EPISODE 16: Imagining the wellbeing economy we could have.

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For generations, we've been told that if the economy grows, wellbeing follows. When GDP goes up, life gets better. It's a simple story, and for a while, it seemed to hold.

But look around today. Inequality keeps widening even as economies expand. Nature keeps declining even as production keeps climbing. Many people are working longer and harder just to stand still - while the planet's life-support systems strain under the weight of a model built for endless throughput rather than genuine flourishing. Put simply: our conventional economy, for all its power and reach, is in many respects no longer fit for purpose

This is where the idea of a wellbeing economy enters the conversation — not as a total rejection of current economics, but as a redesign of its purpose. An economy that treats human and ecological flourishing as the goal itself, not a hoped-for by-product of growth.

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