



Aalto University

Family Package

Back to the roots for a flowering future

Design for Government

Group 2C

Loren Córdoba
Collaborative and
Industrial Design MA
loren.cordoba@aalto.fi

Joosep Laht
Collaborative and
Industrial Design MA
joosep.laht@aalto.fi

Junrui Li
Creative Sustainability
MA
junrui.li@aalto.fi

Tessa Kauppinen
Creative Sustainability
MA
tessa.kauppinen@aalto.fi

Table of Content

Abstract	3		
Phase I: Problem Framing		Phase II: Ideation and solution	
1. Research	4	4. Developing proposal	14
1.1 Desktop research	5	4.1 Design drivers	14
1.2 Roundtable	5	4.2 Design interventions	17
1.3 Interviews	5	4.3 Narrowing the focus point	17
1.4 Stakeholders maps	5	4.4 Co-design workshops	18
		4.5 Final stages of design proposal development	19
2. Analysis	6	5. Design proposal	20
2.1 Systems map	6	5.1 Deliverables of the proposal	21
2.2 Affinity diagram	6	5.2 Benefits of the proposal	26
2.3 Developing the problem spaces	7	6. Future steps for implementation	27
		Reflection II.	29
3. Key findings	9	References	
3.1 Problem space 1	9		
3.2 Problem space 2	11		
Reflection I.	13		

Abstract

Family package: For a Flowering Future was developed as part of Design for Government (DfG) advanced studio course at Aalto University. The brief for our project “Reducing the carbon footprint of public procurement, using the Kela Maternity package example” was commissioned by the Ministry of Economic Affairs and Employment’s.

Our team worked for twelve weeks to develop a solution for a more sustainable maternity package and its procurement. We started the journey with a research phase where we conducted stakeholder roundtable and interviews and did extensive desktop research to properly understand the stakeholders’ needs. We used different mapping tools, such as system map and affinity diagram, to analyse and get a deeper understanding of the problems in the system. Finally, we entered the solution phase where we through workshops and ideation sessions developed our proposal for more sustainable maternity package procurement.

Main problems in the current procurement of the maternity box are identified through qualitative research.

Firstly, we found that in terms of sustainability, the concept is not clearly shared between the stakeholders, such as Kela, suppliers, and end users. In addition, the communications are not horizontal, proactive and open between stakeholders leading to less optimal results. The lack of communication and collaboration between stakeholders needs to be tackled.

Our proposal, named Family Package – For a Flowering Future, aims to apply communication, information and visibility strategies to the whole lifecycle of the package, to drive more sustainable lifestyles, production and governance. The core idea being education about sustainability aimed at the parents receiving the package. The mission of the package is to drive a more sustainable society in Finland, taking inspiration from the origins of the Maternity Package and using it to deal with a current social issue.

Phase I: Problem Framing

Finland has set different goals that contribute to becoming Carbon Neutral by the year 2035. One of these goals is reducing the carbon footprint of the products or services acquired through procurements. To achieve this, the Finnish Government wants to promote and encourage the development and deployment of new and smart decisions that reduce the consumption of energy and material over the life cycle of a product or service. Due to the Maternity package has a big impact on society, the project aims to use the Maternity Package and the changes proposed to it as an example of how innovative public

procurement can reach sustainability goals. The questions to begin our journey were: What is sustainability to all the stakeholders? What problems stakeholders have in terms of sustainable procurements?

In the first five weeks of the course, we did a lot of research about the public procurement and maternity package to dive into the context. We used this time to only focus on understanding the process and the problems in the way of more sustainable procurements and maternity packages.

1. Research

Due to the COVID-19 restrictions most of our work was conducted remotely, we use digital tools and platforms to meet the stakeholders, gather data, analyze the information, findings and insights to develop our final proposal. We work together with two groups more in order to bring forth three different solutions that complement each other. Our purpose as a supergroup was

to bring on new perspectives to Kela and offer them a set of tools to make the Maternity Package an example of innovative procurement. We strongly recommend you to take a look at the proposals made by the other groups: Unclouded and ASKEL.

1.1 Desktop research

The first stage of our work was to gather information to understand the brief, the procurement process in the Finnish context, the legislation, and the EU research into innovative public procurement. Our research helps us to have a better knowledge of relevant aspects of the maternity package such as the materials, the role and importance of the Maternity package, and its impact outside Finland. Additionally, through our research we got a wider perspective of all the stakeholders and actors involved in the procurement, their roles and participation during the process.

1.2 Roundtable

As part of the research, together with the supergroup we guide a roundtable where stakeholders answer our questions related to the procurement process. During the discussion stakeholders from TEM, Kela and Syke (Keino) shared their point of view about the Maternity Package and its procurement, the criteria of Kela and the Finnish Government, the public procurement in Finland, their sustainability visions and the relationship between them. Having the opportunity to conduct this session provided us with key learnings and set the floor for the next step in our research process.

1.3 Interviews

To understand better the stakeholders, their motivations and how they take part in the procurement process we divide and categorize the stakeholders according to their role. We interviewed experts in public procurement, sustainability and end users. We conducted 19 semi-structured interviews, where stakeholders answered our questions, exposed their point of view and discussed how the procurement process can be more sustainable. During the interviews key issues emerged in the communications and the sustainability goals set by the government and Kela. As well as, the timeline, the lack of understanding of the legislation and the lack of engagement with the end users.

1.4 Stakeholders maps

We use the Stakeholder map to identify the stakeholders and actors important during the procurement process, what is their role and how they interact with each other.

2. Analysis

2.1 Systems map

To get a better understanding about the findings from our research we used systems mapping and affinity diagramming. System map is a visual representation of the components there are to a specific system. It can show in one frame the actors, their connections and flows of information, material or any other related topic. We decided to make a system map that highlights that the procurement is a continuous process and makes it easy to see which actors are involved in what phases of the procurement. We divided the process into five phases, which are preparing, tendering, producing, delivering and end use activities. Then, we gathered most important actions, relevant stakeholders and platforms and some of the relations between the actors to the map.

The system map helped us understand the roles of all the stakeholders and to see what kind of connections there are or in which parts they are missing between the stakeholders.

2.2 Affinity diagram

After the research and all the interviews we gathered the findings from them to post it -notes to start forming an affinity diagram. Affinity diagram is a way to arrange large amounts of information into groups, to get a more organized view of the outcomes from for example brainstorming sessions or data collections. We used different coloured notes for different stakeholders. Then, we started grouping the notes and made topic headlines when we realized what kind of groups are emerging. Affinity diagramming made us see the differences and similarities between stakeholders' experiences and thinking. We spent a lot of time doing the affinity diagram, but it was rewarding because after that we had a much clearer understanding of the different aspects of maternity package and its procurement.

2.3 Developing the problem spaces

After all the post-it notes had found their place under different categories in our affinity diagram we started putting speech bubbles next to the groups. We tried to identify the most important or interesting findings from the categories

or notes into the speech bubbles. These helped us to realize the possible focusing areas, because alone the affinity diagram was too large to digest. With the help of speech bubbles we were able to clearly identify the biggest problem spaces that we were then able to start looking closer into.

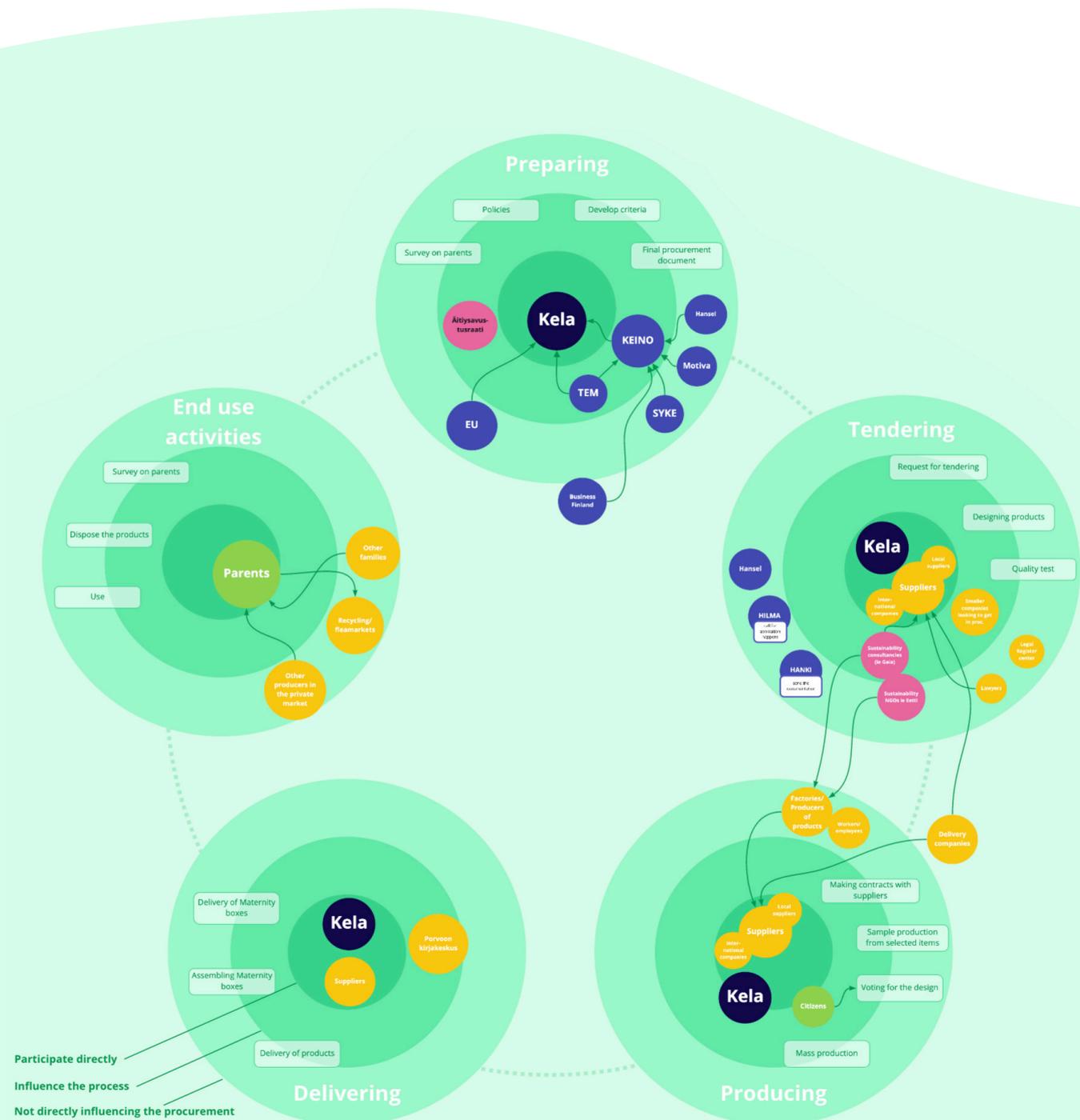


Image: System map



MB is more than the physical box.

MB as an societal institution

- Of course all the products are produced and it's great that the society needs a manager to be in the middle that the habits is very different.
- Wouldn't hope for the name to change the term "sustainability" package.
- Looks that the products are designed around and then it's also a package that the products are made by the board is in mind.
- The meaning of existing package is to sell to and there is also the third that customer wants. But often organizations have designed for get it.
- It's the products that are available, based on the requirements that are set by the board and then the products are made.
- There is a lot of things that are not in the package, but they are in the products. It's not in the package, but they are in the products.
- It is such an incredible invention.

Products

- 47% of things reported that at least one product in the packaging package was of insufficient quality.
- See a private brand product today that is a gift from friends. It's not that the quality has been tested for it at all.
- Differences between products in MB vs. MB. MB is more practical with the products, but the prices is more affordable.
- The products are made by the board and then the products are made. It's not in the package, but they are in the products.
- Look for the best quality. It's not in the package, but they are in the products.
- Look for the best quality. It's not in the package, but they are in the products.
- Look for the best quality. It's not in the package, but they are in the products.
- Look for the best quality. It's not in the package, but they are in the products.
- Look for the best quality. It's not in the package, but they are in the products.
- Look for the best quality. It's not in the package, but they are in the products.

Criteria Setting

Criteria now

- If Keta introduces something new, it needs to be relevant for the market and already used.
- What are the criteria you have to follow for the things? Who sets these? Ask the criteria, they already experts in the field.
- There is a group deciding what is the list of items.
- Product needs to get at least 3 points for quality to get further.
- Product needs to get at least 3 points for quality to get further.
- Product price affects 20% of the product price. The product price gets 20 points.
- Other effect on the product price for that after - Cheaper after price (1) that price plus 10% to 20 points.
- Different product groups which have different criteria.
- One product group was looking for the price was based from the price 100 and assessment was made compared to quality criteria.
- Product group that has mattress, box, condenser and sanitary napkin the only criteria is cheap price.

current problems of the criteria setting

- currently footprint is not take into account
- Don't describe the products in a separate way. Functional procurement is an interesting way to do it, but it's not specified what the criteria of the products.
- MB products are made, people may not affect that much, but they are in the products. There might be a solution when it comes to the products.

current problems of the criteria itself

- 20,000 is crazy for local brands, 1,000 is good enough.
- Some requirements are hard for small suppliers. E.g. 30,000 at once

Image: Affinity Diagram

3. Key findings

We gathered our key findings into two bigger problem spaces, which we then divided into different insights.

3.1 Problem space 1

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

Insight 1

The maternity box is subpar in terms of quality and sustainability in the eyes of parents and experts, even though it could be a tool to lead sustainable practices.

From the two interviews we had with parents, the survey that Kela conducted for users and our interviews with industry experts we saw that less items, but more quality and sustainability is welcomed by parents and experts. However, more studies are needed to formulate full public opinion.



Same brands have better products – why are they not in the Maternity Box?” (Parent)

Another point supporting the unfilled expectations is that people would like to have information about the whole life cycle of the products. What is the background of the items they are receiving? Meaning where are they made, what materials, maybe even why they were picked. And also, how to care for the products sustainably and about options after they have run their course for the parents, how to recycle or pass them forward.



Since Kela has criteria why products are chosen - tell that to the users as well - would make brands & clothes more trustworthy later on as well." (Parent)

And lastly, the maternity box has the opportunity to be an inspirational and educational object about sustainable life for Finnish parents and people in general. Working as a reflection of the

governments and Kela's goals and focus on being more sustainable.

“

If the products would be more sustainable, it would be a message from kela that this is important and you should think about it too.” (Parent)

Insight 2

Suppliers (and the whole textile industry) are ready to be more sustainable with maternity box products, but the procurement process and criteria needs to change for them to be able to do so. The work being done with innovative sustainable textiles and processes around sustainable fashion industry is very advanced in Finland. But most importantly, the industry as a whole has been working on becoming more sustainable. Not only in terms of carbon emissions, but also regarding the societal and economic sustainability. Trying to go beyond just their own footprint to the handprint of the products they are, meaning also helping reduce the footprint of their suppliers and customers, in essence working on making the whole system around their products more sustainable. However, these innovations and expertise are not used in the maternity box or its procurement.

“

Finnish textile industry is a forerunner in the circular economy” (Sustainability consultant)

“

Gaia had project with Finnish textile industry about their roadmap for carbon neutrality, to be at least as ambitious as the Finnish government” (Sustainability consultant)

Also, to help these companies actually be sustainable to the levels they would want to be with maternity box procurement, Kela should clearly define what sustainability means for them and how they will be measuring it with this procurement. Not forgetting to think beyond environmental sustainability also towards societal and economic sustainability to nurture innovative ideas arriving in the maternity box in the future.

“

If Kela would say that they want carbon calculations and if they wouldn't say how to do it and at what level they want it would be very difficult, even though we would like to do it as well.” (Supplier representative)

3.2 Problem space 2

Lack of communication and collaboration between stakeholders

Insight

Communications are not horizontal, proactive and open between stakeholders leading to less optimal results.

The first finding was that suppliers feel short on time and feedback. There is no time for strategic reactions. Also, lots of samples are made, shipped, and wasted because suppliers feel that there is no clear information early enough of what is wanted or why samples are turned down. However, Kela feels that instructions are not always read well.



Procurement timeline is intense, not supporting strategic reactions.” (Supplier representatives)



Sometimes they don't read our instructions. Hope suppliers could be more active with asking earlier on” (Kela representative)

The second finding concerning communications was that not enough creative ideas or feedback collected from different parties and there is a lack of mechanism turning collected ideas into more executable plans. Also, public procurers might not have enough information about best selection criteria for different fields. And so far the feedback from parents is mostly about colours or patterns but should also be more about how the products actually work.



Companies would have ideas and suggestions that are never heard by the public sector” (research representative)

We also realized that the maternity box has great symbolic meaning to the end-users and its appreciation goes beyond the box itself - it's also about the idea that the box is signalling to families. This is also why more information is asked for. Parents would like to be provided more information about products sustainability so it could also help them later on to make better choices when buying products themselves. Having sustainable clothes and communicating about it could be seen as an important message showing that the government thinks about babies' well-being but also the environment at the same time.

“

Would be an important “Finnish branding” thing that at the same time that we think about our babies’ wellbeing and safety, we also think about our environment.” (Parent)

Finally, we saw that the lack of knowledge and perceptions of the law and criteria and the possible consequences are discouraging actors from making changes and innovations. At the moment, too much time and resources are going to making sure that the law is followed which is taking away some focus from getting to a sustainable procurement process. So in the procurer side there might be a lack of understanding of what the procurement law allows and also a fear of doing something wrong during the process. This is overall in public procurements. From the supplier side and in the maternity box context some suppliers need lawyers to understand the criteria. Some suppliers are handling it now but when new things are asked for, the time is often running out when trying to deal with the changes.

“

Public procurer's tool box is limited. Afraid of the legislation and think they can't have dialogue with the suppliers. Not enough knowledge about what the legislation allows” (research representative)

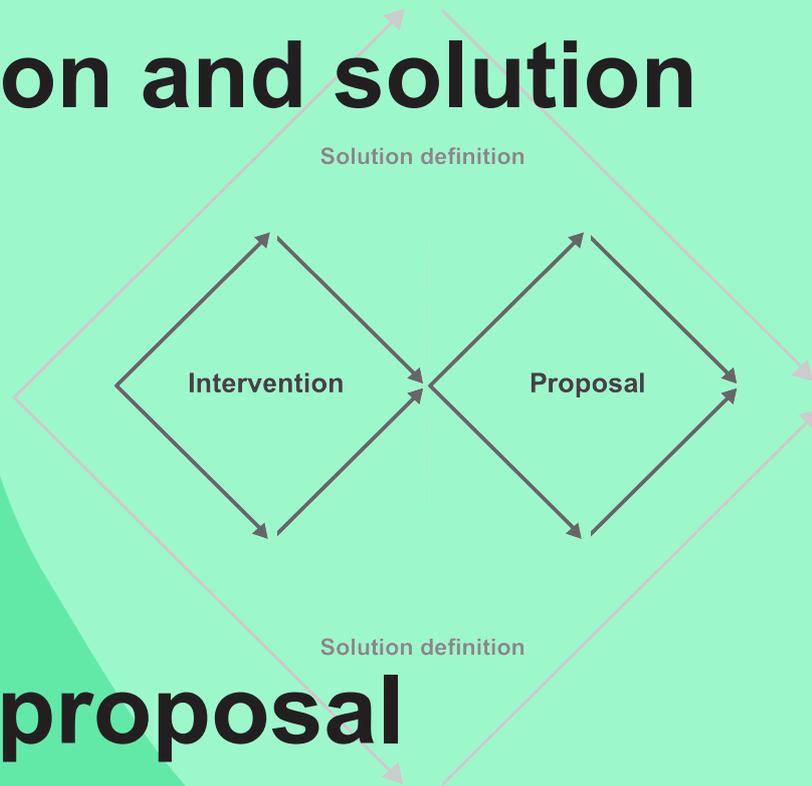
Reflection I.

We focused on understanding the process and the problems there might be in the way of more sustainable public procurements. From the information gathered in the desktop research, the roundtable and the interviews with governmental actors, sustainability experts, maternity package suppliers and parents that have received the box, we got a broad view from many different angles.

This project involved actors from different work environments and institutions, going through the interviews we understood the importance of staying objective and practicing active listening to hear both sides first. As a supergroup we arranged interviews where actors expose their point of view regarding sustainability, the procurement process and the relationships between them take place. We notice how communication plays an important part in these affairs and the value of this during the procurement process. The interviews also allowed us to dimension the complexity of the system but also to see opportunities for possible improvements. The information gathered and the academic literature we read during this stage helped us establish the necessary foundations to move into the next stage.

Phase II: Ideation and solution

The second phase of this project is where we fulfill the second diamond in the double-diamond model, which is a process of divergent thinking about solutions and then focusing on an effective solution path.



4. Developing proposal

The methods and steps taken in the second phase were aimed at identifying a final design proposal that would be clearly focused, executable and answers the needs set by the brief and identified in the research phase.

4.1 Design drivers

Based on the problem spaces identified in the Phase I, at the beginning of figuring out solutions, we set up several design drivers as a guide of the overall direction we would work towards. Design drivers are short descriptive statements

that answer the what and why of the solution. What are the core principles and why the problem should be solved. They do not however give answers to the how, keeping it open for different interpretations, methods and tools for solutions.

We broke our drivers down to the high level statement and the key benefits of it for the four key stakeholder groups. The four design drivers we developed helped us reach common visions and created a preliminary blueprint of the potential design outcomes and paths to take with the final proposal.

Driver 1 - Problem 2

Allow open communication between stakeholders.

Expected outcomes

For public sectors

Kela is able to set more realistic criteria. Public sectors get a better overview of the state of industry procurement is about.

For suppliers

It's easier for suppliers to fulfil the tender process, which means there are less back-and-forth processes and less waste from samples. Suppliers are supported to provide more sustainable products in maternity box procurement.

For third-party stakeholders

The tendering criteria can be updated according to the information about innovation and sustainability provided by third-party stakeholders such as sustainable consultancies.

For end users

Parents get products that fit their expectations, as well as better information about the products, including information about sustainability. Parents(consumers) make more sustainable decisions in future purchasings.

Driver 2 - Problem 2

Nurture innovation through inclusive collaboration.

Expected outcomes

For public sectors

Closer relationships are developed between private and public sectors. There is less guess work but more shared sourcing of knowledge. The sustainability goals are aligned between public and private sectors.

For suppliers

The advanced knowledge from industry experts gets heard and published. Suppliers get support from the public sector to innovate and utilise innovations.

For third-party stakeholders

The road map for sustainability matches the capabilities of the actors (suppliers and end users). More expert knowledge from third-party stakeholders gets used

For end users

The end users give more feedback about the quality and the life cycle of the products, and user experience gets transformed to more functional products. Beside, the public gets deeper participation in the maternity box, and the new meaning of the maternity box is defined and acknowledged by all.

Driver 3 - Problem 1

Clear goals about all the 3 pillars of sustainability (environmental, social, and ecological sustainability) throughout the process.

Expected outcomes

For public sectors

Kela has clear and industry relevant criteria about sustainability in the procurement.

The government considers sustainability beyond CO2 emissions.

Suppliers are encouraged to achieve more than one sustainable pillar.

For suppliers

Procurement's sustainability criteria drives suppliers for more sustainability. Suppliers can offer more sustainable products because they know the goal.

For third-party stakeholders

The road map for sustainability matches the capabilities of the actors (suppliers and end users).

For end users

End users get more aware of the lifecycle and sustainable practices of the products.

Parents become more educated consumers.

The next generation can be cultivated with more sustainable awareness.

Driver 4 - Problem 2

A beneficial procurement for all stakeholders.

Expected outcomes

For public sectors

It gets easier to unify all stakeholders to seek innovation and improvements.

There are less conflicts to solve.

Kela (or the government) is considered as a driver of innovation.

For suppliers

All players in the industry are willing to make sust. changes suggested by MB procurement.

Procurement is attractive because it's good marketing and profitable.

Procurement is a good way to develop and test innovative solutions.

For third-party stakeholders

More companies are using sustainable consultancies for their business.

For end users

End users have products with longer service lives.

The parents become more educated consumers.

The end users have products that respond to other cross-cutting needs at all stages.

4.2 Design interventions



Design interventions are increasingly seen as a research method, not to test a prefigured solution to a defined problem, but to enable new forms of experience, dialogue and awareness about the problematic to emerge.” (Halse & Boffi, 2014, p. 2)

Based on the design drivers we summarized, we analyze the various stages of the maternity box (from preparation to use) and look for opportunities for design intervention. After analysis, in order to reduce the carbon emissions in the MB life cycle, we positioned the main design interventions to occur in two major stages: the generation of boxes, and the use of boxes.

In the creation process of the box, we believe that potential interventions include establishing a more innovative, mutual and equal communication and cooperation mechanism through a platform, and building a tendering process of benefits all, in which the all refers to not only kela and the suppliers who got selected from the tendering, but also those who were not picked and other parties that may help for a better procurement process.

In the process of using the box, we see that the maternity boy serves as

an access for the Finnish government to reach most Finnish families. It can be used as a very effective educational tool for sustainability. Through the combination of nudging and presenting sustainability through the maternity box, we can cultivate more sustainable life styles and mindsets, which can be deeper leverage points for a more sustainable society.

In addition, considering that the maternity box has gained wide-spread attention and far-reaching influence in Finnish society, its scope of influence can even be extended from end users to the whole Finnish society. Therefore, we also agree that we should adopt conscious marketing strategies to promote the concept of sustainability, which, on the one hand, caters to the public's concern for the maternity box and, on the other hand, makes everyone aware of the sustainable efforts made by the public departments, thus building a more transparent and harmonious government-citizen relationship.

4.3 Narrowing the focus point

Working towards our final solution we became aware of the potential in opening up to the parents about the sustainability goals and leveraging the deep societal meaning of the Maternity Package in Finland to nudge parents to more sustainable lifestyles. Inspired by that, we took an intentional approach of

going outside the procurement process itself and tackling the relationship between the government and the parents receiving the package. While still trying to influence the choices made during that.



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

Taking inspiration from the original meaning, we set our sights on making the package an educational driver of sustainability. Integrating the idea of dealing with a current social issue important in Finland. We also decided to go for a more inclusive name for the package, going from Maternity to Family, reflecting that the package is meant for the whole (and any type of) family.

4.4 Co-design workshops

To gather ideas from different perspectives and to also involve stakeholders in the ideation part of the process, we held two workshops. The first one was an ideation workshop with students and the second one a co-design workshop with stakeholders of the project.

Ideation workshop with students

The first workshop utilised help from other students of the course to answer the question “How can the Maternity Box itself and its procurement educate parents and suppliers to be more sustainable?”. The workshop, lasting 30 minutes, was split into the introduction into the topic and our insights, and the practical ideation part with students.

As this was early in the ideation process for concrete final solution ideas, we used this as more of a baseline of topics, touchpoints and angles of approach we should be considering with our overall vision of the proposal. We used the material gathered to organise and start framing different topics that we should include in the proposal, such as marketing strategies, how to educate about sustainability, what to change or add to the box.

Co-design workshop with stakeholders

The second workshop was organised as the supergroup, where each group organised a task for the workshop for their needs, but could also benefit and learn from the others. The tasks were set up to be co-designed with stakeholders, with the focus being on them ideating. Various stakeholders from government, suppliers and consultancies were invited to participate, with 7 of them being able to join the workshop.

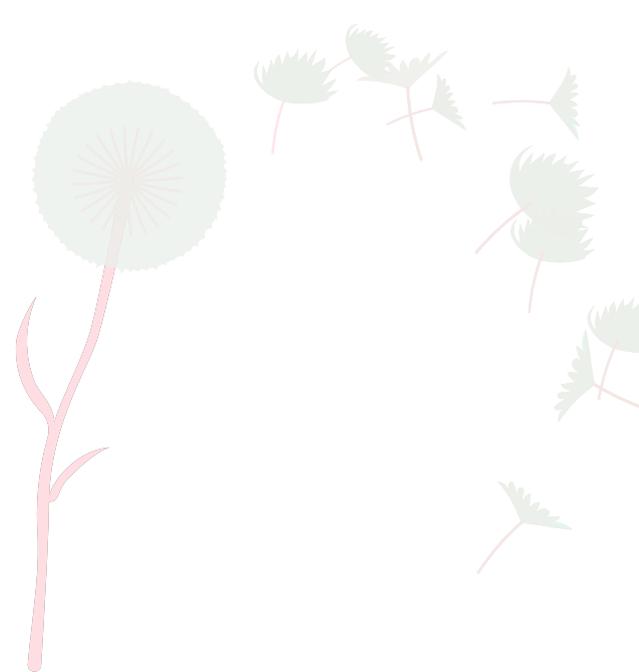
Our task in the workshop posed the question “In which ways can we use the maternity box as a carrier to communicate sustainability to the public?”, to gather ideas and understand how stakeholders see the potential of the package in tackling this goal.

4.5 Final stages of design proposal development

As the group, we worked on organising the materials gathered in the workshops, but also filling the gaps that we felt were not filled or could also benefit from alternative ideas. We also used different methods to ideate inside the group for potential solutions for the package, such as brainstorming sessions, small scale Affinity Diagramming of workshop results, voting on the most promising ones and building our own ideas from those.

An approach we took in the group that proved to be key for the final solution, was to map out the process of the Family Package as a story from the parents perspective, identifying touchpoints and placing the potential tools, methods and approaches Kela should take in context. Understanding the value, need and potential they could provide. This helped us pick the concrete final deliverables to illustrate the overall design proposal. What are the ways we can best use existing things, improve on them, re-think their value and add new things to deliver a holistic educational and enjoyable experience throughout the whole Family Package journey.

The final task in the development of the proposal was to create mockups and other example deliverables of the ones we had identified to be of value in the journey and as an extent, in achieving the goal of turning the Family Package into an educational driver for sustainability.



5. Design proposal

Our proposal, named Family Package – For a Flowering Future, aims to apply communication, information and visibility strategies to the whole lifecycle of the package, to drive more sustainable lifestyles, production and governance. The core idea being education about sustainability aimed at the parents receiving the package. The mission of the package is to drive a more sustainable society in Finland, taking inspiration from the origins of the Maternity Package and using it to deal with a current social issue.

The proposal considers three different layers of approach to educate the parents. Each layer establishes a key question to consider, together forming a holistic approach to making the whole Maternity Package an educational tool and driver for sustainability. Starting with considering how the package can be made more sustainable, what are the items to be included in the box. Secondly, how to better use and care of the items included during and after usage. The final layer considers how the system of the Family Package can be used for influence beyond it.

What's in the package?

How to make the physical box more sustainable and use the contents of it to be more sustainable.

How to better use the package?

How to care for the items, use them etc. more sustainably, reducing waste and the footprint of everyday use.

What can be achieved beyond the package?

How can the box go beyond its limits and influence change on a larger scale and in the end transform mental models.

To make this design proposal concrete, we used the parents' story created earlier in the process to contextualise different potential ways to educate and nudge parents to a more sustainable lifestyle. While these examples cover different touchpoints, mediums and approaches, they are not exhaustive and should be considered as suggestions to illustrate the potential and value of this proposal for the Finnish government and society.

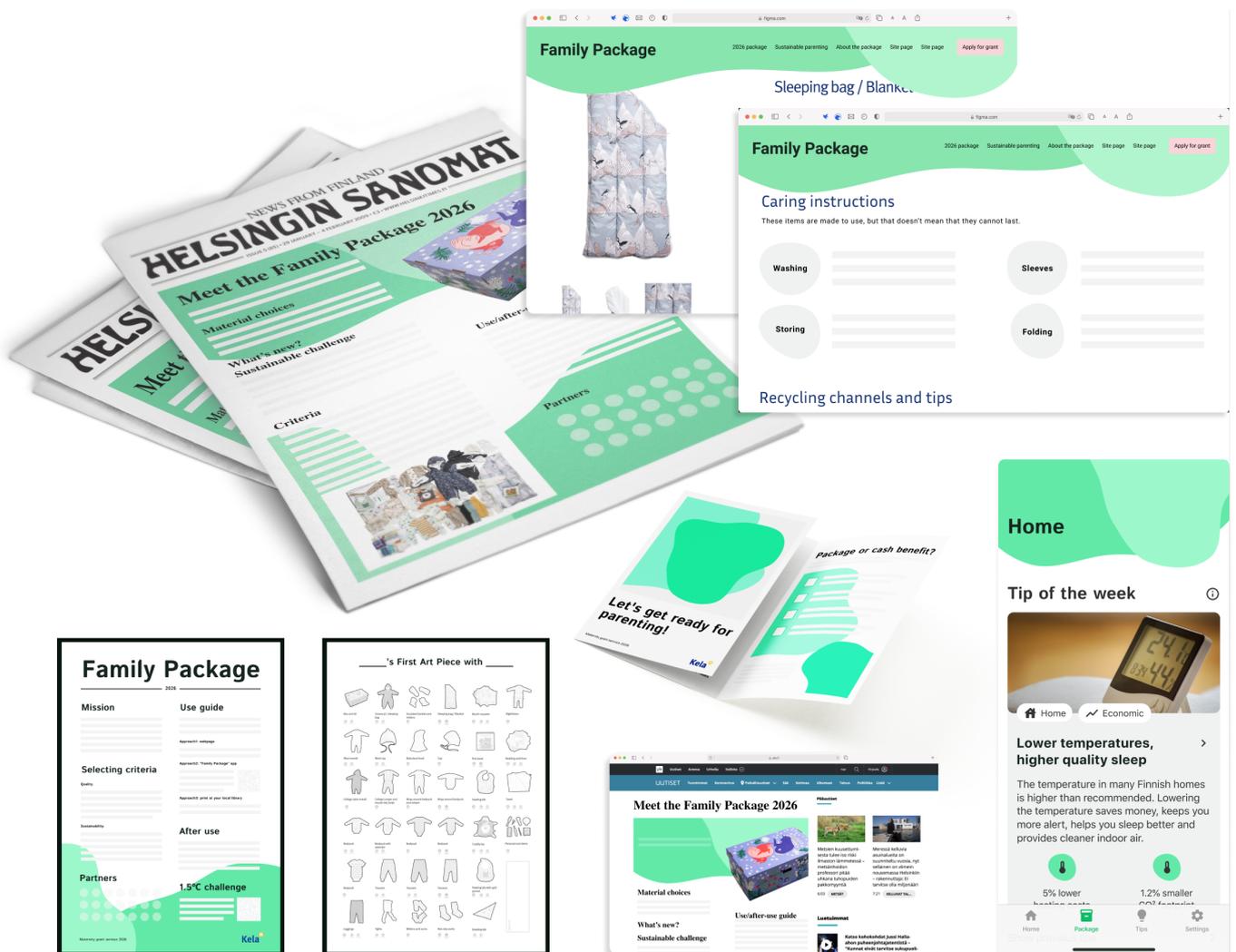
5.1 Deliverables of the proposal

The different deliverables and touchpoints included in the proposal for the new Family Package include enhancements to existing things that Kela has been using and also includes totally new ways of interacting with both the parents and the Finnish society. The deliverables are introduced in the next sections in more detail.

5.1.1 Launch campaign & marketing

The first publicly visible change in the Family Package process is the launch of the year's package. In its current iteration it is already something that a lot of people look forward to and gains a lot of traction in the media. Our proposal uses that leverage and uses it as the first touchpoint in informing people about the sustainability of the package and its newly established goals.

The new launch campaign should include not only the what and who of



the package, but also the why. Clearly communicating the new sustainability criteria and goals set for the package and how the aim is to go beyond the box. Existing aspects such as the what and why are also more focused on sustainability, explaining why specific items and suppliers were chosen, how and where they were made and other similar information.

The usual press release could be supported with collaboration with bloggers, influencers and other alternative sources of communication. Utilising these, more everyday sources for the target audience helps build visibility and trust.



Image: mockup of the newspaper

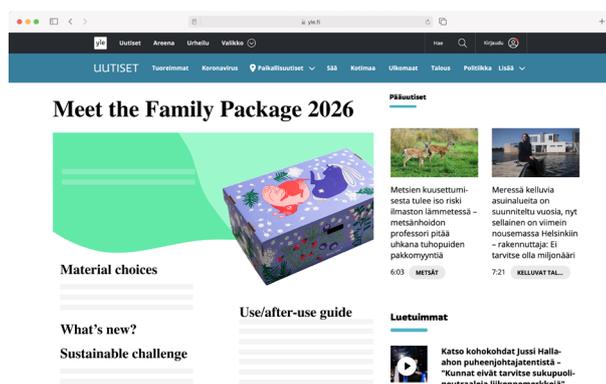


Image: mockup of a news site

The promotion of the Family Package and its new mission in the media shouldn't stop at the launch campaign. Newspapers, influencers etc. could be utilised continuously, keeping the package in the limelight for the target audience on a more consistent basis. Giving out information in smaller pieces, rather than piling it all at the same time. For example, doing collaborations with influencers and regular parents about tips and experience, communicating those in the media and also the new Family Package website and app.

5.1.2 Family Package website and app

Supporting the launch campaign are the new and improved separate Family Package website and accompanying mobile app. These are the source and home for most of the new information and material throughout the year.

The reason for a separate site is the amount of content that would be specific to the Family Package and sustainability around it, overburdening the current location in Kela's website. Which should not disappear, but rather keep giving the most basic information and access to the application, but also link to the new website and other options.

The website and app are seen as the one stop place for all the practical needs about the whole Package process, items information and the new educational

material. The website would include:

- All the information related to the package
- Registering for the benefit
- Articles about Package and sustainability
- Goals, missions statement and vision of the new package
- History of the package
- Other relevant sections and topics

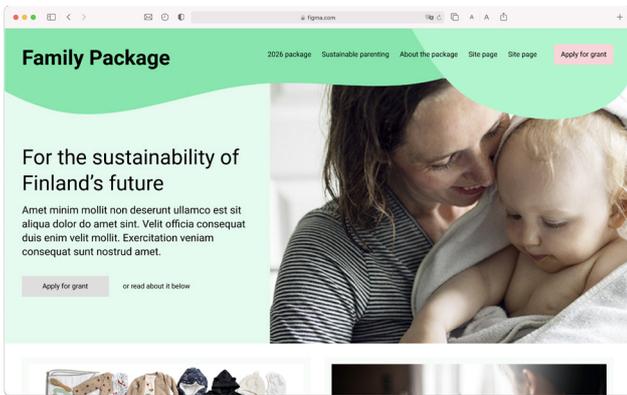


Image: mockup of homepage of website

Packages info, items list and details pages

The current year's package info, Both the full list of items and the separate detailed pages for each item now show more information about the items. Items list is now categorised with the essential information about them displayed already there. Users can also mark things they are currently using as favorites for faster access to those items' details pages.

Some of the new information on the item details page includes (but is not limited to):

- The production track
- Relevant certificates for the item
- Why it was selected
- Caring instructions
- Recycling methods and tips
- Supplier info

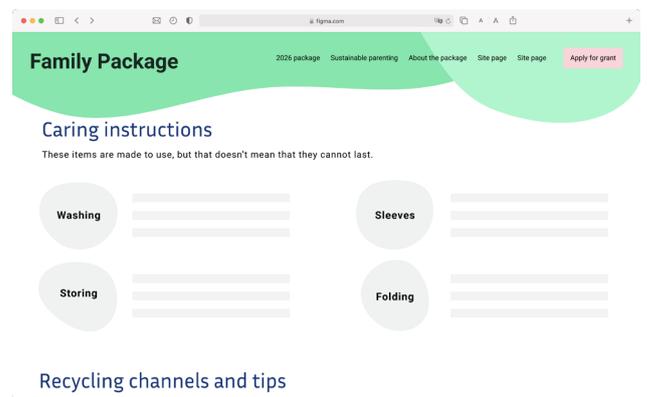


Image: mockup of details page from website

Articles, news, tips, experiences

The website and app include a section for different curated posts about the Family Package and topics related to it and sustainability. This could include general informative articles like reporting on the impact of the new package, tips about different ways to integrate sustainable choices into everyday life or even stories from parents about their experiences with the new package. These articles are also a potential source of additional collaboration with the suppliers or even with sustainability consultancies and government funded entities such as Sitra.

Additional benefits of using mobile application

The app allows for even more personalised and easier access to the additional information combined into the new package. Users could receive tips as notifications for even less friction, save their favorite tips and items easily and combine the Family Package application with any other ones they might be using.

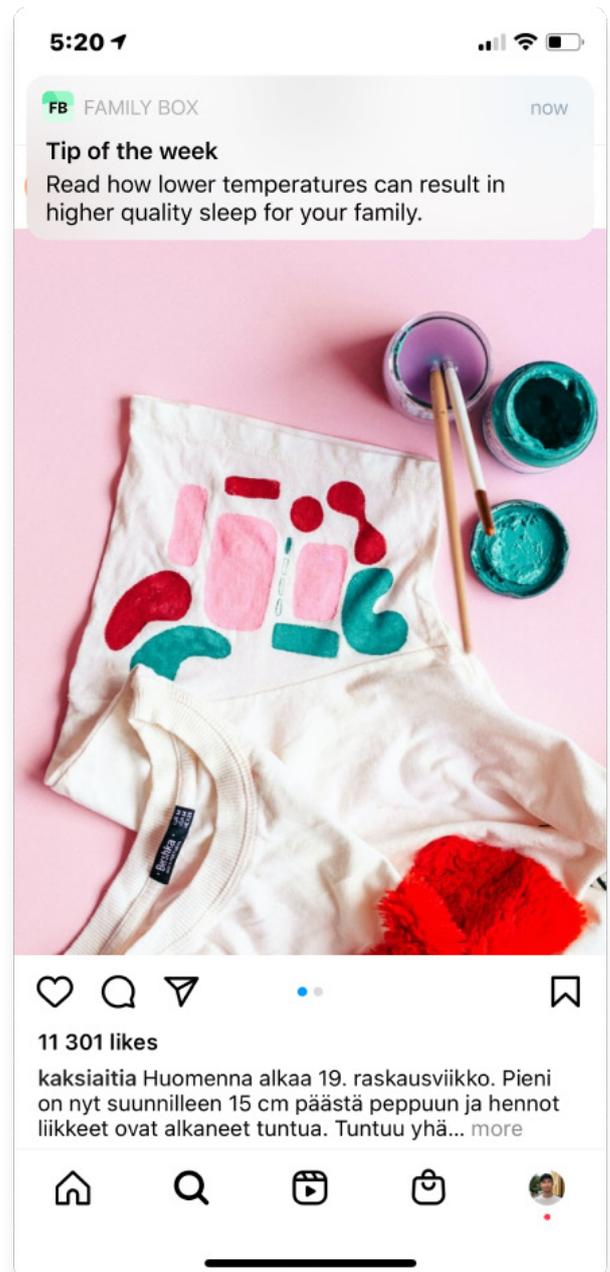


Image: mockup of receiving notification on phone

5.1.3 Newsletters

To provide parents with proactive, on-time information regarding the new package, they have an option to sign up for newsletters by email or mail, depending on their access to the internet. These newsletters would

provide them with articles and tips about items that they could be currently using or things to try out in everyday life in general to be more sustainable. It could also help with items you might not be using anymore at that point and would point the parents to after use recommendations. Online newsletters would guide parents to the website or app for extra information and the ones sent by post to the local libraries, where parents can get more info and print out the detailed tips, instructions etc.

5.1.4 The new Family Package

Finally, there is the new Family Package itself. Beyond having more sustainable items following the new goals set by Kela, there are multiple other changes to the existing contents of the package and brand new things.

Opening the box now first reveals the new information leaflet. On the first side, the leaflet introduces the background of the Family Package: what is its mission, goals, how were the items chosen and who were this year's partners. It also reminds parents about the new use guides and after use instructions that help prolong the lifetime of the items and use them more sustainably. The options to get detailed info are listed on the leaflet. Those being the new website, app or by visiting the public library of choice by the parent. As the final item on the first side, parents are introduced

to the 1.5°C challenge they can take on during the year.

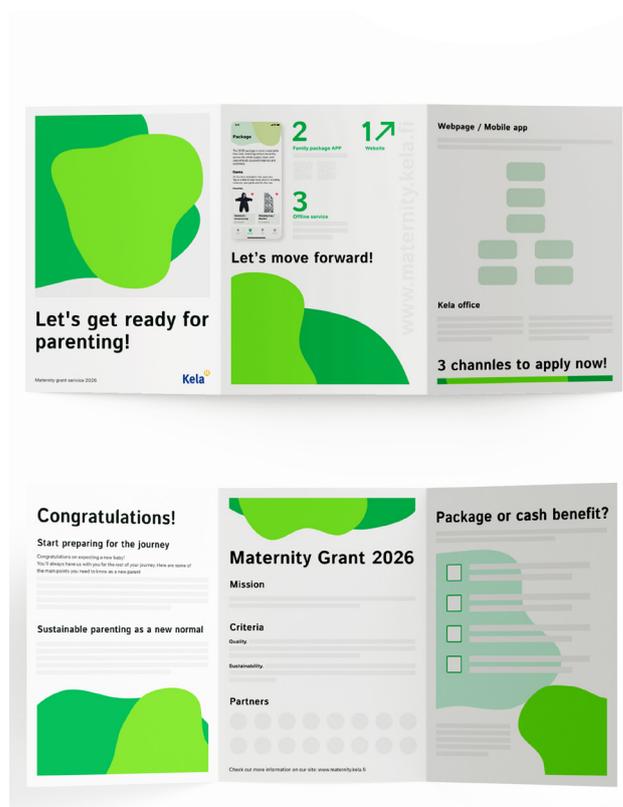


Image: leaflet mockup (both sides)

The back side of the leaflet has all the items included in the box showcased, with the basic details also included. As a fun extra, the items and the whole backside are meant to be colored together by the family, as the babies first artwork to keep as a memory for the future.

The leaflet can be used as the first destination for quick info or keeping track of the items and the use guides through the first year. Or just put it on the wall with the colored items visible for a bit of joy.

5.2 Benefits of the proposal

While the final proposal is predominantly aimed at educating the parents, the three layer approach of our proposal is able to provide benefits and motivation to all stakeholders involved.

For suppliers

The more transparent product information and requirements for the items would set expectations for suppliers to have more sustainable practices, while the increased visibility to the whole package would incentivise these efforts. A reputable source such as Kela highlighting the good practices related to the three pillars of sustainability gives the brands a new marketing channel, builds brand image for the companies taking part in the Family Package procurement. Which in turn would build their brand recognition, customer base and revenue outside the procurement.

Taking part in the Family Package procurement in the future would send a clear message to consumers that these companies care about the issues at hand.

For parents

The benefits for parents with this proposal are the most evident. Starting with clear, accessible information about the items in the package and their use.

Compared to the current process, Kela's support is also extended further across the lifecycle of the package, keeping the parents engaged until the end.

The approach also means that all parents by default become more sustainable and can also adjust the level of commitment without feeling pressured or overwhelmed. Everyone can find and make changes to their lifestyle for the better.

For Kela and the government

Being open about the criteria for the items, and the goals of the procurement, would mean an overall more transparent process. This would build trust about its contents for the public and show that the government is being fair, forward thinking and supportive of the development of the society and innovation happening in the country.

On the other hand, the Family Package will still be a tool for national branding, the box will not only communicate equality but also commitment for a more sustainable world by highlighting the awareness and efforts of the Finnish Government for a more sustainable society. In return, by setting an example, providing support and engaging the people, a collectively more sustainable society will develop. Helping Finland achieve their set goals of achieving carbon neutrality by 2035.

6. Future steps for implementation

Our proposal has many different aspects and steps to it but we want to point out that not all of them need to be implemented at the same time. Some actions are more low hanging fruits whereas introducing other actions could even take a couple of years.

First steps

As soon as possible Kela should inform that on their next procurement, companies are asked to give more information about their products and production and also how to take care of them. Many companies might already have this information, but enough time should be given before the change. It is important to highlight that parents will have the same information that suppliers give to Kela in the box and it would be added to the website. At the same time we suggest using the launching campaign as a platform to highlight the companies provided this information. Because the launch of a new box already gets a lot of attention, this step can already have a big impact if the launch is harvested to educate society

about sustainability and sustainable use of products. Influencer collaborations should be introduced as part of launch as well.

Second steps

Next steps would be to collect the information from suppliers, and make the new Family package website. With the information also the info leaflets to the Family box and to the maternity clinic can be made. These steps are the core of our proposal and would guarantee that almost every family with a newborn in Finland would be provided with sustainability education.

Third steps

The steps that will require more time are the possible app and email subscriptions. These elements would increase the interaction with parents beyond the box and therefore should be considered even though they take more time and money. We suggest including information that facilitates the adaptation of sustainability lifestyle and consumer

behaviour. As well as the sustainability information provided by suppliers about their products and practices. These platforms can be another channel used by Kela to engage with parents and promote the three pillars of sustainability.

First milestone

When the above steps are completed we have reached the first milestone. Someone could say that reaching this milestone would be the end goal of our proposal, however we think that it is just the middle goal since we envision a Family Package that will always be evolving and using its impact to help families and the society with the ongoing challenges. Now climate change and sustainability issues can be the biggest threat - but what are the problems that children face in 10 or 20 years? Because we cannot know yet, the Family package should always remember its original goal of tackling a social issue at hand to make the children have a better life. Or like we like to put it: the Family package should always go back to its roots for a flowering future.

Reflection II.

Developing the design intervention and the design proposal was a challenging journey where we took decisions that aligned our final solution with our design drivers making a synergy with the supergroup.

With no doubt there is quite a lot that can be done in the problem spaces we identified. However, figuring out what to focus and move forward was not an easy process for us. Looking back we realized that we might spend too much time on deciding on which intervention to adopt for our solution, and without a clear boundary of design intervention it is hard to move the solutions to a more concrete level.

According to the setting of the course agenda, the second phase follows the second diamond in the double diamond model. While, in the practical process we found that the divergent and the focusing thinking in the design process is more complex and dynamic than how the diamond is drawn. We have gone through more than one time of focusing, and new ideas could come out at any time, which is why we spent

more time than expected on defining the solution areas. The double-diamond model works as a good reference for the overall project arrangement, but not a constraint to limit our thoughts. Besides, the time and efforts we spent on thinking over the larger picture, which includes the tendering process and government-supplier communication, helped us take our solution to a more integrated outcome working along with the other groups' work.



Aalto University

References:

Halse, J., & Boffi, L. (2014). Design interventions as a form of inquiry. 15.

Junginger, S. (n.d.). Design and Innovation in the Public Sector: Matters of Design in Policy-Making and Policy Implementation. 11.

Koivu, A. (n.d.). The baby box. Enhancing the wellbeing of babies and mothers around the world. 110.

Meadows, D. (1999). Leverage Points—Places to Intervene in a System. The Sustainability Institution.

Mintrom, M., & Luetjens, J. (2016). Design Thinking in Policymaking Processes: Opportunities and Challenges: Design Thinking in Policymaking Processes. *Australian Journal of Public Administration*, 75(3), 391–402. <https://doi.org/10.1111/1467-8500.12211>

Thaler, R. H., Unstein, C. R. S., & Balz, J. P. (2012). Choice Architecture. <https://doi.org/10.13140/2.1.4195.2321>

Family Package

Back to the roots for a flowering future

© Creative Commons CC BY 4.0 2021 Loren Cordóba, Junrui Li, Joosep Laht, Tessa Kauppinen, Design for Government course at Aalto University