



Aalto University
School of Arts, Design
and Architecture

Design Approaches to Sustainable Consumption

Session 4: Practical notes on case work

Tatu Marttila

19.1.2023

Case work: groups and themes

Rules
(Tutor: Tatu Marttila)

<p>Group 1: Vida Hardjono Sofia Suomalainen Anna Vienamo Jisoo Kim Satu Lähdeoja</p>	<p>Group 2: Callisté Mastrandreas Adela Navratilova Mina Rostami Ida Krook Sarah Aura</p>
<p>Group 3: Leo Lukas Weißer Fang-Yu Lin Janina Laine</p>	<p>Group 4: Julia Laihinen Vera Saavalainen Paul Wong Poonam Chawda Mõtus Lõmaš Kama Tiina Raasakka</p>
<p>Group 5: Mikaela Kumlin Annika Viitala Pauliina Pesonen Bambi Vihavainen Martin Guyot</p>	<p>Group 6: Chiaki Shiga Sara Rynefors Scott Gingrich Andrzej Tarasiuk Suvi Onne</p>

Money
(Tutor: Mikko Jalas)

Selection
(Tutor: Sanna Tiilikainen)

<p>Group 7: Elli Jaakola Jean Muncck Regina Gensinger Ruusu Lamminmäki Didier van Overveld</p>	<p>Group 8: Greta Cappellini Angelina Arial Topias Sorsa Vera Väänänen Gabriela Farias</p>
<p>Group 9: Frederikke Ellemose Vad lines Toivanen Madison Bickel Giorgia Morandi</p>	<p>Group 10: Elena Seip Eveliina Lehtisalo Mea Pousar Kristen Barretto Pragati Singhal</p>

Nudging
(Tutor: Sanna Tiilikainen)

Information
(Tutor: Michael Lettenmeier)

- *Balancing groups 3 & 4 with one person switching groups?*
- *Please check if the list is correct!*

Case work process & deliverables

As the output, teams produce design concepts communicated in a poster, presentations and a project report.

Presentation days:

- Idea presentations on Tuesday 24.1. (short <10 min pitches with few slides)
- Final presentations on Tuesday 14.2. (<15 min presentation, 20 min per team including feedback)

Concept poster:

- Should include your theme, ideas in background, and your design concept with visualizations
- [See more detailed guidelines in MyCourses](#)

Project report:

- Project report is a more thorough textual presentation of your concept with more reflection on the process and outcomes
- It should revisit your theme and challenge, background research, design ideation, interaction with stakeholders and the development of the final concept
- [More detailed guidelines updated to MyCourses](#)

Course and case work schedule

Working days	Tuesdays (13-17)	Thursdays (9:15-12)
Week 1 (10. & 12.1.)	Introduction to course; DfS introduction (F101)	Case introduction: Food system sustainability (Q201)
Week 2 (17. & 19.1.)	Systemic (PSS) design and circular economy (Q201)	Design for sufficiency (Q201)
Week 3 (24. & 26.1.)	Presenting case work ideas (F101)	Assessing and communicating sustainability impacts (Q201)
Week 4 (31.1. & 2.2.)	Negotiating food systems experiments (Q201)*	Scaling-up design ideas (Q201)*
Week 5 (7. & 9.2.)	One planet game session (L1–241, Puunjalostustekniikka 1)	Case work tutoring (Q101) Concept poster by Friday!
Week 6 (14. & 16.2.)	Final presentations (F101)	Summary discussion (Q101)

Idea presentations (Tuesday 24.1.)

Groups present their case work ideas in next Tuesday (24.1.) session, tutors are present for feedback to all groups!

Idea presentation format:

- The format is a limited amount of slides (PPT or similar) supported with presentation talk; You may have only some people or then everyone speaking
- Each team has 15-minute slot including feedback, so the presentation needs to be pitch-like (less than 10 min)
- In your presentation, briefly discuss your interpretation of the theme and challenge, and idea(s) that you'd take forward; You may focus on a single idea or introduce a few for comments
- When discussing concept ideas, reflect on why they are fitting for the challenge, to whom they are targeted, and how they contribute to sustainability
- Upload presentation slides to MyCourses assignment-box by Tuesday session!

Idea presentations schedule

Schedule (Tuesday 24.1. 13:15–17:00):

13:15	Welcome	15:30	Team 7
13:20	Team 1	15:45	Team 8
13:35	Team 2	16:10	Team 9
14:00	Team 3	16:25	Team 10
14:15	Team 4	16:45	Closing session
14:40	Team 5		
14:55	Team 6		

- **Final note: Any questions for government and producer representatives at the moment? **Send them to Sanna today!****

Bonus task for all the groups!

if you want to take on an extra challenge, consider the following:

- S-group would like to see all posters incorporating the idea 28: *“revising food discourse to communicate that food is valuable and a precious resource”*
- Especially, in your poster texts, try to replace the following terms with more positive ones: “low-“ (such as in “low carbon”), “substitute-“ (such as in meat substitute), and plant based food as “special-“ (such as when talking about vegetarian/vegan food as a “special diet”)
- Try to find new terms that would normalize sustainable eating!