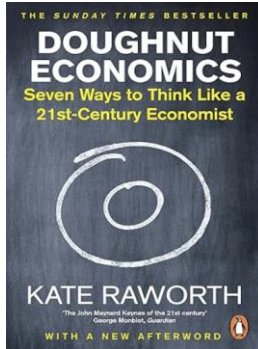


DOUGHNUT ECONOMICS :
A TRANSFORMATIVE FRAMEWORK FOR BUSINESSES WHO DARE

Facilitating the redesign of business impact through Doughnut Economics and the Doughnut Economics Action Lab

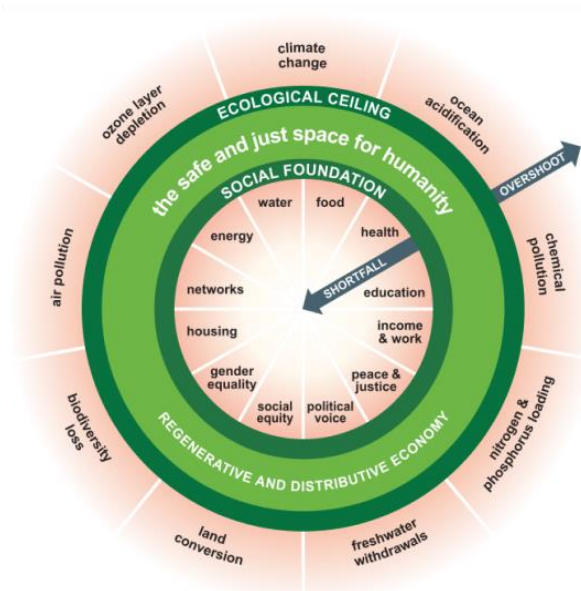
An Intro to Doughnut Economics



Kate Raworth, Author of Doughnut Economics & Founder of the Doughnut Economics Action Lab (DEAL), first wrote of the concept of Doughnut Economics while working for Oxfam in 2012. She subsequently published her world-renowned book in 2017 and formed DEAL in 2019.

A call to action from Kate:

“Doughnut Economics sets out an optimistic vision of humanity’s common future. A global economy that creates a thriving balance thanks to its distributive and regenerative design. Humanity’s glass easily looks half empty. **But there are enough people who still see the glass half full to bring it about.**”



We are the first generation to deeply understand the damage we have been doing to our planetary household and probably the last generation with a chance to do something transformative about it. And we know full well as an international community that we have the technology, know-how and financial means to end extreme poverty in all its forms should we **collectively** choose to make that happen.”

The doughnut offers humanity a safe & just space in which to thrive, by reducing our planetary overshoots (the outer ring of the doughnut) and replenishing our social foundations (the inner ring).

DEAL have brought Doughnut Economics to life in 5 different global and local arenas: Communities & Art, Cities & Places, Education & Research, Government & Policy, **Business & Enterprise**. Our focus is on the latter.

Our Audience – Businesses Who Dare

We believe Doughnuts are for everyone. It doesn’t matter if you’re at the start of your sustainability, ESG or impact journey or well on your way. Taking one day out of the everyday to invest in relooking at your organisation through a new framework and fresh eyes is always going to be a worthwhile investment.

Workshop Design

In 2023, the Doughnut Economics Action Lab (DEAL) launched a one-day workshop to help bring more organisations into the doughnut. Nancy & Ali are both members of the DEAL Community and trained to deliver the Doughnut Workshop. You can find our public declaration forms on the DEAL website: Plans with Purpose & True Horizon. Our goal is to help you go beyond business as usual to unlock transformative ideas through collaboration, innovation and leading examples of doughnuts in action.

We run this workshop in person over a full day or on-line as two half day sessions. To maximise impact you can opt for the workshop to cover an individual organisation or team or to include multiple organisations together.

The workshop covers four key modules set up to facilitate 4 key outcomes:

Modules	Outcomes
1 – INVESTIGATE : Mapping your planetary and societal impact	UNDERSTANDING – Clarity on how specific business activities are contributing to or counteracting social shortfalls and environmental overshoots
2 – SOLVE : Generating transformative ideas for your organisation	TRANSFORMATIVE IDEAS – Time and space to generate new, bold ideas for implementing transformative change
3 – ENABLE : Unlocking barriers and enablers to transformation	COLLABORATION – Working alongside your team or other organisations with shared values to facilitate change
4 – PLAN : Create a plan for embedding transformational change	TRANSFORMATIVE ACTION – Building plans to turn your transformative ideas into transformative action

About Your Doughnut Duo

Ali & Nancy’s role is to bring this transformative framework to life in a way that maximises its potential to redesign business impact.

[Ali is the Founder of Plans With Purpose](#) and has been working as a Regeneration & Diversity Business Mentor for the last 7 years. Her purpose is to spark change that matters. Prior to that she spent 17 years as an FMCG Marketer.

[Nancy is the Founder of True Horizon](#), a sustainability consultancy focused on helping businesses maximise their social and environmental impact through strategy work and certifications like B Corp. Prior to that she spent nearly 15 years developing ESG strategies for global blue-chip companies.

What our previous Doughnut Economists have said:

We’re all about transparency so we want you to know that our data set is still small as we’re just getting started so these results cover feedback from 4 organisations in industries including renewable energy, health & wellbeing, tax and finance.

- 100% of businesses said they would recommend the workshop
- 100% of businesses said the workshop exceeded expectations
- 100% of businesses said they came away with a clear plan for removing barriers to maximise their positive social and environmental impacts
- 100% of businesses found value in the time and space to look at their business through the lens of the Doughnut

“The revelation of the day was the ‘Action Lab’ half of the title, moving from theory to practice. Nancy and Ali made the workshop fun, engaging and action focused.”

“There was a perfect balance between theory and action, hard-hitting facts and optimism to leave us feeling equal parts informed and galvanised to use our businesses as a greater force for good.”

“Really interesting & thought provoking workshop and I think it could be a really powerful tool to encourage change.”

“It was great to see the power of partnerships through collaboration to co-create and deliver this powerful day together.”

Contact Us

Mahatma Gandhi urged us to, “Be the change you want to see in the world.” Kate Raworth is urging us to embrace Doughnut Economics and “*Draw* the change you want to see in the world too.”

If you’re intrigued and want to find out more about the potential Doughnut Economics has to unlock transformative change in your organisation, then please get in touch by emailing either Ali@PlansWithPurpose.co.uk or Nancy@TrueHorizon.co.uk.