

Wellbeing Economy Policies Assessment Framework

Identifying best practices
and lessons learnt

About the framework

The way toward a Wellbeing Economy is one of learning by doing. It takes time and a lot of experimentation, change, and learning to figure out what works and what doesn't, it is important to look at your Wellbeing Economy policies to see what can be learned from them. You will need to look beyond results and into the entire process of imagining, co-creating, designing, and implementing the policy, which is at the heart of the [Policy Design Guide](#).

The structure of the Policy Design Guide itself can serve as a frame to reflect on this. In the guide, an approach is laid out that covers essential parts and principles of designing policies for the wellbeing economy. Six wellbeing policy design principles are presented. They are:



1. Goal oriented

Policies are designed to promote the wellbeing of people and planet.

2. Participatory

Policy is created through open, co-creative, and transparent processes. Diverse communities are able to meaningfully engage and contribute throughout the policy design process.



3. Contextual

There is no one-size-fits-all solution. Economic policies are embedded in local values, culture, context, and objectives.

4. Experimental

Policy processes encourage continuous learning and experimentation to find innovative solutions that foster wellbeing.



5. Holistic

The economy is part of, not distinct from, society and the environment.

6. Evidence based

Policy making is informed through a systematic use of qualitative and quantitative evidence.

7. Strength-based

Policy recognises the strengths of communities, focusing on achieving the positive aspirations of society rather than purely mitigating negative outcomes.



Here you will find a framework to evaluate your policies or policy frameworks from a Wellbeing Economy lens based on the Policy Design Guide. This framework provides a set of relevant questions to each of the principles. You will need to answer those together with your team. You can use different methods for this, for instance prepare a focus group or small-group discussions.

This process enables you to gain insights on how consistent your policies are with a Wellbeing Economy approach. It also helps to identify best practices and learnings. Through continuous evaluations and discussions, you will gain valuable information that can help you to not only improve policy impact but also how policies are made and put into place.

The framework is based on the [“International Examples of a Wellbeing Approach in Practice”](#) report by ZOE Institute. Check out the study to get an overview of 5 specific cases of implementing a wellbeing approach and lessons learned from these approaches to help you on your way to a Wellbeing Economy.

Framework

Below you will find the framework and the steps to use it. You can adapt the framework according to the part of the process of designing the policy you are in and to the policy you are evaluating.

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| Wellbeing Economy Policy Design Principle | Policy name: |
| Wellbeing-Oriented | <ul style="list-style-type: none"> • Does your policy begin with a positive wellbeing vision and wellbeing goals towards which it aims to contribute? • Does your economic policy aim to directly contribute to people and the planet's wellbeing? • Are the goals designed in a way that promotes the wellbeing of people and planet? • Is your policy evaluated by its contribution to social and ecological wellbeing? • Does your policy support the wellbeing of generations to come? |
| Participatory | <ul style="list-style-type: none"> • Was the policy created through open, co-creative, and transparent processes with your communities? • Were communities engaged in the strategy and policy design process so that it aligns with their wellbeing priorities? • Were communities engaged in monitoring and evaluating the impacts of the policy on their wellbeing? • Are the communities that are impacted by the policy meaningfully involved throughout the policy design process? • Are other key stakeholders involved in the design process? |
| Contextual | <ul style="list-style-type: none"> • Is the policy contextually relevant and tackles the big levers of change of the current system? • Does the policy acknowledge and work with the community's experience and knowledge? And with existing legal frameworks, and existing institutions? • Is the policy supportive of the community's values and culture? |
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| <p>Experimental</p> | <ul style="list-style-type: none"> • Was the policy designed to allow for adaptation over time to maximise wellbeing impact? • Is your policy’s impact being assessed against a broad range of wellbeing goals (beyond the expected outcomes)? • Is the policy’s impact being assessed over a long period of time? • Does the process include reflection on past mistakes and successes? |
| <p>Holistic</p> | <ul style="list-style-type: none"> • Does your policy recognize that the economy is a part of society, embedded within a larger ecosystem? • Does the policy consider both short-term and longer-term impacts on a wide range of wellbeing goals that span social and ecological dimensions? • Does your policy consider impacts and interconnections with other policy areas and initiatives? • Does your policy address trade-offs and tensions? (see guidance here) |
| <p>Evidence-based</p> | <ul style="list-style-type: none"> • Does your policy have clear, longer-term wellbeing targets that span social and ecological dimensions? • Is a monitoring system connected to these objectives to track progress towards the goal and improvements in wellbeing? • Did this policy generate new quantitative or qualitative evidence based on the communities wellbeing priorities and your theory of change? • Is this policy being assessed by its impacts on different demographic groups and regions? • Is success defined both in terms of objective and subjective aspects? • Is evaluation considered at each stage of the policy cycle, with continuous community engagement? |

Strength-based

- Is the policy working towards a positive wellbeing vision (or simply trying to reduce negative outcomes/ tackle problems)?
- Does the policy work to support the existing activities and behaviours in your community that are already contributing to your wellbeing goals?
- Does the policy recognise the strengths of communities, focusing on achieving the positive aspirations of society rather than purely mitigating negative outcomes?
- Does the policy empower the community to take the lead in the wellbeing economy transformation?

Steps

1 - Select the policy that you want to evaluate

2 - In your team, answer and discuss each guiding question with the policy in mind

3 - When all questions have been covered, ask if anyone else has any other comments to make, and provide some space for reflection

4 - Don't forget to take notes or record the discussion

5 - Look closely at the information and knowledge you have collected and synthesise these into small texts referring to each of the principle boxes

6 - From the results, evaluate

- What went well in the process?
- What do you wish had been better about the process?
- What will you do differently next time? What will you do again next time?

After following the steps, it is important to **share findings and lessons learned with your team**. The team can also decide with who else it could be relevant and useful to share.

Use what you have learned to change the situation of a policy when needed, and to bring innovation and improve processes for designing next wellbeing policies.

The term “policy” encompasses a broad range of tools which can be used to influence the shape and form of the economy, such as:

- Legislation / Regulations – Define the rights and responsibilities of various stakeholders in society by requiring or prohibiting particular activities and/or behaviours (e.g., property rights, competition policy, and environmental protections)
- Incentives – Encourage or reward particular types of activities and behaviours (e.g., grants, subsidies, tax rebates). • Disincentives – Discourage particular types of activities or behaviours (e.g., tariffs, taxes, fees).
- Information Campaigns – Gather and disseminate information to encourage or discourage particular behaviours (e.g., buy-local campaigns, databanks, certifications)
- Public Provision – The Government supplies or demands particular goods and services (e.g., education, infrastructure, public procurement).
- The Commons – Civil society management of collective resources (e.g., non-state or market governance).

Besides looking at specific cases, the present framework can also be adapted to explore policy in its broader sense as for example policy frameworks or your Wellbeing Economy strategy