



Aalto University  
School of Arts, Design  
and Architecture

# Design Approaches to Sustainable Consumption

## Session 2: Case work with Espoo City Library

*Tatu Marttila & Philip Hector*

*14.1.2021 (9:15-12:00)*

# Agenda

## **9:15–10:00 Preparing for case work**

- *Student teams and selected themes*
- *Case work process & deliverables*
- *Interacting with client and your mentor*

## **10:00–11:00 Eva Wilenius: Sustainability at Espoo City Library (with Q&A and discussion on themes)**

## **11:00–11:40 Breakout rooms with mentors**

## **11:40–12:00 Next steps and next week's contact sessions**

# Case work & themes

- Teams have been formed according to primary or secondary preference of theme, and contacts have been changed in email (Wed)
- 2 teams per each theme, however teams can reorient their design during work
- Teams work independently: You are responsible of the progress of your work, so keep us teachers informed if there are issues
- You can assign a project leader who takes lead in meetings and inb organizing work, or then share this responsibility
- Each team has an assigned mentor from the library, and will keep in contact in data gathering and between presentations also

# Themes/ topics

- 1 Library as a narrative, collective resource, and the future of libraries**
- 2 Courses/activities or spaces to support sustainability in a library context**
- 3 Visualisations of consumption / education materials for sustainability**
- 4 Library as a platform for services: Product-service-system innovations in library context**
- 5 Material/resources use in library context: Circular economy as a design principle**

See case topics in more detail here:

<https://mycourses.aalto.fi/mod/resource/view.php?id=683366>

---

# Espoo City Library as a partner

- The social mission of the library is defined by the library law. The Espoo City Library has chosen its priorities in enabling inclusion and active citizenship, improvement of all type of literacies, and sustainable development.
- The values of the City of Espoo are resident and customer orientation, responsible forerunning, and fairness.
- In its partnerships and collaboration, the library operates transparently, and cannot favor a single actor/business over others.
- Library also connects to a wide network of volunteers that support library offerings or local communities. Typically, volunteers work in tasks that require skills such as crafting or performing.

# Case work process & deliverables

Teams produce design concepts communicated in presentations and a project report.

## **Presentation days:**

- Idea presentations on 28.1. (short 5 min pitches with few slides)
- Final presentations on 16.2. and 18.2. (5 groups each day, 30 min per team with feedback)

## **Project report:**

- Should revisit your theme and challenge, background research, design ideation, interaction with stakeholders and the development of the final concept
- Can be an expanded version of the final presentation or then a separate document
- More detailed guidelines TBA

Students need to accept project agreement by responding to a separate email sent on this topic (next week). Only design ideation work, and IPR given to library, but in case of special outcomes we negotiate of further actions.

# Interacting with client and your mentor

## Main topics to discuss when meeting your mentor today:

1. Discuss your theme together with your mentor: What type of perceptions you have and how do they differ?
2. Discuss constraints to your design work (eg. legislation, target groups): What can be done and what is impossible?
3. What is needed to get the work going? Do you need access to people, actors, or materials? Can your mentor help in this?
4. Together with your mentor, agree on some follow-up session (online?) before the idea presentations (on Thu 28.1.), to discuss your ideas.

# Next week's sessions: Topics & readings

**Tuesday (19.1.): \***

***Design for sufficiency***

Teacher: Philip Hector, guest: Mikko Jalas

**Lecture topics:**

- **Design Basics**  
Reading: Kimbell (2011) Rethinking Design Thinking
- **Sufficiency, Degrowth & Household Production**  
Reading: Bradley (2018) Bike Kitchens: Spaces for convivial tools

**Thursday (21.1.):**

***System design and circular economy***

Teacher: Tatu Marttila

**Lecture topics:**

- **Sustainable Product-service system design**  
Reading: Ceschin & Gaziulusoy (2020) Design for Sustainability, Chapter 7: Product-service system design for sustainability
- **Systemic design and circular economy**  
(optional reading Chapt 10)

***Remember to also reflect on weekly topics and case progress in your learning diary!***

# Case work: Next steps

- Start your research on your theme, considering also boundaries of work discussed today
- Begin to map relevant stakeholders and create connections for interviews and data gathering; Consider also field visits
- Begin initial ideation and brainstorming for your design concept idea
- Keep in contact with your mentor, prepare materials for the check-up before taking idea presentation (for 28.1.) further

# Thank you!

*Continues next Tuesday (19.1.)...*



Aalto University  
School of Arts, Design  
and Architecture