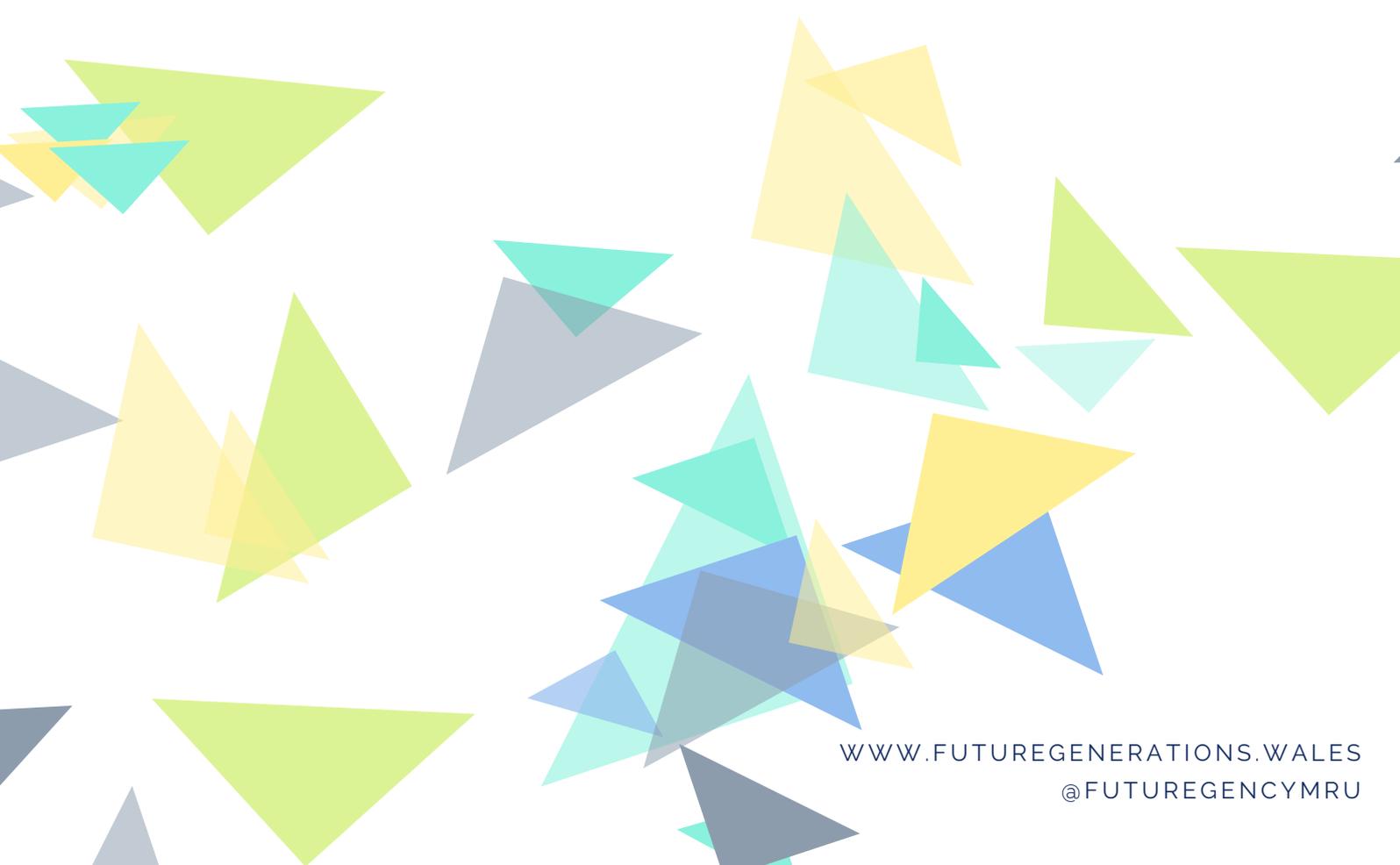




# COMMS PACK

LET'S CREATE THE FUTURE TOGETHER



# CONTACTS



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/futuregencymru

more information about our work can be found on  
the website:  
[WWW.FUTUREGENERATIONS.WALES](http://WWW.FUTUREGENERATIONS.WALES)



# THE WELL-BEING OF FUTURE GENERATIONS ACT

The Well-being of Future Generations (Wales) Act is about improving the social, economic, environmental and cultural well-being of Wales. It will make the public bodies listed in the Act think more about the long-term, work better with people and communities and each other, look to prevent problems and take a more joined-up approach. This will help us to create a Wales that we all want to live in, now and in the future. To make sure we are all working towards the same vision, the Act puts in place seven well-being goals. Sustainable development is about improving the way that we can achieve our economic, social, environmental and cultural well-being.



# THE 7 WELL-BEING GOALS

A Prosperous Wales



“An innovative, productive and low carbon society which recognises the limits of the global environment & uses resources efficiently and proportionately, and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities.”

A Resilient Wales



“A nation which maintains and enhances a biodiverse natural environment with health functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change.”

A Wales of Vibrant Culture and Thriving Welsh Language



“A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, sports and recreation.”

A Healthier Wales



“A society in which people’s physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.”

A More Equal Wales



“A society that enables people to fulfil their potential no matter what their background or circumstances.”

A Wales of Cohesive Communities



“Attractive, viable, safe and well-connected communities.”

A Globally Responsible Wales



“A nation, which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.”

# THE 5 WAYS OF WORKING

To support public bodies contribution to the seven well-being goals, five ways of working approach has been set that provides



## **Long-term**

The importance of balancing short-term needs with the needs to safeguard the ability to also meet long-term needs.



## **Prevention**

How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.



## **Collaboration**

Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives.



## **Integration**

Considering how public body's well-being objectives may impact upon each of the well-being goals, on their objectives, or on the objectives of other public bodies.



## **Involvement**

The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves.

# THE FUTURE GENERATIONS COMMISSIONER FOR WALES SOPHIE HOWE



The Commissioner's role is to be the guardian of future generations. This means helping public bodies and those who make policy in Wales to think about the long-term impact their decisions have.

Sophie Howe took up post as the first Future Generations Commissioner for Wales in early 2016. Prior to this she was the first Deputy Police and Crime Commissioner for South Wales where she led programmes to tackle violent crime and violence against women and girls, focusing on early intervention and partnership working. Sophie reformed programmes on substance misuse and offender management and negotiated the first shared work programme between Public Health Wales and South Wales Police. Sophie has also served as a Government Special Adviser providing policy and political advice on communities, local government, community safety, housing, regeneration and equality.

# Let's create the future together

## Resources

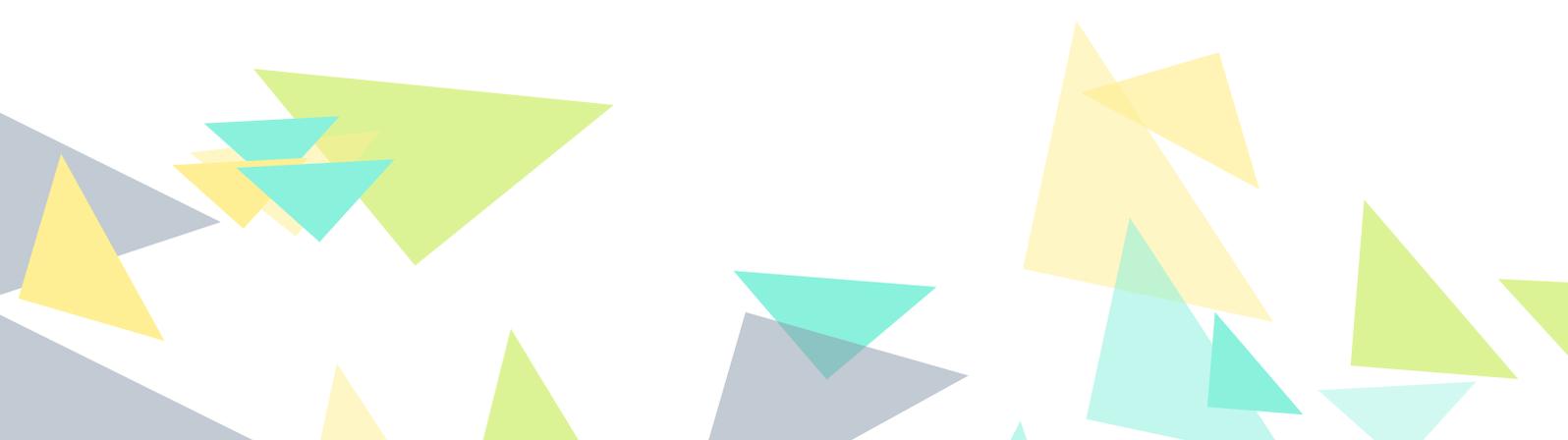


# BACKGROUND:

Producing a Future Generations Report is one of the Commissioner's duties in the Well-being of Future Generations Act. She must advise on improvements public bodies should make in order to set and meet well-being objectives which are the commitments they must make to improve the economy, society, environment and culture of their area most efficiently under that law. The report will also include information on the progress to date and on what should happen in the future. A full list of requirements for the Report can be found under Section 23 of the legislation.

The Commissioner's Report will be published in May 2020. The Act deliberately sets the timing before national and local elections so that it can inform public debate and political manifestos. We see it as a great opportunity to develop a collective manifesto for the future generations of Wales and we want to involve people and organisations widely across Wales.

Since her appointment in 2016 the Commissioner has spoken to many people to gather information to feed into the Future Generations Report. But there's more to do. This document sets out upcoming opportunities to feed into her Future Generations Report and shape the conversation about what we want to happen: Our Future Wales.



# ON THE DAY OF THE LAUNCH

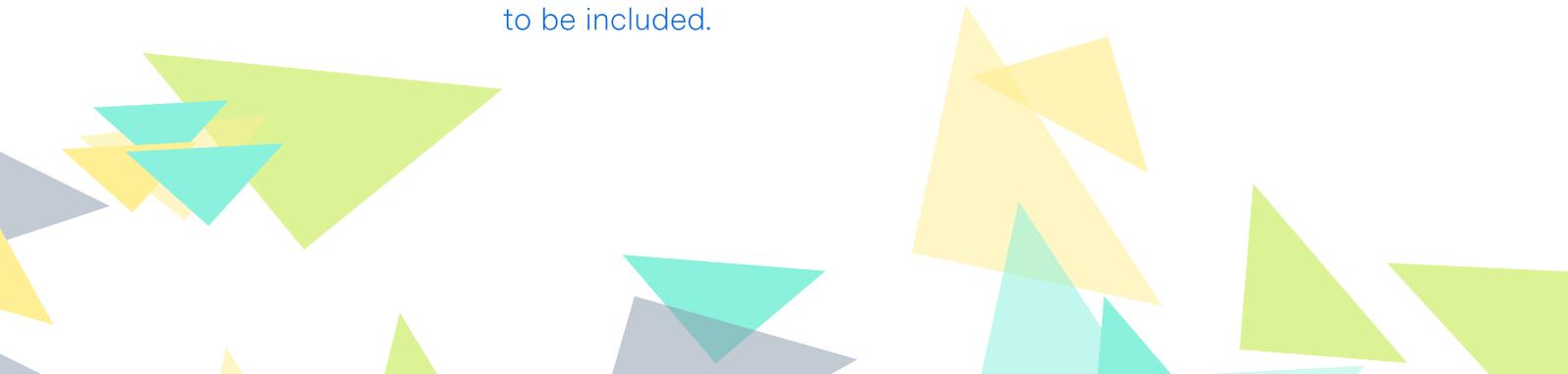
## SUGGESTED ENGAGEMENT ROUTES AND METHODS

These are some ideas you may wish to use to promote 'Our Future Wales'. Of course this isn't exhaustive – please be imaginative, and do consider when an approach could be taken in conjunction with one or more partner organisations at the same time, to maximise the audience. We'll be launching the national conversation: 'Our Future Wales' on the 6th June 2019 and it will end on the 1st November. This pack includes all the relevant resources and graphics that we'd like you to use on launch day. We will be tweeting a promotion video on the day of the launch and we'd be very grateful if you could share/retweet this on the day.

### SOCIAL MEDIA

Encourage staff, friends or members to share pictures and videos of themselves sharing what they'd like #OurFutureWales to look like. Storytelling is also a great way to engage other people, so you could ask people to describe what they like about the communities they live in and how they'd like things to develop.

**Social Media Hashtag** #CymruEinDyfodol  
#OurFutureWales

- Sample Tweets**
- The Future Generations Commissioner for Wales is today launching a new national conversation to inform her Future Generations Report 2020. Join the conversation and share your views on what you want for #OurFutureWales ([link](#))
  - Check out the Future Generations Commissioner for Wales' new national conversation 'Our Future Wales.' Share your stories and join the conversation.
  - Our Future Wales is a national conversation to inform the Future Generations Report. This report sets out the progress of the Well-being of Future Generations Act and the steps public bodies need to make going forward. Let us know what you'd like to be included.
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# ON THE DAY OF THE LAUNCH

## SUGGESTED ENGAGEMENT ROUTES AND METHODS

### NEWSLETTERS

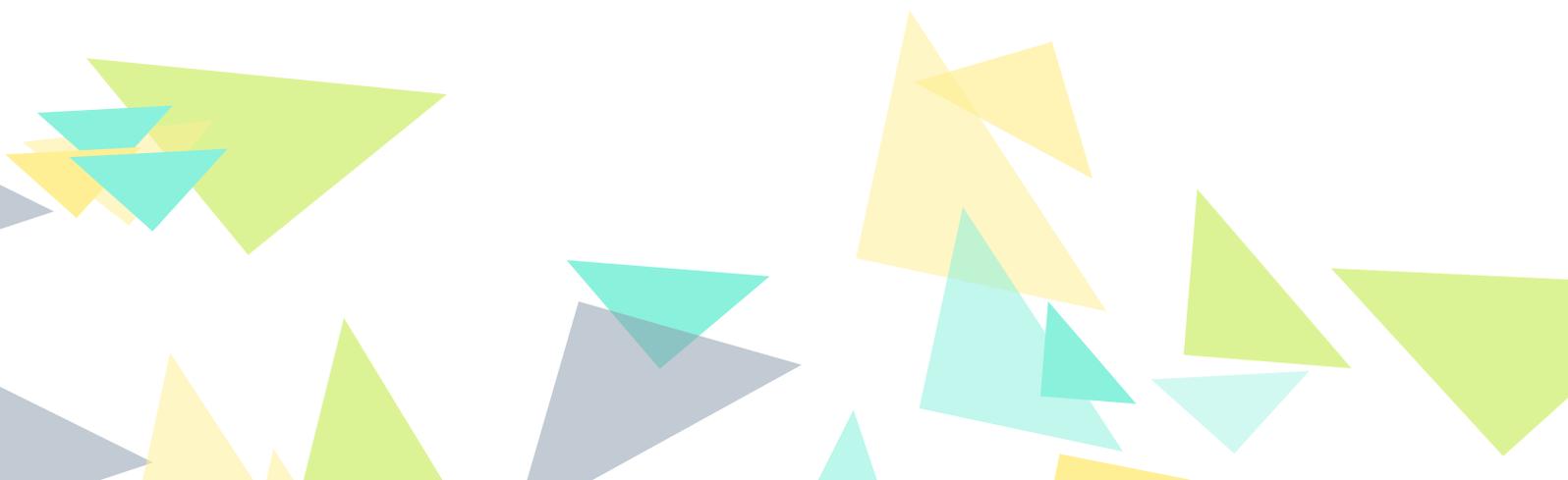
Please share the Our Future Wales Toolkit through your newsletters where appropriate. The Toolkit is designed so that organisations can hold an event with their members or submit their ideas to us.

### RADIO AND PRESS

You could incorporate messages in interviews on local and national radio, in press releases and or in any paid advertising. This is a great way of communicating that you are supporting the national conversation.

### VISUAL MATERIAL

Please feel free to use the ready made graphics and videos to support your correspondence. You can find the downloads on page 14.



# DURING THE CONVERSATION

## SUGGESTED ENGAGEMENT ROUTES AND METHODS

There are several opportunities that we'd like you to support during the conversation (between the 6th of June and the 1st of November). The list is not exhaustive and we'd encourage you to be as imaginative and innovative as possible.

### THE PEOPLE'S PLATFORM

We'd be very grateful if you could encourage others to fill in our online story gathering portal - 'The People's Platform.' All the questions related to the Our Future Wales conversation can be found here. The more people that fill this in the better as it gives us a broader insight into people's expectations and views.



#### Sample Tweets

The Future Generations Commissioner for Wales has launched a new national conversation. You can feed in your thoughts and stories here on the People's Platform. #OurFutureWales

### HOST YOUR OWN EVENT

The Our Future Wales Toolkit includes the relevant resources for you to host your own event to support and inform the national conversation. The toolkit includes a PowerPoint presentation, a Quiz, 'Did you know?' briefing sheets, a BSL video, graphics and starter questions.

We also have a Our Future Wales pop up banner, an 'instagram' style cut-out and a well-being goals mat for you to use at your events. Let us know what you're planning so we can support!



# DURING THE CONVERSATION

## SUGGESTED ENGAGEMENT ROUTES AND METHODS

### SOCIAL MEDIA

Encourage staff, friends or members to share pictures and videos of themselves sharing what they'd like #OurFutureWales to look like. Storytelling is also a great way to engage other people, so you could ask people to describe what they like about the communities they live in and how they'd like things to develop.

**Social Media Hashtag** #CymruEinDyfodol  
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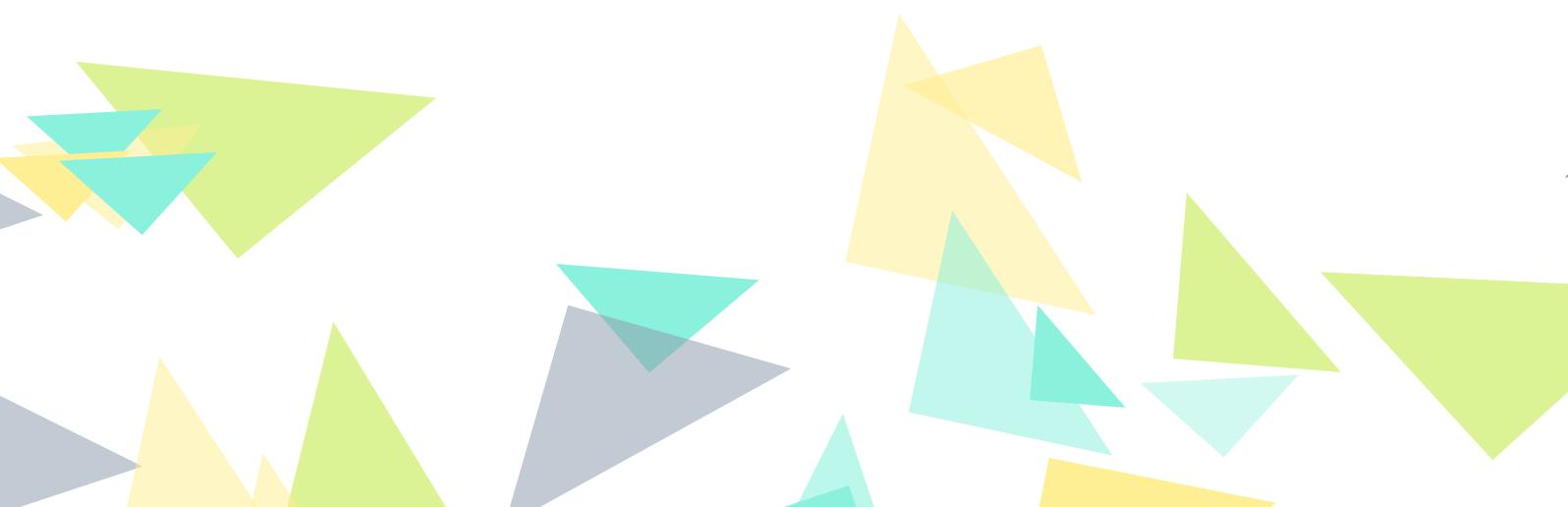
**Sample Tweets** The Future Generations Commissioner for Wales is has launched a new national conversation to inform her Future Generations Report 2020. Join the conversation and share your views on what you want for #OurFutureWales ([link](#))

### RESEARCH/ REPORTS/ SURVEYS

To better inform our Future Generations Report we're encouraging organisations to share research, reports and surveys they may have completed. This is to avoid duplication and encourage sharing and collaboration. If you have any material that you think would be useful, please share this with us.

### OUR FUTURE WALES EVENTS

The Future Generations Commissioner for Wales will be visiting different parts of Wales over the coming months and would appreciate support in promoting these events. You can find a link to these events [here](#).



# DURING THE CONVERSATION

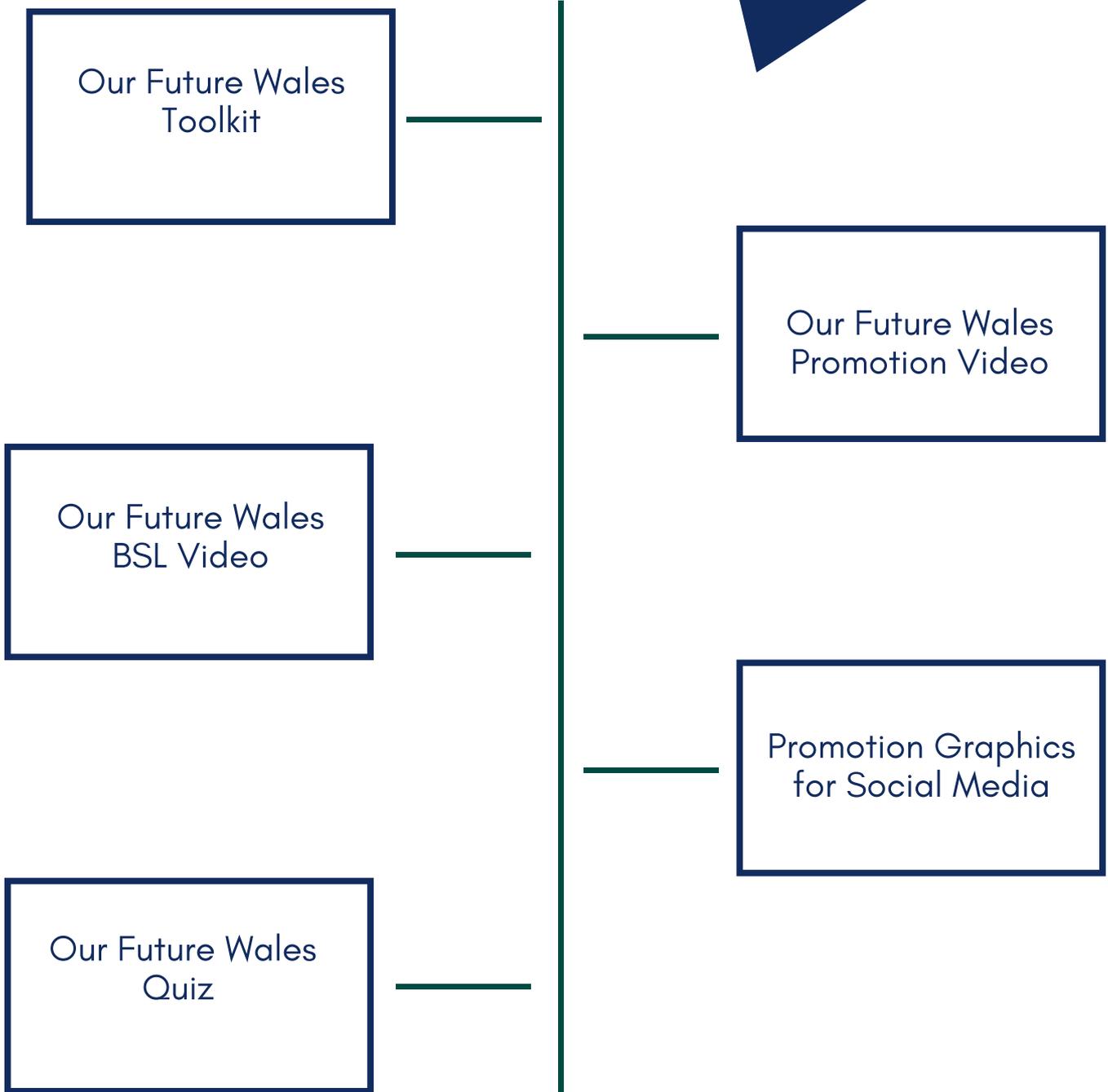
## BRANDING

- Keep messages positive where possible. We are interested in the solutions and innovative ideas.
- Please use the logo below.



# DOWNLOADABLE RESOURCES

Please contact Julie if you have any additional requests



# COMMUNICATIONS TEAM

The Team are always ready to answer your queries and can be contacted on the details below.



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