

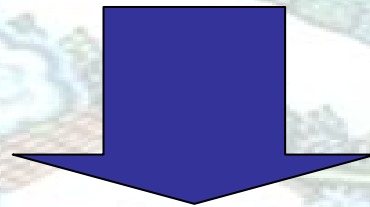
Wellbeing and the challenges of delivering sustainability: a UK perspective

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Measuring social progress: moving beyond economic measures

- Failure to capture broad **Quality of Life** issues
- Failure to **capture values of society**: how people think and feel
 - Rise of subjective wellbeing measures (SWB)
- Failure to account for **negative impact on environment**



WELLBEING

Evidence of change

- **France:** Commission on measurement of economic performance & social progress report (Stiglitz, Sen & Fitoussi 2009)
- **OECD:** “Global project on measuring progress of societies” (2007 +)
 - 3rd World Forum: “Charting Progress, Building Visions, Improving Life”
- **European Commission:** Communication on “GDP and beyond: measuring progress in changing world” (2009)
 - roadmap of 5 key actions to improve indicators of progress

What is wellbeing?



- **Contested term:**
 - Sense of having what you need to live well
 - Mixture of people's life circumstances, how they feel & function
- **Multidimensional:**
 - Objective, subjective
 - Cannot be captured into single indicator
 - Interconnected domains
- **State vs process:**
 - Interaction between person & environment, individual & collective
 - 'Being' and 'doing'
 - Agency, power and capability

Wellbeing according to WeD

- “Wellbeing is a state of being with others, where human needs are met, where one can act meaningfully to pursue one’s goals, and where one enjoys a satisfactory quality of life”
- 3 dimensions:
 - material
 - subjective (affective/cognitive)
 - relational

UK's Sustainable Development Strategy (2005)

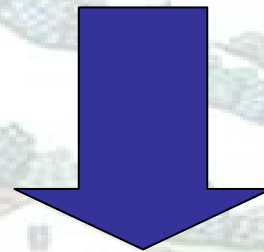
*“What is missing is a means of making sure that **wellbeing issues are being tackled consistently, in the right way**, and that we are genuinely making a difference to people’s lives”*

*“to get a better understanding and focus on wellbeing... the Government will... bring together existing research ...**and to explore how policies might change with an explicit wellbeing focus.**”*



Whitehall cross government policy working group

Wellbeing Indicators Group



- Common understanding on wellbeing**
- Wellbeing Indicators**

Common understanding of wellbeing

“Wellbeing is a positive physical, social and mental state; it is not just the absence of pain, discomfort and incapacity.

It requires that basic needs are met, that individuals have a sense of purpose, that they feel able to achieve important personal goals and participate in society.

It is enhanced by conditions that include supportive personal relationships, strong and inclusive communities, good health, financial and personal security, rewarding employment, and a healthy and attractive environment”

Securing the future

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SD indicators in your Pocket



- *68 indicators*
- *Official government report*
- *'Traffic light' assessments*
- *Simple presentation*
- *~60,000 copies/yr*

1. Sustainable consumption & production
2. Climate change and energy
3. Natural resource protection & enhancement
4. Creating sustainable communities & fairer world

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Wellbeing framework

Domain	Factors
Health	<ul style="list-style-type: none">•Mental health•Physical health
How we spend our time	<ul style="list-style-type: none">•Active engagement•Spending time with family / friends
Standard of living	<ul style="list-style-type: none">•Employment•Material deprivation•Financial security
Achievement in life	<ul style="list-style-type: none">•Education•Sense of purpose
Attitudes and beliefs	<ul style="list-style-type: none">•Feeling threatened•Trust•Autonomy / control•Optimism
Relationships	<ul style="list-style-type: none">•Personal support•Personal relationships
Environment	<ul style="list-style-type: none">•Housing•Use of green space

Defra's Wellbeing Measures

Wellbeing as SD indicators

- 39. Fear of crime
Perceptions of anti-social behaviour *
- 41. Workless households
- 43. Childhood poverty
- 45. Pensioner poverty
- 47. Education
- 50. Healthy life expectancy
Self-reported general health *
Self-reported long-standing illness *
- 51. Mortality rates (suicide)
Mortality rates for those with severe mental illness *
- 57. Accessibility
- 59. Social justice
- 60. Environmental equality
- 62. Housing conditions
- 66. Satisfaction with local area
Trust in people in neighbourhood *
Influencing decisions in the local area *

68. Wellbeing

- Overall life satisfaction*
- Overall life satisfaction by social grade*
- Satisfaction with aspects of life*
- Satisfaction with aspects of life, by social grade*
- Satisfaction with aspects of life, by age*
- Frequency of positive and negative feelings*
- Frequency of positive and negative feelings, by social grade*
- Frequency of feelings or activities which may have a positive or negative impact on wellbeing*
- Level of participation in sport*
- Access to green space*
- Level of participation in other activities*
- Positive mental health*

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12 Steps to a Sustainable Economy

Building a sustainable macro economy

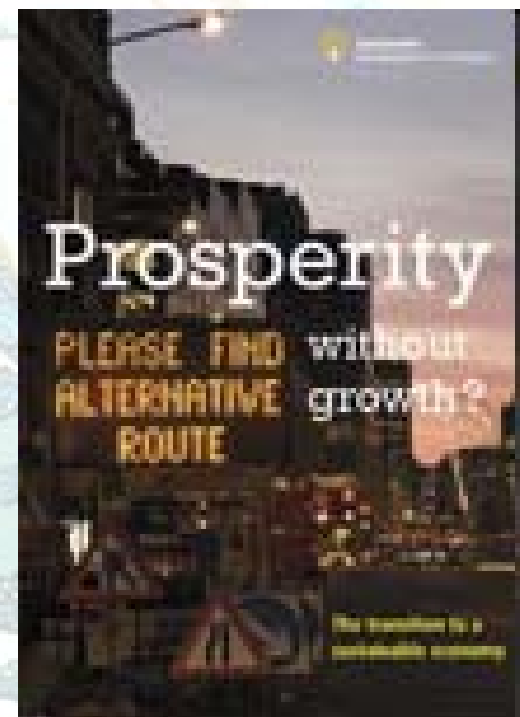
1. Developing macro-economic capability
2. Investing in public assets & infrastructure
3. Increasing financial & fiscal prudence
4. Reforming macro-economic accounting

Protecting capabilities for flourishing

5. Sharing available work & improving work/life balance
6. Tackling systemic inequality
7. Measuring prosperity
8. Strengthening human & social capital
9. Reversing culture of consumerism

Respecting ecological limits

10. Imposing clearly defined resource/emissions caps
11. Implementing fiscal reform for sustainability
12. Promoting technology transfer and international ecosystem protection

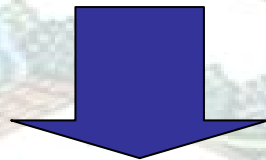


Moving beyond indicators: delivering sustainable communities

- **Multi-method approach: Support measurement with in-depth qualitative research**
 - Develop accurate measurement & understanding of WB
 - Respond to new research questions
 - Inform policy, more effective interventions for sustainable living
 - Understand the PROCESSES and unpack complexity
- **Practicalities of delivering sustainable communities**
 - Explore links between environmental sustainability & consumption
 - Pro-environmental behaviour/attitude change at local level
- **Value of WB approach**
 - Importance of social
 - How people conceive of WB
 - Unpack motivations for unsustainable behaviour
 - Development of interventions to promote sustainable behaviours and attitudes

Concluding remarks

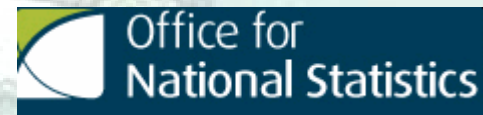
- Wellbeing as an alternative measure of societal progress
- Wellbeing as multi-dimensional
- Multi-method approach supported by qualitative research for measuring, exploring, understanding wellbeing



Practicalities of delivering sustainable communities

Further information

- Defra:
<http://www.defra.gov.uk/sustainable/government/what/priority/wellbeing/research.htm>
- Nef:
<http://www.nationalaccountsofwellbeing.org/>
- SDC: <http://www.sd-commission.org.uk/pages/redefining-prosperity.html>
- ONS: wellbeing@ONS.gov.uk
- Wellbeing network:
<http://www.weldev.org.uk/>
- BRASS: Sustainable Communities
http://www.brass.cf.ac.uk/projects/Sustainable_Lifestyles_and_Communities/sustainable-lifestyles.html



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