

Questions for Kate Raworth, Webinar 23 april 2020, www.02025.nl

1. **Kick** (child from Geert Grote class 6): when can companies advertise in our (school class) newspaper? Are there any requirements? Can Dyson advertise? Shell?

Great question. My answer:

What is the purpose of your newspaper?

Do these organisations share and demonstrate your purpose?

Why are they advertising - to support you, or to give an impression to the public?

What do you think of their record? In 2017 Shell said they would invest \$4-6bn in renewables by 2020. In fact it has been just \$2bn. Do they deserve a place on the page next to your work?

What if, instead of accepting advertising, you invited showcasing. Draw up a list of criteria of good companies. draw up a set of companies you think meet those criteria. Write and tell them and invite them to showcase.

Invite member organisations of the Amsterdam Donut Coalition to be showcased there.

2. **Thijs**: Tripido project with Shell, we had one Shell employee to work for us one day a week (like Google does as well). Helping us tremendously with our project. Should we cooperate with a company like Shell like this?

To be clear, there are many excellent people working in all kinds of companies, governments. The problem is not with the people but the structures of the organisation.

No doubt this person was hugely valuable to you. And no doubt your opportunity was of huge value to them - especially if Shell is to survive the transition, they must learn to work at your scale.

I would be bothered if they were using this for advertising, because this is a miniscule proportion of how they spend their money.

If this is under 02025 - I learned that one principle is radical openness. So this situation follows your principle. Hence you 'should' do it because you are following your principle. If it feels wrong, then you'd need to revisit your principles. At DEAL we set tighter principles - I'm not saying this is better or worse, it has different consequences.

3. **Assad Asil Companioni**: Kate, I was wondering: do you view the doughnut model as a more positive and even clearer way of articulating the aims of Degrowth? Or do you think they're two rather different, competing approaches to sustainability?

Hi there. I think the aims and principles of the Doughnut have a lot in common with the goals and spirit of degrowth - if you are clustering ideas, yes you can place them very close

together. But I find the phrase 'degrowth' very unhelpful - I have never been given a satisfactory definition of what it means and I think for people outside of the degrowth community, it creates more confusion than it clears up. Here is a blog debate I wrote with Giorgos Kallis.

<https://oxfamblogs.org/fp2p/why-degrowth-has-out-grown-its-own-name-guest-post-by-kate-r-aworth/>

4. **Kjell Magne Fagerbakke:** Can the social boarders be achieved without UBI?

Maybe. I think we need regenerative and distributive design to get inside the boundaries. And there are many different ways of doing that. Provision of excellent public services in health, education, transport, public space, housing etc. could be just as effective - maybe more effective even - than UBI.

I certainly think a basic income to those in poverty is key - whether it is universal is a different matter.

Patrick Arnhem The Netherlands: What are similar neighbourhoods who are active we can get in contact with? Spijkerkwartier Arnhem 6500 citizens, 3800 buildings, a city neighbourhood in a small city.

Great question but not for me!

5. **Hans Lagaaij:** Great model - thx so much. Can you share something about tools for business transformation?

When we launch our platform in June (I hope) there will be tools for business transformation. Meanwhile: <https://www.youtube.com/watch?v=TcPmD1A-tYc>

6. **Annie van Genugten:** How do you see the relation between de donut economy and the Global Goals?

On one hand, very close. I crowd sourced the social foundation from the global goals. And the global goals mostly cover the nine planetary boundaries (but not in such clarity and detail).

On the other hand, the doughnut doesn't include the target of economic growth, which is written into the goals.

And by being drawn in two circles - rather than a set of lego blocks - the Doughnut gives us a sense of challenge to find the balance.