



A Memorandum of Understanding (MOU) between the Wellbeing Economy Alliance (WEAll) and Wellbeing Economy Alliance X Hub

This **MOU** is dated []

BETWEEN:

Wellbeing Economy Alliance (“**WEAll**”), a Charitable Incorporated Organisation registered in England and Wales with charity number 1190040

AND:

Representative(s) of Wellbeing Economy Alliance X Hub (“**WEAll X**”)

Background

WEAll is the leading collaboration of changemakers working together to transform the economic system. WEAll’s Vision is that economies around the world are redesigned to create shared wellbeing for people and planet by 2040. WEAll’s mission is to catalyse, support, and amplify the movement necessary to transform the global economy to one that creates shared wellbeing for people and planet. One of the main ways WEAll is doing this is by strengthening, supporting and connecting existing geographic and thematic power bases at all levels of society, in priority countries, that together have the power to change the current global economic system.

One of the key power bases WEAll supports are WEAll Hubs, place-based, cross-sector and multilevel groups that intermediate knowledge and action between local and global movements, facilitating collaboration and activity between different layers of society towards building a Wellbeing Economy in their locality, through context-specific policies and narratives, while informing the global movement with an array of new ideas and successful solutions that can inform transformations elsewhere. Hubs receive support from the WEAll Amp team, but are independent of WEAll and self-organising.

Scope of Relationship

The Wellbeing Economy Alliance charitable incorporated organisation is the owner of the WEAll brand. The signing of this MOU is a recognition of the alignment of the values and approach to catalysing systems change between the two signatories and how shared use of the brand can help accelerate that change.

Interdependence. The parties agree that an alliance between them should be based on a relationship of interdependence, which manifests as follows:

- **Confidence:** we recognize and accept that it is necessary for the parties to build a relationship based on respect for creativity and imperfection and mutual trust as the basis of a solid and lasting alliance;
- **Learning:** we recognize and accept that the development of new knowledge and the different learning processes that are incorporated at a local, regional, or global level are a source of inspiration and feedback for the parties;
- **Credibility:** we recognize and accept that the reputation of the parties will affect the credibility of all of them; and
- **Success:** we recognise and accept that for the strategy of WEAll and WEAll X to be successful, it is necessary that this movement is successful on a local, regional, and global level.

Scope of the agreement

The duration of this agreement will be 12 months from this date or until a formal contract is signed. If within 30 days of expiration of said term, the parties do not expressly state in writing their intention to renew it, the agreement will be terminated. At this time, access to the WEAll brand and the Hub X Platform on the WEAll website will be revoked and fully in the control of WEAll to do with it as they decide. Any external platform that remains online must remove WEAll branding and include language to make it clear that the hub is no longer directly affiliated with WEAll.

The role of hubs

WEAll hubs are self organising groups, networks, and coalitions that have a shared ambition to put the ideas of a Wellbeing Economy into practice in a particular location. Hubs are networks that publicly and ongoingly use Wellbeing Economics principles as the basis for their work.

We see WEAll hubs as having a unique role of acting as a network to connect the changemakers creating a Wellbeing Economy in a place. Put another way, WEAll hubs are the connectors of the ‘small islands of coherence’ of a place that have the capacity to shift the entire economic system towards a Wellbeing Economy.

Key activities of hubs

We see the following being *some* of the key activities of WEAll Hubs:

- Connecting changemakers already interested in Wellbeing Economics
- Raising awareness and engaging with those who do not know about Wellbeing Economics
- Connecting with similar networks locally and globally
- Convening spaces to connect, share and celebrate
- Building Wellbeing Economy narratives and stories which are relevant to each hub’s target audiences
- Influencing policymakers to create strategic policy reforms needed in the hub's specific context to build a Wellbeing Economy.
- Exploring existing targets and indicators
- Making visible the challenges and existing seeds of change already underway
- Inviting people to share their aspirations and ideas
- Facilitating peer to peer learning
- Encouraging new and existing projects to become more regenerative and distributive

- Advocating publicly for Wellbeing Economics and asking ‘are we moving fast enough?’
- Sharing back tools and stories with the WEAll Network via resources / channels provided by WEAll global

Values guiding our work

Five core values guide WEAll in our work, which inform how we work with our hubs.

- **Self-management:** We trust people to act in line with their values and empower them to take responsibility for their work.
- **Passion:** We believe in the need for economic system change and in WEAll's mission to build the momentum for economic transformation and change the debate so that economies around the world deliver the shared wellbeing of people and planet.
- **Care:** We strive to see one another's and our own humanity, and act with care to meet our universal needs: dignity, participation, fairness, purpose, and nature.
- **Togetherness:** We create spaces and opportunities for members to connect, experiment and thrive together. WEAll's guiding principle is ‘togetherness above agreement’: we focus on commonalities of shared vision, values, needs and principles, rather than on our differences. The goal is to promote the Wellbeing Economy as the destination, and all diverse efforts to this end are welcome and necessary.
- **Equality:** we place the ecosystem above the individuals' ego. We practice humility, respect and recognise the value of diverse contributions from the movement

We ask that your WEAll hub is open and inclusive. All individuals who are aligned with the goals of Wellbeing Economics, and who have a relevant connection to what brings your group together, should be able to join. We ask that you seek, within your capacity, to find creative ways to overcome all barriers to participation.

We ask that you are aware of the dynamic effects of who initially forms your WEAll Hub and who are the first joiners - recognising that we all have unique worldviews, lived experience, assumptions and blindspots - and we ask that diversity and inclusion is part of the WEAll Hub's outreach strategy from the start.

What WEAll global offers

Visibility and Amplification: The WEAll global team will amplify the work of the WEAll Hub through its communications channels and activities to its network and beyond. WEAll global will host a page (“**Hub Platform**”) for WEAll X on the WEAll website and provide access to that page for WEAll X to update it and post Content which complies with the Brand & Content Guidelines. WEAll X may choose to create their own website, which the “Hub Platform” would then link to.

Collaboration: We create regular, curated spaces to allow WEAll hubs from around the world to share, collaborate and learn from one another.

Support in getting started: We currently offer introductory calls and email support to help new groups get started, including suggesting relevant tools and connections with other WEAll hubs.

Training & resources: We offer basic resources and workshops to help WEAll hubs become established.

Narratives guidance: WEAll global will also provide a narratives and storytelling framework tool to create powerful stories about a Wellbeing Economy, which are relevant to each hub's target audiences, without losing core messaging consistency with narratives created by the WEAll network.

Strategic support for place-based advocacy: WEAll global will support hubs in the réalisation of their different strategic initiatives. This includes helping to advocate for and support strategic policy reforms needed in their context to build a Wellbeing Economy.

Strategic support: Cooperation in fundraising: WEAll global will not approach any funders/organisations based in (country/state/region) to propose to undertake work exclusively in (country/state/region) without the explicit agreement of the core team of WEAll X.

Slack workspace: provide access to the WEAll members' site on Slack, a working space which facilitates the connections with the rest of the Network and provides a private group space for all Hub's Core teams to work together remotely.

Digital tools: provide WEAll X with an email address: country/state/region@weall.org.

Expectations of the WEAll X team

It is expected that the WEAll hub team ensures that the WEAll hub is

Operation

- self-organising
- open to membership
- part of the WEAll community
- non-commercial and not-for-profit
- apolitical and not explicitly associated with a political party;
- part of the wider movement for economic transformation

Fundraising

- complies with the fundraising principles document of WEAll (annex A) which lays out a decision-making process for the sourcing of income;
- does not approach international/global funders/organisations about funding applications without the explicit agreement of WEAll;

Branding & strategy

- acknowledge and agree that WEAll owns all Intellectual Property Rights to the WEAll brand and overall WEAll website, and this ownership gives WEAll the right to provide access to WEAll X.
- the parties expressly accept that the Hub must be called "WEAll X" and not use or call themselves "WEAll". Specifically, the hub will call itself: WEAll (Location name) as their name, or as agreed with WEAll
- is in broad alignment with the strategy and objectives of WEAll;
- ensure regular contact with WEAll in relation to WEAll X's strategic development and focus, at a cadence defined by WEAll.

Communications

- upload and maintain Content which complies with the Brand & Content Guidelines WEAll global provides on the web page provided by WEAll for the Hub Platform in both English and a native language (if relevant) of the territory;
- responding to enquiries submitted to WEAll website about the WEAll X hub
- Clearly identify any content it creates on the 'Hub Platform' (both its webpage as well as blog posts published on the WEAll website) as being authored by the WEAll Hub X and not WEAll itself.
- Notify WEAll of any major proposed changes or required access requests to the Hub Platform.
- In the event that WEAll X violates the provisions of the Brand & Content Guidelines, WEAll will remove the infringing Content without notice. WEAll shall, at its discretion, be permitted to block User access to the Hub Platform in the event of a violation and terminate this agreement.

Data protection

- use all reasonable endeavours to prevent any unauthorised access to, or use of, the Hub Platform and any External Platform and, in the event of any such unauthorised access or use, promptly notify WEAll;
- only share with WEAll personal data in line with data protection legislation in their relevant geography as well as data protection legislation that applies to the data subjects in question.

1. CONTACT INFORMATION:

WEAll

Contact person: _____

Postal Address: _____.

E-mail: _____.

Phone: _____.

Signature: _____.

WEAll X

Contact person: _____

Postal Address: _____.

E-mail: _____.

Phone: _____.

Signature: _____.

Annex A:



WEAll Funding Engagement Guidelines

This paper is intended to set out WEAll's approach to receiving funds (it is not a fundraising strategy). It has been prepared for discussion and agreement by WEAll's Global Council and the approach will be revisited periodically to ensure it remains fit-for-purpose as WEAll evolves.

Why is this needed

In an ideal world, WEAll would not need this document. Yet in today's world possible funders are a complex array of actors, many of whom have obtained their endowments or wealth from the operations of the economic system WEAll was established to help transform.

WEAll will seek a diverse range of funders so as not to be dependent or beholden to any single source. It is hoped that in time small donations from multiple citizens will comprise a substantial source of WEAll's core operational budget, meaning it can reduce the proportion of funds it needs to seek from foundations, trusts and businesses.

Until that time, WEAll will welcome and utilise funds from foundations, trusts, and businesses which inevitably sit on a spectrum of ethical and reputational acceptability. Prior to receiving such funds, the following process will be adopted in order to protect WEAll's reputation and integrity and not to further perpetuate the system we all are trying to change, but also to enable it to carry on its work in a challenging funding environment.

Process for decision making

If any of the following sources present themselves, they are automatically excluded from consideration:

- Funding directly from armament, tobacco, or oil and gas companies.
- Funding from a foundation set up by a current business in any of the above areas.

For all other sources, the following questions should be asked by the Amp team exploring the opportunity.

1. Do I believe the likely benefits of engagement outweigh the potential risks to WEAll's reputation or independence? Here, the risk to WEAll's members must be considered.
2. Do I (a) trust the motives of the people I am engaging with and (b) if not, do I believe the risk of my engagement being used against WEAll in the future is low?
3. Do I feel okay in 'my gut' about this engagement?

4. Am I confident that WEAll's Global Council and Trustees would not be alarmed by this engagement?

In the interests of transparency, in answering these questions, the AMP team member responsible for the funding opportunity must note their responses to the four questions and save them in WEAll's fundraising sub-folder which will be made accessible to the GC.

If the AMP team member(s) cannot satisfactorily answer in the positive to all of these questions, they must refer the funding opportunity with the Global Council.

Upon presentation of the funding opportunity to the Global Council, the Global Council must arrive at a majority decision in deciding whether to proceed with the funding opportunity.

Regarding the issue of requests for anonymity by potential individual donors, proposed donations of over £5,000 will be submitted to the Global Council for consideration and decision.

WEAll recognises that the values/ethics of people and organisations can change over time. This may view how we view potential funding sources. However, manifest examples of how such change is being put into genuine and authentic practice would be required.