Digital Wellbeing Platform for Cities
Creative Brief

STRICTLY CONFIDENTIAL

_____

Objective

To develop a globally impactful digital wellbeing platform for cities that integrates the leading health and wellbeing frameworks, indicators and tools from around the world and that facilitates interdisciplinary research on the determinants of human and health, well-being and development, within the context of a flourishing planet.

The platform will aim to promote the integral understanding of wellbeing across environmental, population health, and socio-economic dimensions, whilst also supporting the ongoing attainment of the Sustainable Development Goals (SDGs). It will also seek to facilitate cross city comparison and to promote population-level dialogue about what creates good and meaningful lives and a more peaceful and compassionate world.

Target Audience

Municipal governments and urban planners
Community stakeholders and residents
Early education providers
Schools and education providers
Eldercare Providers
NGOs and advocacy groups focused on wellbeing and sustainability
indigenous Populations
Researchers and policymakers

_____

Key Features

Integrated Wellbeing Frameworks

The platform will Incorporate a diverse range of wellbeing frameworks, including but not limited to the following, and facilitating the addition of new frameworks as and then they are created.

These will be indexed by the project's research team and will incorporate data on environmental health, physical health, child development, socio-economic status, poverty, education, working

conditions/employment, social and emotional health, spiritual health and community/population wellbeing.

WELLBEING FRAMEWORKS

WHO Health Indicators for Sustainable Cities
UN Thriving Cities Indicators
Thriving Places Indicators
World Health Organization (WHO) Wellbeing Index
Gross National Happiness (GNH) Index
OECD Better Life Index
Bhutan's Gross National Happiness framework
United Nations Sustainable Development Goals (SDGs)
Quality of Life Framework for Canada
Canadian Community wellbeing Index
United Kingdom's Measures of National Well-being Dashboard
Scottish Government's National Performance Framework
Welsh Government National Wellbeing Indicators
Australia's ACT, Common Approach and NEST Wellbeing Index
Iceland's Indicators for Measuring Well-being
Wellbeing in Germany initiative
New Zealand's Living Standards Framework
Harvard Human Flourishing Program Measures
UNICEF's Child Friendly Cities Measures
New Economic Foundation's Five Ways to Wellbeing
Compassionate Cities Index

HELP Early Development Instrument (EDI)
HELP Middle Years Development Instrument (MDI)
FlourishDX Wellbeing Indicators
PERMA Wellbeing Indicators
Adolescence Resilience Questionnaire (ARQ)
New Zealand Wellbeing Scale
Gwent Wellbeing Scale
Stirling Wellbeing Scale
Warwick Edinburgh Wellbeing Scale
GL Pass Data Wellbeing Measures
Anna Freud Centre Wellbeing Measures
CASMAC Measures of Character
Inner Key Wellbeing IMeasures
Integral City Wellbeing Measures
Self-Transcendence Wellbeing Measures
Prosocial Wellbeing Indicators
BeeWell Wellbeing Indicators
Third Path Wellbeing Indicators
ARACY Wellbeing Wheel
Alberta First Nations Indigenous Wellbeing Measures
Swinomish Indigenous Health Indicators
First Nations Health Authority Wellness Indicators
Ontario Indigenous Wellbeing Indicators
Australia National Key Performance Indicators for Aboriginal and Torres Strait Islanders

---

Comprehensive Indicator Set

The platform will consolidate all the indicators into a global databank that references the source providers, frameworks, datasets, survey questions and response types and that maps them against:

a) four key ecological aspects
b) seven human wellbeing needs
c) socio-economic groups
d) Sustainable Development Goals (SDGs)

The Four Core Ecological Aspects

THE NATURAL ENVIRONMENT (NE)
Environmental Sustainability air, energy, food , water, clothing, consumables

SDGs: 6) Clean Water and Sanitation 7) Affordable and Clean Energy 14) Life Below Water 15) Life on Land 16) Climate Action 17) Partnership for the Goals

CIRCULAR AND REGENERATIVE ECONOMICS (CRE)

Economic transformation regenerative economies, sustainable business, sustainable design, sustainable architecture, from old to new forms of power

SDGs 1) No Poverty 2) Zero Hunger 8) Decent Work and Economic Growth 9) Industry Innovation and Infrastructure 12) Responsible Production and Consumption 17) Partnership for the Goals

HUMAN CAPACITIES AND POTENTIAL (HCP)

Promotion of Wellbeing ecological approaches, promoting global equality and social mobility, optimising early human development, promoting lifelong learning, ensuring local resilience and adaptability, enabling thriving societies, promoting a peaceful world, nurturing planetary regeneration and sustainability, education systems, social and emotional development, mental health, spiritual health, values based approaches, wellbeing frameworks and indicators

SDGs: 3) Good Health and Wellbeing 4) Quality Education 17) Partnership for the Goals

CULTURAL VALUES AND IDENTITY (CVI)

Community Participation participative and regenerative communities, community wealth building, female empowerment, religion, faith-based approaches, eldercare, compassion-based approaches, citizen hubs, youth councils

SDGs: 5) Gender Equality 10) Reducing Inequality 16) Peace, Justice and Strong Institutions 17) Partnership for the Goals

The Seven Core Human Wellbeing Needs

Physical Security and Health (PSH)
Relational Wellbeing (RW)
Personal Resilience/Self-esteem (RSE)
Positive Involvement and Functioning (PIF)
Positive Integration and Expression (PIE)
Social Connection and Self-worth (SCW)
Meaning, Purpose and Vitality (MPV)

_____

Customizable Dashboards

Allow users to customize dashboards according to their specific priorities and preferences, enabling them to visualize and track relevant indicators for their city or community.

Provide users with the ability to:

a) pull out and compare different frameworks, including their history, academic reviews and outcomes

b) see whether frameworks are free to access, or have a licensing fee

      c) customise their own frameworks and survey questions

      d) offer their own frameworks and survey questions

      e) request wellbeing mentoring or consultancy support

      f) provide feedback to the site

Data Aggregation and Analysis

Utilize advanced data analytics techniques to aggregate, analyze, and visualize complex datasets from various sources, including government databases, academic research, and citizen-generated data.

Decision Support Tools

Provide decision support tools and predictive analytics to assist urban planners and policymakers in identifying priority areas for intervention and allocating resources effectively.

Search Facility

Facilitate searches under all the key categories, with others added as necessary

Ecological: Natural Environment (NE), Circular and Regenerative Economics (CRE), Human Capacities and Potential (HCP), Cultural Values and Identity)CVI)

Socio-Economic: Individual, Adult, Parent, Teacher, Senior, Child, Early Years, Primary, Adolescent, Youth, Family, Community, Primary/Elementary School, High School, University, Business, Eldercare, Healthcare, Indigenous, City, Nation
,
Human Wellbeing: Physical Security and Health (PSH), Relational Wellbeing (RW), Personal Resilience/Self-esteem (RSE), Positive Involvement and Functioning (PIF), Positive Integration and Expression (PIE), Social Connection and Self-worth (SCW), Meaning, Purpose and Vitality (MPV)

17 Sustainable Development Goals
_____

Community Engagement Features

Foster community engagement and participation through interactive features such as feedback mechanisms, citizen surveys, and collaborative planning tools.

Scalability and Interoperability

Ensure scalability and interoperability to accommodate cities of different sizes and levels of development, as well as integration with existing urban management systems and data platforms.

Deliverables

1. User-friendly digital platform accessible via web and mobile devices
2. Comprehensive database of wellbeing indicators and frameworks

3. Customizable dashboards and visualization tools
4. Decision support algorithms and predictive analytics modules
5. Documentation and training materials for users and administrators
6. Ongoing technical support and maintenance services

Timeline

- Phase 1 (Research & Development): 12 months
- Phase 2 (Pilot Testing and Iteration): 6 months
- Phase 3 (Deployment and Scaling):   18 months+

Budget

- Total Budget: $X

- Breakdown:
    - Development: $X
    - Pilot Testing: $X
    - Deployment and Scaling: $X
    - Maintenance and Support (Annual): $X

Success Metrics

- Adoption rate among municipal governments and urban planners
- Improvement in wellbeing indicators over time
- Alignment with SDGs and other global sustainability targets
- User satisfaction and feedback
- Cost-effectiveness and return on investment

Additional Considerations

- Compliance with data privacy regulations and ethical guidelines
- Collaboration with academic institutions, NGOs, and other stakeholders
- Potential for partnerships with technology providers and investors
- Long-term sustainability and scalability of the platform