

Wen's Theory of Change Narrative

Introduction

This document sets out Wen's Theory of Change Narrative and supports [Wen's organisational strategy 2025-2030](#).

It was developed by a participatory process, guided by an internal working group and involving the input of all staff members.

A note on inclusive language

We have used the word 'women' throughout this Theory of Change, but Wen views issues from a gender and intersectional perspective and is inclusive of gender nonbinary, trans and gender non-conforming people.

Wen's Theory of Change

Our Theory of Change captures our understanding of change and how we seek to ignite, contribute to and sustain change.

It draws on the movement building theory of change which centres collective action as the most critical way to initiate change. It also aligns with our intersectional feminist and collaborative values, which are at the heart of everything we do.

As Wen is concerned with systemic change, the problem is complex and multi-faceted and the vision for change is transformative.

This Theory of Change is based on analysis of the system and the steps required to achieve a transformative vision. We recognise that we are one of many players working towards systemic change.

Finally, this Theory of Change is rooted in the understanding that power is at the heart of the injustices, inequalities, discrimination, exclusion and violence that we seek to challenge in order to achieve the climate, health, racial, social and gender justice we seek.

WEN'S THEORY OF CHANGE

THE PROBLEM

The neoliberal economy, systems of oppression, and cultural crises have combined to push women, racialised and marginalised communities and the planet to the brink

OUR GROUNDING TRUTH

Women, communities and the natural world have a right to a healthy environment

OUR MISSION

To work collectively to create viable alternatives to oppressive systems, to end the exploitation of women and the natural world

OUR APPROACH

➤ **Cultivating alternatives:** We work to demonstrate that a new system or way of doing things is possible, creating an alternative to what presently exists

➤ **Growing power:** We lift women up and amplify their voices, supporting the realisation of individual and collective power and potential, with a focus on racialised and marginalised women.

➤ **Collaborating for systemic change:** We campaign for dominant institutional change, challenging the status quo, changing mindsets and building movements through coalitions and partnerships

OUR VALUES

- Equity
- Collaboration
- Care
- Intersectional eco-feminism

We will be guided by our intersectional feminist values of

Our unique lens - Women, Health, Equity & Environmental Justice

How we will contribute to change

OUR PRIORITIES

- Informing and enabling access to safe, healthy, toxic free and sustainable ways of living
- Putting gender and intersectional equality at the heart of the green economy
- Nurturing new leaders and amplifying women's, racialised and marginalised voices for environmental justice
- Improving women's lives through a deeper connection to nature and health
- Building movements for sustainable, women and community-led systems, with a focus on a just food system
- Growing a healthy, values-led, participatory organisation

MOVEMENT STEPPING STONES

- Shift away from GDP, centre wellbeing
- Care jobs seen as green jobs
- People and planet prioritised before profit
- Democratised ownership
- A just climate transition
- Move away from energy intensive and polluting activities
- Build collective power
- Dismantling of oppressive structures
- Joy, health and healing accessible to all
- Lived experience valued
- Building powerful movements and enabling new leaders
- Reduce harm to women
- Communities connected, no longer structurally marginalised
- Mindset shift away from consumerism
- Paid and unpaid work valued equally
- More community and green spaces
- Work life balance
- Universal income and services
- Zero waste and circular economy
- A toxic-free future
- A plastic-free future
- Right to sustainable healthy food
- Biodiversity and a thriving natural world

JUST FACT * FOOD LIVES * FOOD GROWERS NETWORK * CLIMATE SISTERS * LIMBOROUGH COMMUNITY FOOD HUB * SOIL SISTERS * REAL NAPPIES FOR LONDON * GREEN BABY * ENVIRONMENSTRUAL * TOWER HAMLETS FOOD PARTNERSHIP * FEMINIST GREEN NEW DEAL * FEMINIST LEADERSHIP STRUCTURE * WEN FORUMS * WEN OPERATIONS

LONG TERM MOVEMENT GOALS

OUR VISION

A world where women, communities and the planet flourish because our society is equitable, collaborative and caring!

These changes will lead to the realisation of our vision:

➤ **A GREEN FEMINIST ECONOMY**
Moving to an economy prioritising gender, racial and social equality, and the well-being of both people and the planet

➤ **FREEDOM FROM OPPRESSION**
Growing and sharing power and achieving individual and collective potential, especially women, racialised and marginalised groups

➤ **A CULTURE OF COLLECTIVE CARE**
Creating the political, social, material and emotional conditions to allow people and the planet to thrive

➤ **A SAFE, HEALTHY & SUSTAINABLE ENVIRONMENT FOR ALL**
Creating a world where women and their communities are safe and healthy and where the health of the planet is prioritised

Wen.

Our Grounding Truth

Women, communities and the natural world have a right to a healthy environment.

The Problem

This leads us to the problem, that the underlying structures of society including capitalism, colonialism, patriarchy and other systems of oppression, along with a broken political system and fractured care and support systems, have caused a deep crisis in our values.

This shows itself in the increasing levels of poverty, inequality, oppression, discrimination and exclusion that we see, as our shared global resources are destroyed and community and social infrastructure is stripped away, impacting women, racialised and marginalised communities more than any others.

This leaves us with a sense of meaninglessness and malaise, as women, particularly women of colour, are excluded from decision-making and positions of power.

The Problem:

The neoliberal economy, systems of oppression, and cultural crises have combined to push women, racialised and marginalised communities and the planet to the brink.

Our Mission

Our mission is to collectively create viable alternatives to oppressive systems, to end the exploitation of women and the natural world.

Our Approach

We will achieve this through a holistic approach using our **three methods of change**, which we uniquely blend and integrate to deliver outcomes:

1. Cultivating Alternatives

Grounded in our feminist values we are reimagining what a new system looks like and working to demonstrate that new ways of doing things are possible, creating alternatives to what currently exists.

We do this by supporting women and their communities to create their own blueprints, like for a just and sustainable food system in the London Borough of Tower Hamlets.

2. Growing Power

We lift women up and amplify their voices, supporting the realisation of individual and collective power and potential, with a focus on racialised and marginalised women.

Working across multiple levels, nationally and through deeply rooted local community projects - we support feminist organising and empower women through our Climate Sisters Leadership Programme.

3. Collaborating for Systemic Change

We campaign for change and challenge the status quo, building movements and changing mindsets through coalitions and partnerships with aligned organisations and networks.

We campaign for the UK Government to adopt a Feminist Green New Deal, working in collaboration with the Women's Budget Group, as part of a wider movement for change.

Our Values

We believe that another world is possible and we are working with many other players to bring about the change we want to see.

To build the world we envision, a set of **values guide all that we do at Wen**:

- **Equity**
- **Collaboration**
- **Care**
- **Intersectional eco-feminism**

Our Unique Lens

Wen is the only UK charity working on issues that connect **women, health, equity** and the **environment**. We apply our unique lens to everything we do.

Women

Our network is powered by incredible feminists from a range of backgrounds and all genders. Our work seeks to centre the voices and liberation of people who experience gender, racial and social injustice. For Wen the most crucial thing is that all women, in particular racialised and marginalised people, are empowered and have substantive equality and that in all our work we fearlessly take an inclusive, intersectional feminist approach making power visible and raising up voices.

Health

For Wen, health is a powerful lens to think about the environment. We understand health to be beyond individualised physical health or absence of illness. We see health as a right so that people, communities and the planet can thrive. Taking an intersectional feminist approach exposes many of the oppressive and structural forces that come together to negatively impact women, communities and the planet's health.

Equity

We believe that using equity as a lens, enables the specific needs of women, particularly racialised and marginalised women, to be provided for. This will help achieve fairness and enable women to flourish.

Environmental justice

Wen has a multi-layered conception of the environment, which goes beyond just thinking about the natural world. This includes our bodies, including the first environment we all come from which is the womb. It's also about our homes, neighbourhoods and work environments as well as the wider environments, including towns, cities, bioregions, ecological and living systems, and the climate.

Our Priorities

Our work will focus on these key areas:

1. Putting gender and intersectional equality at the heart of the green economy
2. Informing and enabling access to safe, healthy, toxic free and sustainable ways of living
3. Nurturing new leaders and amplifying women's, racialised and marginalised voices for environmental justice
4. Improving women's lives through a deeper connection to nature and health
5. Building movements for sustainable, women and community-led systems, with a focus on a just food system
6. Growing a healthy, values-led, participatory organisation

Our Actions

Our work will focus on these key actions:

Actions	Summary
The Green Baby Campaign	Green Baby is a campaign calling for a sustainable and toxic free future – so all parents and carers can make safe, healthy and affordable choices for themselves and their children.
Environmenstrual Campaign	Wen raises awareness of hidden plastic and toxic chemicals in conventional period products, calling for effective regulation, and promotes reusable and organic options.
Feminist Green New Deal	Working together to bring a Feminist Green New Deal to the UK, ensuring gender, racial and social equity are at the heart of plans to tackle the climate crisis.
Our feminist leadership structure	We're committed to creating alternatives to traditional, hierarchical leadership and organisational cultures. One of the ways we do this is by creating viable new decision-making and leadership structures led by women.

Our work will focus on these key programmes:

Programmes	Summary
Climate Sisters	The Climate Sisters 'Local Women of the World at the Climate Table' project aims to make systemic change by amplifying racialised and marginalised women's voices in climate justice debates and in the transition to a low-carbon economy.
Soil Sisters	Soil Sisters is a year round programme working in women's refuges in East London, to build and maintain green spaces. These sessions support the recovery and development of vulnerable women in traumatic transitions within women's refuge

	settings.
Tower Hamlets Food Partnership	The Partnership, which is part of the Sustainable Food Places Network, works with the local council, Public Health and community organisations to develop strategic interventions for a better food system in the borough.
Tower Hamlets Food Growers Network	Wen coordinates the Tower Hamlets Food Growers Network which is a thriving and active community network of food growers. Our popular seasonal gatherings bring people together from across the borough to learn about food growing and other environmental issues, with workshops, talks, stalls, a shared community lunch and tour of local community gardens in an accessible and inclusive way.
Food Lives	Food Lives Tower Hamlets is part of a 5-year research programme (which started in 2021) and is funded by UKRI and led by University of Reading, FoodSEqual. It involves many universities, communities and food companies working alongside communities to create a better food environment.
Just FACT	To tackle the climate crisis, we need large scale viable solutions. Through the five year Just FACT programme we will create a blueprint for a climate-friendly food system that works better for the happiness, health and wellbeing of communities in Tower Hamlets. Along the way we'll be building community power and amplifying voices that don't normally get heard. Although Just FACT is acting on a very local level, our ambition is that we design something that can be used as a model for a just food and climate transition in other urban areas.
Real Nappies For London	Wen empowers families to make a more informed sustainable nappy choice by promoting reusable nappy alternatives to help reduce waste and save money.

Long Term Movement Goals

We work in a movement conscious way, acknowledging where we can make a contribution to systemic change, where we can collaborate with others and where others can lead the way to change.

Wen's vision is transformative and for it to be achieved, it will require major change in the economy, prevailing cultural norms and a re-patterning of systems of power in society.

The long term changes we want to see are:

1. **A Green Feminist Economy**

Moving to an economy prioritising gender, racial and social equity, and the well-being of both people and the planet.

2. **Freedom from oppression**

Growing and sharing power and achieving individual and collective potential, especially women, racialised and marginalised groups.

3. **A culture of collective care**

Creating the political, social, material and emotional conditions to allow people and the planet to thrive.

4. **A safe, healthy and sustainable environment for all**

Creating a world where women and their communities are safe and healthy and where the health of the planet is prioritised.

Movement Stepping Stones

To achieve these shifts, small steps must be made. Here we break it down into stepping stones:

	Movement goal	Stepping stones towards the movement goal
1	A Green, Feminist Economy	• Shift away from GDP, centre wellbeing • Care jobs seen as green jobs (see our Feminist Green New Deal work) • People and planet prioritised before profit • Democratise ownership • A just climate transition • Move away from energy intensive and polluting activities
2	Freedom from oppression	• Build collective power • Dismantling of oppressive structures • Joy, health and healing accessible to all • Lived experience valued • Building powerful movements and enabling new leaders • Reduce harm to women
3	A culture of collective care	• Communities connected, no longer structurally marginalised • Mindset shift away from consumerism • Paid and unpaid work valued equally • More community and green spaces • Work life balance • Universal income and services
4	A safe, healthy and sustainable environment for all	• Zero waste and circular economy • A toxic-free future, free from toxic chemicals • A plastic-free future • Right to sustainable healthy food • Biodiversity and a thriving natural world

Wen's Vision

It is our belief that these changes will lead to the realisation of our vision:

A world where women, communities and the planet flourish because our society is equitable, collaborative and caring!