



# Cynnwys busnesau wrth gyflawni nodau llesiant Cymru

## *Involving business in achieving Wales' well-being goals*

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# Egwyddor Datblygu Cynaliadwy

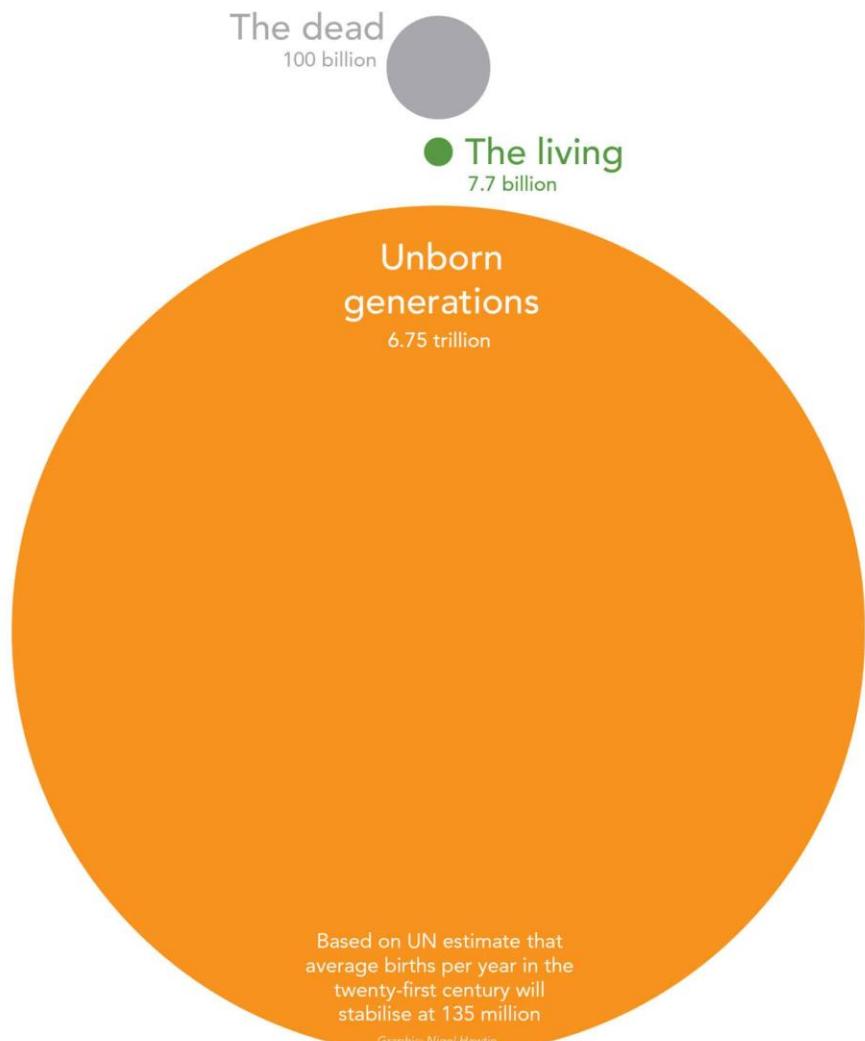
## Sustainable Development Principle

"act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs."

"i'r corff weithredu mewn modd sy'n ceisio sicrhau bod anghenion y presennol yn cael eu diwallu heb beryglu gallu cenedlaethau'r dyfodol i ddiwallu eu hanghenion hwythau."

## The scale of unborn generations

Looking 50,000 years into the past and 50,000 into the future – assuming that the twenty-first century's birth rate remains constant – all human lives ever lived are far outweighed by all those yet to come



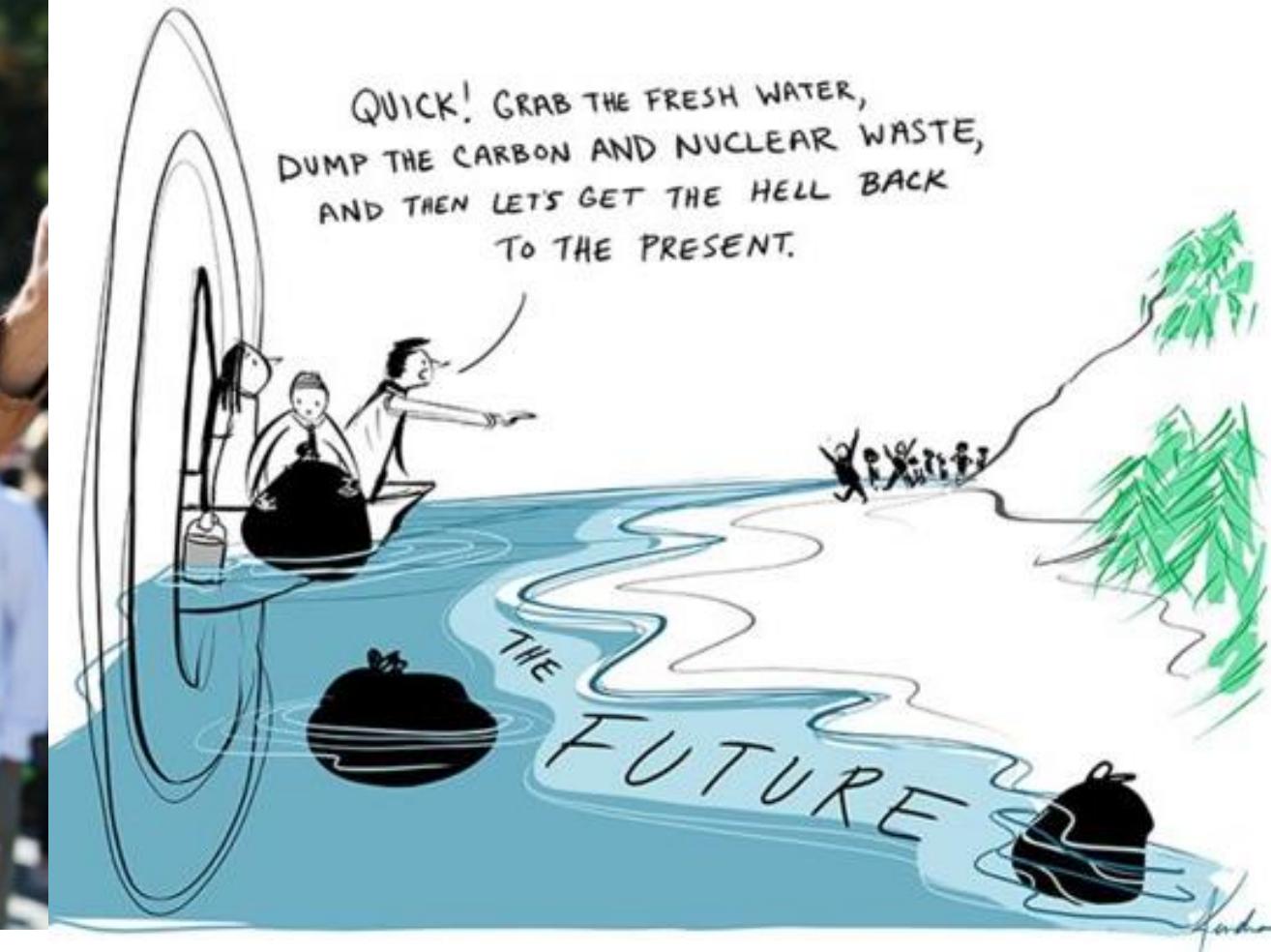
Pam bod  
meddwl hir-dymor  
yn bwysig? / Why  
is long-term  
thinking  
important?



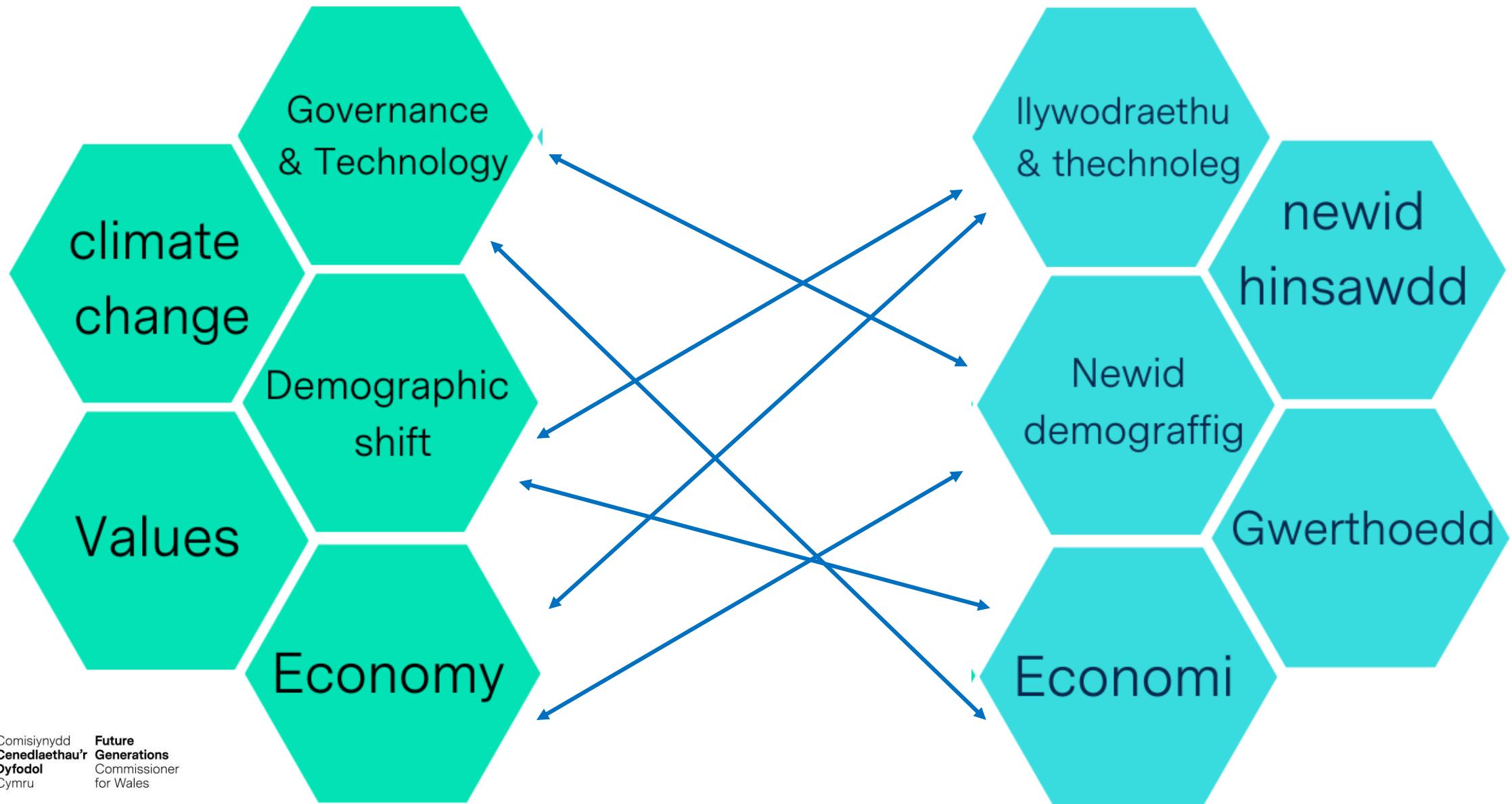
From *The Good Ancestor: How to Think Long Term in a Short-Term World* by Roman Krznaric. Graphic design by Nigel Hawtin.

# Allies for Future Generations

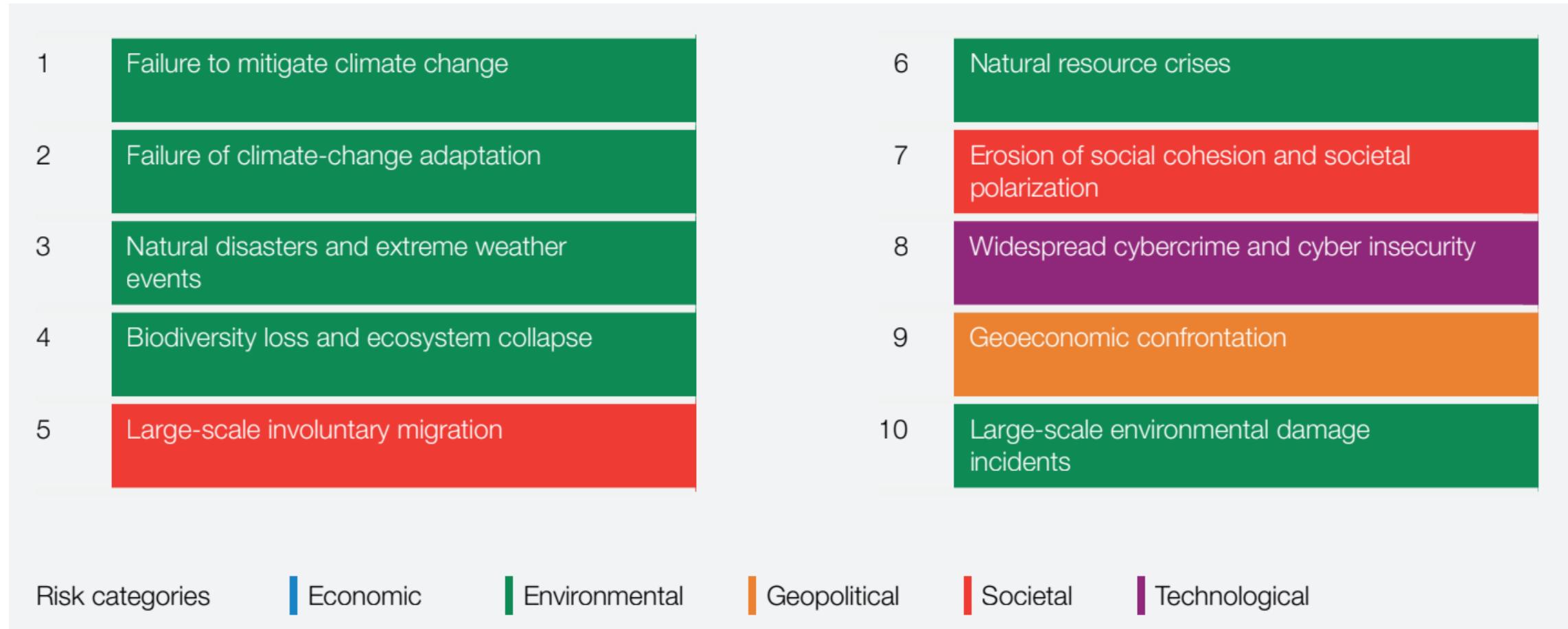
## Cyngreiriaid ar gyfer Cenedlaethau'r Dyfodol



# Future Trends / Tueddiadau'r Dyfodol



# Top 10 long-term risks / 10 risg hirdymor uchaf



Pam ydyn ni'n meddwl am  
genedlaethau'r dyfodol?

Mae angen i ni  
ganolbwytio ar ein  
cymunedau presennol

Nid oedd ein  
hynafiaid yn  
meddwl amdanom  
- pam dylen ni  
wneud unrhyw  
beth gwahanol?

Rydym yn delio ag  
argyfwng costau  
byw. Ni allwn wario  
mwy o arian ar  
brosiectau yn y  
dyfodol!



Why are we thinking  
about future generations?  
We need to be focussing  
on our current  
communities

OUR  
ANCESTORS DIDN'T  
THINK OF US - WHY  
SHOULD WE DO ANY  
DIFFERENT?

WE'RE DEALING WITH A  
COST OF LIVING CRISIS.  
WE CAN'T SPEND MORE  
MONEY ON FUTURE  
PROJECTS!

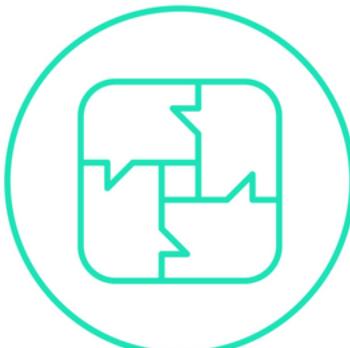
# Nodau Llesaint / Well-being goals



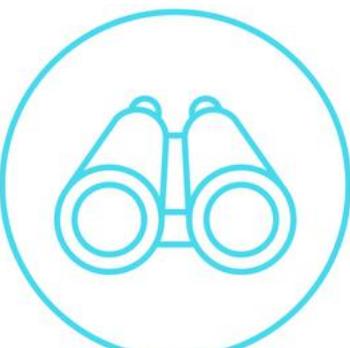
# Ffyrdd o Weithio / Ways of Working



Atal / Prevention



Integreiddio / Integration



Hir dymor / Long Term

Cydweithio / Collaboration



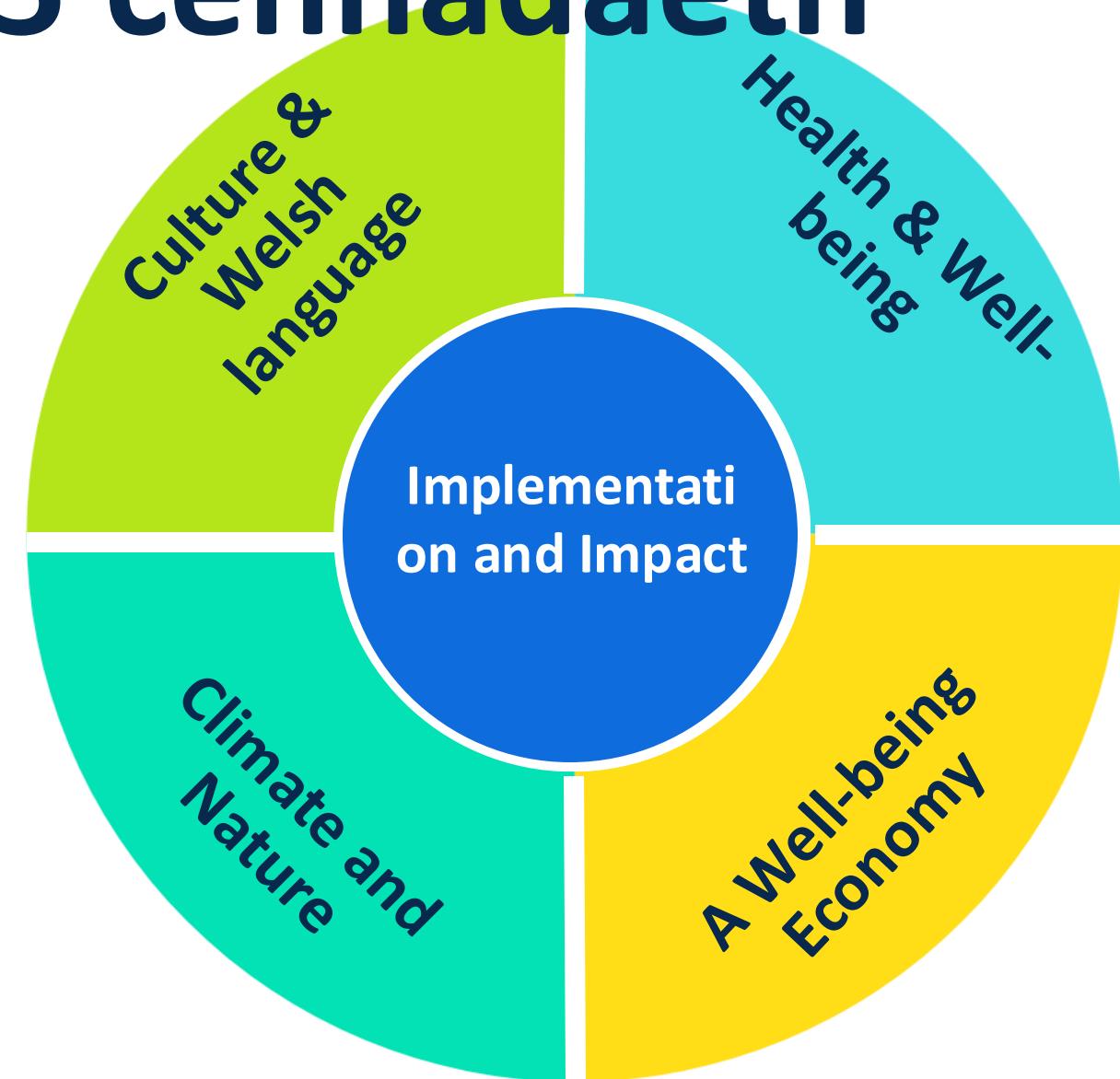
Cynnwys / Involvement



# 5 missions



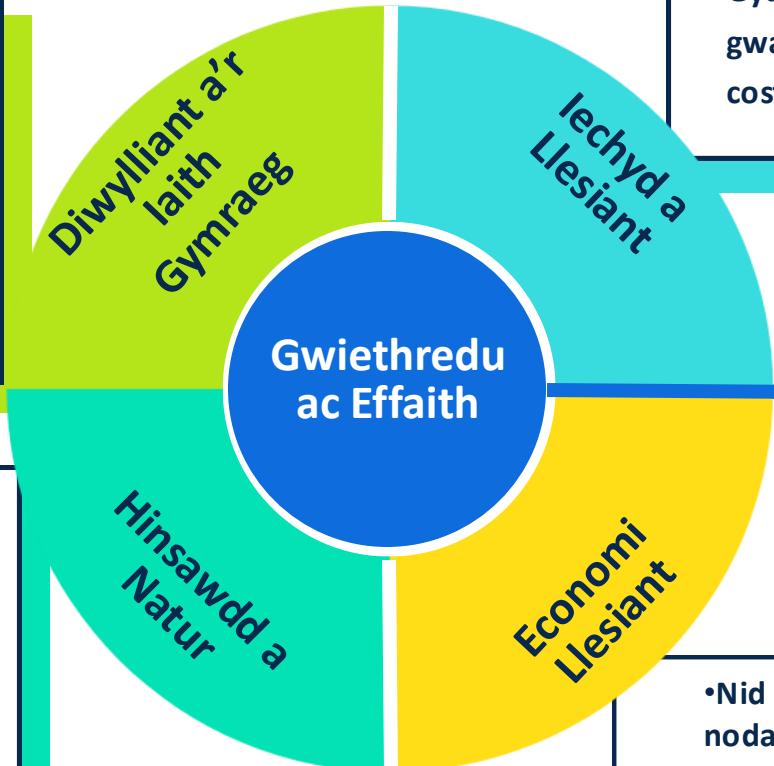
# 5 cenhadaeth



# Pam y cenadaethau hyn?

- Mae cyrff cyhoeddus yn aml yn ei chael hi'n anodd deall llesiant diwylliannol
- Mae heriau cynyddol yn rhoi gwasanaethau diwylliant a hamdden dan fygythiad
- Nid yw cynlluniau ac amcanion llesiant yn gwneud digon i sicrhau bod canlyniadau llesiant diwylliannol yn cael eu cefnogi

- Nid yw cynnydd pendant yn y maes hwn yn ddigonol ar hyn o bryd. Rydym mewn perygl o beidio â chyrraedd ein targedau
- Heb newid yn ein dull gweithredu, bydd newid yn yr hinsawdd yn achosi mwy o ddinistr a cholled
- Mae 1 o bob 6 rhywogaeth yng Nghymru, ac mae 1 o bob 3 mamal yn wynebu difodiant heb ymyrraeth.



- Mae iechyd yn ganolog i'n lles
- Mae lefelau salwch ac anghydraddoldebau iechyd y gellir eu hatal yn parhau i fod yn uchel
- Gyda thwf rhagam canol yn y galw am ein gwasanaethau iechyd a gofal cymdeithasol, mae cost ariannol yn dod yn fwyfwy anghynaladwy

- Mae angen gweithredu'r Ddeddf a'i huchelgais yn fwy effeithiol a chyda brys
- Mae bwlc'h rhwng dyhead a chyflawni
- Mae angen i'r ddeddfwriaeth fyw i'w llawn botensial

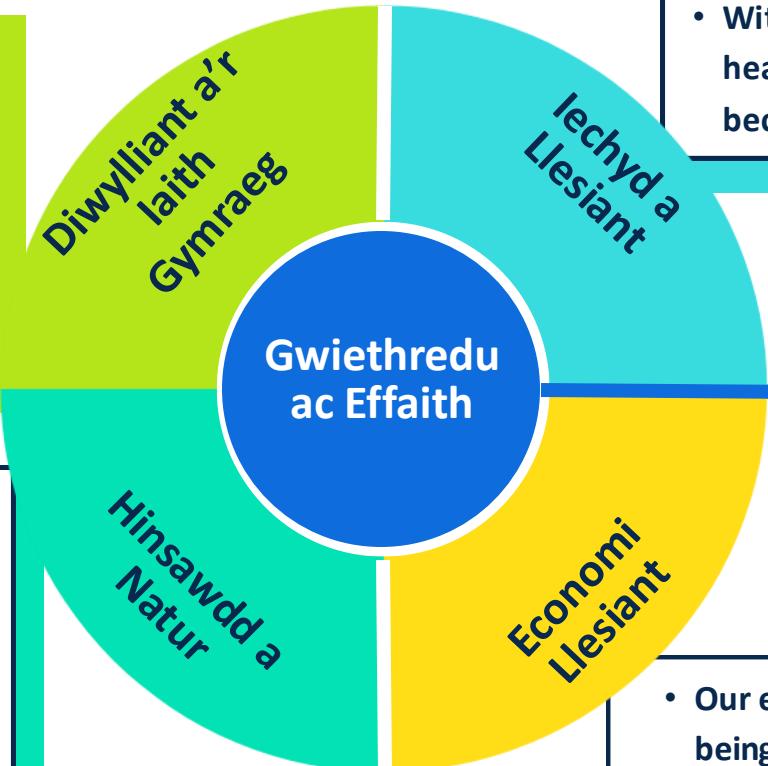
- Nid yw ein heconomi yn cyflawni eto ar gyfer yr holl nodau llesiant
- Mae'r argyfwng costau byw yn ehangu anghydraddoldeb economaidd yng Nghymru
- Tlodi yn cynyddu Mae ein heconomi yn defnyddio adnoddau naturiol ar gyfradd gyflymach nag y gallwn eu hailgyflenwi.

# Pam y cenadaethau hyn?

## Why these missions?

- Public bodies often find cultural well-being difficult to understand
- Increasing funding challenges put culture and leisure services under threat
- Well-being plans and objectives are not doing enough to ensure cultural well-being outcomes are supported

- Tangible progress in this area is currently insufficient. We risk not meeting our targets
- Without change in our approach, climate change will cause more destruction and loss
- 1 in 6 species in Wales, and 1 in 3 mammals is facing extinction without intervention.



- Health is central to our well-being
- Levels of preventable illness and health inequalities remain high
- With projected growth in demand for our health and social care services, financial cost is becoming increasingly unsustainable

- The Act and its ambition need to be implemented more effectively and with urgency
- There is a gap between aspiration and delivery
- The legislation needs to live to its full potential

- Our economy is not yet delivering for all of the well-being goals
- The cost-of-living crisis is widening economic inequality in Wales
- Poverty is increasing
- Our economy uses natural resources at a faster rate than we can replenish them

# Areas of focus

Culture and Welsh language  
The food we eat is a part of Welsh culture and identity, our food system helps protect the heartlands and promotes the Welsh language



Local supply chains that help to support cohesive communities and a well-being economy

Implementation and Impact  
The learning from this work helps public bodies implement the Act better in other areas as well

Health and Well-being  
Healthier diets helping to prevent illness and promote well-being

Climate and Nature  
Sustainable food system that does not contribute to climate change and enhances biodiversity

# Meysydd Ffocws

Diwylliant a'r Gymraeg  
Mae'r bwyd rydyn ni'n ei fwyta yn rhan o ddiwylliant a hunaniaeth Cymru, mae ein system fwyd yn helpu i amddiffyn y fro ac yn hyrwyddo'r iaith Gymraeg



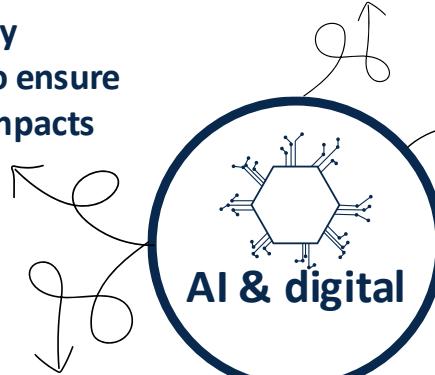
Hinsawdd a Natur  
System fwyd gynaliadwy nad yw'n cyfrannu at newid hinsawdd ac sy'n gwella bioamrywiaeth

Gweithredu ac Effaith  
Mae'r hyn a ddysgir o'r gwaith hwn yn helpu cyrrf cyhoeddus i roi'r Ddeddf ar waith yn well mewn meysydd eraill hefyd

Iechyd a Lles  
Deietau iachach yn helpu i atal salwch a hybu lles

# Areas of focus

Culture and Welsh language  
The implications of digitalisation and AI on the cultural sector need to be carefully considered to ensure no adverse impacts



A Well-being Economy  
Developing skills in this area can help Wales become a leader in this space to model a compassionate, well-being society to increase the potential for AI to be a force for good.

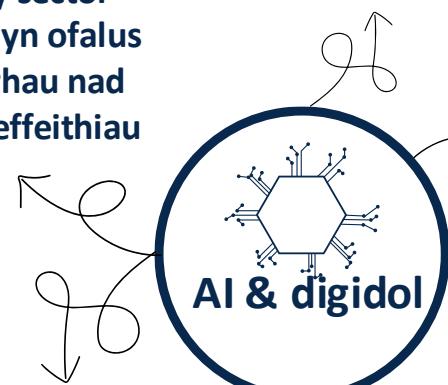
Implementation and Impact  
Digitalisation and AI can help public services become more efficient and support innovation

Health and Well-being  
AI can improve the capacity of our health system

Climate and Nature  
AI has a huge potential to help us address the climate emergency

# Meysydd Ffocws

Diwylliant a'r Gymraeg  
Mae angen ystyried goblygiadau digideiddio a deallusrwydd artiffisial ar y sector diwylliannol yn ofalus er mwyn sicrhau nad oes unrhyw effeithiau andwyol



Gweithredu ac Effaith  
Gall digideiddio a deallusrwydd artiffisial helpu gwasanaethau cyhoeddus i ddod yn fwy effeithlon a chefnogi arloesedd

Iechyd a Lles  
Gall AI wella gallu ein system iechyd

Economi Llesiant  
Gall datblygu sgiliau yn hyn o beth helpu Cymru i ddod yn arweinydd yn y gofod hwn i fodelu cymdeithas dosturiol a llesol i gynyddu'r potensial i AI fod yn rym er daioni.

Hinsawdd a Natur  
Mae gan AI botensial enfawr i'n helpu i fynd i'r afael â'r argyfwng hinsawdd

# A Well-being Economy

## Mission

**We will make it our mission to help transition Wales to an economy that puts people and planet first. As a result, governments at all levels, businesses, and communities, are making this happen.**

## Need

Economic growth is often seen as an end in itself, instead of leading to improvements in peoples' well-being.

The cost-of-living crisis is widening economic inequality, poverty is increasing, and the economy is using natural resources at a faster rate than can be replenished.

## Activity

- Assess the integration of well-being economic approaches within local, regional, and national economic development plans.
- Convene public bodies, business, think tanks and others to share good practice and barriers to progress.
- Review future trends, such as AI, and consider how Wales' economic plans could respond.
- Build tools for Welsh businesses on how to support the well-being goals and build tools for the public sector on how to incentivise businesses to act and invest in the well-being goals.
- Provide advice to public bodies on how they measure success in achieving a well-being economy, drawing on international examples.

## Outcomes

- Local authorities, City / Growth Deals and Corporate Joint Committees frame their economic plans around a well-being economy and implement a set of well-being economy objectives.
- More businesses, including social enterprises, incorporate the well-being goals in their business models.
- There is a shared understanding across public bodies about how we measure success in a well-being economy.

## Impact

Wales is making progress on its well-being indicators related to the Prosperous Wales goal.

Our global footprint is reducing, and we are on track to only use our fair share of global resources by 2050.

Welsh economic and business success results in fair work, higher skill levels, lower poverty levels and reduced pay differences based on gender, disability, and ethnicity.

## Economi Llesiant

### Cenhadaeth

**Byddwn yn ei gwneud yn genhadaeth i helpu i drosglwyddo Cymru i economi sy'n rhoi pobl a'r blaned yn gyntaf. O ganlyniad, mae llywodraethau ar bob lefel, busnesau a chymunedau, yn gwneud i hyn ddigwydd.**

### Yr Angen

Mae twf economaidd yn aml yn cael ei weld fel nod ynddo'i hun, yn hytrach nag arwain at welliannau yn llesiant pobl.

Mae'r argyfwng costau byw yn ehangu anghydraddoldeb economaidd, mae tlodi ar gynnydd, ac mae'r economi'n defnyddio adnoddau naturiol yn gyflymach nag y gellir ei ailgyflenwi.

### Gweithgaredd

- Asesu integreiddio dulliau economaidd llesiant o fewn cynlluniau datblygu economaidd lleol, rhanbarthol a chenedlaethol.
- Cynnill cyrff cyhoeddus, busnesau, melinau trafod ac eraill i rannu arfer da a rhwystrau i gynnydd.
- Adolygu tueddiadau'r dyfodol, megis AI, ac ystyried sut y gallai cynlluniau economaidd Cymru ymateb.
- Adeiladu offer i fusnesau Cymru ar sut i gefnogi'r nodau llesiant ac adeiladu offer ar gyfer y sector cyhoeddus ar sut i gymhell busnesau i weithredu a buddsoddi yn y nodau llesiant.
- Rhoi cyngor i gyrrff cyhoeddus ar sut y maent yn mesur llwyddiant wrth gyflawni economi llesiant, gan ddefnyddio engrheifftiau rhyngwladol.

### Canlyniadau

- Mae awdurdodau lleol, Bargeinion Dinesig / Twf a Chyd-bwylgorau Corfforaethol yn fframio eu cynlluniau economaidd o amgylch economi llesiant ac yn gweithredu set o amcanion economi llesiant.
- Mae mwy o fusnesau, gan gynnwys mentrau cymdeithasol, yn ymgorffori'r nodau llesiant yn eu modelau busnes.
- Ceir cyd-ddealltwriaeth ar draws cyrff cyhoeddus ynghylch sut yr ydym yn mesur llwyddiant mewn economi llesiant.

### Effaith

Mae Cymru'n gwneud cynnydd o ran ei dangosyddion llesiant sy'n ymwneud â nod Cymru Ffyniannus.

Mae ein hól troed byd-eang yn lleihau, ac rydym ar y trywydd iawn i ddefnyddio ein cyfran deg o adnoddau byd-eang yn unig erbyn 2050.

Mae llwyddiant economaidd a busnes Cymru yn arwain at waith teg, lefelau sgiliau uwch, lefelau tlodi is a gwahaniaethau cyflog is yn seiliedig ar ryw, anabledd ac ethnigrwydd.

# Pam cynnwys busnes wrth gyflawni'r DLICD? / Why involve business in delivering the WFGA?

- Ni allwn gyflawni nodau llesiant Cymru heb fusnes /We cannot achieve Wales' well-being goals without business
- '**Nid yw cyrff cyhoeddus yn gwneud digon i drosoli gallu busnes i gyflawni eu cynlluniau llesiant**' (Ymchwiliad PAC y Senedd, 2021) / '**Public bodies are not doing enough to leverage capacity of business to achieve their well-being plans**' (Senedd PAC Inquiry, 2021)
- **Mae Cyrff Cyhoeddus, gan gynnwys timau Llywodraeth Cymru, yn gofyn i'r CCD am gyngor ar sut i weithio gyda busnesau i gyflawni'r nodau llesiant / Public Bodies, including Welsh Government teams, ask the FGC for advice on how to work with business to achieve the well-being goals**
- **Mae nifer cynyddol o fusnesau (o bob maint) yn gofyn i'r CCD beth y gallant ei wneud o amgylch y DLICD / Growing number of businesses (all sizes) ask the FGC what they can do around the WFGA**

# Tirwedd Busnes a DLICD a FGC 2021

- **Mae cwmnïau mawr eisoes yn cyd-fynd â'r DLICD ac â chynlluniau lles cyrff cyhoeddus:** Dylid gwneud mwy i drosoli'r partneriaethau cyhoeddus-preifat hyn o amgylch cynlluniau Llesiant a rennir i helpu'r ddau barti i gyflawni eu nodau.
- **Mae busnesau yng Nghymru sy'n edrych ar fframweithiau allanol yn aml yn penderfynu rhwng y SDGs a'r Nodau Llesiant.** Mae potensial ar gyfer brand ESG Cymru llawer cryfach i fusnesau Cymru drwy'r Ddeddf Llesiant, ar yr amod ei fod yn mapio'n glir yn erbyn y SDGs i'w defnyddio yng nghyd-destun y DU/rhyngwladol.
- **Hunaniaeth Gymreig:** Mae gennym gyfle i greu mwy o ymdeimlad o ymdrech ar y cyd o amgylch y Nodau Llesiant – cenhadaeth genedlaethol Gymreig.
- **Rydym yn pwys o arddrws agored:** Mae busnes yn chwilio am eglurder ac arweiniad, mae'r prif rwydweithiau aelodaeth busnes eisiau ymgynnill o amgylch DLICD (a gefnogir gan yr CCD); Mae B Corp eisiau ymgysylltu â'r CCD.



# FGC Business & WFGA landscape 2021

- **Large companies are already aligning to the WFGA and to public body well-being plans:** More should be done to leverage these public-private partnerships around shared Well-being plans to help both parties deliver against their goals.
- **Businesses in Wales looking to external frameworks are often deciding between the SDGs and Well-being Goals.** There is potential for a much stronger Welsh ESG brand for Welsh businesses through the Well-being Act, provided it maps clearly against the SDGs for use in the UK/international context.
- **Welsh identity:** We have an opportunity to create a greater sense of shared endeavour around the Well-being Goals – a Welsh national mission.
- **We are pushing at an open door:** Business is looking for clarity and guidance, the main business membership networks want to convene around the WFGA (supported by the FGC); B Corp want to engage the FGC.



# Cwmnïau mawr o Gymru / Large Welsh Companies

- Mae nifer o gwmnïau mawr o Gymru wedi, neu ar hyn o bryd, yn alinio eu strategaethau corfforaethol â'r nodau llesiant / A number of large Welsh companies have, or are currently, aligning their corporate strategies to the well-being goals
- Cwmnïau mawr sy'n hanfodol ar gyfer ymgysylltu â busnesau bach a chanolig trwy gadwyni cyflenwi yn ogystal â hyrwyddo'r nodau llesiant trwy ymgysylltu â gweithwyr / Large companies crucial for SME engagement via supply chains as well as and can promote the well-being goals through employee engagement
- Datblygu prosiectau cymunedol yn seiliedig ar gynlluniau lles y sector cyhoeddus lleol e.e. Cronfa Cenedlaethau'r Dyfodol Principality / Developing community projects based on local public sector well-being plans e.g. Principality Future Generations Fund

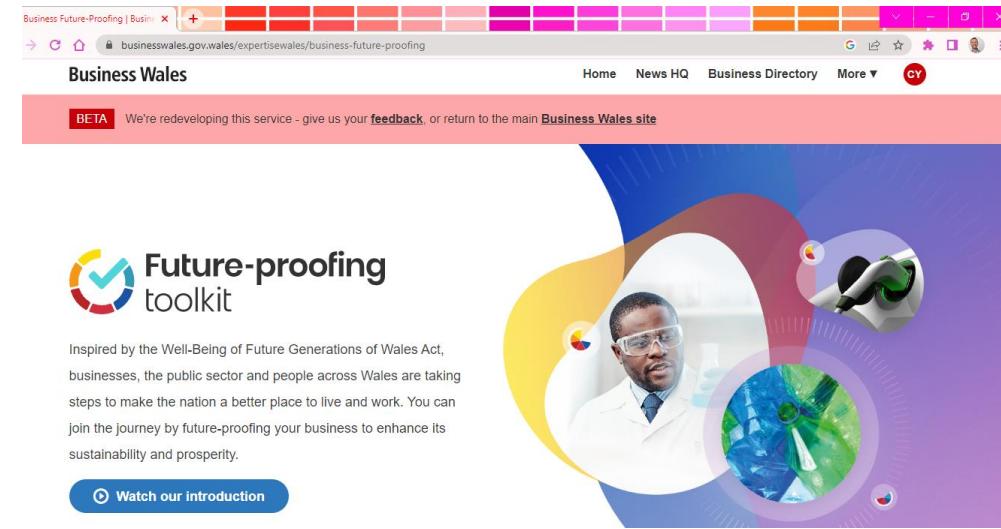


Dŵr Cymru  
Welsh Water



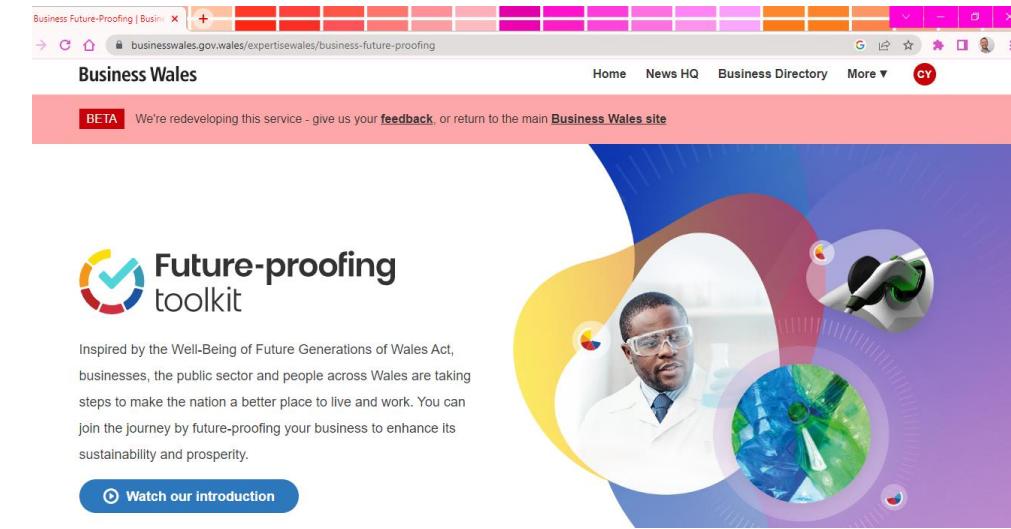
# Cymorth ar gyfer busnesau bach a chanolig

- **Pecyn Cymorth Diogelu'r Dyfodol 2.0, gan gynnwys profi a lansio**
  - **Offeryn diagnostig** – dadansoddiad bwlch ar set gyfyngedig o gamau gweithredu sy'n gysylltiedig â'r nodau llesiant
  - Cyfeirio at adnoddau/B Corp
  - **Gall Llywodraeth Cymru ddefnyddio data i nodi anghenion cymorth busnes pellach**
  - Astudiaethau achos yn ogystal â negeseuon allweddol i fusnes
- **Integreiddio cysylltiadau o fewn y pecyn cymorth i Gontact Economaidd Llywodraeth Cymru, Busnes Cymru a Fframwaith Buddsoddi Banc Datblygu Cymru**
- Ymgysylltu â rhwydweithiau busnes i **gymdeithasu'r pecyn cymorth**
- Datblygu argymhellion ar gyfer **dull hirdymor** ar gyfer y pecyn cymorth



# Tools for SMEs

- Future Proofing Toolkit 2.0, including testing and launching
  - A diagnostic tool – gap analysis on limited set of actions related to the well-being goals
  - Signpost to resources/B Corp
  - Data can be used by Welsh Government to identify further business support needs
  - Case studies plus key messages to business
- Integrate linkages within the toolkit to the Welsh Government's Economic Contract, Business Wales and Wales Development Bank Investment Framework
- Engage business networks to socialise the toolkit
- Develop recommendations for a long-term approach for the toolkit



# Cydweithrediad FGC a Llywodraeth Cymru

- Sefydlu cenhadaeth genedlaethol ar gyfer busnes - cyflwyno heriau Cymru i fusnes a gweithredu
- Cydweithio â rhwydweithiau busnes Cymru
- Defnyddio'r nodau llesiant fel magnet ar gyfer buddsoddi
- **Rôl Comisiynydd Cenedlaethau'r Dyfodol:** lle mae'r cyhoedd a'r sector preifat yn cyfarfod – sicrhau'r cyngor a'r cydweithio mwyaf posibl



## Comisiwn Busnes yr Alban

- Menter y Llywodraeth a Busnes ar y Cyd i nodi sut i wneud y mwyaf o weithredoedd a buddsoddiad busnes cyfrifol
- Cynllun cydlynol gan awdurdodau lleol, asiantaethau menter i fasnach ryngwladol i hyrwyddo busnes cyfrifol

**BPC**  
BUSINESS  
PURPOSE  
COMMISSION  
for Scotland

# FGC and Welsh Government Collaboration

- Set out a national mission for business - present Wales' challenges to business and mobilise action
- Collaborate with Wales' business networks
- Use the well-being goals as a magnet for investment
- **The Future Generations Commissioner's role:** where public and private meet – maximising advice and collaboration



## Scotland's Business Purpose Commission

- Joint Government & Business initiative to identify how to maximise responsible business actions and investment
- Coordinated plan from local authorities, enterprise agencies to international trade to promote responsible business



# Spotlight on Procurement

## Caffael dan y chwydd wydr



Adroddiad  
Cenedlaethau'r  
Dyfodol 2020

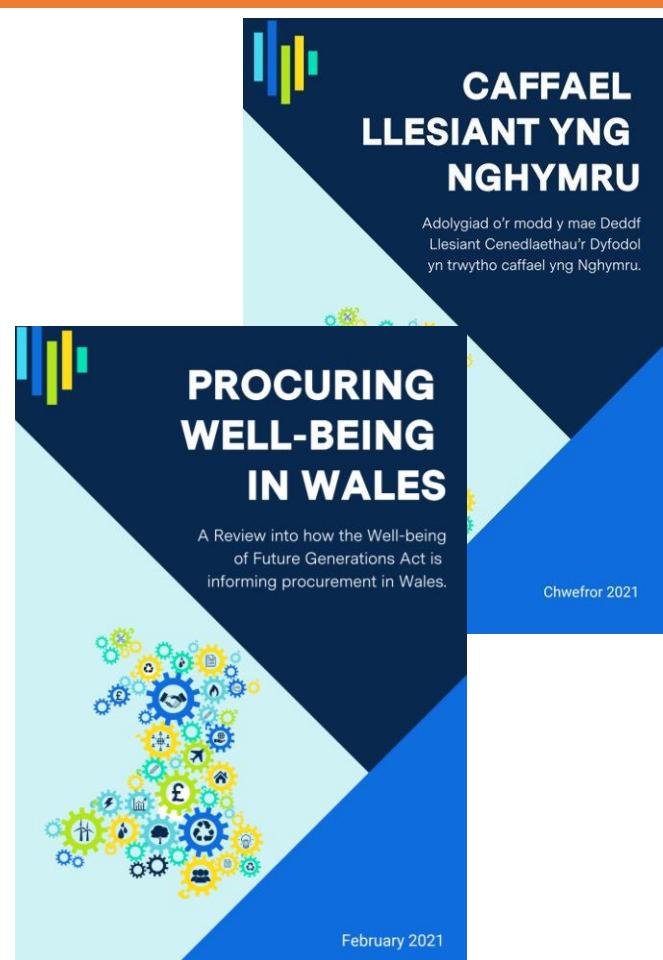


Gadewch i ni greu'r dyfodol g!

The Future  
Generations Report  
2020



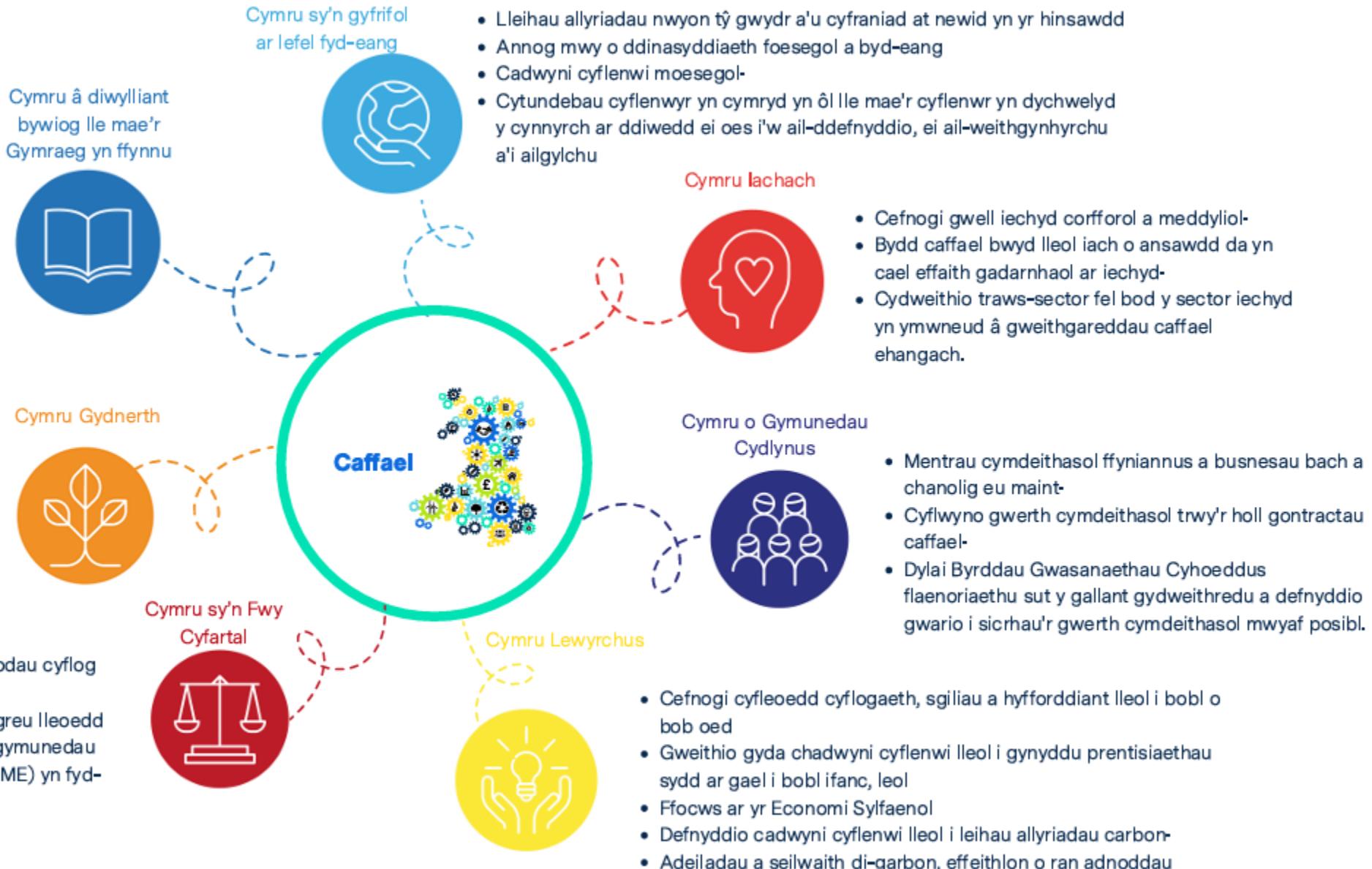
Let's create the future together

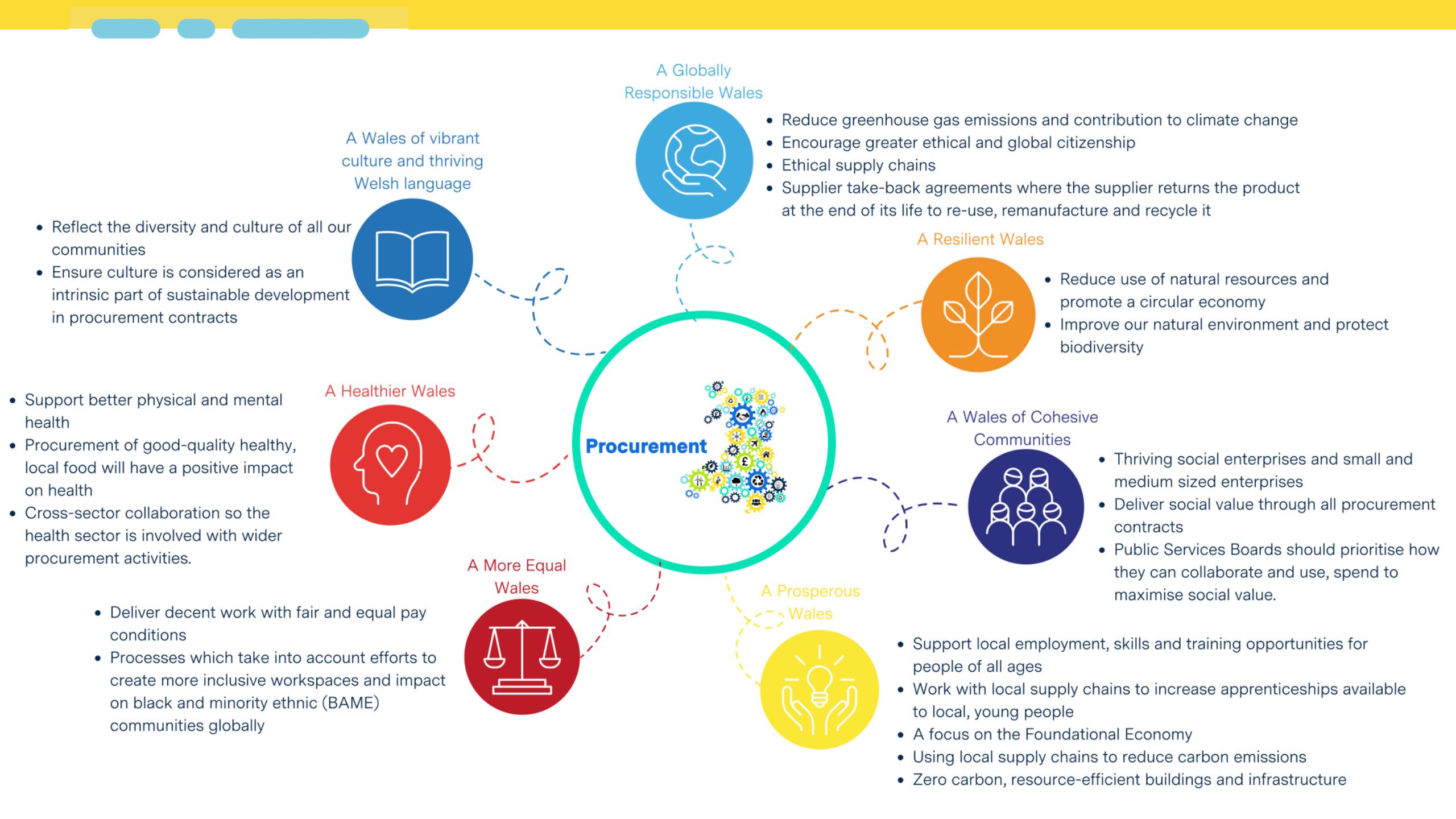


- Adlewyrchu amrywiaeth a diwylliant ein holl gymunedau-
- Sicrhau bod diwylliant yn cael ei ystyried yn rhan gynhenid o ddatblygu cynaliadwy mewn contractau caffael

- Lleihau'r defnydd o adnoddau naturiol a hyrwyddo economi gylchol-
- Gwella ein hamgylchedd naturiol a gwarchod bioamrywiaeth Cymru

- Cyflawni gwaith gweddus gydag amodau cyflog teg a chyfartal-
- Prosesau sy'n ystyried ymdrechion i greu lleoedd gwaith mwy cynhwysol ac effaith ar gymunedau pobl dduon a lleiafrifoedd ethnig (BAME) yn fydeang





## Cymru o Gymunedau Cydlynus



- Menteriau cymdeithasol ffyniannus a busnesau bach a chanolig eu maint-
- Cyflwyno gwerth cymdeithasol trwy'r holl gontactau caffael-
- Dylai Byrddau Gwasanaethau Cyhoeddus flaenoriaethu sut y gallant gydwethredu a defnyddio gwario i sicrhau'r gwerth cymdeithasol mwyaf posibl.



- Lleihau'r defnydd o adnoddau naturiol a hyrwyddo economi gylchol-
- Gwella ein hamgylchedd naturiol a gwarchod bioamrywiaeth Cymru

## Cymru Gydnethr



## A Wales of Cohesive Communities



- Thriving social enterprises and small and medium sized enterprises
- Deliver social value through all procurement contracts
- Public Services Boards should prioritise how they can collaborate and use, spend to maximise social value.



## A Resilient Wales



- Reduce use of natural resources and promote a circular economy
- Improve our natural environment and protect biodiversity



# Social Partnership and Public Procurement (Wales) Act 2023

<b>The Bill brings together 4 principles:</b>	
<b>Social Partnership</b>  Working to achieve a mutually agreed goal, to the benefit of all involved groups.	<b>Socially Responsible Procurement</b>  Taking action when purchasing goods, works and services, to improve economic, social, environmental and cultural well-being.
<b>Fair Work</b>  A fair deal for workers which is essential to a fairer, more equal, and prosperous Wales	<b>Sustainable Development</b>  Doing things now in a way that takes into account the impact on people living their lives in Wales in the future.



## Social Partnership and Public Procurement (Wales) Act 2023

2023 asc 1

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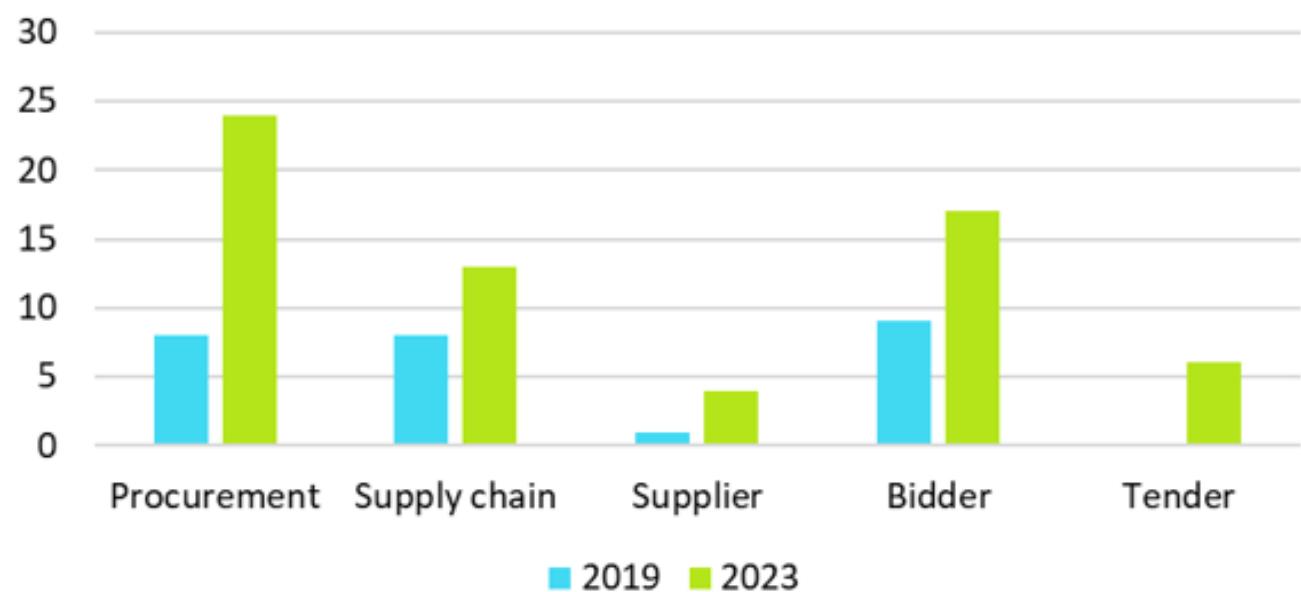
# Effeithiau ar Lesiant / Well-being Impacts

- **Diffiniad gweithredol** – Mae Effeithiau ar Lesiant yn disgrifio'r cyfraniad cadarnhaol y gall ein gweithgarwch masnachol ei gael ar lesiant economaidd, cymdeithasol, amgylcheddol a diwylliannol Cymru mewn ffordd sy'n cyd-fynd â'r egwyddor datblygu cynaliadwy, fel y'i mynegir yn Neddf Llesiant Cenedlaethau'r Dyfodol.
- **Working definition** – Well-being Impacts describes the positive contribution our commercial activity can have on the economic, social, environmental and cultural well-being of Wales in a way that accords with the sustainable development principle, as articulated in the Well-being of Future Generations Act.

# Amcanion a chamau'r cyrff cyhoeddus

- Cymryd camau i sicrhau bod lleihau carbon yn cael ei ystyried yn briodol yng ngweithgareddau caffaol yr Awdurdod gan gynnwys dogfennau polisi a strategaeth, templedi comisiynu a gwerthusiadau tendr.
- Archwilio opsiynau ar gyfer caffaol lleol i gael eu darparu drwy gydweithrediad cenedlaethol/rhanbarthol yn y sector Tân ac achub ac ar draws asiantaethau golau glas eraill.
- Adolygu ein gwariant caffaol, gwella dadansoddiad o wariant ac adeiladu cadwyni cyflenwi lleol lle bo hynny'n bosibl.
- Adolygu dull y Cyngor o gaffael er mwyn sicrhau buddion economaidd a chymunedol lleol yn unol ag egwyddorion datblygu cynaliadwy.

Public Body Steps: 2019 and 2023 procurement word count



# Public body objectives and steps

- Take action to ensure that carbon reduction is appropriately considered in Authority procurement activities including policy and strategy documents, commissioning templates and tender evaluations.
- Exploring options for local procurement to be delivered via national/regional collaboration both within the fire and rescue sector and across other blue light agencies.
- Review our procurement spend, improve analysis of expenditure and build local supply chains where possible.
- Review the Council's approach to procurement to secure local economic and community benefits inline with sustainable development principles.

Public Body Steps: 2019 and 2023 procurement word count

