



Wellbeing Economy Lab

**WELA is an independent, science-based economic think tank dedicated to the co-creation of a Danish Wellbeing Economy across the political spectrum**

**In a world that struggles with interconnected crises, WELA is driven by the view, that the fundamental needs and rights of people and planet should be at the heart of policy-making.**

**The problems we face are systemic in nature**

We live in a world where the ecological limits of our planet have been transgressed, while human wellbeing suffers from increasing social and economic pressures. The crises of the 21st century – be it climate change, loss of biodiversity, or declining social cohesion and mental health – are interconnected and systemic. They are not isolated challenges. They are symptoms of an obsolete economic system obsessively dependent on GDP growth as its measure of success, without regard for the wellbeing of people and the planet.

**Wellbeing Economy: A systemic solution enabling good lives for all**

A Wellbeing Economy offers a systemic solution to the crises of the 21st century. It aims at reorienting the economy to serve the common good, by changing the design of the economy. The Wellbeing Economy Governments (WEGo); Wales, Iceland, Scotland, Finland, New Zealand & Canada are already pioneering this shift, leading the way for other countries to follow.

**WELA's goal: Making Wellbeing Economy central to Danish policy**

WELA is not just a think tank that passively seeks to understand the polycrisis but also a “do-tank” that actively engages with new policy ideas, governance designs, methods and narratives. Our primary goal for the strategy period 2023-2027 is to position the Wellbeing Economy at the center of policy in Denmark. To achieve this, we are tailoring our approach to fit the unique socio-cultural and economic context of Denmark and the Nordic region. Through close collaboration with other Nordic countries and a global network of experts, we aim to accelerate the transition, making it both resilient and deeply rooted in local realities.

We see a systemic problem...

The economic system  
Is a source of  
interconnected crises



Planetary Boundaries  
have been  
transgressed



Human needs and  
rights are under  
pressure

...that calls for a systemic solution...

**Wellbeing Economy**

An economic system that meets the fundamental needs and secures the fundamental rights for current and future generations within planetary boundaries.

... tailored to a Nordic context.



- People and planet in balance -