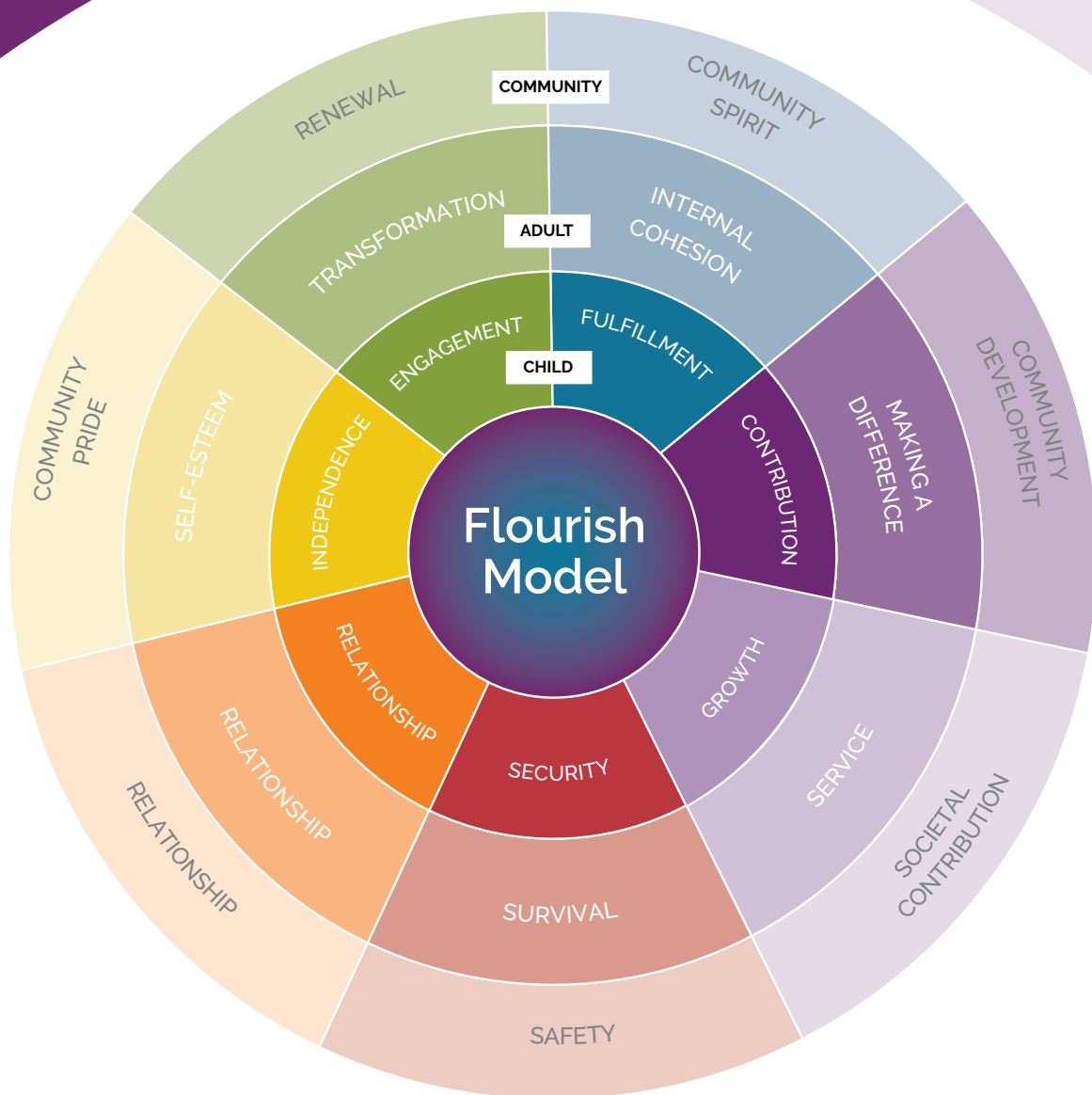


# Flourish Project

## Our Theory of Change



# INTRODUCTION

The Flourish Project was founded by Wendy Ellyatt in 2018, with the aim of introducing a new ecological model and language that would address the current lack of focus on 'developing well' to the current global discussions on wellbeing. This followed a thirty-year interest in what shapes and underpins lives of meaning and purpose.

Most global wellbeing frameworks currently focus on measuring and improving the specific individual outcomes and outputs of their interventions, whereas the Flourish Values Model (FVM) is a dynamic and non-linear systems model that also explores the assets and inputs of the whole system i.e. what has shaped people's values, beliefs and mindsets, the promotion of self-awareness, identifying a person's own physical, emotional, mental and spiritual assets, identifying and isolating deficits and liabilities and stimulating thoughts, conversations and learning about what makes a good and meaningful life.

This document lays out the Flourish Project's vision, goals and Theory of Change, so that we can share them with others who are equally committed to working towards a shared and transformative story for humanity in the 21st century.

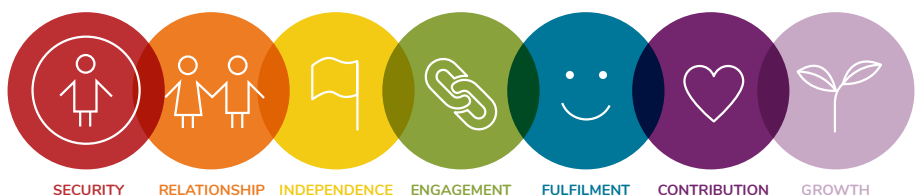
We will continue to use our Theory of Change to focus our work, to inspire and grow our partnerships, and to respond to what we see as the most pressing need to ensure a sustainable future for the world's children.

We are delighted to share our vision with you - and we look forward to many inspiring discussions as we connect with others who share our desire for the creation of political and economic systems that honour the wellbeing of people and planet.

You can learn more about how our work is coming alive in the world through [www.flourishproject.net](http://www.flourishproject.net)

Sincerely,

**Wendy Ellyatt**  
Chief Executive,  
Flourish Project, 2019



# TABLE OF CONTENTS

The Call for Change	4
Our Vision	5
Our Mission	6
Our Specific Goals	6
Our Theory of Change	7
Our Aim	8
Our Development Strategy	8
Our Role	9
Measures of Success	10



# THE CALL FOR CHANGE

**“The single biggest cost to any society, in terms of family breakdown and later costs to the system, is that of not getting it right at the beginning. Investing in positive early childhood experiences is therefore both an economic and societal imperative”**

## The global call for a more caring and compassionate world

Increasingly deep divisions in our societies, hugely challenged levels of public services, declining trust in global leadership and institutions and increasingly compromised human health and wellbeing - are all now challenging the ways we work and the systems and relationships that we have both created and endorsed.

### The power of human interaction

There is growing recognition that what has been forgotten in this process is the huge importance and power of positive human experience, relationship and interaction, for individual, organisational and societal flourishing.

### New forms of leadership

Another powerful source of leverage is the recognition that leaders need to model the kind of values that we need to see in the world. Such values require us to be in service of the health and wellbeing of systems that are wider than our own - and that honour the rich diversity and potential of all people.

### Positive Human functioning

There is an urgent need to move away from the current global focus on human dysfunction to better understanding the dynamics of human energy, attitudes towards the self, the integration of psychological functions, environmental mastery and the accurate perception of reality. Across the world we need to better understand what increases natural energy and facilitates flourishing and to pay attention to what depletes energy

and creates the conditions for distress, disconnection and languishing.

### The economic capital of childhood

Both scientists and economists now agree that the single biggest cost to any society, in terms of family breakdown and later costs to the system, is that of not getting it right at the beginning. Investing in positive early childhood experiences is therefore both an economic and societal imperative. In fact, we now know that, in terms of investing in the kind of people that we want children to grow up to be, it is more important than later spending on universities.

### The Voice of Youth

It is children who will inherit the worlds that we have created - and it is the voices of children and young people that will bring a unique clarity and wisdom for the way forward.

We are committed to supporting and promoting the global youth voice.

The single biggest cost to any society, in terms of family breakdown and later costs to the system, is that of not getting it right at the beginning.

# OUR VISION

## A flourishing world

**The Flourish Values Model (FVM)** provides a simple way of showing all the things we need to think about when we want to promote and support human flourishing. As an ecological model it shows that human beings exist within the larger system of the natural world – and that the health and wellbeing of children and families is essential for the wellbeing of communities, societies and nations.

### Our Values

Future Generations

Courage

Integrity

Authenticity

Accountability

Creativity

Openness

Collaboration

Playfulness

Trust

### Our vision is empowered by:

- Our values and long-term focus
- Our supporters and partners
- The growing global call for positive change

We live in a rapidly changing and increasingly fragile world. The twin elements of economic globalization and enhanced digital communication have overturned old structures, old values, and old ways of doing things - lifting many out of poverty, but leaving many others behind.

Religious, ethnic, and ideological differences are dividing us at precisely the time we need to be coming together. Climate change and environmental degradation are threatening the natural systems that sustain us and all life.

This is a challenging time, but one that is also providing a great opportunity for positive human interaction and change.

Just as moments in history bring their own spiritual challenges, there is a corresponding evolution of our shared humanity that provides the potential to meet those challenges.

Through our values-based alliances and partnerships we are forging unique creative responses that call out the best in human nature and potential. We are uniting similarly committed others to help celebrate our diversity, within one humanity.

# OUR MISSION

Our mission is to promote systemic scalable change, in partnership with others, by transforming narratives, attitudes and behaviours - resulting in values-based living, enhanced human health and wellbeing and a flourishing planet.

## **Our mission is to promote systematic, scalable change**

— We believe that the problems we face are global in nature and that any solutions need to both reflect and respond to this

## **in partnership with others**

— We know that we can't do this alone and will seek out global partners that share our vision and values.

## **by transforming narratives attitudes and behaviours**

— By helping people to understand why they are the way they are, and that others see and understand the world differently, we hope to reveal the roots of difference and the path to compassion attitudes and behaviours resulting in values-based living enhanced human health and wellbeing

## **resulting in values based living enhanced human health and wellbeing**

— We will provide a range of powerful tools and resources that support the move away from systems that are failing to support and cultivate human wellbeing and planetary flourishing, to those that do.

## **and a flourishing planet**

— Our ultimate goal is for all human beings to live caring, purposeful and meaningful lives, in touch with themselves, others, and the natural world.

## **Our Specific Goals**

- Initiate population and system-wide conversations about what makes a good life.
- Ensure that everyone understands the economic and societal importance of positive early human development i.e. the Capital of Childhood.
- Promote the importance of positive human relationships and values-based living.
- Explain the roots of difference and the path to compassion.

# OUR THEORY OF CHANGE

## The centrality of systems thinking

At the core of our Theory of Change is the dynamic interconnectedness of human life and its unity with the natural world.

**“A sustainable society must be designed in such a way that its ways of life, businesses, economy, physical structures and technologies do not interfere with nature’s inherent ability to sustain life”**

Capra & Luisi, 2014



By “systems-thinking” we mean the urgent need to move away from systems that are not nurturing the flourishing of life in all its forms - the understanding that human existence has an impact on the wider ecosphere of the planet - and the acknowledgement that there is deeply interconnected, meaningful, and sacred natural reality, that is constantly calling us to wholeness and love.

No matter where they are born in the world, all human beings share the same core needs and their subsequent values, beliefs and behaviours are then a reflection of these needs, and whether or not they have been met.

These needs manifest as the physical, mental, emotional and spiritual

aspects that give human lives meaning and purpose.

As they develop and grow young children need to experience and build on each of these aspects, whereas healthy adults are able to integrate them all.

### **All human beings need to feel whole**

Feeling whole means being able to balance both our internal and external energies and needs

### **Spiritual Essence**

The spiritual aspect of our development constantly calls us to ongoing creative growth and contribution to something larger than our selves.

### **Self-energy**

Our self-energy calls on us to fulfil our needs as individuals - and to become unique expressions of human potential and creativity in the world

### **Compassion**

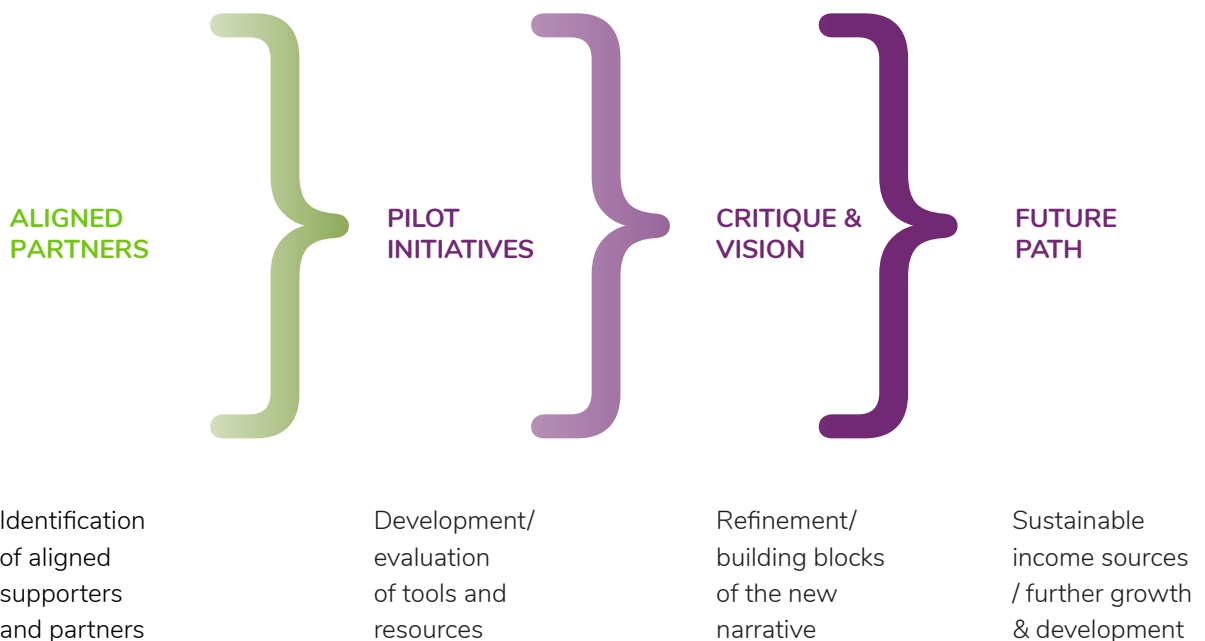
Compassion comes from understanding why we are the way we are, and that others see and understand the world differently. The most important first form of compassion is self-kindness.

# OUR AIM

Our aim is to provide a realistic and effective roadmap for transformational change. To that end we will:

- Establish innovative new forms of partnership with like-minded organisations
- Promote the importance of positive human relationships and lived experience Initiate population and system-wide conversations about what makes a good life
- Ensure that everyone understands the economic and societal importance of positive early human development i.e. the Capital of Childhood
- Promote the importance of positive human relationships and lived experience
- Promote education systems that fully acknowledge and support the diversity of human creativity and potential
- Explain the roots of difference and the path to compassion

## Our Development Strategy



# OUR ROLE

The role of the Flourish Project is to actively engage with others to help initiate global change

## So that we can:

- measure what matters to people
- encourage local adaptation and innovation
- initiate system-wide conversations
- engage children and young people
- change the focus from responding to mental illness to nurturing mental wellness
- educate people about the importance of early human development
- promote the importance of both internal and external holistic competences
- promote the development of more caring and compassionate societies

## How we will go about this

- Activities: website design, global networking, speaking, publishing
- Strategies: partnership working, global alliances, funders
- Resources: expertise of core team, support of strategic partners, digital training platform
- Weaknesses: reliance on small core team, early stage self-funding

## Specific Goals

- Strong leadership
- Strong development team
- Clear development strategy
- High quality strategic partners
- Sustainable funding model
- High quality tools and

promotional materials

- High quality digital training platform
- Rigorous evidence-base
- Strong pilot projects established
- Full adoption of the model by key global partners

## Intermediate Outcomes

- First strategic partnerships identified
- First pilot projects identified
- Core materials developed and market-tested

“The role of the Flourish Project is to actively engage with others to help initiate positive global change.”



# MEASURES OF SUCCESS

The project's success will rely on us being able to build and share evidence to show value over time. Its aim will be to not only create tools and resources that enhance societal wellbeing, but also those that promote our shared humanity.

## Proposed measures of success

- Positive changes in Personal Values Measures
- Positive changes in Population Level Values Measures
- Positive changes in Narrative Measures
- Improved measures of social and emotional wellbeing
- Improved understanding and expression of spirituality

- Improved ethical vocabulary
- Improved relationships
- Improved behaviour
- Reduction in instances of bullying
- Improved levels of resilience
- Improved academic attainment
- Increases in reported acts of kindness and compassion
- Number of people taking FVM online courses
- Number of people accessing the

Little Book of Flourishing

- Positive responses to FVM online courses
- Number of people contributing to FP communities and networks

## Outreach

The project will aim to continually extend its outreach strategies, with the aim of enlisting the committed support of ever-larger numbers of individuals and organizations.

## Our Assumptions

Beneath the personal values and mindsets that have shaped who we all are, we share the same core needs and a common humanity

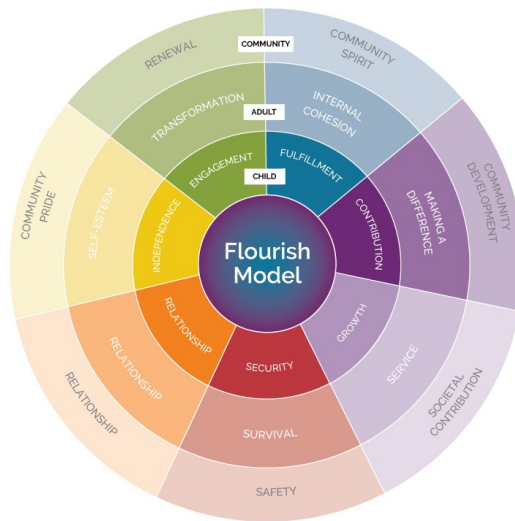
- Beneath the personal values and mindsets that have shaped who we all are, we share the same core needs and a common humanity
- People worldwide want to see positive change and a more compassionate world
- People care about their own wellbeing and that of their families and communities
- Countries are failing to prioritise the economic and societal importance of the early years
- Economic systems are failing to prioritise people and planet
- Children need positive role models and a language of ethical and emotional literacy
- Education systems are failing to balance attainment with personal health and wellbeing
- People are the experts in their own local communities i.e they know where there is entropy in the system and have ideas about how to address it
- Leaders and policymakers need new models that support values-based decision-making
- **We are the only ones who can change the future from the one that is predictable to the one that we want**



# Flourish Project

## The Ecology of Wellbeing

Flourish Model



[www.flourishproject.net](http://www.flourishproject.net)

The Flourish Values Model (FVM) is a new and powerful framework for understanding and mapping human values and wellbeing that promotes community engagement and whole-systems thinking [www.flourishproject.net](http://www.flourishproject.net)

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