



collective
wellbeing
Carnegie
UK





Our strategy

Learning how
to live well
together



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Learning how
to live well
together



Our strategy for change 2021

Learning how
to live well
together





collective wellbeing
Carnegie UK

Our strategy for change 2021

Learning how to live well together



Social
Economic
Environmental
Democratic



Collective wellbeing

Time to focus on wellbeing

At Carnegie UK we're all about wellbeing. We have been ever since we were set up over 100 years ago. Wellbeing has meant different things to different generations. Right now, the world around us is changing in ways that mean it is time to rethink how we help people to live well together.

This is what 'wellbeing' means to us today. It is about everyone having what they need to live well now and in the future.

Looking after the wellbeing of all citizens - our collective wellbeing - is a powerful way of creating a society where everyone can live well together.

Collective wellbeing

At Carnegie UK we believe that collective wellbeing happens when **social, economic, environmental and democratic wellbeing** outcomes are seen as being equally important and are given equal weight.

We experience each of these domains of collective wellbeing in different aspects of our lives: our own personal wellbeing - our quality of life and our general happiness; the wellbeing of the community we are part of - where we have the assets and relationships in place to live well locally, and as a society - where we all have what we need to live well together and flourish.

There is a growing body of research and evidence which demonstrates that improving collective wellbeing is an effective route to a good and sustainable quality of life for all citizens.

Social wellbeing
We all have our basic needs met.



Economic wellbeing
We all have a decent minimum living standard.



Environmental wellbeing
We all live within the planet's natural resources.



Democratic wellbeing
We all have a voice in decisions that affect us.



Our values

It is important to us to be:

Motivated by change

we are galvanised by wellbeing approaches that change people's lives for the better; we commit to assessing and understanding our impact.

Challenging

we recognise that social progress requires asking hard questions of ourselves and others; we commit to using research and evidence to speak truth to power.

Collaborative

we are invested in the collective impact of alliances; we commit to building coalitions to tackle wellbeing injustices and change systems.

Kind

we believe in radical kindness as the connection we have to each other and to wider society; we commit to putting strong relationships at the heart of everything we do.

Our wellbeing tests

We know that better collective wellbeing requires solid foundations and that there are certain conditions and practices which advance wellbeing when they are in place. Therefore, we will promote and facilitate solutions which:

<p>Give people voice and choice: recognising that wellbeing cannot be 'done' to people, it has to be done by and with them.</p> <p>Recognise relationships: understanding the importance of human relationships and social connectedness.</p> <p>Promote dialogue: encouraging conversations and interactions between diverse communities, sectors and professions.</p>	<p>Support subsidiarity: advocating local decision-making which reflects the needs and priorities of people living in that place.</p> <p>Enhance transparency: opening up access to knowledge, data and evidence to support people themselves taking action on wellbeing.</p> <p>Tackle poverty: knowing that people need to have their basic needs met before they can improve other aspects of their wellbeing.</p>	<p>Further equality: knowing that wellbeing cannot flourish when there is inequality between people and communities.</p> <p>Focus on long-termism: safeguarding the collective wellbeing of future generations.</p>
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What we are curious about

We have always changed with the times, learning from the evidence and evolving our approaches as we go. We want to go on learning about collective wellbeing and the things you can do to improve it. From now on, we are going to do this learning in a more purposeful and transparent way, continuously asking ourselves:

What are we learning about wellbeing?

What are we learning about how change comes about?

Because we work in lots of different places and have a unique remit that extends to the whole of the UK and the Republic of Ireland, we will draw our evidence base from a broad field and share the learnings widely and openly, nationally and internationally.



Social

Economic

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Our strategy for change 2021
Learning how to live well together



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Economic wellbeing
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Environmental wellbeing
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Democratic wellbeing
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How we experience wellbeing

We experience each of these domains of collective wellbeing in different aspects of our lives: our own personal wellbeing - our quality of life - and our general happiness; the wellbeing of the community we are part of - where we have the assets and relationships in place to live well locally; and as a society - where we all have what we need to live well together and flourish.

There is a growing body of research and evidence which demonstrates that improving collective wellbeing is an effective route to a good and sustainable quality of life for all citizens.



Our role as a wellbeing organisation

Our purpose is better wellbeing for people in the UK and Ireland. Our experience tells us that we can have the biggest impact on people's lives when we influence decision-makers, whether these are businesses, politicians, civil or public services, or non-governmental organisations.

We work with partners to contribute to what is known about wellbeing, testing and studying what works in practice. We then use evidence to make the case for which approaches and systems need to change, and recommend how to make that happen.

It is an exciting, multi-disciplinary field of research to be contributing to. We are privileged to be able to use our endowment to do this work.

We will do this through a rolling portfolio of programmes, making sure that we pay attention to the most important issues affecting

wellbeing at any time, as informed by the best evidence.

We know that our contribution is only one part of a wider ecosystem for social change. We are most effective when we work in collaboration, understanding our place in the system and bringing together 'unusual friends' with different perspectives. We will therefore create and contribute to partnerships with individuals and organisations to advance the ideas, evidence, actions and practice that will make a difference to the collective wellbeing of citizens in the UK and Ireland.



Over the coming years, we intend to:



Tackle issues that threaten aspects of wellbeing
Focusing our efforts on things that get in the way of wellbeing, where we have something distinctive to contribute.

Put wellbeing at the heart of decision-making
Growing support for a wellbeing approach to public policy by working with governments and policymakers at all levels in the UK and Ireland to think differently about how we understand society and contribute to social progress.

Our values

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Recognise relationships: understanding the importance of human relationships and social connectedness.

Promote dialogue: encouraging conversations and interactions between diverse communities, sectors and professions.

Support subsidiarity: advocating local decision-making which reflects the needs and priorities of people living in that place.

Enhance transparency: opening up access to knowledge, data and evidence to support people themselves taking action on wellbeing.

Tackle poverty: knowing that people need to have their basic needs met before they can improve other aspects of their wellbeing.

Further equality: knowing that wellbeing cannot flourish when there is inequality between people and communities.

Focus on long-termism: safeguarding the collective wellbeing of future generations.



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Key facts

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- 940,000 Households in scotland in poverty
- £20bn Increase in UK credit, card borrowing
- 375,000 credit union members in Scotland
- 2m People in UK with no bank account

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Learning how to live well together

Our strategic plan for change 2021



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Rt Hon Nicky Morgan MP
Secretary of State
Department for Digital, Culture, Media and Sport
100 Parliament Street
Westminster
London SW1A 2BQ

1st August 2021

BY EMAIL
Dear Secretary of State

I write to congratulate you on your appointment as the Secretary of State for Digital, Culture, Media and Sport. Carnegie UK Trust worked closely with your predecessors and officials on the Online Harms agenda and we hope to continue to do so. We developed the original statutory duty of care framework in 2018 and continue to refine and develop it.

The United Kingdom's major trading partners are making new laws about social media and the internet, but their proposals are either partial or palliative. France, Germany, Singapore and Australia already have some laws in place. The EU is about to dive into years of complex argument about an EU internet regulator, the Republic of Ireland, India, Canada and New Zealand are considering new law and Japan is under pressure to tighten theirs. The FTC Facebook settlement proposes criminal and civil penalties for Mr Zuckerberg if he breaks their new privacy rules.

The UK proposal for a statutory duty of care on social media companies enforced by a regulator is the only comprehensive, straightforward package. When combined with the work of the CMA, ICO and BBFC one can see a 'British model' emerging. France has proposed using a variant of the UK statutory duty of care. EU Commission officials we spoke to recently mentioned 'duties of care' under consideration in their proposals. The UK after Brexit can move faster and more effectively than the EU. If we get a duty of care into law quickly, we have an opportunity to appoint OfCOM as regulator and let them hold the ring with the tech industry to draft early rules in a 'shadow' process before legislation comes forward. Industry and civil society would have strong incentives to take part.

Yours sincerely

WILLIAM PERRIN
Trustee
Carnegie UK
(william@cankfarm.com)

Chair
Sir John Ebdidge

Honorary President
William Thomson CBE

Chief Executive (Interim)
Jennifer Williams Douglas White

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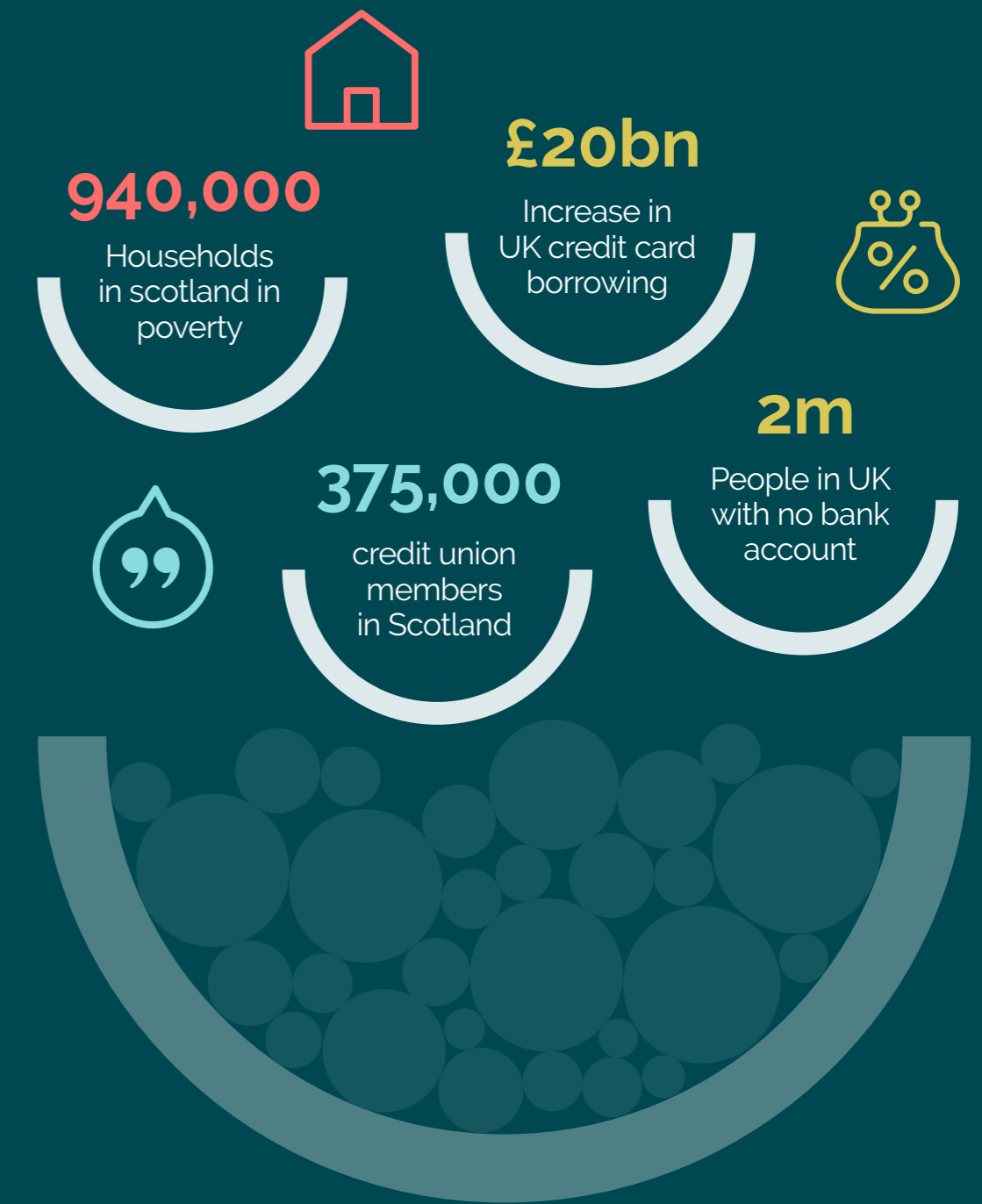
Carnegie UK Trust @CarnegieUKTrust · 17m
NEW BLOG: @Gail_CarnegieUK reflects on our recent online event with @jrf_uk which explored: 'What next for #FairWork in Scotland?' bit.ly/3pVQXlb

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