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Advisory Report

Doughnut Economics in the Hoge Vucht



Thijs van Rijsbergen, Sofie van Gastel, Ole
Jansen, Duc-Tuan Cao Bao & Alejandro Eyraud
URBAN INNOVATION

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1. Executive Summary

This advisory report builds on previous desk research that analysed how the Hoge Vucht neighbourhood in Breda fits within Kate Raworth's Doughnut Economics model, identifying moderate social foundations and significant ecological issues, particularly in air quality. Unlike the previous project, which focused solely on analysis, this project aims to introduce and implement the Doughnut model at the ground level by engaging with local initiatives, the municipality, and residents.

The report details the process of linking the Doughnut model to local initiatives, supported by pre-research on successful Doughnut implementations elsewhere. It includes an analysis of Hoge Vucht's current status, stakeholder analysis, risk assessment, and recommendations for future actions. The goal is to demonstrate the benefits of the Doughnut model and to show that even small initiatives can make a significant positive impact, highlighting the importance of small contributions to the overall sustainability and well-being of the community.

2. Introduction

2.1 Previous group report

This paragraph summarizes the research conducted by a previous group on applying Kate Raworth's Doughnut Theory to the Hoge Vucht neighbourhood in Breda. The report aimed to elucidate the completed Doughnut Economics of Hoge Vucht and illustrate the path to the outcome. The central question addressed was: "How can the Doughnut Economic model be applied to analyse the current social and ecological situation in the Hoge Vucht neighbourhood?" The research involved various methods, including background research, literature review, stakeholder consultations, interviews, discussions, and desk research.

The main findings of the research are as follows: The Doughnut Economic model can be applied to the Hoge Vucht neighbourhood by evaluating its current social and ecological situation based on the model's principles. Specific indicators were used to measure the performance of the neighbourhood across social foundations such as food, health, education, and income, as well as ecological ceilings including air quality, energy consumption, and biodiversity.

The key outcomes include the development of the Doughnut for Hoge Vucht, which revealed areas for improvement. The neighbourhood scored moderately on social categories, with room for enhancement identified. In terms of ecological challenges, the neighbourhood showed less urgency, although issues such as air quality were highlighted.

The results indicate that applying the Doughnut Theory to a smaller neighbourhood is feasible and offers insights for future improvements. The report concludes with recommendations for future projects, emphasizing the adaptable nature of the Doughnut Theory and the potential for tailored approaches in different contexts.

Now, in this advisory report, we aim to build upon this research conducted by the previous group and provide further insights and recommendations for implementing the Doughnut Theory in the Hoge Vucht neighbourhood, using implementations from existing organizations that have implemented the Doughnut before, both successfully and unsuccessfully.

2.2 Doughnut Economics

Doughnut Economics is a visual framework for sustainable development. It is shaped like a doughnut and combines the ecological ceiling and social foundation. The model was developed by economist Kate Raworth and first introduced in 2012 in her paper for Oxfam and later expanded in her book in 2017. The model aims to find a balance between the needs of people and the planet by ensuring no one falls short on the essential needs of life, while making sure these needs don't cause overshoots on the ecological ceiling. Within these inner and outer rings, is the 'Safe and Just space for Humanity'.

The ecological ceiling consists of the nine planetary boundaries, which were created by a group of environmental scientists from the Stockholm Resilience Centre. The boundaries consist of nine criteria

concept introduced by Kate Raworth to rethink the goals of economics and redefine what it means for societies to thrive. It presents a visual framework, resembling a doughnut, to illustrate a balance that humanity should strive to achieve for sustainable well-being.

Imagine a doughnut. In the middle ring of the doughnut lies the "social foundation," representing the minimum standards for human well-being. This includes access to food, water, healthcare, education, and social equity. These are essential for people to lead fulfilling lives.

Now, think about the outer ring of the doughnut. This represents the "ecological ceiling," which safeguards the Earth's natural resources and systems. It sets boundaries to ensure we do not exceed environmental limits, such as greenhouse gas emissions, biodiversity loss, and pollution. Crossing these boundaries could lead to irreversible damage to our planet. You would get the following model:



Figure 1 Doughnut Economics model (DEAL, 2024)

The goal of Doughnut Economics is to thrive in the "safe and just space for humanity," which lies between the social foundation and the ecological ceiling. It encourages us to meet the needs of all people within this space, without overshooting our environmental limits.

Imagine looking at a doughnut from above. The inner ring represents the social foundation—what we need to ensure no one falls short on life's essentials. The outer ring symbolizes the ecological ceiling—what we must not exceed to protect the planet. The doughnut's centre, where the doughnut hole would be, represents the space where humanity can thrive, meeting the needs of all within the means of the planet.

Doughnut Economics challenges us to rethink economics as if people and the planet matter. It promotes a balanced approach to development that respects planetary boundaries while ensuring everyone can live a good life. (DEAL, 2024)

3. Problem analysis

3.1 Project background

The Hoge Vucht neighbourhood in Breda faces significant social, economic, and environmental challenges. To address these issues, the project aims to implement the principles of Doughnut Economics. Doughnut Economics, conceptualized by Kate Raworth, provides a framework that balances human well-being with ecological sustainability. By applying this model, the project seeks to create a more inclusive, sustainable, and thriving community. The focus is on helping local initiative takers understand and maximize the positive impact of their efforts within the Doughnut Model.

3.2 Problem statement

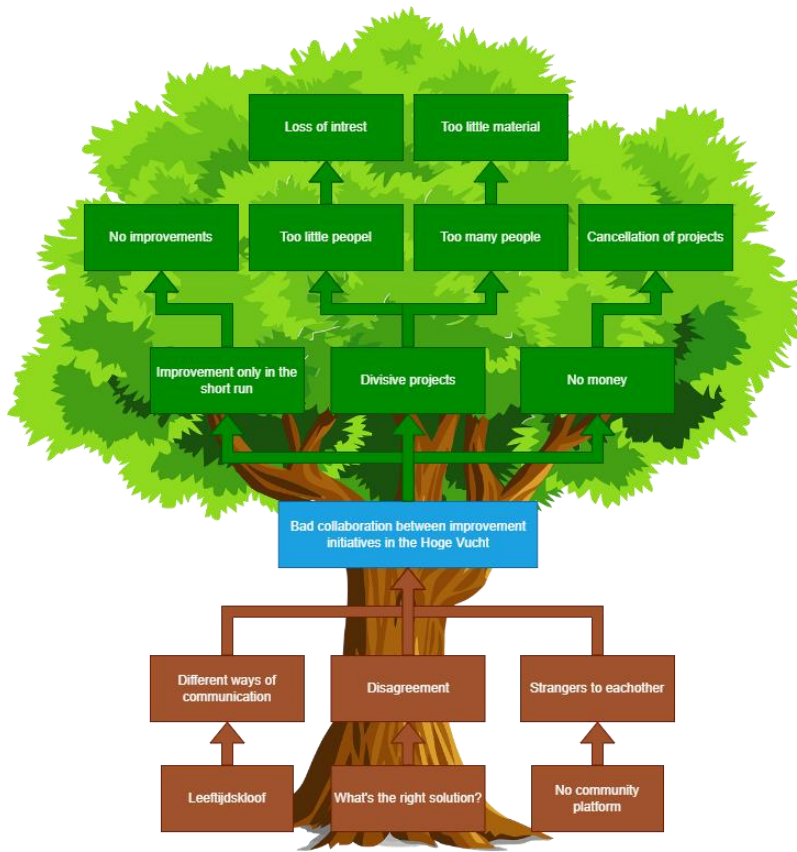


Figure 2 Problem tree

The primary issue in Hoge Vucht is the lack of social cohesion in the neighbourhood. Although numerous initiatives exist that are trying to improve this cohesion, their lack of collaboration and alignment leads to inefficiencies and limited overall impact. The neighbourhood needs a framework that encourages cooperation and maximizes the positive effects of each initiative. As shown in the problem tree above, there are several

scenarios that can result from a lack of collaboration. These include people losing interest in the initiatives or being forced to end the project due to insufficient cash flow.

3.3 Goal

The main goal of this project is to introduce the principles of Doughnut Economics to initiative takers in Hoge Vucht, providing them with a framework to assess and enhance the social impact of their efforts. This will encourage a more collaborative approach, reducing duplication and increasing the overall effectiveness of community-driven projects. To tackle this goal effectively, several main questions and sub-questions have been formulated:

Main question:

- How can the implementation of Doughnut Economics enhance the sustainability and well-being of the Hoge Vucht?

Sub questions:

- How can existing initiatives in Hoge Vucht be mapped and evaluated against Doughnut Economics criteria?
- What strategies can be used to engage community members in adopting Doughnut Economics?
- What role can the local government play in supporting Doughnut Economics initiatives?
- How viable is the implementation of Doughnut Economics in the Hoge Vucht?

By answering these sub-questions, a well-founded approach can be developed for creating a sustainable and social community in the Hoge Vucht.

3.4 Possible solutions

1. Introduction of the Doughnut Economics Framework:

- a. Conduct workshops and training sessions to educate initiative takers about Doughnut Economics and how to apply it to their projects.
- b. Provide materials and resources to help initiative takers integrate this new way of thinking into their planning and evaluation processes.

2. Development of a Collaborative Platform:

- a. Create an online platform where initiatives can share their projects, collaborate, and track their progress using the Doughnut Economics framework.

- b. Include features for communication, resource sharing, and joint planning to foster collaboration among different initiatives.

3. Impact Assessment and Reporting Tools:

- a. Develop tools to help initiative takers measure and visualize the social and ecological impacts of their projects according to the Doughnut Model.
- b. Provide regular feedback and reports to guide improvements and strategic adjustments.

4. Community Engagement and Networking Events:

- a. Organize events to bring together initiative takers, residents, and stakeholders to discuss challenges, share successes, and plan collaborative actions.
- b. Facilitate networking opportunities to build stronger relationships and support systems within the community.

These solutions provide an idea of what could be done to address the social challenges in Hoge Vucht. By exploring these potential strategies, the project aims to introduce a new, collaborative approach to social improvement in Hoge Vucht, leveraging the principles of Doughnut Economics to enhance the impact and effectiveness of community initiatives.

3.5 Stakeholder analysis

The project involves implementing Doughnut Economics in the Hoge Vucht neighbourhood of Breda. A stakeholder analysis was conducted to identify key parties and understand their influence, interests, and roles.

Key stakeholders include Ger Pepels from Breda University of Applied Sciences, senior consultants guiding the efforts, and the Hoge Vucht residents as the primary audience. The Breda Municipality, represented by wijkbeheerder Theo van de Gruiter, is crucial for project implementation and funding. Local organizations like Samenwerkplaats and Verbeter Breda, also play important roles. This analysis ensures effective engagement, aligning stakeholders' needs and expectations with the project's goals.

Stakeholders	Involvement/Influence	Interests	Role
Ger Pepels	Extremely high , direct influence on report and result	Extremely high , wants to see successful completion of the project	Client and contact person
Senior consultants	Extremely high , advice on project and improving our skills	Extremely high , wants to see our skills improving	Senior consultant and teacher
Hoge Vucht residents	Medium , no contact will be made but opinion matters	Medium , do not trust improvements anymore	Target Audience
Breda Municipality	Medium/high , Municipality is needed for implementation and financing of projects	Medium , they have interest in the wellbeing of the inhabitants of Hoge Vucht and lowering criminality	Responsible for the wellbeing of the residents
Theo van de Gruiter	High , direct influence on presentation to residents	High , wants to improve the neighbourhood as well	Wijkbeheerder at municipality of Breda

Samenwerkplaats	High , influence on continuation of project	High , wants to improve the neighbourhood as well	Neighbourhood board of Hoge Vucht
Verbeter Breda	Low , they can give ideas but not clear directions	High , since they are working towards similar goal	Organisation focused on improving Breda

Table 1 Stakeholder analysis

3.6 Risk analysis

This document constitutes the risk analysis for the "Doughnut Economic in Hoge Vucht" project. The objective of this analysis is to identify, assess, and manage the potential risks that could affect the success and execution of the project.

The Doughnut economics project aims to identify areas where the Doughnut economic model could be applied to improve Hoge Vucht. To ensure its effective realization, it is essential to anticipate and address any factors that may hinder its progress or negatively impact its outcomes.

This risk analysis will provide a comprehensive view of the potential risks associated with the project, as well as strategies to mitigate and minimize their impact. It will be conducted using a combination of qualitative and quantitative methods, allowing for a rigorous and well-founded assessment of the identified risks.

It is expected that this analysis will serve as a vital tool for informed decision-making, efficient resource allocation, and effective project management throughout its lifecycle.

In this section, potential risks associated with the Doughnut economics project will be identified and evaluated. A risk analysis template will be used to organize and document relevant information. The risk analysis table is presented below (The impact and priority are being measured in a scale from 1 to 10):

Risk	Causes	Consequences	Impact	Priority	Mitigations
Communication problems with the client	Client availability, lack of interest	Delay on the project progress, no satisfying outcome	4	4	- Confront client - Having an agenda - Send reminders
Team communication problems	Teammates availability	Delay on the project progress, no satisfying outcomes	4	4	- Confront team members - Having an agenda - Send reminders
Organisation availability	No answer, no time	Lack of information	2	2	- Find information elsewhere - Send reminders
Stakeholder availability	No answer, no time	Cancellation of presentation	4	4	- Send reminders - Find someone else
Project acceptance	Lack of interest, other priorities	Stopped project	5	5	- Find someone interested - Change proposal
Project acceptance by the municipality	Lack of interest, other priorities	Continuation of project at risk	5	5	- Engage them in the project
Available information	Lack of information	Delays on the project progress	4	4	- Research by ourselves - Interview residents
Changes in the project scope	Lack of a clear process	Delay on the project progress, no satisfying outcome	4	4	- Set clear goals for the project - Setup a contract

Table 2 Risk analysis

Other risks that should be taken in account:

- **Lack of adequate resources:** This could include insufficient staff, inadequate technical skills, or limited access to technology or tools necessary to complete the project.
- **Technical risks:** These include challenges related to technology, such as system incompatibility, infrastructure failures, software integration issues, etc.
- **Changes in regulatory or legal environment:** Changes in laws, regulations, or policies affecting the project can introduce additional risks and require adjustments in planning and execution.
- **Quality issues:** Lack of quality control or inability to meet required quality standards can affect client satisfaction and the consultant's reputation.
- **Deadline non-compliance:** Delivery delays may arise due to several factors, such as unforeseen planning, technical issues, changes in requirements, etc.
- **Financial risks:** This includes deviations in the project budget, fluctuations in resource costs, billing, or collection issues, etc.
- **Conflicts of interest:** Conflicts between the project team, clients, or stakeholders can negatively affect collaboration and project progress.
- **Information security risks:** Loss, theft, or unauthorized disclosure of confidential data can compromise project security and confidentiality.

In conclusion, the risk analysis conducted for the project has identified several potential risks that could impact its execution and outcomes. Through the evaluation of these risks, the importance of proactive and effective management to mitigate their impact on the project has been emphasized.

Furthermore, the need to continuously monitor risks throughout the project lifecycle and adjust mitigation strategies as necessary has been identified. This requires constant commitment from the consulting team to proactively identify emerging risks and take preventive measures to minimize their impact.

This risk analysis is expected to serve as a valuable tool for informed decision-making and effective project management, enabling the consulting team to anticipate and address potential challenges proactively and ensure the long-term success of the project.

4. Initiatives research

4.1 Brede Welvaart

The Monitor on “Brede Welvaart” (or Broad Prosperity) and the Sustainable Development Goals (SDGs) provides a quantitative basis for assessing where society stands and the choices it faces regarding broad prosperity. By analysing trends in “here and now”, “later”, and “elsewhere”, policymakers gain insight into the development of broad prosperity in the Netherlands and the status of the SDGs. Broad prosperity is defined as the quality of life in the present, considering its impact on future generations and elsewhere in the world. The integration of the SDGs into the monitor underscores the importance of a sustainable approach and a fair distribution of broad prosperity within planetary boundaries.



Figure 3 SDGs per category (CBS, 2023)

The “here and now” focuses on assessing the status of the Netherlands, with an emphasis on people’s characteristics and quality of life. This aspect is described across eight themes:

1. Well-being
2. Material prosperity
3. Health
4. Labour and leisure
5. Housing
6. Society
7. Safety
8. Environment

The graphs illustrate the development of various welfare indicators based on data from 2015 to 2022, comparing the Netherlands to the rest of the European Union (EU).

Positie in EU

De balken geven de positie aan van Nederland in de Europese Unie per indicator.

Legenda

- Bovenin EU-ranglijst
- Middenpositie
- Onderin EU-ranglijst
- Geen data

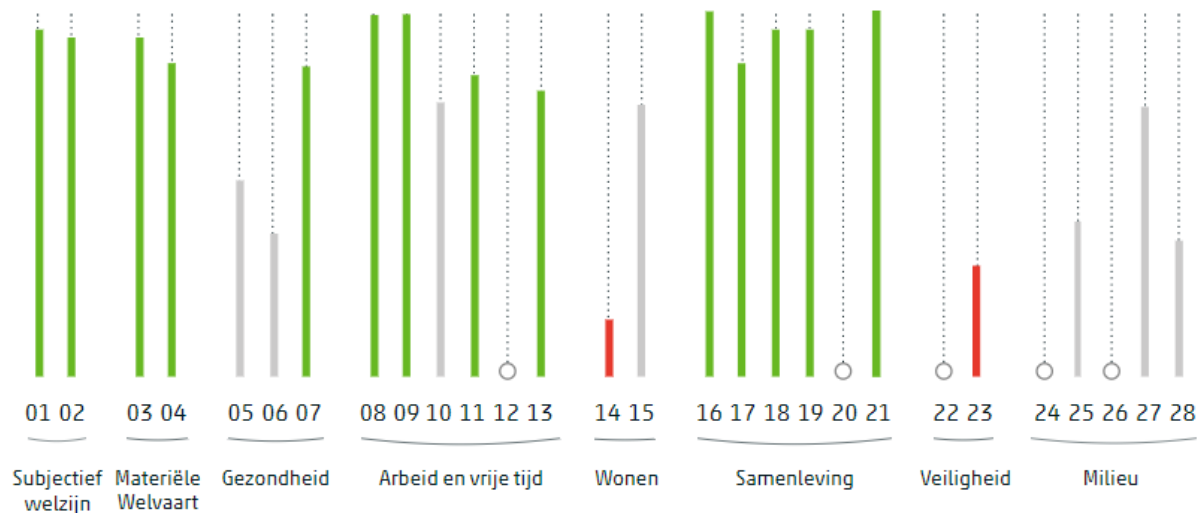


Figure 4 Here and now in the Netherlands (CBS, 2023)

The graph above illustrates the overall performance of the Netherlands compared to the EU. As depicted, we excel in most categories, demonstrating significant strengths. However, there are three areas that warrant attention and improvement.

Firstly, in the housing category, although Dutch citizens express satisfaction with their residences, we score notably low in terms of the affordability of homeownership and rental properties.

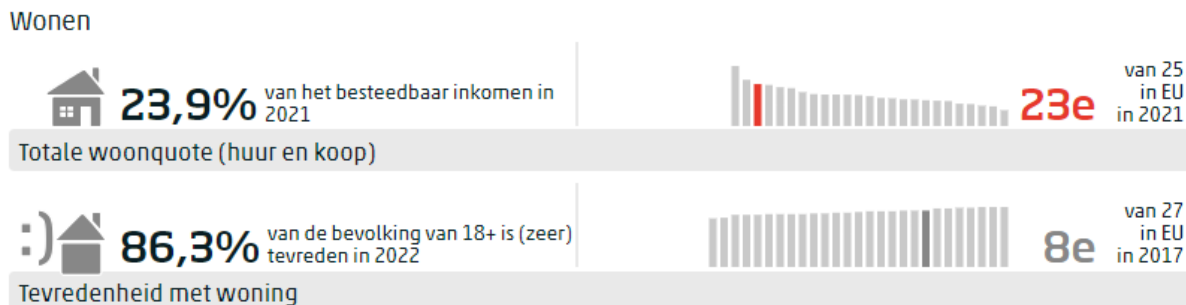


Figure 5 Housing category (CBS, 2023)

Regarding the environment category, while the Netherlands' performance is not poor, it falls in the middle compared to the EU counterparts. This suggests a need for additional focus and efforts in this area.

Lastly, the safety category presents a concerning picture. With 17.1% of the population aged fifteen and above being victims of crime in 2021, this statistic is alarmingly high and calls for urgent attention and measures to address safety concerns.

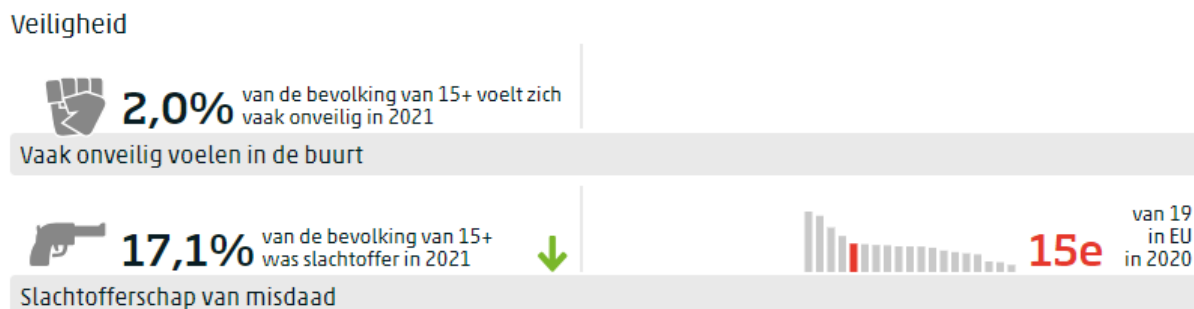


Figure 6 Safety category (CBS, 2023)

Brede well-being “later” concerns the resources needed by future generations to achieve the same level of broad well-being as the current generation. These resources include economic, natural, human, and social resources, also referred to as “capitals.”

The sustainability of current broad well-being over the long term is one of the central questions addressed in the monitor. The continuous demand for exhaustible land and resources puts pressure on the availability of resources for future generations. For each of the four capitals in the “later” dashboard, detailed examination is conducted on the trend

development of broad well-being (based on available data from 2015-2022) and the position of the Netherlands within the EU-27.

Positie in EU

De balken geven de positie aan van Nederland in de Europese Unie per indicator.

Legenda

- Bovenin EU-ranglijst
- Middenpositie
- Onderin EU-ranglijst
- Geen data

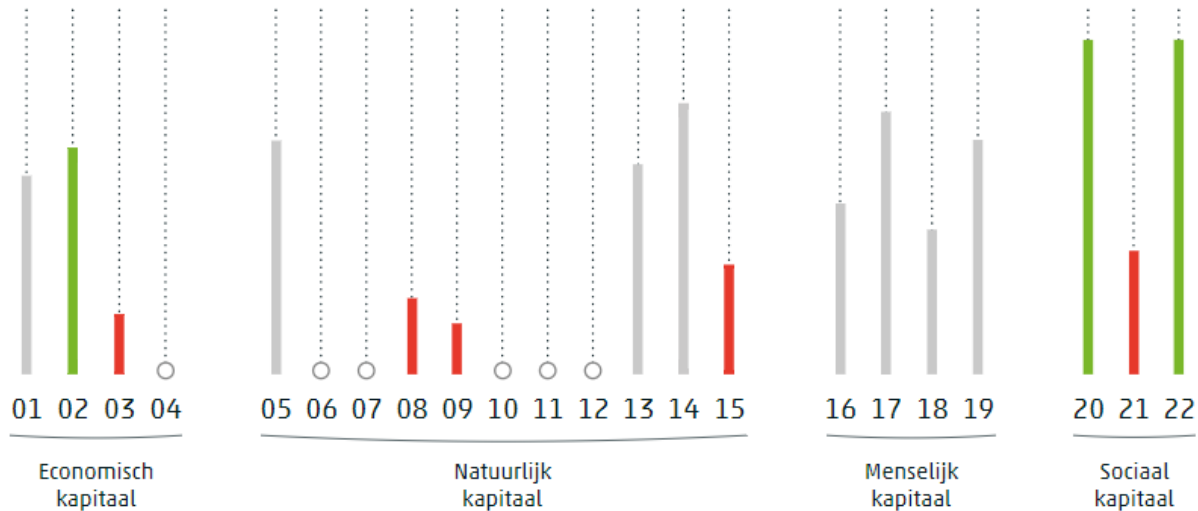


Figure 7 Later in the Netherlands (CBS, 2023)

As depicted in the graph above, the Netherlands is facing challenges regarding its prospects. Primarily, in terms of economic capital, the country exhibits concerning trends, notably with a high average debt per household, reaching approximately €105.602. This debt poses a significant risk to future financial stability and economic well-being.

Turning to natural capital, the Netherlands is facing issues of resource depletion, particularly concerning phosphorus and nitrogen. These trends indicate unsustainable practices that could have detrimental effects on the environment and overall ecosystem health. Additionally, the country's prominent level of carbon emissions, compared to the EU average, requires our urgent attention so mitigate climate change and reduce environmental impact.

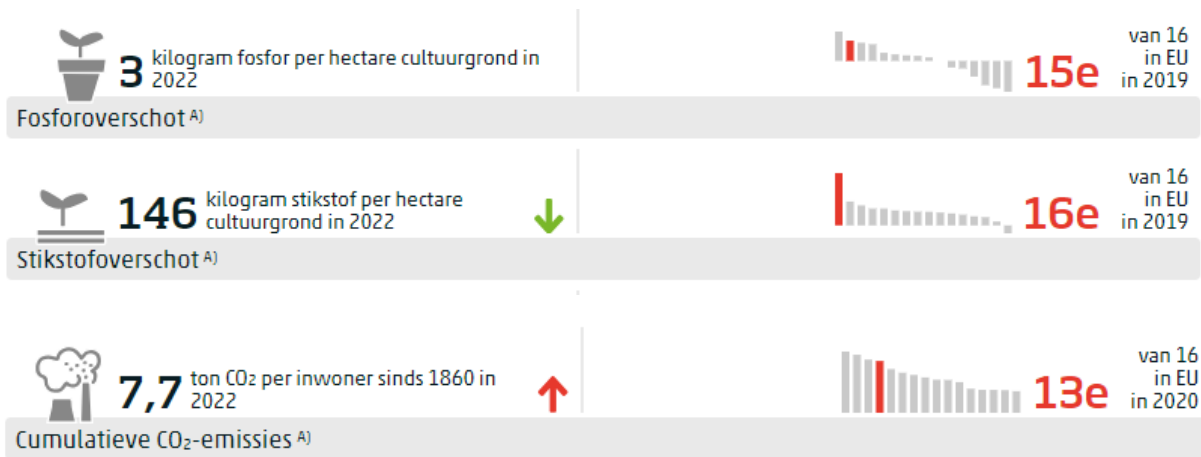


Figure 8 Emissions of the Netherlands (CBS, 2023)

Moreover, in the realm of social capital, there is a concerning trend of increasing discrimination among Dutch citizens. This suggests underlying societal issues that need to be addressed to ensure inclusivity, fairness, and social cohesion.

Sociaal kapitaal



Figure 9 Social capital category (CBS, 2023)

And then finally looking at the “elsewhere” category which focusses on how our choices impact the rest of the world. Especially looking at their jobs, income, aid, and the environment. This is because a lot of goods en services in the Netherlands are imported from other countries.

Positie in EU

De balken geven de positie aan van Nederland in de Europese Unie per indicator.

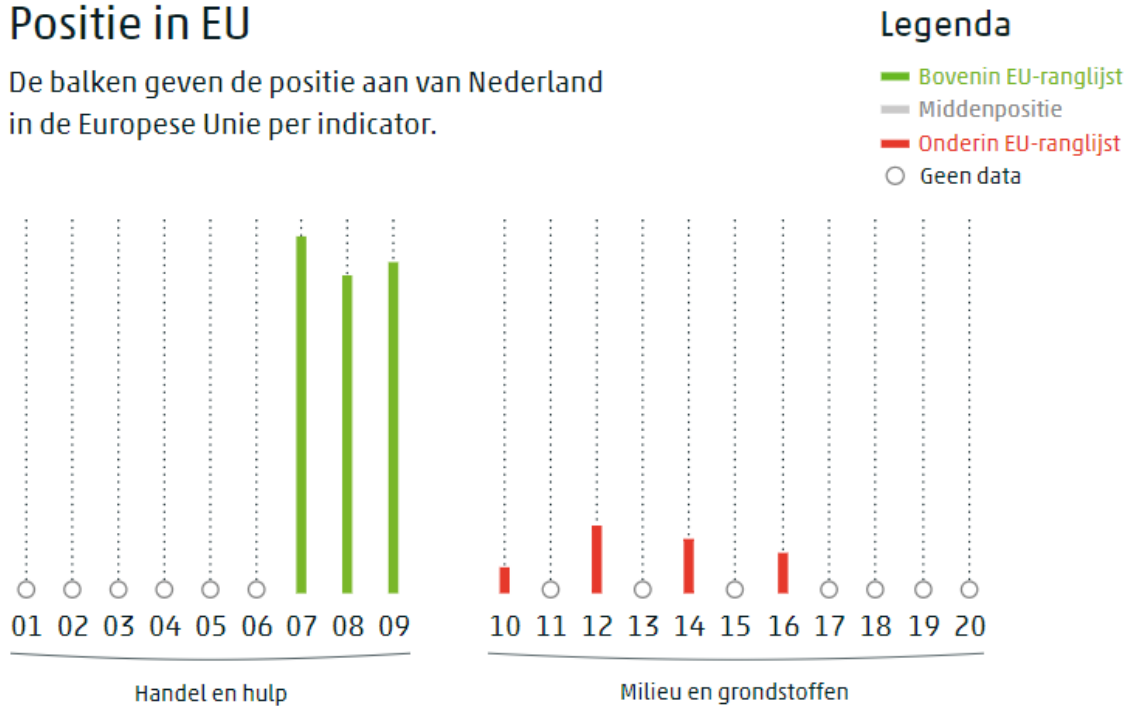


Figure 10 Elsewhere impact of the Netherlands (CBS, 2023)

When it comes to trade and aid, the Netherlands is performing very well. Its trade practices contribute significantly to the prosperity of other nations. Through the importing of goods, the Netherlands generates a great amount of wealth for its trading partners.

In terms of the environment and resources, the Netherlands faces some challenges but also demonstrates positive trends. The country has a significant ecological footprint due to its high consumption levels, but efforts are being made to mitigate this impact.

Importantly, there is a trend towards reducing the import of fossil fuels and other resources, which is good for resource conservation. However, there are areas where improvement is needed, such as reducing the import of biomass and addressing the overall ecological footprint. Overall, while there are challenges, the Netherlands is showing positive signs of progress towards more sustainable environmental practices.

4.2 Amsterdam

In Amsterdam, the Amsterdam Donut Coalition can be found. It was founded in December, 2019 with the goal of making all projects, initiatives and people of the region more visible and connect and grow them.



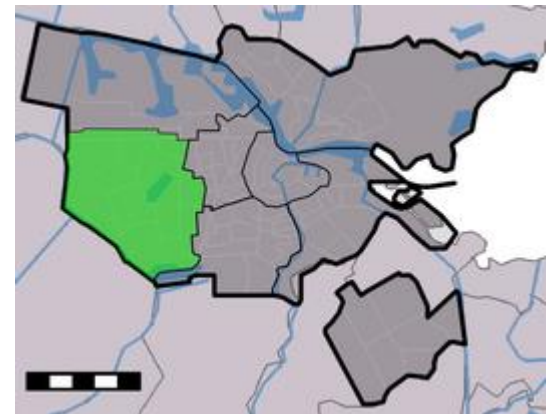
The Donut Coalition Amsterdam is therefore an open network of people and organizations who dedicate themselves to collaborate and further advancements anything related to Donut Economics.

Afterwards, they were involved in creating the City Portrait of Amsterdam (DEAL, 2020), in which the holistic approach of the Donut was a valuable trait. In response to the successful creation of the portrait, the city has created a circular strategy for 2020-2025, part of which has been based on the Donut Economics approach. (Amsterdam, 2020).

Emerging from the COVID-19 pandemic, the local government once again realized the importance of the guidance that Donut Economics can offer to guide their social and economic recovery as the starting phases after the pandemic had shown that the current economic approach was failing them.

Donutbakkerij Amsterdam Nieuw West

One of the leading examples for us is the “Donutbakkerij” of the Amsterdam Nieuw West (Donutbakkerij, n.d.) neighbourhood where they aim to use the Donut on a neighbourhood scale to improve it.



It is especially relevant to us considering the similarities in its socio-economic background. Similarly like Hoge Vucht, a significant part of the inhabitants have a non-western background, over 50% (CBS, 2021).

In that, they act on a similar scale and context like in Hoge Vucht. Their success is an important factor in helping to gather support for the execution of the implementation by showing the people that it can be implemented in a realistic manner. It is especially relevant to us considering the similarities in its socio-economic background. Similarly like Hoge Vucht, a significant part of the inhabitants have a non-western background, over 50% (CBS, 2021).

In that, they act on a similar scale and context like in Hoge Vucht.



4.3 Civic Square

A Summary of Birmingham (2020—2030)

Over the next decade, Civic Square aims to transform neighbourhoods through a multidisciplinary approach. Inspirational quotes from David Brooks and other thinkers emphasize the importance of neighbourhoods as essential units of social change. The goal is to achieve tangible and long-lasting changes through a systematic approach at the neighbourhood level.

The project focuses on **three** key areas:

1. **Public Square:** An ambitious vision to build a new public square, where old industrial buildings are repurposed into a vibrant, well-equipped meeting place for communities. This square will be co-designed and co-built by residents and will serve as a regenerative and sustainable hub for social interaction, economic activities, and cultural expression.
2. **Neighbourhood Economics Lab:** A partnership with Dark Matter Laboratories and Doughnut Economics Action Lab to evaluate bold ideas in the field of regenerative economies. The lab will focus on areas such as climate-resilient design, community housing, and shared ownership, openly sharing frameworks for adaptation and improvement.
3. **Creative + Participatory Ecosystem:** A platform that brings together local creativity and global ideas to empower communities to challenge the status quo and collectively create an inclusive and resilient future. The project will map local creatives, attract global talents, and encourage community organizing around social issues.

The first phase, called The Front Room, will serve as a welcoming space where this ambitious vision can be co-designed and developed with the community. The goal is to create an inclusive and sustainable neighbourhood that recognizes and fulfils the needs and aspirations of all residents. With a strong focus on collaboration, innovation, and community engagement, Civic Square aims to have a positive and lasting impact on people's lives in the neighbourhood. (Civic Square, 2020)

First Principles

In principle, the initiative works to openly share how the climate transition and the renovation of homes and streets can be designed, owned, and governed by the people who currently live there in systematic, tangible, and participatory ways.

This is achieved by organizing around three interconnected demonstrations of neighbourhood systems:

1. **Neighbourhood Doughnut:** a compass for ecologically safe and socially just neighbourhoods in the 21st century.
2. **Neighbourhood Transitions:** street-based systematic demonstration of carbon, energy, and ecological transition of the built environment.
3. **Neighbourhood Public Square:** co-building and democratizing access to spaces, tools, and resources for a distributed and regenerative transition, held in common for the neighbourhood.

(Civic Square, 2024)

Set-Up Phase: The Floating Front Room

At the beginning of 2020, the approach to setting up Impact Hub Birmingham was adjusted. Instead of immediate action, the team first established the underlying organization, drawing inspiration from previous projects. The benefits of this approach are now evident in the team's improved functionality.

Interested parties are invited to discuss:

- Tools like Notion and Slack for organizing complex work.
- Reasons behind months spent searching for new accountants.
- HR experiments such as the 4-day workweek and considerations on the Living Wage.

Introduction of The Front Room

Civic Square encompasses a vision for building a physical public square, neighbourhood lab, and participation platform over the next ten years. As the first phase of this, The Front Room, a neighbourhood platform in Birmingham, is being launched. The Front Room will serve as a prototype and example of a community-led neighbourhood future. It will sit alongside the larger platform in the neighbourhood and will encourage citizens to create a long-term neighbourhood platform together.

Part of the Furniture

The front room, traditionally a main place in homes, serves as an inspiration model. It was a place for community organization and cultural preservation. The concept is to use this model to design and build networked spaces in the neighbourhood. (Civic Square, 2020)

4.4 Hoge Vucht

Efforts to improve the Hoge Vucht neighbourhood in Breda have involved various organizations and initiatives addressing its social challenges. These projects, ranging from community-driven to government-led, demonstrate a collective commitment to positive change and sustainable development. This section explores past efforts to uplift Hoge Vucht, highlighting both successful initiatives and lessons learned from those that did not achieve their goals. By examining these endeavours, insights and best practices can be identified for implementing Doughnut Economics principles in the neighbourhood.



Figure 11 Render new shopping centre (Breda Nieuws, 2023)

In recent years, numerous initiatives have aimed to improve Hoge Vucht. These include housing renovations, social programs, and community development projects. One notable project is the renovation of the shopping centre. By modernizing entrances, upgrading infrastructure, and making the centre more sustainable, this effort has enhanced the neighbourhood's attractiveness. The success of this initiative lies in improving the physical environment and fostering community pride and cohesion. (Breda Nieuws, 2023) (Verbeter Breda, 2023)

Another recent development is the opening of a new library in Hoge Vucht. This investment of around three million euros aims to create not just a place for books but a community hub where residents can gather, organize activities, and strengthen social ties. The library's success will depend on several factors, including resident engagement, a diverse range of

activities and services, effective management, and a welcoming atmosphere. The broader social and economic context also plays a crucial role; the library can thrive only if supported by a healthy, resilient community. (Claessens, 2024)

Additionally, a project to make private homes in Hoge Vucht and Doornbos-Linie more sustainable has shown positive results. By providing subsidies and collaborating with housing associations and residents, this initiative has improved the liveability and energy efficiency of homes. The success here is due to the collaboration among stakeholders and active involvement of residents. (Marcelis, 2021)

However, not all initiatives have been successful. Some social programs and community development projects have failed to achieve their goals. This failure can be attributed to factors like lack of resident engagement, insufficient resources, or poor coordination among involved parties. These setbacks highlight the need for an integrated approach and ongoing evaluation to ensure effective use of resources and achievement of intended goals. (Cartens, 2020)

Regarding the use of Doughnut Economics, there have not been any initiatives focused on it so far. The first effort was by the previous group, who collected data on Doughnut Economics in Hoge Vucht. However, that project did not focus on its implementation. This project aims to provide the initiatives with more insight into the Doughnut model, so they can potentially incorporate it into their way of thinking.

In summary, successful initiatives in Hoge Vucht often result from collaboration among stakeholders, clear objectives, and an integrated approach. Learning from both successes and failures is essential to further improve the neighbourhood's liveability and quality of life.

5. Initiators of Hoge Vucht

5.1 High tea

On the 25th of April, the High Tea of Hoge Vucht was held at “De Kragt”. We learned about this event through Ger and managed to be invited to it by contacting Theo van der Gruijter, the neighbourhood manager of Hoge Vucht.

The goal of the High Tea was to bring all initiative takers together and gain a better understanding of what is playing in the neighbourhood.

We had several goals when attending the High Tea. Firstly, to understand what the biggest issues the initiative takers are facing right now. Then, to understand how the community itself is standing at the time. And lastly, to map out what initiatives there are to see what impact they are having and in order to network with them so we can do things i.e. hold interviews with them.

Our main conclusions after the visit were as follows. The atmosphere there was very positive. Despite the neighbourhood’s reputation, the people there say they love living in the neighbourhood and therefore they would like to improve it. One problem we noticed was that the community is fractured. Currently there is no proper communication channel for the initiative takers, nor is there a well-documented place for all the initiatives that are currently going on. As a result, some initiatives are actually competing with each other rather than collaborating since they aren’t aware of each other.

5.2 Initiatives overview

For a full overview of the initiatives that were present at the High Tea look in the Appendixes section at the end of the report.

5.3 Opening of the Hoge Vucht Library

The opening of the Hoge Vucht library was held on the 25th of May. Whilst not actually opening yet, the opening was there to commemorate the return of it, let people know it was there and gather feedback from the visitors. For us, the original plan for the opening of the library was to present our finding of the Donut of Hoge Vucht to the visitors there, but Ger was not able to convince the board, who organized the event, to get us to present it.

Therefore, we turned on to our backup plan of trying to interview the initiative takers there, as we did not have the opportunity to do that at. The goals of the interviews were to gather information about what their motivations were so we can present the Donut in a way that speaks to the people there.

Some of those interviews at the library opening are in the Appendixes section at the end.

6. Linking to the Doughnut

The Doughnut model is often used to highlight negative impacts on various Doughnut indicators, emphasizing where improvements are needed. However, for the initiatives, we aim to showcase the positive side, demonstrating the significant and beneficial impacts these efforts have on our community and environment. By focusing on four carefully selected initiatives that align well with the Doughnut model, we want to illustrate how both large and small activities can drive substantial positive change. This approach highlights the real and meaningful contributions these initiatives make, encouraging others to recognize and support their impact.

Hoge Vucht Library

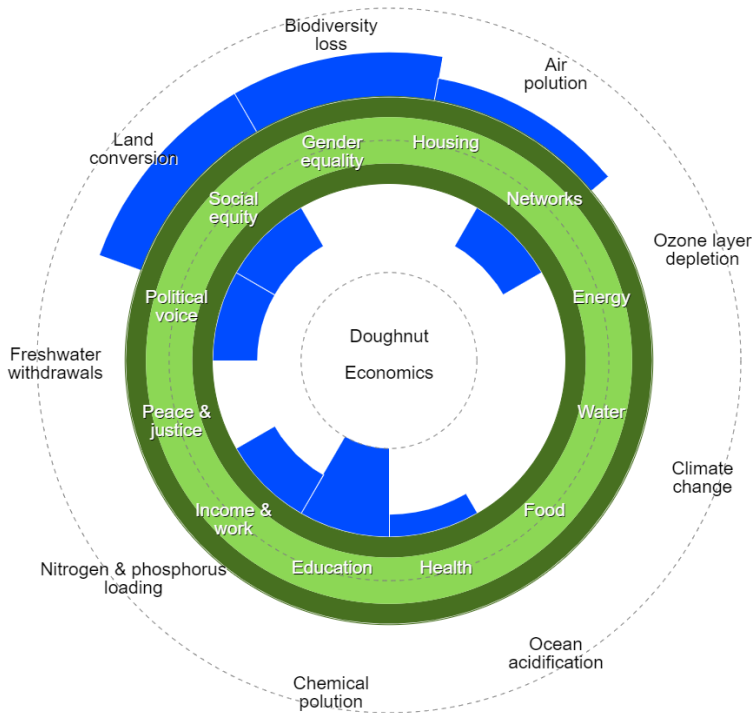


Figure 12 Library Doughnut

Education, the library will be a place for people to go and read and educate themselves. The library will provide more jobs and will stimulate people to get educated more highly, which will lead to better income and work, as well as more social equity, political voice and networks. This has a positive effect on wellbeing and (mental) health. Furthermore, the re-use of books causes less demand for new books, lowering the need for deforestation and thus reducing the amount of land conversion, biodiversity loss, and air pollution.

Neighbourhood Camp Site

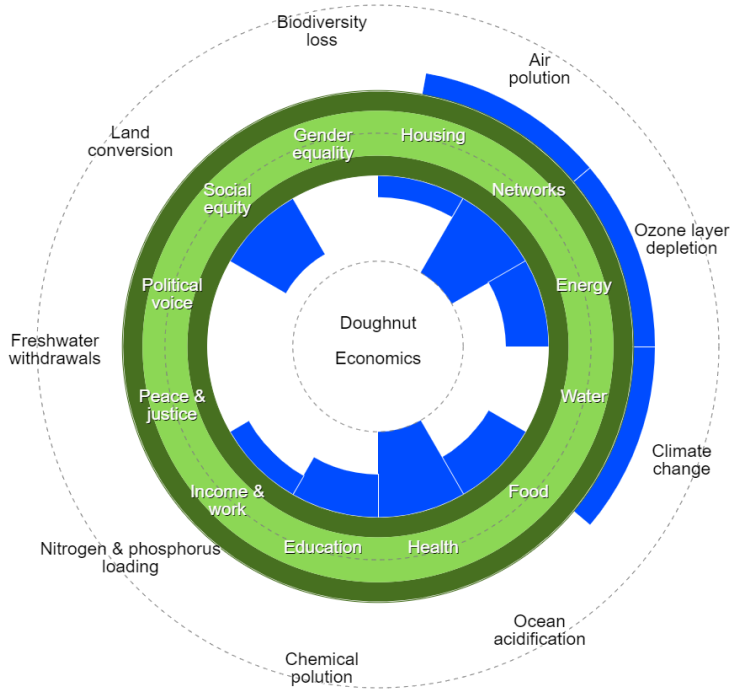


Figure 13 Buurtcamping Doughnut

The neighbourhood camp site gives many opportunities for people to meet and network, it creates more cohesion within the community and provides social equity. This connectiveness has a good impact on one's health and education. Visitors will stay at the camping (housing), and this will save them energy use (and food), which has a positive impact on air pollution, ozone layer depletion and climate change in general. The camping will also provide income and work.

Sterren van Morgen

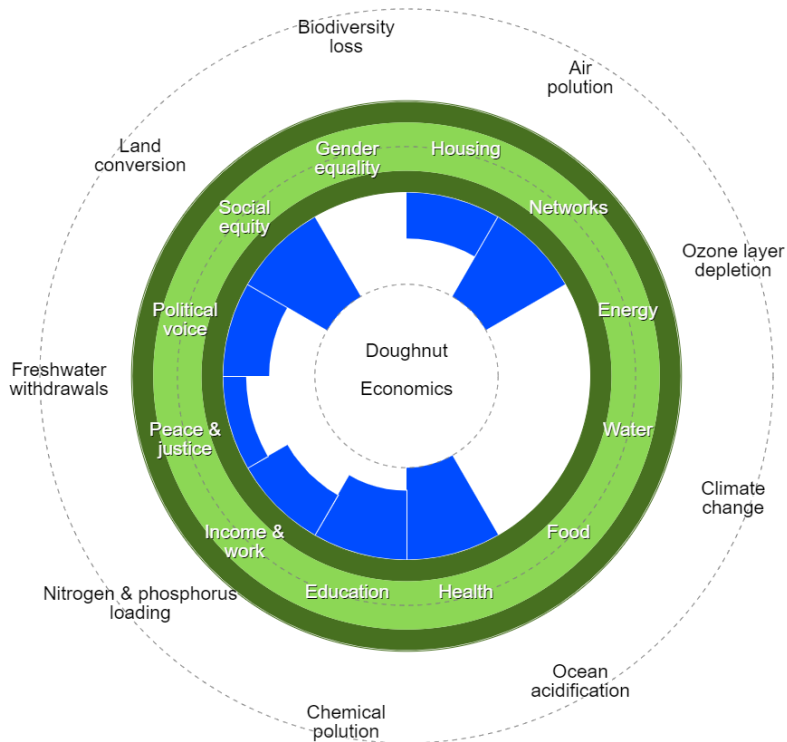


Figure 14 Sterren van Morgen Doughnut

‘Sterren van Morgen’ (Stars of Tomorrow), is a foundation for younger people joining together to form a football team. It is more than just a regular team, as it is also meant to provide a community and for the members to have a safe space to talk and be listened to. By the support they gain from these networks, the members have a higher sense of social equity, are more likely to become educated, and can more easily make up their own opinions and political voice. Members are occupied and will have more feeling for peace & justice, and they have a safe place to go to when times are rough (housing). The supervisors are provided with income & work. Overall, the mental and physical health of members is improved by the social aspects and playing football.

Sewing classes

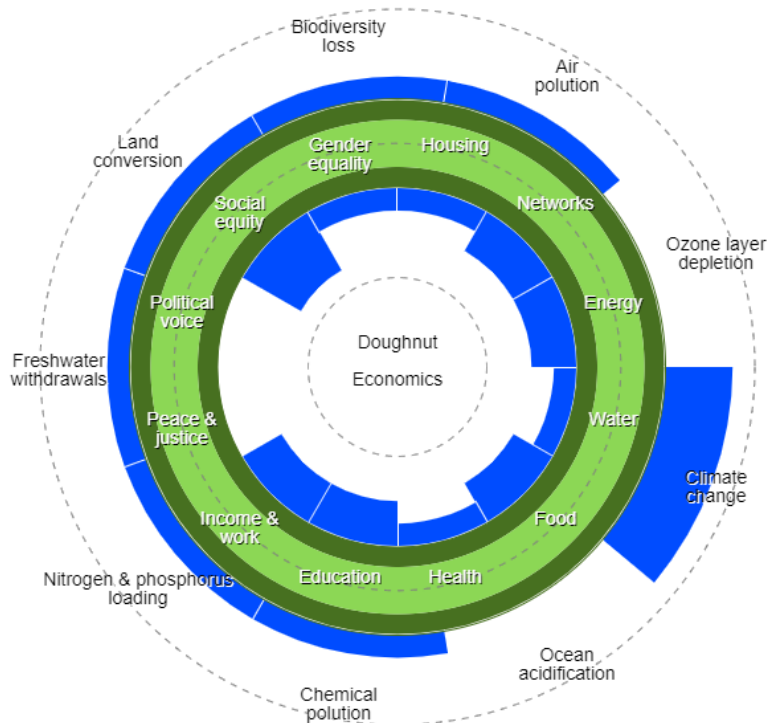


Figure 15 Sewing classes Doughnut

The sewing class is the perfect example of an initiative which seems small but has so much impact as it touches upon many topics of the doughnut. This initiative does not only have impact locally in Breda, but also on the complete other side of the world, socially and ecologically.

By repairing existing clothes instead of buying new ones, there is a lower demand for cotton. Cotton production is one of the most polluting agricultural crops and has a very negative impact on several ecological factors, such as the conversion of land, withdrawal of fresh water (for artificial irrigation), the use of harmful pesticides and chemicals (which cause biodiversity loss), the factories using fossil fuels (air pollution, energy), and the massive amounts of fresh water needed for the process of clothing production in factories (freshwater withdrawal), waste streams of the factories (chemical pollution) ending up in water networks (freshwater withdrawal, and pollution) and ocean acidification through the excessive use of Phosphorous and Nitrogen in fertilizers (which highly contributes to climate change).

Therefore, a lower need for new clothes will leave more fresh water available for locals in cotton production areas. Also, fewer phosphorous and nitrogen leaking in those areas will improve local ecosystems and increase biodiversity, which will increase yields (work & income for (family) farmers) and overall food production (more food safety). Better income and work provide more opportunities for access to education and healthcare. A higher income also makes housing more accessible.

Furthermore, the initiative also has a lot of local impact. By teaching people to repair items rather than throwing them out, they will get a bigger sense of what efforts go into clothing production (education). By reusing materials, money will be saved that can be spent on housing, water, health, and energy for example. The persons attending will also get the chance to meet new people (network, social equity), and when men join as well it will create more equality in gender (as women are traditionally expected to learn how to sew).

Overall, this is one of the best examples of initiatives that fit great into doughnut economic thinking. Not only does this initiative have impact on almost every topic of the doughnut it also creates positive change in Breda and the other side of the world. Additionally, it is an initiative which shall continue to generate impact, even after the initiator would quit giving the classes. As people keep the skills, and may share them with others, this is a social and environmental gift that keeps on giving.

7. Recommendations

Communication

During the High Tea, one of the problems found was that the community was quite fractured, as in there was not really a central place to discuss things. One of the actions undertaken was to create a WhatsApp group with all the initiative takers.

The downside of this is that using a single channel, will result in disorganized discussion as a lot of topics will intermingle, especially as the channel grows.

One of the proposed solutions to aid this is to create a WhatsApp community¹. With these communities, you can create several channels with specific topics whilst gathering in the same place and allowing people to join them as they wish.

This solution provides several advantages over the current and other possible solutions.

Buy-in strategy for the locals

A key factor for setting up a reliable and sustainable organization/community is to have the support of the locals of Hoge Vucht. Apart from the challenges of setting up and building such a community, it faces several specific ones related to Donut Economics.

The first one entails about the knowledge of Donut Economics itself. The concept of Donut Economics is still fairly new, created as a concept in 2012 and further elaborated upon in the book “Doughnut Economics: seven ways to think like a 21st century economist” in 2017 (DEAL, 2024).

Due to its age, teachings about Donut Economics in primary and secondary are also rare. As such, knowledge about it in the eyes of the locals, is still fairly unknown within the eyes of the public. It is then that one of the first challenges that must be faced is trying to educate the people in it.

Secondly, in order to get people invested into the idea, it is recommended to get them involved through several ways.

To address both these issues, we can advise the steps needed to be taken in several categories:

- **Knowledge**
 - **Workshops.** One of the most used methods of introducing the concept is by using workshops, since they involve people actively participating in it rather than passively. Many ideas for workshops can already be found on the DEAL

¹ <https://faq.whatsapp.com/495856382464992>

website under the “Tools & Stories” page². For example, the Donutbakkerij Nieuw West used the tool “Step into the Donut” and applied it in their own neighbourhood to foster engagement and investment³.

- **Presentations and guest speakers.** This method sets a low bar for participation, therefore it’s able to reach more people. Additionally, inviting guest speakers can inspire the people on how it has been used successfully elsewhere.
- **Media publications.** Another method of spreading the word is by publishing pieces of media on it such as articles, videos or radio talks. These methods serve as an entry point for getting people to notice it.
- **Community Involvement and Ownership**
 - **Creating a local community.** One of the cornerstones for implementing a successful Donut Economy is making sure the community has ownership in it. It is therefore highly recommended to build a community around that. There can be many methods found on how to create and foster a community, but the basis still stands that one has to be created.
 - **Community Ownership.** One of the most powerful facets of Doughnut Economics is that it is a bottom-up approach. Ideas and participation come from the people themselves, rather than through decisions made up on a higher level such municipal.
By having the people involved in the decision making process, they will slowly gain a sense of ownership and have them more committed to it.
 - **Storytelling.** Share success stories that the community has done to create even more inspiration and motivation for the locals.
 - **Regular meeting events.** By holding such events, people can see each other frequently and
- **Projects**
 - **Start small.** By starting small, goals can be easily achieved and be understood by the people so it can be demonstrated that these projects can have impact.
 - **Visible results.** It is recommended that projects the lead into visible results are first supported, such as lower power bill, improved living spaces, etc. This is so people can actually see the benefits of these projects, in order to gather more support for future projects.

² <https://doughnuteconomics.org/tools-and-stories>

³ <https://www.donutbakkerij.nl/post/workshop-stap-in-de-buurtdonut>

- **Progress.** To support visible results, one can try to track progress by taking key metrics and goals and compare them over time and then present time. This is another way of showing results to the people.
- **Partnering with local organizations**
 - **Local NGOs.** Partner with local organizations to leverage access to their network and expertise. In turn this creates a bigger community around the Donut.
 - **Schools.** Contact the local primary schools and Curio and try to get them to have Doughnut Economics involved in their curriculum and/or research. This also helps to increase the awareness of it in young people, hopefully having them get more involved in the local Donut community.

All in all, by trying to use these recommendations, buy-in and involvement from the locals can be created, fostered and sustained leading into a healthy implementation of Donut Economics on a community scale.

Buy-in strategy for initiatives and organizations

Hoge Vucht faces significant social fragmentation, with residents feeling disconnected from each other and from local initiatives. This fragmentation hampers community cohesion and reduces the overall impact of neighbourhood projects. Many residents of Hoge Vucht lack awareness and understanding of ongoing and proposed initiatives. The principles of Doughnut Economics, which underpin several projects, are not widely known or understood.

By introducing the doughnut economy to the stakeholders from the initiatives, we aim to integrate and align the efforts of existing local initiatives and organizations with the project's goals. This strategy ensures that all stakeholders understand the benefits of the Doughnut model and work collaboratively.

The objectives of the buy-in strategy for the Doughnut Economics initiative in Hoge Vucht are to increase awareness and understanding of the model among local initiatives and organizations and encourage them to work under it to enhance collective impact.

To achieve these objectives, the strategy includes conducting workshops and training sessions, distributing informational materials, organizing stakeholder meetings and focus groups, creating a WhatsApp community and a physical community hub for collaborative activities, developing toolkits and mentorship programs, maintaining regular communication through updates and feedback mechanisms, and showcasing success stories through case studies and public events.

Working under this model stakeholders can enhance their impact, attract more support and funding, and collaborate more effectively with other local projects meeting essential social needs, such as housing, healthcare, and education, while ensuring that they do not harm the planet's resources.

Buy-in strategy for the local municipality of Breda

One of the steps in implementing Doughnut Economics in the Hoge Vucht is securing the support of the municipality of Breda. The success of the Doughnut Economics future heavily depends on demonstrating how it aligns with and can enhance existing frameworks like "Brede Welvaart" (Broad Well-being). This strategy outlines the key points of comparison and highlights the additional value that Doughnut Economics can bring to the municipality and the community.

Creating initial support

1. **Gaining key support from politicians.** Politicians play a key part in making change in the local government. It is therefore important to have them involved as a stakeholder initially.
2. **Civil servants.** Once the project has started, it is important to transfer the tasks and responsibilities to civil servants. This is in order to sustain the project past the political cycle. Whereas politicians get re-elected every few years, civil servants continue working on these projects past them, ensuring they survive.

Comparing Doughnut Economics and Brede Welvaart

1. **Comprehensive Sustainability Framework:**
 - a. Brede Welvaart focuses on a broad set of well-being indicators that encompass economic, social, and environmental dimensions.
 - b. Doughnut Economics extends this by explicitly integrating planetary boundaries with social foundations, providing a clear framework for sustainable development that ensures ecological health while addressing human needs.
 - c. Value Addition: Doughnut Economics offers a visual and practical tool for balancing social and environmental priorities, making it easier for policymakers to understand and communicate the impacts of their decisions.
2. **Focus on Regenerative and Distributive Systems:**
 - a. Brede Welvaart promotes well-being and equity but does not explicitly mention regenerative economic practices.

- b. Doughnut Economics emphasizes not only sustainability but also regeneration of natural systems and fair distribution of resources.
- c. Value Addition: Implementing Doughnut Economics can position Breda as a leader in progressive, regenerative urban planning, attracting innovative projects and funding.

3. Holistic Community Engagement:

- a. Brede Welvaart addresses well-being through standard metrics, which can sometimes be abstract and less engaging for the community.
- b. Doughnut Economics uses the doughnut model to create a tangible connection between local actions and global sustainability goals.
- c. Value Addition: The doughnut model fosters community involvement by making sustainability relatable and actionable, enhancing local support and participation.

Key Factors for Successful Implementation

1. Alignment with Municipal Goals:

- a. Demonstrate how Doughnut Economics can help achieve Breda's existing objectives, such as reducing carbon emissions, enhancing social equity, and securing economic stability.
- b. Provide case studies and examples from other cities that have successfully implemented Doughnut Economics.

2. Pilot Projects:

- a. Propose small-scale pilot projects to demonstrate the practical benefits of Doughnut Economics.
- b. Use these projects to gather data, refine approaches, and build momentum for broader implementation.

3. Communication Strategy:

- a. Develop clear, messaging that highlights the advantages of Doughnut Economics over traditional models.
- b. Use visual aids, infographics, and success stories to communicate the potential positive impacts on the community.

Securing the buy-in of the local municipality of Breda requires demonstrating that Doughnut Economics not only complements but enhances the goals of Brede Welvaart. By highlighting its comprehensive sustainability framework, focus on regeneration and distribution, and ability to engage the community, this strategy aims to show that Doughnut Economics offers a valuable and practical approach to achieving long-term well-being for all residents of Hoge Vucht.

8. Conclusion

The application of Doughnut Economics in the Hoge Vucht neighbourhood offers a viable and practical approach to achieving sustainable development at the community level. Based on thorough research and analysis, the implementation of this model can be successfully achieved with careful planning and effective risk management.

The goal of implementing Doughnut Economics in Hoge Vucht is to create a balanced and sustainable community. This involves improving social connections, supporting local businesses, and reducing environmental impacts. By involving residents in decision-making and focusing on both social and ecological needs, the project aims to make Hoge Vucht a model for sustainable living. The initiative aims to attract innovation and funding while ensuring a better quality of life for everyone. This approach aligns with municipal objectives and sets a precedent for future urban development projects, creating a broader movement towards sustainability and social equitability.

Mapping and Evaluating Existing Initiatives

Existing initiatives in Hoge Vucht can be mapped and evaluated by using Doughnut Economics criteria to assess their impact on social foundations and ecological ceilings. This involves analysing current projects against the Doughnut model's principles to identify areas for improvement and highlight successful practices.

Engaging Community Members

Strategies to engage community members include conducting workshops and training sessions, distributing informational materials, organizing stakeholder meetings, creating a WhatsApp community, and establishing a physical community hub for collaborative activities. These efforts ensure residents are actively involved and invested in the adoption of Doughnut Economics.

Role of Local Government

The local government can support Doughnut Economics initiatives by aligning them with existing municipal goals, providing funding and resources, and facilitating community engagement. Local politicians and civil servants play a crucial role in sustaining the project beyond political cycles, ensuring continuity and long-term success.

Viability of Doughnut Economics in Hoge Vucht

Our recommendations stress the importance of engaging the community, aligning with municipal objectives, and demonstrating the benefits of the Doughnut model

through pilot projects. Gaining support from local politicians and civil servants and showing the practical advantages of this approach will be crucial for success. By applying these recommendations, the project stands a solid chance of succeeding.

By applying Doughnut Economics, Hoge Vucht can become a leader in sustainable living, providing a practical and scalable example for other neighbourhoods to follow. The project's success depends on active community participation, strong municipal support, and continuous monitoring and adaptation of strategies to meet evolving needs and challenges.

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Appendices

List of attended initiatives during the high tea

- Project Jeu de Boules
- Square Greening
- Neighbourhood Camp Site
- Veteran Football
- Neighbourhood Beautification
- Sport Coaching
- Sewing Classes
- Talent Market
- Het Wereldhuis Neighbourhood Point
- Disabled Facilities
- Zonnewijzer Neighbourhood House
- Smoke-free Project
- Volunteer Kitchen
- Garbage project
- Scooter Club
- Novem Vitaal
- Neighbourhood Living Room
- Zonnebloem Nursing Home
- Movement Curio
- Cook Workshop
- Picture Hikes

Interviews at the opening of the library

Rosine, also known as “Tante Roos”

Has lived most of her life in Hoge Vucht and is widely active in the community. She is likely 50+. Her activities are mainly aimed at bringing people together. She has volunteered before in a community center.

Her main motivation for all the volunteering work is to bring joy to others and see a community forming up.

Astrid, librarian, department head for children ages 0-12

Note: not a local nor a volunteer.

Astrid is a librarian for the library organization in Breda. Her primary task is to help children learn to read and advance their language skills within the age group of 0-12.

Finds it important that children master the language because of the importance of needing it in life like on medicine, laws, doing taxes, etc. She is also passionate about reading and would like to pass on that and all her knowledge about it.

Geert van Gool

A highly educated person (50+), works in the food industry and has frequently traveled all over the world for his work. Lives in Hoge Vucht now for about 6 years.

He is working now part time to take it easier. He mainly does walking tours in Breda and for today he is collecting the locals' stories for the library.

He has 2 main motivations for his volunteering work. He does this firstly to spend some free time and sees it as a hobby too. Secondly, he is also an adventurous person and therefore would also like to explore all the different cultures that are in Hoge Vucht.

Aïssa B

He is fairly young, 16-20 years old, and is here today to take pictures of the event. He volunteers for the local newspaper, De Koers. He likes to do photography in general including sports.

Apart from joy, he does this to gain experience, status and connections with others.

Ad Marijnissen and Leo van den berg

Both are in the neighborhood council. Leo has lived in Hoge Vucht since the 60s and Ad since around the 80s. Both have been in the council for a significant time too.

They primarily focus on community building. As for activities they do, they like to aim at a few specific things at a time only in order to deliver the best quality of work considering the restraints of manpower.

By focusing on a few things only, they are able to see concrete results from the work they've made including the library. Seeing these concrete results, gives them a lot of satisfaction.

They've both told that they love living in Hoge Vucht despite its many challenges, seeing it improve is therefore also a motivation for them.