

# DEAL Public Declaration Form

## Introduction

This form is required for any organisation or network that wants to:

1. Engage with businesses using the [Doughnut Design for Business tools](#) (either the core tool, taster tool, or the place-based tool).
2. Support local governments in their own transformative processes with the ideas and tools of Doughnut Economics (for example using the [Doughnut Unrolled tools](#) to create a Portrait of Place).

If you are not doing either of these two things, but you or your organisation are legally registered, and you would like a profile page, we still recommend you complete this form as it enables you to show, and demonstrate to the wider DEAL Community, how your design enables the work that you do and the change that you want to bring about.

The purpose of the form is to:

- Allow you to demonstrate your organisation's alignment with the ideas of Doughnut Economics, by sharing your purpose, networks, governance, ownership, finance and (where applicable) your track record.
- Make your organisation's activities and services visible and searchable so that they are easily findable by others.

Your completed Public Declaration Form will be published on your organisation's profile page and you can update it at any time.

If completing this form relies on unpaid and/or volunteer time, we invite you to [contact us](#) for support.

For any other group, network or organisation that relies on unpaid and/or volunteer time, you do not need to complete a public declaration form, instead we invite you to [contact us](#) to introduce yourself, then one of the DEAL Team members will get back to you to help you set up your profile.

Individuals using DEAL's tools with clients will still need to complete this public declaration form. For instance, if you're an individual consultant (and not officially an organisation), you can either: (a) complete this form by using an organisational name e.g. "Joe Blog Consulting" (and include a logo), or (b) complete the form to the best of your ability without an organisational name or logo.

**Please note that being part of DEAL's community is not equivalent to a certification or endorsement and should not be presented as such.**

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## Process

1. Create a copy of this form. (In the menu, click File. Make a copy)
2. Save the form name as <Organisation name> Public Declaration Form
3. Complete sections A, B, C of the form.
4. Read section D.
5. Sign the declaration - section F.
6. Enable file sharing, and enable comments (at the top right of the screen click 'Share'. Under "General access" click the Down arrow. Choose 'Anyone with the link'. Change role to 'Commenter'. Click 'Copy link'. Click 'Done'.
7. Email the form link and a high resolution organisation logo (preferably 1200 x 628px, PNG format) to [declarations@doughnuteconomics.org](mailto:declarations@doughnuteconomics.org).
8. The DEAL Team may come back to you with any clarifications, questions or requests for further information.
9. The DEAL Team will then create a new profile page for your organisation within 4 weeks.

If you have any questions, please contact us at [declarations@doughnuteconomics.org](mailto:declarations@doughnuteconomics.org).

## Section A - Organisation description

This section captures the key information to describe your organisation.

Note, all the information will be made public except for A2 - your email address

A1. Your name	
A2. Your email address	
A3. Organisation name	
A4. Organisation email address	
A5. Organisation website	
A6. Is your organisation open to anyone to join as a network? (Yes or No)	
A7. Is your organisation legally registered? (Yes or No). And if yes, what is your organisation legally registered as? (e.g. limited company, not-for-profit, cooperative)	
A9. What is your organisation's location and/or place of legal registration? (country or jurisdiction)	
A10. Is your organisation a subsidiary of a larger organisation? (Yes, No or Not applicable). If yes, please complete this form as the parent entity.	
A11. Is the annual revenue of your organisation above €50m, or expected to exceed this in coming years? (Yes or No)? <b>* See note below for further explanation on why we ask this question.</b>	
A12. What is your organisation's purpose? This will be written on your profile page (max 100 words)	
A13. What are the main activities of your organisation? This will be written on your profile page (max 100 words)	

A14. Which groups, organisations or institutions does your organisation work with (e.g city/ government/ public sector officials, education institutions or educators, businesses, community groups, NGOs, other)? (max 100 words)	
A16. Please share any social media profiles (Twitter/X, Facebook, Instagram or LinkedIn) by providing the full URLs (https://...)	
A17: Who would you like to be the admin(s) of your profile? Admins can edit profile info and post content on behalf of the organisation. (Please provide links to one or more individual user profiles)	

### **\* Additional requirement for organisations with annual revenue above €50M**

If the annual revenue for the most recent financial year is above €50M, your 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.

The intention of this requirement is to ensure that the tools and concepts of Doughnut Economics (DE) are spread through an internationally distributed network of values-aligned organisations and individuals, rather than dominated by large consultancies.

We believe that many mainstream consultancies have played a significant role in entrenching the degenerative and divisive dynamics of our contemporary economies. They would not be in a position to inspire and drive a sufficiently ambitious agenda of change whilst they continue to profit from helping clients to extract fossil fuels, avoid taxes, drive down wages and sell products that harm people and the living world. Such organisations first need to transform their own deep design - addressing their purpose, networks, governance, ownership and finance - to be in service of bringing about the regenerative and distributive future that the world requires.

For these reasons, we believe that locally-rooted and values-aligned organisations are far better placed to support initiatives to put DE into action effectively in cities, businesses and beyond. This is why it matters immensely who can use these concepts and tools with their clients to drive broader transformation. This role must be filled by organisations designed and equipped to pursue the ambitious changes that Doughnut Economics calls.

## Section B - Organisation activities and services

This section captures the activities your organisation undertakes and services it provides to achieve its purpose. These will be the activities and services tagged on your profile.

Tick all that apply:

- ☐ **Place-based-transformation:** The activities of your organisation focused on the transformation of a specific place - be it a neighbourhood, city, region or nation.
- ☐ **Business workshop facilitation:** Your organisation (intends to) run business workshops using DEAL's 'Doughnut Design for Business' tools.
- ☐ **Government support:** Your organisation (intends to) support transformation processes for local, regional or national governments and / or public sector organisations.
- ☐ **Convening:** Your organisation (intends to) bring 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.
- ☐ **Peer-learning:** Your organisation (intends to) host or facilitate peer learning on Doughnut Economics in practice.
- ☐ **Local project work:** Your organisation (intends to) initiate and / or support local projects that are regenerative and distributive by design.
- ☐ **Public speaking:** Members of your organisation (intend to) offer public speaking for others.
- ☐ **Education:** Your organisation (intends to) develop curricula with Doughnut Economics and / or teach students and teachers about Doughnut Economics and / or within a school or education context.
- ☐ **Research:** Your organisation (intends to) undertake research related to Doughnut Economics and / or partner with others undertaking research?
- ☐ Other (please describe) \_\_\_\_\_

To help people understand your activities undertaken and / or services provided, please provide a written overview, or details of your work.

## Section C - Organisation design

This section invites you to demonstrate your organisation's alignment with the ideas of Doughnut Economics, by sharing your purpose, networks, governance, ownership, finance and (where applicable) your track record (max 100 words for each).

<p><b>Purpose:</b> show that your organisation's purpose is aligned with the values and ambition of Doughnut Economics.</p> <p>For businesses, this could be through promoting social and/or ecological transformation, and regenerative and distributive design.</p>	
<p><b>Networks:</b> show that your organisation's relationships with other organisations are aligned with its purpose.</p> <p>For businesses, this could be 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 working with relevant NGOs); or that your organisation promotes wider transformation by joining progressive alliances, movements and networks.</p>	
<p><b>Governance:</b> show that your organisation is governed in ways that prioritise its purpose.</p> <p>For businesses, this could be 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.</p>	
<p><b>Ownership:</b> show that your organisation's ownership model supports its purpose.</p> <p>For businesses, this must show how this</p>	

<p>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.</p>	
<p><b>Finance:</b> show that your organisation's finances are in service to its purpose.</p> <p>For businesses, this is specifically about how 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.</p>	
<p><b>Track record:</b> Please 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 <a href="#">Doughnut Principles of Practice</a>. (max 200 words).</p>	
<p><i>Not applicable for newly founded organisations</i></p>	

## Section D - Guidelines for organisations and networks

Please read the following guidelines that apply to all organisations before continuing to sign your declaration form in section E.

**Stewarding the integrity of Doughnut Economics in practice:** Read and follow the [DEAL Principles and Guidelines](#) that includes: the Doughnut Dos and Don'ts; the Doughnut Principles of Practice; Licensing, attribution and derivations; the Platform Code of Conduct; and Guidelines for your context (e.g. DEAL's Policy for Business). And share these principles and guidelines with those in your organisation using Doughnut Economics.

**Public association:** Organisations and networks listed on the DEAL Community Platform with an organisation profile including a public declaration can be referred to as members of the DEAL Community. However, having an organisation or network profile does not constitute a formal partnership agreement with the DEAL Team, nor endorsement of specific projects or initiatives.

**Evolving guidelines:** 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.

**Sharing experience and learnings:** 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.

**Organisation name:** Do not use 'DEAL' or 'Doughnut Economics Action Lab' in your organisation name, and the words 'Doughnut' or 'Donut' may only be used by those who align with the following criteria and guidelines: [Guidelines for 'Doughnut' or 'Donut' named groups and networks](#).



## Section E - Declaration

I have answered the questions truly to my knowledge on behalf of my organisation and that we will follow and share the DEAL Principles and Guidelines, that include the guidelines in this form.

We understand that all members of the DEAL Community are stewards of Doughnut Economics in action and we acknowledge that the DEAL Team may remove profiles if there is a significant risk to the integrity of the ideas of Doughnut Economics and the DEAL Community.

We understand that members of groups, networks and organisations change in time, and you may wish to set a review date, next to the signature date, to account for this.

Name	
Signature	
Date	