



RURAL URBAN EUROPE



ROBUST [VIRTUAL] FINAL CONFERENCE

MORE THAN JUST MONEY:
WELLBEING APPROACHES FOR THRIVING REGIONS

21 SEPTEMBER 2021



BETTINA BOCK

Welcome to this workshop

- aim: to discuss how policymakers can realise the foundations for thriving regions while focusing on wellbeing instead of money
- method: discussion with panellists experienced in working with wellbeing as a new policy frame and interest in rural-urban relations
- Starting: brief introduction of wellbeing and relevant ROBUST results

Wellbeing as the basis of thriving regions

Growing attention for wellbeing and human flourishing among OECD, LTVRA, nation states & regions

Wellbeing > economic growth:

Social cohesion & belonging, livelihood & development, health & safety, nature & sustainability

To realise 'comprehensive wellbeing':

→ Change in policy & governance: aims & approaches, coalitions & tools



Territorial Agenda 2030

JUST EUROPE

GREEN EUROPE

Place the well-being of residents at the heart of any policy, strategy or measure



AIM: For an equitable distribution of wealth, health, and wellbeing while protecting the planet's resources for future generations and other species



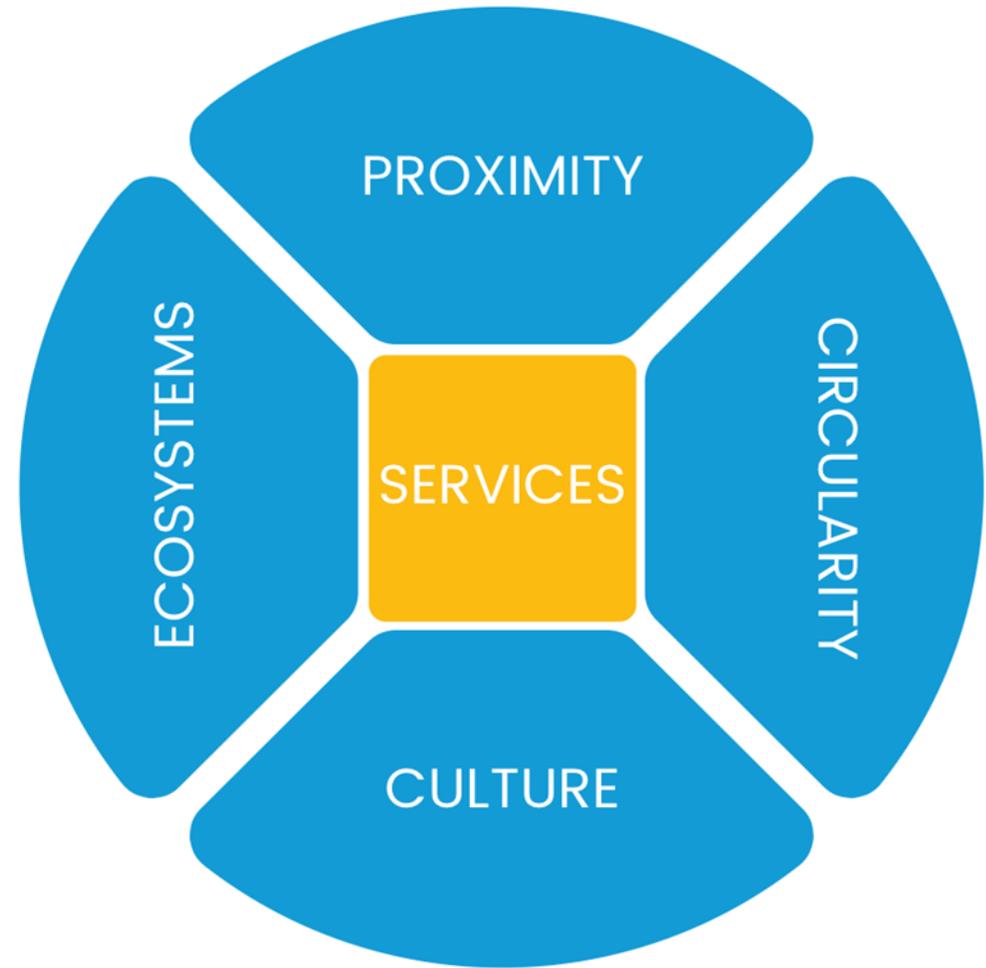
https://weall.org/wp-content/uploads/WEAll-Briefing-Understanding-Wellbeing_July2020.pdf

ROBUST Living Labs: it's all about wellbeing

- LL have looked into rural-urban interaction on issues of services, food, culture, eco-system services
- Demonstrating the potential of connecting rural and urban places, people and products;
- to produce shared wellbeing
- Hence, not economic growth but wellbeing should be at the core of policies & practices;

ROBUST Living labs' eureka

- five dimensions that are support shared wellbeing
- Rooted in five domains of rural-urban linkages: social services, cultural heritage, ecosystem services, (local) food
- dimensions interact & enable each other



Foundations for (regional) wellbeing



1. Basic public infrastructure

- *social* : education, health care, public transport
- *material*: roads, housing, water, energy, internet

2. Sharing (local/rural-urban) interrelations of collaboration

3. Anchor institutions as pillars of the wellbeing economy

→ **Focus today** is on the role of governments
vision, tools & governance arrangements

Panel discussion on current wellbeing policies



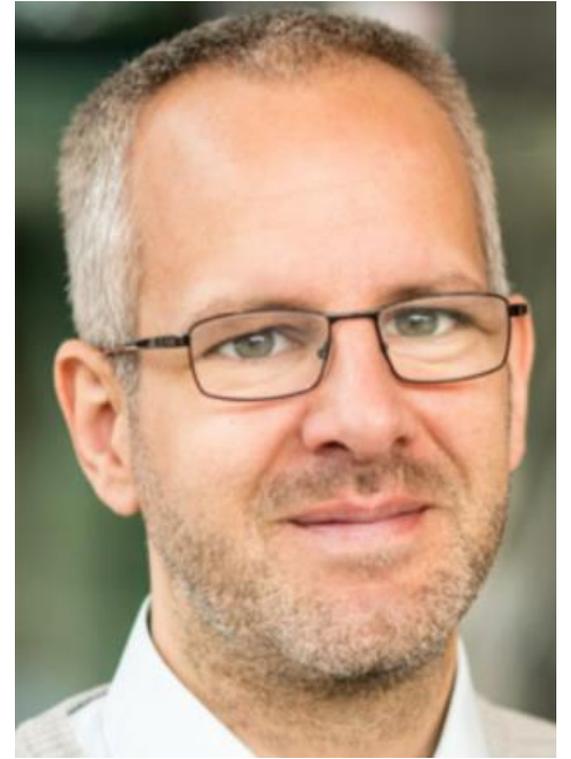
Rosemarie Harris, county councillor Wales



Marc Hameleers,
Programme director
Region deals, NL



Ellen van Selm, mayor &
president P10, NL



Stephan Bartke, project leader
Stadt-Land-Plus, Germany

Thank you very much!

Contact information here.



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