Marketplace of the Common Good

Si Chun Lam • Policies for Happiness Village • Economy of Francesco

Literature

Economics for Happiness (Bruni, 2005), Policies for Happiness (Bartolini, 2016) and the three projects [Children's Flourishing Index, Penguin Model for Happiness in Flourishing Cities, Inclusive Mapping for Flourishing Communities] of the Policies for Happiness Village (Economy of Francesco, 2022)
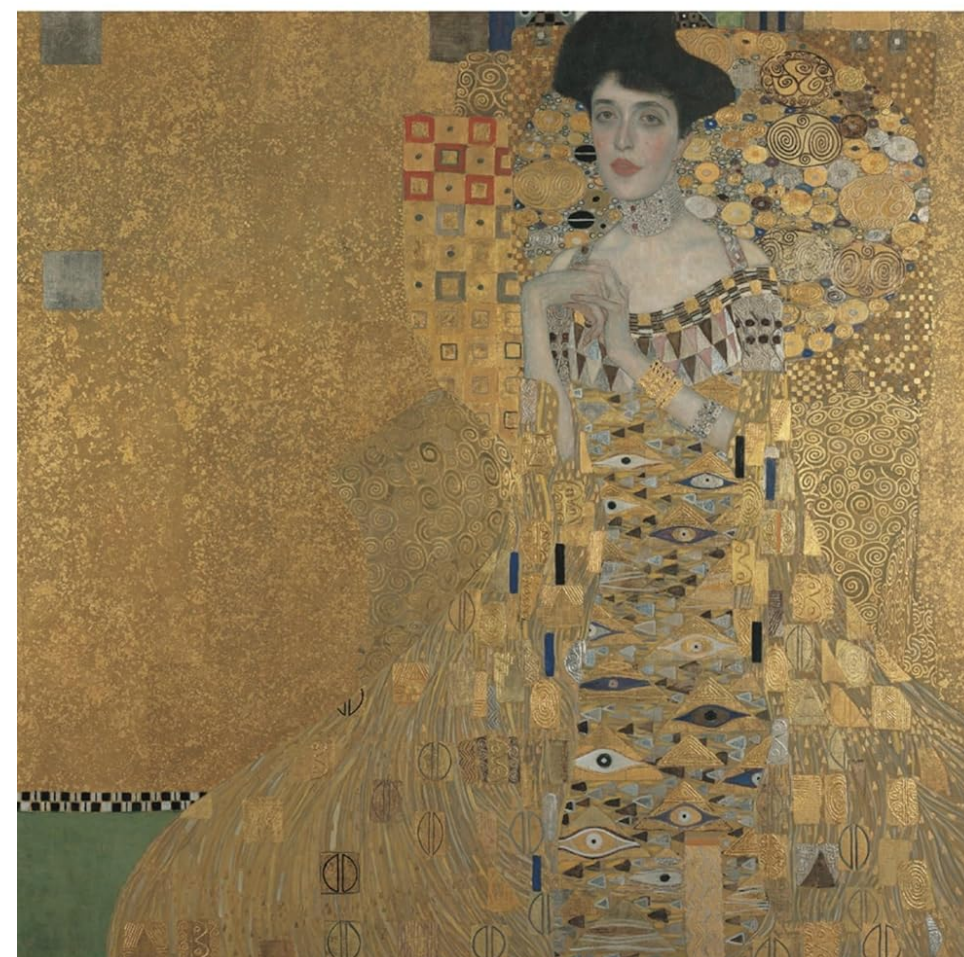
Economics & Happiness

Bruni, 2005

Reframing Economics: Moves beyond GDP and utility to explore happiness as a central concern of economic life

Subjective vs Objective Happiness: Explores the tension between **hedonic** (pleasure-based) and **eudaemonic** (meaning-based) conceptions of happiness

Relational Economics: Emphasises reciprocity, social interaction, and interpersonal relations as key drivers of wellbeing

Income isn't everything: Absolute income has limited impact on happiness beyond a threshold

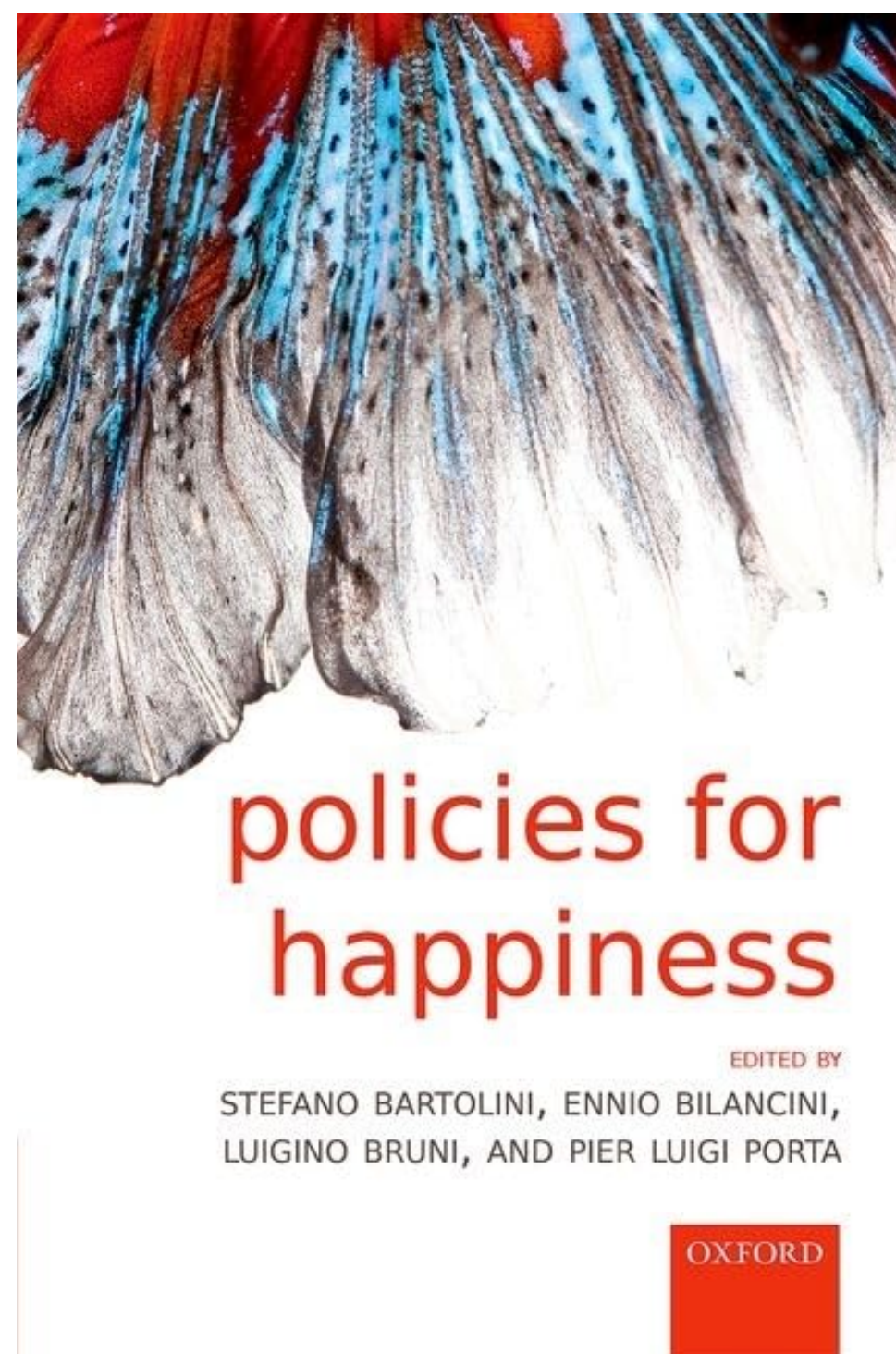**Social context matters**: Happiness is shaped by comparison, community, and care

Policy implications: Calls for public policy to prioritise well-being, not just economic growth

Policies for Happiness

Bartolini, 2016

Policy as a Happiness Driver: Asks not just what happiness is, but how governments can foster it. It challenges the dominance of GDP and proposes subjective wellbeing as a legitimate policy target. Should happiness research inform policy? What kinds of policies emerge from happiness research? How does historical thought on happiness shape modern policy debates?

Relational Goods: Emphasises the value of community, trust, and relationships—often neglected in traditional economic policy

Civil Economy: Advocates for a model where economic life is embedded in social and ethical contexts, echoing Bruni's earlier work

Beyond Redistribution: Suggests that happiness policies differ from classic welfare economics—they're not just about correcting market failures, but about cultivating meaning and connection

policies for happiness

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Synopsis

Welcome to the Marketplace of the Common Good, a place where you don't just buy and sell goods and services, but trade resources, ideas, policy levers to build a flourishing society for today and tomorrow. You cannot win alone – if one group is left behind, everyone loses.

Objective

The Marketplace of the Common Good is an educational workshop where teams represent different stakeholder groups in society. Through trading resources, ideas, and policy levers, they aim to maximise happiness across twelve key resources.

The goal is to strengthen your group's happiness by sharing. But here's the twist: you can only succeed if all groups thrive.

Outputs

The harvest of the workshop will be a co-created **Inclusive Map of Happiness** — a shared blueprint showing how trading resources and ideas can transform the wellbeing of everyone. It will also identify the policy levers needed to turn these exchanges into lasting change, offering a practical guide for implementing Policies for Happiness and vividly demonstrating how *we cannot make ourselves happy without making others happy as well.*

How To Trade

There are three parts to the workshop:

1. **Gather & Offer**: identify your exceptional, strong, moderate, and weak resources.

2. **Trade & Negotiate**: improve your moderate and weak resources.

3. **Happiness Harvest**: reflect and discuss.

Enter the Marketplace

Marketplace of the Common Good

Split yourselves into **eight** teams.

Each team will receive:

1. A **stakeholder card**. This describes the group your team will represent.

2. Twelve **resource cards**. These resources are the fundamentals of *Policies for Happiness* adapted from the academic literature.

3. A **stakeholder board**.

1. Gather & Offer

You have **15 minutes**. Fill out your **Stakeholder Board**. Read the stakeholder card, and reflect on:

- What makes this group happiest?

- What policies or actions would help them flourish now?

- What would protect their happiness for future generations?

Now identify your exceptional, strong, moderate, and weak resources.

- For your **exceptional** and **strong** resources, write down a short statement summarising your choices.

- For your **moderate** and **weak** resources, write down the policy levers that can shift this.

Stakeholder Board

Marketplace of the Common Good

We represent…

Write your stakeholder group here, and place your stakeholder card here.

Exceptional

Select your three exceptional resources, write a short statement summarising your choices, and place the cards on top of your statement.

We flourish when…

What makes this group happiest? What policies or actions would help them flourish now? What would protect their happiness for future generations?

Strong

Select your three strong resources, write a short statement summarising your choices, and place the cards on top of your statement.

Moderate

Select your three moderate resources, write a short statement summarising your choices and policy levers that could shift this, and place the cards on top of your statement.

Created by…

Your names and contact details

Weak

Select your three weak resources, write a short statement summarising your choices and policy levers that could shift this, and place the cards on top of your statement.

1. Gather & Offer (Example)

For example, if you are the **Cultural & Creative Voices**, this is what you might say!

We represent...

Write your stakeholder group here, and place your stakeholder card here.

Cultural & Creative Voices

We flourish when...

What makes this group happiest? What policies or actions would help them flourish now? What would protect their happiness for future generations?

As cultural and creative voices, we are happiest when we can imagine, create, and build a world where everyone can contribute to the cultural heritage of humanity.

Created by...

Your names and contact details

Si Chun Lam

Exceptional

Select your three exceptional resources, write a short statement summarising your choices, and place the cards on top of your statement.

We excel in creating art, beauty, meaning, and storytelling — areas where we hold deep expertise.

Our three exceptional resources are:
Time for Meaning
Beauty & Culture
Happiness & Storytelling

Strong

Select your three strong resources, write a short statement summarising your choices, and place the cards on top of your statement.

We are also strong in how we engage with our communities, share stories from underserved or unheard voices, and support lifelong learning.

Our three strong resources are:
Learning for Life
Relational Communities
Voice & Equality

Moderate

Select your three moderate resources, write a short statement summarising your choices and policy levers that could shift this, and place the cards on top of your statement.

Arts and culture contribute to our shared table by creating meaning. Some artists and creatives also collaborate ethically and help build resilience and solidarity — though this is not universal. Example of policy levers that would improve this for creatives include social impact clauses in public commissioning that prioritise creative businesses with ethical supply chains or sustained multi-year funding that enable art organisations to build resilience.

Our three moderate resources are:
Food & Shared Table
Civil and Ethical Economy
Resilience & Solidarity

Weak

Select your three weak resources, write a short statement summarising your choices and policy levers that could shift this, and place the cards on top of your statement.

We are less effective at representing intergenerational voices, with our most visible figures often being younger people. Some of us live in ways that are environmentally unsustainable, and others experience or contribute to unhealthy lifestyles. Example of policy levers that would shift this include workplace wellbeing standards to shift workplace practices and improve intergenerational representation, and green venue standards.

Our three weak resources are:
Healthy Lives
Green & Resilient Environments
Intergenerational Justice

1. Gather & Offer (Example)

Once you've written the statement, put the cards on top of your board, as shown.

We represent…

Marketplace of the Common Good

Cultural & Creative Voices

Stakeholder

We flourish when…

What makes this group happiest? What policies or actions would help them flourish now? What would protect their happiness for future generations?

As cultural and creative voices, we are happiest when we can imagine, create, and build a world where everyone can contribute to the cultural heritage of humanity.

Created by…

Your names and contact details

Si Chun Lam

Exceptional

Marketplace of the Common Good

Time for Meaning

Resource

Marketplace of the Common Good

Beauty & Culture

Resource

Marketplace of the Common Good

Happiness & Storytelling

Resource

Strong

Marketplace of the Common Good

Learning for Life

Resource

Marketplace of the Common Good

Relational Communities

Resource

Marketplace of the Common Good

Voice & Equality

Resource

Moderate

Marketplace of the Common Good

Food & Shared Table

Resource

Marketplace of the Common Good

Civil & Ethical Economy

Resource

Marketplace of the Common Good

Resilience & Solidarity

Resource

Weak

Marketplace of the Common Good

Healthy Lives

Resource

Marketplace of the Common Good

Green & Resilient Environments

Resource

Marketplace of the Common Good

Intergenerational Justice

Resource

2. Trade & Negotiate

The **Marketplace of the Common Good** is now open! Move around, meet others, and pitch your offers to trade **ideas** and **resources**.

Rules

- Trade one exceptional or strong resource for a resource that strengths one of your moderate or weak areas.

- Every trade must be an exchange.

To trade, you'll need a **Statement of Trade**. This records the **resource traded**, who it's **from**, who it's going **to**; along with your idea of how this trade increases happiness and the policy lever that would enable this to happen.

You have **three rounds of trade**. Afterwards, your moderate and weak resources should be strengthened by ideas from others – as well as the policy levers that can help make this happen.

Statement of Trade

Marketplace of the Common Good

From...

Place the stakeholder card of the seller here.

Resource traded:

Place your traded resource here.

To...

Place your stakeholder card of the buyer here.

Our idea for this trade:

Describe how this trade increases happiness for the group.

Policy levers that enable this to succeed:

Describe the policy levers that enable this to happen.

2. Trade & Negotiate (Example 1)

Statement of Trade

From…

Marketplace of the Common Good

Cultural & Creative Voices

Stakeholder

Resource traded:

Marketplace of the Common Good

Voice & Equality

Resource

To…

Marketplace of the Common Good

Health, Care and Education Professionals

Stakeholder

Our idea:

Describe how this trade increases happiness for the group.

Artists partner with healthcare providers to run Participatory Storytelling Labs where underserved patients and communities co-create visual, audio, and performance pieces that highlight barriers to care and propose solutions.

Policy levers that enable this to succeed:

Describe the policy levers that enable this to happen.

Mandate co-production and lived-experience representation in health service planning — include arts-based participatory methods in patient engagement standards, with funding for creative facilitation in equality and diversity initiatives.

2. Trade & Negotiate (Example 2)

Statement of Trade

From...

Marketplace of the Common Good

Health, Care and Education Professionals

Stakeholder

Resource traded:

Marketplace of the Common Good

Healthy Lives

Resource

To...

Marketplace of the Common Good

Cultural & Creative Voices

Stakeholder

Our idea:

Describe how this trade increases happiness for the group.

Health and care professionals co-design a creative wellbeing programme with artists — combining physical health workshops, mental health support, and creative expression. This includes "arts on prescription" pathways so creatives can access wellbeing support as part of their professional development.

Policy levers that enable this to succeed:

Describe the policy levers that enable this to happen.

Embed creative health in public health commissioning — require health systems to fund arts-based wellbeing programmes as part of preventive healthcare, with ring-fenced budgets for the cultural sector.

3. Happiness Harvest

Now, gather around and place all your **Stakeholder Boards** and **Statements of Trade** onto the **Inclusive Map of Happiness**. The map serves as a shared blueprint showing how trading resources and ideas can transform the wellbeing of everyone. It identifies the policy levers needed to turn these exchanges into lasting change.

Now, step back and discuss:

- **Patterns**: Which resources were traded most? Which were never traded?

- **Stand-outs**: Which ideas and policy levers were especially powerful or innovative and why?

- **Gaps**: Which needs remain unmet? Which resources are under-represented?

- **Missed chances**: Were there trades that could have happened but didn't? What might enable them in real life?