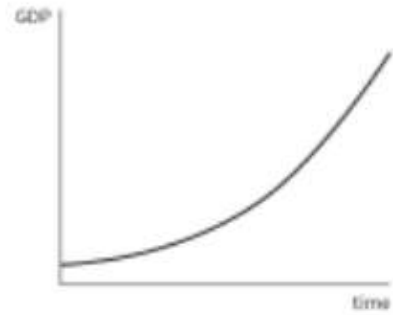


Illustration by Andrew Bernier, adapted from Walker, B. & Salt, D. (2006) Resilience Thinking: Sustaining Ecosystems and People in a Changing World. Island Press: Washington, DC





## 1. Change the Goal

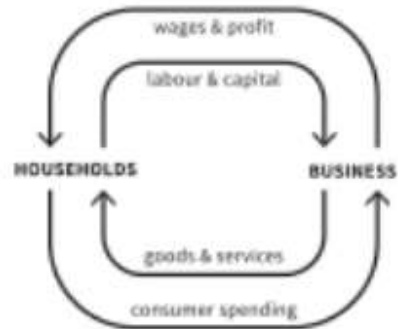


GDP

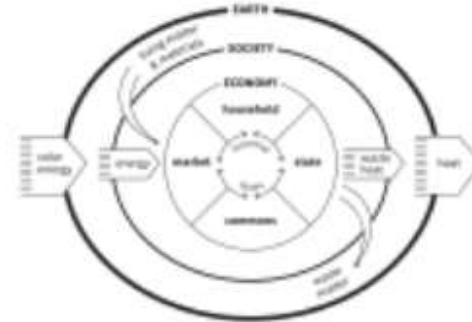


the Doughnut

## 2. See the Big Picture

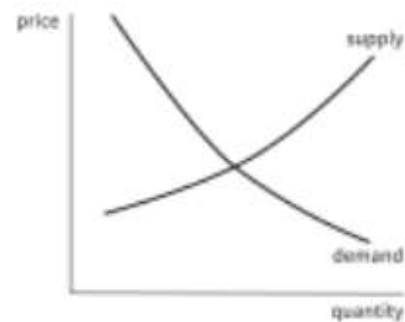


self-contained market

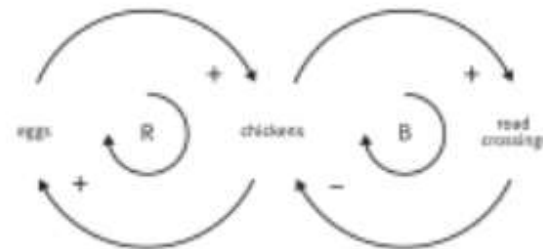


embedded economy

## 4. Get Savvy with Systems



mechanical equilibrium



dynamic complexity

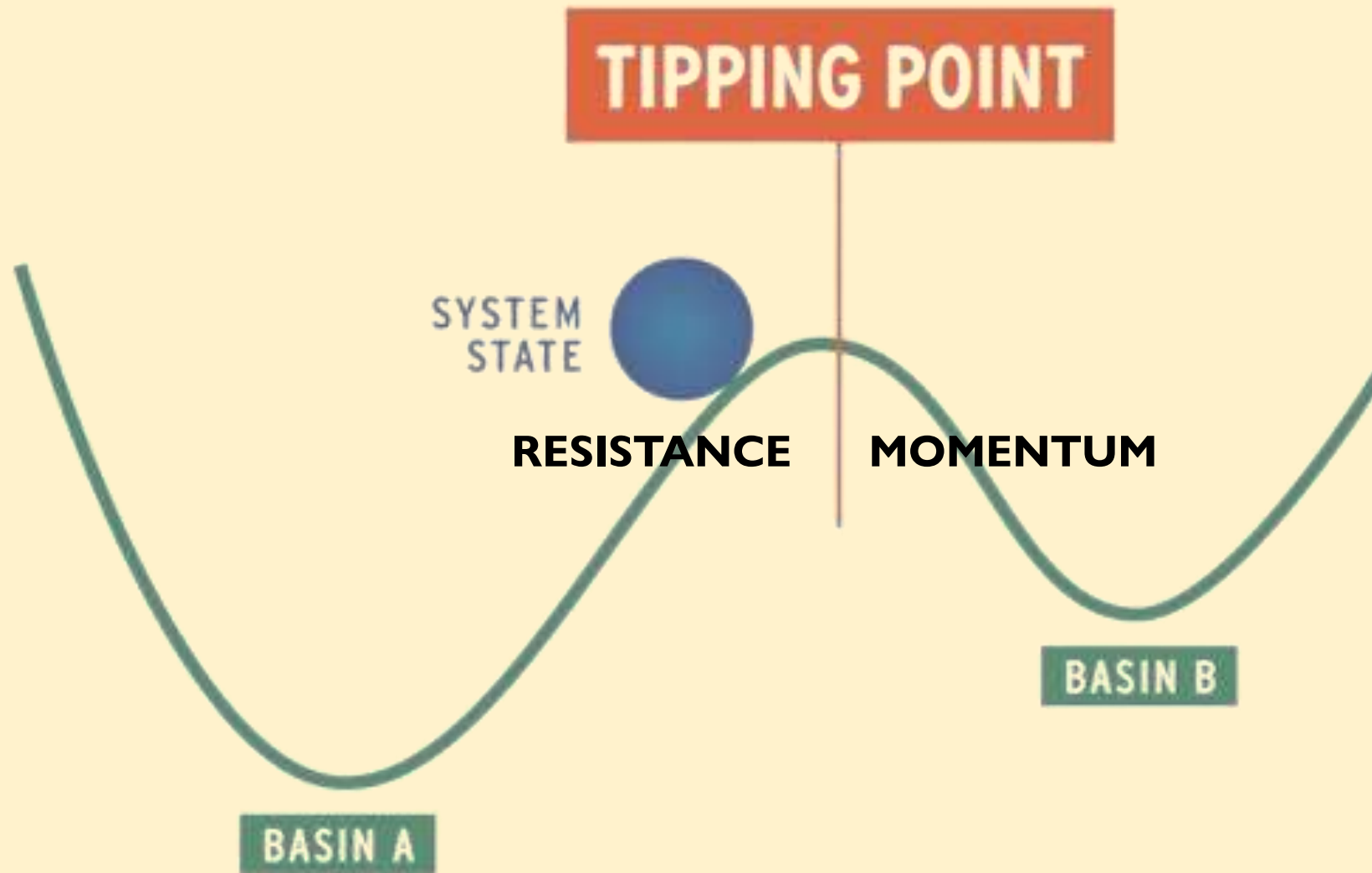
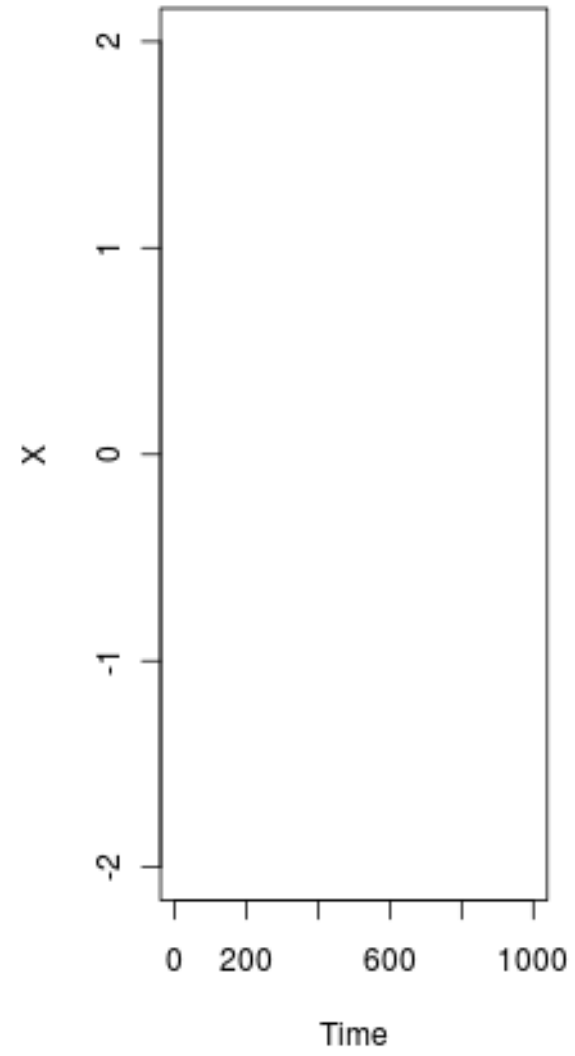
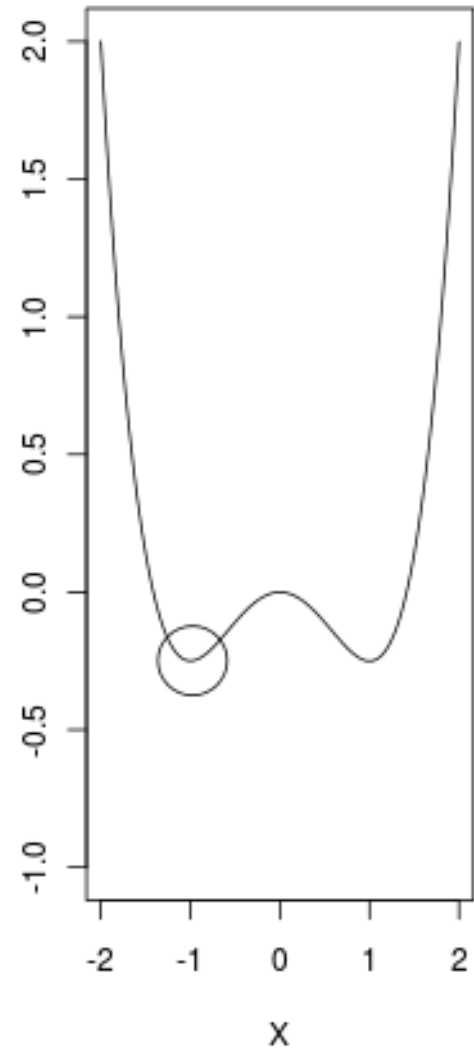



Illustration by Andrew Bernier, adapted from Walker, B. & Salt, D. (2006) Resilience Thinking: Sustaining Ecosystems and People in a Changing World. Island Press: Washington, DC



## Conditions for change

## Feedback loops

## Triggers



Clear information  
Physical ability  
Simplicity  
Fun / playfulness

Social contagion  
Critical mass  
Deeper social contagion  
Physical discomfort

A new policy



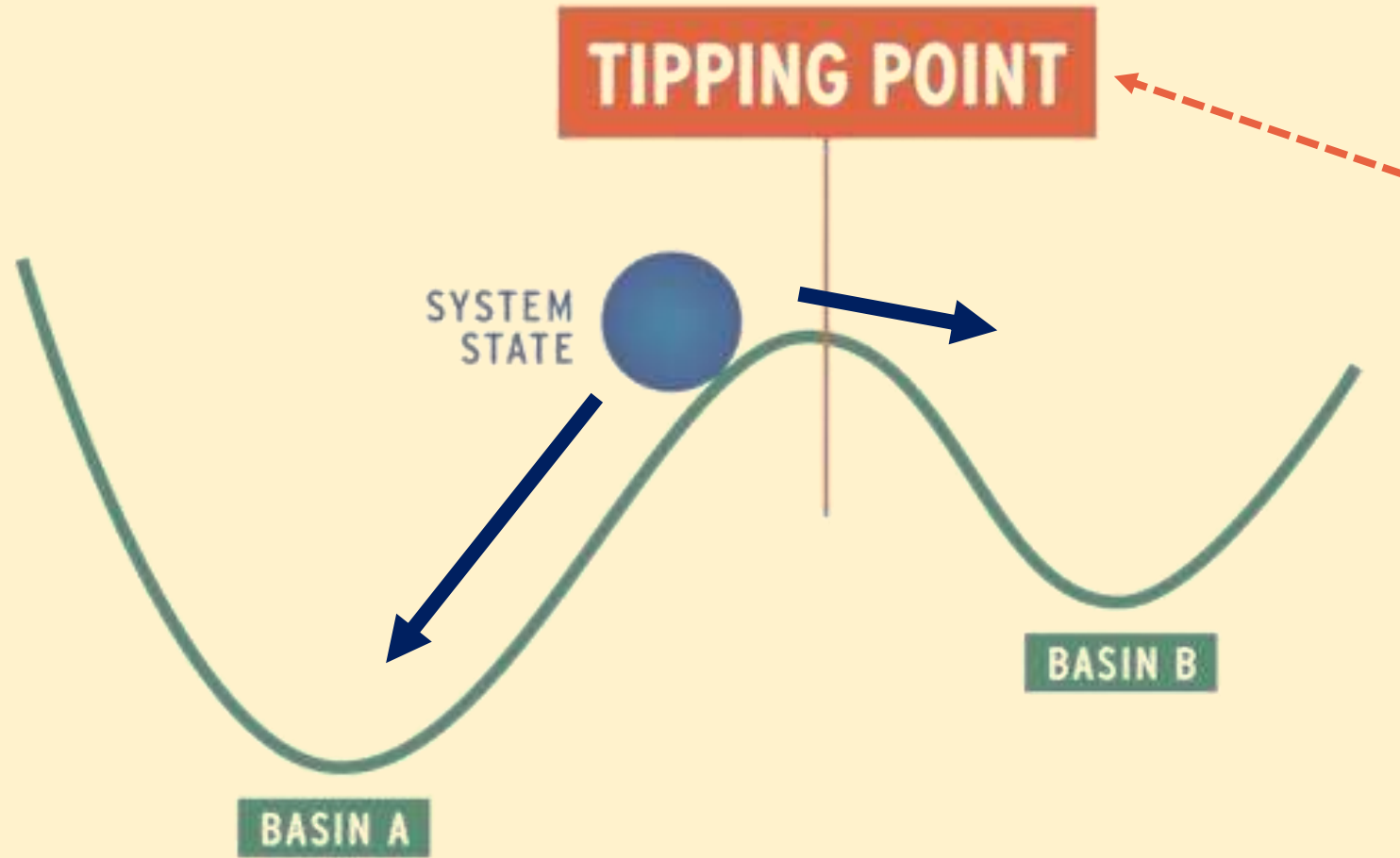


Photo by Wolfgang Hasselmann on Unsplash

Photo by Maud Correa on Unsplash

Illustration by Andrew Bernier, adapted from Walker, B. & Salt, D. (2006) Resilience Thinking: Sustaining Ecosystems and People in a Changing World. Island Press: Washington, DC

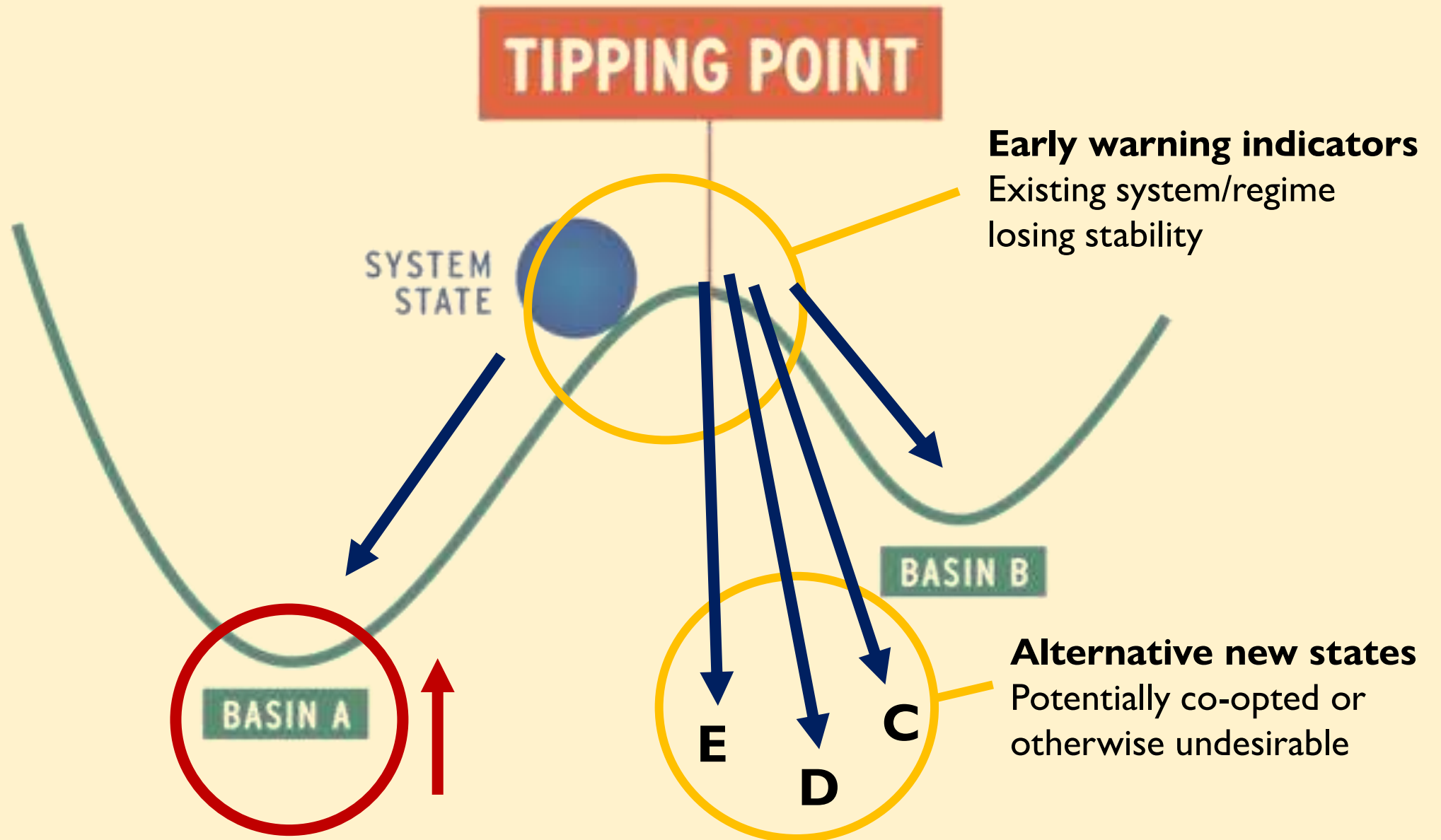
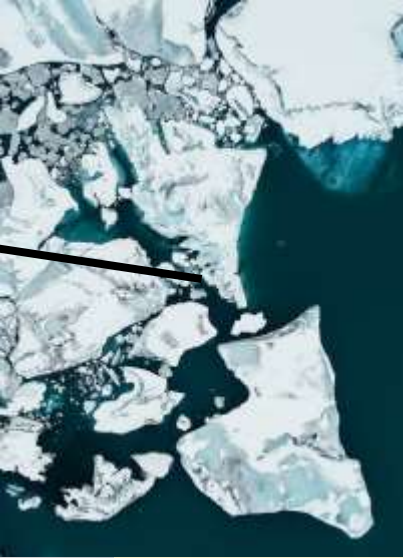
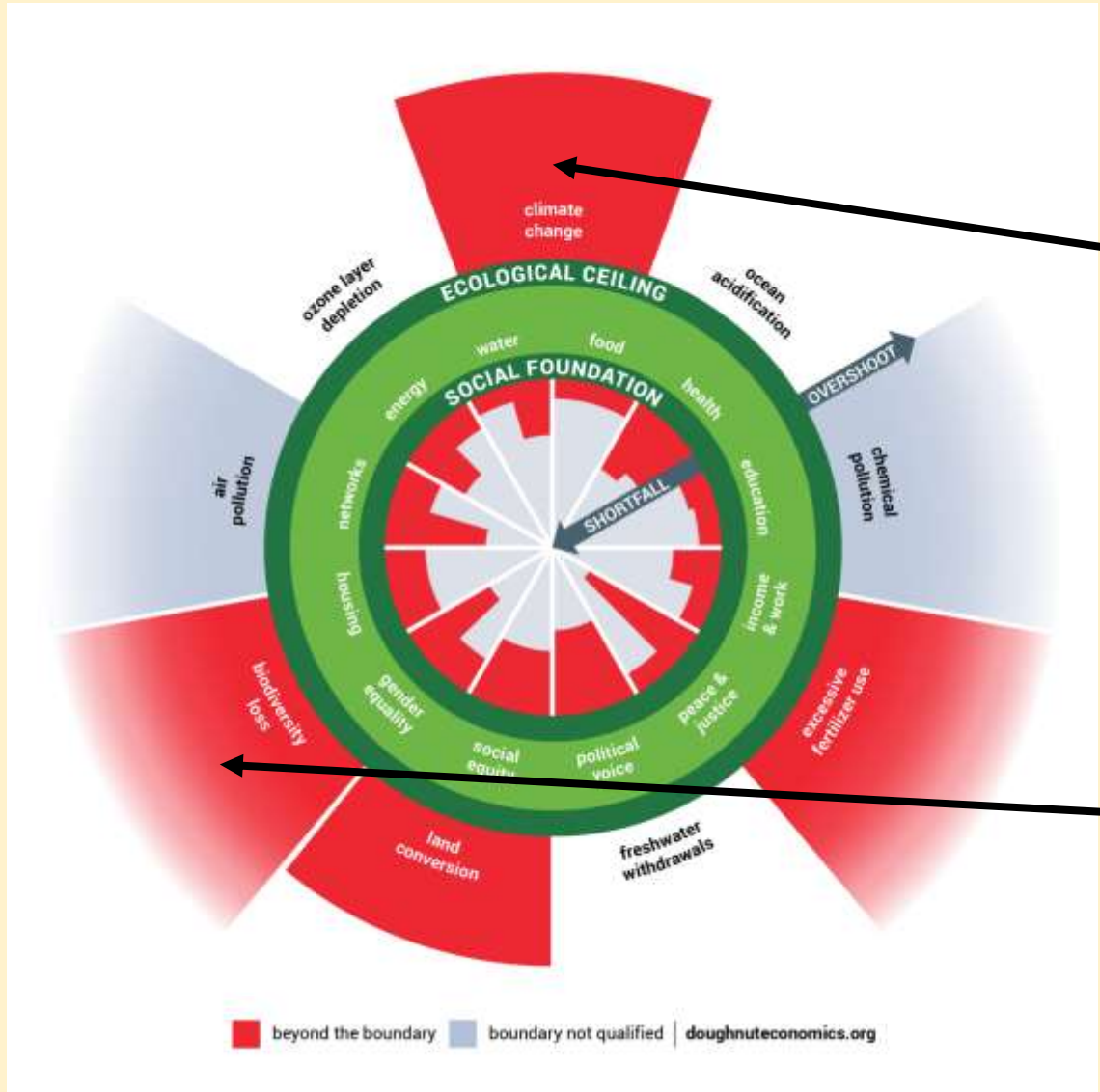
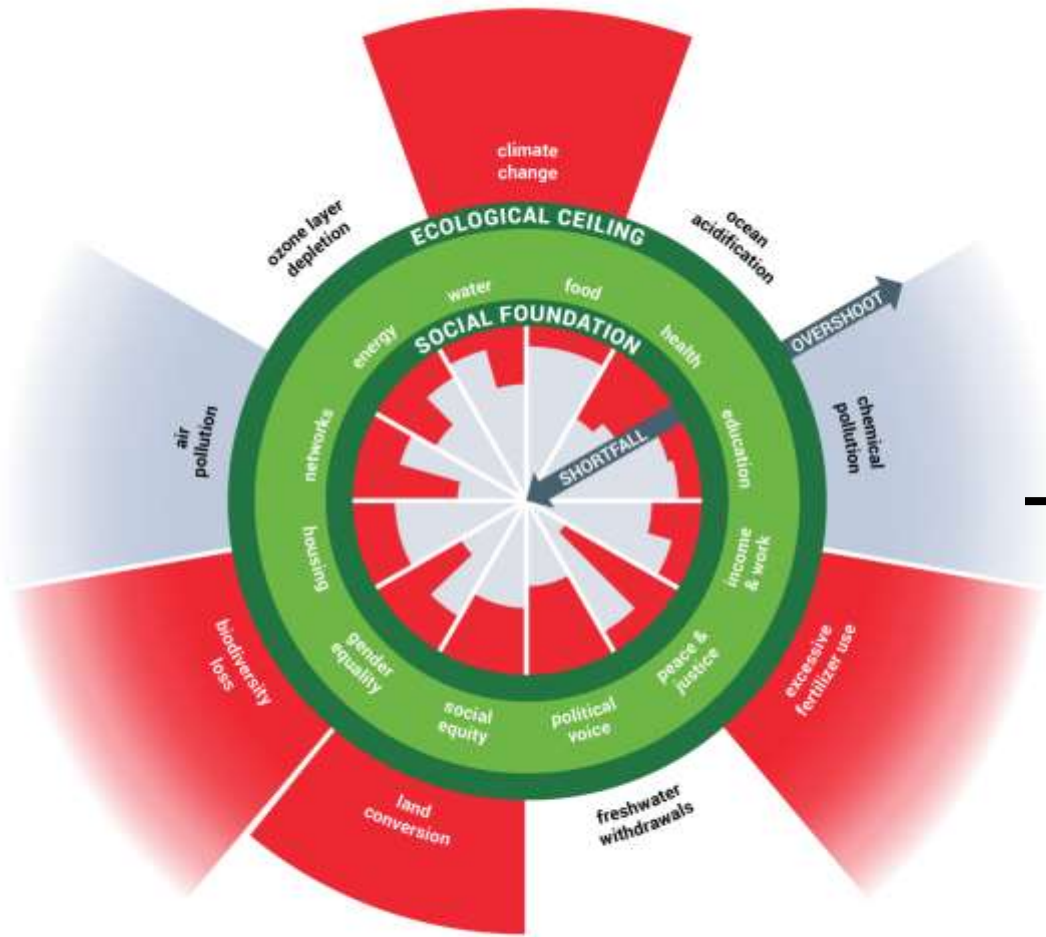


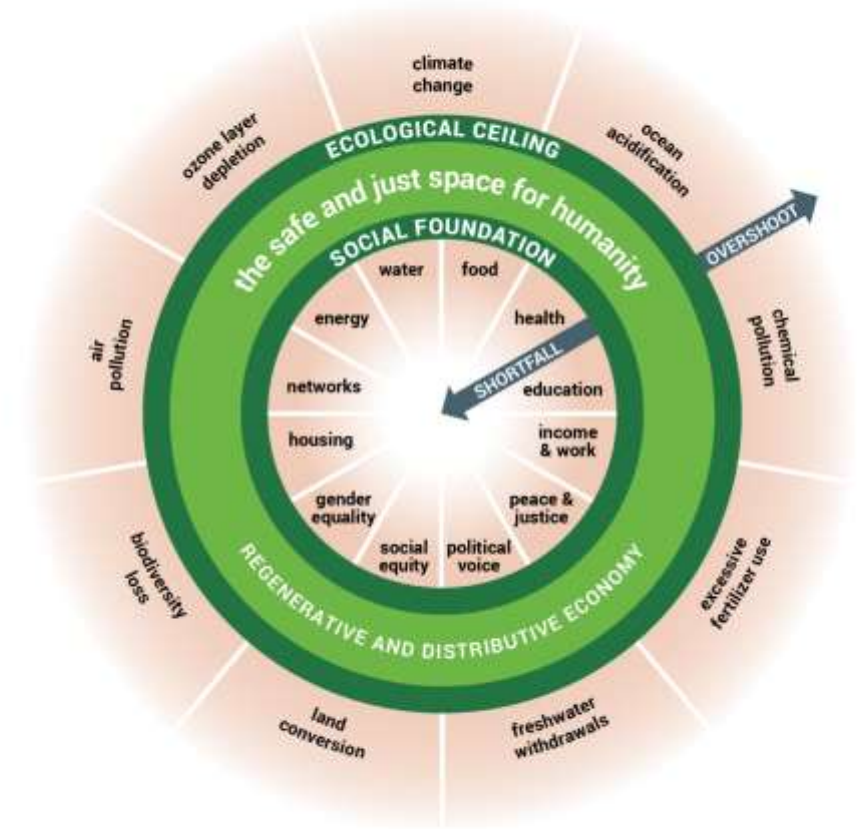
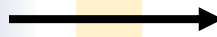
Illustration by Andrew Bernier, adapted from Walker, B. & Salt, D. (2006) Resilience Thinking: Sustaining Ecosystems and People in a Changing World. Island Press: Washington, DC





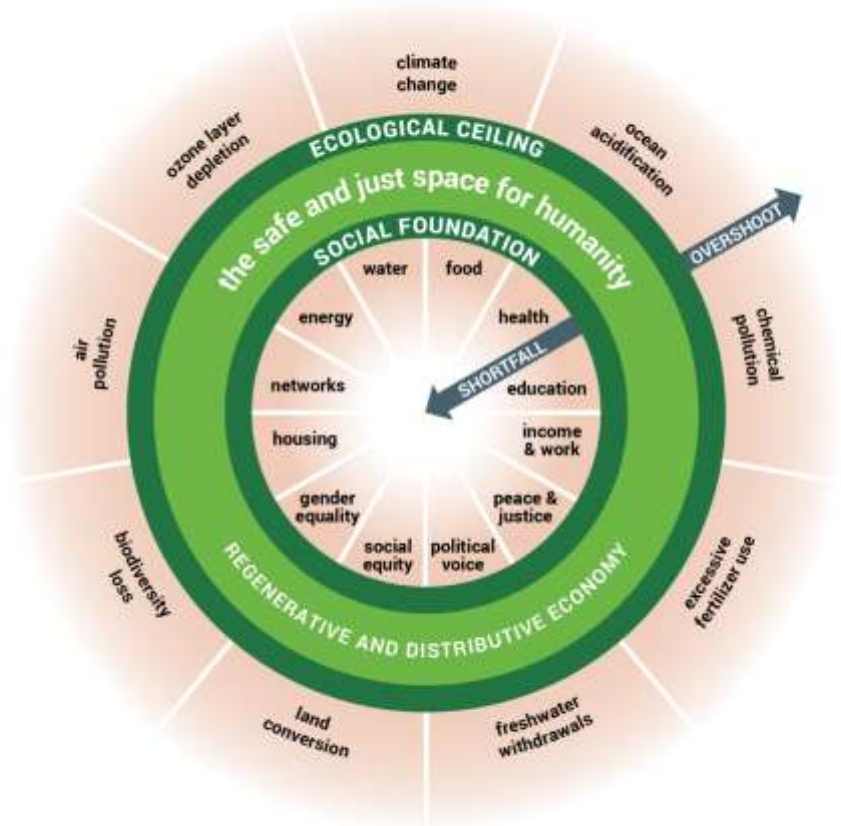
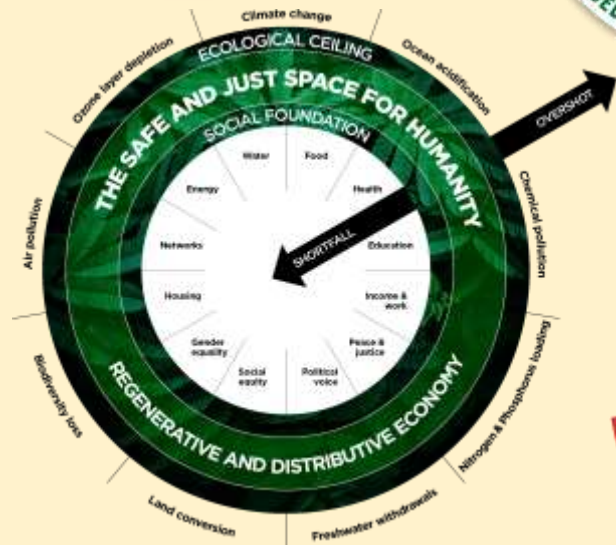


■ beyond the boundary
 ■ boundary not qualified
 | [doughnuteconomics.org](http://doughnuteconomics.org)



[doughnuteconomics.org](http://doughnuteconomics.org)





doughnuteconomics.org



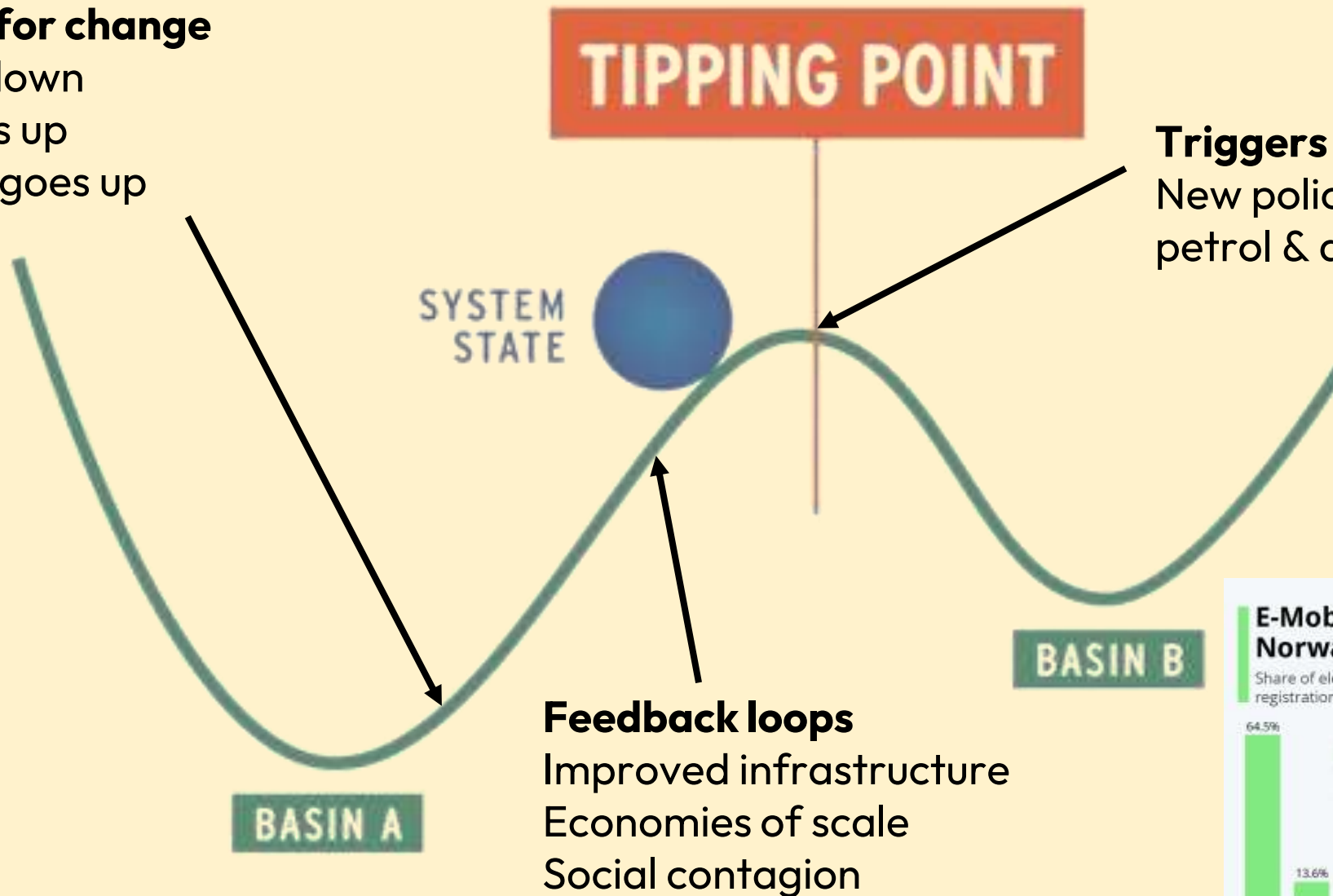
## Conditions for change

Price goes down  
Quality goes up  
Desirability goes up

## TIPPING POINT

## Triggers

New policy (e.g. tax on petrol & diesel cars)



### E-Mobility: Norway Leads the Charge

Share of electric vehicles in new passenger car registrations in selected countries in 2021\*



\* battery electric vehicles (BEV) excl. plug-in hybrids (PHEV)  
Sources: ACEA, CAAM, PwC



statista

## Conditions for change

Local knowledge  
Communication channels  
Roles and processes

# TIPPING POINT

## Triggers

Lockdown restrictions  
Promotion of the  
Mutual Aid model

SYSTEM  
STATE



BASIN A

## Feedback loops

Legitimacy  
Critical mass  
Practice

BASIN B



**YOU**  
CAN BE A  
NEIGHBOURHOOD  
HERO

VOLUNTEER FOR MUTUAL AID

## Create the conditions for change



Number of people



Access to information



Affordability



Quality



Desirability



Accessibility

## Find the feedback loops



Critical mass



Economies of scale



Learning by doing



Co-ordination



Social networks

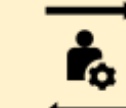
## Trigger the change



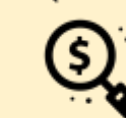
Innovation



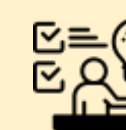
New policy



Behaviour change



Investment



New information

