

Doughnut for Urban Development team, October 2023.

Dear C-Level Management,

In today's rapidly changing world, where the challenges of climate change, inequality, and ecological degradation are becoming increasingly evident, it is imperative for organizations to adopt innovative approaches that align with sustainable and responsible business practices. *Doughnut for Urban Development – A Manual* is a powerful framework that can guide your efforts in addressing these pressing global issues.

Introducing Doughnut for Urban Development – A Manual:

The manual invites Strategic Level management to rethink urban development, embracing a holistic approach based on the Doughnut Economics model. It balances essential social needs with ecological boundaries, addressing both social challenges and environmental limits. It actively tackles the climate crisis through systemic changes and expert collaboration. The manual is designed to enhance your organization's compliance efforts, rather than imposing an additional burden. It aligns with existing regulations, many of which are likely part of your current practices or will become essential in the future.

Why apply Doughnut for Urban Development in your organization?

Here's why you should consider its adoption:

1. **Long Term Perspective:** Doughnut for Urban Development invites us to explore the critical role of the build industry in addressing 21st century global ecological and social challenges. It encourages us to understand how social and planetary boundaries can set the stage for your actions, helping to mitigate risks associated with these challenges.
2. **Overlap with the regulatory framework:** It enhance your organization's compliance efforts, rather than imposing an additional burden. It can serve as a focused guide for your organization, aiding you in setting precise goals and measures to ensure compliance with regulatory frameworks such as the Corporate Sustainability Reporting Directive (CSRD), EU Taxonomy, ESG standards and Social Minimum Safeguards.
3. **Increasing Consumer Awareness:** With a growing global awareness of sustainable challenges, consumers are increasingly prioritizing products and services that demonstrate a commitment to social and environmental responsibility. Working with the Planetary Boundaries, the Doughnut framework can enhance your reputation and attractiveness to socially conscious consumers.
4. **Investor Consideration:** Impact areas proposed in the Doughnut framework are being actively considered by investors in their decision-making processes. By integrating these principles into your operations, you can attract investment and align with the preferences of responsible investors.

The Core Concepts presented on the Manual:

1. **Distributive & Regenerative by Design:** The Doughnut challenges us to go beyond social impact ideas of diverse and inclusive systems that still concentrate wealth and opportunity to a select few, emphasizing distributive systems that ensure shared value and opportunity. It encourages a move from degenerative, linear processes to regenerative, circular processes, emphasizing the importance of resource maintenance and conservation.
2. **Local Aspiration and Global Responsibility:** The Doughnut challenges us to reflect on how urban development decisions impact both a local, on-site perspective and a broader, off-site global perspective. To thrive in a future scenario, we must confront the broader social and ecological global impacts of our actions, from material extraction to a building's entire life cycle and beyond.
3. **Climate Stability & Healthy Ecosystems:** Without climate stability and healthy ecosystems, our social and economic goals remain unstable in an unpredictable future. Setting absolute targets for carbon budgets and biodiversity, as suggested by the Doughnut, enables us to safeguard against further planetary degradation and transition from “minimum safeguards” and “do-no significant harm” to making a “substantial contribution”, as proposed in the new CSRD and EU Taxonomy.

How the Manual could help your organization to comply with CSRD requirements and others regulation requirements:

The new framework CSRD will be rolled out in a phased approach from 2024. It will require companies to report on how sustainability issues, such as climate change, impact their business and how their operations in turn impact people and planet – a unique principle called ‘double materiality’. Doughnut for Urban Development aligns with CSRD requirements by addressing the following key aspects:

1. **General Standards:** It provides a framework for assessing carbon budget, biodiversity targets, social impact (including inclusion, equality, and responsibility), and deep business design, helping organisations comply with these general sustainability standards.
2. **Sector-Specific Standards:** The Doughnut sets specific targets for carbon reduction and biodiversity preservation in the building industry, while also addressing pollution reduction and circular construction strategies, aligning with sector-specific requirements.
3. **Targets and Transition Plans:** It offers absolute measures for carbon reduction and biodiversity targets within planetary boundaries, ensuring that your targets are science-based and relate to limiting global warming to 1.5°C, aligned with the Paris Agreement.

4. **Double materiality/value chain:** Through on-site/off-site impact assessment, Doughnut for Urban Development helps you to take responsibility for both environmental and human rights aspects in your operations and value chain.
5. **Responsible practices:** By encouraging responsible practices and transparent reporting, Doughnut for Urban Development aids in avoiding exploitative material creation practices and rental contracts, addressing the "intangible stuff" that are crucial for your business.
6. **Forward-Looking Disclosures:** Transparent impact assessment is essential for setting goals and sharing a future based on solid scientific evidence, ensuring compliance with the need for forward-looking disclosures.

If your business is ready to take the next step towards a more holistic approach to urban development, here are the tools ready for the journey:

1. **Doughnut for Urban Development – A Manual:** Available for free in both Danish and English, this manual serves as a comprehensive guide to implementing the Doughnut framework in urban development projects.
2. **Appendix:** The Doughnut for Urban Development Appendix offers deep dives into the concepts and content described in the Manual providing additional insights and guidance.
3. **Database:** The Doughnut for Urban Development Database contains detailed frameworks and references behind the impact areas described in the social foundation and ecological ceiling, allowing for customization and integration into our projects.
4. **Toolbox:** The Toolbox features the LCA Biodiversity tool that has been developed as part of the project. This tool can be used to support and enhance the workshop's content, offering practical resources for participants to apply in their work.
5. **Toolkit:** The Doughnut for Urban Development Toolkit follows the "Doughnut Unrolled" methodology and can facilitate workshops with internal staff and stakeholders, enabling effective implementation in your urban development projects.

In conclusion, adopting Doughnut for Urban Development as a guiding framework aligns your organization with global sustainability goals, regulatory requirements, and responsible business practices. It equips you with the tools and knowledge necessary to navigate the complex landscape of urban development while contributing to a more distributive and regenerative future.

We look forward to discussing the potential benefits and steps for implementation in your organization.

Sincerely,

Doughnut for Urban Development team