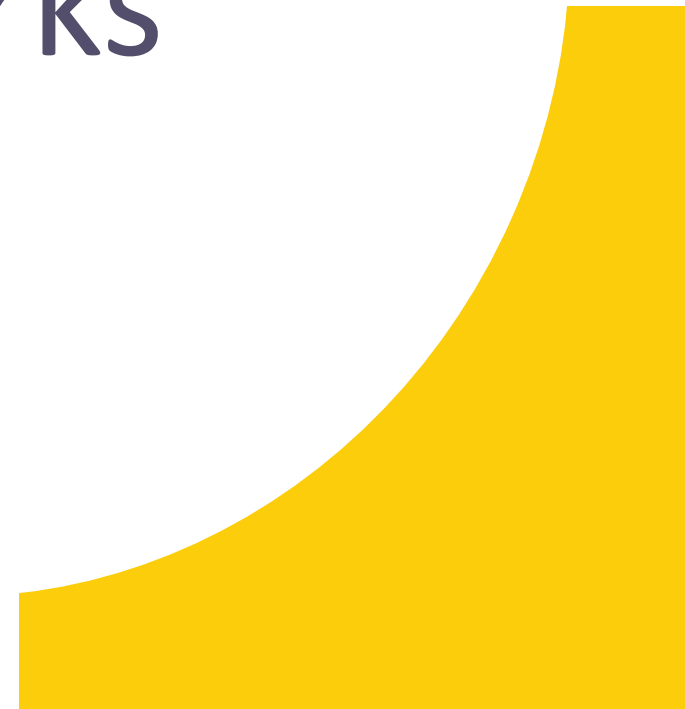
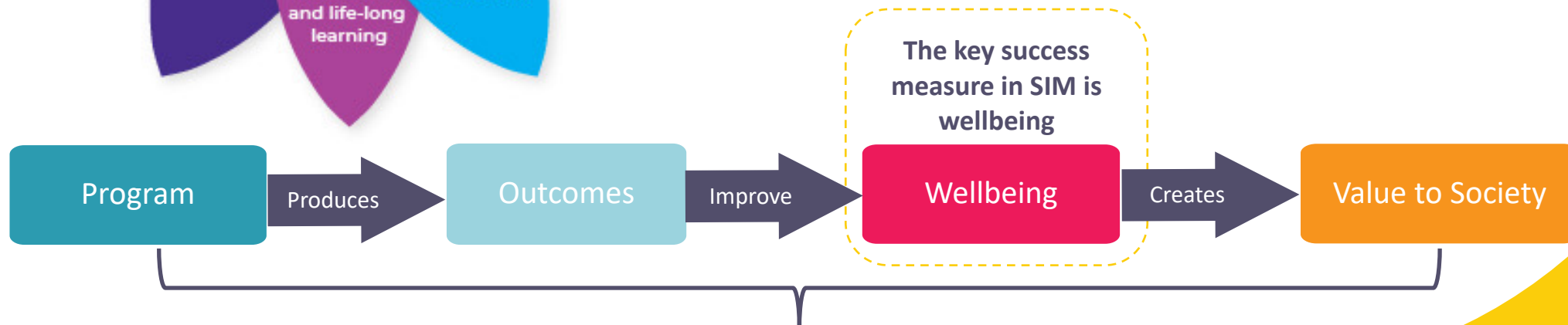


# Through the lens of Wellbeing Frameworks

Using Systems Logic and Wellbeing Valuation  
to move from theory to practice



# Why Wellbeing?



Best-practice approach for measuring this is  
**Cost-Benefit Analysis (CBA)**

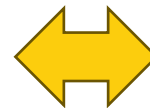
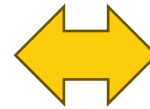
# Wellbeing Valuation in Economic Evaluation

‘Value of an outcome = the amount of money that induces the equivalent change in *wellbeing* for the individual’



Traditional wellbeing factor  
focus, inputs, gaps – risk  
factors & interventions

Increasing focus on the value  
of wellbeing outcomes as a  
function of how we engage &  
collaborate



# Individual

WELLBEING DIGITAL TWIN - INDIVIDUAL-COHORT SENSE MAKING

INDIVIDUALS LEADING FULFILLING, PRODUCTIVE LIVES



IMPACT  
(In Longer term,  
broader, societal  
context &  
objectives)

OUTCOMES &  
OBJECTIVES

WELLBEING  
VALUE CHAIN,  
CHARACTERISTICS &  
OBJECTIVES

COMMUNITY  
CAPITALS, STOCK  
CHARACTERISTICS &  
OBJECTIVES

### Safe Environment

A living and livelihood environment that is safe, comforting and allows opportunity to be pursued

### Economic & Societal Participation

Valued livelihood, resources and socialisation by engaging with and productively benefiting from education, employment and strong networks

### Health & Wellbeing

Access to, development of a profile of individually valued livelihood attributes that provide opportunity and reduce vulnerability and risk factors.

ENVIRONMENT  
& CLIMATE

SAFETY

HEALTH

HOUSING

IDENTITY,  
BELONGING & SOCIAL  
CONNECTION

KNOWLEDGE & SKILLS

WORK & JOB QUALITY,  
WORK-LIFE BALANCE

SUBJECTIVE  
WELLBEING

Filtered & applied through diverse cultural values, identity, experiences, traditions and behaviours

Natural & Built  
Environment

Robust, ethical and  
productive guidance

Income & wealth  
available for livelihoods  
& investment in future

Access to networks,  
organisations and social  
support

People's health, knowledge,  
skills and capacity for ideas,  
innovation & opportunity  
capture

Access to health,  
education & socio-  
economic services and  
infrastructure

Awareness of community  
& stakeholder support

Digitally connected

Collaborative and empowering, evidence based sense making and governing on how we use and further develop Individual Capitals to deliver valued livelihoods



INDIVIDUALS LEADING FULFILLING, PRODUCTIVE LIVES

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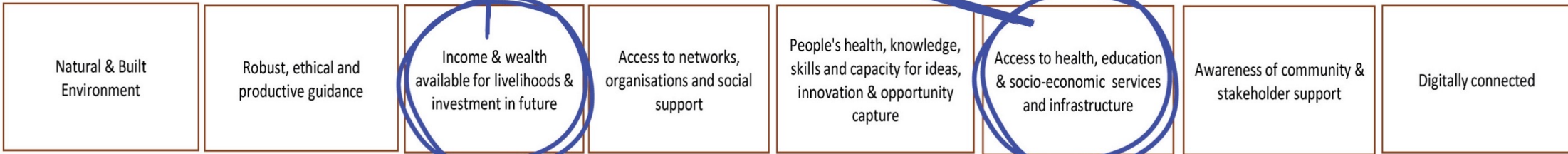
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CHALLENGES

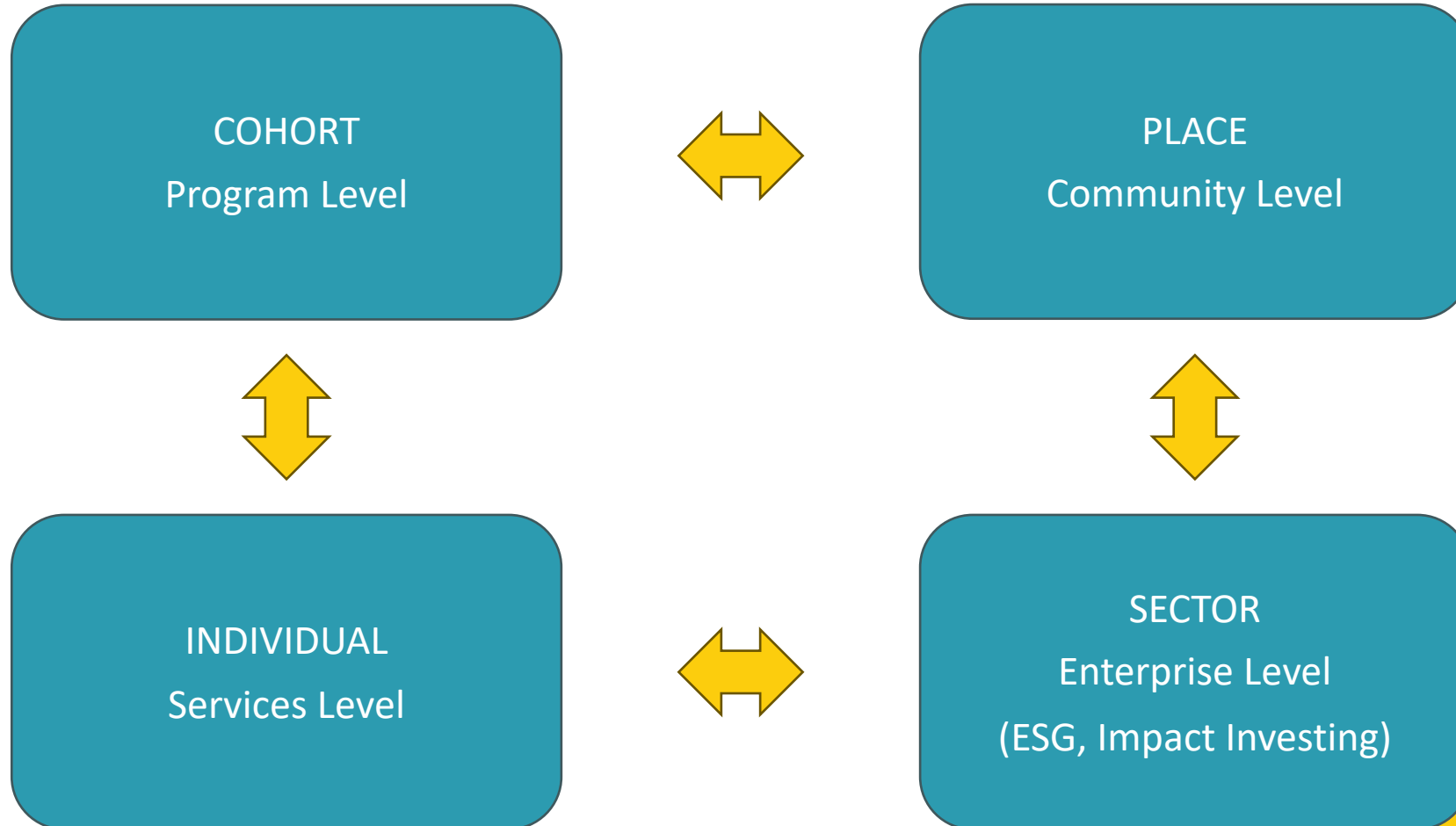


CAUSES



EFFECT & IMPACT

# Scalability & Transferability



# Place

PLACE DIGITAL TWIN - DYNAMIC SYSTEM SENSE MAKING



STRATEGY

**IMPACT**  
(In Longer term,  
broader, societal  
context)

A RESILIENT PLACE WHICH SUSTAINABLY DELIVERS PARTICIPATIVE PROSPERITY, WELLBEING AND



ACTIVITY

**OUTCOMES**

**Natural Environment Wellbeing**  
Environmental and ecosystem characteristics that are sustainably capable, protected and community integrated.

**Market / Product - Service Mix**  
Place has a market/product-service mix that viably delivers income & opportunity

**Capable, Productive Population & Assets**  
Utilisation of skills and asset capacity to apply innovation and effort to achieve their goals and

**Community Wellbeing, Liveability**  
Community financial, physical, social, health and mental wellbeing



**PLACE VALUE CHAIN & CHARACTERISTICS**

Ecology & Natural Resource Management

Infrastructure, Utilities & Logistics

Settlement & Built Environment

Primary & Secondary Production

Trade, Business & Professional Services

Education & Development Services

Public Admin, Health & Safety Services

Arts, Cultural, Recreation / Tourism

Filtered & licensed through cultural and social values, place experiences, condition, identity, traditions and behaviours

FORMATIVE CAPITALS

**COMMUNITY CAPACITY, POLICY & STRATEGY MIX**

Improve the productive & sustainable capacity, use and value of land, ecosystems, natural resources

identify, build on and develop new internal and external social and economic connections and

Identify, encourage and facilitate integrated tangible & intangible investment

Encourage, facilitate learning, creativity & apply innovation

Encourage and facilitate meaningful access to education, the economy support programs &

Match built and social infrastructure to risk & opportunity


Engage, govern and manage with quality information, conversation contemporary process, and

People, Enterprise and Government, confidently interacting and engaging as a society  
Sense making from experiencing and influencing stock, flow and utilisation of community capitals





# Enterprise Wellbeing Contribution

- This also creates a practical framework and methodology for a place and enterprise focus on wellbeing
  - Within the ESG context the strongest intersection is with the social and governance perspectives and codification
  - Same methodology – enterprise value chain mapped to wellbeing factors – translated into improvement strategy, budgeted for and evaluated across multiple perspectives
- 
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# Conclusion

Our collaboration and design/evaluation methodologies are about sense making:

- Visualisation as the frame for joined-up thinking, understanding and communicating
- Collaboration by providing a "safe" place to introduce issues and ideas
- "Social Value" data to inform strategy, investment and cost-effectiveness
- Data capture & formative evaluation/reporting - Digital Twin

Collaborative sense-making - productive delivery pathways

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