Our vision for a movement to bring about economic system change:

**BOLD, VITAL - AND ENTIRELY POSSIBLE**

January 2020
**THE WHAT:**

- What is WEAll
- WEAll’s Strategic Vision
- Changing The System: WEAll’s Approach
- WEAll’s Achievements since April 2018
- Who We Are
- WEAll Members

**THE WHY:**

- What’s wrong with the current system?
- What is a wellbeing economy?
- What are the fundamentals and building blocks?

**THE HOW:**

- Clusters
- Knowledge and Policy
- Narratives
- PowerBases
- WEAll Citizens
It is vital that collaboration and togetherness define our destination and also how we get there. The transformation required calls for an entirely different way of being within human society: a shift from “us vs. them” to “WE All”

A crucial role for WEAll is providing the connective tissue between the different elements of the movement for a wellbeing economy.

**WEAll is driving forward and coordinating ambitious work to:**
- Shift popular narratives around the purpose of the economy
- Synthesize and disseminate knowledge and evidence about what a wellbeing economy looks like and how we get there
- Galvanize a non-elite power base through place-based hubs and a global network of individuals and organizations.

**Everything WEAll does, we do together with our members.** WEAll was born out of a number of local and global movements, whose pioneering work formed the foundations of our theory of change.

Now, with over 100 organisational members and over 50 renowned academics in our network, WEAll is the leading collaborative movement for economic system change.

WEAll amplifies members' voices making their vision and mission global.

WEAll supports members to work together in recognition that through collaboration our impact greater than the sum of our parts.

WEAll provides the opportunity to collaborate with others from different parts of society and the economy towards our shared vision of a wellbeing economy.

**What is WEAll?**

WEAll is the leading global collaboration of organisations, alliances, movements and individuals working together to transform the economic system into one that delivers human and ecological wellbeing.
WEAll’s Strategic Vision

Economic System Change

Power Base

Knowledge

Narrative
Changing the system: WEAll’s approach
Clear on where we add value. Helping to unlock potential.

What is urgently needed is:

1. Positive and empowering new narratives
Most of the focus is still on what is wrong rather than the creation and dissemination of positive new narratives about how we want to live together. More work has been done on positive new narratives recently, but little of this has been trialled in practice and is not yet making a significant difference.

2. A strong and coherent knowledge and evidence base
The wellbeing economy theoretical base is disparate and relatively hard to access; knowledge gaps remain; and synthesis work is urgently needed to make it more coherent and accessible. Similarly, the evidence base of what works in practice needs to be galvanised and proactively disseminated. There is also a need to explore and demonstrate the effectiveness of wellbeing economy approaches on a large scale.

3. Creation of a power base: a wellbeing economy movement operating at all levels, across sectors and across geographies
Collaboration is more important than competition. Yet cross-sector coordination is poor and there is too much disagreement within sectors about policy prescriptions rather than building on agreement around goals, values and principles.

WEAll will do this by:
• Creating place-based cross-disciplinary hubs, 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 contribute to change in their local communities and also by adding their voice globally.

4. All three approaches reinforcing each other
Evidence from successful system change shows that it is necessary to combine all three above approaches simultaneously. A wellbeing economy movement is needed to drive change at all levels of the economic system, to influence societal values and norms, and above all to inspire a sense that change is both necessary and possible.

This needs to be accompanied by policy actors working together at all levels, across sectors and geographies. A strong base of knowledge and evidence will underpin these, and positive empowering narratives are crucial to provide direction and motivation.

‘What is needed’ has been clear to many progressive groups and to large numbers of citizens for some time. ‘How to make it happen’ is the key issue. All the evidence from successful system change is that individual policies and great exemplars are not enough.

What is vital is a critical mass of people and organisations coming together to form a new dynamic movement to influence and inspire. This way collective impact is substantially multiplied. WEAll’s role is to help catalyse this multiplication process.
WEAll’s Achievements since April 2018

We’ve only just begun

GETTING THINGS DONE
• Instigated Wellbeing Economy Governments (WEGo) initiative
• 5 active clusters
• Business guide published
• Knowledge products developed and published
• WEAll Citizens platform developed and launched, now with over 800 changemakers participating

GROWING THE FAMILY
• Over 100 organisational members (& more each week)
• 17 Ambassadors
• Dozens of experts contributing time and energy
• Over 50 eminent Research Fellows and academics
• Staff team of 6

TELLING THE STORY
• High profile appearances and talks in 6 continents
• Website and social channels with consistently high levels of engagement
• Books, blogs, videos and podcasts published
• Documentary being made
• Viral campaign stunt in NYC
• High profile media coverage in at least 10 countries
• Narratives work launched in UK, US, Africa and Australia

BUILDING THE BANK ACCOUNT
• Over $1.5M raised from a range of funders

MAKING IT LOCAL
• WEAll Scotland launched and established as a charity
• Costa Rica, Wales, New Zealand, Iceland and Canada hubs launching
• WEAll Youth set up by Dutch students, building social media following & supporting new hubs in Africa, Europe & US
• WEAll Youth named as top 50 global solution to deliver SDG’s
Who We Are

The WEAll Amp Team

The small team working full-time for WEAll is an Amplification team- there to amplify the work of others in the movement for a wellbeing economy.

 Ana Gomez
 Network Wellbeing lead

 Ana has created a very special community of WEAll members. Even those WEAll members, that are themselves membership organisations, have stated they have never known the level of care and listening in a membership organisation like that delivered by WEAll. Ana’s history of involvement in exchange language programmes and experiences of working and living around the world has meant that all members have instantly found a home in WEAll, wherever they are from.

 Lisa Hough-Stewart
 Communications & Mobilization lead

 Lisa is the catalyst behind the successes WEAll has had in its communications to date. Formerly campaigns and communications lead for Oxfam Scotland, Lisa’s brilliantly employs her journalism, politics and human rights background in bringing to life the work and the solutions of WEAll members in ways that are easily accessible as well as inspiring.

 Isabel Nuesse
 Engagement & Content lead

 Isabel has brought WEAll’s outward facing communications presence to life. From digital marketing to the development of the WEAll Citizens platform, Isabel ensures people know how to be a part of the WEAll community. She aspires to connect the dots between differing sectors and push for deeper collaboration. She currently resides in Nairobi, Kenya but is originally from the U.S.

 Katherine Trebeck
 Policy & Knowledge lead

 Katherine is a writer and wellbeing economy advocate who has been the driving force behind the WEGo Partnership. Her political economist lens challenges traditional economic arguments for unending growth and encourages a focus on what most matters to people and planet, with the economy being in service of that goal. Katherine is a leading and highly respected economic voice in Scotland and globally.

 Stewart Wallis
 Chair

 Stewart brings unparalleled experience in the new economy space, having headed up the leading UK economics think tank (NEF) for over a decade as well as having been International Director of Oxfam GB for a previous decade. His work on values and inclusive economies for the World Economic Forum has placed him among key global economic decision makers and his passion and the importance he gives to the challenge of changing the economic system is shown through his coming out of retirement to help with the creation and development of WEAll.

 Michael Weatherhead
 Organisation & Projects lead

 Michael a trained economist, spends his time converting ideas into actions – a role he played for a decade at the New Economics Foundation. His role at WEAll is to take the collective will of WEAll members - where they feel joint working can create something that is greater than the sum of its parts - and find ways to make that happen. He is the one that keeps the ‘electric motor’ ticking over under the hood of WEAll and is the last to put himself first.
Who We Are
Ambassadors and Global Council

**Ambassadors**
- Peter Blom | Triodos Bank, Netherlands
- Ayabonga Cawe | Development Economist, Journalist and Activist, South Africa
- Robert Costanza | Australia National University, Australia
- Christian Felber | Economy for the Common Good, Austria
- Neva Goodwin | Tufts University, US
- Amanda Janoo | Economics Policy Expert, US
- Tim Jackson | CUSP, UK
- Raj Joshi | Movement & Transformation Expert, UK
- Hunter Lovins | Natural Capitalism Solutions, US
- Kate Pickett | University of York, UK
- Lebohang Liepollo Pheko | Trade Collective, South Africa
- Giancarlo Pucci | Photographer & Social Entrepreneur, Costa Rica
- Kristin Vala Ragnarsdottir | University of Iceland, Iceland
- Kate Raworth | Oxford University, UK
- Pedro Tarak | Sistema B, Argentina
- Andrea Somma-Trejos | OMINA Foundation, Costa Rica
- Richard Wilkinson | Author and Epidemiologist, UK

**Global Council**
- Yannick Beaudoin | David Suzuki Foundation
- Luca Coscieme | Trinity College Dublin
- Stuart Cowan | The Capital Institute
- Sarah Deas | WEAll Scotland
- Wendy Elyatt | Flourish Project
- Amanda Janoo | Economics Policy Expert
- Eduward Muller | University of International Cooperation
- Michael Pirson | Fordham University
- Kristen Vala Ragnarsdottir | University of Iceland
- Esther Snijder | WEAll Youth
- Stewart Wallis | WEAll Chair
WEAll Members
Nobody can do this alone

Organisation Members

- A Tipping Point (ATP) | USA
- Action for Happiness | UK
- Action for Sustainability & Prosperity | Global
- African Transformative Leapfrogging Advisory Services (ATLAS) | Ethiopia
- Asociacion para el fomento Economia del Bien Comun | Chile
- B Corps | Global
- BitKorouting | Spain
- Capital Institute | Global
- CareerShifters | UK
- Center for the Understanding of Sustainable Prosperity (CUSP) | Global
- Centro de Economia y Politicas Sociales Universidad Mayor | Chile
- Circulous | Sweden
- Climate Psychology Alliance | Scotland
- Common Future | USA
- Concito | Denmark
- David Suzuki Foundation | Canada
- Democracy Collaborative | Global
- Development Alternatives Group | India
- Development Trusts Association Scotland | UK
- Earth Charter International | Costa Rica
- Economy for the Common Good | Global
- El Nucleo | Argentina
- Emerge | Global
- European Environmental Bureau | Global
- Festival Internacional de Innovacion Social (FIIS) | Chile
- Finance Watch | Global
- Flourish Project | UK
- GCorps | UK
- GEN International | Global
- Global Alliance for Banking on Values | Global
- Global Goals Centre | UK
- Global Wellbeing Institute | USA
- Globally Responsible Leadership Initiative | South Africa
- Green Buddy Initiative | Sweden
- Green Economy Coalition | Global
- Happy City | UK
- Happiness Alliance | Global
- Ideas for Leaders | UK
- Impact Bridge | Global
- Impact Entrepreneur LLC | USA
- Inclusivity Project | Global
- Institute for Ecological Civilization | Global
- International Humanistic Management Association | USA
- International Union for the Conservation of Nature – National Committee of the Netherlands | Netherlands
- Ionica | Brazil
- Junxion Strategy | Canada
- Kimiya Tactics | Spain
- Local Futures | Global
- Mattervest | Germany
- MetIntegral | USA
- Momozo | Global
- MTArt Agency | Global
- Natural Capitalism Solutions | USA
- Network for Pluralism in Economics | Germany
- New Economics Foundation | UK
- New Economy & Social Innovation (NESI) | Spain
- New Economy Network Australia | Australia
- OMINA Foundation | Latin America
- On Purpose | Europe
- Ontario Nonprofit Network | Canada
- Outshare | Global
- Our Food | UK
- Peace Foundation eV | Global
- Permanently Brilliant | UK
- Post Growth Institute | USA
- Presencing Institute | USA
- Progress Namibia | Namibia
- Promoting Economic Pluralism | UK
- Proud Farm Group of Farmers | Greece
- Quaker Institute for the Future | USA
- Reboot the Future | Global
- REconomy Practitioners | Global
- Rethinking Economics | Global
- Schumacher Center for New Economics | Global
- SCORAI | Global
- Sistema B | Global
- SmartUseGlobal | Norway
- Social Progress Imperative | Global
- Society of Owners | Global
- SOSTE Finnish Federation for Social Affairs and Health | Finland
- Tellus Institute | USA
- The Association for Advancement of Sustainability in Higher Education (ASSHE) | Global
- The Club of Rome | Global
- The Dandelion Foundation | Guernsey
- The EC Partnership | Scotland, UK
- The Equality Trust | UK
- The Ethical Small Traders Association CIC | UK
- The Next System Project | USA
- The Public Interest Network | USA
- The Schumacher Institute for Sustainable Systems | UK
- Thriving Resilient Communities Colaboratory | USA
- United Nations Association Scotland | Scotland
- WE-Africa | Africa
- We All Trust | USA
- Whole Person Economy | US
- Windesheim Honors College | Netherlands
- World Fair Trade Organization | Global
- ZOE, Institute for Future-Fit Economies | Germany
What’s wrong with the current system?

Paying to fix what we continue to break

While delivering improvements to many, the current economic system is jeopardising progress achieved to date. For those whose lives it has improved, it has done so by working against the planet and pushing it to the edge of catastrophic climate change. It is, in short: unfair, unsustainable, unstable and unhappy.

This economic system is not supporting the flourishing of society as a whole. That’s why we see widening economic inequalities (especially as the very richest race further away); levels of insecurity, despair and loneliness; and desperate searches for ways to cope that turn people inwards or against each other as trust in society and in institutions withers away. Many people fear the loss of their jobs, insecurity in old age and the destruction of their dreams and cultural norms.

The current economic system is not supporting the planet to flourish – our home is on the brink of the 6th mass extinction with the prospect of catastrophic climate breakdown getting closer and closer. In the last 40 years, humanity as a whole has gone from using one planet’s worth of natural resources each year to using one and a half and is on course to using three planets worth by 2050.

The current economic system is maintained by:
- The power of entrenched groups who benefit from it
- Myths and half truths about economics influencing policy making
- Fundamental flaws in economic theory as currently taught and practiced
- Strong social modelling influences around fame, money, success and self- interest
- The feeling that systemic problems and threats are overwhelming
- Democratic political systems being very short term and often dysfunctional
- Populist voices that can divert the blame for harm.

The economy is currently configured in a way that does not account for nature, in a way that is almost blind to distribution of resources, in a way that does not reward the best attributes of people, and in a way that puts measures of progress such as short-term profit and GDP to the fore.

**These are structures that have been designed – and hence can be designed differently, with a different purpose: that of collective wellbeing.**
The “wellbeing economy” is a broad term designed to be inclusive of the diverse movement of ideas and actions striving towards this shared vision. Many of the component parts of the new economic system already exist, but they are fragmented, under-resourced and fragile.

The concept of collective wellbeing is familiar the world over, even though different terms might be used to describe its key idea: quality of life and flourishing for all people and sustainability for the planet.

**WEAll need…**

1. **Dignity**: Everyone has enough to live in comfort, safety and happiness
2. **Nature**: A restored and safe natural world for all life
3. **Connection**: A sense of belonging and institutions that serve the common good
4. **Fairness**: Justice in all its dimensions at the heart of economic systems, and the gap between the richest and poorest greatly reduced
5. **Participation**: Citizens are actively engaged in their communities and locally rooted economies

By reorienting goals and expectations for business, politics and society, we can build a wellbeing economy that serves people and planet. A wellbeing economy will put people at the centre of a new economic purpose and close the gulf between the economy and democratic control. It will deliver good lives for people first time around, rather than requiring so much effort to patch things up. It will not harm people and the environment, and so will avoid having to deliver expensive down-stream intervention to fix the damage caused by an economic model fixated on growth.

**When it all boils down to it, a wellbeing economy is designed with a different purpose: it starts with the idea that the economy should serve people and communities, first and foremost.**

The shared vision for a better way of doing things can be found across a surprising range of texts and backgrounds: it is embedded in the scripts of many religions. It is contained in worldviews of First Nations communities. It can be read in the scholarship of development experts and in research findings about what makes people content. This vision echoes in evidence from psychology about human needs and from neuroscience about what makes our brains react, and, perhaps most importantly, can be heard loud and clear in deliberative conversations with people all over the world about what really matters to them in their lives.
What are the fundamentals and building blocks?1

<table>
<thead>
<tr>
<th>WE ALL NEED</th>
<th>WHICH REQUIRES</th>
<th>POLICIES THAT CAN HELP GET US THERE</th>
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</thead>
<tbody>
<tr>
<td><strong>DIGNITY:</strong> Everyone has enough to live in comfort safety and happiness</td>
<td>• Fundamental human needs to be met- including the need to be valued and respected; social relations and self-determination; and a sense of dignity and purpose. These are just as integral to flourishing as food, shelter, education, health (both mental and physical), security and leisure</td>
<td>• Economic security for all and wealth, income, time and power fairly distributed rather than relying on redistribution</td>
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<td>• Measures and conceptions of success aligned with wellbeing, not GDP or short-term profit</td>
<td>• Jobs deliver meaning and purpose and means for a decent livelihood</td>
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<td>• Inclusive wellbeing, human development and flourishing is fostered.</td>
<td>• Recognises and values care, health and education in the ‘core’ economy outside the market</td>
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<tr>
<td><strong>NATURE:</strong> A restored and safe natural world for all life</td>
<td>• Planetary biophysical boundaries are not breached- a sustainable economy within ecosystems, health the harm already done</td>
<td>• Individuals acknowledged for meaningful contribution rather than being motivated by acquiring large sums of money.</td>
</tr>
<tr>
<td><strong>CONNECTION:</strong> People have a sense of belonging and all institutions serve the common good</td>
<td>• Institutions businesses and society focused on delivering shared wellbeing on a healthy planet</td>
<td>• Extends global commons and restores damaged ecosystems</td>
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<td>• Democratic economic management (in terms of power, scale and ownership)</td>
<td>• Circular economy and products serve needs rather than driving consumption</td>
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<td></td>
<td>• Celebration of creativity in entrepreneurship.</td>
<td>• Environment tilled with lessons from agroecology, circular and blue economy</td>
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<td><strong>FAIRNESS:</strong> Justice in all its dimensions at the heart of economic systems, and the gap between the richest and the poorest greatly reduced</td>
<td>• Fair distribution of resources, income and wealth- within and between nations, across current and future generations of humans and respecting other species</td>
<td>• Powered by renewables, often generated by local communities or public agencies</td>
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<tr>
<td><strong>PARTICIPATION:</strong> Citizens are actively engaged in their communities and locally rooted economies</td>
<td>• People safe and healthy in their communities, rather than necessitating vast expenditure on treating, healing and fixing</td>
<td>• Limits placed on material usage and economic growth where necessary.</td>
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<td></td>
<td>• The economy rooted in nature and place, supporting cultural heritage.</td>
<td>• The economy to be regenerative by design.</td>
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<td></td>
<td>• Technologies create communal wealth rather than concentrating wealth and ownership</td>
<td>• Fair distribution of resources, income and wealth- within and between nations, across current and future generations of humans and respecting other species</td>
</tr>
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<td></td>
<td>• Markets operate in a fair and just way.</td>
<td>• Wealth, income, time and power fairly distributed rather than relying on redistribution</td>
</tr>
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<td></td>
<td>• Exchange of goods and services in a context of fairness and transparency, conducted as locally as possible. Ethical markets with social and ecological footprint reflected in prices.</td>
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</tr>
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<td></td>
<td>• Positions growth of income, profit, trade and production as a means to these goals in certain circumstances and selective in what needs to grow</td>
<td>• Global compact to redress imbalances between global North and the global South.</td>
</tr>
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<td></td>
<td>• Global society space protected.</td>
<td><strong>POLICIES THAT CAN HELP GET US THERE</strong></td>
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</tbody>
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1 The themes in this table are drawn from a suite of projects and consultations that engaged with experts on wellbeing economics and grass roots communities about what an economy that serves people and planet entails. We see this conceptualisation as ever-evolving as we work together to refine our ideas, knowledge, and policies.
WEAll’s cluster approach goes beyond making improvements within the confines of the existing economic system. Our clusters operate at all times with a view to change the system itself, and their links between each other provide additional richness of experience and knowledge.

WEAll has already established clusters which are developing strategies and activities for change both within their own sector and for wider society, consisting of WEAll member organisations and individual experts.

Active clusters encompass business, finance, narratives, and knowledge & policy. WEAll was also pivotal in the creation of the Wellbeing Economy Governments partnership (WEGo), the only living laboratory at scale in the world today implementing wellbeing economic policies.

The business cluster has developed the ‘Business of Wellbeing - alternatives to business as usual’ guide for businesses. The goal of this guide is to expose and enlighten businesses to different models and tools for business and also provide them with guidance on how to select an approach right for them.

Other projects of the business cluster include:
- Identifying, developing strategies and rally stakeholders to change the key points of the business system that will support businesses to play a full part in the creation of a wellbeing economy
- Identifying and inviting emergent leadership initiatives spanning business, management education, public leadership, civil society and beyond to inform globally responsible leadership and development of a WEAll leadership toolbox.

Although the different clusters work on specific areas of the economy, inputs from other clusters are sought to ensure a broad and systemic approach is employed in all projects and initiatives undertaken.

**CASE STUDY: WELLBEING ECONOMY GOVERNMENTS (WEGO)**

- WEAll helped to instigate the Wellbeing Economy Governments partnership (WEGo), launched at the OECD 6th Wellbeing Forum in South Korea in late 2018.
- National and regional governments led by Scotland and joined by New Zealand and Iceland are promoting sharing of expertise and best practices to advance a common ambition of building collective wellbeing and designing an economy in service of this.
- Nobel laureate Joseph Stiglitz called it ‘a wonderful initiative that demonstrates the importance of persisting’.
- Now managed within the Scottish Government, WEGo operates via policy labs where governments share wellbeing economy policies amongst each other. WEAll’s Knowledge and Policy cluster informs the work of these gatherings and helps promote the work of WEGo wherever possible.
- Already, New Zealand has implemented the world’s first wellbeing budget, Scotland has passed climate change legislation with the world’s most ambitious goals and Iceland has developed a wellbeing economy framework. The First Minister of Scotland has given a TED talk on a wellbeing economy which has been watched over 1.7 million times and has a link to WEAll for those who want to take action.
Ideas can change the world. Yet myths and half truths about economics influence decision making across government and in business, and there are often fundamental flaws in how economics is taught.

To build the alternative and underpin the transition to a wellbeing economy, we need a strong and coherent knowledge and evidence base.

Building a wellbeing economy is not a case of starting from scratch: the evidence for change exists. Ideas and projects are thriving, but they sit in different geographies, in separate departments and are not as joined-up as needed for widespread change. What is required is to synthesise and disseminate ideas and knowledge in a clear, accessible, and compelling way.

Bringing together the knowledge base for a wellbeing economy is a key task for WEAll and is greatly assisted by the Knowledge and Policy cluster team, comprising world-renowned thinkers in a range of fields. They contribute to the evidence base, and they guide and advise on the strategy for enhancing it.

Ongoing work of the Knowledge and Policy cluster includes:

- **The WEAll Research Fellows Network** comprises researchers exploring all corners of a wellbeing economy.
- **WEToolbox**: a small project team, led by Professor Dirk Philipsen at Duke University, is working to respond to the need for useful materials by creating an online interactive library of wellbeing economy material. We want to ensure that, no matter where they are and no matter what their sphere of influence is, people can easily find relevant material and guides and apply them to their life and work.
- **WEAll Ideas papers**: a series of summary papers, fact sheets, and other material that, together, will constitute a body of theory and practice about a wellbeing economy.
- **Old way to new way**: we have outlined how the wellbeing economy would deal with and respond to a range of issues, topics and challenges (and how this differs to the response of the current system). This provides ‘at a glance’ insights into a wellbeing economy, available at wellbeingeconomy.org/old-way-new-way.
- **Amplification**: we have published hundreds of blogs, authored papers and articles for a range of outlets and even some books; given media interviews; recorded many podcasts; and given presentations in many different countries to a range of audiences.
The future is founded on narratives.

The stories we tell ourselves are the runways to a new future. Or they become the locks that trap us into dead-ends. Narratives and stories build a ‘cognitive scaffolding’ that operates as an invisible power. They reinforce dominant explanations and constrain people into looking at things in a narrow way and only asking limited questions.

System change is a long-term process, and narrative change is no easy task. The ultimate goal of the Narratives cluster is to shift cultural models - to make a wellbeing economy common sense the way the free market economy is now. Our intervention point is public discourse, but like ripples in a pond, this shift will produce tangible impact through behavior change, activism, advocacy, and policy in support of a wellbeing economy.

This current economic story obscures the vision at the centre of a wellbeing economy that is, in fact, widely shared. Ask people, anywhere in the world, what really matters most to them and the answer is not great material riches, but family, friends, security, a sense of meaning and a good environment.

To bring these goals and priorities to the fore, WEAll is working with partners around the world to create and communicate new common narratives that speak to people’s innate values and principles. We approach the narratives work in two interconnected ways:

1. Location-based groups with activities determined by people living and working in a country/area, supported by WEAll
2. A spectrum of overarching work ranging from theory on which we will base our narratives through to delivery of messaging

Working with marketing experts, story tellers, and communities, we are distilling elements of and appropriate framing for new common narratives. We’ll then creatively and proactively disseminate the new narratives to key audiences in order to bring the wellbeing economy agenda to the mainstream – testing amongst key audiences and refining it as we go and showcasing the many successful and innovative new economy initiatives already underway across the world.

A new narrative can open up the public’s imagination to the possibility of a better future - one in which humans and the environment flourish together. With imagination comes hope, and with hope, empowerment. The new narrative we seek rejects the invisible hand of the market and instead celebrates all the hands, of all colours and sizes, that work together to realize our shared vision and ultimately become stronger for it.
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 does this by:

- Supporting place-based cross-disciplinary hubs, from local to national, which formulate and implement change strategies
- Coordinating affiliation/sector-based clusters which develop strategies and activities for change both within their own sectors and for wider society
- Developing a WEAll Citizens movement whereby individuals can contribute to change in their local communities and also by adding their voice globally.

Place-based hubs

Change in the economic system will really take off when local communities and key multi-sector and multi-level actors come together, armed with new narratives, ideas and models to make the wellbeing economy a reality in their own localities.

WEAll is currently supporting the creation of local Hubs at the city, region (or state) or national level. So far, the existing hubs are: Scotland, New Zealand, Iceland, Wales, Costa Rica and Canada.

Each hub:

- Brings key actors together across sectors to influence and inspire changes in policy, values and norms
- Is inclusive and diverse by design
- Is supported by WEAll Citizens working together to implement change in their own communities and pressing for wider system change
- Builds and disseminates new narratives
- Showcases inspiring exemplars and disseminate relevant ‘How To Guides’
- Determines their own activities to contribute to creating a wellbeing economy, in ways that are meaningful where they are.

Some new hubs are created from scratch, while others build on existing hubs and collaborations of WEAll member organisations. We focus hub creation efforts on places either where WEAll members are strong and/or where favourable conditions for systemic change already exist. The hubs embody WEAll at its best: creative, courageous, spirited and determined.

CASE STUDY: WEALL SCOTLAND

Scotland, a small country with huge ambition, stands poised to accelerate the change required to build a wellbeing economy.

WEAll Scotland works with partners to drive change by co-creating, testing & lobbying for alternative policies, practices & models, and looks to identify the cross-sectoral opportunities for fundamental systems change.

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 core team established
- Held sold-out events with hundreds of leaders from business, civil society, academia and community groups
- Established funding partnership with major investment company
- Cultivated influential relationships with key government officials and other decision makers
- Achieved significant media coverage promoting wellbeing economy issues including BBC and major daily newspapers.
Fundamental to achieving a shift from the current economy toward a wellbeing economy will involve a large number of people worldwide demanding such a change and working together to make it happen. **WEAll Citizens harnesses the energy and frustration that people are feeling with the current global economic system and diverts it toward positive solutions.**

**WEAll Citizens** has been working toward the following goals:

- In collaboration with our network, create a solid power base of individuals who, together: collaborate on projects, change societal norms, inspire one another with fresh ideas and perspectives on positive change and force those who hold power in the current system to not just listen, but also to act.
- To raise the voices of a huge number of people who currently feel they are not being adequately heard, and through the connectivity of the movement to strengthen their conviction and resolve to create change.
- To foster a global network of informed, engaged advocates for a wellbeing economy, who will be supported to drive change where they are and co-create solutions to help build the economy they want to see.
- To strengthen the impact of the work of WEAll and its member organizations.
- To contribute to and reinforce WEAll’s sustainability, its mandate for change and its ability to support others.

Young people are a key audience for WEAll Citizens. Through the emerging WEAll Youth movement young people will be involved in the initiative’s ongoing development and delivery.

WEAll Citizens has been launched through an engaging online platform and digital community [WEAllCitizens.com](https://weallcitizens.com). Individuals can find ideas and support for projects both locally and globally that contribute to a wellbeing economy. They can also link to place-based hubs, supporting the efforts of change makers in their own communities. Online, we host a series of webinars and interactive events as a means to connect the global users to one another in a meaningful way.

**CASE STUDY: WEAll Youth**

- WEAll Youth emerged organically as a university project for three students in the Netherlands who wanted to contribute to the wellbeing economy movement
- The WEAll staff team has supported these young people to participate as WEAll members and establish WEAll Youth with the goal of connecting change makers under 30
- The WEAll Youth social media accounts have an audience of thousands, and are run entirely by young people
- With the Dutch group acting as the core WEAll Youth hub, new hubs are being supported to set up around the world. So far, there are hubs in Colorado, Spain and Uganda.