



Briefing on the achievements of the Wellbeing Economy Alliance Scotland Hub

Introduction

[Wellbeing Economy Alliance \(WEAll\) Scotland](#), founded in June 2018, is a registered charity and the most established local hub to date aiming at building a wellbeing economy in Scotland.

Across the country, the purpose of the economy and dominant model of growth is being reconsidered, with pioneering projects springing up across different sectors. The local hub emerged from the need to accelerate system change and to reform our economy into one that serves people and communities, first and foremost, while respecting our natural environment.

With a significant number of renowned partners, WEAll Scotland aims to amplify the work already underway in order to drive change by co-creating, testing and lobbying for alternative policies, practices and models, and identifying cross-sectoral opportunities. The hub offers vital coordination and strategic direction, which are required at a national level to support Scotland lead the way towards fundamental system change.

Partners who have worked with WEAll Scotland include:

The Poverty Alliance, Edinburgh Futures Institute at the University of Edinburgh, Baillie Gifford, Scotland's Futures Forum, Fraser of Allander Institute, Cooperative Development Scotland, Oxfam Scotland, the Economy, Energy and Fair Work Committee at the Scottish Parliament, and senior Scottish Government officials.

As WEAll Scotland collaborates with a cross-section of Scottish society (public, private and civil), working to address social injustice and environmental harm at the root cause, the local hub has notable achievements in terms of sharing knowledge and ideas, communications, government participation and events.

Knowledge and Ideas

WEAll Scotland comprised of members with expertise from diverse backgrounds has been overwhelmed by requests to provide speakers, opinion pieces, parliamentary evidence and platforms to demonstrate how different sectors could pursue a wellbeing economy. For instance, members have written articles on [alternative business models](#), the urge to [get economies off growth](#), [macro-structures](#), [grassroots developments](#), [the role of youth in economic system change](#), [poverty](#), an [alternative to 'inclusive growth'](#) and how a [wellbeing economy would look like for Scotland](#).

Communications

WEAll Scotland has received significant press coverage due to its activities and opinion pieces, which facilitates the dissemination of existing ideas, projects, experience and evidence to a broader audience, proving that not only is a wellbeing economy urgent, but also feasible. Examples of media

coverage at a national level can be found at [The Herald](#), [Bella Caledonia](#), [The Independent](#), [The National](#), [BBC Radio Scotland](#).

Government Participation

WEAll Scotland has established an essential relationship with key government officials building the ground to advocate and influence the implementation of wellbeing indicators into policies and the decision-making process. For instance, Katherine Trebeck delivered a presentation at the [Scotland 2030: A wellbeing Economy?](#) seminar held by WEAll Scotland in conjunction with the Scottish Parliament's Economy, Energy and Fair Work Committee and Scotland's Futures Forum. The event was attended by MSPs and Scottish Parliamentary staff who discussed the concept of and the reasons for a wellbeing economy. Furthermore, WEAll Scotland was named, amongst other organisations, in the [consultation report](#) of the Scottish National Investment Bank for its contribution to set the strategic direction of the Bank. Finally, Scotland's local hub has strong links to the [Wellbeing Economy Governments \(WEGo\)](#) initiative, after instigating the partnership between Scotland, Iceland and New Zealand, which was launched in 2018.

Events

WEAll Scotland has been working along with individuals, organisations, groups and communities to amplify their pioneering work towards a wellbeing economy. As togetherness is one of WEAll's values, it is being demonstrated that by collaborating with our partners, we can achieve more than the sum of our parts.

Therefore, Scotland's local hub hosted two successful conferences in October 2018 and January 2020. The first event aimed at creating a safe space for governments, politicians and businesses to question the current economic model; seeking out and connecting those keen to build a wellbeing economy and leveraging WEAll's knowledge, understanding and networks to address the barriers to change. The second conference aimed at mobilising catalytic sectors of the society- business, finance, place and faith groups. The event was addressed by Scotland's First Minister Nicola Sturgeon; and other speakers included senior representatives from the Scottish Environment Protection Agency, the Scottish Council for Development & Industry, Rethinking Economics and WEAll Youth Scotland. Due to the high-profile speakers, the conference received remarkable [press coverage](#), which resulted in the vision for a wellbeing economy to reach a significant audience in Scotland and beyond.

In addition, WEAll Scotland has been liaising with communities and organisations from the business and finance sector. In partnership with Oxfam Scotland, a thriving community engagement event in Mayfield was organised, working with local residents to define what a wellbeing economy would mean for their community; an initiative which could be potentially extended to other communities across the country. At a business and finance level, business leaders were brought together at a roundtable event to explore the potential of shifting business paradigms; and various actors from the finance sector considered a possible collaboration for a wellbeing economy at a co-hosted dinner with Baille Gifford.

Finally, members of the WEAll Scotland hub have participated in numerous events discussing about [economics curriculum reform](#), how people could [connect their faith and values to their finances](#), what [our food systems would like in a wellbeing economy](#) and [climate emergency](#).