

The Nordic Healthy Cities' digital seminar: "Creating a People-Centric Wellbeing Economy: Empowering Communities for Sustainable Growth"

Welcome to a new digital seminar with the Nordic Healthy Cities Networks!

In this seminar, we will explore how Nordic cities can work with local communities to create healthy and inclusive development through a Wellbeing Economy

About wellbeing economy

A wellbeing economy is an economy designed to serve people and the planet, not the other way around. Rather than treating economic growth as an end in and of itself and pursuing it at all costs, a Wellbeing Economy puts our human and planetary needs at the center of its activities, ensuring that these needs are all equally met, by default.

In a Wellbeing Economy, our definition of societal success shifts Beyond GDP growth to delivering shared wellbeing. This involves a fundamental system change.

During the seminar, you will get an introduction to the concept of the wellbeing economy and examples from Iceland and Finland.

Time: september 12th, at 12.00-14.00 CET

Place: Zoom

About Healthy cities network

For three decades the Healthy Cities movement has been a pioneering driver of change. The network consists of cities and communities that put health and wellbeing high on their agenda. Being a part of the WHO Healthy Cities network means having direct access to technical support, training, and meetings, to learn from each other and share knowledge. The Nordic Healthy Cities Networks represent a high level of competency, insight, and good examples within the field of public health.



Program

12.00 – 14.00

- **Welcome**
Moderator: Charlotte Lisager Petersen, Sund By Netværket
- **Wellbeing Economy – What is?**
Michael Birkjaer – Head of Analysis, WELA - Wellbeing Economy Lab at University of Copenhagen
- **Status of the Wellbeing Economy in the Nordic Countries**
Dina von Heimburg – Associate professor, PhD, Norwegian University of Science and Technology
- **Short break**
- **WHO Healthy Cities Wellbeing Economy Pilot**
Tsering Lama – Technical Consultant, WHO Healthy Cities Secretariat
- **Wellbeing Economy in the City of Reykjavik**
Harpa Thorsteinsdottir – Healthy Cities Coordinator, City of Reykjavik, Iceland
- **Wellbeing Economy in the City of Kajaani**
Veera Lintula – Public Health Coordinator, City of Kajaani, Finland

There will also be time for joint discussions in break-out rooms during the webinar.

