

How To Go With And Beyond The GDP In Favour Of Sustainability? The Association Of Gross Domestic Product (GDP) With The Inclusive Wealth Index (IWI)

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Abstract

Objective: This article should be placed in the movement “to go beyond the GDP”. It proposes to go beyond in order to integrate the sustainability and the ESG as well but still with the GDP to favour a smooth transition and reach a stronger and broader impact towards all stakeholders. To report on the economic situation, the communication of the State is based on GDP which is kept and used with a new indicator.

Methods: The proposal of such new indicator is to use the IWI, the Inclusive Wealth Index (IWI). As it gathers stock data in 3 capitals, produced, human and natural, it enables the State to report on sustainability and on ESG data. The communication proposed is made from data available in 2004-2008 for GDP and IWI for 6 countries, France, Japan, Nigeria, Norway, Russia and the United Kingdom. Two communication channels are used : the report on the Balance Sheet of the State integrating the IWI and the report on P&L for the State integrating the GDP and the IWI.

Results: Comparing to a report based only on GDP, the addition of the IWI means an increase of the assets of the State between 3 to 24 times, which show that the human and natural capital represent a central part in the common wealth of all citizens. In terms of GDP and growth, only one country over 4 has a sustainable economic growth in 2008, the 3 others have economic growth but non sustainable. 2 countries combine non-economic growth and non-sustainability.

Conclusions: To have impact on all stakeholders and to show that the State as well impose to itself ESG and sustainable targets, the association of the GDP with the IWI is interesting and should act on the citizen’s mind towards a more respectful economic growth towards the Biosphere.

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I. Introduction

“Our house is burning down and we're blind to it. Nature, mutilated and overexploited, can no longer regenerate and we refuse to admit it...The earth and humankind are in danger and we are all responsible”. The former French President, J. Chirac (2002¹), has reported the worrying state of development of societies. To measure the economic activity, the Gross domestic product (GDP) is the widely used instrument and the best tool for comparisons of countries or areas. For instance, on 30.04.2024, Eurostat, the statistical office of the European Union, has released figures showing that in the first quarter of 2024, seasonally adjusted GDP increased by 0.3%². Even if in Brussels in 2007, the “Beyond GDP” conference was organized by the European Commission under the leadership of Jose M. Barroso, the GDP is still the most important issue followed and communicated in terms of growth by the State. When it is growing, it usually gives the impression that the well-being and social satisfaction of the country is also improving. It is a common mistake. From the literature, several studies has shown that such growth had and still has a huge cost for the Biodiversity, the Environment, the society and the Earth. For instance, Managi and Kumar (2018³) show that over the period of 1992–2014, per capita global produced capital doubled in size, per capita global human capital increased by some 15 per cent, but per capita global natural capital declined by 40 per cent. So, studies and analysis have shown the insufficiency of GDP but countries still rely on it to speak and communicate about growth and how-well the economy evolves. The purpose of the article is to propose a method for the State to improve its communication and to show that it

¹Chirac, J. (2002). Speech by Mr. Jacques Chirac, President of the French Republic, to the Plenary session of the World Summit on sustainable development. - Johannesburg – Monday 2 September 2002 http://www.jacqueschirac-asso.fr/archives-elysee.fr/elysee/elysee.fr/anglais/speeches_and_documents/2002-2001/fi005004.html accessed on 05.05.2024.

²<https://ec.europa.eu/eurostat/en/web/products-euro-indicators/w/2-30042024-bp> accessed on 03.05.2024.

³Managi, S., & Kumar, P., (2018). “Inclusive Wealth Report 2018: Measuring Progress Towards Sustainability” (1st ed.). Routledge. <https://www.taylorfrancis.com/books/oa-edit/10.4324/9781351002080/inclusive-wealth-report-2018-shunsuke-managi-pushpam-kumar> accessed on 04.05.2024.

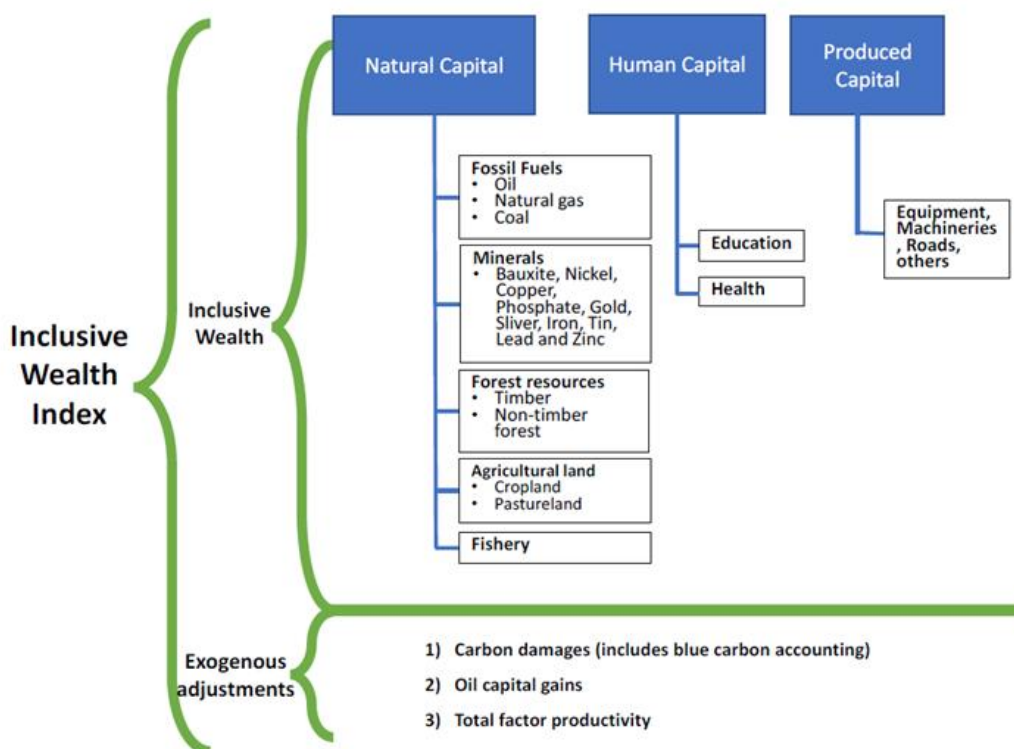
has integrated the Environmental, Social and Governance (ESG) dimensions into an indicator which reports on the sustainability of its economy. There is a strong demand to develop such measure. Some of the measures are already being used, such as average levels of life-satisfaction for a country, or composite indices, such as the Human Development Index. However, such measure could not be considered as a report of sustainability. To have such qualification, it requires to measure the change in the quantities of the different factors that matter for future well-being. A stock approach is required: such indicator must make sure that the quantities and qualities of natural resources, human, social and physical capital, are preserved and/or increased between the periods analysed. With such result, as defined in the Brundtland Commission (1987⁴), a sustainable development could be reached because it is a “*development that meets the needs of the present without compromising the ability of future generations to meet their own needs*”. In most countries, a common indicator like GDP is missing. More precisely, such alternative indicators exist but no one has the same aura and the same popularity as the GDP as of today. However, it is a necessity. A lot of potential indicators exists. In the following article, the one chosen and followed is the Inclusive Wealth Index (IWI). Inclusive wealth is the sum of the accounting values (market values+taxes, estimated for non-market values) of produced capital, human capital and natural capital. Why such indicator is followed in the following article? Because it includes a stock and a flux dimension, so an analysis based on Balance Sheet and P&L is made possible with the IWI. It measures the evolution of the 3 capitals used in all economies: the natural capital, the human capital and the produced capital. All those capitals underpin human well-being as it includes:

- Natural resources and ecosystem services (including air quality, biodiversity and climate systems);
- Human health, skills and education levels; and
- Physical infrastructure (e.g. transport, housing, utilities and information and communications technologies).

For the first time, the 2023’s report also considers blue carbon emissions, i.e. carbon stored in, or released from, marine and coastal ecosystems. That shows also the flexibility of the yardstick and the possibility to constantly improve such indicator.

Table 1

The Inclusive Wealth Index (IWI) – summary of its content.



Source: The inclusive wealth report 2023.

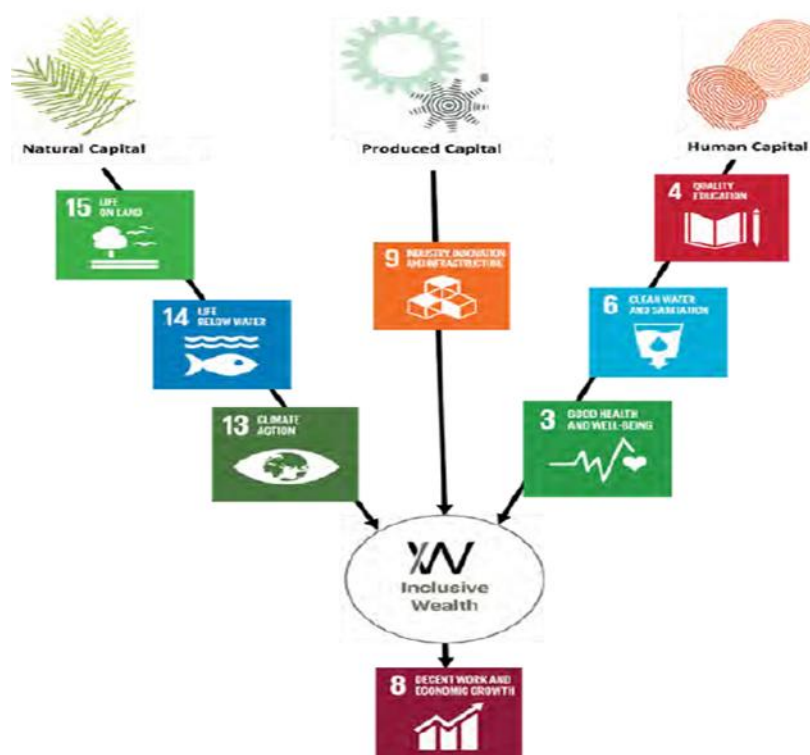
https://wedocs.unep.org/bitstream/handle/20.500.11822/43131/inclusive_wealth_report_2023.pdf?sequence=3&isAllowed=y accessed on 05.05.2024.

⁴Brundtland, G. H. (1987). “*Our Common Future: Report of the World Commission on Environment and Development*”. Oxford: Oxford University Press.

Moreover, it includes 8 of the 17 Sustainable Development Goals (SDGs) developed by the UN (2015⁵) which should be reached by all States by year 2030.

Table 2

The Inclusive Wealth Index (IWI) and Sustainable Development Goals (SDGs).



Source: The inclusive wealth report 2023.

https://wedocs.unep.org/bitstream/handle/20.500.11822/43131/inclusive_wealth_report_2023.pdf?sequence=3&isAllowed=y accessed on 05.05.2024.

The purpose of the article is to show how that the State could improve its communication on sustainability using the IWI and the GDP to measure and to follow its growth and its impact on the Biosphere.

II. Literature review

Within the borders of a State in the European Union, companies have or will have the obligation to report on ESG issues. Companies are asked to have a sustainability strategy and inside a ESG report. And it goes stronger as it will concern more and more companies. With the EU Taxonomy (Taxonomy regulation, regulation (EU) 2020/852) all citizens will be able to check if a company is sustainable or not by the means of a common classification framework.

For States, most often the comparison between them is made based on GDP. Such indicator should show how well a national economy performs. As stated by Cathala (2024⁶), “the GDP is the measure of the final goods and services’ value produced within a country, a region or the world. It is the difference between the total expenditure, the output, and the total income, the input”. The GDP is a representation of the total market value of finished goods and services produced. Mathematically, it is the sum (Y) of a nation’s level of consumption (C), investment (I), government spending on goods and services (G), and the difference in profit between exports and imports (NX):

$$Y = C + I + G + (NX)^7$$

From that definition, it appears first that the GDP is a flux, not a stock, and second, two important elements are missing: the change in the nature’s stock (what the State owns in its borders) and the change in the local disturbances (some provision for climate litigation). GDP is not an indicator for reporting on sustainability. GDP for the State is like the Statement of Income (P&L) for the company. It is important but it is

⁵United Nations, 2015, <https://sdgs.un.org/goals> accessed on 04.05.2024.

⁶Cathala, C. (2024). “Winter Is Coming? How to Anticipate a Recession Based On the Knut Wicksell’s Rate of Interest theory”. Asian Journal of Social Science and Management Technology, Volume 6, Issue 1, January-February, 2024.

⁷Mankiw, G., (2017). “Principles of Macroeconomics”. Cengage Learning; 8th edition (January 1, 2017), pp.576.

not the main indicator in terms of continuity (the going concern assumption). Profits are good, a positive GDP or a positive accounting result is good to have but they do not reflect neither a company's financial health⁸ nor a country's financial health. In both cases, company as State could be in trouble even if GDP and P&L show a positive result. Moreover, GDP is a flow in contrast to well-being, sustainability and environment, which are a stock (it is the social worth of the economy's entire portfolio of assets). 40 years ago, such observation did not seem problematic. Growth was expected to be friendly towards the Environment. The expected trend was with the increase of GDP (growth), the pollution would rise first and then will decrease after. For instance, in analysing 40 countries with four types of indicators (urban air pollution, the state of the oxygen regime, faecal contaminants and concentrations of heavy metals) Grossman and Krueger (1994⁹) find "*no evidence that environmental quality deteriorates steadily with economic growth*". 40 years later, the observation is the opposite. Today, six of the nine boundaries identified in Rockström and al. (2009¹⁰) are transgressed. To have a positive impact on the Environment, GDP and ESG must be associated. To do that, the State must act. In ESG, the G is central for setting the rules, policies and procedures in order for their organizations to meet their targets which include environmental and social targets. Setting regulations for companies means that the G for the State is also capital as it is the guarantor of environmental and social policies created, implemented and adhered. From the beginning of the ESG's "adventure", the State plays the central role, starting from the 1992's Rio conference, the 2000's Millennium Summit, the 2015 UN Development goals and the 2015's Paris Agreement (COP 21). So the State should use an alternative indicator and not rely only on GDP. On that ground, the United Nations Secretary-General in "*Our Common Agenda*"¹¹ recommends to use "*an alternative like the IWI*". The IWI is a good indicator for such purpose. As stated by Sugiawan and Managi (2019¹²), "*inclusive wealth (IW) offers a new approach to assess sustainability by comprehensively measuring the productive base of the economy that involves three types of capital assets of nations (produced, human and natural capital), and aggregates them into a single measure of wealth*". Moreover, it makes the valuation of state policies in the long-term possible and their impact towards the sustainable development goals. Sugiawan and al. (2023¹³) have found a strong correlation with especially goals 12, 13 and 7. Moreover, it makes it possible to follow the evolution of all of 3 capitals with the evolution of population and the GDP. Shunsuke and al. (2024¹⁴) show the percentage change from 1990 for IW per capita, capital components per capita, GDP per capita, and total population and reach the conclusion that natural capital has declined by 28% since 1990 which means that economic growth has come at a significant cost to natural capital due to the rapid net increase of 2.4 billion people. Finally, it could be compared to GDP. For instance, Yamaguchi and al. (2019¹⁵) analysing 140 countries from 1990 to 2014, observe that the IW has had a lower growth rate compared to GDP per capita and it represents approximately 12 times GDP on average. The purpose of the article is to show how that the State could improve its communication on sustainability using the IWI and the GDP together. Such association through a practical example illustrates the novelty of that article.

III. Research Method

- The purpose of the article is to show how the State could report on growth and on sustainability in the same time. By sustainability, the Stiglitz-Sen-Fitoussi report's (2009¹⁶) requires that the indicator should measure the "*damages that are currently made to the environment*" because they have an impact on the well-being of

⁸Fulmer, J. G., Jr., Finch, J. H., Smythe, T. I., Jr., & Payne, T. H. (2002). "*Growing sales and losing cash: Assisting your small-business customer with cash flow management*". Commercial Lending Review, 17(4), 14-19.

⁹Grossman, G. M., & Krueger, A. B. (1994). "*Economic Growth and the Environment*". NBER Working Papers 4634, National Bureau of Economic Research, Inc.

¹⁰Rockström, J., W. Steffen, K. Noone, Å. Persson, F. S. Chapin III, E. F. Lambin, T. M. Lenton, M. Scheffer, C. Folke, H. J. Schellnhuber, B. Nykvist, C. A. de Wit, T. Hughes, S. van der Leeuw, H. Rodhe, S. Sörlin, P. K. Snyder, R. Costanza, U. Svedin, M. Falkenmark, L. Karlberg, R. W. Corell, V. J. Fabry, J. Hansen, B. Walker, D. Liverman, K. Richardson, P. Crutzen, and J. A. Foley (2009). "*A Safe Operating Space for Humanity*". Nature, 461(7263), 472-475.

¹¹United Nations (UN) (2021). Our common agenda – report of the Secretary-General. United Nations: New York. https://environment.ec.europa.eu/economy-and-finance/alternative-measures-progress-beyond-gdp/beyond-gdp-publications_en accessed on 05.05.2024.

¹²Sugiawan, Y., & Managi, S. (2019). New evidence of energy-growth nexus from inclusive wealth. Renewable and Sustainable Energy Reviews, 103, 40-48. <https://doi.org/10.1016/j.rser.2018.12.044>.

¹³Sugiawan, Y., Kurniawan, R. & Managi, S., (2023). "*Assessing the United Nations sustainable development goals from the inclusive wealth perspective*". Sci Rep 13, 1601 (2023). <https://doi.org/10.1038/s41598-023-28540-0>.

¹⁴Managi, S., & Chen, S. & Kumar, P., & Dasgupta, P., (2024). "*Sustainable matrix beyond GDP: investment for inclusive growth*". Palgrave Communications, Palgrave Macmillan, vol. 11(1), pages 1-10, December.

¹⁵Yamaguchi, R., & Islam, M. & Managi, S., (2019). "*Inclusive wealth in the twenty-first century: a summary and further discussion of Inclusive Wealth Report 2018*" Letters in Spatial and Resource Sciences, Springer, vol. 12(2), pages 101-111, August.

¹⁶Stiglitz, J. & Sen, A. & Fitoussi, J., (2009). "*The Measurement of Economic Performance and Social Progress Revisited*". Commission on the Measurement of Economic Performance and Social Progress, Paris. <https://ec.europa.eu/eurostat/documents/8131721/8131772/Stiglitz-Sen-Fitoussi-Commission-report.pdf> accessed on 02.05.2024.

future generations and could put it at a lower level than the one that current generation enjoys today. The measurement is not an easy task because it requires assessing the future under heterogeneity of beliefs concerning this future. Also, the difficulty is due to the economic characteristic of Nature. Nature is silent and invisible in part. It is in large measure mobile as insects fly, the wind blows, the oceans circulate... That makes the question of valuation difficult. **In the following method, natural capital is predominant and a growth will be sustainable on the condition that the natural capital is not degraded, which means that the growth is not negative between 2 years.** Why? Because it is the most important one. Even if produced and human capitals improved, the State could not pretend to have sustainable growth when its natural capital has been deteriorated. The strong sustainability conception is applied in the following article where “one form of capital cannot continue to be substituted for another¹⁷”.

- For such purpose, the alternative indicator chosen is the Inclusive Wealth Index (IWI). Like for a company and its balance sheet, it measures all of the assets of a country from which human well-being is derived. It has a stock and a flow dimension, so an analysis based on Balance Sheet and P&L is made possible with the IWI. It focuses not on money but on value because value is important for well-being. At the end, it gives a picture if a country is able to create and maintain human well-being over-time. With the IWI, the common big picture of each State is presented and it could be a basis for public policies.
- The method is to combine the GDP with the IWI, a short-term with a long-term metric. GDP is to be kept but not alone. It will serve as a measure of human activities as its origin shows.... “GDP is a very strong measure to gauge the economic health of a country”¹⁸. The IWI adds to that the sustainability dimensions of the economic health of a country.
- Finally, the application of the method. The empirical test is based on GDP data from the World Bank (<https://data.worldbank.org/>). IWI data are taken from the inclusive wealth report 2012¹⁹ where “data annex: wealth by country” are shown. Unfortunately, the more recent reports does not publish same annexes....

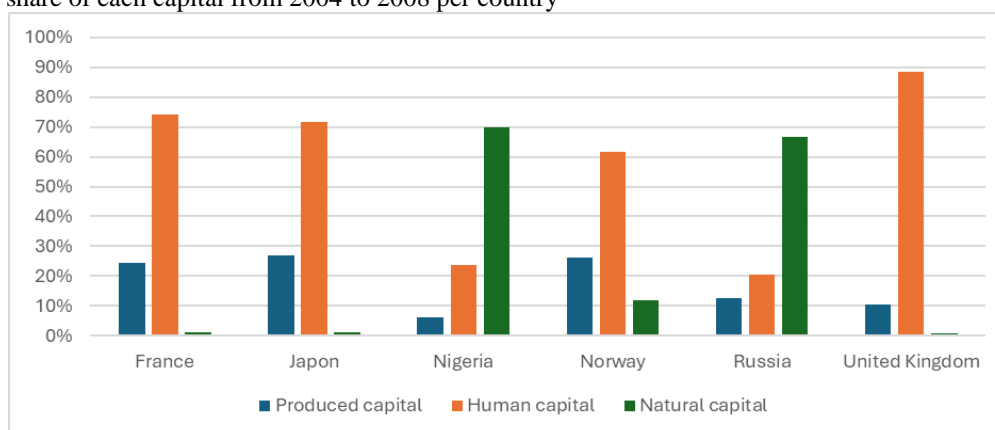
Data from 2004 to 2008 are used for 6 countries:

France
Japan
Nigeria
Norway
Russia
United Kingdom

Such country could be split in 2 categories: the first one where Human Capital is dominant and the second one where Nature Capital is dominant. In the first category, France, Japan and the United Kingdom are present whereas in the second category Nigeria and Russia could be found. Norway could be estimated as a country in a middle because the Nature Capital is not so weak.

Table 3

Average share of each capital from 2004 to 2008 per country



Source: The inclusive wealth report 2012¹⁶.

¹⁷ Agence Francaise de Developement, (2022). “Strong sustainability for (truly) sustainable development” <https://www.afd.fr/en/actualites/strong-sustainability-truly-sustainable-development> accessed on 16.06.2024.

¹⁸ Jain, D. and Nair, K. and Nair, K. and Jain, V., (2015). “Factors Affecting GDP (Manufacturing, Services, Industry): An Indian Perspective (April 11, 2015)”. Annual Research Journal of SCMS Pune, Vol. 3, April 2015, pp. 38-56.

¹⁹ Unu-ihdp and Unep (2012). “Inclusive Wealth Report 2012”. Measuring progress toward sustainability. Cambridge: Cambridge University Press. <https://www.circlofblue.org/wp-content/uploads/2012/07/Inclusive-Wealth-Report-2012-Low-Resolution.pdf> accessed on 02.06.2024.

IV. Research Results

Before going on the communication impact of both indicators, a Balance Sheet test is made. Based on the data from the IMF²⁰, a balance sheet is built from stocks positions in assets and liabilities of general government. Data available concerned only France, Norway, Russia and the United Kingdom. The test is based on the integration of IWI into the Balance Sheet. The picture is totally different as planned. The assets of the balance sheet strongly increase due to the integration of all capitals the State disposes of inside its border. Such presentation enables the state to identify what it owns and follow the evolution of each part over the years. With the inclusion of the IWI, the total assets/liabilities increase strongly and show “how much” represent what own citizens. The increase is 24 times for Russia, 11 times for the United Kingdom, 7 times for France and 3 times to Norway.

Table 4

Balance Sheet 2008 per country without and with IWI in billions of constant US\$ of year 2000

2008	FRANCE				NORWAY				RUSSIA				UNITED KINGDOM			
	IMF	%	WITH IWI	%	IMF	%	WITH IWI	%	IMF	%	WITH IWI	%	IMF	%	WITH IWI	%
TOTAL NONFINANCIAL ASSETS	1 397	68%	0	0%	140	20%	0	0%	250	58%	0	0%	765	58%	0	0%
Fixed assets	838	41%	0	0%	140	20%	0	0%	221	51%	0	0%	682	52%	0	0%
Inventories	14	1%	0	0%	0	0%	0	0%	26	6%	0	0%	2	0%	0	0%
Valuables	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Nonproduced nonfinancial assets	545	27%	0	0%	0	0%	0	0%	3	1%	0	0%	81	6%	0	0%
Inclusive Wealth Capital	0	0%	12 955	95%	0	0%	1 565	74%	0	0%	10 326	98%	0	0%	13 423	91%
Produced capital	0	0%	3 215	24%	0	0%	431	20%	0	0%	1 335	13%	0	0%	1 494	10%
Human capital	0	0%	9 575	70%	0	0%	962	46%	0	0%	2 135	20%	0	0%	11 822	80%
Natural capital	0	0%	165	1%	0	0%	172	8%	0	0%	6 856	65%	0	0%	107	1%
TOTAL FINANCIAL ASSETS	653	32%	653	5%	543	80%	543	26%	180	42%	180	2%	545	42%	1 311	9%
TOTAL ASSETS	2 049	100%	13 608	100%	683	100%	2 108	100%	430	100%	10 506	100%	1 311	100%	14 734	100%
EQUITY	717	35%	12 276	90%	517	76%	1 942	92%	384	89%	10 461	100%	-1 274	-97%	12 149	82%
LIABILITIES	1 332	65%	1 332	10%	166	24%	166	8%	45	11%	45	0%	2 584	197%	2 584	18%
TOTAL LIABILITIES	2 049	100%	13 608	100%	683	100%	2 108	100%	430	100%	10 506	100%	1 311	100%	14 734	100%

Source: IMF¹⁷.

Finally, it enables also the State to communicate on the change it will note over a period of time through the association of GDP with the IWI. To illustrate such combination, suppose a country in the year X has invested in accounting prices 50 billion EUR in produced capital, spent 30 billion EUR in education and used its natural capital by 100 billion EUR. Starting with the GDP, an increase of 80 billion EUR as the sum of investment and the consumption is recorded. Making the same calculation with the IWI, a loss of 20 billion EUR is recorded. **The right picture which is to draw is that development was unsustainable that year even if a GDP growth could be noted.**

Coming back from previous countries, the P&L picture is the following from 2008 compared to 2007:

Table 5

GDP growth and IWI growth in 2008 for France (FR), Japan (JAP), Nigeria (NIG), Norway (NOR), Russia (RU) and the United Kingdom.

2008 versus 2007	FR	JAP	NIG	NOR	RU	UK
GDP	0,25%	-1,22%	6,76%	0,48%	5,20%	-0,23%
IWI	2,08%	0,37%	0,56%	2,29%	-0,12%	2,07%
PC	2,81%	0,41%	1,75%	4,87%	1,44%	5,21%
HC	1,87%	0,37%	2,78%	1,91%	-0,37%	1,73%

²⁰ IMF, stocks positions in assets and liabilities of general government, <https://data.imf.org/?sk=a0867067-d23c-4ebc-ad23-d3b015045405&sid=1390288795525> accessed on 02.06.2024.

NC	0,00%	-0,16%	-0,33%	-1,71%	-0,33%	-2,73%
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PC = Produced capital

HC = Human capital

NC = Natural capital

Source: prepared by the author based on Inclusive wealth report 2012²¹ and data from the world bank (<https://data.worldbank.org>) accessed on 02.06.2024.

The communication could have been in such way:

- “France has reached a GDP Growth by 0,25% and IWI by 2,08%. The nature capital has kept is previous level during that growth whereas Produced capital has increased by 2,81% as well as Human Capital by 1,87%. It was a sustainable year”.
- “Japan has reached a negative GDP Growth by - 1,22% and IWI by 0,37%. The nature capital also reach a negative GDP Growth by - 0,16% whereas Produced capital has slightly increased by 0,41% as well as Human Capital by 0,37%. It was not a sustainable year”.
- “Nigeria has reached a GDP Growth by 6,76% and IWI by 0,56%. The nature capital also reach a negative GDP Growth by - 0,33% whereas Produced capital has increased by 1,75% as well as Human Capital by 2,78%. It was not a sustainable year”.
- “Norway has reached a GDP Growth by 0,48% and IWI by 2,29%. The nature capital reaches a negative GDP Growth by - 1,71% whereas Produced capital has increased by 4,87% as well as Human Capital by 1,91%. It was not a sustainable year”.
- “Russia has reached a GDP Growth by 5,20% and IWI negative growth by -0,12%. The nature capital reaches a negative GDP Growth by - 1,71% whereas Produced capital has increased by 4,87% as well as Human Capital by 1,91%. It was not a sustainable year”.
- “The United Kingdom has reached a negative GDP Growth by -0,23% and IWI by 2,07%. The nature capital reaches a negative GDP Growth by -2,73% whereas Produced capital has increased by 5,21% as well as Human Capital by 1,73%. It was not a sustainable year”.

The advantage here is obvious. It is simple and easier to communicate which means a higher probability to reach its goal, a stronger implication of all stakeholders in the impact of the country economy towards ESG and sustainability.

V. Discussion

The purpose of the article was to improve the communication of the state in terms of growth and sustainability. The solution used is to go with the GDP and beyond with the IWI. Analysing the results for 6 countries (France, Japan, Nigeria, Norway, Russia and the United Kingdom) in 2008, the results would have been the following:

For 2008, only France has a sustainable growth. Nigeria, Norway and Russie has economic growth but non-sustainable. Japan and the United Kingdom has non-sustainable non-economic growth.

Table 6

GDP growth and sustainability in 2008 for France (FR), Japan (JAP), Nigeria (NIG), Norway (NOR), Russia (RU) and the United Kingdom.

2008	FR	JAP	NIG	NOR	RU	UK
GDP GROWTH	Yes	No	Yes	Yes	Yes	No
SUSTAINABLE	Yes	No	No	No	No	No

Source: prepared by the author based on Inclusive wealth report 2012²² and data from the world bank (<https://data.worldbank.org>) accessed on 02.06.2024.

However, 2 main obstacles is worth mentioning before implementing such solution.

The first one is to find a common definition in the evaluation of those 3 capitals. The advantage of GDP is that exists some international rules for its calculation. The same should be reached with the IWI. An additional difficulty will be met compared to GDP as it integrates some parameters linked with values which could diverge between the culture of each country. However, several studies underline the existence of universal values or trends (Wells and al, 2013²³, for health promotion in schools, Mosca and al., 2020²⁴, on

²¹Inclusive wealth report 2012, <https://www.circleofblue.org/wp-content/uploads/2012/07/Inclusive-Wealth-Report-2012-Low-Resolution.pdf> accessed on 19.05.2024.

²²Inclusive wealth report 2012, <https://www.circleofblue.org/wp-content/uploads/2012/07/Inclusive-Wealth-Report-2012-Low-Resolution.pdf> accessed on 19.05.2024.

²³Wells, J. & Barlow, J. & Stewart-Brown, S., (2003). “A systematic review of universal approaches to mental health promotion in schools”. Health Education. 103. 197-220. 10.1108/09654280310485546.

healthcare environment, Dolan and al., 2021²⁵, for attention, the universal well-being model²⁶...). At the end, only the political decision of its application will be needed. One country involved in the process should be a good bases for the generalisation of such publication....

The second one is to have quarterly and yearly results of IWI communicated with data available for everybody and easily exploitable. It is not the case today. It is a prerequisite to make possible the generalisation.

VI. Implications And Further Studies

The State should go with GDP and beyond with IWI to communicate on sustainability and engage all its stakeholders on the path of well-being for current and future generations. The aim of such communication is to overcome the Rashomon effect. The term "Rashomon Effect" comes from the filmmaker Akira Kurosawa and his storytelling technique in the film Rashomon (1950). According to such effect, a single event can be described in a variety of ways by several witnesses making some opinions unreliable. Their unreliability is based on situational, social and cultural differences making them seeing differently the same and common event. To reach a consensus in such situation²⁷, studies show that a strong conversation building a common ground is needed to make the talkers reach the same result. That is why a common economic metric with and beyond the GDP is a must to have to reach a stronger audience in the society. And that common economic metric should be as simple as the GDP and communicate on the same ground as the previous one. Coming back to the words of Milton Friedman (2009²⁸), "*when [a] crisis occurs, the actions that are taken depend on the ideas that are lying around. That, I believe, is our basic function: to develop alternatives to existing policies, to keep them alive and available until the politically impossible becomes the politically inevitable*". Let's contribute with that article to the implementation of the political impossible which undoubtedly has now become a political inevitable. Further studies are needed to show that the IWI and the GDP could be based on universal frameworks and available data which make possible their association in the quarterly reporting of each State. The definition of such universal frameworks is an interesting bases for further studies.

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