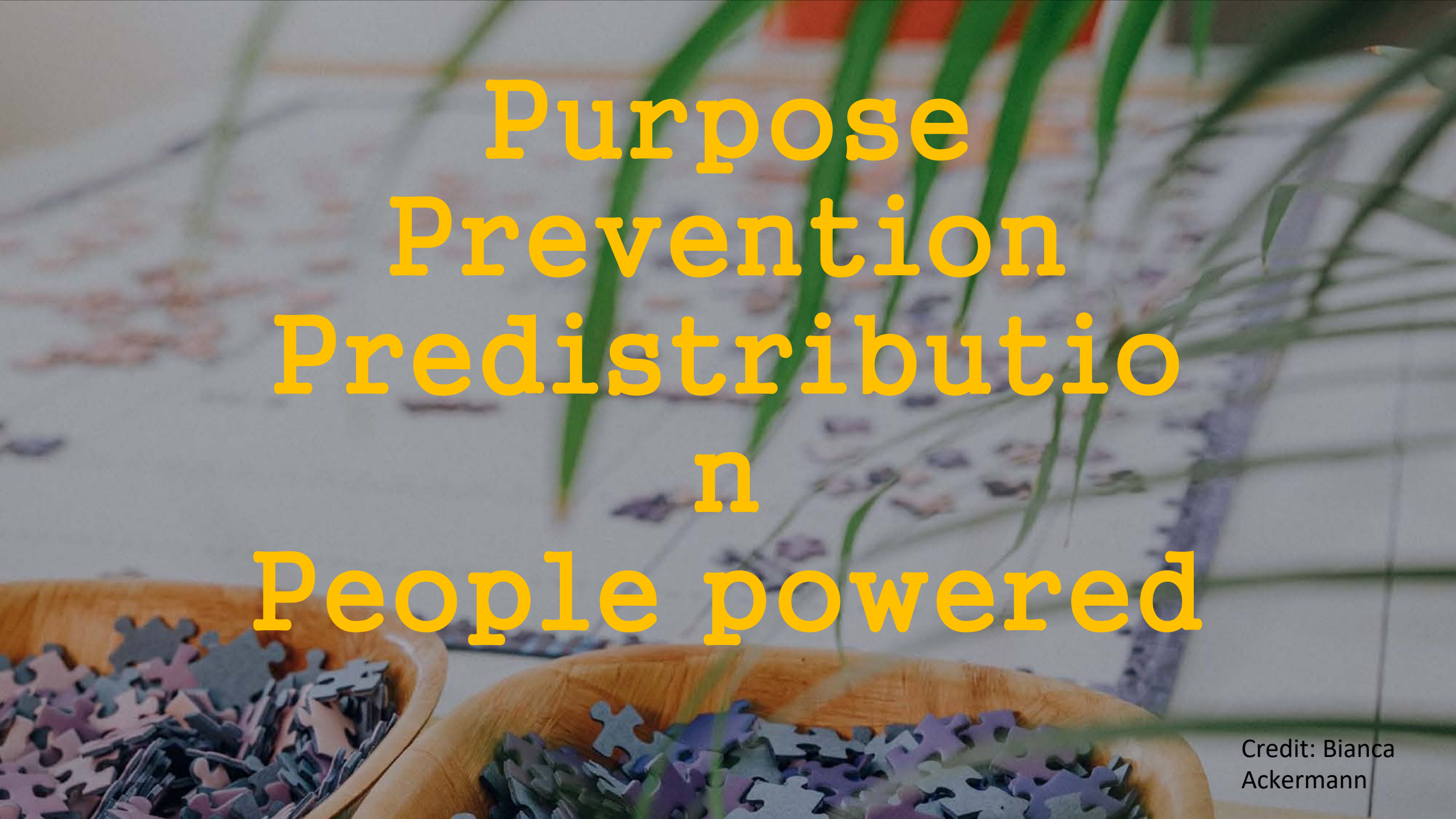
A wellbeing economy:

**meeting the
needs of people
and planet**

Five needs at
the heart of a
Wellbeing
Economy





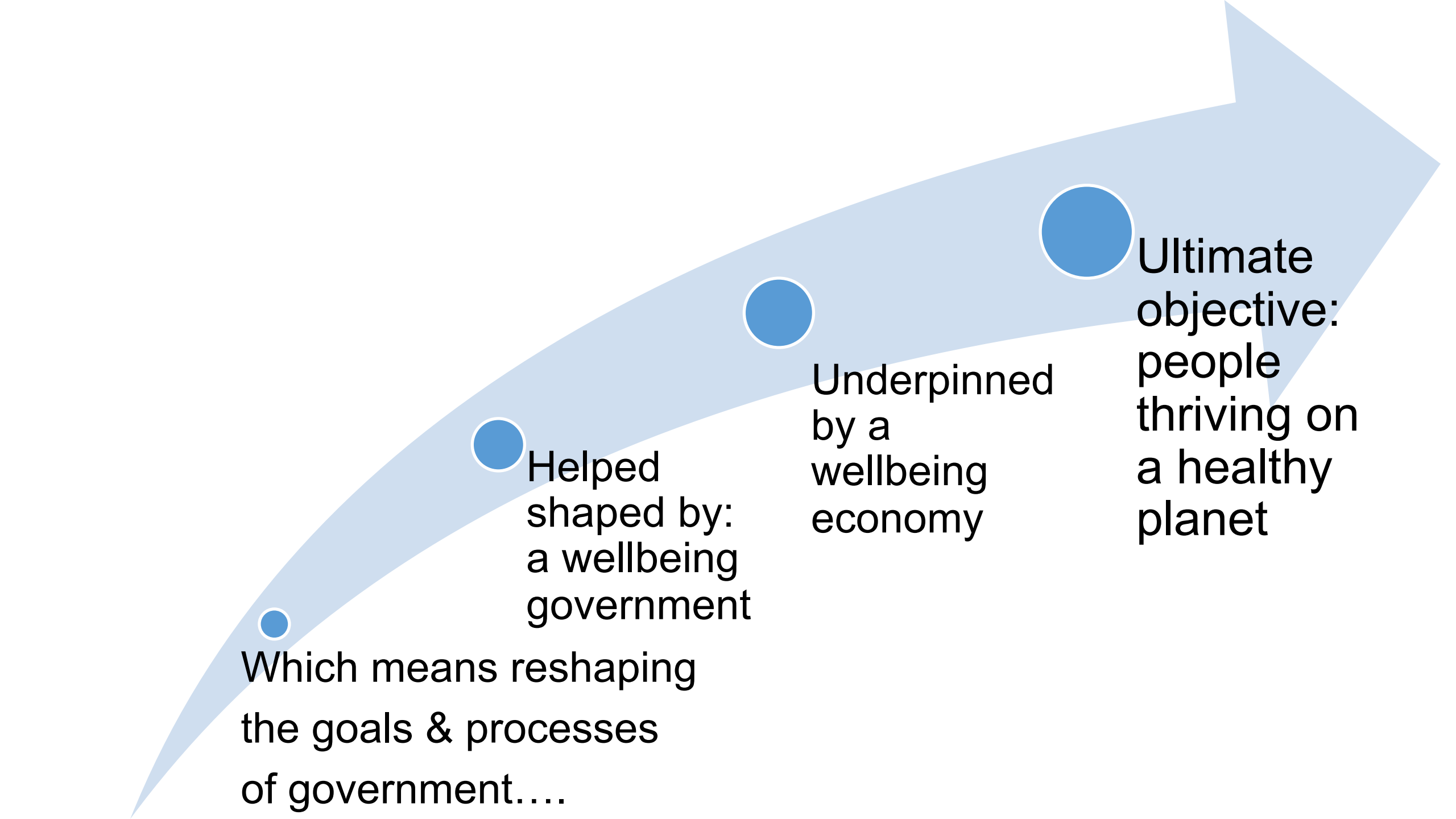


Purpose
Prevention
Predistribution
n
People powered

Credit: Bianca
Ackermann

The role of government?

A high-angle, wide shot of a large, empty legislative chamber. The room is filled with rows of light-colored, upholstered seats arranged in a semi-circular pattern, facing a central area. In the center, there is a long, dark wooden desk with several chairs behind it. At the far end of the room, a raised platform features a wooden podium and a chair. The walls are a neutral, light color, and the floor is a dark, polished material. The lighting is soft and even, highlighting the architectural details of the chamber.



Which means reshaping
the goals & processes
of government....

Helped
shaped by:
a wellbeing
government

Underpinned
by a
wellbeing
economy

Ultimate
objective:
people
thriving on
a healthy
planet

What are
governments
doing?

You Can't Buy
HAPPINESS
BUT YOU CAN GO TO
SCOTLAND 
And That's Pretty much
THE SAME THING

ZERO WASTE SCOTLAND

Citizens

Fighting th

Citizens

Learn how we can all use products & materials more responsibly & embrace more sustainable lifestyles

→

CO+OP
 develop
 scotland

Just Transition Commission

A national mission for a fairer, greener Scotland



Scotland
is r
also



gov.ie

Press release

Government on a Well-f Ireland

From [Department of the T](#)
Published on 9 February 2
Last updated on 9 Februa

Figure 1: The nine domains of GNH



Collaboration

Involvement





Inclusion, fairness and equity

Healthy

A society in which people feel well and are in good physical and mental health, can access services when they need, and have the information they require to take action to improve their health.

Secure

A society where people live peacefully, feel safe, have financial security and access to housing.

Sustainable

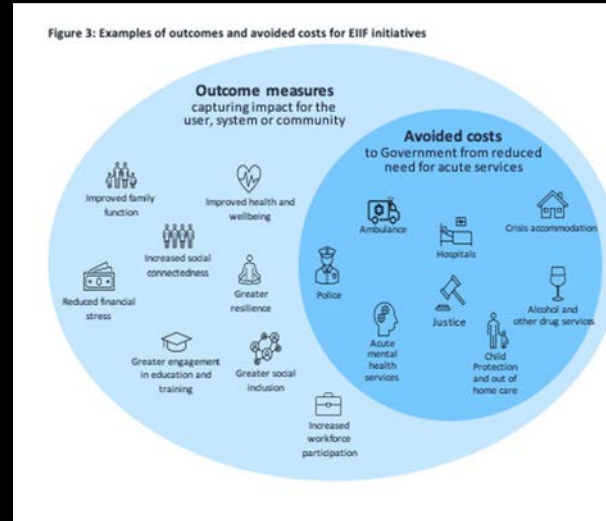
A society that sustainably uses natural and financial resources, protects and repairs the environment and builds resilience to combat challenges.

Cohesive

A society that supports connections with family, friends and the community, values diversity, promotes belonging and culture.

Prosperous

A society that has a dynamic, strong economy, invests in people's skills and education, and provides broad opportunities for employment and well-paid, secure jobs.



A toolkit to progress wellbeing economy approaches in Australia

Report prepared for the Victorian Health Promotion Foundation (VicHealth) by Dr Alessandro Jones and Chelsea Hurnslett, The George Institute for Global Health, UNSW, Sydney

[Preview document](#)



Selected state & territory action

‘We will know we have succeeded
when our industries

...One where we care
as much about the state
our children and their children
will inherit,
as the headline statistics of today...

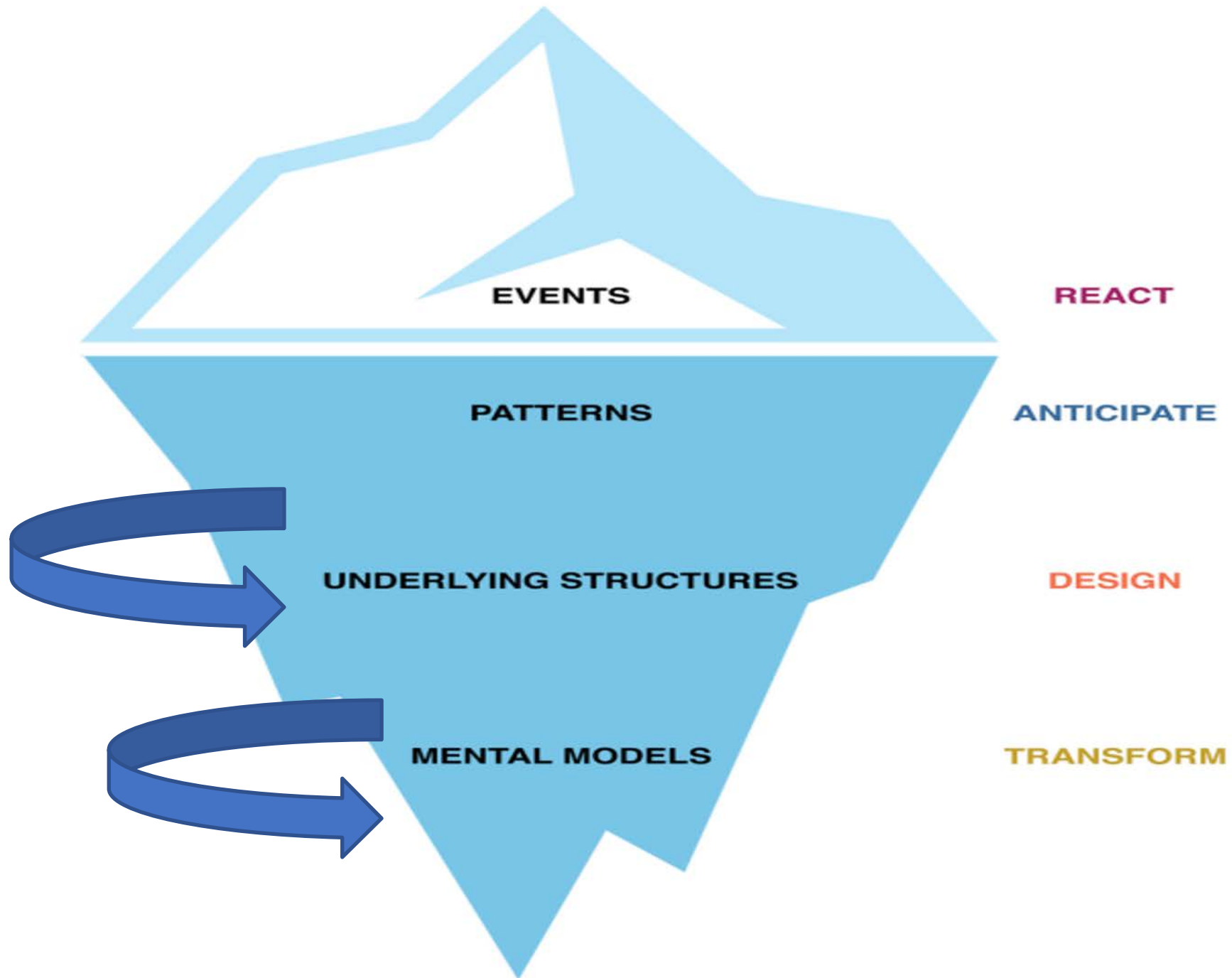
we’ll know we got it right’

– South Australian Economic Statement

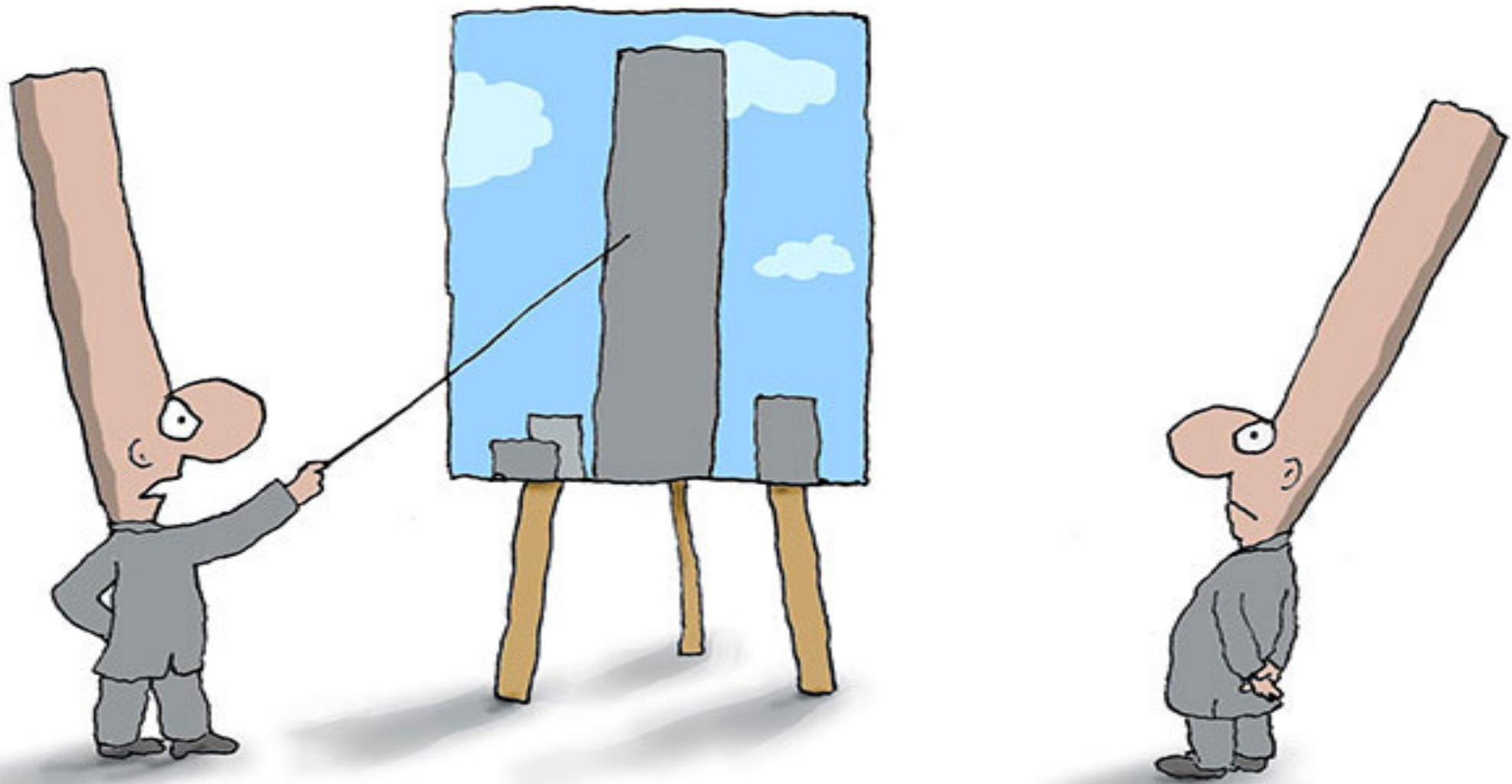
How do we get
there?

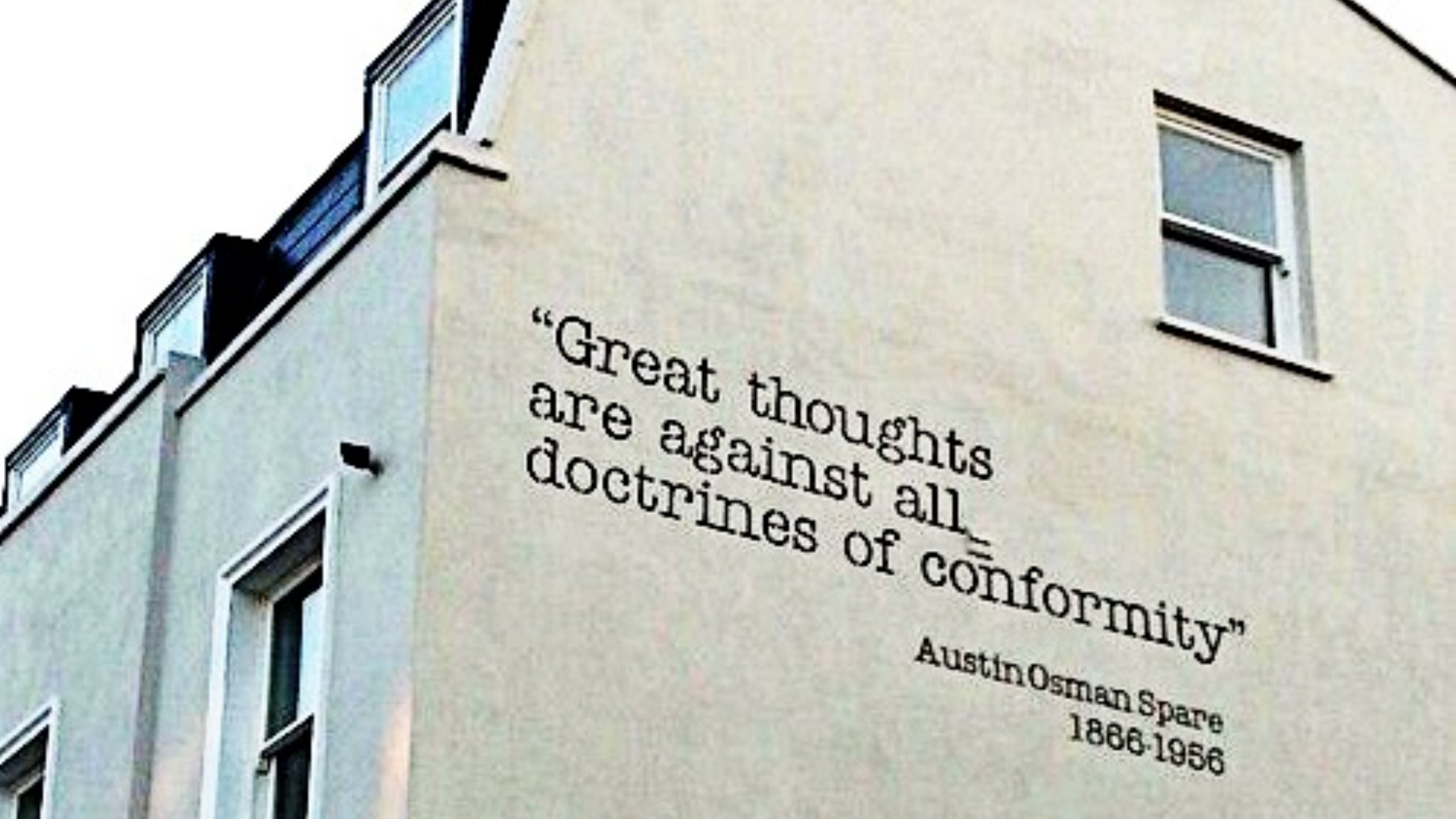
YOUR LITTER PLEASE

LITTER




The Minister for Big Things listens as the architect presents his plans for the amazing new building.





“Great thoughts
are against all
doctrines of conformity”

Austin Osman Spare
1866-1956

A photograph of a white building facade. A window is visible on the right side. A sign is mounted on the wall, tilted upwards. The sign contains the text: "Great thoughts are against all doctrines of conformity". Below this, it says "Austin Osman Spare" and "1888-1958".

"Great thoughts
are against all
doctrines of conformity"

Austin Osman Spare
1888-1958

*The GDNE hero:
Great-thinking,
Doctrine-disrupting,
Non-conforming
Evaluators*

GDNE lenses

Leadbetter and Winhall:

“[GDN]Evaluators play two roles...

1) help to hold the current system to account for its performance: the case for change often comes through the data evaluators provide.

2) they...create metrics needed to measure the impact of the new system

...Evaluators...help provide the data the system needs to adapt & reorient itself”

Erik Olin Wright:
“three criteria for evaluating
social alternatives”

Desirability
Viability
Achievability

Erik Olin Wright:

“three criteria for evaluating social alternatives”

Desirability: GDNEs show the current system to itself

Viability: GDNEs bring the pioneers to prominence & share how they prove the possible

Achievability: GDNEs map theories of change to a new system

Walmart cash retire after T over \$166,00

@globalpositivenews



22,896 likes

globalpositivenews W saw an elderly gentler reminded Rory of a vi Walmart employee, w online fundraiser to h + Rory felt inspired to Navy veteran Warrer on working to pay off his +



Anil Dash @anildash

Most of what gets shared as heartwarming stories are usually temporary, small-scale responses to systemic failures. I wish we found it just as inspirational to make structural changes to unjust systems, but I don't know if our culture knows how to tell those stories.



Thank you



Credit: Arseny Togulev