



# Flourish Project

[www.flourishproject.net](http://www.flourishproject.net)



## The Ecology of Wellbeing

The roots of difference and the path to compassion



## The Flourish Project: the Ecology of Wellbeing

The Flourish Project offers a unique method for aligning the needs of individuals, communities and nations. It spans the whole of human life, from conception through childhood, right through to the legacy that we leave behind for future generations. It recognises that whole, happy humans create thriving, compassionate communities, which underpin strong and united nations and the sustainability of a flourishing planet.

### It all starts with you

Everyone has a unique genetic and environmental background that has shaped who they are and how they feel about the world. Understanding why we are the way we are, and why other people might think and believe differently, is core to the Project and fundamental to the development of a more compassionate world.

The model acknowledges that we all have seven levels of core needs, which are then reflected in our subsequent values and motivations. Our individual life experiences constantly challenge us to keep these in balance, but when they are satisfied consistently, we are able to flourish in body, heart, mind and soul.

### For your family

The Project helps families think about the generational patterns and the environmental factors that have shaped their own values, beliefs and mindsets. It opens up conversations, creates stories and engages whole families in a discussion about what creates healthy, happy lives and how to overcome the barriers to achieving them.

### If you are a school

A school is more than just teachers and students. Instead it is a complex network of people, all of whom share the hugely important role of ensuring that future generations can grow up to become knowing, caring and thoughtful people, who are in tune with themselves, with others and with the natural world.

The Project engages the whole school in an exploration about human values and what really makes for good and meaningful lives. It explores big questions and future solutions, promotes empathy and deep-thinking and empowers students to make the personal choices that help to shape the future that they want, rather than the one that is imposed upon them.





## If you are a community

Healthy environments are essential for flourishing communities. We are all nurtured and sustained by the way we feel about ourselves and where we live, and our ability to trust, respect and celebrate one another. Communities are defined by common interests, whether it be physical location, spiritual belief, faith group, sexual identity or stage of life. Each holds an enormous array of talent, skill and experience relating to how people live and how they can contribute to making things even better for themselves and those around them.

The Project supports communities in identifying their strengths, isolating areas that would benefit from specific focus and attention and promoting participation and compassionate action. It invites entire communities into a dialogue about what makes a good life and how we can work together to create a flourishing future.

## If you are a city

The Flourish Framework helps decision makers to understand, nurture and assess the local conditions that underpin the health of the city as a whole. Through actively engaging communities, and encouraging the creation of social hubs, it helps join up the dots, identify the gaps and develop practical solutions by working from the grassroots up.

The Project works with leaders, policymakers and citizens to better understand and promote the health and wellbeing of their own communities and populations. It helps to ensure that child and family wellbeing and resilience is at the heart of all local decision-making and assists cities and local authorities to become Centres of Flourishing. Above all, it underpins the call for a more caring and compassionate world.

## If you are a nation

A system of economic governance aimed at promoting wellbeing needs to account for all of the impacts (both positive and negative) of economic activity. This includes valuing goods and services derived from a healthy society (social capital) and a thriving biosphere (natural capital).

As a dynamic systems model, the Flourish Framework helps to shift economies away from a narrow focus on marketed goods and services (i.e. GDP) to one focused on the sustainability of the planet and the need for a deeper 'Ecology of Wellbeing'. It provides a structured underpinning to the United Nations 17 Sustainable Development Goals (SDGs) and, most importantly, puts the wellbeing of future generations at the centre of all decision-making.



## The Flourish Values Model

The Flourish Values Model (FVM) is a unique and powerful framework for understanding and mapping human values as core inputs to the subsequent outputs of community engagement and whole-systems thinking, leading to the outcomes of individual and collective wellbeing.

