Family Package

Back to the roots for a flowering future

Design for Government
Group 2C: Loren Córdoba, Joosep Laht, Junrui Li, Tessa Kauppinen
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The team

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Collaborative and
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Creative Sustainability
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Tessa Kauppinen and Design for Government course at Aalto University

Process

Period IV

Problem space

Period V

Solution space

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Problem space

19

Interviews

Semi-structured format
Online in Zoom

Analysis methods

- Affinity diagramming
- Stakeholder mapping
- System mapping

Desktop research

- Materials about Maternity Package
- Materials provided with brief
- Websites of stakeholders and actors

5

Stakeholders in roundtable discussion

Facilitated as supergroup
Online in Teams

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Problem space

Problem 1

Kela's and stakeholders' idea of sustainability does not match

The maternity box is subpar in terms of quality and sustainability in the eyes of parents and experts. It should be a tool to lead sustainability.

Problem 2

Lack of communication and collaboration between stakeholders

The lack of knowledge & perceptions of the law and the possible consequences are discouraging actors from making changes and innovations.

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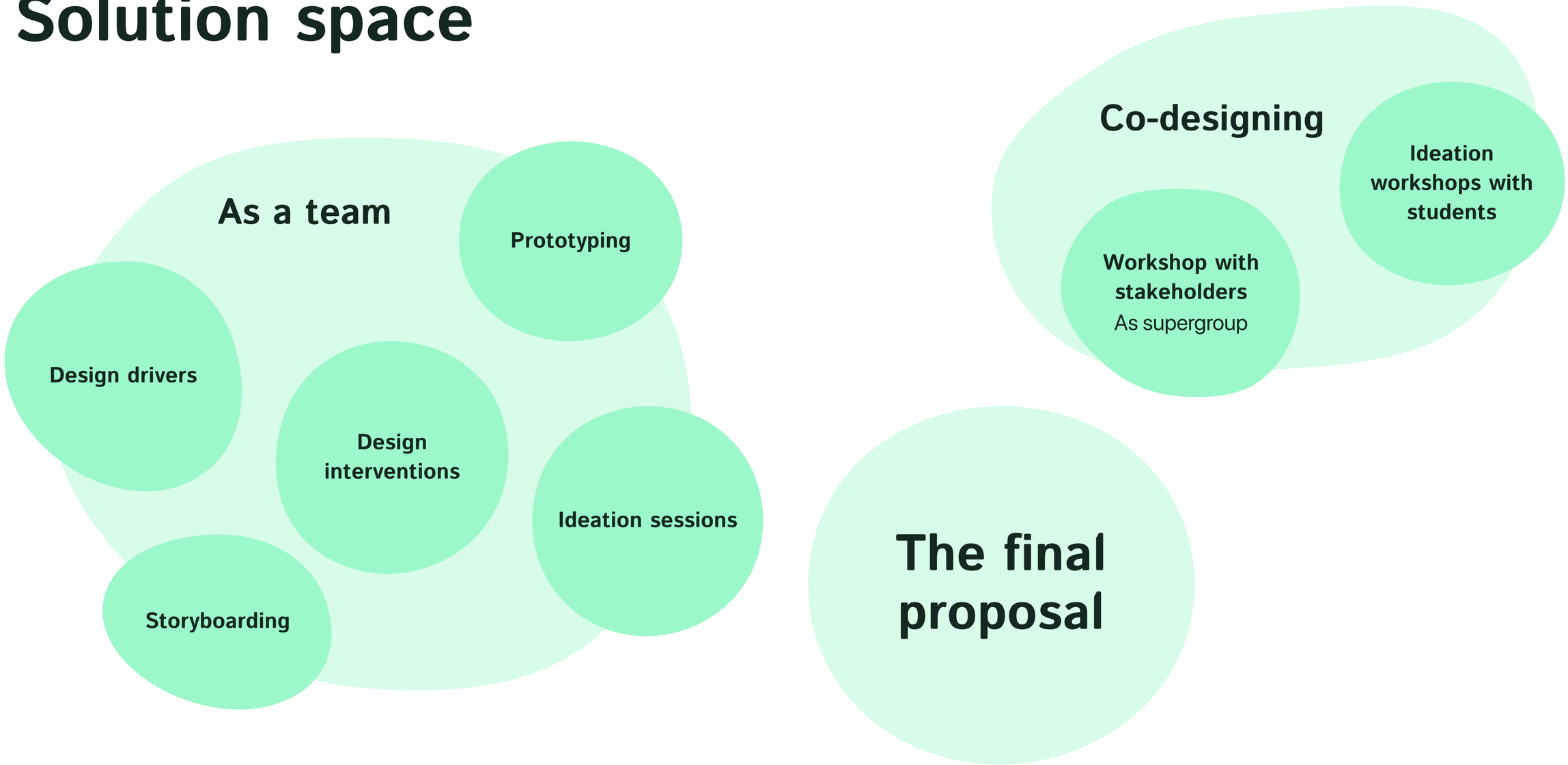
Solution space



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“Taking the Maternity Package back to its roots”

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“Taking the Maternity Package back to its roots”

But why?

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The beginnings

Image: Tampereen yliopisto, Faculty of Social Sciences. Picture of a Maternity package from the beginning

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The beginnings

A real social issue of high infant mortality rates

Everything about the package with a clear goal

Meaning beyond just the practical value of items

Image: Tampereen yliopisto, Faculty of Social Sciences. Picture of a Maternity package from the beginning

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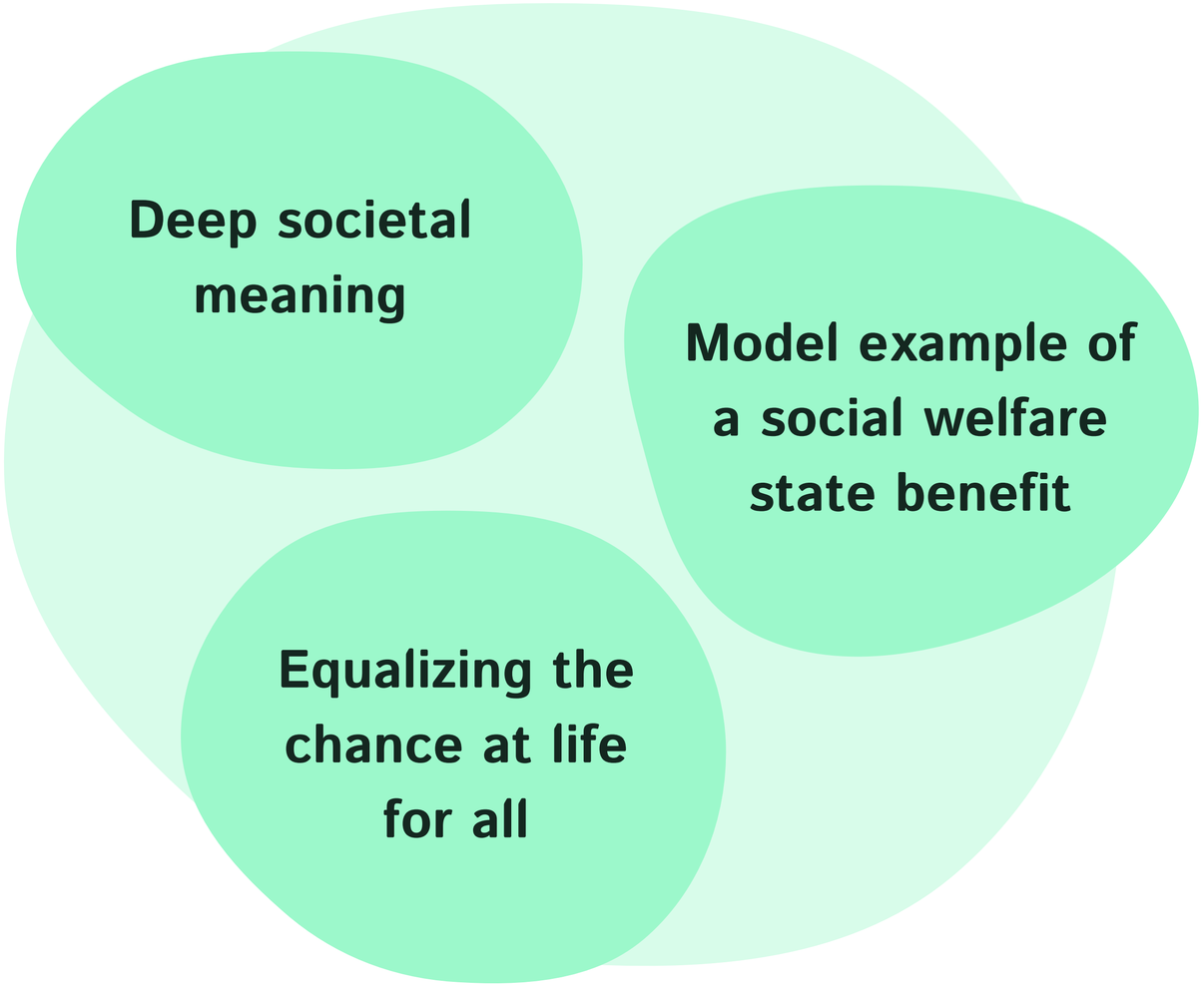
Current situation



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Current situation

Deep societal meaning

Model example of a social welfare state benefit

Equalizing the chance at life for all

Not solving a current social issue

No big changes from original idea

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Current situation

The risks for children coming to this world have not disappeared...

They have changed

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Current situation

The risks for children coming to this world have not disappeared...

They have changed

The Maternity Package can still help with these issues

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“It’s important to educate people about sustainability to help them to accept it.”

– Maternity Package researcher

“Would be a message that at the same time that we think about our babies’ wellbeing, we also think about our environment.”

– Parent (35-44 years old)

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Design Intervention

For a flowering future

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For a flowering future

Turning the Maternity Package into an educational driver for a more sustainable society

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For a flowering future

Family

Turning the ~~Maternity~~ Package into an educational driver for a more sustainable society

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Steps for a flowering future

1

What’s in the box?

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Steps for a flowering future

1

What's in the box?

2

How to better use the box?

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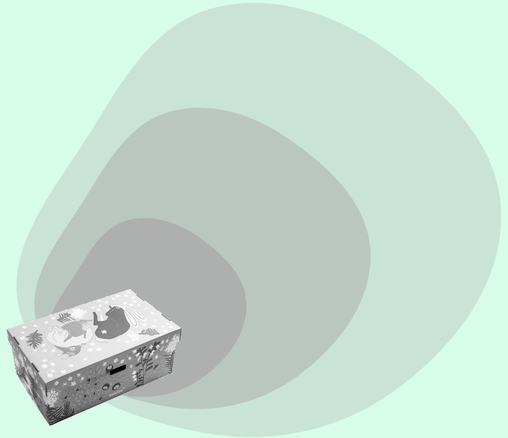
Steps for a flowering future

3

What can be achieved beyond the box?



2

How to better use the box?

1

What's in the box?

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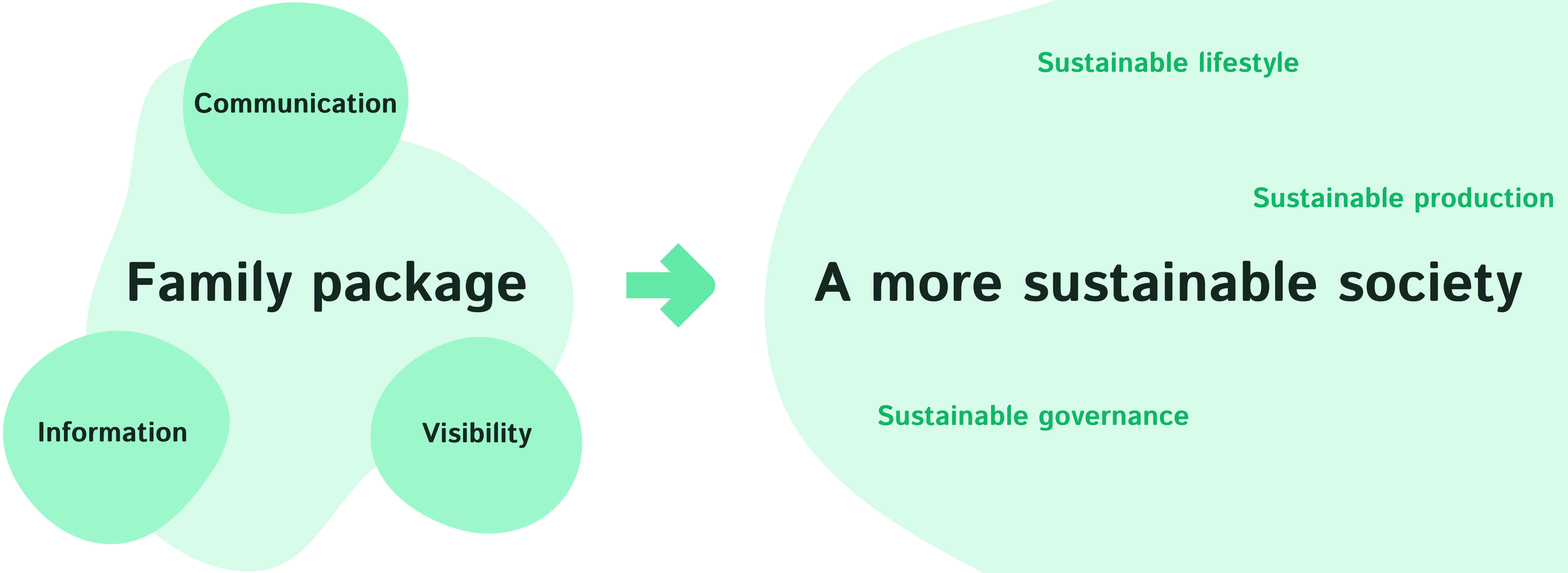
The goal



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Family Package in 2026

The story of Aleksi and Saara

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The family

2026

Tampere

Expecting their first child

Know about sustainability but are not particularly passionate about it.

They don’t know how to live more sustainably and haven’t spent time learning about it.

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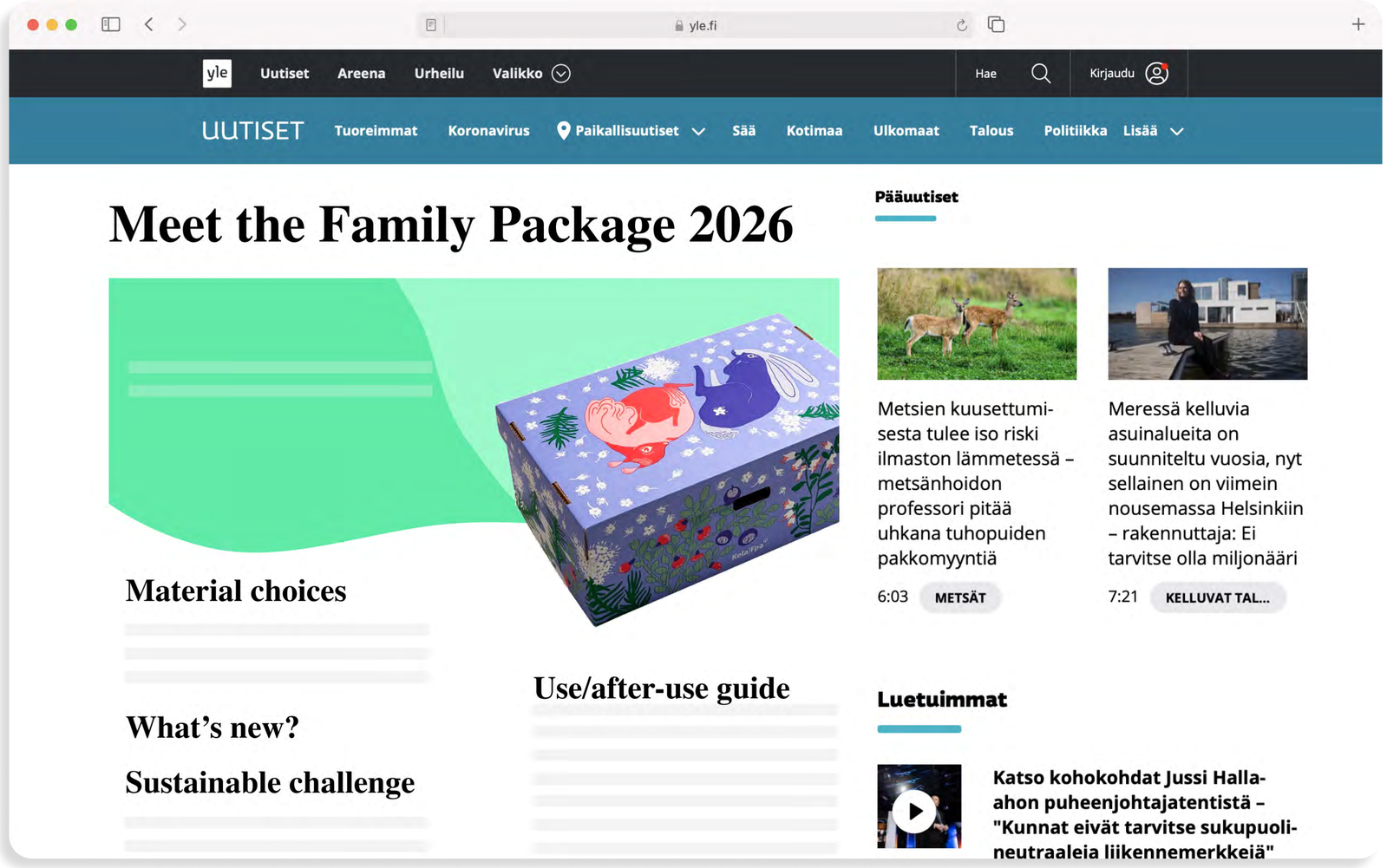
Launch of Family Package

Pregnancy

5 month
maternity clin



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Pregnancy

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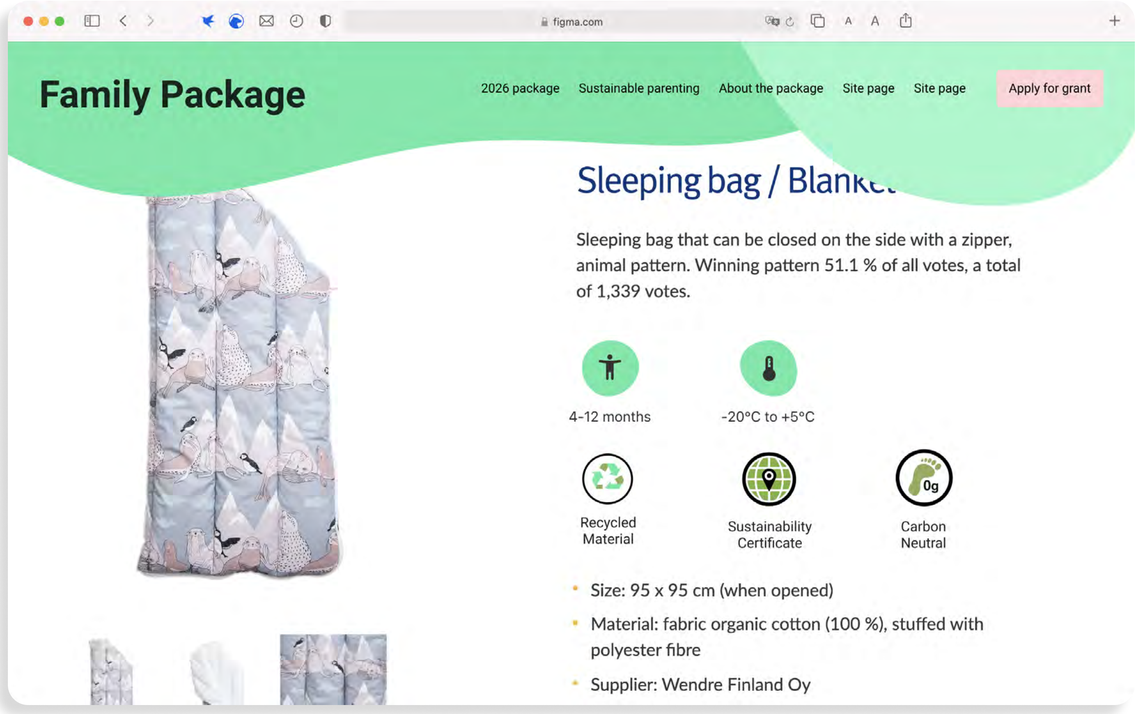
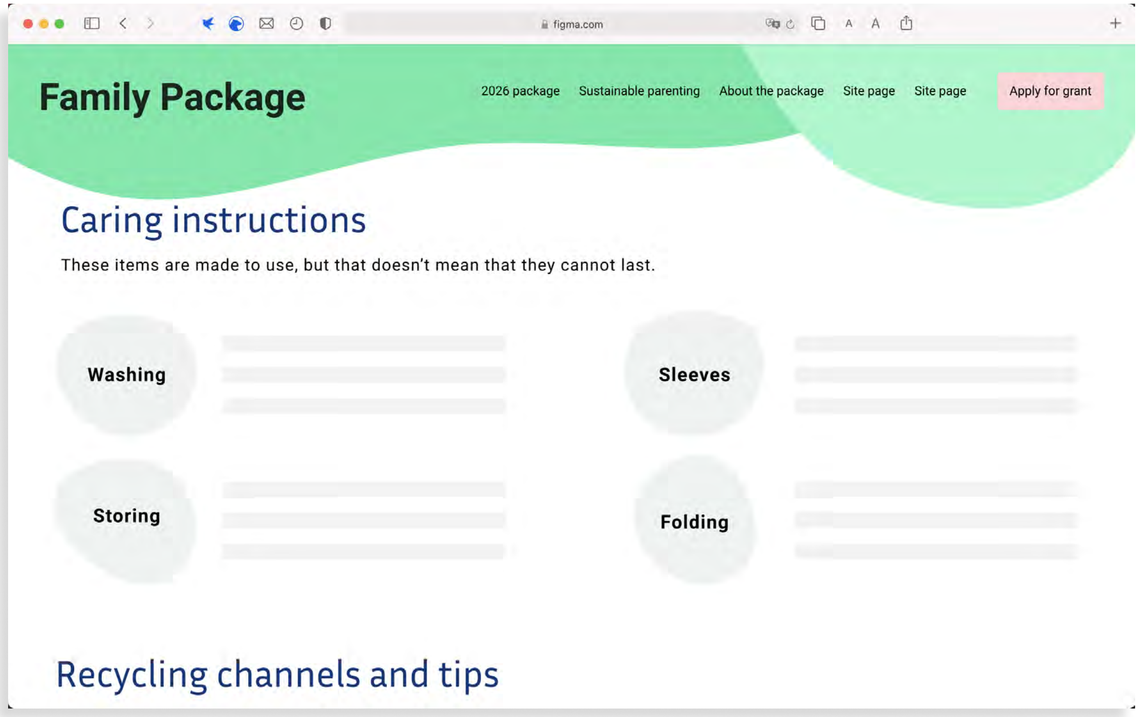
Getting familiar with the box

Pregnancy

5 month maternity clin





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Maternity clinic visit

Pregnancy | **5 month maternity clinic** | Receive Fam Package

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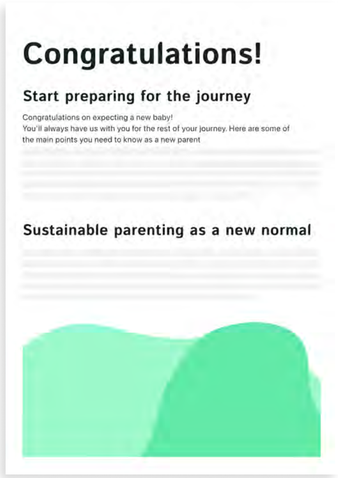
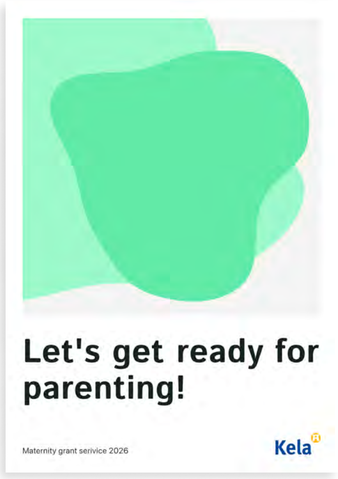
After the visit

Pregnancy | **5 month maternity clinic** | Receive Fam Package





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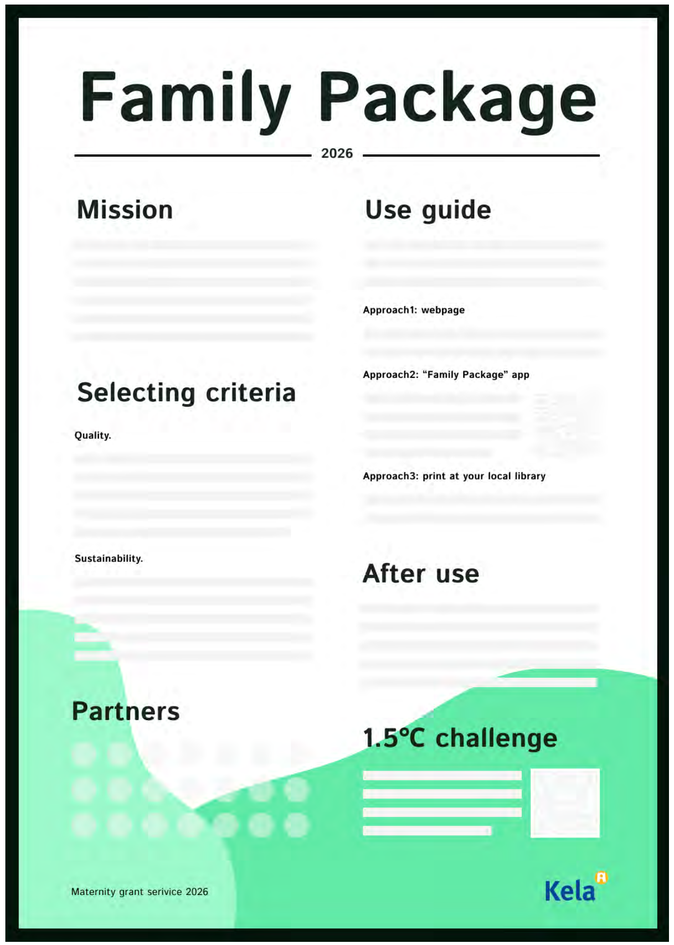
Getting the box

“Getting the box feels like a celebration and a preparation for the baby to come.”

5 month
aternity clinic

Receive Family Package

Baby is born



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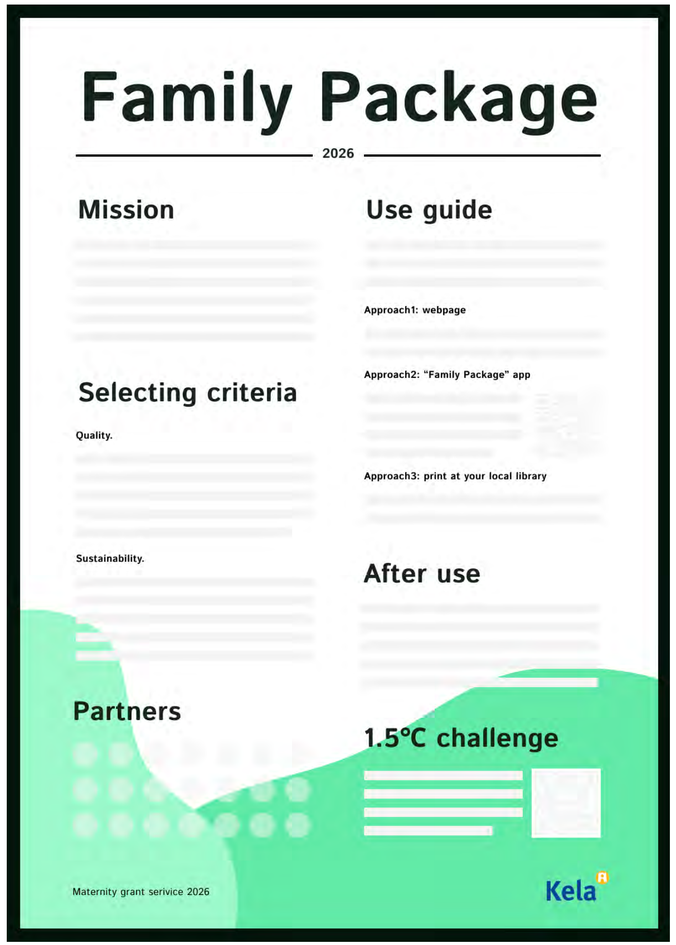

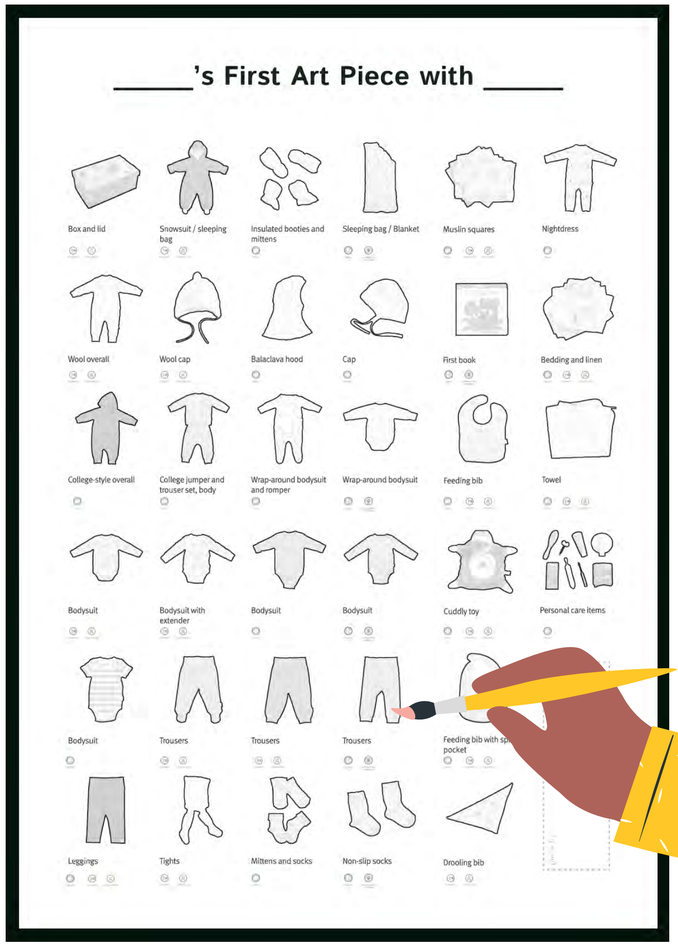

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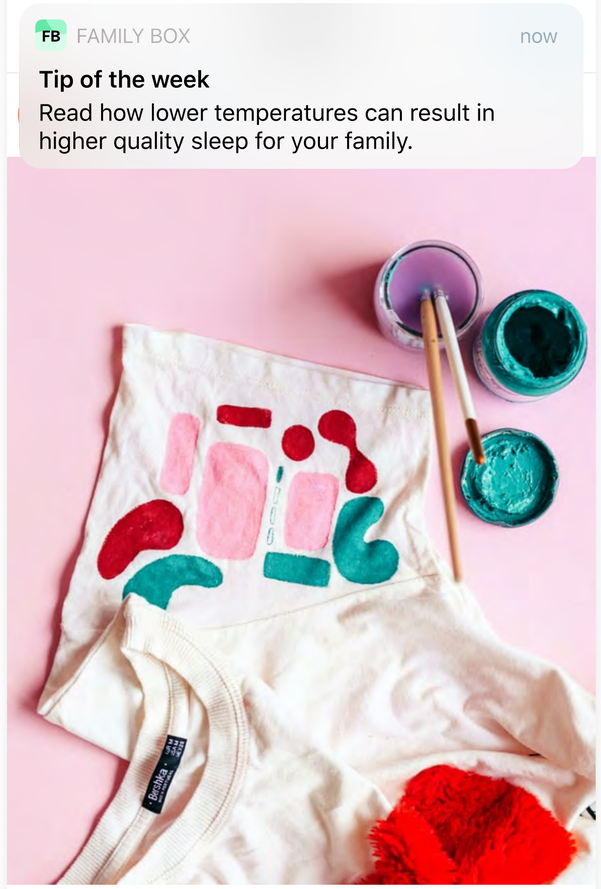
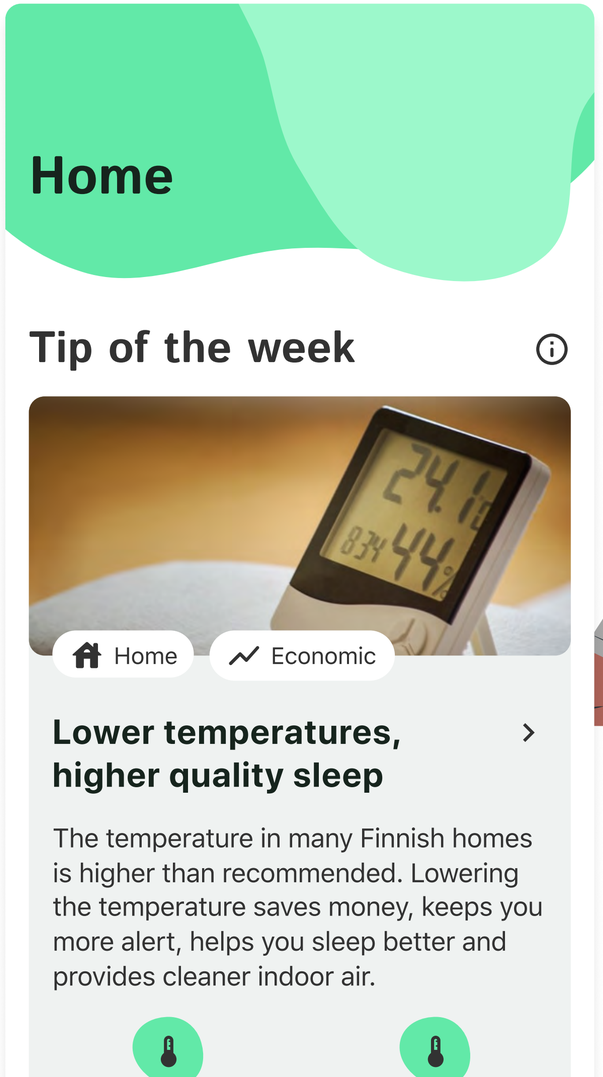
Using the box

Receive Family Package | **Baby is born** | baby gets one year old





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After use

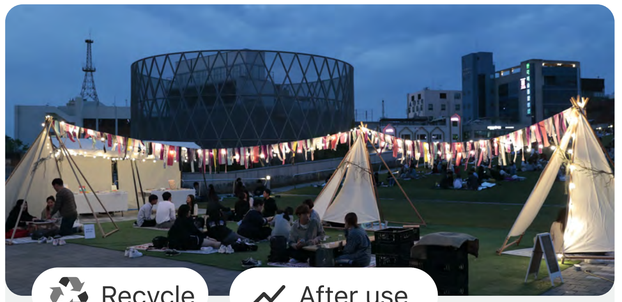
Baby is born

baby gets one year old

“Getting the items with Family Package made us realize that these brands exist and are probably safe to buy again.”

Tips

Recycling the items



Recycle After use

Check these fleamarkets where you can give your used stuff a second life.

There are countless in-person and online possibilities to give your items away to others who would value them

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How it works?

1

The box:
Sustainable production.

Suppliers

Nudging for more sustainable products

- Detailed infomation and use instructions required from suppliers
- Clearly defined criteria and goals
- Sustainable efforts get publicity

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How it works?

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2

Better use of the box:
Reduce waste and nurture sustainable behaviours and lifestyles.

End-users

Nudging sustainable use

- Promoting good practices with influncers
- Informative leaflets
- Care & after-use instructions

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3

Sustainabilty beyond the box:
The societal impacts behind the box as the catalysts for a transformation of culture and mindsets

Finnish society

Maketing sustainability

- Launch campaign
- Promoting with influncers

Educating/communicating on sustainability

- 1.5°C sustainability chanllenge
- Access to more sustainable information

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Benefits of the intervention

Suppliers

- Encouragement of sustainable practices
- Highlighting good practices
- Exposure to the users
- Engaging the users
- Communication channels with end users

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People

- Accesible information
- Encouragement and guilines of sustainable actions
- Support from Kela throughout the journey
- Users will adapt sustainable practices in different levels

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Benefits of the intervention

Suppliers

- Encouragement of sustainable practices
- Highlighting good practices
- Exposure to the users
- Engaging the users
- Communication channels with end users

Kela & Government

- More transparent procurement
- Example of Finland’s commitments to the environment
- National branding
- Promoting goals of sustainability
- Engaging the public

People

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Timeline

Starting point

Rising sustainable awareness; informing and encouraging sustainable practices

Accessible information to end users

Transition

Actions to encourage sustainable lifestyles and consumer behaviors

Clear information about sustainable practices and efforts

Sustainable products in the box

Sustainable behaviours and lifestyles from end users and suppliers
Active participation and engagement from end users on sustainable actions

First milestone

Sustainability information as part of the criteria hightlighting good partices

1.5°C family package
3 pillars of sustainability actions adopted by suppliers and end users

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Family Package and its procurement driving a more sustainable society

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Q&A

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Turning the Family Package into an educational driver for a more sustainable society

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