

MORAY
LOCAL
ACTION
GROUP

Communities
Leading
Change



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WELLBEING
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www.moraylag.org.uk

Who we are and what we do

Moray Local Action Group¹ is an unincorporated voluntary association, currently funded by a grant from the Scottish Government.

The Moray Local Action Group's approach to community change and engagement is based on the community led local development (CLLD) model: a bottom-up approach to rural development which aims to improve the quality of life, sustainability and prosperity in rural communities through locally driven development initiatives and projects.

We know the effects of the climate emergency won't be stopped or mitigated by doing just one thing. We also know that rising social

and economic inequality, deepened by the Covid-19 pandemic, are impacting all of us. These challenges are complex and tightly interconnected. They are not solvable with one action, one institution, one group.

In order to respond to these challenges, to make positive change and to find solutions, we need multi-layered approaches that are unique to individual communities and led by communities.



Many governments, local authorities and communities now recognise the need to move to an economy that works for people and nature, with the wellbeing of citizens at its heart².

Now, more than ever, is the time to build on the impressive community initiatives already underway across Moray. Communities can lead the way on redesigning our economy, with a different purpose at its core, the purpose of delivering social justice on a healthy planet. A Wellbeing Economy is designed to provide us with what matters most - dignity,

connection, nature, fairness and participation³. It is an economy designed to serve people and the planet, not the other way around. Rather than treating economic growth as an end in and of itself and pursuing it at all costs, a Wellbeing Economy puts our human and planetary needs at the centre of its activities, ensuring that these needs are all equally met.

Community led local development is a key component of this vision, which has community participation at its core. This is not a new approach - but we believe its time has come.



1 See Moray Local Action Group website for more information:

<https://www.moraylocalactiongroup.org.uk/>

2 Wellbeing Economy Governments (WEGo) membership: Scotland, New Zealand, Canada, Finland, Iceland and Wales

3 WEAll's 5 Wellbeing Needs



Our Role

Moray Local Action Group is united by the vision of a fair, sustainable, and thriving Moray where wellbeing is at the heart of our economy.

Our purpose is to secure investment to advocate for, inspire, and build momentum towards realising that vision, acting as a conduit, bringing together diverse partners and enabling collaborative action. We aim to demonstrate the value of community led action and increase understanding of Wellbeing Economy principles. We will invest time and financial resources into community led local development, support stakeholders working to realise the vision, and monitor progress

How we work

The Moray Local Action Group pursues systemic change through collaboration and empowerment. We bring together diverse partners in a spirit of openness and collaboration.

We recognise that we are part of the community we serve. We seek to attract resources and work with aligned organisations and stakeholders to progress the Community Led Vision while strategically investing our limited funds into projects that clearly demonstrate contribution towards realising that vision.

The change we seek

The Moray Local Action Group strives to be a driving force for transformative and lasting change towards a Wellbeing Economy. Our goal is a Moray where sustainable and ethical business is the norm; vibrant, resilient communities lead local development; nature and people flourish in harmony; and the economy is designed to eliminate poverty and serve collective wellbeing in Moray and beyond.

By inspiring a bold vision, demonstrating innovative solutions at a relatively small scale, supporting the development of local capacity and investing in local communities we aim to draw significant resources and investment into the region. In this way accelerating progress towards a fairer, greener, and more connected Moray, where the economy supports collective wellbeing and prosperity.



A community led vision for Moray: where people, places and planet thrive

This is our collective vision for a thriving Moray, which we are working towards over the next 10 years. Our goal is to attract resources and work with aligned organisations and stakeholders to develop and deliver a Wellbeing Economy¹ for Moray, while strategically investing our limited funds into projects that clearly demonstrate their contribution towards that vision.

Our Vision for the future

Moray is a place where everyone lives with dignity, purpose and connection to nature.

Poverty and inequality is reduced through living wages, affordable housing and community led local development, within an economy that prioritises social and environmental wellbeing.

Industries like agriculture and manufacturing transitioned to sustainable models, eliminating greenhouse gas emissions and waste while stewarding the land. Clean energy and eco-tourism supports good jobs while restoring natural capital. Carbon emissions are cut across homes, businesses and transport, and an increasing share of the energy used comes from renewable sources like wind, solar and geothermal.

Sustainable transport and digital infrastructures connect Moray's towns and rural communities, enabling flexible working, access to services, and vibrant local centres. Active travel and public transport improve health and reduce emissions.



Businesses are committed to finding profitable solutions to the problems of people and planet, aligned to community needs, with ethical governance and fair employment. They retain wealth locally and provide purpose-driven jobs. Sectors such as agriculture and land management continue to work in the service of nature and the local community.

Citizens actively participate in the decisions affecting their lives. Community empowerment brings assets,

like housing and land, into local democratic control. Self-sufficient, resilient communities thrive across Moray.

By working together to build an economy focused on human and ecological wellbeing, the people of Moray create a place of health, fairness and belonging for all. Our communities and environment thrive, and the economy serves our shared purpose.

1 An economy designed to deliver quality of life and flourishing for all people, in harmony with our environment. It puts the five core needs of people and planet at the centre of its activities, ensuring they are met the first time around:

Dignity: Everyone has enough to live in comfort, safety and happiness;

Nature: A restored and safe natural world for all life;

Purpose: A sense of belonging and institutions that serve the common good;

Fairness: Justice in all its dimensions at the heart of economic systems, reducing the gap between the richest and poorest;

Participation: Citizens are actively engaged in their communities and locally rooted economies.



Supporting a Just Transition²

Priorities for community led local development, inspiring and supporting Moray's Just Transition to a Wellbeing Economy.

As stewards of the community led vision and community led local development, Moray Local Action Group will seek to attract and distribute investment to support the priorities set out below.

We are particularly interested in funding work which will help deliver a Just Transition, helping end Scotland's contribution to climate change in a way that is fair and leaves no one behind³.

Our goal is to fund proactive, preventative actions⁴ and encourage transition to new business models which deliver social and environmental wellbeing.

For example, projects that help address some of the root causes of poverty and the move to a sustainable, carbon-neutral future, and/or help to reduce pressures on public services through prevention, community capacity-building, and increased community resilience.

Our priorities are:

A FAIR AND JUST MORAY

Goal: Reduce poverty and inequality

MORAY IN HARMONY WITH NATURE

Goal: Achieve net zero emissions and regenerate thriving biodiversity

A RESILIENT AND THRIVING MORAY

Goal: Build community resilience and local economic vitality

A CONNECTED AND ACCESSIBLE MORAY

Goal: Enable connections within and across communities

AN ECONOMY PROMOTING WELLBEING FOR PEOPLE AND PLANET

Goal: Align business purpose & practice with wellbeing

We will build on existing community development work and continue to welcome projects directly addressing all aspects of poverty (rural poverty, fuel poverty, child poverty and other impacts of the cost-of-living crisis), supporting health and wellbeing for all. Addressing inequality in all its guises lies at the heart of the Wellbeing Economy, the voices of those often most excluded (for example by gender, sexual orientation; ethnicity; religion; age; health and other barriers) must be meaningfully represented.

Examples of community led projects and initiatives aligned with the Community Led Vision



We will promote focused and appropriate investment and funding for projects which demonstrate alignment with our vision and values. The following are examples of projects which could help us work towards our Vision.

We will influence the wider policy landscape by sharing learning from our funded projects and demonstrate locally designed solutions at a relatively small scale.

2 Scottish Government: “We are committed to ending our contribution to climate change in a way that is fair and leaves no one behind. The actions needed to become net zero by 2045 will transform all sectors of our economy and society and will require rapid structural change.”

3 In simpler terms this means moving away from jobs and work practices that are environmentally harmful while ensuring the people who do those jobs don't end up unemployed or worse off.

4 By preventative we mean action aimed at stopping problems or damage before they happen rather than paying to fix them after the fact.

A FAIR AND JUST MORAY

Goal: Reduce poverty and inequality

- Local and democratic finance and trading schemes e.g. Local Vouchers/Currencies, Community Shares, Local Exchange Trading Schemes, Credit Unions
- Funding projects which aim to adhere to the Fair Work First principle. For example, projects working towards paying the Real Living Wage, demonstrate flexible work practices, and support income equality and fair pay by addressing the gender pay gap, adopting fair pay procurement etc.
- Projects aimed at tackling fuel poverty including advice services; improving energy efficiency; renewables and local supply chains⁵
- Increased participation and diversity in community development e.g. invest in engagement; identify and remove barriers to participation; improved accessibility
- Development of community led local initiatives to grow, produce and eat affordable quality food



MORAY IN HARMONY WITH NATURE

Goal: Achieve net zero emissions and regenerate thriving biodiversity

- Sustainable agriculture and industry transitions
- Local heating systems and retrofitting community buildings
- Ecosystem restoration and cultivating carbon storing habitats e.g. marshlands
- Improving biodiversity e.g. planting wildflowers; local wildlife support, land maintenance etc

A RESILIENT AND THRIVING MORAY

Goal: Build community resilience and local economic vitality

- Community management of assets e.g. building capacity; community leased or owned spaces
- Local supply chain development, support and promotion
- Circular economy transition support e.g. Repair Shops; exchange events; training; equipment sharing/rental



A CONNECTED AND ACCESSIBLE MORAY

Goal: Enable connections within and across communities

- Integrated renewable transport networks e.g. advocate for communities; community owned vehicles; knowledge sharing / learning
- Active travel support e.g. managing local pathways; cycle routes; developing safe cycle groups; e-bike hire
- Digital inclusion programmes e.g. rural internet cafes; digital training for specific community groups
- Rural coworking and innovation hubs
- Projects fostering social connection and inclusion

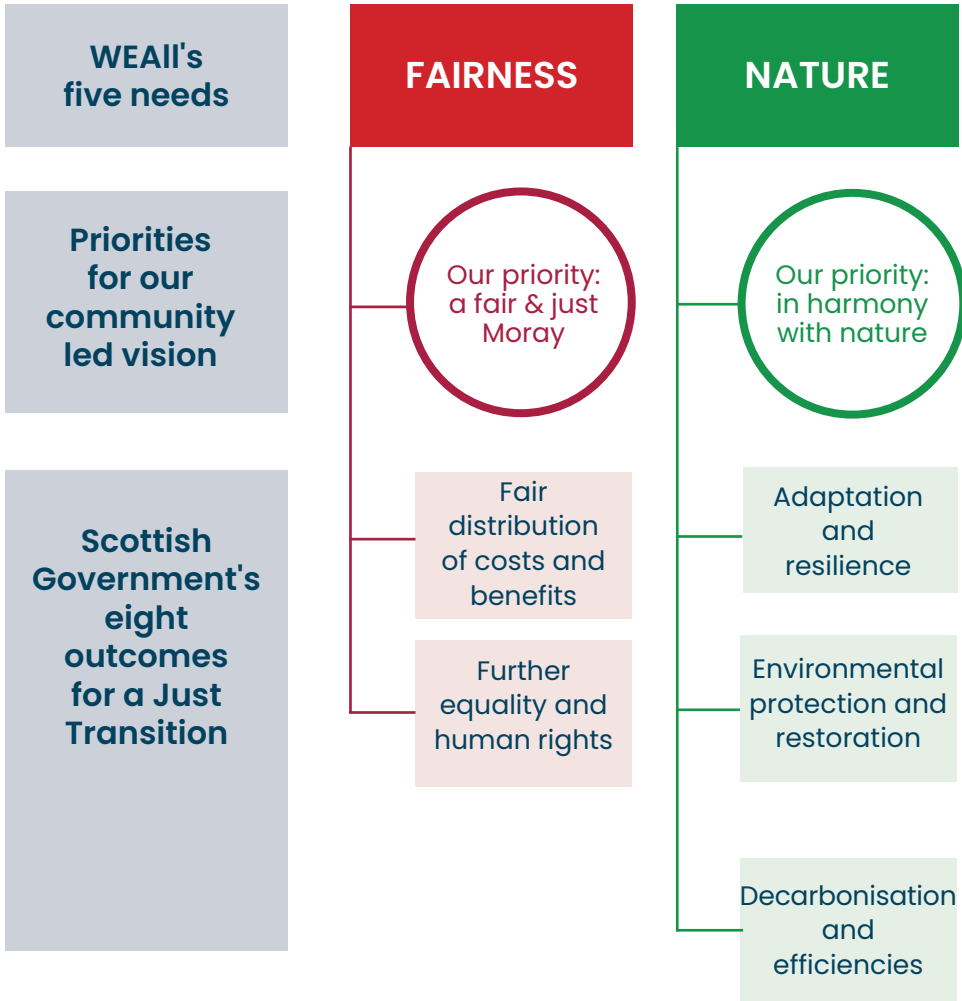
AN ECONOMY PROMOTING WELLBEING FOR PEOPLE AND PLANET

Goal: Align business purpose & practice with wellbeing

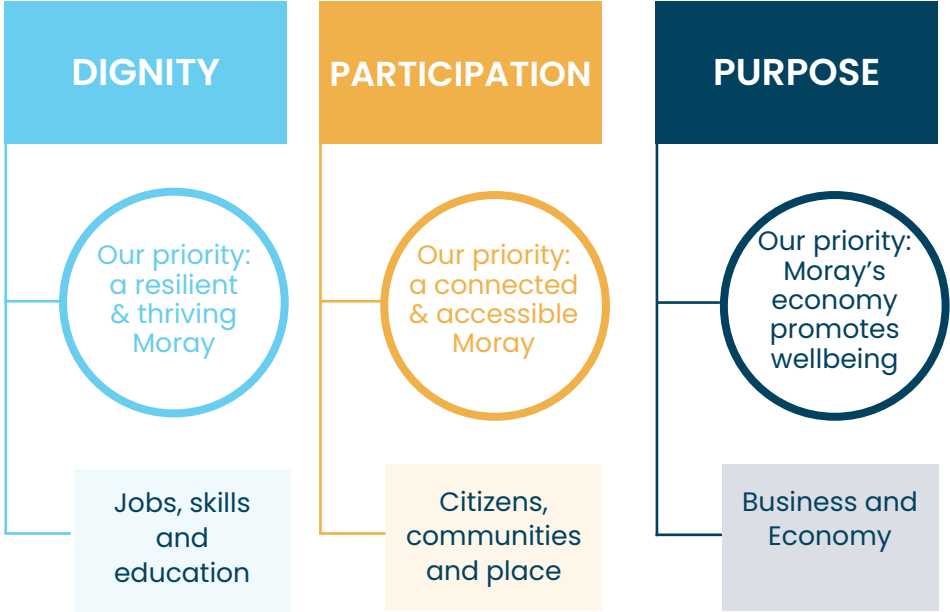
- Support new and ongoing social enterprise incubation e.g. support and promote; share local expertise and learning from our projects; support existing social enterprises, drawing on existing sources such as Firstport, Just Enterprise, tsiMORAY etc
- Initiatives promoting and supporting businesses to develop their purpose and practices e.g. events, workshops and seminars for businesses to learn how to understand, measure and manage their impact on both their communities and the environment etc
- Purposeful business development and certification e.g. B-Corp; Real Living Wage; share expertise and resources; training etc.

The five needs for a Wellbeing

The five needs for a Wellbeing Economy – how they relate to the priorities of our community led vision and the Scottish Government’s eight outcomes for a Just Transition.



Economy





Communities
Leading Change

We'd love to hear your views about this
community led vision for Moray;

email us at ourfuture@tsimoray.org.uk



www.moraylag.org.uk

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