

## **Building A Wellbeing Economy From The City Up**

### **Event transcript**

- Kia ora tātou. I would sat down and I thought, well, people might not have noticed I was actually arrived on stage. So I thought, well, I'll stand up first and I'll very shortly sit down. It's a great pleasure to have you all here in the room this evening, and all of you online as well, for this very special addition of Auckland Conversations, building a wellbeing economy from the city up, the role of cities in creating an economy fit for the 21st century. And it's a great privilege to have Katherine Trebek, a very pivotal and instrumental person in all of this, globally, here as our speaker and for our conversation this evening. And I'd of course be introducing Katherine in due course. It's my great privilege and pleasure to be facilitating our conversation this evening.

I'm Rod Oram and I was about to say, I'm proud to say I'm a business journalist. That's a little loaded in several respects. And so when I say that there's nothing wrong with capitalism, you may expect me to say that as a business journalist, but I always add this rider, there's nothing wrong with capitalism, it's just that we haven't tried it properly yet. And so we've become very good at financial capitalism, but, of course, that has horribly screwed the system and the planet and people's lives. So the question then becomes, how do we bring all the capitals together, whether it be ecological or human or social or technical, and then finance just becomes a servant of that rather than the master of that. So as a business journalist, that's the kind of capitalism I'm interested in, and that's very much going to be the nature of our conversation this evening with Katherine. A little bit of housekeeping first. The toilets are out in the foyer, but then off to the left hand side, over that side. No smoking or vaping inside the venue. The hotel says that guests can smoke outside, presumably that's kind of like way outside, kind of Albert Street or wherever. Next, in the unlikely event, out of emergency, you will hear an alarm and guests will evacuate the hotel via the glass doors facing Albert Street out there, and then take the stairs down to the, sorry, through those glass doors, and then take the stairs downstairs to the lobby and then exit out to meet outside the Huawei Tower, which is the office building next to us. And finally, please could you make sure your mobiles are turned to silent, but please do leave them on, because as I'm about to explain, we'll be doing questions via Slido, and so you'll need your phone for that. And of course you're very welcome to be prolific on social media with the hashtag, wellbeing, during the course of the conversation to help get the word out.

So the format for this evening is very straightforward. Katherine will be presenting and then we're going to have a long period of time for discussion. I will probably start with a few questions that occur to me, but we really, really want this to be very strongly a conversation, so that's why we're using Slido. And the, if you go to slido.com, and let me give you some wifi help first. If you go to wifi, you'll find IHG Rewards, which is the hotel, and a free wifi network there. And when you click on that, the access code for that is Welcome 2023, so that's going to give you free wifi. And then there you go, for Slido, if you go to slido.com and then enter the event code, #wellbeing, that will give you a very easy way to ask questions. We'll also, particularly obviously for people online, so please, please do have lots of



questions come through that way. And here in the room we're going to have two people with microphones and I'll reiterate this when we get to the question time, but I'm just going to let them take the microphones to people who raise their hands and want to ask a question and then I'll be looking to see where those microphones are rather than me saying if somebody wants to ask a question, can you get a microphone to them? So that's how we'll do that. And also, on another hashtag to use on social media is #AKLConversations. And so we always try to ensure also that Auckland Conversation events are inclusive and accessible. An on-demand viewing for the event and a full transcript and captioning of the event will be available on the Auckland Conversations' website in the next few days, so please do pass the word about that there. Just a tiny bit of scene setting before we get going, because we are all so deeply conscious of the huge challenges that humanity needs to address to make sure that we are in right relationship with the living planet, our life support system, so we stop degrading it, and we make sure that our economy and society works for everyone. And so this seemed like two straightforward goals, but obviously phenomenally complicated about how we do that. I'm a huge fan of the United Nations Secretary General, Antonio Guterres. And back in his annual State of the Planet Report back in 2020, he said, we are facing a devastating pandemic, and, of course, that still lingers on, new heights of global heating, new lows of ecological degradation, and new setbacks in our work towards global goals for more equitable, inclusive, and sustainable development. To put it simply, the state of the planet is broken.

Dear friends, humanity is waging war on nature, and this is suicidal. And not just suicidal towards nature of course, but suicidal towards the whole nature of society as well. So that's a very broad way of looking at the context of the whole wellbeing economy work. And that's why it's a huge pleasure to have Dr. Katherine Trebek, co-founder of the Wellbeing Economy Alliance with us. And she's here, because the Wellbeing Economy Alliance Aotearoa, led by Gareth Hughes, who's sitting down here in the front row, a former distinguished Green MP, and a very excellent biographer of Jeanette Fitzsimons, I would add in passing. Gareth and the Alliance Aotearoa had brought Katherine to New Zealand, and in New Zealand's style has kept her very busy in her time here, almost done. And so unfortunately, we're towards the end of her trip, so she's been learning I think quite a lot about us along the way. So Katherine is a political economist, writer and advocate for economic systems change, and she co-founded the Wellbeing Alliance and WEAll Scotland, it's Scottish hub. And she's now based, dual-based between Scotland and Australia, and is involved in all manner of international efforts and initiatives. I won't launch into a whole long list here. I'm sure some of them will come up in our conversation in due course. But crucially, Katherine instigated the Wellbeing Economy Governments group, WEGo, which comprises of Scotland, New Zealand, Finland, Wales, Iceland, and Canada. And I find that list an interesting one and that's going to be a subject that we will pick up on. And so it's a great pleasure to welcome Katherine to the stage to give us her presentation and after which we will just launch into our discussion. So a very warm welcome please for Katherine, thank you.

- Thanks, Rod. Hi, everyone. Good evening. Great to see you all. Thanks so much for coming along on a day of pretty crazy or week of pretty crazy weather. I want to say huge thank you to Ashley, of course, and the whole team in Auckland Council who have done a real power of work. Okay, let's stop, a real power of work pulling together today's event, and particularly to Gareth, my colleague, who's an incredible lead of the Wellbeing Economy Alliance hub



here in New Zealand. I encourage you all to get involved. They're doing phenomenal work, putting out ideas, spotlighting incredible pioneers, and they've got a great sounding conference coming up in a few months, which you'll hear about just at the very end. I'm going to apologise 'cause I can't see my slides so every now and again I'm going to keep turning around, so apologies for the moments I have my back to you. But yeah, really great to be here. And Rod, you're saying I've been learning a bit about New Zealand. I came over with the book in my hand luggage from one of Australia's brilliant quarterly essays written by one of Australia's best political journalists, Laura Tingle, and it's entitled, The High Road: What Australia can Learn from New Zealand. And I've shown this to a couple of people, including a few members of parliament yesterday and more than one person has said, yeah, but is that a fake cover? Which is either a beautiful sign of humility or it's actually how you really think Australia sees New Zealand, so that we wouldn't really think we can learn anything. But I really mean it genuinely, there's a lot going on here that the world has set up and taken notice of and I know that you are close to it, so you look under the bonnet and you think, oh, we're not doing enough yet. And there's a good phrase from a brilliant sociologist, Zygmunt Bauman, and he says, a good society is one that knows it's not yet good enough. And I think that really describes New Zealand at the moment, you know, there's a lot more to do, but I want to really recognise that beginning steps that are being taken here. So I'm going to talk to you about the wellbeing economy idea and really, what it's in response to. And Rod's already talked about the environmental breakdown and, you know, this is from the latest IPCC last year where Antonio Guterres was saying we are in code red, and of course this report came out a few months, months ago where he was saying we're in last chance. And of course climate change is only one element of the environmental breakdown that we're seeing. And I certainly don't need to tell people from Auckland how this plays out in your everyday life, how disruptive we're already seeing the impact of climate change. So this is happening on environmental front. We have an economic system that is putting huge pressure, but it's also not taking care of enough people. And I was hearing about the huge economic inequalities in New Zealand, how our wealth has gone to those at the very top. Most heartbreakingly, I've been hearing that 7% of young people, before they get their teenage years, have spent time as homeless, which is heartbreaking. I was hearing about the incredible increasing list for social housing. And you start to paint a picture of an economic system that's not working for people and it's putting huge pressure on the planet. And what happens is then you have government policies and government initiatives spending money to try to attend to the some of the damage that that economic system does. So I want to share with you these two concepts, this idea of failure demand and the avoidable costs. Failure demand is concept that comes from management literature, an author called John Seddon. And in Scotland, they took this idea that more demand for something isn't necessarily a good thing. So if you've got a company and you're getting loads and loads of calls to your call centre, this John Seddon's example, he said not necessarily a good thing if they're all complaints. And so in Scotland, there was a huge report just over 10 years ago into the future of public services in Scotland called the Christie Review. And they estimated that just for local government, about 40%, this is a very conservative estimate, about 40% of what local governments were spending money on was due to the impacts of inequality and poverty and environmental breakdown. This is what ecological economists would describe as defensive expenditures. So you only need to look at, here you see, you know this idea of guard labour. It's a term that was coined by Harvard economists about 10 years ago, and they estimated that in the US, about 5 million people were employed in



guard labour, essentially jobs created because we're scared of each other. Security guards installing these sorts of systems, working in defence industries. An update on that figure is that they now estimate that in many cities in the US, there are more people working in guard labour than there are teachers in the cities, which I think is a dire indictment of our priorities. But also in Australia, it's been estimated that by 2050, \$35 billion will be spent responding to impacts of extreme weather events. Even just today, it's been estimated that almost \$3 billion is the cost to the Australian economy of loneliness. The UK estimates that the costs of attending to poverty, the cost of responding to poverty, is well over 80 billion pounds. And I suspect there'll be a lot of examples here in New Zealand, and once you start reading political announcements, listen to the budget in what is a week's time, a lot of the things that will be heralded, we're spending this much money here or investing money here, a lot of it, if you take a second look, is responding after the fact, to the fact that we haven't created an economy that gets things right for people on planet first time around. So there's a huge fiscal price tag to the way we're running our system. It's incredibly inefficient even in its own terms. And these words I think are incredibly apt for today, that the economic system in which we find ourselves is not intelligent. And I think the fact, you know, the extent of failure, demand and avoidable costs is a good example of that. It's not beautiful, we'll look at the damage we're doing to our precious planet, it's not just all the inequalities, vertical and horizontal inequalities, it's not virtuous and has not delivered the goods. And this person went on, in short, we are beginning to dislike it and despise it. And I think we see examples of that, of people reaching for populist political solutions or just completely checking out, turning to drugs, alcohol, or cocooning themselves, focusing inward, and perfecting their home or drinking as many green drinks and doing as much yoga as they can but not engaging with the rest of society. And then this person went on and said, when we wonder what to put in its place, we're extremely perplexed. Now, this was John Maynard Keynes' writing 90 years ago, and I think now, some 90 years on, we have a lot of ideas of what to put in its place. And so this is where the wellbeing economy idea comes in. And the wellbeing economy is an inclusive term. There's lots of different beautiful schools of thoughts, lots of different people painting the brush strokes of what a different economic system looks like. And I often think about the wellbeing economies underneath those different schools of thought. And all have their different emphasis, their different terminology. But essentially, at their core, they're saying we need an economy that operates in service of people and planet. It's about delivering an economy that delivers social justice on a healthy planet. And I think that's a pretty awesome goal for our economic system. So how do we go about building that sort of economic system? And you've probably already been thinking, oh, that's a big task, Katherine. There's a lot of changes that we need. And you're absolutely right. And I tend to think of it like a thousand-piece jigsaw puzzle. There's lots of different shifts that are required, from our local communities right up to our supernational institutions, from tax systems to business models, to transport systems to energy systems to how we produce and consume. So a bit like a jigsaw puzzle. But what do you do when you're starting to embark on a jigsaw puzzle? You always start with the corners, don't you? So to at least help get my head around that plethora of shifts that are needed for a wellbeing economy, I think about the 4Ps of putting the wellbeing economy into practise. So these are purpose, prevention, pre-distribution and people-powered. So I'll talk to you about those just briefly, then we'll get into some examples so you can get a feel for what it looks like. So the first one, purpose. Essentially this is about thinking, what is the goal of the economy? Not necessarily a goal in its own right, but to deliver what people and planet



need. And so when it comes to growing the economy, we need to be fair with the friends of economic growth rather than just its ever-faithful followers, rather than just assuming that if we grow the economy, that will be an automatic read across to solving all our problems because we know that that hasn't worked in the past, and we know now that's putting huge pressure on the planet. So this is about understanding the difference between means and ends. Is growth a goal in its own right or are we going to see it as in service of those goals that we're really after? Our ultimate goals? And so that takes us to quite a different conversation about economic growth. Not so much about the rate, but about the composition and the direction of that growth. At the micro-level as well. Pro-social business models are saying, yes we need to make a profit to keep going, to be financially viable, but we are doing so to contribute to social and environmental goals. I also think this idea of purpose really matters when it comes to, when we think about what sort of activities in our societies and our economies are most contributing to the public good. And I think during COVID, it caused us to pause and take a good hard look at what are really essential services? What are essential workers? Whose work makes the most positive difference to our lives? So the sort of things you'd see in this corner of the jigsaw puzzle, multi-dimensional wellbeing frameworks. New Zealand's Living Standards Framework would be an example of that. Scotland has something called the National Performance Framework. In fact, over half of the OECD countries have multi-dimensional wellbeing frameworks. And as I said, pro-social business models are another great example, and I'll give you a few specific examples of those in a moment. The next corner is around, rather than just focusing on crisis by crisis, responding to symptom by symptom, spending all that money on failure demand, those tending to those avoidable costs, this corner of the jigsaw puzzle is about saying, let's take the time to look upstream. I'm often saying to folk, we need to channel out inner three-year-olds. So if any of you have got kids who are sort of three years old or nieces or nephews or grandchildren, you know, they go through that stage where they're a little bit annoying and they're always saying, but why? Why, why, why? We need to be like that. We need to ask why are there more homeless people sleeping rough in our doorways? Why are young people scared for their future? Why is there an epidemic in the UK, and I suspect it's probably similar here, of self-harm? Why are people sleeping in tents across Australia 'cause they can no longer afford their rent? And take the time to look upstream at the root causes and start to take action there. So the more jobs we have that pay people enough to live on, the less top up payments we'll need to undertake through our welfare systems. In the UK, huge percentage of the UK Welfare Budget is paying people who are already in work, through in-work tax credits, because of the extent of poverty wages. The more fulfilling and full of control and autonomy people's jobs are, the less anti-anxiety treatments our GPs will be prescribing. The more circular our economic systems, the fewer beach and river cleanups we'll have to do on the weekends. The more renewable our energy systems, the less carbon capture sequestration and storage we'll be having to spend money on. So you get the point, this is about daring to ask upstream. I want to quickly say though, this is not about denigrating that downstream response because acute needs are very real right now. So we need to help people and planet survive and cope today and tomorrow. But the wellbeing economy agenda is an invitation to say yes and let's raise our gaze upstream and try to help things go right first time around. So the next one, pre-distribution. This is about saying, we can do better than just let the gap between rich and poor open up so much in the first place, and then at five o'clock in the afternoon, turning to government and say, right government threw your taxes, and we know how fraught levering taxes is, you've probably heard about



the Panama Papers or the Paradise Papers, the extent of tax evasion and avoidance, and then to use those taxes to then channel that money back through welfare payments. And we know how horribly stigmatising some of those debates can be. So all the political machinations with that redistribution project. Pre-distribution is about saying, yes, that's important, but let's get the economy to do much more of the heavy, heavy lifting. Let's design our market outcomes so that they deliver more quality from the beginning. So the government doesn't need to do such a heavy lift. In Australia, the government reduces the gap between rich and poor by about a third, which feels like a big heavy lift for me. So pre-distribution is saying, okay, let's get the economy involved here. So things that you'd see in this corner of the jigsaw puzzle are things like worker-owned cooperatives where you have labour owning the capital. The community wealth building agenda where you have, let's say, instead of waiting for trickle down economics, let's build the economies from the community up for things like local ownership, local procurement, local employment. Also things like true cost accounting where you say, what's the true cost of something like this, or our phones. So we see that the price signals are actually taking account of the environmental and social cost. And then the final one is people-powered. This is how we make sure that people are at the very apex of economic decision making so that they don't feel that they are the back and flow of decisions taken in boardrooms or corridors of government elsewhere. So the sort of things you'd see in this corner are things like participatory budgeting, citizens assemblies, more economic democracy, so maybe workers on boards or again, worker-owned cooperatives. So they're the sorts of things that we need to see more of to build a wellbeing economy. And the good news is, that there are various people around the world working on various pieces of that jigsaw puzzle, building it, experimenting, figuring out how to do this. So, of course, government has an important role here though. And I want to reflect very, very briefly on how government needs to step in. And I want to just share with you this sequence. So if our ultimate goal is social justice on a healthy planet or thriving people or sustainable wellbeing or however you want to describe it, that has to then be underpinned by a wellbeing economy. So the wellbeing economy is not the ultimate goal, it's how it is in service of the goal of delivering social justice on a healthy planet. And so the government has a role by really thinking about how can it use all the policy instruments and tools that it's had to shape the policy context, to encourage the sort of activities that we need more of in our economy, and then to power down those that if we are really honest with ourselves, we need to power down in a just way, because they're not aligned with what people and the planet need. And so that means then reshaping what are the goals and processes of government. So let me give you some examples with just one footnote. Some of the best examples and probably 99% of the examples, will not have the word wellbeing in the title of the policy or in the preamble of the legislation or even how people talk about it. The key test is how do they start to reshape the economic system? How do they start to address inequalities of power and wealth? How do they treat the planet? So I've just spent almost the last two decades living in Scotland. So I'm going to take you to Scotland briefly for a couple of examples. Oh, let me go back, too fast. Okay, underneath that first image, you can see there a bit of a flower shape. This is something called the National Performance Framework where Scotland doesn't have a constitution, so in a way, in lieu of that, the National Performance Framework is potentially one of the most important documents in the Scottish government, it sets out what the goal of government is, what the purpose of the economy is. And the current iteration at its very, very heart, which you can see if I hadn't clicked too quickly, has things like people growing up, oh thank you, has



people growing up with kindness, kids growing up loved, reducing poverty and inequality through reducing imbalances of power and wealth, diverse cultures being respected and cherished, understanding our planetary boundaries. And so what they're doing now is thinking how do we align those goals with our budget making and how do we test all the policies that government ministers are proposing against these, what they call purpose targets. And they're currently reviewing this and it's going through a process of community consultation. It's now in legislation. They have to do that every five years or so. And so the next one is a brilliant agency. They have a dedicated government agency called Zero Waste Scotland that is charged with making the Scottish economy more circular rather than just linear, take, make, waste, and throwout. So really keeping our planet's precious resources in circulation much longer. So they're doing that through sharing innovation and knowledge and really encouraging and supporting businesses to be more circular. Scottish Enterprise, which is the big enterprise agency in Scotland, has a key mission to support more pro-social business models. Whether that's supporting social enterprises, whether that's supporting worker cooperatives or B Corps. So they're training their frontline staff, their business advisors, to not just put one model on the table where someone comes to them and says, I want to start a business, they're saying, have you considered social enterprise? This is what it looks like. Have you considered a worker co-op? Here's what this might look like and here's how we can help you go through that process. So using those levers of business advice, funding support, procurement support, to encourage these sorts of business models to eventually start to make up more of the ecosystem in Scotland. They've also just had a big process of Just Transition Commission, that's now moving to implementation stage, where they've been speaking to people like oil workers on the North Sea, other workers in industries that are needing to be powered down, but they want to do so in a just way, help people feel in control of that process, and most importantly take care of people's livelihoods because we know when people's livelihoods, when they feel their livelihoods are threatened, they will hold onto what they know quite understandably. So there's a collective responsibility to take care of people during that process of transition. I want to give you another few examples, and I could go on with probably hundreds other examples, these are just a couple that I've pulled out for this trip. If I was here in a month, I'd probably share with you another few different ones. There's so many good examples around the world. This one is Sophie Howe, who's just stepped down in her role as Future Generations Commissioner in Wales. And her job has been and that of her successor, a guy called Darren Walker, is to scrutinise the work of the 56 Welsh public agencies and the budgets and policy making in Wales to say, how does this align with the goals and the objectives in the Welsh's Wellbeing of Current and Future Generations Act? And to work with what she calls policy frustrated champions, within government departments to help to push that agenda, she runs that ruler over policy proposals and will call out when she feels they've got it wrong. She's going to be in New Zealand in July, so make sure you get along to see her, she's incredible. And I've heard a lot of people complaining since I've been here this week, of the three-year political cycle. Its initiatives like this, having a dedicated officer for future generations. It's a bit of an antidote to short-term political thinking. The next one is somewhere like Sweden that's saying we want to encourage a more circular economy. We want to encourage repair and reuse rather than just throwing away your toaster as soon as it breaks or your jeans as soon as they've got a little hole in them. And so they've said, okay, let's reduce the VAT from 25% down to 12%. It's a brilliant example. These sorts of simple things where you can use the levers that government have at their disposal to encourage certain activities that we need



more of. In France, they've said if you can get somewhere by train in two and a half hours, you're not allowed to take a flight. It's incredibly significant, 'cause they're saying get on the trains, and you know European trains are great, and I know you have been working on it, maybe not so good here yet. But these are the, that's a sore point, isn't it? But you know how good European trains are, so this is pretty reasonable, isn't it? Saying, you know, if you can get there two and a half hours, no short haul flights anymore. These are the sorts of initiatives that we need to see more of. In Italy, over many years and even in their constitution, they have been proactively encouraging worker-owned cooperatives. And so this law is one that really supports building an ecosystem of cooperatives. When a firm is likely to go into administration, this law is really proactive in supporting those workers buyout, take ownership of that firm. In northern Italy there's a beautiful region called Emilia-Romagna. Bologna is the capital. Beautiful place if you haven't been there, in your next in Europe, go. It's tagline is, the fat, the red, and the learned, because of their amazing food, because of their politics, and 'cause they've got one of the oldest universities in the world. But one-third of Bologna's GDP, I'll come back to this, a third of Bologna's GDP is from co-ops. So these sorts of initiatives to really encourage more worker-owned co-ops. And then in places like Israel, but also in Oregon, in the US, you have legislators saying we don't want these huge inequalities of pay anymore. So if you top out over a certain level of the ratio of the CEO to the median or the lowest paid earner, we're going to pile on the taxes because we don't think you need to earn quite so much. In Oregon, they're directing the funds from that tax directly to homeless services, so a bit of hypothecation. I want to share with you some enterprises, 'cause I think this agenda is absolutely about bringing out the best of business. And there are plenty of examples of enterprises around the world and here in New Zealand that are saying we can be part of this solution, we can be part of being, contributing to social justice on a healthy planet by being commercially viable, but doing so through particular reasons. So let me show you a few examples. So the Wellbeing Economy Alliance, a few years ago, published the Wellbeing of Business Guide, and they said there are seven dimensions that they'd encourage enterprises to look at in thinking about how can they be much more part of the solution. So things like what's the definition of success, is it short term profit or is it actually to contribute purpose and contribute to addressing society's challenges? Or even worse, you know, is it making money from society's challenges? Who governs and owns the firm? Is it held very narrowly or is it broadly spread? Are stakeholders like employees or local communities part of that? How is leadership and participation structured? Who is around the boardroom table when decisions are made? How are the stakeholder relationships divvied up? Who is defined as the community of the business? What's the purpose of product and service innovation? You know, what is it that they're trying to come out? Are these innovations that are for society to contribute to society or are they just perniciously making money from society's problems? And we could certainly discuss examples of that over a wine afterwards. How do they account for impact and return on investment? And is there a spirit of learning together and experimenting and being innovative, but learning from that in a positive, constructive way? So let me share with you a couple of my favourite examples. I suspect you might have some examples too of businesses that you are familiar with. I'd love to hear about them, 'cause I find these enterprises incredibly inspiring. So again, let me take you back to Scotland, and then I'll go global. This is a brilliant network in Glasgow and beyond of repair shops. And their tagline is, if it's broken, fix it. And so you can take along your toaster or your jeans. I took my old laptop when the battery had run out and they fix it for you, so you don't need to throw it away.





They repair things so you can keep them in circulation longer. So they're an antidote to planned obsolescence. This is one of my favourite ones, Craft Brewing Company. This guy wakes up every morning, thinking how can he make his business more sustainable? He captures the CO2 from making his beer. His tap room that you can see there is all made from old pallets that he got from construction sites. He uses prawn shells instead of plastic, a sort of substance made from prawn shells to link his cans of beer together instead of those plastic rings. And he's got a line of beer called Hardtack that came, was all made from bread that would've been thrown away from a nearby bakery. He's absolutely brilliant, brilliant. If you're in Glasgow, go and meet him. There's a brilliant worker cooperative in Glasgow called Green City Wholefoods. They've been around since the '70s. So they're doing something right. And their workers own the firm. They're trying to localise their supply chains and think of ways to be more sustainable, more circular, and through wholesale foods of healthy food, be part of positive direction of travel in Glasgow's infamously unhealthy diet. And in Sydney, there's this restaurant I was telling Gareth that I haven't yet visited it, but I'm going in a fortnight. So I'll report back. This is a restaurant called Re. Everything you touch, they say on their website, would've been thrown away. So the cups, the bar table is plastic that would've been thrown away. They make their food and their beautiful looking cocktails from food that other restaurants would've thrown away. So I'll go and check it out. I'll report back to you. And again, if you're in Sydney, go and see it. But it's more than just these relatively small and quite sweet examples. So huge bank from the Netherlands, but now in other countries around Europe. My UK account is with these guys, Triodos Bank. They're a registered B Corp, and they'd see their job as channelling credit to the sort of activities that we need more of in a wellbeing economy. They have an asset lock as well, so no single investor can dominate their decision making. There's an Edinburgh-based company called Faith in Nature. And they have said, we will have someone and they've appointed this one already, they've had someone on their board. So sitting around all board decision making whose job it is to represent the interests of nature. I think it's incredible. And then you have massive companies like Microsoft pledging to go not just net zero but carbon negative. So take out all the carbon that it has emitted in its operations since its day of foundation in 1975. We'll have to watch how they go. But these sorts of pledges and these sorts of intentions are important. And similarly, for a massive company like Unilever who makes your toothpaste and your peanut butter and all sorts of things, they've said, we want to be a complete living wage company. So we will not procure or have anyone in our supply chain who's not paying the living wage. These are the sort of examples of companies and businesses that prove the possible. Oh, the final one, this is the idea of this Scandinavian idea of foundation companies. These are big companies that are owned by a foundation or at least majority shares owned by a foundation. So they have much longer term patient capital. And what happens is the profits and the benefits go to this foundation to then invest in philanthropic activities. So the example here, Novo Nordisk, one of the biggest companies by capitalization in Scandinavia, its job is to rid the world of diabetes. That's its mission. And so let's come back to cities, because Auckland's hosting me here, what is it that cities can do to be part of this? So I think there are three really, really key questions that cities need to be asking themselves. First of all, what is it that citizens and ecosystems here, but also beyond the city realm, really need? And do that through consultation and deliberation and vision setting, what is our vision for the sort of city we want to be now and into the future? Next then is think about, okay, what sort of economic activity needs to underpin that? What sort of economic ecosystem do we need to deliver that vision? And then finally, take a good hard



look at all the economic levers. And we're talking today about planning and procurement, or licencing, all those economic levers. Yes, cities don't have everything under their control, but there is plenty they can do to start to encourage and cajole and celebrate and incentivize different sort of economic activities in their neighbourhoods and high streets. So, I love this. It's essentially about getting away from group think and being inspired to think bolder, bigger questions. Not just replicating what's been done before, not just reaching for 20th century recipes, but saying we are in a particularly unique period of time, we've got enormous environmental breakdown, we've got huge inequalities, but we have a chance and opportunity, there's incredible wisdom around the world, there's excited animated innovators, there's activists, there's incredible people in our cities, how can we channel that to ask big, bold questions and stride ahead and create cities that are fit for the 21st century? So there's models that you can use, whether it's this from thriving places that are saying, here's how we might start to define success in our city through equality, local conditions and sustainability or it's the work of the Doughnut Economics Action Lab that has what they call the four lenses, to start to think about, how do we reorientate our cities and our neighbourhoods in line with living below planetary boundaries but lifting everyone above a social foundation. And I think the real key thing is not going back to lowest common denominator, but learning from and being inspired by the pioneers. So I'm going to give you a few examples of those from cities that I see around the world who I think are doing amazing work. And so I mentioned earlier Community Wealth Building. This is Preston and a document from North Ayrshire in the south of Scotland, these cities along with Cleveland in Ohio, are saying, how do we build that economic energy from the community up? So how do we make sure that anchor organisations like hospitals or schools or even local council who are going to need catering, who are going to need cleaning services, how can they make sure they don't contract them out to next multinational company like Serco, Avery, don't tweet that I'll get sued. But you know what I mean. How do they procure that from local businesses, local ownership? How do they maybe bring smaller businesses together so that they can tackle those bigger contracts? Preston has been recognised by I think the Good Cities Index as one of the most resilient cities through the global financial crisis and through COVID. So something's working. The Lancet has just reported on mental health in Preston and shown that it's been rising over the last few decade. So it's starting to work in Scotland. They've got a minister for Community Wealth Building and he's taking through parliament a community wealth building bill at the moment. This is a town in Germany, Freiberg, where they've got this mission to be 100% renewable. You can see they're starting to convert a lot of businesses. They're giving incentives including financial incentives to their citizens, to compost, to recycle, even to use fabric nappies for their kids. And what they do is you get financial incentives, but also you get footy tickets, which I think is a great idea. They're encouraging renewable energy businesses and other sorts of sustainable businesses to come into their city. So people are now working for them, make up a huge percentage of the workforce. Again, it's city that's got this vision and saying we are going to look at all the levers we can to get towards that vision. The Sharing Cities Alliance is a great example and you see Amsterdam at the top there that's been named Europe's best sharing city. They have a network of ambassadors, building an ecosystem around sharing economies, whether that's car clubs or school libraries and so on. Seoul has something called the Sharing City's Sharing and Participation Committee, which sounds a little bit scary and top down and bureaucratic, but they are giving over public building spaces to encourage sharing their, removing obstructive bylaws that are perhaps hindering the sharing and collaborative economy.



They're saying how can we go further encouraging people to share their assets, whether that's cars or tools or toys and keep things circulating and really move from ownership to access. So people don't need to own everything anymore. They can all share things a little bit better. So these are examples of cities that are rolling up their sleeves and having a go at that. This is Bologna that I was talking about earlier where a third of their GDP is generated by cooperatives. They've got high level of female wages, so the gender inequality gap in terms of earnings is relatively low compared to other cities. Lot in the care sector, in the manufacturing sector. And of course you've probably all heard of Mondragon in the Basque region of Spain, one of the biggest worker co-ops in the world. And then co-housing. This is the biggest co-housing in London. They share library, they've got their own pub, they come together. So again, you don't have to, everyone have a washing machine of your own or a tool of your own or a vacuum cleaner of your own, you can start to share those goods that you don't need access to every single day. This is one of my favourite examples. This is the borough of Lambeth in London. And this is a really great example of asset-based development. What they figured out is that the land that they have most control over is curbs, which I think is gorgeous. They've said, okay, we've got curbs in our city, so how can we make the most of that curb space to bring about the sort of activities that we need more of? So they've said, we are going to convert a quarter at least of our curb space to things like bike hangers, co-car clubs, electric vehicle charging, seating, just for people to sit and be and chat to each other, not have to spend money to get your latte at Starbucks to get a seat, but you can just sit and be. They're also building what they call parklets, which is really cute. I think tiny, tiny little parks and green spaces. They've got a whole strategy now, a curbside strategy. It's worth looking at, incredibly inspiring. These are the sorts of examples that cities could fairly readily do if they decide this sort of agenda is a priority, to design their localities and their spaces and their economic activity in a way that's in line with what people on planet and their citizens need. So the next one, the final point is around collaboration. And cities are really good at that. You've got the C40 network, you've got Mayors for Inclusive Growth and so on. It's about really understanding what have others tried, what worked, what didn't, what can we pick up on, what can we learn from each other? And I want to just share this example, not least 'cause one of the members of the WEAll Alliance, governing body, Suzy Morrissey is there at the front just nicely hanging out with Joseph Stiglitz as one does. This was the launch of WEGo, the Wellbeing Economy Governments Partnership. This is in Seoul, the OECD's Wellbeing Forum in 2018. And New Zealand was there with Scotland and Iceland launching this partnership, the Wellbeing Economy Governments Partnership, that was saying, we get this, in the 21st century, development cannot just be about narrow focused on economic growth measured by GDP, we want to figure out how to put collective wellbeing at the heart of our economic policy making, but none of us have all the answers. So we want to learn from each other and go on a journey of continuous improvement together. So they meet through policy labs, they discuss, they share, they get in expert speakers to, as I said, go through this journey of continuous improvement. And since that photo was taken during the COVID times, Wales joined, Finland joined, and for all intents and purposes, Canada is part of WEGo. I want to finish with this slide because it's a bit of a techy slide, but I think it's absolutely to me an inspiring message. This is from Jules Peck at the Real Economy Lab. And what they've done is they've mapped out the different roles and functions that we need in a wellbeing economy movement, in the economic system change movement. And the message I take from this is that there is a role for everyone. No matter what your skill is, no matter where your energy levels are, no matter what you're angry



about, no matter what you're excited about bringing to the party, there is a role for every different sort of contribution. Whether you are a historian, a connector, a facilitator, a disruptor, an innovator, a practitioner, we need all of that. And so the key thing is, yes, this is a fundamental change to our economic systems, yes, this is going to take some time, it's not a simple flick of the light switch. We need to transform how governments operate. We need to repurpose our economies. We need to change all those different pieces of the jigsaw puzzle. But the good news is, there is lots of different people from around the world and here in New Zealand who are starting to put those jigsaw puzzles in place and bringing all those different contributions to bear, on undertaking economic system change. I'm going to stop there. Thank you so much for coming along tonight.

- Well, thank you hugely, Katherine, for that because you have been living and breathing this for a long time, obviously, and very well-connected around the world and gave us a terrific sense of how this is panning out. Before we get going on a few questions, I just want to reiterate how to get questions to us please. Slido, do you want me to go through Slido again or you all clued into Slido? That would be great. Or Ashley and her colleague back there have microphones, so if you want to ask a question, just flag them down, and then I'll be looking for them as to where the microphones are. And please, please, if you're online joining us that way, I've got the, I'm seeing all the Slido questions come through and if you just bear with me for one moment while I just log in and then I'll be all set to go and see the questions come in. Hang on one tick. Right. I'm ready to go. May I start actually with a slightly personal question in one sense? What was it about or some of the key influences in your life that got you down this road? And if I may start at that point?

- Sure, so it's quite a long story actually. So I'll try to truncate it. In the mid '90s, I spent some time working in a, just volunteering in a little village in Cameroon up the north of Cameroon country, and just hanging out with people and making friends. And I moved back to university in Melbourne. And having been there within a few weeks of getting back to Melbourne, I got word that the village I'd been working in had been decimated by a flood. And my instinct was to go back very, very quickly. These were my friends in their, you know, mud huts that I wanted to go and help. And I just happened to be, and I can't remember the conversation, how it came about, but I happened to be talking to a lecturer at the time, a woman who was an activist from East Timor teach, and this was the time of the sort of East Timor conflict, her husband was in jail, and she was teaching a course on human rights that I happened to be taking. And I must have mentioned this to her, and she said to me, Katherine, don't be so stupid. So she gave me almost a sort of metaphorical, sort of slap on the wrist and I said, what? I've got to go back and help. And she said, don't be so stupid. You're a young white girl, you will get in the way. And I was like, oh, I just need to go. I'll peel potatoes or I'll fill sandbags or something, I need to help. And she said, you are in this position where you can stay at university here, you can get all the education you can get to work on why that village was vulnerable to the flood in the first place. And those words have stayed with me ever since to sort of not just look and respond to the downstream symptoms, important though that response is, as I've said, I don't want to denigrate that, but also to look upstream at the system. And then I did that and then I worked looking at big mining companies and how they're related to, how they're influenced by First Nations communities around their mine site. And then I moved to Scotland, not out of any sensible



career orientation 'cause I love Scotland. It's beautiful, it's a beautiful, beautiful country. And when I got to Glasgow, where I lived for the last 17 years, I started seeing the life and death impact of inequality as a part of Glasgow not far from where I lived, where life expectancy for men was about 54, in one of the richest countries in the world. And so I started asking bigger questions about the nature of the economic system and in such a rich country in GDP terms, why were people dying before their pensionable age. And so I started looking at all these different issues that colleagues were working on, whether it was health inequalities or anti-poverty or environmental issues, and really seeing how the economy is what connected a lot of that, and starting to ask bigger questions about the economy. And then I worked for Oxfam for about 10 years, and then I got a call from Stewart Wallis, who's now the chair of the Wellbeing Economy Alliance, and he says he was been asked to come out of retirement to help bring together all the incredible work that's happening to transform the economy and to help be that connective tissue between it and amplify those pioneers and create the narratives about how to change the economy. And it's an incredible privilege to do this work. It's hard and tiring but it's, I think there's no bigger question of our time around how we can transform our economy so that they're in service of what we need.

- And thank you, that explains a lot in that sense. And then the personal journey is always very important, but very wonderfully you got that call. So there had been people in Scotland who were actively pursuing things and had spotted you as a person to give them a big hand.

- Yeah, so Stewart Wallis, I mean he's an incredible person. I don't know if anyone knows him. He was deputy director of Oxfam, really senior. And then he went to run the New Economics Foundation in London. He worked at big companies. And he retired then and started tending his beautiful garden in Devon and working on local permaculture projects and loving that. And then he really looked at the state of the world and he says, you know, we've got great evidence, there's great communications out there, but what we need is to build power bases of change and bring together all these incredible pioneers and help amplify these pioneers and take their messages up to policymaking. And so WEAll, the Wellbeing Economy Alliance, with the fact that it shortens to WEAll is a little bit like a theory of change as well. It's through collaboration like we've never collaborated before, that we might just have a chance of turning things around in time.

- And it's still a pretty select small group of countries. Is there some kind of commonality between them or something that makes them more liable to be members than other countries?

- So there's WEGo, the governments, Wellbeing Economy Governments Partnership, and then there's WEAll, which is a multi-stakeholder alliance with the hubs of which the New Zealand hub is one. Yeah, so WEGo, yes, it started with Scotland, New Zealand, and Wales, sorry, Scotland, New Zealand and Iceland. And at the time all led by women, which I think a lot of people have made note of. And then Finland joined in time of was Sanna Marin, who's just lost office. And Mark Drakeford who's the first minister of Wales, is a pretty good bloke. So he's already in too. I think there perhaps is something significant there. Some of them are



quite small countries, so if Canada comes in officially, of course, Canada is fairly substantial. But I think there is something around that we can learn that often innovation happens at the margins. It happens in small scale. And then one of the things I'm really excited about WEGO, is this idea of the threat of a good example. And I'll tell you what this is, you know, being back in Australia, the amount of times people who are part of the Australian conversation around doing better on measuring what matters, constantly referencing New Zealand. And I know you'd probably all say, well, we haven't cracked it yet, it's not yet good enough, we've got loads more to do, but the fact that New Zealand is trying is incredibly inspirational to Australia. And so, and I think that's how, this is often how change happens and how innovation happens. You get these leaders at the end of the bell curve and then you get, you know, the early adopters who start to follow them. And it's harder perhaps in a bigger country as well. I mean, my lesson from Scotland is that to build a coalition around this, you know, to build a community of practise, and to build those relationships probably was easier in Scotland than it may have been done in London. But then you can see Scotland showing the rest of the UK what's possible. You can see Wales with its Future Generations work, showing not just what's desirable, but also what's absolutely feasible. So there's no excuse for others not to follow.

- From your conversations you've been having this week in New Zealand, what sort of progress do you think we're making? I'm going to immediately have my finger on the scale here, and, you know, we've got the budget this day next week, and, you know, my feeling is the Living Standards Framework is fine, but treasury, although they devised it, I don't feel really driving it very hard. And it just doesn't feel as though it's permeating or fundamentally reshaping the budget process here or the work of government. But you've been having the sort of conversations I don't manage to have with people, given I'm a journalist and you're the person who really knows what's going on. So what's really going on?

- So the last thing I want to be is an Aussie who comes over and lectures New Zealand. I know how badly that would go.

- No, well how about an honorary Scot?

- An honorary Scot, I feel, I feel different. I would say New Zealand's made a really good start and the key thing is to not flinch or not choke in the first half as all of these sometimes do, is to go further. Recognise that budgets and measurement frameworks are only part of the picture. And measurement, things like Living Standards Framework, is not the goal in its own right. You need to make those measures matter. You need to have them permeate policy making. You need to use things like the wellbeing report as a good state of play of how things are, so which groups are faring well, which groups are falling behind, how's the situation of the environment, that gives you the terrain, and then you need to power in with policies and investment to attend to where things are inadequate. And so in Australia, I'm really worried they will stop at that. I mean, Australian states are doing some quite cool stuff actually, again, once you look under the bonnet you see some good stuff as well. But at federal level, they're talking about measuring what matters. My worry is they won't then



make those measures matter. They'll say, look, we've got a nice wellbeing framework, we've got some numbers here, but it won't connect to policy. But this is the hard task of this. I mean it's almost like getting the statistics together is relatively straightforward. The harder task is sort of putting on the rucksack and charging up the mountain and getting them into policymaking, because you need to change way government processes operate, incentive systems, how budgets are shared, how valuations are done, timeframes of analysis, how data is shared, even how individual civil servants or public servants are incentivized and make sure they're all aligned. So I've heard, you know, changing the State Sector Act, changing the Public Finance Act. Brilliant, 'cause it's putting it into legislation. But then you also need to change how individual civil servants are encouraged to do their day job, and do they have space to go to talk to someone from a different department whose activities might influence theirs. So say, Rod, if you are head of the health department, your outcomes will not depend just on what you do. They will depend on what happens in the employment department, what happens in the housing department, what happens in local environment department. So how do you work together? And what's brilliant we were hearing last night that the police service is saying actually we don't want a bigger budget, 'cause maybe spending on police is a sign of failure, that's we were talking about with guard labour. Maybe actually the goal is powering down because people are feeling safer in the first place. But that's quite a mindset shift and it requires a lot of reorientation of government processes and government heuristics and measures and targets and incentive systems. So it's not easy and it's not surprising. So I guess this is, the other message is, cut yourselves a bit of slack, though you haven't cracked it in just a couple of years.

- Thank you. I'm just looking in the room if there's anybody holding a microphone and want to ask a question. No? Okay, I've got some great questions online here. A couple of questions very similar about the politics of this is essentially is, how do you make this non-political, so it's not sort of one side end of the political spectrum of, you know, beating the other overhead.

- So I think it's, if you look around the world of which governments are taking up these agendas and creating broader measures of progress, you see in Germany, Angela Merkel, in Italy, one of the forerunners of designing these different measures and outcomes orientations led by Enrico Giovannini who was minister of labour at the time, went on to become the OECD's chief statistician from right of centre parties. In the UK, it was under David Cameron who initiated the Office of National Statistics to have a consultation on what wellbeing was. They then came up with a big, they call it their wellbeing wheel with various dimensions of wellbeing. My complaint is they focus a little bit too narrowly on subjective self-reported wellbeing. But that was David Cameron who initiated that. Of course, it was Nicolas Sarkozy when he was president of France who commissioned Joseph Stiglitz, Amartya Sen, Jean Paul Fitoussi, to create the commission on measurement of economic and social progress in 2009. So it doesn't, it's not necessarily one side of politics. Of course, under a previous administration here in New Zealand that the Living Standard Framework was developed. I think, we can't have it just one-party political because this is about going beyond that short term party politicking and the fighting and the responding crisis by crisis. This is about how we build the sort of country that we want for our grandchildren. I also think the extent of failure demand is something that can appeal, perhaps to folks who are



more concerned about the numbers and the finances. The fact that this system is failing in its own terms, that we're having to spend a lot of money, downstream response treatment. And to me that's not the point. To me, the point is to create societies where everyone can flourish. But the fact that there's a lot of money that's currently, I'd say being wasted, because we're not smart enough to yet build these economies, I think it's a real possibility to widen the arguments out. And there's been some analysis to this on the WEAll website, [weall.org/failuredemand](http://weall.org/failuredemand), some analysis of the Scottish budget. In an organisation I work with in Australia, the Centre of Policy Development is just starting to undertake some analysis of Australian spending to try to quantify or put a decent estimate on the extent of that downstream avoidable cost.

- Thank you. Now I've got a couple of questions about demographics. And the first one is about how do you engage with older people who do vote to encourage them to champion the wellbeing concepts, and which are not foreign concepts to most of us. What are some of the wellbeing ones that we just sort of intuitively or more likely to lock onto?

- That's a nice question. So I'm all for consultation and public engagement and having big deliberative processes to develop what priorities are, partly for instrumental reasons, to build a mandate, and build people getting excited about this. But the thing is, those consultations, wherever they are in the world, will come up with fairly similar outcomes because this is about fundamental human needs. These are things that make us innately human. I've been part of some consultations when I was with Oxfam in really deprived parts of Scotland. Then when replicated the project in India, and then a colleague of mine did a similar project in Namibia. So very, very different parts of the world asking people what mattered to them. So sitting down, having a cup of tea and a conversation about what really matters to you. So when people are given a chance to pause and reflect. And what they come up with in those very, very different contexts is quite intuitive. It's things like sense of purpose and dignity. Having shelter, your health, your relationships, sense of security, having enough money. People don't necessarily want extraordinary amounts of money. They want enough to participate in society and security of that income, time in nature. Those deliberative processes are reinforced by opinion polls. And I'm a bit of a geek and I collect opinion poll findings, and they are saying again and again and particularly since COVID, that people are questioning the nature of the economic system, they're wanting to see the economy address inequalities and respond to climate change, that the various component parts of economic change are very popular, policy by policy. They're also mirrored by findings of sociologists and psychologists and even neuroscientists when they look at what makes different parts of our brain light up, what stops the stress hormone of cortisol rushing through our veins? It's when we are cooperating, it's when we're in relationships, when we feel we have control and autonomy and dignity, when we're in nature. And so from all these really diverse quarters, all these sort of, you know, different sources of evidence, you start to build a picture of some fundamental human needs. And so I think these are really speaking to what deeply matters to people. And then the question is, why don't we have an economy that's delivering that? Why is there such misalignment with the outcomes of our current economic system and what people need? And I was telling colleagues the other day, there's an American food scholar, Frances Moore Lappé, and she says, why is it that collectively, we're creating a world that none of us as individuals actually want? And then that takes us





into a conversation about our democratic systems and so on. The question mentioned older people?

- Yes.

- Oh, so yeah there's lots of young people out, you know, being active for this. But I think older people have such a role to play. And we're seeing a lot of them out active, whether it's through their own businesses, whether they're protesting as well. I mean there's lots of grandmas for climate and all sorts of stuff. But also there's things like how money is spent, where you invest your pension, and your shares, what political parties you support, what letters you write to the editor, you know, angry from East Auckland, you know, what sort of things are you spotlighting, how are you writing to your local councillor, and how also, I mean, how you spend your time? I mean, do you give back to your community? Are you mentoring folks? Are you encouraging sort of business models? Are you starting a tool library or are you sharing your space as well? So I think yes, you know, often it's younger people are seen as out there on Fridays for the future and so on, but I think this is across the board.

- And indeed, I find that on so many issues I get engaged very well with younger people and older people. But it's the people in the middle who just head down because they think they've sussed out the system and they're just trying to make the system work for them whilst they're in their prime. Sometimes, yes.

- They're also the sandwich generation, aren't they? That they're sort of caring for kids and then they're caring for elderly parents as well and they're trying to keep their, you know, pay off their mortgage, and put food on the table, and deal with kids who are growing up with climate anxiety, and the pressures of bullying, and looking at the fact that their living standards are flatlining compared to their parents. So I don't begrudge folk in that generation feeling a little bit scunnered, as they say in Scotland.

- The other demographic question was about high net worth individuals. You're engaging with them, and how are they, some of them are responding.

- And I hear that my alma mater, Oxfam, has been part of . And I think that's brilliant. You have, you know, billionaires around the world like Warren Buffet and Bill Gates saying, the first responsibility of a rich person is to pay their taxes. There's groups like Patriotic Millionaires who is saying this is extraordinary amount of work and often it's more . So it's accumulation of wealth that will make more money than you and I could earn for a salary or a wage. And so it's not an income. And so they, we've seen this particularly since COVID, the gains of growth have gone to those who have assets and housing, and shares. And so it's their wealth that does it, everything for them. And so there's a lot of folks who are recognising that and saying, how do we contribute? Yes, paying our taxes. But there's also some people in the philanthropic world, particularly saying Europe and the States, I think,



and hopefully here in New Zealand more so in the coming years who are saying, you know what, philanthropy in the past has been part of reinforcing the current system. It's been relatively easy to fund food banks and mosquito nets and downstream charitable responses, but what might philanthropy mean when it's supporting economic system change. And so there are some incredible funders and foundations out there. The Omidyar Group. So it's the guy from eBay, they've got a beautiful series of videos on Vimeo about system change, little cartoons. I really recommend watching them, 'cause they're starting to grapple with what does system change really, really mean? And really lovely language and really, you know, nicely articulated messages. So yeah, there are folks who are starting to get there. The other risk is when you get that confluence between financial wealth and political power and that idea of political capture that I think is incredibly insidious. And there's all sorts of ways to attend to that, through, you know, less concentration in media ownership, caps on political party donations, calling it out, you know, who sits around the table when we're making laws, you know, which accountants are advising on tax laws, or, you know, is it company, I mean in the UK, their food standards authorities made up of CEOs and advisors to some of the biggest food and beverage companies. I mean, which is just, you know, scary at one level. So there's all those sorts of issues too. So that wealth can be used for incredibly good work, but also can be really used to undermine what we need more of.

- If I may just try and make an Oxfam connection. This is a very New Zealand kind of thing. We always think everybody's related and therefore you must have worked with Kate Raworth at the same time at Oxfam?

- Yeah, yeah. We were there together. And she went to write the book and she passed over to me a project to say, right, how do we downscale that idea of the doughnut to different countries? So we did it for Scotland, Wales, UK, South Africa, Brazil, saying, what does this look like when it's translated to different localities?

- I see the work you are doing and Kate's work with the doughnut economy has really, and we've had Kate here in New Zealand and indeed we have Doughnut Economics Advocates in New Zealand, and question from one of the members that organisation here, which I'm about to ask. And so, I think the two of you bring enormous power to and to very complementary ways of looking at things to yeah.

- I mean I'm very flattered that you put us together 'cause Kate's an intellectual hero of mine, also a really lovely, lovely person. And I think she's doing amazing work and I very much see getting inside the doughnut as a pre-condition of a wellbeing economy. And it's incredible. What I love about it, and actually, they're on a boat from the Glasgow to Canberra right now. I got printed the doughnut on tablecloths so that you can go into meetings and say, yeah, let's think broadly, you know. How do different activities of a company or an NGO or a, you know, community group, how do they contribute to getting inside the doughnut? And I think what's really powerful about the doughnut is it shows again that this can't just be about in the environment or can't just be about social justice issues. We need to see these things together. Whether it's understanding the patterns of



their root causes and the interconnections, but also being really bold and ambitious in terms of how we respond to these challenges and not just see, you know, isolated responses, but say how can we have co and multiple benefits? But yeah, Kate's incredibly inspiring. They've just come out, for anyone who's in business here, with a business guide of sort of how do you translate the ideas of doughnut economics, and it's led by another exfama, we call ourselves from the ex. Yeah, if you're from Oxfam and you're ex-Oxfam, you're part of the ex family, it's naff, isn't it? And yeah, from a guy called Erinch Sahan who also is, he's an Australian Turkish guy, and so he's now working with Kate to do this beautiful work of saying, how do we translate these ideas to businesses? And there's some beautiful workshop guides that we can use. Kate's also an ambassador of the Wellbeing Economy Alliance, as is Sophie Howe. She's now just joined as a trustee actually. So when you see her in a few months, you'll know that she's one of the trustees of WEAll global.

- Fantastic, thank you. A question here. Thank you.

- Kia ora. Hey, thanks so much for your insights and presentation. It's electrifying and energising. It's fantastic. So in Aotearoa here we have some incredibly successful banks and it's the thing that's happening around the world. I'm wondering just as, I suppose it's quite pointed really, but I'm just kind of curious as how banks might be encouraged to participate in a wellbeing economy. Are there examples of that or models that could be set up?

- Yeah, yeah. And banks have a massive, massive power. And so often you hear from some of the leaders of these enterprises, like social enterprises or worker co-ops that they go to their bank and say, help, we need some financial investment to get going, to buy equipment or set up shop. And banks just say, look at them blankly, don't understand, what do you mean? Workers own the business. Or what do you mean you've got a social purpose? Don't understand that. And I think that's really sad and outdated thinking, but then there are banks who are starting to say, we have a very positive constructive role to play here. And so the example of Triodos Bank in the Netherlands is a good example of that. There's Bendigo bank in Australia. And of course in, sorry?

- Savings and loans in Australia as well.

- I'll have to check them out. They've probably come about since I was last there. And also in Germany, they have much more regional banking system. So it's not these big massive multinationals where you have it all, every decision's made on a computer, but it's more old scale, old style community banking. So I think, again, and I'd say this more broadly about the whole financial system, finance is almost the plumbing or maybe the energy is a better way of saying it, the energy of the new economy. And so we need to channel that finance to the sort of activities that we need to see in a better economy. And there are some incredible, and I'm a bit squeamish about impact investors, the impact investing agenda to a degree, but when the people are starting to say we've got to look beyond financial returns, Tim Jackson who's one of the great thinkers in Prosperity without Growth, he heads up something called this centre for understanding sustainable prosperity. He says we should see



investment in a financial investment sense as commitment, not as a rent-seeking device to generate financial returns, but as commitment to an activity that we want to support. So there's some great examples of folks in the investment community who are absolutely grappling with these questions, and I hear from a lot of them, they're really saying, how do we go beyond quarters? I've just been invited to speak to one of the big pension funds in Edinburgh, a group called Baillie Gifford, who are massive. And they're saying, we're struggling with this, we're asking similar questions, come and help us with that. So it is really heartening them. There's a lot of folk within these systems who are asking big questions and trying to figure out how do they utilise what they have at their disposal to be part of the solution. And again, it's sort of like that second to last, you know, that last slide, I think everyone's got something to play here and I absolutely see yeah, finance has got to be part of it, come to the party.

- Last question, I'm just going to loop back to Scotland and this is the question from the person here in the room who's a member of Doughnut Economics Advocates New Zealand. And it's the hard question that always needs to be asked, what indicators or statistics in Scotland show the wellbeing economy strategy is actually working?

- Yeah, so the challenge here is it they haven't built a wellbeing economy in Scotland yet. What they've got is little pieces of that jigsaw puzzle in place, but huge headwinds against that, whether it's because of the COVID or austerity for the last decade, but also because they also counteract those good pieces of the jigsaw puzzle with what they're doing with the other hand. So there's an incoherence and an inconsistency, which means if I was a government minister here, I could come up and I'd read you out the bullet point of the cool things that we're doing, and you'd think, oh that's great, there's a lot, but what I wouldn't tell you is how that was being offset by other activities and you know, more investment in oil and gas, or, you know, more undermining of workers' rights or so on. And so in a way, it's too early to see, 'cause one there, you know, we're not yet haven't made, created a wellbeing economy. There's these huge headwinds and there's an inconsistency and incoherence in implementation. That said, we see at companies like Green City Wholefoods, that I mentioned, who have been around for decades, that are really successful. So they're doing something right there. We see in Preston, where I was saying that, you know, mental health is going up, as evidenced by work of The Lancet, and they're the most resilient city. So there's, I think, there are hints that we see that this can work. But I mean Scotland certainly, their levels of poverty have been pretty consistent over the last few decades, which shows those recipes that have been reached for again and again have had their chance and are no longer are definitely not working. So it's time to experiment and think things anew and be a bit bold in how you try to attend to some of those problems.

- Which is the perfect cue for me to hand the microphone to Gareth about the conference here, 'cause this is a fabulous opportunity for us here in New Zealand, to explore this some more. So, Gareth Hughes.



- Kia ora, I'm Gareth Hughes, the country lead for the Wellbeing Economy Alliance Aotearoa. I just want to thank Auckland Conversations for this wonderful event, Rod. Katherine, I've been on the road the last three days with Katherine. We've been meeting with ministers, members of parliament, councillors, academics, economists, the public, the media. And what's been really interesting is the major question everyone's been asking is, well how do we do it? How do we get there? Not a single person that says the system's working, the business as usual is the way we need to continue. Everyone wants to know how we get there. So I'd like to invite you to join us to continue this conversation, to focus on the solutions. So the Economy for Public Good Conference is going to be August 31st at AUT, University in Auckland. What we're going to be doing is asking for the first time possibly in New Zealand's history, a conference entirely focused on how do we redesign the economy so it works for the people on planet. How do we have an economy that delivers for the public good? We'll be shining a spotlight on Maori and indigenous approaches, doughnut economics, degrowth economics, steady state economics, ecological economics. There are so many solutions out there from business to what's happening in towns and cities across the country. So please join us. It's entirely focused on the solutions. We're also going to be putting the politicians' feet to the fire. This is going to be a matter of weeks before our general election. And this might be one of the few chances, and I encourage you all to also question candidates this election, to challenge them to think systemically, to ask them are they this election focusing on the symptoms or are they focusing on the systems? Are they just coming up with failure demand solutions and band-aids, or are they really coming up with what we need to redesign our economy for it works for the public good? So check out our website, [weall.org/hubs/NewZealand](http://weall.org/hubs/NewZealand). Also, if you just Google, Wellbeing Economy Alliance Aotearoa, you'll get a link to the Economy for Public Good Conference. This is going to be really important, it's going to be really fun, and it's going to be really inspiring. So please join, kia ora koutou.

- Thank you very much indeed, Gareth. And thank you once again for making it possible for Katherine to come and join us. And I know there's still questions out there that I haven't asked, but I need to draw this to a close. So a final, sort of call, I was about to say to arms, that's far too militaristic, but a final, you know, injunction to us on this about how we can really get going on this and start to make a very big difference.

- So I'll just say again, channel your inner three-year-old. Don't be content just to take symptom by symptom downstream action. Recognise that we can do better than that. We can absolutely change the operating system. We can change how the economy's designed because it's been done before. You've all got a role to play in that no matter where you are in the system and what you're angry about or where your energy takes you, jump on the Wellbeing Economy Alliance website, sign up, be part of WEAll New Zealand, 'cause it's loads of loads of cool stuff happening there. But also take these conversations out there, 'cause I think so often we're forbidden for having these discussions. We're forbidden from asking bigger, harder questions about the economy. So keep asking, you know, and keep channelling that inner three-year-old and daring to ask, but why, but why, but why.



- Indeed. And the Auckland Conversations team standing there at the back had a particular ask for me to put on their behalf, if you've got more questions about all this and you'd like to know, for example, what's going on in Auckland Council that reflects any of this, please do have a word with them afterwards and they'll take down your questions and try and get some answers for you. And please, do share this discussion with people once you get an email telling you that this recording is now up live on the Auckland Conversations website. And I hope this is very much just the start of a much fuller conversation. So, thank you very much for being here. Thank you for sharing your great knowledge and passion on this with us. A big hand for Katherine, please. Thank you very much, indeed.

- Thank you.



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