



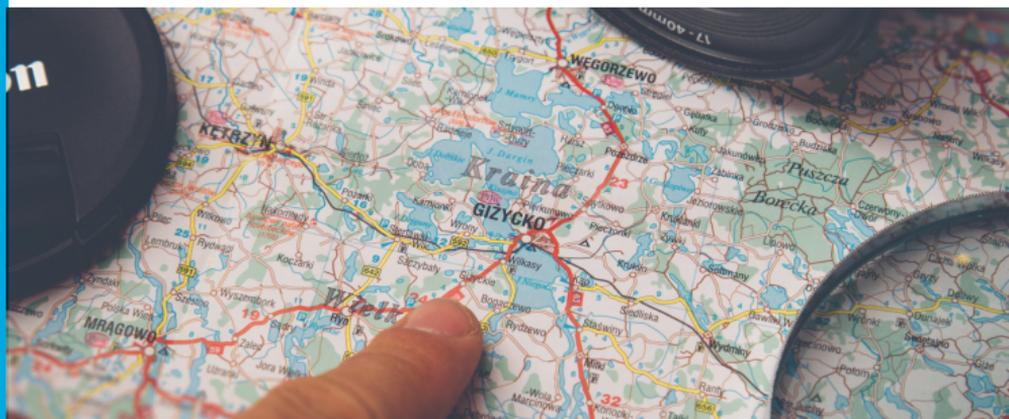
**WELLBEING
ECONOMY**
ALLIANCE

HUB GUIDE

Economic system change [starts where people are](#)



INTRODUCTION



What is a WEAll hub?

WEAll hubs are place-based groups that facilitate collaboration and activity towards building a wellbeing economy, and link in to the global movement.

At city, state, country or regional level, WEAll hubs exist wherever people are coming together to promote new narratives, ideas and models to make the wellbeing economy a reality in their own localities.

Interested in setting up a WEAll hub where you are?

This guide will help connect the wellbeing economy movement with the place that you live and work.

The purpose of the guide is to support you to set up a WEAll hub in your area, whether that means establishing a new initiative or connecting what's already happening.

Support is always available by contacting info@wellbeingeconomy.org

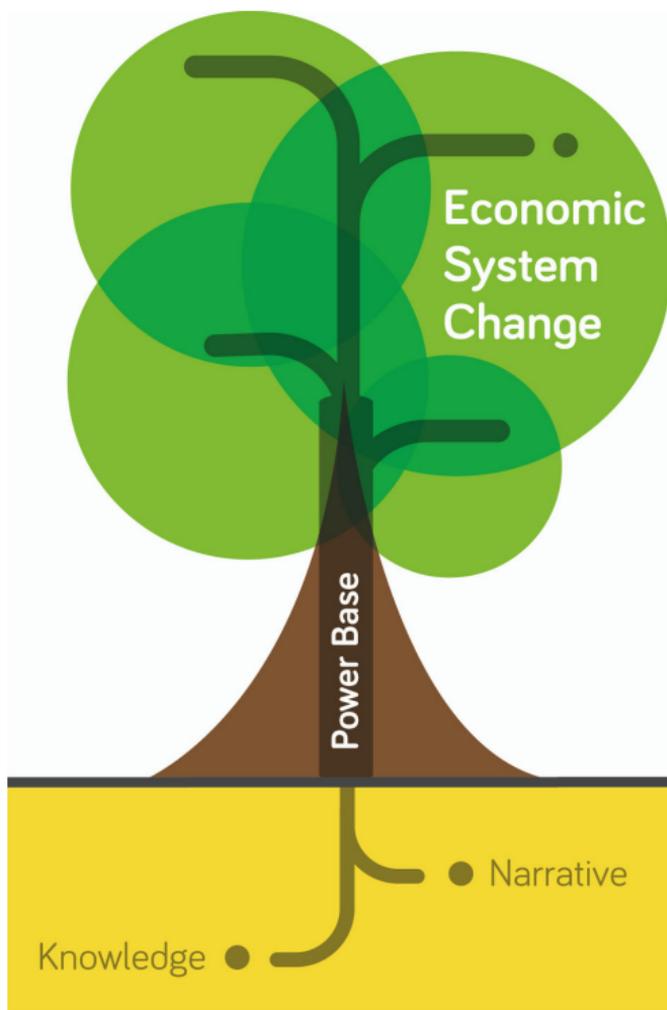
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WEALL'S VISION

WEAll is a new global collaboration of organisations, alliances, movements and individuals working together to change the economic system to create a wellbeing economy: **one that delivers human and ecological wellbeing.**



WEALL'S VISION

Reclaiming the economy, reviving democracy

Our primary focus is the creation of a new power base to exert pressure for change at all levels of the economic system, to influence societal habits and norms, and to support the formation of an effective and dynamic global movement.

This mission will be supported by the formulation and dissemination of positive new narratives and will be underpinned by a strong and coherent knowledge and evidence base.

Power base

The change needed will not be brought about by any single entity on its own. It requires collaboration and inspiration. This means connecting, organising and amplifying the work of organisations, groups and individuals striving to build a wellbeing economy.

Supporting the creation of place-based cross-disciplinary hubs, from local to national, which formulate and implement change strategies, is central to this strategy.

WEAll also supports sector-based clusters which develop strategies and activities for change, and the 'WEAll Citizens' movement whereby individuals can contribute to change in their local communities and also by adding their voice globally.

Narratives

Critical to bringing about this change will be positive new narratives, not just for the economic system, but also for how we want to live together. While in practice there will be many narratives, they will be based on a set of common goals. Specialist narrative groups will be established across continents to support locally relevant content for the hubs and clusters.

Knowledge

Building a wellbeing economy is not a case of starting from scratch: the evidence for change exists, many of the ideas needed are already available and a range of existing projects are thriving. However, they sit in different geographies, in separate departments and are not as joined-up as necessary to create widespread change. What is needed is to synthesise and disseminate ideas and knowledge in a clear, accessible, and compelling way. WEAll brings together and amplifies the work of practitioners and experts to share their experiences and support others to contribute to building a wellbeing economy.

HUB SET-UP SCENARIOS

You want to set
up a brand new
hub



If you are under 30
years old, contact
WEAll Youth:
weallyouth@gmail.com

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You want to
find and join an
existing hub



If you are under 30
years old, contact
WEAll Youth:
weallyouth@gmail.com

Go to page
12

Are you already involved with activity
in your area that sounds similar to a
WEAll hub?

Let's collaborate! Contact:
ana@wellbeingeconomy.org

HUB CASE STUDIES

CASE STUDY - WEALL SCOTLAND

Scotland is emerging as a leader in the wellbeing economy movement, with its devolved government incorporating wellbeing within its economic strategy, and significant commitment and effort invested in developing and launching the Wellbeing Economy Governments (WEGo) initiative.

WEAll Scotland is the most established hub to date, with the following achievements under its belt in year one:

- Registered for charitable status, with a board of trustees and advisory board
- Held sold-out launch event with over 80 leaders from business, civil society, academia and community groups
- Established funding partnership with major investment company
- Developed influential relationship with key government officials
- Achieved significant media coverage promoting wellbeing economy issues including BBC and major daily newspapers

CASE STUDY - NENA AUSTRALIA

For NENA there are three dimensions to their work: they are building networks, connections and shared initiatives:

1. within specific geographic areas such as towns/cities, regions and states;
2. across different sectors within the new economy, including: sustainable food, energy, transport, housing, indigenous economics, ecological economics and many more; and,
3. that prioritise specific strategic goals every year.

NENA has gone through many meetings and working sessions to come up with a great Hub Guide that you can find in their website www.neweconomy.org.au

We are supporting NENA in their aim to build Geographic and Sectorial Hubs and we hope we'll be able to share their Hubs launch shortly.

GUIDELINES FOR CREATING A HUB

The current guidelines have been created based on WEAll members organisations' experiences when establishing successful hubs.



Step 1 - Engagement

Forming the group: WEAll recommends that each new hub starts with a minimum of three committed individuals/organisations who will operate as the core team. If you're starting on your own, be proactive in identifying the key actors in your location already working on wellbeing economy issues - and ask WEAll for help if you need it.

Holding an informal discussion event or webinar for people who live in your proposed hub location could be a great way to connect with the right people.

WEAll will support you with general ideas and facilitate connections when possible, however, knowledge of the local area and actors will depend mostly on the creator(s) of the hub.

Step 2 - Building & Connecting

Once you have a core team and the start of an engaged community, you need to create the structure which will support your hub.

Decide your objectives, how to get to those objectives (strategy), bring that into a calendar, coordinate your communications along with that calendar (marketing) and of course, schedule regular meetings.

Continue building your network and awareness of the hub throughout this stage.

WEAll will help you to create a Memorandum of Understanding with WEAll at global level to allow your new hub to affiliate with WEAll and benefit from being part of a thriving global network.

GUIDELINES FOR CREATING A HUB

Step 3 - Planning

As a core team, and through engagement with your network, establish goals and an action plan for at least the first year.

It is important that each hub is autonomous and agrees its priorities and activities based on what matters where you are. However, as a guide, each hub will:

- Bring key actors together across sectors to influence and inspire changes in policy, values and norms
- Be supported by WEAll Citizens working together to implement change in their own communities and pressing for wider system change
- Build and disseminate new narratives
- Showcase inspiring exemplars and disseminate relevant 'How To Guides'
- Determine their own activities to contribute to creating a wellbeing economy, in ways that are meaningful where they are.

WEAll will meet with you to review your plans and to help you set up your meetings effectively.

Step 4 - Launching

A launch event is a fantastic way to connect to others in your area, and promote your ideas and plans for creating a wellbeing economy.

WEAll recommends being proactive in ensuring a broad range of participants, with particular attention paid to diversity and the inclusion of marginalised groups.

The launch is an opportunity to grow your reach, and also to get input on your plans and ideas from stakeholders. It might even be an influencing opportunity if you can include decision makers, e.g. politicians, business leaders or thought leaders.

WEAll will support you amplifying the launch event and provide templates and guidance for running launch events

GUIDELINES FOR CREATING A HUB

Step 5 - Committing & Motivating

Once your hub is established, keeping individuals and organisations committed and motivated will be an ongoing challenge.

WEAll recommends:

- Regular team meetings giving presence and visibility to a wide range of participants. Making sure people feel part of those meetings by collaborating actively
- Being informed on what's critical where you are is needed to act accordingly
- Celebrating achievements of your hub and of the global wellbeing economy movement
- Regular communications between your core team and with your wider network, via emails and social media
- Offering training sessions, workshops or other events, giving people space to offer their knowledge to others in benefit of the community
- Keeping the global vision and achievements always in mind so everyone is aware of being part of a huge network, not just at a local level. WEAll will be supportive in this sense - so keep in touch!
- Offering global online spaces to connect your community with others around the world working towards a shared vision. Helping and supporting each other's hubs should always be in mind.

WEAll is offering these ideas, and will also amplify and connect your work globally. The rest is up to you - if you need additional support, just ask and the global team will do all they can to support.

GET STARTED

Thank you for your interest in setting up a WEAll hub - are you ready to get started?

The first thing to do is get in touch:

- a) Write and talk to Ana Gómez - Network Lead for WEAll (ana@wellbeingeconomy.org)
- b) If you are under 30 years old, contact WEAll Youth (weallyouth@gmail.com)

If you'd like to join any of the existing Hubs from WEAll members organisations, just get in touch with them, letting them know you found their details through WEAll's Hub Guide.

Don't forget to bring this conversation to your family and community. Start talking today about what it would mean to build a wellbeing economy where you are - who knows where the connection might lead?

HELP BUILD
A WELLBEING
ECONOMY



LIST OF EXISTING WEALL MEMBERS' HUBS

Here you can find useful information of Hubs from WEAll members organisations which are currently active.

AFRICA

COUNTRY: Uganda

HUB NAME: WEAll Youth

CONTACT: weallyouth@gmail.com

KEY ACTIVITIES: Engaging young people into the wellbeing economy, sustainability and engagement

WEBSITE: wellbeingconomy.org/weall-youth

COUNTRIES: South Africa, Nigeria, Zimbabwe, Uganda

HUB NAME: Rethinking Economics

CONTACT: membership@rethinkeconomics.org

KEY ACTIVITIES: Through a mixture of campaigning, events and engaging projects, Rethinking Economics connects people globally to discuss and enact the change needed for the future of economics, and to propel the vital debate on what economics is today.

WEBSITE: rethinkeconomics.org

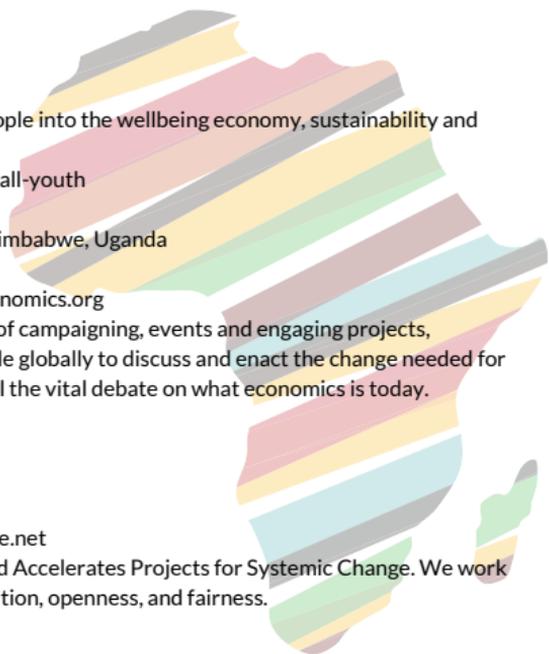
CITY: Cairo

HUB NAME: Ouishare

CONTACT: Ehab Elia - ehab@ouishare.net

KEY ACTIVITIES: Connects People and Accelerates Projects for Systemic Change. We work with social models based on collaboration, openness, and fairness.

WEBSITE: ouishare.net/meet-us



EUROPE

COUNTRY: UK

HUB NAME: WEAll Scotland

CONTACT: Una Bartley - scotland@wellbeingconomy.org

KEY ACTIVITIES: Scotland is a key player in the global movement for a wellbeing economy. Across Scotland, the purpose of the economy and the dominant model of growth is being reconsidered, with pioneering projects springing up across different sectors.

WEBSITE: wellbeingconomy.org/scotland

COUNTRY: Netherlands
HUB NAME: WEAll Youth
CONTACT: weallyouth@gmail.com
KEY ACTIVITIES: Engaging young people into the wellbeing economy, sustainability and engagement
WEBSITE: wellbeingconomy.org/weall-youth

COUNTRIES: Austria, Belgium, Croatia, France, Germany, Italy, Luxemburg, Macedonia, Netherlands, Portugal, Spain, Slovenia, Sweden, Switzerland, UK
HUB NAME: Economy for the Common Good Chapters
CONTACT: Please check their website to find the right contact person
KEY ACTIVITIES: Advocates a more ethical economic model, in which the wellbeing of people and the environment become the ultimate goal of business.
WEBSITE: ecogood.org/en/

COUNTRIES: France, Belgium, Spain, Germany,
HUB NAME: Ouishare
CONTACT: Please check their website to find the right contact
KEY ACTIVITIES: Connects People and Accelerates Projects for Systemic Change. We work with social models based on collaboration, openness, and fairness.
WEBSITE: ouishare.net/meet-us

COUNTRY: Spain
HUB NAME: Nesi Local Hubs
CONTACT: Iván del Caz & Javier Goikoetxea - hubs@neweconomyforum.org
KEY ACTIVITIES: Create network, Innovate, research, train, communicate, develop projects, co-create a new economy at the service of people and the planet.
WEBSITE: neweconomyforum.org/es/inicio-nesiforum/

COUNTRIES: Austria, Belgium,, France, Germany, Italy, Luxemburg,, Netherlands, Portugal, Spain,, Denmark, Finland, Switzerland, UK
HUB NAME: B Lab - B Corps
Daniel Truran - daniel@bcorporation.eu
KEY ACTIVITIES: ServING a global movement of people using business as a force for good. Our initiatives include B Corp Certification, administration of the B Impact Management programs, and advocacy for governance structures like the benefit corporation.
KEY ACTIVITIES: bcorporation.eu

LATIN AMERICA

COUNTRIES: Brasil, Argentina, Chile, Uruguay

HUB NAME: Comunidades B

CONTACT: Tomás de Lara - tomasdelara@sistemab.org

KEY ACTIVITIES: We work for an economy where success is measured by the well-being of individuals, societies and nature

WEBSITE: sistemab.org

COUNTRIES: Argentina, Colombia, Bogotá, Brasil, Chile, México, Uruguay, Costa Rica, Paraguay, Dominican Republic,

HUB NAME: Economy for the Common Good Chapters

CONTACT: Please check their [website](#) to find the right contact person

KEY ACTIVITIES: Advocates a more ethical economic model, in which the wellbeing of people and the environment become the ultimate goal of business.

WEBSITE: ecogood.org/en/

COUNTRY: Argentina

HUB NAME: Nesi Local Hubs

CONTACT: Renee Carrelo - hubs@neweconomyforum.org

KEY ACTIVITIES: Create network, Innovate, research, train, communicate, develop projects, co-create a new economy at the service of people and the planet.

WEBSITE: neweconomyforum.org/es/inicio-nesiforum/

COUNTRY: Costa Rica

HUB NAME: OMINA Foundation

CONTACT: Glo González - glo@ominafoundation.org

KEY ACTIVITIES: We encourage people to take ownership of our shared future, and to connect the dots between wellbeing, sustainability and economic prosperity in order to create a happier, healthier 21st century. We advocate for a shift away from individualism and consumerism, emphasizing the strength of collective purpose and the value of connection with others.

WEBSITE: ominafoundation.org

COUNTRIES: Colombia, Perú, Chile, Argentina

HUB NAME: Ouishare

CONTACT: Please check their [website](#) to find the right contact

KEY ACTIVITIES: Connects People and Accelerates Projects for Systemic Change. We work with social models based on collaboration, openness, and fairness.

WEBSITE: ouishare.net/meet-us

COUNTRIES: Costa Rica, Mexico, Colombia, Peru, Brazil
HUB NAME: Regenerative Communities Network
CONTACT: Dr. Stuart Cowan - scowan@capitalinstitute.org
KEY ACTIVITIES: Supports long-term, multi-stakeholder, bioregional and national scale collaboration towards regenerative economies with tools including transformational leadership, storytelling, digital platforms, systems mapping, metrics, project mentoring, and connections to capital sources.
WEBSITE: capitalinstitute.org/regenerative-communities/

NORTH AMERICA

COUNTRY: USA
HUB NAME: Economy for the Common Good Chapters
CONTACT: Gregory Adams - gregory.adams@ceresnexus.com
KEY ACTIVITIES: Advocates a more ethical economic model, in which the wellbeing of people and the environment become the ultimate goal of business.
WEBSITE: ecogood.org/en/

CITIES: NYC, Quebec
HUB NAME: Ouishare
CONTACT: Please check their website to find the right contact
KEY ACTIVITIES: Connects People and Accelerates Projects for Systemic Change. We work with social models based on collaboration, openness, and fairness.
WEBSITE: ouishare.net/meet-us

COUNTRIES: USA, Canada
HUB NAME: Regenerative Communities Network
CONTACT: Dr. Stuart Cowan - scowan@capitalinstitute.org
KEY ACTIVITIES: Supports long-term, multi-stakeholder, bioregional and national scale collaboration towards regenerative economies with tools including transformational leadership, storytelling, digital platforms, systems mapping, metrics, project mentoring, and connections to capital sources.
WEBSITE: capitalinstitute.org/regenerative-communities/

COUNTRIES: Canada, Mexico, USA
HUB NAME: Rethinking Economics
CONTACT: membership@rethinkeconomics.org
KEY ACTIVITIES: Through a mixture of campaigning, events and engaging projects, Rethinking Economics connects people globally to discuss and enact the change needed for the future of economics, and to propel the vital debate on what economics is today.
WEBSITE: rethinkeconomics.org/

PACIFIC-ASIA

COUNTRY: Philippines

HUB NAME: Economy for the Common Good Chapters

CONTACT: M^a Consuelo Samaniego or Dr. Michael Machica - asiapacific@list.ecogood.org

KEY ACTIVITIES: Advocates a more ethical economic model, in which the wellbeing of people and the environment become the ultimate goal of business.

WEBSITE: ecogood.org/en/

COUNTRY: Australia

HUB NAME: NENA

CONTACT: Dr. Michelle Maloney - mena@neweconomy.org.au

KEY ACTIVITIES: Network for new economy initiatives around Australia; events, sharing etc

WEBSITE: neweconomy.org.au/mena-hubs/

COUNTRY: Australia

HUB NAME: WEAll Youth

CONTACT: weallyouth@gmail.com

KEY ACTIVITIES: Engaging young people into the wellbeing economy, sustainability and engagement

WEBSITE: wellbeingeconomy.org/weall-youth

MY NOTES

MY NOTES



Welcome to **WEALL** CITIZENS

WEAll Citizens is an initiative to provide ways for individuals and communities to engage with the wellbeing economy.

The brand new Citizens online platform provides a space for WEAll Hubs to coordinate digitally, and engage with people in their own area and around the world.

YOU CAN BE PART OF THE SOLUTION

Join WEAll Citizens today to be part of the change. Anyone can join!

Visit weallcitizens.org



WELLBEING ECONOMY ALLIANCE

FOR MORE INFORMATION

 wellbeingeconomy.org

 Facebook.com/weallalliance

 [@WEAll_Alliance](https://twitter.com/WEAll_Alliance)

 [@WEAll_Alliance](https://www.instagram.com/WEAll_Alliance)

[#WEAll](https://twitter.com/WEAll) [#WEAllHubs](https://twitter.com/WEAllHubs)