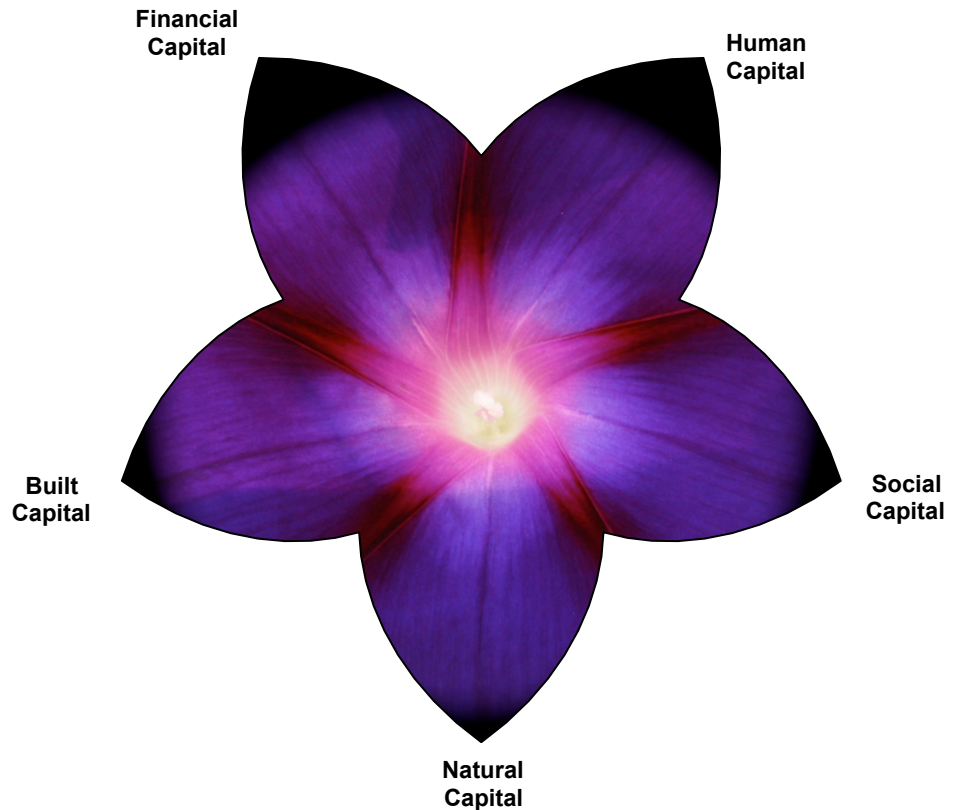


GENUINE WEALTH

Our Vision...

Flourishing communities abundant in Genuine Wealth.



Measuring what makes life worthwhile.

By Mark Anielski, Author, *The Economics of Happiness: Building Genuine Wealth*

Genuine Wealth is an accounting and performance measurement model that helps businesses and communities assess ways to optimize the returns to their total wealth, the five capital assets of human, social, natural, built and financial capital.

The term *genuine wealth* combines the word **genuine** – which means to be authentic or true to one's values -- and the word **wealth** – which comes from the Old English meaning *the conditions of well-being*. Wealth, is ultimately the assets that make for a resilient and

flourishing enterprise and community.

Flourishing business, vibrant communities

Wise businesses know that they are succeeding when they are contributing to the well-being of employees and the community they serve. Vibrant communities know they are happy when well-being conditions are flourishing.

A flourishing business not only optimizes financial returns to its shareholders, it also optimizes well-being or genuine wealth.

Ray Anderson, the former CEO of Interface Inc, the world's largest carpet manufacturer, said "**the role of business is doing well, by doing good.**"

The pursuit of happiness

The ultimate desire of most of us is to be happy, lead meaningful lives, enjoy meaningful work and feel we are contributing to the goodness of the world. In other words we are building genuine wealth.

Measuring Returns to Well-being

“The genuine-wealth assessment for the City of Leduc is the document that guides our strategic plan. Our priorities are examined by their impact on our capital accounts...The genuine-wealth assessment has broadened the view of council to look at the impact of our decisions in many different ways in the community. Decisions are no longer viewed based just on their financial impact.”

Dominic Mishio,
Alderman and
Deputy Mayor
City of Leduc

Five Capitals of Genuine Wealth for Business and Communities

What is unique about the Genuine Wealth model applied to business and communities is that it views all five capital assets (human, social, natural, built and financial) as a whole (integrated), complimentary and ideally balanced or in harmony with one another. For example, the human capital conditions of an enterprise are no more or less important than the financial or social capital conditions, or the relationship of the enterprise to nature (as a source of raw materials and as a sink for waste or pollution). Capital, in this case, can be either tangible (monetary) or intangible (non-monetary) in nature. For example, a firm's employees are a form of non-monetary human capital, as is the goodwill a firm may have with a community.

Measuring Well-being ROI

An enterprise exists in relationship with a community (neighbourhoods) and the environment. It is possible to map and measure the strength and integrity of these relationships through objective and subjective metrics of returns-on-relationships and thus *returns to well-being* or W-ROI. W-ROI may be measured in financial terms, physical terms (energy and material flows) and subjective or perceptual terms (e.g. levels of trust and happiness).

“..the human and social capital conditions of a business or community are no more less important than the financial conditions.”

Mark Anielski

Genuine Wealth Assessment (GWA) is the tool used by business and communities for measuring their WROI from the management of their genuine wealth. Like a medical check-up GWA can be used by business owners or community leaders to assess conditions of overall well-being so as to better optimize the quality of life or well-being of employees or citizens. In other words, it is a means of measuring what contributes most to the happiness of people's lives, in addition to their financial and economic well-being.

*For more details please see **The Economics of Happiness: Building Genuine Wealth***

For More Information:

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