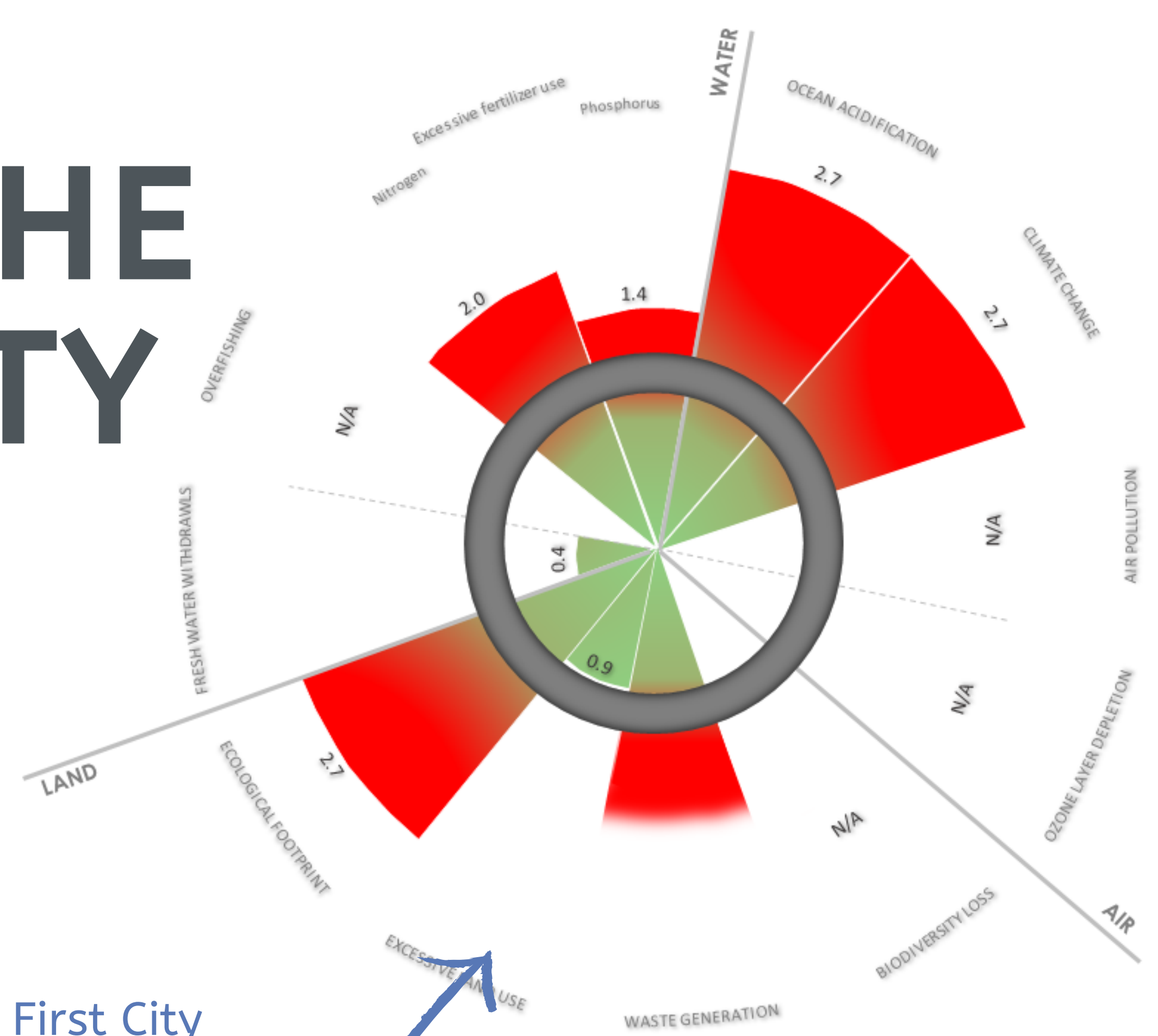


BUILDING CONSENSUS ON THE DOUGHNUT IN A GLOBAL CITY

Using the ideas from Kate Raworth's book Doughnut Economics as compass, The London Doughnut Economy Coalition has been considering how to apply these principles in the context of a Global City.

We have used nine 'Ms' within the original text to structure our approach to turning ideas into action.



1 MIRROR

We have created London's First City Portrait! it outlines the journey we need to go on with good evidence. Read it here - <https://doughnuteconomics.org/stories/167>

9 MMM!

We have connected London into an international network of Doughnut cities, sharing ideas and making Doughnut Economics irresistible

2 MISSION

We have adopted an optimistic vision, focusing on how London can evolve and thrive

8 MONITOR

We are updating our City Portrait through evidence and conversations to create and even more compelling case for action

Enabling London to Thrive, Whilst Respecting the Wellbeing of all People and the Health of the Whole Planet

3 MOBILISE

We have established a group bringing together Londoners from all walks of life

7 MOMENTUM

We are working with the politicians and changemakers who are motivated to support change. We are creating consensus across the city

4 MAP

We are mapping relevant projects across the city, celebrating the thousands of people and groups knowingly or unknowingly already working in the doughnut

6 METHODS

We use and promote the tools created by the Doughnut Economics Action Lab (DEAL) <https://doughnuteconomics.org/tools>

5 MIDSET

We advocate for new ways of working, thinking in systems and recognising the need to move towards more regenerative ways of working

 @doughnutLondon

 London_doughnut

TAKING ACTION

The London Doughnut Economy Coalition has over 100 members who have come together to communicate a better vision for London's economy, one that is inherently fair, green, and also exciting!

We argue that as one of the most influential and important cities in the world, London needs to be a leader in adopting better and more regenerative approaches to its economy.

If London wants to remain a preeminent global city, it needs to be a leader in transforming to a regenerative and equitable future, and show that action is possible at the speed and scale that these times demand.

We have found that optimism is key to the success at global city scale. We talk positively about working within the Doughnut and show how this can be part of London's next identity.

We have identified the changemakers we think can help us working in neighbourhoods, town halls, businesses and investors and are building a critical mass towards a new way of working