

# New Vision, Mission & Key Messaging

The Network of Wellbeing (NOW) has reviewed our vision, mission and values and other key texts. This report shares some further details about the data collected and the implications for NOW's work.

## Introduction:

NOW ran a process of internal consultation with our team and Trustees to develop our proposed new vision, mission and values – as well as details on themes and key messaging for our work. We used the outcomes of this work to inform an audience consultation.

We shared a survey through our e-newsletter and social media channels, which received 36 responses and carried out nine hour-long structured interviews with close NOW contacts. Please note: where percentages are used to discuss data below, these are a combination of views collected through the survey and interviews.

Through the interviews and the survey we mainly collected data on three key areas:

- 1. Our vision, mission and related messaging**
- 2. NOW's role as a network and**
- 3. NOW's work on the Share Shed and our venue, Eden Rise.**

We'd like to say a huge thank you to all of those who took the time to fill out the survey and also those kind souls who took the time to have in-depth interviews with us. Your input was invaluable in helping take our work forward!

This report shares an overview of the feedback we received. We will continue to share further details about these texts and implement insights into our work over time. In the meantime, if you have any questions you are welcome to get in touch via [info@networkofwellbeing.org](mailto:info@networkofwellbeing.org).



The NOW team having discussions on key messaging at their recent away days in November 2021

# 1. Vision, Mission and Related Messaging

**Vision:** People and the planet thriving together.

Our initial proposal for an updated vision statement was: *A world in which everyone can thrive within the planet's natural limits.* There was strong support for the core of this message, with 89% saying it resonated with them. However, there were reservations about some aspects of the wording, particularly around “natural limits” which was seen as overly negative. Instead, we got encouragement to focus on the connection between people and the planet.

**Mission:** To connect people, support projects and inspire action for the wellbeing of people and the planet.

NOW achieves its mission through events, network-building, our retreat venue Eden Rise, and community projects, such as our Share Shed – a mobile library of things.

Our initial proposal for NOW's new mission was: *To connect, support and empower those across the UK who are working towards sustainable wellbeing.* Although a majority of 61.5% of respondents said they like the term ‘sustainable wellbeing’ there was also some uncertainty and pushback in comments and detailed interviews, saying the meaning is unclear or could be misunderstood. Therefore, we embedded this into NOW's understanding of wellbeing (see below) so as to focus the mission more on our activities.

We made some further changes to the mission to reflect that some participants did not like the explicitly UK focus, finding it too limiting (and indeed, although much of our network and our project activities are physically in the UK – our online events and communications reach far more widely).

There was also some feedback that an explicit focus on those ‘working towards’ wellbeing was a bit too exclusive and unclear. It is clear from the feedback we received that we need to get more clear on the target audience of our work: broadly speaking our network targets those activists, professionals and changemakers working in some capacity on wellbeing, however we have a different focus with our Share Shed project and, to some extent, Eden Rise. This is something we plan to further work on refining as we embed our new vision and mission in practice.

Due to these various nuances, the mission statement proved the most challenging text to fully pin down, and so we narrowed down some new options and asked for the input of our Building Wellbeing Together community on Facebook. This was really helpful, and gave a clear indication of the chosen statement above being favoured by our audience.

## **Values:** Collaborative, Compassionate and Transformative

There was over 90% of resonance for our proposed values of *collaborative*, *compassionate* and *transformative*. In interviews, we did receive some concern that transformative could be unclear. In response to this feedback we will ensure that as we implement these new values we will clearly explain what transformative means for us, and how it links to wellbeing and systemic change.

## **Tagline:** Building wellbeing together for people and the planet.

As a network organisation, we are all about 'building wellbeing together'. This phrase has been the title of a weekend event, our online community and became our unofficial tagline through social media hashtagging. We decided to add 'for people and planet' to link to our vision and mission, and make our focus on this interconnection clear. We didn't include a question explicitly on the tagline in the survey, but we received positive comments during the interviews stating that our tagline was a helpful addition to our messaging.

## **Defining Wellbeing:**

*We believe wellbeing needs to be inclusive, collective, systemic and sustainable:*

- **Inclusive**, because everyone deserves to have equal access to the things that support our wellbeing.
- **Collective**, because we can't have wellbeing alone – our personal wellbeing depends upon our relationships and the communities in which we live and work.
- **Systemic**: because wellbeing needs to be embedded in our economies, in the way we measure progress and throughout wider society.
- **Sustainable**, because human wellbeing relies upon the long-term health of the natural world.

Overall respondents were keen on multiple aspects of wellbeing: People's interest in wellbeing was pretty evenly distributed between personal wellbeing (79%), community wellbeing (74%), environmental (74%), social (62%) and economic (54%) issues related to wellbeing. We are keen to communicate that our understanding of wellbeing goes beyond the personal only, and so we developed the text above to outline what we see wellbeing as encompassing.

**Themes:** The three themes NOW is currently focusing on are

1. **Connection And Access to Nature**
2. **Living Better Through Sharing** and
3. **Wellbeing For Changemakers.**

We received a generally positive endorsement of our themes, with less than 3% of participants not relating to any of the themes we proposed.

**Living Better through Sharing** was the most popular overall (74%) – but also received pushback in terms of needing to be clear of the wider systemic shifts needed, rather than appearing to put the burden of change on individual consumers only. We need to articulate the wider transformative and systemic role more sharing can play.

**Access to / Connection to Nature** was also popular (64%), though there were questions on what we'd specifically focus on and contribute within this area, which we plan to address as we move forward.

**Wellbeing for Changemakers** is also of interest to more than half of participants (54%), but we need to ensure the way we frame this appeals to our target audience. Originally this theme was framed as 'Mindfulness for Activists' and has developed to 'Wellbeing for Changemakers' to broaden its appeal, but messaging could still be further refined.

Additional themes remained popular, such as beyond GDP / wellbeing economics (53%), community (45%) and arts / creativity (41%) so we will continue to acknowledge this in our messaging and hope to carry out small additional bits of work related to these themes which resonate strongly with our audience.

We will continue to share further descriptions of these thematic areas updates on our work in these areas as work develops.





## 2. NOW's Role as a Network:

NOW aims to play a role in bringing the wider wellbeing movement together. We are keen to explore how we can add more value to our role as a network, and through the survey and interviews we asked our audience about the potential of a more formal membership offer. Most (60%) said they would want to know more with only small numbers saying a definitive yes or no. Likewise, when asked whether they or their organisation would consider contributing financially, most (70%) preferred to wait until they knew more.

Most (70%) liked the idea of individual membership, but organisational membership was also welcomed. People were marginally happier to be called "members" than "partners" or "affiliates" but without a strong preference. People did expect to get something for their membership, with discounts at events and retreats being the most popular potential offering.

There were multiple comments throughout the in-depth interviews about wanting to engage more with NOW as a network, and to be clear on who NOW's key target audiences are. The most popular ways of currently engaging with NOW among respondents include the newsletter (64%), webinars (60%), social media (36%) and the website (31%).

In terms of activities respondents would like to see, online events were most popular (65%) followed by supporting inspiring wellbeing projects, such as the Share Shed (62%), then in-person events (53%) and written content (53%). On the latter it is worth noting that we received a few comments from people who prefer to watch videos and / or have bite-sized content than read reports / blogs.

As a result of this data NOW has decided to hold off on a formal membership offer at this stage, but to continue more clearly developing our audience profiles, network offerings and supporter journey. We will keep you updated as we progress on this.



Some of the Network at our 'Planting Seeds of Wellbeing' event with Eden Project Communities in April 2022

### 3. NOW's Work on the Share Shed and Eden Rise

As well as our focus on building a wellbeing network, there are two further key areas of NOW's work: the Share Shed - a library of things, and Eden Rise - a retreat venue. Both of these are based in Devon, though we are keen to ensure they are integrated with our wider work as a UK-wide (and beyond) network as far as possible.

#### Share Shed

During interviews and the survey, around 70% of respondents said they are aware of the NOW's work on the Share Shed. Although the Share Shed is not relevant to everyone's work across our network, it is generally seen amongst respondents as a powerful and inspiring example of a community project with wellbeing benefits.

There was not so much awareness around the Share Shed's involvement in a wider UK Library of Things Network, which is a developing area of work. There is also not much awareness among those engaged with Share Shed about NOW's wider work. Both of these are points we'll seek to address in our communications moving forward.



The Share Shed celebrating it's 5th birthday in April 2022



## Eden Rise

While the majority of respondents showed awareness of our Share Shed, less than half (44%) of respondents said that they are aware of our venue Eden Rise, and only 17% had any connection with Eden Rise. Slightly more than half (52%) of respondents said they could find Eden Rise useful for their work.

People offered reasons they might not use Eden Rise, with the main one being location. However, we also received some suggestions for making it a more likely venue for wider network use, including sharing more regular details about it on our social media and web channels. We are currently working to put this feedback into practice.

We are also continuing to explore ways to make Eden Rise more appealing to NOW network audiences, such as offering partnership agreements to work together on retreats hosted there.



Our Eden Rise retreat venue which has been receiving some new homely touches this year

## Conclusion and Next Steps:

We're heartened by the response we got. The people interviewed (and many of the survey respondents) are people that we are keen to reach - with a broad interest in wellbeing, a strong feeling of its connection to wider social change and an interest in action at all levels. We are deeply grateful for the valuable feedback we received.

There was a high degree of support for the texts of the Vision, Mission and Values, albeit with some adjustments to the wording, which we have made. We are also pleased that there is an enthusiasm for the key themes we've chosen, so long as we maintain our broad view and interpret them flexibly. We will move forward with explaining our vision and messaging in more detail through wider communications, including a series of blogs.

We also want to further demonstrate the ways we can fulfil our mission. We plan to prioritise looking at and developing the range of opportunities we are offering for people to engage with us through our network, and ensure we also offer our audience ways to connect with each other.

There is an opportunity to use Eden Rise for the wider benefit of our Network, and we are working to make the most of this. We will also work to continue showing our network how the Share Shed contributes to our mission.

Overall, we are pleased to have collected such a rich data set that shows such positive reinforcement for many aspects of our work. We'd like to ensure we effectively implement lessons learned from this data in a way that supports our development as an organisation.

