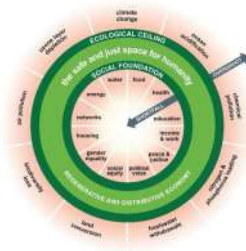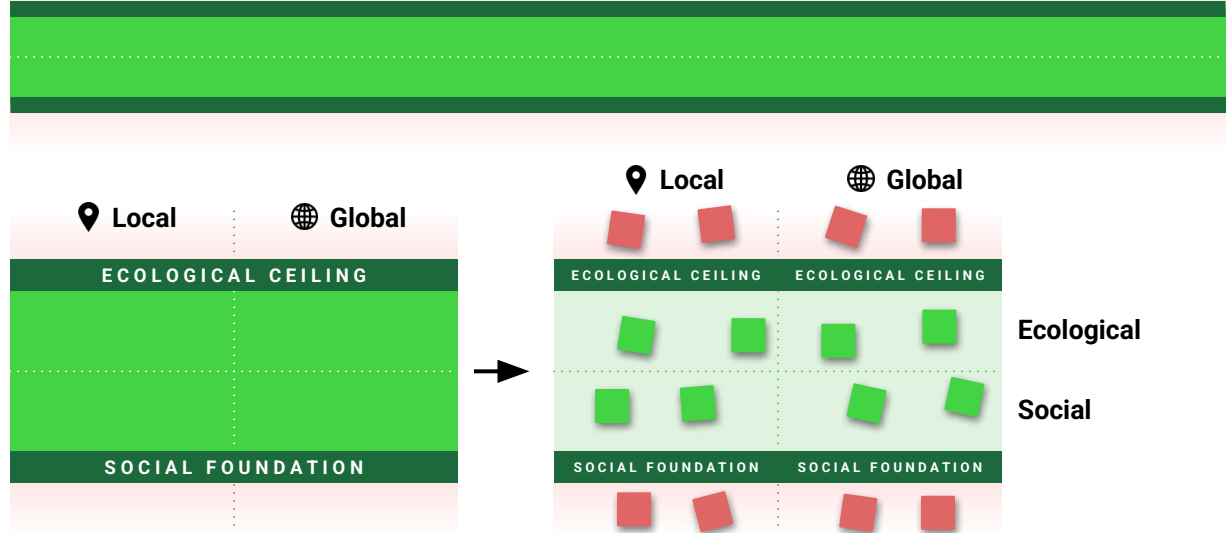Doughnut Unrolled

Introducing the four lenses

Version 1.0 (April 2022)

How can this place help bring humanity into the Doughnut?

If we unroll it...

We can create a space for exploring possible futures we want, through four lenses

Local   Global

ECOLOGICAL CEILING

SOCIAL FOUNDATION

Local   Global

ECOLOGICAL CEILING   ECOLOGICAL CEILING

Ecological

Social

SOCIAL FOUNDATION   SOCIAL FOUNDATION

Doughnut Unrolled

A set of tools for your place

Doughnut Unrolled
Introducing the four lenses

An introduction to the four lenses and the set of tools you can use to help your place bring humanity into the Doughnut.

This tool

Doughnut Unrolled
Community Portrait of Place

A selection of participatory workshop approaches you can use to explore the four lenses for your place. Go to Community Portrait of Place.

Doughnut Unrolled
Data Portrait of Place

A handbook of approaches for collecting targets and indicators for each of the four lenses for your place. Go to Data Portrait of Place.

Doughnut Unrolled
Exploring a topic

A selection of approaches to explore a specific topic through the four lenses, whether a sector, strategy, policy, project, initiative, object or idea. Go to Exploring a topic.

Doughnut Unrolled
Dimensions of the four lenses

An overview of each of the dimensions of the four lenses on life. Go to Dimensions of the four lenses.

How the tools work together

Learn about each lens

Doughnut Unrolled
Introducing the four lenses

Add lived experience to your portrait

Doughnut Unrolled
Community Portrait of Place

Doughnut Unrolled
Dimensions of the four lenses

Doughnut Unrolled
Data Portrait of Place

Learn about each dimension

Explore a part of your portrait through its own four lens analysis

Doughnut Unrolled
Exploring a topic

Add targets & indicators to your portrait

Introducing the four lenses

A Doughnut unrolled tool

An introduction to the four lenses and the set of tools you can use to help your place bring humanity into the Doughnut.

Understand the four lenses
Objective

Anyone
For whom

No expert knowledge needed
Expertise

Any use of the four lenses
Scope

30 minutes to read
Duration and variations

In person and/or online
In person and/or online

Parts	Slide
1. Introducing each lens	8
2. Ways to work with the four lenses	30

👉 # Introducing the four lenses

About this tool

The goal of the Doughnut is to meet the needs of all people within the means of the living planet - so what does this mean for the neighbourhoods, cities, districts or nations where we live?

This tool introduces the concept of unrolling the Doughnut to reveal the four lenses on life, and a set of tools you can use to help your place bring humanity into the Doughnut.

We invite you to use and adapt these tools. To preserve their integrity, we will start with a few important dos and don'ts.

👍 **Dos**

Safeguarding integrity

1. Do use and adapt these Doughnut Unrolled tools for your context following DEAL's Guidelines and licensing rules.

2. Do use these Doughnut Unrolled tools at the most relevant scale for your context from neighbourhood to nation.

3. Do share back your learning on the DEAL Community Platform to inspire others.

4. Do share any feedback and suggested improvements on these tools that we can incorporate into the next iteration.

👎 **Don'ts**

Weakening integrity

1. Don't leave out any of the four lenses - each lens reveals a distinct and crucial angle.

2. Don't remove any dimensions from the lenses even if they are not your immediate focus.

3. Don't use or adapt these tools to analyse a business (see DEAL's business policy).

4. Don't use these tools as a consultant unless you've met DEAL's criteria (see DEAL's policy for consultancies and professional advisors).

Introducing the four lenses

Part 1

Introducing each lens

Part 1
Introducing each lens

If we unroll the Doughnut, we reveal four lenses - four different perspectives on how your place can help bring humanity into the Doughnut, considering both local aspirations and global responsibilities. The four lenses can be used in many ways to practice holistic and interconnected thinking about your place. This part introduces the four lenses, explains their core concepts, and addresses some of the key questions that they raise. There are <u>alternative presentation slides</u> and <u>details about the dimensions</u> of each lens at the end of this tool.

Can humanity live in the Doughnut?

How can we meet the needs of all people within the means of the living planet?
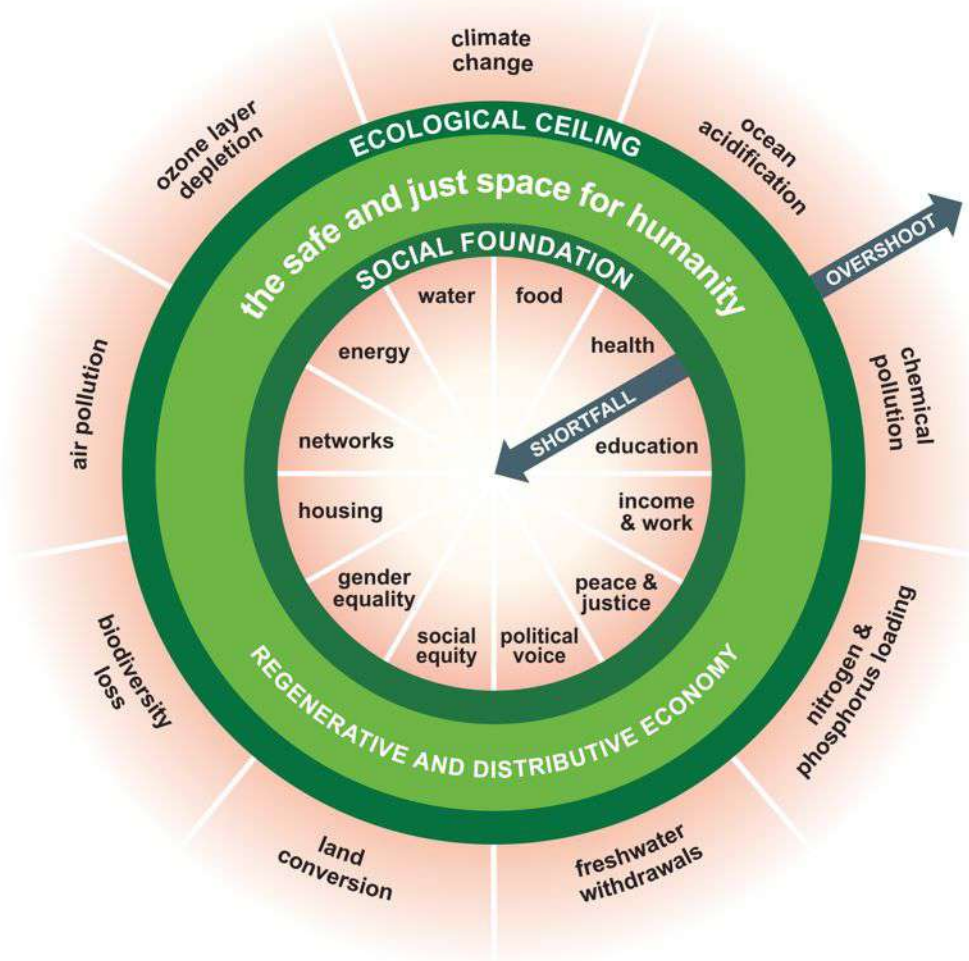
How can this place help bring humanity into the Doughnut?

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

How can this place help bring humanity into the Doughnut?

If we unroll it...

We can create a space for exploring possible futures we want, through four lenses
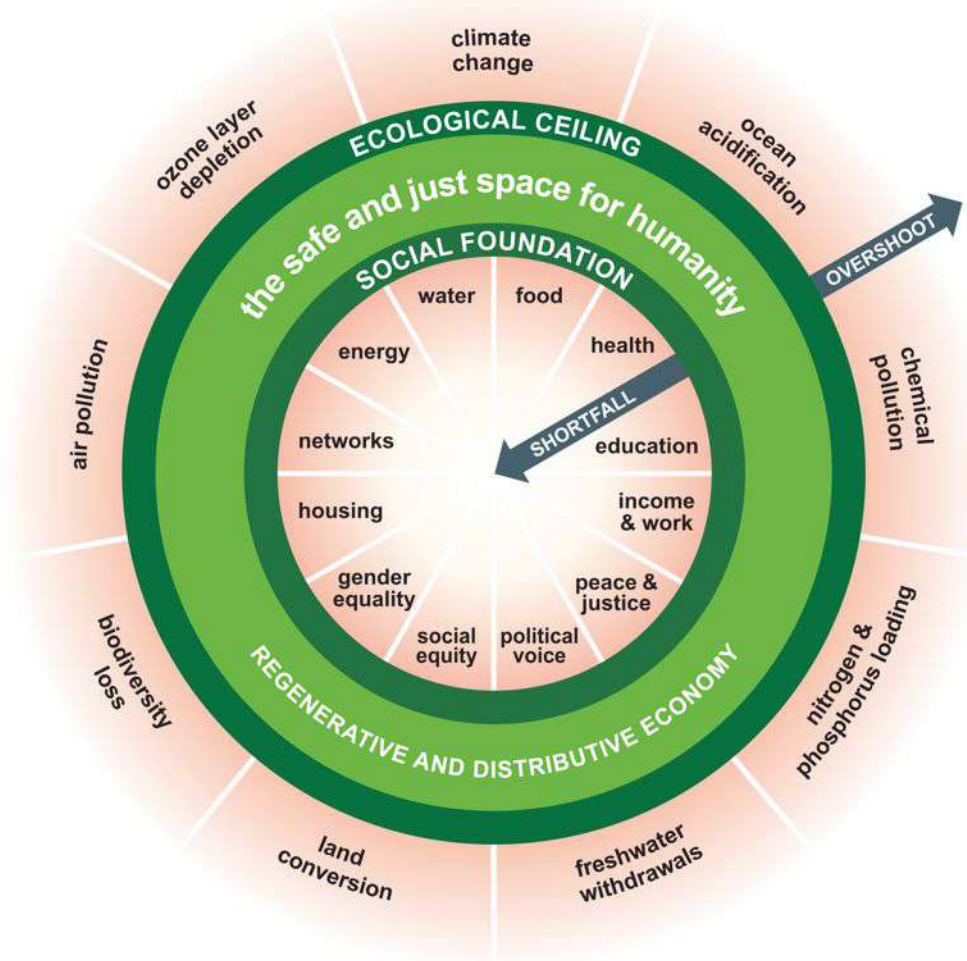
The four lenses

address both social and ecological issues, while combining the local aspirations of a place with its global responsibilities.

Let's dive in and explore these lenses one by one.

📍 Local　　　　**🌐 Global**

ECOLOGICAL CEILING	ECOLOGICAL CEILING	
How can this place be as generous as the wildland next door?	**How can this place respect the health of the whole planet?**	**Ecological**
How can all the people of this place thrive?	**How can this place respect the wellbeing of all people?**	**Social**
SOCIAL FOUNDATION	SOCIAL FOUNDATION	

Local aspirations　　　　Global responsibilities

The **local-social** lens asks: how can all the people of this place thrive?

It focuses on identifying the essential elements of a thriving life here, to ensure a basic standard of wellbeing for all.

📍 **Local**   🌐 **Global**

ECOLOGICAL CEILING

Ecological

How can all the people of this place thrive?

Social

SOCIAL FOUNDATION   OUNDATION

Local aspirations   Global responsibilities

How can all the people of this place thrive?

The local-social lens reflects the lived experience of the residents of a place – recognising the full diversity of their histories, cultures, opportunities and aspirations. Every person has a claim to the essentials that support a thriving life, leaving nobody's voice unheard, and no-one's needs unmet. What 'thriving ' means will vary from place to place, generation to generation – but every place must transform to make it possible for all.

How can all the people of this place thrive?
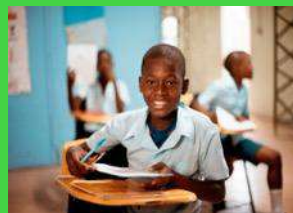
How can all the people of this place thrive?

What does thriving mean to people here?
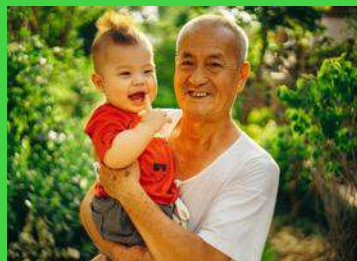
Whose voices are not being heard?

What has Covid-19 made visible?

What is our hidden strength?

Food · Water · Health · Education · Housing · Energy · Connectivity · Mobility · Community · Culture · Income & work · Social equity · Equality in diversity · Political voice · Peace & justice

The **local-ecological** lens asks: how can this place be as generous as the wildland nextdoor?

It focuses on how places can aim to generate as many ecological benefits as their most healthy surrounding natural habitat.

📍 **Local**　　　🌐 **Global**

ECOLOGICAL CEILING　　　　AL CEILING

How can this place be as generous as the wildland next door?

Ecological

How can all the people of this place thrive?

Social

SOCIAL FOUNDATION　　　OUNDATION

Local aspirations　　　Global responsibilities

How can this place be as generous as the wildland next door?

The local-ecological lens recognises that every place is situated in a unique habitat, be it a floodplain, a forest, or a desert. If you were to visit the 'wildland next door' – the healthiest natural habitat in your area – then you would see how nature has learned to survive, thrive and be generous. Nature cleans and cools the air, stores carbon, cycles water, builds nutrient-rich soil, harvests the sun's energy, and welcomes wildlife. What if every place aimed to match or exceed the ecological generosity of its wildland next door? What would it mean for the design of the places where we live?

Four lenses

Local-ecological zoom in

Derived from DEAL
doughnuteconomics.org

How can this place be as generous as the wildland next door?

The wildland next door

| Stores carbon | Welcomes wildlife | Cycles water | Harvests energy | Enhances wellbeing |

Ways we can aim to match that here

Four lenses
Local-ecological zoom in

How can this place be as generous as the wildland next door?

| Cleanse the air | House biodiversity | Store carbon | Cycle water | Harvest energy | Regulate the temperature | Build & protect soil | Enhance wellbeing |

What is the generosity of the wildland next door?

How can we store more carbon and harvest solar energy?

How can we better manage water and build more soil?

How can we welcome more wildlife?

The **global-ecological** lens asks: how can this place respect the health of the whole planet?

It focuses on identifying the many ways that activity and lifestyles here can impact on Earth's life-supporting systems worldwide.

Local

Global

ECOLOGICAL CEILING

ECOLOGICAL CEILING

How can this place be as generous as the wildland next door?

How can this place respect the health of the whole planet?

Ecological

How can all the people of this place thrive?

Social

SOCIAL FOUNDATION

Local aspirations

Global responsibilities
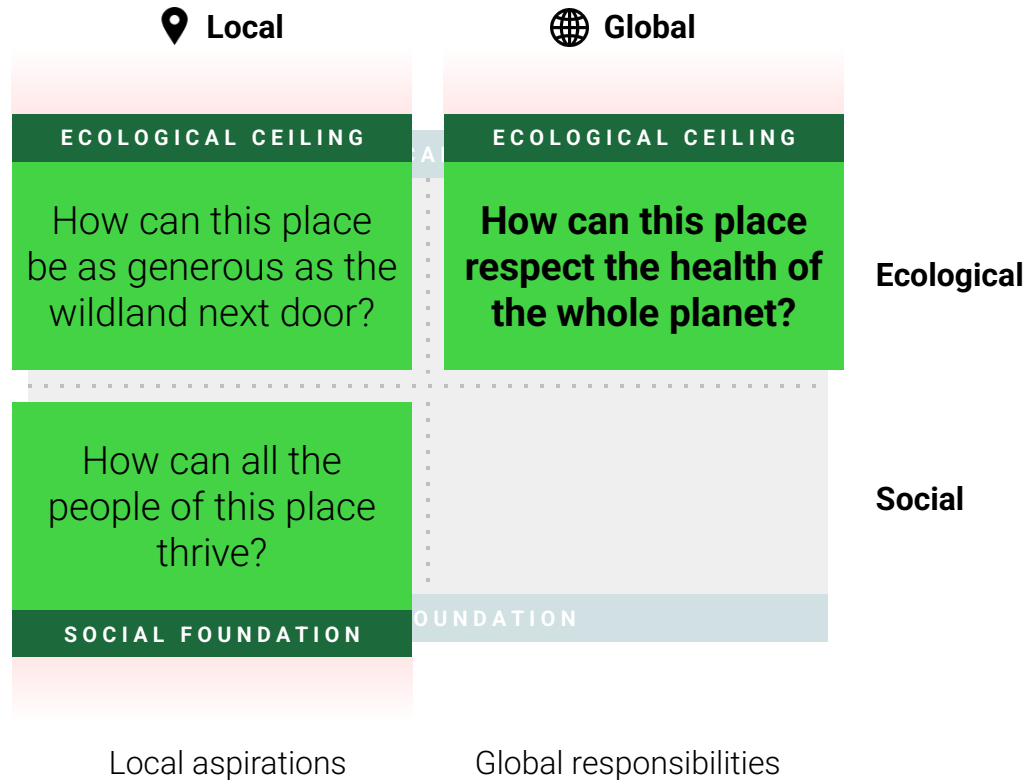
How can this place respect the health of the whole planet?

The global-ecological lens reveals how every place is connected to the whole planet through the energy it uses, the products it imports and the stream of waste it exports. Think of all the food, clothing, electronics, consumer goods, and construction materials brought daily into your locality, and the stream of waste that flows out. This resource use creates a global footprint that raises humanity's pressure on the planet. How can each place act on its global responsibility to live within planetary boundaries?

Four lenses
Global-ecological zoom in

23

How can this place respect the health of the whole planet?

The products we buy

Food	**Clothing**	**Electronics**	**Household products**	**Construction**

Their global impact

How can this place respect the health of the whole planet?

| Climate change | Ocean acidification | Chemical pollution | Excessive fertilizer use | Water withdrawals | Land conversion | Biodiversity loss | Air pollution | Ozone layer depletion |

How can we decarbonise transport and heating?

How can we cut waste and create a circular economy?

How can we produce more locally to reduce global impact?

How do lifestyles here put pressure on the planet?

Four lenses
Global-ecological zoom in

The **global-social** lens asks: how can this place respect the wellbeing of all people?

It focuses on the many ways that actions taken locally have impacts on people and communities worldwide.

	📍 **Local**	🌐 **Global**	
ECOLOGICAL CEILING	How can this place be as generous as the wildland next door?	How can this place respect the health of the whole planet?	**Ecological**
SOCIAL FOUNDATION	How can all the people of this place thrive?	**How can this place respect the wellbeing of all people?**	**Social**
	Local aspirations	Global responsibilities	

How can this place respect the wellbeing of all people?

The global-social lens explores how actions and decisions taken in every place can have impacts - both positive and negative - in the lives of people worldwide. Global supply chains connect local shoppers to workers worldwide. Cultural connections build solidarity through education, arts and sports. Local policies and attitudes shape how refugees and migrants are perceived and welcomed. In all these ways - and many more - there are opportunities to take action in every locality that help to respect the rights and opportunities of others.

How can this place respect the wellbeing of all people?

Actions and decisions taken here

Global supply chains

Lifestyle patterns

Cultural connections

Welcome to migrants

Policy regimes

Implications for people worldwide

How can this place respect the wellbeing of all people?

Whose labour made the products on sale here?

How can cultural connections create opportunity and solidarity?

How do resource-intensive lifestyles here impact people worldwide?

How do we welcome those seeking safety and refuge?

Food   Water   Health   Education   Housing   Energy   Income & work   Social equity   Equality in diversity   Community & networks   Political voice   Peace & justice

Four lenses
Global-social zoom in

Derived from DEAL
doughnuteconomics.org

Introducing the four lenses

Part 2

Ways to work with the four lenses

Part 2

Ways to work with the four lenses

The four lenses invites you to think and explore about how your place can help bring humanity into the Doughnut.

This part introduces the set of Doughnut Unrolled tools we've created for you to use and apply the four lenses to your place.
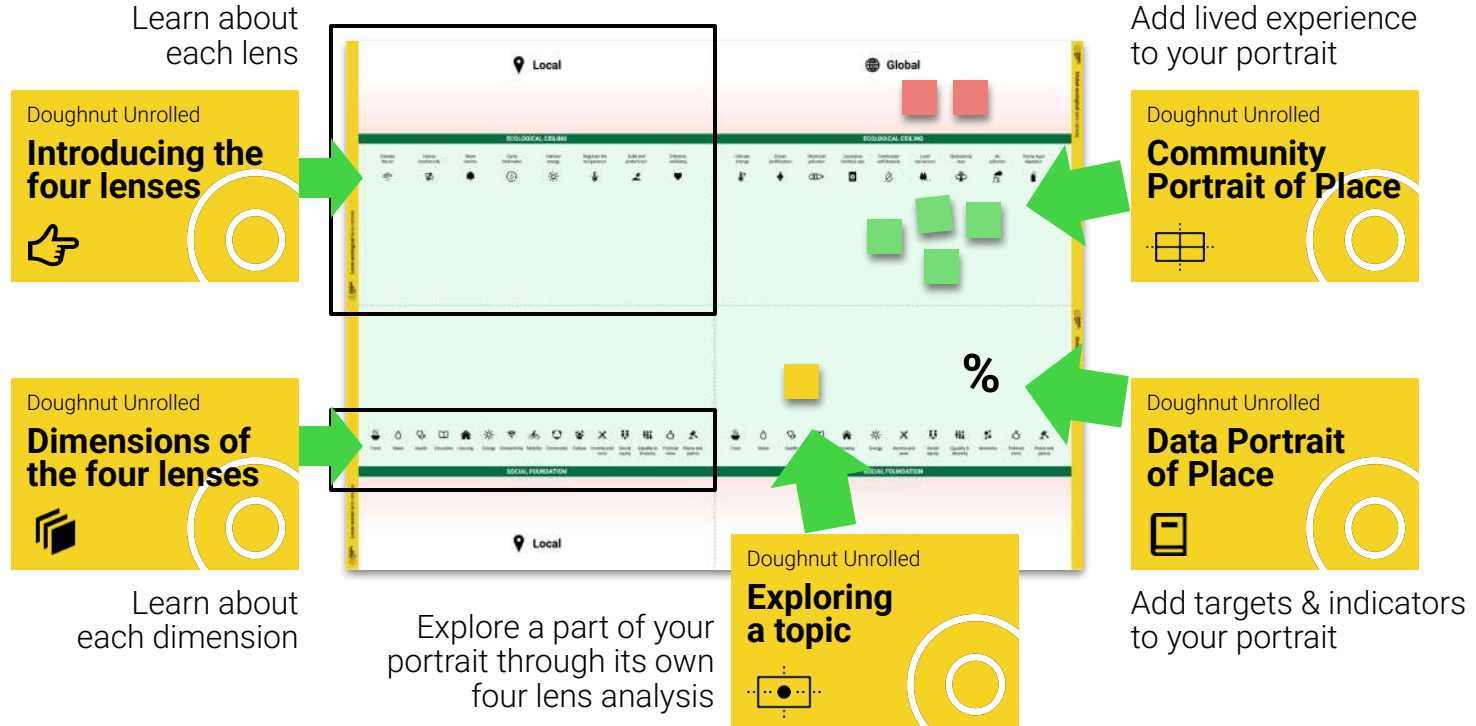
We invite you to use and adapt them and to share back your stories of them in action and any innovations you make to inspire others.

Doughnut Unrolled

A set of tools for your place

Doughnut Unrolled
Introducing the four lenses

An introduction to the four lenses and the set of tools you can use to help your place bring humanity into the Doughnut.

This tool

Doughnut Unrolled
Community Portrait of Place

A selection of participatory workshop approaches you can use to explore the four lenses for your place. Go to Community Portrait of Place.

Doughnut Unrolled
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A handbook of approaches for collecting targets and indicators across each of the four lenses for your place. Go to Data Portrait of Place.

Doughnut Unrolled
Exploring a topic

A selection of approaches to explore a specific topic through the four lenses, whether a sector, strategy, policy, project, initiative, object or idea. Go to Exploring a topic.

Doughnut Unrolled
Dimensions of the four lenses

An overview of each of the dimensions of the four lenses on life. Go to Dimensions of the four lenses.

How the tools work together

Learn about each lens

Doughnut Unrolled
Introducing the four lenses

Doughnut Unrolled
Dimensions of the four lenses

Learn about each dimension

Explore a part of your portrait through its own four lens analysis

Doughnut Unrolled
Exploring a topic

Add lived experience to your portrait

Doughnut Unrolled
Community Portrait of Place

Doughnut Unrolled
Data Portrait of Place

Add targets & indicators to your portrait

Doughnut Unrolled

Your own way…

We've designed this tool and <u>Dimensions of the four lenses</u> to give you all you need to start creating your own methods for using the four lenses in your own context.

When adapting these tools, and creating new tools, we ask that you follow the DEAL's <u>Guidelines and licensing rules</u> to maintain the integrity of the concepts.

We give these ideas and tools away for free. What we ask in return is that you <u>share your stories</u> of use and any adaptations or innovations on the DEAL Community Platform, and you can <u>contact us</u> if you would like any support in this process.

Happy experimenting!

Introducing the four lenses

What the four lenses enable

Looking at your place across all four lenses enables you to build a holistic portrait of your place, that in turn, enables you to identify and explore interconnections and possibilities.

Interconnections

Interconnections across the four lenses can reveal deeper systemic challenges that might not be seen otherwise. The four lenses invites you to practice identifying and describing such interconnections (see underline identifying interconnections)

Possibilities

The holistic and interconnected nature of the four lenses can also reveal possibilities previously not seen, whether an idea for a new initiative, project, policy change or something else that can be explored further (see identifying possibilities).

Adding a third scale of analysis

In some contexts, it may be useful to add a third scale between the local and global lenses, eg district-city-world, or city-nation-world.

To do this as part of an exploratory workshop, you could distinguish different scales with visual cues.
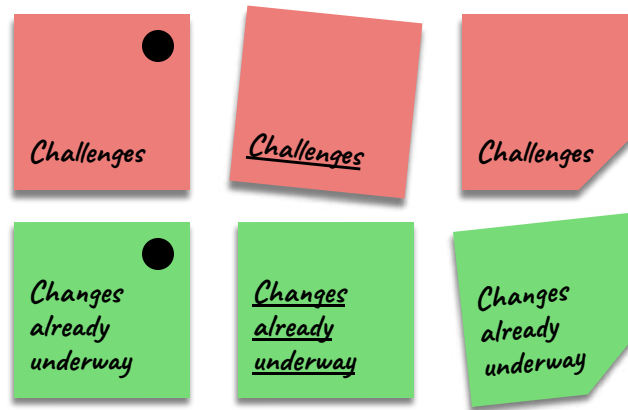
For example, you can make a local scale recognizable by putting a thick dot there, underlining text, or tearing a corner off the sticky-note...

Introducing the four lenses

Turning the portrait into transformative action

1. Mirror Reflect on the current state of your place through the portrait's holistic perspective.

2. Mission Create a compelling vision of what is means to become a thriving city.

3. Mobilize Bring together change-makers and stakeholders of your place needed to turn your portrait into action.

4. Map Identify existing initiatives, policies, and strategies that are already taking your place in this direction.

5. Mindset Embrace the values, ways of working, and new narratives that underpin the deeper shifts required.

6. Method Draw on complementary tools that serve to expand your portrait of place and deepen its insights.

7. Momentum Create an iterative process that drives cycles of transformative policy and action.

8. Monitor Assess progress against leading indicators that enrich your portrait of place.

9. Mmm! Make it irresistible: be creative, have fun, share learning and stories of success – and celebrate!

Introducing the four lenses
See also slides

Alternative presentation slides

The following slides offer a few other ways of introducing the four lenses within a presentation.

You can use and adapt these slides to meet the needs of your audience and context. We simply ask that you follow the Dos and Don'ts from slide 7 of this tool.

Doughnut Unrolled

ECOLOGICAL CEILING

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

SOCIAL FOUNDATION

Local   **Global**

ECOLOGICAL CEILING

Doughnut Unrolled

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

How can our place be as generous as the wildland next door?

How can our place respect the health of the whole planet?

Local aspirations

Global responsibilities

How can all the people of our place thrive?

How can our place respect the wellbeing of all people?

SOCIAL FOUNDATION

Derived from DEAL
doughnuteconomics.org

Local

Global

ECOLOGICAL CEILING

Doughnut Unrolled

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

How can our place be as generous as the wildland next door?

How can our place respect the health of the whole planet?

How can all the people of our place thrive?

How can our place respect the wellbeing of all people?

SOCIAL FOUNDATION

Doughnut Unrolled

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

📍 Local

🌐 Global

ECOLOGICAL CEILING

How can our place be as generous as the wildland next door?

| Cleanse the air | House biodiversity | Store carbon | Cycle water | Harvest energy | Regulate the temperature | Build & protect soil | Enhance wellbeing |

How can our place respect the health of the whole planet?

| Climate change | Ocean acidification | Chemical pollution | Excessive fertilizer use | Water withdrawals | Land conversion | Biodiversity loss | Air pollution | Ozone layer depletion |

How can all the people of our place thrive?

| Food | Water | Health | Education | Housing | Energy | Connectivity | Mobility | Community | Culture | Income & work | Social equity | Equality in diversity | Political voice | Peace & justice |

How can our place respect the wellbeing of all people?

| Food | Water | Health | Education | Housing | Energy | Income & work | Social equity | Equality in diversity | Community & networks | Political voice | Peace & justice |

SOCIAL FOUNDATION

Details about the dimensions

The following slides contain a few more details of the dimensions of each lens.

You can use this information to deepen your understanding of the dimensions and come up with questions that will help your audience understand what these mean for your place.

How can all the people of this place thrive?

The local-social lens is explored through the 15 dimensions below, which are described in more detail <u>here</u>. Most are drawn from the Sustainable Development Goals but some, like culture, have been added because they are recognised in many localities to be essential to a thriving life.

Given that every place has its own context and values, you may wish to add more dimensions - eg spirituality or happiness - or 'unpack' others, eg separate 'equality in diversity' into gender equality, racial equality and more.

To create discussion around this lens, you could start by asking broad and reflective questions (as illustrated in <u>slide 17</u>). Feel free to adapt the questions and images to suit your own context.

Other useful questions might include:
- what's distinctive about community here?
- what gives people pride here?
- what are widely known challenges here?
- what are some people still lacking?

Food | Water | Health | Education | Housing | Energy | Connectivity | Mobility | Community | Culture | Income & work | Social equity | Equality in diversity | Political voice | Peace & justice

Four lenses
Local-ecological zoom in

How can this place be as generous as the wildland next door?

Cleanse the air

House biodiversity

Store carbon

Cycle water

Harvest energy

Regulate the temperature

Build & protect soil

Enhance wellbeing

The local-ecological lens is explored through the 8 dimensions above, with each one described in more detail here. These represent the essential ways that nature continually generates conditions conducive to life. Inspired by biomimicry, we can take nearby nature's healthiest habitat as the 'ecological performance standard' for this place, and aim for our cities and settlements to match or even exceed that ecological generosity.

To explore this lens, start by considering 'the wildland nextdoor': which surrounding natural locations might we look to? Are they actually healthy, or partially degraded? What can we learn from how they generate health and resilience? What initiatives are already enhancing the ecological generosity of our place? What can we learn from other places? What would be truly aspirational to do here? For more detailed guidance on this lens see also Biomimicry 3.8.

How can this place respect the health of the whole planet?

Climate change	Ocean acidification	Chemical pollution	Excessive fertilizer use	Water withdrawals	Land conversion	Biodiversity loss	Air pollution	Ozone layer depletion

The global-ecological lens is explored through the 9 dimensions above with each one described in more detail <u>here</u>. These are known as the 'nine planetary boundaries', representing the critical life-supporting systems of the living world. Activity and lifestyles in every locality worldwide can have impacts upon each one of these dimensions, so do not remove any of them from the lens. At the same time, a few of them may become the focus of your local exploration.

An effective entrypoint into discussing this lens is to ensure that everyone involved understands the basics of how consumption patterns here can have impacts on each of these dimensions worldwide - especially through the global footprint of imported products and exported waste.

Note that 'chemical pollution' includes all non-biodegradable waste (like plastics and electronics) that is not reused or recycled.

47

How can this place respect the wellbeing of all people?

The global-social lens is explored through the 12 dimensions below. These are drawn from the Sustainable Development Goals and address the essentials of life to which every person has a claim. It can seem hard, at first, to see how local lives are connected to others worldwide, and harder still to believe that it's possible to make any difference. Yet there are many significant connections - along with decisions and actions that people in every place can take to make a difference in the lives of others (see next slide).

Some of these connections include:
- **Global supply chains:** connecting local shoppers with workers worldwide.
- **Lifestyle patterns:** carbon-intensive activities that create climate impacts harming others.
- **Cultural connections:** scholarships, sport and arts events that build solidarity.
- **Welcome to migrants:** policies and attitudes towards people seeking to resettle here.
- **Policy regimes:** international rules of trade, finance, and institutional power relations.

Each one described in more detail here.

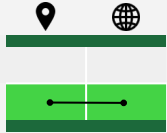Food   Water   Health   Education   Housing   Energy   Income & work   Social equity   Equality in diversity   Community & networks   Political voice   Peace & justice
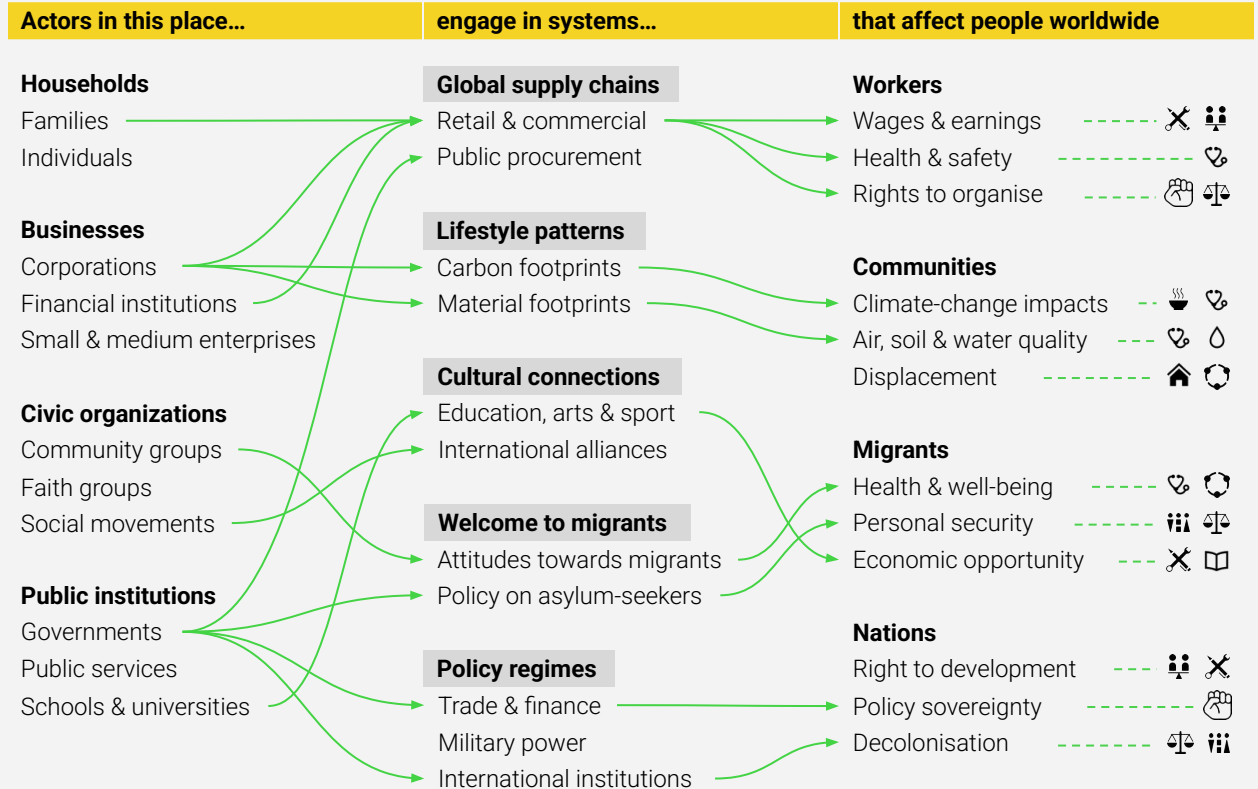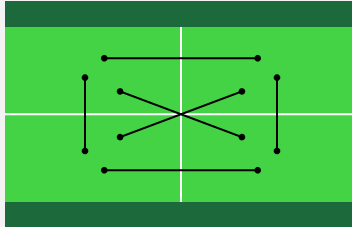
Global-social connections

Actions and decisions taken by people and organisations in one locality can result in many kinds of impacts – beneficial or harmful – in the lives of people worldwide. A few of these are illustrated in this table, recognising that many more could be added.

See Dimensions of the four lenses for further information..

Actors in this place…	engage in systems…	that affect people worldwide
Households Families Individuals	**Global supply chains** Retail & commercial Public procurement	**Workers** Wages & earnings Health & safety Rights to organise
Businesses Corporations Financial institutions Small & medium enterprises	**Lifestyle patterns** Carbon footprints Material footprints	**Communities** Climate-change impacts Air, soil & water quality Displacement
Civic organizations Community groups Faith groups Social movements	**Cultural connections** Education, arts & sport International alliances **Welcome to migrants** Attitudes towards migrants Policy on asylum-seekers	**Migrants** Health & well-being Personal security Economic opportunity
Public institutions Governments Public services Schools & universities	**Policy regimes** Trade & finance Military power International institutions	**Nations** Right to development Policy sovereignty Decolonisation

Identifying interconnections

One way to explore the four lenses more deeply in your place is to focus on key interconnections between them, revealing both opportunities and challenges.

The following six slides illustrate some possible interconnections across the four lenses, but there are many, many more, operating at multiple levels and involving many actors.

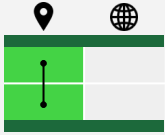The four lenses divide life into four distinct areas in order to bring attention to each one. But all four lenses are deeply interconnected, of course, and continually affecting one another.

1 2 3 4 5 6 7

The heat island effect

Local social and **Local ecological**

Towns and cities often suffer from 'the heat island effect', experiencing sharply elevated temperatures in summer months, which can result in illnesses and premature death among local residents, and hostile conditions for local wildlife. The effect is typically pronounced in low-income neighbourhoods where there are far fewer trees lining the streets, with the effect of exacerbating urban social inequalities.

An 'urban forest' programme targeted to these neighbourhoods can significantly cool the streets and enrich local wildlife, while simultaneously generating local jobs, improving community health and wellbeing, and reducing city-wide inequalities.

1 2 3 4 5 6 7

Car culture

Local social and **Global ecological**
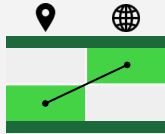
Many 20th century towns and cities were designed to be dependent upon the private car, with distant neighbourhoods connected to downtown by highways, and with each household owning multiple vehicles. As a result, people now meet their mobility needs in ways that create excessive greenhouse gas emissions and intensive global resource use in car production. THese places now have the opportunity to maintain mobility for local residents while dramatically reducing their ecological footprints by creating accessible, affordable, and reliable low-carbon transit (such as walking, cycling, light rail, electric buses, and trams), and to encourage public culture and behaviour that turns these forms of travel into commuters' preferred options.

1 2 **3** 4 5 6 7

Jobs lost and gained

Local social and **Global social**
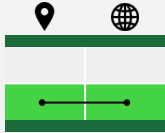
The last 30 years have seen industrial production – from cars and steel to food and clothing – relocate from places in high-income countries to manufacturing hubs across low-income and emerging economies, with dramatic social consequences. Many localities have been hollowed out by the loss of core manufacturing jobs, leading to income poverty, housing crises, growing inequality, and community breakdown.

Meanwhile, the globally dispersed hubs of outsourced production - from China and Vietnam to Ethiopia and Honduras - have benefitted from mass job creation that has raised household incomes, and often women's economic empowerment too; but such jobs in global supply chains are also often poorly paid, insecure, and exploitative. Looking ahead, the rise of automated manufacturing is likely to bring many of these

industries back to their countries of origin, but without bringing back the jobs – a transformation that will hit both local and global workers.
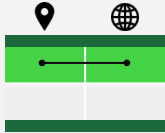
1 2 3 **4** 5 6 7

Beyond clean air and water

Local ecological and **Global ecological**

High-income cities and places have too often boasted about their environmental credentials by pointing to the high quality of their air and water. These local environmental conditions do generate invaluable benefits for the health and wellbeing of residents, but they are far from the whole picture of the place's ecological record. In many cases, improvements in local air and water quality have been the result of

industries relocating overseas: local consumption continues to grow, but the environmental impacts are incurred far away. Hence environmentally ambitious cities and places must likewise take responsibility for, and act upon, their global ecological impacts such as greenhouse gas emissions, virtual water consumption, global land use, and nutrient footprints.

1 2 3 4 5 6 7

54

Urban farming

Local ecological and **Global social**

Should places import their food, or aim to grow more of their own? The choice has far-reaching implications, socially and ecologically. Globalised food production can create valuable rural jobs in both high- and low-income countries, but may also carry a high carbon footprint for distant transport. Urban food farms create good local jobs, and can also enrich urban biodiversity, enhance food security, and promote local community understanding of the connection between food, human health, and the rest of the living world. At the same time, these initiatives may reduce valuable livelihood opportunities for farmers in rural areas and overseas.

1 2 3 4 5 **6** 7

Fast-fashion

Global social and **Global ecological**
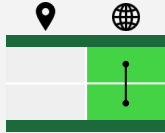
The business model that underpins the fast-fashion industry puts excessive pressure on both people and planet globally. The fashion brands' and retailers' drive to deliver high returns for shareholders and company owners motivates the retail strategy of selling fast-moving, low-priced, short-life clothing, producing resource-intensive textiles that too soon end up in landfill. The same business model also motivates the cost-cutting production strategy of outsourcing manufacturing to low-paid, insecure garment-factory workers worldwide. Local shoppers may enjoy buying cheaply priced clothing, but it too often comes at a high price for workers and the living world.

1 2 3 4 5 6 **7**

Identifying possibilities

The Doughnut invites us to think and act differently - to dream bigger and wider than we've ever done before - and find ways for our places to all contribute to bringing humanity into the Doughnut.

To do this we need to cultivate our collective imagination to begin to recognise all the incredible possibilities that we could bring into being.

There are many ways to cultivate our collective imagination (see also the Imagination Sundial). So try and think about ways you might bring these conditions into your workshop.

You might also want to watch and share this video from the 'From What If to What Next' podcast by Rob Hopkins.

qui temoignent d'une vie bien remplie, bércee par les rires.

Sharing back to inspire others

In the spirit of reciprocity, and peer-to-peer inspiration, we ask that you share back your experience and learnings from using this tool with others in the DEAL Community, via the DEAL Community Platform.

- DEAL shares tools and resources for use and adaptation.
- In reciprocity, we simply ask that you share back your experience and learning - we know it will be hugely inspiring to others.
- On DEAL's platform please add comments to this tool with your feedback, or create a Story of your experience and innovations.

Acknowledgements

Introducing the four lenses

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Doughnut Unrolled
Introducing the four lenses

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