



WLF
Wellbeing
Leaders
Forum

Global Wellbeing Foresight

Wellbeing Leaders Forum
November 2024
Summary Report



Forum Vision

To voice wellbeing wisdoms from cultures around the world, with the intention of impacting wellbeing understanding, by hosting a discussion platform on wellbeing wisdom.

Ultimate Vision

To inspire the creation of lively, joyful societies.

A Visionary Initiative for Global Wellbeing

The first Wellbeing Leaders Forum was held from November 18-20 2024 as a virtual event to coincide with G20. The forum set a significant precedent for embedding wellbeing at the heart of global policy and development frameworks.

Key Outcomes

Over three days of dynamic discourse, leading voices in wellbeing from a plethora of nations, shared diverse perspectives and transformative ideas. Convening an impressive array of 28 thought leaders from G20 nations, the summit explored 14 critical dimensions of wellbeing, from mental health and youth development to artificial intelligence, business, the environment, and the transition to a paradigm of “Beyond GDP” as a measure of cultural success. The full roster of speakers and topics is accessible from our website.

Key Outcomes



www.wellbeing-leaders-forum.com



wellbeing.leaders.forum@gmail.com



[Wellbeing Leaders Forum](#)



[@wellbeing.leaders.forum](#)

**Message of Support from Yukio Hatoyama
Prime Minister of Japan (2009-2010)**

I, Yukio Hatoyama, fully support the Well-being Leaders Forum.

I am confident that the Well-being Leaders Forum, established by Momoe Saito, will become an essential platform for the discussion and exploration of well-being ideas and solutions by well-being leaders from around the world.

I have advocated for the philosophy of "mutual respect, mutual understanding, and mutual aid," which I believe is particularly crucial in the creation of a well-being-centered society.

I sincerely hope that this international initiative on well-being will contribute to the realization of happiness for people around the world.

September 2024

Former Prime Minister of Japan
Chairman of the East Asian Community Institute
Yukio Hatoyama



Dear Wellbeing Leaders Forum,

Congratulations on the launch of the Wellbeing Leaders Forum.

This initiative holds great significance, especially in today's complex global landscape, as it seeks to address wellbeing from a broad and inclusive perspective.

Its focus on fostering meaningful conversations and collaborative solutions is a vital step forward in shaping a more balanced and thoughtful approach to global challenges.

I am confident that this forum will ignite meaningful dialogue and actionable solutions, leaving a lasting legacy for generations to come.

Wishing you every success in your efforts.

Yours faithfully,

November 2024

Abdul Khan
Assistant Director-General at UNESCO from 2001 to 2010



Speakers



Dr. Josephine M. Kim

Senior Lecturer at Harvard
Graduate School of Education



Dr. Anuschka Coovadia

South African doctor, economist,
actuarially trained consultant and
entrepreneur



Dr. Anastasia Hronis

Clinical Psychologist, Author



Jennifer Nadel

Director, Co-Founder of Compassion in
Politics



Dr. Stefano Bartolini

Professor of Political Economy and Statics
Author of Ecology of Happiness



Kazuo Yano

PhD (Engineering), IEEE Fellow
CEO, Happiness Planet Inc.
Fellow, Hitachi, Ltd.



Vaitea Cowen

Cofounders of Enapter Forbes 30
under 30



Aurelie Litynski

Chief Wellbeing Officer
Positive Work Culture Expert
Founder of Happitude at work



Dr. Michael Ben-Eli

The Sustainability Laboratory



Dr. Sanwita Shaiwalini

Wellness Advocate
Geography Faculty at Ranchi
University



Naoko Okumoto

Founder and Managing
Partner of Niremia Collective



Majd Mashharawi

Founder, CEO at SunBox



Rodrigo Vieira da Cunha

Journalist, CEO of Profile



Ece Vahapoğlu

Wellness & Yoga Trainer / Author /
Lifestyle Digital Creator



Fangdi Pan

Strategic partnership
manager at Google



Benny Prawira

Independent Social Behavioral
Researcher Global Mental Health
Advocate



I Putu Wiraguna
*Local innovation Catalyst
Social entrepreneur*



Jin Young Lim
*Co-Founder of
the Spawo Foundation*



Nisreen Baitalmal
*ICF Professional Certified
Coach | Holistic Coach*



Ana Beatriz Moreno Coutiño
*Professor at the Faculty of
Psychology at the National
Autonomous University of Mexico*



Muhammad Rezki Achyana
*Disability Rights Advocate
Founder & CEO at The TamTam
Therapy Centre and Parakerja*



Grandmother Ana Luisa Solis Gil
*From the land of Comalcalco,
Tabasco, Mexico. A pilgrim woman
of time. A medicine woman.*



İlker Çağlayan
*Founder of Habit Holistic
Transformation Nutrition,
Exercise, Mind*



Ichiro Takahashi
*Researcher, mentor, retreat
leader, musician and
Dharma practitioner*



Dr. Sabita Madhvi Singh
Ministry of Jal Shakti Scientist



**Dr. Lorenzo Martínez
Martínez de la Escalera**
Engineer, Innovator, and Founder



Eva Blake
*Co-founder of Seven Sisters
Collective*



Donoue Ken
*Ecotone CEO
Wellbeing media Chief Editor*

Contents

Chapter 1. Introduction

Objective	Page 8
Scope	Page 10

Chapter 2. Defining Wellbeing

Holistic Understanding	Page 11
Resilient Framework	Page 11
Localised Approaches	Page 12

Chapter 3. Challenges and Opportunities Identified

Global Challenges	Page 13
Rising Mental Health Concerns	Page 13
Accessibility and Infrastructure Inequities	Page 14
Stigma and Cultural Misalignment	Page 16
Stigma Around Mental Health	Page 17
Opportunities	Page 18
Advances in Technology	Page 18
Community-Based Interventions	Page 19
Cultural Wisdom and Indigenous Practices	Page 21

Chapter 4. Planetary Wellbeing and Human Health

Pathways to Planetary Wellbeing	Page 23
Calls to Action	Page 25

Chapter 5. Key Recommendations

Policy Integration	Page 26
Awareness and Access	Page 27
Community Engagement	Page 28
Technology for Wellbeing	Page 30
Education and Training	Page 31

Chapter 6. Different Wellbeing Practices and Methods Around the World

Chapter 7. Strategic Action Plan

Short-Term Goals (Year 1–3)	Page 37
Mid-Term Goals (Year 4–6)	Page 38
Long-Term Goals (Year 7–10 and Beyond)	Page 39
Monitoring and Evaluation Framework	Page 39

Chapter 8. About Us

Our Team	Page 41
Acknowledgements	Page 41

Chapter 1. Introduction

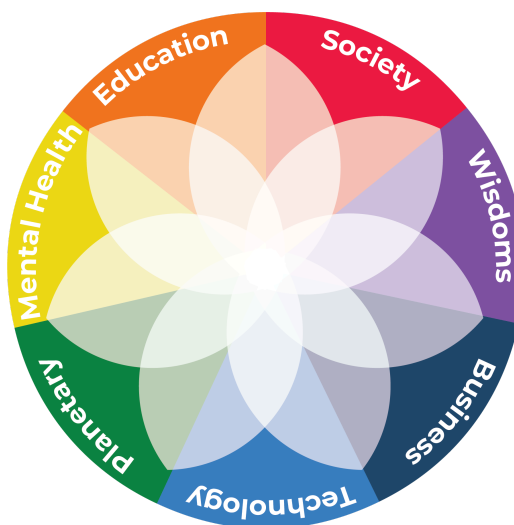
In an era of rapid globalisation and increasing interconnectedness, the wellbeing of individuals and societies has emerged as a cornerstone for sustainable development and global stability. Mental health, physical health, and social cohesion are integral to achieving not only individual fulfilment but also economic and political resilience, yet mental health crises, rising inequalities, and environmental challenges continue to pose significant barriers to achieving this vision.

The Wellbeing Leaders Forum 2024, aligned with the G20's commitment to inclusive growth, brought together leaders, experts, and stakeholders from diverse cultures and sectors to deliberate on actionable solutions for enhancing global wellbeing. Spanning multiple sessions over three days, the forum addressed critical themes, including mental health, sustainability, technological innovation, and cultural wisdom.

This document synthesises the insights and recommendations on wellbeing from the forum, aiming to support policymakers in G20 countries and beyond. By leveraging the collective expertise of academic leaders, business leaders, thought leaders and grassroots practitioners, it seeks to provide a comprehensive framework for fostering holistic wellbeing across nations. The framework emphasises flexibility to adapt to cultural nuances while advocating for collaborative approaches that unite governments, the private sector, and communities. Ultimately, it envisions a world where wellbeing is not just an aspiration but a measurable and actionable policy priority.

Objective

This report seeks to present actionable strategies to promote wellbeing across diverse landscapes, with the ultimate aim of serving as a guide for policymakers, facilitating the integration of wellbeing into national agendas. By synthesising the deliberations and recommendations from the Wellbeing Leaders Forum 2024, it provides a blueprint for fostering holistic wellbeing at both individual and societal levels.



Throughout three days of intensive panel discussions and dialogues, the forum tackled diverse themes, including:

- **Mental health and wellbeing:** focusing on mental health systems, policies, and accessibility.
- **Diversity, inclusion, and wellbeing:** emphasising equity in mental health and workplace inclusivity.
- **Industry and wellbeing:** exploring corporate strategies to integrate wellbeing into organisational cultures.
- **AI for the wellbeing of individuals and organisations:** discussing the role of artificial intelligence and digital therapeutics in expanding mental health access.
- **Beyond GDP and wellbeing:** rethinking economic models to prioritise wellbeing as a measure of national progress.
- **Compassion and wellbeing:** highlighting the role of empathy and kindness in politics and the scientific approach to psychology.
- **Indigenous wisdoms and wellbeing:** showcasing traditional knowledge and cultural practices for sustainable living and mental health.
- **Sustainability and wellbeing:** examining environmental resilience and its link to human health.
- **Wellbeing as a whole:** integrating mental, physical, emotional, and social aspects into a unified framework.
- **The nexus of sustainability and wellbeing:** emphasising the intersection of ecological sustainability and human flourishing.
- **Entrepreneurship and wellbeing:** discussing the role of business leaders in fostering wellbeing-driven economies.
- **Our futures and wellbeing:** led by youth voices envisioning sustainable and inclusive wellbeing models.
- **Preventive healthcare and wellbeing:** advocating for early intervention strategies in global health policies.
- **2030 Vision:** A Saudi Arabia wellbeing initiative, outlining national strategies to embed wellbeing into governance.
- **Organisation and wellbeing:** addressing systemic changes to enhance wellbeing in institutions.
- **Personal transformation and wellbeing:** exploring mindfulness, self-awareness, and behavioural change for holistic growth.

The initiative aspires to create a new compass of wellbeing for humanity and the planet, by integrating wisdoms from various cultures and disciplines. The ultimate vision is to foster policies and practices that lead to lively, joyful, and resilient societies.

Scope

The framework presented in this document spans the following key dimensions:

- 1. Holistic Wellbeing:** Incorporating physical, mental, emotional, and social health, this framework recognises the interconnectedness of individual and societal wellbeing.
- 2. Cultural and Contextual Relevance:** Acknowledging the diverse definitions of wellbeing across cultures, emphasising the need for localised approaches to policymaking.
- 3. Integration Across Sectors:** Advocating for embedding wellbeing into health, education, economic, and environmental policies.
- 4. Technological and Community-Driven Solutions:** Highlighting the potential of digital health technologies and community-based interventions, with a focus on scalable and sustainable solutions.
- 5. Future-Driven Goals:** Aligning with the UN Sustainable Development Goals (SDGs) and G20 priorities, while offering a roadmap for achieving wellbeing-centred societies by 2030 and beyond.

This declaration is a call to action for governments, organisations, and communities to collaborate in building societies that prioritise health, happiness, and resilience for all. By addressing the systemic barriers to wellbeing and leveraging innovative practices, the Wellbeing Leaders Forum aims to set a global benchmark for wellbeing.

Chapter 2. Defining Wellbeing

Before the forum, the initial working definition of wellbeing was established as:

"The harmonious alignment of body, mind, and heart or soul with oneself and the greater whole, reflecting a state of holistic balance and fulfilment."

This definition served as a foundation for discussion, allowing speakers to expand, refine, and contextualise the concept based on their expertise and lived experiences. Through these diverse perspectives, wellbeing was redefined into three core dimensions: holistic understanding, resilient frameworks, and localised approaches. This chapter draws from the diverse perspectives shared at the forum, integrating evidence-based frameworks, indigenous wisdom, and technological innovations to redefine wellbeing as a universal yet contextually adaptable construct. It delves into how wellbeing can be cultivated through inclusive policies, culturally informed practices, and cross-sectoral collaborations that address the unique challenges faced by different communities. By highlighting the interplay between personal and societal wellbeing, this section aims to provide a comprehensive lens for policymaking that is both aspirational and actionable.

Holistic Understanding

Wellbeing is a dynamic and interconnected state, encompassing the physical, mental, emotional, and social dimensions of health. It is not just the absence of illness but the ability to thrive within one's environment. Insights from the forum underscored the importance of a multidimensional approach to wellbeing, integrating mental health, social belonging, and environmental sustainability to create an inclusive framework.

Key Insights from the Forum:

- **Mental and Emotional Wellbeing:** Wellbeing exists on a spectrum, where individuals can flourish even in the presence of challenges when supported by tailored interventions and strong community networks.
- **Comprehensive Wellbeing Frameworks:** Wellbeing should be viewed as an integrated system rather than isolated components, ensuring that physical, mental, and social health are addressed together.
- **Environmental Connection:** The forum emphasised that physical health and environmental sustainability are deeply linked. Urban planning, access to green spaces, and reducing environmental stressors are essential in fostering long-term wellbeing.

Resilient Framework

A resilient wellbeing framework prioritises adaptability and long-term sustainability, recognising that wellbeing needs evolve across cultural, economic, and environmental contexts. Resilient systems must be responsive, inclusive, and capable of withstanding societal shifts, ensuring relevance for diverse communities.

Key Insights from the Forum:

- **Adapting Policies Beyond Economic Metrics:** Urban policies must prioritise wellbeing alongside economic growth, ensuring cities reduce stress and improve access to essential resources.
- **Cultural Resilience:** Indigenous knowledge systems offer sustainable models of wellbeing, where community structures and ecological balance create long-term stability.
- **Technology as a Catalyst:** Digital innovations, such as AI-driven mental health solutions, enhance accessibility and scalability of wellbeing interventions, making systems more adaptive to emerging challenges.

A resilient approach requires multi-layered interventions, dynamic policies, and equity-centred design, ensuring that wellbeing strategies remain scalable, sustainable, and future-proof.

Localised Approaches:

Recognising that wellbeing is shaped by cultural, social, and economic contexts, localised strategies ensure that initiatives are culturally aligned and community-driven. The forum highlighted the importance of context-sensitive solutions that integrate indigenous wisdom, social structures, and technological adaptation.

Key Insights from the Forum:

- **Cultural Definitions of Wellbeing:** Different cultures define wellbeing uniquely—some through individual health metrics, others through communal prosperity and intergenerational bonds.
- **Community-Based Mental Health Initiatives:** Locally led interventions that integrate traditional practices with modern mental health strategies have improved participation and reduced stigma in underserved regions.
- **Technological Adaptation:** Digital health solutions must be region-specific, ensuring accessibility in low-resource settings through language customisation and culturally relevant interfaces.

Strategies for Localisation:

1. **Participatory Planning:** Engage local communities in co-creating policies.
2. **Cultural Integration:** Align wellbeing initiatives with local traditions and social structures.
3. **Tailored Funding Models:** Allocate resources based on community needs rather than generalised frameworks.
4. **Localised Metrics:** Develop region-specific wellbeing indicators beyond GDP, incorporating trust, ecological harmony, and social cohesion.
5. **Region-specific indicators:** Development of localised wellbeing metrics that reflect local priorities, such as community trust, environmental harmony, or intergenerational support. Dr. Stefano Bartolini's proposal to rethink success metrics beyond GDP offers a valuable framework for this.

Chapter 3. Challenges and Opportunities Identified

The journey toward fostering wellbeing at individual, community, and societal levels is fraught with complexities. While global recognition of the importance of wellbeing has grown significantly, various systemic, cultural, and logistical challenges continue to impede progress. These challenges are compounded by the diverse socio-economic realities across nations, which require tailored approaches to achieve meaningful impact. The Wellbeing Leaders Forum 2024 illuminated these dual aspects—challenges and opportunities—through insights from diverse cultural, technological, and policy-focused perspectives.

Global Challenges

The path to achieving wellbeing for all is obstructed by a multitude of global challenges, ranging from systemic inequities to cultural and societal barriers. These challenges are not uniform; they vary across regions, reflecting differences in economic development, cultural norms, and healthcare systems. However, certain patterns emerge as recurring obstacles, highlighting the need for comprehensive and adaptable solutions.

Speakers at the Wellbeing Leaders Forum 2024 brought attention to the widespread issues that hinder progress, including the escalating burden of mental health conditions, inadequate infrastructure for care delivery, and deeply ingrained stigmas. These challenges require both immediate action and long-term strategies to create inclusive systems that prioritise wellbeing as a universal right.

Rising Mental Health Concerns

The escalating prevalence of mental health challenges represents a critical barrier to global wellbeing. As highlighted during the Wellbeing Leaders Forum 2024, mental health issues such as depression, anxiety, substance use disorders, and suicide are not confined to any single demographic or geography—they are pervasive, cutting across cultural and socio-economic boundaries.

Key Challenges:

- **Widespread Prevalence:** One in five individuals in Australia experiences a diagnosable mental health condition annually. Globally, similar trends are reported, signalling a public health crisis that demands urgent attention.
- **Severity in Vulnerable Populations:** Rural and marginalized communities often face more severe mental health outcomes. Due to delayed access to care and limited infrastructure, individuals in these groups are at heightened risk of developing chronic mental health conditions, as noted by multiple forum speakers.
- **Suicide Prevention:** Suicide is an urgent public health challenge in Indonesia, particularly among youth. The lack of adequate prevention mechanisms and widespread stigma discourages people from seeking help, leaving many individuals without support.

- **Co-Occurrence of Disorders:** Many mental health issues, such as depression and substance use disorders, frequently co-occur. Addressing these intertwined conditions requires integrated care systems and specialised interventions.

Systemic Barriers:

- **Underfunded Mental Health Systems:** Many countries allocate insufficient resources to mental health care, resulting in overburdened systems that fail to meet growing demands.
- **Stigma and Awareness Gaps:** Social stigmas around mental health persist in numerous cultures, often treating mental illness as a sign of personal failure. This not only reduces help-seeking behaviour but also perpetuates cycles of neglect and exclusion.
- **Inadequate Crisis Support:** The lack of accessible crisis intervention systems leaves many individuals vulnerable, with preventable tragedies occurring at alarming rates.

Calls to Action:

To combat rising mental health concerns, it is imperative to:

1. Expand mental health funding to address growing demands.
2. Diversify public awareness campaigns by incorporating culturally tailored approaches that resonate with local communities and address specific societal needs.
3. Tailor community-led programmes to align with specific cultural contexts and leverage grassroots resources.
4. Prioritise integrated care systems to address interconnected mental health challenges holistically.

The rising tide of mental health challenges must be met with scalable, inclusive, and innovative strategies to ensure that wellbeing becomes an achievable reality for all.

Accessibility and Infrastructure Inequities

Access to mental health services remains one of the most significant barriers to achieving global wellbeing. Disparities in healthcare infrastructure, resource allocation, and socio-economic inequalities prevent millions from receiving the support they need. Discussions at the Wellbeing Leaders Forum 2024 illuminated the pressing need to address these systemic issues.

Key Challenges:

- **Geographic Disparities:** In rural and remote regions, geographic isolation often limits access to mental health services. Dr. Sanwita Shaiwalini (India) shared her experiences in rural India, where individuals facing mental health crises must travel significant distances to access care, if it is available at all. This delay often exacerbates conditions, increasing the severity of outcomes.
- **Urban Accessibility Gaps:** While urban centers often have better healthcare infrastructure, accessibility issues persist due to high demand and limited capacity. Dr. Anastasia Hronis (Australia) noted that even in Australia's metropolitan areas, long wait times for psychiatric

appointments and crisis interventions are common, leaving vulnerable individuals without timely support.

- **Economic Inequalities:** Cost remains a major barrier to care, particularly in low- and middle-income countries. Naoko Okumoto (The United States / Japan) highlighted how affordable mental health services are often inaccessible to economically disadvantaged populations, leaving a significant portion of the global population underserved.
- **Digital Divide:** While technological advancements in mental health care—such as AI-driven tools and telemedicine—hold promise, access to these solutions is uneven. As Kazuo Yano (Japan) noted, the lack of digital infrastructure in certain regions limits the reach of these innovative approaches, perpetuating disparities in care.

Systemic Barriers:

- **Insufficient Funding:** Public health systems in many countries prioritise physical health over mental health, resulting in inadequate resources and underdeveloped infrastructure for mental health services.
- **Workforce Shortages:** A lack of trained mental health professionals further compounds accessibility issues, particularly in underserved areas.

Case Studies and Insights:

- **Community Interventions:** Benny Prawira (Indonesia) discussed how community-led initiatives like suicide prevention programmes in Indonesia can fill the gap in underserved regions. These initiatives leverage local resources and cultural practices to provide support where formal systems are absent.
- **Government-Led Programmes:** The expansion of telehealth services during the COVID-19 pandemic demonstrated how governments can use technology to bridge access gaps. However, sustaining and scaling these programmes remains a challenge.

Calls to Action:

To address accessibility and infrastructure inequities, policymakers and stakeholders must:

1. Increase funding for mental health care, ensuring equitable resource distribution.
2. Invest in training programmes to expand the workforce of mental health professionals.
3. Bridge the digital divide by improving infrastructure and access to technology-driven solutions in underserved areas.
4. Support community-based programmes that deliver localised care and foster trust within marginalized populations.

Tackling accessibility and infrastructure inequities is essential to ensuring that no one is left behind in the global pursuit of wellbeing.

Stigma and Cultural Misalignment

Stigma and cultural misalignment remain profound barriers to achieving mental health and societal wellbeing. Deeply ingrained societal attitudes, often rooted in tradition and misinformation, perpetuate exclusion and hinder help-seeking behaviour. Discussions at the Wellbeing Leaders Forum 2024 underscored the importance of addressing these barriers to create inclusive and culturally aligned wellbeing frameworks.

Key Challenges:

- **Persistent Stigma Around Mental Illness:** Dr. Josephine M. Kim (The United States / South Korea) noted how mental health challenges are often viewed as personal failures or family dishonors in many cultures, leading to isolation and reluctance to seek professional help. This stigma disproportionately affects women, youth, and individuals in rural areas.
- **Cultural Taboo in Suicide Discussions:** Benny Prawira (Indonesia) highlighted the cultural barriers in Indonesia, where discussing suicide remains a taboo. He emphasised that such stigmas not only silence the conversation but also prevent meaningful interventions at the community level.
- **Systemic Exclusion:** Muhammad Rezki Achyana (Indonesia) shared insights on how workplace systems often exclude individuals with disabilities and mental health challenges, further marginalizing them from societal participation. This systemic neglect exacerbates feelings of unworthiness and helplessness.
- **Misalignment of Interventions:** Naoko Okumoto (The United States / Japan) observed that many wellbeing programmes in technologically advanced nations fail to resonate with local cultural contexts when implemented in other regions. A lack of understanding of cultural nuances reduces the effectiveness of these initiatives, limiting their impact.

Case Studies and Insights:

- **Cultural Narratives:** Storytelling and rituals in Mayan communities reduce stigma and foster acceptance. By aligning mental health discussions with cultural practices, these narratives create a sense of belonging and challenge deeply rooted taboos.
- **Preservation of Indigenous Practices:** Reviving Native American languages and traditions strengthens community bonds and reduces isolation, illustrating how cultural preservation can address systemic stigma.
- **Education and Advocacy:** National awareness campaigns tailored to specific cultural contexts have shown success. For example, public initiatives focused on community engagement have normalized mental health discussions and encouraged help-seeking behaviour.

Calls to Action:

Addressing stigma and cultural misalignment requires a multi-pronged approach that includes:

1. **Cultural Sensitivity in Policy Design:** Engage local leaders and stakeholders to ensure that interventions are respectful of and aligned with cultural values.
2. **Education and Advocacy:** Launch large-scale campaigns to challenge stigmas and misconceptions surrounding mental health, incorporating culturally relevant narratives.

3. **Inclusive Practices:** Redesign systems, such as workplaces and schools, to accommodate diverse needs, including those of marginalized groups.
4. **Community Empowerment:** Foster grassroots movements that integrate local practices and perspectives into mental health strategies, ensuring community buy-in and sustainability.

By dismantling stigma and embracing cultural diversity, nations can build inclusive wellbeing systems that resonate with their people and pave the way for transformative change.

Stigma Around Mental Health

Stigma remains one of the most pervasive barriers to mental health care and wellbeing worldwide. Deeply rooted in cultural norms, societal attitudes, and misinformation, stigma discourages individuals from seeking help, exacerbates feelings of isolation, and perpetuates cycles of neglect. At the Wellbeing Leaders Forum 2024, speakers explored how stigma manifests in different contexts and discussed strategies to combat its impact.

Key Challenges:

- **Fear of Judgment:** Dr. Josephine M. Kim (The United States / South Korea) highlighted how individuals struggling with mental health issues often fear being judged or ostracized by their peers or communities. This fear is particularly prevalent in collectivist cultures, where mental illness may be seen as a family disgrace.
- **Lack of Awareness:** Misinformation and a lack of understanding about mental health contribute significantly to stigma. Terms like “mental illness” are often equated with instability or danger, deterring individuals from acknowledging or addressing their struggles.
- **Internalized Stigma:** Many individuals internalize societal attitudes, believing that seeking help is a sign of weakness. Muhammad Rezki Achyana (Indonesia) shared stories from marginalized communities where individuals avoid mental health care out of fear of appearing incapable or burdensome.
- **Intersection with Other Discriminations:** Stigma is often compounded by other forms of social and systemic biases, such as those related to economic status, physical disabilities, or chronic illnesses. Rodrigo Vieira da Cunha (Brazil) emphasised that individuals facing multiple vulnerabilities, such as poverty or physical health challenges, often experience heightened barriers to accessing mental health care.

Case Studies and Insights:

- **Grassroots Movements:** Benny Prawira (Indonesia) discussed the impact of youth-led initiatives that create safe spaces for open dialogue and challenge stigma, particularly around suicide prevention.
- **Inclusive Practices:** Community-based interventions that integrate mental health education into local settings have proven effective. These initiatives work by building trust within marginalized populations and addressing the stigma of mental illness in accessible ways.

- **Culturally Adapted Awareness Campaigns:** Speakers highlighted the importance of culturally aligned public awareness efforts to break the stigma. Successful campaigns adapt global ideas to local realities, ensuring they resonate with diverse populations.

Calls to Action:

Addressing stigma requires a combination of cultural sensitivity, education, and systemic change:

1. **Public Education:** Develop targeted awareness campaigns that challenge stereotypes and promote understanding of mental health as a common and manageable part of life.
2. **Engage Influencers and Leaders:** Partner with cultural, religious, and community leaders to advocate for mental health and reduce stigma within their spheres of influence.
3. **Inclusive Systems:** Ensure mental health care systems are welcoming, accessible, and non-judgmental, fostering trust and encouraging help-seeking behaviour.
4. **Empower Peer Support:** Promote peer-led support groups that normalize mental health discussions and provide relatable role models.

By dismantling stigma, societies can create environments where individuals feel empowered to seek help, fostering a culture of acceptance and collective wellbeing.

Opportunities

While challenges to achieving holistic wellbeing are significant, the Wellbeing Leaders Forum 2024 highlighted a range of opportunities that could transform how societies approach mental health and wellbeing. These opportunities include leveraging technological innovations, empowering communities, and integrating cultural wisdom into policies and practices. Together, these avenues offer pathways to address systemic barriers and foster more inclusive, adaptable, and impactful wellbeing frameworks.

Advances in Technology

Technology has emerged as a powerful tool to bridge gaps in mental health care and wellbeing. From AI-driven solutions to telemedicine, digital innovations provide scalable and accessible interventions that address diverse challenges.

Key Opportunities:

- **AI-Driven Interventions:** AI enhances mental health support by providing personalised and cost-effective solutions, such as virtual therapists and chatbots, especially in regions with limited healthcare access.
- **Digital Therapeutics:** Mental health apps and wearable technologies offer real-time monitoring and tailored interventions, reducing reliance on traditional healthcare systems.
- **Telemedicine and Virtual Platforms:** Telehealth services bridge accessibility gaps, particularly in rural and underserved areas, ensuring continued support beyond traditional healthcare settings.
- **Gamification and Immersive Experiences:** VR-based mindfulness therapy and interactive mental health tools engage younger demographics while making therapy more effective.

Challenges to Adoption:

- **Digital Divide:** Limited internet access in low-income regions can restrict the reach of these technologies.
- **Data Privacy Concerns:** As reliance on digital health platforms grows, safeguarding user data becomes a critical issue.
- Fangdi Pan emphasised the importance of maintaining a healthy balance with digital technology, advocating for 'taking good distance with digital devices to spend your life well.' His insights underscore the need for mindful digital engagement as part of a holistic approach to wellbeing, promoting mental health and life satisfaction by reducing digital overload.

Calls to Action:

1. Invest in Digital Infrastructure to expand access in underserved areas.
2. Foster Public-Private Partnerships to create affordable and user-friendly wellbeing solutions.
3. Ensure Ethical Implementation by establishing robust data privacy regulations.
4. Scale Tech-Based Interventions by integrating AI-driven tools into existing mental health services.

By integrating technology thoughtfully, nations can unlock innovative solutions to enhance mental health care and wellbeing.

Community-Based Interventions

Community-based interventions are a cornerstone for fostering wellbeing, particularly in regions where formal healthcare infrastructure is limited. These interventions leverage the power of local networks, cultural practices, and grassroots initiatives to deliver tailored, accessible, and sustainable mental health and wellbeing solutions. Saudi Arabia's 2030 Vision, as presented by Nisreen Baitalmal (Saudi Arabia), exemplifies how national strategies can amplify community-driven wellbeing initiatives by providing a structured policy framework that supports grassroots movements and local leadership. Insights from the Wellbeing Leaders Forum 2024 emphasised the transformative potential of community-driven approaches in reducing stigma, improving accessibility, and building resilience.

Key Opportunities

- **Empowering Local Networks:** Community-led programmes focusing on suicide prevention and mental health advocacy have demonstrated significant success. By engaging local communities, these initiatives create safe spaces for dialogue, build trust, and make mental health support more accessible to vulnerable populations.
- **Cultural Relevance in Interventions:** Mayan communities use rituals and nature-based practices to address emotional distress. These culturally aligned interventions resonate deeply with local populations, ensuring greater acceptance and participation.
- **Peer-Led Support Groups:** Eva Blake (The United States) discussed the role of peer support in Native American communities, where individuals with lived experiences provide guidance and encouragement. These groups have been instrumental in reducing isolation and promoting collective healing.
- **Integration of Technology with Grassroots Efforts:** Naoko Okumoto (The United States / Japan) emphasised the potential of combining digital tools with community interventions. For instance, mobile applications tailored to local languages and contexts can enhance the reach and effectiveness of community-based programmes.

Case Studies and Insights:

- **Mental Health Advocacy in Rural Areas:** Community-driven initiatives that train local volunteers as mental health advocates have significantly improved early intervention efforts in underserved regions. These grassroots models demonstrate how localised movements can compensate for gaps in formal mental health care.
- **Restorative Practices in Latin America:** Dr. Lorenzo Martínez Martínez de la Escalera (Mexico) described how restorative justice programmes in Latin America integrate mental health counseling with community reconciliation. These initiatives have helped individuals and families heal from trauma while rebuilding social bonds.
- **Disaster Resilience Programmes in Japan:** Kazuo Yano (Japan) discussed community-based programmes in Japan that prepare residents for mental health challenges following natural disasters. These initiatives include group therapy sessions, resilience-building workshops, and crisis response training.

Calls to Action:

To maximise the impact of community-based interventions, stakeholders should:

1. **Invest in Local Leadership:** Provide funding and training for local leaders to spearhead mental health initiatives within their communities.
2. **Bridge Traditional and Modern Practices:** Integrate indigenous knowledge and cultural practices with evidence-based mental health strategies.
3. **Encourage Peer-to-Peer Models:** Support the establishment of peer-led support networks that offer relatable, accessible guidance.
4. **Scale Successful Models:** Replicate effective community-driven programmes across regions while adapting them to local contexts.

Community-based interventions are not only cost-effective but also deeply impactful, as they leverage the strength of social bonds and cultural identity to create lasting change in mental health and wellbeing.

Cultural Wisdom and Indigenous Practices

Cultural wisdom and indigenous practices offer invaluable insights into holistic wellbeing, emphasising harmony between individuals, communities, and the environment. These approaches often integrate mental, emotional, physical, and spiritual dimensions of health, providing a comprehensive framework for addressing modern challenges. Discussions at the Wellbeing Leaders Forum 2024 underscored the potential of leveraging cultural heritage and traditional knowledge to design inclusive and sustainable wellbeing strategies.

Key Opportunities

- **Holistic Approaches Rooted in Tradition:** Grandmother Ana Luisa Solis Gil (Mexico) shared the Mayan perspective of wellbeing as a balance between human actions and natural forces. Practices such as community gatherings, storytelling, and rituals not only address mental health but also strengthen social bonds and cultural identity.
- **Restoring Spiritual Connection:** Eva Blake (The United States) highlighted how Native American communities use traditional ceremonies and language preservation efforts to heal trauma and foster resilience. Spiritual reconnection is viewed as a path to restoring balance and purpose, especially for individuals affected by systemic discrimination.
- **Sustainability and Wellbeing:** Rodrigo Vieira da Cunha (Brazil) discussed Amazonian tribes' deep respect for nature and its role in mental health. Living in harmony with the environment reduces stress, fosters gratitude, and supports sustainable lifestyles, offering lessons for modern urban societies grappling with eco-anxiety.
- **Integration with Modern Systems:** Dr. Lorenzo Martínez Martínez de la Escalera (Mexico) emphasised that blending traditional practices with evidence-based mental health care can create hybrid models that are both culturally resonant and scientifically validated. For instance, using traditional healers alongside psychologists ensures trust and acceptance in indigenous communities.

Case Studies and Insights:

- **Traditional Healing Circles in Africa:** Panelists from South Africa introduced the concept of healing circles, where community elders lead discussions on collective struggles and solutions. This method fosters open dialogue, reduces stigma, and reinforces community cohesion.
- **The Role of Nature in Mental Health:** Mayan communities engage in nature-based practices such as forest bathing and agricultural rituals. These activities promote mindfulness, reduce anxiety, and cultivate a sense of interconnectedness.
- **Healing Through Cultural Preservation:** Native American initiatives that focus on revitalising traditional languages and crafts have not only reduced feelings of isolation but also restored pride and identity, which are critical for mental wellbeing.

Calls to Action:

To effectively incorporate cultural wisdom and indigenous practices into wellbeing frameworks, stakeholders should:

1. **Recognise and Respect Local Knowledge:** Collaborate with indigenous leaders to ensure traditional practices are preserved and integrated respectfully.
2. **Document and Share Best Practices:** Create platforms to exchange successful models of blending cultural and modern approaches.
3. **Invest in Cultural Revitalisation:** Support initiatives that promote the preservation of languages, rituals, and traditions as pathways to mental health.
4. **Encourage Cross-Sector Partnerships:** Bring together traditional healers, healthcare professionals, and policymakers to design hybrid care systems.

Cultural wisdom and indigenous practices are not relics of the past but vital resources for addressing contemporary wellbeing challenges. By valuing and integrating these practices, societies can build systems that are inclusive, sustainable, and deeply connected to the human experience.

Chapter 4. Planetary Wellbeing and Human Health

The wellbeing of humanity is deeply intertwined with the health of the planet. Clean air, safe water, thriving ecosystems, and sustainable practices not only support physical health but also enhance mental and emotional resilience. Discussions at the Wellbeing Leaders Forum 2024 emphasised that fostering planetary wellbeing is inseparable from creating a resilient, sustainable, and equitable future for all. Unique contributions from diverse perspectives highlighted the transformative potential of integrating ecological preservation with human wellbeing.

Pathways to Planetary Wellbeing

1. River Health and Community Wellbeing

- **Contributor:** Dr. Sabita Madhvi Singh (India)
- **Insight:** Dr. Singh emphasised the critical role of rivers in supporting the wellbeing of surrounding communities. She discussed how restoring river health through sustainable management practices enhances water quality, supports agriculture, and reduces stress in populations reliant on these ecosystems.
- **Example:** Programmes that focus on cleaning rivers and preventing industrial pollution not only improve ecological health but also foster social resilience by securing livelihoods and access to clean water.
- **Global Relevance:** These insights underscore the need for integrating river health into environmental policies, particularly in regions heavily dependent on freshwater ecosystems.

2. Amazonian Forest Practices

- **Contributor:** Rodrigo Vieira da Cunha (Brazil)
- **Insight:** Rodrigo Vieira da Cunha highlighted how Amazonian tribal practices maintain the delicate balance of rainforest ecosystems. By preserving biodiversity and utilising sustainable resource management, these practices promote a harmonious relationship with nature that directly impacts mental and emotional wellbeing.
- **Example:** Initiatives like community led reforestation and biodiversity conservation serve as powerful models for mitigating climate change while nurturing cultural identity.
- **Global Relevance:** The Amazon's ecological significance positions it as a vital contributor to global health, with its preservation benefiting not only local tribes but the world at large.

3. Rethinking Sustainability

- **Contributor:** Dr. Michael Ben-Eli (The United States)
- **Insight:** Dr. Ben-Eli presented a reimagined framework for sustainability, emphasising systems thinking and the integration of cybernetics to address complex global challenges. He highlighted the importance of moving beyond traditional definitions of sustainability by operationalising goals that align human activities with the planet's biospheric limits.
- **Example:** Dr. Ben-Eli's approach advocates for adopting innovative frameworks that consider population dynamics, environmental carrying capacities, and the interconnectedness of human and natural systems. Policies that prioritise regenerative practices, such as ecological restoration and adaptive resource management, exemplify this perspective.
- **Global Relevance:** By introducing a planetary perspective to sustainability, Dr. Ben-Eli's insights encourage nations to embed holistic and actionable sustainability principles into governance frameworks, fostering resilience and ensuring alignment with ecological realities.

4. The Mother Earth and Father Sky Philosophy

- **Contributor:** Eva Blake (The United States)
- **Insight:** Eva Blake highlighted the indigenous perspective of interconnectedness through the philosophy of Mother Earth and Father Sky. She emphasised how living in harmony with the cycles of nature fosters resilience and gratitude. She also pointed out that understanding the earth as a conscious entity helps humanity address ecological crises meaningfully.
- **Example:** Practices such as honouring natural cycles, engaging in conservation, and promoting earth jurisprudence align with this worldview, offering sustainable paths for both human and ecological wellbeing.
- **Global Relevance:** This philosophy underscores the importance of integrating ecological and spiritual awareness into global sustainability policies, fostering a sense of unity between humanity and nature.

5. Transitioning Beyond Fossil Fuels

- **Contributor:** Vaitea Cowen (Germany)
- **Insight:** Vaitea Cowan emphasised the urgent need to transition from fossil fuels to renewable energy to address environmental degradation and promote sustainable wellbeing. She highlighted how investments in clean energy technologies, coupled with policy reforms and community driven solutions, can create a more equitable and sustainable energy future.
- **Example:** Green hydrogen, alongside decentralised solar microgrids and community wind projects were highlighted as impactful initiatives that not only reduce reliance on fossil fuels but also empower local economies by providing clean, affordable energy.
- **Global Relevance:** Vaitea Cowan's vision underscores the importance of global collaboration to accelerate the adoption of renewable energy, ensuring a healthier

planet for current and future generations while mitigating the impacts of climate change.

6. Sustainability in Education and Tourism

- **Contributor:** I Putu Wiraguna (Indonesia)
- **Insight:** I Putu Wiraguna highlighted the importance of integrating environmental awareness into education and fostering sustainable tourism to promote harmony between people and nature. These approaches nurture eco-conscious citizens and support cultural preservation while protecting local ecosystems.
- **Example:** In Bali, Indonesia, schools embed environmental conservation into their activities, and eco-tourism programmes encourage reforestation efforts and support for local artisans, reducing tourism's ecological footprint and fostering community resilience.
- **Global Relevance:** I Putu Wiraguna's insights showcase how sustainability in education and tourism can drive environmental preservation while empowering local communities economically and culturally.

Calls to Action:

1. **Policy Integration:** Prioritizing ecological health in national wellbeing strategies, focusing on river restoration, forest conservation, and urban greening is desirable for a wellbeing focussed future.
2. **Support Indigenous Leadership:** Empower indigenous communities to lead environmental initiatives, drawing on their traditional knowledge for sustainable solutions.
3. **Address Eco-Anxiety:** Develop mental health programmes that focus on engaging communities in environmental action to transform fear into proactive care for the planet.
4. **Global Collaboration:** Foster international partnerships to protect critical ecosystems like the Amazon and scale sustainable practices worldwide.

Chapter 5. Key Recommendations

Building on the insights shared at the Wellbeing Leaders Forum 2024, this chapter outlines actionable strategies for enhancing global wellbeing. These recommendations aim to provide policymakers, stakeholders, and practitioners with a roadmap for addressing systemic challenges, leveraging opportunities, and creating sustainable frameworks for mental health and societal wellbeing.

The proposed recommendations are categorized into five key areas: policy integration, awareness and access, community engagement, technology for wellbeing, and education and training. Each area reflects the forum's emphasis on cross-sector collaboration, cultural adaptability, and evidence based solutions. Together, these strategies aim to transform wellbeing from an abstract ideal into a measurable, actionable priority for governments and communities worldwide.

Policy Integration

Policy integration is the foundation for systemic change in advancing wellbeing. Fragmented approaches to mental health and societal wellbeing create inefficiencies, perpetuate inequalities, and hinder progress. The institutionalisation of wellbeing as a cross-cutting priority, embedding it into national frameworks and international agendas is suggested as a primary objective.

Core Strategies:

- **Adopt Multi-Dimensional Metrics**

- Integrate wellbeing indices alongside GDP metrics.
- **Example:** Bhutan's Gross National Happiness framework and New Zealand's Wellbeing Budget provide replicable policy models.

- **Health Policy Redesign**

- Integrate mental health into primary care systems to enhance accessibility and early intervention.
- Establish frameworks for co-occurring issues like mental health and substance abuse.
- Dr. Anuschka Coovadia (South Africa) highlighted the importance of embedding preventive healthcare into national wellbeing policies. By addressing root causes early, nations can reduce the long-term economic and social burden of mental and physical health challenges.

- **Education as a Driver of Wellbeing**

- Incorporate emotional health literacy into school and university curricula.- Promote mental health awareness in educators and students.

- **Cross-Sectoral Funding**

- Allocate shared budgets across health, education, and urban planning sectors to ensure cohesive implementation of wellbeing initiatives.

- **Global Collaboration**

- Use platforms like the G20 to share insights, align policies, and establish global standards for wellbeing.

Success Stories:

- **New Zealand's Wellbeing Budget (2019):** Aligned government spending with outcomes like child mental health, poverty reduction, and community resilience.
- **Singapore's Integrated Care Model:** A streamlined framework combining mental and physical health services under one umbrella.
- **Australia's Stepped Care Model:** Provides personalised mental health services based on individual needs, reducing systemic inefficiencies.

Actionable Recommendations:

1. Create national wellbeing indices and integrate them into policy assessments.
2. Establish multi-sector task forces to align wellbeing objectives across government departments.
3. Facilitate international research partnerships to develop scalable wellbeing frameworks.

By embedding wellbeing into the fabric of governance, nations can create systems that prioritise human flourishing alongside economic and social progress.

Awareness and Access

Despite growing recognition of the importance of mental health, stigma and inequities in access to care persist globally. Raising awareness and improving accessibility are critical to bridging the gap between societal understanding and actionable support systems. This requires a dual focus on public education and infrastructure expansion to ensure inclusive and equitable wellbeing solutions.

Core Strategies:

- **Public Awareness Campaigns**

- Destigmatize mental health through culturally tailored campaigns.
- **Example:** Australia's "Are You Okay?" Day has normalized conversations about mental health, inspiring similar efforts globally.
- Ken Donoue (Japan) emphasised the importance of aligning wellbeing initiatives with local contexts, bridging gaps in access and cultural relevance. Campaigns must resonate with diverse populations to maximise impact.

- **Expand Access to Care**

- Develop infrastructure to provide mental health services in underserved areas, particularly rural and low-income regions.

- Majd Mashharawi (Saudi Arabia) emphasised the role of wellbeing driven entrepreneurship in achieving strategic goals, advocating for business models that prioritise mental health, support communities, and drive sustainable development. He highlighted how aligning business strategies with wellbeing can create impactful and resilient communities.
 - Leverage telemedicine and mobile health clinics to extend care to remote populations.
- **Affordable Mental Health Services**
 - Introduce subsidies or sliding-scale payment models for mental health care.
 - Partner with NGOs and private sectors to provide low-cost services.
 - **Utilise Digital Platforms**
 - Scale digital solutions like AI-driven mental health apps, teletherapy, and online support groups.
 - Ensure platforms are accessible in local languages and culturally aligned.

Success Stories:

- **India's National Mental Health Program:** Leverages community health workers to expand mental health care access in rural regions.
- **Indonesia's 'Into the Light':** A youth led suicide prevention program that combines online outreach with community workshops.
- **UK's Shout Crisis Text Line:** Provides free 24/7 mental health support via text, ensuring anonymity and ease of access.

Actionable Recommendations:

1. Implement national awareness days to destigmatize mental health and promote open dialogue.
2. Invest in infrastructure, including telemedicine and mobile clinics, to provide equitable care access.
3. Collaborate with private sectors to develop affordable digital health solutions.
4. Promote workplace and school based awareness programmes to reach a wider audience.

By prioritizing awareness and access, policymakers can ensure that mental health care becomes a right, not a privilege, and that no individual is left behind in the pursuit of wellbeing.

Community Engagement

Communities play a pivotal role in shaping individual and collective wellbeing. Empowering communities to lead mental health and wellbeing initiatives ensures that solutions are culturally relevant, accessible, and sustainable. Community engagement fosters trust, reduces stigma, and builds localised resilience, making it a cornerstone of effective wellbeing strategies.

Core Strategies:

- **Empower Local Leadership**
 - Train community leaders and volunteers to act as mental health advocates.
 - **Example:** Youth led programmes in various regions demonstrate how training local leaders can foster trust, create safe spaces, and drive suicide prevention efforts within their communities.
- **Promote Grassroots Interventions**
 - Support community based organisations to develop tailored wellbeing programmes.
 - Leverage local knowledge and cultural practices to enhance program acceptance and effectiveness.
- **Facilitate Public / Patient Collaboration**
 - Involve individuals with lived mental health experiences in policy design and implementation.
 - **Example:** Peer led support groups have shown significant success in reducing stigma and improving mental health outcomes.
- **Foster Compassion in Community Initiatives**
 - Jennifer Nadel (The United Kingdom) and Dr. Ana Beatriz Moreno Coutiño (Mexico) emphasised the importance of compassion in fostering trust and inclusion within communities. Compassion-driven initiatives can help create safe and supportive environments.
 - **Example:** Trauma recovery programmes built on empathy have effectively reduced community level stigma.
- **Build Support Networks for Vulnerable Groups**
 - Establish targeted programmes for marginalized populations, including persons with disabilities, and rural communities.
 - **Example:** Native American communities have implemented cultural preservation projects as a means of addressing historical trauma.
- **Integrate Community Feedback Loops**
 - Regularly evaluate and adapt programmes based on community feedback to ensure continued relevance and impact.

Success Stories:

- **South Africa's Healing Circles:** Community elders lead structured dialogues to address trauma and mental health challenges, creating spaces of trust and healing.
- **India's ASHA Workers:** Accredited Social Health Activists (ASHAs) act as a bridge between rural communities and healthcare systems, delivering culturally relevant mental health support.

- **Japan's Disaster Resilience Programmes:** Community-based workshops prepare residents for mental health challenges following natural disasters, building localised capacity for crisis management.

Actionable Recommendations:

1. Fund training programmes for community leaders to champion mental health initiatives.
2. Support grassroots organisations in scaling culturally aligned wellbeing programmes.
3. Develop inclusive platforms for marginalized voices to guide policy decisions.
4. Foster cross-sector partnerships to ensure sustained community engagement and funding.

By placing communities at the center of mental health and wellbeing strategies, governments can create systems that are resilient, inclusive, and deeply connected to the people they serve.

Technology for Wellbeing:

Technology offers unprecedented opportunities to scale mental health and wellbeing solutions. From AI-driven interventions to telemedicine and wearable devices, technological advancements can address barriers such as access, affordability, and stigma. To fully leverage this potential, governments and stakeholders are advised to ensure that technology solutions are inclusive, ethical, and adaptable to diverse cultural and socio-economic contexts.

Core Strategies:

- **Expand Digital Mental Health Solutions**
 - Develop and deploy AI-powered chatbots, mental health apps, and virtual therapy platforms.
 - **Example:** AI chatbots like Wysa provide accessible, 24/7 support to individuals managing stress and anxiety.
- **Enhance Telemedicine Infrastructure**
 - Build robust telehealth systems to extend mental health services to underserved areas.
 - **Example:** Australia's telemedicine initiatives during COVID-19 demonstrated how remote care can effectively bridge access gaps.
- **Promote Wearable Technologies**
 - Integrate wearable devices into mental health monitoring systems to provide real-time insights into emotional and physical wellbeing.
 - **Example:** Devices like Fitbit and Apple Watch now include stress and mindfulness tracking features.
- **Leverage Gamification and VR**
 - Use gamification and virtual reality (VR) technologies for therapy and mental health education, particularly for younger demographics.

- **Example:** VR-based mindfulness programmes have shown promise in reducing anxiety and promoting relaxation.
- **Ensure Cultural and Linguistic Accessibility**
 - Design technologies that are culturally sensitive and available in multiple languages to ensure global applicability.

Success Stories:

- **UK's Shout Crisis Text Line:** A digital platform offering free, 24/7 support through text, ensuring anonymity and accessibility.
- **Japan's AI Mental Health Screening Tools:** Used to identify mental health risks in schoolchildren and connect them with resources.
- **India's iCall Service:** A free tele-mental health service offering support in multiple regional languages, reaching diverse communities.

Actionable Recommendations:

1. Invest in the development of affordable, localised digital mental health solutions.
2. Strengthen digital infrastructure to support telemedicine and ensure equitable access across urban and rural areas.
3. Foster public / private partnerships to accelerate the adoption of innovative technologies in mental health care.
4. Establish regulatory frameworks to address ethical concerns such as data privacy and algorithmic bias.

Technology has the potential to revolutionize mental health care by making it more accessible, personalised, and scalable. By integrating these innovations into broader wellbeing strategies, nations can create systems that meet the needs of diverse populations effectively and efficiently.

Education and Training

Education and training are critical pillars for fostering societal wellbeing. Empowering individuals with emotional health literacy and equipping professionals with culturally sensitive training ensures that mental health and wellbeing are addressed proactively and inclusively. The Wellbeing Leaders Forum 2024 emphasised the need to integrate wellbeing into educational curricula and professional development frameworks to build resilience and awareness from an early age.

Core Strategies:

- **Integrate Emotional Health into Curricula**
 - Develop school and university programmes that teach emotional resilience, stress management, and mindfulness.
 - **Example:** Finland's school system incorporates social-emotional learning (SEL) as a core part of education, fostering wellbeing from a young age.

- Adopt the Multi-Tiered System of Supports (MTSS) Model: Schools should implement MTSS, which integrates family, neighborhood, and educational institutions as a support team to ensure comprehensive mental health care. This model, widely used in the U.S. and Singapore, emphasises social-emotional learning (SEL) to improve student mental health and academic performance.
- **Train Healthcare Professionals in Cultural Sensitivity**
 - Provide specialised training for mental health workers to address diverse cultural norms and values.
 - **Example:** Programmes in Canada train healthcare workers to work effectively with Indigenous populations, respecting their traditions and worldviews.
- **Upskill Community Leaders**
 - Train local leaders, teachers, and community members to become mental health advocates and first responders.
 - Ichiro Takahashi (Brazil) emphasised the transformative power of conscious leadership training. He advocated for programmes that integrate mindfulness and self-awareness into leadership development, enabling leaders to foster wellbeing within their organisations by creating empathetic, supportive, and growth-oriented environments.
 - **Example:** India's ASHA workers receive mental health training to provide grassroots support in rural areas.
- **Workplace and Professional Development**
 - Promote mental health awareness and support in workplaces through workshops and employee assistance programmes.
 - **Example:** Japan's government mandates stress check programmes in companies to identify and mitigate workplace stressors.
- **Encourage Peer-to-Peer Learning**
 - Develop peer-led initiatives in schools, universities, and workplaces to normalize conversations around mental health.

Success Stories:

- **Australia's Mental Health First Aid Program:** Trains individuals to provide initial support to people experiencing mental health challenges, creating a widespread network of informed responders.
- **UK's Mindfulness in Schools Project:** Equips teachers with the skills to introduce mindfulness practices into classrooms, benefiting both educators and students.
- **South Africa's Community Health Worker Model:** Integrates mental health training into broader healthcare education, enabling holistic community support.
- **MTSS Model in Schools (U.S. and Singapore):** A structured approach that involves schools, families, and communities in a tiered mental health support system, proving effective in improving student outcomes.

Actionable Recommendations:

1. Mandate emotional health education in national curricula, starting from primary schools.
2. Establish cultural competency training programmes for healthcare professionals.
3. Implement the Multi-Tiered System of Supports (MTSS) model in schools to create holistic and community-based mental health frameworks.
4. Create incentives for workplaces to adopt mental health training and support systems.
5. Fund peer-led initiatives to encourage open dialogue and shared learning in schools and communities.

By embedding education and training into wellbeing strategies, nations can cultivate a generation of resilient, empathetic, and informed individuals, ensuring that mental health is recognised and supported at every stage of life.

Chapter 6. Different Wellbeing Practices and Methods Around the World

Wellbeing is a universal goal, yet the paths to achieving it are as diverse as the cultures and communities across the globe. From ancient traditions to modern innovations, different practices contribute unique insights into promoting mental, physical, and emotional health. This section explores methods shared by contributors during the Wellbeing Leaders Forum 2024, offering a tapestry of approaches that inspire global application.

1. Preventive Healthcare Practices

- **Contributor:** Dr. Anuschka Coovadia (South Africa)
- **Practice:** Preventive healthcare emphasises addressing root causes of physical and mental health issues early through education, lifestyle adjustments, and proactive interventions.
- **Global Relevance:** This approach reduces long-term health disparities and promotes sustainable wellbeing.

2. Compassion-Driven Community Practices

- **Contributor:** Jennifer Nadel (The United Kingdom) and Dr. Ana Beatriz Moreno Coutiño (Mexico)
- **Practice:** Fostering compassion within community interventions through safe spaces and empathetic engagement. This method strengthens social bonds and reduces stigma surrounding mental health.
- **Global Relevance:** Particularly effective in trauma recovery and marginalized communities, it builds trust and inclusion.

3. Organisational Wellbeing Frameworks

- **Contributor:** Aurelie Litynski (France)
- **Practice:** Implementing systemic changes within organisations to prioritise mental health and employee resilience through compassionate leadership and supportive policies.
- **Global Relevance:** Enhances workplace culture and productivity while addressing employee wellbeing.

4. Youth-Centric Environmental Practices

- **Contributors:** Jin Young Lim (The United States), Vaitea Cowen (Germany), and I Putu Wiraguna (Indonesia)
- **Practice:** Jin Young Lim highlighted urban greening projects to reduce environmental stress, Vaitea Cowen advocated for renewable energy as key to eco-mental health, and I Putu Wiraguna emphasised sustainable agriculture to connect communities with nature.

- **Global Relevance:** These youth-driven initiatives demonstrate how environmental sustainability can align with mental and emotional wellbeing, ensuring a resilient and inclusive future.

5. Mental Health Hygiene Practices

- **Contributor:** Dr. Josephine M. Kim (The United States / South Korea)
- **Practice:** Dr. Kim introduced the concept of mental health hygiene, focusing on daily practices that promote emotional resilience and reduce stress. These include mindfulness exercises, journaling, and establishing supportive routines within families and communities.
- **Global Relevance:** Rooted in her experience addressing mental health stigma in collectivist societies, this approach empowers individuals to take proactive steps toward wellbeing, offering simple yet effective tools adaptable across cultures.

6. Comprehensive Wellbeing Approaches

- **Contributor:** Dr. Lorenzo Martínez Martínez de la Escalera (Mexico) and Ece Vahapoğlu (Turkey)
- **Practice:** Integrating physical, mental, and emotional health into a unified framework, tailored to the needs of communities and individuals.
- **Global Relevance:** Aligns global frameworks with local contexts, ensuring universal applicability.

7. Heartfulness Meditation

- **Contributor:** Heartfulness Organisation
- **Practice:** Heartfulness meditation focuses on cultivating inner calm and clarity through guided relaxation and meditative techniques. It integrates mindfulness and heart-centric approaches to enhance emotional resilience and reduce stress.
- **Global Relevance:** Adopted worldwide, this practice bridges cultural divides and supports mental wellbeing through simplicity and accessibility.

8. Indigenous Healing Rituals

- **Contributor:** Grandmother Ana Luisa Solis Gil (Mexico)
- **Practice:** Mayan rituals that integrate nature-based healing and community gatherings to foster emotional and spiritual wellbeing.
- **Global Relevance:** Revitalises cultural traditions while promoting ecological harmony and collective healing.

9. Mindful Nutrition for Wellbeing

- **Contributor:** İlker Çağlayan (Turkey)
- **Practice:** emphasises mindful eating and maintaining a healthy relationship with food as a pathway to holistic wellbeing. İlker advocates for nutrition as a foundational element of personal transformation, promoting balanced diets and conscious eating habits to enhance mental and physical health.
- **Global Relevance:** Supports preventive healthcare by integrating nutrition into wellbeing practices, offering a universally adaptable approach to improving quality of life through dietary awareness.

Chapter 7. Strategic Action Plan

The Strategic Action Plan translates insights and recommendations into actionable steps, providing a roadmap for short-term and long-term goals. By implementing these strategies with clear timelines, stakeholders can effectively address challenges, leverage opportunities, and create sustainable systems for wellbeing.

Short-Term Goals (Year 1–3)

Objective: Establish foundational systems and pilot initiatives to build momentum for wellbeing strategies.

1. Launch National Wellbeing Task Forces.

- Establish cross-sector task forces in each G20 nation to coordinate wellbeing initiatives across health, education, and economic sectors.
- **Timeline:** Within the first 6 months.
- **Example:** Similar to the UK's National Wellbeing Taskforce, task forces will develop country-specific action plans.

2. Pilot Community-Based Interventions

- Roll out pilot programmes in targeted regions to test culturally aligned mental health initiatives.
- Incorporate Jennifer Nadel (The United Kingdom) and Dr. Ana Beatriz Moreno Coutiño (Mexico) emphasis on compassion to foster trust and inclusion in communities.
- Dr. Anuschka Coovadia (South Africa) emphasised the need for preventive healthcare approaches in community programmes. These should include education and early interventions to address root causes of mental and physical health disparities.
- **Timeline:** Start within the first year and evaluate after 18 months.
- **Example:** Indonesia's "Into the Light" can be adapted as a model for suicide prevention programmes in rural areas.

3. Expand Awareness Campaigns

- Launch national campaigns to reduce stigma and normalize conversations around mental health.
- **Timeline:** Implement in the first year and run ongoing evaluations.
- **Example:** Australia's "Are You Okay?" Day serves as a replicable model for national awareness efforts.

4. Strengthen Digital Infrastructure

- Build telehealth systems and deploy digital mental health tools to underserved areas.
- **Timeline:** Establish infrastructure within 2 years.
- **Example:** Leverage AI-powered apps for immediate mental health support.

5. Implement the Multi-Tiered System of Supports (MTSS) in Schools

- Develop a structured support model that integrates schools, families, and communities to provide tiered mental health assistance to students.
- **Timeline:** Begin pilot implementation in select regions within 2 years.
- **Example:** The U.S. and Singapore successfully apply MTSS to enhance student mental health and academic performance through social-emotional learning (SEL).

Mid-Term Goals (Year 4–6)

Objective: Scale successful initiatives, deepen partnerships, and institutionalise wellbeing practices.

1. Scale Community Interventions Nationally

- Expand successful pilot programmes across regions, focusing on rural and underserved populations.
- **Timeline:** Evaluate and scale by Year 4.
- **Example:** Train additional community leaders based on India's ASHA model.

2. Integrate Wellbeing into National Policies

- Embed wellbeing metrics into health, education, and economic policies, alongside traditional metrics like GDP.
- **Timeline:** Implement by Year 5.
- **Example:** Bhutan's Gross National Happiness Index serves as a reference alongside the United Nations World Happiness Index.

3. Enhance Workforce Training

- Train healthcare workers and educators in culturally sensitive mental health practices.
- **Timeline:** Train 10,000 professionals by Year 6.
- **Example:** Replicate Canada's Indigenous healthcare training programmes.

4. Build International Collaboration Networks

- Use G20 platforms to share lessons learned, standardise policies, and align funding priorities.
- **Timeline:** Ongoing starting in Year 4.
- **Example:** Host annual wellbeing forums under G20 leadership.

Long-Term Goals (Year 7–10 and Beyond)

Objective: Institutionalise wellbeing as a global priority and address emerging challenges with resilience.

1. Institutionalise Wellbeing Metrics

- Adopt wellbeing indices globally as standard policy assessment tools.
- **Timeline:** Achieve global adoption by Year 10.
- **Example:** Countries like New Zealand and Finland demonstrate successful integration of wellbeing into governance.

2. Develop Climate-Resilient Mental Health Systems

- Build systems to address mental health challenges related to climate change, such as eco-anxiety and disaster recovery.
- **Timeline:** Establish frameworks by Year 9.
- **Example:** Japan's disaster-resilience programmes can serve as a foundation.

3. Global Wellbeing Collaboration Hub

- Create a permanent G20-backed collaboration hub to coordinate international efforts in wellbeing.
- **Timeline:** Operational by Year 8.
- **Example:** Modelled after the WHO's global health collaboration mechanisms.

4. Foster Cross-Sector Innovation

- Promote public-private partnerships to fund and develop technologies, policies, and frameworks for wellbeing.
- **Timeline:** Expand partnerships by Year 10.
- As highlighted by Aurelie Litynski (France), the long-term success of wellbeing initiatives depends on creating organisational cultures that prioritise collaboration and sustainability. Aligning institutional practices with wellbeing goals ensures resilience and adaptability in the face of emerging challenges.

Monitoring and Evaluation Framework

● Annual Wellbeing Reports

- Publish annual reports evaluating progress against short-term and mid-term goals.
- **Key Metrics:** Access to mental health services, stigma reduction rates, adoption of wellbeing indices.

● Regular Feedback Mechanisms

- Establish community feedback loops to refine policies and initiatives based on real-world outcomes.

- **Adaptation to Emerging Challenges**

- Maintain flexibility to adjust strategies in response to global changes, such as pandemics or economic crises.

Chapter 8. About Us

Our Team



Momoe Saito
Founder



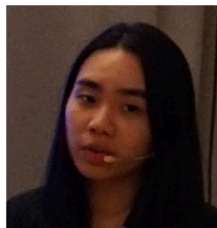
Robert McGuinness
Chief Operation Officer



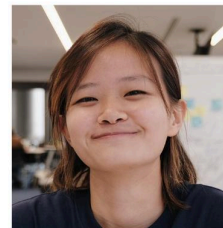
Shiori Nishiwaki
Youth Ambassador



Vishnuram Abhinav
Report Chief Editor



Jevlin Solim
Communication



Wei-Yi (Zoe) Lee
Photo

Acknowledgements

The Wellbeing Leaders Forum 2024 has brought together an extraordinary assembly of world-class leaders from diverse fields and countries, each sharing invaluable insights and experiences on wellbeing within their industries. The calibre of speakers was truly remarkable, and we are deeply grateful for their contributions in shaping the global discourse on wellbeing.

We extend our heartfelt gratitude to everyone who helped make the Wellbeing Leaders Forum a reality. This endeavour would not have been possible without the dedication, passion, and unwavering support of so many individuals and organisations.

While too many to name individually, we deeply appreciate our Patrons and Sponsors, Advisors and Mentors, the Event Organising Team, esteemed Speakers and Panelists, devoted Volunteers, and Partners and Collaborators. We are also immensely grateful to our Venue Hosts, exceptional Technical Team, Marketing and Communications Team, talented Graphic Designers and Content Creators, Logistics Coordinators, and Catering and Hospitality Team—each of whom played a vital role in bringing this vision to life.

A special thanks to our organisers — your dedication made this possible. Finally, to our friends and families, your unwavering belief in our mission has been our greatest support.

2025. February



WLF
Wellbeing
Leaders
Forum



www.wellbeing-leaders-forum.com



wellbeing.leaders.forum@gmail.com



[Wellbeing_Leaders_Forum](https://www.linkedin.com/company/Wellbeing_Leaders_Forum)



[@wellbeing.leaders.forum](https://www.instagram.com/wellbeing.leaders.forum)