WELLBEING ECONOMY

A VISION FOR PORTUGAL IN 2040 CYCLE OF PARTICIPATORY WORKSHOPS





JANUARY 2022

CONTEXT

This report summarizes the conclusions of the collaborative process organized by ZERO between October and November 2021, with the support of Rita Lopes – an expert in collaborative processes.

The 4 online workshops brought together 31 organizations from different quadrants of the Portuguese society.

The information here portrayed stems from the discussions and contributions exchanged in these workshops and do not intend to represent or express the official position of any of the participants.

ACKNOWLEDGMENTS

ZERO would like to express its sincere gratitude to all participants who have partaken of the intensive collaborative process, looking forward for their continued support in future activities.

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WELLBEING ECONOMY

What should be the purpose of the Economy and the main objective of public investment? To promote wellbeing for everyone and for the planet or to react to immediate and, to a large extent, avoidable problems?

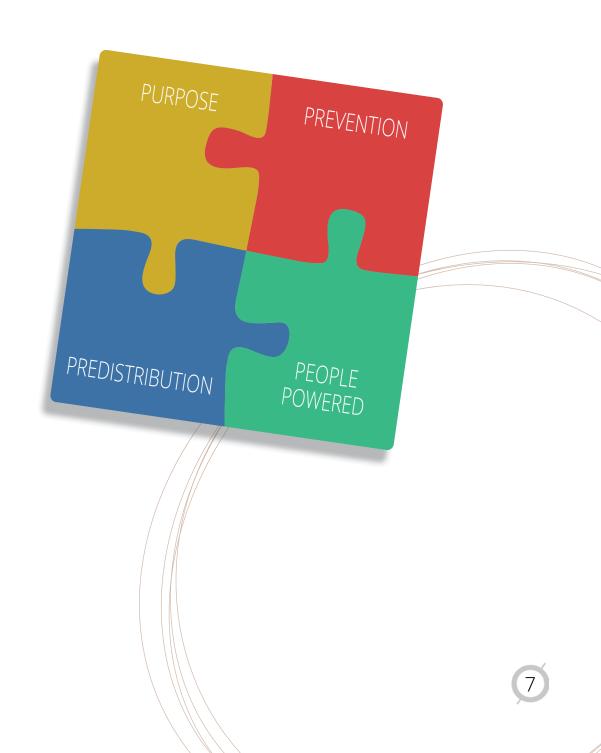
The prevailing economic model, based on continuous growth, has direct negative consequences on society and on the environment such as growing social inequality, insecurity, disregard for human rights, climate change or the loss of biodiversity.

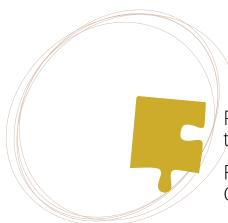
Wellbeing Economy seeks upstream strategies specifically designed to respond to the fundamental needs and priorities of the people, rather than investing in downstream solutions, with the aim of resolving or minimizing the negative impacts arising from an Economy focused on continuous growth.

THE 5 NEEDS



THE "4 PS"





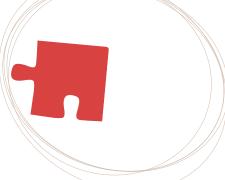
PURPOSE OF THE ECONOMY: to deliver human and ecological wellbeing.

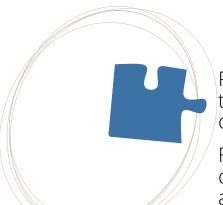
For example, a wider suite of success measures than GDP, and visionary national development plans.

PREVENTION:

not being content to just fix the harm done but stopping harm from happening in the first place.

For example, outcomes budgeting and circular production and consumption.





PREDISTRIBUTION:

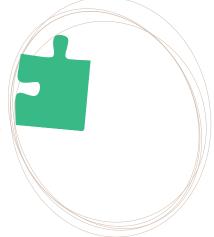
the economy doing more of the heavy lifting in terms of delivering the outcomes people and planet need.

For example, social enterprises and businesses owned by their workers, community wealth building, and living wages.

PEOPLE POWERED:

ensuring people are involved in decisions and agenda setting.

For example, citizens assemblies and participatory budgeting.



POLICIES & INITIATIVES FOR WELLBEING GUIDING PRINCIPLES



EUROPEAN GREEN DEAL

The European Green Deal (EGD) is the european strategy to drive the European Union (EU) Economy to sustainability and implement the 2030 Sustainable Development Goals (SDGs) within the Union.

It aims to: promote an equitable and prosperous society; a competitive, resource efficient Economy with net zero greenhouse gas emissions by 2050; and to uncouple growth from resources use, while protecting, conserving and promoting EU's natural capital.

It identifies several areas of intervention: climate ambition; food systems; energy; mobility; housing/buildings; circular industry; regenerating ecosystems/biodiversity; non-toxic environment.

The EGD embraces a comprehensive vision based on the understanding that all policy areas will have to contribute to promote an effective structural transformation towards sustainability.



THE CONNECTION

The Wellbeing Economy refers to a social and economic context where social justice is a reality in full respect for the limits of the planet. Where everyone can reach their potential, where needs are prioritized over wants. This concept includes human and planet wellbeing, access to nature, effective participation, interconnected communities in dialogue, transparency, equity and dignity for all.

Promoting a Wellbeing Economy in Portugal can, and should be, a national priority, following the footsteps of countries like Scotland and New Zealand. We know that we cannot do more of the same and expect different results. We have to do things differently!

The EGD, with its refreshed vision for the EU, appears as an opportunity that can and must be used to move towards a Wellbeing Economy.

Building on this context, ZERO promoted a cycle of webinars involving different stakeholders of Portuguese society to co-create a shared vision of a future for Portugal in 2040 living in a Wellbeing Economy.







PARTICIPATORY PROCESS.

Between the 7th of October and the 11th of November four participatory workshops were organized, using Zoom, involving 50 participants (belonging to 31 organizations). To facilitate the discussions a Miro Board was used, an online collaborative platform.

The workshops allowed the debate around a shared vision for Portugal, in 2040, as a Wellbeing Economy, the path to reach that vision, the role of local action and how to monitor all the process towards the aspirational vision.

This report presents the main results from this process.

CYCLE OF FOUR WORKSHOPS

1st Wellbeing Economy: A vision for Portugal in 2040 7.10.2021

2nd Roadmap for action 22.10.2021

3rd Local action in the road to a Wellbeing Economy 28.10.2021

4th Monitoring the path: What and how to measure and who to involve? 11.11.2021

EXPECTED RESULTS

The reflection cycle aimed to articulate the results obtained in the different participatory workshops. Surveys were carried out after the workshops, which allowed another opportunity for iteration with the participants and which complemented and validated part of the results obtained in the workshops.





THE MEANING OF WELLBEING - TO YOU



Mentimeter results for the question "what is wellbeing for you?"

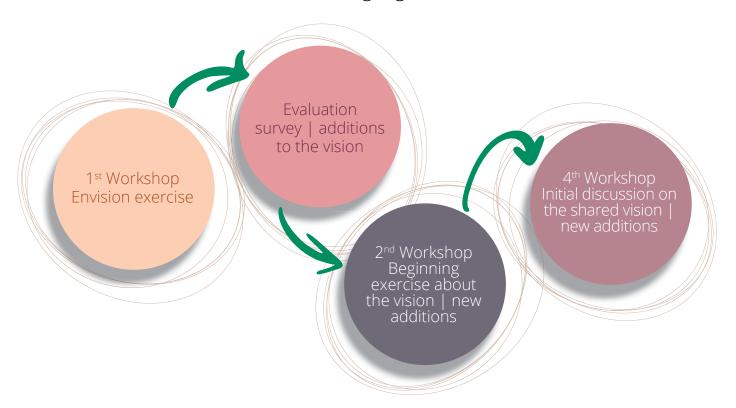
THE MEANING OF WELLBEING - PORTUGAL



Mentimeter results for the question "And for the Portuguese society?"

CO-CREATING A SHARED VISION

The process of co-creating the desired and shared vision of the future by all those involved in this process went through different phases, allowing both individual and group reflections and adjustments in terms of content, ambition and language.

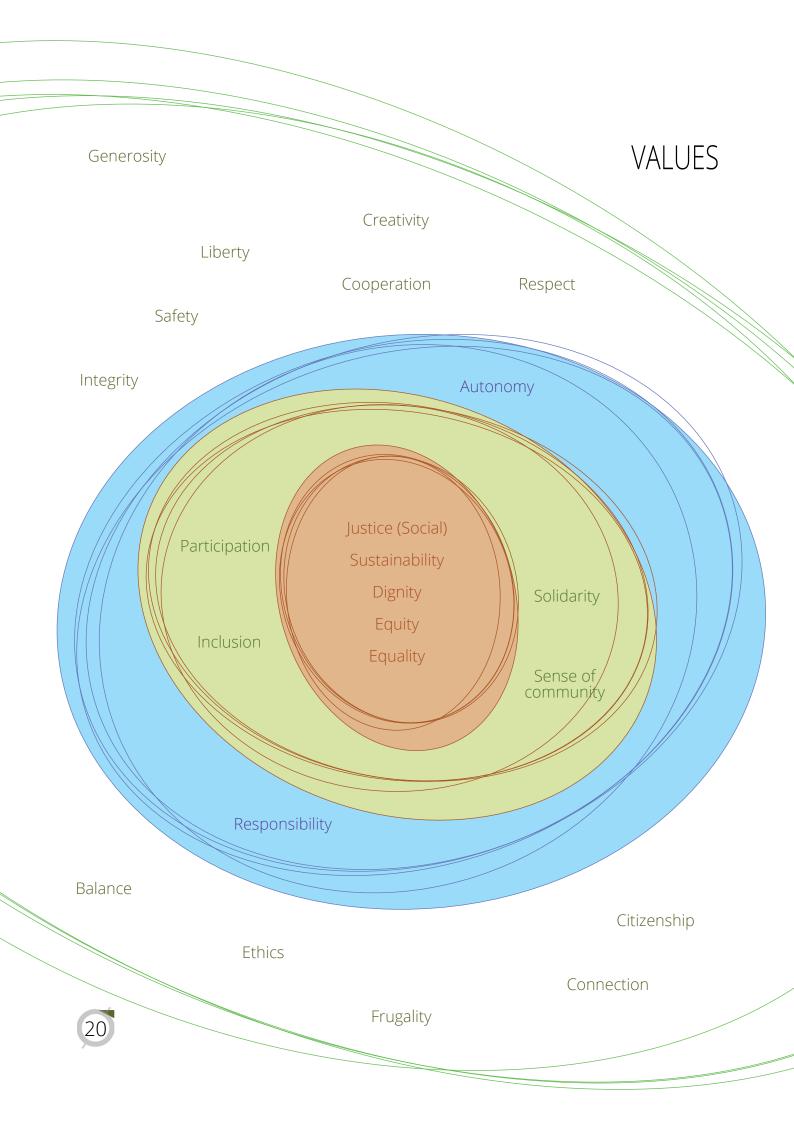


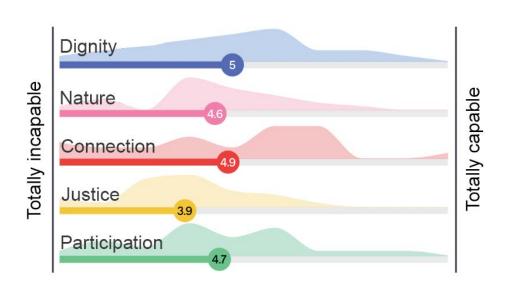
As a result of this iterative process, a shared vision for 2040 was built reflecting the diversity of participation. Also the core values that should support a wellbeing economy were identified.

VISION

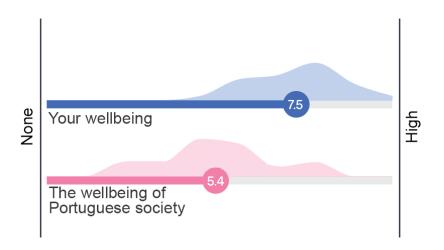
"In 2040 we want Portugal to be a country where all can live healthy and fulfilling lives, independently of who they are or where they live. Decisions are participated, inclusive and transparent. All people live with dignity, connected and in harmony with nature, recognizing and respecting the interdependencies and limits. There is a sense of community, prosperity and cohesion throughout all regions, and respect amongst all people (present and future generations) within Portuguese territory and beyond its borders."







Mentimeter results | Can the Portuguese society promote and provide...



Mentimeter results | How do you presently classify...

STRUCTURAL CHANGES NEEDED

VALUES

The need to make compromises
Prioritize quality over quantity
Education that promotes values
of frugality and simplicity
Building a collective will for
change

SOCIETY

Looking at development
beyond Economy
Placing people at the center
Valuing work (paid and unpaid)
in society – personal fulfillment,
promotion of collective wellbeing
Local economy - enhance endogenous
and local resources
Adapt economic mechanisms – fees,
taxes, incentives – support good
practices and penalize bad ones

POLITICAL INTERVENTION

Legislative reform focused on the wellbeing for all Broad participation in policy construction and society Transversal policies Identifying losers and power dynamics Promoting greater equity and diverse participation

ENVIRONMENT

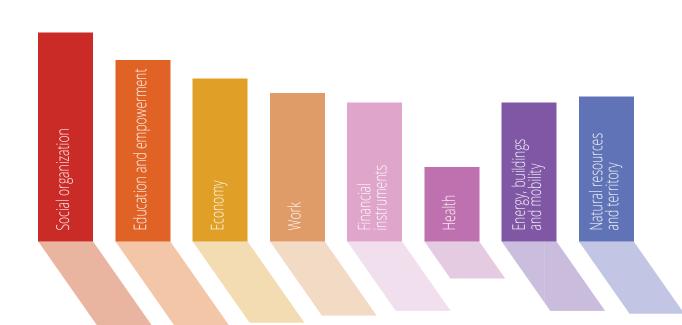
Promoting a new relationship with nature respecting its boundaries
Changes in taxation of land use and non-use
Circular economy



STRATEGIC AXES

During the collaborative process, specific actions were identified, at national and local levels, able to contribute to the co-created vision for the future, as well as what to measure.

These actions were aligned in the 8 strategic axes, shown below, where the size of the bars relates to the importance attributed to each, based on the diversity of suggested actions. For each axis, the proposed actions are presented (national and local) and what should be measured according to the participants.



NATIONAL

- Promotion of productive and consumer initiatives based on collective formats
- Investment in spaces for conviviality and learning sharing
- Creating structural conditions for the development of decentralised local initiatives
- Creation of strategic cooperation partnerships
- Ensure formal mechanisms for participation for decision-making
- Valuing conscious and informed volunteering
- Create the conditions for there to be time to work with the community, for participation and involvement/reduction of working hours
- Public policies locally focused
- Develop an alternative metric to GDP that is mobilizing

LOCAL

- Degree of freedom, autonomy and participation
- Sense of belonging to a territory and community
- Reconciliation of personal, family and professional life
- Gender equality
- Intra and intergenerational equity
- Inclusion and equity
- Cooperation
- Compassion / solidarity
- Wellbeing

- Cities 15 minutes
- Climate change adaptation actions
- Participatory science methods
- New mechanisms for promoting participation
- Decentralization
- Creation of new associations
- The care manifest

NATIONAL

- Adapt education and training programmes to present and future needs
- Increase the responsiveness of the education and training system in combating social and gender inequalities and increase employment resilience
- Fostering skills and competences through green jobs
- Educate for empathy
- Educate for a new way of being in partnership with public bodies
- Educate for a new model of consumption (and production)
- Strengthening inclusion mechanisms (e.g. tools that stimulate participation)
- Direct funds for training & capacitation / empowerment
- Participated educational model

LOCAL

- Put emphasis on changing the way of thinking, perceiving, experimenting
- Culture of educating for democracy
 - Fostering values such as simplicity, frugality, sufficiency

- Economic inequalities
- Level of literacy
- Consumption habits
- Participatory and inclusive decision-making

NATIONAL

- Reterritoralise value and production chains
- Catalog activities and mapping (e.g. linen)
- Recovery of the territory's heritage and traditions
- Stimulate repair and reuse / promote circular economy
- More responsible tourism and longer stay
- Densify tourism in low density areas using the recreation of traditions, and the value of the diversity of cultural and natural heritage
- Discussing basic income
- Stimulating cooperativism

LOCAL

- Sharing Economy
- Economy of happiness
- Degrowth
- Digital and thematic markets
- Permutations
- Territory enhancement programmes (material and intangible heritage)
- Make room for the wide range of local initiatives that demonstrate that other economies are possible

- Negative externalities
- Prosperity within the limits of nature / wellbeing
- Impact of the country on the world
- Consumption of resources of the economy
- Reduction of waste production
- Economic inequalities
- Development of short production chains

- Reduce working hours
 Reflect on the potential of basic income
 Enable and legislate working from home
 Promotion of co-working open access spaces
 Maximum salary /wealth
- Valuing work in all its dimensions (and in its forms paid and unpaid)

NATIONAL

- Tax incentives and financial instruments to support the transition
- Creation of a sovereign wealth fund to support the transition
- Creation of support mechanisms for the enhancement of economic activities of the social and solidarity economy and activities not harmful to the environment
- Tax penalty and access to funds for economic activities with environmental impacts
- Work a legal-institutional figure of "guardians" for contractualization of results and payment of services, especially in low density regions
- Tax the income where it is generated

LOCAL

 Income of those who take care of natural values / regeneration

- Financing of projects / sustainable initiatives
- Income taxation (evasion to other countries)
- Payments for ecosystem services or related areas

NATIONAL

- Strengthening health care in low-density regions Public provision network for early and end-of-life care
- Strong investment in preventive strategies

Energy, buildings and mobility

NATIONAL

- Investment in sustainable construction and renovation (buildings) to solve the housing crisis
- Public housing provision policies
- Encouraging decentralized production (selfconsumption)
- Promoting energy communities
- Investment in diversified and quality public transport
- Promoting energy literacy

LOCAL

- Combating energy poverty
- One-stop-shops / Combating energy illiteracy
- Positivé energy districts
- Nature based solutions in the urban environment
- Electrify public transport network

- Greenhouse gas emissions
- Use public transport / investment
- Electrification of the public transport network
- Number of households in energy poverty
- Number of energy communities
- Renewable energy production

Natural resources and territory

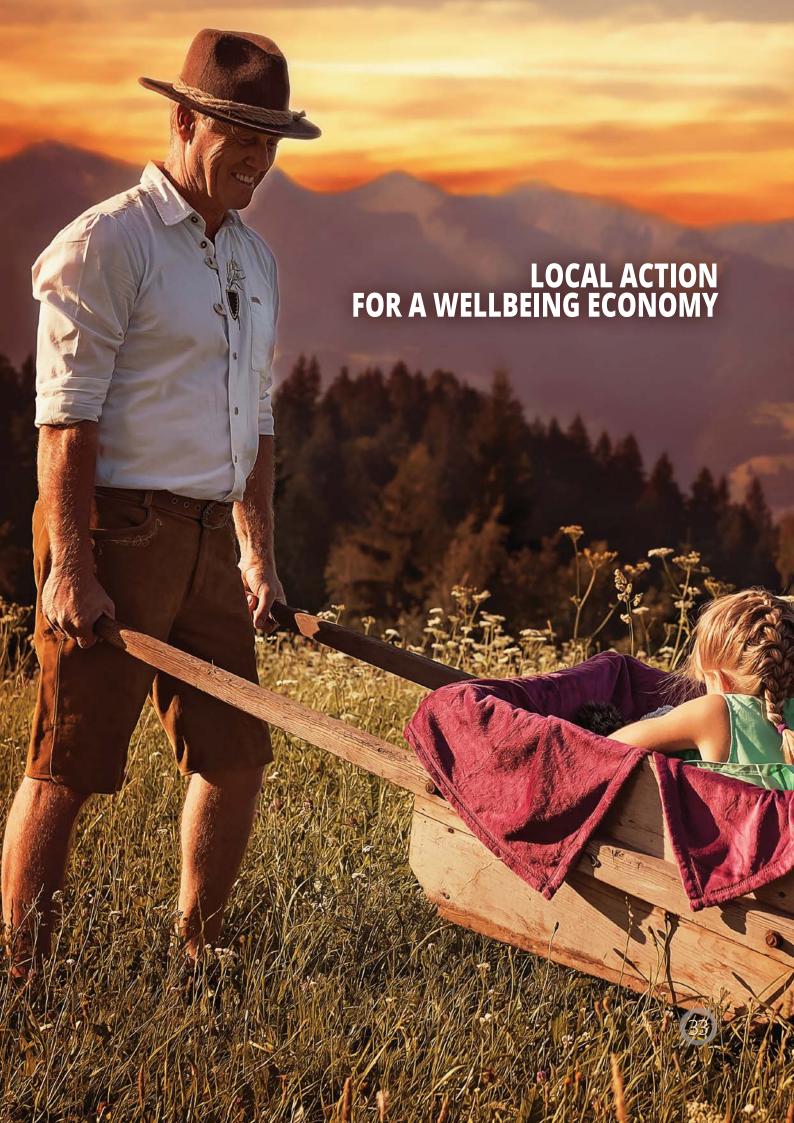
NATIONAL

- Investments in the agroforestry sector and regenerative agriculture
- Rewilding
- Valuing the production of self-sustainable agriculture
- Territorialising incentive systems for agriculture
- Forest reordering for fire prevention
- Adaptation and mitigation in the agricultural sector
- Valuing the country's natural diversity

LOCAL

- Quality public spaces with nature and conviviality spaces
- Nature based solutions
- Revitalization of meadows
- Enhancement of natural heritage
- Development of community gardens
- Creating markets with local products
- Seed conservation
- Stimulating the diversity of traditional food varieties

- Compensation for Ecosystem Services
- Evolution of natural sinks
- Biodiversity
- State of ecosystems
- Fertile soils
- Water availability
- Impact on territory
- Negative externalities



GOOD EXAMPLES OF LOCAL ACTION

NATURAL CAPITAL AND BIOECONOMY

- *Montado* as an example of forestry cork
- Local enhancement programs
- Program "village condominiums"
- Local food strategies (e.g. Montemor County)
- Serra do Açor and surrounding and tagus international natural park (pilot payment for ecosystem services)

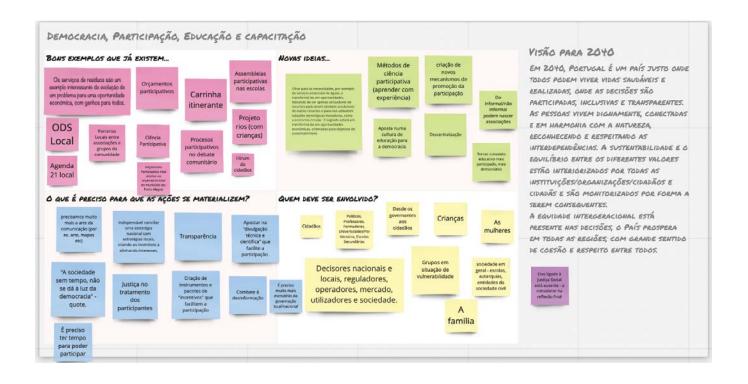
DEMOCRACY, PARTICIPATION, EDUCATION AND CAPACITY BUILDING

- Participatory budgets
- The case of Porto Alegre (total budget)
- Citizens' Forum
- Participatory processes in the community debate
- Local SDG
- Local Agenda 21
- Local partnerships between associations and community groups
- Participatory science
- Itinerant van
- Rios project (with children)
- Participatory assemblies in schools
- Waste services (economic opportunity)

ENERGY, MOBILITY AND URBAN ENVIRONMENT

- Covenant of mayors
- Sustainable urban mobility plans
- Excellent national and international railway network
- Speed limit 30 km/h in cities
- Strategies energy and climate
- Energy literacy
- Smart cities
- Structured network of bike lanes across the country
- +Sustainable Buildings (Environmental Fund)

GOOD EXAMPLES OF LOCAL ACTION



SUSTAINABLE ECONOMY

- Trading markets
- · Regenerative cultures (Daniel Wahl)
- Circular economy in the waste sector
- Partnerships and networking
- Sharing economics projects and circular economy
- Multidisciplinary cooperation networks and initiatives
- Lean Management Continuous improvement and continuing learning
- Networks of citizens and movements as cooperatives (e.g. Rizoma)



MEASUREMENT PRINCIPLES

The principles to be taken into account, when measuring wellbeing, have been identified. Additionally it's important to consider the feasibility of gathering information, having a clear definition of concepts and following a systemic approach. Consensus on what to measure is an important factor without forgetting the need for the information to be collected to be realistic.

The proposals on what to measure were integrated with the analysis of the strategic axes.

- TRANSPARENCY
- COMPARABILITY
- REPRESENTATIVENESS
- STATISTICAL ROBUSTNESS
- SIMPLICITY
- RELIABILITY
- EASY COMMUNICATION
- MEASURABILITY
- STANDARDIZATION
- TEMPORALITY (TIME SERIES)
- WEIGHTING (NOT EVERYTHING SHOULD HAVE THE SAME WEIGHT)

WHO TO INVOLVE IN THE MEASUREMENT

Measuring and monitoring a wellbeing economy requires the involvement of all primary sources of information (which are responsible for collecting information) as well as those responsible for statistical data (at government level). It is important to start this process with the identification of who has the information (which? how?).

Participants identified the following entities as key ones to be involved in the measurement process:

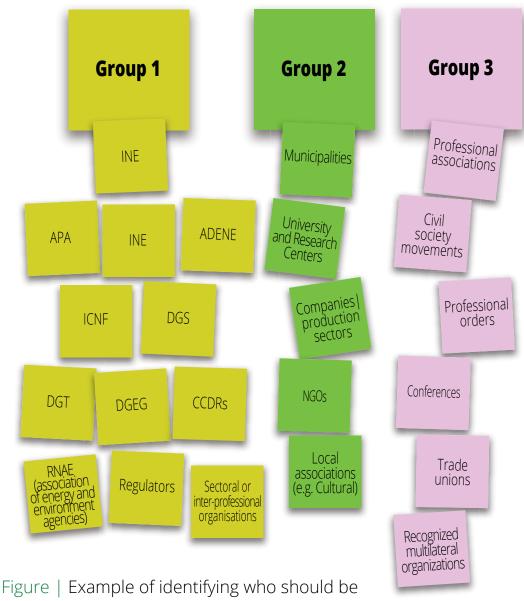


Figure | Example of identifying who should be involved in the measurement on the miro board used during the 4th workshop



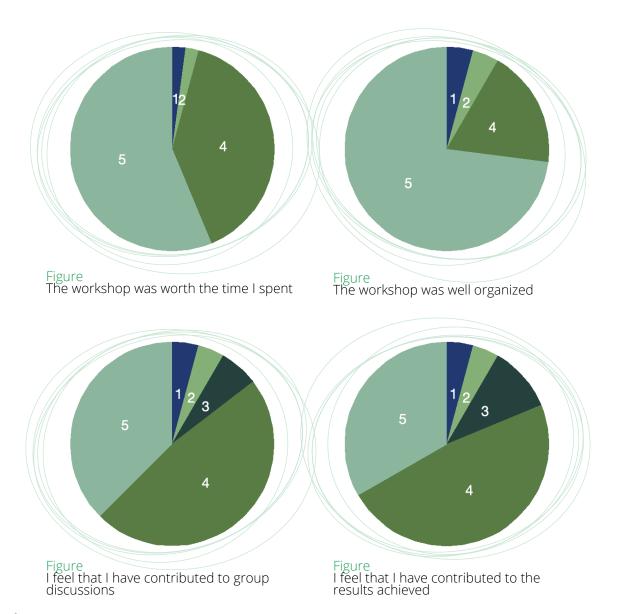
EVALUATION OF THE PROCESS BY THE PARTICIPANTS

The results show that the majority of participants agreed with the statements made.

The graphs shown here reflect the results of the evaluation surveys for the four workshops.

Response scale:

1 (totally disagree) to 5 (totally agree).



PARTICIPATING ENTITIES

ADENE

Alliance for the SDGs

Animar - Portuguese Association for Local Development

ANP-WWF

LEARNING

Portuguese Association of Insurers

BCSD - Portugal

Portuguese Cáritas

Pinus Center

Circular Economy Portugal

CoLabor

Confederation of Portuguese Industry

National Confederation of Parents' Associations - CONFAP

Coolabora

ENA - Arrábida Energy and Environment Agency

Agricultural Higher School of Coimbra

Gonçalo da Silveira Foundation / Caring for the Common House

GRACE (through EDP - Energia de Portugal)

ICS-ULisboa

INIAV

Higher Institute of Economics and Management

ISCTE - University Institute of Lisbon

Leadership - Decade of Climate

Lisbon E-Nova - Lisbon Energy and Environment Agency

LIS - Water

Ministry of the Environment and Climate Action - General Secretariat

NBI - Natural Business Intelligence

Oikos - Cooperation and Development

Portuguese NGO Platform

Degrowth Network

Transparency International Portugal

Tourism of Portugal

We also appreciate the participation of António Ferreira, Maria Teresa Andresen and Miguel Sequeira





Wellbeing Economy Policy Design Guide - How to design economic policies that put the wellbeing of people and the planet first (2021): https://wellbeingeconomy.org/wp-content/uploads/Wellbeing-Economy-Policy-Design-Guide Mar17 FINAL.pdf

Failure Demand: Counting the true costs of an unjust and unsustainable economic system (2021):

https://weall.org/failure-demand-counting-the-true-costs-of-an-unjust-and-unsustainable-economic-system

Measuring the Wellbeing Economy - How to Go Beyond-GDP (2020): https://weall.org/wp-content/uploads/WEAll-BRIEFINGS-Measuring-the-Wellbeing-Economy_3Aug.pdf

Other resources:

https://weall.org/resources#weallbriefings

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