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Aalto University
School of Arts, Design
and Architecture

Communicating and scaling-up sustainability

Aaltonaut BA / Product Sustainability

Tatu Marttila

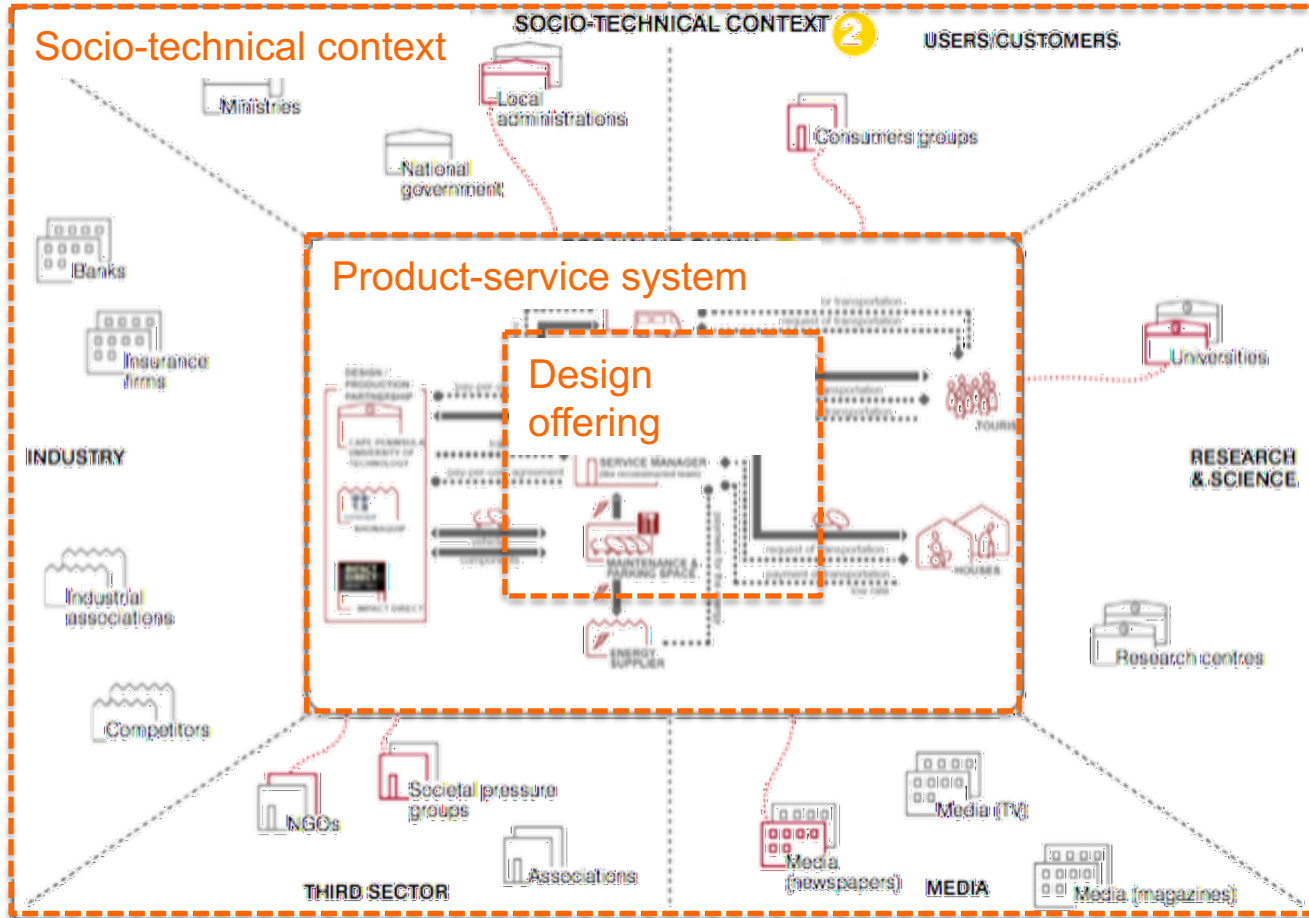
24.11.2020

Presenting product- service system ideas



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Mapping product-service system to redesign the 'design offering':



Earlier exercise in product case groups:

Present your product-service system ideas, and their main offering and interactions:

- How did you redesign the system? What was your service idea/offering?
 - Who are the main stakeholders in your product-service system? How are interactions redesigned?
 - Articulate sustainability improvements!
-
- Explain your idea in a few minutes (max. 3) pitch talk
 - You can show supportive picture/material if you have some

Scaling-up sustainability

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MESENAATTI.ME
ON SUOMEN
ENSIMMÄINEN
VASTIKEPOHJAINEN
YHTEISÖRAHOITUS-
PALVELU



Yhteismaa ry:n ja Mesenaatti.me-joukkorahoituspalvelun perustajajäsenelle Tanja Jänickelle myönnettiin tänään 24.11.2020 muotoilun valtionpalkinto.

Ainutlaatuisen palkinnosta tekee se, että muotoilun valtionpalkinto myönnettiin koko Suomen historian aikana ensimmäistä kertaa palvelumuotoilijalle!



Tuomariston perustelut

Palvelumuotoilija, sisustusarkkitehti Tanja Jänicke (s. 1968) on yhteiskunnallisesti merkityksellisiin hankkeisiin erikoistuneen [Yhteismaa ry:n](#) ja [Mesenaatti.me-joukkorahoituspalvelun](#) yksi perustajajäsenistä.

Hän on yhdessä kollegoidensa kanssa kehittänyt mm. yhteisölliset Siivouspäivä- ja Illallinen Helsingin taivaan alla -kaupunkitapahtumat sekä Nappi Naapuri ja Kokeilun paikka -verkkopalvelut. Jänicke toimii myös luovien alojen yritysten ja tekijöiden sekä näiden palveluita hyödyntävien julkisen sektorin toimijoiden kouluttajana, konsulttina ja sparraajana.

Hankkeet joita Jänicke on ollut toteuttamassa ovat innostavia esimerkkejä uudenaikaisesta, perinteisiä raja-aitoja rikkovasta luovasta työstä, joka etsii vastauksia yhteiskunnallisiin kysymyksiin muotoilun menetelmiä hyödyntäen. Niiden yhteisenä nimittäjänä on osallisuus – jokaisen oikeus elää itsensä näköistä elämää, vaikuttaa itselleen tärkeisiin asioihin ja osallistua yhteisen hyvän tuottamiseen ja jakamiseen.

Palkinto on kunnianosoitus kaikille meille

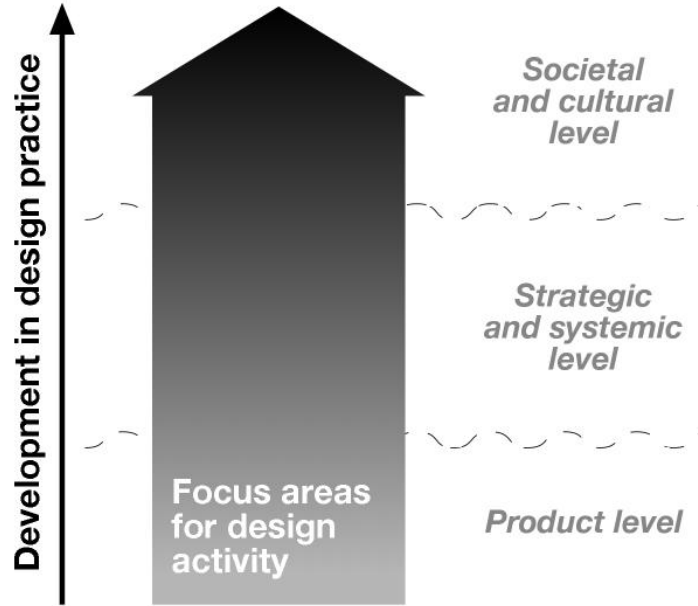
Koko Yhteismaan ja Mesenaatin tiimi on innoissaan asiasta. Vaikka palkinto myönnettiin Jänickelle henkilökohtaisesti, niin pitää Jänicke sitä kunnianosoituksena koko perustajatiimin yhteiselle 7-vuotiselle ponnistukselle:

Tämä kalustesuunnittelijana, sisustusarkkitehtina ja rakennuttajakonsulttina 20-vuotta toimineen Jänicken ja yhteiskuntatieteilijä Pauliina Seppälän sekä yhteiskuntatieteilijä ja WEB-kehittäjä Marko Tannisen kolmikko on tehnyt urauurtavaa palvelumuotoilutyötä Suomessa.

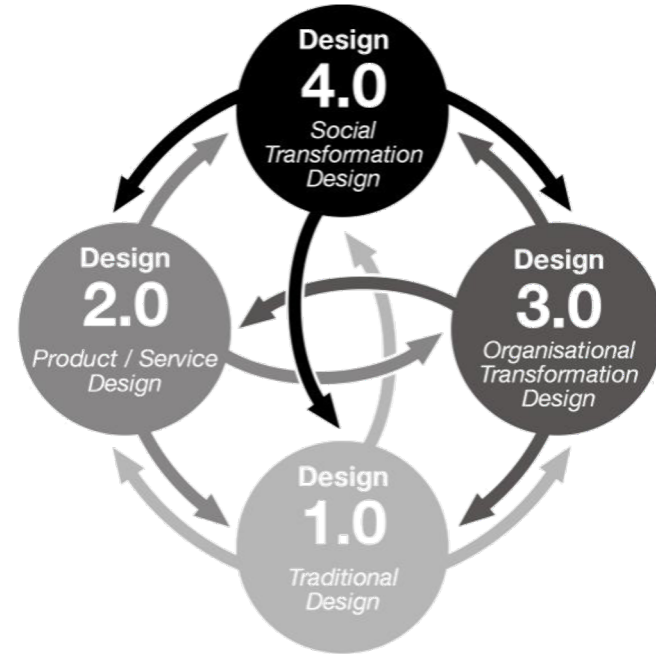
"Olemme yhdessä hypänneet muotoilemaan jotakin, mitä ei vielä edes ollut olemassa; tunnistaneeet yhteiskunnassa puutteita tai tarpeita ja lähteneet pelottomasti ratkomaan niitä", toteaa Jänicke.

Tämänkaltaista yhteiskunnallista palvelumuotoilua on aivan mahdotonta toteuttaa yksin.

Emerging areas for sustainable design action

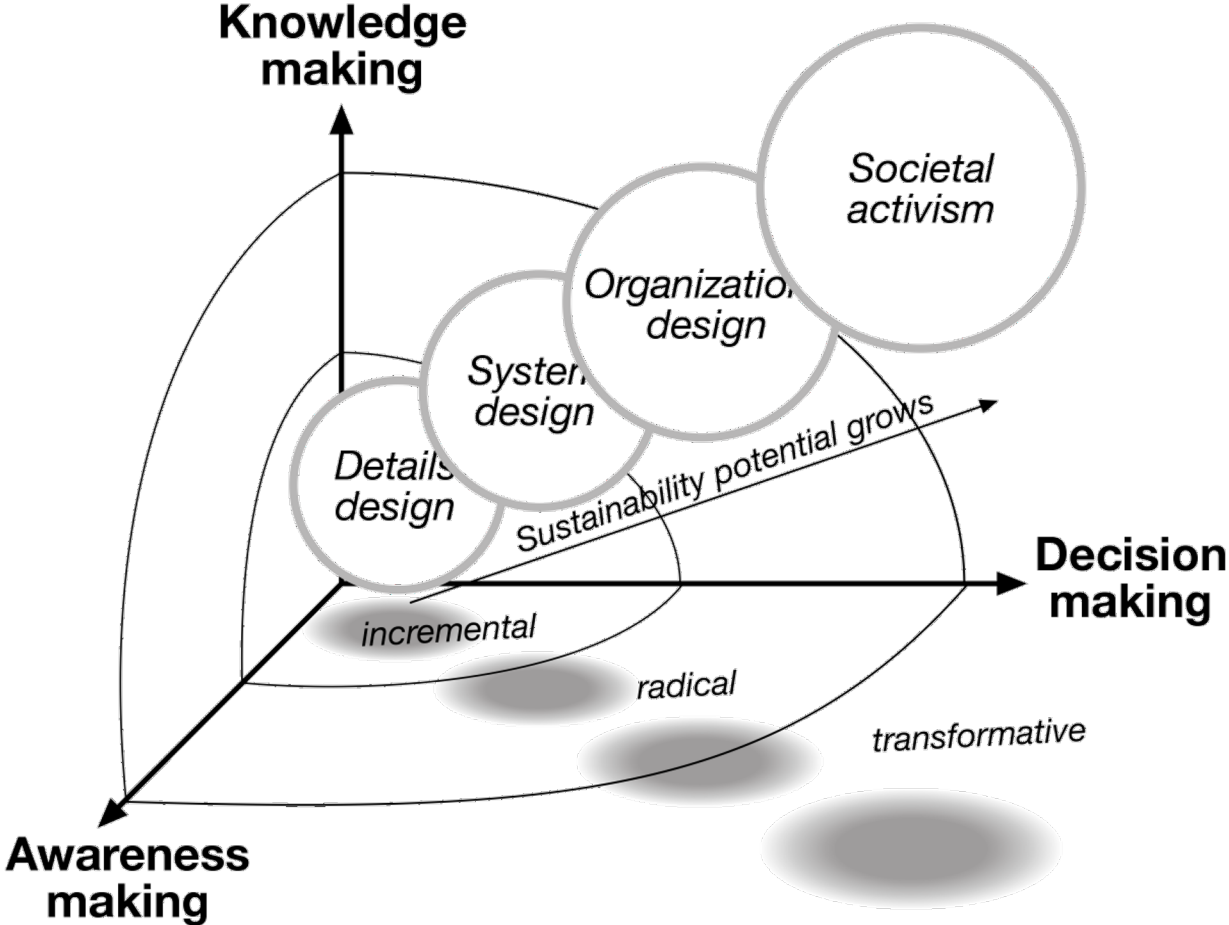


Source: Author

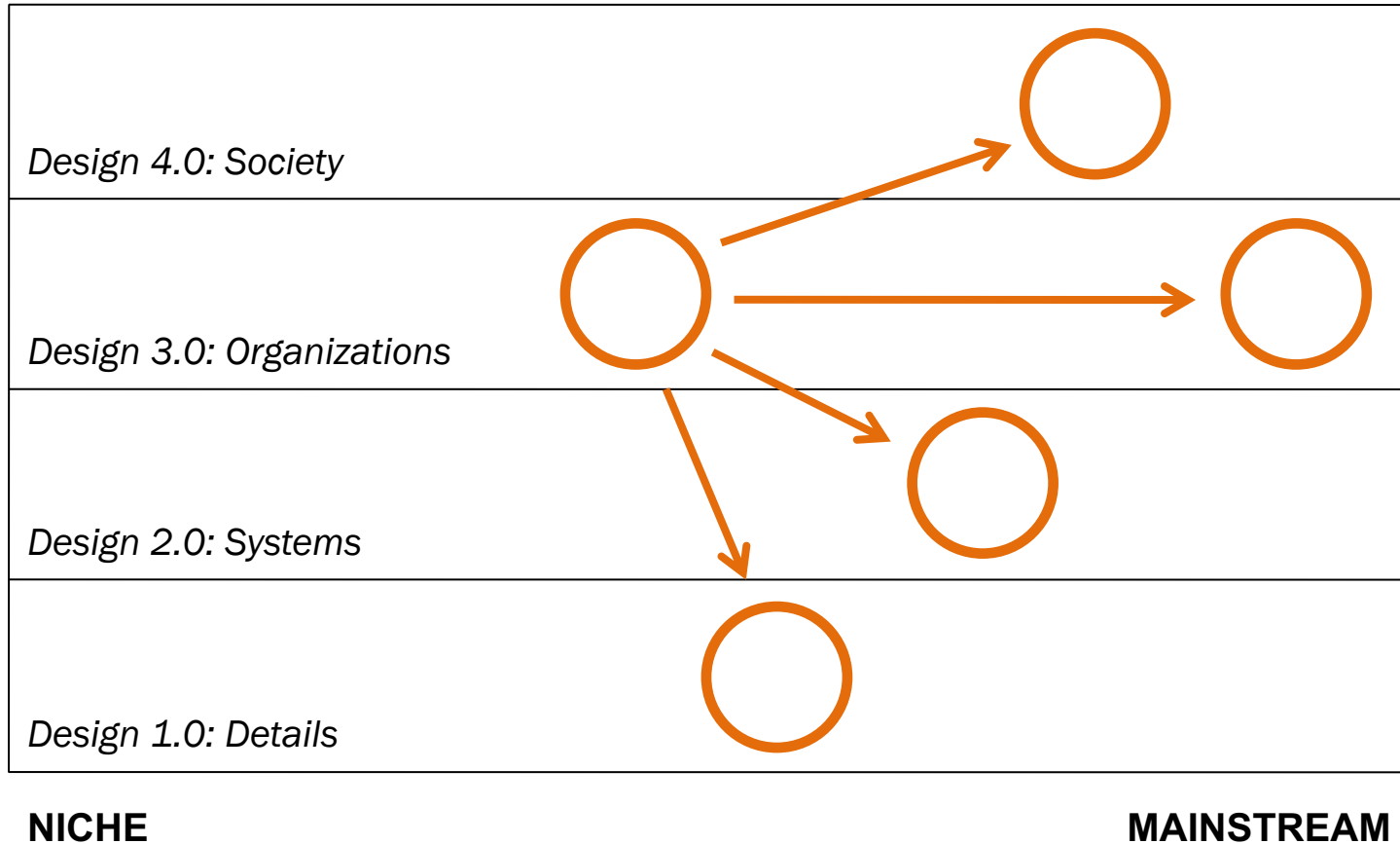


Source: Aminoff, et al. 2011;
GK VanPatter and Elizabeth Pastor, 2005

Comparing and linking approaches for sustainable design:



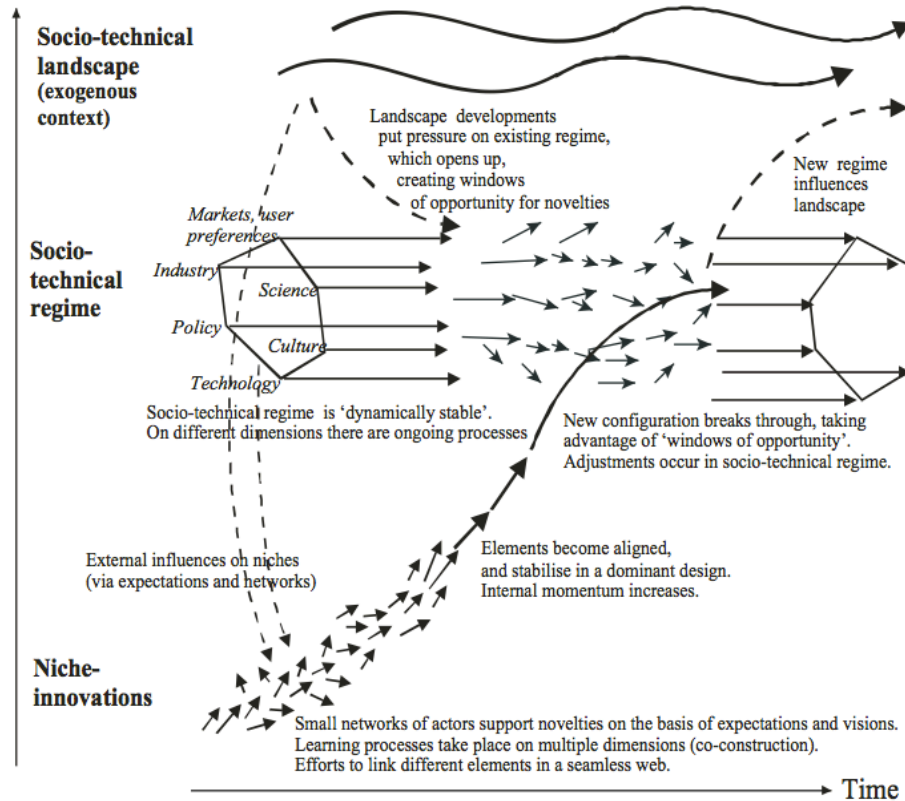
Sustainable design connecting several levels of design action:



Towards sustainable transitions

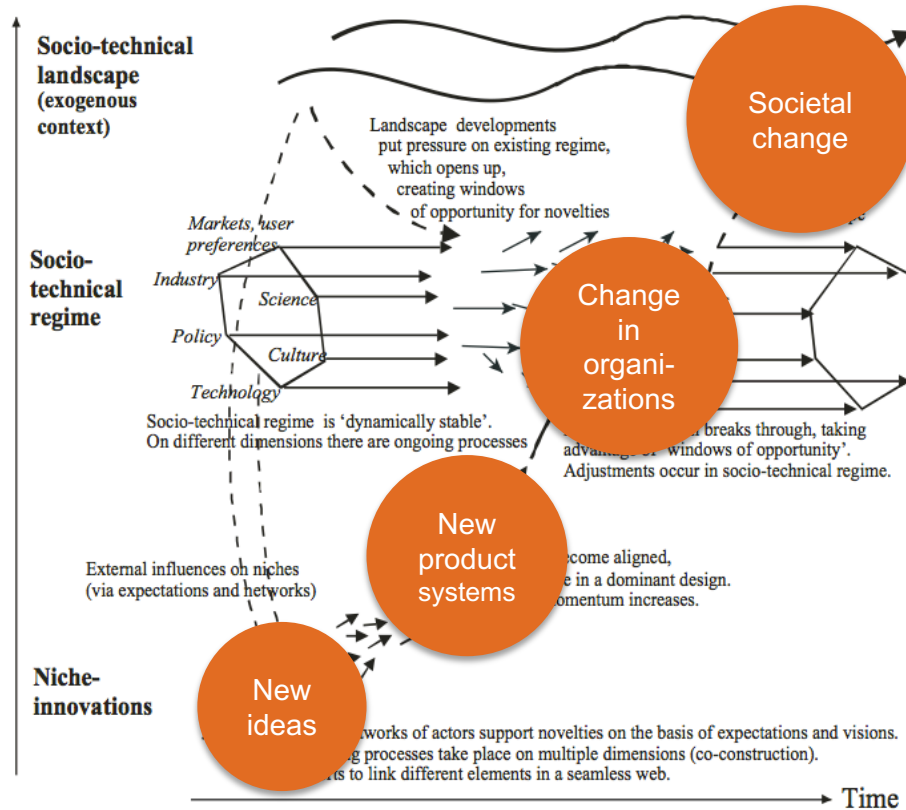
Multi-level perspective on sustainability transitions within the socio-technical context: (Geels 2011)

Source: Geels, F. (2011) Multi-level perspective on sustainability transitions



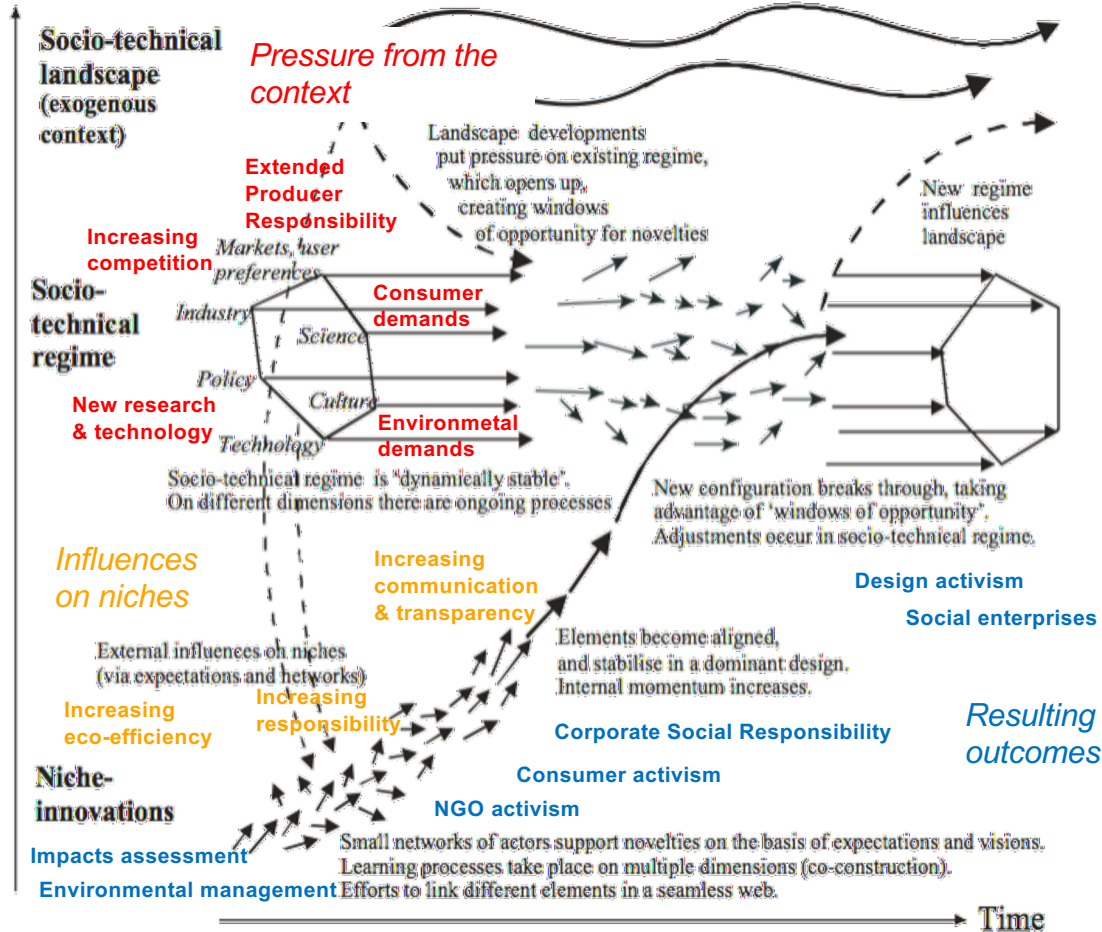
Towards sustainable transitions

Multi-level perspective on sustainability transitions within the socio-technical context: (Geels 2011)



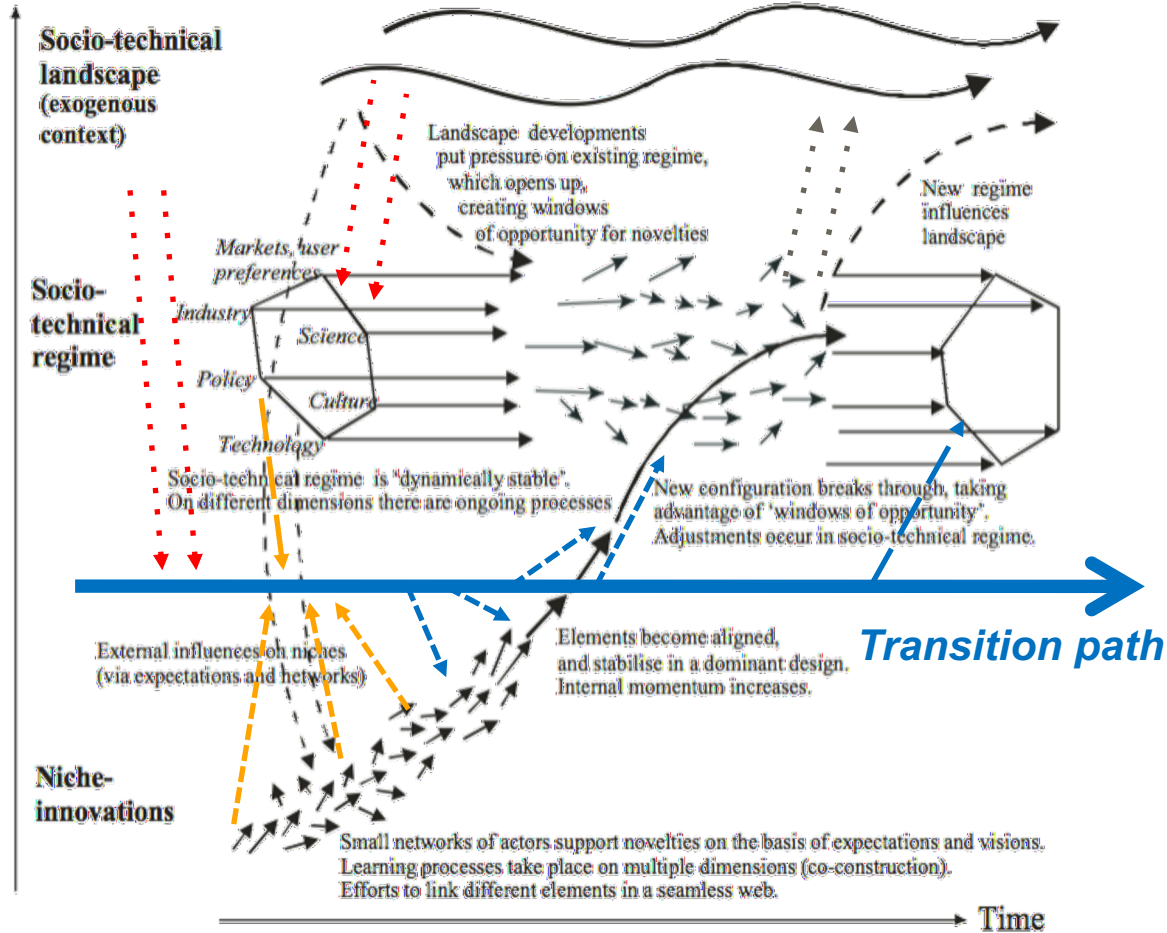
Source: Geels, F. (2011) Multi-level perspective on sustainability transitions

Socio-technical context for sustainable design action:



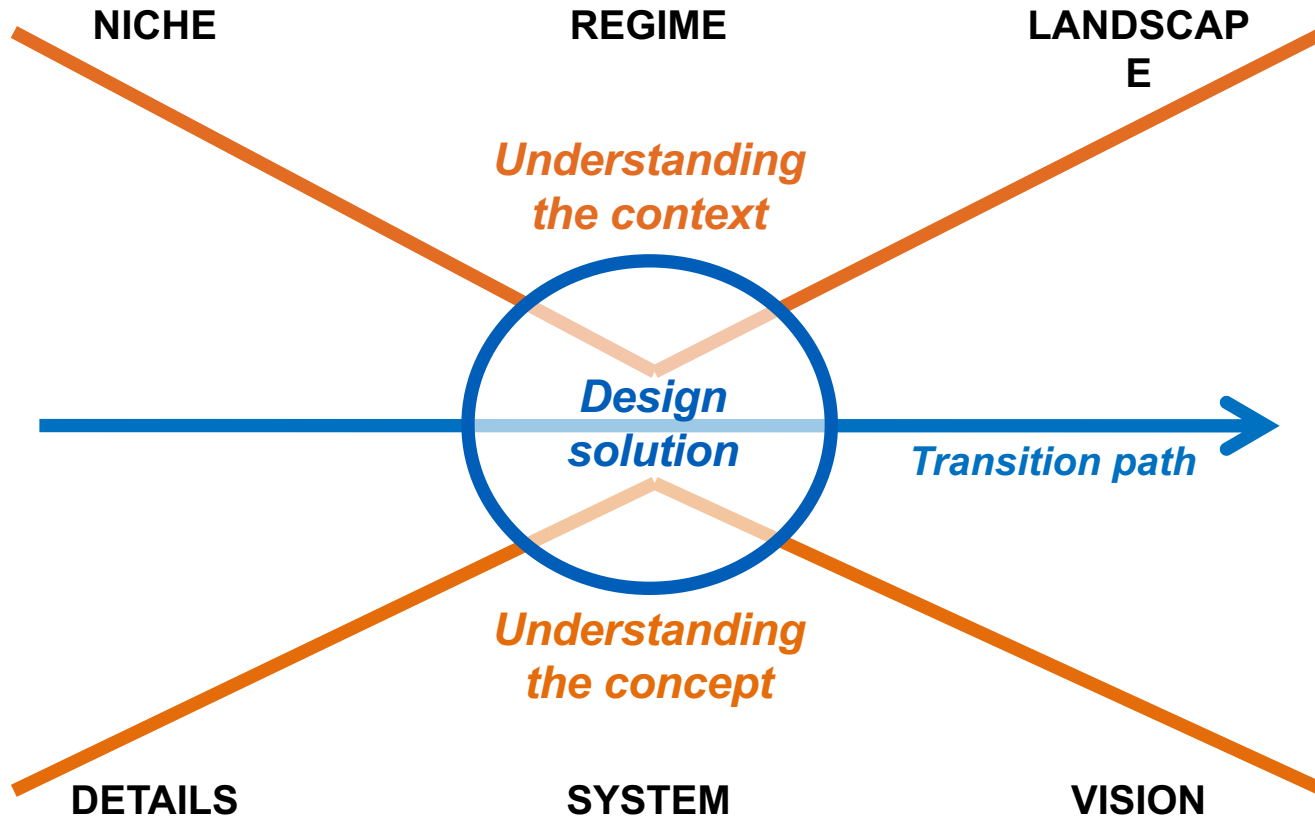
Source: Author;
Developed from
Geels (2011)

Design connecting levels of inquiry and action:



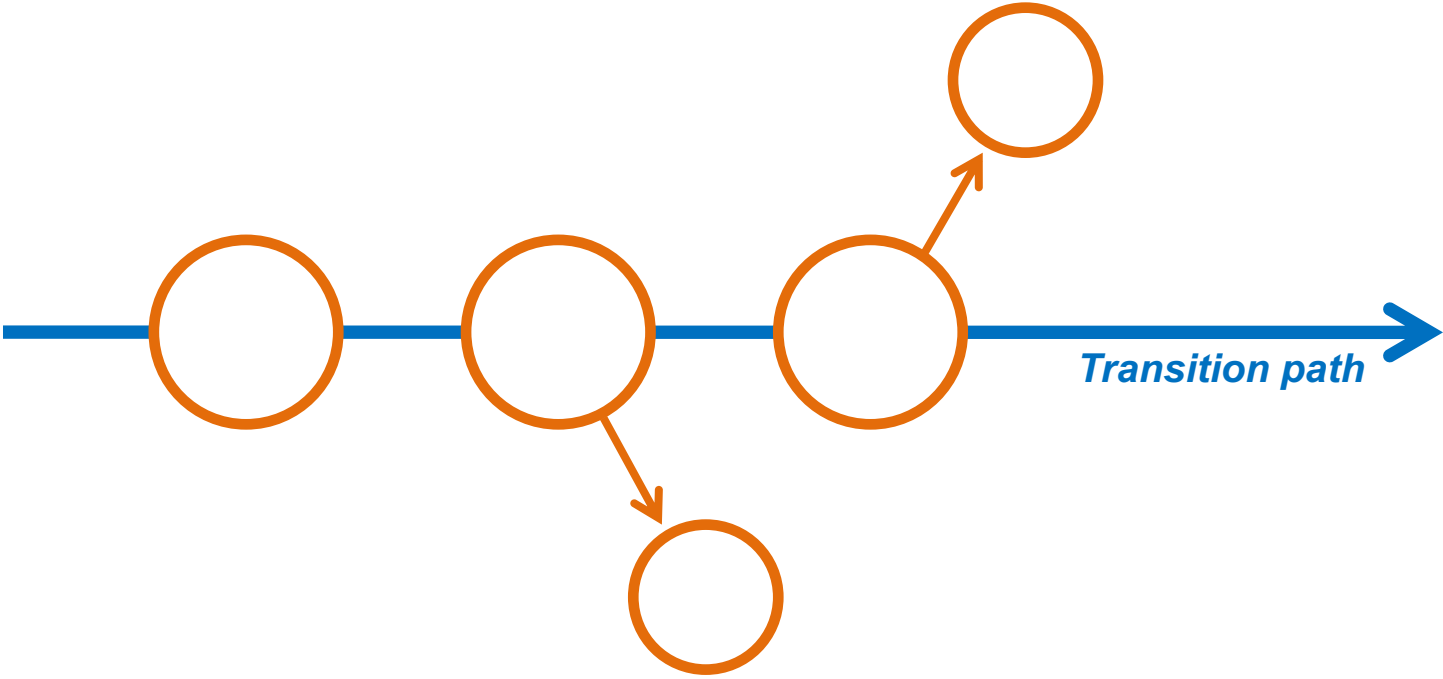
Source: Author;
Developed from
Geels (2011)

Design solution connecting different contextual dimensions:



Source: Author

Designing transition paths, working with contextual pathways:



NICHE

MAINSTREAM

Backcasting and futures design

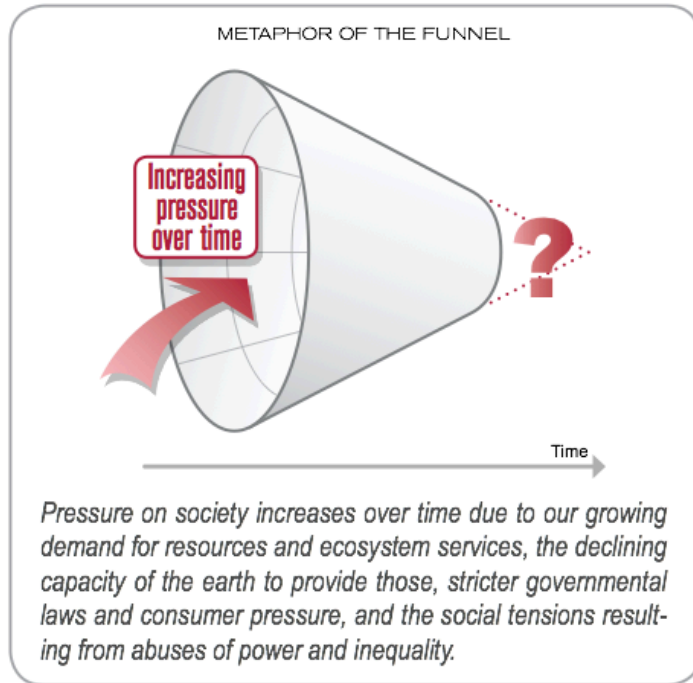
Sustainable development (and unsustainability!) results in changes in future policies, markets and consumption.

Design involves future, so its relation to future setting should be addressed in the design process.

The future progress is iterated, and next steps are chosen to proceed towards strategic vision.

Future vision versus the current state: Decide on creative solutions (redesigned system, new actors & interaction), priorities

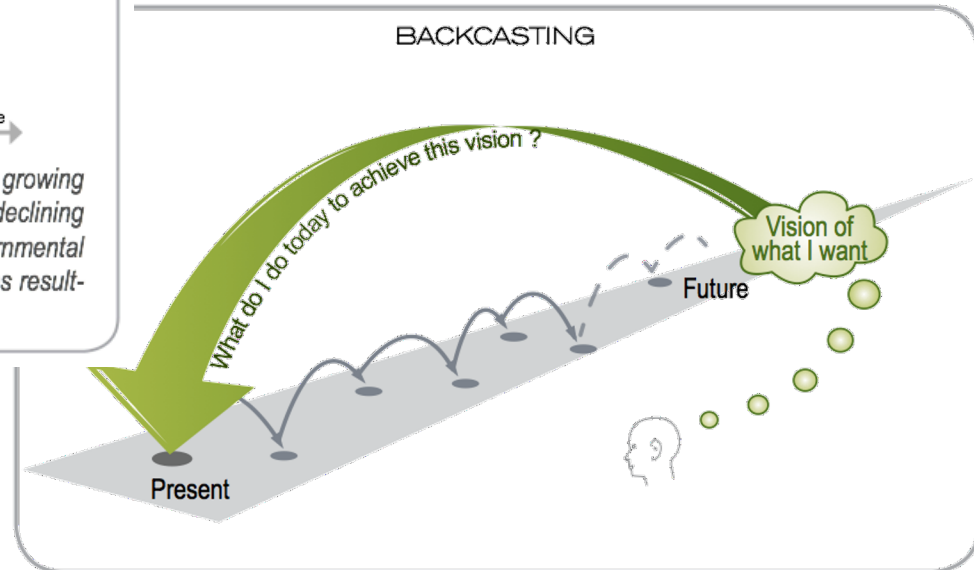
Backcasting (from The Natural Step framework):



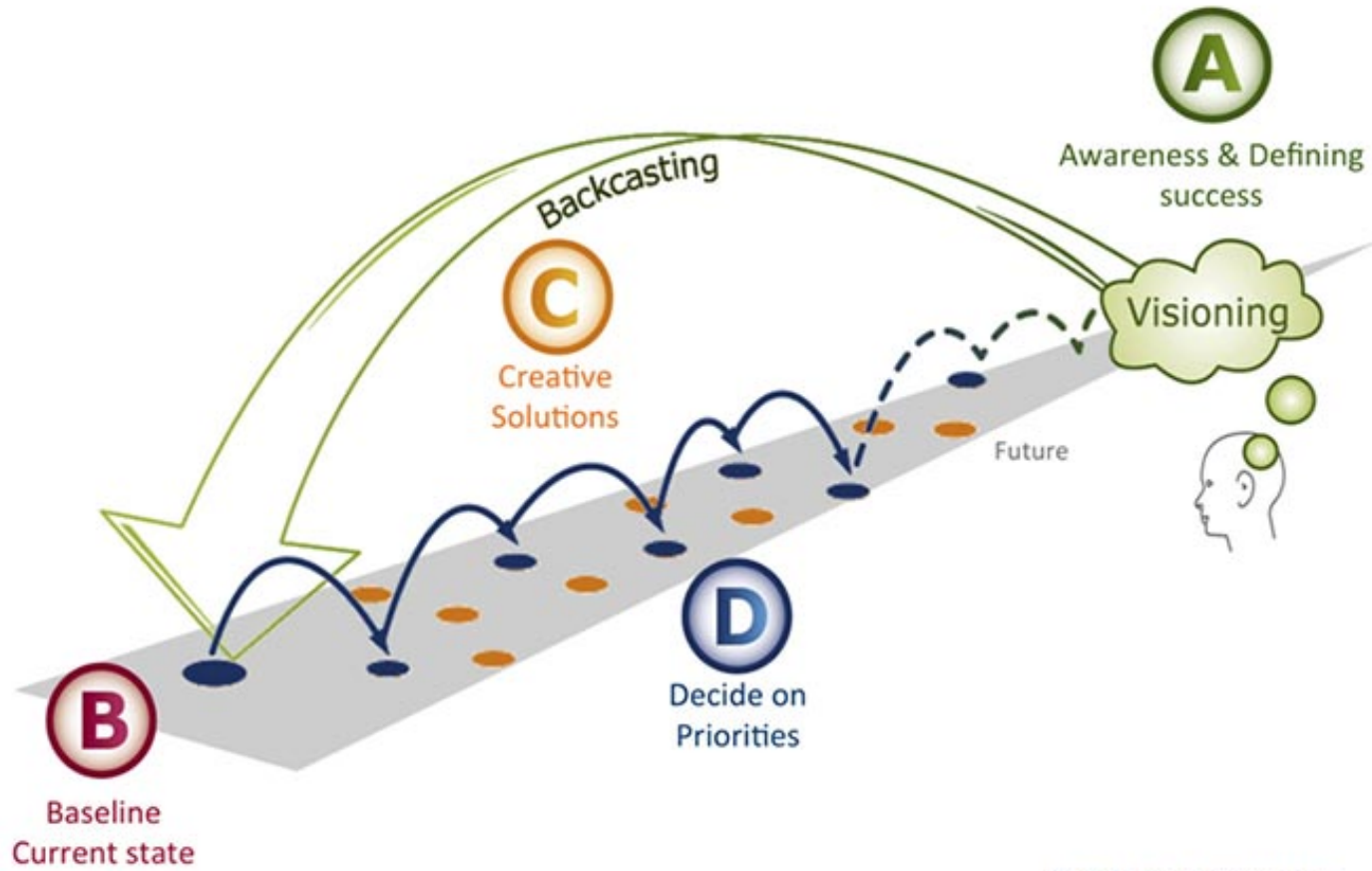
See for more info:
www.naturalstep.org

Sustainability pressure on society creates growing demand for sustainable services.

Backcasting can help to plan steps to achieve future vision.

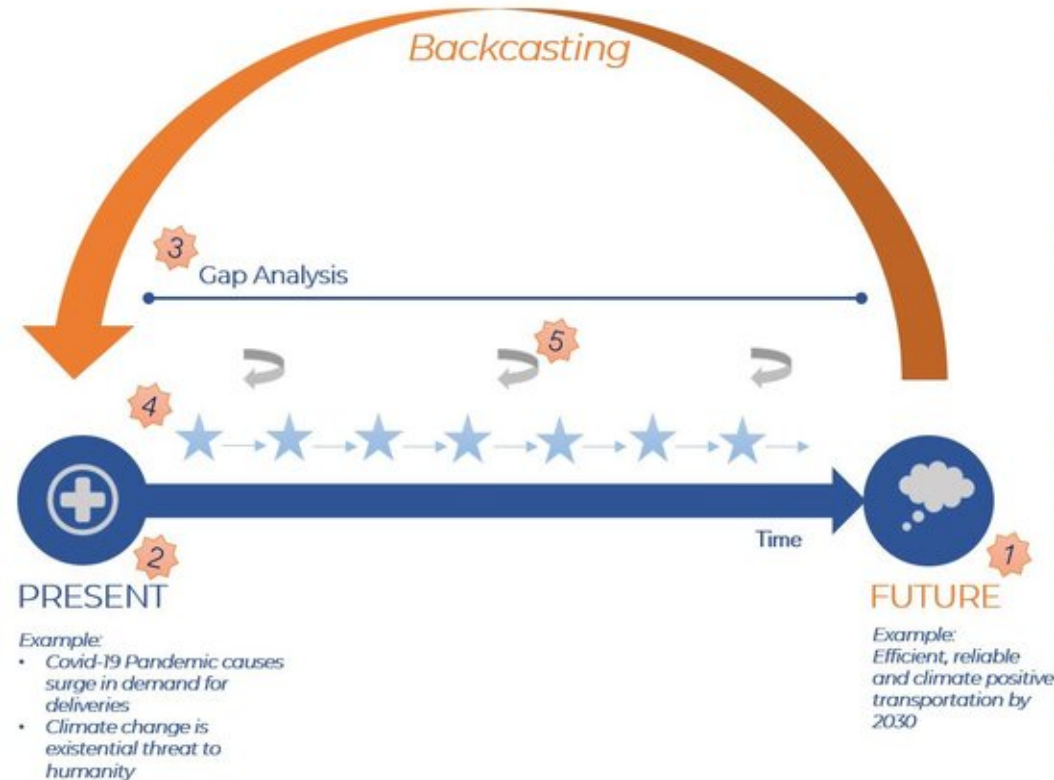


Backcasting (from The Natural Step framework):



Example – Backcasting process by KKS consultants – Sustainable logistics:

The Backcasting Process



1. Future Vision: Definition of desired future scenario – Be creative!

- What does sustainability mean to your organisation?
- How can your organisation contribute to achieving global sustainability?
- What is your vision for: technologies, products, services, and policies?
- *Logistics Example*: Vision - Efficient, reliable and climate positive transportation by 2030.*

2. Present: Assessment of present circumstances

- How is your organisation responding to (the effects of) the Covid-19-pandemic?
- What is your organisation's current strategy?
- Which technologies, products, and services are currently available?
- Which policies is your organisation currently guided by?
- *Logistics Example: Pandemic causes surge in delivery tasks due to boom in online orders → negative environmental impact might increase as deliveries increase.*

3. Gap-Analysis: Identification of required setting for achieving the desired future

- How are the present technologies, products, services, and policies aligned with the future vision?
- How do these need to be developed further?
- *Logistics Example: Product innovation - affordable carbon neutral transportation methods, e.g. delivery drones.*

4. Action Plan: Development of actionable steps for achieving the future vision

- How can the ultimate goal be broken down into specific targets to be achieved over time?
- Who within your organisation is responsible for achieving the specific targets?
- *Logistics example: 50% of fleet replaced with carbon neutral transportation methods by 2025.*

5. Revision: Continuous revision of action plan

- Have the circumstances of the broader system that you operate in changed?
- How is the action plan affected as a result?
- Does the action plan need to be revised to ensure achieving future vision?

*) The example firm is a nationally operating logistics firm. As part of a broader sustainable strategy, the management team defines a vision on climate action.

Exercise



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In-class exercise in case groups:

Case groups in breakout rooms, 20 mins group discussion:

- Perform a backcasting exercise to consider what is needed to achieve your product-service system idea (your 'future vision')
 - Consider and define 2-4 most important steps to 'bridge the gap'
 - Who are the main actors, and how do you push interaction?
 - You can also use this material in your product launch presentation, to show future vision and the steps for future innovation
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- Present main points of your discussion, and the main steps on your timeline, in a few minutes (max. 3) presentation
 - You can use a simple timeline to support your presentation if needed (eg. PPT)

Thank you!



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