



TRANSFORMING
**TOWARDS A FAIR AND
SUSTAINABLE ECONOMY**



Doughnut Design for Business

A tool to redesign businesses using
Doughnut Economics



Sneak peak version 0.6 (Oct 2022)



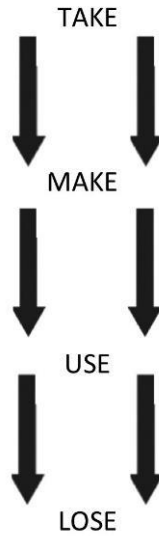
#NIET
LULLEN
MAAK
IMPACT
MAKEN



Naar een regeneratieve economie

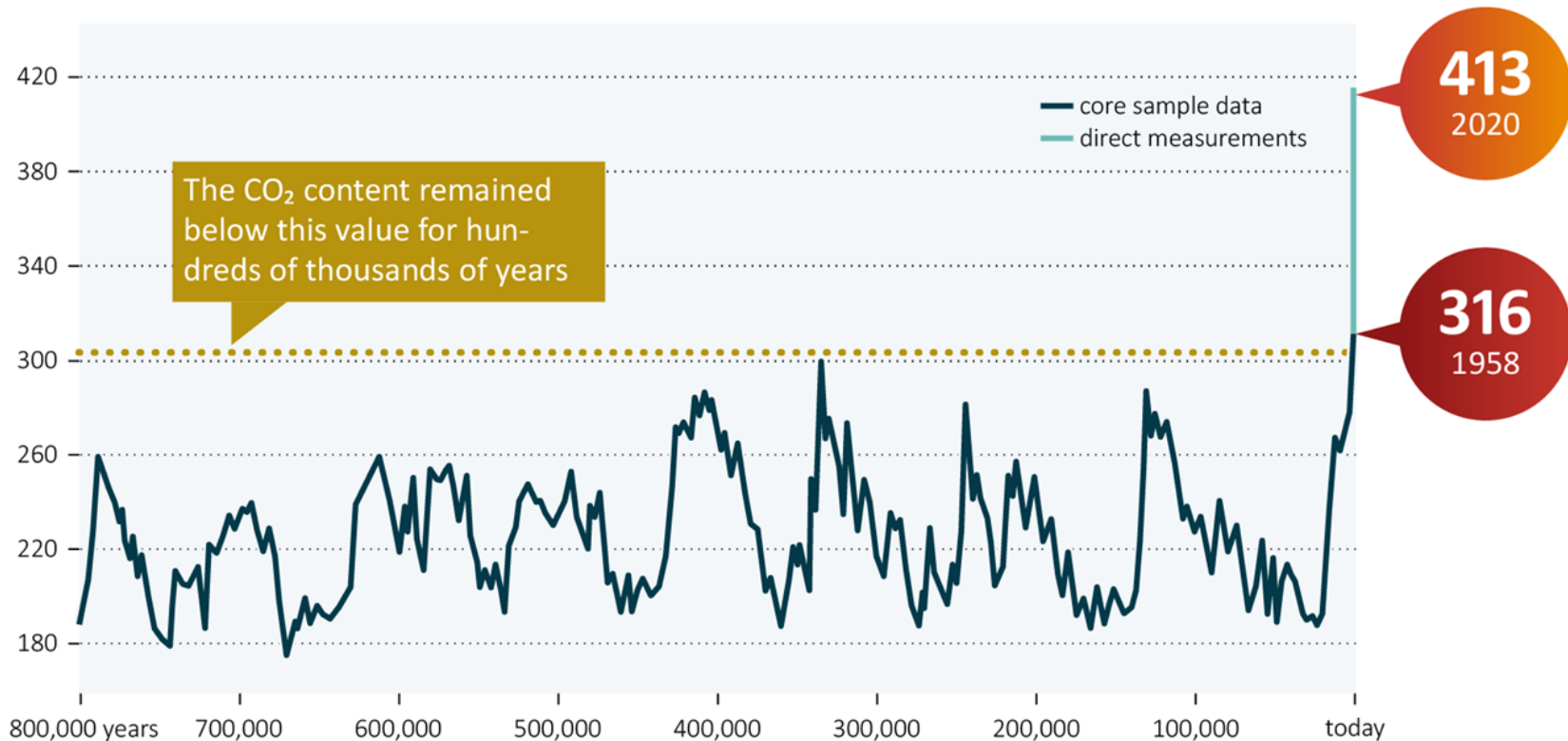


DEGENERATIVE



CO₂ content of the atmosphere over the last 800,000 years

in parts per million (ppm)



Graphic: Leopoldina Factsheet Climate Change (2021), CC BY-ND 4.0

Source: Lüthi et al. (Nature 2008), Keeling et al. (Scripps CO₂ Program Data)

**To change
the future,
change the
dynamics**



Degenerative



Landscape degradation

Sustainable



Zero deforestation



Regenerative



Landscape restoration



Built-in obsolescence



Material recycling



Repair & modular design

To change the future, change the dynamics



Poverty wages



Living wage



Living wage and profit share



Protecting Intellectual Property



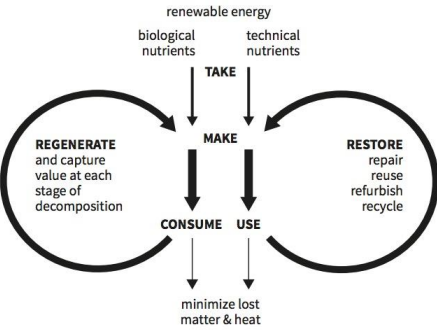
Technology partnerships



Open source

regenerative practices

An economy that works with and within the cycles of the living world



Open modular design - Fairphone



Factory as Forest - Interface



Plastic recycling – Body Shop



Circularity of materials - Houdini

distributive practices

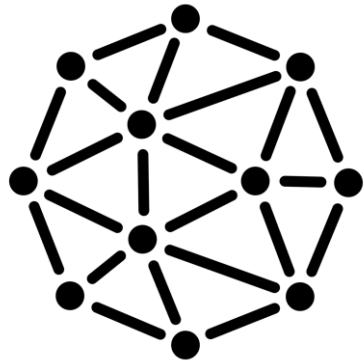
Sharing opportunity and value with all who co-create it



Supplier commitment – El Puente



Employee ownership – Richer Sounds



 fairbnb.coop
community powered tourism

Community-focused tourism - FairBnB



 Fair Tax

Fair Tax Mark - LUSH



3

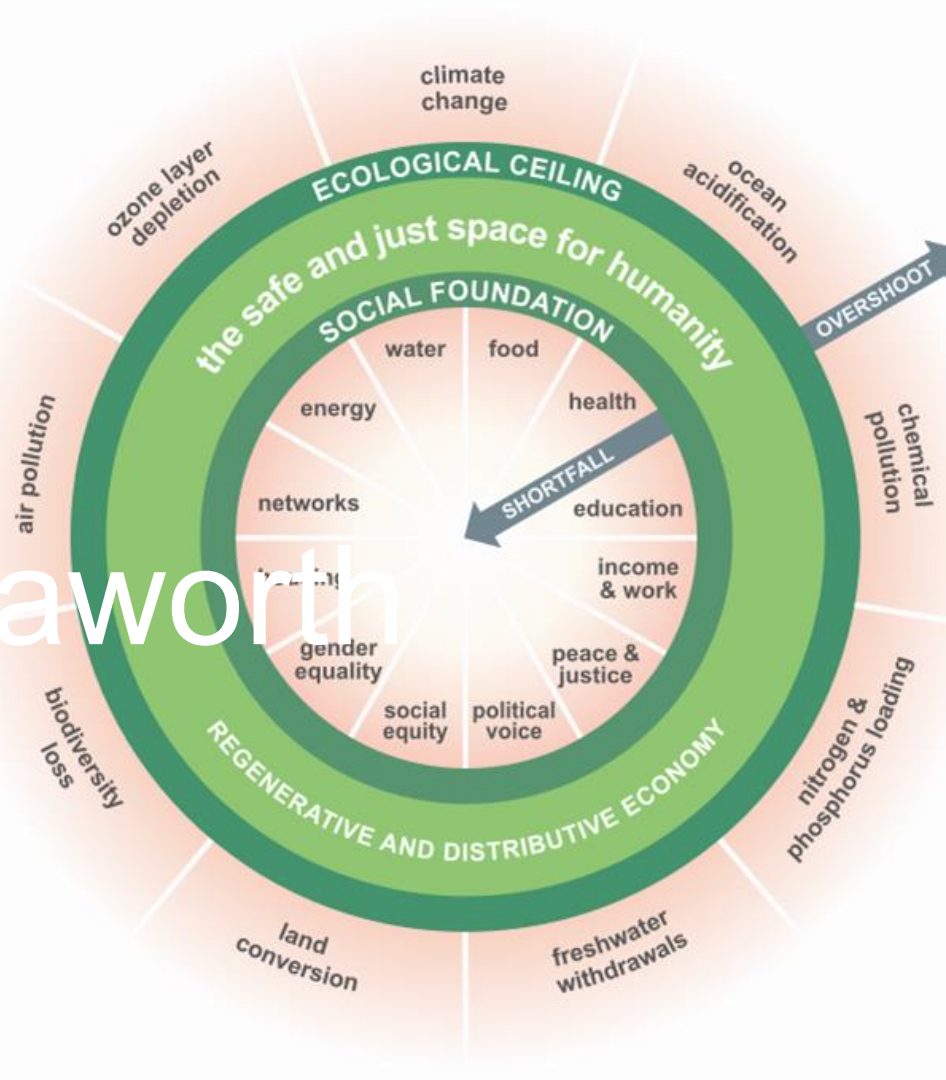


Doughnut economics





Kate Raworth



The Doughnut's dimensions

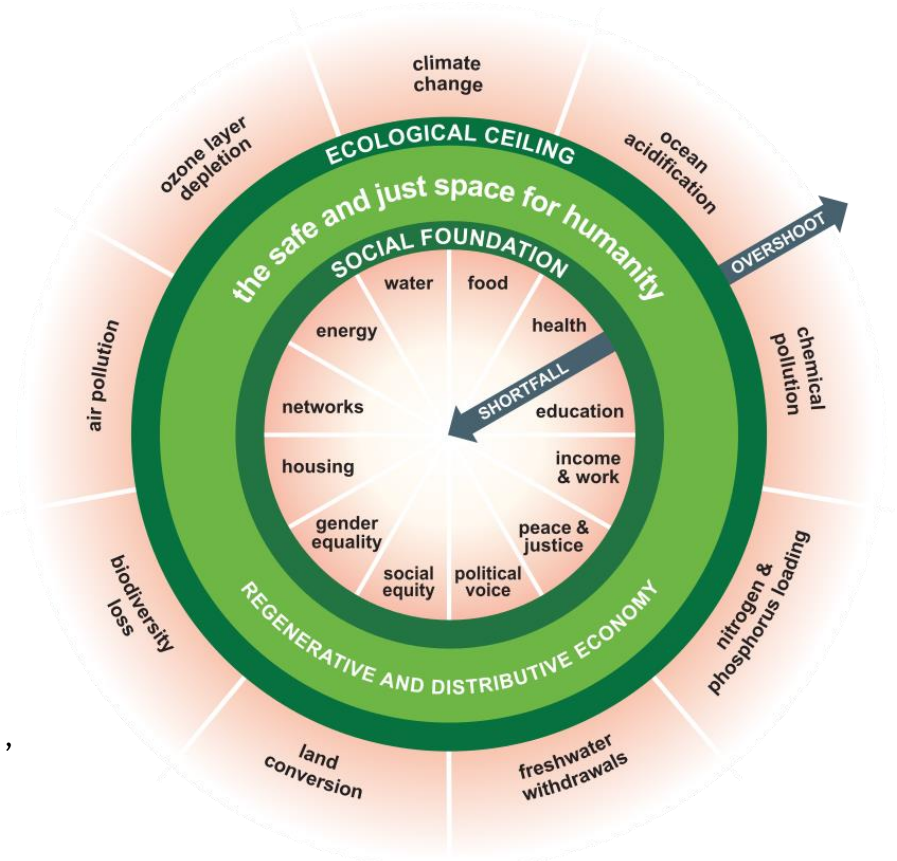
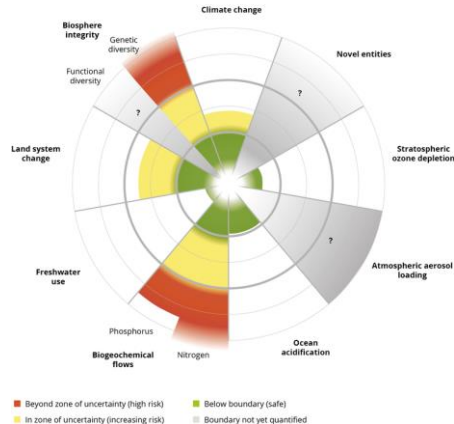


Social Foundation

The 12 dimensions of the social foundation are derived from the social priorities agreed in the Sustainable Development Goals (UN, 2015)

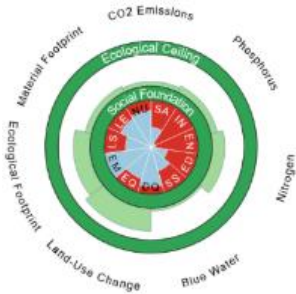
Ecological Ceiling

The 9 dimensions of the ecological ceiling are the nine planetary boundaries defined by Earth-system scientists (Steffen et al., 2015)

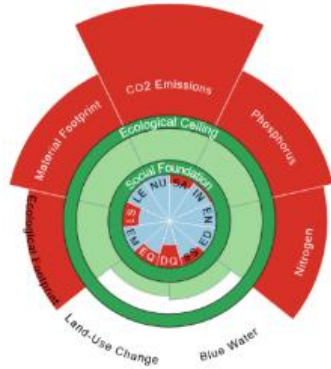


Every nation must transform

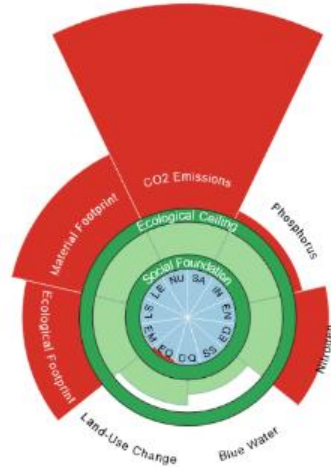
goodlife.leeds.ac.uk



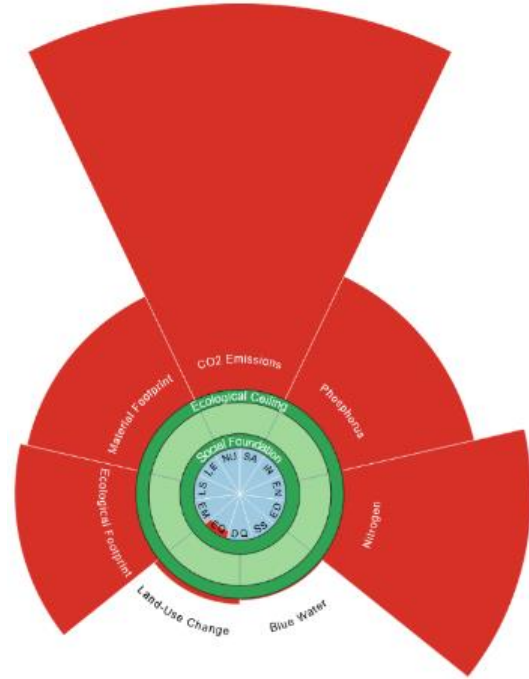
Malawi



China



UK



USA

Doughnut Business Design

Part 1.


Rapid Doughnut mapping

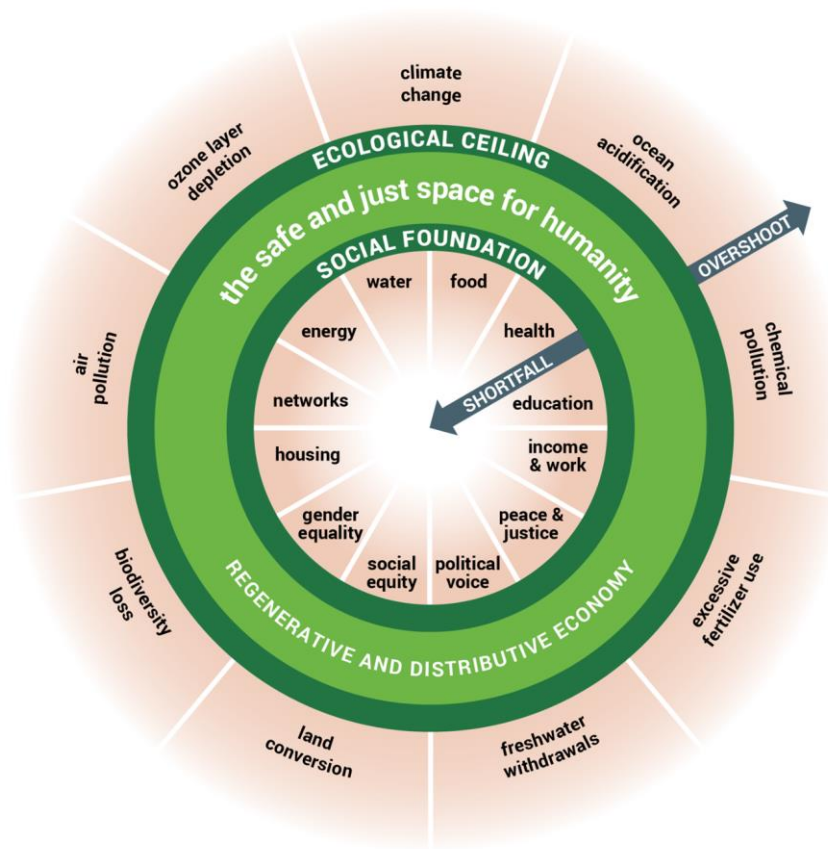


Identifying impacts

Use **negative** sticky notes to identify ways your business contributes to social and ecological pressure

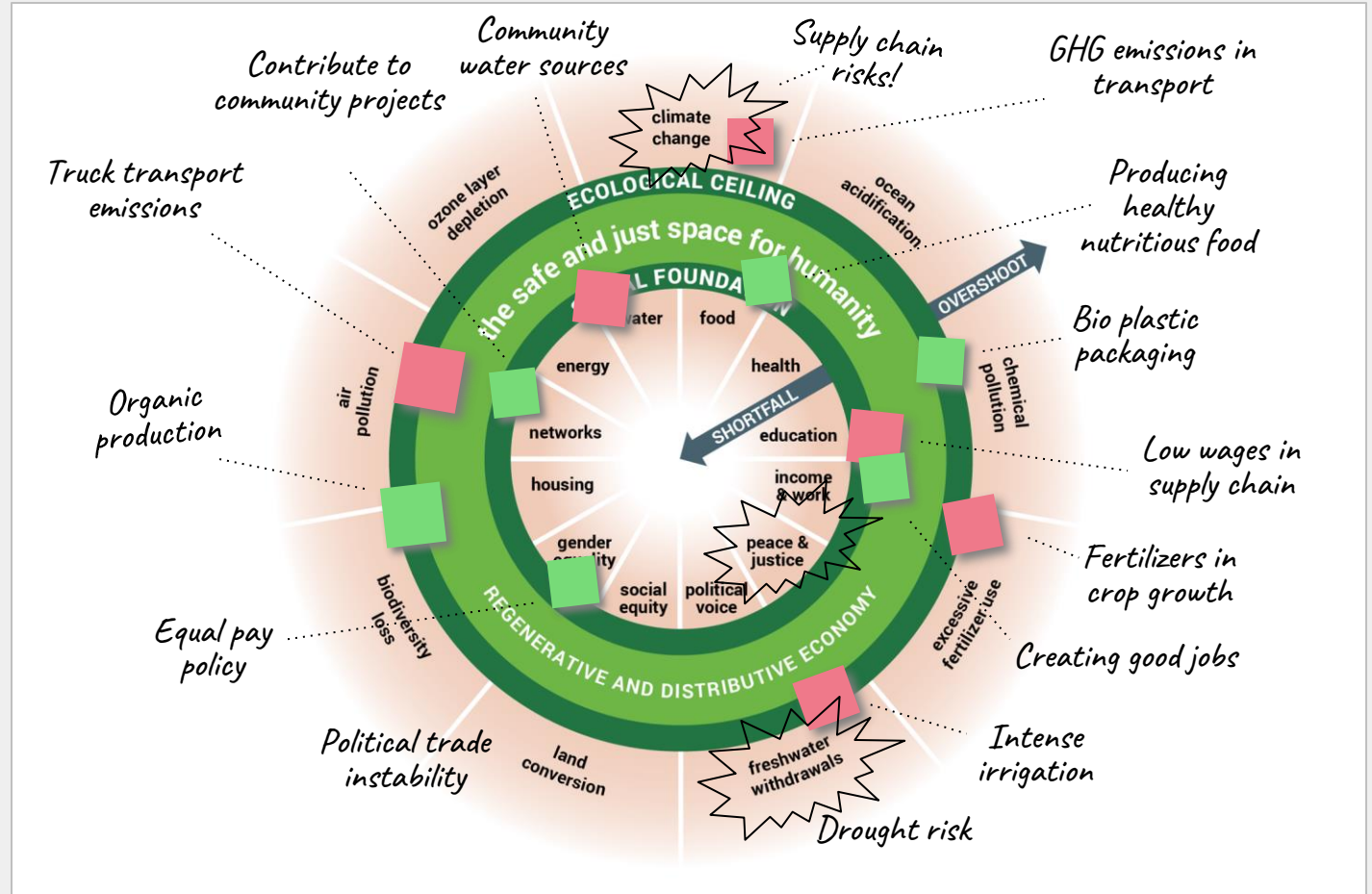
Use **positive** sticky notes to identify ways your business helps humanity move into the Doughnut.

Use  to identify ways social and ecological pressures create risks or impacts for your business.



Identifying impacts

Example of a consumer goods company



Canvas: Rapid Doughnut mapping

Doughnut Design for Business

Part 2.

Regenerative & distributive ideas



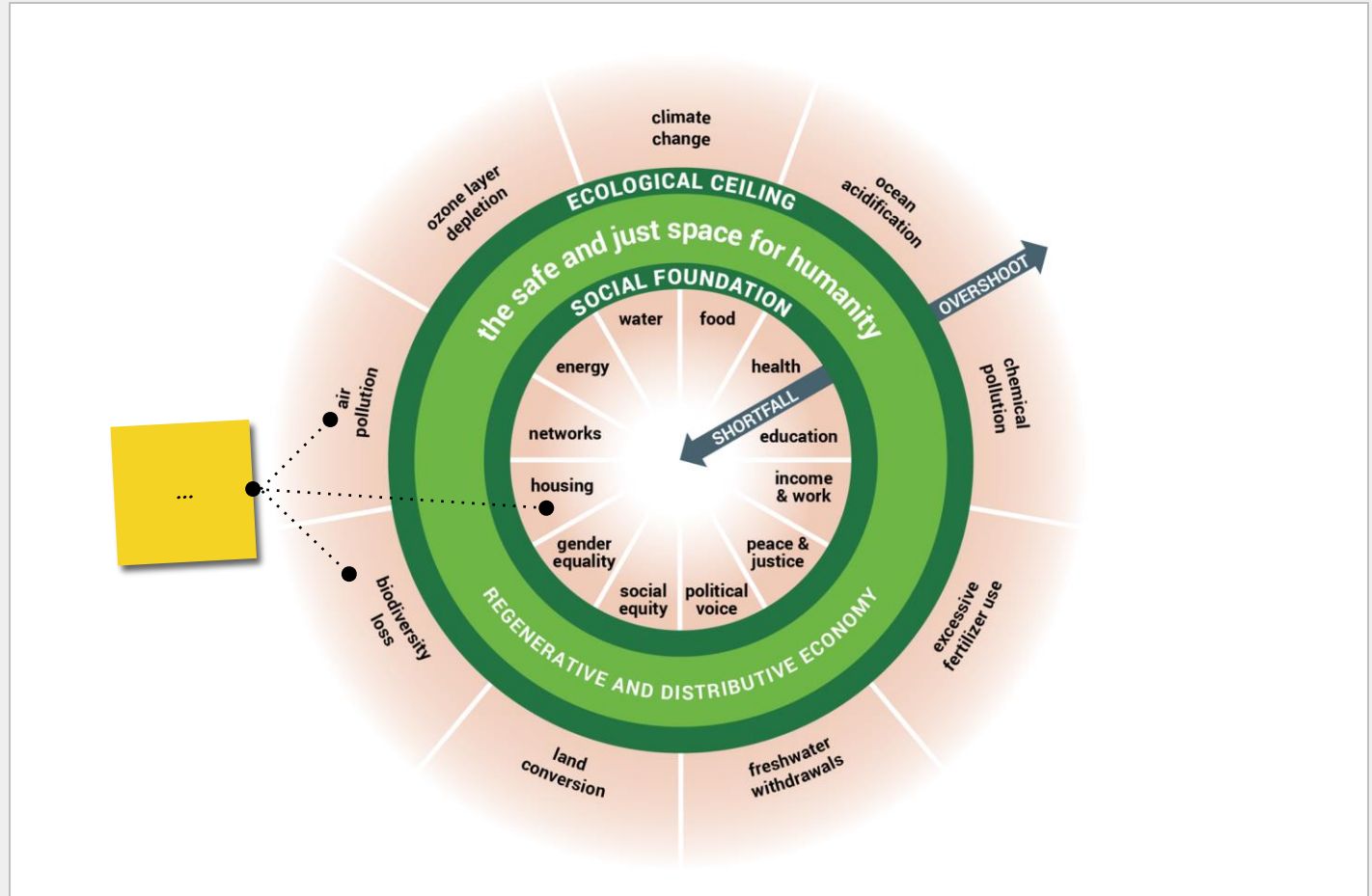
1 2 3 4

Generating bold ideas

To help humanity into the Doughnut, businesses will need to pursue the most ambitious ideas possible - ideas that are regenerative and distributive.

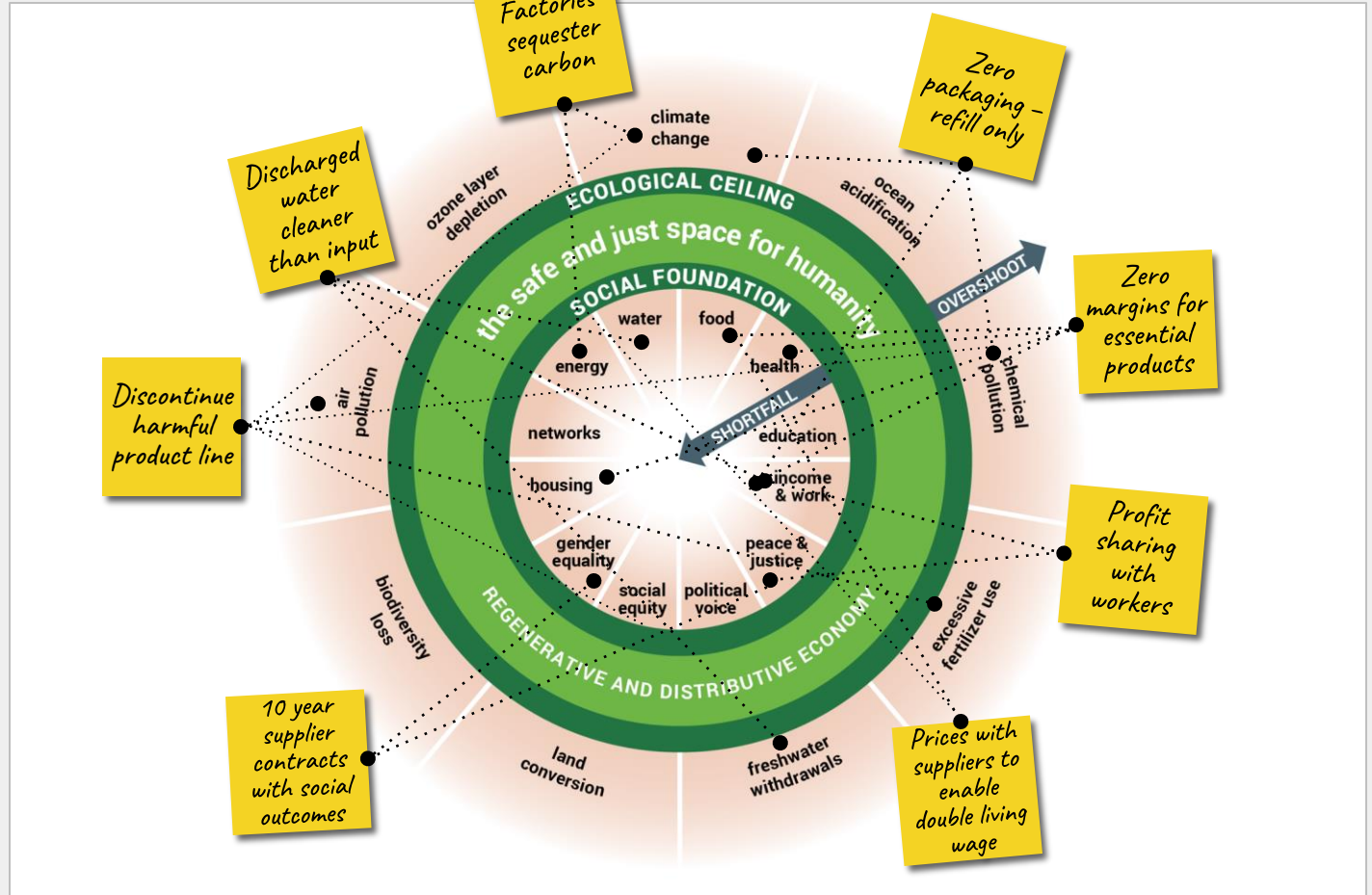
To identify such ideas, see the following steps.

Use **yellow sticky notes** to capture the ideas. Draw lines from the ideas to the relevant dimensions on the Doughnut.



Canvas: Rapid Doughnut mapping

Generating bold ideas
 Example of a
**consumer
 goods
 company**



Canvas: Rapid Doughnut mapping

Doughnut Design for Business

Part 3.

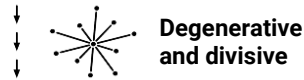
Business design



Know your business design

Introduction. Just understanding. No action.

What we will do hereafter...



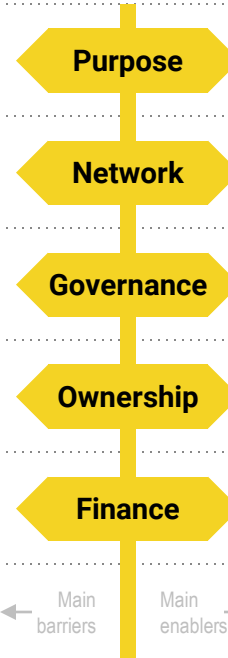
Deep design model Current business design

Regenerative and distributive



← Bold ideas

**which aspects
of our design
are holding us
back?**



**which aspects
of our design
are enabling
us to take bold
action?**

Canvas: **Current business design**

Doughnut Design for Business

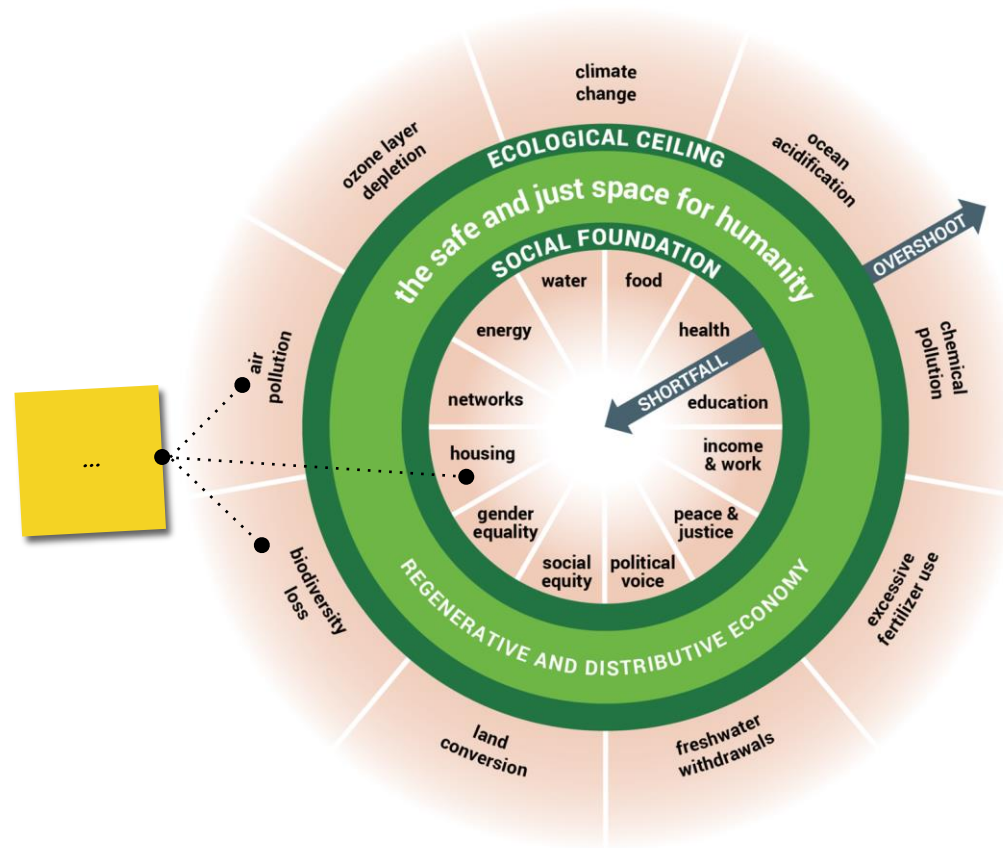
In groups:

Bold Ideas



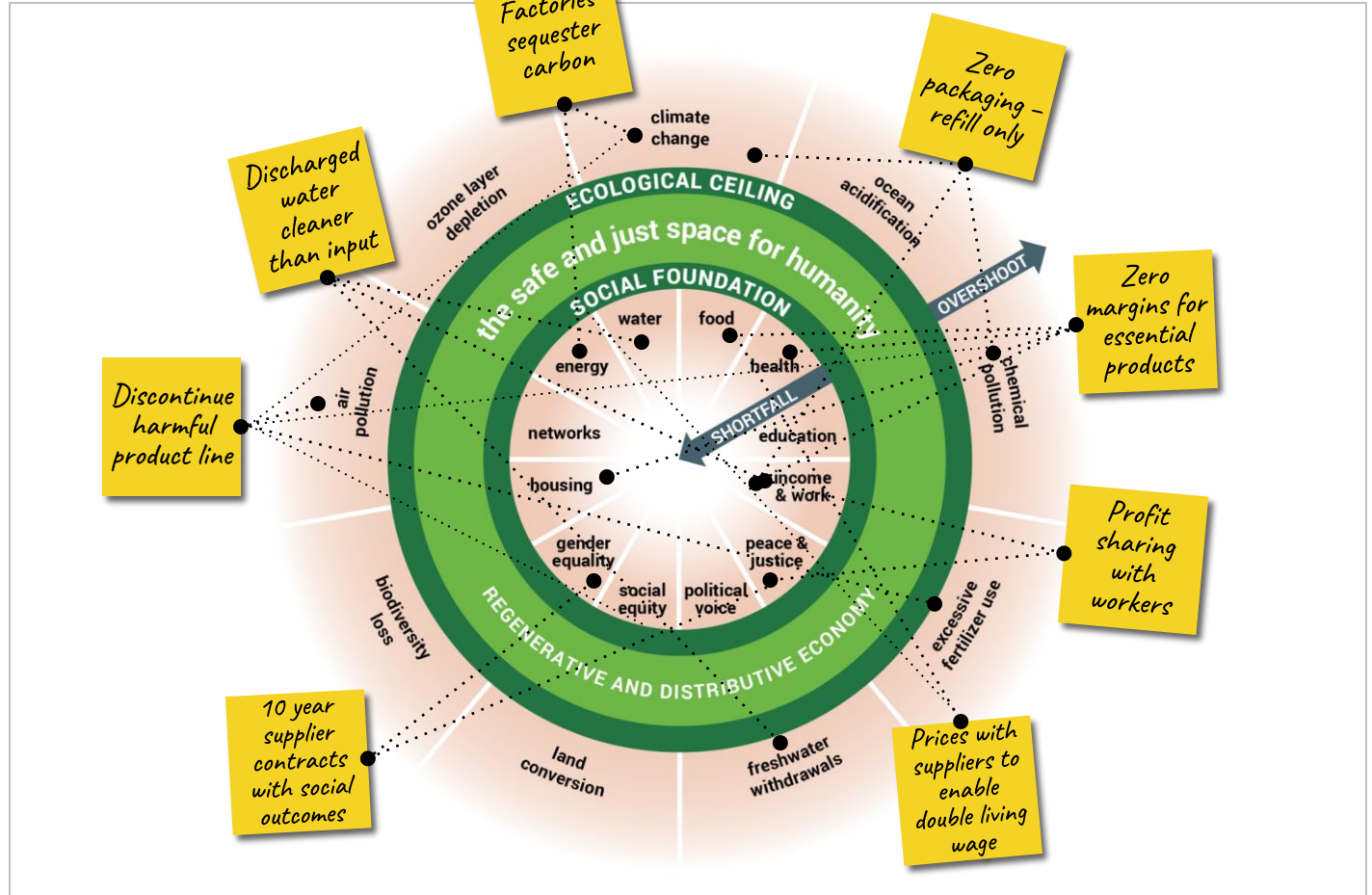
Generating bold ideas

For your organisation or company, use **yellow sticky notes** to write the ideas. Draw lines from the ideas to the relevant dimensions on the Doughnut.



Canvas: Rapid Doughnut mapping

Generating bold ideas
 Example of a
**consumer
 goods
 company**



Canvas: Rapid Doughnut mapping

Aan de slag!

- Bedenk radicale ideeën voor jouw organisatie die de impact kunnen verbeteren op de verschillende aspecten van de Donut
- Wat moet er veranderen in jouw organisatie om die radicale ideeën te realiseren?
- 10 minuten individueel invullen
- Daarna delen met je buurvrouw of buurman