

Building social Europe –  
Social Platform's flagship conference  
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# Wellbeing economy - What is it?



When the goal of some societal action is to increase wellbeing and to improve the prospects of a good life it takes place in the sphere of Wellbeing Economy.

The actions of the NGOs working in the field of social affairs and health are central elements and building blocks of Wellbeing Economy

Guiding principles of wellbeing economy:

Wellbeing as a primary societal goal

Wellbeing Economy is based on a broad concept of wellbeing. In Wellbeing Economy, wellbeing is considered to consist of individual resources and participation.

Holistic view on wellbeing



HEALTH satisfactory health



sufficient material resources, social wellbeing and empowering social relationships (= Happiness 😊 )



self-confidence



trust in community one lives in and critical consciousness.

Participation refers to the opportunity of people to participate in the decision-making of one's own community, and in the development of the community, as its full members.

Building the Wellbeing Economy ultimately consists of strengthening all these factors and investing in them

The vision of a wellbeing economy can be described in one sentence as follows, **“Working together to build a good life for everyone”**

# Wellbeing economy and long term care



Public policy approaches:

value of informal/formal care?€€

why to invest (euros, human capital)in social protection programmes of long term care?

Connection between long term care and employment policy?

“from isolation to participation”

“from gender inequality to equality

Question remains:

Who defines what is "good life"

"European political/social agenda is crowded"

What is good life for carers and their loved ones?

=> leaves room for politics (=advocacy)



“politics  
is more  
difficult  
than  
physics”

Albert Einstein