

# WELLBEING ECONOMY

A Wellbeing Economy means doing things differently. We need to build an economy that delivers thriving communities, a fair society and is environmentally sustainable.



## Community Wealth Building in Scotland

We are growing CWB in Scotland in different ways, through locations, sectors and projects.

### Locations

North Ayrshire Council pioneered CWB in Scotland, and the Ayrshire Growth Deal includes a £3m SG funded project to support implementation. There is also the advancement of CWB in other parts of Scotland and SG is supporting the development of CWB action plans in Tay Cities Region (Fife Council), Glasgow City Region, Clackmannanshire, South of Scotland and Eilean Siar (Western Isles).

### Sectors

Major sectors have roles as anchor institutions through their spending, investment, employment and use of physical assets, and we are seeing the NHS, Universities, Colleges, the housing sector and Police Scotland consider how they can play their part in CWB.

### Projects

Scotland has a strong track record in delivering projects which link to different aspects of CWB. These can be found all over Scotland, some examples include Midsteeples Quarter in Dumfries, West Harris Community Trust, Scotland's growing number of employee owned businesses such as the Jerba Campervans in East Lothian, and examples of innovative procurement and commissioning practice such as Perth & Kinross Council's "Community Benefits Wish List".