This proves a challenge for us all, especially for the politicians of a country.

In a common working paper "Mindful Nation UK", parliamentarians of different factions defined four policy-areas which could benefit by incorporating Mindfulness. These are Healthcare, Education, Business and the Judiciary. Similar initiatives have been developed in Germany and Sweden. Mindfulness is seen as a key to maintaining and developing the "mental capital" of a society.

NESS

"In our changing society and in an increasingly interconnected and competitive world, both our mental and material resources will be vital. Encouraging and enabling everyone to realise their potential throughout their lives will be crucial for our future prosperity and wellbeing."

> Report British Parliament

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... IS KEY FOR MAINTAINING AND DEVELOPING »MENTAL CAPITAL«

## INITIATIVE MINDFUL AUSTRIA

ur society has reached a point where the looming topics of our times will no longer be solvable by "technology, knowledge and education" in order to move our country forward. Competencies such as cooperation, mental flexibility, creativity and judgemental skills in connection with leadership will decide whether technical opportunities can be harnessed productively.

People in the knowledge-driven society of today work less with their hands and more with their heads. The growth and sustainability of Austria can be influenced by tapping fully into human potential.

In this connection, Mindfulness is defined as the capacity to focus the mind non-judgementally on a specific object, topic or project, being fully present and without prejudice.

This sounds apparently easy. Just like our muscles, the mind can be trained with the help of mindfulness practices.

> ... IMPROVES CREATIVITY, EFFECTIVENESS, EMPATHY AND WELLBEING

Numerous neuroscientific research studies have shown the positive effects of practices like meditation, on our mental and physical health and on our productivity.

Mindfulness is food for the brain, reduces stress and fear and improves creativity, effectiveness, empathy and wellbeing.

... IS DECISIVE FOR **GROWTH AND** SUSTAINABILITY

MINDFULNESS

We are a group from diverse areas of society (Education, Business, Medicine and Science) whose objective is to put Mindfulness onto the political agenda in Austria. We are convinced that strengthening our mental and human capabilities will enable our country to address future challenges in a powerful and progressive way.

## INITIATIVE