



CARBON FOOTPRINT CALCULATOR COMMUNITY

“If you think you’re too small to
make an impact, try going to
bed with one mosquito
in the room”





ORSI

TOWARDS ECO-WELFARE STATE

WHO WE ARE



JANNIKA
HYÖVÄLTI
MIB



VILMA
KANGASMAA
MIB



LEENA
TASALA
MIB

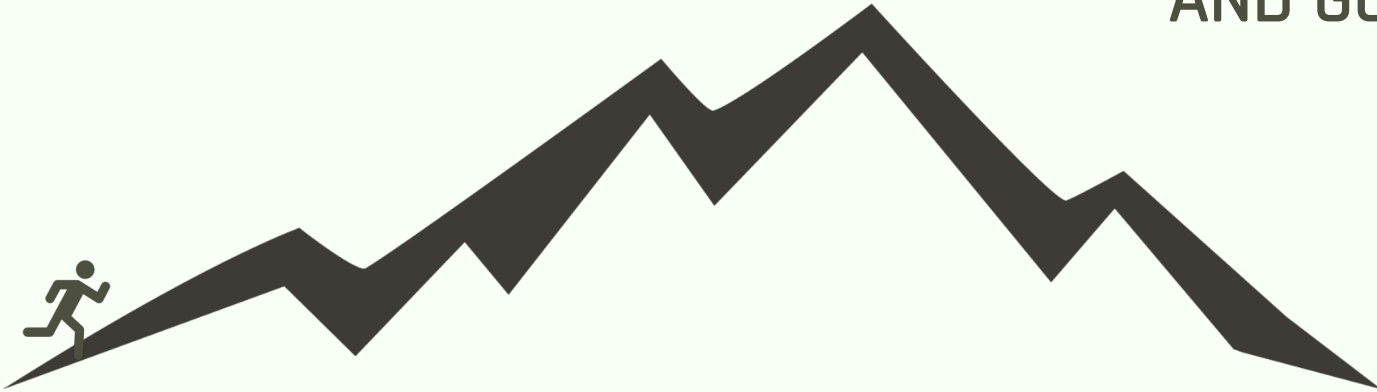


ESSI
PERTTUNEN
MIB

THE JOURNEY FROM SEA TO SUMMIT



START SQUARE - PROBLEM STATEMENT AND GOALS



01



SO WHAT'S THE PROBLEM?

MANY
CALCULATORS THAT
GIVE DIFFERENT
RESULTS

CONSUMERS ARE
CONFUSED AND
LOSING TRUST



Collaboration is needed

WHAT ARE WE GOING TO DO ABOUT IT?

Research questions

RQ1

What would be the targets for the community?

RQ2

What would be the requirements for this community?

HIKE - WHAT WE DID AND HOW



02

FIRST STEP

BENCHMARKING

Building cross-sectoral communities is beneficial

LITERATURE REVIEW

Defining targets and finding a facilitator is important

METHODOLOGY

The background of the slide is a close-up photograph of green, serrated leaves, likely from a strawberry plant. Two semi-transparent, olive-green rectangular boxes are overlaid on the image. The left box contains the text 'DATA COLLECTION' and '8 interviews'. The right box contains the text 'DATA ANALYSIS' and 'Thematical analysis'.

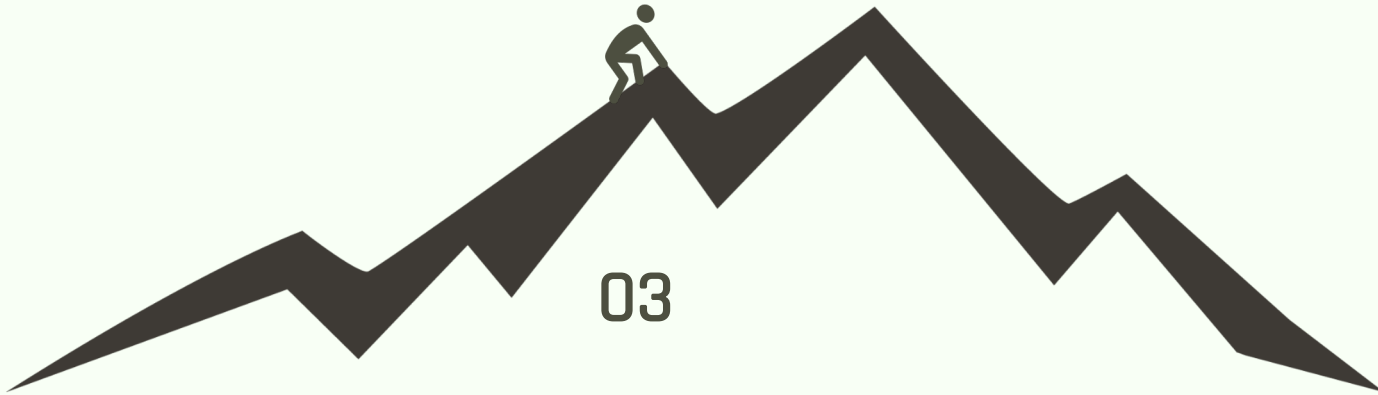
DATA COLLECTION

8 interviews

DATA ANALYSIS

Thematical analysis

FIRST SUMMIT - FINDINGS

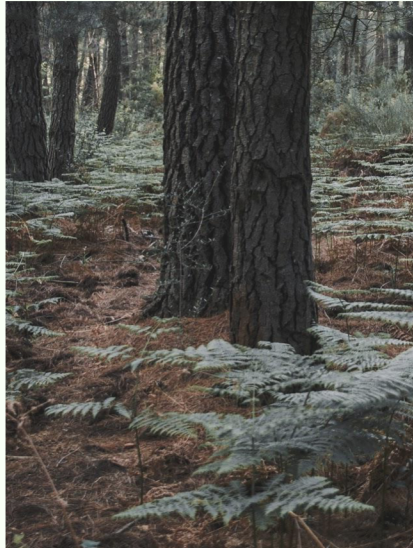


FINDINGS – RQ1

Targets for community

SHARE
KNOWLEDGE
AND DISCUSS

BUILD BETTER
STANDARDS

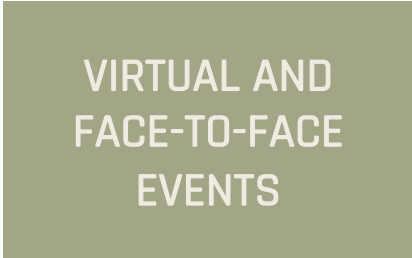


UNIFIED
MESSAGE

MORE
COMPARABLE
RESULTS

FINDINGS - RQ2

Requirements for community



VIRTUAL AND
FACE-TO-FACE
EVENTS



PROFESSIONAL
FACILITATOR



EASY
ACCESSIBILITY

FINAL SUMMIT
- RECOMMENDATIONS
AND ACTION PLAN

04



RECOMMENDATION

Establish two groups

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graph LR; A[OPEN COMMUNITY] --> C[COMPARABLE RESULTS AND OVERALL TRUST]; B[IMPACT GROUP] --> C;
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OPEN
COMMUNITY

IMPACT GROUP

COMPARABLE RESULTS AND
OVERALL TRUST

ACTION PLAN FOR ORSI





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Appendix 1: Interview categories

Small and medium size enterprises (SMEs)

Public sector

Academic researchers

Large enterprises

Appendix 2: Key Performance Indicators

- How many people are part of the open community
 - How much online activity there is
- How many people are part of the impact group
 - The attendance rate at events
- Any concrete actions resulting from discussion within the community; new projects, regulations, common agreements, etc.
 - How many people share data

CREDITS

- Presentation template by [Slidesgo](#)
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