

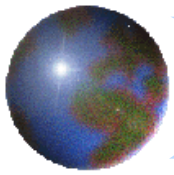
Decent Work, Decent Life



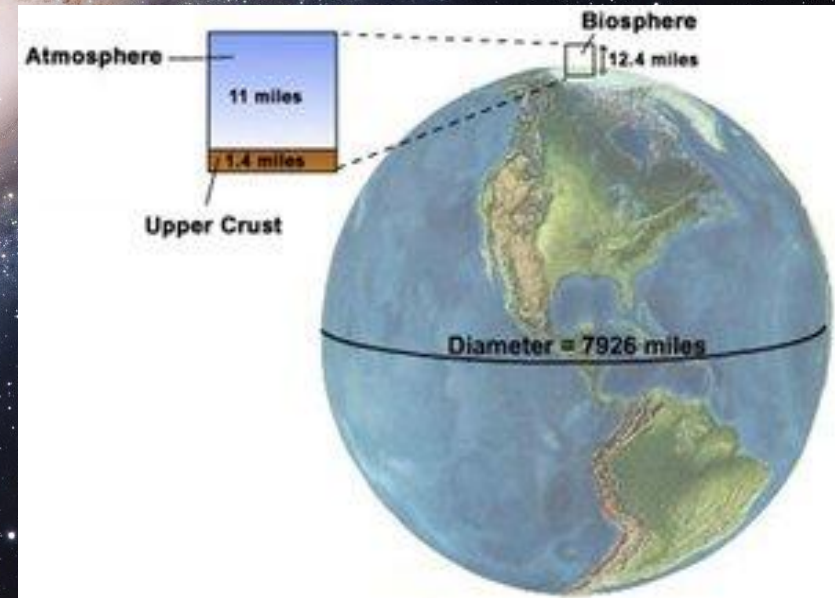
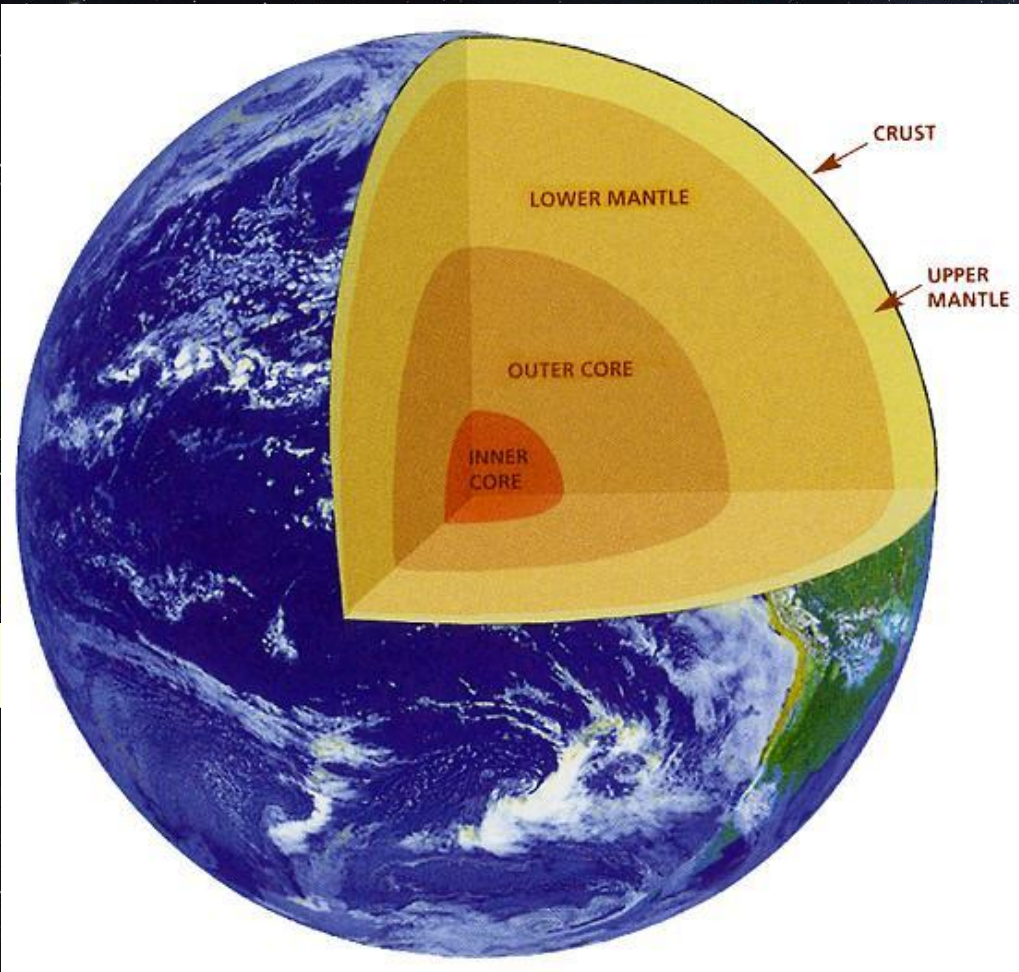
«Decent Work, Environment and Health»

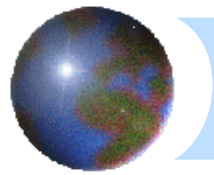
Werner Christie,
World Health Connections Inc,
Associate Professor
Norwegian business School BI
Hedmark University College
Gjøvik University college



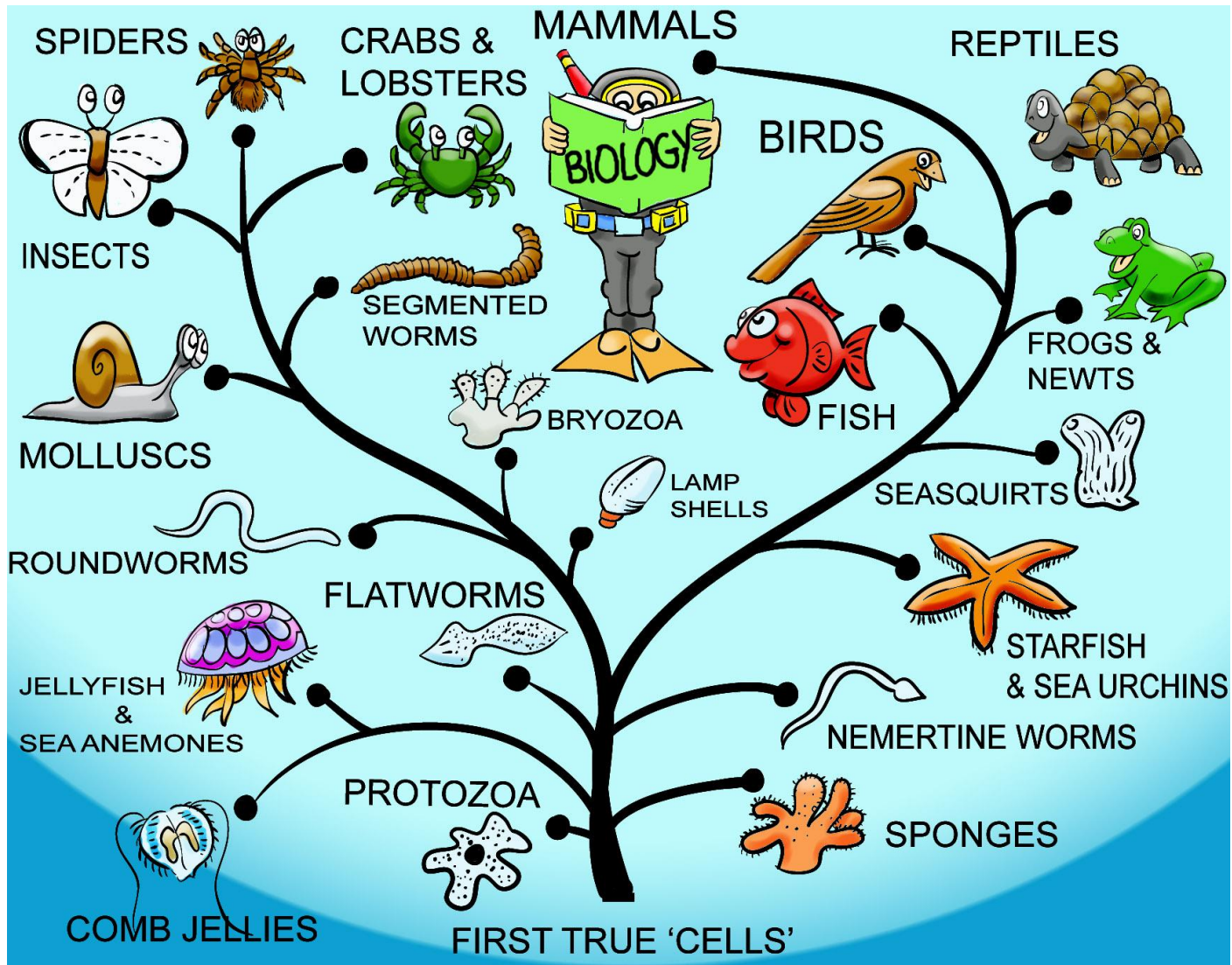


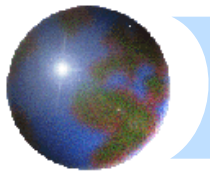
Where are we?





What goes on : Evolution!



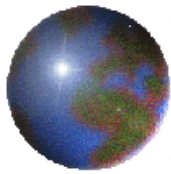


What drives evolution?

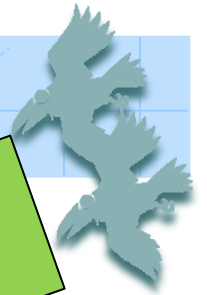


11 December 2014

Social Dialouge, Romania.



What is health...and Well-Being?



$$\text{Health} = \frac{\text{Salutogenesis}}{\text{Pathogenesis}}$$

Market Failure

Market Pull

Health Literacy
Health Behaviour

$$\text{Well-Being} = \text{Health} \times$$

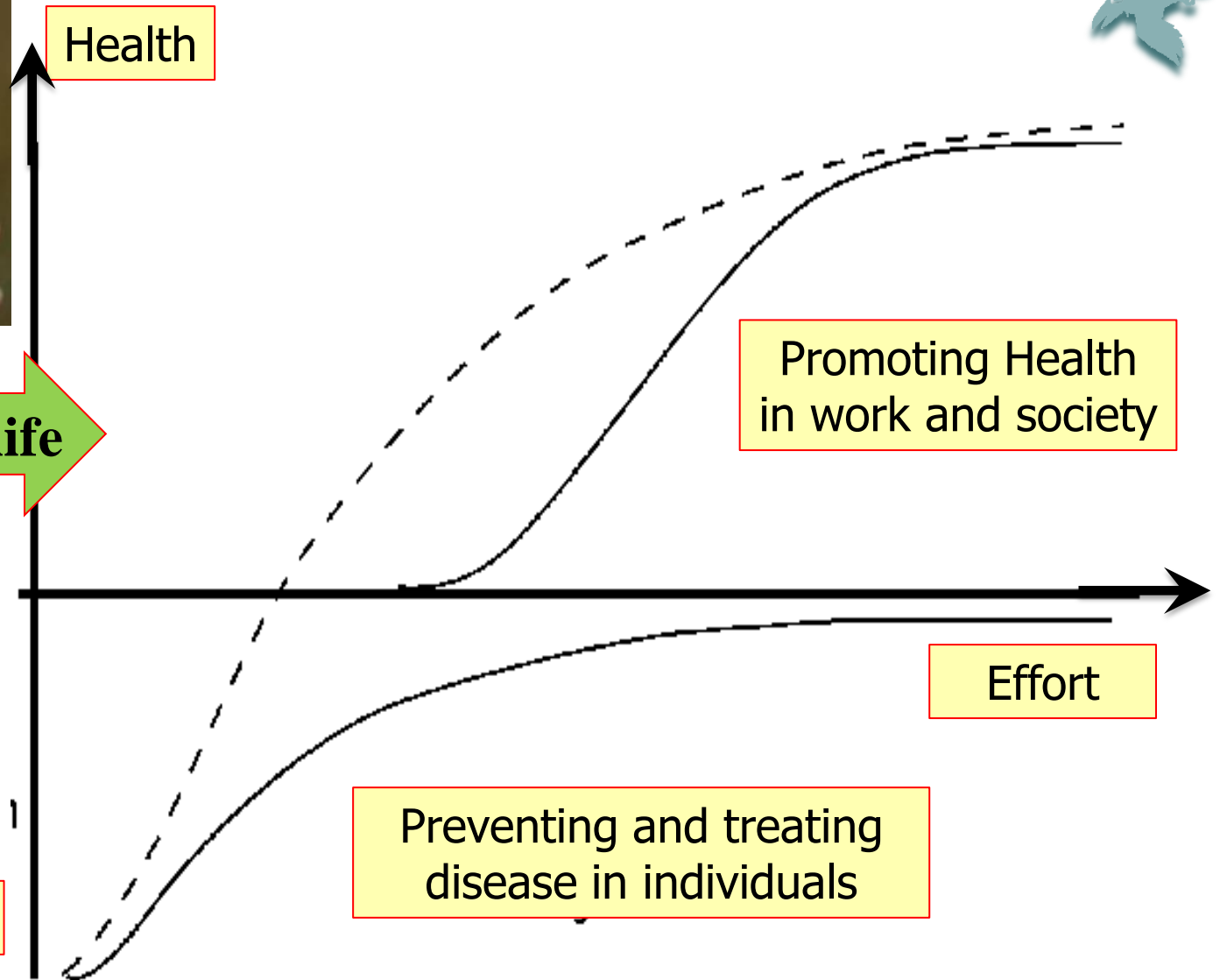
Coping Capabilities

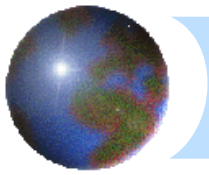
Social & Environm. determinants

Welfare-evolution



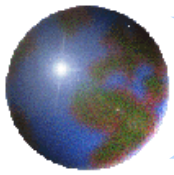
Prof. Peter Hjort's model:





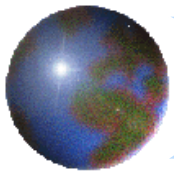
What is Coping Capability?





Health = Coping and Coherence

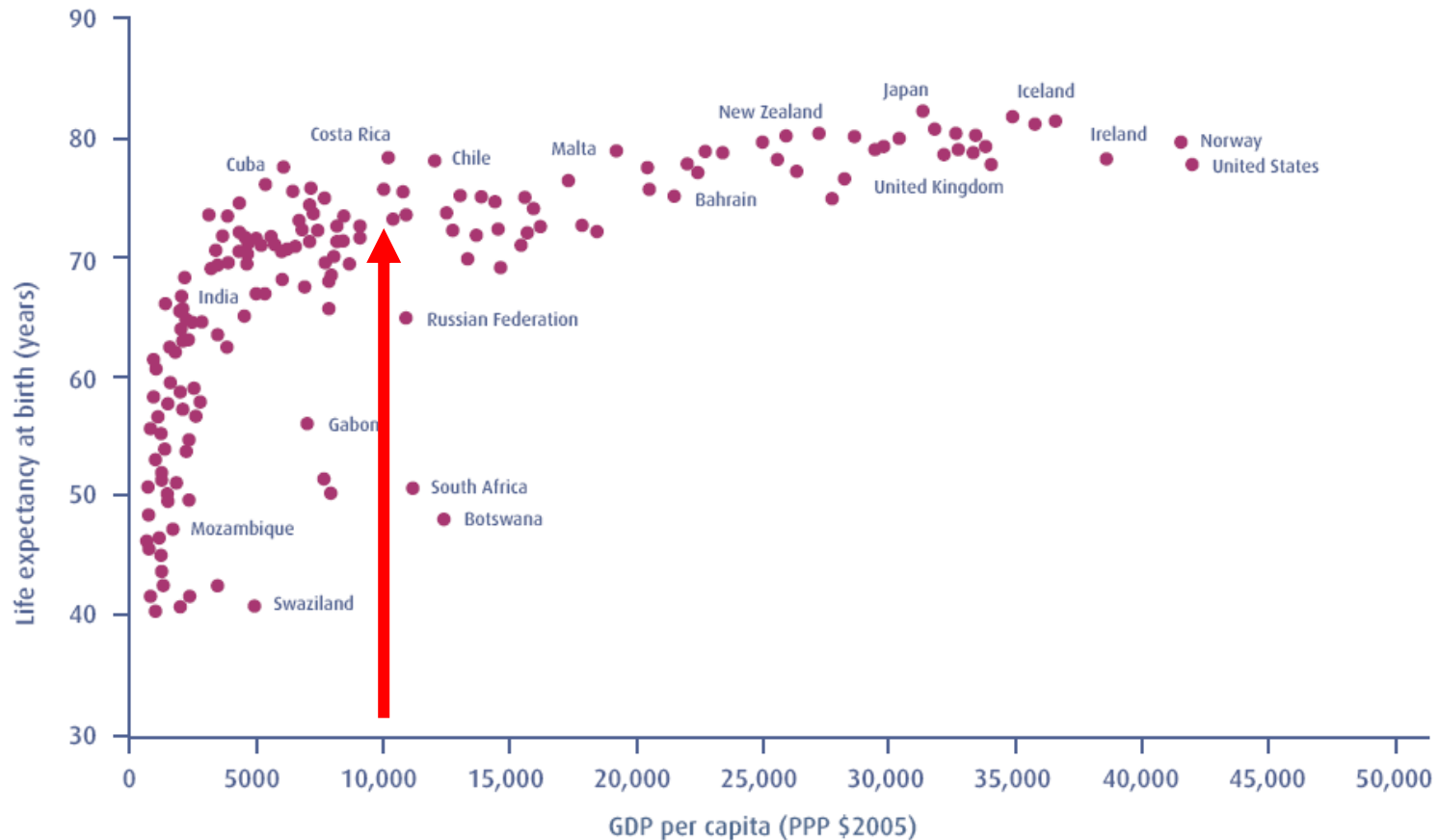


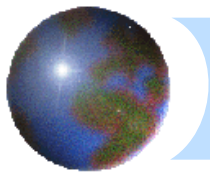


Wealth does not Increase Health



Figure 8 Life expectancy at birth vs average annual income¹⁶

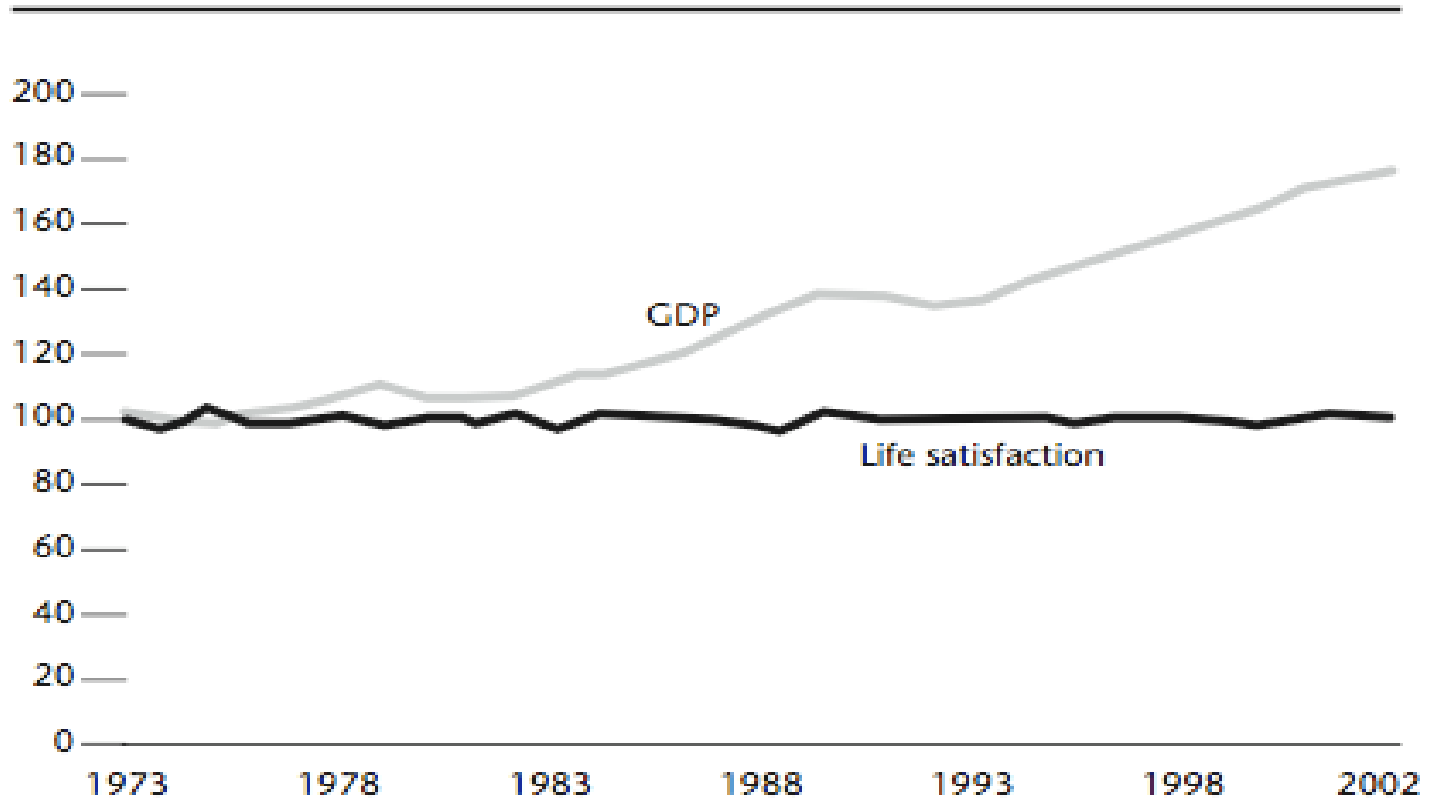




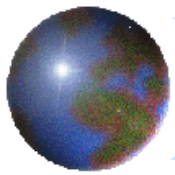
Life Satisfaction, not GDP



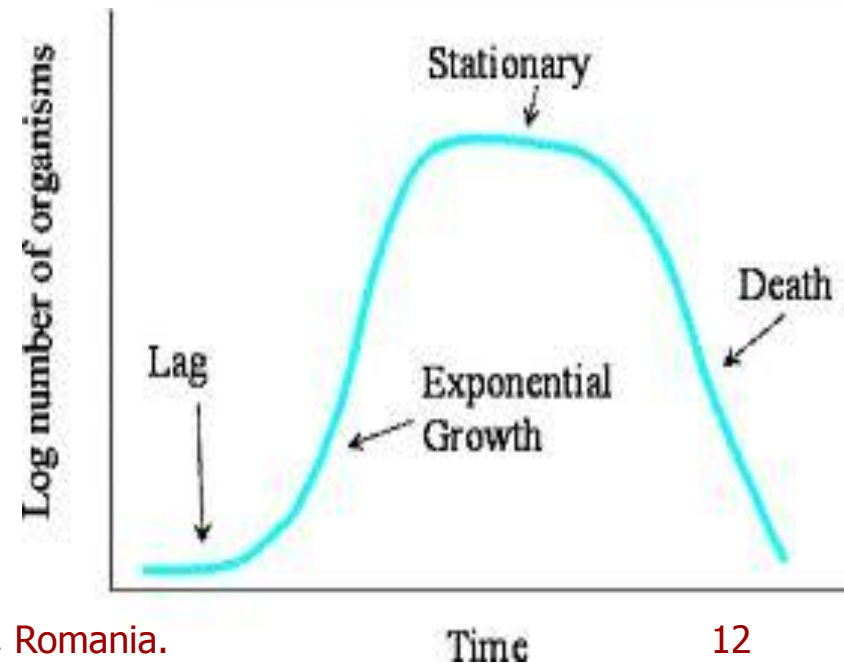
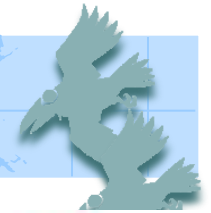
Figure 1 UK life satisfaction and GDP, 1973–2002
1973 = 100

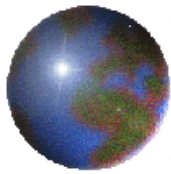


Source: NEF (2004)

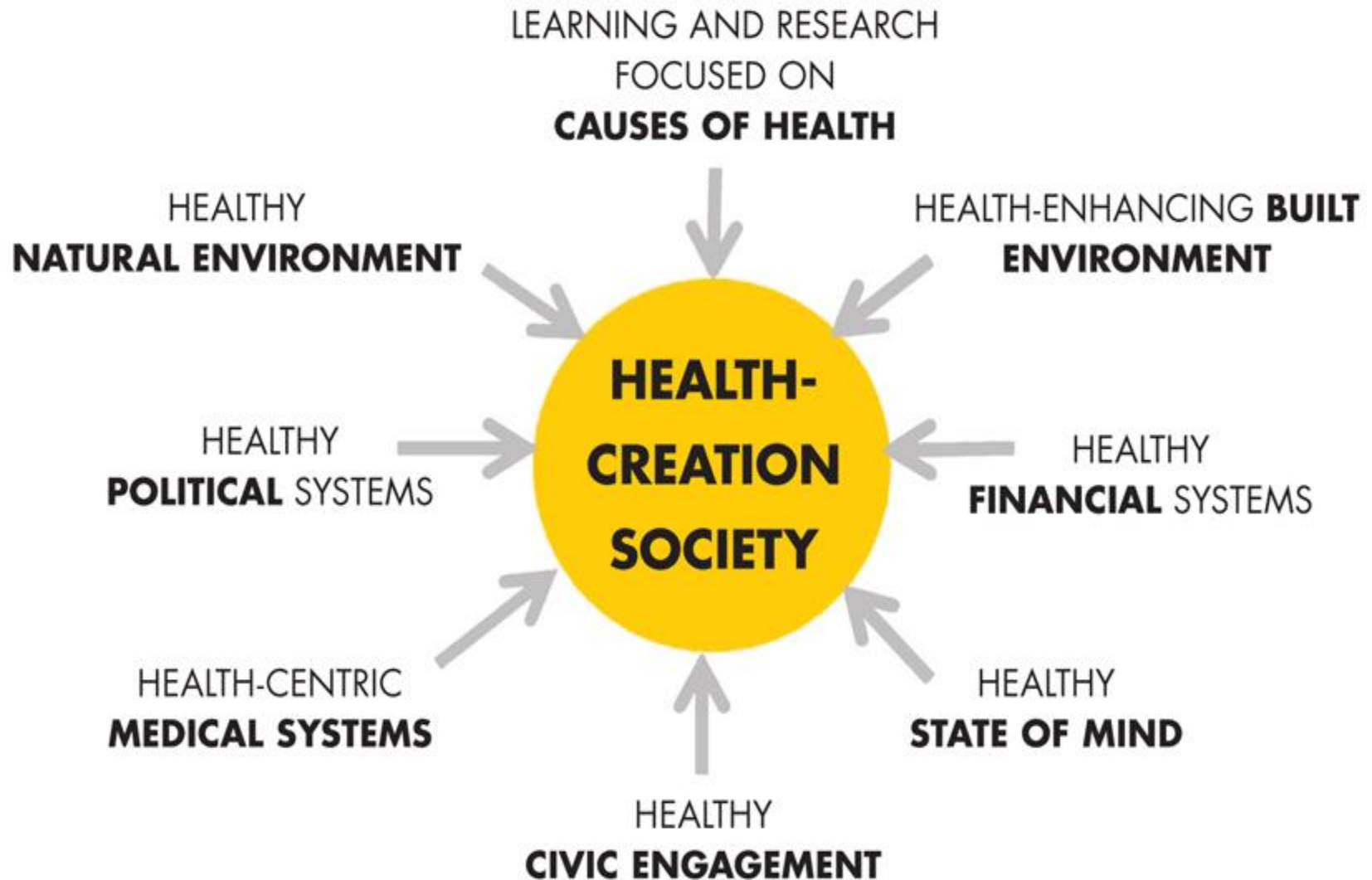
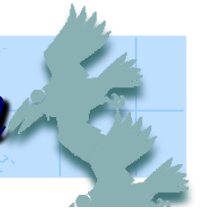


Growth; Ecological and Economical

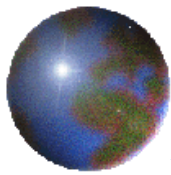




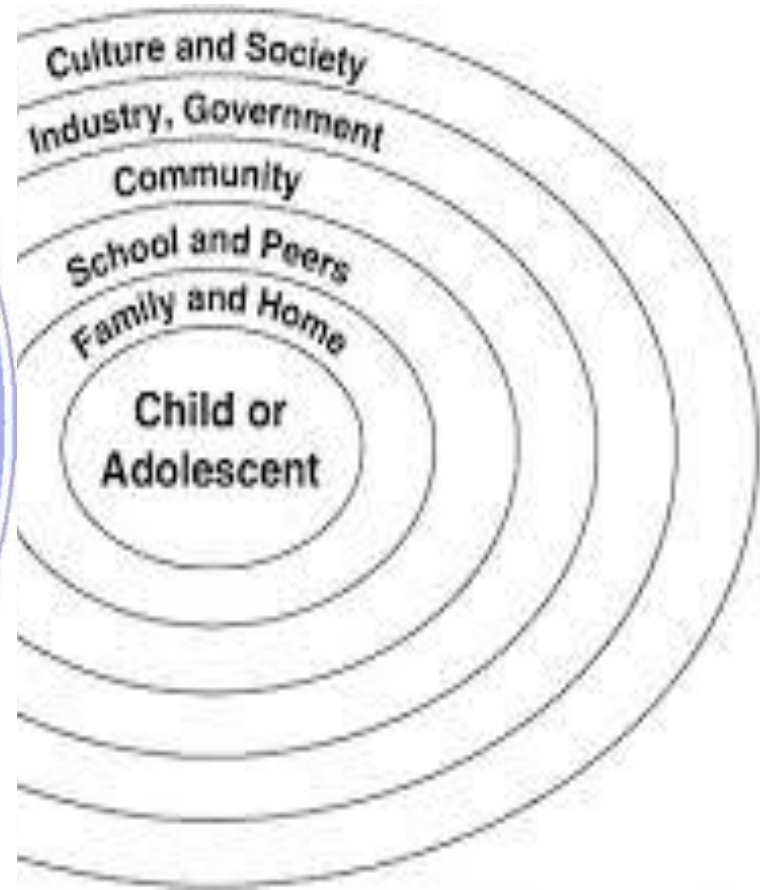
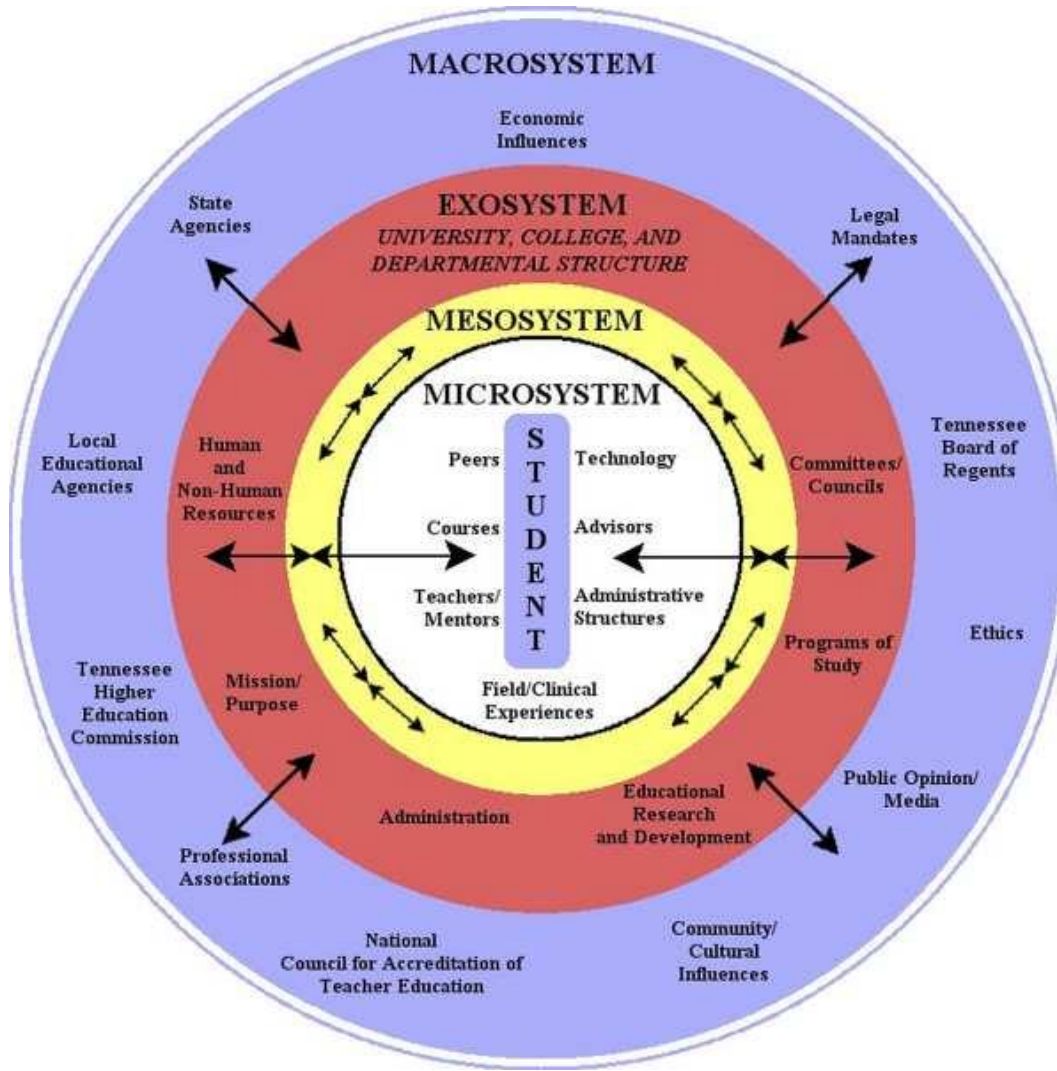
What environment favours health

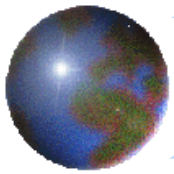


Ref.: Tye Farrow; <http://www.canadianarchitect.com/>
Social Dialouge, Romania.

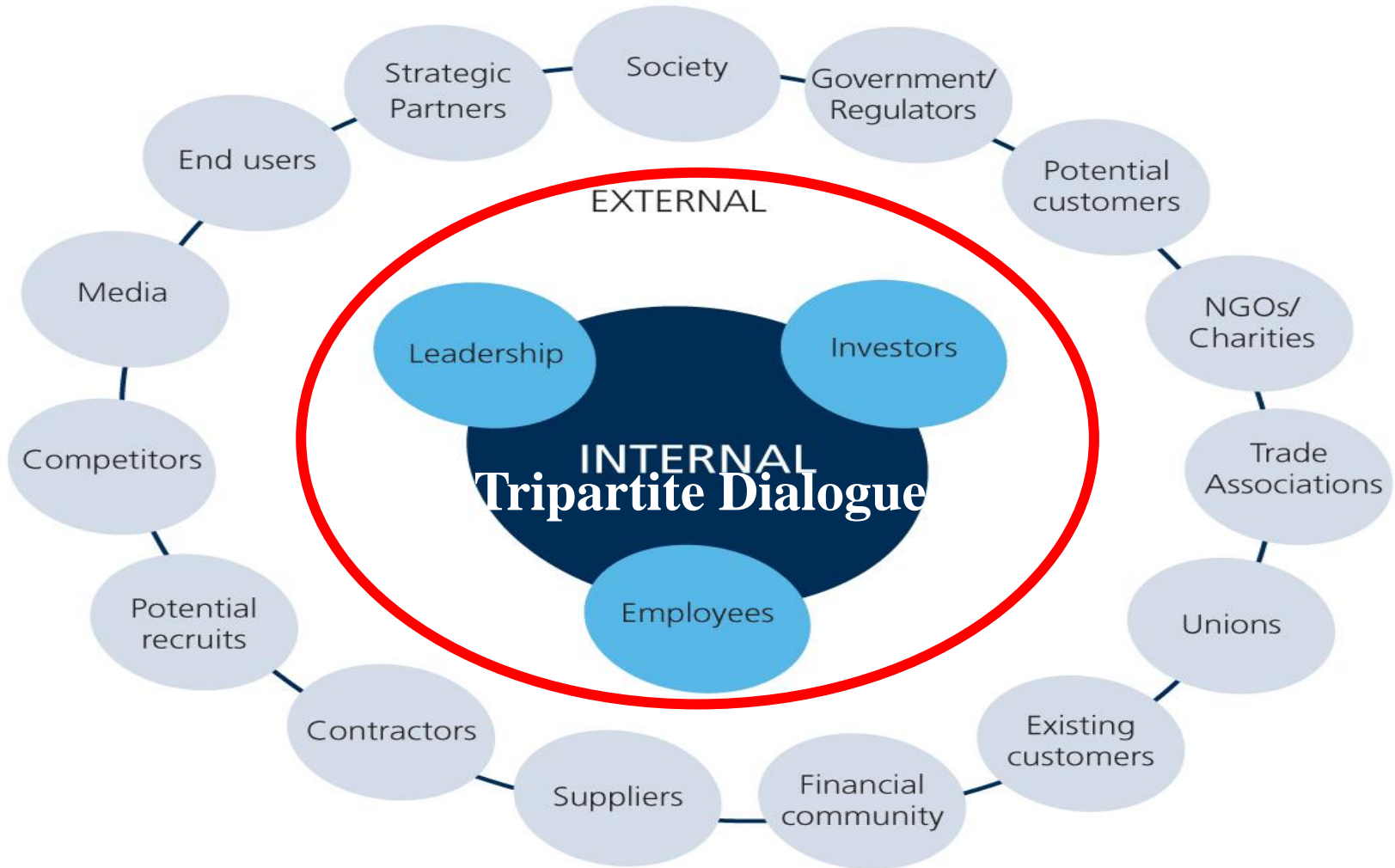


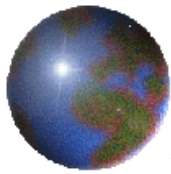
Social Dialogue = Systems thinking





We Are Multiple Stakeholders





New Key Performance Indicators!



Employee

Environment

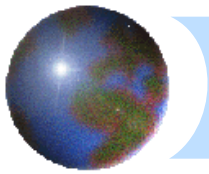
**Community
Engagement**

**CSR
KPIs**

Government

**Health and
Safety**

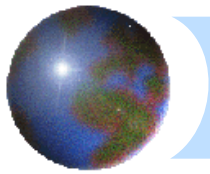
**Customer
Care**



Corporate Models



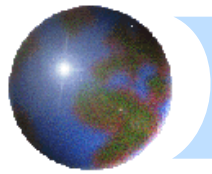
- ⊕ Public Service
- ⊕ Public Shareholder company
- ⊕ Private Shareholder company
- ⊕ Family Shareholder company
- ⊕ Cooperative Company
- ⊕ Foundations; Non- or Not For Profit
- ⊕ Philanthropic Enterprises
- ⊕ NGO's



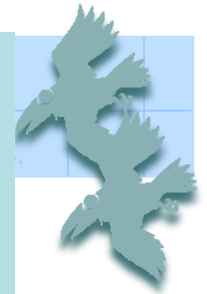
Sharing the Stakeholder Values



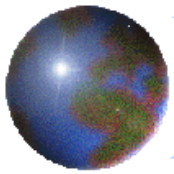
- ✚ *Financial* investors demand 10 -15% Short Term Profits.
- ✚ Managers demand Bonuses and benefits!
- ✚ *Industrial* Investors demand Bank rent long term + Industrial evolution.
- ✚ Banks demand market rent + Margin; ~2-3%?
- ✚ Impact investors demand impact and payback!
- ✚ Workers wages = index based, 3-5% at best!



Social Dialogue Goals for Sustainable Development Goals



- ✚ *Adaption*, to avoid climate crisis and collapse!
- ✚ Equity and distribution of work & wages,
 -no more growth only for the rich
- ✚ Ecological and Social *Fitness*...
 - ...not endless Growth & Consumption!
- ✚ Well-being is more than cash and consumption
- ✚ NEW development and performance indexes:
From GDP > Human Development Goals etc.



Social Dialogue Promote Health!



Thank You!

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