

WEALL

SCOTLAND

January 2019 – DECEMBER 2019

YEARLY ROUND UP



WELLBEING
ECONOMY
ALLIANCE
SCOTLAND

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1. Origins & Purpose



WEGO

In November 2018, the [Wellbeing Economy Governments](#) initiative is launched by the Scottish, Iceland and New Zealand governments. Its aim: facilitate the sharing of experience and expertise among officials working to embed wellbeing outcomes in economic policy.



WEAll Scotland

[WEAll Scotland](#) was established to build on the momentum to promote a wellbeing economy: an economy which delivers social justice and environmental health for all.

Since June 2018, WEAll Scotland has been a focal point for the huge demand from different actors and sectors wishing to pursue such an economy.

WEAll Scotland will work with partners to achieve this by establishing sector-specific clusters – focal points to champion institutional & corporate change by co-creating, testing & lobbying for alternative policies, practices & models within their own sectors, & by identifying the cross-sectoral opportunities for fundamental systems change.

2. Achievements

2.a Amplification

WEAll Scotland has worked with like-minded partners to amplify awareness of the ideas that underpin the wellbeing economy and expand the base of support for a wellbeing economy.

March 2019



Rethinking Economics Workshop, Edinburgh

WEAll Scotland teamed up with Rethinking Economics to co-host an event in Edinburgh discussing economics education and how Scotland can champion a more pluralist approach to economics.

The event was full of students, civil society professionals, academics including Chief Economic Adviser to the Scottish Government Gary Gillespie, and interested members of the public keen to discuss economics curriculum reform.

Read more about the event [here](#).

August 2019

WEAll Youth Scotland is launched

This Youth Hub's mission is to mobilise young people behind the historic opportunity to drive economic systems change. It is led by Edinburgh-based students Sam Butler-Sloss and Anna Murphy.

September 2019



Good Money Week

WEAll Scotland Director Una Bartley held a workshop during Good Money Week, in collaboration with The Church of Scotland. The Church of Scotland and partners held the Good Money Week Fair to help people connect their faith and values to their finances, so that money can help ensure a more just and sustainable world.

October 2019

Challenge Poverty Week

The need to tackle poverty has cross-party support in Scotland. WEAll Scotland amplified current anti-poverty campaigns and efforts on its social networks, reaching an additional audience of over 300 people.

#NotTheNobel

WEAll Scotland amplified unorthodox and wellbeing oriented economic thought through its promotion of this innovative and alternative Economics award.

November 2019

Nourish Scotland Conference

WEAll's Katherine Trebeck gave the evening keynote lecture at the Nourish Scotland conference in Edinburgh. The talk takes an in-depth look at the role of food in our economy. In it, Katherine examines what our food systems would look like in a wellbeing economy. Watch her fascinating talk [here](#), from 23:30.

RSA Angus Miller lecture

WEAll's Katherine Trebeck chaired the RSA Angus Miller lecture, delivered by Sandrine Dixon-Decleve, Co-President of the Club of Rome, and a respected senior advisor, facilitator and lecturer. The lecture focused on the Climate Emergency, and the Club of Rome's proposed [plan](#).

University of Edinburgh Sages conferences

WEAll's Katherine Trebeck was an invited speaker at the SAGES Global Challenges 2019 Conference. Read more about it [here](#).

December 2019

Rethinking Economics Gathering, Germany

WEAll's Katherine Trebeck and Sam Butler-Sloss attended the Rethinking Economics gathering in Germany. The conference was open to students and members and covered campaigning skills amongst other topics. Read more about it [here](#).

Nick Meynen book launch, Edinburgh

WEAll's Lisa Hough-Stewart hosted a discussion & Q&A European Environmental Bureau officer and eco-journalist Nick Meynen on the Edinburgh leg of his book tour. Nick has recently launched his new book – Frontlines: Stories of Global Environmental Justice. Learn about Nick [here](#).

2.6 Knowledge and Ideas

WEAll Scotland also functions as a hub to formulate and develop the ideas that underpin a wellbeing economy. WEAll Scotland members have written on a range of themes.

Work and Employment structures

[Employee Ownership and Cooperatives in Scotland](#), by Sarah Deas

Finance

[Building a sustainable financial sector](#), by Isabel Nuesse

Growth & Macro structures

[Envisioning the structure of a wellbeing economy](#), by Dr Katherine Trebeck

[Getting economies off growth](#), by Dr Katherine Trebeck

[The case for wellbeing economics and grassroots developments](#), by Una Bartley

Economic Demographics

[The role of youth in economic system change](#), by Sam Butler-Sloss

Poverty

[Poverty and the need for a wellbeing economy](#), by Anna Chrysopoulou

[Inclusive Growth](#), by Una Bartley

2.c Government Participation

Below are instances of government bodies turning to ideas of wellbeing economics and translating them into practice.

February 2019

'Scotland 2030: A Wellbeing Economy?'

On the 5th of February, the Scottish Parliament's Economy, Energy and Fair Work Committee and the Futures Forum held the seminar 'Scotland 2030: A Wellbeing Economy?'.

Participants included MSPs and Scottish Parliamentary staff. **WEAll Policy and Knowledge lead, Dr Katherine Trebeck**, gave a presentation on the idea of and reasons for a wellbeing economy.

May 2019

First WEGo Policy Lab

On the 1st and 2nd of May First Minister Nicola Sturgeon and Icelandic Prime Minister Katrin Jakobsdottir opened the first WEGo policy lab in Edinburgh.

Leading government reps from Scotland, Iceland and New Zealand, as well as OECD officials, spent two days collaborating on policy ideas towards a wellbeing economy.

First Minister Nicola Sturgeon recognised the undue influence of GD as the main measure of a country's success. The policy lab focused on generating policy ideas to actualise the vision of a wellbeing economy.

First Wellbeing Report from the NPF

The Scottish Government published the first Wellbeing report from National Performance Framework data. The NPF was launched in 2007, made a law in 2015 and last updated in 2018. The NPF includes 'increased' wellbeing as part of its purpose, with wellbeing measures: in ecological, social, life expectancy and other areas not related to productivity or economic growth.

June 2019

Wellbeing Policy Frameworks in Edinburgh and Glasgow

Edinburgh and Glasgow City Councils recognise the importance of wellbeing economics in their latest motions. Both councils aim to develop measures of wellbeing economic tenets such as inclusive growth.

In Glasgow, Green Councillor Jon Molyneux was successful in raising a motion. The Glasgow City Council *“understands there is growing consensus that GDP and other economic output measures are inherently inadequate due to their failure to reflect economic inequality, human wellbeing or environmental impacts...Council commends the work of the Wellbeing Economy Alliances and others who are advancing alternatives to GDP...”*

In Edinburgh, the City Council has a five-year economic strategy which monitors a range of indicators, and has a fairly traditional approach to economics – a focus on growth. Claire Miller, Green member of City of Edinburgh Council, secured an agreement to look at wellbeing measures of economic activity.

July 2019

Scottish National Investment Bank Consultation

The aim of the Scottish National Investment Bank is to boost economic performance in Scotland. In preparation, a Bill was introduced in 2019 and put to a committee for consideration – the Economy, Energy and Fair Work Committee. The aim is to set the strategic direction of the Bank.

In its report *“Scottish National Investment Bank Stage 1 Report”*, the Committee acknowledged the views of civic society in terms of the strategic aims and performance indicators of the Bank. This included measuring success not by financial indicators alone, but also developing *“wellbeing indicators”* to assess public benefits of the Bank’s activities.

WEALL Scotland is named in the report amongst other organisations.

2.d Funding

Find details of our latest round of funding below.

December 2019



WEALL Global has secured funding from Partners for a New Economy.

The grant will enable WEAll to deliver an exciting project focused on the co-creation and adoption by governments of key policies to accelerate the shift to a wellbeing economy in countries that can be/are becoming exemplars and inspirations for others around the world.

All existing WEAll Amp Team members will be contributing to the delivery of this project, as well as on existing 'core' work.

2.e Media Coverage

Media coverage reflects our role as go-to experts, particularly in Scotland, in wellbeing economics.

January-October 2019

The  Herald

BELLA CALEDONIA



In this selection, find:

[‘Building an economy that works for all.’](#) by Dr Katherine Trebeck, for The Herald.

[A series on the wellbeing economy](#) curated by Una Bartley, for Bella Caledonia.

[A piece on the role of youth in climate action](#) by Sam Butler-Sloss, for The Independent.

[WEALL quoted regarding European Sustainability](#), in The National.

[An in-depth interview on growth](#), with Dr Katherine Trebeck, for BBC Radio Scotland.

3. Aspirations

Keep an eye out for the following upcoming events and resources to help build a wellbeing economy.

Wealth of Nations 2.0

WEAll Scotland will be holding its second Wealth of Nations Conference this coming January. First Minister Nicola Sturgeon will be delivering the keynote speech. We have assembled a host of expert speakers and economic stakeholders including:

Terry O’Hearn, CEO, Scottish Environment Protection Agency

Ross Cathcart, Rethinking Economics

Sally Fulton Foster, Head of Christian Aid Scotland

David Miller, Director, International Diplomacy, C40 Cities Climate Leadership Group

Sara Thiam, Chief Executive, Scottish Council for Development and Industry

Dr Katherine Trebeck, Knowledge and Policy Lead, Wellbeing Economy Alliance

Megapod WEAll Youth podcast

WEAll Scotland Youth Co-Lead Anna Murphy is launching a podcast this coming year. It will act as a platform for young people to find and express their voice on wellbeing economics. More information to follow on in our monthly newsletters and Twitter feed!

COP26

The UK has won the bid to host the 26th Conference of the Parties or COP26. 30,000 delegates are expected to attend in Glasgow, in November 2020. The event aims to organise an international response to our current climate crisis.

4. Our Team



Meet our Core Team & Board of Trustees [here](#)

The WEAll Scotland core team operates mostly on a voluntary basis, with some team members undertaking paid project work.

Team members bring extensive collective experience from different sectors and backgrounds. All of them are passionate about building a wellbeing economy and excited about the possibilities presented in Scotland.

WEAll Scotland is a charity registered in Scotland, and is overseen by a board of trustees who are also active in representing the organisation and contributing to our activities.

5. Get Involved



Become a WEAll Citizen

System change starts - but doesn't end - with individuals.

Join our virtual community of changemakers to be inspired, or bring your ideas to the movement.

[Join Now](#)



Sign up for updates

WEAll Scotland sends newsletters each month with all the latest news and information on how to get more involved.

Join our mailing list to stay in the loop with the wellbeing economy movement in Scotland. You can also follow us on Twitter @WEAllScotland

[Sign up](#)



Participate in our work

We're coordinating work in Scotland via clusters: when we work together towards our shared vision, we can be greater than the sum of our parts.

Right now, you can join our new Youth cluster, or let us know you're interested in any of the following clusters: Business, Place, Finance, or Faith and Values.

[Contact us](#)



December 2019