



**International
Standard**

ISO 25554

**Ageing societies — Guidelines
for promoting wellbeing in
communities**

*Vieillissement de la population — Lignes directrices pour la
promotion du bien-être dans les collectivités*

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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO document should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

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Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT), see www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee ISO/TC 314, *Ageing societies*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

Introduction

This document provides guidelines to specify a framework for the promotion of wellbeing in a community. In this document, it is supposed that a community has its own concept of wellbeing which is consistent with SDGs' (sustainable development goals) principle "leave no one behind", WHO (World Health Organization)'s healthy ageing and the community's mission and values. The wellbeing concept leads the promotion of wellbeing presented in this document. This document does not seek to provide norms to define what wellbeing is, but rather it provides a framework for achieving wellbeing that aligns with the wellbeing concept.

The framework includes the provision of wellbeing services and communication in both working and living conditions, regardless of community's size. This framework proposes a system to continuously improve the wellbeing of its members and interested parties with community-based leadership.

In addition, this framework considers not only the community as a whole, but also each individual, under SDGs' principle of "leaving no one behind". This framework also helps to identify measures a community already has in place to improve wellbeing, as well as any gaps that can exist. The effective use of digital technologies is regarded in this document for a continuous improvement of wellbeing promotion.

While wellbeing relates to various fields and elements, this document covers the areas that are expected to contribute to how people spend their lives, including "physical, mental and social wellbeing" based on the WHO's concept of healthy ageing. The framework of the promotion and management of wellbeing is common in structure among various communities such as enterprises, municipalities, and any other types of organizations, as well as local communities. It is also helpful to share methodologies and good practices among communities. For practical use of this framework, actual examples of wellbeing promotion in each type of community are beneficial.

The targets of management are all members in a community, including people who are older or have disabilities. Targeting those at higher health risk and providing services optimized for their health status is also recommended. This approach will improve the wellbeing of the target population as well as the wellbeing of the entire community. Diversity and inclusion should be utilized as strengths of a community.

The user categories covered by this document include:

- communities;
- leaders in a community;
- individuals and families belonging to the community.

NOTE 1 WHO defines Healthy Ageing as the process of developing and maintaining the functional ability that enables wellbeing in older age.

NOTE 2 The concept of wellbeing is also discussed in other documents that are developed by ISO/TC 314.

Ageing societies — Guidelines for promoting wellbeing in communities

1 Scope

This document presents guidelines to establish, implement, evaluate and continuously improve wellbeing, to promote healthy ageing at the level of community and individual members.

This document is applicable to any community, regardless of size, type and nature.

Management of occupational safety and health is outside of the scope of this document.

This document does not cover economic and financial aspects.

2 Normative references

There are no normative references in this document.

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <https://www.iso.org/obp>
- IEC Electropedia: available at <https://www.electropedia.org>

3.1 wellbeing

state of being comfortable, healthy and happy

Note 1 to entry: Wellbeing is achieved by improving physical, mental, and social conditions.

Note 2 to entry: The wellbeing of a *community* (3.2) consists of the wellbeing of all its *members* (3.3).

[SOURCE: ISO 25550:2022, 3.13 modified — Notes 1 and 2 to entry added.]

3.2 community

place or group of people with an arrangement of responsibilities, activities and relationships

Note 1 to entry: A location such as a city, town, neighbourhood, village or rural area can also include groups of people with shared interests or features, such as professional groups, religious organizations and businesses.

Note 2 to entry: In many, but not all, contexts, a community has a defined geographical boundary.

Note 3 to entry: The following are considered actors in the community:

- authorities having jurisdiction within the community;
- organizations, congregations, and community groups;
- individuals, carers, and families;
- persons of interest in education, research, and development;

— planners and providers of products, services, the built environment, and the community infrastructures.

[SOURCE: ISO/TS 37151:2015, 3.1, modified — “place or” has been added to the definition; Note 1 to entry has been modified; Notes 2 and 3 to entry have been added.]

3.3

member

individual that is part of a *community* (3.2)

3.4

wellbeing concept

community's (3.2) own concept for actions to achieve *wellbeing* (3.1) for the community

Note 1 to entry: Wellbeing concept is consistent with SDGs' principle “leave no one behind”, WHO's healthy ageing and the community's mission and values.

3.5

wellbeing performance index

measure that is derived from objective and/or subjective indicator(s) to evaluate the result of the promotion of *wellbeing* (3.1) for a *community* (3.2) or its *members* (3.3)

3.6

wellbeing service

activity which a *community* (3.2) provides directly or indirectly to a *member* (3.3) to maintain or improve *wellbeing* (3.1)

4 Framework for realizing wellbeing concept

4.1 General

A community should design and provide services with its members, and the members should use the services to implement the wellbeing concept. The community should use indices, composed of measurable indicators, for both the community and its members to express the outcomes of the members' actions. The community should evaluate and review the differences between the expected outcomes and the actual outcomes and adjust the services and indices accordingly.

These processes should be performed at regular and planned intervals. This clause gives a framework for operating these processes.

A community should plan and carry out the promotion of wellbeing based on the framework. When implementing the framework, the following elements, which are further explained in [Clause 5](#), should be taken into consideration:

- a) sustainable and effective promotion and management;
- b) communication;
- c) leadership for the promotion and management of wellbeing;
- d) data management.

NOTE Examples of wellbeing management for citizens by municipality are presented in [Annex A](#), [Clauses A.2](#) and [A.3](#). In addition, an example of wellbeing management in a business is presented in [Clause A.4](#).

4.2 Developing wellbeing concept and defining expected outcomes for a community and its members

A community develops its own wellbeing concept, which is consistent with the community's mission and values, to drive a promotion of wellbeing.