

Dear Ms Amanda Bailey,

As this week's COP26 re-emphasises the urgency of climate action, I would like to invite you to a new initiative in Middlesbrough, championed by Andy McDonald MP. We admire your work with North East Child Poverty Commission, and think you make positive contribution to the community. Today, I am sending you the links to 'Doughnut Economics' as we believe it matches your ethos, and hope that you could be a great force in promoting this initiative in Middlesbrough.

WHAT IS DOUGHNUT ECONOMICS?

The IPCC Report 2021 gives all the irrefutable evidence of the urgent need for an economic transformation that promotes human flourishing for all on a thriving planet. But what can individuals, communities and towns do about it? Doughnut Economics gives you the practical tools to create systemic change in economies that are regenerative and distributive by design, so that they can meet the needs of all people within the means of the living planet. [About Doughnut Economics | DEAL](#)



This can be applied to different scales from big nations, cities, communities to small neighbourhoods, businesses and even individuals. Our proposition is for us to downscale the Doughnut Economics in Middlesbrough. Many success stories, including Amsterdam, Brussels, Leeds, Glasgow, Melbourne, Copenhagen and Preston, are shared in an established network called DEAL (Doughnut Economics Action Lab) so that the tools and foundations are already there, waiting to be applied in Middlesbrough.

Basically, DE is a management tool that aligns all organisations’ activities toward the common goal, to make Middlesbrough a more equitable, regenerative and thriving town.

[Downscaling the Doughnut to the City](#)



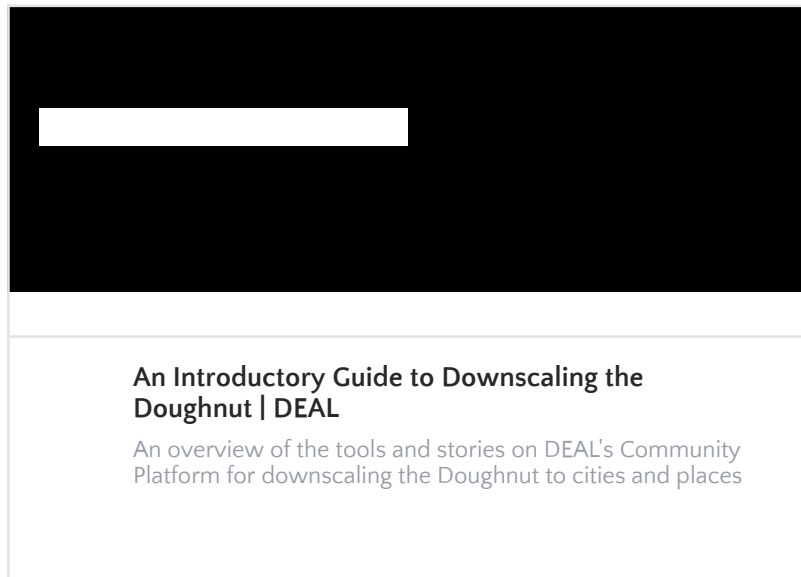
Downscaling the Doughnut to the City

[Creating City Portraits | DEAL \(doughnuteconomics.org\)](#)

Creating City Portraits | DEAL

A methodological guide for downscaling the Doughnut to the city and turning it into a tool for transformative ac...

[An Introductory Guide to Downscaling the Doughnut | DEAL \(doughnuteconomics.org\)](https://doughnuteconomics.org/deal)



We would be grateful if you would take time to look at these links above, and meet us to discuss the prospect of assisting us in this positive endeavour. As stated earlier, Andy McDonald MP and policy makers such as Middlesbrough Councillors are already on board and we would like to invite you to the launch event which is planned to take place in early 2022. Your support is needed in getting the policy makers apply the DE; With the joint alliance of organisations such as yours, the policymakers would be more proactively involved in listening to the grassroot voices, and taking actions. We think it is a win-win-win project that accelerate the wonderful work that you do.

We will be in touch again when the event date is set. Meanwhile, please let me know if you have any questions, or connections you can recommend to promote this cause.

We look forward to hearing from you.

Kind regards,

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