

Guidelines for 'Doughnut' or 'Donut' named groups and networks

Introduction

The intention of these guidelines is to enable those that wish to use 'Doughnut' or 'Donut' in their organisational name to help convene people aligned to their purpose around Doughnut Economics (DE). This mainly includes the following types of organisation:

1. **Groups and networks** that wish to take action in their place, connecting and convening people and organisations from multiple economic roles across the market, state, household, commons and society together in a place to collaborate for place-based transformative change; and
2. **Learning groups** that exist to connect people around the ideas of DE, and to explore them in a particular context, such as a neighbourhood or school.

To be clear, the only types of organisations that can use the words 'Doughnut' or 'Donut' in their name are these two types of groups and networks listed above, who we ask to follow the guidelines below. If you wish to use the words 'Doughnut' or 'Donut' in a group or network name in a different context, we welcome you to [contact us](#).

Note: If you are a learning group (and not a group or network focused on place-based action), then you may choose to only review the specific [Learning group guidelines](#).

The guidelines

The guidelines may look long, but this is because we have given context for what we ask and some background information for why we believe it is important to create certain guidelines. Past iterations of these guidelines were shorter, but because they didn't contain any context, some of the 'asks' appeared confusing and unintuitive. So we have iterated these guidelines to give more context, and hope that, whilst long, they are more welcoming and easy to follow. If anything is unclear, or if you have any questions, please don't hesitate to [contact us](#).

Lastly, before you read the guidelines, we invite you to consider that the ideas of Doughnut Economics can be used as tools for change, and if your group or network is focused on place-based transformation, you may also wish consider names that focus on your place and your transformative goal rather than the tools, as the tools may change - you may wish to stop using DE - but your goal will remain. Some examples include Regen Melbourne, Vermont Prosperity Project, Transform:GM and Regenerate Barbados.

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Background

Since its publication, the ideas of Doughnut Economics (DE) have gained traction and widespread interest around the world, and since September 2020, Doughnut Economics Action Lab (DEAL) has strived to be an open-source commons of tools and stories to help people apply DE ideas in many different contexts and in many different ways for transformative action.

To guide this practice, the DEAL Team created and continues to evolve the [DEAL Principles & Guidelines](#) so that DE ideas and tools can be used with integrity to realise their full transformative potential. This comes with a belief that *not* using DE ideas and tools with integrity - such as watering them down, using them to greenwash or co-opted to promote ideas that go against them - risks devaluing and discrediting the ideas for all.

The main risk arising from the use of the words 'Doughnut' or 'Donut' in organisation names is an association risk. Having the words 'Doughnut' or 'Donut' in an organisational name is the highest level of association between the organisation (the actions and track record) and the ideas of DE. If a 'Doughnut' or 'Donut' organisation were to misuse the ideas - watering them down, using them to greenwash or co-opted to promote ideas that go against them - this would damage the integrity of the ideas, devaluing and discrediting, and reducing the transformative potential for all.

However we know that there are low-risk organisations for which the words 'Doughnut' or 'Donut' is very helpful to use in their name:

1. For **groups and networks** the words can act as a powerful way to signal purpose and intention to others and help convene like-minded people aligned to their purpose. And many action-focused, local DE groups and networks have used the words to this effect with great success to build local awareness and momentum.
2. For **learning groups** that exist to connect people around DE ideas and to explore them in a particular context, such as a neighbourhood or school, the words serve as a clear reason for what the group exists and what you can expect if you join.

We have therefore created these guidelines to mitigate the known risks of any organisation using the words 'Doughnut' or 'Donut' in their name, whilst allowing all the well-intentioned groups, networks and organisations to use the words to help serve their purpose.

Learning group guidelines

If you choose to create a learning group with 'Doughnut' or 'Donut' in your name, we ask that:

- Your group is open for anyone who has a meaningful connection to your purpose.
- You are open about who the organisers of your group or network are.
- If you seek funding, you follow the guidelines in the Funding section of these guidelines.
- If you choose to take action as a group, you read and follow the rest of these guidelines.

Purpose, membership and governance

The Doughnut is an idea that brings people together and builds bridges, so if you choose to be a group or network with 'Doughnut' or 'Donut' in your name, we ask that:

- Your purpose is holistic, focusing on your place, rather than being siloed and focusing on only one sector or area of expertise.
- Your membership is open for anyone to join who follows the Doughnut Principles of Practice and who has a meaningful connection to your purpose.
- If you do wish to be a sector-specific group, we ask that you choose a different name that does not include 'Doughnut' or 'Donut' in your name.

In the DE spirit of open design, we ask that you are open about who the organisers of your group or network are by making them visible on your group or network profile and/or website.

In the DE spirit of distributive design, we ask that decision making is transparent and that members of your group or network have the option to participate in governance processes.

In terms of organisational membership, please see the section below [Working with businesses and organisations](#).

Working with businesses and organisations

Businesses represent one of the greatest risks to the integrity of DE, such that the ideas are most at risk of getting greenwashed or co-opted, and if that were to happen, Doughnut Economics would be devalued and discredited for all. So as a group or network with 'Doughnut' or 'Donut' in your name, we ask that you read the [DEAL's business page](#) and be clear on DEAL's position on how businesses can engage with Doughnut Economics.

To safeguard your relationship with businesses, and to align with DEAL's Doughnut Design for Business, we ask you to:

- Be clear that no business is, or could ever be, a 'Doughnut business' or a 'Doughnut-aligned business'. Rather, recognise and communicate the potential for business to embrace regenerative and distributive practices through innovations in its organisational design, as per the Doughnut Design for Business tools.
- Only allow organisational membership to non-profit organisations and organisations listed on the DEAL Platform.
- Not allow membership to any for-profit businesses. However for-profit businesses may be *supporters* of your group or network and individuals who work for for-profit businesses can be members.

If you would like to engage local businesses on the topic of Doughnut Design for Business, as your group or network (rather than as an individual), we ask that you use the [Place-Based Doughnut Design for Business tool](#). This tool is currently under development, but if you would like to be part of the piloting phase, please [contact us](#). Please also note the following things:

- We believe the most effective engagements will be when businesses engage on these ideas together, and this may mean networks of businesses. So we ask that the Place-Based Doughnut Design for Business tool is only run with groups of businesses rather than with individual businesses (see **note** below).
- You may charge for running workshops, but owing to the nature and demands of this transformative work, the businesses that are likely to show up, and our experience to date, we believe that workshops are unlikely to generate surplus income, so shouldn't be relied upon to generate income for other activities of your group / network.
- The Place-Based Doughnut Design for Business tool requires a high level of expertise to run well, so you will be required to attend training run by the DEAL Team, and you will need knowledgeable and skilled facilitators in your group / network to run the workshop.
- In alignment with the intention of these guidelines, the Place-Based Doughnut Design for Business tool shouldn't be the only work your group or network does, rather it

should form part of your programme of activities for transformative change in your place. If it is the only thing you wish to do, we invite you to create a separate organisation for this purpose and complete a public declaration form.

Note: Members of your group or network may wish to engage individual businesses with the Doughnut Design for Business tool as individual consultants or as part of a small consultancy practice. If this is the case, they may do so by completing a [public declaration form](#) and attending DEAL's training on the [Doughnut Design for Business tool](#).

Working with local governments

Opportunities may arise to work with your local government on transformation projects and processes using DE ideas and tools, as part of an ambition to work towards the goal of the Doughnut. Should such an opportunity to work with your local government arise, as a group or network with 'Doughnut' or 'Donut' in your name, **we ask** that you:

- [Contact us](#) in advance of any engagement so we can be learning partners in your work.
- Seek to maintain objectivity, independence and the full transformative ambition of your group or network.
- Keep the DEAL Principles and Guidelines alive in your work, both internally and publicly where possible.
- Be clear that you may choose to end the engagement with the local government if the integrity of the DEAL Principles and Guidelines is not upheld.
- Use or distribute any income or financial reimbursement from the engagement in an open and transparent way that is aligned with your agreed processes.
- Complete a [Public Declaration Form](#) (if your organisation or network does not have one already) to make an acknowledgement to the rest of the community about how your practice is aligned with the [DEAL Principles & Guidelines](#).

Funding

As a group or network with 'Doughnut' or 'Donut' in your name, and in alignment with the DEAL Principles and Guidelines, **we ask** that any funding or finance that your group or network receives serves your work rather than drives it. For example, don't pursue activities only because they will generate income.

We also ask, in alignment with the DEAL Principles and Guidelines, that funding or finance does not seek undue public reward and recognition in your work.

As both of these things are grey areas, we invite you to discern what feels right - working with a spirit of high trust - and we welcome you to [contact us](#) with any questions or dilemmas you may have.

If funding comes from a business, **we ask** that you carefully think through the sources of the funding and the implications of that, for example, funding should not come from highly extractive and exploitative sectors, such as fossil fuels, banks, or corporate consultancies. And in alignment with the other guidelines here, **we ask** that:

- The business does not get unduly promoted in return for providing funding. See above comment for discerning what level of promotion feels right.
- It does not in any way imply that the business is 'Doughnut business' or a 'Doughnut-aligned business' (see Working with businesses above).
- It does not compromise the capacity of the group/network to be promoting and undertaking transformative work.
- Any funding relationship does not give the business reason to claim they are a 'Doughnut business' or a 'Doughnut-aligned business'. The relationship instead can be described as the business *supporting* the work of your group or network.
- The business providing funding is aware of and follows DEAL's business policy.
- You reach out to us if any exceptional circumstances arise so that we can make a judgement together.

Logos

The DEAL Community Platform is an open-source commons of DE ideas and tools, and DEAL is the organisation ultimately responsible for stewarding the platform and the community of practice to bring about transformative action. The DEAL logo represents the DEAL Team and is used on content created by the DEAL Team and for events attended by the team.

We therefore ask that you create a logo that isn't too similar to the DEAL logo. Specifically, please don't make a logo that uses uppercase Poppins typeface, and please don't make a logo that has the same visual configuration and colour - two rings Doughnut shape on the left, group/network name on the right, in all black.

We also ask that you do not use a sugary depiction of a doughnut as your logo, as per the DEAL Guidelines and Principles.

Naming

DEAL is a legally registered organisation, and the DEAL Team are the employees of that organisation. We therefore ask that you do not use 'DEAL' or 'Doughnut Economics Action Lab' in your group or network name.

We also ask that if you choose to use the words 'Doughnut Economics', 'Donut Economics' or any translation of this, you choose an additional word alongside this that signifies openness in your cultural context, such as: network, coalition, collective, community, collaborative, group etc. The reasoning for is are:

- The ideas of DE are open for anyone to use who follows the DEAL Guidelines and Principles but if you were to be called '[place name] Doughnut Economics' or 'Doughnut Economics [place name]' it might signify or appear to claim to be the only group or network organising around the ideas in your place.
- Your group or organisation might well end up being the only one, but we believe that it's important that there should be space should other forms of organising want to emerge.
- An example of this, relating to DE tools, is that we invite people to use the 'A(n) xyz tool' instead of 'The xyz tool', as 'A(n)' signals one of many, whereas 'The' signals the one and only.
- As inspiration, in the book *Designs for the Pluriverse (2018)* by Arturo Escobar, Escobar cites the need for a world in which many worlds can fit; a 'pluriverse' of worldviews, with their different ways of thinking, being, relating and so forth.

Visibility and association with DEAL

There are many diverse groups, networks and organisations using DE with each discovering valuable learnings and insights from their unique context of practice. The DEAL Community is a place to connect and learn from one another, collectively evolving this practice for the benefit of everyone.

We believe that visibility is an important enabler to cultivating a community of learning and we warmly invite you to make a profile for your group, network or organisation so that you are visible to your peers and can more easily connect and learn with one another.

Anyone using the ideas of DE in practice can consider themselves part of the DEAL Community. DEAL(Doughnut Economics Action Lab C.I.C.) is an organisation ultimately responsible for stewarding the platform and this community. So if your 'Doughnut' or 'Donut' named group or network is taking public action with DE (i.e. if you're not a learning group), we ask that your profile contains the following sentence:

[Group/Network] is a member of the DEAL Community and seeks to work in alignment with the DEAL Principles and Guidelines. [Group/Network] is legally independent from Doughnut Economics Action Lab C.I.C. and confirms it complies with local law as stated [here](#).