

A woman with brown hair, wearing a light-colored, textured sweater, is looking through binoculars. The background is a vibrant green, overlaid with several layers of torn, crumpled paper in yellow, white, pink, and blue. The text is printed on these paper layers.

Wellbeing Economy 101

An introduction to the Wellbeing Economy

WEAll Aotearoa is a Te Tiriti led, non-partisan ‘think and do’ tank building a movement and empowering people to redesign Aotearoa New Zealand’s economy around the wellbeing of our people and te taiao.



Would you design the
economy like this?



**The economy is
a product of
design and can
be redesigned.**

What we'll cover

- Why we need a wellbeing economy
- The global movement
- Wellbeing economy strategies
- The wellbeing economy in action
- Join the movement: our work







**What's your first memory
of 'the economy'?**



Econ 102 'economy'

The economy is the production, distribution, and consumption of goods and services within a particular region



Wellbeing Economy

The economy is the production, distribution, and consumption of goods and services within a particular region

The economy is a way of socially organising our collective resources to satisfy our needs, material and immaterial, both human and ecological, now and into the future.

COMPETITIVE INVISIBLE
HYPOCRITICAL PROFIT WESTERN
PRIVILEGED DISRESPECTFUL

INDIVIDUALISTIC

HARD PRIVILEGED RACISM
MENS-CLUB EXTRACTIVE
LINEAR EXPLOITATION
DISHONEST TAKING RACIST
NEO-LIBERALISM
CORPORATIONS GROWTH PROFIT
CONFUSED HIERARCHICAL



Economics Listening Tour



Aotearoa

EDUCATION HEALTH

MAURI AGENCY SUPPORT
TAIAO MEANING

ENOUGH MANA

FAIRNESS KINDNESS

FLEXIBILITY
COMPASSION
FLEXIBILITY

CARE

VALUES EQUITY

RESPECT HONEST LOVE
TRANSPARENT

TE TIRITI LED

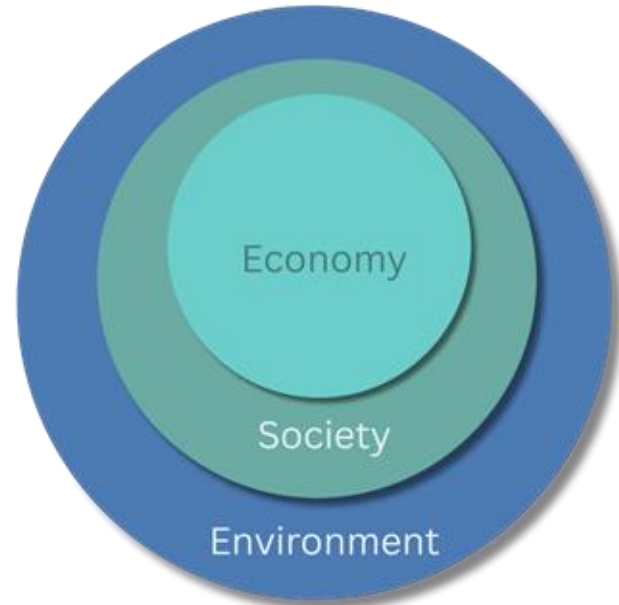
SOVEREIGNTY
SERVICE HOPE

EMPATHY

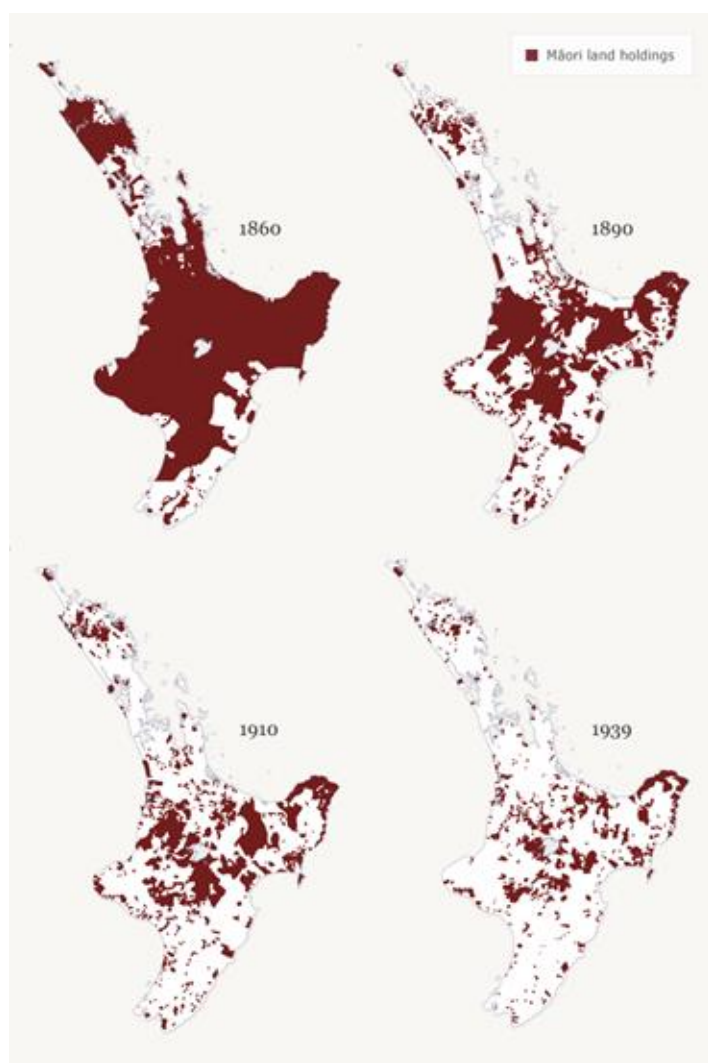
AUTONOMY ACCESSIBLE



Old fashioned economic concepts & narratives



Māori land loss 1860-1939





*“Yes, the planet got destroyed. But for a beautiful moment
in time we created a lot of value for shareholders.”*

Why do we need a Wellbeing Economy?



Aotearoa is currently exceeding 6 of 9 planetary boundaries.



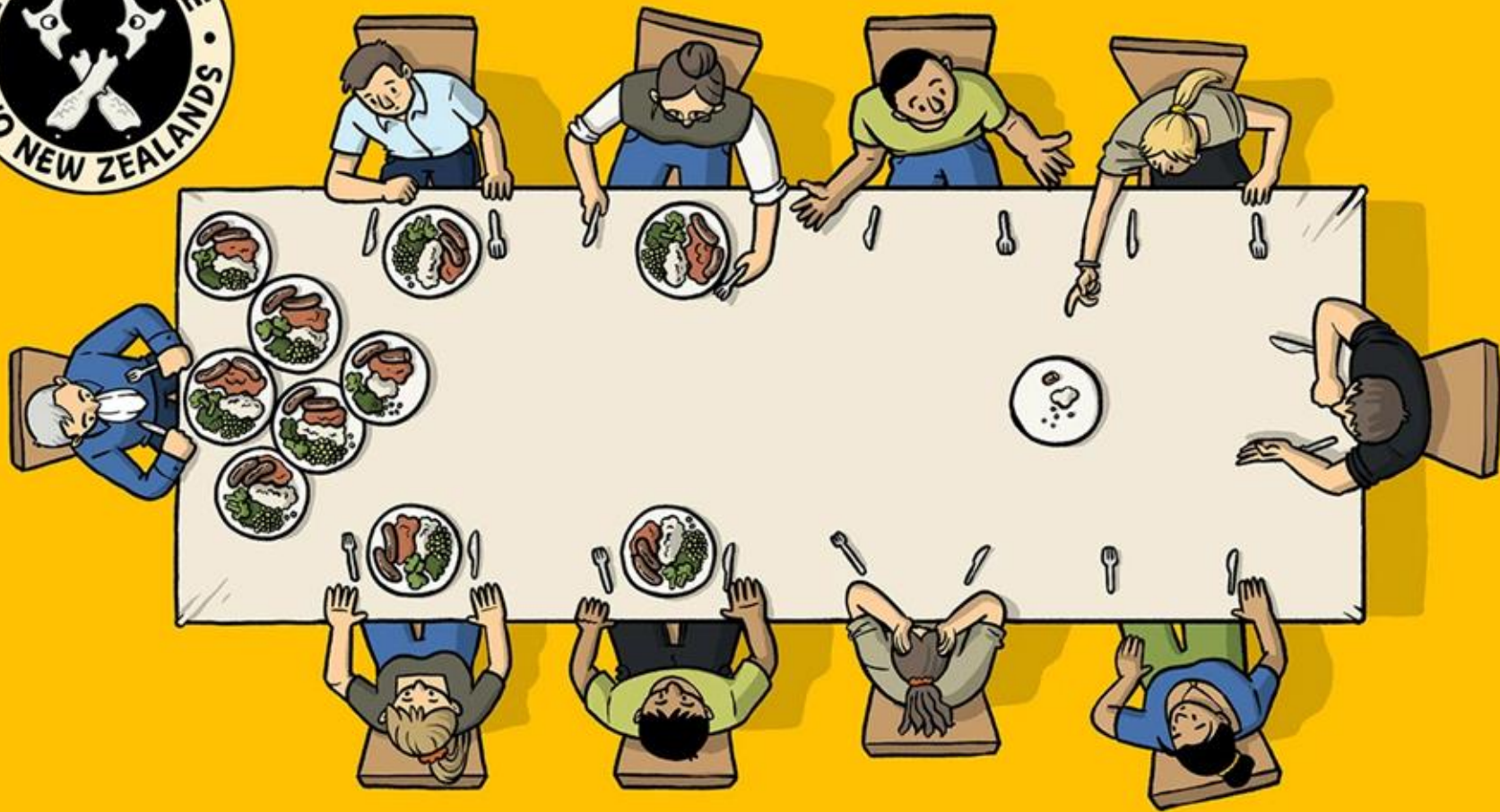
Two thirds of New Zealanders think that our economy is rigged in favour of the rich and powerful.



The poorest half of New Zealanders own only 2% of the wealth.



BROMHEAD





Senegal

The Gambia

Guinea-Bissau

Guinea

Sierra Leone

Liberia

Côte d'Ivoire

Burkina Faso

Ghana

Benin

Togo

Ansongo-Ménaka
Partial Wildlife
Reserve

St Louis
Louga

Barogal

Kayes

Tambacounda

Nara

Niono

Mopti

Segou

Bamako

Koutrala

Ouahigouya

Kaya

Dori

Niamey

Fada-Ngourma

Gao

Boke

Labe

Siguiri

Sikasso

Bobo-Dioulasso

Kindia

Conakry

Kankan

Korhogo

Tamale

Freetown

Bo

Nzerekore

Man

Daloa

Yamoussoukro

Iba

Monrovia

Soubre

Gagnoa

Abidjan

Kumasi

Koforidua

Lomé

Lagos

Kasoa

Accra



Senegal

The Gambia

Guinea-Bissau

Ansongo-Ménaka
Partial Wildlife
Reserve

FERRERO
COLLECTION

Raffaello

Raffaello

Mars

53g e

ENERGY
1020kJ
DI-
12%
PER 53g BAR



Benin

Togo

Ghana

Côte d'Ivoire

Monrovia

Liberia

Daloa

Yamoussoukro

Gagnoa

Soubre

Abidjan

Kumasi

Koforidua

Lomé

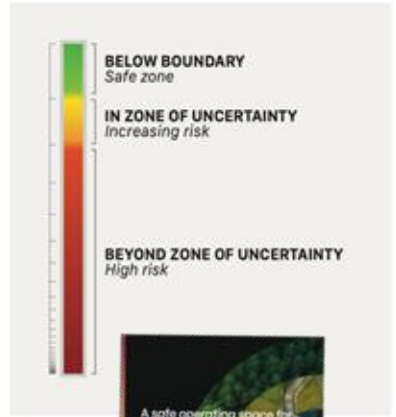
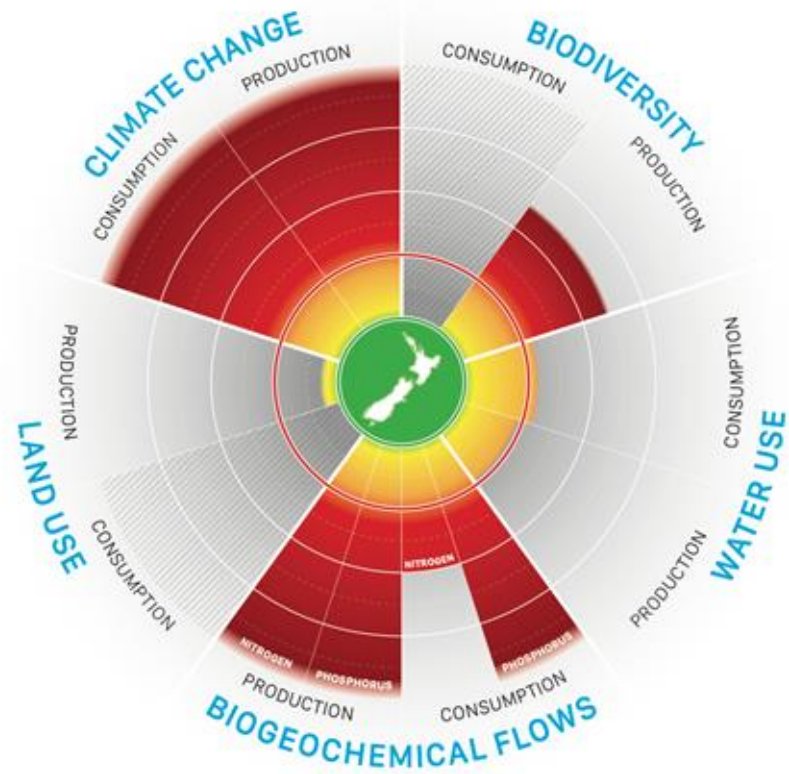
Kasoa

Accra

Lagos

Planetary boundaries

Aotearoa is currently exceeding 6 of 9 planetary boundaries.



50%

Percentage of all plastics manufactured are single-use

3

Average years before a new laptop is replaced

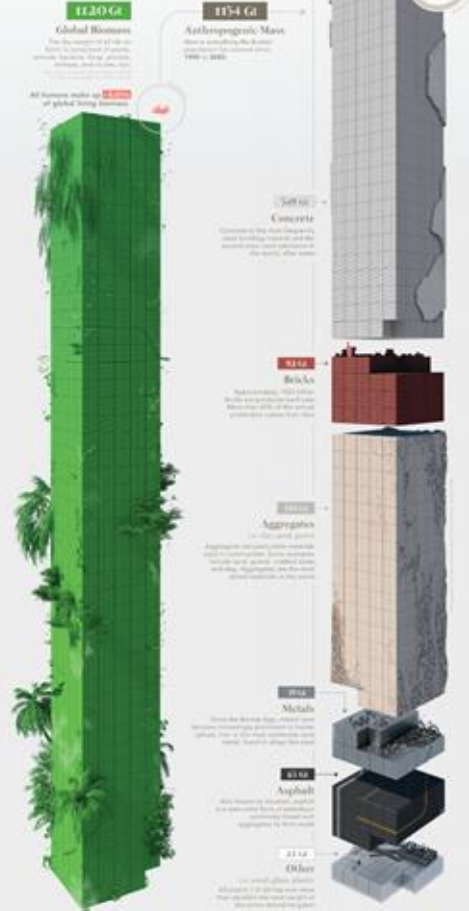
10.4kgs

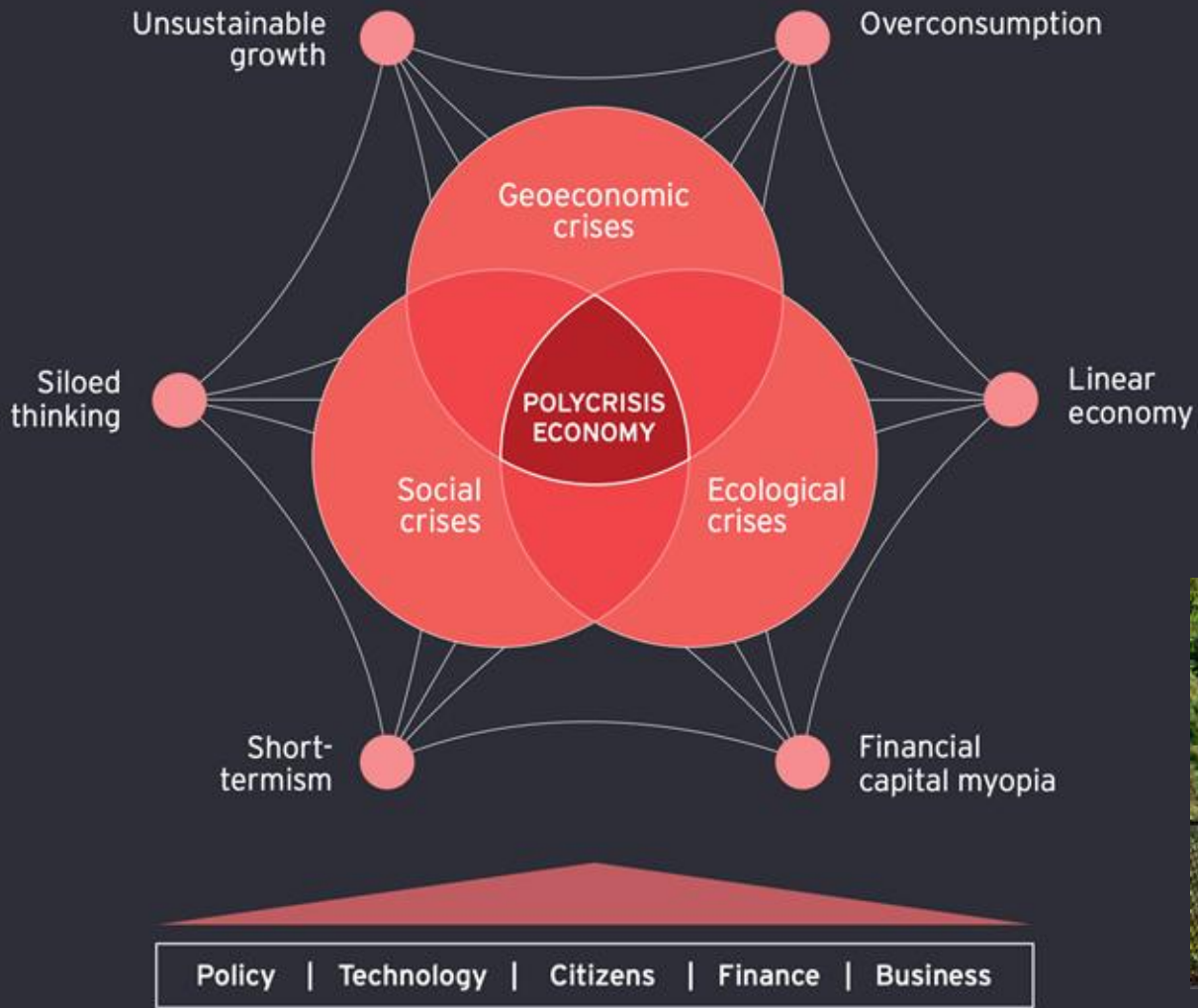
Clothes the average consumer in NZ throws away each year

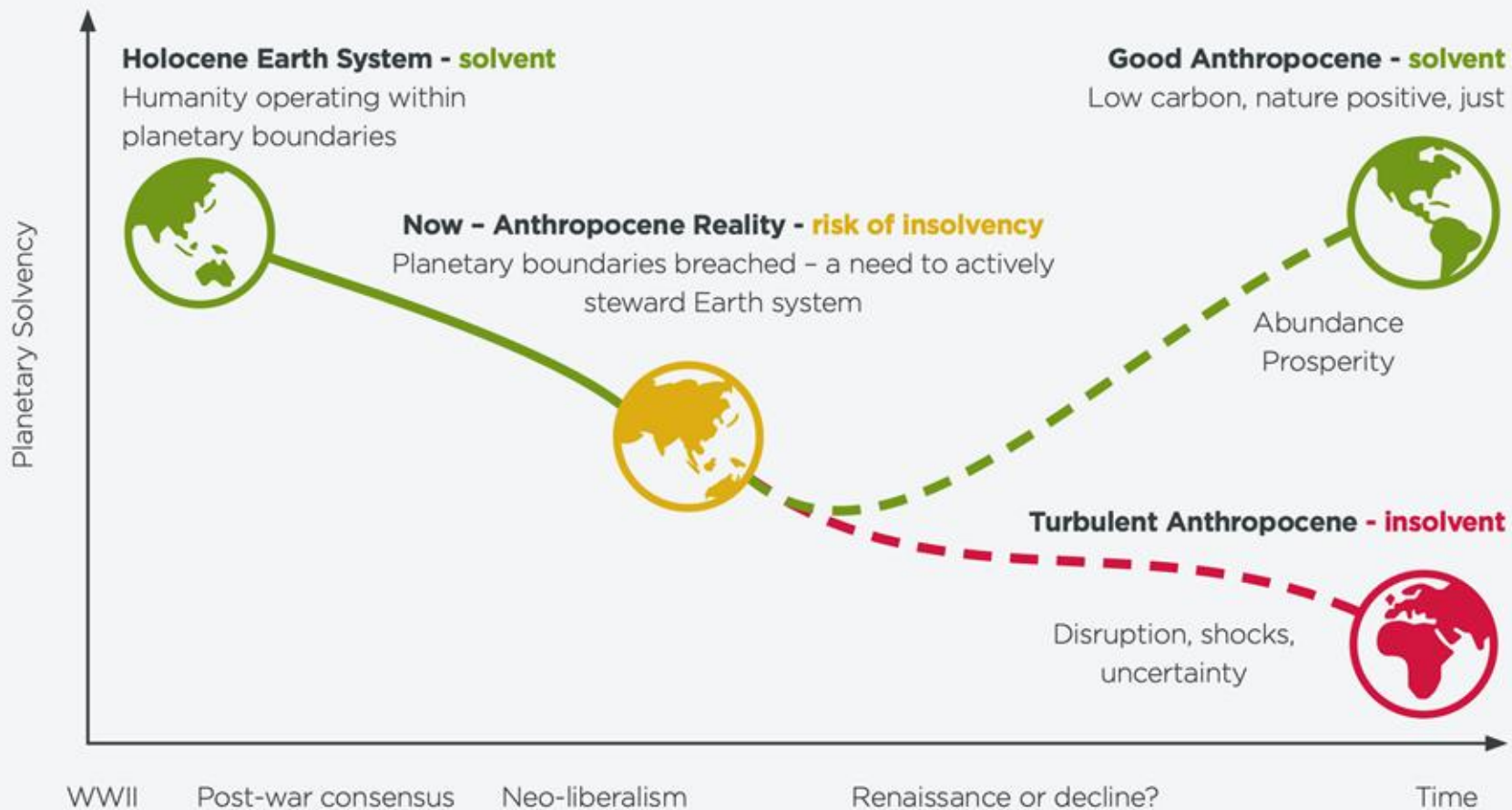
Visualizing the Scale of Anthropogenic Mass

In 2020, the amount of anthropogenic mass exceeded the weight of all global living biomass.

As humans continue to dominate Earth, questions surrounding our material output are increasing. We break down the composition of all human-made materials and the rate of their production.







AND THE WE TOLD THEM

IT WOULD TRICKLE DOWN!

memegenerator.net

Step 1:
Grow the
economy

Step 3:
Fix the
damages
done to
people &
planet

Step 2:
Use Taxes to
get some of
that wealth





GOING FOR GROWTH

Unlocking New Zealand's potential

FEBRUARY 2025



GDP

is not fit for purpose



Oil spills and
car crashes

boost
GDP

Paying to fix what we continue to break



Failure Demand
Counting the true costs of
an unjust and unsustainable
economic system



**WELLBEING
ECONOMY
ALLIANCE**

**Avoidable
Costs** Better outcomes
and better value
for public money



Diane Bowles
Warwick Smith
Cressida Gaukroger
Kate Solis



Cpd CHANGING
PUBLIC
DEMAND

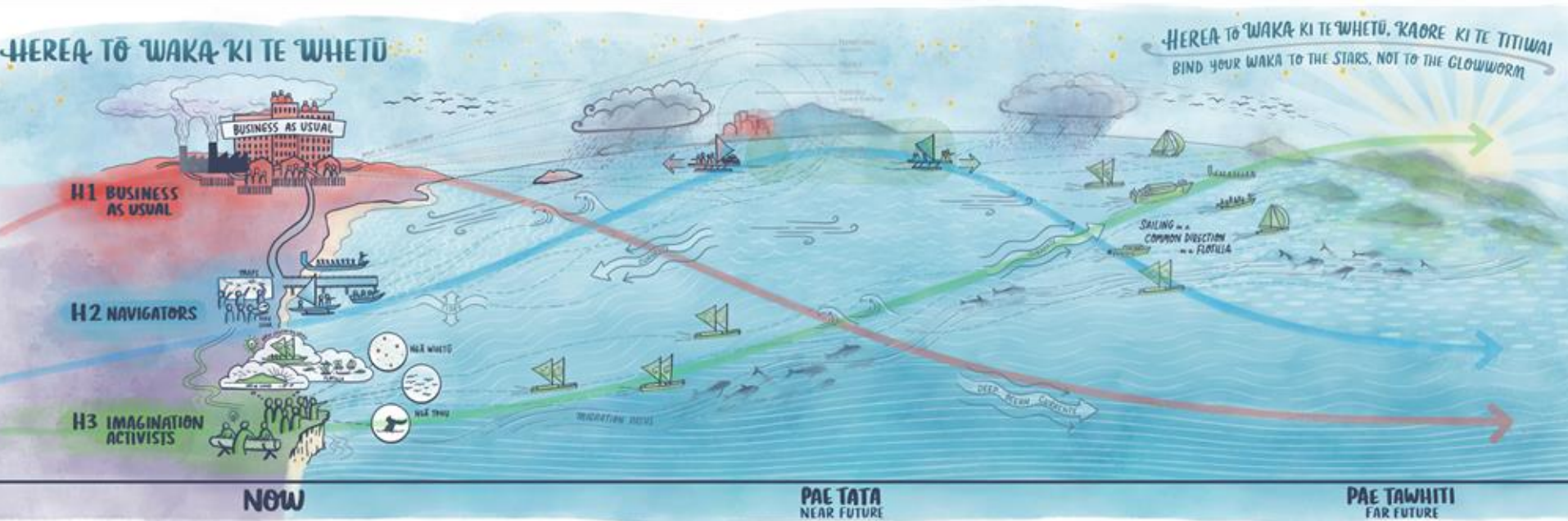




So let's fix the root of the problem: the economic system underpinning it all



The Three Horizons Model



A growing global movement



Wellbeing Economy Strategies



CIRCULAR ECONOMY

Transform production and consumption processes to reuse resources, design waste and pollution out of the cycle, and regenerate the natural world. The primary ways to do this are recycling waste for new production or using waste for conversion to energy.



COMMUNITY WEALTH BUILDING

Identifies 'anchor' economic institutions with strong linkages to the local economy, to foster 'bottom-up' and inclusive development.



REGENERATIVE ECONOMY

Focuses on building an economy that mimics nature by regenerating the social and ecological assets needed for wellbeing.



ECONOMIC DEMOCRACY

Ensures equitable distributions of economic power through democratic management of economy via policy, social enterprises, and community wealth management.



COMMON GOOD ECONOMY

Evaluates business success not by profits, but rather by their contribution to the 'common good' and alignment with values of Dignity, Social Justice, Environmental Sustainability, and Transparency.



SOLIDARITY ECONOMY

Promotes the expansion of economic activities and behaviours that are based on principles of reciprocity, cooperation, and solidarity.



DOUGHNUT ECONOMICS

Supports the design of economic systems that ensure necessary social foundations, while respecting planetary limits.



CORE ECONOMY

Recognises central importance of economic activities that occur amongst families, friends, and communities, which are non-monetised and driven by values of love, empathy, responsibility, and care.



FOUNDATIONAL ECONOMY

Advocates for the use of public policy to secure the supply of basic goods and services to all people in a sustainable manner (e.g. socially and environmentally responsible).

A global movement



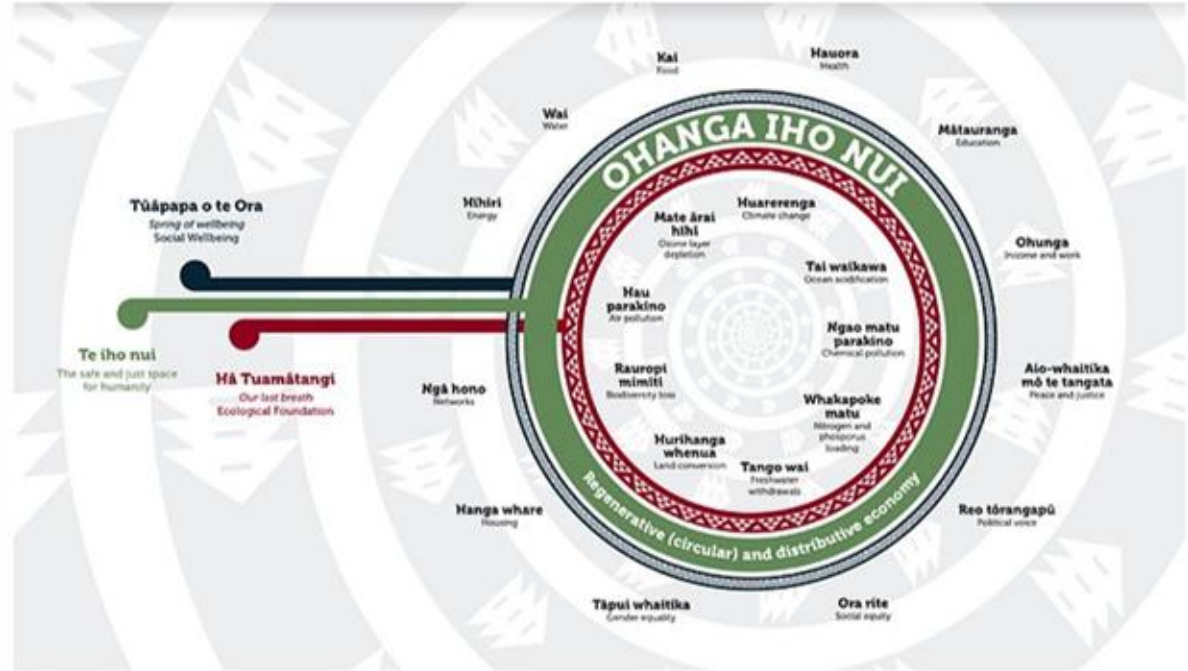
Our Theory of Change



**Our vision is a more prosperous
Aotearoa as measured by the wellbeing
of our communities, the health of our
environment, and the inclusiveness of
our societies, not just GDP.**



Doughnut Economics I Te Takarangi



A wellbeing economy prioritises

- care,
- connection,
- community,
- creativity,
- reciprocity,
- nature.



A wellbeing economy prioritises

- care,
- connection,
- community,
- creativity,
- reciprocity,
- nature.
- whakapapa,
- tauutuutu,
- mana,
- kaitiakitanga.





Māori economies strategies

Manahau

Economies of Mana

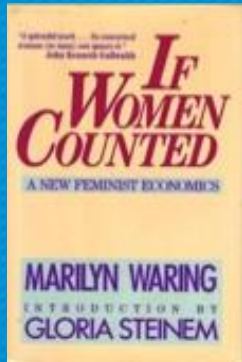
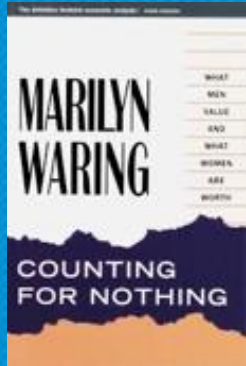
Economy of Aroha

Legal personhood e.g.
Whanganui River, Te Urewera,
Taranaki

Circular Indigenomics

Wellbeing Economics history in Aotearoa

In 1988, Dame Marilyn Waring published her influential critique of Gross Domestic Product, which founded wellbeing economics in Aotearoa.



5Ps: The jigsaw puzzle of what comes next?



The jigsaw puzzle of economic systems change



Purpose

The jigsaw puzzle of economic systems change



Purpose



Prevention

The jigsaw puzzle of economic systems change



Purpose



Prevention



Pre-distribution

The jigsaw puzzle of economic systems change



Purpose



Prevention



Pre-distribution



People-
powered

The jigsaw puzzle of economic systems change



Purpose



Prevention



Pre-distribution



People-powered

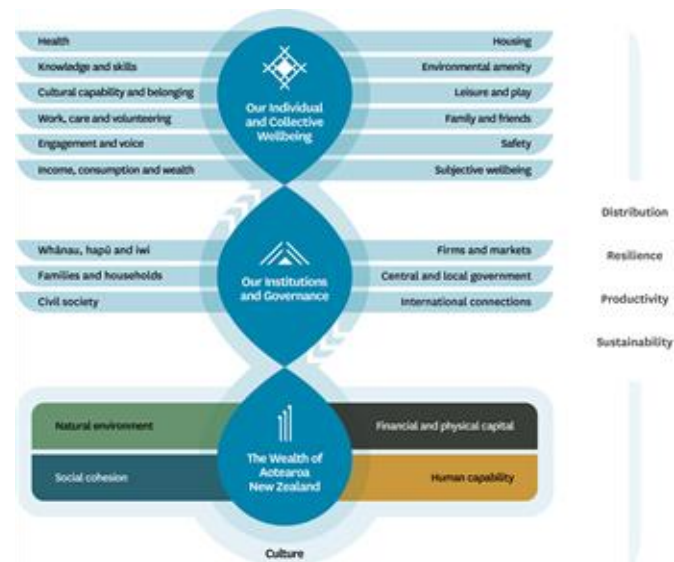


Place-based

What are the new economies in action?



Purpose.

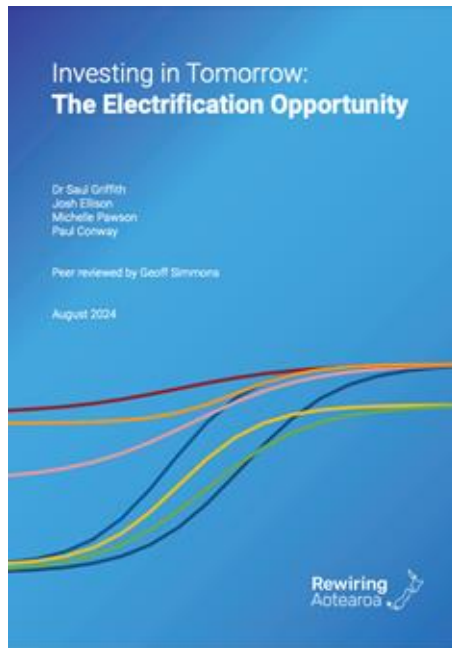


Wear
Nature.
Not
Plastic.

kowtow



Prevention.



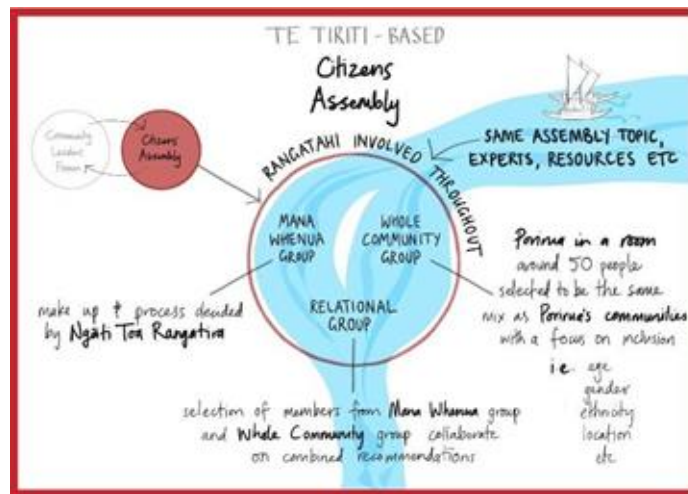
Pre-distribution.



The Cooperative Bank



People-powered.



TOITŪ TE TIRITI



Place.



PAPAWHAKARITORITO
CHARITABLE TRUST

About WEAll Aotearoa



Our team and board

Our team



Gareth Hughes
Director



Sally Hett
Knowledge &
Engagement Lead



Kaitlin Dawson
Chairperson



Joanne Waitoa



Michael Worth



Brett Anderson



Dr Paul Dalziel
Economics
Researcher



Georgie Crow
Communications Lead



Kaeden Watts

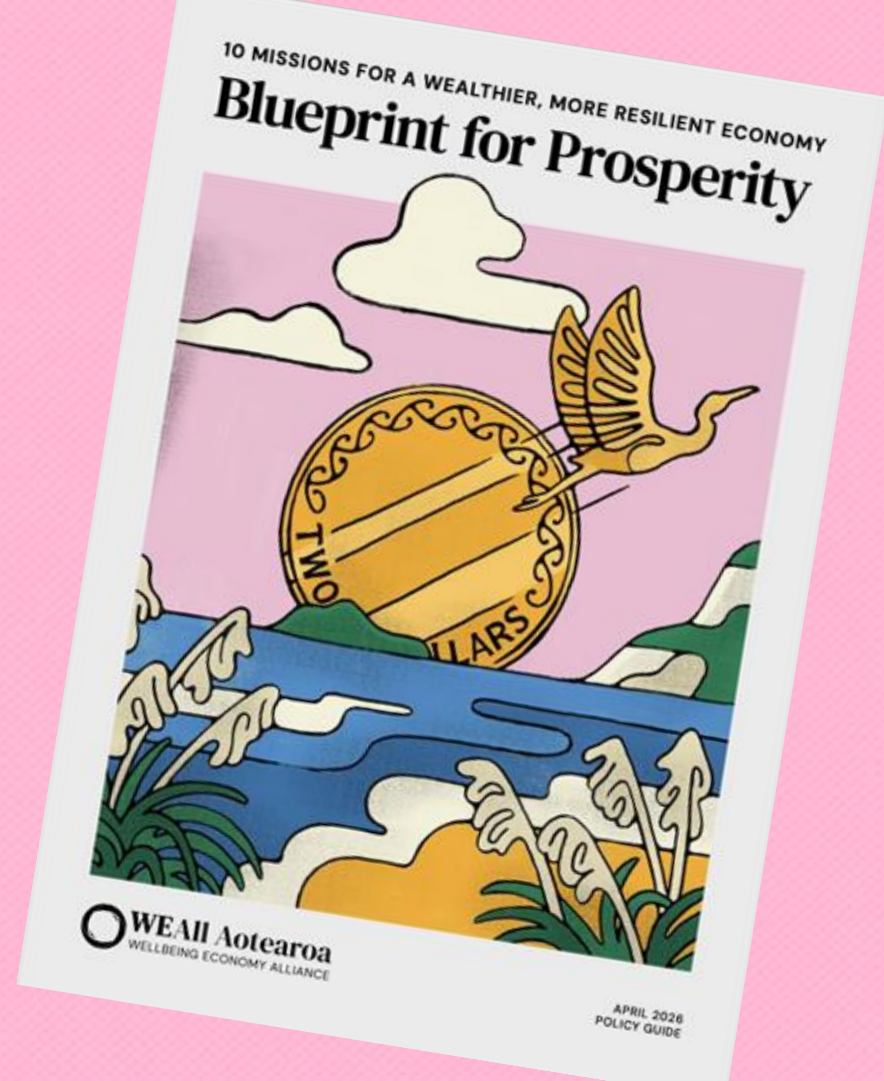


**Kate Butler-
Wilson**



Launched Blueprint for Prosperity: 10 missions for a wealthier, more resilient economy

The purpose of this policy guide is to provide politicians and everyday New Zealanders with practical policy recommendations to care for the common wealth of our country.



Policy for the Public Good: A Local Government Resource Guide

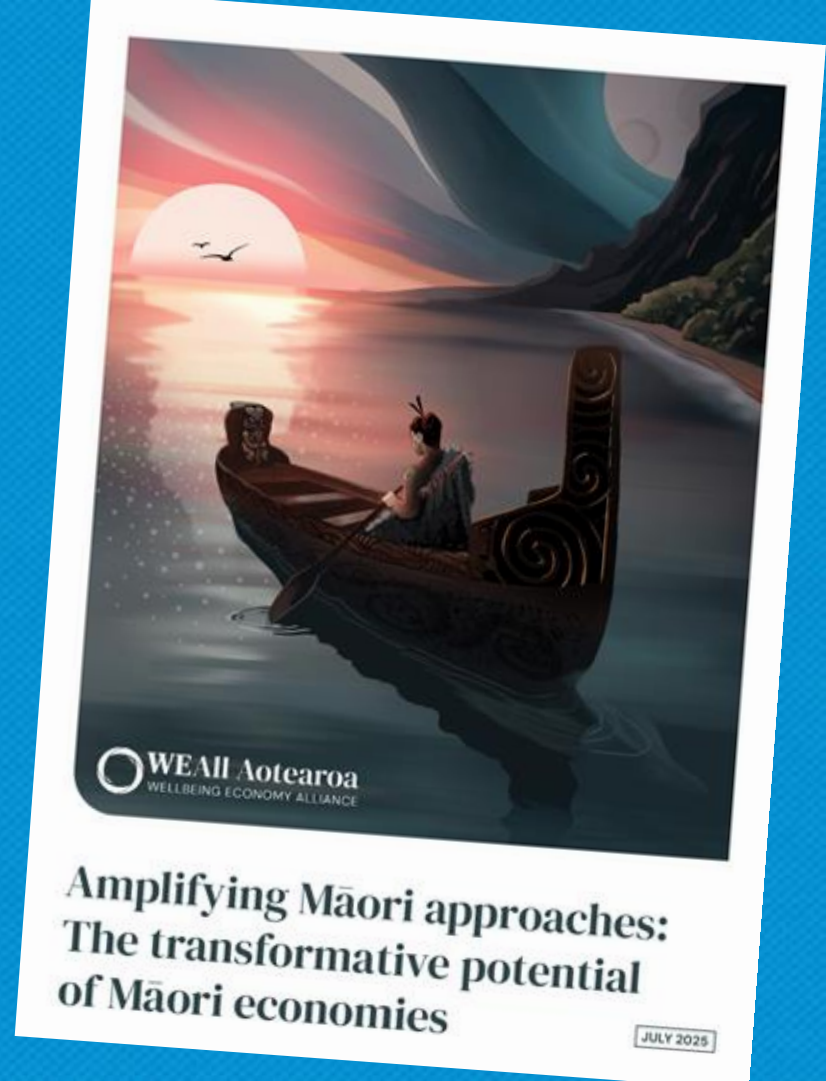
The guide shares 100 common-sense, evidence-based policies for local councils, along with 80 real-world case studies.



Amplifying Māori approaches: The transformative potential of Māori economies

Showcasing how Māori economic approaches provide a positive, values-led alternative to the current, broken business-as-usual model.

The report was authored by Matthew Scobie (Kāi Tahu), with co-authors Tayla Forward (Ngāpuhi), Georgia McLellan (Whakatōhea & Ngāi Te Rangi), Jack Barrett (Ngāpuhi), and Danielle Webb (Ngāpuhi).



Community Wealth Building White Paper

Community Wealth Building puts people back at the centre of local economies by ensuring wealth generated in a local economy is held and invested back into that area.

Co-created with The Urban Advisory.



The five pillars of Community Wealth Building



**PILLAR 1.
HARNESSING
SPENDING AND
LOCAL SUPPLY
CHAINS**



**PILLAR 2.
PRIORITISING
FAIR
EMPLOYMENT**



**PILLAR 3.
INVESTING
LOCALLY**



**PILLAR 4.
DIVERSIFYING
OWNERSHIP
MODELS**



**PILLAR 5.
MAKING LAND
AND ASSETS
WORK FOR
LOCALS AND THE
ENVIRONMENT**

Tomorrow Together

A movement for intergenerational fairness. At the centre of the campaign is a call for a Future Generations Act: a cornerstone for long-term decision-making that puts people and planet first.

Read the discussion paper
Sign the Charter



For Purpose Business

In our paper we will be asking:

- What if more businesses had a purpose beyond profit?
- What if ownership was shared, and power was distributed?
- What if accountability meant answering to people and planet, not just shareholders?
- What if climate collapse was treated as the true business risk it is?



We host regular events to connect people



Join the movement for an economy in service of life



- Join WEAll Aotearoa
 - Become a member
 - sign up for pānui
 - join a supporters call
 - join our book club
- Donate to support this mahi

