

# A future focused on well-being

ICELAND

**EPW core priorities and flagships**  
Promoting health and well-being

**WHO collaboration**  
Health advocacy and promotion  
Partnership with the Regional Office

Iceland has been transitioning to a well-being economy focused on human, social and environmental well-being rather than just gross domestic product. It recognizes that investing in well-being not only enhances the quality of life but also strengthens the economy. Setting an example for other nations, Iceland has created a framework to monitor and measure its well-being and economic progress that is linked to its fiscal strategy.

The Regional Office has been a key partner in this journey. In 2023 it published a report outlining the country's well-being strategies, and supported Iceland's Wellbeing Economy Forum in 2023 and again in 2024. Iceland is participating in WHO's Finding Common Ground Initiative, which aims to develop tools to shape investment in well-being priorities. The Government recently received a WHO award for its progress on well-being economies. Iceland is also a long-standing member of the Small Countries Initiative, leading discussions among the 12 small countries in Europe.

### The impact

The Regional Office's support has strengthened international leadership and knowledge exchange, reaching over 300 policy-makers and stakeholders and increasing commitment across sectors to working towards well-being economies.

### Lessons learned

- The public health sector in Iceland is a driver, co-creator and beneficiary of well-being economy policies.
- Strong political leadership and a long-term vision are essential for sustaining the well-being agenda.
- A whole-of-government and whole-of-society approach ensures that policies promoting well-being are supported at all levels.

### Donors and partners

Ministry of Health; Prime Minister's Office



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“We are delighted that WHO is supporting us on this journey, and the collaboration has significantly strengthened the visibility and reach of our work”

**Dr Dóra Guðrún Guðmundsdóttir**, Director of Public Health, Directorate of Health, Iceland

### What's next?

Iceland continues international collaboration through the Wellbeing Economy Governments (WEGo) partnership. The third Wellbeing Economy Forum will be held in 2025, further reinforcing Iceland's role as a regional convener to advance health, equity and sustainability.