

TURBULENT TIMES

ONLY AN ECONOMY FOR PUBLIC GOOD CAN CHANGE

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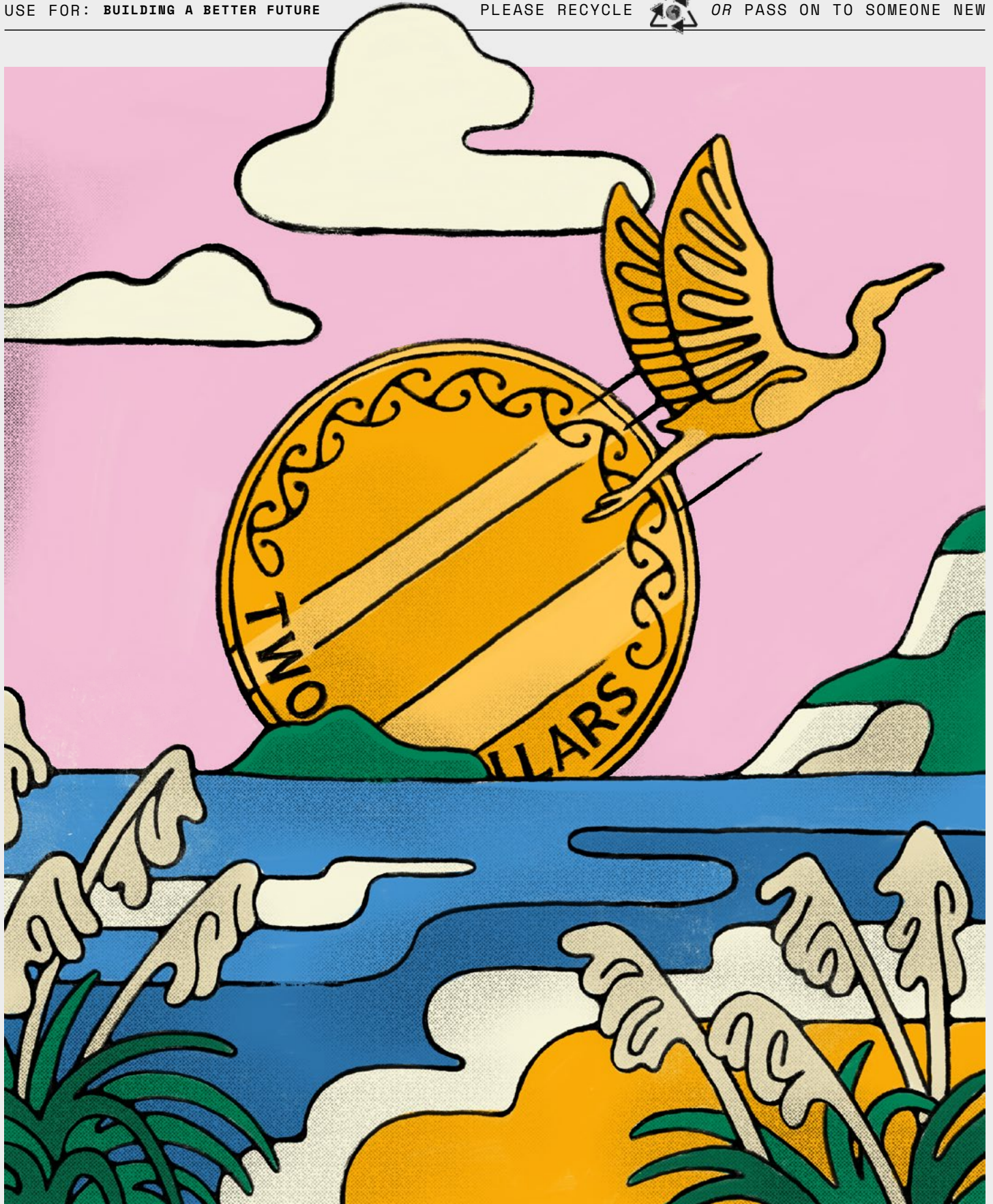
ISSUE NUMBER: ●●④④①

USE FOR: BUILDING A BETTER FUTURE

PLEASE RECYCLE



OR PASS ON TO SOMEONE NEW



AOTEAROA

MEET A WELLBEING ECONOMY

GARETH HUGHES, WEAll AOTEAROA COUNTRY LEAD



6 MINUTES WITH
COUNTRY LEAD FOR WEAll:

GARETH HUGHES

TT: Kia ora Gareth! After 10 years in Parliament, how did you end up here?

Tena koe! Well, it feels like a pretty natural progression and something I'm so intensely passionate about, because I often describe my background as banging on the outside doors of Parliament as an activist then banging-on from the inside. I've spent my entire adult life campaigning for progressive causes at Greenpeace, as a politician, an activist, and now, at Wellbeing Economy Alliance Aotearoa.

After working on the symptoms for so long I am excited to now focus on the source of so many of the problems we face. I believe the most important mission facing us is working together to build an economy that works for people and the planet.

TT: Why WEAll?

In 2020, I ended a decade-long career as a Member of Parliament. I'm proud of what I achieved there, but I'd grown frustrated by how often the focus was on the short term policy tinkering or debating what type of ambulance should be at the bottom of the cliff.

Major issues like climate change, homelessness, poverty and inequality were seen as if they were bugs in the system, when in fact they were design features of a system that needs to change fast.

WEAll felt like the first organisation that truly started taking this seriously in a way that could have lasting and powerful impact for both now and future generations of Aotearoa.

So when the opportunity arose, I was excited to team up with some amazing leaders in Aotearoa and connect globally to focus on redesigning our economic systems so they work for people and the planet. I love WEAll's theory of change that to lay down new economic tracks we need new knowledge, new narratives and connections.

TT: Could you explain the guiding kaupapa of WEAll to those of us who're new here?

WEAll is a global collaboration that brings together organisations, individuals and governments to transform the economic system into one that delivers shared wellbeing for people and the planet.

It's a non-partisan not-for-profit that's made up of hundreds of organisations and thousands of individuals and we have hubs in 15 states including Aotearoa. It's an organisation that's working for meaningful, positive change and the most exciting thing about it? It's all possible.

ALTERNATIVES

TO LIFE AS WE KNOW IT

IF WE REACHED A WELLBEING ECONOMY

1. Placing Te Tiriti o Waitangi at the heart of decision-making, honouring tangata whenua and te ao Māori in our governance and spirit as a country.
2. A balanced tax system where the seriously wealthy contribute more to shaping our communities.
3. Tackling avoidable problems at their root cause rather than constantly putting sticking plasters on the damage done.
4. Purposeful businesses are supported to improve the world and more democratic practices across industries such as cooperatives are encouraged.
5. A circular and regenerative economy where the restoration of our natural environment is prioritised over profit.
6. A universal living wage and a move towards shorter working weeks.
7. Decarbonisation of our economy through more clean energy and better public transport.
8. Funded citizen assemblies to support community participation in collective decision making at the national and local level.
9. Build on the current wellbeing and social investment approaches to deepen and embed wider national success measures beyond GDP.
10. Greater funding of the arts as a vital contribution to our community wellbeing.
11. Better long-term thinking by following the example of Wales and pass a Wellbeing of Future Generations Act.



WHAT IS THE FOCUS OF THE WELLBEING ECONOMY ALLIANCE?

KATHERINE TREBECK,
CO-FOUNDER OF WEAll

The wellbeing economy is an agenda that, at its most basic, is about pursuing social justice on a healthy planet.

It comes from a recognition that, if we don't transform how the economy operates – who wins, who loses, how we price things, what we incentivise, how businesses operate, how we build our infrastructure – we won't have a chance of delivering that goal.

A WELLBEING ECONOMY WILL PRIORITISE...

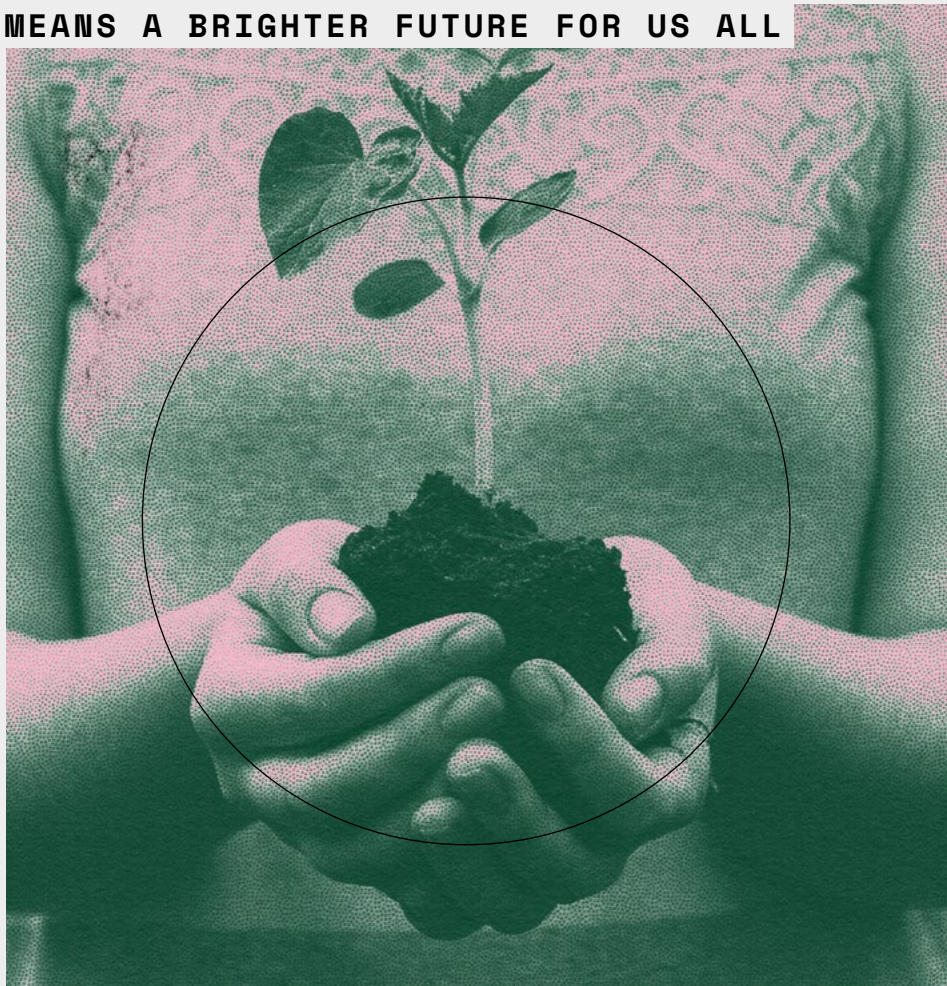
Fair distribution of wealth, replenishment of our natural resources and a community-based way of decision making.



“YOU THINK THAT’S BAD—MY PROFITS WERE DOWN LAST QUARTER”

What would *it exactly* look like?

WHY A WELLBEING ECONOMY MEANS A BRIGHTER FUTURE FOR US ALL



The health of our people and the planet is the true measure of whether our economy is serving us as it should. When people are able to create good lives for themselves, their families and their communities, and when nature is able to flourish and teem with life, only then can we say we have a healthy economy.

↓ Right now however, people and nature are in distress. Despite rising levels of Gross Domestic Product (GDP) people are caught in cycles of poverty and despair, unable to find warm and safe housing or to buy sufficient food for the whole family. Nature is groaning under the weight of human exploitation and wasteful behaviour.

These symptoms of an unhealthy economy can be fixed by getting our systems right. Our economy is a product of design and can be redesigned.

WEAll Aotearoa believes New Zealand has exciting opportunities for designing economic policies that invest in the public good to promote greater wellbeing for people and nature. Where we step away from GDP as our measure of success and instead look around us, to our mokopuna and the whenua.

such as empowering people to be more involved in making economic decisions at the national and local level. We need to shift our collective purpose from GDP growth at all costs to the purpose being delivering wellbeing for people and the planet. Thirdly we need to look upstream and tackle problems at their root cause rather than constantly putting Band-Aids on. Lastly we need to ask the economy to do more of the heavy lifting, so outcomes are fairer in the first place.

We believe the goals a modern economic system needs to achieve are:

Dignity: *Everyone has enough to live in comfort, safety, and happiness.*

Nature: *A restored and safe natural world for all life.*

Purpose: *Institutions serve the common good and create real value.*

Fairness: *Justice is at the heart of the economy.*

Participation: *Citizens are actively engaged in their communities and locally rooted economies.*

In Aotearoa New Zealand there is a decent basis to build from – we have been at the forefront of implementing new measures to monitor living standards and trialling new policies based on Social Investment and Wellbeing Budgets.

We also see the enterprise of communities and businesses that are ensuring prosperity within planetary boundaries. New Zealanders across the country are helping, sharing, saving, building, regenerating and thinking long-term. We see this in B Corps and living wage employers; community gardens and savings pools; tool libraries and repair sheds. These are the green shoots of a new Wellbeing Economy. We want to support and strengthen this mahi and enable more communities to live fulfilling lives connected to nature.

Placing Te Tiriti o Waitangi at the heart of decision-making, and creating space for mātauranga Māori, can help all people in Aotearoa New Zealand create good lives in a flourishing natural world. The five principles of the He Ara Waiora wellbeing framework – Kotahitanga, Whanaungatanga, Manaakitanga, Tikanga and Tiakitanga – set out how systems can support individuals, families, whānau and communities to enhance mauri ora and wellbeing.

To help us move towards a Wellbeing Economy we need to use new tools

Aotearoa New Zealand can design economic policies to eliminate poverty, reduce inequality, see justice and fairness, restore nature, and increase connection and social cohesion. These long-term, critically important goals should be our 'bread and butter issues'.

What policies could speed this along? We can rebalance our tax system including supporting the seriously wealthy to contribute more to invest in an economy of care. We could follow the example of Wales and pass a Wellbeing of Future Generations Act, enshrining in law our shared aspirations to be good ancestors. We can refresh our democratic institutions through citizen assemblies and participatory budgeting. We could move to regenerative farming practices and use circular design principles as well as enshrining the rights of nature in law.

Climate change and cost of living crises are symptoms of the way our current economic system operates. The great challenge of our age is to lay down new economic tracks to deliver the means for people to live a good life on a healthy planet.

Rather than measuring success solely by financial metrics, a Wellbeing Economy recognizes the importance of factors such as culture, mental health, education, work-life balance, and access to essential services. Ultimately, this approach leads to happier and more fulfilled individuals.

By embracing this approach, we can create a society that is not only economically prosperous but also inclusive, sustainable, and fulfilling. It's an opportunity to redefine the meaning of progress for Aotearoa and forge a brighter future for generations to come.

If you want



**Everyone to
have enough to
live in comfort,
safety and
happiness.**

**A restored and
safe natural
world for
all life.**

**Institutions that
serve the common
good and create
real value.**

**Justice at the
heart of the
economy.**

**To live amongst
citizens who
are actively
engaged in their
communities and
locally-rooted
economies.**

SIGN THE OPEN LETTER TODAY!

**[weall.org.nz/
openletter](http://weall.org.nz/openletter)**

A WELLBEING ECONOMY, MEANS MORE TIME.

With four-day working weeks, better healthcare and more efficient public transport, you might just find you'll be able to take your time for once.



“THE PATIENT WILL SEE YOU SHORTLY”



WHAT COULD A WELLBEING ECONOMY LOOK LIKE?

↓
**JASON MIKA,
ASSOCIATED PROFESSOR,
UNIVERSITY OF WAIKATO**

Imagine this:
An approach to business where managers are kaitiaki (stewards) who manage taonga (treasures) not people, whose success is measured in mana, not your own, but how much of someone else's you uplift. In this view, wealth is not measured in how much you accumulate, but how much you give, and the definition of triple bottom-line performance is mauri (wellbeing).

OBITUARIES

FROM A WELLBEING ECONOMY WORLD



BURNOUT 1970 - 2023

A dramatic farewell today to the painful, incessant reality of *severe stress* and *high ideals* in our *overworked lives*. It marks the end of an endemic of *exhausted self-sacrifice*, panic buying to fill the void and listlessness that comes with the *never-ending pressure of capitalism*.

Burnout will be buried this Sunday alongside *exhaustion, cynicism* and *regret*, in a small ceremony attended by *no one*, because *everyone's having the day off*.

NEOLIBERALISM 1898 - 2023

This year marks the *dramatic end* to the ideology that a relentless *focus on profit*, deregulation and reduced government spending will *trickle-down* to make our *communities thrive*.

In a *wrenching parting of ways*, our society will *no longer be governed* by private companies competing for profit margins. *Mourners may be found clutching onto their capital gains*.

CARBON EMISSIONS 1850 - 2023

After nearly *two centuries* of our *co-dependent relationship* with growing carbon emissions, today we bid them a *long-fraught farewell*.

Farewell to fuel-reliant infrastructure, to our dependence on carbon-emitting vehicles and the *economic foothold the oil and gas industry has on our planet*. The service will be commemorated in a public opening of *clear blue skies*.

24 HOURS

in a Wellbeing Economy

7:15AM

MORNINGS ARE A FUN CHAOS IN OUR HOUSEHOLD. THEY USUALLY START WITH CHOPPING UP SOME FRESH FRUIT FROM THE NEARBY COMMUNITY GARDEN FOR THE KIDS BEFORE GETTING THEM READY FOR SCHOOL.

8:30AM

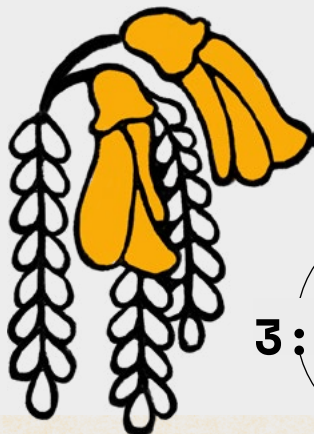
THE COMMUTE IS ALWAYS GOOD FOR THE WAIRUA – OFTEN WE RUN INTO OUR FRIENDS ON THE BIKE PATH ON THE WAY TO SCHOOL. WE DROP THE KIDS OFF EN ROUTE TO WORK AT THE COOPERATIVE AND USUALLY ARRIVE JUST IN TIME FOR A COFFEE BEFORE WE START THE DAY.



12:30PM

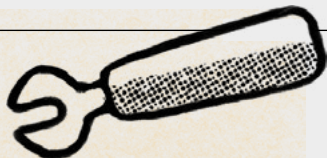
KAI TIME, ONE OF MY FAVOURITES. WE NORMALLY TRY AND GET SOME FRESH AIR FROM THE OFFICE IN THE GREENSPACE OUTSIDE.

I TAKE A PHOTO OF THE FLOWERING KOWHAI FOR MY SON.



3:00PM

I NIP OUT ON MY BIKE TO RETURN A TOOL I BORROWED FROM THE LOCAL LIBRARY TO FIX OUR DISHWASHER. GARRY'S WORKING AND WE LAUGH ABOUT WHICH SLICE OF BREAD IS BETTER.



5:15PM

I MEET MY PARTNER AT HOME, WHO BUSES BACK FROM WORK EARLY TO PICK UP OUR KIDS. OUR MATES DROP THEIR KIDS ROUND WHICH WE LOOK AFTER SOMETIMES WHILE THEY UMPIRE AT THE LOCAL INDOOR NETBALL CLUB.



9:00PM

FRIDAY TOMORROW, WHICH IS MY DAY OFF. AS WE GET INTO BED, MY PARTNER TEASES ME ABOUT MY OBSESSION FOR MOUNTAIN BIKING, WHICH I'VE TAKEN UP SINCE I STARTED WORKING FOUR-DAY WEEKS. SHE SAYS IT MAKES ME HAPPY.

I know shes's right.

Daily Quiz

1.	IN 1776, WHO PUBLISHED THE WEALTH OF NATIONS (BONUS POINTS IF YOU KNOW WHO COOKED DAILY FOR THE AUTHOR)?
2.	WHICH FOUNDING DOCUMENT OF AOTEAROA WAS SIGNED IN 1840?
3.	MORE THAN 50 YEARS LATER, WHICH POLITICAL PARTY INSTALLED A NEW OPERATING SYSTEM IN THE 1890S WHICH INCLUDED STATE HOUSES AND OLD AGE PENSIONS?
4.	1935 NEW ZEALAND INSTALLED A NEW ECONOMIC SYSTEM DESIGNED TO PROTECT AND PROMOTE SOCIAL WELLBEING. WHAT'S IT CALLED?
5.	FROM 1984 TO THE 1990S NEW ZEALAND INSTALLED THE NEOLIBERAL ECONOMIC OPERATING SYSTEM - WHICH TWO POLITICIANS WAS IT NAMED AFTER HERE?
6.	WHAT WAS THE NICKNAME GIVEN TO THE 1991 BUDGET THAT CAUSED UNPRECEDENTED CUTS TO AOTEAROA'S SOCIAL WELFARE SYSTEM?
7.	'WEAll' STANDS FOR WHAT GLOBAL PROGRESSIVE ECONOMIC THOUGHT LEADERSHIP GROUP BORN IN 2018?
8.	WHAT YEAR WAS THE FIRST WELLBEING BUDGET PASSED IN AOTEAROA?



WHAT DOES A WELLBEING ECONOMY FEEL LIKE TO YOU?

MAKERITA MAKAPELU,
WESLEY COMMUNITY ACTION

A Wellbeing Economy would feel great!

It would put caring for people first. People would have enough money to live the lives they value and enough time to share with their family and community. There would be happier people making happier communities. That's the kind of world we want to see and be part of.

Authorised by Gareth Hughes, 50 Chaytor St, Karori, Wellington

This is a document produced by the Wellbeing Economy Alliance Aotearoa New Zealand.

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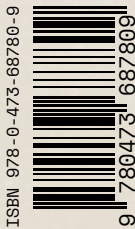


PARTNERS FOR A NEW ECONOMY



PLEASE VISIT:

weall.org/hub/newzealand to learn more about WEAll and join the movement.



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FOR ACCESS TO THE FREE COMMUNITY GARDEN IN YOUR NEIGHBOURHOOD WHERE YOU CAN BUY LOCALLY GROWN PRODUCE NOT WRAPPED IN PLASTIC AND LINING THE POCKETS OF SUPERMARKET CONGLOMERATES.

100% off sale!

ON ALL TOOLS AND ELECTRICAL EQUIPMENT YOU'LL NEED FOR THAT NICHE JOB, BUT ONLY USE ONCE A YEAR.

IN THE CIRCULAR ECONOMY, WE BORROW WHAT WE NEED, CO-OWN WHAT WE CAN AND LEND A HAND.

THIS VOUCHER ENTITLES YOU TO ENDLESS DAYS OF

DIGNITY

WITH SHORTER WORKING WEEKS, FOOD SECURITY AND RESPECT FOR TANGATA WHENUA.

It's too good not to be true if it's truly possible.