



Aalto University
School of Arts, Design
and Architecture

Design Approaches to Sustainable Consumption

Session 2: Case work on food system sustainability

Tatu Marttila & Shreya Sood

13.1.2021 (9:15-12:00)

Agenda

9:15–9:30 Previous session recap

9:30–10:00 Preparing for case work

- *Student teams and selected themes*
- *Interacting with client and your mentor*
- *Breakout rooms to meet your team*

10:00–11:00 Case work: Food system sustainability

- *Keynote: Nina Elomaa & S-group sustainability*
- *Introduction to themes and tutors*

11:00–11:30 Breakout rooms with mentors

- ***Please note!*** *Groups 5 & 6 on theme 3 (logistics) have a break first and meet tutor between 11:30-12:00*

Course and case work schedule

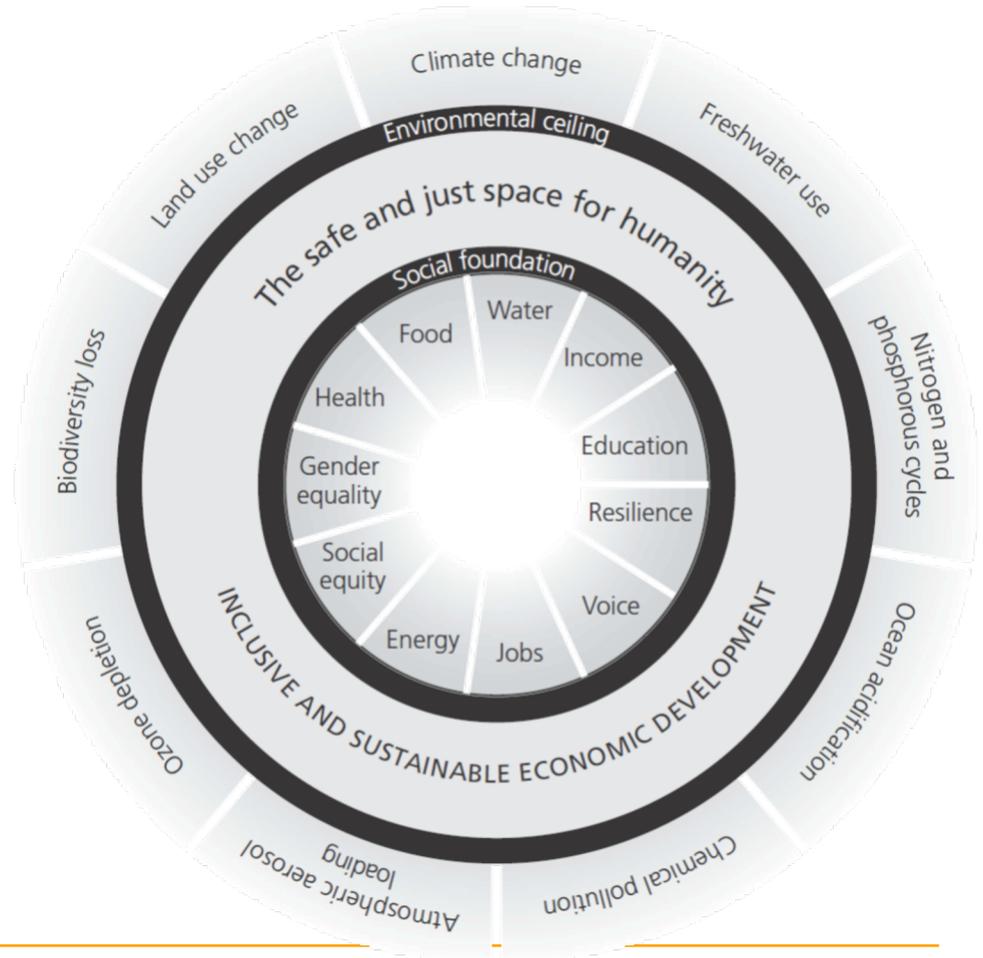
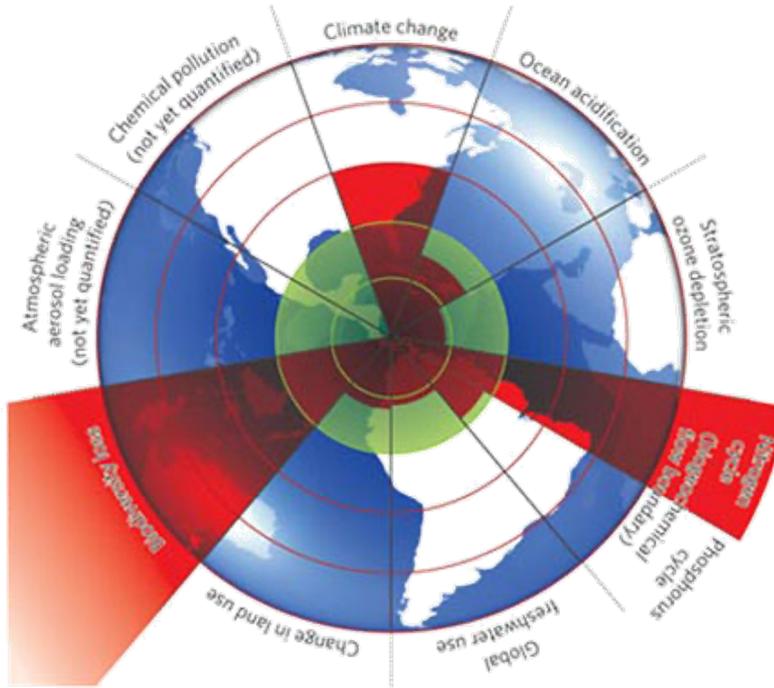
Working days	Tuesdays	Thursdays
Week 1	Introduction to course; DfS introduction (11.1.)	Case introduction: Food system sustainability (13.1.)
Week 2	Sustainable PSS design & servicization; Nudging (18.1.)	Multi-level perspective in design; Design for sufficiency (20.1.)
Week 3	Assessing and communicating impacts (25.1.)	Present case ideas (27.1.)
Week 4	Taking it into action (1.2.)	One planet lifestyle (3.2.)
Week 5	Scaling-up sustainability transitions (8.2.)	Case work tutoring (10.2.)
Week 6	Final presentations #1 (15.2.)	Final presentations #2 (17.2.)

Recap of first session



Aalto University
School of Arts, Design
and Architecture

Facing limits to growth...



Strategies for Design for Sustainability

Sustainability as a concept is very broad – there also exists a multitude of DfS strategies, orientations, & methods

A question of context, framing, aim and focus, and so on...

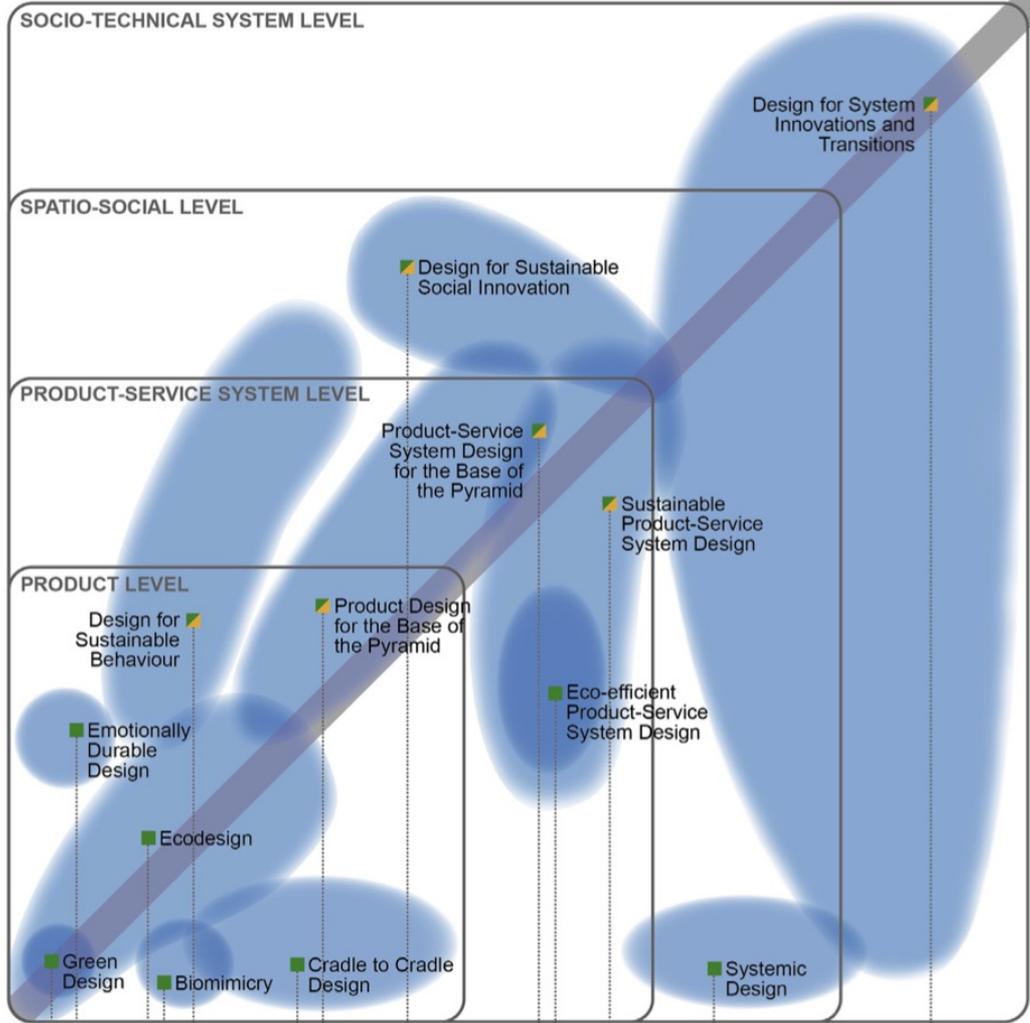
***Design for Sustainability* by Ceschin & Gaziulusoy (2020) lists the following:**

- Green design & product ecodesign
- Emotionally durable design
- Design for sustainable behaviour
- Cradle-to-cradle design
- Biomimicry design
- Product-service system design for sustainability
- Design for the base of the pyramid
- Design for social innovation
- Systemic design

INSULAR

SYSTEMIC

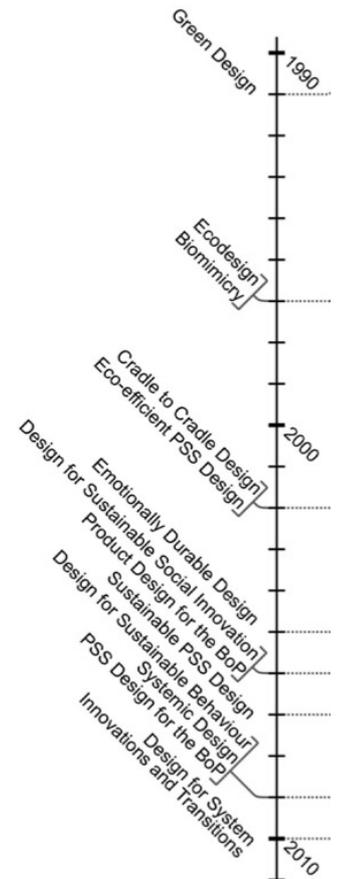
Increasingly
potentially
sustainable



TECHNOLOGY

PEOPLE

- Approach addressing the environmental and economic dimensions of sustainability
- ▣ Approach addressing the environmental, socio-ethical and economic dimensions of sustainability



A?

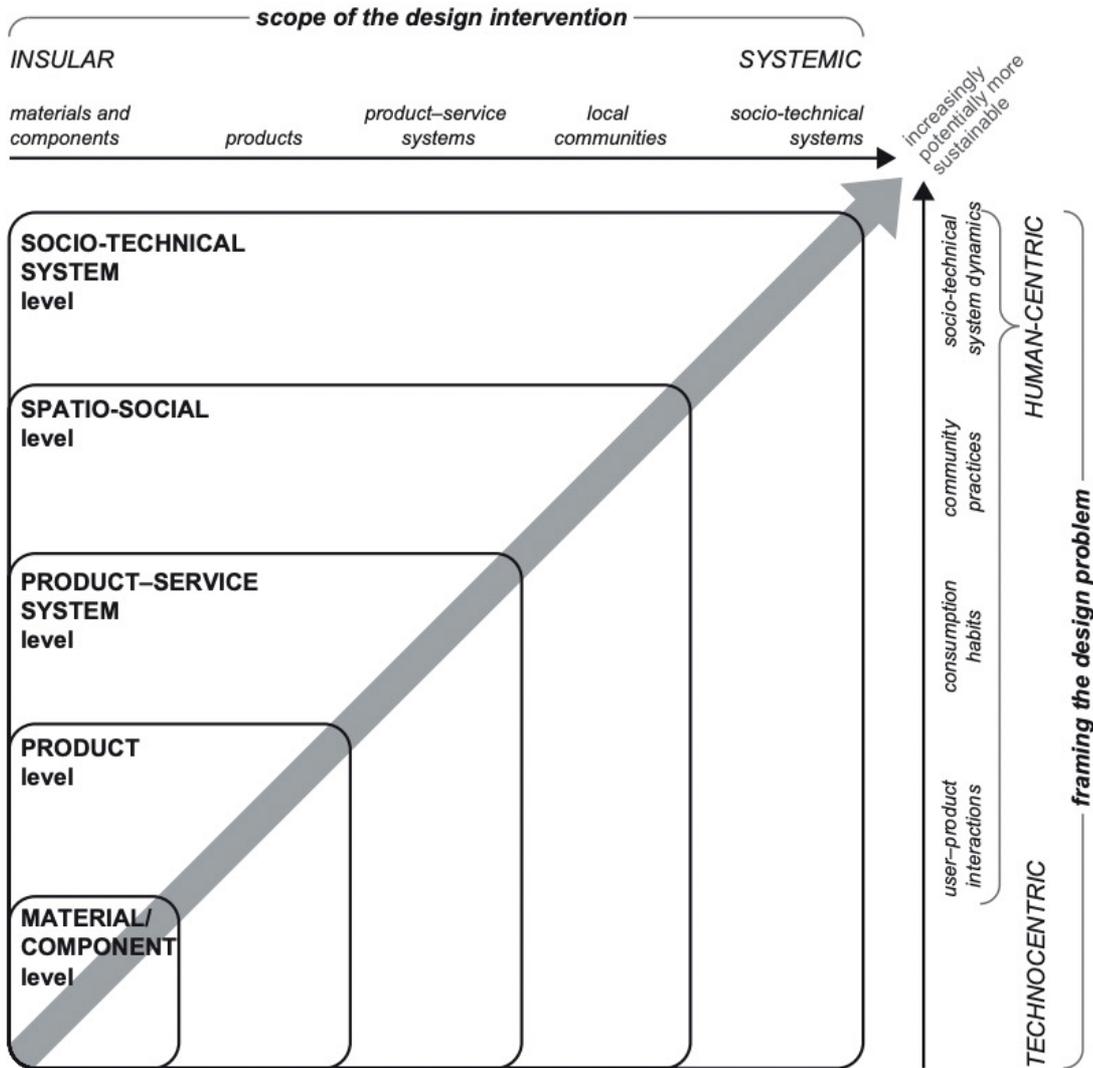


Figure 12.1 The DfS innovation framework

Case work

Case work – ways of working...

- Teams have been formed according to primary or secondary preference of theme
- 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 in organizing work, or then share this responsibility
- Each team has an assigned tutor, and will keep in contact in data gathering and between presentations also

Food system Sustainability: Case themes/ topics

- 1 Nudging for healthier and more sustainable food choices
- 2 Visualizing and communicating carbon footprint and sustainability impact
- 3 Future food system transport and logistics
- 4 Functions of food, (sustainability, justice,) and how to communicate them
- 5 Carbon farming and food services

Teams and themes

Nudging for healthier and more sustainable food choices

(Tutor: Sanna Tiilikainen)

<p>Team 1: Ellen Saukkonen Darja Sergeeva Esko-Matti Helin Pauliina Alanen Shubhajit Dutta Chloe Hartmann</p>	<p>Team 2: Simon Searle Maria Först Varvara Kharitonova Jannika Niemelä Pamela Ngui</p>
<p>Team 3: Kiia Laukkanen Joonas Nuutinen Duan Zhouying Vivi Mattsson Frans Astala</p>	<p>Team 4: Amirali Moradi Ada Pärnänen Laras Zita Tedjokusumo Sofia Wasastjerna Vilma Torkkeli Janni Lindgren</p>
<p>Team 5: Daniel Uusitalo Julia Haavisto Sami Rojo Brage Steen Cheng Chen</p>	<p>Team 6: Paul Mesarcik Fanny Vuollet Ulrika Ura Lou Inken Holst Satyaki Roy</p>

Visualizing and communicating carbon footprint and sustainability impact

(Tutor: Michael Lettenmeier)

Future food system transport and logistics

(Tutor: Sanna Tiilikainen)

Functions of food, [sustainability, justice,] and how to communicate them

(Tutor: Shreya Sood)

Carbon farming and food services

(Tutor: Juha-Pekka Aikola)

<p>Team 7: Sanne van der Linden Kaisa-Maria Suomalainen Iida Laaksonen Radhika Motani Miia Lötjönen</p>	<p>Team 8: lines Reinikainen Hannah Scoones Matias Rinne Azalya Latorre Anna Häkkinen</p>
<p>Team 9: Pascal Mies Arttu Kärkkäinen Claudia Kovács Marleena Halonen Mingyu Zhuang</p>	<p>Team 10: Ida Rouhiainen Jenny Marie Jakobsen Erik Zuuring Marikki Nygård Sara Savander</p>

Case work process & deliverables

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

Presentation days:

- Idea presentations on 27.1. (short 5 min pitches with few slides)
- Final presentations on 15.2. and 17.2. (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

Interacting with your tutor

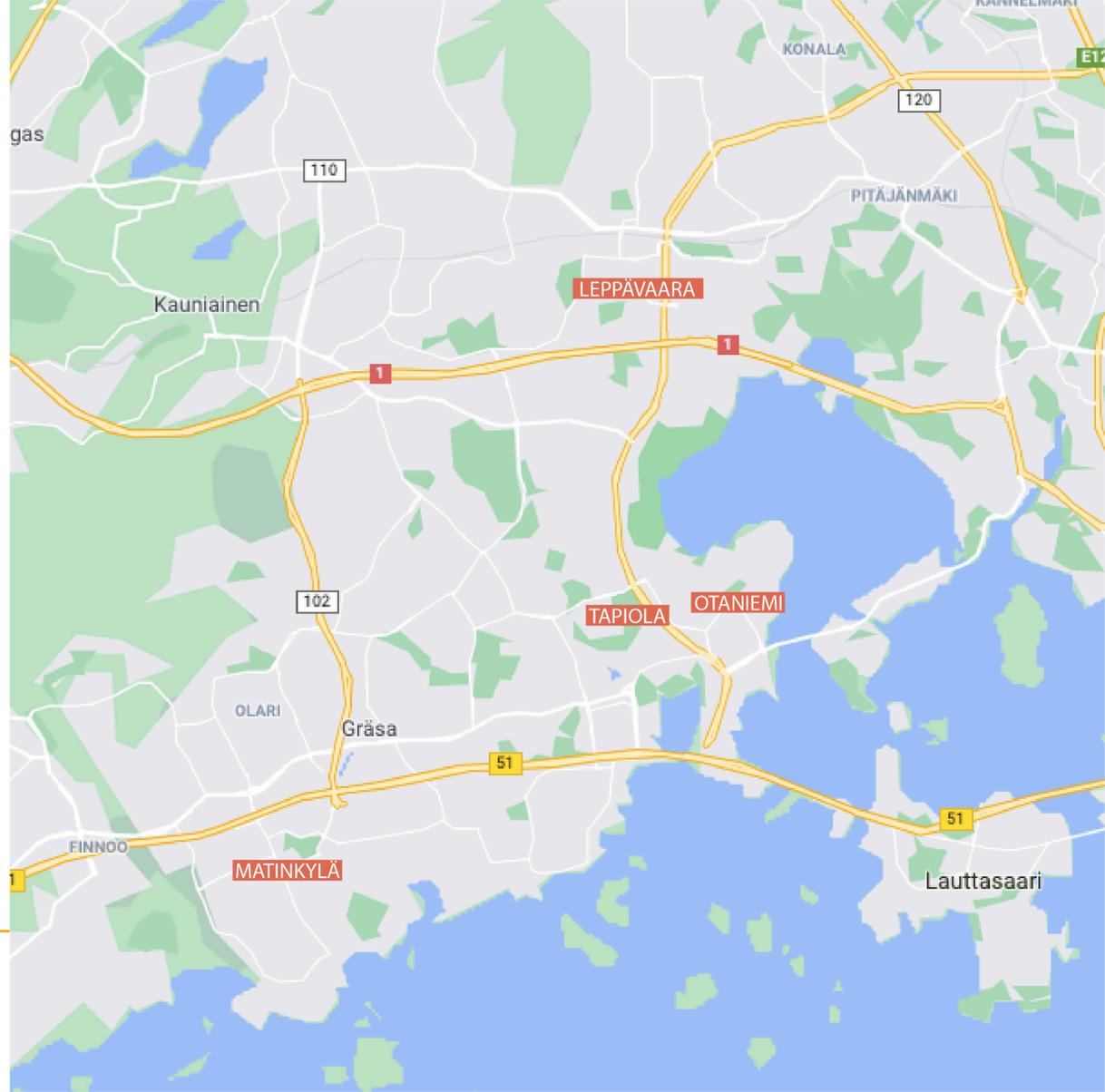
Main topics to discuss when meeting your mentor today:

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 (e.g., 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 27.1.), to discuss your ideas.

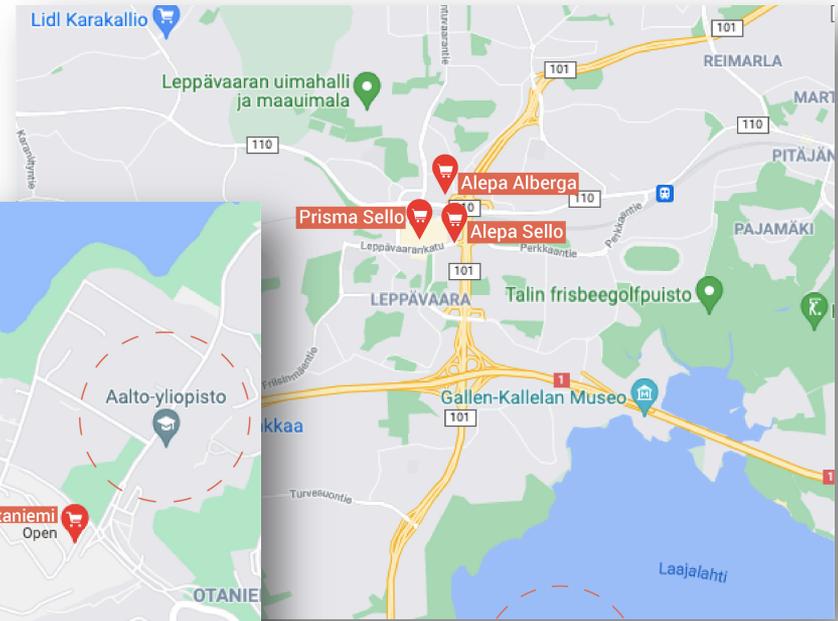
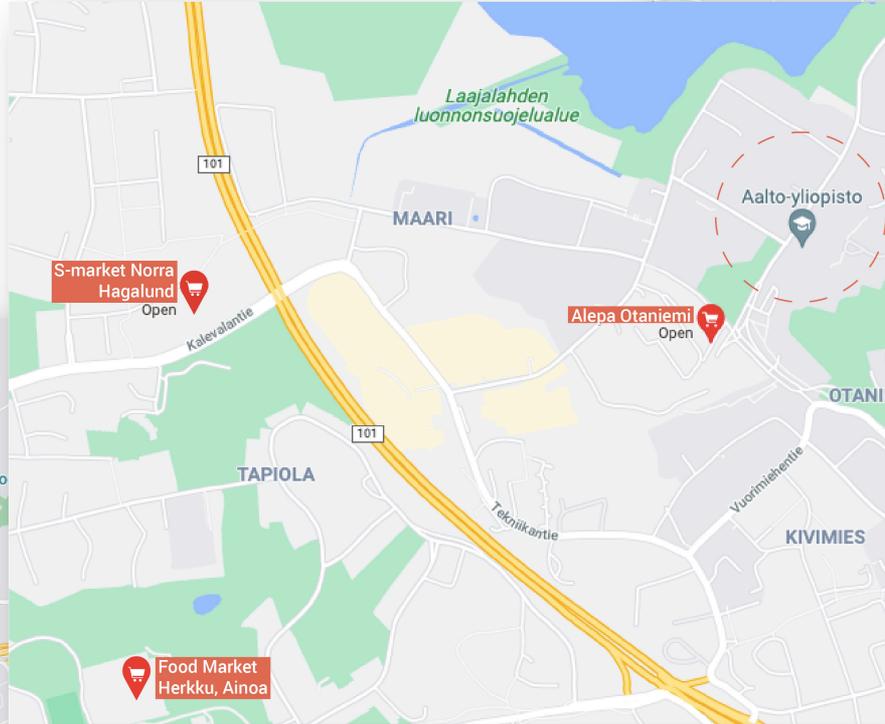
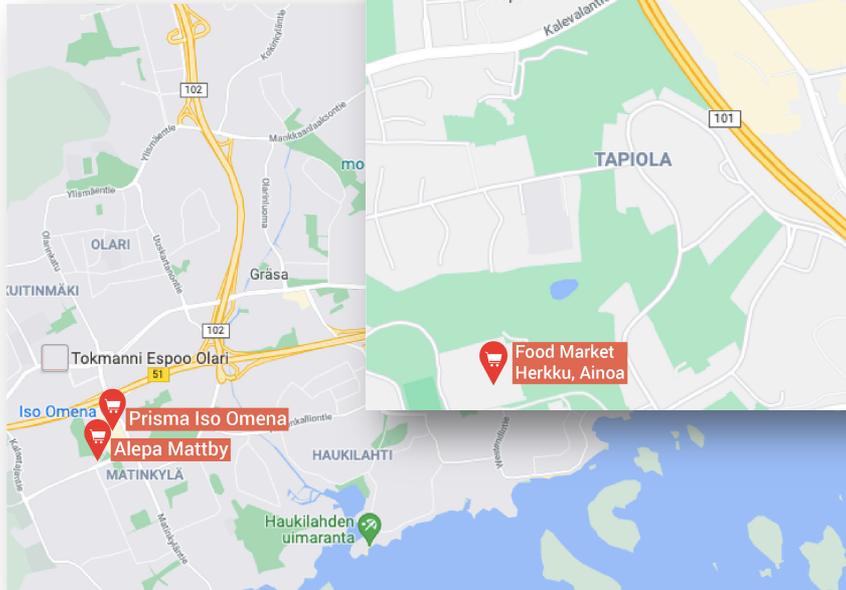
Focus locations

Begin to think of food store locations that could be of help in fieldwork, in doing research, surveying, or for testing something.

However, remember to always consider ethics in private and public space...



Example locations: Matinkylä, Otaniemi, Leppävaara



Next week sessions: Topics & readings

Tuesday (18.1.):

**Sustainable PSS design & servicization;
Nudging for sustainable (food) services**

Guest: Sanna Tiilikainen

Lecture reading:

- Ceschin & Gaziulusoy (2020) Design for Sustainability, Chapter 7: Product-service system design for sustainability (in MyCourses)
- Supplementary reading (if you feel like it): Chapter 10: Systemic design

Thursday (20.1.):

**Multi-level perspective in design;
Design for sufficiency**

Guest: Mikko Jalas

Lecture reading:

- Ceschin & Gaziulusoy (2020) Design for Sustainability, Chapter 9: Social innovation (in MyCourses)
- Supplementary readings (if you feel like it): Lucy Kimbell (2011) Rethinking design thinking; Joore & Brezet (2014) Multilevel perspective in design (in MyCourses)

Remember to begin to reflect on weekly topics and progress in your learning diary!

Meet your team (breakout rooms)



Aalto University
School of Arts, Design
and Architecture

Design Approaches to Sustainable Consumption – Case work themes and tutors



Aalto University
School of Arts, Design
and Architecture

Design Approaches to Sustainable Consumption –course (2022)

Food system sustainability:

Nina Elomaa

(Senior Vice President Sustainability)

S-group, Finland

Food system sustainability: Case themes/ topics

- 1 Nudging for healthier and more sustainable food choices**
- 2 Visualizing and communicating carbon footprint and sustainability impact**
- 3 Future food system transport and logistics**
- 4 Functions of food, (sustainability, justice,) and how to communicate them**
- 5 Carbon farming and food services**

1.

Nudging for healthier and more sustainable food choices

How to steer people to choose sustainable options in retail shop or in internet? Theme focuses on how to take advantage of 'nudging' in the context of the food trade. This can help consumers make more sustainable and healthier food choices by making them easy and attractive

Tutor: Sanna Tiilikainen (@aalto.fi)

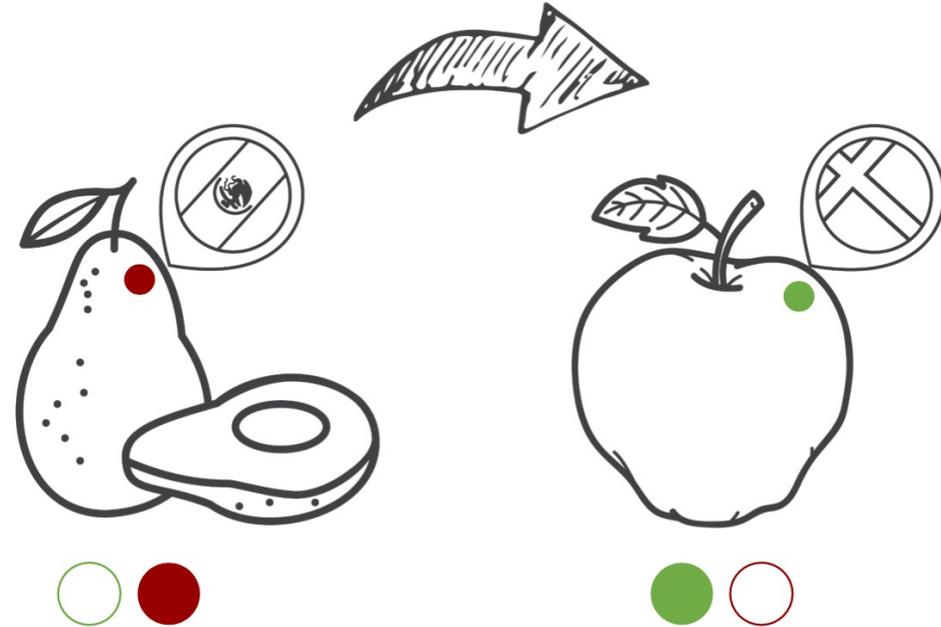


2.

Visualizing and communicating carbon footprint and sustainability impact

What services are needed for consumer-specific carbon footprint assessment, visualization, and low-carbon purchasing planning? Theme focuses on how to create visualise consumption and create new incentives to mitigate it.

Tutor: Michael Lettenmeier (@aalto.fi)

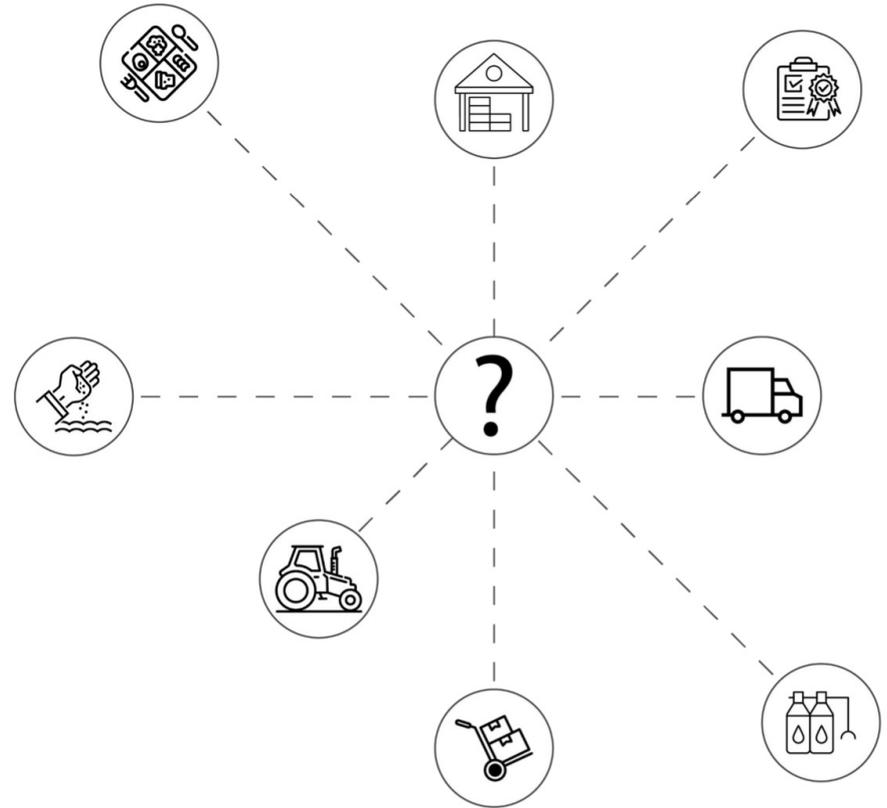


3.

Future food system transport and logistics

*What could be the sustainable logistics solutions for future food services?
Theme focuses on future food logistics, distribution, and transport systems.*

Tutor: Sanna Tiilikainen (@aalto.fi)



4.

Functions of food, (sustainability, justice,) and how to communicate them

What are the functions of food in the future? How are they communicated to the consumer? Focus on the health, well-being, etc. functions and sustainability of food, and communicating about it at the product level or through campaigns.

Tutor: Shreya Sood (@aalto.fi)

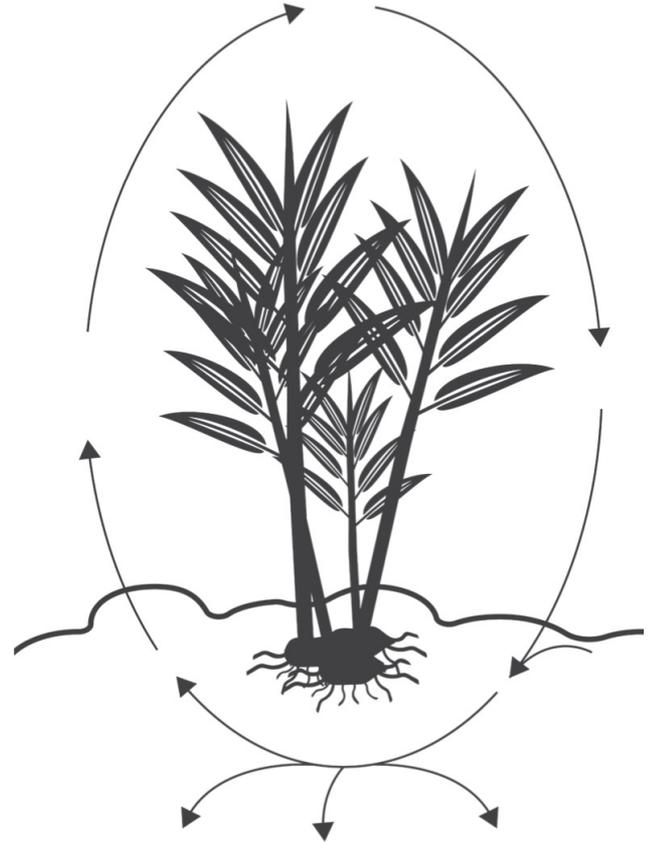


5.

Carbon farming and food services

How farmer-trade cooperation can promote carbon cycling and carbon sequestration? The focus on opportunities is to promote the carbon cycle and carbon sequestration in agriculture, ie the storage of carbon in the soil.

Tutor: Juha-Pekka Aikola



Case work – next steps...

- Continue discussion in theme-based breakout rooms, and agree on next actions in each team; Agree on tutoring meetings
- 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 tutor, prepare materials for the check-up before taking idea presentation (for 27.1.) further

Course and case work schedule

Working days	Tuesdays	Thursdays
Week 1	Introduction to course; DfS introduction (11.1.)	Case introduction: Food system sustainability (13.1.)
Week 2	Sustainable PSS design & servicization; Nudging (18.1.)	Multi-level perspective in design; Design for sufficiency (20.1.)
Week 3	Assessing and communicating impacts (25.1.)	Present case ideas (27.1.)
Week 4	Taking it into action (1.2.)	One planet lifestyle (3.2.)
Week 5	Scaling-up sustainability transitions (8.2.)	Case work tutoring (10.2.)
Week 6	Final presentations #1 (15.2.)	Final presentations #2 (17.2.)

Thank you!

Continues next Tuesday (18.1.)...



Aalto University
School of Arts, Design
and Architecture