

# Developing measurement frameworks for a Wellbeing Economy

# 01



**Explained:**

## Wellbeing Measurement Frameworks

Wellbeing measurement frameworks help us track and understand how people and communities are doing, not just in terms of money, but also in areas like health, social connections, and the environment. They usually include a range of indicators that measure things that are important to give a full picture of quality of life. These frameworks are crucial to shift the focus away from just measuring economic growth and instead highlight what really matters to people. By including local voices and priorities, especially in communities facing challenges, they ensure that policies are created with the people they affect, leading to more inclusive and meaningful improvements in daily life.

Measurement frameworks can take different forms, like:

**Dashboards**

**Indicator Systems**

or

**Balance Sheets**

## BEST PRACTICES:

- ▶ Give users ownership and control by taking local-level knowledge as a starting point.
- ▶ Be mindful about language and how to communicate concepts to ensure they resonate with those you work with.
- ▶ A co-created definition of "well-being" helps to overcome differences in how different actors approach the concept.
- ▶ Local, context-specific indicators should be scalable and comparable to complement top-down national-level wellbeing frameworks.
- ▶ A robust methodology and replicable protocol can help in goal setting and process delineation at the start of an initiative.
- ▶ Balancing consistency with relevance of indicators is a key challenge moving forward.



Amsterdam Wellbeing Dashboard



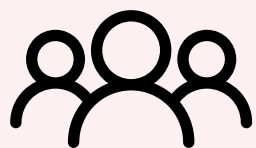
Winnipeg's My Peg



Common Good Matrix

## Challenges & Strategies:

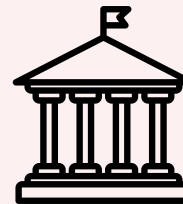
### How to make wellbeing measurement frameworks relevant for citizens, businesses, and policymakers?



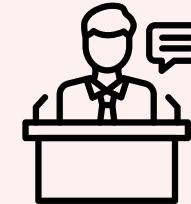
#### CITIZENS



#### BUSINESSES



#### CITY COUNCILS



#### NATIONAL POLICYMAKERS

- ! Participation often declines due to "research fatigue", a lack of clear incentives and the doubt if their input will lead to real changes.
- ! Academic or technical terms can alienate people, especially younger generations.

- ! Often focus solely on profit and are skeptical about wellbeing frameworks that don't show direct financial benefits.
- ! Social and employee wellbeing is often secondary.

- ! Political cycles and bureaucracy can slow down or misalign efforts with broader community needs.
- ! Demonstrating how bottom-up frameworks complement existing top-down indicators can be a challenge.

- ! It's hard to scale local frameworks to the national level due to differences in data relevance and granularity.
- ! Political priorities can limit engagement and buy-in for wellbeing frameworks.

#### STRATEGIES

- > Engage citizens closely at every step, using clear language, free of academic terms.
- > Set realistic goals to maintain motivation.
- > Provide incentives and regularly communicate progress.

- > Show the tangible benefits of wellbeing frameworks by connecting them to company profits, sustainability reporting, or employee satisfaction.
- > Use tailored stories and data to illustrate long-term impact, beyond financial growth.
- > Quantify the social value in a way that aligns with business KPIs and decision-making processes.

- > Align wellbeing indicators with city master plans and existing frameworks, showing clear connections.
- > Involve citizens in deciding what to measure to create a dialogue between the public and local representatives.
- > Highlight the added value of local-level data in supporting broader city projects and planning processes.

- > Involve national policymakers early in the project to align frameworks with national priorities.
- > Use clear, tailored language and emphasise compatibility with other national programs to show relevance.
- > Strengthen the methodology to ensure data robustness and comparability across regions/ sectors.