

# Bold, vital and entirely possible.

2040 STRATEGY

Executive Summary

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**WELLBEING  
ECONOMY**  
ALLIANCE



**WEAll is the leading collaboration of changemakers working together to transform the economic system.**

## Vision

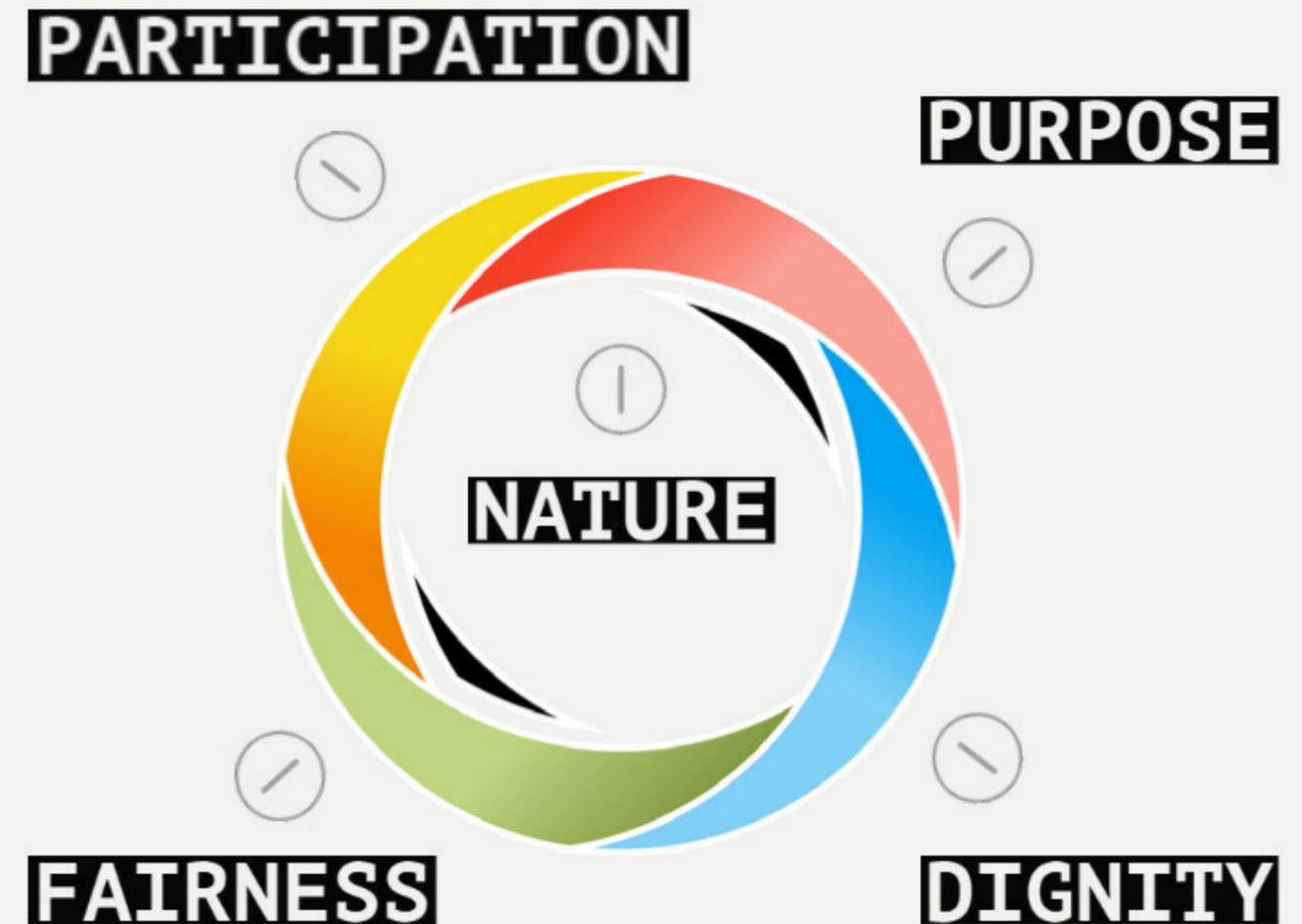
Economies around the world are redesigned to create shared wellbeing for people and planet by 2040.

## Mission

Building momentum for economic transformation and changing the debate so that economies around the world deliver shared wellbeing for people and planet.

## What is a Wellbeing Economy?

A Wellbeing Economy is an economy designed to deliver quality of life and flourishing for all people, in harmony with our environment. It puts the five core needs of people and planet at the centre of its activities, ensuring that they are all equally met the first time around:





## How do we get there? Successful systems change shows that four strategies are critical:

### Create new power bases

We'll proactively seek new members and structure new digital and in person mechanisms to connect and support the formation of a broad-based movement that is cross sector, cross geography and simultaneously bottom up and top down.

### Promote new compelling and positive narratives

We'll bring in new partnerships to co-create powerful narratives of hope that can reach untapped audiences, so we can shift public opinion and inspire action.

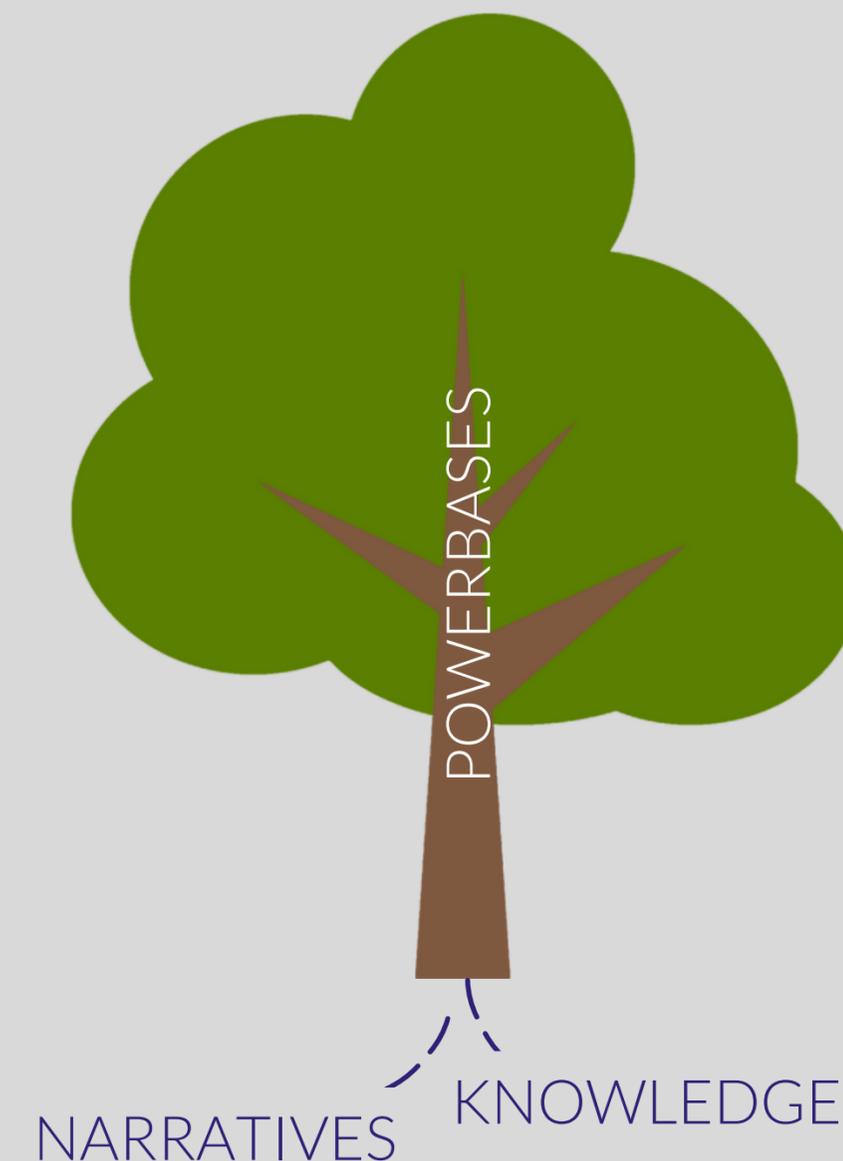
### Support these with a coherent and accessible knowledge/ evidence base

We'll diversify our outputs to democratise evidence of the viability of a Wellbeing Economy and help set the agenda for just transitions to Wellbeing Economies.

### Find transformation opportunities following major crises

Recent Edelman Trust Barometer survey of 30,000 people in 34 countries showed that over 80% of them believed their economic and political systems were not working for them anymore.

## Elements for economic systems change:



# Achievements to date



## WEAll power bases in numbers

- 275 organisational members
- 2,800 individual members
- 150 academics
- 88 WEAll ambassadors and spokespeople
- 13 established WEAll Hubs and many more in development.
- 40 members of the Policymaker Network
- 6 governments collaborating with the Wellbeing Economy Governments Partnership (WEGo).

## Main co-created products, tools, and outputs

### Knowledge and Policy:

- Business of Wellbeing Guide
- Policy Design Guide (in English and Spanish)
- Failure Demand Report
- Dozens of briefing papers on sectoral and local topics

### Narratives:

- Happy Planet Index
- Stories for Life
- Common Ground Festival

# Achievements to date



## Just last year:

- The European Union has recognised the need to shift to a Wellbeing Economy and enshrined it in legislation.
- The need for a Wellbeing Economy was debated in the UK Parliament - with many references to WEAll and our members! This follows a public petition which gained more than 70,000 signatures.
- The World Health Organisation has increased its interest in Wellbeing Economy ideas, setting up a New Economy Experts Group and Economy of Wellbeing Initiative (also being advised by brilliant WEAll members).
- Canada included a wellbeing/quality of life framework in their 2021 budget.
- The University of Glasgow recently hired Dr. Gerry McCartney as the world's first Professor of Wellbeing Economy.

## Power bases



To transform our economies, change needs to happen at all levels of society and across all sectors. Creating radiating circles of influence and building the power bases to drive this change is at the heart of WEAll's strategy. Priorities will be to:

### Strengthen support for members

We aim to strengthen our level of support and engagement with current Members and Citizens via members calls, talks, and events.

We also aim to help build the capacity of our members to be spokespeople and multipliers of the Wellbeing Economy message in their own work.

### Strengthen local powerbases

We will proactively support the launch of new hubs in strategic locations across the globe and help them to become sustainable and influential organisations, and to collaborate with other hubs.

We will continue to support WEGo and help recruit future WEGo members when appropriate.

### Work with existing movements

We will proactively ally with key movements that work towards greater wellbeing.

Immediate priority movements are climate and biodiversity, inequality/development, gender equity, and financial reform.

### Boost individual participation

We will create an integrated digital space for collaboration.

We will encourage all members to use their voice, their time, and their momentum.

We will co-create a strategy and action plan to expand youth participation.

# Knowledge and Policy



Central to WEAll's strategy is demystifying the economy and illustrating the desirability and viability of a Wellbeing Economy. Knowledge work aims to co-create and disseminate the research and information needed to build a Wellbeing Economy, while Policy work aims to push and support governments to design policies for a Wellbeing Economy. Priorities will be to:

## Co-create synthesis materials

We aim to highlight thought leadership amongst members by co-creating papers, research and curate case studies, content for third-party sources, and foundational materials on a Wellbeing Economy.

## Build capacity within movement

We will produce events and initiatives to cross-share wisdom and learnings amongst the WEAll family and movement, provide Wellbeing Economy trainings for the network, and develop guides to support their advocacy.

## Advocate and support governments

We will provide support for the implementation of Wellbeing Economy policies, expand our Policymaker Network, create a Policy Menu, and encourage wisdom transfers especially from indigenous and community leaders in the majority world.

## Promote local-to-global advocacy and south-to-north exchanges

WEAll will engage in more influencing and advocacy to connect the local to the global and influence policies at international levels and the global economic architecture by promoting knowledge/evidence and amplifying members' voices.

# Narratives and Communications



WEAll promotes the ideas of Wellbeing Economies globally through great communications, powerful and hopeful new narratives, and the amplification of members' work through public engagement, social and mainstream media, blogs, art, music, videos, and other digital assets. Priorities will be to:

## Build consistency and repetition

We aim to create a repeatable meta-narrative framework and a set of messaging tools, such as a Wellbeing Economy Narratives Playbook, to potentialise the voices of members and the general public, using, stories, knowledge, and creativity from within the Alliance.

## Reach untapped audiences

We will work to reach new and untapped audiences, beyond our membership and natural allies, by diversifying our communications channels and creating more culturally sensitive content.

## Revamp Spokesperson and Ambassador programs

We aim to clarify the role and responsibilities of ambassadors and spokespeople, as well as recognition for their involvement, and provide more strategic support for their activities, ensuring stronger coherence with WEAll narratives.

## Test new narrative approaches

We will start to research and map, on an ongoing basis, the status, reach, acceptance, and evolution of Wellbeing Economy ideas on the internet, in order to evaluate our progress in shifting the public debate.



Areas of impact	2040 Outcomes
Shifting public opinion about the purpose of the economy	A critical mass of the population feels empowered that they are part of and can change the economy to work in service of the wellbeing of people and planet.
Global economic infrastructure/ governance reform	Major changes are already implemented at the level of global architecture, institutions, and incentives.
National/ regional economic reform	50 key economies have formally committed to the ethos of a Wellbeing Economy.
National/ regional economic reform	20 key economies around the world meet most of the WEAll Needs Tests
Existing Global Movements advocate for a Wellbeing Economy	Relevant global movements recognise the centrality of economic system change, are connected with the Wellbeing Economy movement and with each other and are actively building a Wellbeing Economy.
Organisations committed to a Wellbeing Economy	Global civil society, governments and business are working together to promote a Wellbeing Economy in most economies.
Locally rooted economic transformation via WEAll Hubs	Cross-sectoral collaboration is effectively influencing change and the creation of democratic infrastructure in 100 key economies.



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document.