



# Can a Well-Being Economy Deliver?

**Sophie Howe**

**Sustainability Wellbeing and Futures Advisor**

**The First Future Generations Commissioner for Wales**

## *No More Hard Work by 2023!*

**D**R. CHARLES P. STEINMETZ, the electrical expert, believes that the time is coming when there will be no long drudgery and that people will toil not more than four hours a day, owing to the work of electricity.

He visualizes an amazing transformation in life in 2023. Every city will be a "spotless town." That is to be the work of electricity, also.

# CURLS FOR MEN BY 2023 PREDICTS ANTHROPOLOGIST

Bases His Statement on  
Trend of Masculine and  
Feminine Styles.

## WE SHOULD WORRY.

Good night! It is now predicted that by the year 2023—only a mere little stretch of a century ahead—women will probably be shaving their—heads! And the men will be wearing curls. Also the maidens may pronounce it the height of style in personal primping to blacken their teeth. Won't we be pretty?—Savannah News.

By 2023 the average life of man could be increased to 100 years. In individual cases it could be increased to 150, perhaps 200 years.

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A scientist says a century from now the average length of human life will be 300 years. Quite a change. We of today have been living that long about once a month.

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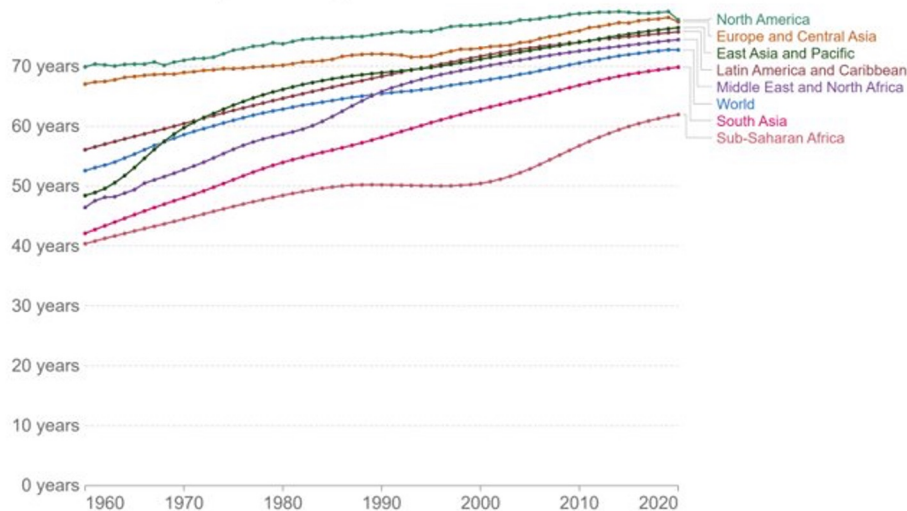


has enough to eat in 2023. Utensils and dwellings will be manufactured largely of pulps and cements so as to utilize vegetation and stone in every stage of decay, ordinary waste or unfitness.

## Differences in life expectancy are more regional than national, 1960 to 2020

Life expectancy at birth indicates the number of years a newborn infant would live if prevailing patterns of mortality at the time of its birth were to stay the same throughout its life.

Our World in Data



Source: Data compiled from multiple sources by World Bank

CC BY



### 19 famous women and non-binary people who rocked a buzzcut, and their powerful reasons for shaving their heads

Because bald is beautiful.

BY LUCY HOBAN  
7 AUGUST 2021

#### SUCCESS - FLEXIBLE WORK

## It's official: The world's biggest 4-day workweek trial proves there's no reason to work five days a week

BY CHLOE BERGER

November 30, 2022 at 2:34 PM EST

W News Latest Wales News Environment

## The single-use plastics that are to be banned from sale in Wales

The legislation will take effect in autumn 2023 and all banned items have a non-plastic or reusable alternative, according to the Welsh Government



STYLE

## Harry Styles To Timothée Chalamet: 10 Celebrities Who Disrupted Fashion Codes This Year

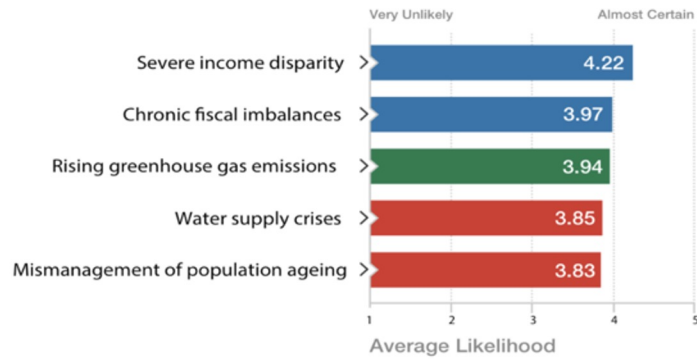
BY: AUGUSTMAN MALAYSIA, DEC 20 2022 2:00 PM

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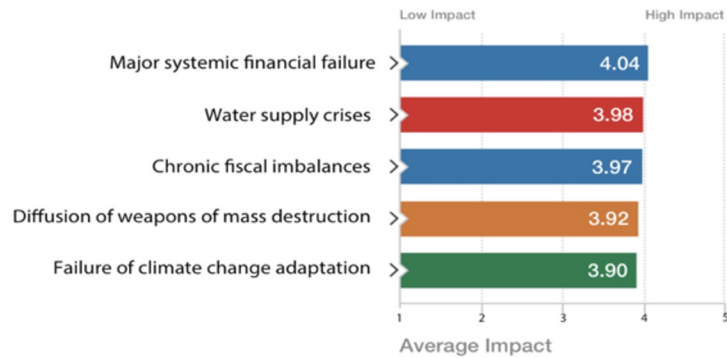
# Global Risk Register 2012 and 2022

Figure 4: Top Five Risks by Likelihood and Impact

## Likelihood



## Impact



Source: World Economic Forum

This graph has been updated to correct an error in the version from 8 January 2013.

## Top 10 Global Risks by Severity

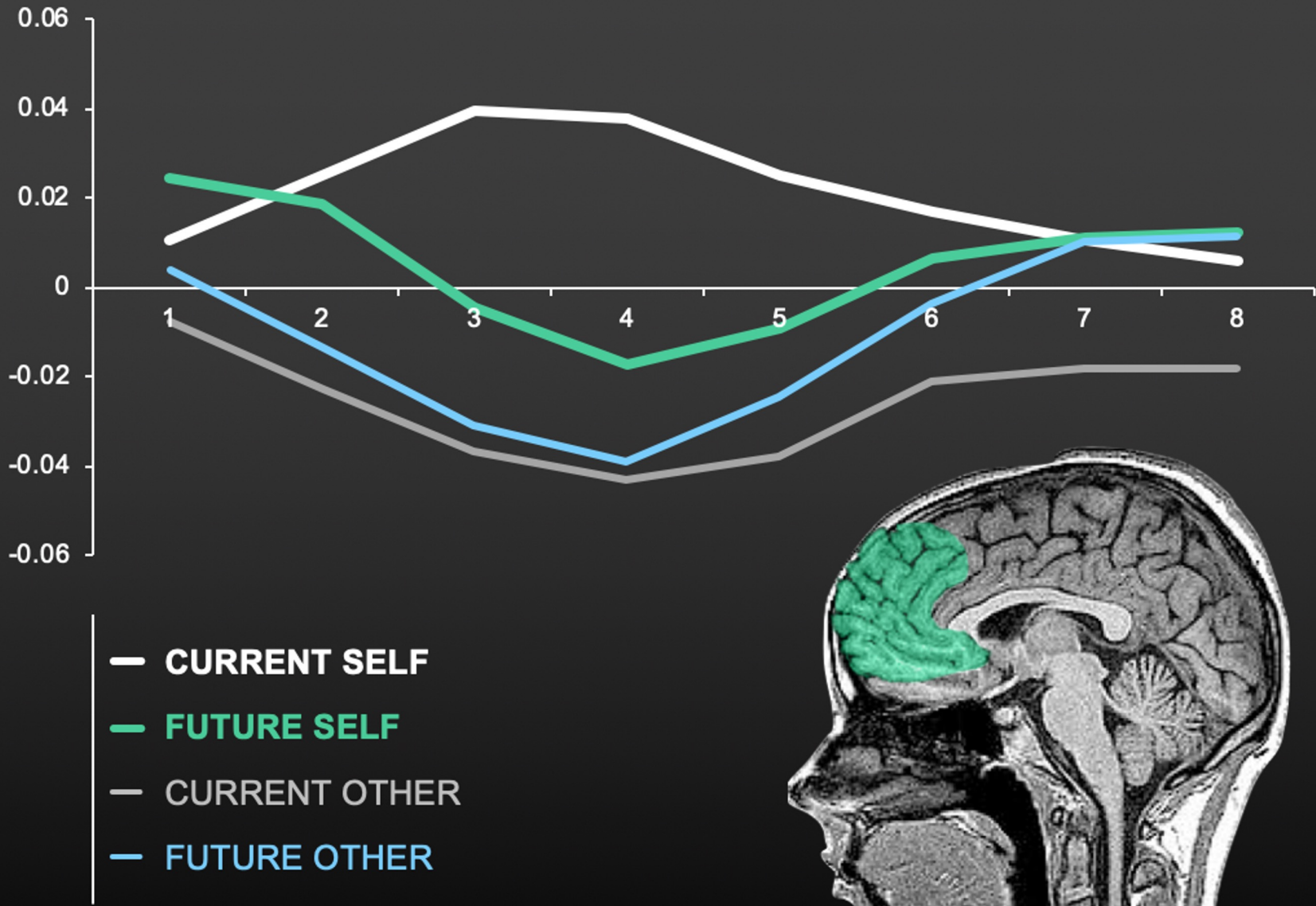
Over the next 10 years



■ Economic ■ Environmental ■ Geopolitical ■ Societal ■ Technological

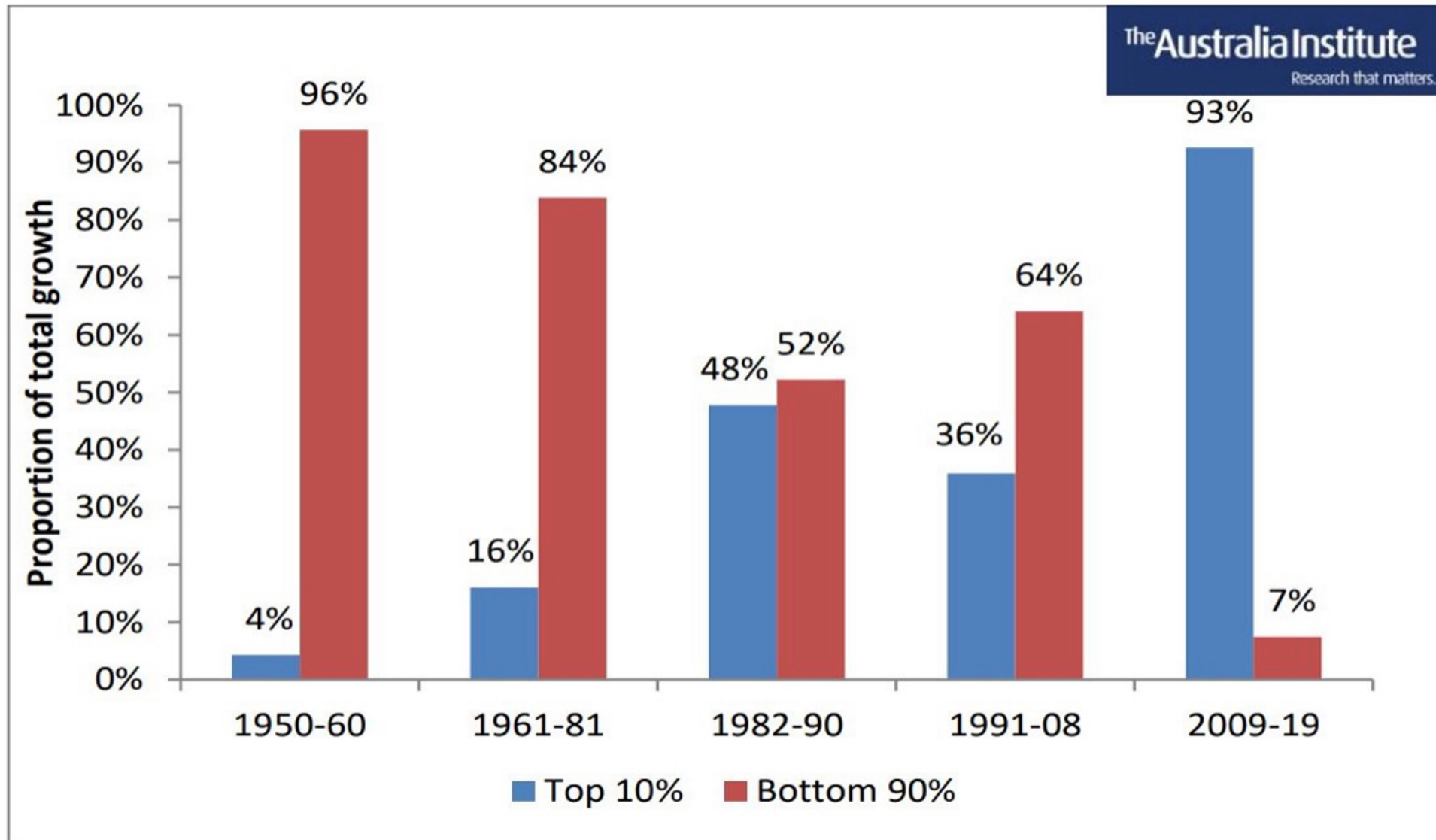
Source: World Economic Forum Global Risks Report 2022





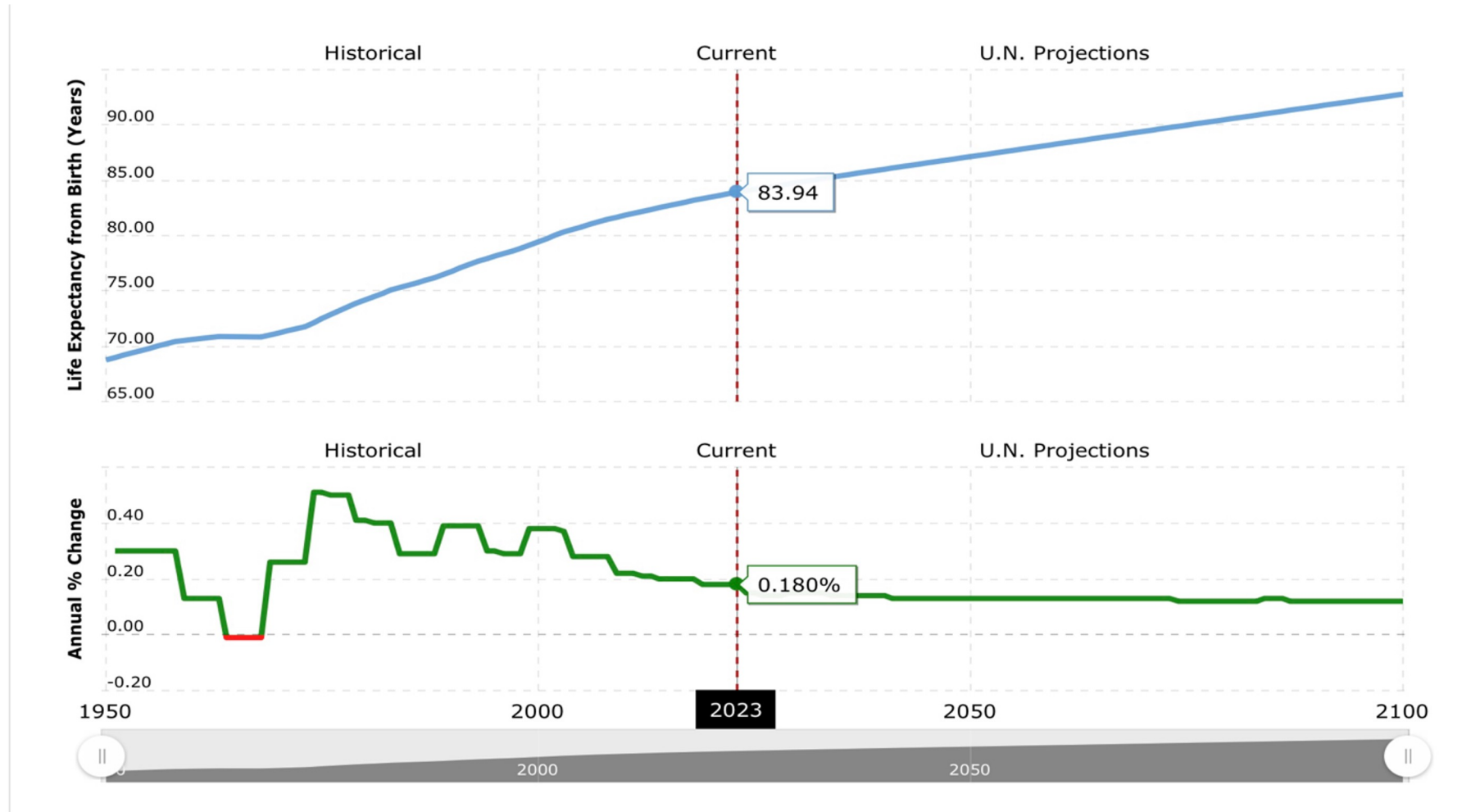
Participants' brain activity while considering their Future Selves more closely resembled brain activity while thinking about a 'Current Other' rather than the 'Current Self'.

# Economic gains for top and bottom earners in Australia



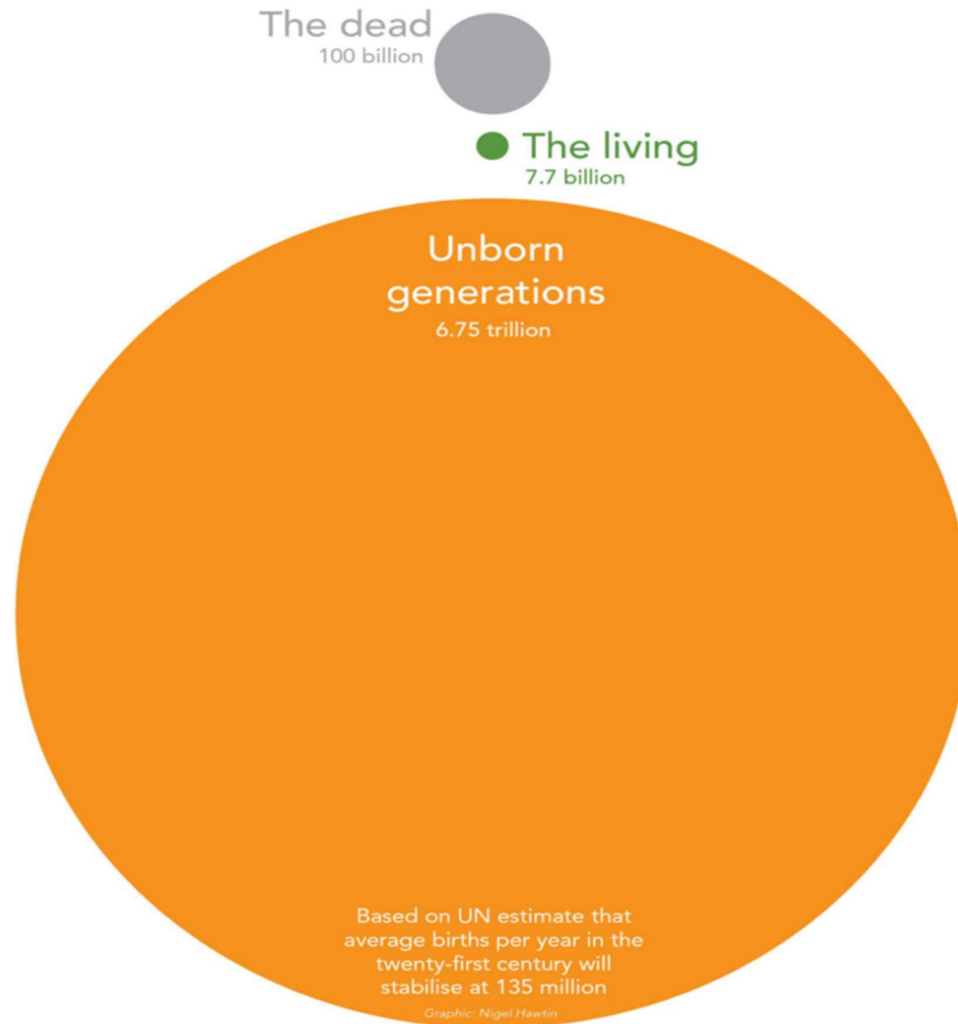


# Australian Life Expectancy 1950-2100



## The scale of unborn generations

Looking 50,000 years into the past and 50,000 into the future – assuming that the twenty-first century's birth rate remains constant – all human lives ever lived are far outweighed by all those yet to come



From *The Good Ancestor: How to Think Long Term in a Short-Term World* by Roman Krznaric. Graphic design by Nigel Hawtin.

The  
World is  
unstable  
for 6.75  
trillion  
people

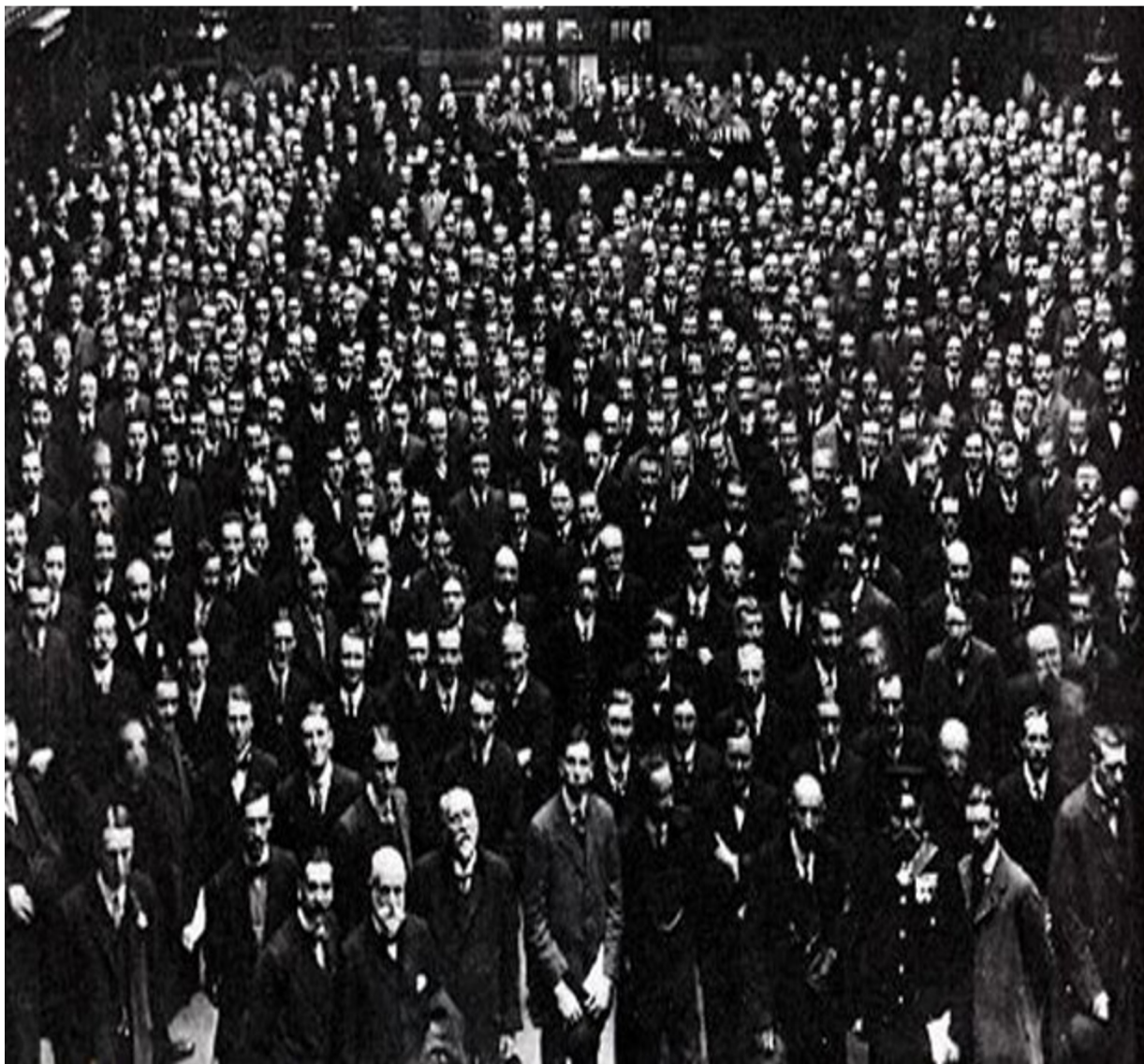


**“Never has so  
much been lost  
by so many  
because of the  
indecision of so  
few”**

**Loyale Carner, British Hip Hop  
Artist**



# Wales' journey to Net Zero



## Sustainable Development Principle

Public Bodies should seek to ensure that they meet today's needs *without compromising the ability of future generations to meet their own needs.*

Well-Being of Future Generations (Wales) Act 2015



# The Well-being of Future Generations (Wales) Act

## Prosperous

An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.

## Resilient

A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).

## Healthier

A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.



**LLESIANT  
CENEDLAETHAU'R DYFODOL  
WELL-BEING OF  
FUTURE GENERATIONS**

## More Equal

A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).

## Globally Responsible

A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

## Vibrant Culture and Thriving Welsh Language

A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.

## Cohesive Communities

Attractive, viable, safe and well-connected communities.

# Future Generations Commissioner

## *The Guardian of the interests of the future generations of Wales*

### THE FUTURE GENERATIONS COMMISSIONER FOR WALES

#### *The Commissioner*

#### **17 Future Generations Commissioner for Wales**

- (1) There is to be a Future Generations Commissioner for Wales (referred to in this Act as the “Commissioner”).
- (2) The Commissioner is to be an individual appointed by the Welsh Ministers.
- (3) Before making the appointment under subsection (2), the Welsh Ministers must consult with the National Assembly through its responsible committee.
- (4) Schedule 2 makes further provision about the Commissioner.

#### **18 Commissioner’s general duty**

The general duty of the Commissioner is—

- (a) to promote the sustainable development principle, in particular to—
  - (i) act as a guardian of the ability of future generations to meet their needs, and
  - (ii) encourage public bodies to take greater account of the long-term impact of the things that they do, and
- (b) for that purpose to monitor and assess the extent to which well-being objectives set by public bodies are being met.

# Future Generations Commissioner

*the Commissioner's functions*

## 19 Commissioner's functions

- (1) The Commissioner may, in carrying out the Commissioner's general duty –
  - (a) provide advice or assistance to a public body (which includes providing advice on climate change);
  - (b) provide advice to the Auditor General for Wales on the sustainable development principle;
  - (c) provide advice or assistance to a public services board in relation to the preparation of its local well-being plan (see section 42);
  - (d) provide advice or assistance to any other person who the Commissioner considers is taking (or wishes to take) steps that may contribute to the achievement of the well-being goals;
  - (e) encourage best practice amongst public bodies in taking steps to meet their well-being objectives in accordance with the sustainable development principle;
  - (f) promote awareness amongst public bodies of the need to take steps to meet their well-being objectives in accordance with the sustainable development principle;
  - (g) encourage public bodies to work with each other and with other persons if this could assist them to meet their well-being objectives;
  - (h) seek the advice of an advisory panel (see section 26) in relation to the exercise of any of the Commissioner's functions.
- (2) The Commissioner may undertake research or other study into –
  - (a) the extent to which the well-being goals and national indicators are consistent with the sustainable development principle,
  - (b) the extent to which the sustainable development principle is taken into account in the national indicators,
  - (c) the sustainable development principle itself (including how it is applied to setting and meeting objectives), and
  - (d) anything related to any of those things that impacts upon the economic, social, environmental and cultural well-being of Wales (or any part of Wales).
- (3) References in this section to providing assistance to a public body do not include providing financial assistance.

## 20 Reviews by the Commissioner

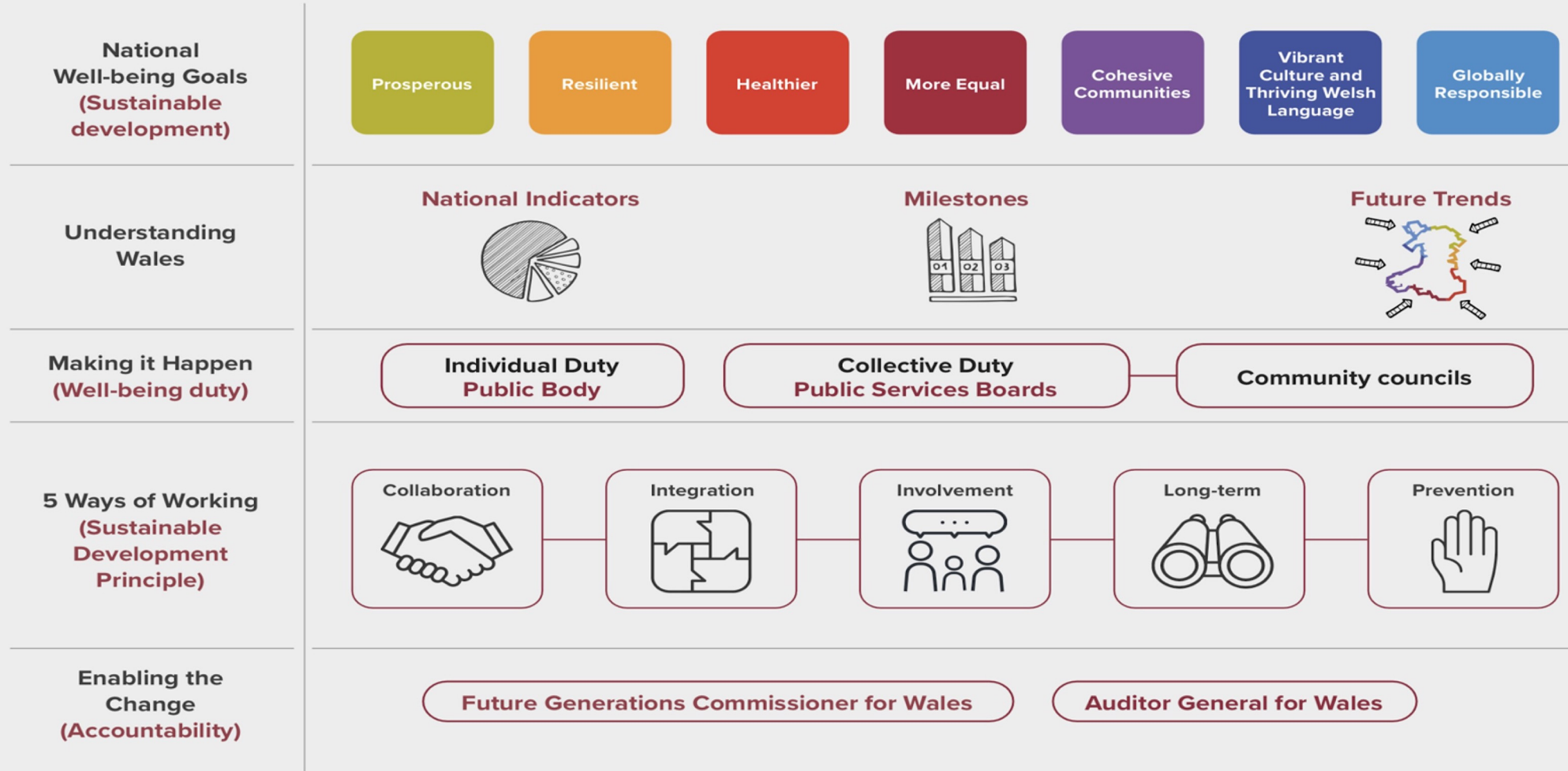
- (1) The Commissioner may conduct a review into the extent to which a public body is safeguarding the ability of future generations to meet their needs by taking account of the long term impact of things the body does under section 3.

## In reality this means.....

- Being the voice of future generations
- Proposing country wide policy reform
- Simplified advice and ideas for action
- Unpicking policies systems and regulations of old
- Intervening in poor policy/bad decisions
- Connecting departments/organisations
- Convening
- Building a movement
- Training and awareness raising
- Providing advice on wellbeing plans/objectives/indicators
- Banging heads together
- Explaining what the Act requires – again and again and again



# Well-being of Future Generations Act Architecture



# 5 Ways of Working



## Involvement

The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves



## Integration

Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their objectives, or on the objectives of other public bodies



## Long-term

The importance of balancing short-term needs with the needs to safeguard the ability to also meet long-term needs



## Collaboration

Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives



## Prevention

How acting to prevent problems occurring or getting worse may help public bodies meet their objectives

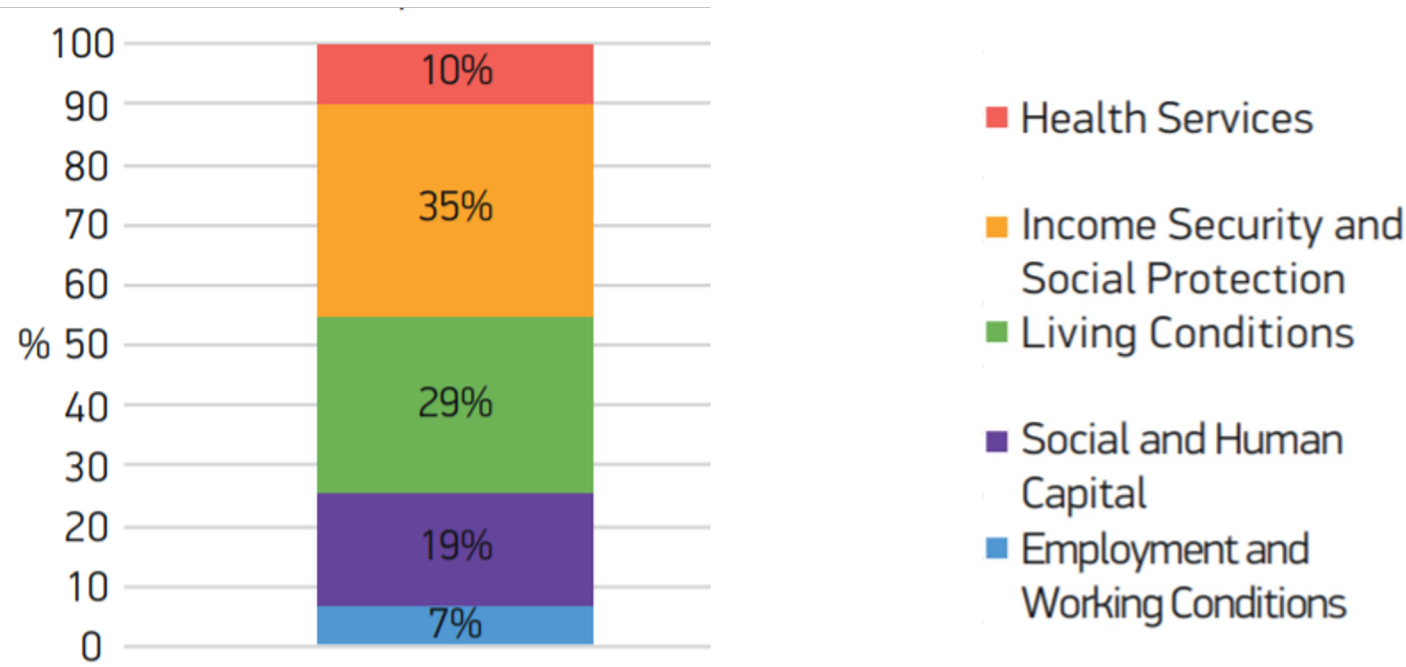


# Social Determinants of Health



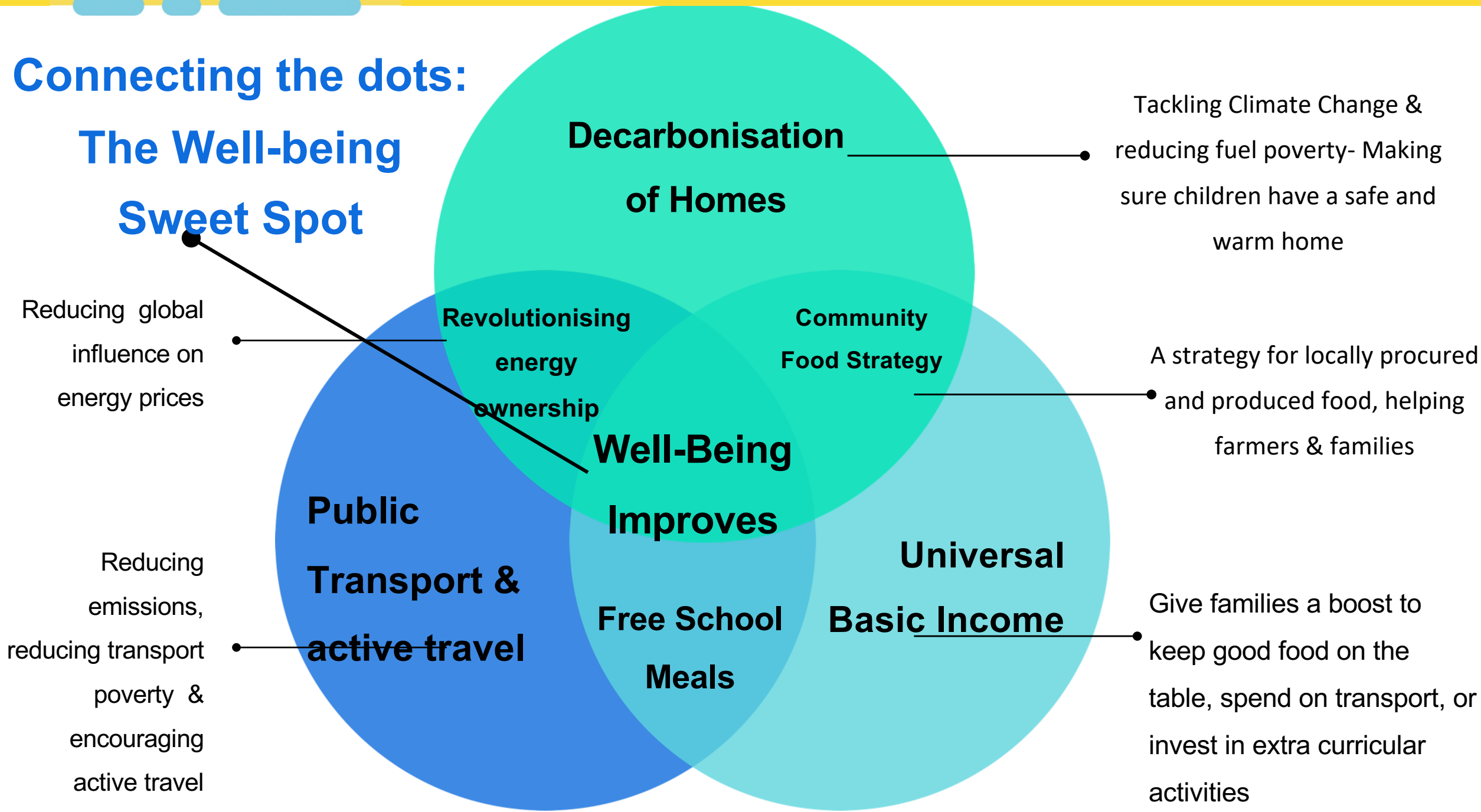
Evidence from the WHO Health Equity Status Report showed only **10%** of the inequality in health status is due to **health services**.

Income, Living Conditions, and Social Capital have a wider impact on the health of citizens across Europe.

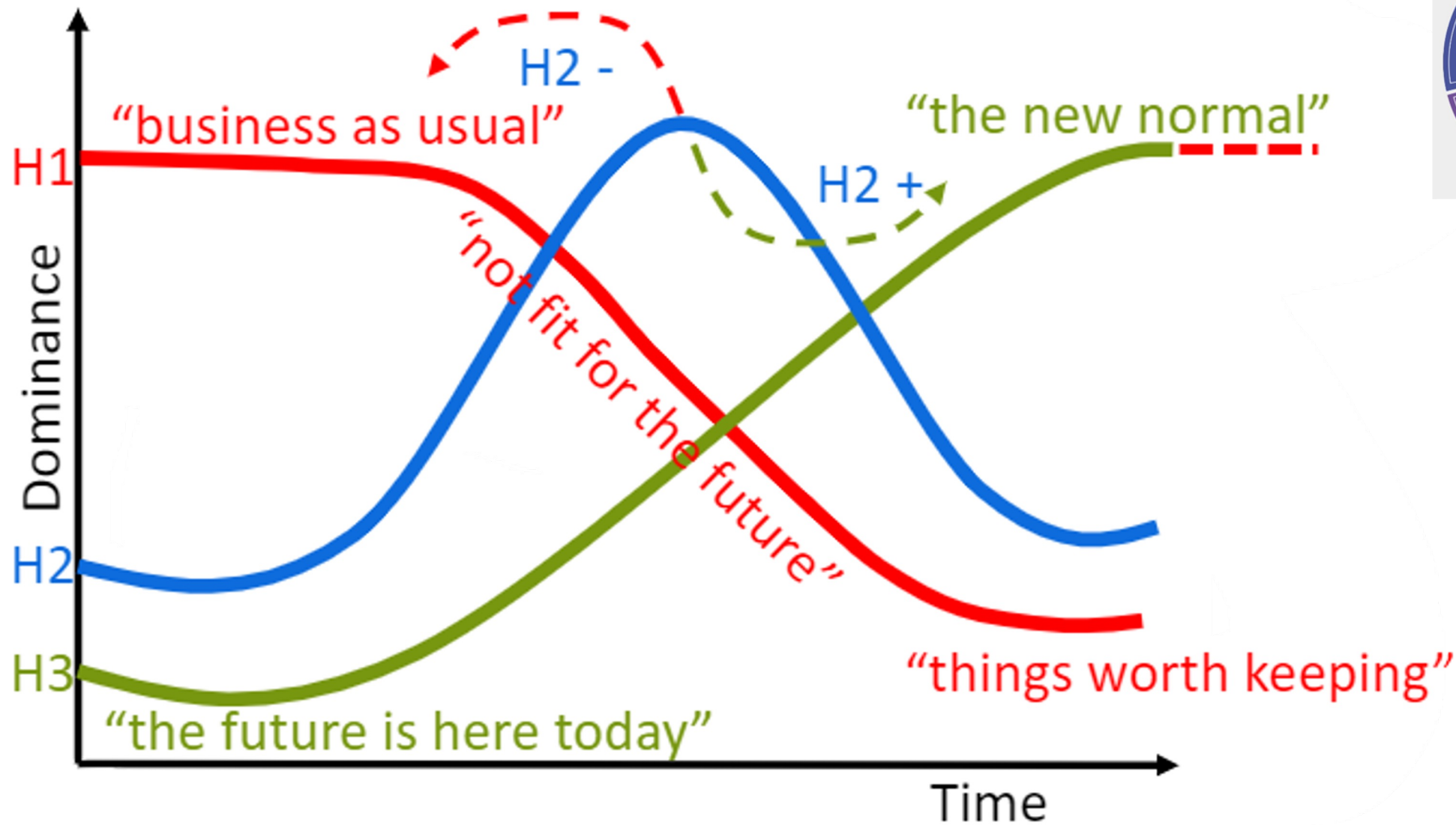


Decomposing the Gap in health status between poorest and richest income quantiles over 36 EU countries

# Connecting the dots: The Well-being Sweet Spot



# Making decisions for the future



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## M4 relief road: Well-being commissioner opposes plans

22 February 2017



Plans for a new £1.1bn M4 relief road should not go ahead, Wales' future generations commissioner has said.

The project's public inquiry starts next week but Cofre Hys has believed the

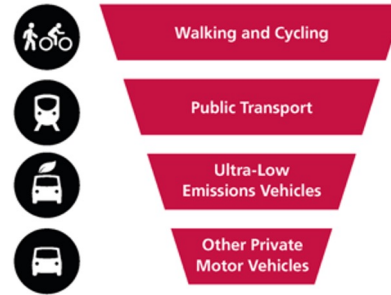


The Labour government said the plans would have a substantial adverse impact on the Gwent Levels. Photograph: Graham Bell Travel/Alamy





# The Act in Action- Transport



Future Generations Act Intervention- the road plans are scrapped

Reduced spending from 2/3 to 1/3 of budget on roads

New transport Strategy for Wales

all residential roads in the country will have the speed limit reduced to 20mph

Travelling near the speed of sound?

Commuter-less communities?

2018

2019

2021

2022

Horizon 3?

Enquiry on new motorway ends

Increase from 5 million to 75 million investment in active travel from 2016-2021

Freeze on new road building projects to explore sustainable options

Minority of people able to drive? Car free cities?





# Reactive → Preventative



Welsh solar farm exceeds expectations in powering Swansea hospital

Health board-owned Brynwhilach installation generates enough over 50-hour period to fulfil all of Morriston site's energy needs



Cardiff doctors to prescribe free bike hire to patients

18 May 2019 · Comments



nextbike has 200 schemes around the world, including this one in Berlin





# A road to Universal Basic Income



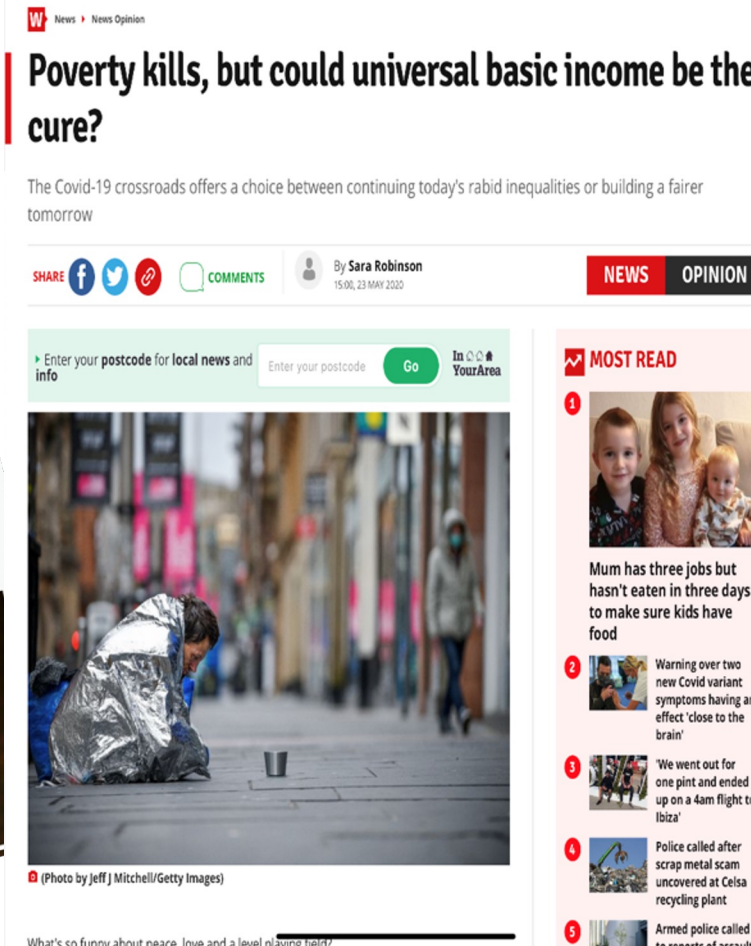
**Mirror**  
NEWS POLITICS FOOTBALL CELEBS TV MONEY TRAVEL

## Universal Basic Income welfare scheme could halve poverty, report claims

A study ordered by Wales' Future Generations Commissioner revealed the potential benefits of a revolutionary welfare shake-up

By Ben Glaze, Deputy Political Editor  
00:01, 29 Nov 2021 | UPDATED 12:41, 29 Nov 2021

Poverty would be halved if a Universal Basic Income was launched, a report claims today. A study commissioned by Wales' Future Generations Commissioner said the move would slash overall Welsh poverty rates by 50% - and cut child poverty by 64%. In its pure form, the welfare scheme sees everyone given a set amount of cash regardless of whether they are homeless, penniless and unemployed or a yacht-owning, mansion-dwelling billionaire. Supporters say the system helps create a level playing field for the hardest up in society. Critics claim it offers a disincentive to work and gives the rich extra money.



W News News Opinion

## Poverty kills, but could universal basic income be the cure?


The Covid-19 crossroads offers a choice between continuing today's rabid inequalities or building a fairer tomorrow

By Sara Robinson  
15:00, 23 MAY 2020

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NEWS OPINION






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(Photo by Jeff Mitchell/Getty Images)

What's so funny about peace, love and a level playing field?

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## Universal basic income to be tested in Wales

By James Williams  
BBC Wales political correspondent  
15 May



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## Basic income: Wales pilot offers £1,600 a month to care leavers

16 February

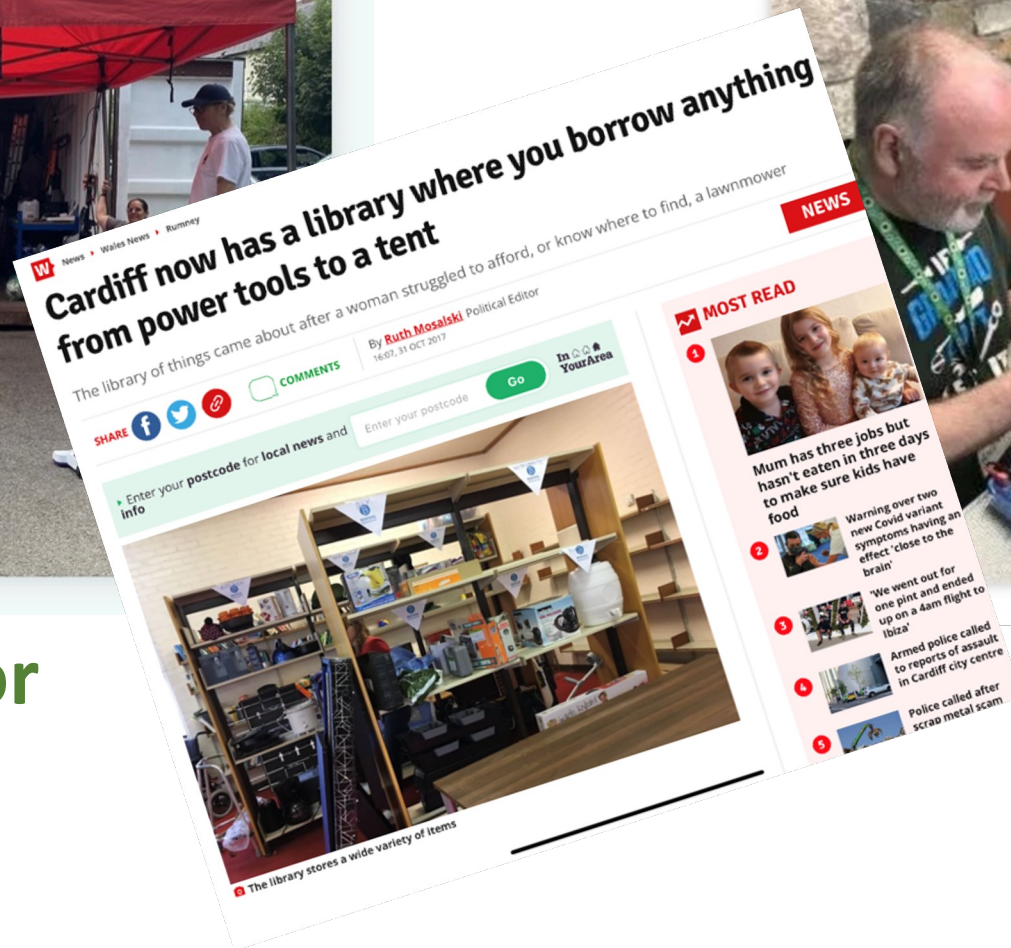
Ynnydd Dwyddol Cymru  
Dyddol Cymru  
Future Generations Commissioner for Wales



# Landfill → Reuse → Reconnect



**Benthyg (Welsh for 'borrow'):** The Library of Things



**Community Repair Cafes**



### Waste Reduction

Repair cafés help household items have a longer life by fixing them rather than throwing them away. This reduces the volume of raw materials and energy needed to make new products. It cuts CO2 emissions by reusing instead of manufacturing new products.



### Sharing Skills

By promoting a repair culture and inviting each one of our visitors to sit with a volunteer fixer, repair cafés show appreciation for the people who have practical knowledge and ensure these valuable skills are getting passed on.



### Community Cohesion

Repair cafés promote social cohesion in the community by connecting local residents from very different backgrounds and with different motives with each other through an inspiring and low-key event.

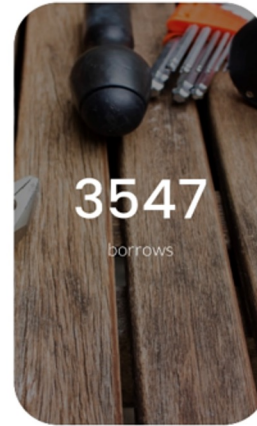
# Reducing waste

# X



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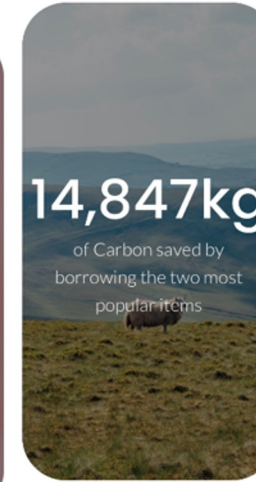
Tackling loneliness  
 Tackling poverty  
 Bringing communities together  
 Improving health  
 Building skills  
 Reducing emissions



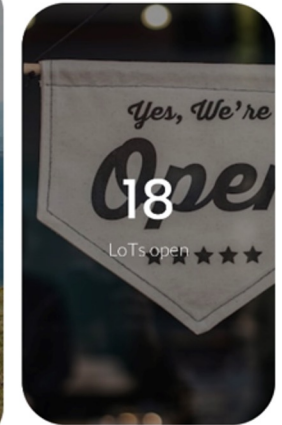
3547  
borrows



£102k  
money saved by  
borrowing the two most  
popular items



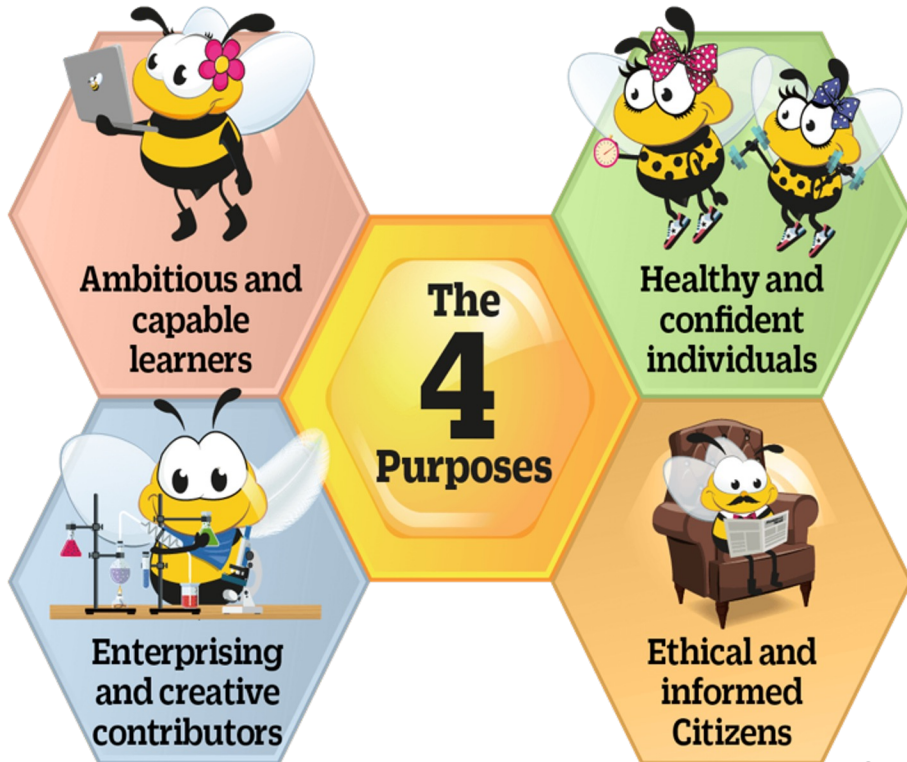
14,847kg  
of Carbon saved by  
borrowing the two most  
popular items



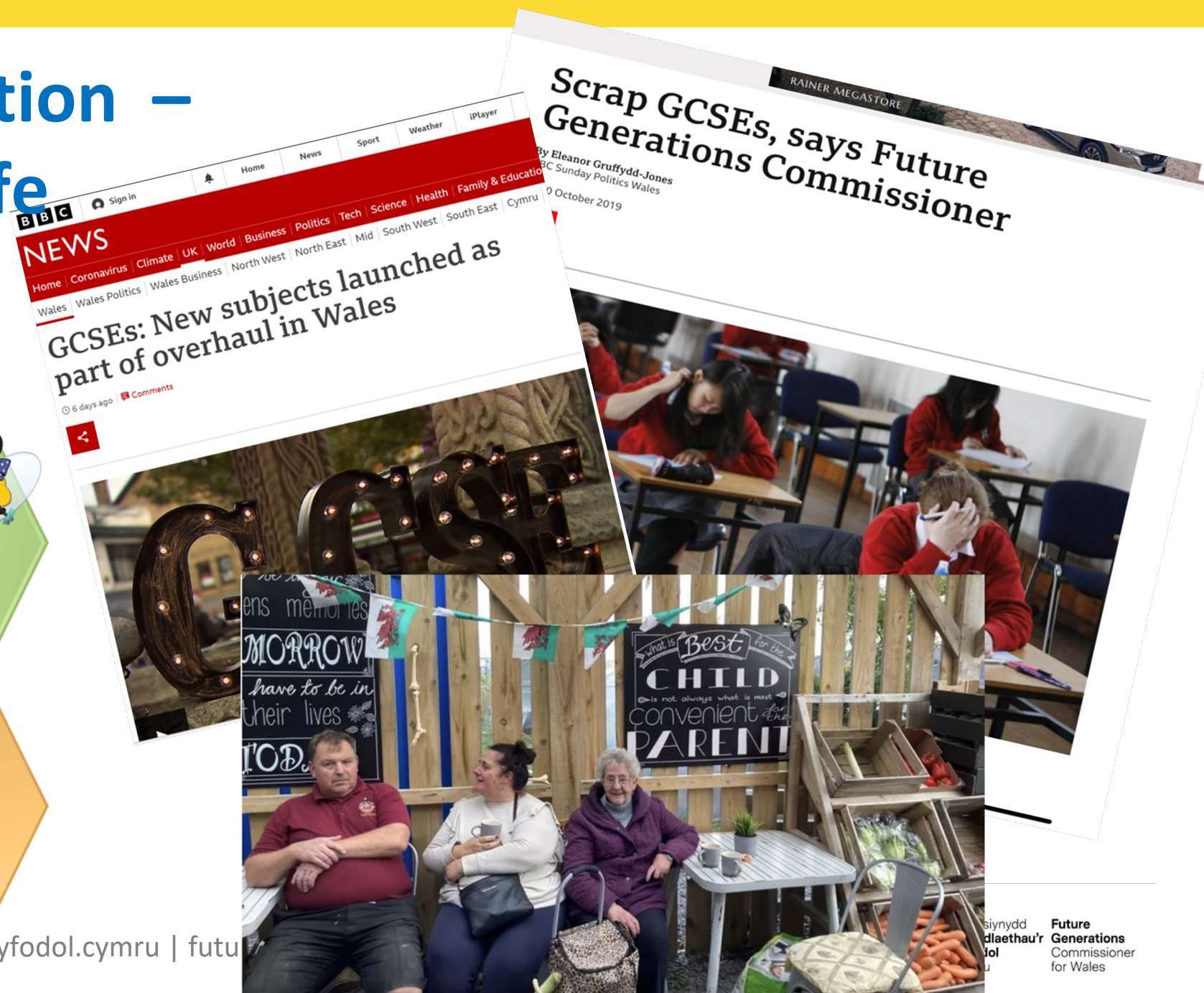
18  
LoTs open ★★ ★



# A future fit education – less Latin, more life



[cenedlaethaurdyfodol.cymru](http://cenedlaethaurdyfodol.cymru) | futu







ABOUT FAW

7 November 2022

## FAW'S FIRST SUSTAINABILITY STRATEGY TO HARNESS FOOTBALL FOR CYMRU AND THE WORLD'S WELL-BEING



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## Equal pay: Football Association of Wales agree landmark deal

By Michael Pearlman  
BBC Sport Wales

18 January 2023 | Wales



GETTY IMAGES

Wales internationals Jess Fishlock, Aaron Ramsey, Sophie Ingle and Brennan Johnson



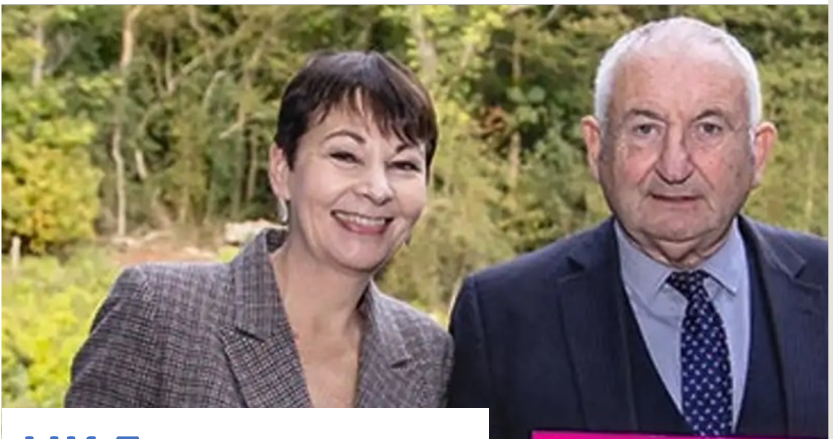
# My Hope: A Future Generations World



**President of the EU Commission**  
Ursula Von der Leyen



**Irish Parliament & Foreign Minister Marc O’Cathasaigh**  
Simon Coveney



**UK Future Generations Bill**  
Lord Bird



“  
Both present and future generations will benefit from stronger global systems that put sustainable development at their centre.”

UN Secretary-General  
António Guterres

**UN Secretary General**  
Antonio Guterres



**Scottish Minister**  
Patrick Harvie

**“Great spirits have always  
encountered violent  
opposition from  
mediocre minds (and  
systems)” so keep going.....**

**Einstein**