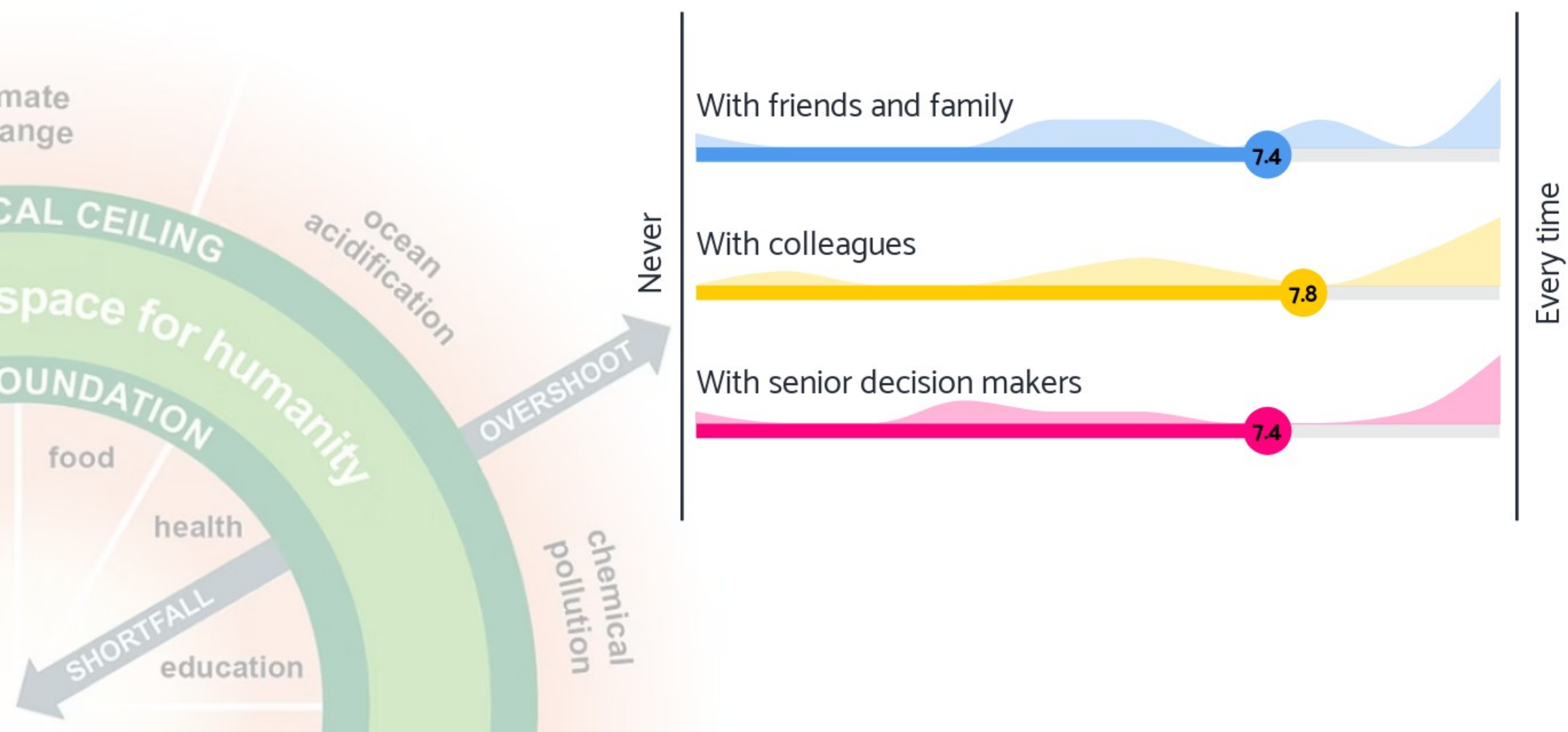


# How often do you use the words 'Doughnut Economics' when describing Doughnut Economics?



# What different types of responses do you get to the language of Doughnut Economics?

What is that?

Usually they get it quickly.

Confusion- "sounds tasty"

What are the outer boundaries that we are looking at?

resistance on degrowth.  
association

Overwhelm.

They need a remindr of  
planetary limits

Interest

ma  
ange

CA  
sp  
OU

ASH

health

SHORTFALL

education

chemical  
pollution



# What different types of responses do you get to the language of Doughnut Economics?

So is that like the SDGs?

High professional awareness  
of DELow family / friends  
awareness

Donut vs doughnut

Some say it makes it too  
casual - yummm doughnuts

How do I do it?

Don't understand until I draw  
out the doughnut and explain it  
further

But what about  
capitalism???

I've heard something about  
that...but remind me

ma  
ange

CA  
sp  
OU

ASH

health

SHORTFALL

education

chemical  
pollution



# What different types of responses do you get to the language of Doughnut Economics?

"I have been meaning to read the book"

The details are great the title not so inclusive of what it is

Nice to have an actual doughnut on the table

Doesn't fit with neoliberalist liberterian ideologies

We don't have doughnuts in my country, can we call it something else?

Holistic economics?or Economics!

Is a doughnut healthy?

Great that this gives us an occasion to always have sweet doughnuts in the workshop

ma  
ange

CA  
sp  
OU

ASH

health

SHORTFALL

education

chemical  
pollution



# What impacts how much you feel you have to 'translate' the language of Doughnut Economics?

Existential thinking to understand the holistic thinking

When they say - doughnuts?

Who the audience is

Receptiveness to new model

Who I am talking to - what's their general interest and awareness of economics, political stance

Whether you have 1 minute or 5 or 10 minutes to talk about it

Translate, or reframe to engage?

Understand the impacts of all of the strands to break it down

ma  
ange

CA

sp

OU

RSH

health

SHORTFALL

education

chemical  
pollution



# What impacts how much you feel you have to 'translate' the language of Doughnut Economics?

Their baseline understanding, the analogy of the doughnut might trivialise the issue if they are not engaged

Over-optimisation for climate reduces understanding and salience of other planetary boundaries.

People often need to be explained about the boundaries, and sometimes it gets complex

Just draw the picture

Think big but act local

Always expect to need to explain!

Political standpoint

needs to be more sectoral

ma  
ange

CA

sp

OU

ASH

health

chemical  
pollution

SHORTFALL

education



# What impacts how much you feel you have to 'translate' the language of Doughnut Economics?

Do we explain other economics, well?

Degrowth



# What other words do you use when describing Doughnut Economics?

29 responses





# Word association: Doughnut Economics

37 responses



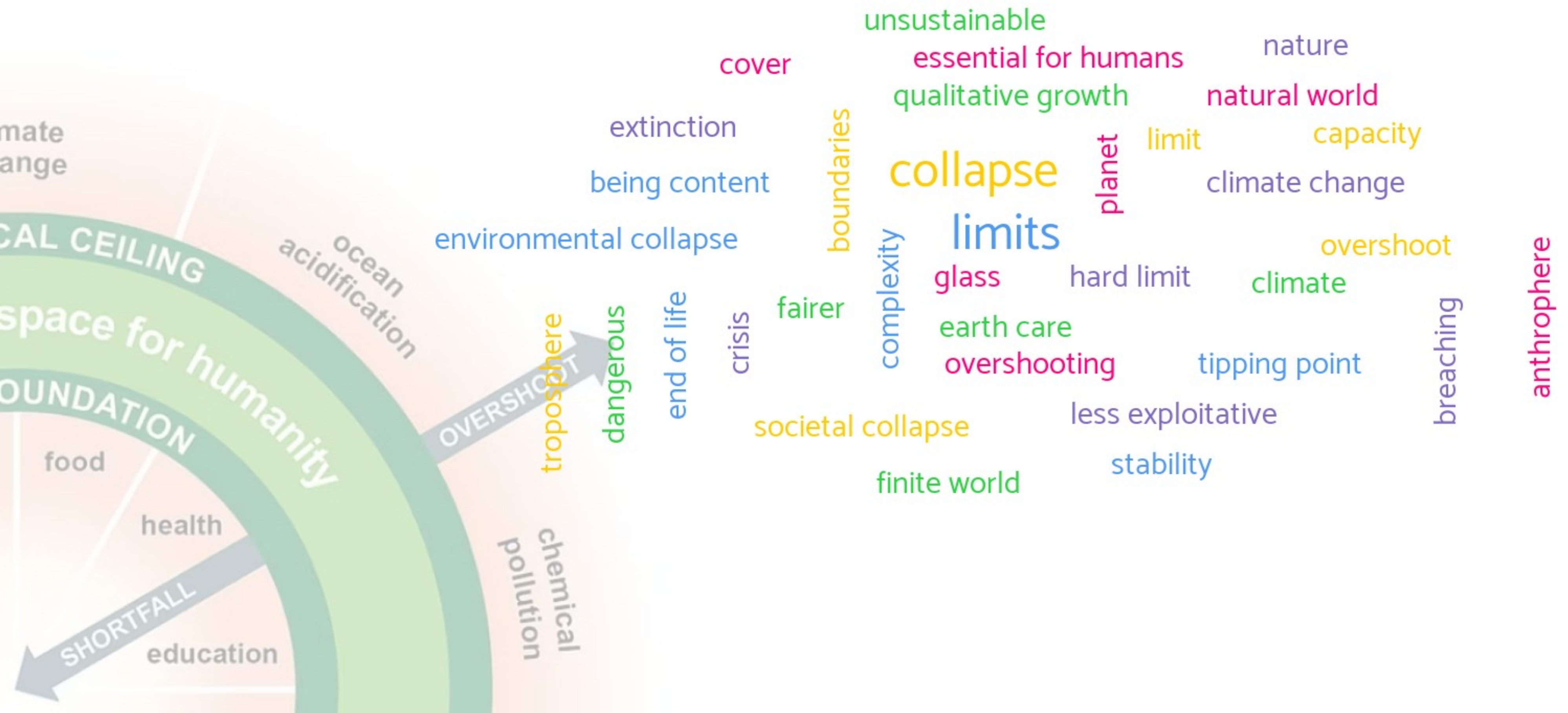
# Word association: Economics

38 responses



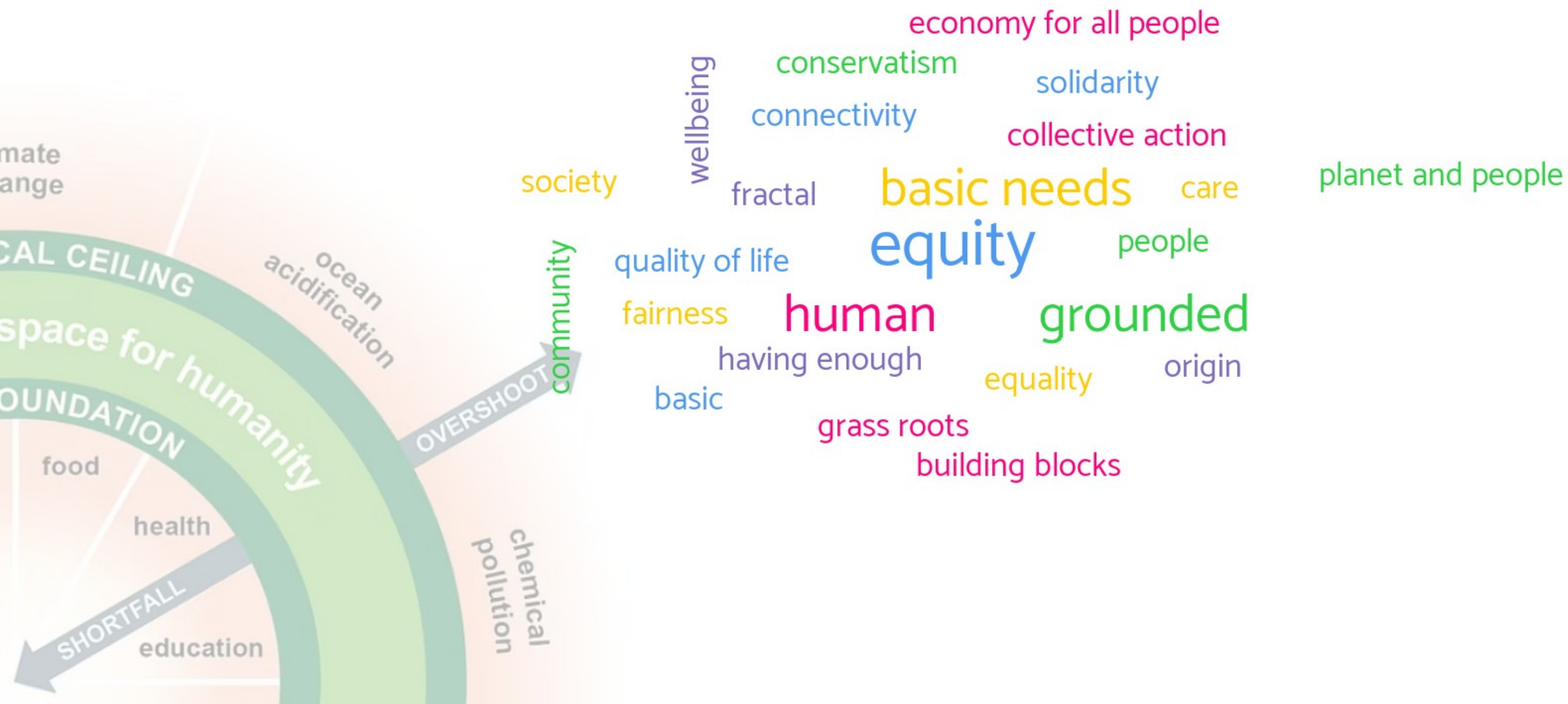
# Word association: Ecological ceiling

37 responses



# Word association: Social foundation

29 responses



# Word association: Thriving

35 responses

