

# GENEVA CHARTER FOR WELL-BEING

The Geneva Charter for Well-being underlines the urgency of creating sustainable “well-being societies”, committed to achieving  inviner

## THE URGENCY TO ACT

The world faces complex and interrelated crises, but they impact countries in different ways. Recent pandemics have exposed the fractures in society and

# 21<sup>ST</sup> CENTURY HEALTH PROMOTION RESPONSE

Creating well-being societies requires coordinated action in five areas:

## VALUE, RESPECT AND NURTURE PLANET EARTH AND ITS ECOSYSTEMS

A healthy planet is essential for the health and well-being of current and future generations and for enabling all to flourish. Well-being societies prioritize a rapid, just transition to a low-carbon economy to keep rises in temperature below 1.5°C this century. They provide access to clean energy for all, enhance biodiversity, reduce resource depletion and pollution, support harmonious relations

## ACHIEVE UNIVERSAL HEALTH COVERAGE

In a well-being society, universal health coverage is central to social protection for all and to societal stability. Funding priority is given to the development of primary care, health promotion and preventive services. Global health governance ensures equitable distribution of health-care assets.

## STEWARDING A FLOURISHING FUTURE

Well-being is a political choice. It is the outcome of the policies, institutions, economies and ecosystems in which people live. Well-being requires a whole-of-society approach involving action across all levels, stakeholders and sectors, from communities and within organizations to regional and national government. The role of health promotion is to catalyse and support this movement by:





**10<sup>th</sup> Global Conference  
on Health Promotion**