zoe institute for future-fit economies

WELLBEING ECONOMY ALLIANCE

Crafting your wellbeing vision

A tool to select priorities and make your vision tangible

About the tool

The Prioritising Tool has been developed based on the processes and experiences of the city of Pomona, California - USA, who carried out a Wellbeing Economy Policy Design pilot project on behalf of WEAll from 2021-22

Why use the tool?

Collecting inputs and ideas of what wellbeing means for people and what truly matters in their life is a first step in order to craft your wellbeing vision. From this process, it is likely that a complex and mixed set of values, ideas, and needs will emerge. In order to move forward, you will need to organise all information in a clear and coherent manner. To transform your vision into a strategy, it is important that processes and outcomes are aiming at concrete goals.

The Prioritising Tool helps you to define areas of focus where efforts should be allocated, what are the end outcomes that are being envisioned, and give insights on a timeline for implementation. This supports you in developing your wellbeing economy strategy.

When the vision is too broad, it is hard to get people on board

When the wellbeing vision is too broad or lacks a clear outline, it is hard for people and policymakers to imagine and develop the steps needed to achieve the vision. Prioritising allows you to better understand the information. The framework that emerges from this exercise serves as a guide during other policy processes, such as designing a wellbeing economy strategy, and implementing wellbeing economy policies.

Crafting matters for communication

A well-crafted wellbeing vision is easily understood by stakeholders. Communication is crucial to get them on board and ensure a transparent process.

How to use the tool

The Prioritising Tool consist of three parts:

1. Map key areas: the areas of focus should be kept open in the beginning. Key priority areas will emerge from the discussion with community and group dynamics;

2. Categorise inputs: organise all suggestions into thematic categories to facilitate navigating through them;

3. Define priorities: give values to activities and translate them into priorities for a wellbeing economy.

Part 1

If you already have done a visioning session, you can define the focus areas based on that

Carry out a visioning session to gather inputs on what matters for people's wellbeing. You can frame questions to guide the discussion either in a broad way, like "What activities increase wellbeing for you in everyday life?" or use a current event that has impacted the community you are working with, such as "which services and activities that are essential for life have been most impacted with COVID-19 and how?

Define your key areas:

1 – Gather different suggestions of activities and factors that support wellbeing that emerge from the visioning session;

2 – Acquaint yourself with the inputs you have collected: "what patterns emerge?" "what are the common themes?" "what fits with what?"

3 – Based on these, sort and cluster them in order to establish thematic categories;

4 – Name each of the categories, e.g. "housing", "safe communities", "health", etc;

5 – These focus areas will support the next step.

Part 2

In this part, you want to categorise inputs but also make sure that the key areas represent the core meaning and motivation behind the priorities listed by participants.

For this, lead the group through the following steps:

1 – List each category in a different sheet of paper;

2 – Participants write on post-it notes their ideas and suggestions from the wellbeing vision;

3 – Ask them to self-categorise their post-it by:

- Adding to a sheet of paper that already has a category name on it (here participants can also combine similar activities into one)

    OR

- Placing it on a large sheet of paper and writing a new category at the top

3 – You may alternately have a designated person to create post-it notes and categorise them in real time as people share verbally. Use guiding questions to steer the discussion:

- Are the thematic categories defined the right categories?

- Are there any categories we've missed?

- What fits under which category?

4 – On both cases, allow some open time in the end for the whole group to discuss and propose changes;

5 – Reach consensus on whether or not those are the right categories and if each aspect of the vision is located in the right category.

Illustrative example of Ponoma's process Part 2

Categorising inputs: Ponoma's whiteboard
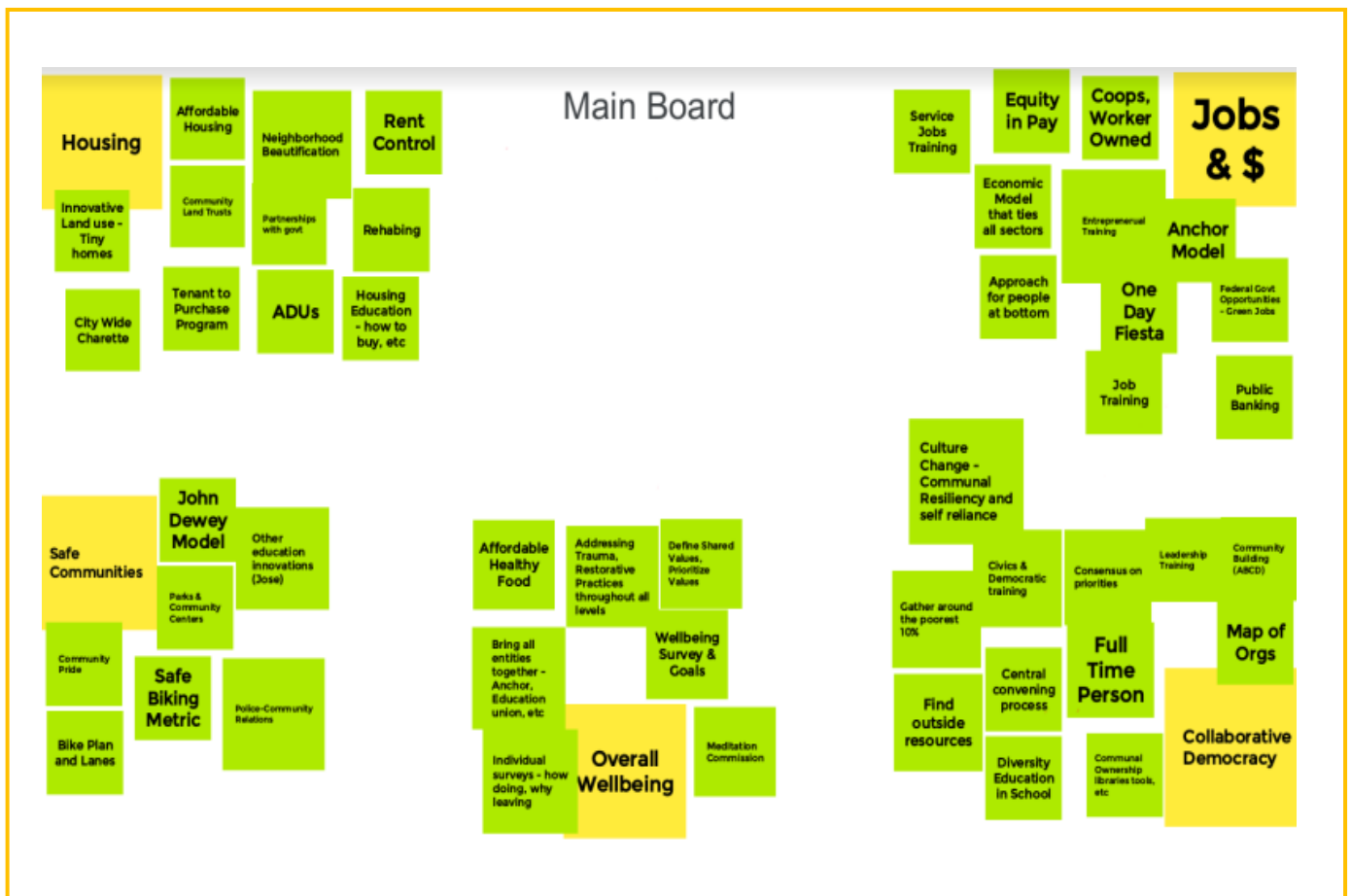
Part 3

Transform the outcomes of step 2 into a table.

Now, carry a prioritisation exercise. For this, you can follow the setting below:

When do I think this activity/policy needs to be put in place?			
Leave blank if: **It is not a priority to me**	Write 1 if: **Should be done this or next year**	Write 3 if: **Should be done in the next 3 years**	Write 10 if: **Should be done in the next 10 years**

Use the results to create your priority framework. This can serve as a sort of timeline for what your wellbeing economy strategy would look like.

Note that this process of prioritising actions and ideas intentionally keeps all of them on the chart. The standpoint is that all ideas are valuable. Rather than saying whether ideas are good or not, the Prioritising tool helps you to define where to put your attention first when thinking about strategy and implementation, while still keeping in mind what is important for the long view of your wellbeing economy.

Tip: In order to translate values (from assessment) into priorities, you can carry a community engagement session. This ensures a participatory approach.

Values assessment: Creating a comprehensive priority table

Suggestions	Category	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5
Innovative Land use - Tiny Houses	Housing		1	3		3
City Wide Charette	Housing	1		1	1	1
Affordable Housing	Housing			10	3	10
Community Land Trusts	Housing	10		3	3	3
Tenant to Purchase Program	Housing			10		3
Neighborhood Beautification	Housing			3		
Partnerships with govt	Housing	1	1	1	1	1
ADUs	Housing			3		
Rent Control	Housing		3	1		1
Rehabbing	Housing			3		
Housing Education - how to buy, etc.	Housing	3		3		
Community Pride	Safe Communities	3		1		1
Bike Plan and Lanes	Safe Communities			3		3
John Dewey Model	Safe Communities			10		3
Parks & Community Centers	Safe Communities			3		3
Safe Biking Metric	Safe Communities	3		10		
Other education Innovations (Jose)	Safe Communities		3			
Police-Community Relations	Safe Communities		3	1	1	1
Affordable Healthy Food	Overall Wellbeing			3	1	3
Bring all entities together - Anchor, Education union,	Overall Wellbeing	1	1	1	1	1
Individual Surveys - how doing, why leaving	Overall Wellbeing	1		1		1
Addressing Trauma, Restorative Practices throughou	Overall Wellbeing	3		3		1
Defined Shared Values, Prioritize Values	Overall Wellbeing	1		1		1
Wellbeing Survey & Goals	Overall Wellbeing	1		1		
Meditation Commission	Overall Wellbeing			3		
Service Jobs Training	Jobs & $		3	3	1	
Equity in Pay	Jobs & $		1	10	1	
Economic Model that ties in all sectors	Jobs & $	3	3	1		3
Approach for people at bottom	Jobs & $	1		1	1	1
Coops, Worker Owned	Jobs & $	10	1	1	1	3
Entrepreneurial Training	Jobs & $			10	1	
Anchor Model	Jobs & $	1	1	3	3	1
One Day Fiesta	Jobs & $					
Job Training	Jobs & $	3	3	3		3