

Press Release

## **Fast Forward Foundation partner of the 7th OECD World Forum on Well-being: “the combination of different expertise and competencies can pave the way for a new generation welfare”**

**With its contribution to the Forum, the Foundation acknowledges the connection between multidimensional well-being and integrated welfare and the importance of building alliances to meet the future needs of European citizens**

**Within the event, taking place in Rome on the 4-6 November, the Foundation promotes a workshop to unveil and discuss an ambitious and pioneering project: the Integrated Welfare Wallet**

*Milan, 9 September 2024 - Fast Forward Foundation*, as a philanthropic entity that aims to promote the inclusive and sustainable transformation of welfare systems, and recognizing the link between well-being and integrated welfare, is proud to be knowledge partner of the **7th OECD World Forum on Well-being**. The event, which will take place in Rome from 4th to 6th November 2024, brings together policymakers, statisticians, academics and experts from the private sector, civil society and others, with the aim of promoting the adoption of frameworks for the formulation of policies attentive to equitable and sustainable well-being at an international level.

The 2024 edition is co-organized by the OECD WISE Centre (Well-being, Inclusion, Sustainability and Equal Opportunity Centre), the Italian Ministry of Economy and Finance and the Italian National Institute of Statistics, in the context of the G7 Finance Track of the Presidency of Italy.

Within the event, the Foundation will organise a co-design workshop that will unveil and discuss an innovative tool designed to align fast payment systems with social purposes: the Integrated Welfare Wallet.

Integrated Welfare is both a new practice and an old idea. The familiar concept involves developing services tailored to individual needs that evolve across different life stages. Its novelty lies in the approach: by integrating diverse areas of welfare, it is possible not only to optimize resource allocation but also to ease access to a comprehensive range of services and address existing challenges in welfare systems. Technological advancements, particularly in information technology, digital payments and data science, will facilitate this integration.

The pioneering project of an Integrated Welfare Wallet aspires to empower European citizens to save for their future social needs by integrating personalized welfare solutions and leveraging digital transactions.

**Livia Piermattei**, President of Fast Forward Foundation, said: *“The workshop, aligned with the Foundation’s methodology, is imagined as a space of exchange between different perspectives from participants from both the public and private sectors. Through rich, multidisciplinary dialogue, we will explore the vast opportunities that an Integrated Welfare Wallet can offer for welfare systems and key stakeholders. The combination of different expertise and competencies can pave the way for a new generation welfare.”*

### **Fast Forward Foundation – Philanthropic Entity**

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### **Fast Forward Foundation**

Fast Forward Foundation - Philanthropic Entity has a tradition of promoting and advancing scientific research in the field of European health. Founded in 2004 in Italy by BFF Bank, with more than two decades of dedication, the Foundation has conducted in-depth studies and supported cultural initiatives. In 2022, it embarked on a journey of transformation, recognizing the need for strategic change to better serve its global community. The new purpose of the Foundation is to promote the sustainable and inclusive transformation of welfare systems to protect individuals and communities. This goal responds to the need to operate at the crossroads between the fields of health, social protection and digital payments for financial inclusion to better respond to the challenges of the current historical moment.

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### **OECD World Forum on Wellbeing**

The 7th OECD World Forum on Well-being highlights the need to put people's well-being at the center in all areas of public policy and all forms of social action to successfully address the complex transitions facing today's economies and societies, such as climate change, demographic change and technological innovation.

Through high-level panels, technical workshops, and interactive discussions on inclusive and sustainable well-being, the Forum aims to disseminate knowledge and create new connections between the public, private, and civil sectors, to advance the international agenda on equitable and sustainable well-being.

The Forum will take place only in person and participation in the event is free. <https://www.oecd-wellbeing-forum2024.mef.gov.it/>

### **OECD Centre for Well-being, Inclusion, Sustainability and Equal Opportunities (WISE)**

The OECD has been working for many years to put people and their well-being at the heart of public policy. The OECD Centre for Well-being, Inclusion, Sustainability and Equal Opportunities (WISE) aims to ensure that we create a better life for all, both now and in the future. In these times of unprecedented recession and uncertainty, WISE's mission includes strengthening the measurement of well-being, inequality, inclusion, and sustainability, as well as a better understanding of the impact that corporate policies and actions have on people's lives today and the sustainability of well-being over time. WISE is committed to providing timely responses to today's challenges, with long-term goals in mind.

[www.oecd.org/wise](http://www.oecd.org/wise)

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