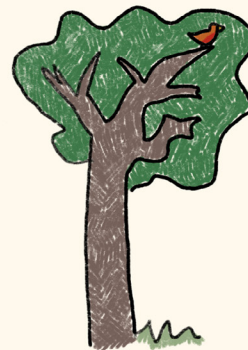




Comisiynydd
Cenedlaethau'r
Dyfodol
Cymru

Future
Generations
Commissioner
for Wales

Executive Summary Future Generations Report 2025



MAP OF DREAMS
BY FLATBOY
(SEREN THOMAS)



INTRODUCTION

Without urgent action to address the climate and nature emergency, growing inequality and other long-term trends, we will be on track for an unrecognisable future, where the choices we have before us today are taken away, or made more difficult than we could ever imagine.

Our Well-being of Future Generations Act provides us with a pathway for improving lives now and in the future, so that when people now and in the future ask what we did to make Wales and the world better, we can say we did everything we could.

The Future Generations Report is designed to support politicians and public body leaders in making life better for people now and in the future.

Inside the full report, you'll find an assessment of progress, targeted advice and examples of positive change already happening through public services.

My Future Generations Report for 2025 is structured around the missions and focus areas of my strategy [Cymru Can](#) because progress in each maximises our contribution to our seven well-being goals and offers a framework for tackling Wales' integrated challenges.

- My [Implementation and Impact mission](#) is about ensuring the Well-being of Future Generations (Wales) Act (WFG Act) fully delivers on its promise to improve lives now and in the future. My report makes clear that action is urgent, but Cymru has the power to meet these challenges and drive meaningful change.
- The [Climate and Nature mission](#) focuses on supporting public bodies on their journey towards net zero, climate resilience and nature recovery, including by challenging them to prioritise this agenda and lead action that balances environmental, social, economic, and cultural benefits.
- The [Health and Well-being mission](#) is to transform how public bodies in Wales keep people healthy, shifting the focus towards prevention and long-term well-being. Good health is more than hospitals and waiting times—it is shaped by our wider social and environmental factors. Public bodies must work together and with communities to tackle the root causes of ill-health and reduce health inequalities.
- Cymru is the only country in the world to place culture on an equal footing with social, economic and environmental well-being but the cultural and creative sectors face significant disruption. The [Culture and Welsh Language mission](#) is to support public bodies in championing culture, creativity and the Welsh language, ensuring they enrich the fabric of our communities and bring people together.

INTRODUCTION

- Through my [Well-being Economy mission](#), I am committed to playing my part in ensuring Wales transitions to an economy that prioritises people and planet. This shift requires governments at all levels, businesses, and communities to take collective action to ensure our economy is focussed entirely on achieving Wales' well-being goals.
- My [Food focus](#) addresses the need for Wales to prioritise access to local, affordable, healthy and sustainable diets - without action on diets we cannot achieve our well-being goals.

The full report contains a sub-section on each mission which includes findings, examples of good practice from across Wales and recommendations to Welsh Government, public bodies and Public Services Boards on how to address the challenges we face.

These recommendations must be considered by these organisations, including when they set or revise their well-being objectives.

The full report also includes a sub-section on budgeting and sections on setting good well-being objectives and on taking greater account of the long-term.

Through my strategy, [Cymru Can](#), my team and I have set out a plan for reaching 2030 with better implementation of Wales' well-being commitment. This report extends the support we are already providing to public bodies in pursuit of that ambition.

There is much to be proud of on Wales' well-being journey over the past decade.

Inspired by First Nations Iroquois teachings, the WFG Act has helped drive significant change, including ambitious transport policies, the vision for an anti-racist Wales, a progressive school curriculum, and even a United Nations declaration.

People in the future will ask, what did we do to make Wales and the world better.

We must be able to say we did everything we could.

So let's move faster, go further, and always remember — what we do today will profoundly shape the lives of those born tomorrow.

D. Walker

Derek Walker

Future Generations
Commissioner for Wales



CONCLUSIONS

The overall conclusions of this report.

People in Cymru are rightly proud that we have a shared vision for the Wales we want for future generations.

The Well-being of Future Generations Act provides a framework for this vision.

The challenges we face are significant, but they are not insurmountable.

Since committing to this journey 10 years ago, Cymru has made progress—from free school meals for primary pupils to being the second-best country in the world for recycling. But much more needs to be done. We are in a climate and nature emergency. Poverty levels remain unacceptably high. The solutions exist; we need to implement them.

Delaying action makes change more expensive and difficult. Future generations will live with the consequences of our decisions.

Change will happen, by crisis or by choice. We must act now.

A UK Government economic strategy focused solely on growth puts well-being at risk.

Cymru has chosen a different path, which prioritises economic growth for a purpose, which is the well-being of people and planet. We must stay the course and ensure national and regional economic plans aim to achieve Wales' well-being goals.

The Welsh public sector's net zero target for 2030 is an important driver for change, but many public bodies will not meet it without additional resources.

Prevention budgets are being cut, and essential activities deprioritised.

As a result, the NHS is increasingly overwhelmed with preventable diseases and accidents. This is an act of collective self-sabotage. We continue to treat the symptoms rather than addressing root causes.

Our food system is unsustainable.

Cymru cannot achieve its seven well-being goals, net zero targets or improved public health without ensuring equal access to local, affordable, healthy and sustainable diets.

Culture is in crisis.

It is often among the first areas to face cuts, yet culture is not a 'nice to have,' it is vital to our well-being.

Trust in our public institutions is declining.

Discontent is growing, inequality is increasing, and voter turnout is low. If people's voices are not being heard, trust will continue to erode.

The capacity of the Welsh public sector is at breaking point due to rising demand and years of austerity.

Without investment, our public services will not be there when we or our children need them.

Partnership and funding structures are too complicated.

Public bodies repeatedly highlight that funding arrangements are short-term, inconsistent and unclear, adding pressure when capacity is already so stretched. Partnerships established by Welsh Government often lack long-term planning and coherence.

CALLS TO ACTION

What I am asking politicians and public bodies in Wales to do.

- **No more short-term fixes.**
Politicians and public bodies must commit to the long-term future of Wales, setting out plans not just for the next five years, but the next 50.
- **Supercharge actions with multiple benefits.**
Decarbonisation can cut costs, nature restoration improves public health, and buying local creates jobs. In tough financial times, we must focus on win-wins.
- **Unlock private sector finance.**
Welsh Government should establish an expert team to help public bodies prepare investment-ready proposals that can attract private finance for nature recovery and net zero projects.
- **A Real Living Wage commitment.**
Every public body must commit to a plan, within two years, outlining a timeline to achieve Real Living Wage accreditation. So far, only 13 of 56 public bodies have done so. This is a critical step in tackling poverty.
- **Ringfence prevention funding.**
Welsh Government and public bodies must protect and increase prevention budgets each year, and move towards long-term funding arrangements.
- **A national food resilience plan.**
Welsh Government must develop a long-term plan to improve Wales' food security and ensure equal access to local, affordable, healthy and sustainable diets.
- **Culture must be protected.**
Welsh Government should introduce a Culture Bill in the Seventh Senedd (2026–2030), making culture a statutory requirement for public bodies and safeguarding our cultural rights.
- **Rebuild trust in decision-making.**
Public bodies must renew their efforts to involve people in shaping policies, reducing the gap between policymakers and citizens.
- **Invest in public services.**
The UK and Welsh Governments must increase public service funding year on year. Austerity has driven severe cuts, leaving services struggling.
- **Simplify partnerships and funding.**
Welsh Government must review and streamline partnership structures across Cymru to improve efficiency and reduce bureaucracy.
- **Review and strengthen the WFG Act.**
Welsh Government should initiate a post-legislative review of the Well-being of Future Generations Act to enhance its impact and to prepare for the United Nations' updated Sustainable Development Goals in 2030. This review must include a public dialogue on the Wales we want for future generations.

THE SITUATION IN WALES

These statistics reflect the situation in Wales according to statistics from the [Well-being of Wales report for 2024](#) and provide context to my findings and recommendations.

In 2022, it was estimated that greenhouse gas emissions released into the atmosphere directly from within Wales totalled:

35.7

tonnes of carbon dioxide equivalent (MtCO₂e)

↓ A 0.1% decrease since 2021.

Cymru is one of the most nature depleted countries on Earth:

1 in 6

species in Wales are at [risk of extinction](#), including the Atlantic salmon and curlew.

Wales has the highest percentage of people living with diabetes in the UK.

Currently,

220,000 people

have diabetes

By 2035, this is expected to rise by 48,000 more cases. 10% of NHS funding is already spent on diabetes, yet most Type 2 diabetes cases are preventable.

273,000 homes

are currently at [risk of flooding](#), a [figure projected](#) to double within 100 years.

↓ Life satisfaction and anxiety levels for adults deteriorated in 2022-23 compared to the previous year.

By 2025, we can expect to spend, on average,

the last 20 years of our lives in ill-health.

Air quality has improved greatly since the

1970s

but remains a risk to human health and nature.



Installed electrical capacity from renewable energy **continues to increase but at a considerably slower pace** than in recent years.

Obesity and mental health challenges are also increasing sharply and **our population is already older than in other parts of the UK** (21.6% over 65, compared with 18.6% for the UK average).

In 2021-22,

30% of people

felt that they could influence decisions affecting their local area, an increase compared to previous years.

THE SITUATION IN WALES

These statistics reflect the situation in Wales according to statistics from the [Well-being of Wales report for 2024](#) and provide context to my findings and recommendations.

Less than 50% of voters

have voted in any of the Assembly or Senedd elections since devolution ([IWA, 2025](#)).

7 in 10

people take part in arts and cultural activities. However, there continues to be wide differences depending on age, health, deprivation and qualifications (2022-23).



39% increase in adults participating in sport three or more times a week (2022-23). This is the highest rate recorded by the National Survey for Wales.

Analysis on Welsh language use shows that **over half of Welsh speakers aged 16+ speak Welsh with their colleagues at least some of the time**, and just under 1 in 5 always speak Welsh with colleagues.



21% of all people in Wales lived in relative income poverty

between 2021 and 2023, after housing costs paid.

Wales has a **higher percentage of workers earning below the Real Living Wage** compared to some other parts of the UK.

29%

of children in Wales live in poverty.

Black, Asian and Minority Ethnic employees earned, on average

↓ £1.93 (13.8%) less per hour than White employees in 2023.

Wales' global footprint remains over twice the size of our estimated biocapacity.

If the world lived like Wales,

humanity would need 2.08 Earths to sustain itself.



FINDINGS

This is the full list of findings from each section.

Implementation and Impact Mission

● FINDING 1	There is strong support for the Well-being of Future Generations Act across the public sector. Public servants are committed to doing the right thing for the long-term.
● FINDING 2	Trust in public institutions is declining, and voter turnout remains low. If people do not believe their voices are being heard or their concerns addressed, trust levels will continue to erode. However, people are not being consistently involved in decision-making as they should be.
● FINDING 3	The corporate centres of public bodies remain a barrier to fully implementing the Well-being of Future Generations Act due to conflicting processes and requirements.
● FINDING 4	The well-being objectives and steps set by public bodies and Public Services Boards are not always being used to guide their work.
● FINDING 5	Partnerships have been introduced by Welsh Government seemingly on an ad hoc basis, without a long-term vision or clear coherence. As a result, many Public Services Boards are not operating effectively due to a lack of resources and support for implementation.
● FINDING 6	Leadership approaches in Wales need to change to successfully implement the Well-being of Future Generations Act.



FINDINGS

This is the full list of findings from each section.

Climate and Nature Mission

- **FINDING 1** A whole organisation approach to climate risk and nature recovery is essential. However, not all public bodies have reflected this in their well-being objectives.
- **FINDING 2** The 2030 net zero aspiration has been an important catalyst for action. However, many public sector organisations are concerned about their ability to meet emission targets and need significant additional resources.
- **FINDING 3** There is no statutory target for nature recovery in Wales which means it is not given sufficient priority by public sector organisations.
- **FINDING 4** Climate resilience, nature recovery and decarbonisation are not at the centre of decisions about land and marine use, but they should be.
- **FINDING 5** There's a need to enable community involvement in decision-making on climate and nature, to power-up citizens who want to act and reach out to those who don't feel listened to.
- **FINDING 6** The scale of investment available to meet climate and nature goals is inadequate.



FINDINGS

This is the full list of findings from each section.

Health and Well-being Mission

- **FINDING 1** The focus of well-being objectives varies in relation to the wider determinants of health. Public bodies are not maximising contribution to health across all well-being goals.
- **FINDING 2** Health and social care in Wales remain heavily focused on acute needs, making it difficult to shift towards the preventative and long-term approach needed for a sustainable system. Despite widespread agreement that prevention is essential, investment does not go far enough and, in some cases, is moving in the wrong direction. The lack of investment in prevention already has a huge cost.
- **FINDING 3** Systems thinking is gaining traction across public bodies and aligns closely with the five ways of working set out in the Well-being of Future Generations Act. However, its implementation remains fragmented, limiting its potential to tackle health inequalities and improve social determinants of health.
- **FINDING 4** Entrenched inequalities in Wales are exacerbated and inequality gaps are still growing.
- **FINDING 5** The health and care landscape is still too complex to ensure accountability and to improve outcomes for people.



FINDINGS

This is the full list of findings from each section.

Culture and Welsh Language Mission

- **FINDING 1** Funding for cultural well-being is often one of the first areas to be cut during budget reviews, despite its contribution to preventing ill-health and reducing inequality.
- **FINDING 2** Welsh culture and language need to be a priority for all our public bodies and Public Services Boards if they are to thrive, but that is not yet the case.
- **FINDING 3** There is limited action across public bodies to harness the role culture and arts can play in placemaking. More can be done to realise its potential.
- **FINDING 4** Social polarisation poses a significant challenge to long-term well-being, highlighting the need for greater efforts by public bodies to foster cohesive and inclusive communities.



FINDINGS

This is the full list of findings from each section.

A Well-being Economy Mission

- FINDING 1 The Welsh Government Economic Mission and Corporate Joint Committee regional economic strategies must align with the Well-being of Future Generations Act.
- FINDING 2 Implementation of the Real Living Wage and Living Hours among public bodies requires urgent prioritisation.
- FINDING 3 The foundational economy approach in Wales is gaining some traction – through growing the social enterprise and cooperative economy more communities can generate, circulate and retain wealth locally.
- FINDING 4 Wales can grow more green jobs, but urgent action is required to address the inequality in skills and qualifications outcomes to ensure Wales achieves a just transition to a low carbon well-being economy.
- FINDING 5 Our economy is currently using Earth’s resources at a faster rate than they can be replenished. This is unsustainable. Wales can create more jobs in repair and reuse.
- FINDING 6 Wales cannot achieve our well-being goals through the public sector alone. Mobilising the private sector is critical to the transition to a well-being economy.
- FINDING 7 The Welsh public sector is not adequately prepared to harness the benefits and manage the risks of artificial intelligence.



FINDINGS

This is the full list of findings from each section.

Food

- FINDING 1 Welsh citizens want stronger action on food policy.
- FINDING 2 Wales lacks a national, long-term food resilience plan, making it an outlier in the UK.
- FINDING 3 Food and diets are largely absent from Wales’ well-being goals and public body objectives.
- FINDING 4 People in Wales do not have equal access to a local, affordable, sustainable and healthy diet. Public bodies can use levers around planning and the promotion, procurement and provision of food to improve diets.



FINDINGS

This is the full list of findings from each section.

Setting Good Well-being Objectives and Steps

- **FINDING 1** Public bodies and Public Services Boards must do more to set, monitor, review and communicate their well-being objectives and steps.
- **FINDING 2** Public bodies are failing to demonstrate action in their well-being objectives and steps towards culture and Welsh language, and towards becoming more globally responsible.
- **FINDING 3** Public bodies and Public Services Boards are struggling to set steps that embed involvement, but are setting more long term, and preventative steps.



FINDINGS

This is the full list of findings from each section.

The Future is Now

- **FINDING 1** Many public bodies, including Welsh Government, are embedding long-term thinking, but this approach is not yet consistently integrated in the design and delivery of services.
- **FINDING 2** Public bodies often cite short-term budgeting and reporting processes as the biggest barriers to long-term thinking.



* RECOMMENDATIONS

This is the full list of recommendations across all sections of the report and who they apply to. To see progress on how these are being addressed please visit [our website](#).

Recommendation	Welsh Government	Public bodies and Public Services Boards
Implementation and Impact mission		
1. Welsh Government should commit to a post-legislative review of the Well-being of Future Generations Act to strengthen its impact and to prepare for updates to the United Nations Sustainable Development Goals in 2030. This review should include a public dialogue to engage people across Cymru in shaping the future of well-being policy.	✓	
2. Welsh Government must assess and streamline partnership structures to reduce complexity and improve coordination across Wales.	✓	
3. Welsh Government should ensure the responsibility of implementing the Well-being of Future Generations Act remains with the Prif Weinidog / First Minister.	✓	
4. Public bodies must ensure that staff responsible for corporate areas of change understand the WFG Act in a way that improves the quality and consistency of implementation through mandatory training and capacity development.	✓	✓
5. Public bodies must increase engagement with the public to build trust, strengthen consensus, and bridge the gap between policymaking and citizens.	✓	✓

* RECOMMENDATIONS

Recommendation	Welsh Government	Public bodies and Public Services Boards
Climate and Nature mission		
6. Welsh Government should introduce a headline statutory target for nature's recovery by 2050 in primary legislation by 2026, with further targets reflecting the Global Biodiversity Framework in secondary legislation, a clear plan of action and long-term funding arrangements.	✓	
7. Using our land wisely matters more than ever. Following its next 5-year review of A Future Wales , Welsh Government should develop an integrated land and marine use framework that balances commitments to restore nature, support food production, improve climate resilience and deliver new housing and infrastructure. The framework should be accompanied by guidance and toolkits to support local decision-making.	✓	
8. Building on the investment in nutrient management boards and existing coastal and river forums, Welsh Government should expand their catchment remit as trusted decision-makers in river restoration. These partnerships should bring together a diverse range of stakeholders to co-create shared action plans, while enabling regulators such as Natural Resources Wales to work more collaboratively and drive positive, long-term change.	✓	
9. Within the next Government term, legislation is needed to give Natural Resources Wales the same regulatory powers as its English counterpart, including the authority to issue civil sanctions, such as stop orders and fines for polluting activities.	✓	

* RECOMMENDATIONS

Recommendation	Welsh Government	Public bodies and Public Services Boards
Climate and Nature mission		
10. Welsh Government should establish an expert and cross-sector team, to support public bodies in preparing investment-ready proposals that can attract private sector finance for nature recovery and net zero, ensuring alignment with sustainable investment principles.	✓	
11. Welsh Revenue Authority should be tasked with ringfencing environmental fines and charges to directly fund climate and nature action.	✓	
12. From 2025, public bodies must prioritise climate resilience, net benefit for biodiversity, and pesticide reduction in how they manage their estates, including their buildings, tenant farms, parks, roadside verges and other land assets.	✓	✓
13. Local renewable energy, including community and publicly owned energy has a pivotal role to play in achieving net zero. There is a need for more resourcing and support nationally. Public sector organisations should increase their collaboration with local energy projects by releasing land for joint ventures and committing to purchasing the electricity.	✓	✓

* RECOMMENDATIONS

Recommendation	Welsh Government	Public bodies and Public Services Boards
Climate and Nature mission		
14. Climate resilience and adaptation must become a core public service priority. By the end of 2027, Public Services Boards should assess climate risks for their communities, updating their findings every five years as part of their well-being assessments. Public bodies must integrate these findings into their corporate and strategic planning.	✓	✓
15. The public sector must become deforestation-free by 2028, ensuring supply chains do not contribute to global deforestation, habitat loss or human rights violations, including child labour and the abuse of Indigenous Peoples' rights.	✓	✓

* RECOMMENDATIONS

Recommendation	Welsh Government	Public bodies and Public Services Boards
Health and Well-being mission		
16. Welsh Government should commit Wales to becoming a Marmot nation, adapting the Marmot model with tailored principles aligned with the Well-being of Future Generations Act, to help reduce inequalities and improve the well-being of our population.	✓	
17. Welsh Government and the NHS Executive should ensure prevention is embedded at the start of all clinical pathways, with performance measures adjusted to reflect this shift.	✓	
18. Welsh Government should develop a plan to halt the rise in obesity within five years, reverse it within ten and create a Wales that supports healthy weight by default by 2035, reducing inequalities.	✓	
19. Public bodies and Public Services Boards should work together, along with the private and voluntary sectors, to implement the social model of health, placemaking and/or the Marmot principles to improve action on the wider determinants and reduce inequalities in their areas.		✓
20. Public bodies should include prevention as a core strategic objective in corporate strategies and planning.	✓	✓
21. Public bodies and Public Services Boards should use the Public Services Boards' well-being assessments and Regional Partnership Board population needs assessment to identify the most significant inequalities in their populations and develop targeted plans to close the equity gap in health outcomes.		✓

* RECOMMENDATIONS

Recommendation	Welsh Government	Public bodies and Public Services Boards
Culture and Welsh Language mission		
22. Welsh Government should introduce a Culture Bill to the Seventh Senedd Term (2026 - 2030), to make culture a statutory requirement for public bodies. This will strengthen the role of culture in national well-being and ensure culture receives the recognition and investment it deserves.	✓	
23. Welsh Government should commit to a Community Right to Buy Act to empower communities to take ownership of valued local buildings, land, and community assets, ensuring they remain at the heart of thriving communities.	✓	
24. The next Welsh Government should appoint a Cabinet Secretary for Culture, Arts and Sport.	✓	
25. All public bodies in Wales should develop a clear plan to increase the internal use of Welsh within public bodies. This will allow staff to live their working lives increasingly through the medium of Welsh, fostering a stronger bilingual culture in the workplace.	✓	✓
26. All public bodies and Public Services Boards should sign up to Placemaking Wales Charter and integrate its principles into their work.		✓
27. All public bodies should produce an organisational volunteering strategy in partnership with employees and the voluntary sector to boost volunteering across the country.	✓	✓

* RECOMMENDATIONS

Recommendation	Welsh Government	Public bodies and Public Services Boards
Well-being Economy mission		
28. Welsh Government should identify key sectors where the private sector falls short in implementing the Real Living Wage – and develop plans to implement the Real Living Wage with businesses in these sectors.	✓	
29. The Welsh Government should ensure all businesses receiving Welsh Government support meet a standard set of commitments aligned to the Well-being of Future Generations Act. This should include Real Living Wage accreditation as a baseline requirement.	✓	
30. Welsh Government should set a target to double the size of the social business sector in Wales by 2035 and continue support to Social Business Wales and Social Investment Cymru to achieve this.	✓	
31. Welsh Government should work with the wider public sector to launch a Co-operative Development Hub and support social enterprises in expanding into public and private sector supply chains.	✓	
32. Welsh Government should urgently develop an action plan by 2027 to ensure Wales has the skills to achieve a just transition to a low carbon well-being economy, and at the same time improve post-16 educational outcomes and reduce inequalities.	✓	
33. Welsh Government should establish a commission to examine artificial intelligence's impact across public services, workforce planning, and digital infrastructure, and set out a clear national direction for ethical and responsible artificial intelligence deployment.	✓	

* RECOMMENDATIONS

Recommendation	Welsh Government	Public bodies and Public Services Boards
Well-being Economy mission		
34. Welsh Government’s economic mission and all four regional economic strategies of Corporate Joint Committees must fully embed the Well-being of Future Generations Act as the framework for designing economic development strategies and in implementing and measuring progress.	✓	✓
35. By 2027 all public sector organisations must commit to a plan on how they will achieve Real Living Wage accreditation.		✓
36. Welsh Government and public bodies should ensure every community in Wales has access to a local repair and re-use hub by 2035.	✓	✓

* RECOMMENDATIONS

Recommendation	Welsh Government	Public bodies and Public Services Boards
Food		
37. The next Welsh Government should develop a national food resilience plan to ensure equal access to local, affordable, healthy, and sustainable diets. Food and diets should be integrated into the duties, goals, and indicators of the Well-being of Future Generations Act.	✓	
38. Welsh Government should expand Free School Meals to all children up to age 16, ensuring every child in Wales, including children from households with no recourse to public funds, have access to healthy and sustainable food at school.	✓	
39. Welsh Government should scale up the Nutrition Skills for Life programme across all schools in Wales, ensuring that every child leaves school food literate, with the skills and knowledge to maintain a healthy and sustainable diet.	✓	
40. Each Local Authority should develop a local food resilience plan in collaboration with Local Food Partnerships and Public Services Boards. Welsh Government should ensure that the proposed Community Food Strategy provides long-term support to develop these plans.	✓	✓

* RECOMMENDATIONS

Recommendation	Welsh Government	Public bodies and Public Services Boards
Food		
41. Welsh Government and Local Authorities should ensure all free school meals contain at least two portions of locally and sustainably produced seasonal vegetables. Local Authorities should join the Welsh Veg in Schools programme to build resilient local horticulture supply chains.	✓	✓
42. All public bodies should reduce or eliminate the provision of food groups which can be categorised as both 1) Ultra-Processed Foods (UPF) and also 2) high in fat, salt and sugar (HFSS) from their premises, such as schools, hospitals, leisure centres and care homes. Public bodies should ban the advertising and promotion of these food groups from all publicly owned advertising and marketing spaces.	✓	✓
43. Welsh Government, Local Authorities and Health Boards should collaborate to introduce a Welsh fresh fruit and vegetable voucher scheme for low-income households, helping families afford nutritious food while supporting local food growers.	✓	✓

* RECOMMENDATIONS

Recommendation	Welsh Government	Public bodies and Public Services Boards
Budget		
44. Welsh Government should ring-fence funding for prevention which increases over time.	✓	
45. Welsh Government should bring forward the budget setting process and produce multi-year funding settlement.	✓	
46. Public bodies must set their annual budgets against the national well-being indicators of Cymru (following similar models in the Republic of Ireland and the City of Strasbourg).	✓	✓
47. Public bodies should use the agreed definition of prevention between Welsh Government and my office to map their preventative spend and invest progressively more upstream towards primary prevention.	✓	✓

FOR OUR FULL ANALYSIS AROUND BUDGET SETTING FOR FUTURE GENERATIONS, SEE OUR [FUTURE GENERATIONS REPORT 2025](#).

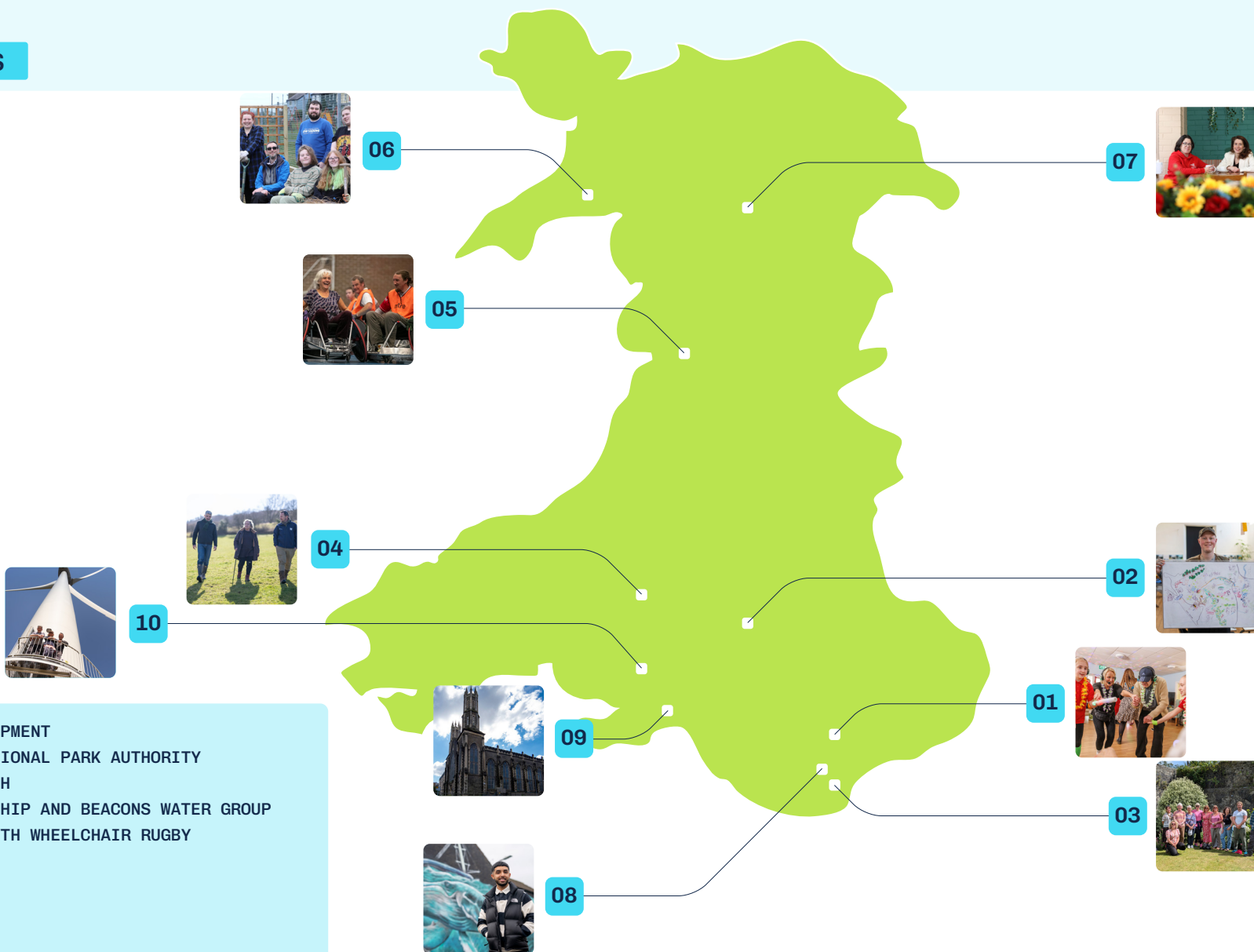
* RECOMMENDATIONS

Recommendation	Welsh Government	Public bodies and Public Services Boards
The Future is Now		
48. Welsh Government should develop a vision and plan for the Welsh public sector workforce of the future, identifying the skills needed to deliver services effectively in a changing world.	✓	
49. Every public body should create a long-term vision and plan for the future of each organisation, co-designed with partners and communities.	✓	✓
50. Each public body should appoint a Futures Champion to engage with the Hwb Dyfodol, embedding futures thinking across their organisation.	✓	✓

SOME CASE STUDIES

You can find more information about these case studies on [my website](#).

01. CAERPHELLY ARTS DEVELOPMENT
02. BANNAU BRYCHEINIOG NATIONAL PARK AUTHORITY
03. VELINDRE ARTS IN HEALTH
04. USK CATCHMENT PARTNERSHIP AND BEACONS WATER GROUP
05. SCARLETS AND ABERYSTWYTH WHEELCHAIR RUGBY
06. GWYRDDNI
07. 2025 MOVEMENT
08. REAL LIVING WAGE
09. SWANSEA MOSQUE
10. WALES ENERGY SERVICE - FEATURING AWEL AMAN TAW



INVOLVEMENT

This report is based on extensive evidence, including research and analysis of Well-being of Wales reports, engagement with hundreds of representatives of public sector organisations, the private and voluntary sectors, communities, individuals, and subject experts, two in-depth Well-being of Future Generations Act Section 20 reviews and close collaboration with Audit Wales.

HOW YOU CAN GET INVOLVED

The Well-being of Future Generations Act belongs to all of us in Wales and my team and I are committed to supporting a nationwide shift in how public bodies use this Act to plan and deliver their work.

If you would like to get more involved:

- consider attending one of my free training sessions on the WFG Act
- join [Hwb Dyfodol](#)
- find out more about my [Future Generations Leadership Academy](#)
- sign up to [my newsletter](#)

If you work in a public body:

- find out what your organisation's well-being objectives are and think about how you can contribute to those through the work you do
- complete the [Ways of Working Progress Checker](#)

Office of the Future Generations Commissioner for Wales

www.futuregenerations.wales

Tramshed Tech
Pendyris Street
Cardiff CF11 6BH

contactus@futuregenerations.wales | 02921 677 400

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