

Doughnut Economics Business Design

Coalition of the Willing



Overview

Isn't part of being a business staying in business? From this perspective, we are in business for the long haul. Sustainability is not just a buzz word for being environmentally aware, it is about creating lasting business value. Sustainability has become a top priority among some decision-makers in our current global economic, political and business environment as it affects everything from the environment and our health to economic growth. Achieving sustainability requires a fundamental shift in how we conceive not only of product development, but the very business models that drive our organisations.

“Sustainability meets the needs of the present without compromising the ability of future generations to meet their own needs.”



The United Nations

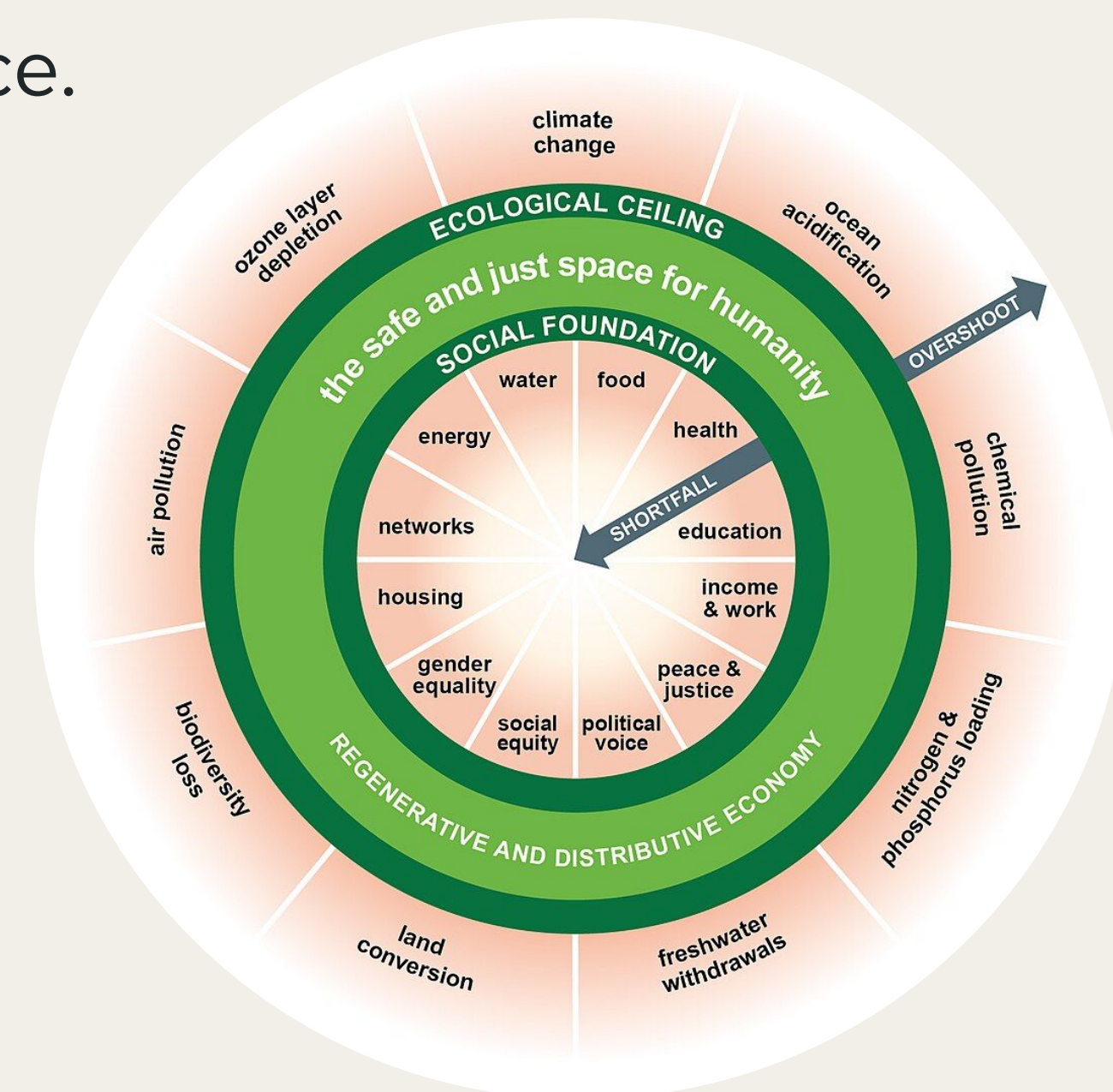


We are professional collaborative alliance to move the needle from “theory” to “practice” to the biggest challenges our species has faced to date. Because that is the hardest step in ANY change: Crossing the chasm from “theoretical agreement” to “tangible impactful action”

The Doughnut

Please reference **Doughnut Economics**, developed by economist Kate Raworth, provides a holistic framework for sustainable development that balances the needs of people within the means of the planet. The framework consists of several key elements, each representing a critical aspect of sustainable economic practice.

doughnuteconomics.org



At the core of the framework is the Doughnut itself, which represents a safe and just space for humanity to thrive. The inner ring of the Doughnut represents the social foundation, outlining essential human needs such as food, water, healthcare, education, and political voice. The outer ring represents the ecological ceiling, defining the planetary boundaries beyond which environmental degradation occurs.

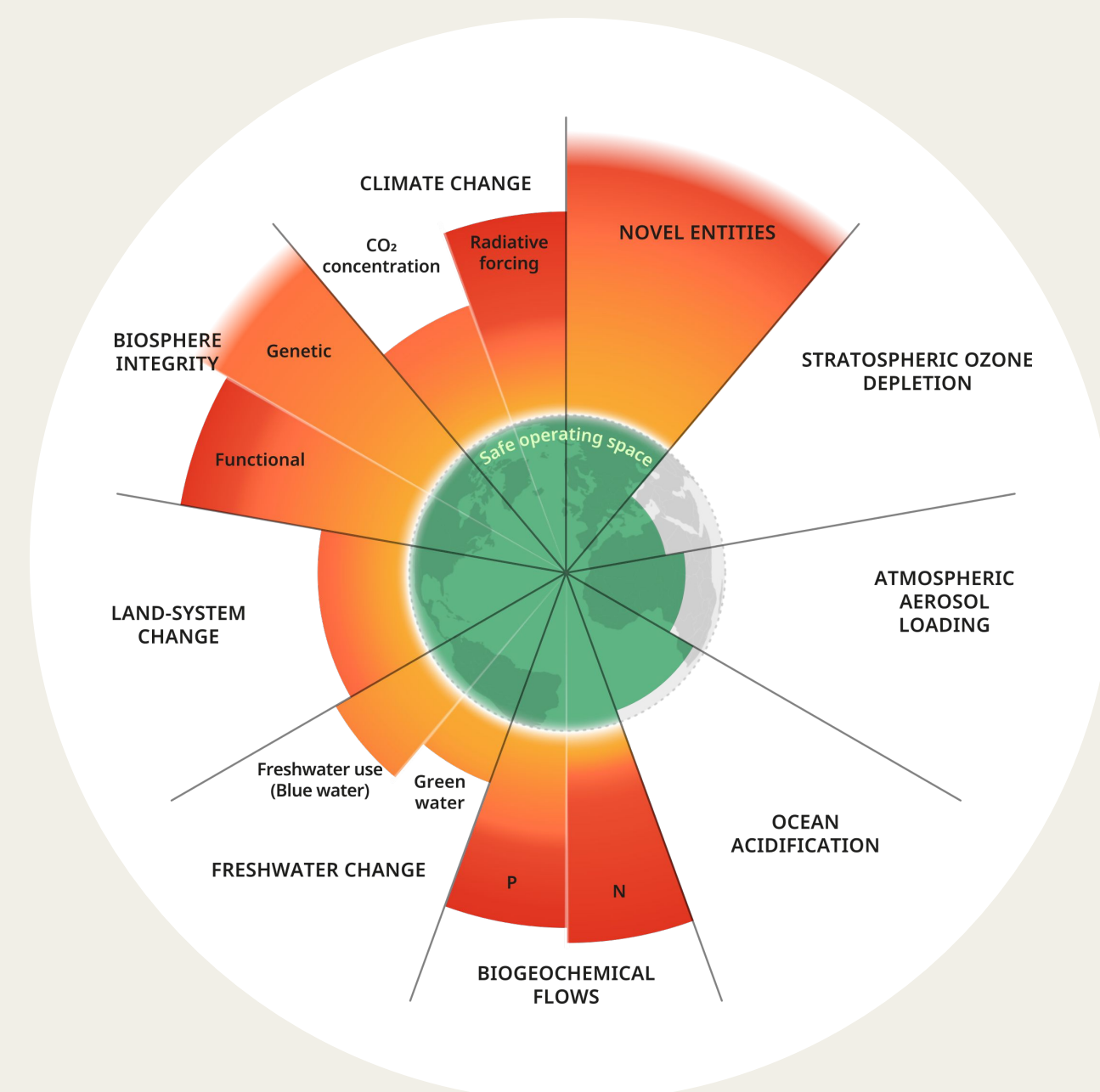
The goal is to ensure that **everyone** has access to the resources and opportunities needed for a **good quality of life** (inside the Doughnut) without overshooting planetary boundaries (outside the Doughnut).

Planetary Boundaries

Please reference the **Planetary Boundaries** and work and visuals including Azote for Stockholm Resilience Centre, Stockholm University. Based on Richardson et al. 2023, Steffen et al. 2015, and Rockström et al. 2009.

Acting as the Ecological Ceiling.

stockholmresilience.org



Planetary boundaries are the environmental limits within which humanity can operate safely. These boundaries include factors such as climate change, biodiversity loss, land use change, freshwater use, and chemical pollution. Crossing these boundaries can lead to irreversible environmental damage and threaten human well-being.

We are bounded to natural governing-laws.

Do not panic, as we have proven in the past to be able to turn such a challenges around, remember Ozone Layer crisis?

Social Foundation

Social foundations encompass the basic needs and rights that every person should have access to, including food, clean water, healthcare, education, gender equality, income, and political voice. Ensuring that everyone has access to these essentials is crucial for building a just and equitable society.

un.org/sustainabledevelopment



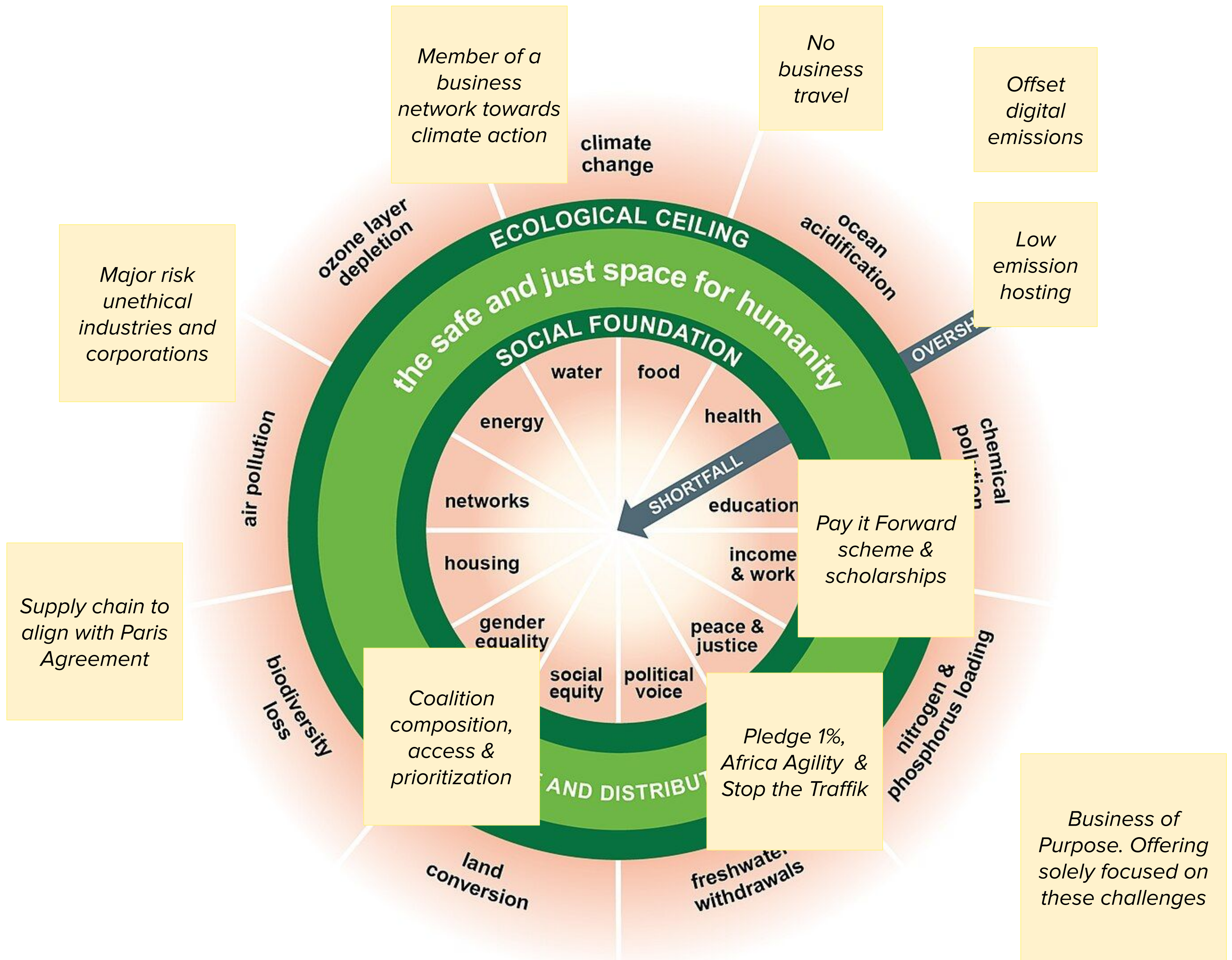
Some of which can be represented and referenced by the **SDGs**, Sustainable Development Goals.

The goal of Doughnut Economics is to achieve a thriving balance between the social foundation and the ecological ceiling. This means meeting the needs of all people within the means of the planet, without compromising the well-being of future generations.

How we work and design our systems (including of work) matters.

Rapid Doughnut Mapping

for the Coalition of the Willing



Business Redesign

Our sole business purpose is to activate Agile professionals in a way that is impactful towards what we ought to achieve in line with the Paris Agreement. This coalition embodies the spirit of collaboration and collective action, driven by a shared commitment to fostering sustainable development within organizations.

Pay It Forward scheme. We aim to level up the playing field by design. Have you ever wished you could access an education like this but couldn't afford the cost or have your employer cover the bill? This is still the case for many and it means they miss out on opportunities like this and future career potential. Find out more: tiny.cc/agilesustainability



As we navigate the challenges of the 21st century, the integration of Doughnut Economics principles into our daily practices emerges as a pivotal step towards evolving how we do business. We, at the Coalition of the Willing, invite you to join in this journey, as we collectively strive to build a more resilient, equitable, and regenerative future for all.

It's up to each and one of us.

If you are interested in redesigning your business at its core, please reference [this available tool at DEAL](#) for you to use.

Find out more about Doughnut Economics, including Stories and Tools under the creative commons for you to tap into:

DEAL
Organisation In Action

Linkedin: coalition-of-the-willing
Website: tiny.cc/agilesustainability

"Never underestimate the power of a few committed people to change the world. Indeed, it is the only thing that ever has."

Margaret Meade



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