



Comisiynydd
Cenedlaethau'r
Dyfodol
Cymru

**Future
Generations**
Commissioner
for Wales

The Future Generations Report 2020

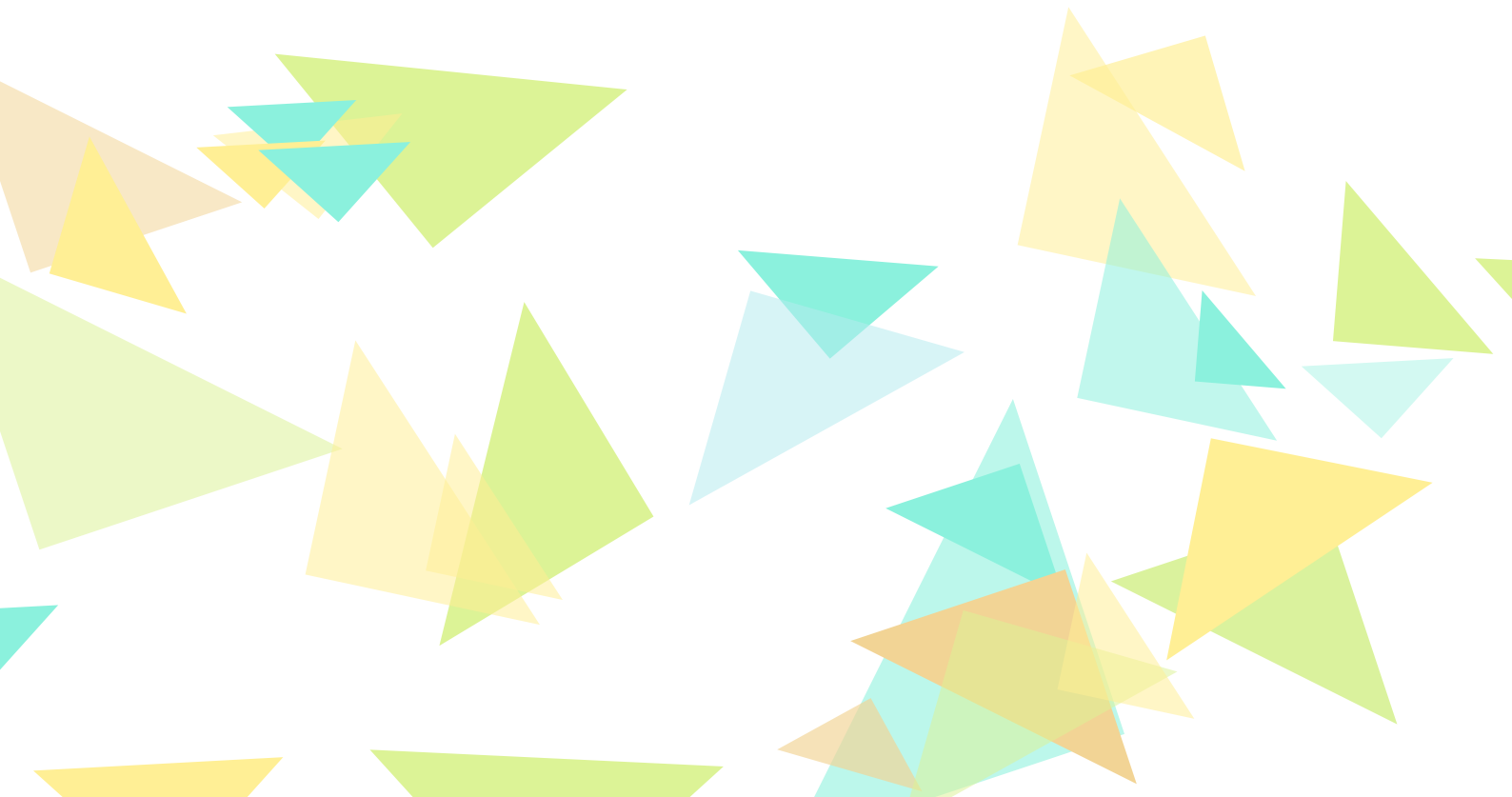


Let's create the future together

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Chapter 4

Setting good well-being objectives





Setting good well-being objectives



1. Before you begin, take a step back...

At the start of the process, step back and be clear on:

- What are you really trying to achieve? What impact do you want?
- What is the problem you're trying to solve?
- What is the evidence (including well-being assessments) telling you? Our learning from the 2017 Well-being Assessments is [here](#).
- What are you already doing well? Are there opportunities to build on it, and transfer learning across the organisation?
- Where could you potentially improve and/or do more?
- Where are the opportunities to make stronger links and connections?

Have these things in mind throughout the process.



2. Apply the 5 ways of working

From the outset, use the five ways of working to challenge how this could be delivered:

- **Long-term:** start from an understanding of how Wales and your area might be different several generations from now, and what your long-term vision is (referring back to the goals).
- **Prevention:** consider the types of problems you could help prevent in the future e.g. social, economic, cultural, environmental or something specific.
- **Integration:** consider how your objectives could impact upon each of the well-being goals, on your other objectives, and on the objectives of other public bodies/Public Services Boards for your area and beyond.
- **Collaboration:** understand who the key stakeholders are from a range of related sectors and disciplines who could support delivery of your objectives.
- **Involvement:** consider how well you understand the diversity of needs and lived experiences of citizens who will be affected by your objectives, how you will reach out to the diverse groups affected and how you will use this to inform your objectives. Consider which methods you might use for drawing on lived experiences and who might be able to help with this.

Refer to our Future Generations Frameworks for [projects](#) and [service design](#) for more information.



3. Bring people together

Seek to involve a wide range of people from across your organisation, other organisations and people who use your services.

Ensure you have people representing social, environmental, economic and cultural well-being in the room, and include those who wouldn't ordinarily be involved. Present and share the evidence you're using, identifying any gaps. Then, **think big** in relation to the wider, long-term vision for the area. This can be powerful with a wide and diverse group of people.

Refer to our ['journey to involvement'](#) for more information.

4. Join the dots

If you're developing an objective on a certain topic, try combining it with 3-5 other topics from table 1 below to explore the wider impact you can have.

Then, explore the links and connections you can make across your other objectives and steps. Reassess and test whether there is more you can do to maximise your contribution to all seven well-being goals.

Consider how this might influence or reflect what you're trying to achieve, in terms of your objective/s, more broadly as an organisation, and the work of other public services in your area (e.g. Public Services Boards or national bodies).

5. Be brave and be challenging

Embrace uncertainty, step outside your comfort zone and check you're seeking answers (or progress) against the difficult questions. Ask:

- Are there parts of the system working well?
- What barriers are preventing progress?
- Are you seeking change or transformation?
- Are your measures fit for purpose?
- Could you do more?

6. Test and share as you go along

Transparency and involvement are important. Testing your ideas as you go along builds trust, helps ensure you're collaborating and involving people, can help clarify what you're intending to do, and values people's input. Highlight how you're incorporating feedback.



7. Use our resources

Our key resources:

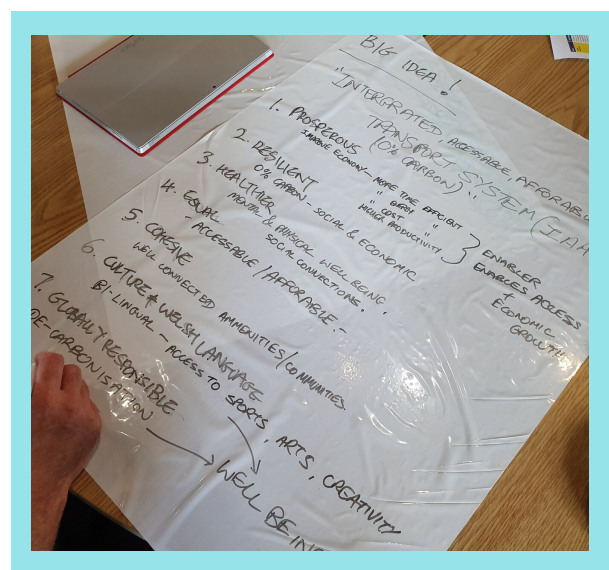
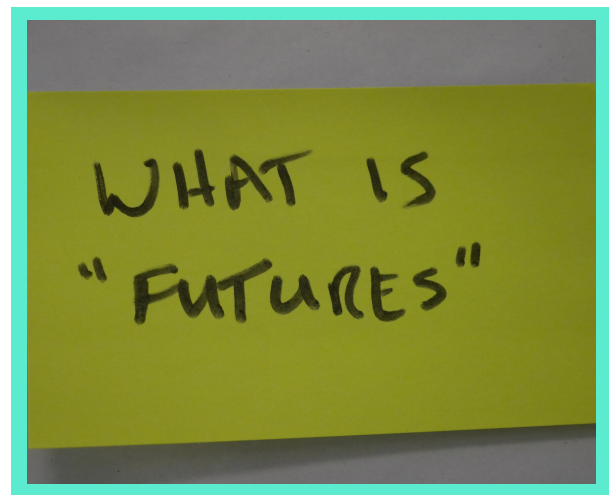
- [The journeys to well-being](#) (seven well-being goals and involvement)
- Future Generations Frameworks for [projects](#), [service design](#) and [scrutiny](#).
- [Three Horizons toolkit](#)
- [Self-reflection tool](#)
- [Well-being in Wales: planning today for a better tomorrow - our learning from the 2017 Well-being Assessments](#)
- [Well-being in Wales: the journey so far - our analysis of well-being objectives and advice on reporting progress](#)
- [Other resources](#)

Public Health Wales have a range of [excellent resources](#) and the [Audit Wales Good Practice Exchange](#) hold shared learning events, webinars and podcasts on topics common across public services.



8. Use language and layout that's easy to understand

Understand and define what words mean for your audience and collaborators. For example, be clear what is meant by particular terms in your context, such as 'resilience', 'vulnerability', 'prosperity' etc. Ensure people understand the difference between your objectives and steps.



9. Set clear objectives and steps

- Have you set clear objectives and steps? Are they SMART?
- Can people understand the difference between your objectives and steps?
- Are you clear as to how and when you will meet these steps and objectives ?
- Can people understand what you're trying to achieve, and why?
- Can you clearly describe how you're maximising contribution towards to the seven well-being goals?
- Can you show how you've applied the five ways of working?

10. Making a difference

Outline examples of doing things differently and encourage honest self-reflection.

Consider the impact you wanted to achieve in step 1. Put in place measures and checks to show how you're demonstrating progress and implementing your objectives and steps, as well as how you're contributing towards the seven well-being goals, beyond business as usual. Consider short, medium and long-term perspectives, e.g. where you'd like to be in 5, 10, 15, 25 years or beyond.

Introduce your own qualitative measures and checks alongside Wales' national well-being indicators to give a well-rounded picture of what you're trying to achieve.

Be clear who is taking responsibility for each measure, whether they help you establish preventative action, and how they connect across with other measures and objectives.

Table 1

Decent / fair work	Low carbon society (decarbonisation)	Resource efficiency and 'circular economy'
Fair and local procurement	Skills for the future	Local / foundational economy
Community energy	Healthy functioning ecosystems (biodiversity and soil)	Natural green space
Knowledge of nature	Water and air quality	A compassionate nation
An active nation	Placemaking	Preventative organisations and services
Educational opportunities for all	Citizen and community participation	Equality of health outcomes
People active in their communities	Connected and safe communities	Access to key well-being services
Community anchor organisations	Promoting and protecting culture, heritage and the Welsh language	Culture, heritage and the Welsh language as a mechanism for change
Participation in the arts, sport and recreation	Culture available to all	Valuing creativity
Fair, ethical and sustainable supply chains	Global citizenship and leadership	Solidarity and peace
Fair share of natural resources	Fair and ethical investment and divestment	Meaningful citizen and stakeholder involvement

The topics highlighted in table 1 are key areas of focus taken from [the Journeys to Wales' well-being goals](#), derived from the definition of each well-being goal.





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