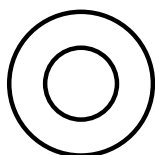


Doughnut Principles of Practice

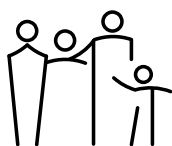
In order to ensure the integrity of the ideas of Doughnut Economics as they are put into practice, we have turned the Seven Ways to Think, and the five key design traits of organisations, into the Doughnut Principles of Practice. We ask that these principles are followed by any initiative that is working to put the ideas of Doughnut Economics into practice.



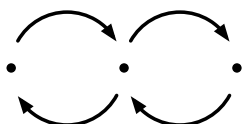
Embrace the 21st century goal. Aim to meet the needs of all people within the means of the planet. Seek to align your organisation's purpose, networks, governance, ownership and finance with this goal. Expect the work to be challenging, innovative and transformative.



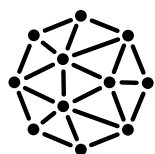
See the big picture. Recognise the potential roles of the household, the commons, the market and the state – and their many synergies – in transforming economies. Ensure that finance serves the work rather than drives it.



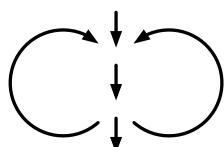
Nurture human nature. Promote diversity, participation, collaboration and reciprocity. Strengthen community networks and work with a spirit of high trust. Care for the wellbeing of the team.



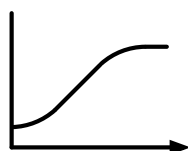
Think in systems. Experiment, learn, adapt, evolve and aim for continuous improvement. Be alert to dynamic effects, feedback loops and tipping points.



Be distributive. Work in the spirit of open design and share the value created with all who co-created it. Be aware of power and seek to redistribute it to improve equity amongst stakeholders.



Be regenerative. Aim to work with and within the cycles of the living world. Be a sharer, repairer, regenerator, steward. Reduce travel, minimize flights, be climate and energy smart.



Aim to thrive rather than to grow. Don't let growth become a goal in itself. Know when to let the work spread out via others rather than scale up in size.