



# How can we doughnutise “Striving for More”?

**Towards a New Narrative**  
**April 2020, in confinement**  
**Reflections for Doughnut4EU**

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# A Union that Strives for More



# The European Green Deal

***"The European Green Deal is our new growth strategy. And this time, it is a growth strategy that is not consuming – but it is a new growth strategy that is more giving back than it takes away. It is a growth strategy that is more caring."***

**Commission president Ursula von der Leyen presenting European Green Deal in European Parliament 11 December 2019**

[https://ec.europa.eu/commission/presscorner/detail/en/speech\\_19\\_6751](https://ec.europa.eu/commission/presscorner/detail/en/speech_19_6751)



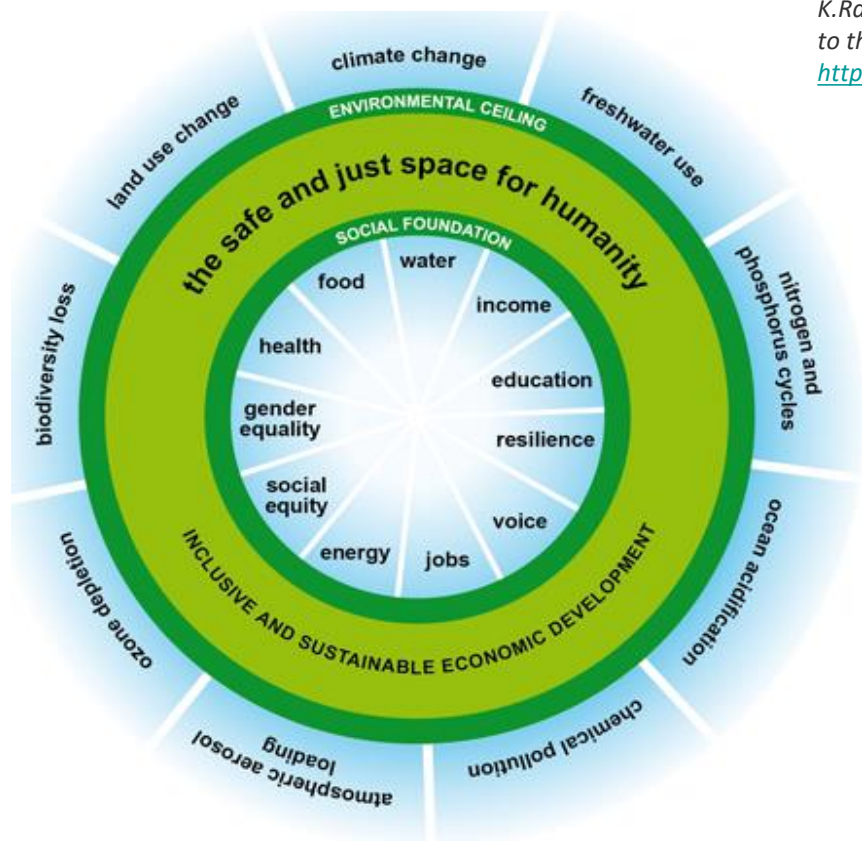


# Competitive sustainability



European Commission (2019), Annual Sustainable Growth Strategy 2020, COM/2019/650 final, <https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1578392227719&uri=CELEX%3A52019DC0650>

# A new compass for the 21st century

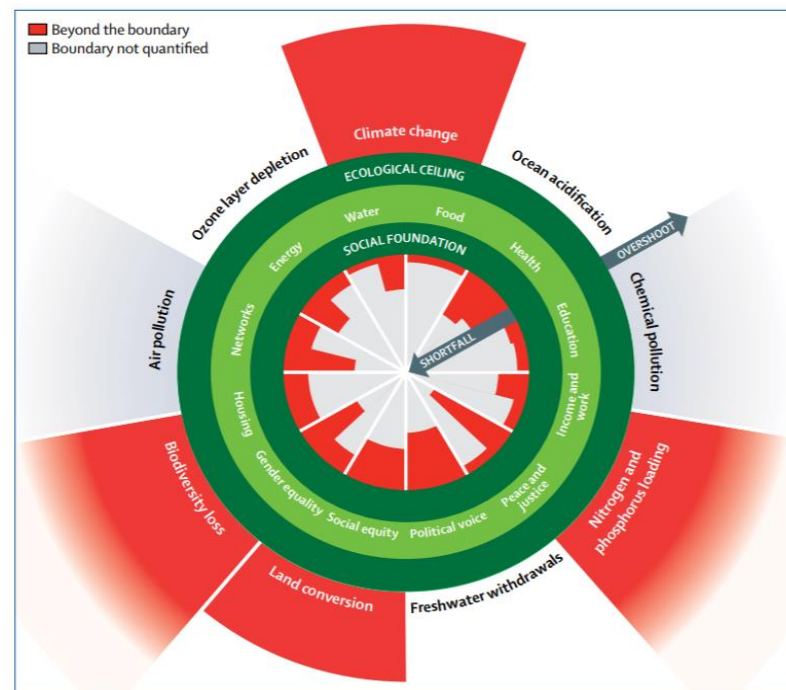


K.Raworth. *Doughnut Economics: seven ways to think like a 21st century economist*, 2017.

<https://www.kateraworth.com/>

K.Raworth. *A Doughnut for the Anthropocene: humanity's compass in the 21st century*, 2017.

[www.thelancet.com/pdfs/journals/lanplh/PIIS2542-5196\(17\)30028-1.pdf](http://www.thelancet.com/pdfs/journals/lanplh/PIIS2542-5196(17)30028-1.pdf)





# Key messages

- *Competitive sustainability is about shifting from conquest with world depletion to contest for planetary health and well-being solutions*
- *A new growth strategy that gives back more than it takes is about moving from adding more to thriving better*

# Background

- *Competitive Sustainability and the New Growth Strategy are two key concepts of the Ursula von der Leyen Commission and the European Green Deal*
- *Mainstreaming the doughnut requires a "narrative" for these two concepts which enables a Europe aiming to thrive within a safe and just operating space*

# Clarifying concepts

- *"Competitive Sustainability" and "New Growth Strategy that is giving more back than it takes" combine two contrasting paradigms:*
  - They can be misunderstood as greenwashed old school competitiveness and growth agendas 
  - They can signal a (prudent) departure into new transformative paradigms of a regenerative and distributive economy 
- *The concept of the "safe and just operating space" can help reinforce the transformative ambition of the core EU policy line and the European Green Deal.*



# Competitive sustainability

**Conquest**



**Contest**

- *Conquest with world depletion*
- *Focus is on expanding market shares and profit opportunities against other economic actors without consideration of planetary boundaries and social foundations*
- *Contest for best planetary health and wellbeing solutions*
- *Focus is on competition for best solutions to make humanity thrive and develop shared prosperity without ecological overshoot and social short-fall*

# Growth that gives more back than it takes



- *More of "more"*
- *More adding*

- *More of "better"*
- *More and better thriving*

## *Examples*

- *More calories*
- *More GDP increase*

- *Better nutrition*
- *More well-being*

## *Extractive economy*

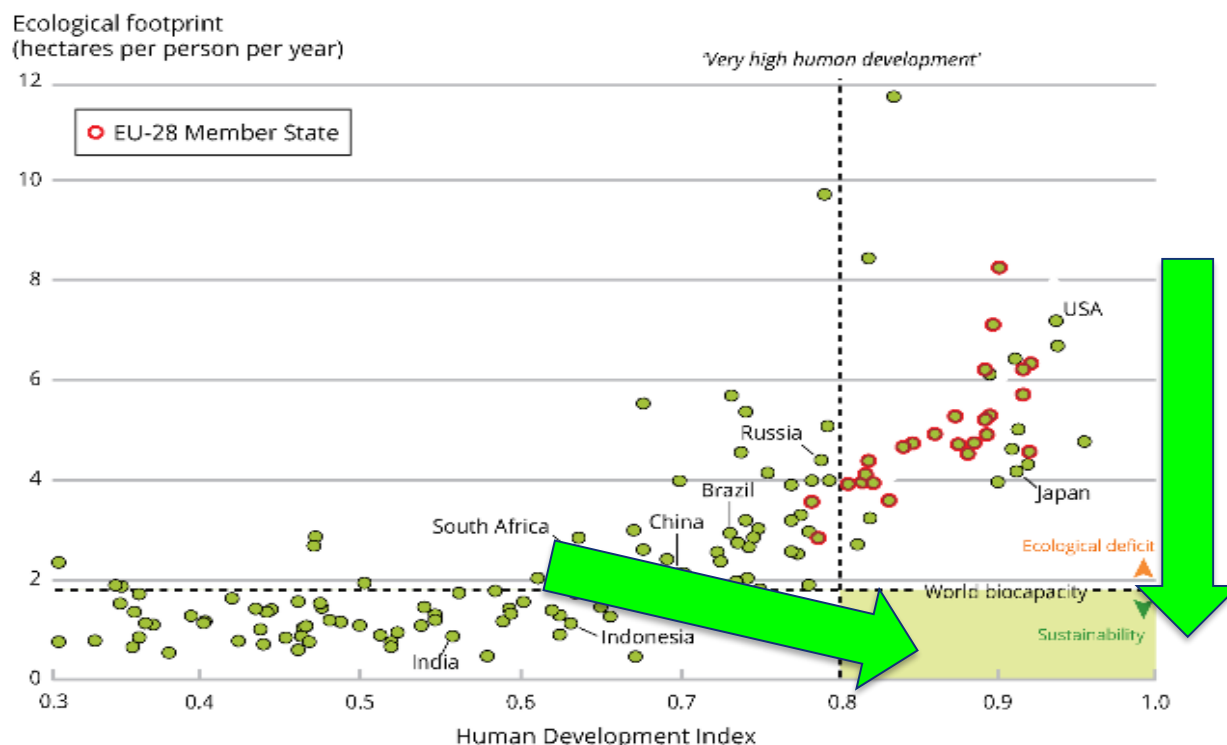
- *Regenerative /Distributive economy*

# Convergence 2.0 to make it work

- *Success requires a rapid shift beyond the current global trend towards unsustainable, unhealthy and un-resilient “Western” development patterns.*
- *Science and science diplomacy have an important role to play to help co-creating a new vision of a positive life in shared prosperity and innovating to make it work*

# A new growth strategy towards human development within world bio-capacity

**Figure 0.1: Correlation of ecological footprint (2008) and the human development index (2012)**

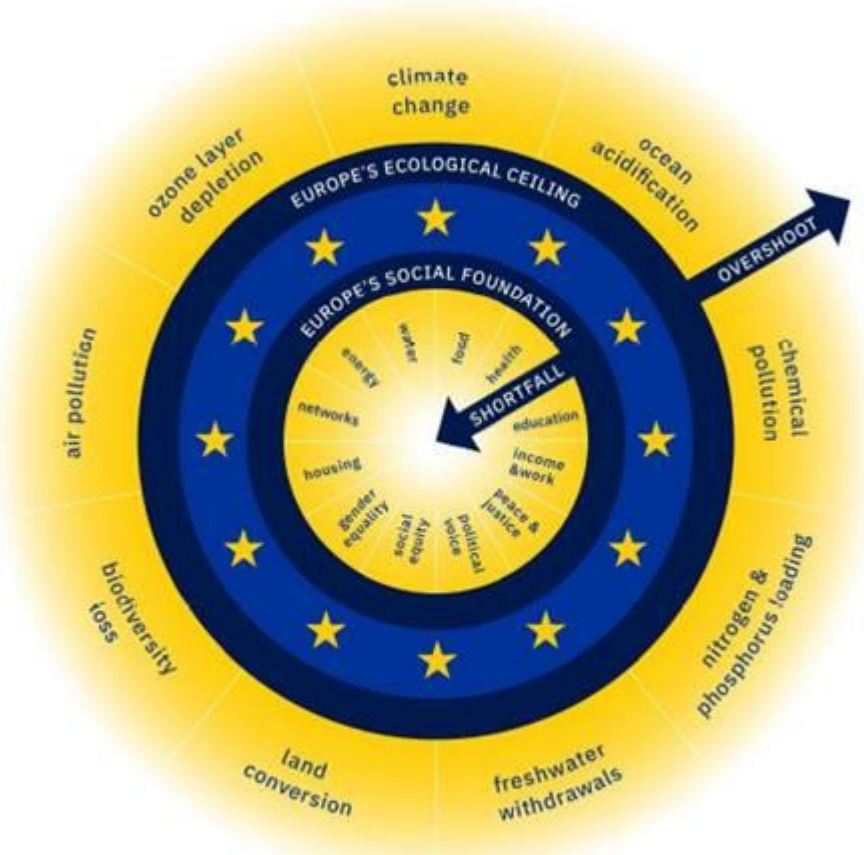
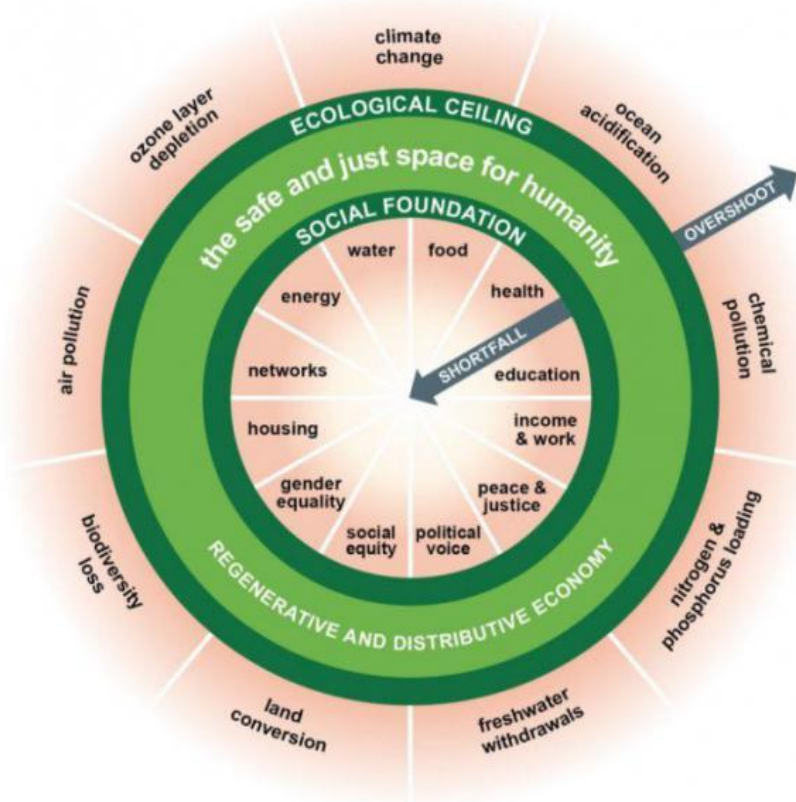


**Source:** Global Footprint Network, 2012; UNDP, 2014a. National footprint accounts 2008 and Human Development Index (HDI)

Source : EEA, Setting the Scene,  
<https://www.eea.europa.eu/soer-2015/global/setting-the-scene>

# A safe and just operating space

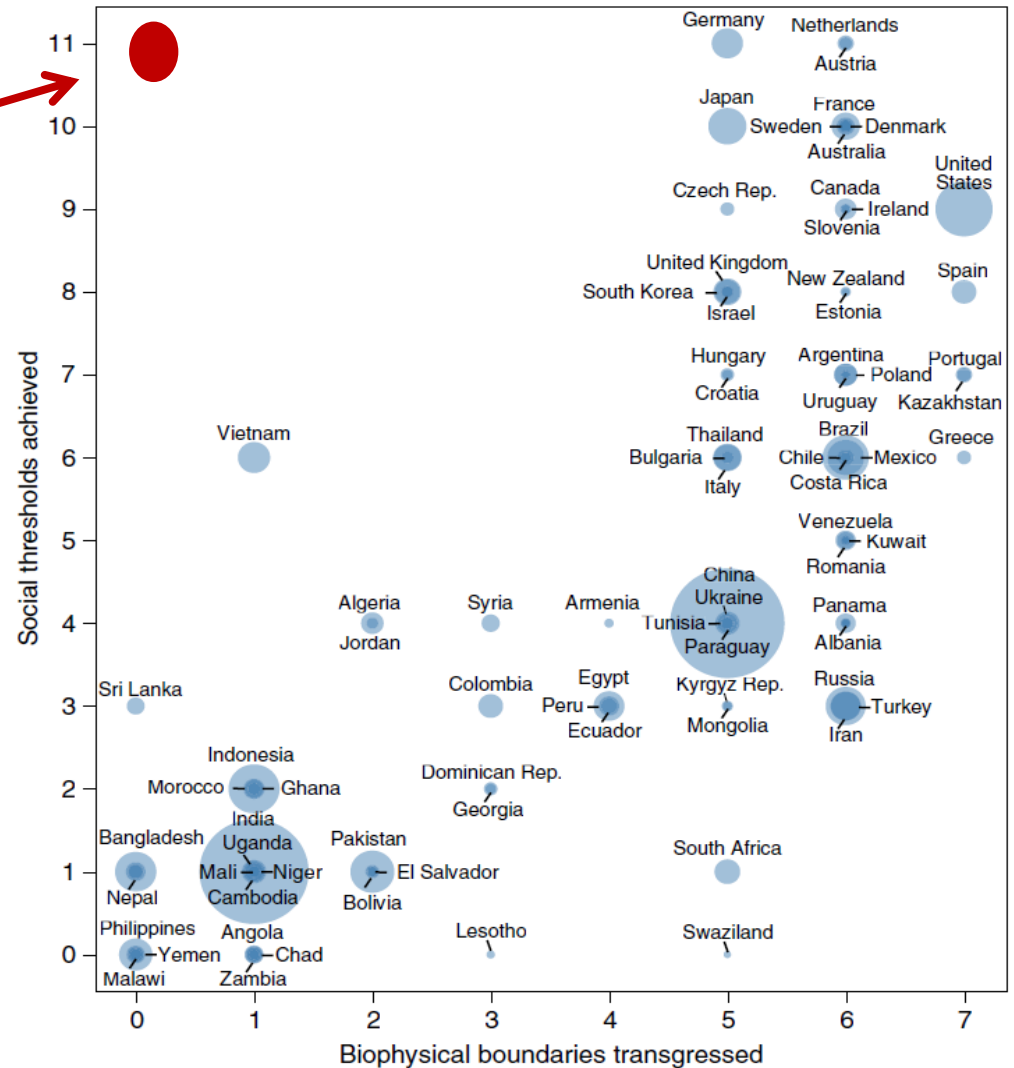
## A Doughnut for a Thriving Europe



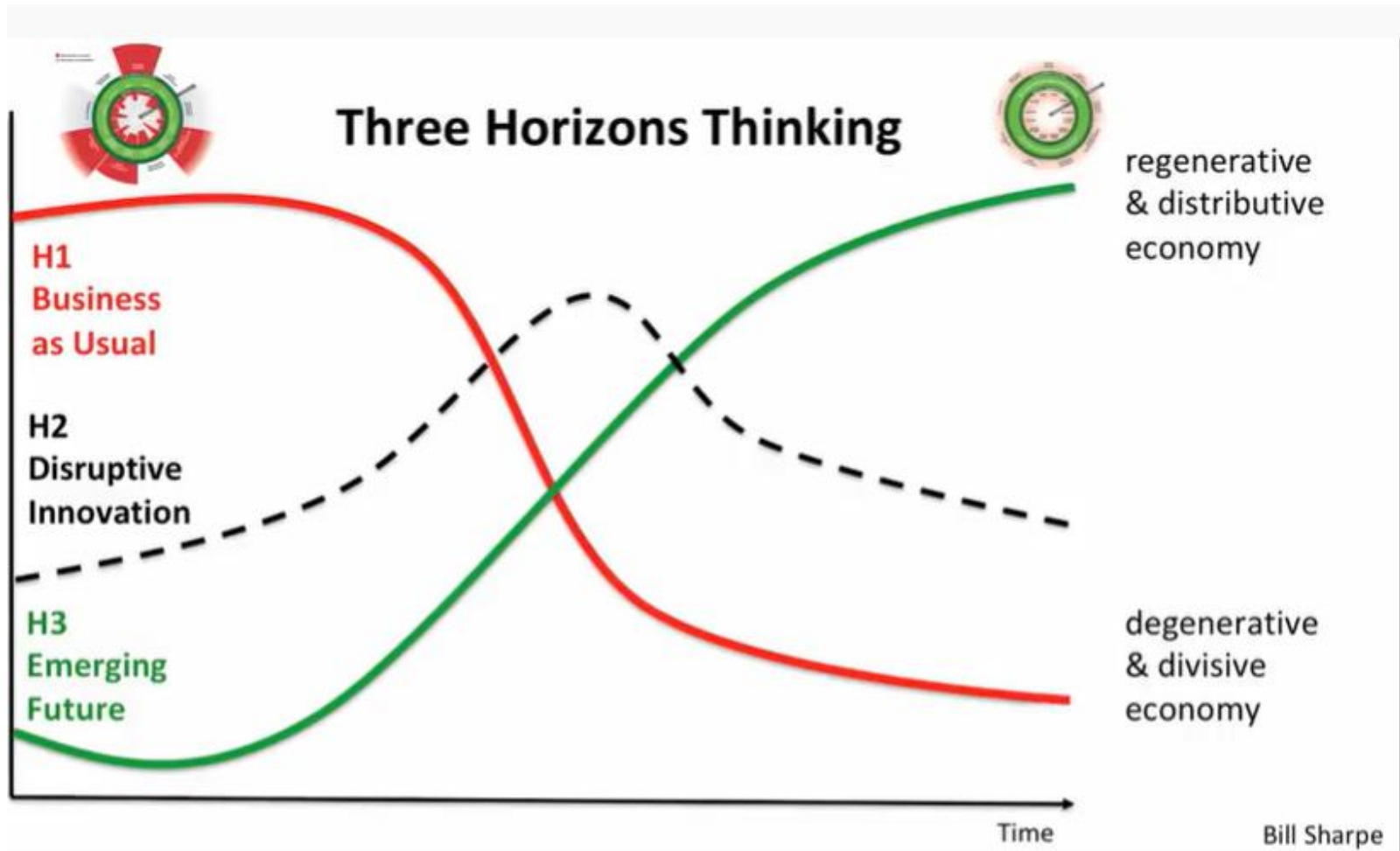


# Well-being for all on planet A

Safe and just space  
within planetary  
boundaries

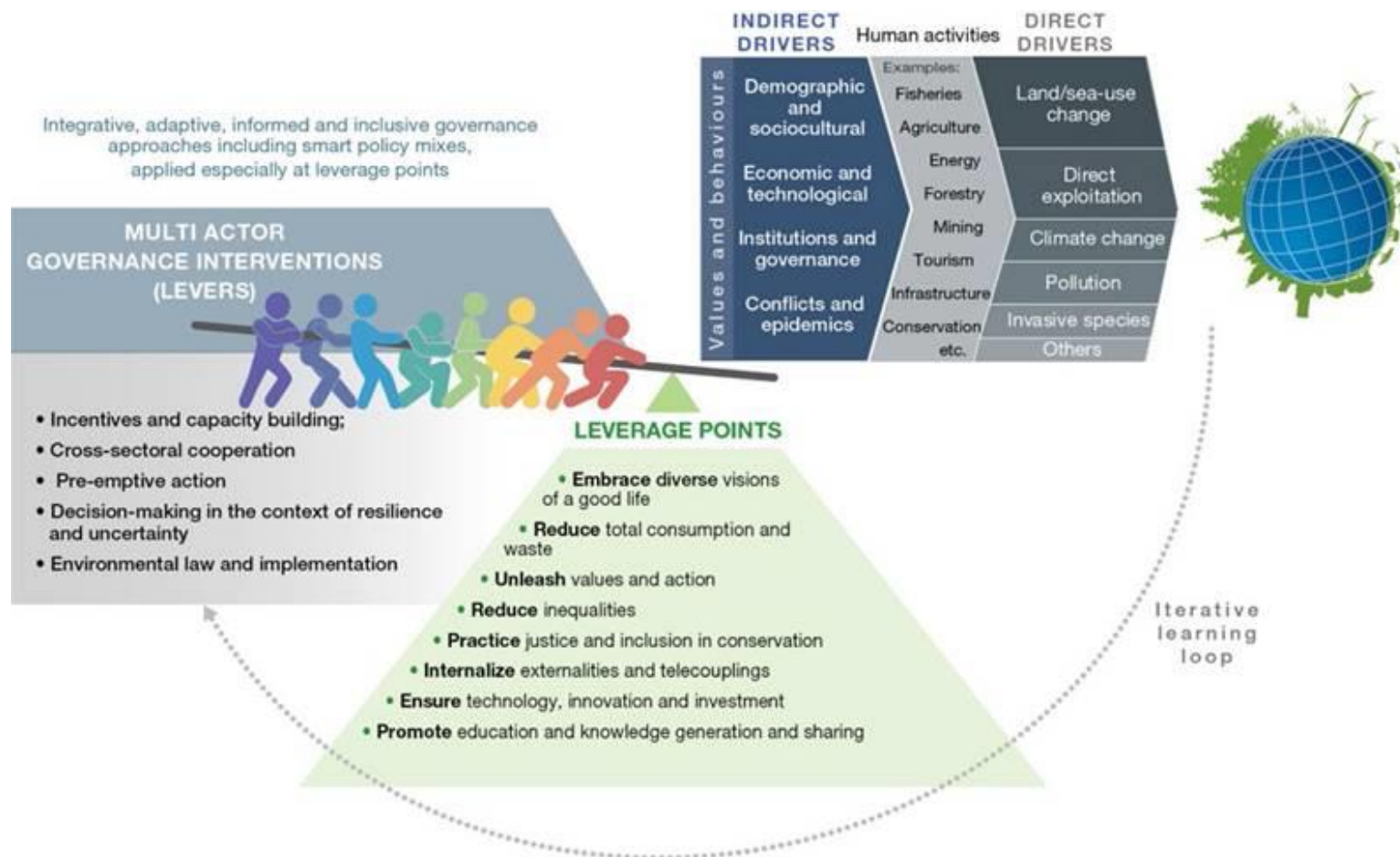


# Avoid disruptive innovation being captured by Business as Usual



Source Kate Raworth based on Bill Sharpe,  
<https://www.youtube.com/watch?v=5KfRQJqpPU>  
<https://www.youtube.com/watch?v=w7V6C3580WI>

# Leverage points for multi-actor governance interventions



Source *IPBES, Summary for policymakers of the global assessment report on biodiversity and ecosystem services*

# Examples for narrative shifts are emerging



<https://www.youtube.com/watch?v=ExzmQRRf61U&feature=youtu.be>

*This video is an example of a Belgian centrist party trying to regain attraction by reinventing itself with a new narrative of better instead of more. It is not meant as a statement of support for this or any other political party.*

*For more explanation of the new narrative, see*  
<https://www.youtube.com/watch?v=kp8Cn6MmNro>

# Which Europe in the world?

- *This is not about an old Europe demonstrating that it has always been the best. It is about a new Europe that we have yet to change into... one that is more humble, more gentle, more engaging, more deliberative. One that does not pretend to have the answers but one that strives to find the right questions....*
- *A strong moral stance is needed to convince people to put altruism above self-interest; however, this should not enable others to turn us into victims if Europe were to move alone*



# Wellbeing is part of our purpose

Treaty on European Union Article 3.1



The Union's aim is to promote peace, its values and the well-being of its peoples

Source: Official Journal of the European Union, [http://eur-lex.europa.eu/resource.html?uri=cellar:2bf140bf-a3f8-4ab2-b506-fd71826e6da6.0023.02/DOC\\_1&format=PDF](http://eur-lex.europa.eu/resource.html?uri=cellar:2bf140bf-a3f8-4ab2-b506-fd71826e6da6.0023.02/DOC_1&format=PDF)

# A transformative journey



A Doughnut for a Thriving Europe



*"a new growth strategy  
that is  
more giving back  
than it takes away"*

*"a growth strategy that  
is more caring"*

**Regenerative  
economy**

**Distributive  
economy**

# 'Striving to Thrive'

