

Introduktion til Trivselsøkonomi

d. 14. september 2025

3 mennesker på en øde ø...



Upstream

Upstream

Initiativer, der fokuserer på at forebygge skader, ved at adressere kilden til skaderne

Downstream

Symptombehandlende initiativer, der fokuserer på at lindre skadeeffekter, der hvor de opstår (og ofte efter de er opstået)

THE ECONOMIC SYSTEM

Addicted to eternal GDP growth.



NATURE

Planetary boundaries are being transgressed.



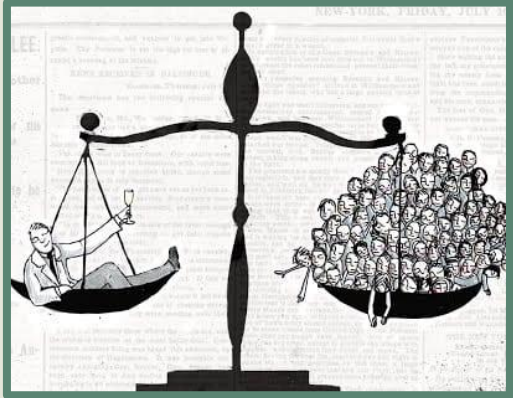
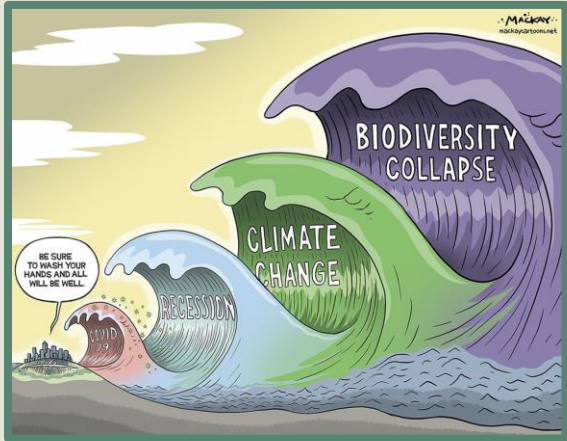
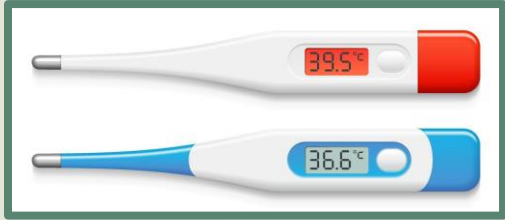
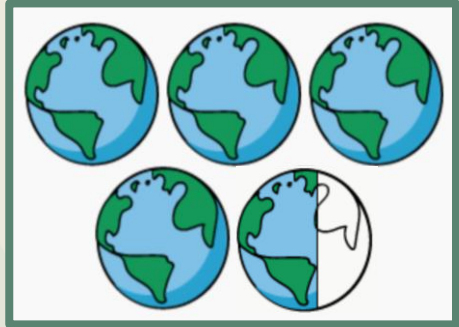
SOCIETY

Physical, mental and social wellbeing is under pressure

Upstream

THE ECONOMIC SYSTEM

Addicted to eternal GDP growth.



NATURE

Planetary boundaries are being transgressed.

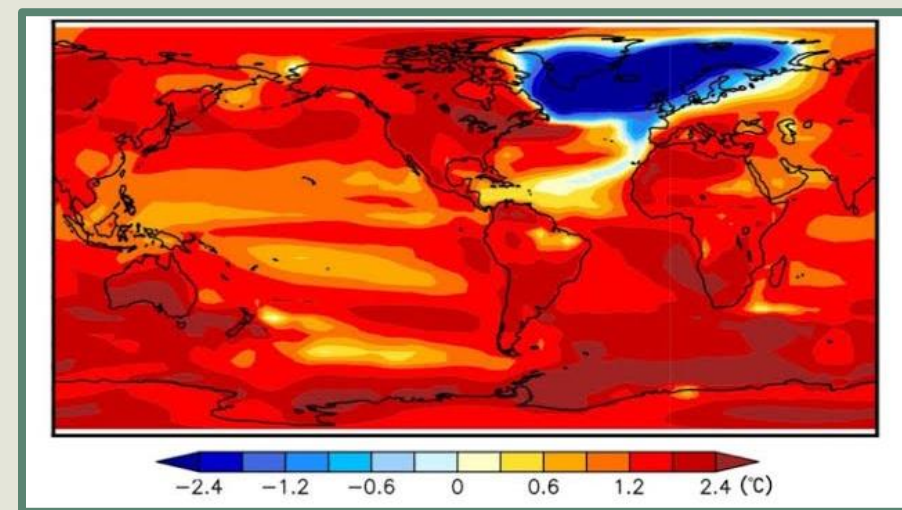


SOCIETY

Physical, mental and social wellbeing is under pressure



Tippepunkter

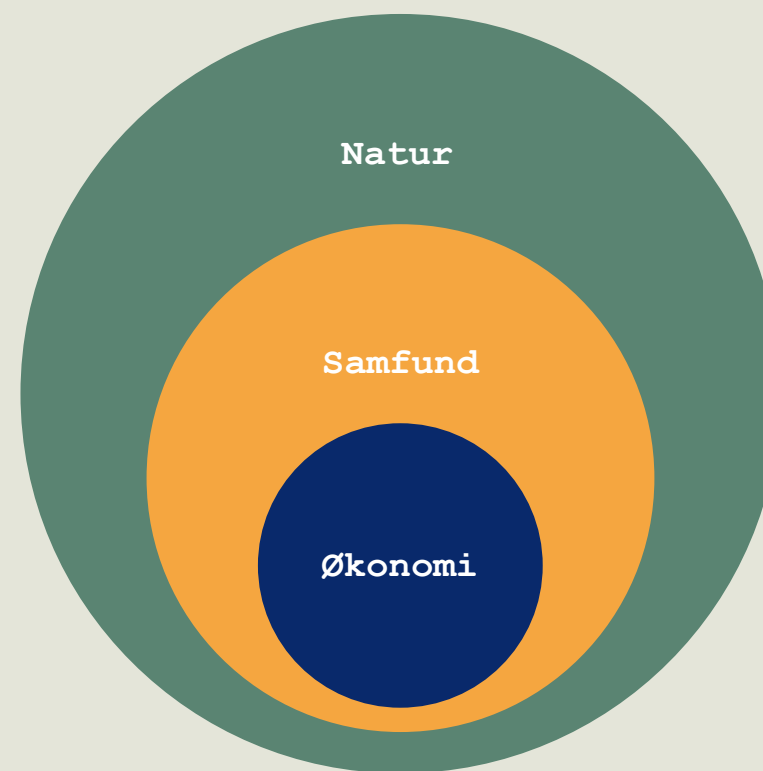


Udfordringer i det 21. århundrede

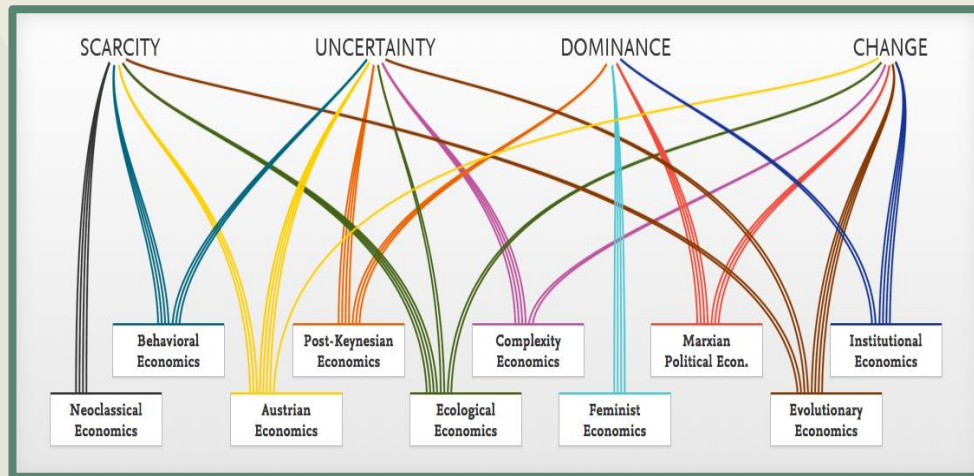


Definition af Trivselsøkonomi

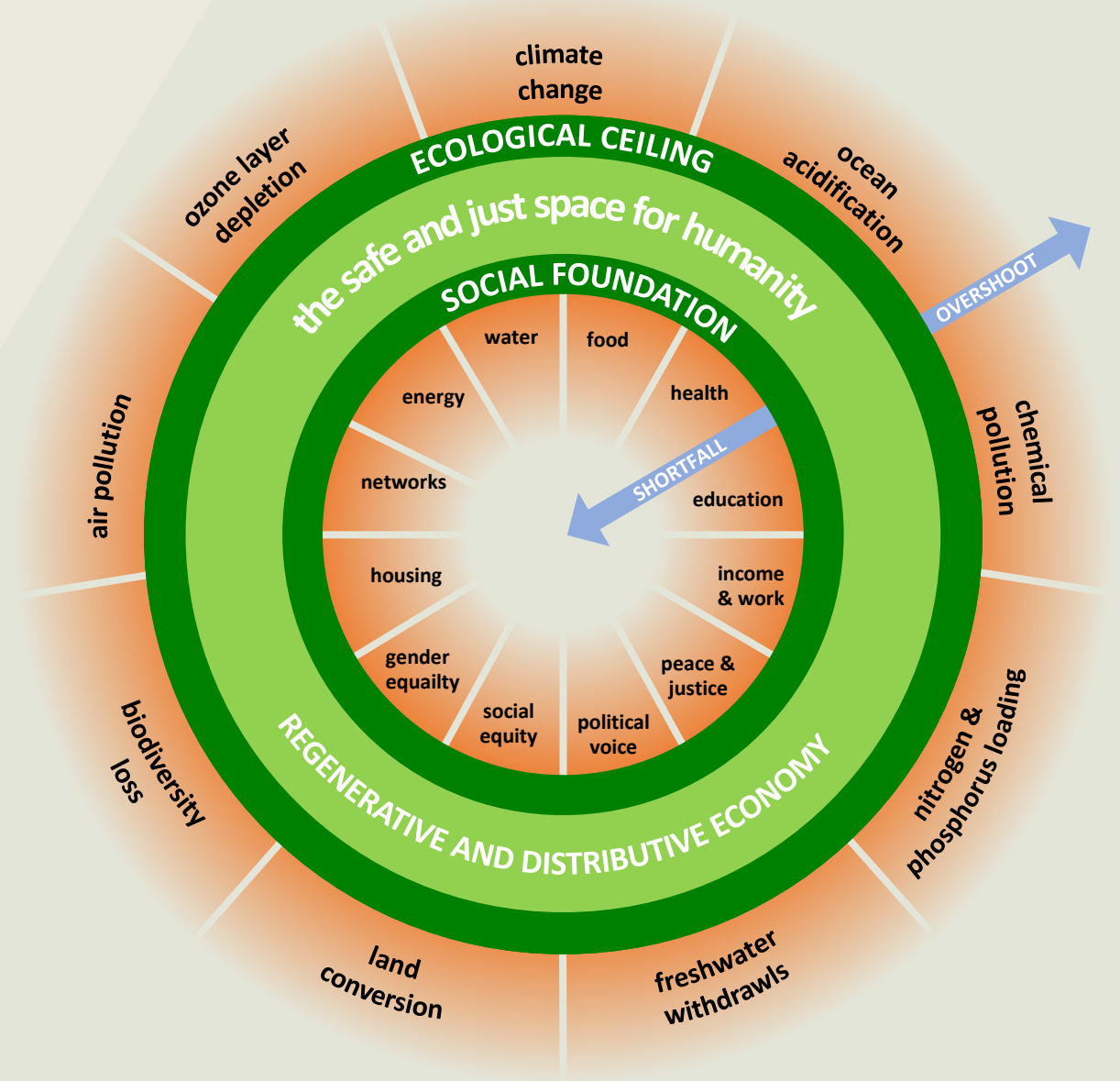
Et økonomisk system der **forsyner** nuværende og fremtidige generationer med muligheden for at **leve gode liv indenfor** de **planetære grænser**.



Trivselsøkonomi er et "picnic blanket"



Kilde: <https://www.exploring-economics.org/en/orientation/>



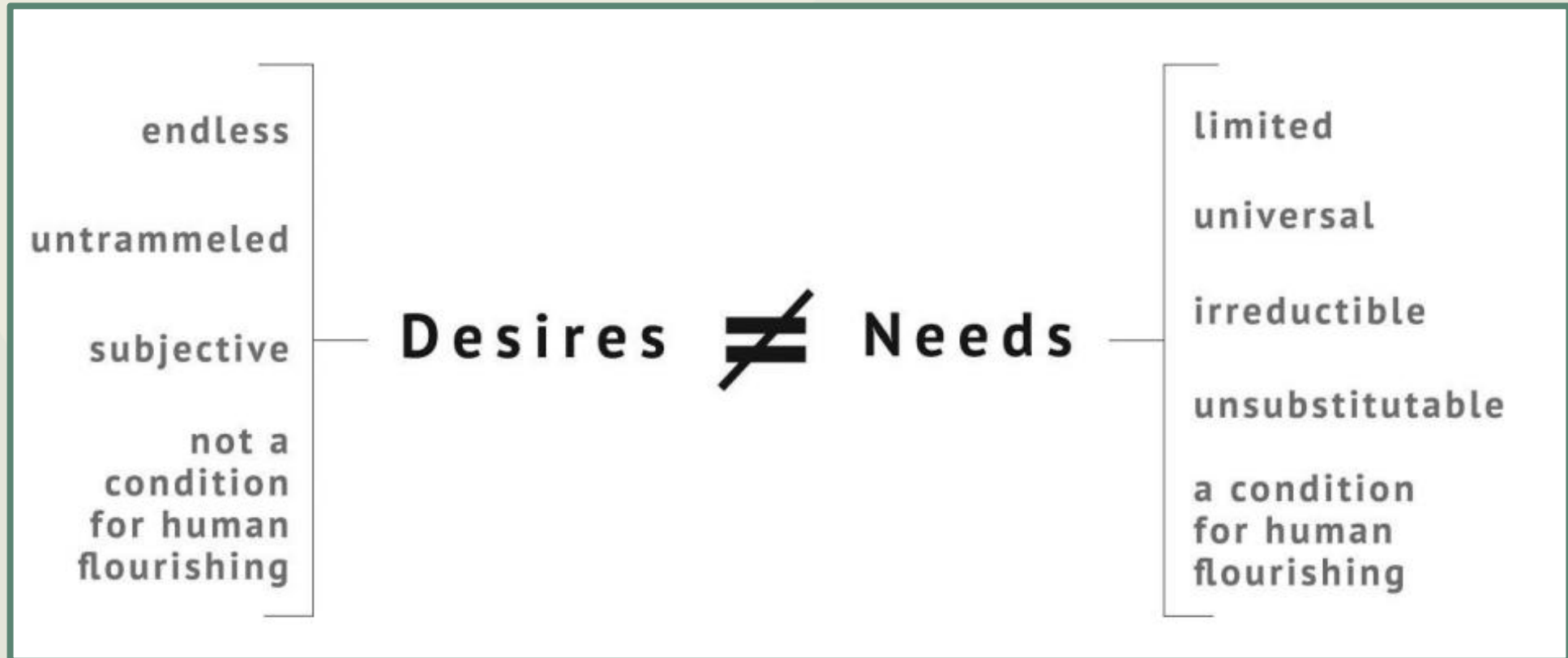
FN's klimapanel: Efterspørgselsiden

Figure 5.6 | Two-way link between demand-side climate mitigation strategies and multiple dimensions of human well-being and SDGs. All demand-side mitigation strategies improve well-being in sum, though not necessarily in each individual dimension. Incumbent business (in contrast to overall economic performance) may be challenged. Source: Creutzig et al. (2021b).

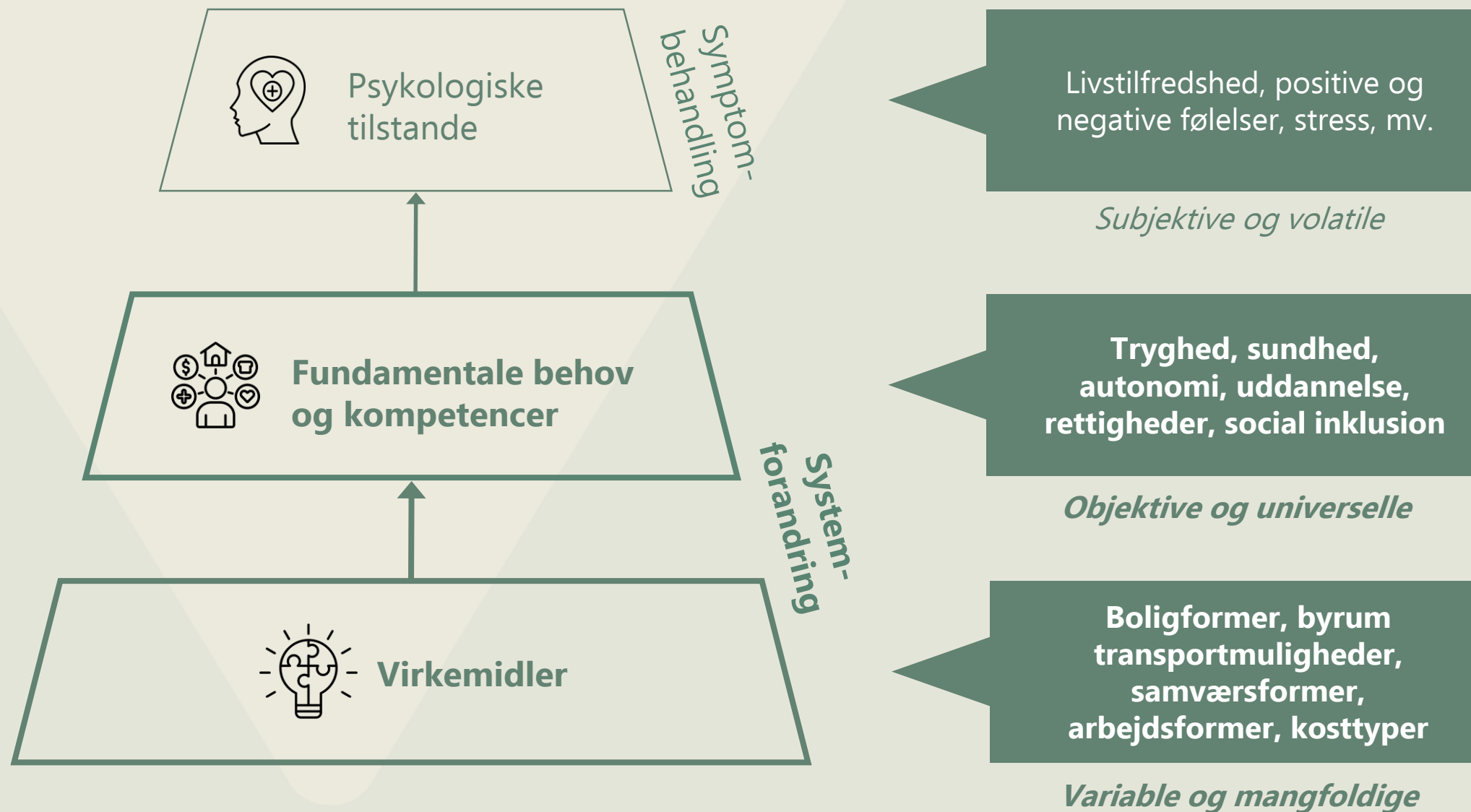
SDGs	2	6	7,11	3	6	7	11	11	4	Communication	1,2,8,10	5,10,16	5,16	10,16	11,16	8	9,12
Mitigation strategies/ Well-being dimensions	Food	Water	Air	Health	Sanitation	Energy	Shelter	Mobility	Education	Communication	Social protection	Participation	Personal Security	Social cohesion	Political stability	Economic stability	Material provision
Sufficiency (adequate floor space, etc.)	[+1] ***	[+2] ****	[+2] *****	[+3] *****	[+1] •	[+3] ****	[+1] •	[+1] **	[+1] **	[+2] ***	[+1] **	[+1] **		[+2] *****		[+2] ****	[+2] ****
Efficiency	[+2] •	[+2] ****	[+3/-1] *****	[+3/-1] *****	[+1] •	[+3] ****	[+2] ****		[+1] **	[+1] **		[+1] **	[+1] **	[+2/-1] ****		[+2] ****	[+2/-1] ****
Lower carbon and renewable energy	[+2/-1] ***	[+2/-1] ****	[+3] *****	[+3] *****		[+3] ****	[+1] ***	[+1] ***	[+1] **	[+2] **		[+1] **	[+1] **	[+2/-1] ****		[+2/-1] ****	[+2] ****
Food waste	[+1] ***	[+2] ****	[+2] ****	[+2] ***	[+1] **	[+1] ****				[+1] **	[-1/+1] ***	[+1] **			[+1] •	[+1] **	
Over-consumption	[+1] •	[+1/-1] •	[+1/-1] •	[+3] ****		[+1/-1] •						[+2] ****			[+1] •		
Plant based diets	[+2] ***	[+2] ****	[+3] *****	[+3] ***						[-1] ***	[+3] *****	[+1] ****		[-1] •	[+2] •		
Teleworking and online education system	[+1] **		[+3] ****	[+2] ****		[+2] ****	[+1] **	[+2] ****	[-1] **	[+2] ****	[+1] ****	[+2] ****	[+1/-1] ****	[+2] ****	[+2] ****	[+2] ****	
Non-motorised transport	[+2] **	[+1] **	[+1] ****	[+3] *****		[+2] ****		[+3] *****	[+1] ****	[+3] ***	[+1] **	[+1] **	[+2] ****	[+2] ****	[+2] **	[+2] **	
Shared mobility	[+1] **		[+3] ****	[+2] ****		[+1] ****		[+2] ****		[+1] **	[+2] **	[+1] **	[+1/-1] **	[+1/-1] ****	[-1] ****	[+2] ****	[+2] ****
Electric vehicles (EVs)	[+1] ***		[+2] ****	[+1] ****	[+1] ****	[+3] ****		[+2] ****			[+3] *****	[+2] ****				[+2] ****	[-1] **
Compact city	[+2/-1] ***	[+1] **	[+2/-1] ***	[+3/-1] ****	[+1] **	[+3/-1] ****	[-1] ****	[+3] ****	[+1] ****	[+1/-1] ***	[+2] **	[+1] **	[+1] **	[+1/-1] ****		[+1] ****	[+1] **
Circular and shared economy	[+2] ****	[+1] ***	[+2] ***	[+2] ***		[+3] ***	[+2/-1] ***	[+3] ****	[+1] ****	[+2/-1] ***	[+1] **	[+1] **	[+2] ****	[+1] **	[+1] **	**	[+2] ***
Systems approach in urban policy and practice	[+1] **	[+2] ***	[+2] ***	[+3] ****	[+1] **	[+3] ***	[+2] ***	[+3] ****		[+1] **	[-1] **	[+1] **	[+2] **	[+1] **		[+1] **	[+3] ****
Nature-Based Solutions	[+2] ***	[+1/-1] ****	[+3/-1] ****	[+3] ****	[+1] **	[+3] ****	[+1/-1] ****	[+1] **	[+2] ****		[+2] **	[+3] **	[+1] **	[+2/-2] ****		[+3] ****	[+1] **
Using less material by design	[+2] **	[+2] ***	[+3] ***	[+2] **	[+2] ***	[+3] ****	[+2] ****	[+2] ****	[+1] **	[+2] **	[+1] **	[+1] **	[+1] **	[+1] **	[+1] **	[+2] ***	[+3] **
Product life extension	[+2] **	[+2] ***	[+3] ***	[+2] **	[+2] ***	[+3] ****	[+2] ****	[+2] ****	[+1] **	[+2] **	[+1] **	[-1] ****	[+1] **	[+1] **	[+1] **	[+2] ***	[+3] **
Energy efficiency	[+2] **	[+2] ***	[+3] ***	[+1] **	[+2] ***	[+3] ****	[+2] ****	[+2] ****	[+1] **	[+2] **	[+2] ****	[+2] ****	[+1] **		[+1] **	[+2] ***	[+2] **
Circular economy	[+2] ***	[+2] ***	[+3] ***	[+1] **	[+2] ***	[+3] ****	[+2] ****	[+2] ****	[+1] **	[+2] **	[+1] **	[+1] **	[+2] **	[+1] **		[+2] ***	[+3] **



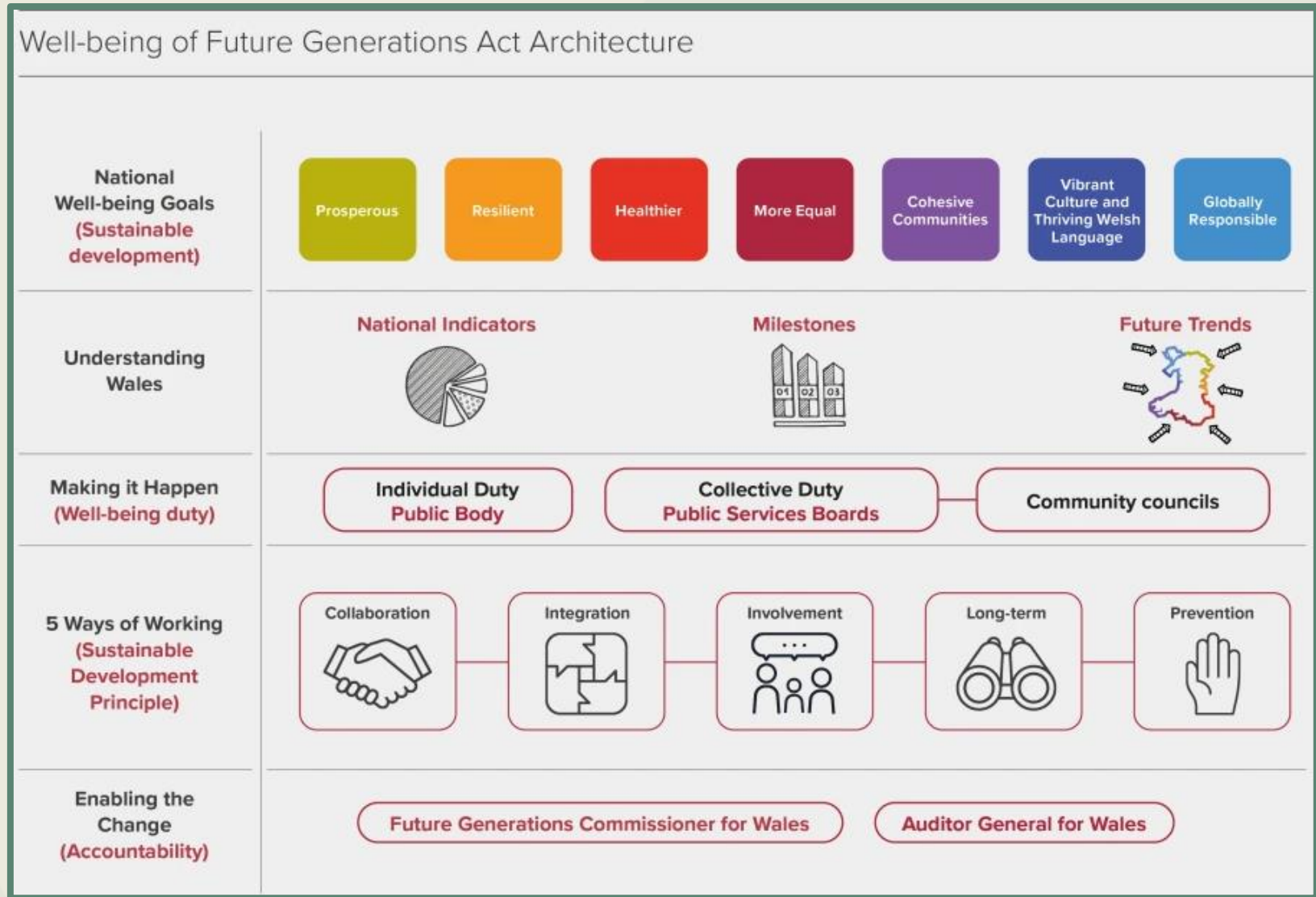
Trivsel som flerdimensionelle behov



Trivsel som flerdimensionelle behov



Wales



Det er allerede på vej...

A BRIEF TIMELINE OF

BEYOND GDP



1937

Simon Kuznets presented the modern concept of GDP to US Congress following the Great Depression, warning that it is not a measure of national welfare

1944

Following the Bretton Woods Conference, designed to foster international cooperation and speed economic progress, GDP became the standard tool for measuring an economy

1968

US Senator Robert Kennedy gave a famous speech in which he proclaimed that GDP "measures everything except that which makes life worthwhile"

1971

Bhutan begins measuring its progress using a Gross National Happiness Index

<https://sustainable-prosperity.eu/sustainable-prosperity/beyond-gdp/#section-1>



... også i byerne!



Anbefalinger

3 grundlæggende erkendelser i

trivselsøkonomi: hårde grænser

1. Planlæg sætter
2. Trivsel har fysiske, mentale og sociale dimensioner
3. Økonomi er et redskab, ikke et mål i sig selv

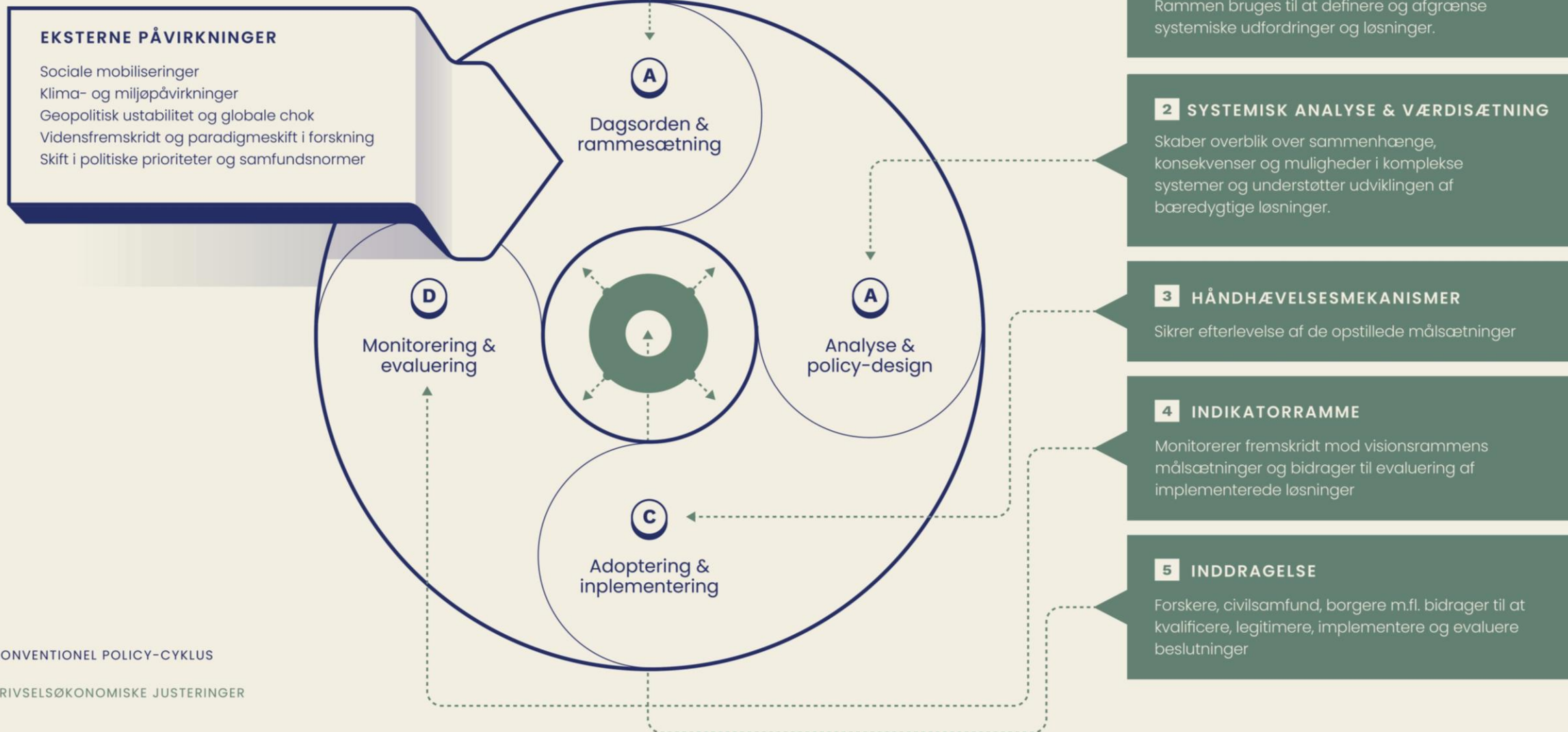
3 anbefalinger:

1. Fokuser på de reale ressourcer - mennesker og natur,
2. Øk kroppe og forældede styringsmekanismer
3. Etisk repræsentation - af naturen og de fremtidige generationer

Lad os udvikle et nyt instrumentbræt



Kommer snart...



Tak for jeres opmærksomhed

Kontakt:

mf@wellbeingeconomylab.com