



CITY OF NANAIMO
THE QUALITY OF LIFE

Doughnut Economic Philosophy Awareness

- The Nanaimo Doughnut is the framework for planning Nanaimo’s future in a balanced and integrated way and is the organizing element for the Five City Goals arising from the draft City Plan, Nanaimo Re-Imagined.
- Recognizing the importance of the Doughnut Model in working toward the City’s goals, the task force focused on recommendations to raise awareness among partners and stakeholders.

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ONE UNIFYING FRAMEWORK ■■■ FIVE DRAFT STRATEGIC GOALS

- A GREEN NANAIMO: RESILIENT & REGENERATIVE ECOSYSTEMS
- A HEALTHY NANAIMO: COMMUNITY WELL-BEING & LIVABILITY
- A CONNECTED NANAIMO: EQUITABLE ACCESS & MOBILITY
- AN EMPOWERED NANAIMO: DIVERSITY, CULTURE, AND SOCIAL INTEGRITY
- AN ENABLED NANAIMO: ECONOMIC PROSPERITY

Recommendation 1:

Include in Council orientation for 2022/23 and establish an ad hoc Committee to develop awareness training for City staff and Council to embed the concept through the organization.

- The program would include training City of Nanaimo staff and include a commitment to Doughnut principles in a new mission statement.
- Showcasing practical examples from City departments will demonstrate to others how to apply the concepts to programs, projects and policies.

Recommendation 2:

Develop an awareness program for City entities including:

- Nanaimo Prosperity Corporation
- Tourism Nanaimo
- Systems Planning Organization, and

Engage with key stakeholders (e.g. Port Theatre, Museum)

The City funds and supports a number of external non-profit entities throughout the community. There is an opportunity to work with these groups to ensure that the principles of Doughnut Economics are embedded in their business plans.



Recommendation 3:

Develop a Doughnut-focused, outcomes-based budgeting philosophy for Council.

This recommendation calls on the City of Nanaimo to develop a new budgeting process that aligns resources with results to meet municipal priority outcomes to deliver what matters most to citizens. Championed by the City of Baltimore, Outcome budgeting is intended to address fiscal constraints, reward innovation, measure performance and make the budget process more transparent.



Recommendation 4:

Advocate for alignment of Doughnut Economy principles across the region.

Working with the Nanaimo Regional District and neighbouring municipalities, the City would promote and advocate adoption of the Doughnut Economic model.

Recommendation 5:

Develop a Doughnut Economics Business & Non Profit Recognition Program to showcase businesses on their journey towards adopting Doughnut Economics and recognize their progress.

Models for social and environmental reporting include questionnaires, simple metrics and full disclosure of challenges, opportunities and successes. Participating organizations would report on metrics and undertake friendly competitions to reduce emissions, waste or water use and demonstrate strong social foundations.

Recommendation 6:

Establish a Doughnut Economics Coalition with the wider Nanaimo community to support and promote the philosophy.

This recommendation aims to promote the doughnut model through effective outreach and education across the entire community. Tactics include producing and distributing simple, easy-to-understand materials that can be used as teaching modules in public schools, and other materials suitable for managers and Boards to showcase the outcomes and benefits of doughnut economics.