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Wellbeing Economy: from “more” to “better”

NATIVA



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Should humans go extinct, which “big enterprises” of their civilization would still be visible after one million years?

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THE GREAT ACCELERATION

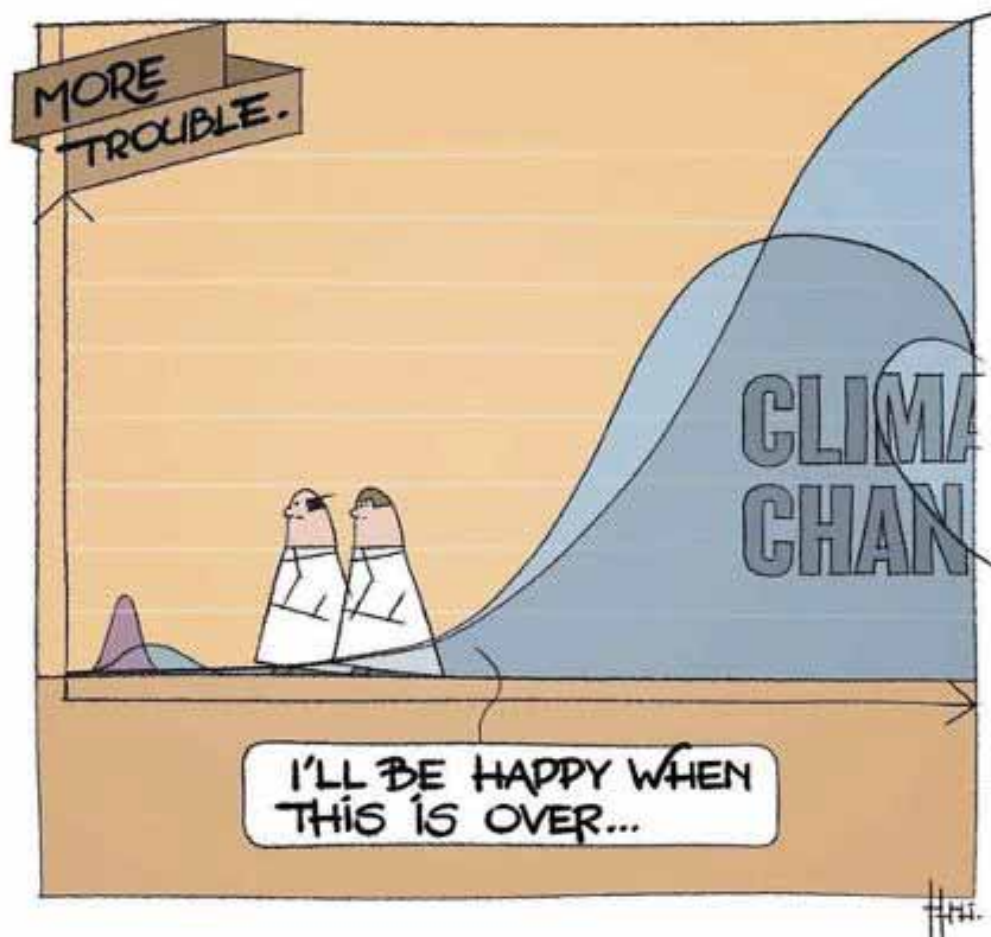
SOCIO-ECONOMIC TRENDS



EARTH SYSTEM TRENDS

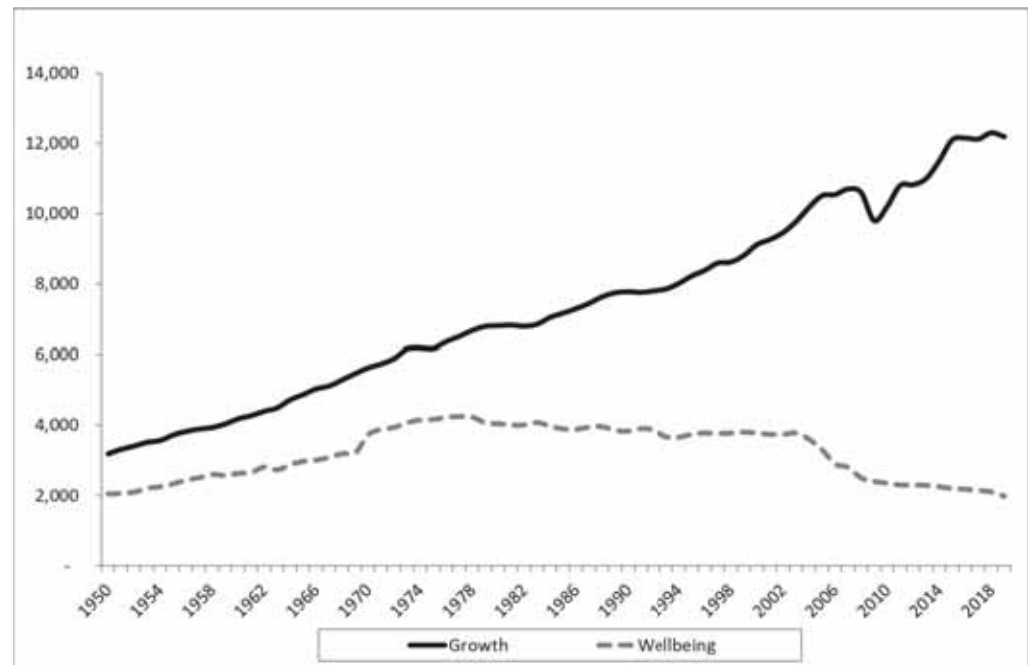


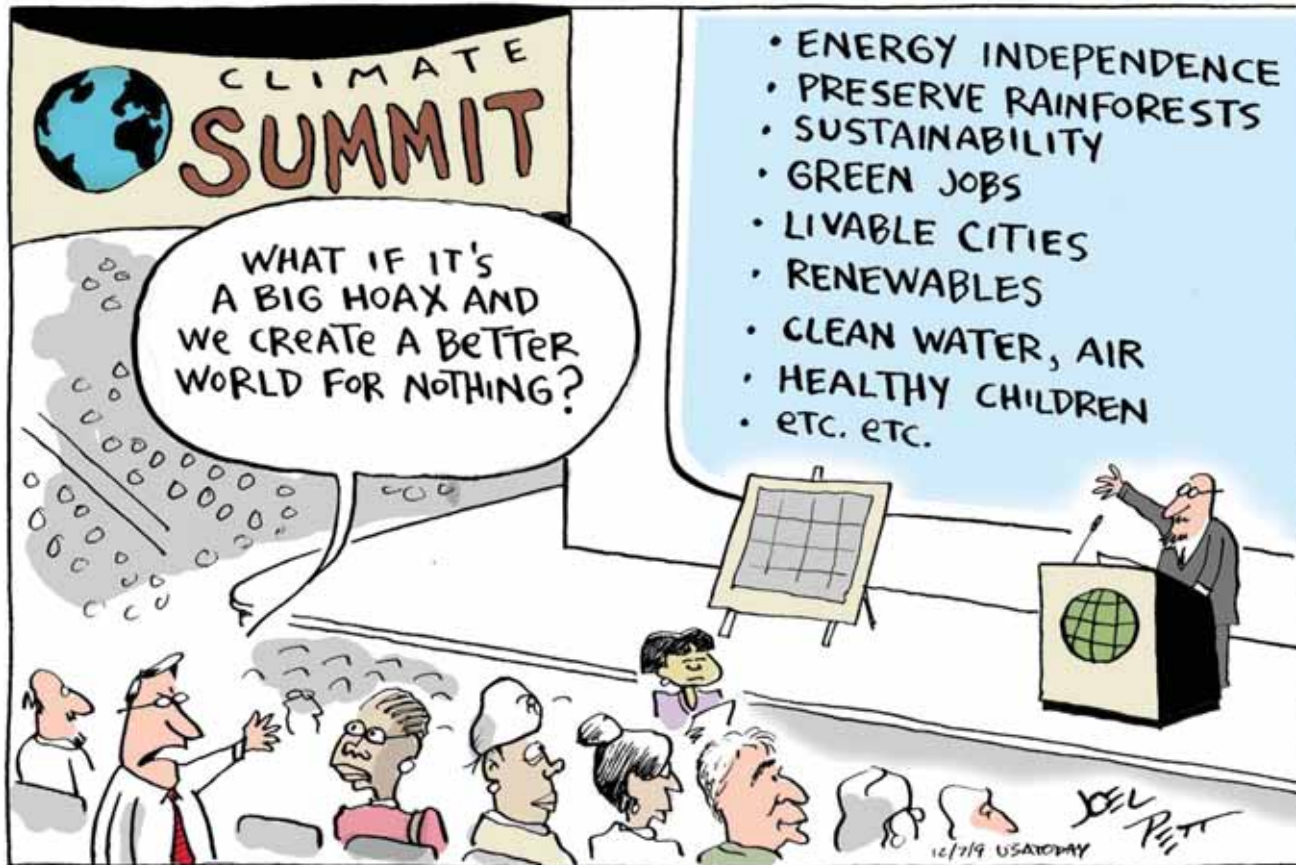
REFERENCE: Steffen, W., W. Broadgate, L. Deutsch, O. Gaffney and C. Ludwig: The Trajectory of the Anthropocene: the Great Acceleration, *The Anthropocene Review*, 14 January 2015.
MAP & DESIGN: Felix Phairand-Deschênes / DiGlobe



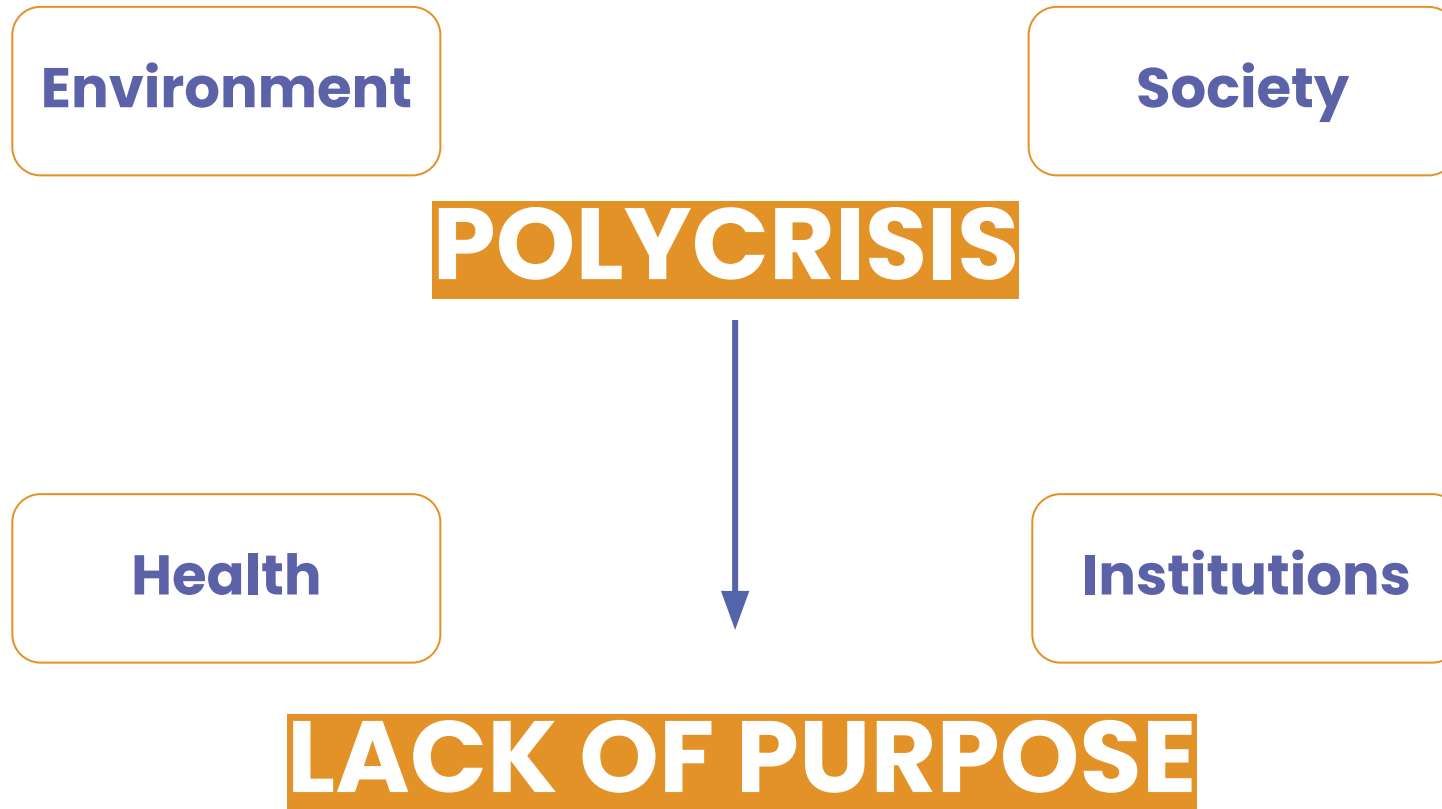
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FROM 1950 TO TODAY: GROWTH VS. WELLBEING





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Wellbeing as the “purpose”

What is a “wellbeing economy”?

- Living well is a consequence of healthy social relations and healthy environmental conditions
- A wellbeing economy grows when we have positive social and environmental impacts

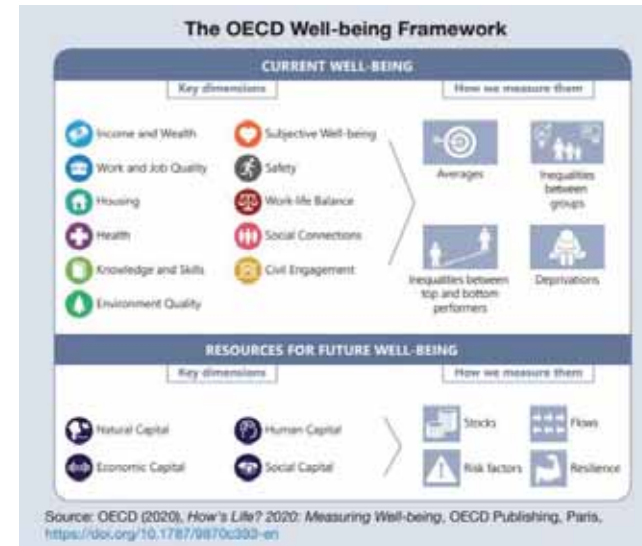


FROM MORE TO “BETTER”

- **Quality** rather than quantity
- Growth as **improvement** rather than expansion
- Productivity as **optimization** rather than maximization
- **Success** as wellbeing outcomes
- Leadership as **stewardship**

FROM MORE TO “BETTER”

- **Better performance:** change productivity indicators, financial rewards and professional development
- **Better work-life balance:** increase productivity, reduce sick leave, improve child upbringing, more time for community engagement
- **Better production and use:** more durability, invest in circular economies
- **Better value:** from an extractive paradigm to a regenerative paradigm
- **Better stewardship:** inclusive goals, long-term approach, systems thinking



INTEGRATED WELLBEING ACCOUNTING



Input costs:

- Raw material
- Labour
- Energy



Process costs:

- Machinery (depreciation)
- Transportation
- Distribution



Monetary output



Input **value**:

- Raw material
- Labour
- Energy
- Ecosystem services
- Social contribution
- Time
- ...



Process **value**:

- Machinery (depreciation)
- Transportation
- Distribution
- Inclusivity
- Work-life balance
- Health impacts
- ...



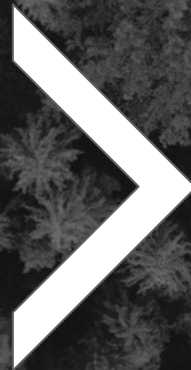
Wellbeing outcome

WELLBEING IS REGENERATIVE

“Creating more value than what you use as an input”

OUTPUT VALUE

Economic
Social
Environmental



INPUT VALUE

Economic
Social
Environmental

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**WELLBEING
ECONOMY**
ALLIANCE



'An unorthodox, thought-provoking view, which is possibly disruptive but certainly worth considering, on approaching society's progress in response to our troubled world that, above all, cries out for social justice.' – THULI MADONSELA

WELLBEING ECONOMY



LORENZO FIORAMONTI

'A leadership roadmap for our times.'
Amy C. Edmondson, Harvard Business School

BEYOND PROFIT



**Purpose-Driven
Leadership for a
Wellbeing Economy**

**Ben Renshaw, Victoria Hurth
and Lorenzo Fioramonti**

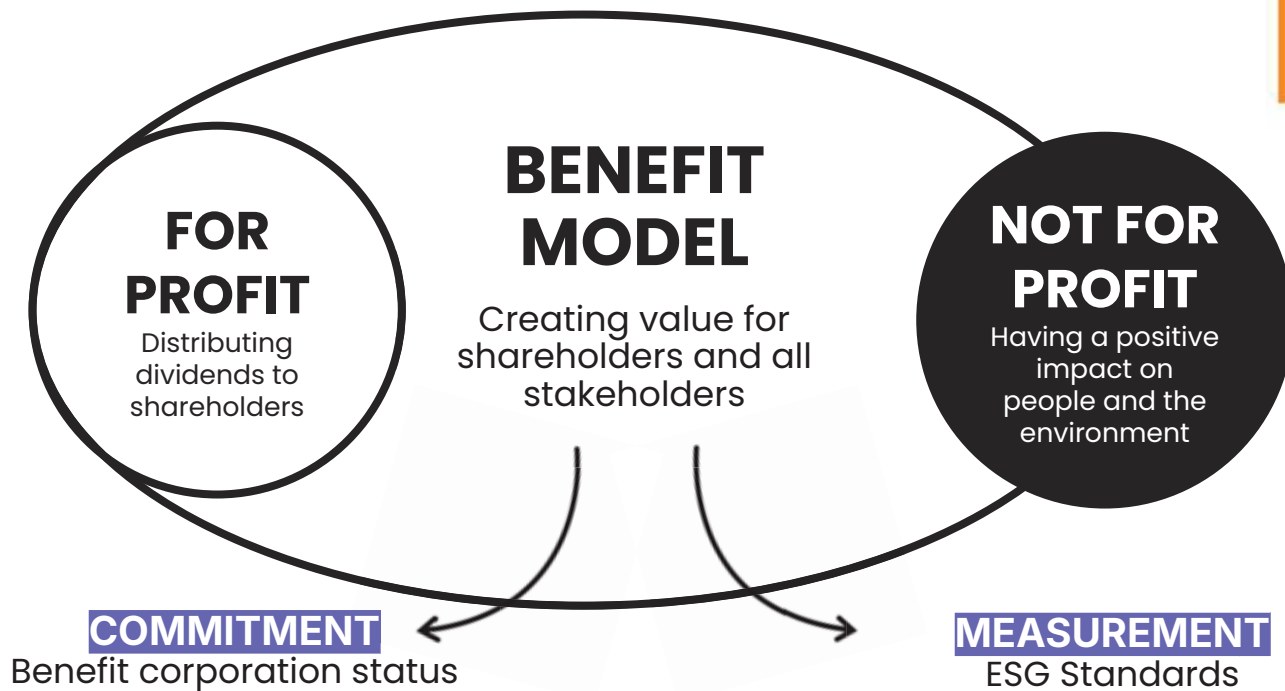
ISO 37011: Advancing wellbeing-based governance globally

- A new ISO standard
- Objective: shift from prioritizing profit to embedding long-term wellbeing for all.
- It builds on existing frameworks (ISO 37000 and PAS 808 in the United Kingdom).
- **A framework** for embedding wellbeing in decision-making, strategy, and governance across all organization types.
- **Principles and Behaviours** helping leaders align their organization's culture and operations.
- **Governance Focus:** Designed for executive managers, governing bodies, and stakeholders to support, assess, and hold organizations accountable for their commitment to long-term wellbeing for all.

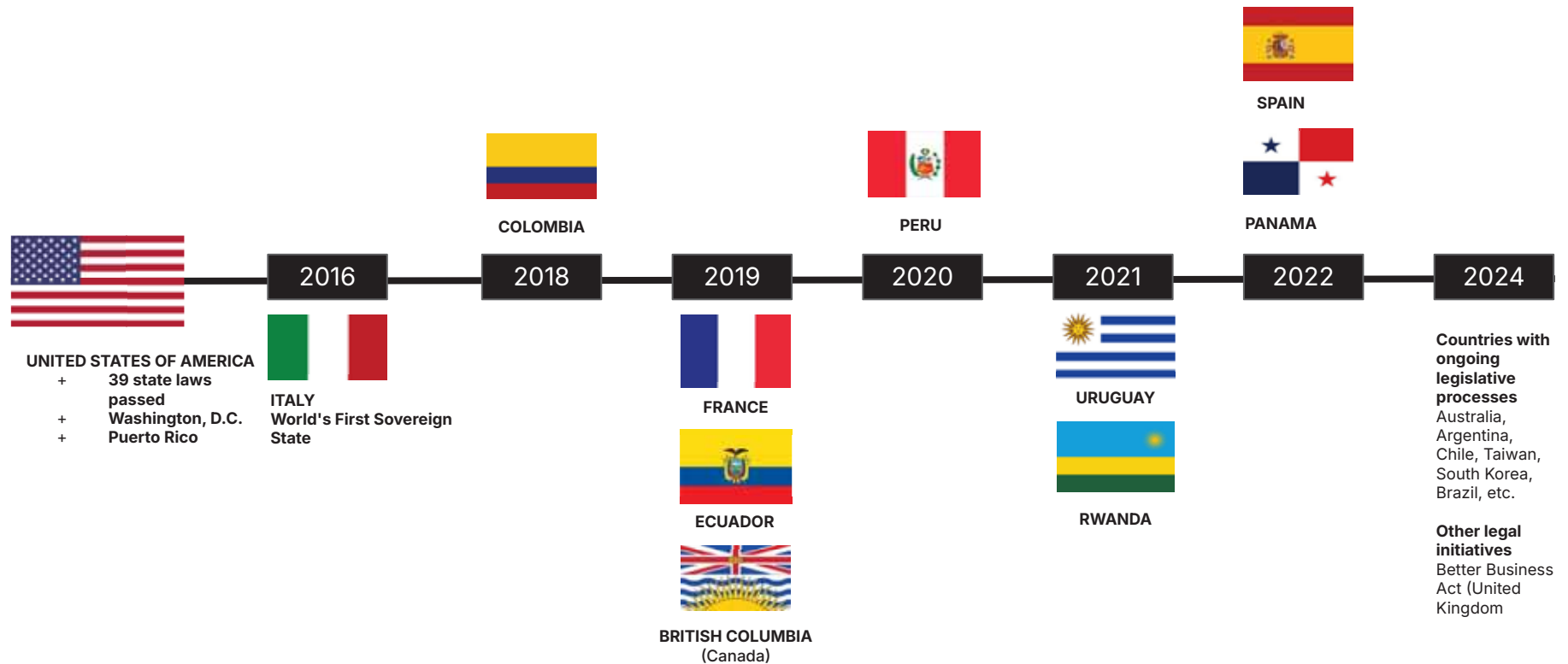




WELLBEING ECONOMY & THE “BENEFIT” MODEL



BENEFIT CORPORATION LEGISLATION AROUND THE WORLD



Italy

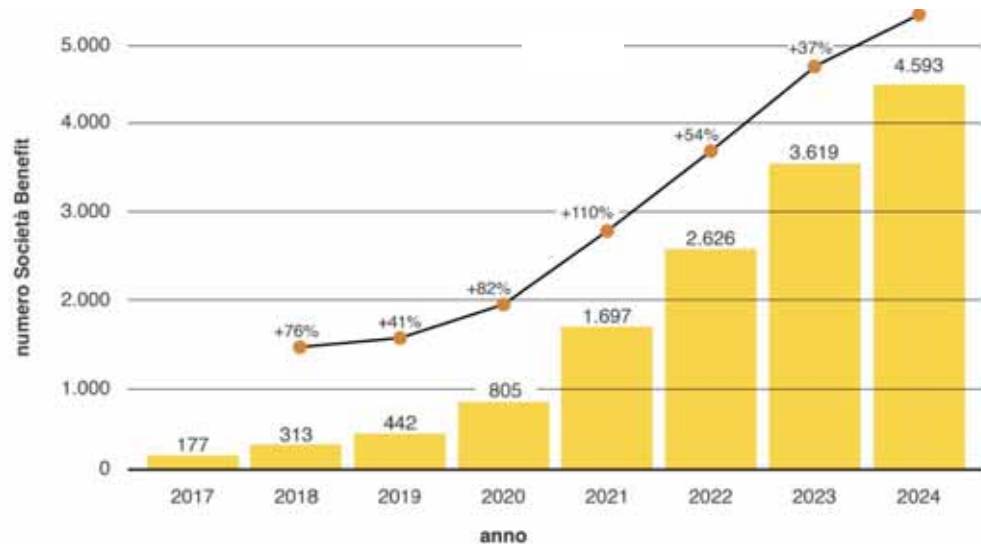
as a pioneer for **benefit corporations**

+5.000

Benefit Corporations

217.000 employees

€62B revenues



UNIONCAMERE



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The “sandwich” model

