Communities:
Let’s Get Started!

Version 1.0 (May 2023)
Communities: Let’s Get Started!

Doughnut Economics covers so much that it can feel overwhelming! Use this tool to find ways to get started in putting the ideas into practice with your community.

Use it as a signpost to see things you would like to...

- do straight away
- do in future
- share with others
What do we mean by ‘communities’? *

- **Household**: Learning about the ideas & taking action in your life & home
- **Street**: Connecting and taking action with neighbours locally
- **Neighbourhood**: Connecting with others over wider scales to work towards deeper systemic change
- **Town, City**: Connecting and learning with people applying the ideas in all sorts of places and contexts
- **Region, Nation**:
- **Global**:

* in the context of Doughnut Economics in action
What’s in this tool?

1. What is Doughnut Economics?
2. How can I learn about Doughnut Economics with others?
3. How can I introduce the ideas of Doughnut Economics to my community?
4. How can we apply the ideas of Doughnut Economics within our community?
5. How can I apply the ideas of Doughnut Economics in my own life?
6. How can I connect with others locally to create a network for change?
7. How can we take action for deeper systemic change?
8. What is the DEAL Community and how can I connect with others globally?
9. How can I ask other questions, find out more, or contribute a story?

Click the DEAL logo bottom left of every page to come back to this menu page.
1 What is Doughnut Economics?
Let’s start by introducing the Doughnut – the idea at the heart of Doughnut Economics – and some tools you can use to learn more about it, including translations in your language.
We have a world in crisis

Financial meltdown

- New York, US

Climate breakdown

- Sofala, Mozambique
- Sydne, Australia

COVID lockdown

- Kuala Lumpur, Malaysia
- Bogotá, Colombia
It’s time for new economic thinking
Doughnut Economics offers a **goal** for the 21st century:

“To meet the needs of all people within the means of the living planet”
A **compass** for human prosperity:

Based on the social priorities of the UN Sustainable Development Goals and the nine planetary boundaries of Earth Systems Science.
A mirror for humanity:

Showing a world perilously out of balance.

So how can we design our economies to come back into the space of the Doughnut?
Download the Doughnut diagrams and Embedded Economy diagrams in your own language so you can share them in presentations, print them as posters, or use them in workshops.
Watch Kate Raworth’s TED Talk from 2018 that introduces the idea of the Doughnut and invites us to think again about goal of the economy: from endless growth to thriving in balance.

Doughnut Economics TED Talk
Kate Raworth's TED Talk from 2018
Read chapter one of Doughnut Economics that more deeply explores the goal of the economy, the origin of GDP and how we might reimagine the goal to be thriving in balance.
The following pages introduce the seven ways of Doughnut Economics, with some questions you can reflect on with your community. There are then some tools you can use to explore them in different ways.
Doughnut Economics offers seven ways to think like a 21st century economist:

1. Change the goal
2. See the big economic picture
3. Nurture human nature
4. Get savvy with systems
5. Be distributive by design
6. Be regenerative by design
7. Think again about growth
1. Change the goal

from
Gross Domestic Product (GDP)

Maximising the monetary value of all goods and services sold through the market or the state

to
The Doughnut

Meeting the needs of all people within the means of the living planet

What is the purpose of the economy and what should be its goal?

What do you think and feel about the current purpose and goal of the economy? What and whom does it serve?

The Doughnut offers the goal of meeting the needs of all people within the means of the living planet. What do you think and feel about this as a goal for the 21st century?
2. See the big economic picture (1 of 2)

The economy as a closed loop of money and resources flowing between households and businesses

The economy as both diverse and embedded (within society and the living world, upon which it depends)

What we choose to make visible powerfully impacts what we notice and what we ignore.

How does the economy depend upon and impact the living world?

How is the economy shaped by society - by law, politics, media, civic organisations, and more?

How could all four modes of provisioning (market, state, household and commons) serve humanity well together?
2. See the big economic picture (2 of 2)

**The household**
The unpaid activity within the household that sustains the essentials of family and social life with the universal human resources of time, knowledge, skill, care, empathy, learning and reciprocity. Where you can be parent, child, partner, relative, carer ...or kinless.

**The market**
The mechanism by which goods & services are bought and sold according to an agreed exchange value and terms, and the people, groups and organisations that are involved in that exchange. Where you can be consumer, producer, labourer, owner ...or destitute.

Within the economy there are four **systems of provisioning** for our needs, and many **economic roles**.

Which **roles** do you play in each? Which of these **roles** feel valued to you? Where do you see examples of these working well (and not so well) together?

**The state**
The local, regional and national governments that provision public goods and services to meet people's needs, and create the legislative framework for all other forms of economic activity. Where you can be resident, service user, public servant, regulator, voter, protester ...or stateless.

**The commons**
The process and forms of stewarding a shared resource by a self-organising and governing community, outside the direct governance of the market or state, for the shared benefit of the community and place. Where you can be member, co-creator, volunteer, steward ...or excluded.
3. Nurture human nature

from
rational
economic man

 Alone, self-interested, calculating and competitive, with nature at his feet

 to
social adaptable humans

 Caring, reciprocating, compassionate community that is part of the web of life

Who we tell ourselves we are, shapes who we become.

What do you think should be the core characteristics and qualities of humanity in a 21st century economic model?

What could happen if the economy actively nurtured the best of human nature, fostering our innate capacity for cooperation, collaboration and mutual aid?
4. Get savvy with systems

Simplifying systems with the aim of predicting and controlling outcomes

Embracing the unpredictability of complex systems and their interconnections

What examples of systems can you think of in your daily life and what are the relationships and feedback loops that exist?

What are some examples of feedback loops and tipping points in the economy?

If the economy is a ‘complex system’ that can’t be controlled but only stewarded, what is the role of the economist?

What are the skills required to be a good economist?
5. Be distributive by design

from divisive to distributive

Capturing opportunity and value in the hands of a few

Sharing opportunity and value with all who co-create it

Who owns the sources of wealth creation where you live, such as land, housing and businesses?

Who determines how land is used, who has access, what housing is built, who benefits from the value created?

Who creates and controls the businesses, and who benefits from the value they create?

What are the laws, regulations, infrastructure, technologies, privilege and inheritance that shape these things?
6. Be regenerative by design

How can we collectively restore, rewild and regenerate living ecosystems, both locally and globally?

Nature has no waste, so how can we learn from nature to be more regenerative by design: to repair, refurbish, restore, reuse and remake the technical materials we use (such as synthetics, plastics, ceramics and metals) that cannot be returned to nature's cycles?

Can you think of examples?

Running down Earth's life-supporting systems, and pushing us over Planetary Boundaries

Restoring and working within the cycles of the living world, and bringing us back within Planetary Boundaries

from degenerative to regenerative
7. Think again about growth

We need economies that enable us to thrive, whether or not they grow.

There are many ‘hooks’ to growth, including: debt-based money creation, consumerism, shareholder-driven business, employment risks, politics captured by wealth, geopolitical power, tax income and fear of public debt.

How could economies end these structural dependencies upon endless growth?

What would need to change to make that possible?
Print this A4 page and turn the seven ways into a zine booklet; something you can keep, make with others or share with others.

Doughnut Economics Seven Ways Zine

Turn an A4 print-out into an 8-page booklet showing each of the seven ways to think like a 21st century economist
Watch seven short video animations that summarise each of the Seven Ways. You might like to introduce these videos to others and discuss the questions in the previous slides.
Explore this Miro world, created by Mona Ebdrup and Magda Petford, that has lots and lots of rich content relating to each of the chapters of the book Doughnut Economics.
Watch this video introducing the Embedded Economy diagram (from chapter 2), including all the roles and relationships within the economy.

Meet the Economy

Exploring the four core spheres of activity at the heart of the economy: the market, state, household and commons
Watch this fun Puppet Rap Battle video about assumptions behind economics’ model of humanity ‘Rational Economic Man’ (from chapter 3).
Watch these short videos introducing regenerative and distributive design - the two design dynamics needed to help get humanity into the Doughnut (from chapters 5 and 6).
2 How can I learn about Doughnut Economics with others?
Learning with others helps bring the ideas of Doughnut Economics to life. In this chapter there are a couple of tools and a story about the power of peer-to-peer learning... (‘What feels more possible now?’ they were asked. ‘Anything!’ they answered)
Start or join a book club with others to explore the chapters of the book and what they might mean for you, your family, your work and your community.

Doughnut Economics Book Club Guide

A co-created guide to help you design and host your own book club or study group around Doughnut Economics
Read how CIVIC SQUARE and Huddlecraft supported people to learn about the ideas of Doughnut Economics as peer groups - mutually supporting each other to apply the ideas in their lives and communities.
Use this Miro world, created by Mona Ebdrup and Magda Petford, to support your learning journey through the book Doughnut Economics, with others.
3. How can I introduce the ideas of Doughnut Economics to my community?
Here you’ll find some activities and workshops you can run, and stories of how other people, groups and organisations have introduced the ideas in their community.
Firstly, **please read** the principles and guidelines of putting Doughnut Economics into practice, so you can become stewards (like the DEAL Team) to safeguard the integrity of the ideas, to retain their transformative potential.
Introduce the Doughnut with the interactive workshop. Step into the Doughnut. When we explore the ideas through movement and personal stories, our capacity to engage in their implications increases enormously.
Explore the diversity of perspectives within your community with this workshop that asks ‘Can humanity can get into the Doughnut by 2050?’ and invites us to try other perspectives on for size.
Explore the connections between the dimensions of the Doughnut with this fun and energising activity. Connecting with one person after another, rapidly accelerates both individual and collective understanding.
Invite the imagination of your community - of people of all ages - with this activity that invites people to dream what they want a world in the Doughnut to look and feel like. Connect the dreams together to create a Dream Spiral!
Play the fun and fast game Ring Rescue, to get people working together round a common goal - to rescue someone from the hole in the middle of the Doughnut!

Ring Rescue

A fast and fun Doughnut-shaped game that explores systems and collaboration

doughnuteconomics.org
Read the story of how people in Amsterdam Nieuw-West created the Donut Bakery to connect changemakers and host a **neighbourhood festival** to introduce the ideas to residents and build momentum for change.

Taking the metaphor a step further: Donut Bakery

Neighbourhood organisations and citizens collaborating to let the local donut emerge
Read the story of how people in Berlin organised a street festival to engage passers-by with the ideas, and how this fits within the work of an open group of changemakers called Donut Berlin.
Read how the Zero Carbon Guildford - a UK Climate Emergency Hub - are introducing the ideas to school children and residents of diverse perspective in their place.

Zero Carbon Guildford's journey with Doughnuts

How a Climate Emergency Hub is engaging residents and young people with the Doughnut
Read how the Irish Doughnut Economics Network introduced the ideas through a Movement Lab, at a climate festival at the Irish Museum of Modern Art.
4 How can we apply the ideas of Doughnut Economics to our place?
In this chapter, we’ll introduce ‘Doughnut Unrolled’ and the framework of the four lenses, with some tools you can use and some stories for inspiration about how to apply this to your community.
Read the Doughnut Unrolled method for applying the Doughnut to your community, which introduces the **four lenses** as a holistic thinking compass to explore local, global, social and ecological perspectives.

Doughnut Unrolled: Introducing the four lenses

An introduction to the four lenses and the set of tools you can use to help your place bring humanity into the Doughnut
Read about all the dimensions of the four lenses in this tool. You can also turn this into an interactive activity with the tool *Sparking Connections*. 
Create a **Community Portrait of Place** with anything from an introductory workshop to a deep ongoing process. This tool offers an introductory guide and you can read examples of this in practice on the following pages.
Read how CIVIC SQUARE created a Neighborhood Doughnut Portrait in Ladywood in Birmingham, UK. Along the way they developed lots of tools you can use, that you can see on the following pages.
Explore your local neighborhood through all your senses with this ‘walkshop’ and canvas developed by CIVIC SQUARE. See how many different groups you can go on a walkshop with!
Uncover the stories of change and Doughnut activity already underway in your place - and the people behind them - with CIVIC SQUARE’s Doughnut Story Canvas.

Doughnut Story Canvas

A canvas that invites the Doughnut pioneers of your place to share their stories, perspectives and dreams.
Build a Data Portrait of Place by gathering local data, targets, indicators and policies and mapping them to the four lenses. Time to connect the data-enthusiasts in your community!
Read how Leeds Doughnut Coalition created the Leeds Doughnut, which inspired CIVIC SQUARE’s approach to their data work as part of their Neighborhood Doughnut Portrait.
Read how Shibaura House community created a **Data Portrait** of their ward in Minato City, Tokyo, and how they shared this with their community as an exhibition.

Launching our Data Portrait as an exhibition

A platform for lots of conversations with people and expanding our network in Minato Ward
Read London Doughnut Economy Coalition’s *City Portrait and Call to Action* for all Londoners and London institutions to engage in a positive discussion about the future of the city.
Explore a specific **topic** with the four lenses in a holistic and interconnected way, whether a community project, initiative, object, organisation, possibility or idea.

Doughnut Unrolled: Exploring a **topic**

A selection of approaches to explore a specific topic through the Four Lenses be it a policy, project or possibility
Read how Swannanoa Watershed Action Network (SWAN) explored their local bioregion using the four lenses and some of the tensions that emerge when thinking about how to do this with others.
Read how Gavargh People’s Forest using Participatory Budgeting to foster new relationships with each other, the community and the commons of the local forest and its ‘oxygen catchment area’.

Garvagh People’s Forest Project

Using Participatory Budgeting to foster new relationships with each other, the community and the commons of the forest
Read how the Balochistan Youth Action Committee (BYAC) was able to redefine their goals and path using Doughnut Economics, to delve to the interconnected root causes of poverty.
Read about how people from the DEAL Community across global South contexts explored the four lenses in this co-creative process. There were lots of insights that emerged that are valuable to everyone!
5 How can I apply the ideas of Doughnut Economics to my life?
In this chapter you’ll find two Personal Doughnut tools that have been made by members of the DEAL Community and a third tool called ‘Take the Jump’ that invites you to take actions that reduce negative impact on the planet.
Explore the foundations of what you need to thrive with the **Personal Doughnut** Canvas created by CIVIC SQUARE.
Explore what your own Personal Doughnut might look like with this Personal Doughnut Template created by DEAL Community member Zoe Gilbertson.
Join the community of people taking actions towards a life in the Doughnut with this sociable way of exploring the many ways to ‘Take the jump’. Created by the organisation The Jump.
6 How can I connect with others as a network for change?
In this chapter there are lots of stories of how people, groups and organisations are connecting as networks for deeper systemic change in their place. You can find out how to start your own group or network, and join learning calls.
Learn about place-based groups and networks that are connecting the people in their place around Doughnut Economics for deeper systemic change. Discover their practice and the guidelines to safeguard integrity.
Read how changemakers are connecting and taking action across Brasil as the network Donut Brasil.

Donut Brasil bursts into life!

Connecting diverse communities of practice around the idea and principles of the Donut
Read how the changemakers of Boro Doughnut in Middlesbrough, UK, launched their network to raise awareness and invite people to join.
Read how Regen Sydney is building a coalition for change and exploring what else might be needed to shift the city's course towards a future that's inspiring for us all.
Read how the conveners of the Israel Doughnut Economics Community are responding to increasing interest in Doughnut Economics across Israel, particularly in education.

Advocating for Doughnut Economics in Israel

The formation of The Israel Doughnut Economics Community and spreading the ideas to many audiences across society
Read how the Amsterdam Donut Coalition built on the success of the Donut Days in 2021 to hold a distributed festival across the city to make Donut Deals for collaborative action!
Read about the inspiring journey of Regen Melbourne from a small informal community of people and organisations to a convener and catalyst for systemic change across the city of Melbourne.
Read how Doughnut Economics provides a framework to help the Tricolor Coalition focus on what the main sustainability challenges are in Mexico City, including water and energy.
Read how the California Doughnut Economics Coalition are exploring ways to apply Doughnut Economics ideas and tools at the state scale.
Read how the core team behind Smultring Tønsberg are connecting people across Norway to the ideas of Doughnut Economics with a national festival, appreciative inquiry, and dialogue.
How can we take action for deeper systemic change?
Why is it that many community projects struggle for survival? In 2023 we will be developing a tool to help communities act on these issues to unlock the deeper systemic changes needed to create the future we want. Here is a preview...
We have power to shape which direction we take

What's holding our community back?

What could unlock transformative change?
These five design layers help reveal that power what's holding our community back? What could unlock transformative change?

Purpose

Networks

Governance

Ownership

Finance
Some starting questions to help reveal our powers to act

**Purpose**
What is a community group, initiative, project or organisation's purpose? Why does it exist? What about the other organisations that provision for your communities’ needs?

**Networks**
How are these groups, initiatives and organisations networked? What relationships does the organisation hold, and how does it bring to live its purpose and values through them?

**Governance**
How are these entities governed? Who has voice in decision making? What are the metrics of success? What are the hard rules, and unwritten culture, of how things are done?

**Ownership**
How are they owned? What are the essential assets that provision for your communities’ needs? Who owns, controls or has access to them? What laws uphold these?

**Finance**
How are these entities financed? What is that finance expecting and demanding? What is extracted and to where? What is reinvested into the community?
Read how the Powers to Act tool applies these five design layers to city institutional design to unlock transformational change.

In 2023 we will be developing a version of this tool for community application.
What is the DEAL Community and how can I connect with others globally?
The DEAL Community is the pioneering changemakers worldwide – in communities, education, cities and places, business and government and more – who are turning the ideas of Doughnut Economics into action.
Watch Kate Raworth’s Tedx talk from 2021, introducing the DEAL Community and showing how changemakers are bringing Doughnut Economics to life in all sorts of creative and context-specific ways.
Join the DEAL Community by becoming a member (for free!) so you can connect with others and share stories.
Attend a Communities: Let’s Get Started meet-up, where you can meet others who are interested in neighbourhood and place-based network organising with Doughnut Economics.
**Read** DEAL’s Cities & Regions theme homepage and learn about the 9 pathways municipalities and local governments are taking to put Doughnut Economics into practice at the city and regional scale.

Cities & Regions

Downscaling the Doughnut to reimagine and remake the places where we live
Read DEAL’s Business & Enterprise theme homepage and learn about the five design layers of Enterprise Design within Doughnut Design for Business.
Read DEAL’s Schools & Education theme homepage and learn how students and educators are bringing Doughnut Economics into the classroom and other places of learning.
Read DEAL’s Research and Academia theme homepage and learn how students and academics are deepening and furthering the scholarship of Doughnut Economics, both in theory and in practice.
Read DEAL’s Government & Policy theme homepage and learn how DEAL is engaging with national governments and international institutions to reframing economic narratives and influence strategic policy.
How can I ask other questions, find out more, or contribute a story?
We hope you’ve enjoyed reading through *Communities: Let’s Get Started*. In this final part, you can find out how to share your own story, or contact the DEAL team, or see *even more* stories on the DEAL platform!
Write your own story of action, and contact us if you would like your story featured in Communities: Let’s Get Started (see next page for how to contact DEAL)
Contact us with any questions or feedback you may have; any requests to add your story; or offers to make translations in your own language.

doughnuteconomics.org

Contact us

Get in touch with the DEAL Team
You can also **discover** even more stories on the Communities page of the DEAL Community Platform.
Thanks for reading...

Communities:
Let’s Get Started!

Version 1.0 (May 2023)
Acknowledgements

This tool was created by

Rob Shorter, Communities & Art Lead at Doughnut Economics Action Lab.

The tool is made with

Design contributions from Ruurd Priester; Doughnut Economics conceptual contributions from Kate Raworth; communications and technical support from Aimee Laurel and Karn Bianco.

Tool contributions from Mona Ebdrup, Magda Petford, CIVIC SQUARE, Huddlecraft, Jacob Rask, Kavita Purohit, Nettes Derbyshire, Charlotte Bailey, Zoe Gilbertson, The Jump and Leonora Grcheva.

Story contributions from Rieta Aliredjo, Nicole Hartmann, Ben McCallan, Olivia Carpenter-Lomax, Steph Bleach, Roisin Markham, Louise Byng, Tim Frenneaux, Miho Shimizu, Chris Paddock, Robertson Work, Karin Eyben, Sikander Bizenjo, Andrew Fanning, Rosana Rezende, Emi Imai, Alice Howard-Vyse, Kiran Kashyap, Pete Dowson, Zohar Ianovici, Rosa Tibosch, Nicole Barling-Luke, Eva Valencia Lenero, Franziska Raedeker, Dave Kearney-Brown, Della Duncan, Brian Dowling, Anne Sheridan, Aaron Blanco, Bjørn Hauger, Ellen Sjong and Kate Raworth.
Doughnut Economics Action Lab (or DEAL) is a non-profit Community Interest Company registered in the UK, doughnuteconomics.org

All content is licensed under the a CC-BY-SA 4.0 license 2022.

You are allowed to pass this tool on to others for free, and we welcome alterations (so that they are relevant to your context and audience, including translating some or all of the slides to another language). Any altered versions must be shared under the same licence.

All licensing information, including attributions, can be found doughnuteconomics.org/license.