



## What does it mean to be a WEAll Member?

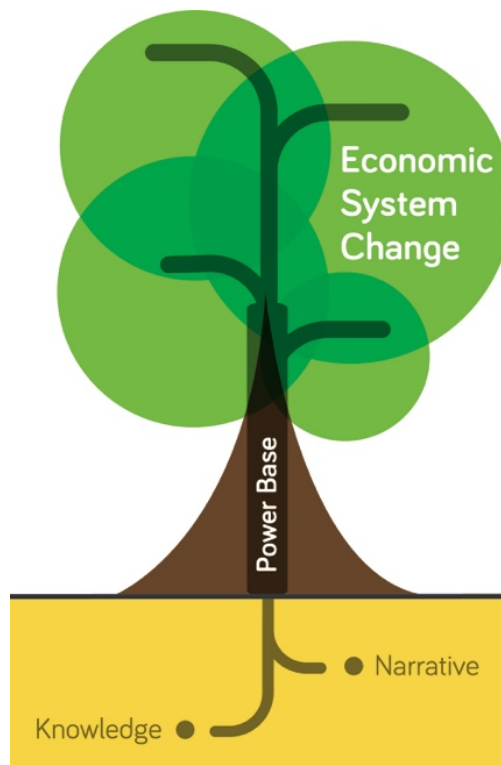
Being a Member of the Wellbeing Economy Alliance (WEAll) means that you are part of a growing collaboration of people passionate about making the economy work for people and planet. You will join a group of individuals, organisations, governments, academics, communities and businesses who are working together towards the same goal.

As a Member of WEAll, you will be an essential part of the ongoing efforts to build a wellbeing economy that is **regenerative, collaborative and purposeful**.

## What is WEAll?

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 Strategic 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.

## Powerbase

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. WEAll will do this by:

- Creating place-based cross-disciplinary hubs, from local to national, which formulate and implement change strategies
- Creating affiliation/sector-based clusters which develop strategies and activities for change both within their own sectors and for wider society
- Creating a 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 the 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 will bring together and amplify the work of practitioners and experts to share their experiences and support others to contribute to building a wellbeing economy

## Why should you/your organisation be a Member?

WEAll amplifies Members' voices making their vision and mission global in whichever area of a wellbeing economy and geography they work.

WEAll supports members to work together in recognition that through collaboration often the impact of the whole is greater than the sum of its parts.

WEAll provides the opportunity to collaborate with others from different parts of society and the economy in a shared goal of an economy in service of people and the planet.

## Benefits as a Member

1. Members have access to monthly calls organised by the Amplification ('Amp') Team (WEAll's core staff team) in collaboration with all members. These calls are for informing members about the latest developments in WEAll's work and provide a space for sharing and collaboration. It's a space for us to share our challenges, achievements and anything of importance and relevance for members.
2. Participation, at members' discretion, in more focused sub-committees and working groups. These will coalesce around WEAll's current clusters (business, finance, leadership, narratives), and other groups, which will form in response to need.
3. Members help to steer the direction of WEAll's strategy and activities through collaborative working and co-creation. A governance process is in place that embeds member participation and representation in decision-making.
4. Access to (and possibly being featured in!) a series of monthly WEAll Talks that will take place to inspire with subjects and topics that add value to all Members' and Citizens' needs. Members will have the space to offer their own TALK on a topic of relevance to them. Thanks to our members, these webinars are a space for us to keep growing the knowledge base that informs a wellbeing economy.
5. As we work together, we will be able to offer opportunities of collaboration among Members and other businesses/organisations/communities outside of the WEAll collaboration. Making connections in pursuit of our shared goals is central to WEAll's purpose.
6. WEAll will give visibility to Member campaigns and activities through the Website, Social Media, and other communications channels.
7. Being warmly invited to the WEAll's biennial Global Gathering where will come together to identify areas for shared focus in changing the economic system and plan courses of action. The first WEAll Global Forum is scheduled for 2020.
8. There will be opportunities for Members to participate in media moment or relevant events coordinated by WEAll.

## Responsibilities as a Member

1. Give visibility to WEAll, its initiatives and the concept of a wellbeing economy among your contacts and on public platforms where relevant.
2. Commit to the fundamentals of a wellbeing economy specified here: <https://wellbeingeconomy.org/how-will-we-change-the-system>

3. As appropriate for your audiences, share WEAll information and events with your contacts so they can join and support WEAll and Member initiatives. As other Members will also be sharing in this way, you/ your organisation will gain visibility with other Members in return.
4. Use your social media and other communications channels to promote the concept of a wellbeing economy and, as appropriate, WEAll initiatives. WEAll and other Members will similarly share your content.
5. Provide staff capacity to attend WEAll calls and meetings and contribute to joint working.
6. Your resources, tools and publications will be shared on the WEAll website and via other channels as appropriate. Please provide Lisa Hough-Stewart ([lisa@wellbeingeconomy.org](mailto:lisa@wellbeingeconomy.org)) with this information to be update it in the website and social media.
7. *Is there further value you can add?* Perhaps you have a connection with a high-profile individual that could be a WEAll Ambassador, you have a tool that other Members would find useful, or you have access to resources that you can share. Whatever it is, please let us know as we are excited to tell the world about you, your work, and to share with others the amazing ideas, knowledge and connections that already existing within Members.

## How to become a Member - Process

1. The first step is to be in touch with WEAll Network Lead, Ana Gómez– ([ana@wellbeingeconomy.org](mailto:ana@wellbeingeconomy.org)) and have a conversation to understand what it means to be part of WEAll and agree on your collaboration.
2. WEAll needs support in order to be as independent as possible. A minimum contribution of 10\$/10€/£10 up to as much as you can afford to contribute, will be gratefully accepted. [Donate option](#) in our website is available.
3. Please complete the survey so that we can better understand how WEAll and its Members can support you and how you can best contribute to creating a wellbeing economy: Your responses to this survey will be used to tell others about you and your work.
4. Participate in calls, sharing, joint working and more – *let's change the system together!*

If you need further explanation, clarifications or help with anything you have read above, please, do not hesitate to contact Ana Gómez, Network Wellbeing Lead.

[ana@wellbeingeconomy.org](mailto:ana@wellbeingeconomy.org)