Contents

	List of Figures	xi
	Foreword	xiii
	Introduction: A New Economic Paradigm Based on Well-Being	1
1.	Reclaiming Economics for Happiness	9
	Reclaiming the Language of Economics	9
	Happiness: Well-Being of Spirit	11
	A New Index of Well-Being	12
	Measuring Well-Being Objectively	16
	Alberta's Economic Growth, Disease	
	and Income Inequality	19
	Exposing the Myth of Productivity	22
	Measuring Happiness is All the Rage	23
	People Prefer Happiness Over Wealth	25
	Who Are the Happiest Canadians of All?	26
	Happiness as the Ultimate Objective of Economic	
	Development	27
	From Financial Capitalism to Well-Being	29
	Drowning in Debt	29
	The Inconvenient Truth: How the Hidden Costs	
	of Debt are Killing American Happiness	32
	The Path Ahead	35
2.	A Roadmap to Well-Being	39
	Can Well-Being Be Measured?	39
	The Science of Well-Being: What We Measure	
	Affects What We Do	43

	Maslow's Hierarchy of Needs and an indigenous	
	Model of Well-Being	45
	The Util: Measuring Real Utility.	46
	Without Virtue, Happiness Cannot Be	47
	The Five Capital Assets of Well-Being	50
	Well-Being Accounts	54
	The Five-Assets Sustainable Livelihood Model	
	for Measuring Assets	55
	The Well-Being Economy and UN Sustainable	
	Development Goals	57
	Well-Being-Based Governments	60
3.	Bhutan, Edmonton and Alberta:	
	Models of Well-Being Economics	65
	Back to Edmonton: The City that Could	69
	The Promise of Alberta	70
	Alberta's Preliminary Asset Accounts	77
4.	The Well-Being Community	83
	The Edmonton Social Health Index	83
	Measuring the Well-Being of Valleyview, Alberta	87
	Edmonton's Well-Being Index and Measuring	
	the Well-Being Return on Taxes	91
	Community Asset and Well-Being-Impact-Based	
	Governance	95
	Well-Being-Based Governance and Budgeting	100
	Designing a New Economy of Well-Being	
	for Tahiti (French Polynesia)	102
5	Well-Being for First Nations	107
٥.		115
	Measuring What Matters to Community Well-Being . Why a Community Asset Assessment?	116
	Natural Capital Assessment.	116
	The Well-Being Community Planning Process	118
	Benefits of a Well-Being-Based Approach	110
	to Community Development	120
	to Community Development	120

CONTEN	ITS ix
6. The Well-Being Workplace	. 123
Well-Being at Work	. 124
Businesses That Operate on Well-Being Principles	. 125
The Well-Being Corporation	. 126
Doing Well By Doing Good: The Flourishing	
Well-Being Enterprise	. 126
Well-Being: The Best Interest of Business	
A Corporate Culture of Well-Being	
Well-Being By Design	. 134
7. Accounting for Enterprise Well-Being	. 139
The Origins of Auditing.	. 141
Toward Quality-of-Life Auditing and Accounting	
Well-Being Inventory	. 143
Five Assets of Enterprise Well-Being	. 143
Measuring Workplace Well-Being	. 150
Enterprise Well-Being Index	. 153
True Pricing: Full-Cost Accounting	
Making the Business Case of Well-Being	. 155
Asset Valuation and Verification with	
Well-Being in Mind	. 158
8. Well-Being Impact Investing	. 161
Virtuous Financial Leadership	. 162
Lintel Capital LLC: Investment for Good	. 163
Well-Being Impact Investment Funds	. 165
And the Times, They are a-Changin'	. 167
9. The Community Asset Well-Being Fund	. 171
Eliminating Poverty in Cincinnati within a Generation	on 177
10. Banking on Well-Being	. 181
All Roads Lead to London: The Queen's Banker's Wif	e 181
Freeing Economies of the Burden of Interest	
from Debt-Based Money	. 183

x CONTENTS

	A Public Bank for Well-Being	186
	What is a Public Bank and Could It be Structured to	
	support the Economy of Well-being?	187
	The Bank of North Dakota and ATB (Alberta Treasury	
	Branch): The Most Important Public Banks in	
	North America	188
	Alberta Treasury Branch: North America's	
	Best Kept Secret.	190
	Why Could ATB Financial Become the Model for	
	Public Well-Being Banks Across North America? .	192
	The Future of Money: Well-Being Currency	197
11.	Personal Well-Being	203
	Well-Being is a Choice	203
	Money, Your Life and Happiness	208
	F-3	011
	Epilogue	211
	Index	215
	About the Author	221
	About New Society Publishers	222