

# **Inclusive Wellbeing Economies**

## **Narrative to Action Executive Summary**

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## Acknowledgements

References and acknowledgments for this document.



Inclusive wellbeing economies are defined as: –

‘... more **deliberate** and **socially purposeful** economies – measured not only by how fast or aggressive they grow; but, also, by how well wealth is **created** and **shared** across the **whole population and place**, and by the **social and environmental outcomes** they realise for people.’

They differ from a more traditional view of economies in some key ways: –

- Focus is not solely on economic growth as the end goal or key measure of success.
- Rather economic growth is seen as a means to an end in achieving better outcomes for local people.
- People thrive regardless of whether or not the economy continues to grow.
- Circulates wealth and resources amongst local people and communities rather than extracting them out.
- Wealth and resources are shared equitably and benefit all people equitably.
- Is conscious of its impacts on the living planet and works within planetary boundaries.
- Markets sit within a wider ‘embedded economy’ and are regulated to serve the common good.
- Economy serves the needs of the people rather than people serving the needs of the economy.

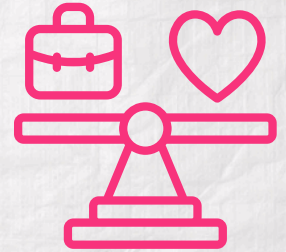
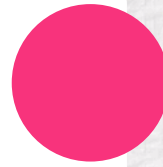
For more info, see **pages 3–4** of ‘Narrative to Action’.



## 02

### Key components

Explore the four key components of inclusive wellbeing economies; work and health, circular economies, community wealth building and anchor institutions.



#### Component 1 – Work and health

- Employment is a key determinant of health and wellbeing, and access to ‘good work’ is a protective factor for health.
- Unemployment and long-term economic inactivity are associated with worse health outcomes.
- Increased numbers of people in ‘good work’ will contribute towards a more healthy, resilient and productive workforce.
- This will lead to people being more likely to remain in work and contributing to the labour market and the economy.
- Focus needs to be on ensuring people can access and remain in ‘good work’, especially those most impacted by inequalities.

A few key actions that people can consider (more in the full guidance): –

- Creating and promoting fair work charters, workplace wellbeing awards and otherwise incentivising employers to provide ‘good work’.
- Facilitating access to occupational health, workplace wellbeing and peer support for small and medium sized employers (SMEs) and self-employed people.
- Valuing the role of care in our economies and enabling affordable access to childcare and social care, to improve access to ‘good work’ for those with caring responsibilities.

Key principles: good work, workplace wellbeing, unemployment / economic inactivity,

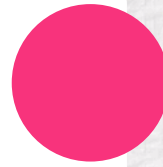
For more info, see **pages 4–8** of ‘Narrative to Action’.



# 02

## Key components

Explore the four key components of inclusive wellbeing economies; work and health, circular economies, community wealth building and anchor institutions.



### Component 2 – Circular economies

- In circular economies, products and materials are kept in circulation via reuse, refurbishment, recycling, etc.
- They aim to tackle key global challenges by decoupling economic activity from the consumption of finite resources.
- They are underpinned by the elimination of waste & pollution, circulation of products & materials and regeneration of nature.
- They advocate for more resilient economic systems through transition towards renewable energy and resources.
- Circulation of goods and resources within local economies and reduction of waste aligns with inclusive wellbeing economies.

A few key actions that people can consider (more in the full guidance): –

- Developing systems & programmes that maximise value and minimise waste, e.g., clothing swaps, food donation, etc.
- Focusing on work that enhances the sustainability of homes and buildings, to minimise energy waste.
- Embedding circular economy principles into procurement and commissioning processes.

Key principles: linear vs circular economies, technical & biological cycles

For more info, see **pages 9–12** of ‘Narrative to Action’.



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### Component 3 – Community wealth building

- Community wealth building seeks to better tie wealth and resources to local economies, businesses and communities.
- Wealth and resources circulate within and benefit local places rather than being extracted out through profits, dividends, etc.
- **Plural ownership of the economy:** rebuilding the connection between wealth creation and those who benefit from it.
- **Making financial power work for local places:** harnessing local wealth to increase flows of investment within economies.
- **Fair employment & just labour markets:** improving employment opportunities and promoting 'good work' for all.
- **Progressive procurement of goods & services:** using local spending power to preferentially benefit local people.
- **Socially productive use of land & property:** managing of local and and property to ensure that they benefit local people.

A few key actions that people can consider (more in the full guidance): –

- Speaking to local communities to understand needs and aspirations and how community wealth building might help.
- Scoping out and trialling aspects of community wealth building in target communities where success is most likely.

Key principles: plural ownership of the economy, making financial power work for local places, fair employment & just labour markets, progressive procurement of goods & services, socially productive use of land & property

For more info, see **pages 12–16** of 'Narrative to Action'.



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### Component 4 – Anchor institutions

- Anchor institutions are large organisations that are unlikely to relocate and have a significant stake in their local area.
- They have sizeable assets that can be used to support health and wellbeing and tackle inequalities in local communities.
- These impacts can be realised in a number of ways, including through employment, procurement, estates and land use, etc.
- They are diverse and include local authorities, educational institutions, voluntary / community sector organisations, etc.
- They have a large role in bringing social value to local places and ensuring their wealth and assets benefit local people.

A few key actions that people can consider (more in the full guidance): –

- Facilitating networking and collaborative opportunities for local anchors, building on existing activity.
- Enabling sharing of practice and learning between anchors, both what works well and challenges / barriers.
- Exploring the role of anchors as part of work to promote sustainability, improve air quality and tackle climate change.

Key principles: anchor institutions and health



## Underlying principles

Explore the principles and ways of working that underpin inclusive wellbeing economies.

There are a range of principles and ways of working that are pivotal to the success of inclusive wellbeing economies: –

- Taking **place-based approaches**, working with a range of people across organisational boundaries.
- Taking **community-centred approaches**, that mobilise assets, promote equity and increase people's control over their health.
- Pursuing **health in all policies**, integrating health into wider policymaking and working towards **healthy placemaking**.
- Focusing on **prevention** of ill health, realising the potential of inclusive wellbeing economies as a form of primary prevention.
- Working to address **health inequalities**, using approaches aligned with the principles of proportionate universalism.
- Aligning work on inclusive wellbeing economies with work on **climate sustainability**, recognising the link between the two.
- Recognising the role of **commercial determinants of health** on the health of both local people and local economies.
- Understanding **different models** of inclusive wellbeing economies and using them to drive forward progress.



## Measuring progress

Explore how we can define what good looks like and start to measure progress against inclusive wellbeing economies.

Defining what good looks like and measuring progress is no easy task and will vary from place to place depending on local context, vision and ambitions.

Measuring success should include a mixture of both quantitative and qualitative data, to understand not just what the impacts are but also how and why they are or are not happening.

The full narrative to action guidance document includes a number of resources that should assist with defining and measuring success for inclusive wellbeing economies, including: -

- A logic model for inclusive wellbeing economies, which includes potential indicators (see Appendix A)
- A list of outputs, outcomes and impacts that may translate into measurable indicators (see Appendix B)
- A list of tools and suites of indicators that already exist for you to use or take inspiration from (see Appendix C)



## Where to start

Explore how to get started in your work on inclusive wellbeing economies.

### I'd like to

Build knowledge of inclusive wellbeing economies

Further build knowledge and understand the global context

Know more about the principles of circular economies.

Get started with community wealth building

Link to work on anchors in Yorkshire & Humber

Link to others working on this agenda at a regional level

Link to others working on this agenda at a wider level

### Start by

Exploring the Yorkshire & Humber Public Health Network

Looking into WeAll's Wellbeing Economy Policy Design Course

Taking a look at at the Ellen MacArthur Foundation

Taking a look at the Centre for Local Economic Strategies

Joining the North East & Yorks Anchor Organisations Group

E-mailing the chair of the Yorks & Humber IWE Network

Joining the Wellbeing Economy Alliance



Some key references and resources: –

- Centre for Local Economic Strategies. Community wealth building: what is community wealth building?
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All of the work on inclusive wellbeing economies produced as part of the YHADPH Advanced Practitioner Fellowship Programme can be found here – Our Shared Ambitions and Workstreams: Inclusive Wellbeing Economies.



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