Public declaration form V1.1

This public declaration form invites organisations and individuals intending to provide professional advisory services to other organisations to:

- Show how their record of work shares the values and ambitions of DE
- Show how their organisational design is aligned, or aims to be aligned, with the ambitions of DE
- Agree to follow DEAL's guidelines for this work, including:
    - Following DEAL's guidelines and licensing rules, which includes the Doughnut Principles of Practice, other relevant guidelines to your context, and use of the DEAL logo.
    - Sharing back their innovations, experience and learning by contributing stories to DEAL's platform, and through peer-to-peer exchange sessions.
    - Adhering to DEAL's requirements about public association and naming rules.

Any organisation with annual revenue exceeding €50m must additionally demonstrate that it has mission primacy through its legal form, such as being a registered non-profit, or a Community Interest Company in the UK or a L3C in the US.

This same public declaration can be used by other not-for-profit organisations that are sharing ideas, teaching the concepts or tools or applying them to themselves (rather than by offering professional advisory services to others) - if they would like to be visible in DEAL's platform as an organisation (rather than through individual community members).

How does it work?

Here's the steps you need to follow:

1- Complete the public declaration form.
2- Send it to consultancies-and-advisors@doughnuteconomics.org.
3- The DEAL team will confirm receipt and if needed ask you to clarify any relevant questions about your declaration.
4 - The DEAL team will list your organisation here including a link to your public declaration which will be publicly available to the wider community.
We aim to process your submission and list you on the platform within 3-4 weeks of receiving your application, but please bear with us since we might get a high volume of applications, especially in the early days.
5- When you are ready to share a tool or a story on behalf of the organisation let us know by sending an email so that we can add your organisation name as a custom byline (e.g the tool was posted by {your organisation name}), as we do now for tools and stories published by the DEAL Team.

Note: In future, organisations will be able to create their own organisational profile on the platform directly (without the need to go through the DEAL team) and will be able to publish tools and stories directly too.

If you have any questions about the public declaration or about the process, please get in touch via consultancies-and-advisors@doughnuteconomics.org.

Public declaration form V1.0

Essential Information (for organisations and individuals)

1. Name of organisation______________
2. Is the organisation a subsidiary of a larger organisation (Yes or No)?_________________
   If yes, please complete this assessment and declaration as the parent entity
3. What are you legally registered as (e.g. limited company, not-for-profit, cooperative), and please include jurisdiction/country?____________
4. Is the annual revenue of the organisation above €50m, or expected to exceed this in coming years (Yes or No)?_________________
   If the annual revenue for the most recent financial year is above €50M*, the organisation's legal form must demonstrate mission primacy by being incorporated as, eg, a not-for-profit, Community Interest Company (CIC), Low-profit Limited Liability Company (L3C), or similar*.

Value-aligned track record (for organisations and individuals)

5. Provide an overview (with up to 2 links, if available) of representative past work that is aligned with the values and ambition of Doughnut Economics as expressed in the Doughnut Principles of Practice. (max 200 words):

Value-aligned organisational design (for organisations only, not individual consultants)

Show how your organisational design is aligned or aims to be aligned with the ambition of Doughnut Economics - particularly through the organisation's purpose, networks, governance, ownership and finance. The sections below can help you describe this.

6. **Purpose**: show that the organisation's purpose is aligned with the values and ambition of Doughnut Economics, such as through promoting social and/or ecological transformation, and regenerative and distributive design (max 100 words)

7. **Networks**: show that the organisation has chosen to collaborate with clients, suppliers and industry partners that support its purpose (e.g. by turning down certain kinds of clients, establishing long-term partnerships with others, or with relevant NGOs); or that the organisation promotes wider transformation by joining progressive alliances, movements and networks. (max 100 words)

8. **Governance**: show that the organisation is governed in ways that prioritise its purpose, e.g. by giving significant voice and power to representatives of communities, workers, and the living world, such as through board composition, advisory bodies, non-hierarchical management systems, decision-making processes, articles of association. (max 100 words)

9. **Ownership:** show that the organisation's ownership model supports and enables it to prioritise its purpose rather than extracting profit - such as through being a registered NGO, charity or social enterprise. If it is a for-profit organisation, show that it is owned and managed (or seeks to be) in ways that do not pursue profit maximisation. (max 100 words)

10. **Finance**: show that the organisation's finances - specifically its sources of revenue and the use and distribution of any profits - are in service to furthering its purpose, including expanding benefits, limiting extraction of surplus/profits and reinvesting for impact. (max 100 words)

Your work with Doughnut Economics (for organisations and individuals)

11. How will you be using the tools and concepts of Doughnut Economics as part of your work, and what change do you expect to drive?

12. Please list the DEAL tools you are planning to use?__________________

13. In using the tools and concepts of Doughnut Economics, who will be the primary audience/client?
    - ☐ **City/ government/ public sector officials**
    - ☐ **Education institutions or educators**
    - ☐ **Businesses**
    - ☐ **Community groups**
    - ☐ **NGOs**
    - ☐ **Other**

If other, please explain your primary audience or client in using these tools and concepts:

Platform profile (* mandatory fields)

The below will appear with your profile at doughnuteconomics.org/organisations

Name *	
Logo / summary Image * *(1200x628)*	**Note:** Please email a logo / summary images alongside this form to: consultancies-and-advisors@doughnuteconomics.org
Profile / Description * *(rich text)*	
Website link	
Location (full address or city/town)*	
Contact email	
Twitter	
Facebook	
LinkedIn	
Instagram	
Tools / Stories / Events posted to date by an individual member belonging to this organisation (that you'd like to be	

tagged to the organisation instead)	

Agreeing to DEAL's guidelines

- **STEWARD THE INTEGRITY OF CONCEPTS:** DEAL's guidelines and licensing rules, which includes the Doughnut Principles of Practice and other relevant guidelines to your context (Eg. Business Policy), and use of the DEAL logo. In addition, DEAL asks consultancies and professional advisors to not misuse the terms 'Doughnut Economics' and 'Donut Economics' - that DEAL has protected with a trademark - to help ensure that when the terms are used publicly (e.g. by organisations, publications or initiatives), they are used with integrity, and are not misrepresented, watered down, or greenwashed.

- **SHARE EXPERIENCE & LEARNING:** DEAL asks every organisation to work in the spirit of reciprocity and trust, to share back experience and learning on the platform as stories and tools and contribute to the community by participating in peer-to-peer learning sessions, webinars and other spaces for collective sharing.

- **CONTINUOUS LEARNING:** DEAL asks every organisation to recognise the emergent nature of DEAL's work and to commit to continuous learning and improving, following new and updated principles, guidelines and tools developed by DEAL, and to update their work accordingly.

- **USE OF LOGOS:** DEAL asks every organisation to use DEAL logos according to DEAL's logo guidelines described here.

- **PUBLIC ASSOCIATION WITH DEAL AND USE OF TERMINOLOGY:** Signing this declaration does not constitute a formal partnership agreement with DEAL, nor endorsement of specific projects or initiatives. While using the terms *'Consultancies'* and *'professional advisory services'* for clarity, DEAL does not formally recognise signatories as Doughnut Economics *'Consultancies'* or providers of *'professional advisory services'*. Signatory organisations can refer to themselves as being part of the DEAL community and providing professional advice or support services related to Doughnut Economics.

- **NAMING RULES:** DEAL asks that you don't use the words Doughnut, Donut, Doughnut Economics or Donut Economics in the name of your organisation.

As this is a learning and interactive process, DEAL reserves the right to withdraw the right of any organisation or individual to use these tools and concepts as part of their professional advisory services in order to safeguard the integrity of the ideas of Doughnut Economics.

I declare on behalf of my organisation that I have answered the questions truly to my knowledge and that we will comply with all of the above guidelines.

Signature: ___________ Name: _______ Position: _________ Date: ________