



WELLBEING ECONOMY ALLIANCE

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

BOLD, VITAL – AND ENTIRELY POSSIBLE.

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Who We Are

The WEAll Amp Team

The Amplification team is there to amplify the work of others in the movement for a Wellbeing Economy.



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WEAll in 2020

Catalysing economic system change towards a Wellbeing Economy

187 Organisational Members	Over 130 Mainstream Media Mentions Globally	80,000 Visitors to Website <small>92% new visitors & more than double the number of visitors in 2019</small>	Google Searches for WEAll tripled since 2019	7 New Hubs <small>Australia, Barcelona, Ireland, North Carolina, The Netherlands, Trinidad & Tobago, Vermont</small>
7 Established Hubs <small>California, Canada, Costa Rica, New Zealand, Scotland, Wales</small>	88 WEAll Ambassadors & Spokespeople	2,100 WEAll Citizens	>150 in Knowledge & Policy Group <small>Scholars, academics, practitioners & experts</small>	Supported WEGo growth to 5 governments <small>Wellbeing Economy Governments (WEGo)</small>

Part 1

The Why

What's wrong with the current system?

Paying to fix what we continue to break

Our current economic system is driven by the 'growth at all costs' mentality, as measured by Gross Domestic Product (GDP). There is an entrenched belief that GDP growth is synonymous with increasing wellbeing and prosperity and is universally beneficial. While having delivered improvements to many, the current economic system is not supporting the flourishing of society as a whole and is now jeopardising progress achieved to date.

Despite 'economic growth', we see widening economic inequalities, higher levels of insecurity, and indicators of despair and loneliness – all while trust in institutions withers away. Much of the wealth that was created in the last few decades – even since the last global financial crisis, (which should have been the time that reset our economic system) – has gone to those at the very top. Meanwhile, living standards have stagnated for many worldwide. It is no surprise then, that [Edelman global surveys](#) found that, in a majority of countries, over half of respondents believe that governments only serve the interests of a few and that capitalism in its current form is doing more harm than good.

For those whose lives it has improved, a focus on 'growth' has done so by working against the planet. 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 (United Nations, 2020).



"GDP 'measures everything except that which is worthwhile'. GDP 'counts air pollution and cigarette advertising ... the loss of our natural wonder ... nuclear warheads ... Too much and for too long, we seem to have surrendered personal excellence and community values in the mere accumulation of material things.'"
– [Robert Kennedy](#)

"The pandemic is very quickly teaching us what's important: health, love, food, a safe and comfortable home, creativity and learning, connectedness and being able to get out into nature. Shouldn't those things be the pillars around which our societies are organised?"
– [Laura Basu](#), Europe Editor, [ourEconomy](#)

The current economic system is, in short, unfair, unsustainable, unstable, and unhappy.

In our current economic system, growth in GDP is demanded as a means to pay for services that people need. But very often, these services are needed to fix the harm to people, communities and the environment that is created by the excessive pursuit of growth. In social policy, this is called 'failure demand'.

For decades, governments have been responding to the current social and environmental crises with a suite of amelioration measures. Efforts include measures such as redistributing after the gap between the wealthiest and the poorest has opened up, cleaning up after floods and storms caused by climate change, or providing respiratory medicines for those whose asthma is exacerbated by air pollution.

While these are vital measures to help people cope with today's circumstances, they are reactive measures that could be avoided. Yet, much of our current policy effort and a substantive part of what is counted in GDP is deployed for this purpose.

In addition to being avoidable, this downstream intervention, referred to in ecological economics as 'defensive expenditure', is also inadequate and expensive. For instance, effective global 'subsidies' to fossil fuel companies cost [\\$5.3 trillion a year](#), taking into consideration expenditure due to pollution, floods, droughts, and storms linked to climate change.

The crises we face: the COVID-19 pandemic, inequality, accelerating climate breakdown, and rapid biodiversity loss are interconnected and stem from the same core problem: our economies are structured, governed, and measured to promote short-term gain over long-term collective wellbeing.

The good news is that the current economic system has been designed – and hence can be designed differently.

Building Back Better to a Wellbeing Economy

Recent dialogue around the COVID-19 pandemic has been dominated by the idea of 'Building Back Better'. If we are to build back to an economic system that is truly 'better', it must be designed to deliver *collective wellbeing*: quality of life and flourishing for all people, and sustainability for the planet.

This shift in the purpose and functioning of the economy requires system change. The recovery period following the COVID-19 pandemic is a window of opportunity to truly transform our economic system.

"It is time to let go of that which is no longer serving us and build a future that is both green and equitable.

As the economy is central to the system, it is imperative that it is restructured as a collaboration around the people and their wellbeing, rather than simply to provide profit by any means necessary".

– [Rajiv Joshi](#), Founder, [Bridging Ventures](#) and [WEAll Ambassador](#)

"Trust in democracy is broken. Even before COVID-19, governments presided over national economies and a global economic model that have failed working people and their families. ... To rebuild trust, people must be able to see how the wealth of their economy is being used to facilitate jobs growth with a target of full employment, and equal economic participation of women and inclusion of young people."
– [Sharan Burrow](#), General Secretary of the [International Trade Union Confederation](#) and [WEAll Ambassador](#)

Part 2:

The What

What is a Wellbeing Economy?

Social justice on a healthy planet

A 'Wellbeing Economy' is a broad term designed to be inclusive of the diverse movement of ideas and actions striving towards this shared vision: **an economy that delivers social justice on a healthy planet.**

At its core, 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.

In a Wellbeing Economy, business, politics, and economic activity exists solely to deliver collective wellbeing. GDP growth would not be the top priority. Instead, we only pursue growth in those areas of the economy that contribute to collective wellbeing and shrink those areas of the economy that damage it.

A Wellbeing Economy would employ upstream prevention strategies that are expressly designed to deliver on people's core needs. In addressing the root of inequalities and environmental degradation, a Wellbeing Economy would deliver good lives for people the first time around and avoid the need for expensive downstream interventions to fix the damage caused by a growth-focused economy. For instance, reactive measures such as in-work tax credits for those with insufficient wages would be less necessary in a Wellbeing Economy that 'pre-distributes' wealth much more fairly. While avoiding these costs, Wellbeing Economy policies could also deliver benefits such as job creation in a growing renewables sector and Circular Economy, improvements in health, and social resilience due to better environmental quality and equity.

A Wellbeing Economy recognises that the economy is embedded in society and nature.

A system of economic governance aimed at promoting wellbeing will, therefore, account for all of the impacts of economic activity, both positive and negative. Central to this approach is the measurement of economic success in terms of the achievement of the wellbeing of citizens and the protection of the planet's resources for other species and future generations.

A Wellbeing Economy approach is less about the rates of growth; it focuses on the direction and composition of growth.



A Wellbeing Economy delivers social justice on a healthy planet, by satisfying five universal human needs for a good life. We call these the '5 WEAll Needs':

- 1. Connection:** Sense of belonging & institutions serving the common good
- 2. Dignity:** Everyone has enough to live in comfort, safety and happiness
- 3. Fairness:** Justice in all its dimensions at the heart of economic systems
- 4. Participation:** Citizens are actively engaged in their communities
- 5. Nature:** A restored and safe natural world for all life

These are the factors a Wellbeing Economy would grow, to be 'successful'.

At the same time, a Wellbeing Economy approach would reduce activities that often increase GDP but damage collective wellbeing, including activities that lead to climate breakdown (e.g., oil production) and activities that deliberately make people unhappy (e.g., advertising).

There is not one blueprint for a Wellbeing Economy; the shape, institutions, and activities that get us there will look different, both across countries and between different communities within countries. **However, the high-level goals for a Wellbeing Economy are the same everywhere: wellbeing for all, on a flourishing planet.**

The Wellbeing Economy movement

Challenges such as climate change, health, and wellbeing are complex and interconnected with many aspects of the economy. **A global movement is coalescing among a large number of individuals and organisations around the need to shift economies to one broadly focused on 'sustainable wellbeing'.** There are many individuals and groups who have espoused versions of these basic ideas for decades. They may have used different approaches and different languages, but all share a common goal.

Evidence from successful system change shows that individual policies and great exemplars are not enough.

The challenge is to connect initiatives at all levels of society that are working towards a Wellbeing Economy, in order to achieve a shift in policies and practices at a meaningful scale. **To achieve this, a shift in our world views, society, and economy is needed: a shift from 'us vs. them' to 'we all'.**

"Nobody can change the world alone, nobody knows enough, everybody is part of an infinite diversity of experiences, of perspectives and unique complementary solutions seeking the evolution of an economy which could be good for Life. Being part of WEAll has granted more legitimacy to Sistema B as part of its strategy of global alliances."

- Pedro Tarak, Co-Founder, Sistema B and WEAll Trustee and Ambassador

What is WEAll?

The Wellbeing Economy Alliance (WEAll) 10-year project was created to serve this purpose: to catalyse system change toward the realisation of a Wellbeing Economy, by creating unprecedented cooperation between actors working in their own areas and layers of the system

WEAll is a broad 'network of networks', with the aim of building a movement across society that has the confidence, knowledge, and connectivity needed to challenge the dominant economic paradigm.

A crucial role for WEAll, as an organisation, is providing the connective tissue between the different elements of the Wellbeing Economy movement.

Today, WEAll has become the leading global collaboration working together to transform the economic system, with over 180 organisations, alliances, governments, and movements. Led by a core team of 7 full-time equivalent (FTE) staff, WEAll's ambition is to remain a small core team.

WEAll's mission is to catalyse economic system change by linking and coordinating activity at all levels of the Wellbeing Economy movement, to create a critical mass of people and organisations working toward a common vision.

A key challenge in creating this critical mass is overcoming the disconnectedness of existing groups or singular focuses on one part of the system change required. Currently, cross-sector coordination is poor and there is much disagreement within sectors about policy prescriptions. WEAll approaches this challenge by acting as a supportive team of 'Amplifiers'. The 'Amp Team' acts as the agents (connectors and facilitators), rather than the makers, of change; its role is to create spaces and opportunities for members to connect and thrive together. WEAll's guiding principle is 'togetherness above agreement'. The focus of this movement is on commonalities of shared values, goals and principles, rather than on policy differences.

The goal is to promote the Wellbeing Economy as the destination that all diverse efforts are working toward.

Five core values guide WEAll's work in promoting collaboration and togetherness as a feature of a Wellbeing Economy, as well as the path towards it.

"We are captive to a growth-addicted economy that has left our world fractured by inequality and ecological breakdown. The WEAll network is leading the way toward something fundamentally different: an economy that delivers ecological stability and wellbeing for all. This is one of the most urgent movements of our time."
- Jason Hickel, Anthropologist, Author and WEAll Ambassador



Care	<ul style="list-style-type: none"> We are respectful of other persons, understanding others' needs When we challenge other's ideas we do not target the person We strive to see each others humanity and be non-judgemental
Honesty	<ul style="list-style-type: none"> We directly challenge ideas but do so with care We respond to issues in real time, not letting them fester We strive to be aligned between what we say and what we do We strive for transparency in our work and our feedback
Passion	<ul style="list-style-type: none"> Our passion manifests itself through the energy and focus we bring to the work Our passion is fed by our connection to the mission and purpose of WEAll and by the autonomy and responsibility we strive for in our ways of working
Togetherness	<ul style="list-style-type: none"> The eco supersedes the ego We value togetherness over agreement We believe that to achieve this requires that we all place the eco-system above the individual egos
Equality	<ul style="list-style-type: none"> We respect and recognize the value of diversity We consider all inputs to have value

WEAll's Vision

WEAll's vision is that within a decade, the WEAll project is no longer needed, as it has catalysed economic system change in multiple countries towards a Wellbeing Economy.

In this future,

- Policy is framed in terms of human and ecological wellbeing, not simply economic growth;
- Businesses provide dignified lives for their employees and exist to meet social needs and contribute to the regeneration of nature; and
- The rules of the economy are shaped by collaboration between government, business, and civil society.

"WEAll is a marvellous organisation with a particularly approachable and inclusive networking structure."
- Michael Hallam, Founder, The Ethical Small Traders Association (ESTA), Lancaster

"WEAll is right at the forefront of discussions around bringing forth a new economics, which is foundational to everything."
- David Korten, Author and WEAll Ambassador

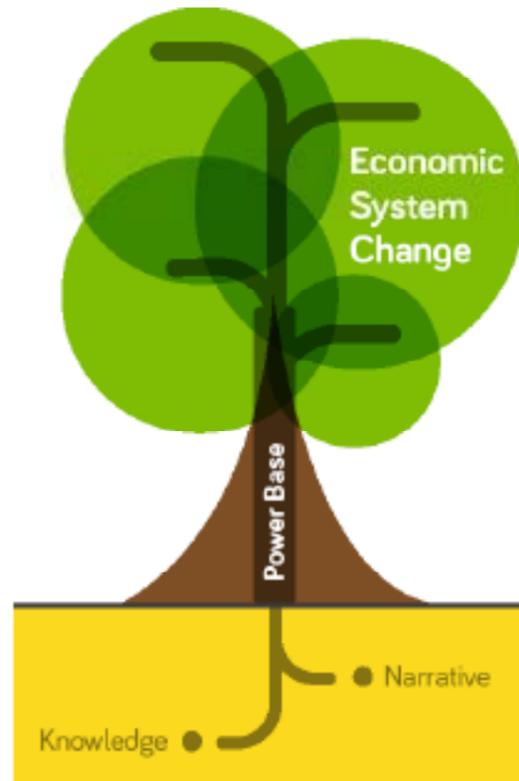
What WEAll Need: The building blocks of a Wellbeing Economy¹

Part 3

The How

The Wellbeing Economy movement already has many of the answers, ideas and examples that illustrate what 'better' can look like. 'What is needed' has been clear to many groups and academics, and to large numbers of citizens for some time. 'How to make it happen' is the key issue.

Delivering a Wellbeing Economy: WEAll's Theory of Change



The three pillars of WEAll's mission relate to its strategy tree: drive and coordinate the creation of new powerbases, the consolidation of a strong and coherent knowledge and evidence base, and the crafting of positive and empowering narratives around the purpose of the economy. All three approaches reinforce each other, in catalysing economic system change towards a Wellbeing Economy.

"When we faithfully carry these principles through into actual policies and programs, we do end up with proposals that are very different to what we have now."
 - Chris Riedy, Professor of Sustainability Transformations and WEAll Member

"Until we picture wellbeing in different local contexts, we will not know what it actually means."
 - Rehema Isa, Founder of Womenomics

"It's not enough to imagine another world is possible, we need to feel and taste it."
 - Naomi Klein

WE ALL NEED	WHICH REQUIRES	POLICIES THAT HELP US GET THERE
DIGNITY: Everyone has enough to live in comfort safety and happiness	<ul style="list-style-type: none"> Fundamental human needs to be met: being valued & respected; social relations & self-determination; and a sense of purpose. These are just as integral as food, shelter, education, health (mental & physical), security & leisure Measures & conceptions of success aligned with wellbeing, not GDP 	<ul style="list-style-type: none"> Economic security for all and wealth, income, time and power fairly distributed Jobs deliver meaning & means for a decent livelihood Recognises and values care, health and education in the 'core' economy Individuals acknowledged for meaningful contribution rather than being motivated by acquiring large sums of money
NATURE: A restored and safe natural world for all life	<ul style="list-style-type: none"> Planetary biophysical boundaries are not breached Transformation away from the growth-oriented development paradigm The economy to be regenerative by design 	<ul style="list-style-type: none"> Extends global commons & restores ecosystems Circular economy & products serve needs rather than driving consumption Environment filled with lessons from agroecology, circular and blue economy Powered by renewables, often generated by local communities or public agencies Limits placed on material usage and economic growth Prices reflect ecological impact
CONNECTION: People have a sense of belonging and all institutions serve the common good	<ul style="list-style-type: none"> Institutions businesses and society focused on delivering shared wellbeing on a healthy planet Democratic economic management (in terms of power, scale and ownership) Celebration of creativity in entrepreneurship 	<ul style="list-style-type: none"> Property and ownership informed by notions of stewardship and rights of future generations Purpose-driven businesses with social and environmental aims, using true cost accounting and leveraging supply chains and innovation for collective wellbeing Financed by a stable, fair and socially useful financial and monetary system serving the real economy Focuses on measures of progress that reflect real value creation
FAIRNESS: Justice in all its dimensions at the heart of economic systems	<ul style="list-style-type: none"> Fair distribution of resources, income and wealth: within and between nations, across current and future generations of humans and respecting other species Markets operate in a fair and just way 	<ul style="list-style-type: none"> Technologies create communal wealth Wealth, income, time and power fairly distributed Exchange of goods and services in a context of fairness and transparency, conducted as locally as possible Positions growth of income, profit, trade and production as a means to these goals Global compact to redress imbalances between global North and the global South
PARTICIPATION: Citizens are actively engaged in their communities	<ul style="list-style-type: none"> People safe and healthy in their communities, rather than necessitating vast expenditure on treating, healing and fixing The economy rooted in nature and place, supporting cultural heritage 	<ul style="list-style-type: none"> Institutions and decision-making open and transparent Participatory, deliberative democracy with government responsive to citizens. Civil society space protected

¹The 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.

1. Creating New Power Bases

Building a Wellbeing Economy requires redesigning institutions, infrastructure, and laws to promote a boost in activities that support the wellbeing of people and planet and demote those that undermine it. A major barrier to Wellbeing Economic policy making is the concentration of political and financial power. WEAll aims to catalyse enough people to force governments to act to address this power imbalance. **We do this by creating spaces to convene and connect stakeholders from different focus areas and geographies to work together and build a base of power that will forcibly change the system. This work consists of catalysing the following four power bases:**

1. Active Members

Build, connect, convene, and facilitate cooperation and collaboration between diverse movements through membership in WEAll. These movements include businesses, finance, faith and values groups, academia and think tanks, civil society organisations, governments, institutional innovators and practitioners such as cities, which are implementing Wellbeing Economy initiatives at scale. WEAll supports members' strategy, collaborations, dissemination and replication.

Today, WEAll has **over 170 organisational members** from every continent. A full list can be found on the WEAll website. Regular meetings and open communications channels allow members to connect with one another, make requests for support and collaborate. WEAll recently welcomed its first two governmental members: the Liverpool City Region Combined Authority and the North Ayrshire Council in Scotland.

WEAll Membership

Being a Member of the Wellbeing Economy Alliance (WEAll) means that you are part of the leading global collaboration of individuals, organisations, governments, academics, communities, and businesses working together to transform the economic system.

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

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

*"Members say that they have 'found their homes' and no longer feel alone in their work, because of the spaces that WEAll provides to be together."
- Ana Gómez,
Network Lead, WEAll*

*"Wellbeing is as important as economic growth"
- Nicola Sturgeon,
First Minister of
Scotland*

*"North Ayrshire Council was the first Scottish local authority to commit to Community Wealth Building and is now the first to join WEAll. Through participating in the WEAll network, the Council will inspire others to adopt similar pioneering approaches while benefiting from ideas and innovations from across the world."
- Joe Cullinane,
Leader of North Ayrshire Council and
Cabinet Member for
Community Wealth Building*

Benefits as a WEAll Member

1. Access to monthly calls organised by the Amplification ('Amp') Team (WEAll's core staff team), which provide a space for sharing and collaboration with global Members.
2. Participation, at members' discretion, in more focused, topic-specific working groups.
3. Participate in WEAll's governance process and decision-making.
4. Access to (and possibly lead one of) a series of monthly members-only WEAll Talks on topics that add value to all Members.
5. Opportunities for collaboration with other Members and businesses / organisations / communities in WEAll's wider network. Making connections in pursuit of our shared goals is central to WEAll's purpose.
6. Promotion of your organisation's activities through WEAll's website, social media, and other communications channels, as well as through other WEAll Members.
7. Participate in media opportunities or relevant events.

Responsibilities as a Member

1. Give visibility to the concept of a Wellbeing Economy as well as WEAll and its initiatives among your contacts and on public platforms where relevant.
2. As appropriate for your audiences, share WEAll information and events with your contacts so they can join and support WEAll and Member initiatives.
3. Use your social media and other communications channels to promote the concept of a Wellbeing Economy and, as appropriate, WEAll initiatives.
4. Provide staff capacity to attend WEAll calls and meetings and contribute to joint working.
5. Your resources, tools, and publications will be shared on WEAll channels as appropriate.
6. Offer support in other ways e.g. connections, tools or resources that WEAll or other Members would find useful.

How to become a Member - Process

1. Complete the short membership application, 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 application will be used to tell our network about your work.
2. WEAll requires financial support in order to be as independent as possible. Donate a minimum contribution of \$10/10€/£10, up to as much as you can afford to contribute.
3. WEAll Network Lead, Ana Gómez, will be in touch to discuss what it means to be part of WEAll and agree on your collaboration.
4. Let's change the system together!

Apply to become a member here: WEAll.org/members

*"I'm proud that we are the first governmental body in the world to join the Wellbeing Economy Alliance (WEAll). I look forward to working with them, sharing ideas from all over the world and making Liverpool City Region a model of how we can make the economy work for people, and not the other way round."
- Steve Rotheram,
Metro Mayor of the
Liverpool City Region*

*"WEAll is a great initiative to bring a wide range of great people and organisations together in a very important quest: an economy that really delivers wellbeing for all. We are members as we are very keen to collaborate and work with many of these people and share the same values."
- Henry Leveson-Gower, Founder and CEO, Economic Pluralism*

2. Citizens

Encourage a global citizen's movement, made up of a network of informed and engaged advocates for a Wellbeing Economy, foster collaboration to co-create solutions starting both online and in their local areas; inspire communities to join the movement, and hold those in power to support the shift to a Wellbeing Economy. To date, over **2100 individual changemakers** from around the world participate and collaborate on WEAll's Citizens online platform. Here, individuals can find ideas and support for projects both locally and globally that contribute to a Wellbeing Economy; link to place-based hubs, supporting the efforts of change makers in their own communities, and participate in a series of webinars and interactive events as a means to connect global users in meaningful ways.

WEAll also supports **WEAll Youth**, a collaboration of changemakers under 30, which participate as WEAll members. WEAll Youth, which has grown to **75 members**, was one of 50 organisations selected from over 4300+ organisations from 170+ countries to be featured in the UN Youth Solutions Report 2019 as a top 50 global solution to deliver SDGs. It has created place-based hubs globally, including in Melbourne, Warwick, Scotland, Uganda and USA and has built a large social media following.

3. Multi-level Place-Based Hubs

Support the creation of hubs, which are microcosms of the global Wellbeing Economy movement in a specific geography. These place-based cross-disciplinary hubs formulate, implement, test, and lobby for change strategies relevant to their locality's need and potential, in partnership with relevant local, regional, and national partners. WEAll has launched hubs in California, Canada, Costa Rica, Iceland, New Zealand, Scotland, Trinidad & Tobago and Wales, with interest to create new hubs in Australia, Barcelona, Ireland, Netherlands and Vermont.

The WEAll Scotland hub, set up in 2018, is the most established placebased hub to date, with the following achievements under its belt: registered for charitable status; has a board of trustees and a core team; hosted sold-out events with a significant number of leaders from government, business, civil society, academia and community groups; established funding partnerships; cultivated influential relationships with key government officials and other decision makers; and achieved significant media coverage promoting Wellbeing Economy issues, including the BBC and major daily newspapers.

The accomplishments of the hub, **run entirely by a team of volunteers**, are a testament not only to the energy driving the team, but also a wider demand for guidance on building a Wellbeing Economy.

"WEAll Citizens, a community of over 2100 people, worldwide, channels the frustrations with the current global economic system, toward sharing hope, productive solutions and adding value to each other's work."
- Isabel Nuesse, Engagement Lead, Wellbeing Economy

"WEAll Youth has provided me with a community of like-minded people from all over the world which I otherwise never would have met. It's been incredible to work together with them towards an economy that puts people and planet above profit."
- Esther Snijder, WEAll Youth

4. Influencing arenas

Influence and strive for greater collaboration within and between alliances and coalitions representing the climate change, environment, cities, inter-faith, and social justice movements. As we prepare for COP26, greater collaboration is vital for the effectiveness of each of our respective efforts. Many groups find 'Wellbeing Economy' to be a highly attractive descriptor of the economic system we need to transition to, and a practical means of getting there. To support this Wellbeing Economy agenda promotion work, WEAll has recruited over 20 high-profile leaders in the Wellbeing Economy movement as WEAll Ambassadors.

A key influencing arena is the Wellbeing Economy Governments partnership (WEGo), a collaboration of national and regional governments, promoting sharing of expertise, best practice and transferable policy practices to advance a common ambition of building a Wellbeing Economy. WEGo currently comprises Iceland, New Zealand, Scotland, Finland and Wales, with the Scottish Government's Office of the Chief Economist providing secretariat support.

WEGo's annual Policy Labs create the space for civil servants and ministers to learn from, collaborate, and challenge each other to implement and continuously improve on innovative, upstream, preventative economic policy making approaches to create Wellbeing Economies. This includes sharing what works and what doesn't; progressing the SDGs through partnership and cooperation, in line with Goal 17; and addressing the pressing economic, social and environmental challenges of our time.

After instigating the WEGo partnership, WEAll continues to support and influence WEGo by providing encouragement, promotion and profile, connections, and knowledge and evidence from its Knowledge and Policy working group. The existence of the WEGo partnership is a subtle challenge to dominant economic policy making. It is promising that rather than being deprioritised during the global pandemic, WEGo has proved itself to be a valuable space for policy makers as they work on their responses.

Today, WEGo is the only living laboratory at scale in the world today that is testing and implementing Wellbeing Economy policies. Its example can serve as inspiration for other policy makers worldwide.



"WEAll Scotland has achieved a lot in its short life. We've become a well-respected voice, influencing the Wellbeing Economy agenda in Scotland. Demand for our thought leadership is outstripping our volunteer capacity, so we're delighted to have secured funding from the Friends Provident Foundation that will enable us to establish a small core team. This additional capacity will focus on building an Allies network - establishing strong interconnectivity between organisations that have a key role to play in promoting a Wellbeing Economy, building their 'Wellbeing Economy muscles' and accelerating their impact as we collectively drive the creation of a Wellbeing Economy in Scotland."
- Sarah Deas, WEAll Scotland Trustee

"As a movement of movements, that is diverse, global, and with convergent theories and practices of change, we can see the evolution of a new economy being built with several hearts, minds and hands. Honoured to be part of WEAll."
- Tomás de Lara, Co-Leader, Sistema B

2. Building a Coherent Knowledge & Policy Evidence Base

While much is already known about how a Wellbeing Economy might work and how to get there, this knowledge is scattered across different types of knowledge and different sectors. WEAll works to synthesise and disseminate the existing knowledge and evidence base on in a more coherent, solutions-oriented, and accessible format. This is urgently needed to help audiences understand and feel that it is achievable.

In partnership with its Knowledge & Policy working group, comprising researchers exploring all corners of Wellbeing Economy, WEAll has and continues to develop and publish a range of knowledge outputs to support this goal.

1. Business Guide: In collaboration with its members, WEAll published a guide to Alternatives for Business as Usual, aimed at 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.

2. Briefing papers: A series that synthesises various existing academic and grey literature that informs Wellbeing Economy analysis and propositions, in an accessible and inspiring manner. Their creation involves convening universities, students' movements, think tanks, CSOs, and research institutes to distil key dimensions of Wellbeing Economy theory and then spread, share, and champion this material.

3. Policy papers: A series that presents concrete, evidence-based Wellbeing Economy policy proposals to tackle complex issues, that can support leaders in various spaces and levels to build Wellbeing Economies. These papers also explore the effectiveness of Wellbeing Economy approaches on a large scale.

4. Policy design guidebook: A guidebook that offers practical ideas and processes that explain how relevant stakeholders could advance the creation and implementation of Wellbeing Economy policies; it also explores case studies of successful Wellbeing Economy policy design and implementation.

5. Fiscal benefits analysis: An analysis to clarify the fiscal impact of the current economic model i.e. quantifying how much of current budgets is currently spent to fix and respond to the collateral damage to people, communities and the environment of the current growth-focused economy.

6. The Old Way to the New Way: an online resource outlining how a 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).

7. Wellbeing Economy Portal: WEAll, in partnership with Duke University, aims to develop an interactive portal that can ensure that people can easily find relevant material and guides and apply them to their life and work.

"When I came across the work you were doing, I was beginning to feel overwhelmed by the scale of the challenge ahead. I felt a bit lost about what more I could do and was starting to lose hope as inequality seemed to be rising and environmental issues becoming worse. Engaging with WEAll re-energised me, it reminded me exactly why this is the most important work I could be doing and how we must bring people together to solve these challenges, it showed me we do have a route out if we can help people to see it and to create it. One of the things that excites me the most about this organisation is that I believe it appeals across the political spectrum and I could easily explain it to people I know who have very different values. I think it can bring people together in ways other movements have not managed to."
- Jane Morrison,
Executive Officer,
Scottish Environment
Protection Agency and
WEAll Scotland Trustee

3. Sharing New Positive and Empowering Narratives

Telling new stories about the economy

At present, the current economy is seen as the only kind of economy that we can have – and changing it would bring society to its knees. Despite the many potential benefits of Wellbeing Economy policies, they lack widespread awareness or support.

As the current narrative around a new economic system has been dominated by NGOs, researchers and scientists, much of the discussion in the Wellbeing Economy movement is focused on the failures of the current system. Furthermore, the destination of a different economy can feel abstract or irrelevant, especially to audiences that are not immersed in complex economic theory or policy making. As a result, there is a dearth of positive visions of a Wellbeing Economy in the media.

This is a problem, as humans make sense of the world through stories – and these stories shape how they we behave in it.

A shift in the narratives in public discourse can shift culture and produce tangible impact through behaviour change, activism, advocacy, and policy change. With this in mind, we urgently need new Wellbeing Economy narratives, which succinctly summarise the societal vision towards which policies work, make the concept of a new economic system accessible to all, and help galvanise widespread support of the policies required to make this new economic system a reality.

The ultimate goal is to make a Wellbeing Economy common sense, the way the free-market economy is now.

New narratives must establish three new core beliefs around the economy: humans are part of nature, and thus dependant on it, the economy's purpose is to support life, and the measure of an economy's success is the creation of wellbeing for all.

Increasingly, work is being done to create positive Wellbeing Economy narratives, but little of this has been trialled in practice and is not yet making a significant difference.

WEAll works to shift the narrative beyond criticisms of the current system, towards one that establishes a Wellbeing Economy as a desirable and viable goal, thus inspiring action towards achieving this vision.

"WEAll's ability to undermine growth economics, whilst also motivating and inspiring, is a precious skill indeed"
- Caroline Thompson,
Conference &
Stakeholder Officer,
Scottish Green Party

"Being part of this group is helping me beat my cynicism, it refreshes my enthusiasm."
- Linda Gessner,
Communications and
Design, CUSP



1. Storytelling

WEAll works with a diverse network of partners around the world to co-create and communicate new common narratives about the economy. Spokespeople regularly make high profile appearances and deliver talks on **six continents**.

WEAll's website, newsletter, and social media channels generate consistently high levels of engagement. WEAll's work has been featured regularly in books, blogs, articles, videos and podcasts, and has generated high profile media coverage **in 10 countries**.

Wellbeing Economy narratives work has been launched in the UK, USA, Africa and Australia. Novel and entertaining formats have also been explored, including a viral campaign stunt.

WEAll's storytelling involves using practical examples of what 'flourishing' looks like for various stakeholders. These include the results of Wellbeing Economy policies and practices; stories at the local level to illustrate potential solutions to the global economic system in tangible terms, and simple and non-technical wording, which is customised to local and regional contexts.

2. Amplification

WEAll amplifies Wellbeing Economy ideas and relevant work from the WEAll network, across different specialties, sectors, demographics, and geographies.

WEAll curates existing ideas and solutions in forms that accelerate their influence and adoption by decision makers in government at all levels, business and civil society across the globe.

3. Narratives Playbook

Creating a network of media partners, including journalists, musicians, comedians, and TV content producers, who can design creative and cultural interventions and media products, will maximise the reach of Wellbeing Economy narratives – including different stakeholders and the general public.

The aim of the 'Narratives Playbook' is to support key stakeholders to distil elements of and appropriate framing for a new economic narrative, and creatively and proactively disseminate the new narrative to key audiences in order to bring the Wellbeing Economy agenda into the mainstream.

"There were so many other groups working in this field, the work was becoming cluttered - so much noise - that policy makers were struggling to know who to listen to. WEAll offers an overarching place that provides us the opportunity to join together with others working in the field. It is inspiring and exciting. But more importantly, we are able to amplify each other's messages instead of drowning each other out. The people who run WEAll have a great combination of really solid moral compassion, and a great attitude to achieving the best possible outcomes. The world is both frightening and exciting at the same time. WEAll is bringing people together to convert hope into reality. Daunting, yes, but meaningful, absolutely."
- Nigel Cohen, CEO, Inclusivity Project

Part 4:

4. The Way Forward

The aim is to continue to build the Wellbeing Economy Alliance (WEAll) into the social and political force needed to make fundamental changes to achieve the SDGs and collective wellbeing.

WEAll's 10-Year Plan: From an Acorn to a Mighty Oak

WEAll's 10- Year Plan lists focus areas between 2020 and 2023, for each of the elements of our 'strategy tree': roots, trunk and leaves. WEAll's ambition is to remain a small core team and to exist only for ten years.

Stage 1: Build the Connections (2018-2020)

Since its inception in April 2018, WEAll has been successful in mainstreaming the ideas of the Wellbeing Economy and 'Build Back Better' agenda, growing demand for a Wellbeing Economy, and tending to the roots of our strategy tree: the connections and collaborations required to innovate, test, and scale solutions in order to meet this demand.

Stage 2: Replicate and deepen the connections (2021-2024)

The second stage of WEAll's theory of change is focused on the deepening of connections between government, business, and civil society, expanding WEAll's reach to over 20 territories, especially in the Global South, and accelerating the synthesis of Wellbeing Economy knowledge and solutions and delivery of training and support for decision makers to use these resources.

Stage 3: Mainstream the Wellbeing Economy (2025-2028)

The third and final stage of WEAll's theory of change, will focus on enabling governments, businesses, and citizens to actively prioritise wellbeing as the primary goal of decision making. The WEGo partnership will have become a dominant grouping in international arenas with over 20 governments signed up. The idea of replacing GDP with wellbeing as the primary goal of the economy will be pursued among the members of WEGo. The WE Portal will have become a resource widely used in education from primary through to university level economics teaching. Stories of how economies based on connection, participation, fairness, dignity and nature will be taking hold at all levels of society. Businesses will be aligning their purposes to this new goal and a growing movement of WEAll Citizens are actively participating through WEAll hubs in local policy formulation, rewriting 'the rules of the game'.



The Outlook for a Wellbeing Economy

We know what a Wellbeing Economy looks like, because we see it in microcosm across the world, especially in the work of WEAll members, hubs, and the WEGo member countries.

Scotland, New Zealand, Wales, Iceland, and Finland are already implementing Wellbeing Economics principles, through their participation in the WEGo partnership and their individual initiatives: New Zealand's wellbeing budget, Scotland's ambitious climate change legislation and National Performance Framework, Wales' world-leading Future Generations Act, Iceland's framework of wellbeing indicators and Finland's focus on wellbeing during their EU Presidency.

These examples demonstrate the feasibility and desirability of implementing Wellbeing Economic policy, as they show that traditional economic metrics, and moving towards greater wellbeing, can go hand in hand.

These are reasons for hope of taking the concept of a Wellbeing Economy from theory into practice, but there is much work left to do. The focus should now be on coherence, scaling these approaches, and realigning policy regimes to be supportive of these approaches, rather than destructive.

The shift toward a Wellbeing Economy will not be brought about by any single entity on its own. It requires a cross-sectoral movement

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