A dense forest of evergreen trees, likely spruce or fir, with a misty atmosphere. The trees are dark green and fill the frame. The mist is most visible in the upper half of the image, creating a soft, ethereal glow around the tree tops.

Planetary Thinking and Design: Compensate and Beyond

Leyla Nasib @ Aalto Uni Design Impact II 05.2023





Think different.





Time To Imagine Harder

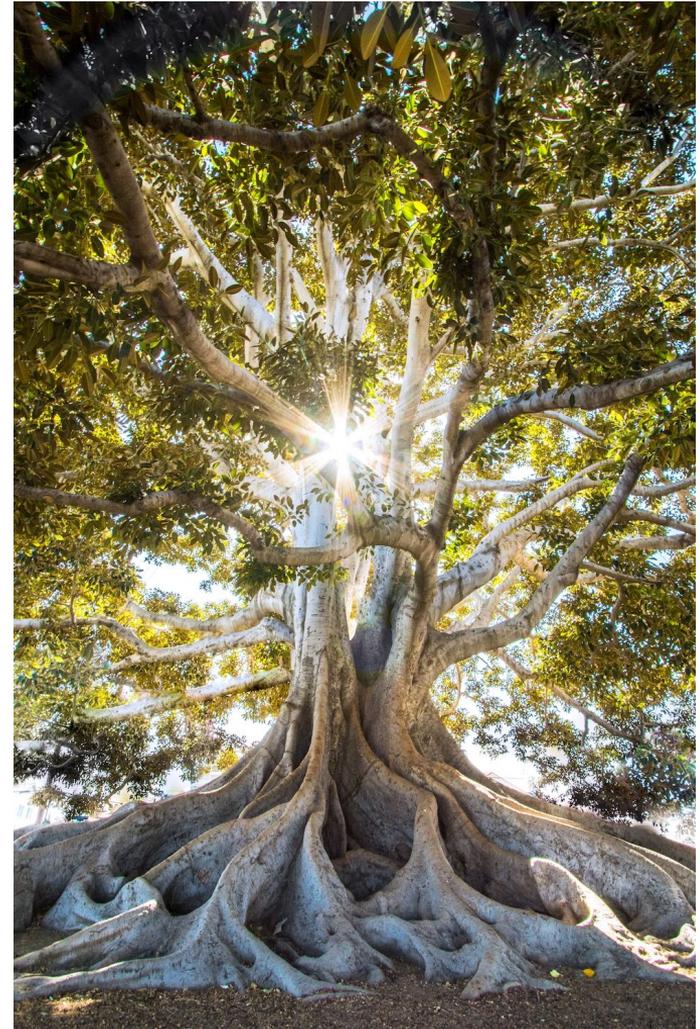


Imagesource:<https://english.elpais.com/sports/2023-05-17/formula-ones-emilia-romagna-grand-prix-canceled-because-of-deadly-floods-in-italy.html>

ImageSource:<https://www.aljazeera.com/gallery/2022/3/3/photos-shelling-continues-in-ukraine-as-russian-forces-advance>

This talk of ours:

- Compensate company and what lessons we can take from it
 - About Carbon Offsetting in general
 - About Compensate
- Psychology of Climate Change
- My personal current thoughts
- Recommended resources

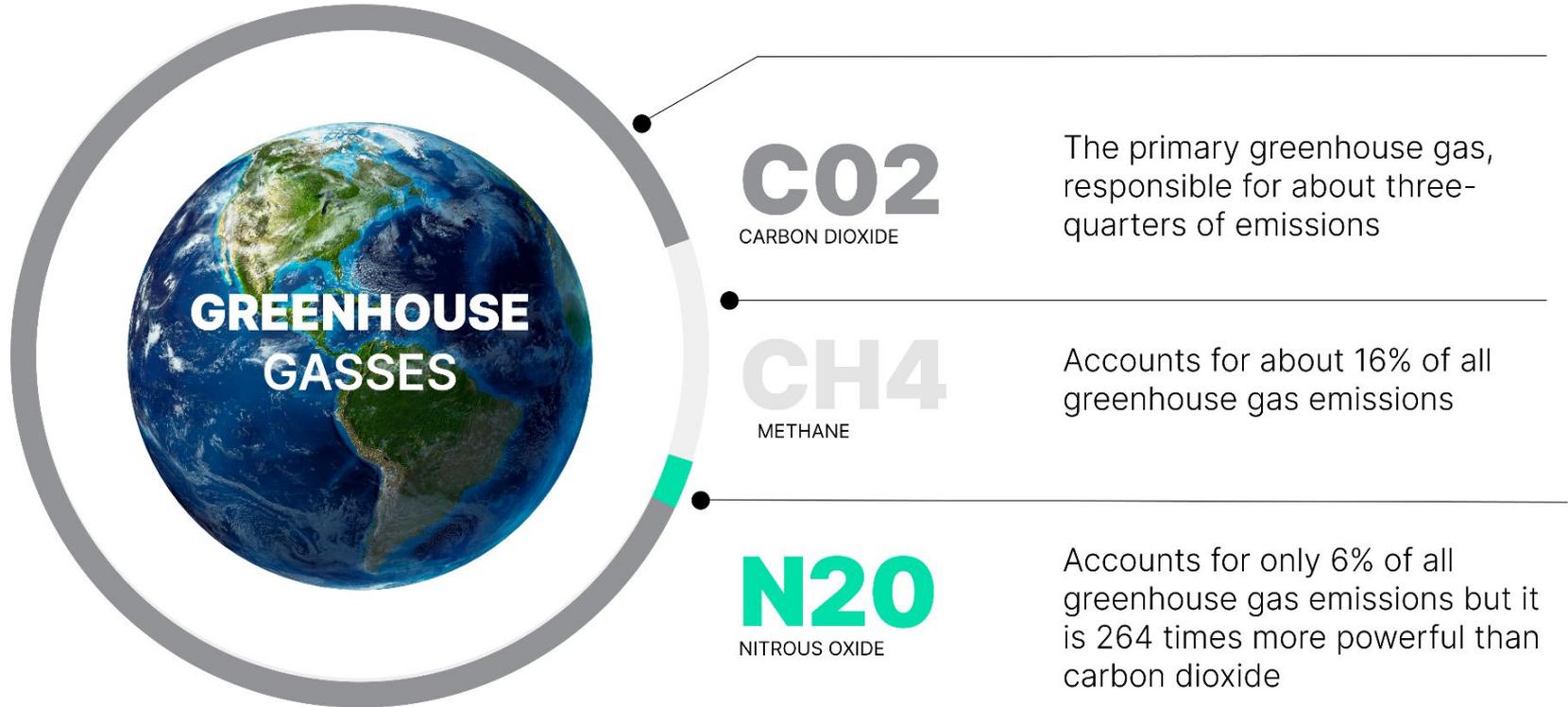


A dark, moody photograph of a rocky coastline. The foreground is dominated by large, dark, textured rocks. In the background, the ocean is visible, with a bright, circular light source, possibly the sun or moon, creating a lens flare effect. The overall color palette is dark and desaturated, with shades of teal, blue, and black.

Compensate

**For offsetting to have an impact,
it must be done right**

Major greenhouse gasses



“The EU uses up almost 20% of the Earth’s bio-capacity although it comprises only 7% of the world population ..

In other words, 2.8 planets would be needed if everyone consumed at the rate of the average EU resident.

... This is well above the world average which is approximately 1.7 planets”

- WWF World Wide Fund <https://www.wwf.eu/?uNewsID=346835>

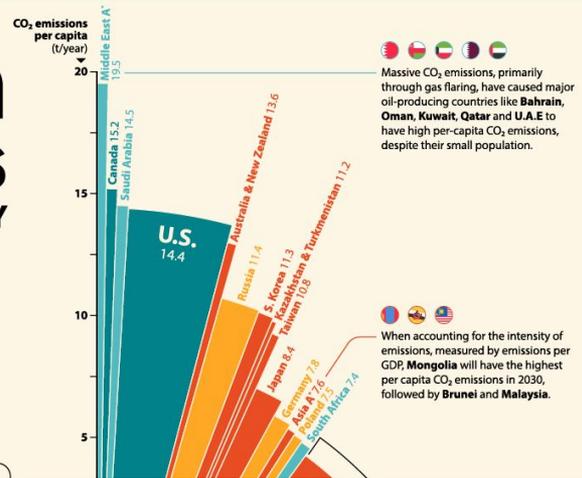
Carbon Emissions

PER-CAPITA BY COUNTRY

Measuring the total carbon emissions doesn't always paint the most accurate picture of a country's contribution, if their population isn't considered.

For example, even though China is the highest emitter of CO₂, the average American is responsible for producing **14.4** tonnes of CO₂ per person, compared to **7.1** tonnes for a Chinese citizen.

Here's a look at the biggest per-capita carbon emitters in the world:



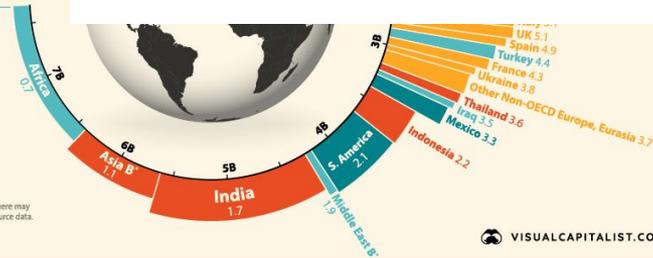
Unequal global distribution of wealth plays a factor in carbon emissions. Developed countries like Qatar emit 31t CO₂/yr, while that of developing countries in Africa can be as low as 0.7t CO₂/yr.

The world's top 1% of emitters produce over 1000 times more CO₂ than the bottom 1%

- *1 Middle East A
Bahrain, Oman, Kuwait, Qatar, United Arab Emirates
- *2 Middle East B
Israel, Jordan, Lebanon, Syria, Yemen
- *3 Asia A
Brunei, Malaysia, Mongolia, Singapore
- *4 Asia B
Asia without Asia A, China, India, Thailand, Taiwan, Indonesia, S. Korea or Japan
- *5 China
China, Hong Kong

The CO₂ emission values are based on estimates of the source chart. There may be a negligible difference between the ones provided here and the source data.

SOURCE: AQAL GROUP, IEA (2021)



VISUALCAPITALIST.COM



Niklas Kaskeala · 1st

Co-Founder & Chief Impact Officer at Compensate / Founder of Protect Our W...

1w · 🌐

Lisäsin Finnairin kevätkampikseen muutaman olennaisen siitä puuttuneen luvun.

...see more

See translation

 **feelfinnair** 
Sponsoroitu

✈️ Kampanjahinnat voimassa 15.5. asti

Meno-paluu alkaen

Seattle	699 €	
Tokio	859 €	3838 kg CO ₂ e
		3914 kg CO ₂ e
Singapore	649 €	4623 kg CO ₂ e
Los Angeles	699 €	4505 kg CO ₂ e

Kestävä 1,5 asteen mukainen koko vuoden hiilijalanjälki = 2500 kg CO₂e



Professor at Q&Q (China) |

Research Consultant

23h · 🌐

Africa vs Europe: Who should pay for #ClimateChange mitigation & adaptation?

✈️ 250 kg (1/4 tonne CO₂ equivalent) per passenger per hour flying ✈️
(source: carbonindependent.oro)

#aviationindustry #airplanes #climate #africa #europe #alyahyai #rashidalyahyai





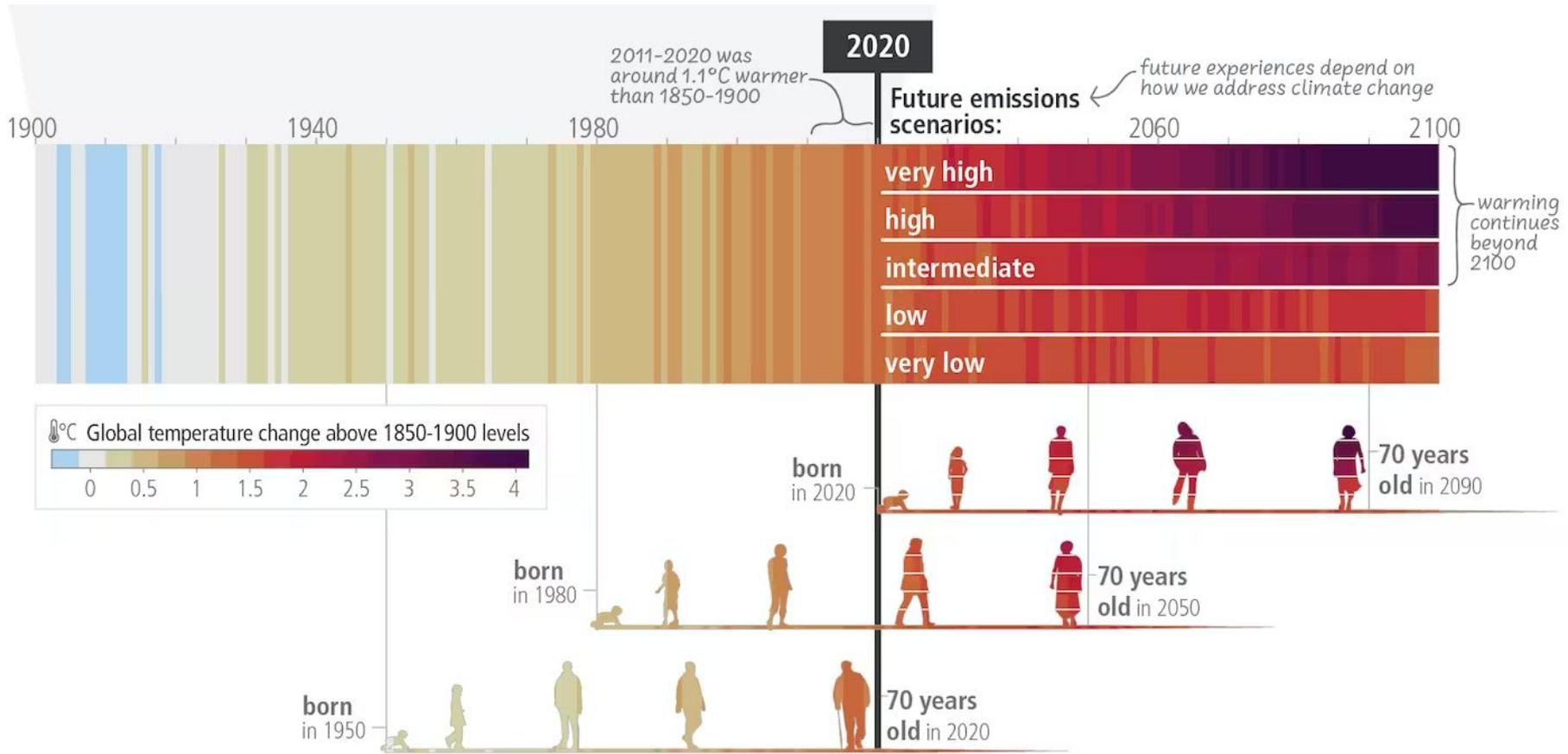
feelfinnair
Sponsoroitu



Hankimme uusiutuvaa
lentopolttoainetta, joka
vähentää kasvihuone-
kaasupäästöjä jopa

80%

Tavoitteenamme on olla täysin
hiilineutraali vuonna 2045.





Virginijus Sinkevičius · Following

European Commissioner for Environment, Oceans and Fisheries at European C...

3w · 🌐

Do you see the pattern?

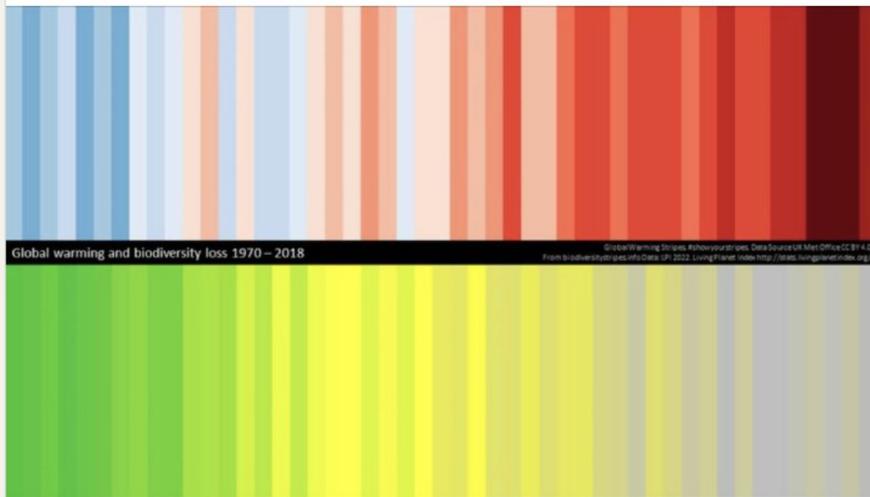
On top, we've got the warming stripes that show the change in temperature over the past 100+ years.

Below we can see the biodiversity stripes that show the global decline of species.

It's obvious.

The Nature and Climate crises are one.

[#ShowYourStripes](#) [#EUGreenDeal](#) [#ClimateCrisis](#) [#BiodiversityCrisis](#)



Anu Paajanen · 1st

3w ...

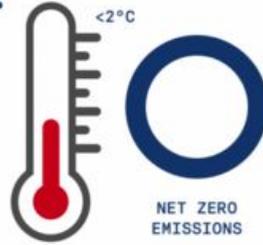
Process Designer and Dreamer of a Re...

Underneath these two images I would love to see stripes visualizing the amount of people working towards a regenerative world.



PARIS CLIMATE AGREEMENT

1.



Limit the avg. global temperature increase to $< 2^{\circ}$ centigrade + achieve net zero emissions by mid-century

2.



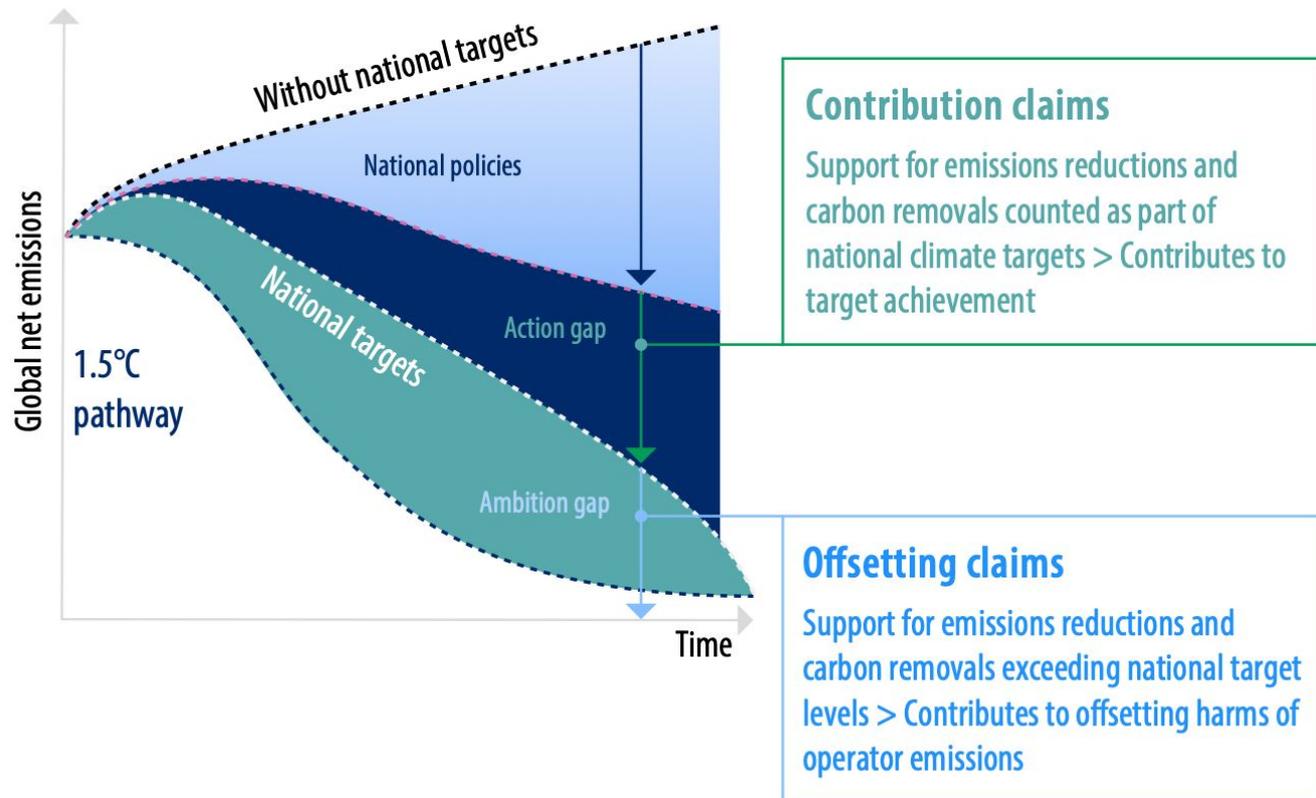
Enhance resilience and adaptation to climate impacts certain to occur

3.



Align financial flows in the world with these objectives

Figure 2. Action and ambition gaps



Companies committing to net zero

Despite some ambiguity of definitions, more and more companies are committing themselves to a net zero target. Most are aiming to reach net zero emissions by 2050, which is also the target year for global emissions to reach net zero if we are to limit global warming to the 1.5 degree goal set in the Paris Agreement.

According to Net Zero Tracker, 683 companies, out of the 2,000 largest publicly-traded companies in the world by revenue, have made net zero commitments.

Global net zero coverage



Net zero companies

693 / 2000

2,000 largest publicly-traded companies in the world by revenue

Current net zero commitments fall short

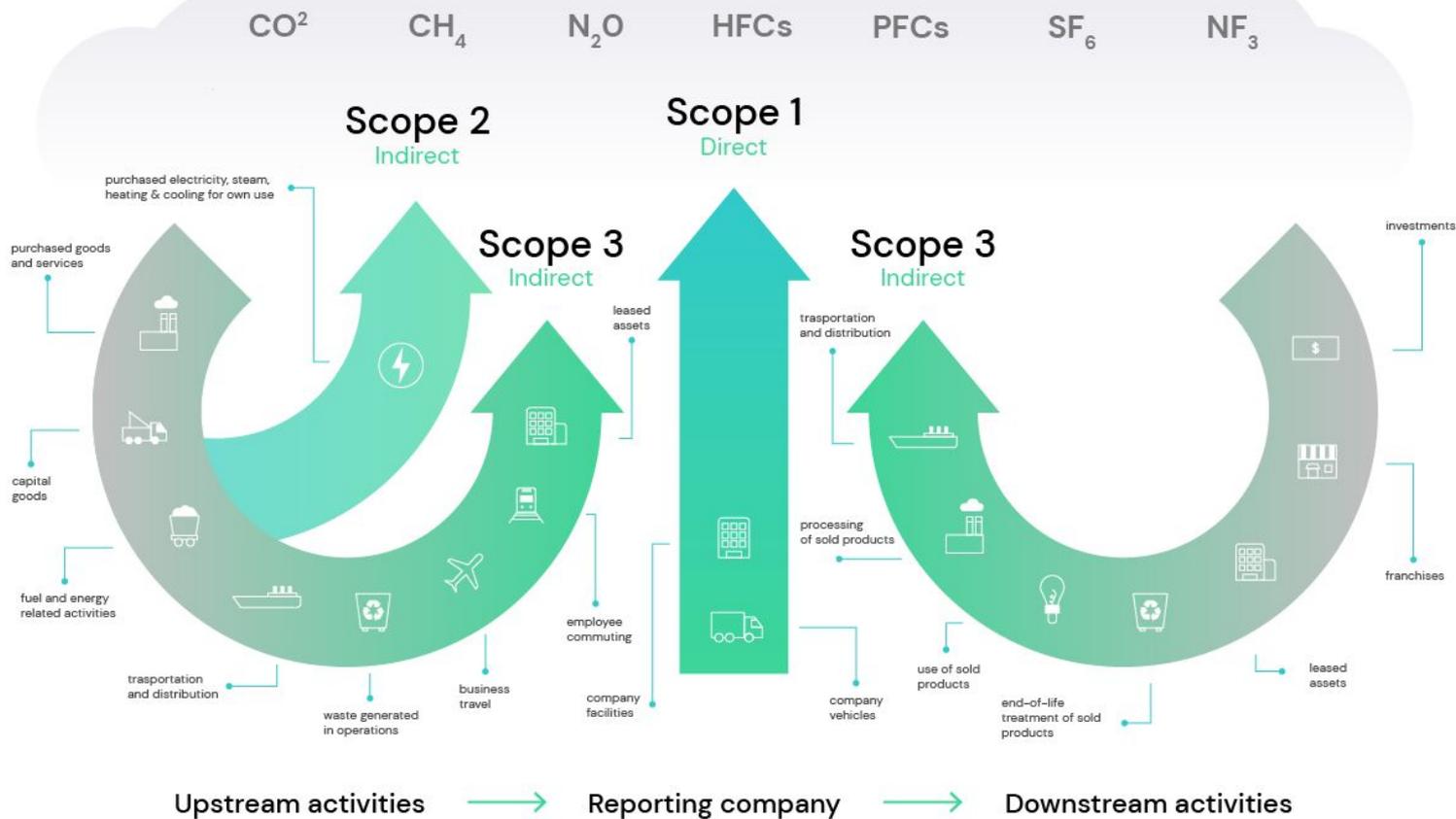


Recent studies have found that:

- Actual measures to reduce emissions are not in line with commitments.
- Companies that have net zero goals decades away, have not set near emission reduction targets.
- Major companies routinely exaggerate or misreport their progress towards net zero targets.
- Lack of consensus about the scope of emissions that should be included.
- The role of compensation is often unclear and the mitigation hierarchy doesn't always support the primary role of emission reductions.
- Non-alignment between carbon neutrality and net zero targets.



Total Carbon Footprint of a Company



leverage point for systems change.

To address overproduction, rules must change to address hyper consumption and fossil fuel based inputs.

#fashionindustry #sustainablefashion
#luxuryfashion #environmental

Paul Foulkes-Arellano Crispin Argento 🍷🍷🍷🍷
Katrin Ley Leslie Johnston Livia Firth Maxine Bédat
Max Easton Erik Burbank Michael Beutler Deanna
Bratter



ecotextile.com • 1 min read

Gucci 'drops carbon neutral claim'

We're here for it. Take our secrets.



Allbirds

88,859 followers

2d • 🌐

+ Follow

PLEASE TAKE OUR SECRETS.

...see more



footwearnews.com 🌐 • 3 min read

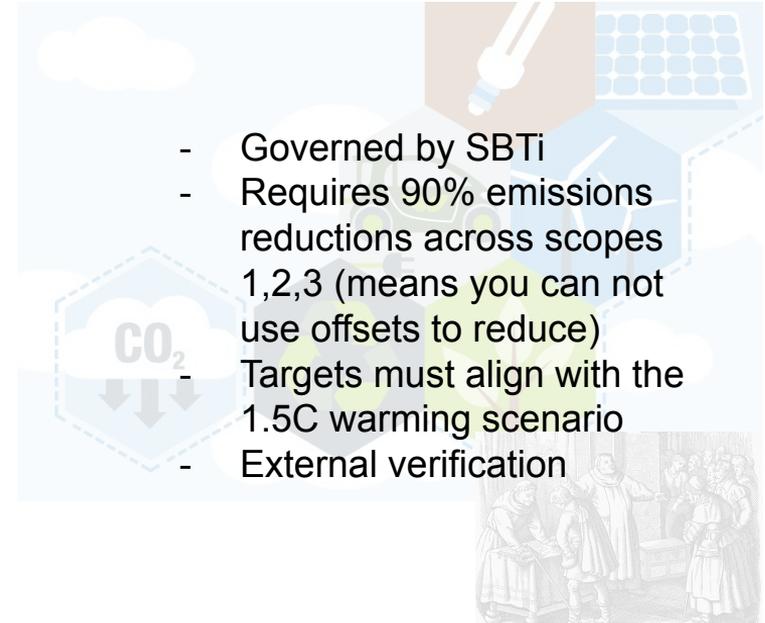
Crocs Delays Net Zero Commitment by 10 Years

Carbon Neutral

Net-zero

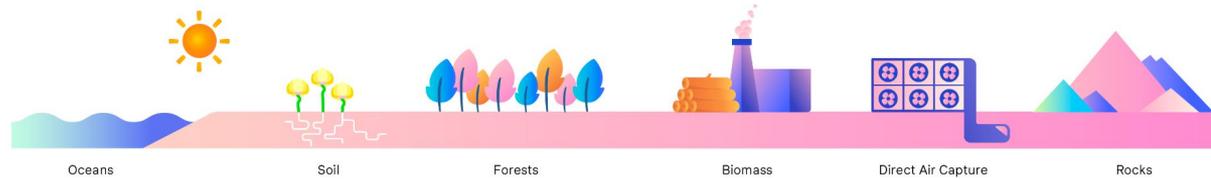


- Allows for offsets
- Doesn't mean actual emissions reductions



- Governed by SBTi
- Requires 90% emissions reductions across scopes 1,2,3 (means you can not use offsets to reduce)
- Targets must align with the 1.5C warming scenario
- External verification

The Carbon Removal Solutions



Avoidance

- Avoiding carbon emissions through forest conservation and protection

Removal

- Nature-based carbon removals through afforestation, reforestation and blue carbon

Innovative

- Innovative nature-based and technological carbon removals

Revealed: more than 90% of rainforest carbon offsets by biggest certifier are worthless, analysis shows

Investigation into Verra carbon standard finds most are 'phantom credits' and may worsen global heating

- **'Nowhere else to go': Alto Mayo, Peru, at centre of conservation row**
- **Greenwashing or a net zero necessity? Scientists on carbon offsetting**
- **Carbon offsets flawed but we are in a climate emergency**





Compensate



Impact as a Service

Helping corporations reach their climate targets with emission calculations, offsetting, impact reporting and communication guidance.



Digital API integrations

Helping businesses engage with their clients and embed carbon offsetting in digital services



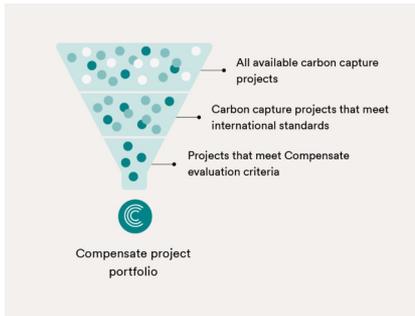
Self-service offsetting

A platform to purchase Compensate Credits to offset flights or known emission amounts, no strings attached.



Consumer application

Helping consumers assess the carbon footprint of their lifestyle and offset on a monthly basis.



Why choose Compensate



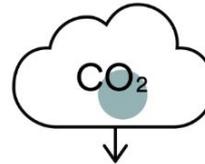
Scientific evaluation

Only 10% of screened carbon projects accredited by international standards, such as Gold Standard and Verra, pass our scientific evaluation criteria and can demonstrate a true climate impact.



A portfolio approach

We maximize your climate impact and mitigate risks by managing a dynamic and diverse portfolio of carbon projects with different methods around the globe.



Overcompensation

Our in-built overcompensation mechanism mitigates risks related to carbon projects and uncertainties in carbon footprint calculations, providing a more robust compensation claim compared to standard carbon credits.

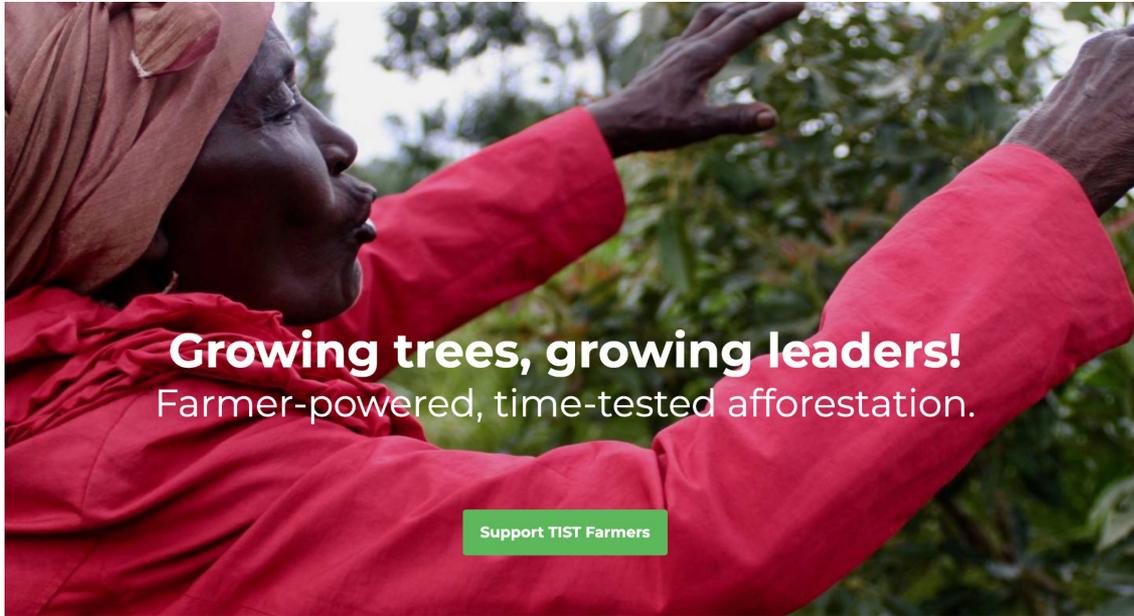


Impact beyond climate

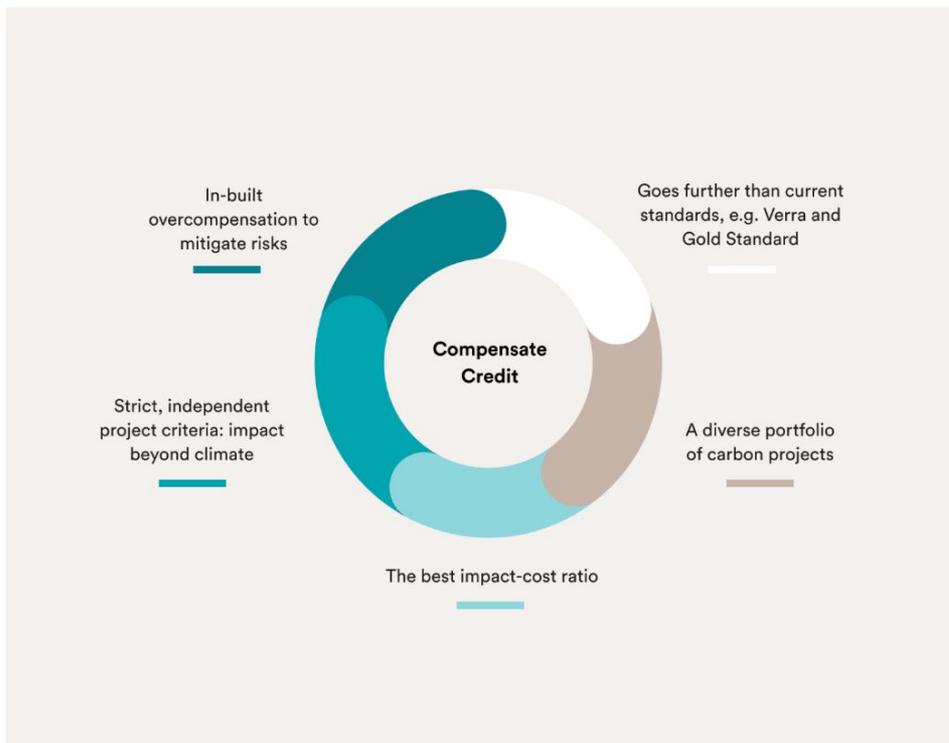
We operate exclusively with carbon projects with a net positive impact on the environment, biodiversity, social justice, and human rights. Our projects support all the United Nations' Sustainable Development Goals (SDGs).



Example: Project TIST



- Carbon removal
- Fruit trees
- Women empowerment



What is the Compensate Credit?

The Compensate Credit is a high-quality carbon credit that builds upon international standards, like Gold Standard and Verra, but goes even beyond them. It is based on a diverse portfolio of carbon projects that meet tight criteria related to climate integrity, biodiversity, social justice, and human rights.

The credit provides the best impact-cost ratio and it has an in-built overcompensation that mitigates risks related to carbon projects and enables a more robust compensation claim compared to standard carbon credits.

One Compensate Credit equals at least one less tonne of carbon dioxide in the atmosphere.

[Read more about the Compensate Credit](#)

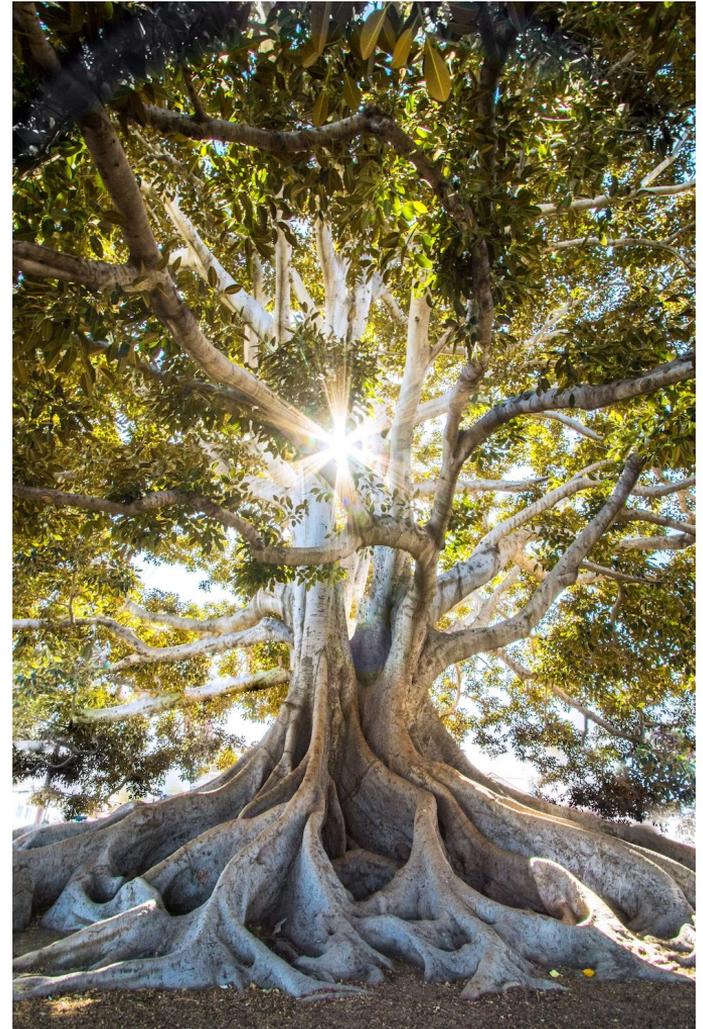
[Purchase Compensate Credits](#)

Compensate Company scaling down operations



What has been achieved

- Legislation in Finland has been changed
- Carbon market standard raised
- Thousands of CO₂t offset
- High-integrity offset projects supported



Looking back, looking fwd

Enablers:

- Vision and belief
- In it for IT and not for the dollars
- Systemic influence
- Integrity at the core of both operations and work culture

Hinderers:

- Legislation
- Investment market
- Approach
 - NGO from the start ->no business model strive
 - Problem-market fit - based on beliefs
 - Pivoting took time



White paper 2022: Getting the claims right

How to make credible and transparent net zero or carbon neutrality claims? What is the role of compensation in corporate climate targets? Read more on our white paper.



→ [Download the white paper](#)

White paper 2021: Reforming the voluntary carbon market

90% of carbon capture projects fail our criteria – but why? Carbon capture is only useful if done well: our white paper outlines where that works needs to start.



→ [Download and learn more](#)

<https://www.compensate.com/latest-insights-on-carbon-offsetting>



Psychology of Climate Change

THE
INTERNATIONAL
BESTSELLER

'Made me see humanity
from a fresh perspective'
Yuval Noah Harari

'Hugely, highly,
happily recommended'
Stephen Fry



Human kind

A Hopeful History

Rutger Bregman

BLOOMSBURY

What We Think About



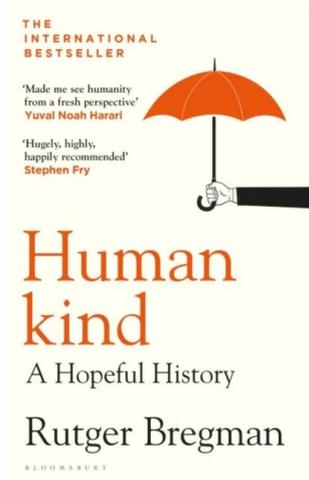
When We Try Not To Think About

Global Warming

Toward a NEW PSYCHOLOGY of Climate Action

Per Espen Stoknes

Foreword by Jorgen Randers



- **Humans are overpoweringly wired to do good** to each-other and nature (eg. debunked Stanford Prison Experiment, or Hurricane aftermath “hooligans”) 90% of the book is about this point :)
- **Power often concentrates in hands of the exceptionally mentally-corrupt people** with high traits of Psychopathy, Machiavellianism and Narcissism

What We Think About



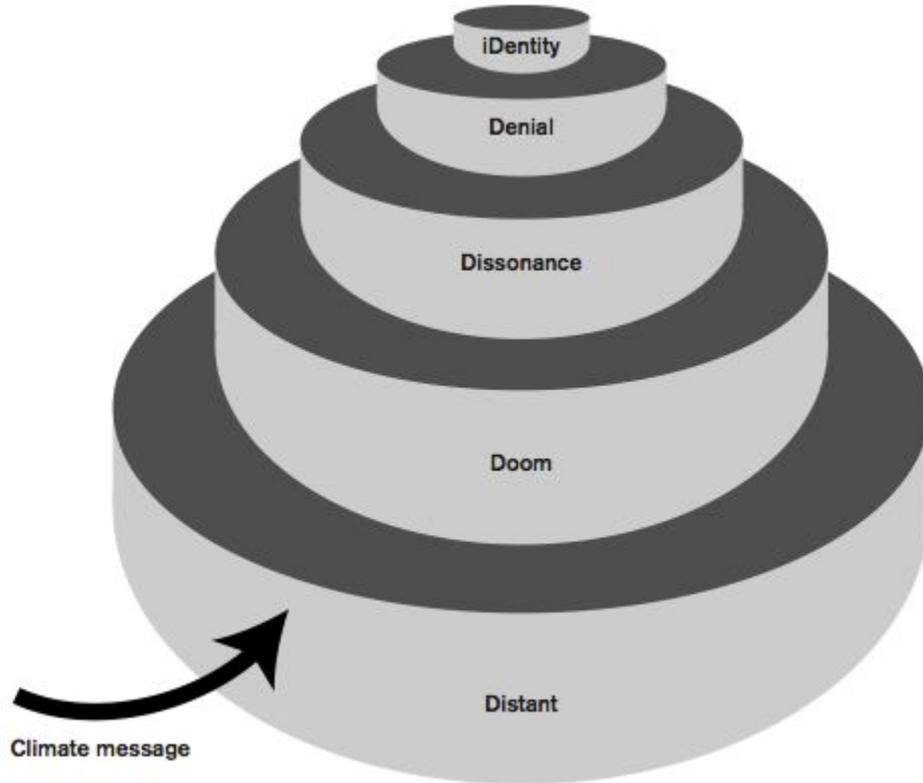
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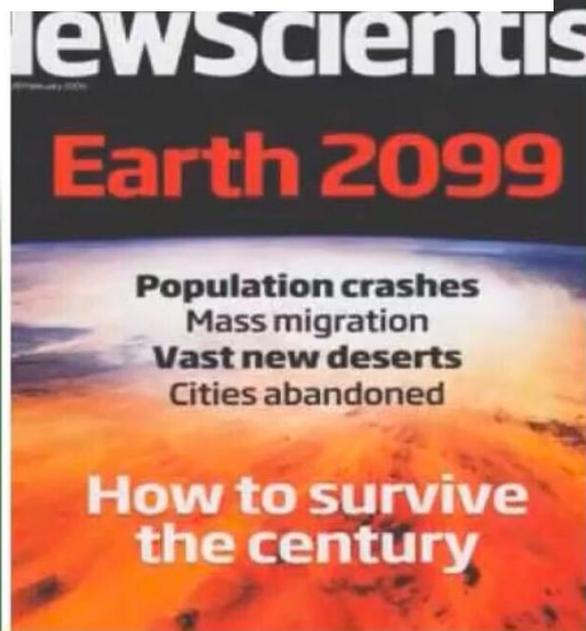
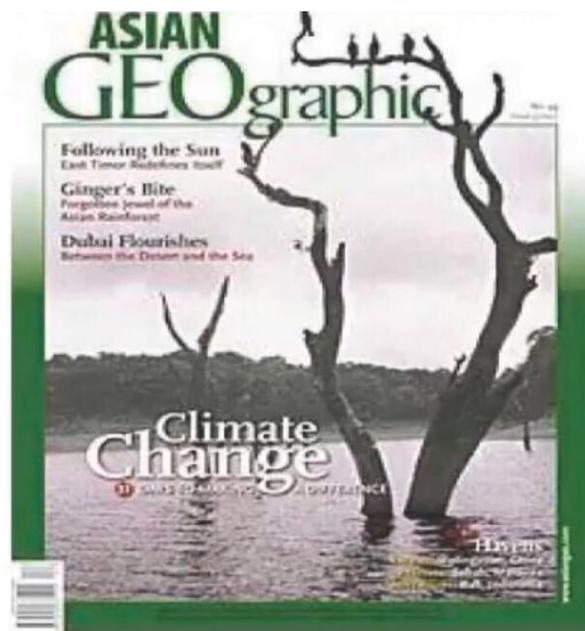


I - Distant: The climate issue is seen as distant
{in many ways}.



2 - **Doom:** framing the issue as disaster, cost and sacrifice backfires.

oom?



Catastrophe and loss framings
➔ habituation & avoidance-behavior

Source: O'Neill and S. Nicholson-Cole, "Fear Won't Do It" *Science Communication*, vol. 30, no. 3, pp. 355–379, Jan 2008.
Painter, J. (2013). *Climate change in the media*. I. B. Tauris

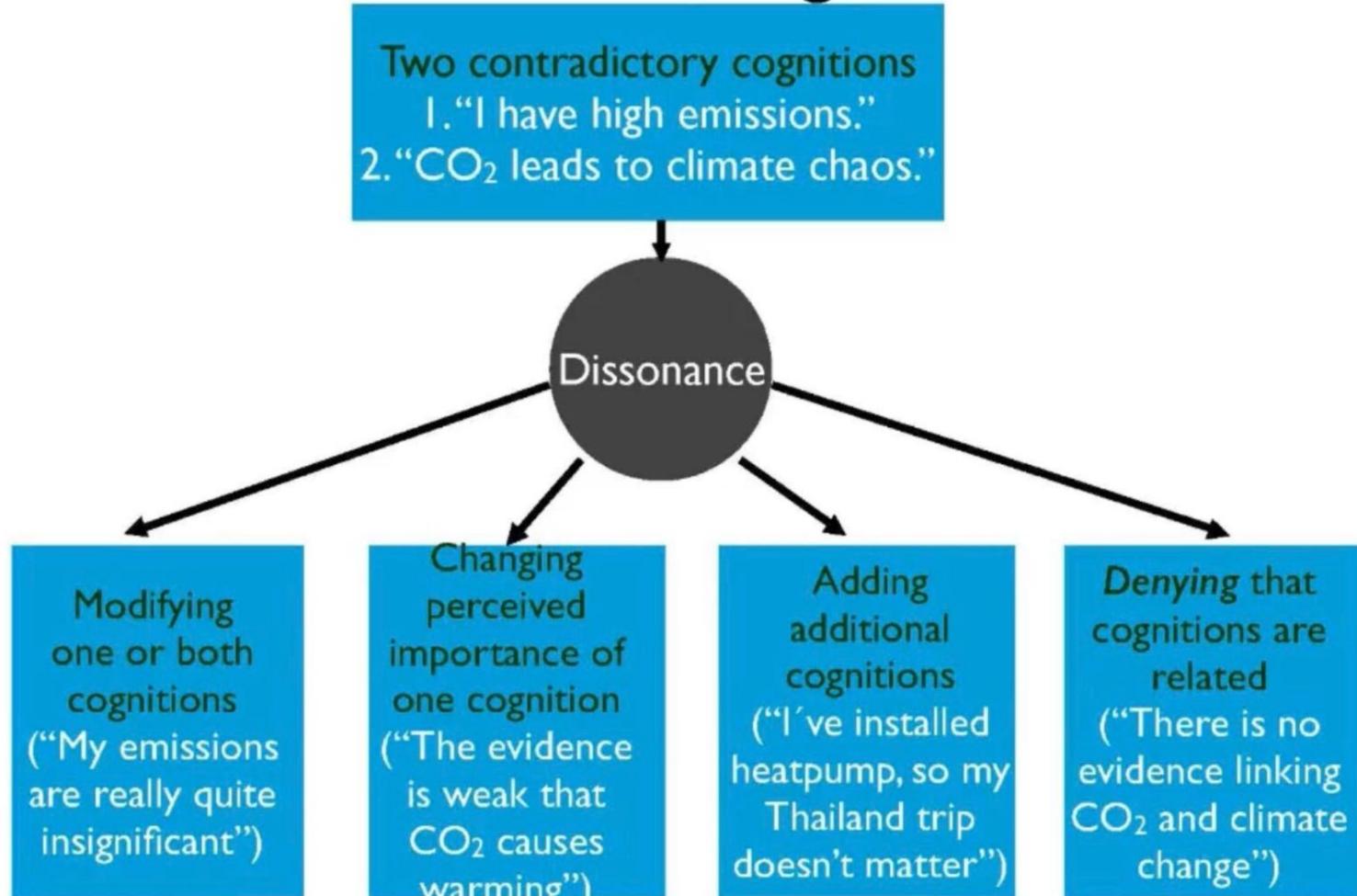
Dissonance when actions conflict with knowledge

I fly and drive. Everyone does the same.
Our governments want to pump more oil and
gas, so it can't be that serious...



3 - Dissonance: a lack of opportunities for
convenient actions weaken attitudes over time.

3. Dissonance strengthens denial



4 - Denial: gives refuge from fear, guilt and threats.

“The alarmists on global warming got a problem because the science doesn't back them up. And in particular, satellite data demonstrate for the last 17 years there's been zero warming”

Ted Cruz

Photo Credit: <http://i.huffpost.com/liben/1009957/images/0-TED-CRUZ/facebook.jpg>
Quote: 'Late Night with Seth Meyers' interview, March 17, 2015

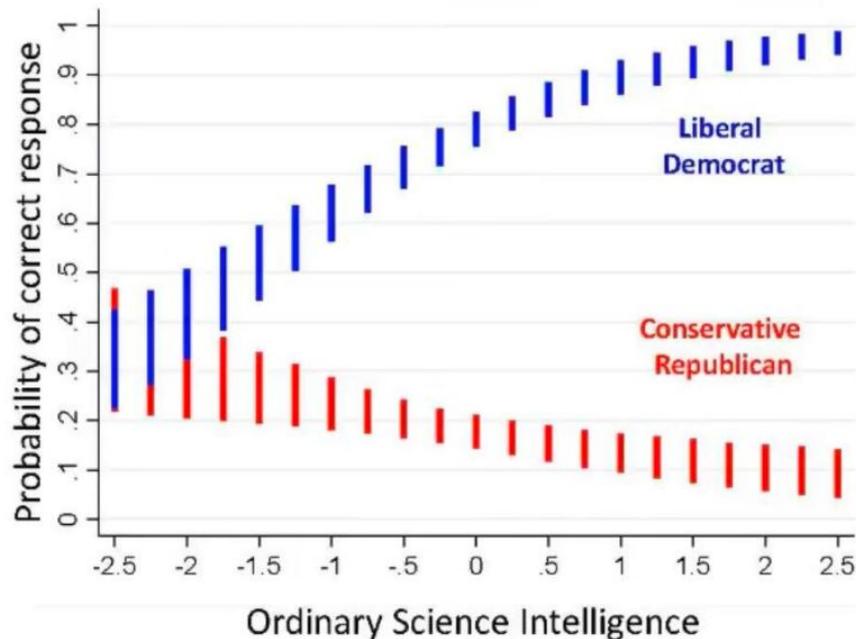
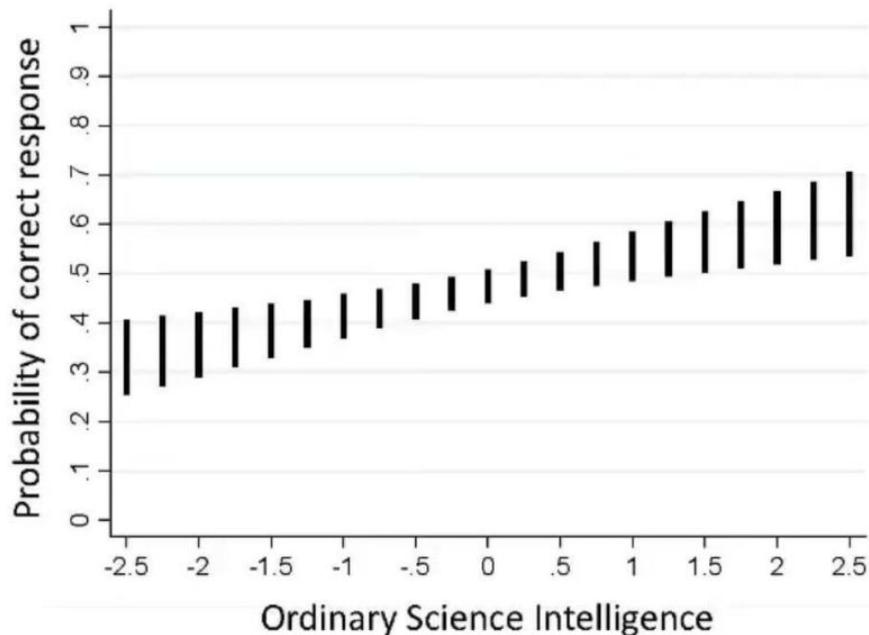


5 - **iDentity**: activates cultural filters so that your identity overrides the facts.



identity overrides knowledge

"[Is the earth] getting warmer (a) mostly because of human activity such as burning fossil fuels or (b) mostly because of natural patterns in the earth's environment?"



Barriers Success-criteria

1 - **Distant**: The climate issue is seen as distant {in many ways}.

2 - **Doom**: framing the issue as disaster, cost and sacrifice backfires.

3 - **Dissonance**: a lack of opportunities for convenient actions weaken attitudes over time.

4 - **Denial**: gives refuge from fear, guilt and threats.

5 - **iDentity**: activates cultural filters so that your identity overrides the facts.

1 - Feels personal, near and urgent.

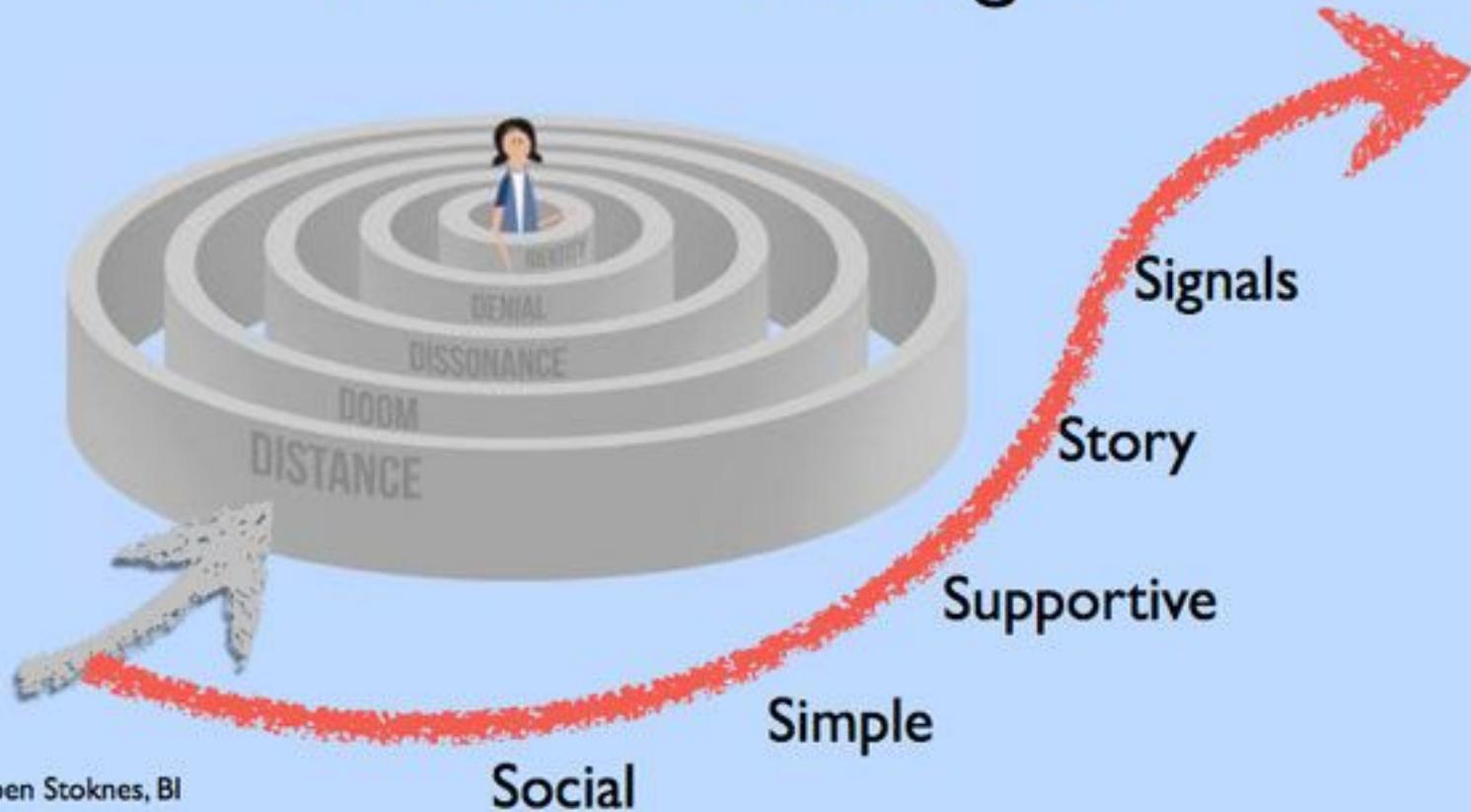
2 - Uses cognitive framings that do not backfire on the climate issue through negative affects.

3 - Reduces dissonance by providing opportunities for visible and consistent action.

4 - Avoids triggering the emotional need for denial.

5 - Reduces cultural and political polarization on the issue.

Five new strategies



Per Espen Stoknes, BI

- from protest to party

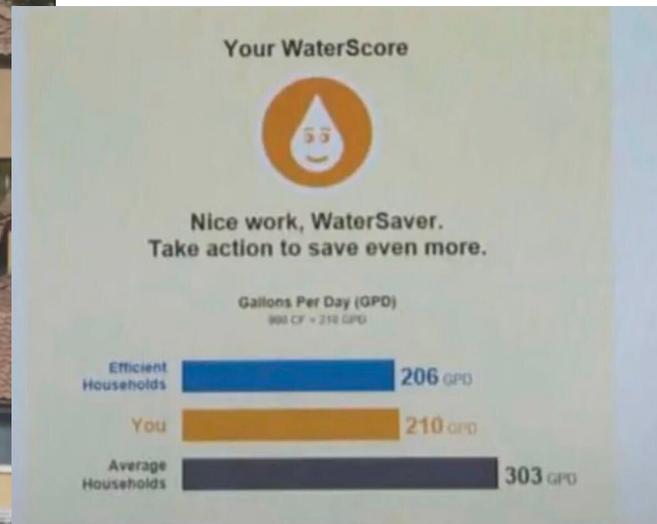




I. Use Power of Social Networks:

rooftop solar is contagious

Sources: Graziano, M., & Gillingham, K. (2014). Spatial patterns of solar photovoltaic system adoption: the influence of neighbors and the built environment. *Journal of Economic Geography*. <http://dx.doi.org/10.1093/jeq/14.4.403>



2. Simple to choose climate friendly



- **Default two-sided printing:**

Nudging examples:

- Start using energy labeling to influence consumer choice!
- Make it default to include CO₂ prices in all airplane tickets, with opt-out in small fonts!
- Combine public transport & bikes with limited parking in cities; quicker mobility without car!

Sources: Egebarck and M. Elström, "Can In-difference Make the World Greener?," IFN Working Paper No. 9.
Pichert and Katsikopoulos, "Green defaults: Information presentation and pro-environmental behavior"

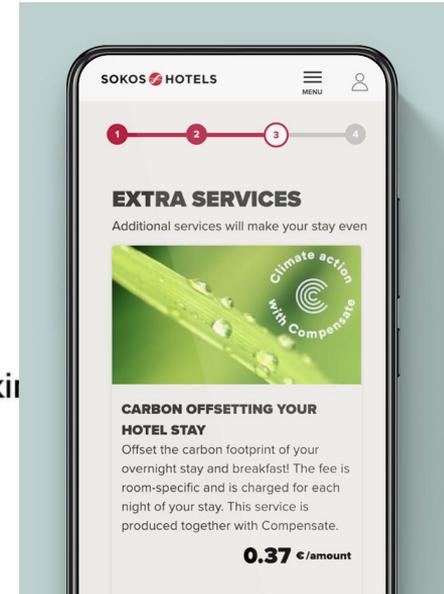




photo credit: Parochristie via Flickr



Esper Stokatz, D1

Health!

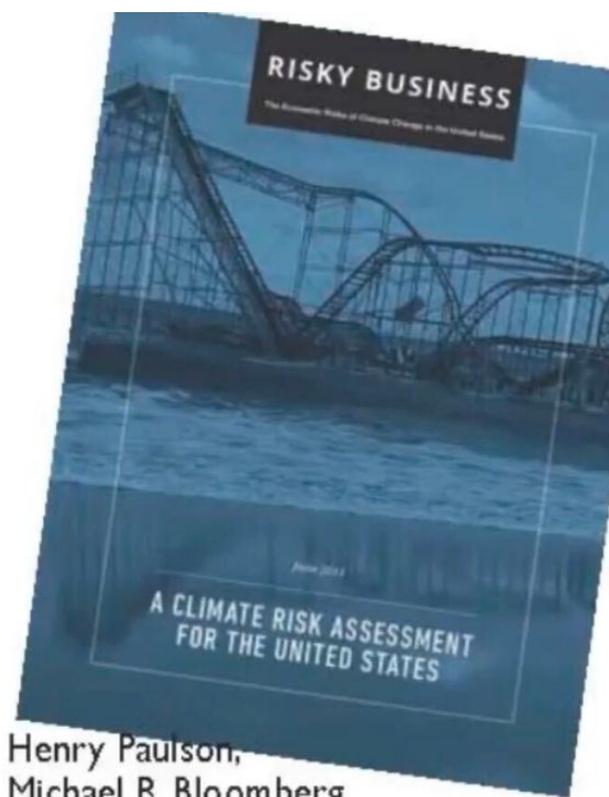
1. Heat-related sickness
2. Respiratory health problems,
3. Infectious disease,
4. Waterborne disease,
5. Food insecurity
6. Mental health problems.



Insurance!



Sandy: ~60bn\$



Henry Paulson,
Michael R. Bloomberg
Thomas F. Steyer:
“it’s time to take out an insurance policy of our own.”

endless opportunities!



Why *smart growth*?



- Because it's profitable
- Because it's more expensive to continue as today
- The stone age didn't end because of lack of stones
- The petroleum age won't end because of lack of oil, but...

THE ***GAME CHANGERS***





FROM THE DIRECTOR OF *THAT SUGAR FILM*
DAMON GAMEAU



2040



A dark, moody photograph of a rocky coastline. The foreground is dominated by large, dark, textured rocks. In the background, a blurred figure of a person is visible, possibly standing on a rocky outcrop. The overall color palette is dark and desaturated, with a teal or cyan tint. The text "My personal current thoughts" is overlaid in the center in a white, sans-serif font.

My personal current thoughts

"This is much more than
a climate crisis. It's an

disconnection from ourselves and from
nature crisis.



“Sustainability is a progression towards a functional awareness that all things are connected; that the systems of commerce, building, society, geology, and nature are really one system of integrated relationships; that these systems are co-participants in the evolution of life”

- Bill Reed 2007

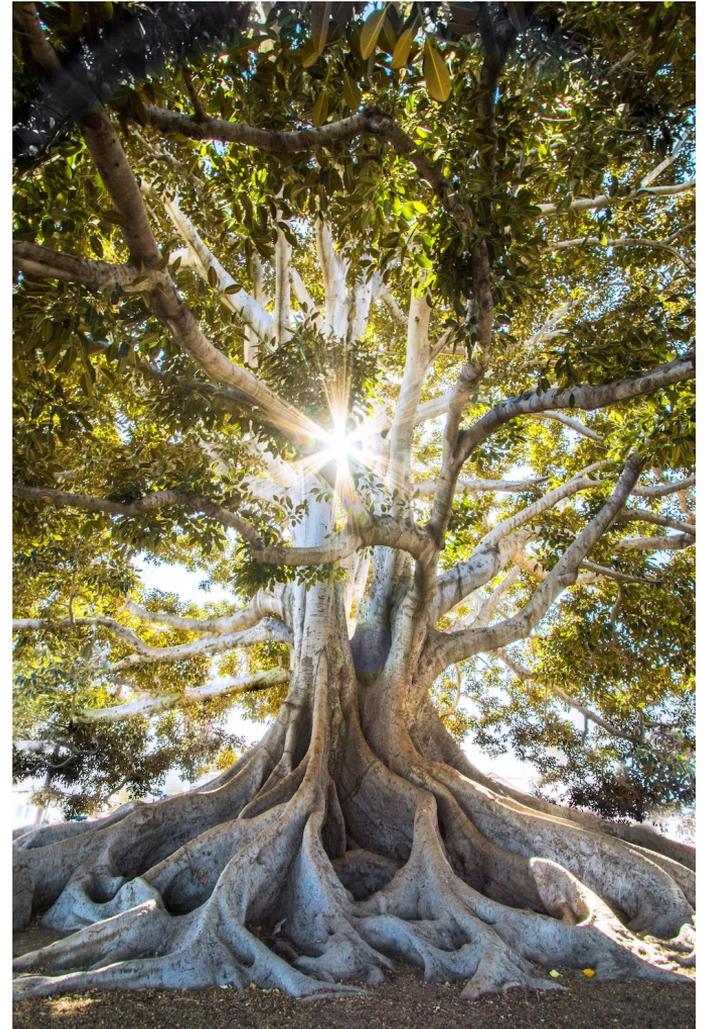


Is the top% of emitters aware at any level how everything is interconnected?
 Are they also 1000 times happier than the bottom 1%?
 500 times happier than the average?



What can drive us as designers fwd
- my advice to you the upcoming
design generation:)

0. Study psychology
1. Study business, strategy with or before sustainability
2. See planetary boundaries as positive constraints
3. Aim for systemic shift when possible. Is it always possible?
4. Imagine Positive & Negative futures
5. Strive towards horizontal/decentralised organisations and ownership
6. Love children and invest deeply into them
7. Continuously develop connection with oneself and kindness to others muscles



1. Study business, strategy with or before sustainability

- Be able to use BOTH Design and Business tools.

Example: *Carpooling app* - Design Research vs Business Research

- When working with business professionals - be able to understand them and consider their views better as well as communicate and justify your own
- When working by yourself -you have your own perspective



2. See planetary boundaries as positive constraints

Planetarians grabs \$6M to get its plant-based protein into foodservice orbit

Christine Hall @christinemhall / 4:02 PM GMT+2 • February 16, 2023

 Comment



“We analyzed biomass and started looking for what was already available on the market, and we found brewer’s yeast, the byproduct of beer fermentation. They use yeast to ferment sugars, but they need to dispose of it after making the alcohol.”

3. Aim for systemic shift when possible. Is it always possible?

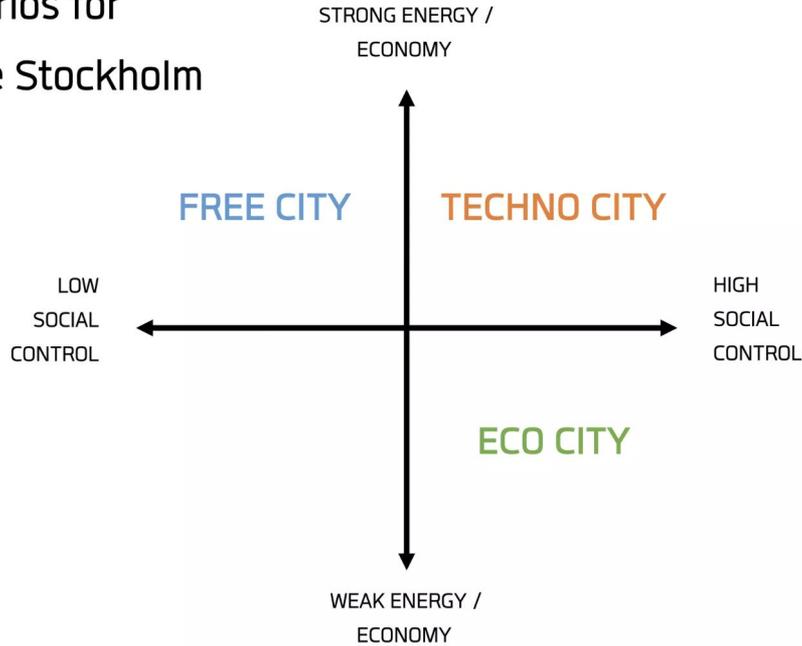


Compensate



4. Imagine Positive & Negative futures

Scenarios for Future Stockholm

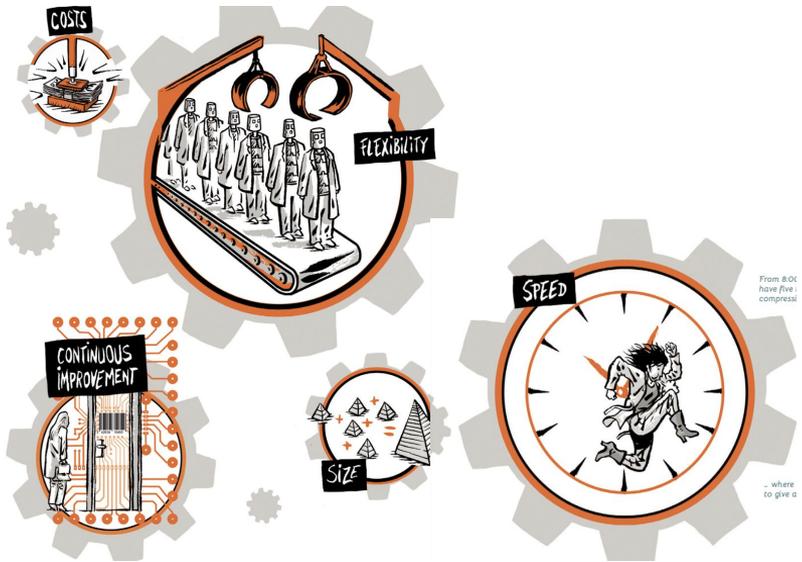


Vote!



5. Strive towards horizontal/decentralised organisations and ownership

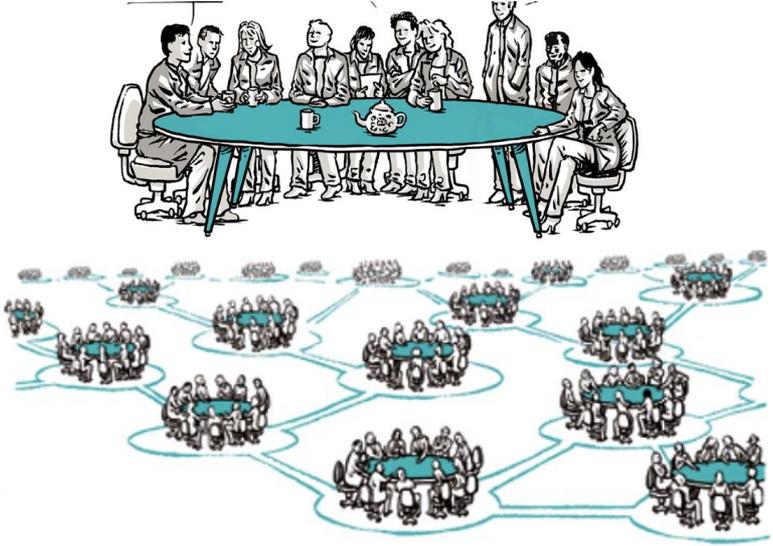
From this



From 8:01 have five compress

where to give a

To this



6. Love children and invest deeply into them - personally and professionally



Virtually everything that is "wrong with you" or "wrong with your clients" began as a compensation, as a survival mechanism in childhood.

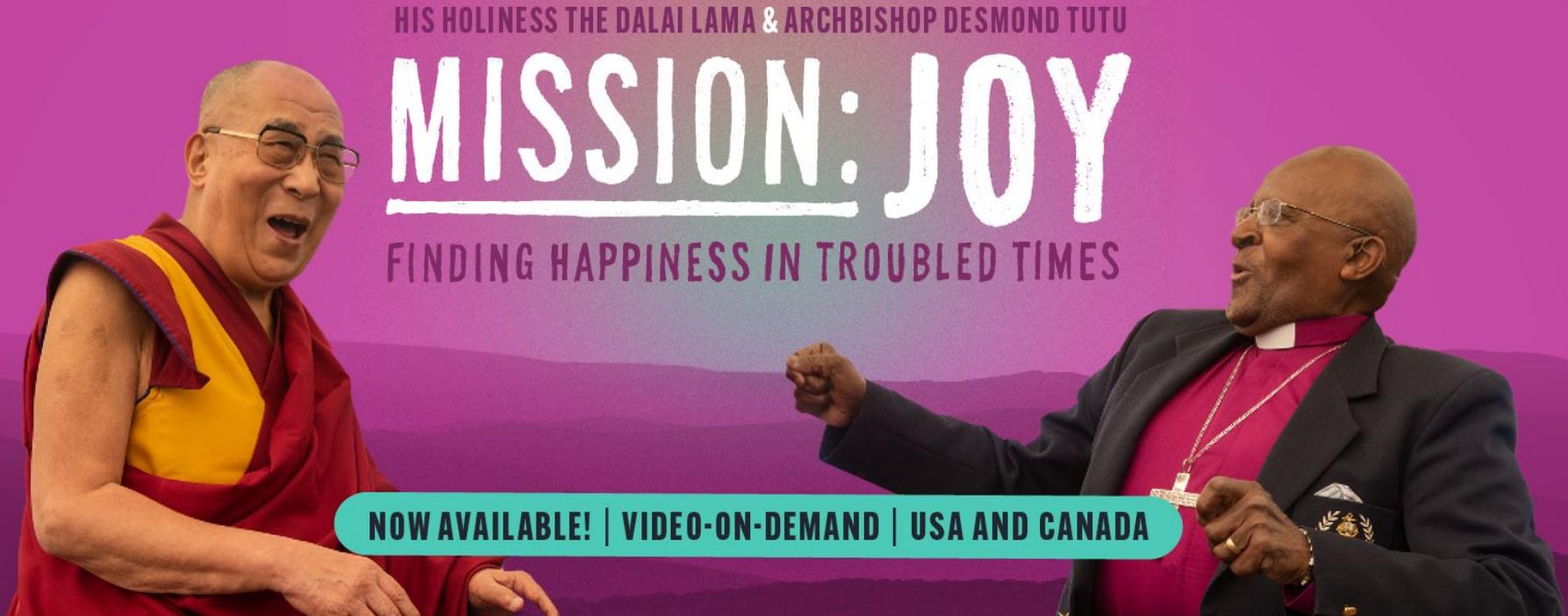
Therefore, it deserves nothing but respect and compassion.

- Dr. Gabor Mate



As a baseline- be mindful when designing products that children will or might use.

7. Continuously develop connection with oneself and muscles of kindness to others



<https://missionjoy.org/>

“ I would say to everyone : You are made for perfection. You are made for perfection. But you are not yet perfect. You are a masterpiece in the making”

“ We’re wired to be compassionate, we’re wired to do good”

“ Ubuntu: A person is a person through other persons. We can be human only together. ”

“ Key to joy.. Is find your own natural compassion and live from there”

“ It is through practice that gentleness, compassion grows - it’s like muscles that need to be exercised and strengthened”

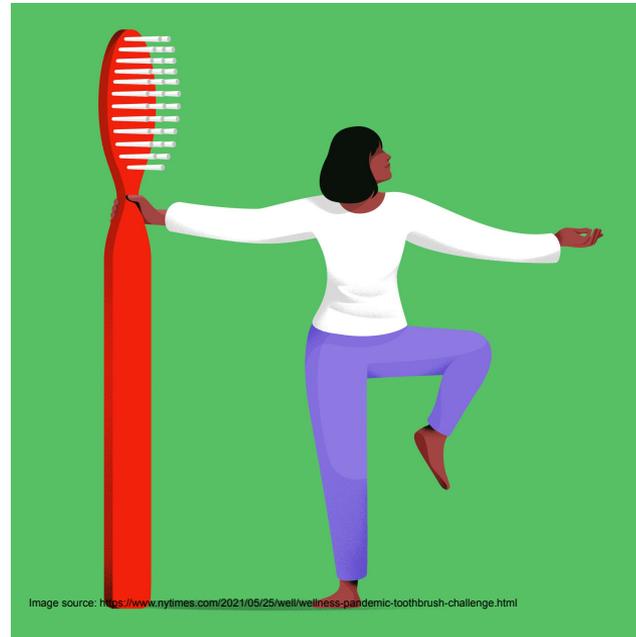
Radical conclusion: Beyond basic human needs being met,
Wellbeing is a SKILL. Wellbeing can be learnt, be nurtured.

“ Meditation should become a learnt daily habit just like brushing teeth ”

Fine Arts

Theatre

Friends



Sports

Dance

Work in state
of Flow

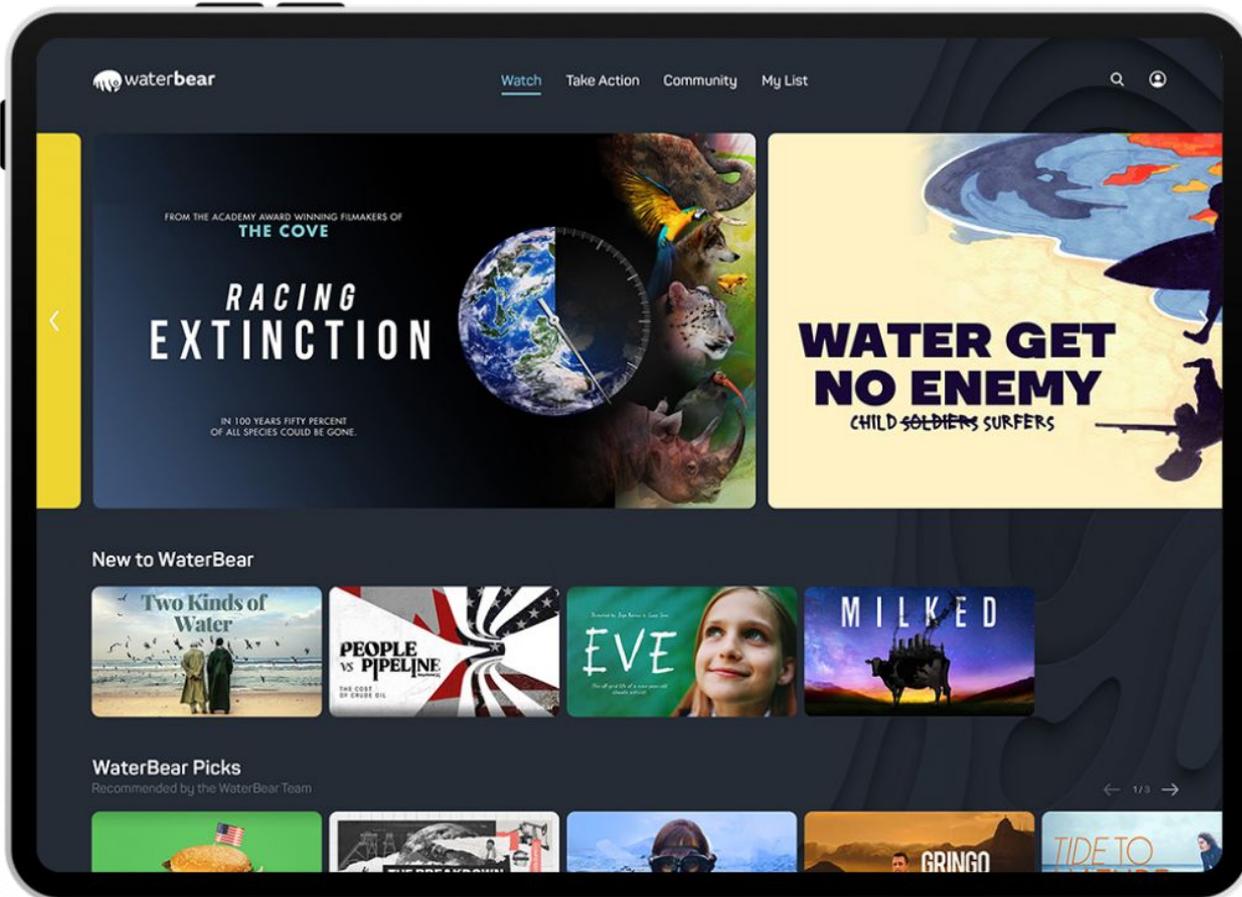
“ Can Joy be the way to the ultimate world peace? ”

“ Genuine joyfulness is helping other- you get more satisfaction. To build happy society, peaceful society, firstly peaceful family - an individual needs to create inner peace, joy. Then share it with family members. One, two, hundred families that way - happier community, happier society, then national level and eventually -7.5 Billion people. We all have same desire and same right to achieve a happier life”



Some more recommended resources

:)



<https://www.waterbear.com/>

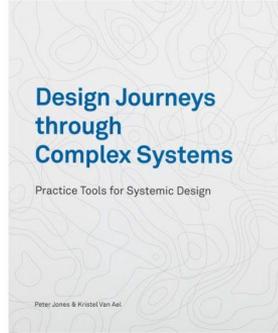


Design for Planet Knowledge Hub

An ongoing collecting of tools, frameworks and resources available to designers to help them address the climate emergency. Reviewed quarterly to keep links relevant/working.

Curated by the Design Council.

<https://mixed-soy-97d.notion.site/Design-for-Planet-Knowledge-Hub-8544294479474cdb87b90d6e00cbd4b7>



<https://www.systemicdesigntoolkit.org/>

SUSTAINABILITY PROVOCATEUR | DESIGNER | SOCIOLOGIST | SYSTEMS THINKER | UNEP CHAMPION OF THE EARTH

LEYLA ACAROGLU

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<https://www.leylaacaroglu.com/>

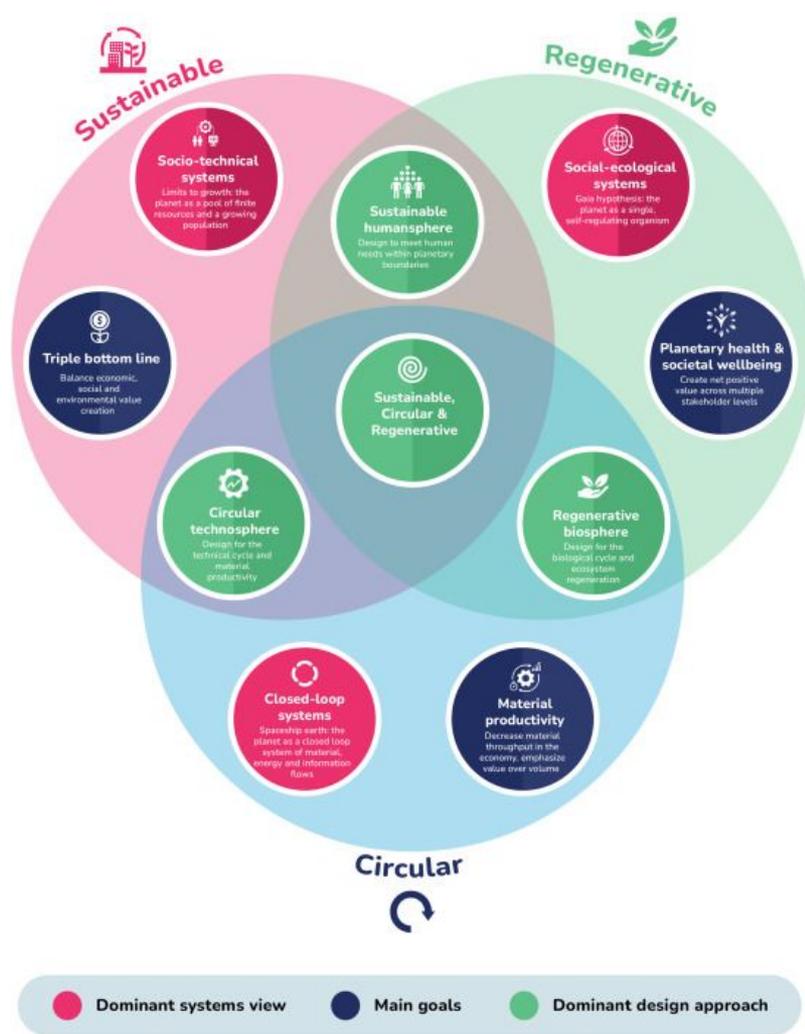


<https://www.liberatingstructures.com/>



Sociocracy For All

<https://www.sociocracyforall.org/>



🔥 What are REGENERATIVE business models and how do they differ from SUSTAINABLE and CIRCULAR business models?

- 1] Recognize that human societies are deeply embedded in the biosphere, and that they depend on the health of the biosphere for their own health.
- 2] Have a value proposition of planetary health and societal wellbeing to nature and society at large.
- 3] Give more than they take and strive for net positive impact.

Organizations with regenerative business models focus on planetary health and societal wellbeing. They create and deliver value at multiple stakeholder levels—including nature, societies, customers, suppliers and partners, shareholders and investors, and employees—through activities promoting regenerative leadership, co-creative partnerships with nature, and justice and fairness. Capturing value through multi-capital accounting, they aim for a net positive impact across all stakeholder levels.”