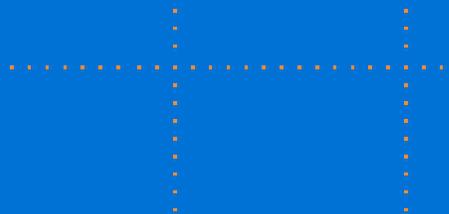
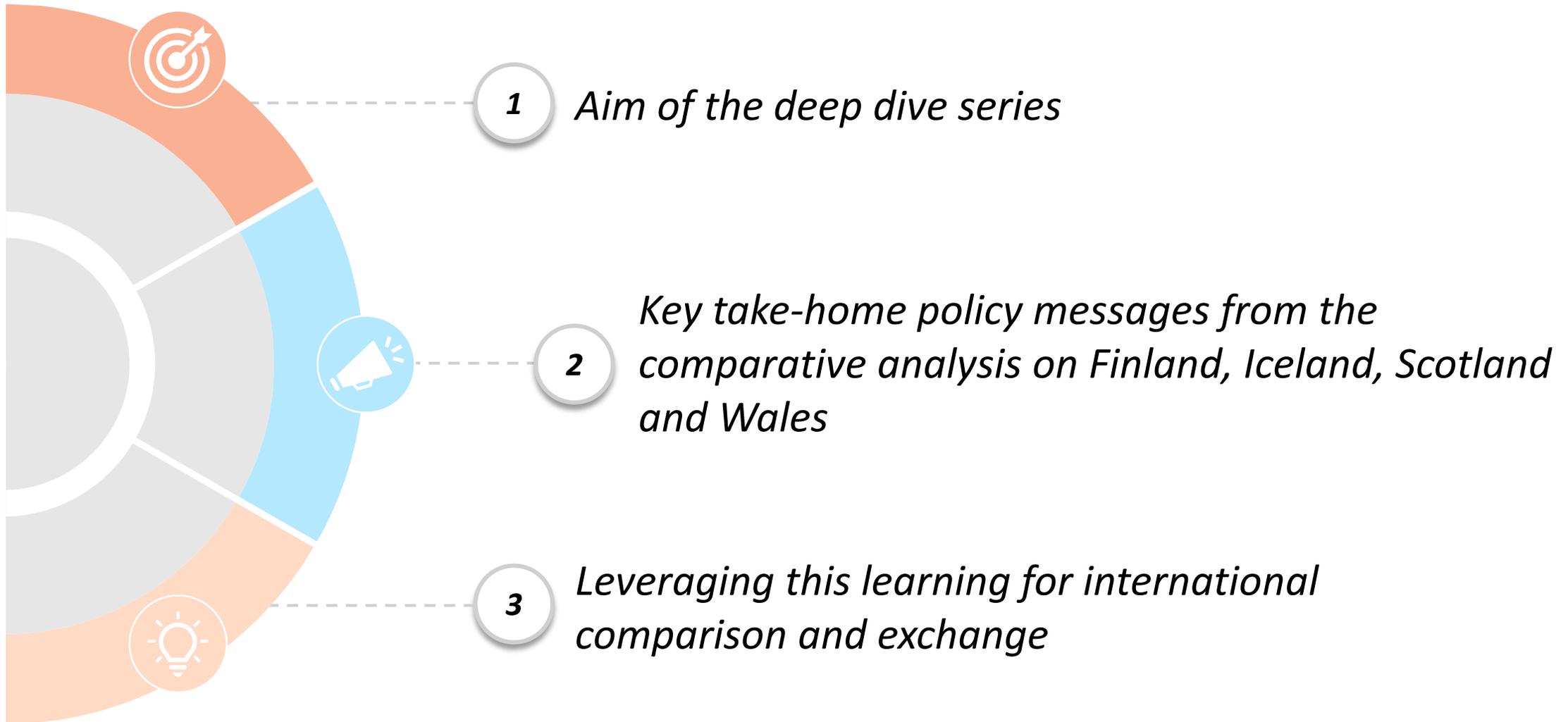


# Deep dive: Wales

Chris Brown, Head  
WHO European Office for Investment for Health  
and Development



# Objectives



**#Health4Wellbeing**



# Aim of the deep dives series on the well-being economy



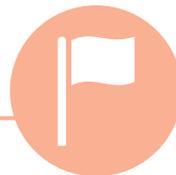
## Stock-take

Provide a rapid stock take on the evidence for policy



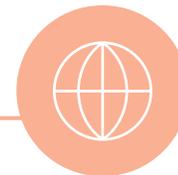
## Document and showcase

Document and showcase new policies and approaches supporting countries in their shift to well-being economies



## National-level

Support national-level discussions and cross-sector policy dialogues



## International

Support international exchange, learning and collaboration

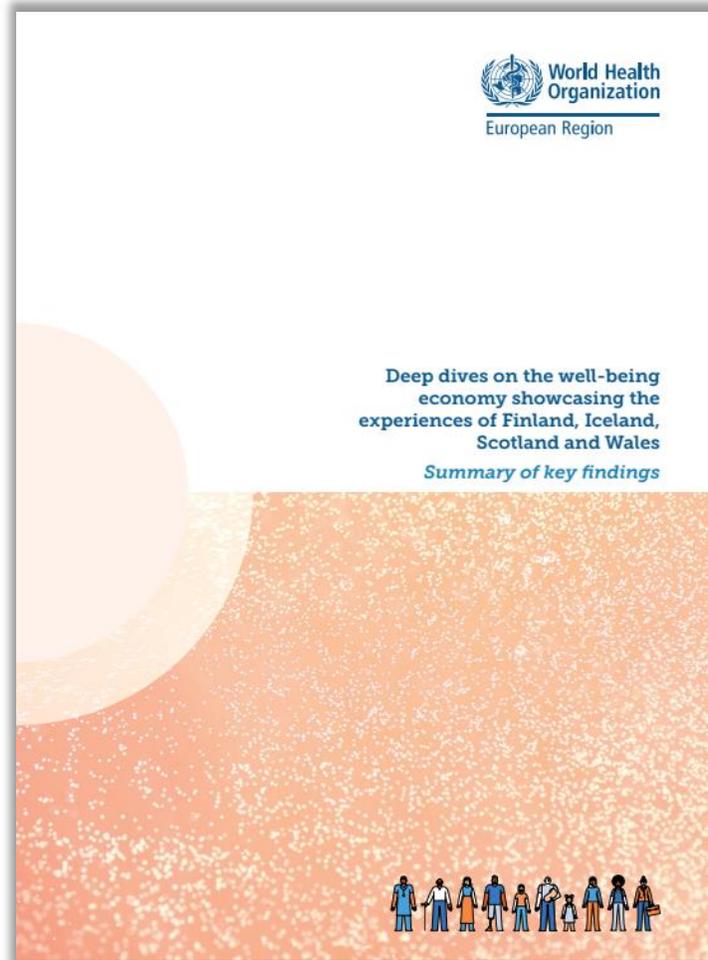


## Advocacy-building

Provide evidence for advocacy-building

**#Health4Wellbeing**

# Each country deep dive showcases:



*Drivers of the country's shift towards a well-being economy*



*Key concepts and strategies*



*Governance structures and mechanisms*



*Monitoring and metrics*

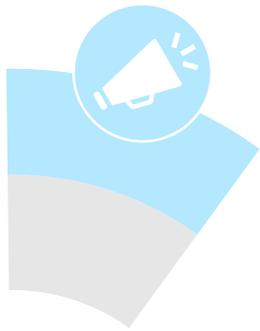


*The specific role played by (public) health*



*Enablers and barriers*

**#Health4Wellbeing**



# Key take-home policy messages (1/2)

*From the experiences of Finland, Iceland, Scotland and Wales in shifting to well-being economies*



## High level commitment

*key for advancing well-being economies nationally and internationally.*



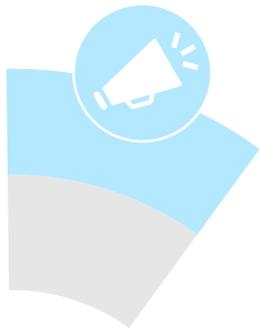
## Leveraging international collaboration

*important for building political constituency and fostering innovation.*



## Legislation and politically binding commitments

*play an essential role in implementing policies that are aligned with the well-being economy.*



# Key take-home policy messages (2/2)

*From the experiences of Finland, Iceland, Scotland and Wales in shifting to well-being economies*



## The (public) health sector



Plays an important role both as **advocate** and **change agent**



Acts as a **convener** by facilitating **cross-governmental dialogue**



Contributes to shaping policies that **maximize impact on well-being**

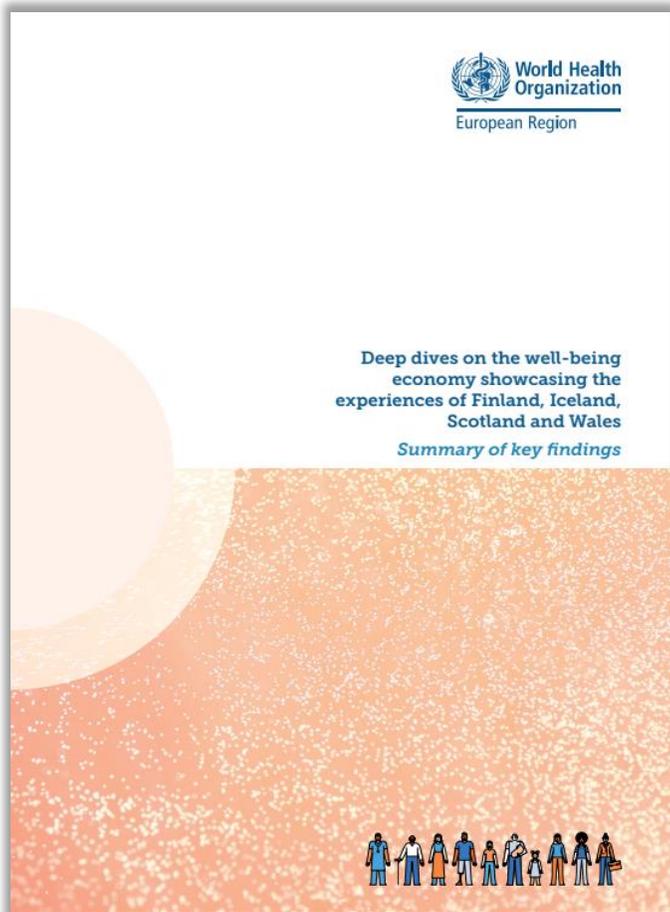


Advances **existing welfare state systems**, building on “Health in All Policies”

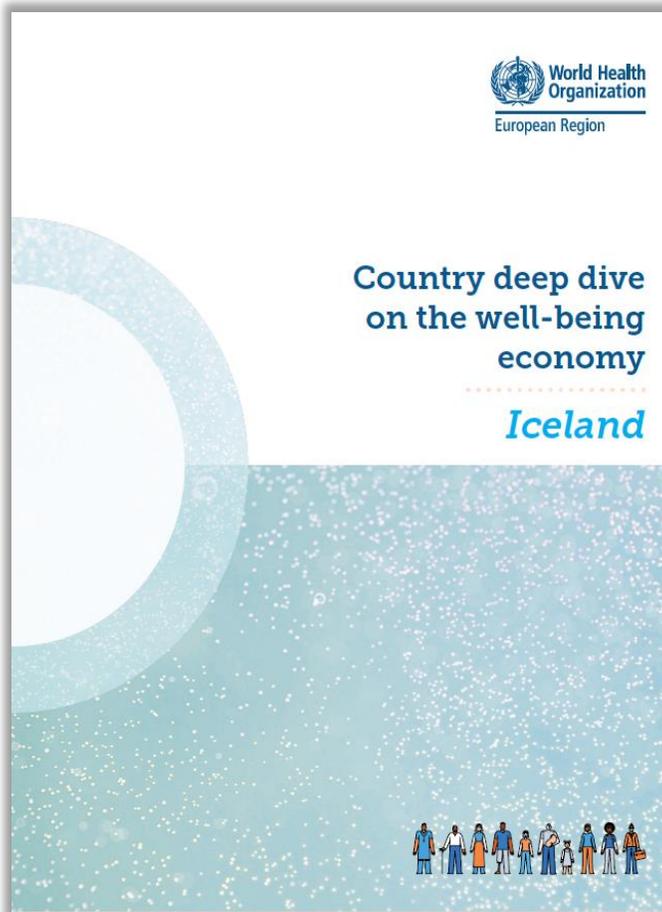


The health sector is a driver, co-creator and beneficiary of well-being economy policies!

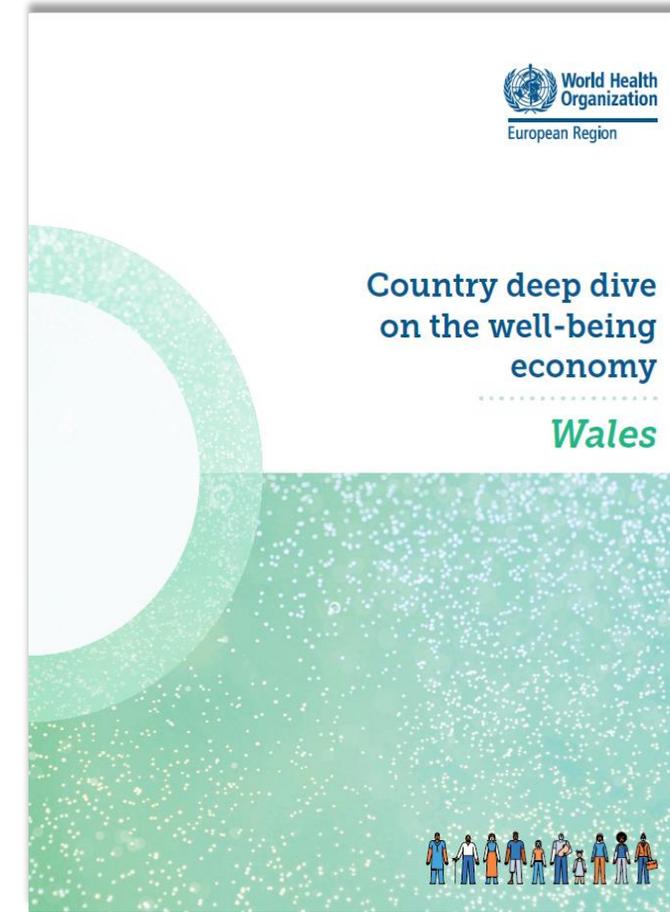
**#Health4Wellbeing**



**Summary of key findings  
(Finland, Iceland, Scotland and Wales)**



**Deep dive on Iceland**



**Deep dive on Wales**

**#Health4Wellbeing**