

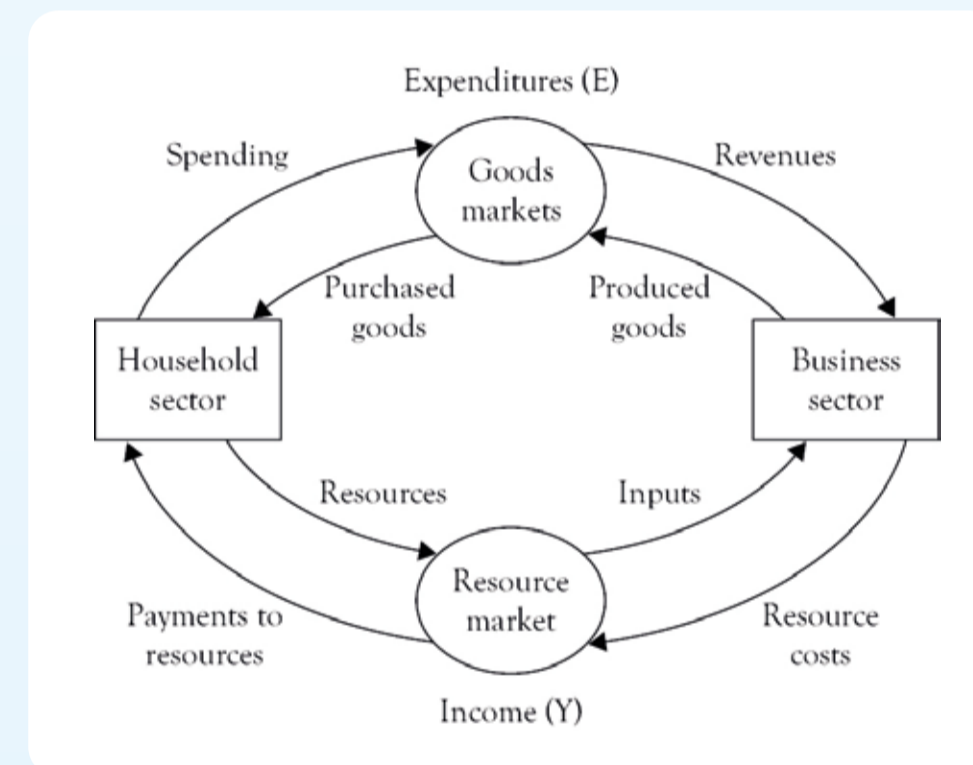
Transforming our town by embracing “Doughnut Economics”

A blueprint for sustainable prosperity and wellbeing

The problem with today’s world view

The system we use to operate our economy today is a capitalist system. In summary, people in Households input labour and capital in return for wages and profit from Businesses. And Businesses deliver goods and services in return for consumer spending from Households and the cycle repeats generating more of everything.

This system has proved a popular, balanced and therefore successful financial system, however the above model fails to acknowledge two crucial factors that make up our economy. The first being the **health and wellbeing of the people** who make up households and businesses. And secondly, that goods and services come at the **cost of resources and materials that are limited**.



This misacknowledgement and deprioritisation of human and planetary needs is driven by the prioritisation of profit and GDP growth **at all costs** – and this is simply not sustainable.

Why should you care?

Without adjusting our collective approach, it’s likely that the planet will survive but we will create an increasingly hostile environment in which humans simply cannot maintain the current quality of life or potentially our existence on this planet.

Where does Doughnut Economics come from?

Doughnut Economics, by economist Kate Raworth, reimagines economic models to create a thriving world within our planet’s ecological and social limits. It’s defined by the “Doughnut Model,” balancing social well-being and ecological sustainability. Guided by key principles, it calls for fair wealth distribution, regenerative practices, and a shift to a circular economy, suitable for local and national applications, fostering sustainability, and human flourishing. It’s a practical approach for addressing global challenges like inequality and climate change.



Introducing the “Doughnut” model

INNER RING

Social foundation

The **inner ring** represents our social foundation and basic human needs...

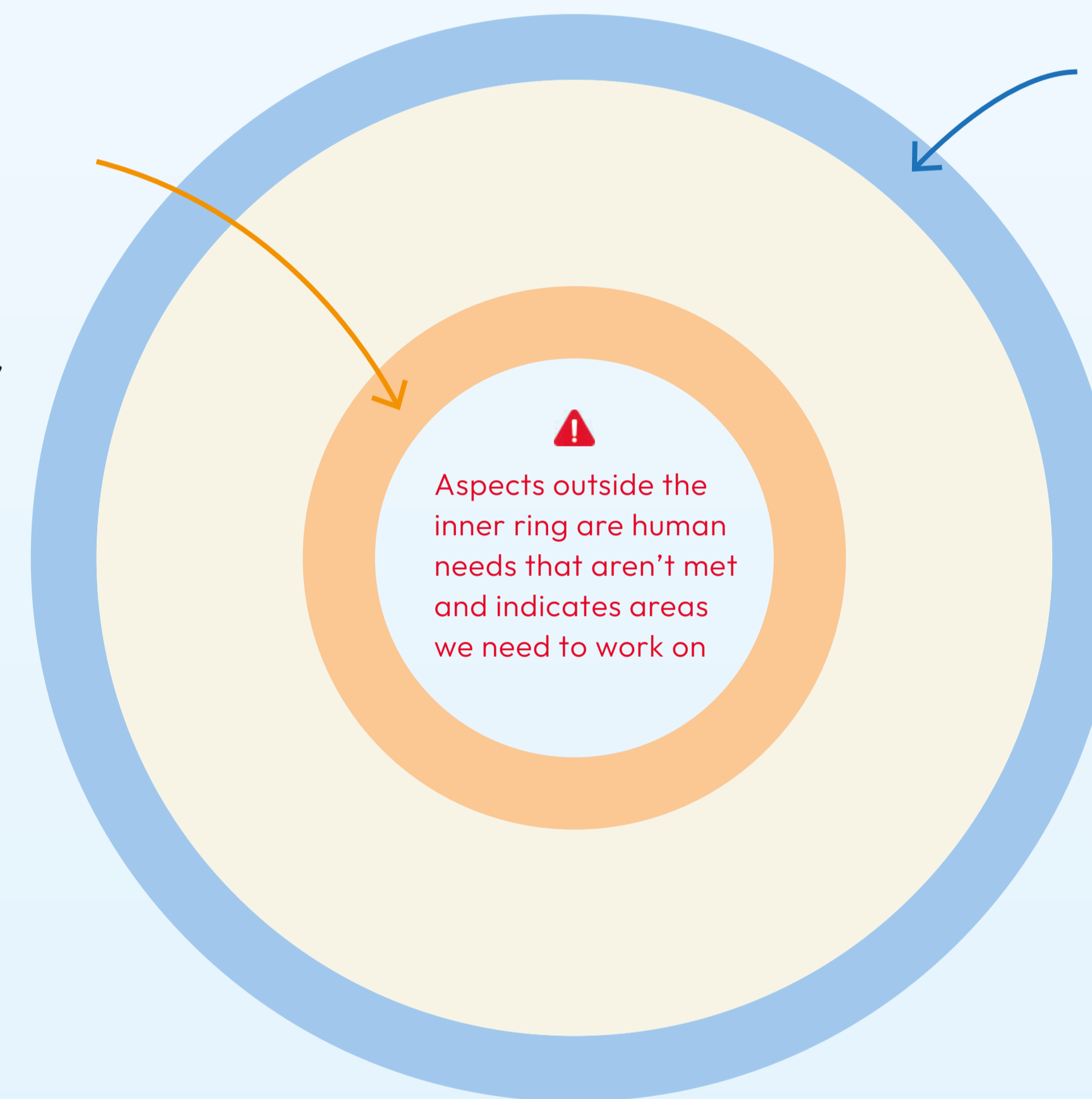
...things like water, food, health, education, income and work, peace and justice, gender equality, housing...

OUTER RING

Environmental boundaries

The **outer ring** represents environmental boundaries...

...things like climate change, biodiversity loss, ozone layer depletion.



OUR ULTIMATE AIM

Maintaining a balance

The space between the rings represents a fairer society where people can prosper without harming the environment

So what needs to happen?

The key is a shift in mindset to balanced doughnut-centric **human decision making** as well as increasingly accurate and continuous **monitoring and measuring of our world** to inform this decision making.

Using the “Data portrait of Middlesbrough”, we aim to present a visualisation of how we believe Middlesbrough is living in accordance with the “doughnut”.



Scan to learn more or get involved with Boro Doughnut