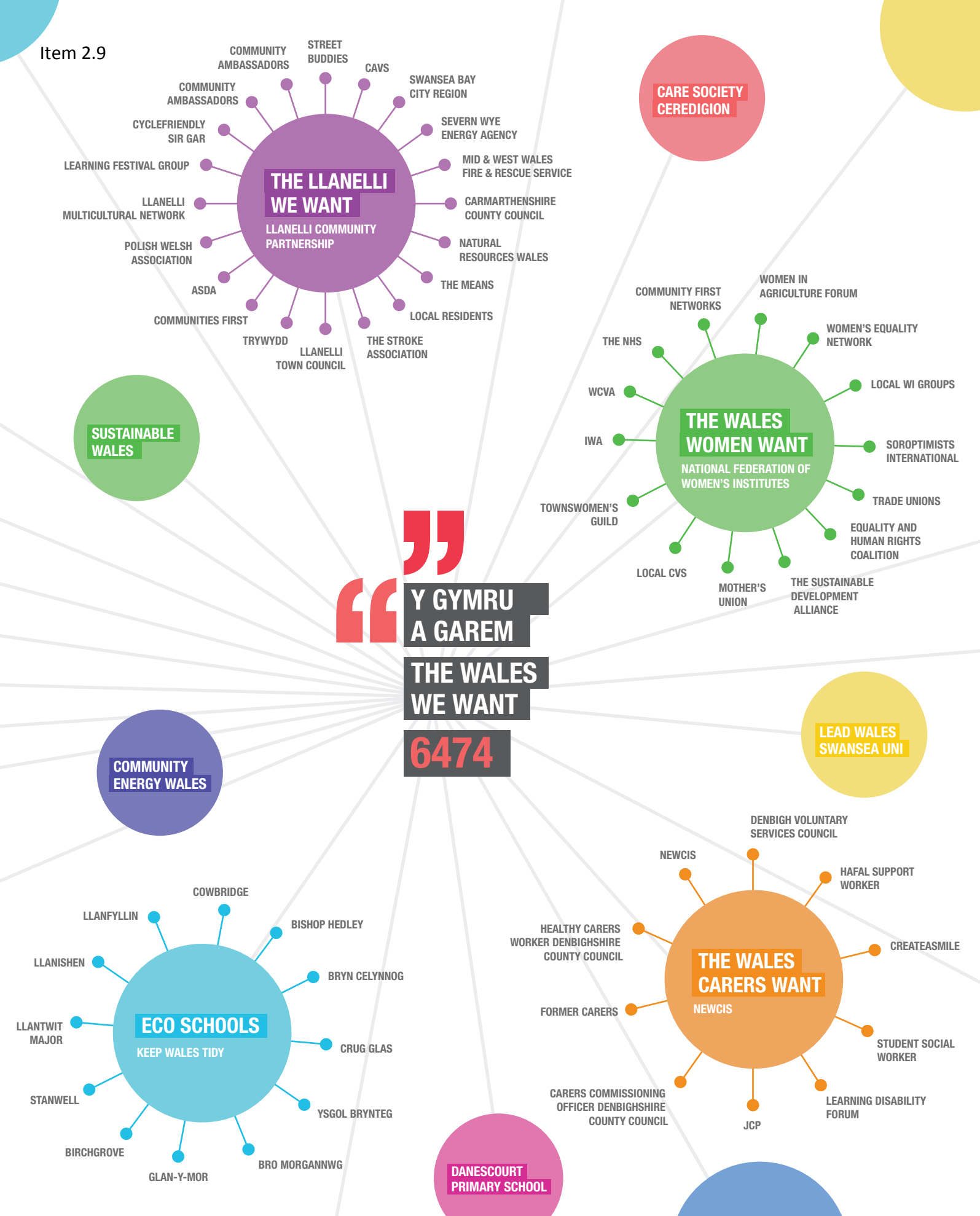




This Wales We Want report represents the culmination of a year-long conversation with people across Wales which started in February 2014. This National Conversation was initiated by the then Minister for Communities and Tackling Poverty in association with the development of the Well-being of Future Generations (Wales) Bill.

“Over the past two years there has been a global conversation facilitated by the United Nations with people the world over to seek their views on new sustainable development goals. In Wales too, we need to build a consensus around the goals which are the most important to all of us, including our children and grandchildren.

***We need to understand how the long term trends – demographic, technological, and environmental - will affect our long term goals. The conversation and the subsequent report are intended to set the agenda for the positive action by the devolved public service.*”**

Jeff Cuthbert, AM
Minister for Communities & Tackling Poverty,
November 2013

Through the Conversation we asked people to discuss the Wales that they want to leave behind for their children and grandchildren, considering the challenges, aspirations and ways to solve long-term problems to create a Wales that they want by 2050. This process also helped to shape the six well-being goals that were contained in the Well-being of Future Generations (Wales) Bill when it was introduced in July 2014.



Peter Davies

TAKING PART IN THE CONVERSATION

The National Conversation has engaged nearly 7000 people across Wales through their communities and groups (in addition to contributions via social media, postcards and online) and tested different approaches to engage people. A key feature has been the recruitment of Futures Champions whose role has been to take the Conversation forward, becoming advocates for future generations and raising the issues affecting their groups, communities, and organisations.

There are excellent examples of how people engaged in the Conversation and adapted ‘The Wales We Want’ to their own interests; for example The Llanelli We Want, The Wales Women Want, The Seiriol We Want, The Wales Carers Want, The Energy We Want and The Wales YFC Want. Each adapted Conversation has helped to build a common set of values within which we can now develop measurable outcomes to ensure we achieve ‘The Wales We Want’. These Futures Champions can become a core part of the new Commissioner’s network and help monitor long-term progress and trends within their areas of interest.

AN INFORMED CONVERSATION

'The Wales We Want' Conversation has been set within the context of the United Nations' global Conversation of 'The World We Want'. Our aim was to replicate the vision for this conversation in Wales:

“The World We Want 2015 will bring the priorities of people from every corner of the world to the forefront and help build a collective vision that will be used directly by the United Nations and World Leaders to plan a new development agenda launching in 2015, one that is based on the aspirations of all citizens!”

It was also important for the Conversations to be aware of the “Wales we have”. To support this we prepared a series of fact sheets and a range of supportive materials, in particular using the Welsh Government's 'Understanding Wales' Future', which provides a stock-take of Wales' assets set against a backdrop of global trends that will drive change in the future.

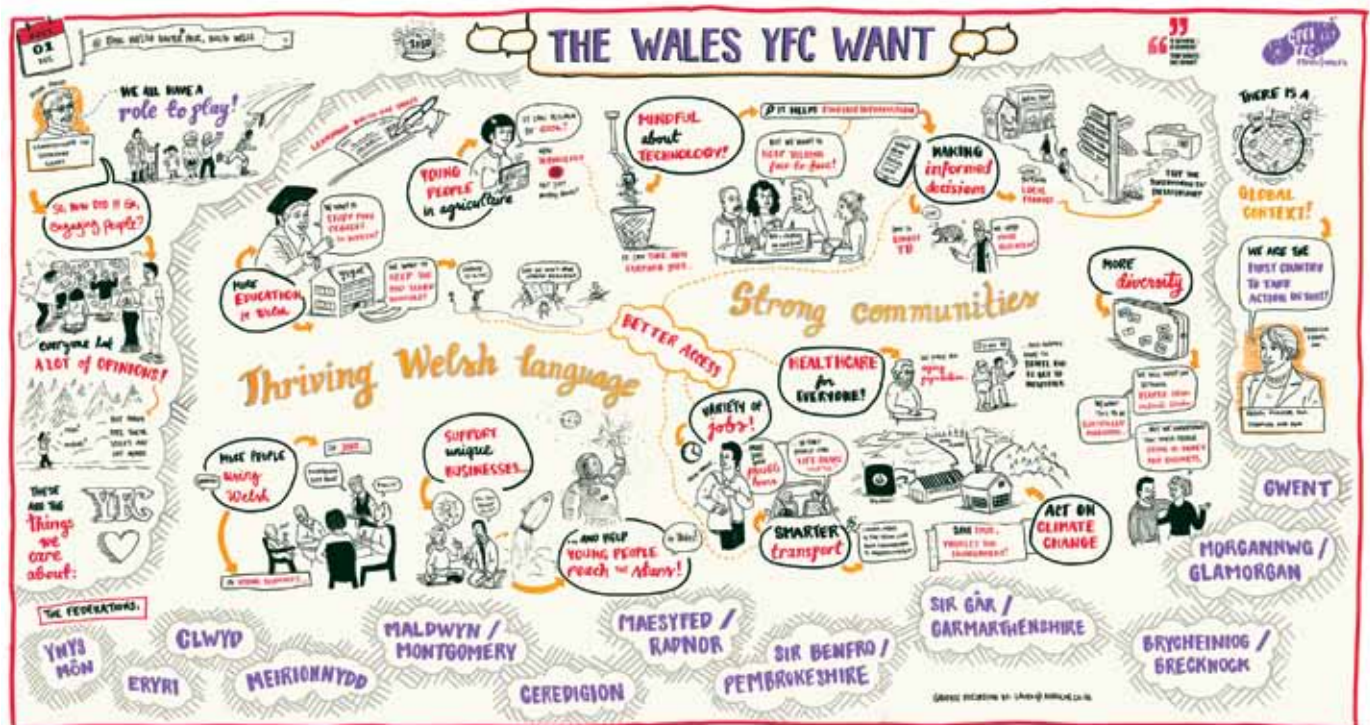
The Well-being of Future Generations (Wales) Bill will require Welsh Ministers to produce 'Future Trends' reports after every National Assembly election. These reports are intended to ensure that the process for producing the Future Generations report is informed by

the latest information on national and global trends. We have mirrored this process through the pilot Conversation to encourage a better understanding of the long-term challenges of, for example, climate change, poverty and health inequalities.

THE WALES WE WANT REPORT – PURPOSE AND IMPACT

This report builds on the findings from our interim report produced in July 2014, which presented a summary of views on the Government's proposed long-term goals, along with the emerging messages from the pilot National Conversation. The report found that:

- Climate change was considered the single most critical issue facing future generations
- Environment, employment, education and health are of most concern to the well-being of future generations
- A sense of responsibility and ownership of the long-term goals and their achievement was important
- Each goal in the Bill should not be viewed in isolation but need to be actioned as part of the whole
- The goals need to be underpinned by clear measures and benchmarks of progress
- The goals should set a common vision and focus for collective leadership, with action at all levels and in all sectors.





This report draws together the lessons from the year-long National Conversation; distilling discussions around areas of vulnerability that impact on individuals, their communities and Wales; for example health, a growing and ageing population, education, unemployment, affordability, security of energy, inequality and the provision of adequate services.

Discussions also focussed on areas of opportunity such as technology, skills, leadership, diversity, identity, local enterprises and preventative action. The combination of these areas has resulted in **seven foundations** for the well-being of future generations; each of which is presented in more detail in this document.

This Wales We Want Report is a forerunner to the statutory report which will be a requirement of the new Future Generations Commissioner for Wales under the Well-being of Future Generations (Wales) Bill. Public bodies will be expected to take account of the report in the objectives they need to set in order to contribute to the well-being goals.

Published a year before National Assembly elections, the Future Generations Report will be one of the important mechanisms aimed at improving our governance for the long term. It has the potential to contribute to a better informed political debate, greater engagement in the democratic process and an increase in awareness of our long-term challenges. The report will also review the contribution of the public service and wider society to the achievement of our long-term goals.

There is no statutory duty on public bodies to consider this pilot report but it does reflect the views of all who took part in the National Conversation and from this the recommendations on which key actions should be focussed on in the local Well-being Plans of the Public Service Boards which will be established under the new legislation.

“People across Wales have been coming together to talk about the issues that really matter to them, their families and their communities. These discussions have formed the basis of the legislation that is now being debated in the National Assembly for Wales.”



Carl Sargeant AM
Minister for Natural Resources

THE SEVEN FOUNDATIONS FOR THE WELL-BEING OF FUTURE GENERATIONS

A conversation about the future of Wales



1. Children need to be given the best start in life from very early years
2. Future generations need thriving communities built on a strong sense of place
3. Living within global environmental limits, managing our resources efficiently and valuing our environment is critical
4. Investing in growing our local economy is essential for the well-being of future generations
5. Well-being of all depends on reducing inequality and a greater value on diversity
6. Greater engagement in the democratic process, a stronger citizen voice and active participation in decision making is fundamental for the well-being of future generations
7. Celebrating success, valuing our heritage, culture and language will strengthen our identity for future generations

CHILDREN NEED TO BE GIVEN THE BEST START IN LIFE FROM VERY EARLY YEARS



When asked ‘What is the Wales you want for future generations?’ there was an overwhelming similarity to the answers; people want better opportunities for young people equipping them with the skills, education and knowledge needed to encourage an independent thinking next generation of ‘Futures Leaders’ and ‘Community Champions’.

“The future of Wales rests with leaders born today and equipped to tackle the challenges of tomorrow. We need to develop our young people into ‘futures leaders’ and ‘community champions.’”

With a child born today having a one-in-three chance of living beyond 100 years, long-term health outcomes are therefore ever more critical. Public Health Wales and industry peers have provided evidence on how improved life

chances are closely linked to improving health outcomes adding that *“preventative action in pregnancy or childhood has a positive impact on several generations simultaneously, and can lead to huge savings when compared with an action on an adult”*, and that improving educational outcomes amongst the most disadvantaged groups has the potential to make a positive impact on health inequalities.

The positive impact of early interventions, (from pregnancy to the first 1,000 days of a child’s life) through environmental and nutritional factors, has significant long term effects on life chances as it can help eradicate many ailments that the child may face in adulthood, and close the gap in school-readiness between children in deprived and more affluent areas.



“Positive preventative actions in pregnancy will not only improve the health of the pregnant women and their babies but also their babies’ babies at once as mothers act as ‘the incubators of future generations’.”

“The future of Wales is in the hands of today’s children and young people – they deserve the chance to grow within their communities and develop their self-confidence and self-worth; and deserve to be offered responsibilities and opportunities to speak in public so that they become confident and grow as future leaders.”

“We need to have greater parental involvement in children’s education, with more opportunities for skills-based learning, and means of encouraging independent thinking to better equip children for the future.”

“Young people born today are likely to be working in jobs that are not yet invented – building their resilience, confidence and

aspirations are fundamental to the success of our small nation on a global platform.”

“Failing to engage our young people to want to be part of building the Wales we want will mean that they simply move to other places to work and live – without the young where is the future? We need to change the beliefs of young people particularly those brought up in communities of many generations of economic inactivity or unemployment. There was a strong feeling that the Welsh have got used to being ‘content’ and that this fosters current paucity of ambition.”

TO ENSURE WE CREATE A BETTER FUTURE FOR YOUNG PEOPLE THE LOCAL WELL-BEING PLANS OF PUBLIC SERVICE BOARDS NEED TO FOCUS ON THE VERY EARLY YEARS



FUTURE GENERATIONS NEED THRIVING COMMUNITIES BUILT ON A STRONG SENSE OF PLACE



A strong sense of belonging to our communities has emerged as a clear asset throughout this conversation. However, many felt a lack of engagement between the community and the decision-makers resulted in frustration due to an inability to make the necessary changes.

“We need to create a Wales where communities find it easier to do things for themselves through for example increasing people’s ownership of their community including spending.”

Creating the conditions within which communities and enterprises can thrive was

often felt to be missing from the priorities of public services. Greater empowerment is seen as creating resilience and a greater sense of responsibility, whilst top down interventions can lead to disempowerment.

Many questioned current service provisions, noting how the ‘needs assessment’ system primarily leads to categorising the population into target groups and as such many issues fail to be addressed due to system failures. Others questioned whether infrastructural provisions to improve access, both physical (i.e. roads, cycle lanes) and technological (i.e. connectivity and phone access) were adequate to meet demand, particularly within rural areas.



The Conversation connected with many of the community leaders who are passionate and ambitious about the success of their communities. They reported on their successes as well as their feelings of frustrations, isolation, and the dangers of burn out due to the challenges of the system.

“Many of these inter-generational challenges are interdependent that need a co-ordinated not an isolated approach.”

“With loneliness and associated mental health problems a growing problem within the older population, closures of community centres and services can exacerbate the problem. We need to create ‘age-friendly communities’ that are built with the communities and the demographics in mind.”

“Wales has more unpaid carers than any other parts of the UK and they save public finances approximately £294 million per year. We must make better provisions for carers.”

“It must not be left solely to public sector or businesses to take action but this needs to be done collectively.”

“We create society and choose the way we live, so the changes we need to make need to come from us, as individuals working together, not from government led agencies or large international business.”

“Too often practice in the past has led to development which has been isolated from sustainable transport, drawing life away from sustainable transport hubs in town centres

or where investment delivers poor economic returns.”

The Llanelli Partnership used the National Conversation as a stimulus to bring the community together to create the ‘Llanelli We Want’, developing a local vision and action plan. Such initiatives highlight the potential of a joined-up community-led approach that is based on local needs and priorities, connecting the separate funding streams and independent approaches of different organisations to focus on “pride, place and people.”

THE LOCAL WELL-BEING PLANS PROPOSED IN THE NEW LEGISLATION NEED TO BE BUILT FROM THE GROUND UP AND BASED AROUND LOCAL PLACE PLANS



LIVING WITHIN OUR ENVIRONMENTAL LIMITS, MANAGING OUR RESOURCES EFFICIENTLY AND VALUING OUR ENVIRONMENT IS CRITICAL

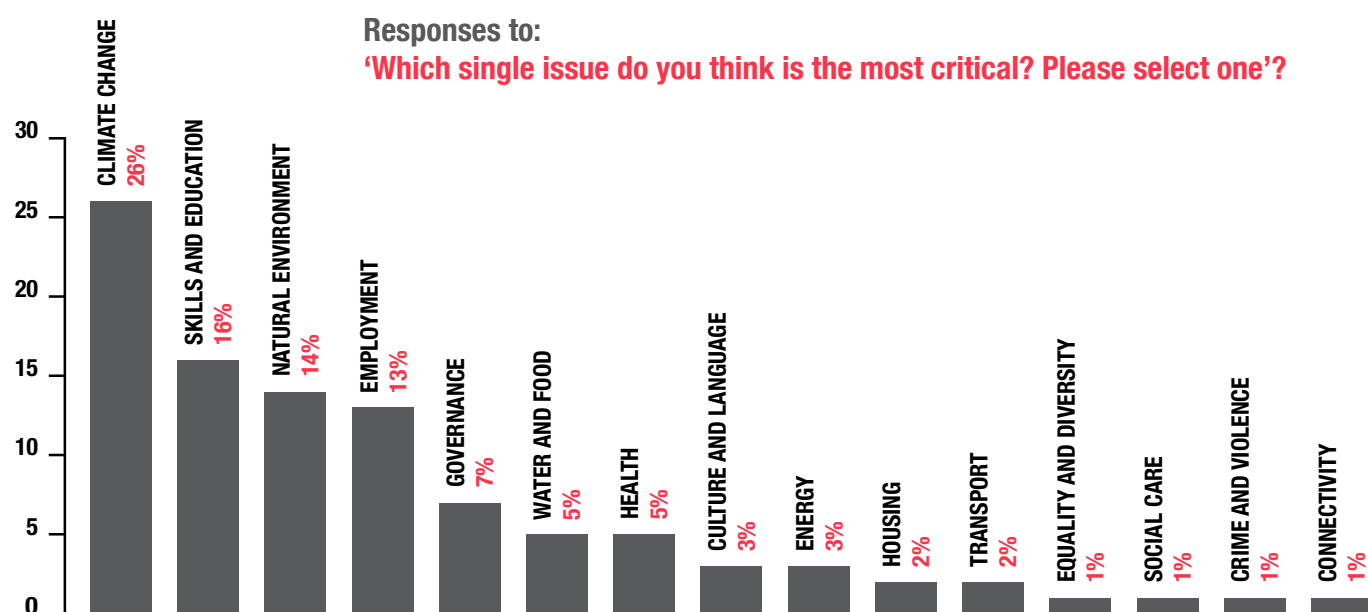
The Conversation contained a clear call for action “to live within our environmental limits and use our natural resources responsibly”, where the

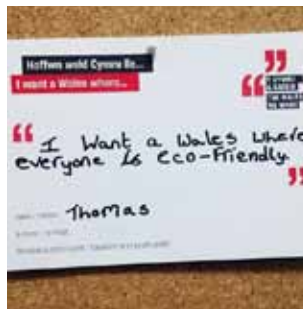
“natural environment should be accessible to all and used sustainably because people depend on it for food, fuel, clean water and clean air.”

Many Conversations took place following the severe weather events of last winter so the impacts of a changing global climate featured significantly. The Wales We Want survey highlighted climate change as the single most important issue facing future generations, while the collation of overall responses in all forms of the Conversation made environment the main area of concern.

People also recognised that changes to energy production and consumption would be necessary in the future. There were negative views on fossil fuels as a long-term energy source, with positive responses to renewable energy including on-shore wind and more mixed views of nuclear.

Living within our environmental limits resounded strongly with youth groups and schools yet there were also reflections on a lack of direct engagement between young people and their environment. Many of the negative impacts of the local environment on the quality of life were highlighted in areas of greatest deprivation, with adverse effects on mental and physical health. On the other hand there were many positive examples of the benefits of improved access to green spaces.





Wales needs to establish better national measures to track progress to ensure we continue to prioritise our local and global environments and their natural resources.

"Children value their environment, but with lessons increasingly class-based, they are not experiencing the natural environment, nor learning from it or becoming familiar with it. Reintroducing 'nature'/the natural environment into school can be of huge potential benefit."

"Climate change needs to be top of the agenda and politicians have to take it seriously."

"There can be no successful future for succeeding generations unless we meet the climate change challenge."

"We need to empower our communities, and create pride and a sense of ownership and responsibility; we want to create ambassadors

within local communities and particularly within our younger generation to learn to value their environment and resources."

"Our natural environment is valued and considered key to our life and a cornerstone to everything."

"The value of landscape to society needs to be better appreciated due to the benefits it brings to achieving better health outcomes, well-being, a sense of place-making, encouraging tourism, whilst also alleviated flooding."

**LOCAL WELL-BEING PLANS
NEED TO BE 'CLIMATE-PROOF'
AND IDENTIFY THE
ENVIRONMENTAL
IMPROVEMENT AREAS
THAT CAN IMPROVE ECONOMIC
AND SOCIAL WELL-BEING**



INVESTING IN GROWING OUR LOCAL ECONOMY IS ESSENTIAL FOR THE WELL-BEING OF FUTURE GENERATIONS



The Conversations stressed the need for a stronger, more localised economy as critical to achieving a ‘prosperous’ and ‘more resilient’ Wales. Lack of economic opportunity was seen to be a key issue especially in rural areas and in those suffering from long-term economic decline.

“We need to sustain local jobs in the area that pay living wages and help to grow the local economy and “unleash more entrepreneurial creativity through encouraging and developing more leadership networks” by creating “an employment, skills, enterprise framework based on natural assets, energy, food and transport” through “locally sourced skills and products to develop the local community and reduce a reliance on public funds.””

There were strong examples of community-led economic development. Support for local enterprise and enabling a culture of entrepreneurship were key themes which would enable economies to be built on local assets, localising supply chains and investing in skills. This was seen to be essential in building resilience to the global impacts of climate change, particularly in relation to food and energy supply, and prioritising the foundational economy.

Strong views and inspiring leaders came from the Young Farmers Clubs with a vision for the actions that need to be taken to strengthen rural economies and improve local food supply.



The issue of future trends relating to energy have been at the heart of the National Conversation, reflecting concerns over the nature, security and affordability of energy supply. There is clear recognition that engaging the public will play a critical role in the successful transition to a secure, affordable, low carbon energy system.

There was a significant focus on the potential role of community energy as a transformation process to increase local ownership of the energy system, but to date there is frustration by the pioneers in this area at the lack of progress.

“Wales is of a scale that makes de-centralised generation and distribution of energy via a network of neighbouring local grids a manageable and realisable aspiration. The vision of an energy independent Wales, powered by a high proportion of community renewable energy, is realisable and not a high risk strategy to follow.”

“We need to recognise our strengths and weaknesses within the global economy – setting out the nature of a ‘boutique economy’ offering premium value and service.”

“There are no opportunities here any longer - most of my family members are unemployed.”

“Greater effort is needed to make a wide range of opportunities including agriculture as viable job options for young people leaving education early.”

“We need more jobs available for young people that give a more successful career in the future in Wales, and with opportunities to explore their interests and help develop skills for work and better lifestyle.”

Some also felt that “agriculture should become a part of national curriculum to grow our local farms and increase skills in this area, and strong local supply chains that enable Welsh produce to be readily available.”

Local well-being plans need to ensure an integrated approach to growing local economies by leveraging public procurement, enabling distributed low carbon energy schemes and improving local food supply.

“Government has a key role in putting in place the infrastructure for the future, but this needs to be accompanied by a culture change as often it was attitudes to risk and a negative approach to private sector investment that provided the major barriers.”

Supporting our significant niche industries and our research base within the academic institutions to retain and train many of our young talents and future entrepreneurs is also needed.

**LOCAL WELL-BEING PLANS
NEED TO ENABLE LOCAL
ENTERPRISE AND USE
PROCUREMENT POLICIES OF
PUBLIC BODIES TO STIMULATE
LOCAL SUPPLY CHAINS**

WELL-BEING OF ALL DEPENDS ON REDUCING INEQUALITY AND A GREATER VALUE ON DIVERSITY



All aspects of inequality have been highlighted as a key focus throughout the Conversation with areas of concern from a variety of sources. For example, despite an overall increase in life expectancy, health inequalities in some areas of Wales can lead to differences of life expectancy by up to 10 years. As older people become the largest and fastest growing demographic in Wales it becomes more urgent to enable older people to maintain their independence and to engage and participate fully in society.

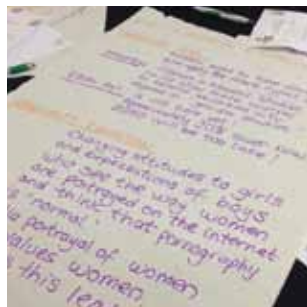
“If Wales becomes a more equal nation where everyone has the opportunity to reach their full potential and are able to contribute fully to the economy, Wales will inevitably become more prosperous and innovative.”

Other issues focussed on gender and age inequalities, and in particular gender

discrimination in income, violence against women, the portrayal of women in the media, affordable childcare and inflexible working hours.

Sport also featured as an unbalanced area which could benefit from more diverse representation; as did support in public services and employment generally. Many also discussed the inequalities towards volunteers and particularly carers “*who are often the closest female relative*” and whose contributions are underplayed.

“No person should have their educational, economic, social or political opportunities limited because of their race, ethnicity, religion, disability, gender, sexual preference, or for any other reason, and no person should fear for their personal safety for the same reasons.”



“Despite progress women continue to work below their potential in low paid, part time work and face a range of barriers to entering and progressing in the workplace.”

“Greater focus also needs to be given to people aged 85+ since this group tends to be more acutely impacted by the health and well-being issues.”

“Everyone should be accepted for the way they are and children with disability should be treated fairly – with more parks and play centres for the disabled.”

“North Wales gets side-lined in media coverage, has poor transport provisions to connect its communities, and has an unequal share of government funding compared to south Wales.”

“The rural voice is often felt to be lacking in key decisions given its smaller populous, and feel that they are often defined by others by

their farming or their rural environment with little awareness of the social impacts affecting these areas.”

**LOCAL WELL-BEING PLANS
NEED TO BRING INEQUALITY
ISSUES TO LIGHT AND TO
PRESENT SOLUTIONS ON HOW
WE CAN BETTER ACHIEVE
EQUALITY. FOR EXAMPLE WE
NEED TO PLAN NOT JUST FOR
AN AGEING COMMUNITY, BUT
ALSO FOR SUPPORTING AND
RESPECTING OUR POPULATION
OF CARERS WHO ARE
OFTEN UNDERVALUED AND
OVERLOOKED**



GREATER ENGAGEMENT IN THE DEMOCRATIC PROCESS, A STRONGER CITIZEN VOICE AND ACTIVE PARTICIPATION IN DECISION MAKING IS FUNDAMENTAL FOR THE WELL-BEING OF FUTURE GENERATIONS

On the whole people felt disconnected from the decision-makers that affected their daily lives as decisions felt removed, top-down and with no clear link to outcomes. They reported an increased sense of fatigue and frustration with the way in which they were being engaged.

This was reported by groups across all sectors that we engaged, where each questioned the effectiveness and robustness of current consultative exercises, adding that by the time they are approached for their views most of the key decisions had already been made and the consultation became no more than a 'tick-box' exercise. Engagement from the outset and not just during consultation was the consensus, as people want to be involved in the decision-making process as part of the solution. Such views of disempowerment often became stronger the greater the distance from Cardiff.

“The role of government needs to be re-imagined. Government needs to see itself as having a different purpose in the 21st century, and that is one of system stewardship rather than just deliverer of public services and guarantor of security.”

Many youth groups were concerned about funding cuts within youth-led movements and the loss of their voice through the demise of Funky Dragon, which was seen to exacerbate the problem of disengaged youth in decision-making.

Many also recognised the need for trade-offs and maintaining a balance, given decreasing public funds to deliver service, but there



was also a great sense that individuals and communities should be empowered to take the lead on managing community assets and creating a better place by encouraging entrepreneurial thinking.

“We don’t want services to be shaped around us but with us.”

“Groups feel that their voice has no influence anyway and often perceptions are of a ‘them and us’ relationship with Government initiatives.”

“There is no silver bullet that will be the answer to all our problems; we all need to take responsibility and act together.”



"There is little or no dialogue between our community and county councils and the residents they represent and with so many methods of communication available to us in this day and age, this is wholly unacceptable."

"Young people want to have the freedom to voice their own opinion and be heard and feel more in control and independent", suggesting that "we must encourage community councils to have a member of the community represented by those aged between 16 and 18 years, with voting age reduced to 16 years," and recognising the role of social media that is likely to create a more 'participatory' rather than 'representative' democracy.

"It is up to all of us to take responsibility and to be influential in our own worlds and help empower others."

"Local conversations are needed to truly identify local needs."

THE SUCCESS OF LOCAL WELL-BEING PLANS WILL BE DEPENDENT ON THE LEVEL OF INVOLVEMENT OF CITIZENS. PUBLIC SERVICE BOARDS NEED TO BUILD ON THE NATIONAL CONVERSATION TO ENSURE A WIDE OWNERSHIP OF LOCAL OBJECTIVES AND PRIORITISE YOUTH ENGAGEMENT



CELEBRATING SUCCESS, VALUING OUR HERITAGE, CULTURE AND LANGUAGE WILL STRENGTHEN OUR IDENTITY FOR FUTURE GENERATIONS

The theme of identity generated a great amount of discussion throughout the Conversation. Initially people asked 'What is Wales famous for?' with inevitable answers around wanting to be known for more than "sheep and slate". As discussions progressed many people felt it important to portray a far more positive, inclusive and forward-looking Wales.

“There is a need to showcase and build on the very essence of Wales – its language, culture, context and pride, and communicate the value of its differences to others and other countries. Media has a key role to play to actively promote and help establish the new belief that ‘Wales can be best in the world.’”

Wales' culture, language and heritage are unique and identifiable world-wide. People want to use these assets to define Wales more positively as a legacy for future generations whilst continuing to be inclusive of all cultures.

“We want a Wales that has a future, not only a past.”

“We need to change the focus from ‘looking for problems to fix’ to finding and talking about all that we do well, build stories and new legends to take into the future.”

“Everyone should have the opportunity to appreciate and access cultural heritage with the Welsh language valued equally alongside the English language in Wales, along with respect for the use of other languages.”



“Children should be encouraged to enjoy both the built and natural heritage, and that the stories from older generations are preserved for the future.”

“There is a need to encourage pride in our culture and heritage and to promote diversity and integrate different cultures.”

Around discussions on identity there was also frustration that successes and achievements are not often celebrated, for example the contribution to international development through projects like 'Size of Wales' and 'Wales for Africa partnership', and Wales being the first Fairtrade nation.

The infrastructure on which identity is based – our heritage buildings, museums, libraries, theatres and others – brings a focal point for the sense of place which should not be ignored. Independent museums, for example, tend to have grown from a community need to conserve and celebrate their local heritage and culture, and as such are an extremely important part of what provides people with a sense of place, of belonging and community cohesion.



The identity of a nation can be a powerful tool as it has a negative or positive influence on many factors including tourism, business investment, higher education and migration of talent.

"It is amazing how BAD Wales is at telling its stories!"

"We need to harness the expression of national pride, unity and excitement from our sport, and take that across all themes of life, work, health and living in Wales – as is also seen in Australia Day'."

"With technology and social media bringing the world ever closer we need to use this as an opportunity to give even more prominence to our identity and showcase our culture and heritage to the global audience, else we can be left behind as other smaller nations emerge."



"We have a great heritage to be proud of. For example, Elizabeth Andrews who campaigned to improve maternity care and nursery provision, leading to the opening of the first nursery school in Wales in Llwynypia in 1935."

“Welsh needs to be seen as more than just a language. It is an important part of our heritage, but also an essential part of our identity, and sustaining its use is just as important as sustaining our environment.”

There is a drive from the network of Futures Champions to build on our strengths and celebrate the areas where Wales is leading the way and as a result a stronger identity will emerge – a Brand Wales. Wales is one of the few nations globally to put future generations at the heart of decision-making by creating legislation focussed on well-being and future generations. The National Conversation can support this by emphasising the role we each have to play in creating the Wales We Want and in strengthening our national identity.

WE NEED TO CELEBRATE AND VALUE OUR CULTURE, LANGUAGE AND HERITAGE AS ASSETS ON WHICH TO BUILD LEARNING PLATFORMS FOR OUR FUTURE GENERATIONS. THESE ASSETS THEREFORE NEED TO BE AT THE CENTRE OF OUR WELL-BEING PLANS

I was delighted to be asked to lead a National Conversation on 'The Wales We Want' as part of the preparation for the Well-being of Future Generations (Wales) Bill. We can be proud of the fact that we are in the vanguard of a global movement led by the United Nations with the creation of global Sustainable Development Goals; and it was an honour to be asked to present at their High-Level Political Forum on Sustainable Development in New York last July.

A commitment to promote sustainable development is embedded within the Government of Wales Act and has represented a distinctive part of the devolution journey. However, as Commissioner I have advocated the need for new legislation to address the weakness in the current structure and provide a distinctive, enabling framework that can make more impact on the ground.

Central to my concern has been the top-down nature of public policy implementation and the failure to connect with community-led action. The new legislation introduces a range of mechanisms designed to address this issue such as requiring greater involvement from communities in decision making, a new statutory Commissioner for Future Generations and a role for a Future Generations Report.

The Well-being of Future Generations (Wales) Bill will have an important role to play in introducing a common purpose with long-term goals, common principles to the operations of the public sector and a delivery structure through statutory Public Service Boards that can deliver more integrated solutions.

'The Wales We Want' has contributed to shaping the legislation. I thank Cynnal Cymru - Sustain Wales in particular for their role in managing the project, along with over 200 organisations that have taken the conversation forward as 'Futures Champions' engaging nearly 7000 active participants, and many more who contributed via social media, postcards and online.

The pilot National Conversation has been a journey that exceeded our expectations in terms of engagement and more notably in the sense of responsibility and ownership that emerged from these conversations. There has been a strong sense of a momentum for change, where people have talked about collective action. The challenge will be to translate this dialogue into action and long-term value to ensure we avoid disengagement and cynicism.

The Conversation has been an opportunity to look beyond the short-term pressures of everyday life and to discuss the nation we want for our children and grandchildren. The exercise has helped us to focus on the long-term legacy we want to leave for future generations, recognising that the future does not just happen but that we create it through the decisions and actions we take today. Through this process we have identified seven clear foundations that are essential for the well-being of future generations. The next stage of the Conversation will work on taking forward the key messages within each.



This will involve:

- Deepening and widening the Future Champions Network to provide a strong platform for the new Commissioner
- Working with the early adopter network of public bodies and signatories of the Sustainable Development Charter to take forward the key messages of the Conversation
- Focusing on strategies for integrated approaches to early-years interventions
- Working with partners in developing a model for a Futures Leaders programme
- Working through Local Service Boards to apply the learning for the development of local well-being assessments and plans
- Building on place planning and community-led developments and recognising the key role of town and community councils
- Shaping the indicator set that will measure progress against the goals in the Well-being of Future Generations (Wales) Bill
- Hosting an international partners event in April in conjunction with the World Future Council on models for governance for the long term.

Throughout the report I have listened and reflected on your words, extracting seven principal values from your conversations which are essential to the well-being of future generations. These seven values form the foundation on which we can build a better future. We have also learned valuable lessons on how best to engage a nation in conversation having piloted a number of campaign activities, of which several have evolved and will inform the next stage of the Conversation.

“Talking about the ‘The Wales I Want’ makes me a by-stander, I want to talk about the ‘Wales I want to help create.’”

It is clear that working directly with communities and groups has worked well in progressing important discussions, and these Futures Champions have influenced our approaches.

This report has been informed by your Conversations across Wales and contains important messages which need to be translated into action. It highlights that our major intergenerational challenges of climate change, poverty, ageing population, health inequalities and others require collaborative approaches and integrated solutions that translate at an individual and community level. It recognises that engagement at the local level is the best way to unlock creativity and innovation. It reveals the importance of prevention over cure and on giving future generations the best start in life. It also emphasises that it is not simply Government's responsibility to make it happen – we each have a part to play.

This is not a one off exercise but the beginning of a process which will be taken forward by the new Commissioner for Future Generations.

Peter Davies
Commissioner for Sustainable Futures

“ The idea of losing control of the conversation is a good thing. ”

Natural Resources Management Conference

“ The concept of a National Conversation, of encouraging people from all walks of life to contribute their views on the Wales they want for future generations is a great step forward. ”

WCVA

“ The Conversation has been a great way of bringing people together of all generations from different demographics. YFC members found the discussions and debates extremely empowering as so often decisions are made for them by adults who think ‘they know best’. Wales YFC has enjoyed being part of the Wales We Want and would welcome being a part of future areas of work. ”

Young Farmers Clubs

“ I want a Wales that asks me what I want! ”

“ An inclusive process, such as the National Conversation, is what is needed and what is important if we are all to work together towards specific goals. ”

“ Starting a discussion with students about the Wales We Want with a standup comedy gig was an interesting experiment, but one that certainly got them talking openly and honestly. ”

THANKS TO THE FUTURES CHAMPIONS AND ALL WHO TOOK PART IN THE NATIONAL CONVERSATION

A4SW

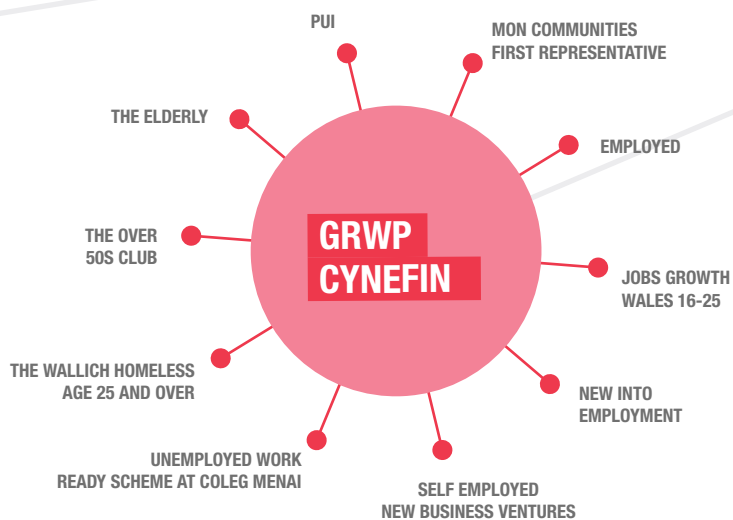
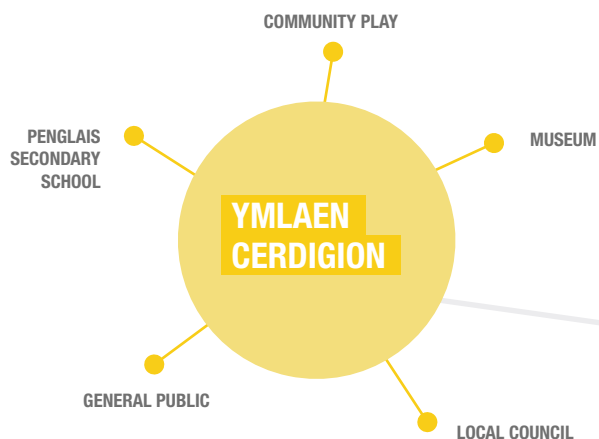
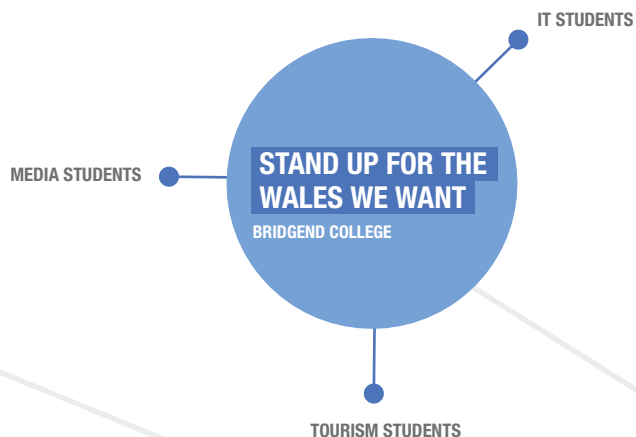
Abergavenny and Crickhowell Friends of the Earth
Abertawe Bro Morgannwg University Health Board
Albert Road Heritage Group (ARCH), penarth
Aldersgate Group
Alun School, Mold
Amgueddfa Cymru - National Museum Wales
Anglesey Energy Island
Anglesey County Council
Aro Ling Cardiff Buddhist Centre
Arriva Trains Wales
Arts Factory
Asiantaeth Ynni Severn Wye Energy Agency
Atkingroup
Awesome Cardiff
Bangor University
Barry Communities First Cluster team
BAVO
BDW Consulting
Boyos Book Club
Brecon Beacons National Park Authority
Bridgend College and member of the EAUC
Bridgend County Voluntary Council
"Bridgend HSCWB Third Sector Network"
Bridges Community Centre/Transition Monmouth
Caerphilly Council
Cambrian Mountains Initiative and LLANI Ltd
Capita
Cardiff & Vale College
Cardiff Instagramers
Cardiff University
Carmarthenshire Cycling Forum
Carreg Adventure
Cartrefi Conwy Housing Association
CaST Cymru and a Community Councillor
CAVO
CAVS
CBI
Centre for Alternative Technology Charity
Ceredigion Association
Children's Commissioner
Church in Wales Parish Church
Cilgwyn community
City and County of Swansea
City Development and Neighbourhood Regeneration
CLIConline
Climate Change Commission for Wales
Coed Cymru
Coleg Ceredigion
Coleg Gwent
ColegauCymru
Communities First
Community Energy
Community Energy Wales
Community Housing Cymru - Finance Forum
Conwy BIG Community Voice
Co-production Wales
Council of Wales Voluntary Youth Service (CWVYS)
CREW Regeneration Wales
CTC Cymru
CVC Network
Cymdeithas yr Iaith
Cynefin
Cynefin Anglesey
Cynefin Place Co-ordinators
Cyngor Tref Aberystwyth
Danescourt Primary School
Disability Wales
Diverse Cymru
EAUC Cymru

Eco Schools network - Keep Wales Tidy

EEESafe
EHRC
Energy wardens Holyhead
Environment Wales
ESC
ESDGC
Estyn Llaw
Evangelical Alliance Wales
Federation of City Farms and Community Gardens
Future Generations Bill Reference Group
FNF Both Parents Matter Cymru
Friends of the Earth
FSB
Fuel Poverty Coalition
Funky Dragon
Future Generations Bill Reference Group & Advisory Group
Gecko Clothing
Generations Together Cymru
Geography University of South Wales
Gibran UK Ltd
Girls Friendly Society
Glyn Derw Michaelston Federation
Glyndwr University
Good Relations
Gower Power Community Co-operative
Grwp Cynefin
Grwp Llandrillo Menai
Gwrandwch Community Voice
HEFCW
Holywell student voice
IEMA Wales network
Incredible Edible Wrexham
IWA
Landscape Institute Wales
Lead Wales, Swansea University
Learning Pathways Cymru
LGBT Sport Cymru
Llais Rhieni Ceredigion
Llanelli Community Partnership
Llanelli Town Council
Llanfair Carnival group and Sunday school
LLETS
Llyfrgell Genedlaethol Cymru
Locality with DTA
LSB Co-ordinators Wales
Marine Conservation Society
Marine Conservation Society (MCS)
Melin Homes
Millbank Primary School
Miller Research
Monmouthshire County Council
NAS Cymru
National Eisteddfod
National Federation of Women's Institutes
National Parks Wales
National Trust
Natural Resources Wales
NEA Cymru
Neath Port Talbot Council for Voluntary Service
North East Wales Carers Information Service
NUS
One Voice Wales
Parent Network Caerphilly
Pembrokeshire Association of Voluntary Services
Pembrokeshire College
Pembrokeshire Local Action Network for Enterprise & Development (PLANED)
Pembrokeshire's Children and Young People's Rights team
Plan Your
PLANED

Plant Rhieni

Policy Forum for Wales
Powys County Council
Prince's Trust
Principle Youth Officers (PYO)
ProMo-Cymru
Public Health Wales
Race Council Cymru
Race Equality First
Revive and Thrive
RNIB
Robert Owen Community Banking
Rounded Developments Enterprises
RSA and The Learned Society of Wales
RSPB
Samaritans
Save The Children
Severn Estuary Partnership
Severn Wye Energy Agency
Smart Energy GB
South Wales Chamber of Commerce
South Wales CIPS Branch
Stop Climate Chaos Cymru
Sustainable Development Charter
Sustainable Development Co-ordinator's Cymru
Sustainable Places Research Institute
Sustainable Swansea - The Environment Centre
Sustainable Wales
Sustrans Cymru
Swansea Council
Swansea CVS
Swansea Environment Centre
Swansea University
Tai Eryri
The Auction Surplus Shop
The Big Lunch (Eden Project)
The Care Society
The Co-operative Party
The Riverfront
Third Sector Alliance
Timecentres UK
Torfaen Biodiversity
Torfaen County Borough Council
TPAS Cymru
Traws Link Cymru
Unique Transgender Network
University of South Wales
University of Wales Trinity St David
UnLtd
Urdd
VocalEyes Digital Democracy
Wales Audit Office
Wales Community Justice Network
Wales Council for Voluntary Action (WCVA)
Wales Environment Link
Wales Substance misuse network
Water and Waste Water Treatment
WAVE - Women Adding Value to the Economy
Welsh Language Commissioner
Welsh NHS Confederation
Welsh Women's Aid
Western Valleys Communities First
Willmott Dixon Construction Ltd
Women Connect First
Women Making a Difference
Women seeking sanctuary advocacy group (Wales) WSSAG
Women's Equality Network Wales
'Working With Not To' Co-Production Project
WWF Cymru
Y dderwen community enterprise
Ymlaen Ceredigion
Young Farmers' Club



The Wales We Want is a Welsh Government initiative delivered through Peter Davies, Commissioner for Sustainable Futures, and managed by Cynnal Cymru - Sustain Wales.

Continue the Conversation on The Wales We Want www.thewaleswewant.co.uk