



WELLBEING
ECONOMY
ALLIANCE
SCOTLAND

WEAll Scotland Strategy 2026 – 2029

Changing the rules of the economy
to deliver good lives for all within
planetary boundaries



Welcome

People are hungry for hope and for meaningful change. There is increasing recognition across Scottish civic life that the current economic model is not delivering security, wellbeing or resilience for enough people.

Our collective challenge is not only how to respond to immediate pressures, how to build an economy that serves people and planet over the long term.

This can only be delivered through a Wellbeing Economy: one where success is measured by whether people can live good lives, in thriving communities, within environmental limits.

The shift towards a Wellbeing Economy is not a technical adjustment or simply another policy agenda. It is about changing how we understand success, what we value, and how we make decisions about our collective future.

This strategy sets out how WEAll Scotland will contribute to that transition over the next three years. It describes the role we will play in building the understanding, relationships and collective action needed to accelerate Scotland's transition to a Wellbeing Economy.

We are proud to be Scotland's network for redesigning our economy. Everything we do is deeply collaborative, bringing together people and organisations committed to creating lasting systemic change. Together, we can help build an economy that uses the wealth we create to care for each other and ensures everyone has what they need .

Lisa Hough-Stewart
Director, WEAll Scotland



Why Scotland needs a Wellbeing Economy



Our economies are not fixed. They are the product of the choices, rules and institutions we create. They have been designed: so they can be redesigned to better serve people, communities and the natural world.

Today, Scotland faces a series of interconnected challenges. Poverty, inequality, environmental breakdown, declining trust in institutions and economic insecurity are often treated as separate issues, but they are all shaped by the same underlying economic system.

A Wellbeing Economy isn't just necessary - it's an urgent shift to prioritise people and the planet before these crises spiral beyond recovery.

By prioritising wellbeing, fairness, participation and sustainability, it creates the conditions for people and planet to flourish together. Across Scotland and around the world, examples of this approach are already emerging, demonstrating that **a different future is both possible and practical.**

Our guiding vision is simple:

Changing the rules of the economy to deliver good lives for all within planetary boundaries.

This means creating the conditions for long-term systemic change, by:

- Developing and championing laws, policies and institutions that prioritise collective wellbeing.
- Transforming how decisions are made, ensuring people have a meaningful voice in shaping the economy.
- Building new narratives about the economy, challenging outdated assumptions and redefining what success looks like.

Together, these shifts help create an economy that is fairer, more democratic, more sustainable and better able to support good lives for all.

Who we are

WEAll Scotland is Scotland's network of organisations and individuals committed to redesigning our economy. Our network is open to anyone who shares our vision of a Wellbeing Economy, bringing together community organisations, charities, businesses, academics, policymakers and individuals from across Scotland.

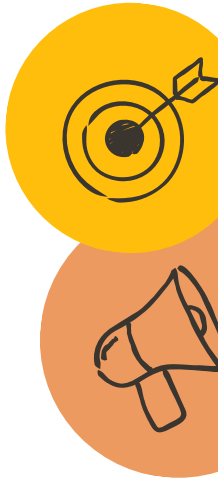
We are part of a growing global movement working to build economies that deliver social justice on a healthy planet. As the first national WEAll hub, we connect Scotland to an international network of country hubs, members and experts, sharing ideas, evidence and learning from around the world.

Our role is unique.

We connect people, organisations and ideas, helping to build the shared understanding, relationships and momentum needed to drive long-term economic transformation.

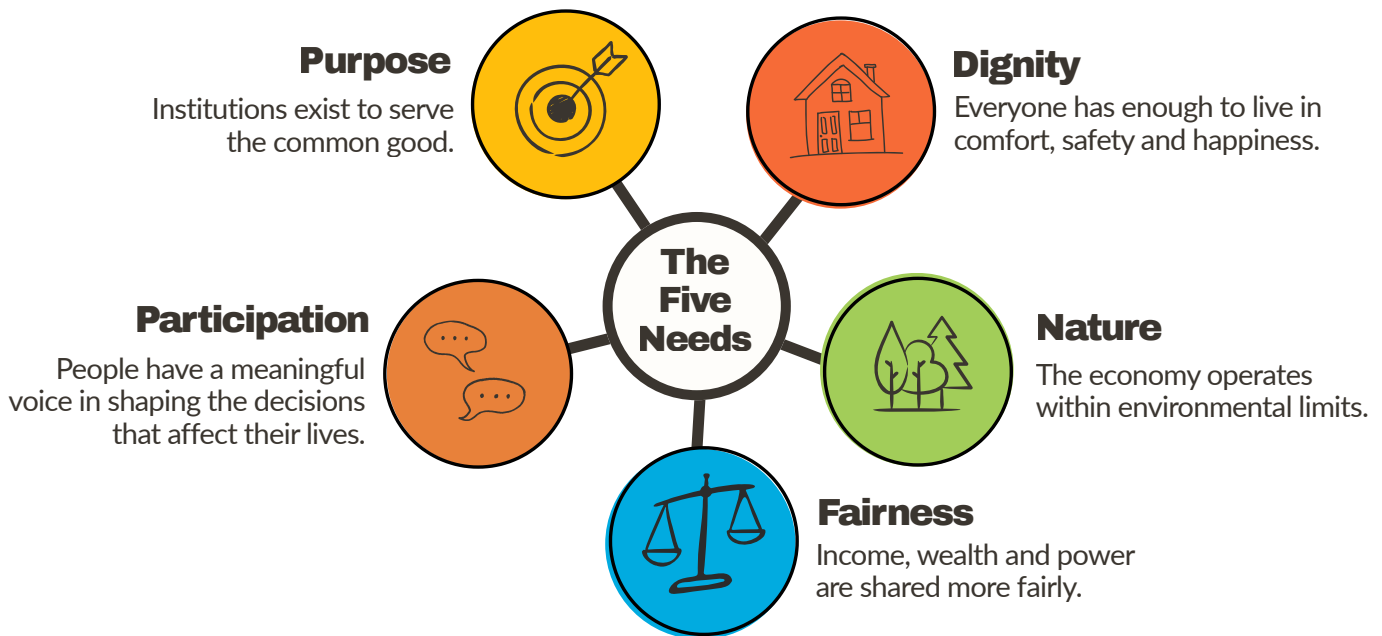
We do this by:

- Applying an economic system change lens to the work of others
- Connecting organisations across Scotland's Wellbeing Economy movement
- Amplifying evidence and practical examples of change
- Creating spaces for collaboration, learning and leadership
- Providing trusted expertise to policymakers and civil society
- Bringing international learning into Scotland and sharing Scottish leadership globally.



Our principles

Everything we do is guided by a clear vision of what the economy should deliver.



We also believe that lasting change requires four fundamental shifts in policy and practice:

- **Purpose:** Delivering collective wellbeing should be the guiding purpose for government, businesses, and other institutions.
- **Prevention:** Policies and investment should be directed at tackling the root causes of challenges rather than responding to their consequences.
- **Pre-distribution:** Fairness should be designed into the economic system from the outset so that power, wealth, time, and income are equitably shared before problems arise. In Scotland, Community Wealth Building gives us a powerful model for putting this principle into practice.
- **People-powered:** People should have a meaningful role in decisions that affect their lives, with greater participation in economic, political and community decision-making. Power should be shared more widely and rooted in the communities where people live and work.

Together these provide a practical framework for redesigning the economy so it delivers wellbeing, fairness, sustainability and democratic participation.

These principles underpin every aspect of WEAll Scotland's work.

They shape the decisions we make, the partnerships we build and the projects we deliver.

Our strategic priorities set out how we will turn these principles into action over the next three years. Together, they provide the framework for how we will build understanding, strengthen the movement and influence the long-term transition to a Wellbeing Economy.



Strategic priority one: Mobilise the movement

Ideas become action when people work together. A stronger movement creates more people who can champion these ideas.

WEAll Scotland exists to connect and strengthen Scotland's growing movement for economic system change.

Lasting economic transformation cannot be achieved by any one organisation acting alone. It depends on people and organisations sharing ideas, building relationships, learning from one another and working collectively towards a common vision. By bringing together diverse voices from across Scotland, we can create the conditions for collaboration, innovation and collective action that are greater than the sum of their parts.

As Scotland's network for a Wellbeing Economy, our role is to help build the confidence, capability and connections needed for the movement to grow. We will create opportunities for organisations and individuals to collaborate across sectors, support emerging and established leaders, and help our members translate shared values into practical action within the parts of the economic system they can influence. We will deepen relationships across our network, support leadership, encourage collaboration and help turn shared ambition into collective action.

We will:

- Strengthen and grow Scotland's Wellbeing Economy movement
- Support people and organisations to take action in the parts of the system they can influence
- Develop leadership and capacity across Scotland
- Celebrate and amplify examples of a Wellbeing Economy in action.

Success will mean a stronger, more connected movement that is increasingly influencing policy, practice and public understanding.

Alongside this, we will refresh and strengthen our membership offer so that organisations and individuals are better connected to one another and to the wider movement. We will create more opportunities for members to learn, collaborate and contribute, provide practical resources that help turn shared values into action, and ensure members can shape our priorities through an active and supportive network. Through events, peer learning, leadership development and shared campaigning opportunities, we will make it easier for people to participate in the movement and contribute their knowledge, expertise and lived experience.

Our movement is one of our greatest strengths. By fostering stronger relationships, encouraging collaboration and supporting shared leadership, we will help create a more resilient, diverse and influential network that is capable of accelerating Scotland's transition to a Wellbeing Economy.





Strategic priority two: Change the narrative

A stronger narrative creates the public and political support needed for policy change.

For too long, public conversations about the economy have been dominated by measures such as GDP, growth and productivity, often overlooking the things that matter most to people's everyday lives. **If we want to build a Wellbeing Economy, we first need to change the story we tell about what the economy is for, who it should serve and how success should be defined.** Changing the narrative helps create the public understanding and political space needed for lasting system change.

WEAll Scotland's role is to help make these ideas visible, accessible and relevant. We will translate complex economic concepts into clear, practical language that connects with people's everyday experiences, from secure jobs and affordable homes to healthy communities and a thriving natural environment. By bringing together evidence, lived experience and compelling stories, we will help demonstrate that a Wellbeing Economy is not only possible, but already taking shape across Scotland and beyond.

We will:

- Develop compelling communications that connect economic issues to everyday life
- Increase the visibility of Wellbeing Economy ideas through media, digital communications and public engagement
- Support members and partners to become confident advocates and storytellers
- Amplify practical examples that demonstrate what a Wellbeing Economy looks like in practice.

We will work with and through our members to build a shared understanding of Wellbeing Economy principles across Scotland. Alongside practical communications resources, we will provide opportunities for spokesperson development, media training and narrative workshops, helping organisations and individuals communicate with greater confidence and consistency. By equipping more people to tell positive, hopeful and evidence-based stories about the economy, we can ensure these ideas reach new audiences through trusted voices and existing networks.

Changing the narrative is not about promoting a single organisation or campaign. It is about creating a wider cultural shift in how people think about the economy and what they expect from it. By making Wellbeing Economy ideas easier to understand, relate to and talk about, we will help build the public support and shared ambition needed to accelerate long-term change.

Success will mean more people understanding Wellbeing Economy concepts and using these ideas to shape conversations and decision making across Scotland.





Strategic priority three: Amplify and advocate

Better policy and practice demonstrate that a Wellbeing Economy is possible, strengthening the movement once again.

The 2026 election has opened a new chapter for Scotland's Parliament and created an opportunity to rethink the country's economic direction. It provides an opportunity to strengthen the foundations of a fairer, greener and more resilient economy, and to place wellbeing at the heart of decision-making. Many of the ideas and principles are already there, what has often been missing is coherence, pace and delivery.

In a Parliament where cooperation and consensus-building may matter more than ever, wellbeing can provide common ground: a shared focus on improving people's lives, strengthening communities and protecting the environment on which prosperity depends.

This creates an important opportunity to move beyond making the case for change and towards supporting its delivery. A growing body of evidence, practical examples and public support already exists for a Wellbeing Economy. Our role is to help ensure these ideas influence the decisions, policies and partnerships that will shape Scotland's future.

WEAll Scotland brings together organisations, researchers, practitioners and policymakers from across Scotland and beyond. By convening different perspectives, amplifying evidence and showcasing practical examples of change, we can help build consensus around solutions that improve wellbeing, reduce inequality and support a thriving natural environment. We will work collaboratively with others to ensure Wellbeing Economy principles are increasingly reflected in public policy, institutional practice and national debate.

Over this strategy period we will:

- Influence policy and decision-makers to champion Wellbeing Economy approaches
- Amplify evidence, stories and solutions that demonstrate what is possible
- Showcase practical examples of a Wellbeing Economy in action
- Work collaboratively to strengthen the case for economic system change across Scotland.



Our advocacy work is grounded in partnership. We recognise that lasting change is achieved by working alongside our members and allies, supporting collective action rather than acting alone. We will create opportunities for collaboration across civil society, bring international learning into Scottish debates and help connect evidence, lived experience and policy development. Where opportunities arise, we will convene conversations that build relationships across sectors and political perspectives, helping create the conditions for long-term economic system change.

Our advocacy work is guided by our Seven Priorities for the Scottish Parliament. These priorities provide a shared framework for our policy engagement and help focus our work with members, partners and decision-makers over the lifetime of this strategy. They are:

1. Put wellbeing at the heart of government
2. Ensure everyone has enough to live with dignity
3. Make Community Wealth Building a national success story
4. Create a new economic strategy for the future
5. Deliver climate action and recovery at scale
6. Use tax and public finance to build the Scotland we need
7. Renew democracy and shift power closer to the people

By combining trusted evidence, strong relationships and a growing movement for change, we will help ensure Wellbeing Economy ideas increasingly shape the decisions that affect people's lives.

Success will mean Wellbeing Economy ideas becoming increasingly visible in policy discussions and public debate, with stronger collaboration across civil society and decision-makers.

How we create change

Our three strategic priorities reinforce one another.

By increasing understanding of Wellbeing Economy ideas, and showing what they mean in practice, we build new advocates.

As more people become advocates, our movement grows stronger and more diverse.

A stronger movement creates greater influence over the decisions that shape Scotland's economy.

Each of these shifts, in turn, deepens understanding and draws more people in – strengthening the cycle further.

Together these changes help to shift Scotland's economy towards one that delivers good lives for all within planetary boundaries.

How we work matters as much as what we achieve. We apply our own principles – dignity, nature, purpose, fairness and participation – to the way we operate as a network. This means working collaboratively, sharing power, and centring the perspectives of people with direct experience of economic and environmental injustice.

Change of this kind rarely moves in a straight line, and our understanding of what works will keep evolving. Rather than judging ourselves only against fixed targets, we take a regenerative approach to evaluation: paying attention to the health of our relationships and our movement, valuing what we learn alongside what we deliver, and using that learning to adapt. We will build in regular space to reflect with our members, partners and team, so that our strategy stays honest, responsive and rooted in what is actually happening across Scotland.

We will measure our progress by tracking changes in:

- Growing public understanding of Wellbeing Economy ideas
- Growth in advocacy and leadership across our network
- Deeper collaboration across our movement
- Greater influence on policy and decision-making
- More Wellbeing Economy approaches embedded in practice
- A network that is learning, adapting and getting stronger.





Working together

Everything we do is rooted in collaboration.

We believe that lasting change happens when people, organisations and communities work together with humility, openness and shared purpose.

We work alongside people and communities with direct experience of economic and environmental injustice, ensuring their perspectives shape our research, advocacy and movement building.

We are committed to learning, listening and continually improving our work.

Building a Wellbeing Economy is a collective endeavour.

Whether you are a community organisation, policymaker, business, academic, campaigner or citizen, we invite you to work with us to change the rules of the economy and create a future where everyone can thrive within planetary boundaries.