

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



Renee Moorefield, PhD, CEO
Wisdom Works Group, Inc., USA (co-chair)



Guillaume Lefevre, President & Co-Founder
THÉMAÉ, France (co-chair)



Silvia Garcia Barnechea, Global Director
The Happiness Institute, The Coca-Cola Company, USA



Gerry Bodeker PhD, Professor
Columbia University, New York; & University of Oxford
Project Southeast Asia, United Kingdom

Minister of Wellness Working Group



Marianne Hewlett, CMO
Atos Benelux & The Nordics, The Netherlands



Tomonori Maruyama, Chief Research Consultant
Mitsui Knowledge Industry Co., Ltd., Japan



Ashley White Judson, Initiative intern
University of Colorado at Colorado Springs, USA

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

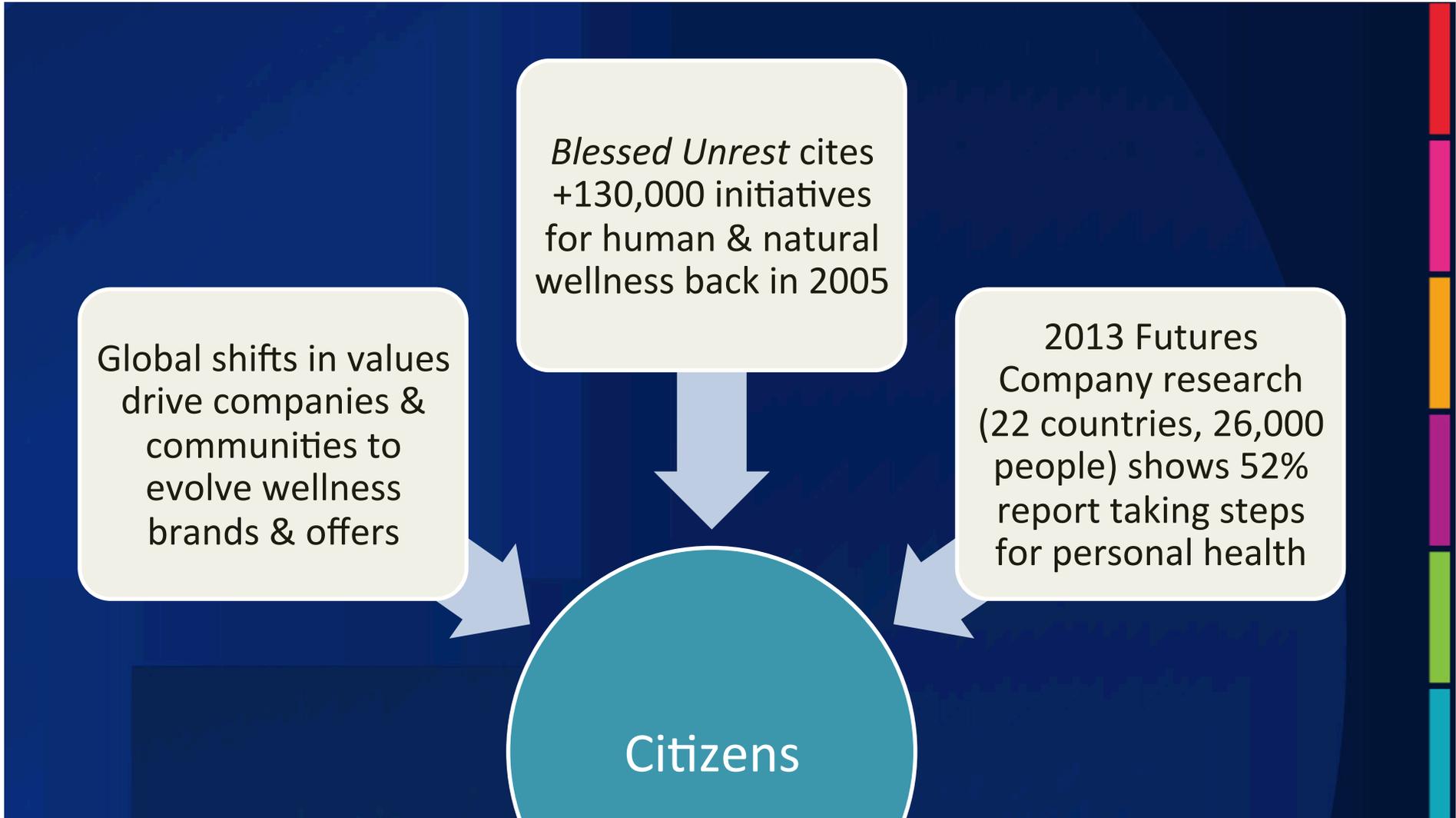


Global shifts in values drive companies & communities to evolve wellness brands & offers

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

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

Citizens



GWJ 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

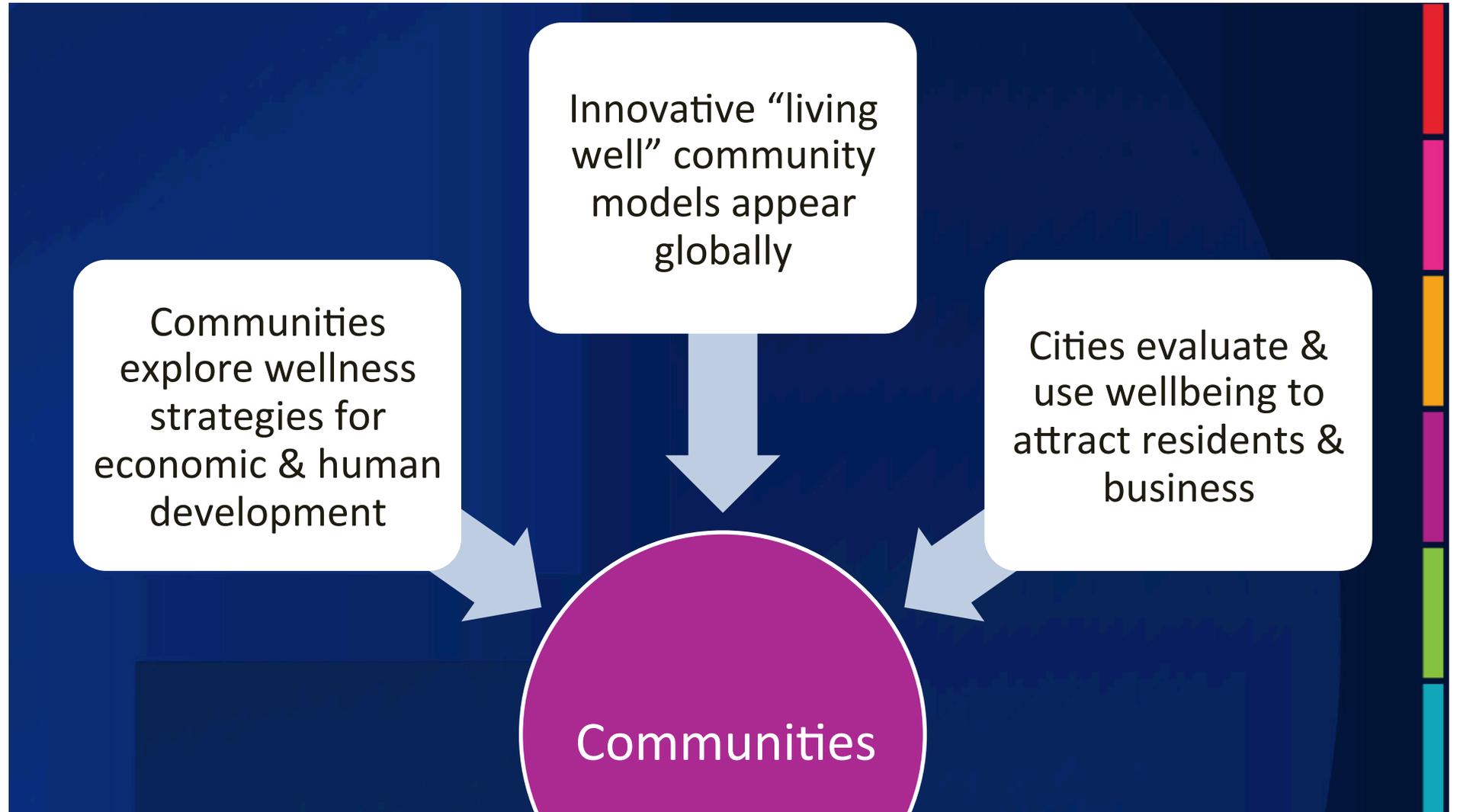


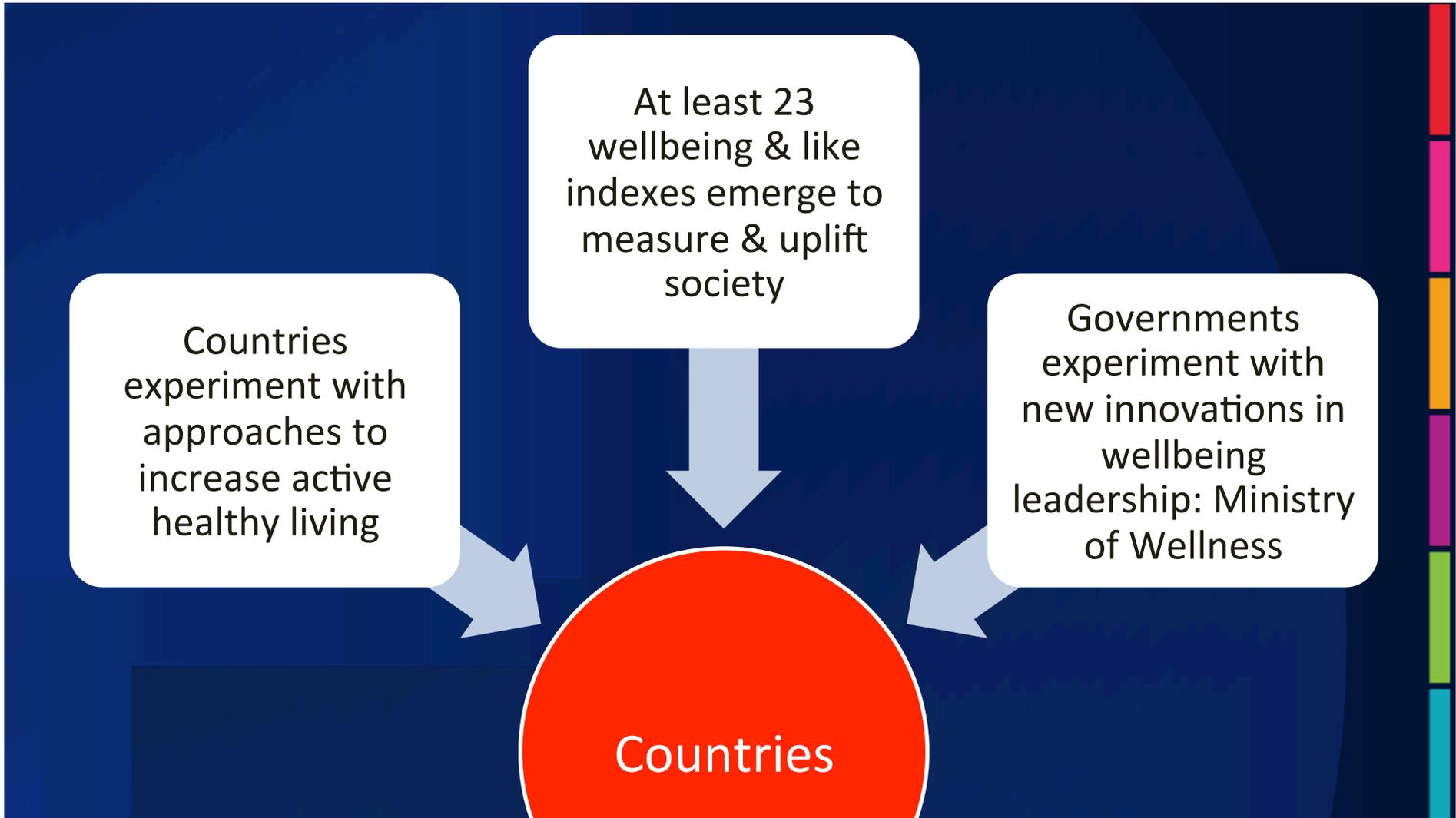
Innovative “living well” community models appear globally

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

Australian Unity Wellbeing Index

Canadian Index of Wellbeing

Future Company Living Well Segmentation

Genuine Progress Indicator

Global Peace & Humanity Index

Gross National Happiness Index

Happy Planet Index

Legatum Prosperity Index

OECD Better Life Index

Perma-Profiler

Pemberton Happiness Index

Social Progress Index

Sovereign Wellbeing Index of New Zealand

State of the USA

Sustainable Development Goals Compass

Sustainable Economic Development Assessment (BCG)

Travis' Wellness Inventory

United Kingdom National Wellbeing Index

United Nations Human Development Index

Wellbeing Index (Gallup-Healthways)

Wellbeing of Nations

World Values Survey

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