

# Minister of Wellness

## *Crafting the Role*

*An Initiative of the Global Wellness Institute*  
*Updated Thinking: 15 February 2016*

“ It is a long road that has brought governments and societies to the point that *‘wellbeing’* is more than a rhetorical flourish in speeches. ”

David Halpern, National Advisor to *What Works Centres for Wellbeing*

# Minister of Wellness Working Group



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# Minister of Wellness Working Group



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## Aim of a Minister of Wellness?

Make wellbeing a priority for the nation & create and implement a beneficial approach where *wellness lifestyles are the norm*.

# What Would a Minister of Wellness Do?



## 4 C's Show Wellness Moving from Afterthought to Asset



*Blessed Unrest* cites  
+130,000 initiatives  
for human & natural  
wellness back in 2005

Global shifts in values  
drive companies &  
communities to  
evolve wellness  
brands & offers

2013 Futures  
Company research  
(22 countries, 26,000  
people) shows 52%  
report taking steps  
for personal health

Citizens





GWII shows wellness a “staggering \$3.4 trillion market – and one of the biggest, fastest-growing industries on earth”

Wellbeing-driven business models emerge as +1,000 companies make the B-Corp commitment

Companies worldwide begin strategically building cultures of wellbeing, often led by CWOs

Companies

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graph TD; A[GWII shows wellness a “staggering $3.4 trillion market – and one of the biggest, fastest-growing industries on earth”] --> D((Companies)); B[Wellbeing-driven business models emerge as +1,000 companies make the B-Corp commitment] --> D; C[Companies worldwide begin strategically building cultures of wellbeing, often led by CWOs] --> D;
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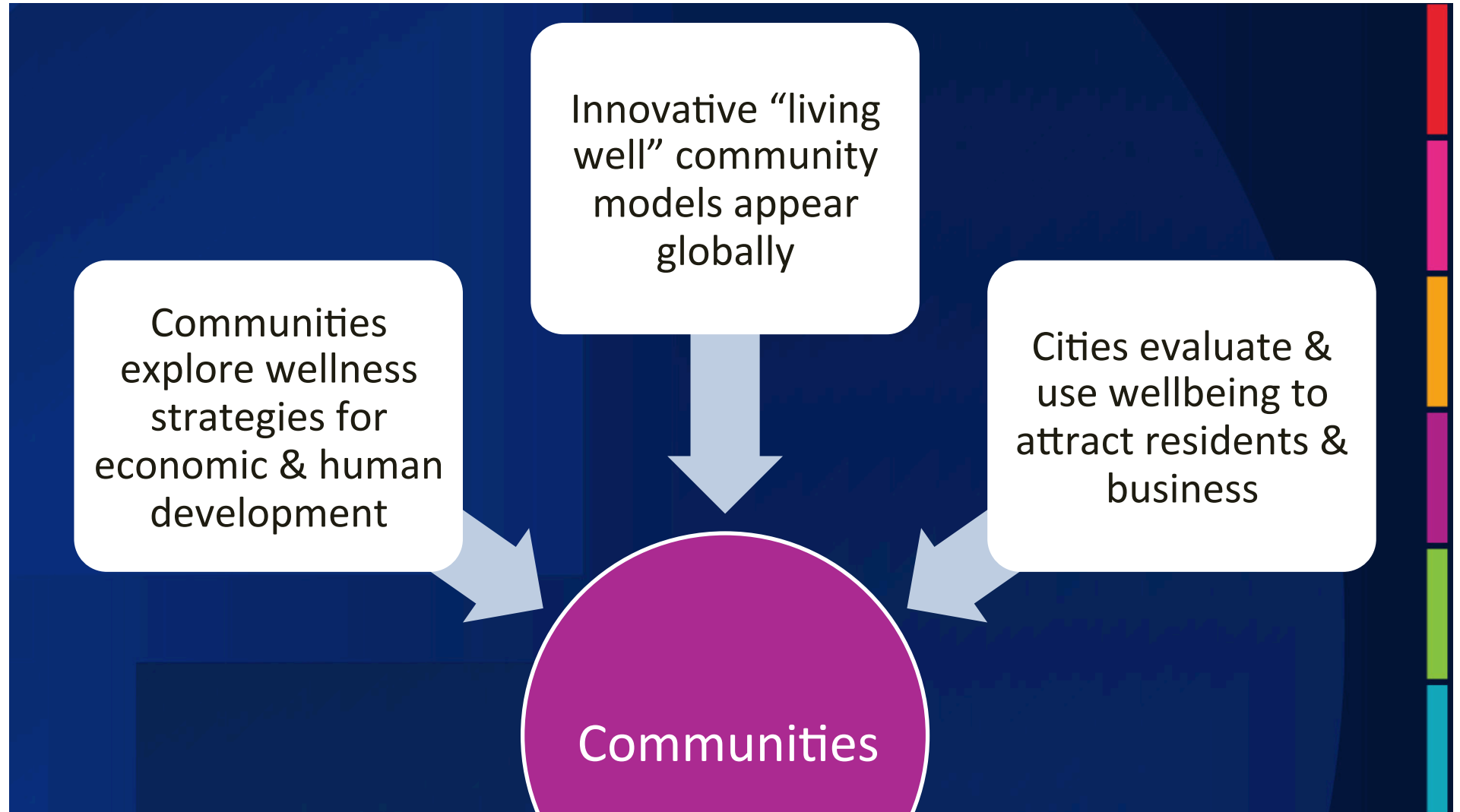
The diagram features a dark blue background with a vertical bar on the right side composed of red, pink, orange, purple, green, and teal segments. At the bottom center is an orange circle labeled 'Companies'. Three white rounded rectangular boxes point towards this circle with light blue arrows. The top box contains text about B-Corp commitment, the left box about the \$3.4 trillion wellness market, and the right box about building wellbeing cultures.

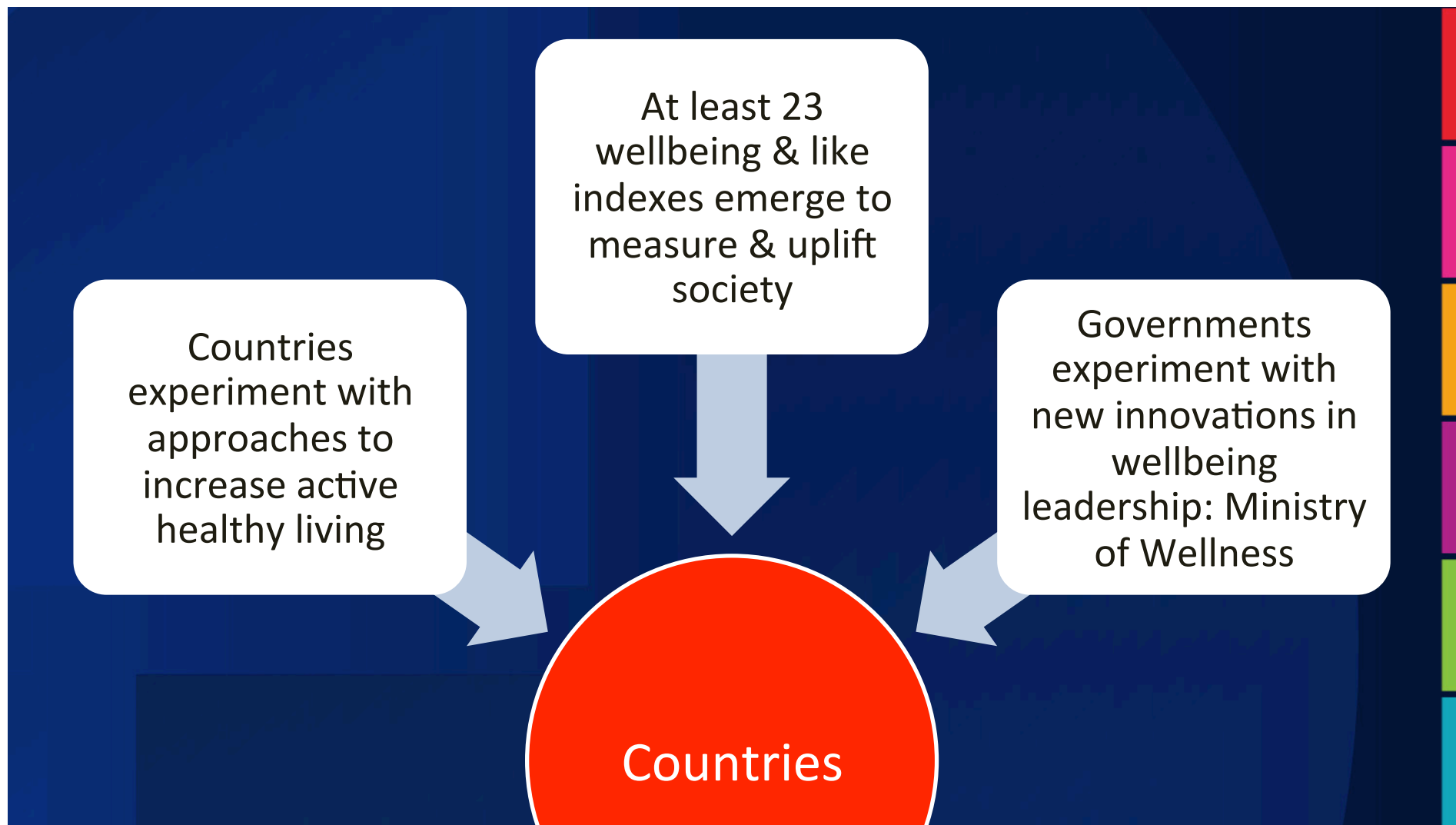
Innovative “living well” community models appear globally

Communities explore wellness strategies for economic & human development

Cities evaluate & use wellbeing to attract residents & business

Communities





# Where is this Role Already Emerging?



Nova Scotia,  
Canada



India



Saint Lucia



St. Vincent &  
the Grenadines



Alberta,  
Canada

# At Least 23 Wellbeing & Related Indices So Far

Australian Centre on Quality of Life Personal Wellbeing Index

Future Company Living Well Segmentation

Gross National Happiness Index

OECD Better Life Index

Social Progress Index

Sustainable Development Goals Compass

United Kingdom National Wellbeing Index

Wellbeing of Nations

Australian Unity Wellbeing Index

Genuine Progress Indicator

Happy Planet Index

Perma-Profiler

Sovereign Wellbeing Index of New Zealand

Sustainable Economic Development Assessment (BCG)

United Nations Human Development Index

World Values Survey

Canadian Index of Wellbeing

Global Peace & Humanity Index

Legatum Prosperity Index

Pemberton Happiness Index

State of the USA

Travis' Wellness Inventory

Wellbeing Index (Gallup-Healthways)

Let's Have a Conversation ...

**What possibilities could this  
role offer for **your part of the  
world?****

Let's Have a Conversation ...

What **pockets of momentum**  
could this role build on?

Let's Have a Conversation ...

What would **you hope to see**  
come to fruition?



Who wants to be part of this growing, global conversation to make wellbeing a positive force through the Ministry of Wellness?

How do **we** move forward?

“ When health is absent,  
wisdom cannot reveal itself,  
art cannot manifest,  
strength cannot fight,  
wealth becomes useless, and  
intelligence cannot be applied. ”

Herophilus