

# A toolkit for public bodies

*'Leading the Way' for a Sustainable Wales*



Byddwch y Newid



Be the Change



Sustainability Improvements for Teams

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# Introduction

The Health and Sustainability Hub at Public Health Wales has developed a toolkit to help public bodies and their staff respond to our ground-breaking sustainable development legislation; the Well-being of Future Generations (Wales) Act 2015. Based on the findings of a Literature Review on how best to embed sustainable development on a number of levels, we have built this toolkit to make the most of our workforce as they are uniquely placed to help us to become a more sustainable nation. The toolkit aims to provide information and knowledge, but also support staff to become agents of change by helping them to make small changes on an individual level, or by working together as teams to put into practice the sustainable development principle.

By taking small sustainable steps together we can make a collective difference, not only for Wales' well-being goals but also for the global goals.



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# Global Sustainable Development Goals

In 2015, United Nations Member States adopted the '2030 Agenda for Sustainable Development', which introduced 17 Sustainable Development Goals - an urgent call for action by all countries in a global partnership. The goals recognise that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth, all while tackling climate change and working to preserve our oceans and forests. You can read about the global goals [here](#).



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# Wales' well-being goals

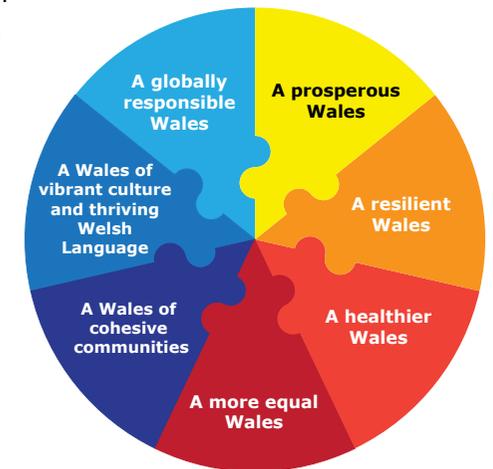
In the same year, Wales became the first country in the World to introduce legislation – The Well-being of Future Generations (Wales) Act 2015 – to develop a Welsh response to implementing the 'global goals'. The Act has shaped the 17 Sustainable Development Goals into 7 well-being goals for Wales. To reflect Wales' rich cultural heritage, the Welsh Act also introduced 'cultural well-being' as a fourth pillar of sustainable development, alongside the three traditional dimensions of economic, social and environmental well-being.

44 public bodies, including Public Health Wales, must contribute to achieving all of Wales' well-being goals, demonstrated through:

- future-proofing decisions
- working better with people, communities and each other
- helping tackle and mitigate against problems such as poverty, health inequalities and climate change

You can read about Wales' well-being goals [here](#).

Public bodies, together with a wider range of public organisations, also have a 'Biodiversity Duty' in the Environment (Wales) Act 2016 to contribute to a biodiverse natural environment with healthy functioning ecosystems, in support of the 'resilient Wales' well-being goal.



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# 'Be the Change' for Wales' well-being goals

'Be the Change' is a movement/campaign developed to encourage and support staff to take sustainable steps in the workplace and to make their own individual contribution to Wales' well-being goals. It is focused predominantly on individual-level behaviour change.

This e-toolkit is a 'how to guide' to help public bodies and other organisations respond to [Wales' well-being goals](#), and to the wider global ambition to contribute to the UN Sustainable Development Goals.



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# 'Be the Change' resources

We are developing a range of e-guides, e-posters and 'Action' days on a range of themes to help colleagues to take sustainable steps in their working lives. These resources help to bring 'alive' the well-being goals and offer a choice of actions which can be undertaken by all staff. To add depth, the sustainability steps also link to where staff can find supporting organisational policies and services. The 'Action' days provide staff with unique opportunities to model a specific behaviour/s and 'walk the talk'.

The themes support the four 'pillars' for sustainable development: economic, social, environmental and cultural well-being, and include a range of issues of both Welsh and global concern. The products currently available are:

## e-guides

- 'Walking our talk' – active and sustainable travel
- 'Reducing our waste measurements' – reducing energy use and waste
- 'Creating inclusive workplaces' – supporting diversity and inclusion
- 'Sustainability on the agenda' – delivering sustainable meetings and events
- 'A healthy heritage' – giving vibrancy to health and well-being through the arts, culture and Welsh language
- 'Cue card' on the five sustainable ways of working

## e-posters

- Procuring Fairtrade tea and coffee
- Consuming from reusable coffee cups
- 'Essentials' of Well-being of Future Generations (Wales) Act 2015
- Reducing/removing plastic items in the workplace

## 'Action' days

- Inter-Faith visits
- British Sign Language (BSL) introductory sessions
- Litter-picking at lunchtime



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# Wales' Well-being Goals Challenge

We have also created the 'Well-being Goals Challenge', which challenges staff to seven days of modelling a sustainable behaviour, from this menu:

- a plant-based or vegetarian diet
- producing zero waste (or reducing waste)
- green travel
- Fairtrade / ethical consuming

The challenges aim to engage staff in the Act by encouraging active participation and establishing a clear link between action and outcome, (e.g. a plant-based diet = lower carbon footprint, which links to the well-being goals for a Wales which is resilient, prosperous and globally responsible), whilst also raising awareness around global environmental issues including climate change and plastic pollution. As these individual-level (or team-level) challenges span seven days they also include sustainable behaviours outside of the workplace. The challenges are flexible to allow for the highest possible engagement by individuals/teams, and creativity is encouraged in their content.



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# SIFT (Sustainable Improvements for Teams)

Teams are crucial in enabling the delivery of a more sustainable approach to the way we work. SIFT is a two hour participative workshop designed to support, enable and empower teams to make sustainability improvements by learning more about the five ways of working (the sustainable development principle enshrined in the Welsh legislation), and focusing on how they might redesign their services, processes and plans.

## 'SIFT workshop' resource

The workshop is structured in a way that teams get an opportunity to review where there is current experience or expertise, where this can be enhanced and shared with others, and where this can be applied further to implement improvements in immediate and practical ways. By the end of the session, the team agrees to deliver an improvement idea, review the results, and share any lessons learned; whether this relates to successes, barriers or failures. The sharing of such experimentation is intended to develop a collaborative network of learning and improvement across and between organisations using the SIFT approach.

SIFT is based on the belief that staff in teams are well placed to affect and support change by using their relevant experience, creativity and ideas, as well as peer to peer learning to inspire and motivate radical improvements. SIFT is designed to be revisited a number of times to increase confidence in embedding the Welsh five ways of working, to inform planning activities on a regular basis, and to support progress on delivering Wales' well-being goals.



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## Target audience

Our early work has been targeted at the Public Health Wales workforce, with some interest from other public bodies in Wales. 'Be the Change' and 'SIFT' have the potential to be tailored to also support organisations' responses to the global goals, along with introducing sustainable steps which we (and citizens) can all take in our everyday lives outside of the workplace.



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## Key messages

The resources have been developed to motivate and inspire change at both individual and team levels with key messages including:

- We can all 'Be the Change' for Wales' well-being goals
- Acting today for a better tomorrow
- Working the Welsh way (in the five sustainable ways of working)
- Acting together for our present and future generations
- Every sustainable step, no matter how small, makes a difference
- Small sustainable steps are an easy and effective way to contribute to the global goals
- Taken together, small sustainable steps will lead to big changes



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# Resource design and usage information

A 'Be the Change' icon for Wales' well-being goals has been designed by Public Health Wales. An example icon has also been produced for 'Be the Change' supporting the global goals. The SIFT workshop has been developed in collaboration with Kingston University and International Futures Forum, and designed by Public Health Wales. Artwork is available for participating organisations.

To build association with 'Be the Change', it is recommended that resource graphics include the well-being goals 'jig-saw' wheel. The 'jig-saw' pieces are also available separately to show the goal-specific contributions of sustainable steps. It is also suggested that local/national photography is used for context in preference to global/library images. The colours of Wales' well-being goals are below. The pages in the guides are set up as 'tabs' to facilitate e-reading.

Yellow: #F6E940  
 Orange: #DD9023  
 Light red: #C6342E  
 Dark red: #9F1D2E  
 Dark blue: #30347F  
 Mid blue: #4470B5  
 Light blue: #6AA7DB



It is recommended that teams use the SIFT design on materials to build association with the SIFT approach within their organisations.

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## Structure of an e-guide

The pages/tabs in an e-guide present this content:

- Front cover
- Introduction
- Contributing to Wales' well-being goals
- Sustainable steps
- The evidence / policy / legislation
- 'Actors' staff case studies
- Want to learn more?
- Join the conversation



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# Sustainable Steps



Here is a small selection of sustainable steps from the e-guides:

*'Walking our talk'* – active and sustainable travel

- Try *'leave the car at home'* days, arrange to car-share with colleagues, and park further from the office (*'park and stride'*)

*'Reducing our waste measurements'* – reducing energy use and waste

- Take the stairs instead of the lift; burn calories rather than electricity

*'Creating inclusive workplaces'* – supporting diversity and inclusion

- Take an active role in an internal forum around equality or become an 'Equality Champion'

*'Sustainability on the agenda'* – delivering sustainable meetings and events

- Remember venues in local communities, and prioritise venues that can be reached by sustainable travel (walking/cycling/public transport)

*'A healthy heritage'* – giving vibrancy to health and well-being through the arts, culture and Welsh language

- Take advantage of outdoor cultural spaces, including parks and trails, when taking part in physical activity

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## Future plans

Given the breadth of Wales' well-being goals and the global goals, 'Be the Change' has the potential to advocate sustainable steps on a wide range of themes. The Health and Sustainability Hub is scheduling further e-guides on:

- '*Procurement which doesn't cost the Earth*' – sustainable steps for procuring officers
- '*Finding space for nature*' – to support staff to contribute to the delivery of Public Health Wales' Biodiversity Plan
- '*Organisation of Sanctuary*' – to highlight to staff the part that they can play
- '*Global Citizen*' – to advocate the role which staff can have

Further Well-being Goals Challenges are also planned, as these have been popular with teams across Wales, including 'Fast Fashion – Fixes and Fails', which will aim to raise awareness of the pollution caused by mass clothing consumption.



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## Further information

If you need any further information, or have any suggestions on new 'Be the Change' resources which public bodies and wider stakeholders would find helpful, please e-mail the Health and Sustainability Hub: [publichealth.sustainability@wales.nhs.uk](mailto:publichealth.sustainability@wales.nhs.uk)

