Redesigning our economy for people and planet

WEAll Scotland Strategy: 2022 - 2025
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Summary

The economy we have inherited is putting enormous strain on people and planet.

Even before the cost of living crisis, one in four children in Scotland were growing up in poverty. Too many of us are living in cold homes, skipping meals, and falling behind on rent while Scotland’s 20 richest families enjoy more wealth than the bottom thirty per cent of the population combined. At the same time, the Intergovernmental Panel on Climate Change (IPCC) recently warned that we face a “brief and rapidly closing window to secure a liveable future”. They also echoed our belief that GDP is a poor metric of human wellbeing and that climate policy evaluation requires a better grounding in relation to decent living standards.

But there is a growing wave of support to redesign our economy. Businesses are stepping up to transform their operating models. Local authorities and public sector bodies are trying new approaches like community wealth building and wellbeing budgeting. And the public are increasingly calling for economic decisions that prioritise our collective wellbeing.

This strategy details how we will work with others to create an unstoppable momentum towards a Wellbeing Economy, one which ensures that everyone can live with dignity, experience fairness and connection and participate in the decisions that affect them while we protect the health of our planet.

We will build a diverse network of allies who are playing their part to deliver a Wellbeing Economy at different levels of society. Together we will

- **Change the public conversation** about the purpose and direction of the economy
- **Amplify** examples of promising practices which show Wellbeing Economy thinking in action
- **Advocate** to influence economic policy at the national and local levels
- **Collaborate** with a particular emphasis on business practice and ownership models, influencing national economic policy and local economies.

To redesign our economy we'll need to work together like never before. Your support and friendship will be crucial.

Jimmy and Doreen
Who we are

WEAll Scotland is a collaboration of organisations, movements and individuals working to transform the economic system into one that delivers social justice on a healthy planet. We believe that our economy needs to be redesigned so it provides us with what matters most - dignity, connection, nature, fairness and meaningful participation. We work with a growing network of Allies across Scotland who are playing their part to deliver a Wellbeing Economy at different levels of society. We are the Scottish arm of the global Wellbeing Economy Alliance (WEAll) which has hubs in 15 countries.

Our small staff team is supported by a diverse group of volunteers, board members and freelance Associates. We work in partnership with organisations who seek to put Wellbeing Economy thinking at the heart of their work. In 2021/22 these included Cairngorms National Park, Foundation Scotland, Creative Scotland and Scottish Football Association.

With our modest team and resources we have achieved a huge amount. We have helped to secure headline commitments from the Scottish Government to move towards a Wellbeing Economy and are convening a very active Cross-Party Parliamentary Group on a Wellbeing Economy. We have contributed to numerous policy initiatives including the Business Purpose Commission and the forthcoming Community Wealth Building Bill and we sit on the Future Generations Commission. In the last year alone we have brought our mission to more than 8500 people by presenting at over 75 events.

We have built a diverse network of over 50 Ally organisations, including national NGOs, grassroots community groups, and businesses who share our vision.

This is just the start of our journey. With our first staff team in place, now is the time to build on this foundation and scale up our impact. Our Board, staff and volunteers worked together over several months to co-produce this strategy with feedback from our Allies. Background papers exploring our operating contexts and organisational strengths and weaknesses are available on request.
Our vision

Our vision is of an economy designed to deliver good lives for all on a healthy planet.

In a Wellbeing Economy we would prioritise policies that meet our fundamental human needs.

The WEAll needs were co-produced with members from around the world. They echo concepts that are found in religious texts, indigenous teaching and numerous surveys about what really matters to people.
The shifts we need in policy and practice

The four principles synthesise the macro-array of policy and practice shifts that need to come together, like corners of a jigsaw puzzle, to create a Wellbeing Economy.

**Purpose**
Delivering the 5 needs for collective wellbeing should be the guiding principle for government, businesses, and other institutions.

**Prevention**
Policies should be directed at tackling the root causes of problems so we prevent harm from happening in the first place.

**Pre-distribution**
The economy should prevent vast inequalities in wealth and income from occurring by using approaches such as Community Wealth Building and supporting business models and employment practices that generate a fairer distribution of incomes and wealth.

**People-powered**
People should have a meaningful role in decision-making across our governments, communities and workplaces.
The problem we seek to tackle

The economy we have inherited causes considerable harm to people and planet. Below is a summary of the ideology and sources of power that underpin it.

**Harmful outcomes**
Extreme economic inequality, poverty, ableism, racism, gender inequality, precarity, alienation, anxiety, environmental degradation, climate breakdown, policy making removed from the population.

**Priorities**
Economic growth as measured by GDP, productivity as measured by extracting maximum value from people’s labour and the natural world, compensating for harms created by economy (e.g. social security benefits to compensate for poverty wages and inflated rents).

**Narrative**
Economic growth is the ultimate objective that will benefit us all, any deviation from this is too risky, businesses are always inherently good for the economy, competition drives productivity and we can act on climate while continuing to grow the economy.

**Pillars of power**
Financial industry, multi-national corporations, governments, media, think tanks, lobbyists, thought leaders, higher education, Research & Development industry.

**Motivating values**
Minimise costs and maximise profits, winner takes all, wealth = success and prosperity, being economically ‘productive’ is essential to being a good citizen.

**Interests served**
People and institutions with wealth and power, especially those whose money is made from the value created by existing wealth (rent extraction).
Our theory of change

Redesigning our economy requires action at all levels of the system. Inspired by Frank Geels’ work on transition theory we seek to transform the context and paradigm we operate in, the policy regime that shapes what’s possible and the grassroots level where innovative practice takes place.

Landscape
The context and paradigm we operate in e.g. the dominant way of thinking about the economy.

Policy regime
- Rules
- Policies
- Institutions

Grassroots innovation (e.g.)
- Co-ops + employee owned businesses
- Co-produced wellbeing budgets
- Community wealth-building
- Tool libraries and pantries

We will tell a new story about economic success and help people to ask better questions
We'll develop and promote policy design for a Wellbeing Economy with our Allies
We'll nurture and connect grassroots innovators and amplify their example to change the policy regime and landscape
Our contribution

We will work towards our vision by focussing on three long-term goals.

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**Change the narrative**

The concept of a Wellbeing Economy will be clearly developed, well-known and internalised by policy makers, leaders in government, business and the third sector. Economic commentary will focus on holistic measures, rather than growth.

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**Amplify & advocate**

Promising practices and pockets of innovation will be shared with policy makers, other practitioners and in the media. Allies will become effective advocates of Wellbeing Economy approaches and we will collectively shape public discourse. Wellbeing Economy thinking, tools and concepts will be more embedded in policy making processes and institutions across Scotland.

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**Collaborate**

WEAll Scotland will be widely recognised as the hub for bringing together people who are curious about, and committed to, delivering a Wellbeing Economy for Scotland, with a particular emphasis on groups that have been oppressed and marginalised by the injustices that sustain our economic system.
What we'll do

To achieve our goals we'll work towards the following interim objectives and undertake the following activities, depending on capacity and funding.

<table>
<thead>
<tr>
<th>Target outcomes</th>
<th>Potential activities</th>
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<tbody>
<tr>
<td><strong>Change the narrative</strong></td>
<td>Co-produce new stories about the economy with Allies and marginalised communities and deploy them in the media; provide spokesperson and media training for Allies; seek out fora for speaking about the Wellbeing Economy; build a network of supportive businesses to provide a counter narrative.</td>
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<tr>
<td>• Economic commentary increasingly focuses on holistic measures.</td>
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<tr>
<td>• Scottish Government and political parties drop references to growth as a goal.</td>
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<tr>
<td><strong>Amplify &amp; advocate</strong></td>
<td>Build a network of supportive policymakers; carry out influencing activity with politicians and policymakers (eg via the Cross Party Group); train civil servants; develop and promote tangible transition pathways; support marginalised communities to push for economic system change on their terms.</td>
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<tr>
<td>• Policy makers adopt new system-focussed, preventative approaches and tools.</td>
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<td>• Wellbeing budgeting becomes standard across government and budgets are increasingly co-produced with citizens.</td>
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<td>• A majority of Scotland's parties support a Wellbeing Economy.</td>
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<td><strong>Collaborate</strong></td>
<td>Work with organisations to embed wellbeing principles in their operations; run incubation programmes, creating nurturing, restorative spaces for pioneers and change-makers; amplify exemplars; train and support Allies to become a collective voice.</td>
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<td>• People from all walks of life feel supported to start Wellbeing Economy businesses, specifically those from marginalised communities.</td>
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<td>• Business support explicitly encourages purpose driven enterprises and organisations have a range of best practice to emulate.</td>
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Our values

We cherish people and the contribution they bring and we support their development in areas they want to grow.

We put the goal of social justice on a healthy planet above our individual egos.

We believe that a diverse team with a shared mission and open communication will be most effective.

We support and celebrate the work of others.

We want to live these values in all aspects of our work. They are supported by co-produced ways of working, available on request.
Join the movement to redesign our economy

Get in touch!
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