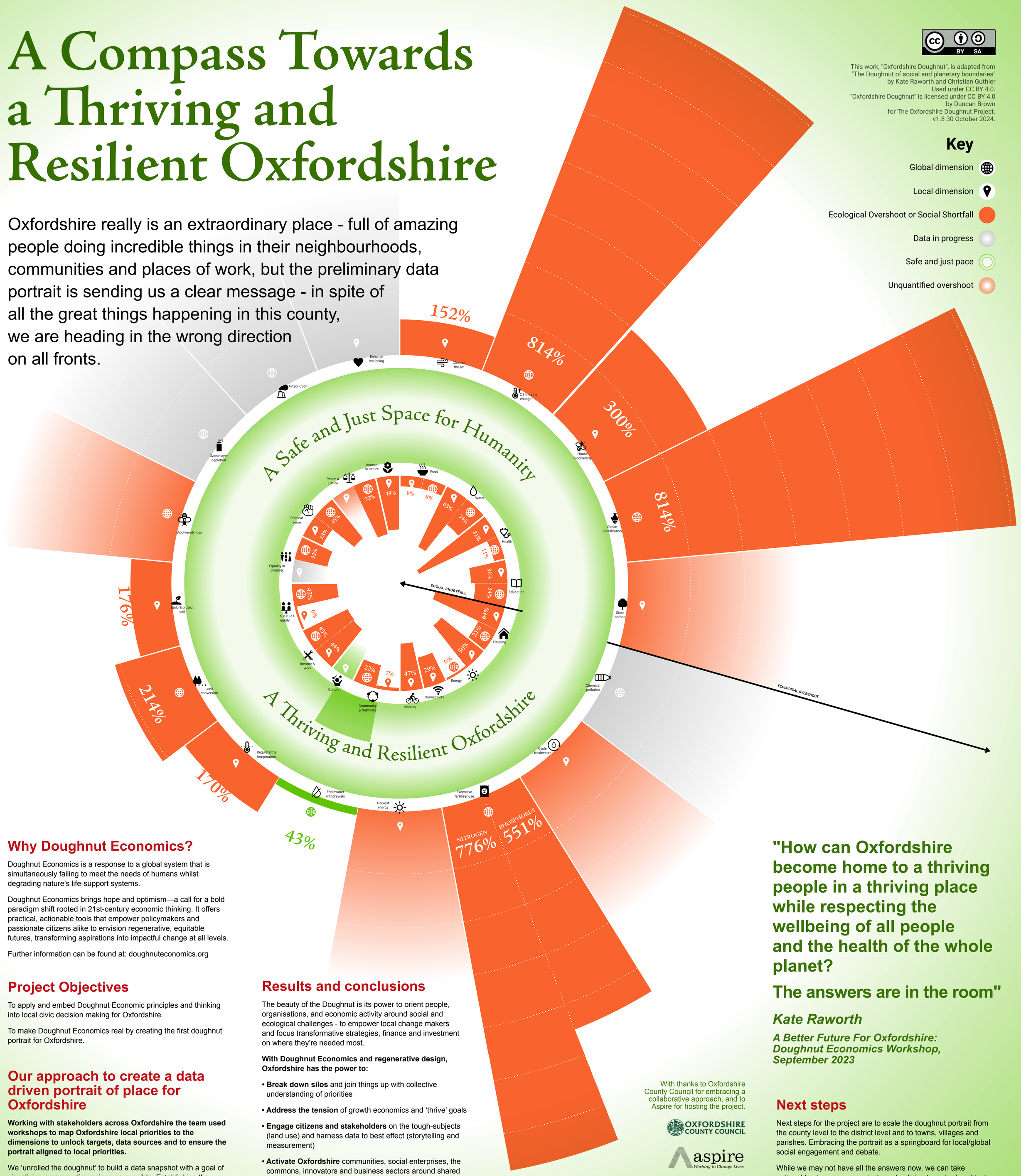
A Compass Towards a Thriving and Resilient Oxfordshire

Oxfordshire really is an extraordinary place - full of amazing people doing incredible things in their neighbourhoods, communities and places of work, but the preliminary data portrait is sending us a clear message - in spite of all the great things happening in this county, we are heading in the wrong direction on all fronts.

This work, "Oxfordshire Doughnut", is adapted from "The Doughnut of social and planetary boundaries" by Kate Raworth and Christian Guthier Used under CC BY 4.0.
"Oxfordshire Doughnut" is licensed under CC BY 4.0 by Duncan Brown for The Oxfordshire Doughnut Project.
v1.8 30 October 2024.

Key

- Global dimension
- Local dimension
- Ecological Overshoot or Social Shortfall
- Data in progress
- Safe and just pace
- Unquantified overshoot



Why Doughnut Economics?

Doughnut Economics is a response to a global system that is simultaneously failing to meet the needs of humans whilst degrading nature's life-support systems.

Doughnut Economics brings hope and optimism—a call for a bold paradigm shift rooted in 21st-century economic thinking. It offers practical, actionable tools that empower policymakers and passionate citizens alike to envision regenerative, equitable futures, transforming aspirations into impactful change at all levels.

Further information can be found at: doughnuteconomics.org

Project Objectives

To apply and embed Doughnut Economic principles and thinking into local civic decision making for Oxfordshire.

To make Doughnut Economics real by creating the first doughnut portrait for Oxfordshire.

Our approach to create a data driven portrait of place for Oxfordshire

Working with stakeholders across Oxfordshire the team used workshops to map Oxfordshire local priorities to the dimensions to unlock targets, data sources and to ensure the portrait aligned to local priorities.

We 'unrolled the doughnut' to build a data snapshot with a goal of visualising as many dimensions as possible. Establishing the criteria for selecting data that was relevant to the identified target and representative of specific challenges in Oxfordshire.

One representative data story was selected - from target to snapshot - per dimension to communicate Oxfordshire's performance.

Established a threshold - for the most part these don't exist so were subjectively calculated based on targets and / or national averages.

Results and conclusions

The beauty of the Doughnut is its power to orient people, organisations, and economic activity around social and ecological challenges - to empower local change makers and focus transformative strategies, finance and investment on where they're needed most.

With Doughnut Economics and regenerative design, Oxfordshire has the power to:

- **Break down silos** and join things up with collective understanding of priorities
- **Address the tension** of growth economics and 'thrive' goals
- **Engage citizens and stakeholders** on the tough-subjects (land use) and harness data to best effect (storytelling and measurement)
- **Activate Oxfordshire** communities, social enterprises, the commons, innovators and business sectors around shared priorities
- **Orient, mobilise and power-up** finance and investment around shared goals
- **Drive better outcomes for projects,** planning, and policy with embedded ambition and cultural shift.
- **Proactively build** an inclusive economy through participation and regenerative and distributive design of projects.

With thanks to Oxfordshire County Council for embracing a collaborative approach, and to Aspire for hosting the project.

OXFORDSHIRE COUNTY COUNCIL

aspire Working to Change Lives

OMD@edp.earth (DESIGN CONTACT)

Ole Makkesen Designlab

FIND OUT MORE

"How can Oxfordshire become home to a thriving people in a thriving place while respecting the wellbeing of all people and the health of the whole planet?

The answers are in the room"

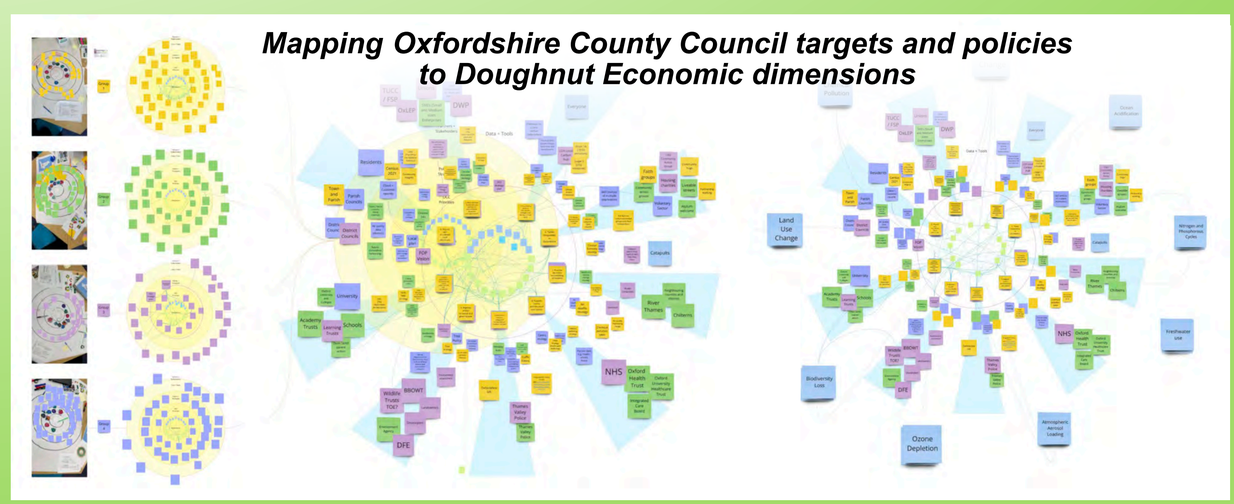
Kate Raworth

A Better Future For Oxfordshire: Doughnut Economics Workshop, September 2023

Next steps

Next steps for the project are to scale the doughnut portrait from the county level to the district level and to towns, villages and parishes. Embracing the portrait as a springboard for local/global social engagement and debate.

While we may not have all the answers now, we can take actionable steps across projects and policies to embed and test Doughnut and regenerative design principles, ensuring positive impacts for the county.

To work with the Doughnut methodology is to embrace the Portrait of place as 'living and evolving' - So. The preliminary data portrait, is therefore, by definition, unfinished business.

We need to embrace it as a springboard for engagement, debate, and to help socialise the key tenets of a regenerative mindset.