



**WELLBEING
ECONOMY
ALLIANCE**

BRIEF: The biggest story yet to be told - how we transform our economies

- **If advertisers were selling a more sustainable future to the mass public, how might they do it?**
- **If film-makers, musicians, poets, and journalists were tasked with making a sustainable and just economy resonate with their audiences, how might they tell that story?**
- **How can the vision of a new economy that protects people and restores the planet start to feel real, relevant and desirable to the average citizen?**

Social and environmental crises have already started to take hold around the world. Yet there seems to be no public narrative that explains how we can fix our predicament. We lack a story of solutions. Two global networks working on economic transformation – the Green Economy Coalition and the Wellbeing Economy Alliance (WEAll) - have come together to build that new narrative. We and our partners recognise that before change can happen, we need a convincing and credible story of change.

Our ambition is to tell the story of transition to a better economy, a better environment, and a better future for everyone. We want to convene some of the best communicators out there and inspire them to tell this story: the biggest story yet to be told.

By “communicators”, we mean everyone from the commercial space (marketing, advertising, social media, public relations professionals), to the cultural space (film makers, script-writers, musicians, artists), to the media (journalists, bloggers, writers, photographers), and beyond.

Although both the Green Economy Coalition and WEAll are global in scope, we plan to first pilot an approach in the UK (more on that below under Scaling Up). Defining key messages and audiences will be a key first step.

We know that our mission is bold and will take time and resources. But existing narratives are failing to inspire sufficient action, and time is short. We have some initial seed funding to kick-start our approach, and we will leverage further contributions from funders and industry as we get underway.

That’s where you come in.



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Who are we looking for?

We are looking for an exceptional person or organisation, based in the UK, to help us get this mission underway. You will know the media / marketing / comms world intimately, and are happy to draw on those contacts. You are:

- Well connected in the ad / marketing / cultural space;
- Skilled in developing compelling briefs that would appeal to comms professionals, businesses and industries;
- Confident and experienced in convening and leading collaborative working sessions;
- A bold and imaginative thinker able to take this idea as far as it can go;
- Experienced in identifying the right audiences and executing delivery of campaigns.

What are we aiming to deliver?

- *Short term:* Develop a “network of the willing”: high profile “can-do” communicators from different spaces who are taking forward this global challenge into their own spaces, and putting their own resources into working on the broad agenda outlined above;
- *Medium term:* Develop a model for engaging with communicators that can be adapted for other locations;
- *Longer term:* Develop a convincing and effective **new vision** that contributes to:
 - More people in the UK believing that economic system change is both possible and desirable;
 - More public support for the economy to prioritise human and environmental wellbeing;
 - A shift in the ways that people participate in society and the economy, helping to accelerate the required transformation.

Expected outputs

As we’re not sure where this project will lead, we will strive to be agile and open as we start to design this process. We look forward to working with you to ensure the process aligns with our needs in an ongoing, collaborative way. However, success might look like a selection of the following:

- A high level communications advisory group committed to the shared mission of the GEC and WEAll of telling the story of a new, green economy.
- A series of workshops / meetings in different locations around the UK that bring together unexpected and diverse communicators.
- A brief that inspires the best communicators out there to take up the challenge of communicating the need for system change.
- Audience segmentation and analysis to determine primary audiences and vehicles for system change messaging.
- New narratives tested and piloted by institutions and organisations working in this space.



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- Creatives and advertising/marketing professionals develop one or more tried and tested campaigns
- Concrete strategies and action plans emerge for adapting these ideas within and beyond the UK.
- New sources of funding or partnerships that could enable us to take this to scale.

What do WEAll and GEC bring?

- Two global networks of networks, bringing together committed and knowledgeable people and institutions working on transforming the economic system.
- Expertise on why economic system change is needed and what a wellbeing economy could look like (the 'untranslated story')
- Access to a range of narrative experts who can test, advise, comment on drafts etc as wanted
- Staff resources from both WEAll and GEC, and potentially member organisations
- The support and networks of major brands – Oxfam, WWF, CAFOD, etc. – and some key global institutions – UN Environment Programme, UN Development Programme, German development corporation (GIZ).
- Office / meeting spaces in central London and potential access to spaces in Glasgow or Edinburgh

Scaling up

We propose to initially carry out this project in the UK, for the following reasons:

- Staff of both organisations based in the UK and substantial existing networks, including with creative agencies and people
- Availability of free meeting spaces in London and Scotland (Glasgow/Edinburgh)
- XR, Momentum, youth climate strikes demonstrate appetite and shift in public mood
- Climate emergency declarations provide a potential open door
- Global geopolitical significance
- Relatively good on climate policies (compared to the rest of the world) but one of the most unequal OECD countries with poverty rising - economic wealth is clearly not translating to wellbeing for all in the UK
- 2020 COP provides pivotal moment for influencing and focusing attention on the urgency of change
- Particular scope for change in Scotland, thanks to Wellbeing Economy Governments (WEGo) initiative and other leadership ambitions
- Although Brexit and other political events provide a complex backdrop and crowded space, this upheaval also adds to the urgent need for both a new narrative about the purpose of the economy, and also how people relate to each other in the UK

The project would then be adapted, based on learning from the UK, for a German context, and potentially other countries or locations.



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Background & Context

The challenge:

Our world is facing multiple crises. The gap between rich and poor people is getting bigger; nature is disappearing more quickly than it can replenish itself; and climate breakdown is accelerating. These issues are interconnected and stem from the same core problem: our economies are structured, governed, and measured to promote short-term gain over long-term stability. If we are going to salvage what nature we have left and avoid further societal breakdown, we need to **radically transform our economies**. By that, we mean that our economies need to be governed by goals that foster wellbeing for all in a flourishing natural world and are shaped by rules and investments that deliver these outcomes.

The opportunity:

There is growing public consciousness about the crisis we find ourselves in. 78% of Britons recognise climate change as a threat in June 2019 (YouGov), 66% of consumers prefer purpose-led brands (AdWeek), and support for green activist movements is growing. The political context of Brexit is challenging and unstable, but in itself demonstrates an appetite for change, and frustration with the status quo.

The current narrative around a new economic system has largely been dominated by NGOs, researchers and scientists. As a result it tends to focus on the crisis and failures of the current system, relying on language based on values and morals, and the destination of a new or different economy can feel abstract or irrelevant.

We believe that the story of this new economy, and how we get there, is the **greatest story that has yet to be told**. In part, this is because the greatest communicators haven't yet taken on the challenge.

Why now?

According to the latest science, we have just over a decade to reengineer the global economy and avoid run-away climate change. In the last year that message has started to resonate. There has been a sea-change in public awareness in the UK, with concern around the environment at a record high. Inspired by Greta Thunberg, young people are now taking to the streets across 120 countries to campaign for action on climate change.

The climate crisis has started to percolate into mainstream culture, for example in the widespread moves away from plastics and growing interest in reuse culture. However, increased awareness of the climate crisis brings with it fear and hopelessness. Our challenge is to take people from furious to curious, from fearful to hopeful, in how they think and feel about the future - and to connect climate change to economic system change in the public consciousness.



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How to apply

Please get in touch with a copy of your CV and a short 'pitch' for how you would go about **convening and instigating action from a diverse and high-impact set of communicators from different industries to join our mission to develop a new narrative, or 'story', for a new economy that resonates with a UK audience.**

In your pitch you might want to consider questions such as: Who should we be engaging? How might you get the right people in the room? What might make this mission sufficiently compelling to prompt communication experts to dedicate their time and resources (beyond attending a series of workshops)? How will you manage them?

This pitch can be in any format -- on paper, video, powerpoint. It can be of any length.

Please send it to:

Lisa Hough-Stewart: lisa@wellbeingeconomy.org,
cc'ing Emily Benson: emily.benson@greeneconomycoalition.org

Budget: **Maximum £20,000 (GBP)**, please note that in-kind support will be provided where possible from the host organisations e.g. meeting spaces as described above

Deadline for all submissions: **Sunday 15th September at 23:59 BST (UK)**