

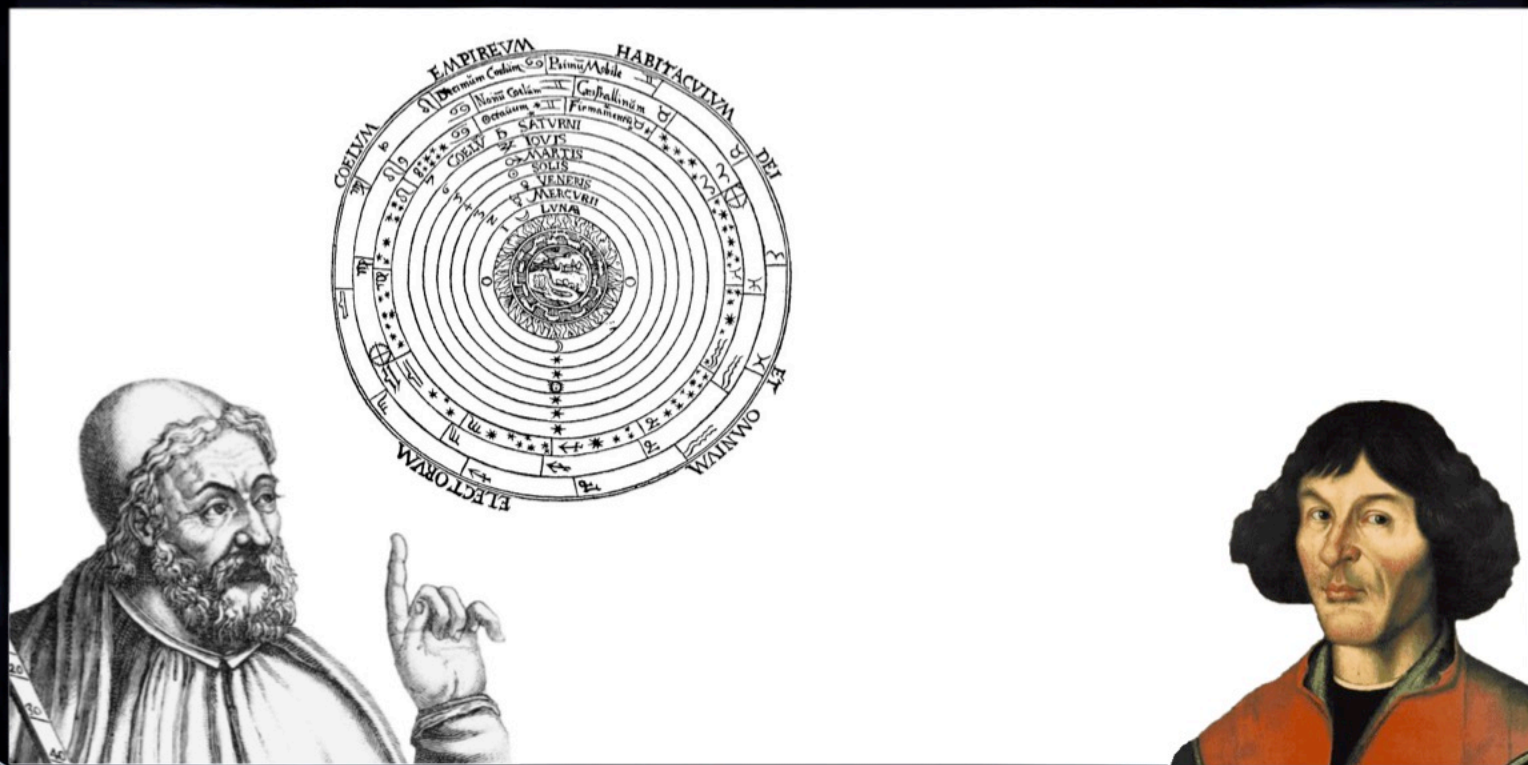


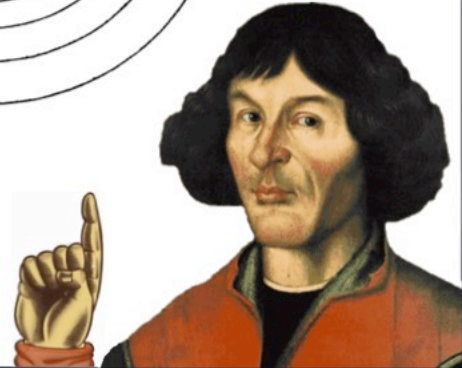
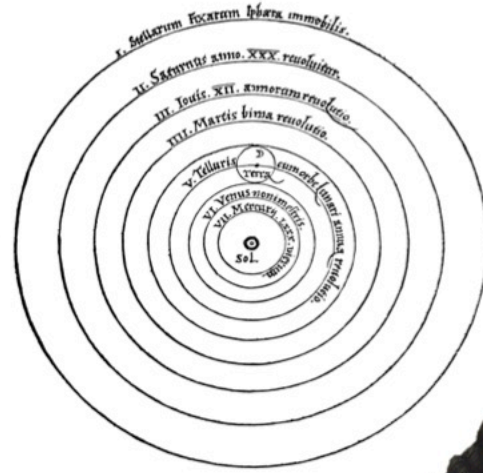
DOUGHNUT ECONOMICS

Seven Ways to Think Like a
21st-Century Economist

KATE RAWORTH

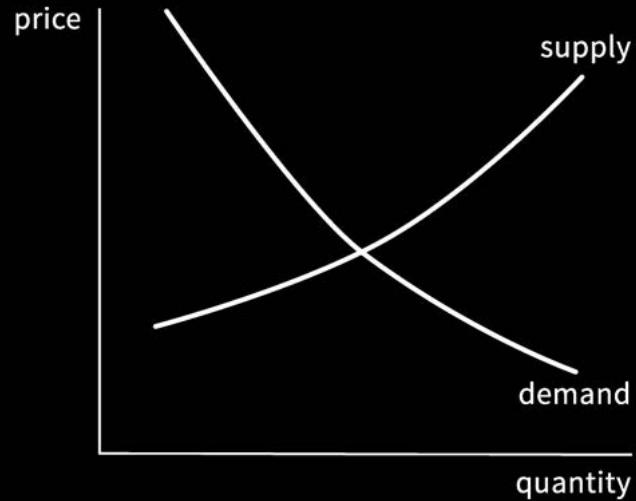
@KateRaworth



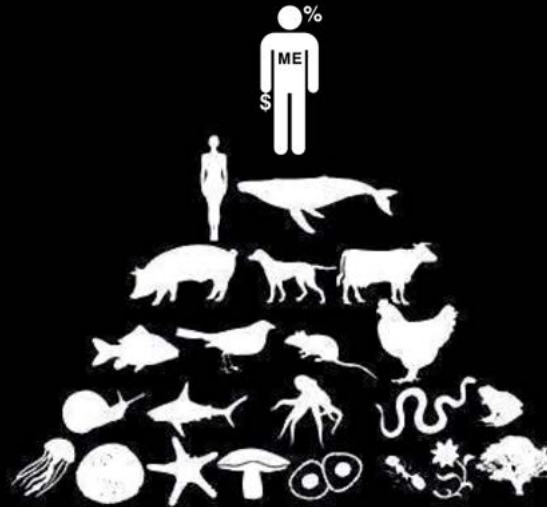


20th century economics

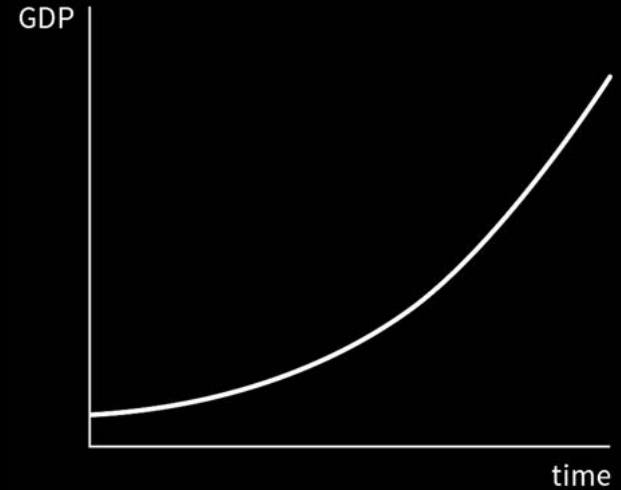
The first image

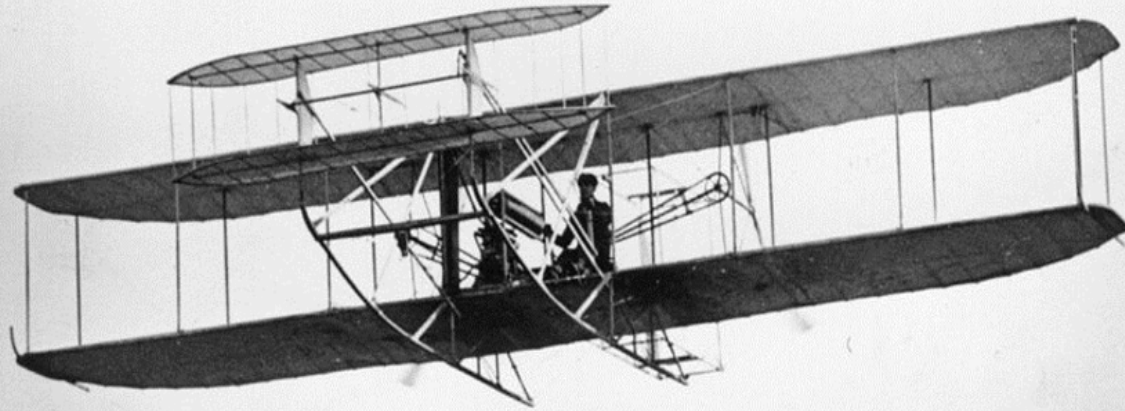


The selfie



The goal

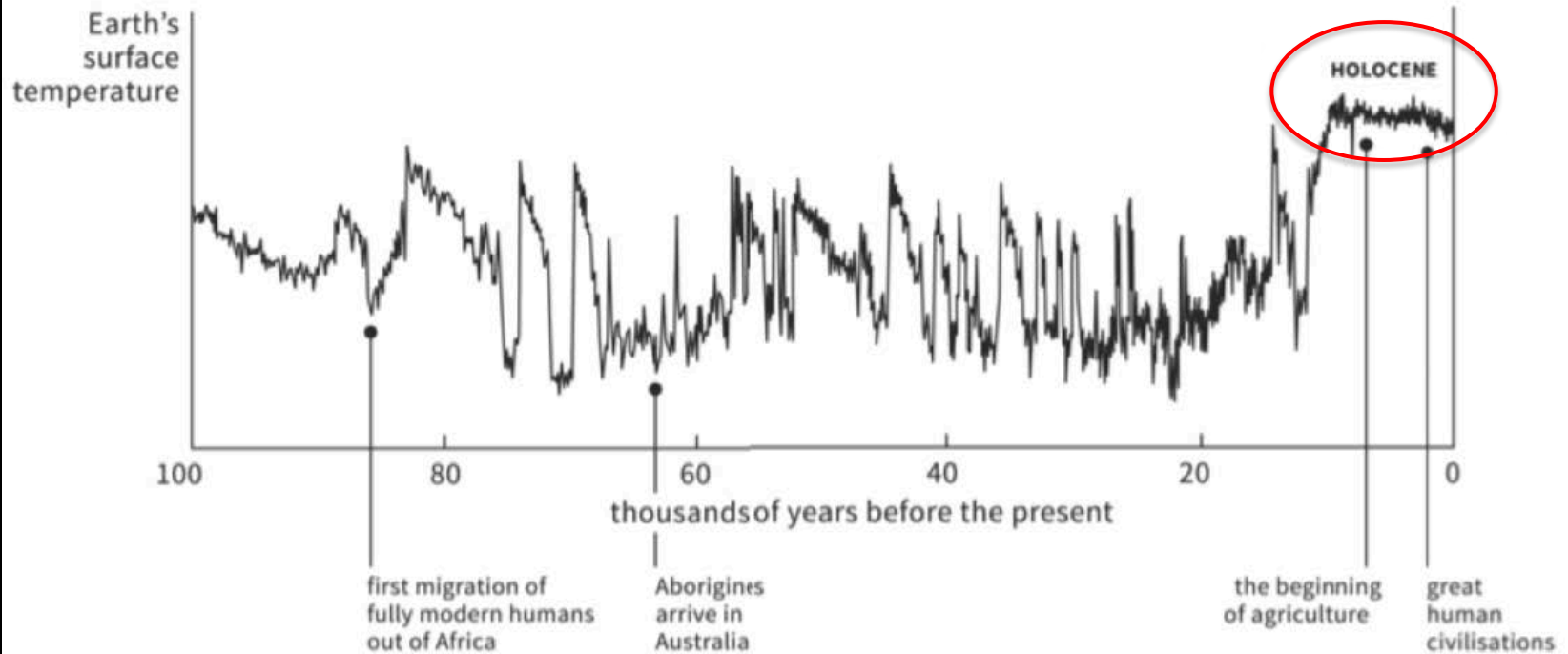




**Those attempting to guide the economy and our societies
are like pilots trying to steer without a reliable compass.**

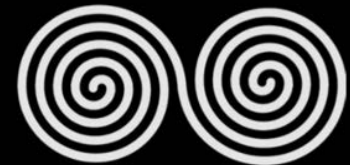
– Joseph Stiglitz & Amartya Sen 2009

The long view on human well-being



Home sweet home in the Holocene. The graph shows Earth's changing temperature over the past 100,000 years, based on data from the Greenland ice core. The last 12,000 years have been unusually stable.²⁶

Human prosperity in the 21st century





The state of

NASA: HOLE IN EARTH'S OZONE LAYER FINALLY
CLOSING UP BECAUSE HUMANS DID
SOMETHING ABOUT IT

and our planetary

90% of world's children are breathing
toxic air WHO study finds

Humans have wiped out 60% of
animals since 1970, says WWF

Land degradation threatens human
wellbeing, major report warns

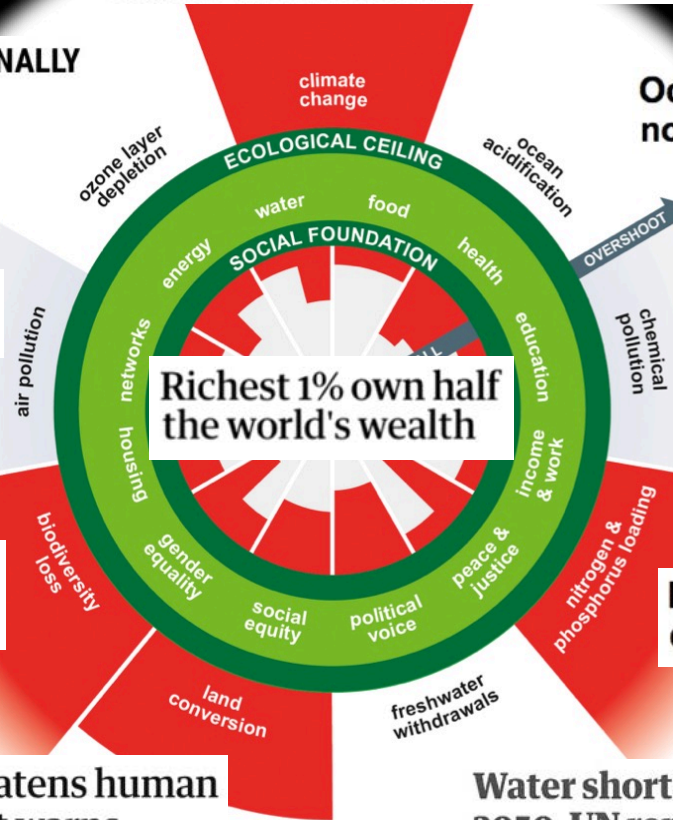
Climate change 'hitting harder and
sooner' than forecast

Ocean acidification to hit levels
not seen in 14 million years

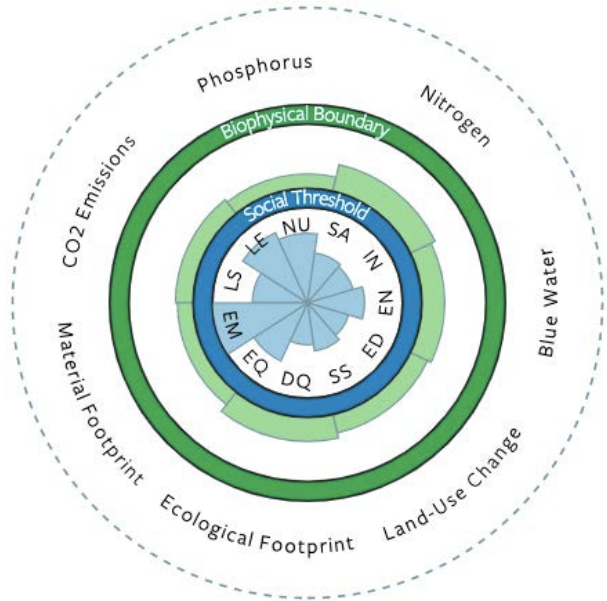
Research finds humans across the globe
have microplastics in their stool

Phosphorus pollution reaching
dangerous levels worldwide

Water shortages could affect 5bn people by
2050, UN report warns

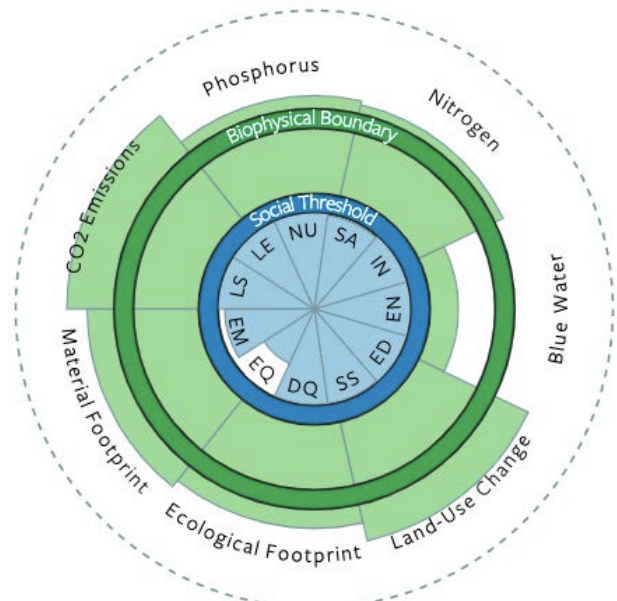


Bangladesh



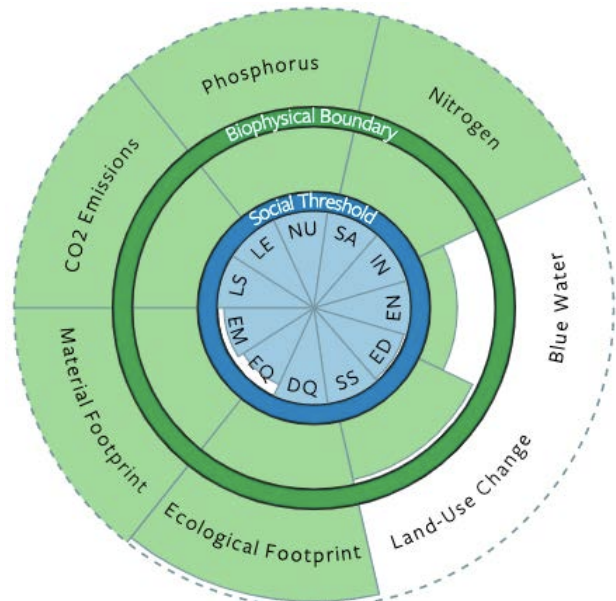
\$4,000

Costa Rica

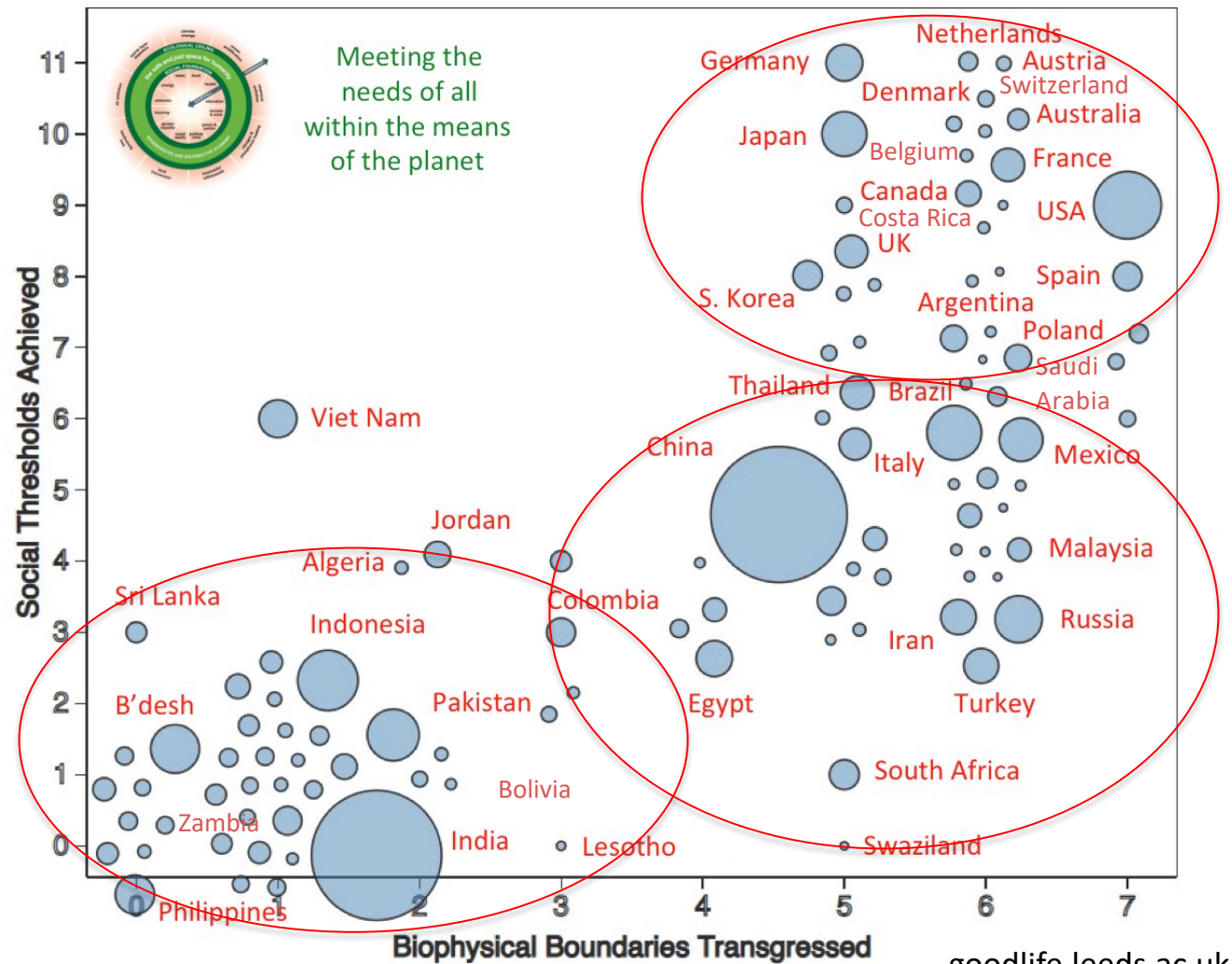


\$17,000

UK



\$45,000



Philadelphia



Portland



Amsterdam



The Thriving Cities Initiative

How can our city be
a home to thriving people
in this thriving place,
while respecting
the wellbeing of all people
and the health of the whole planet?



FOUR LENSES OF THE CITY PORTRAIT

SOCIAL

ECOLOGICAL

LOCAL

What would it mean
for the people of this
city to thrive?

What would it mean for
this city to thrive within its
natural habitat?

GLOBAL

What is this city's
impact on the wellbeing of
people worldwide?

What is this city's impact
on the health of the
whole planet?



ECOLOGICAL

LOCAL

GLOBAL

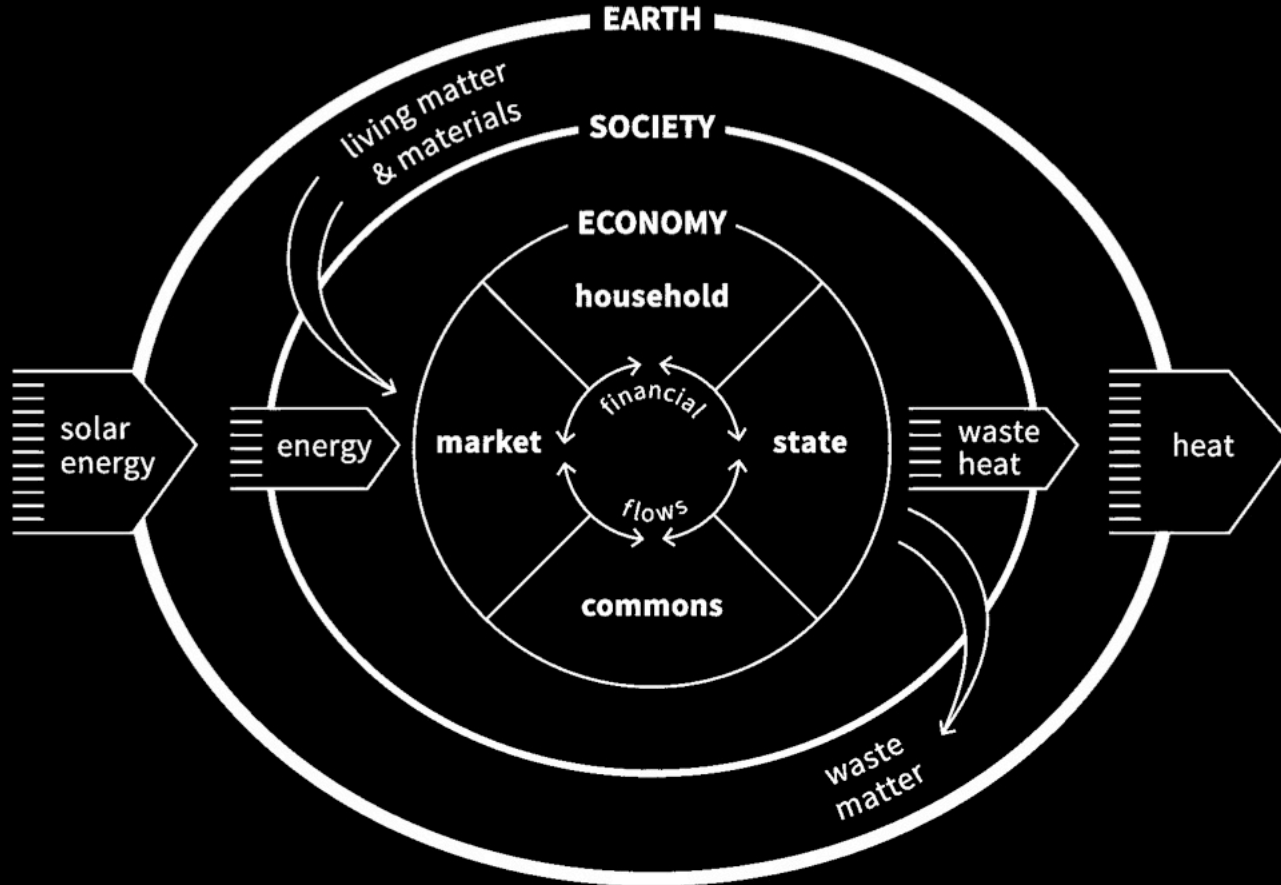




Workshops for city officials and community representatives in Philadelphia, Portland, Amsterdam



The Embedded Economy

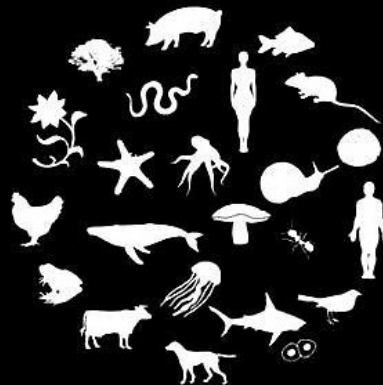


belonging - identity - understanding - protection - purpose - freedom - creativity - leisure – participation



Market

Consumer
Producer
Creditor
Debtor



State

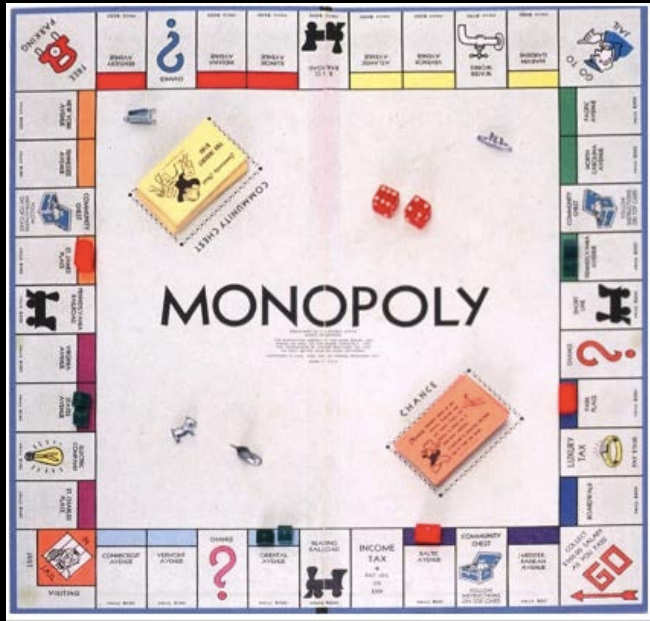
Household

Commons

Resident
Public servant
Voter
Protester

Parent
Guardian
Relative
Child

Co-creator
Sharer
Repairer
Steward



Monopoly

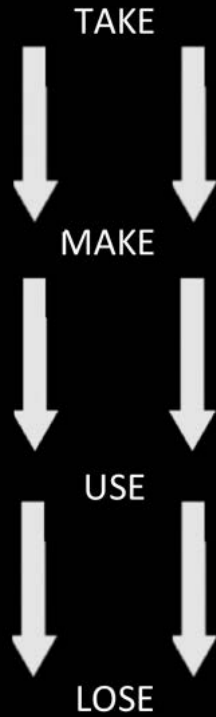
It teaches you to win by hoarding property and extracting rent until you are the only player left in the game.
So 20th century.



Pandemic

It teaches you to win by collaborating with all to rid the world of disease, so that everyone is left in the game.
So 21st century.

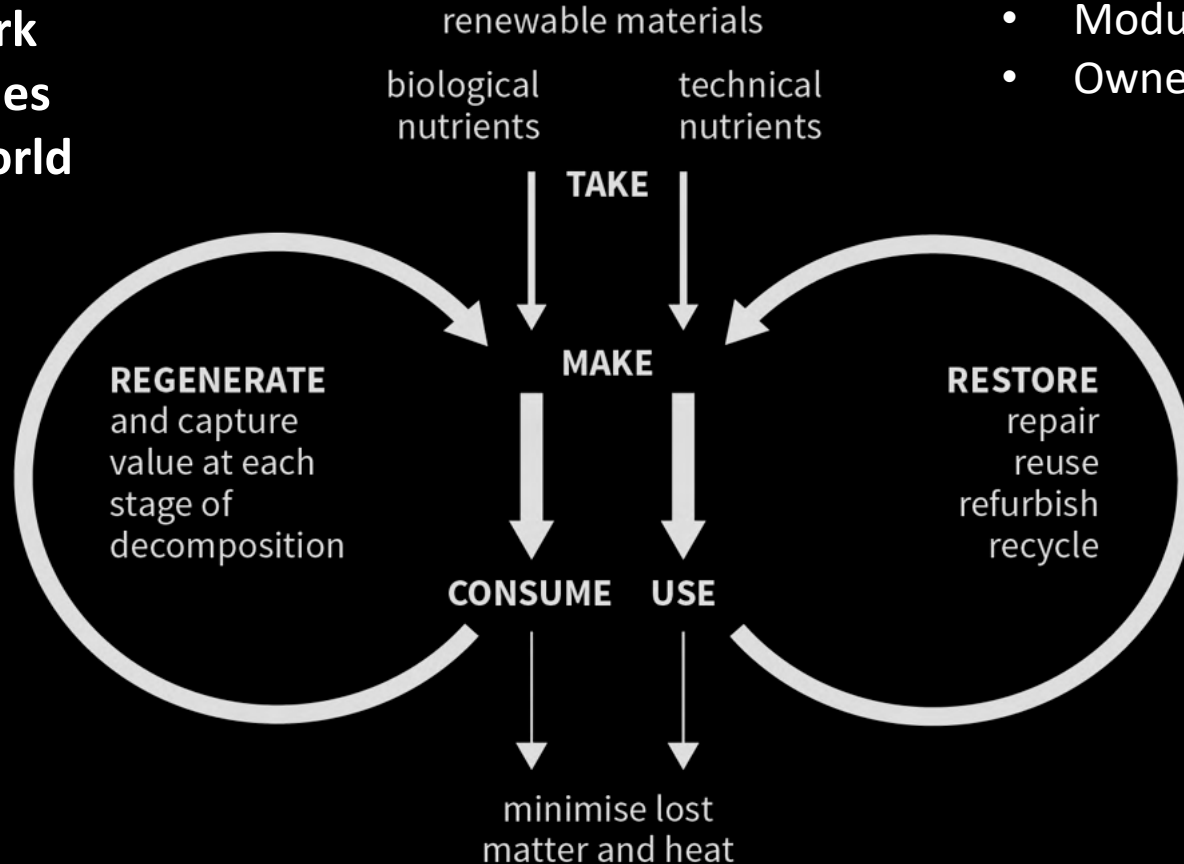
DEGENERATIVE



REGENERATIVE

**Restore & work
within the cycles
of the living world**

- Run on renewables
- Waste = food
- Modular design
- Ownership to service



CIRCL – Amsterdam
'click open'
modular design



Degenerative



Smokestacks



Take make waste



Carbon intensive products



Disconnected supply chain

Sustainable



Factories to zero



Closed loop materials



Low carbon products



Sustainable supply chain

Regenerative



Factories as forests



Products from dispersed materials



Products that sequester carbon



Distributive supply chain

Interface Carpets



Degenerative



Smokestacks



Take make waste



Carbon intensive
products



Disconnected
supply chain



Interface Carpets 1994

Mission Zero by 2020

- zero waste to landfill
- zero fossil fuel energy use
- zero process water use
- zero GHG emissions

Sustainable



Factories to zero



Closed loop materials



Low carbon
products



Sustainable
supply chain



Interface Carpets 2015

Carpet nylon from
reclaimed fishing nets
Philippines, Cameroon



Regenerative



Factories as forests



Products from
dispersed materials



Products that
sequester carbon

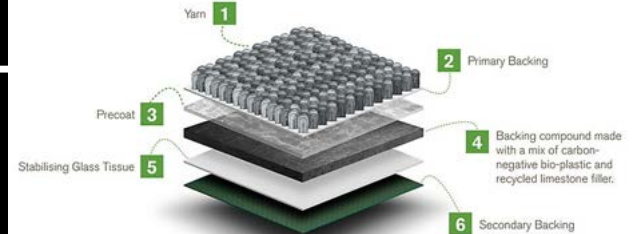


Distributive
supply chain

Carpet backing that stores
more carbon than it emits
over its lifetime

CircuitBac Green

Backing Construction



Interface Carpets 2015

Biomimicry 3.8

Nearby forest:

- Sequesters carbon
- Stores groundwater
- Purifies the air
- Creates soil
- Cools the climate
- Houses biodiversity

Regenerative



Factories as forests



Products from
dispersed materials



Products that
sequester carbon



Distributive
supply chain

How can the factory:

- Sequester carbon
- Store groundwater
- Purify the air
- Create soil
- Cool the climate
- House biodiversity

**Create buildings that mimic and match
the ecological generosity of the wild land next door**

What if all architecture and construction aimed to be regenerative?

Degenerative



Smokestacks



Take make waste



Carbon intensive products



Disconnected supply chain

Sustainable



Factories to zero



Closed loop materials



Low carbon products



Sustainable supply chain

Regenerative



Factories as forests



Products from dispersed materials



Products that sequester carbon



Distributive supply chain

**Can we design our way
into the Doughnut?**



**It depends on the design
of business itself**

20

Extractive enterprise

**How much
financial value
can we extract
from this
enterprise?**



Regenerative enterprise

21

**How many
benefits can we
generate in the
way we design
this enterprise?**

20

Extractive enterprise



Kelly (2012)

PURPOSE

Generative enterprise

21



20

Extractive
enterprise



Generative
enterprise

21

good
energy





**Extractive
enterprise**



**Leave
outdated
ones**



**Generative
enterprise**



**Join new
alliances**



20

Extractive enterprise

'Quarter is King'

- growing sales
- growing profits
- growing market share

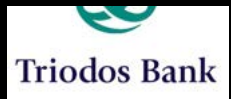


Generative enterprise

21

Unilever's Paul Polman:
'Slaves' To

- Principles & practices
- Metrics & incentives
- Culture & norms



20

Extractive
enterprise



fast & financial

PURPOSE

NETWORKS

GOVERNANCE

OWNERSHIP

FINANCE

Generative
enterprise

21



long & purposeful

20

Extractive enterprise

Which design traits
are drawing
your enterprise
back into
extractive mode?



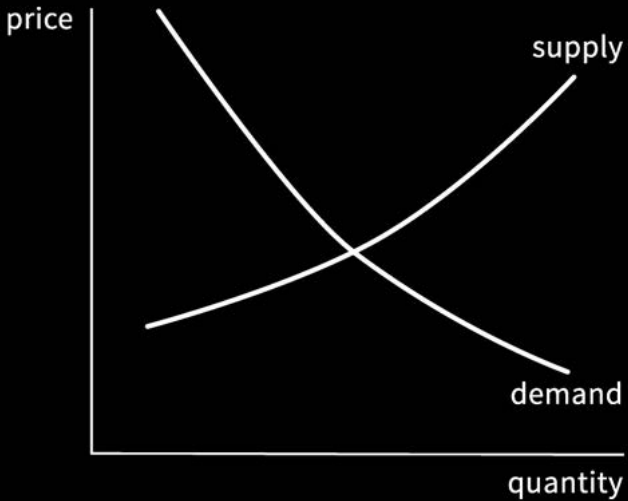
Generative enterprise

21

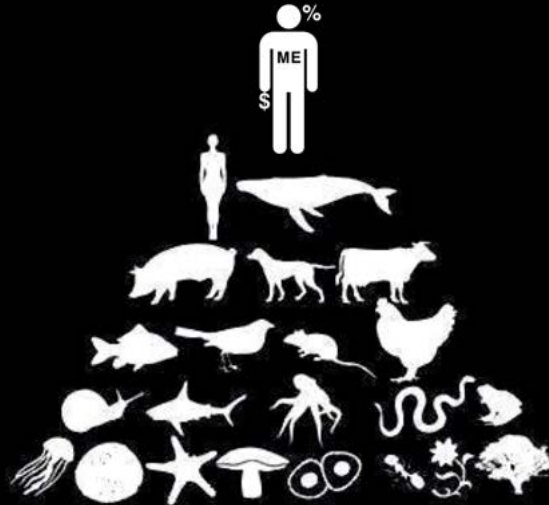
Which design traits
will enable
your enterprise
to become
regenerative?

20th century economics

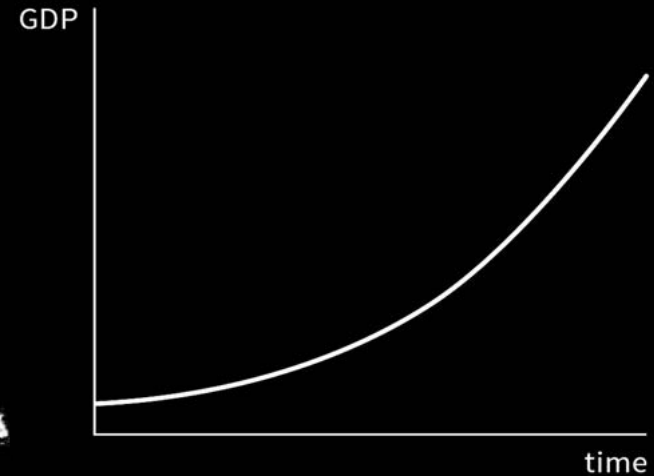
The first image



The selfie

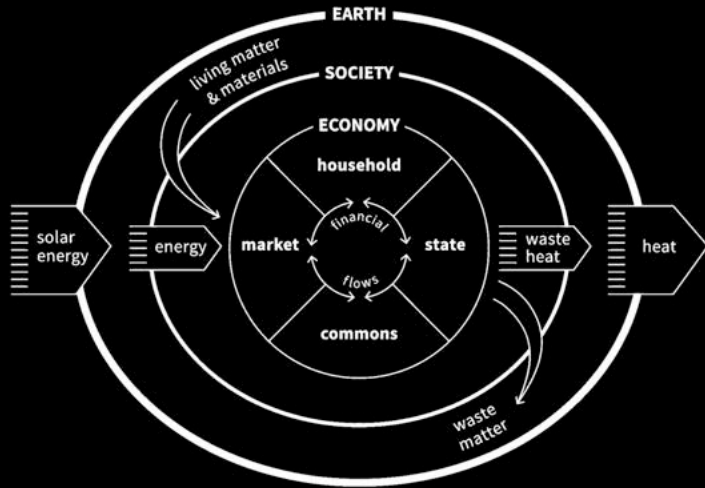


The goal

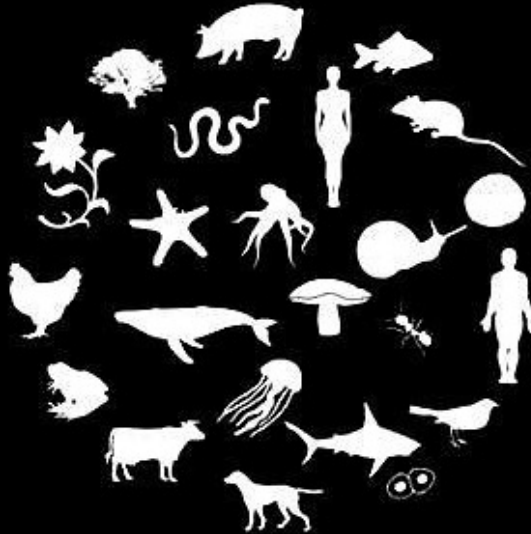


21st century economics

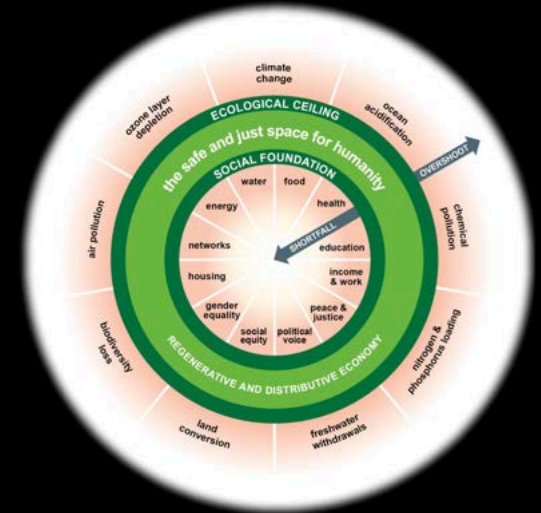
The first image



The selfie



The goal



Degenerative



Smokestacks



Take make waste



Carbon intensive products



Disconnected supply chain

Sustainable



Factories to zero



Closed loop materials



Low carbon products



Sustainable supply chain

Regenerative



Factories as forests



Products from dispersed materials



Products that sequester carbon



Distributive supply chain



20

Extractive enterprise

How much financial value can we extract from this enterprise?

PURPOSE

NETWORKS

GOVERNANCE

OWNERSHIP

FINANCE

Generative enterprise

21

How many benefits can we generate in the way we design this enterprise?



www.tinyurl.com/DEAL19