

# A?

Aalto-yliopisto  
Taiteiden ja suunnittelun  
korkeakoulu

# Design for sufficiency

*Mikko Jalas, Design approaches to sustainable  
consumption*

*19.1.2023*

# Outline of the lecture

**Sufficiency definitions (based on the reading). The problem of the 'rebound effect' of technological progress. Wealth-in-time.**

**Everyday materialities / Object relations**

**Regenerative design / Care**

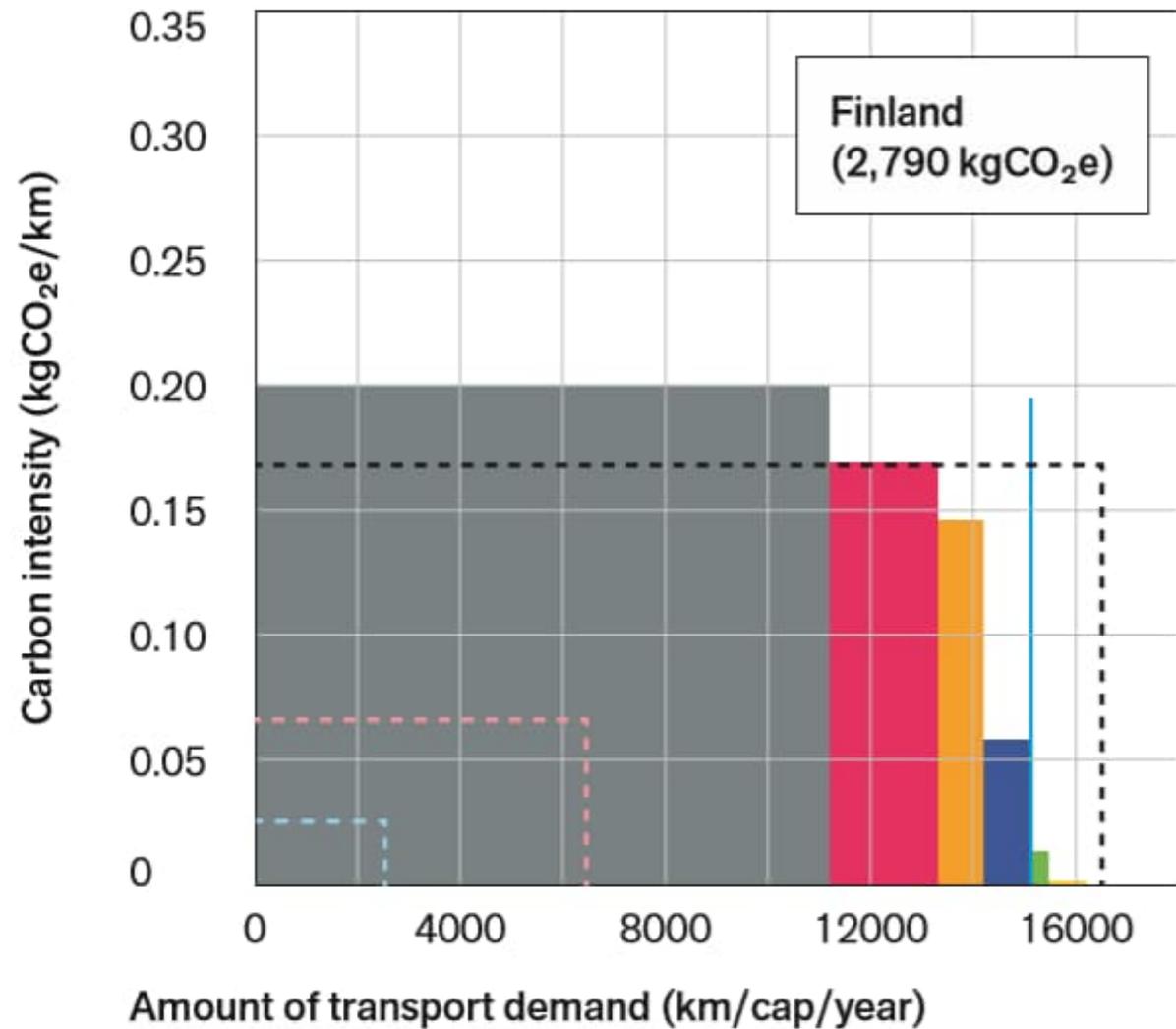
**Returning to consumption studies (& IPAT) with a sufficiency lens**

# Sufficiency – Enoughness

'In terms of consumption, sufficiency is found to be manifested in behavioral change towards less and moderate individual consumption, and is claimed to require a macroeconomic transition towards more equitable intra- and intergenerational distribution of affluence. '

'On the production side, sufficiency is manifested in calls for a paradigm shift in business logic and alternative imaginaries to organize human activity in society.'

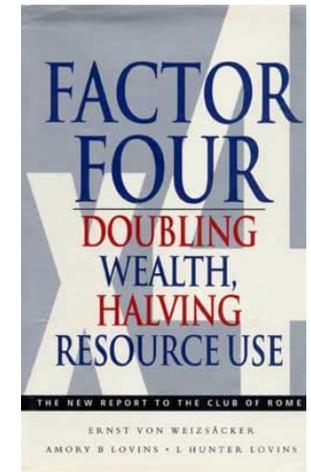
Jungell-Michelsson, J., & Heikkurinen, P. (2022). Sufficiency: A systematic literature review. *Ecological Economics*, 195, 107380.



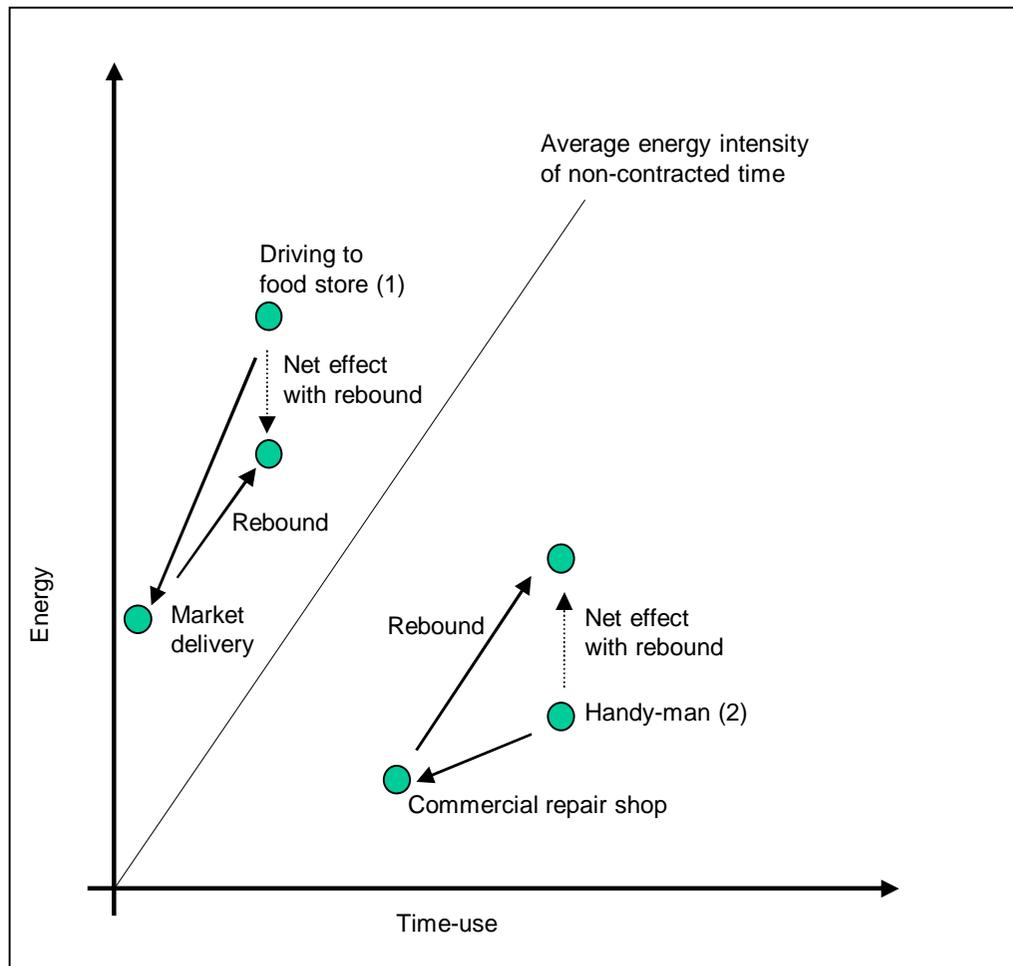
- Car ● Airplane ● Other private ● Bus
- Ferry ● Bicycle ● Train ● Walking

# Modal shift and eco-efficient consumption innovations

- **Focus on the end-results of consumption activities**
  - Service-orientation and Product-Service-Systems
- **Represent consumption as instrumental activity, and products as ‘service-producing-machines’**
- **Purposefully exclude the meanings of acts of consumption in order to promote innovation**



# Time use-rebound



Two hypothetical examples, which both exist in literature.

Generalization:  
The net effect depends on the direction of the initial improvement vector.

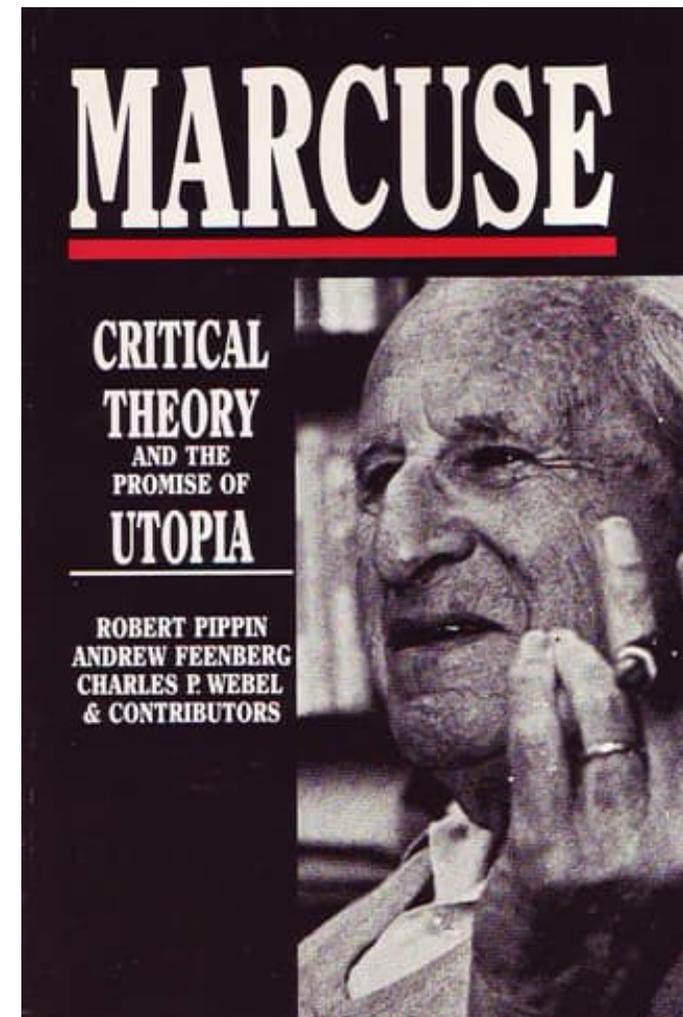
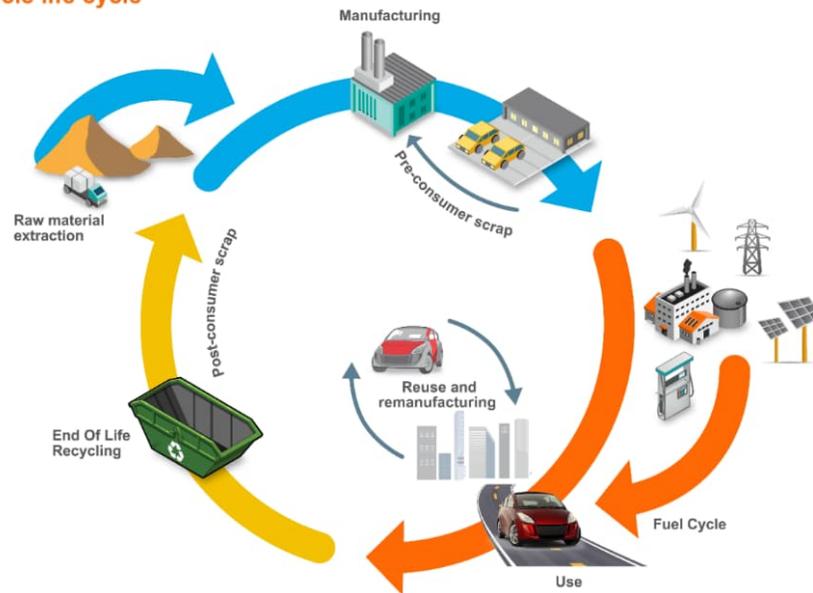
Upper left corner indicates net increase

Lower right corner indicates net reduction

# Alienation.

## Demand: Are we missing the point?

Vehicle life cycle



# Wealth-in-time

- Paul Lafargue (1883). Right to be lazy.
- Arts and Craft movement (William Morris)
- Andre Gorz (1980). Farewell to the working class.
- E.g. Lucia Reisch. Zeitwohlstand / Wealth-in-time.
- Juliet Schor. Overworked American (1993)  
Overspent American (1998)
- Sanna Marin 2020: We should aim at 6 hour work day

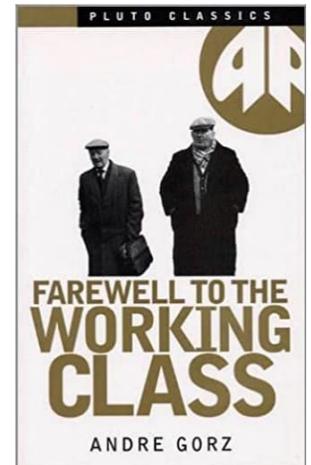
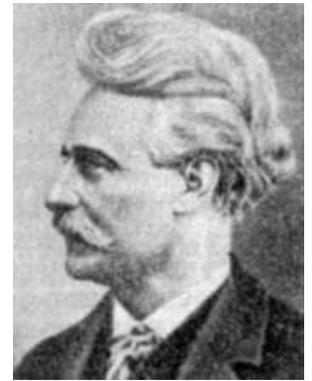
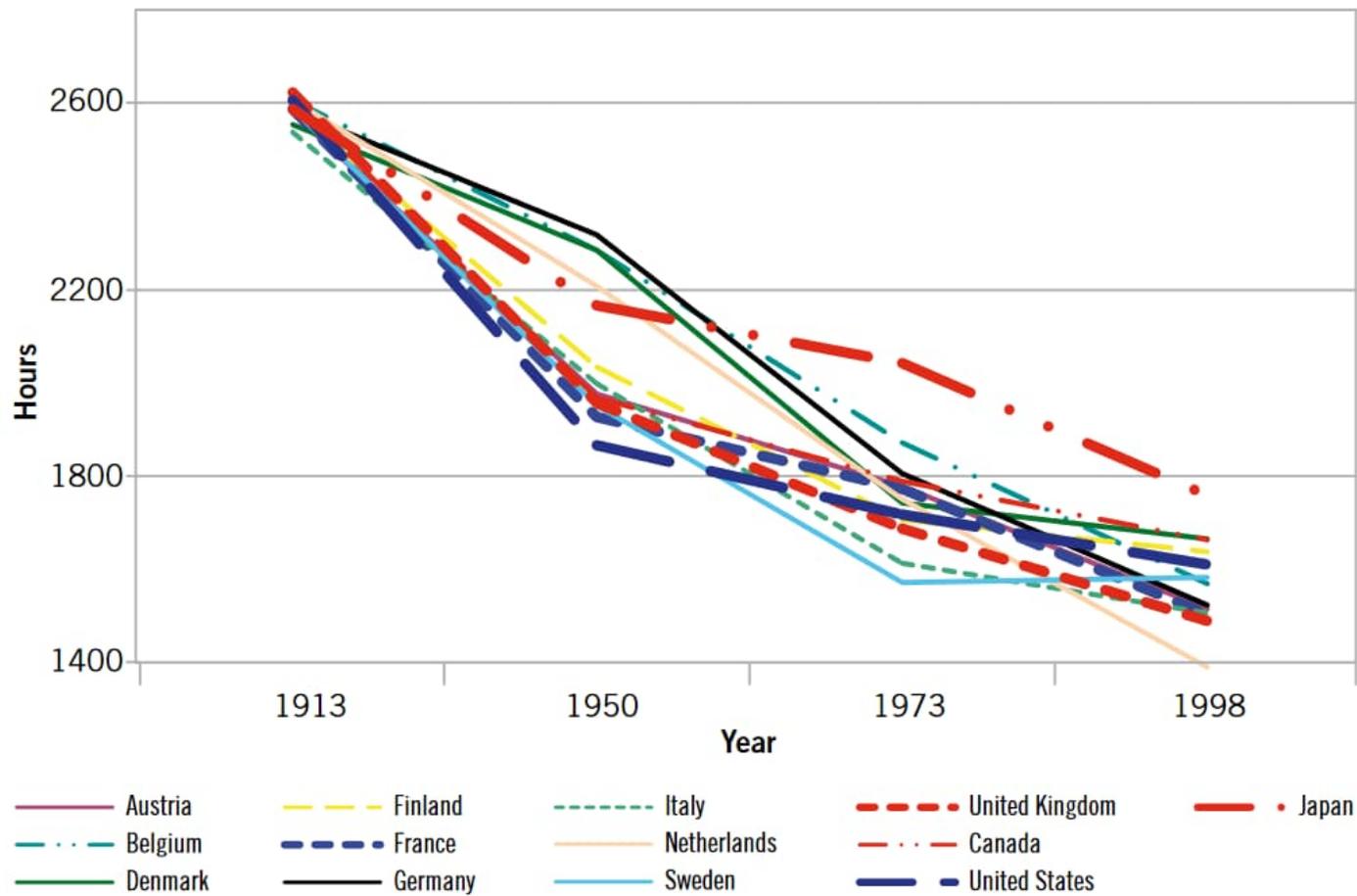


Figure 1. Annual hours worked per person employed, total employment, 20th century



Source: Maddison, 2001, p. 347.

[http://www.ilo.int/wcmsp5/groups/public/---dgreports/---cabinet/documents/publication/wcms\\_649907.pdf](http://www.ilo.int/wcmsp5/groups/public/---dgreports/---cabinet/documents/publication/wcms_649907.pdf)

# Industrial time

- Clock and the calendar organise time
- Collective time
- Busyness as 'fitting together' and being in a right place at a right time



# Commodified time

- Time is money
- Time is a resource to be optimised
- Busyness is a virtue
- Busyness is about being useful and not falling behind



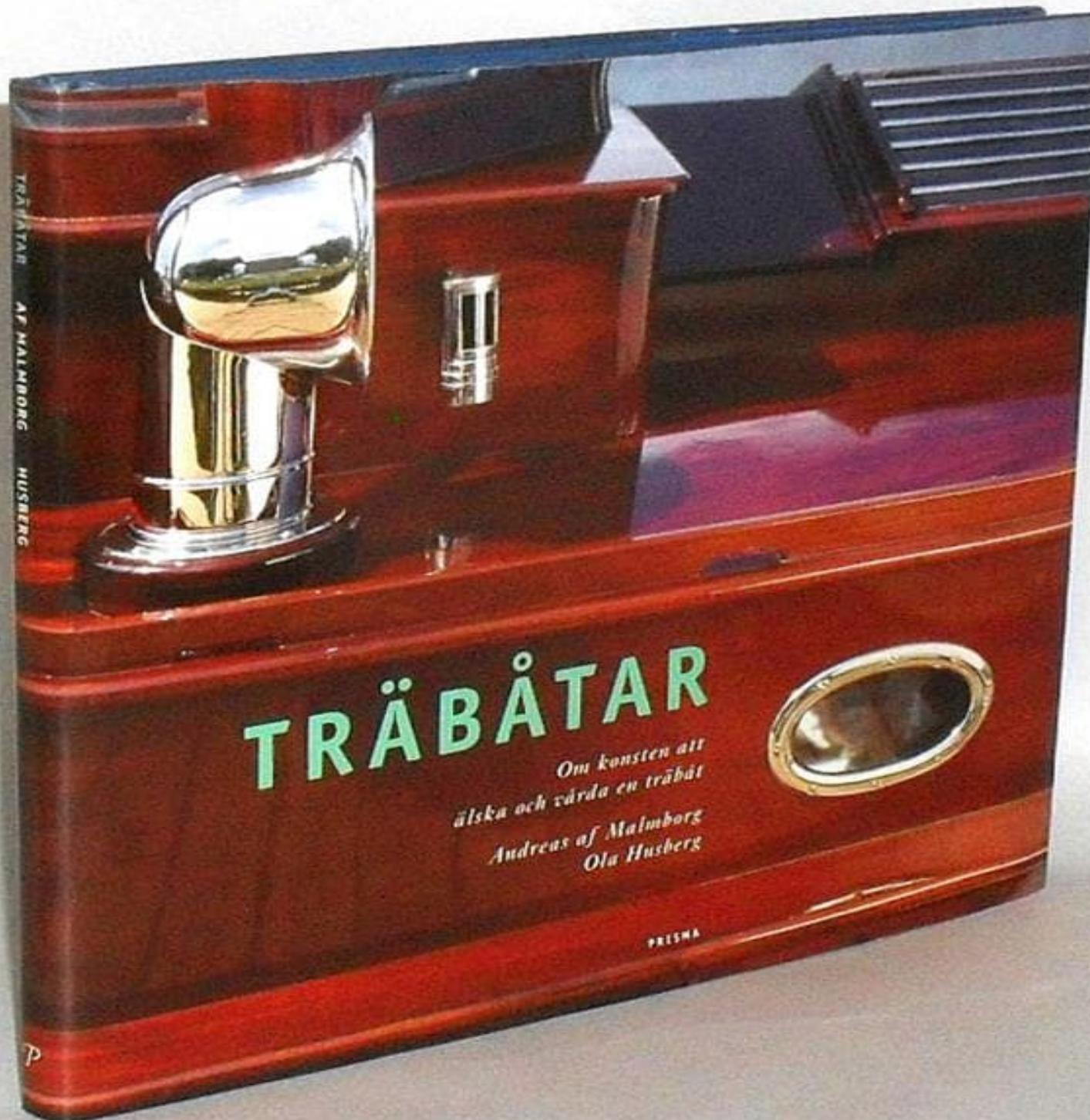
# Embodied time

- Time as embodied experience
- Absorbed in (skillful) performance
- To be defended '... well this makes no sense, does it ...'

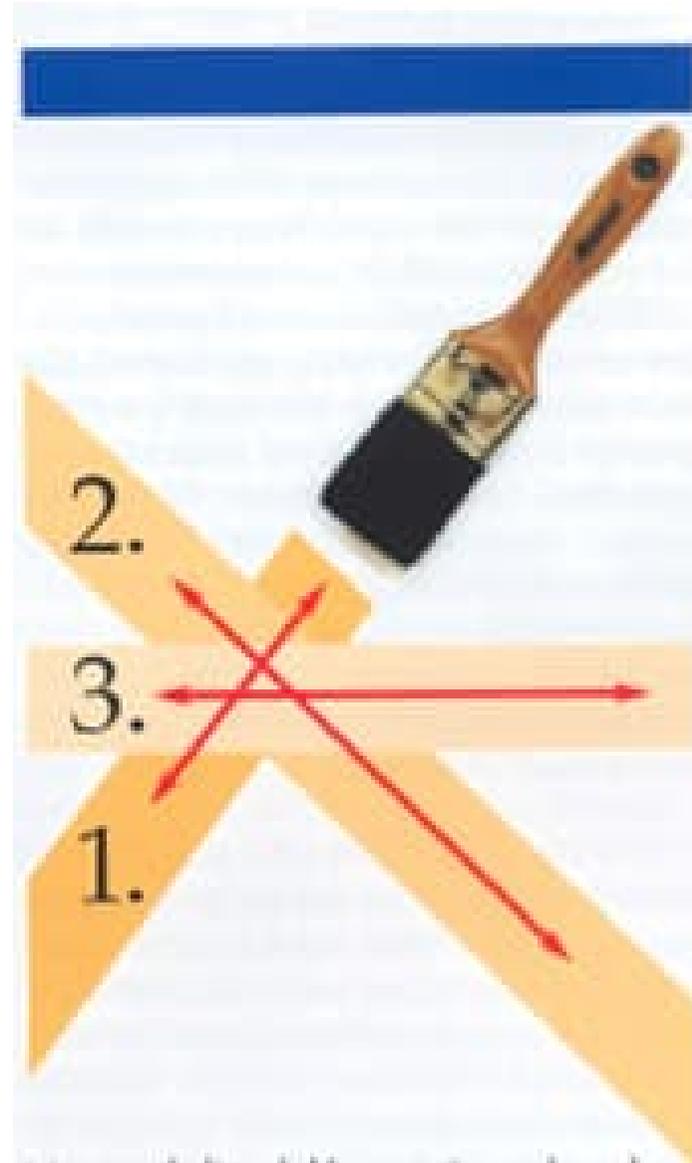




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Jalas (2005): The art of loving wooden boats . In: M Pantzar and E Shove (eds) Manufacturing leisure Innovations in happiness, well-being and fun. National Consumer Research Centre.



Knowing how to do: "Never save on paint-brushes"



Committed practitioners (1980-)

# Traffic at the border of human and non-human



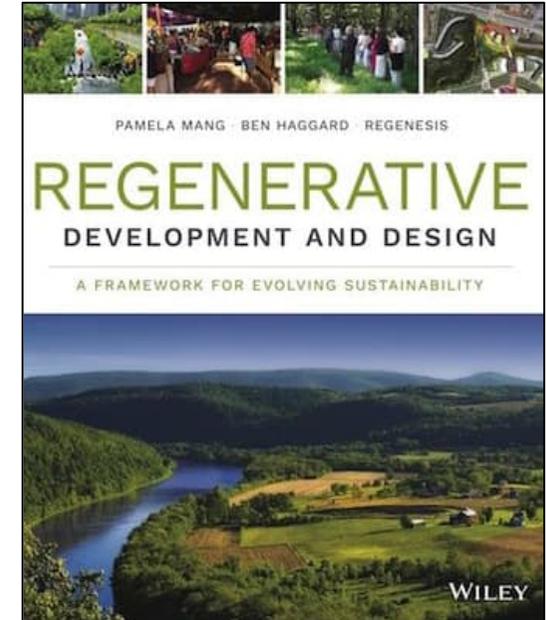
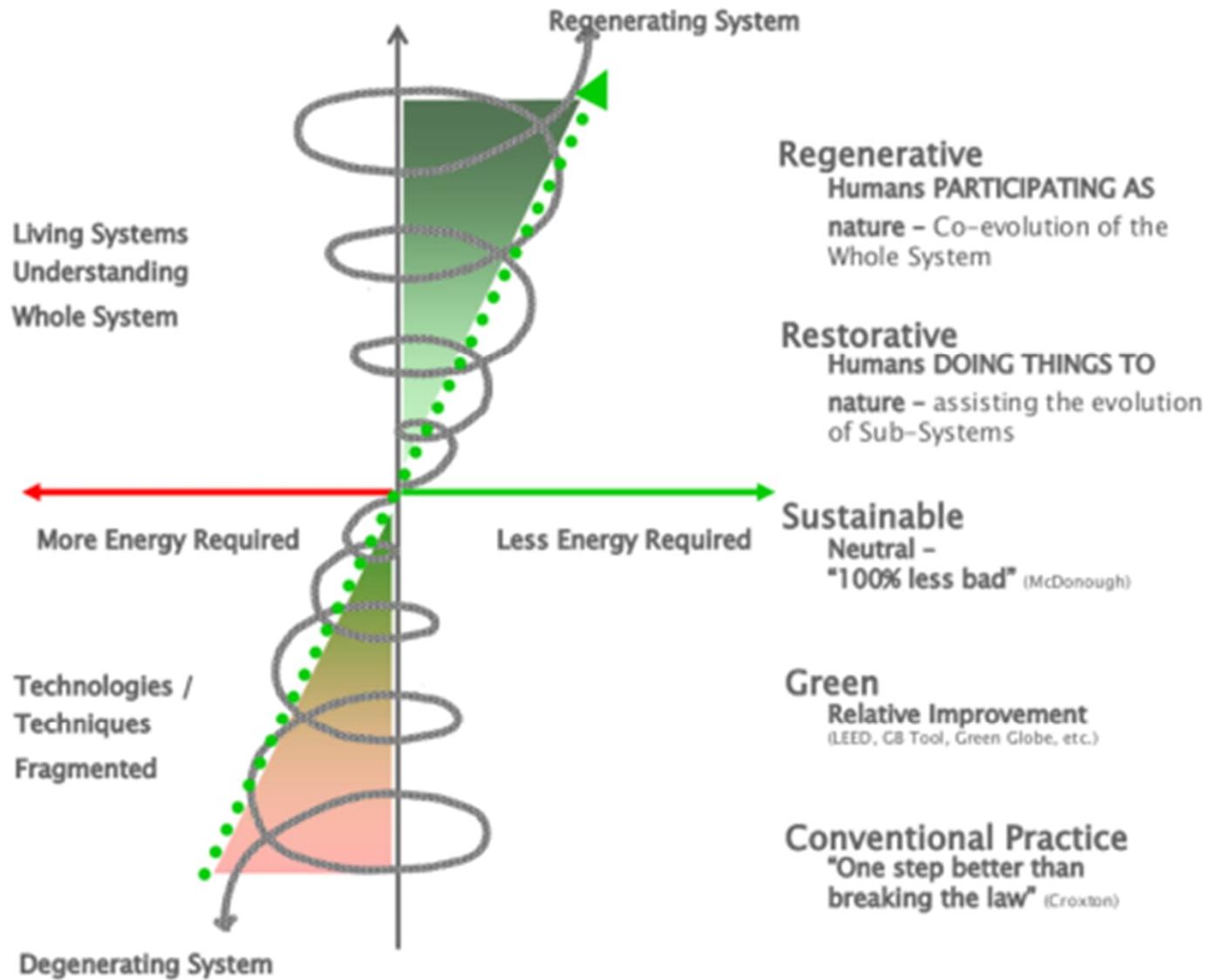
Flickr Esko Kilpi

Silene, a 6mr-boat explains on the on her website:

I was born in April 1950 in Gamleby, Sweden. Designed with a stroke of the pen by my father Tore Holm my immediate future was to gambol over the blue waters of the Lake Geneva. My Christian name was Silène III ... ([http://www.6mr.fi/yachts.php?yacht\\_id=61](http://www.6mr.fi/yachts.php?yacht_id=61))

Independent of any race success my old hull has always been taken a good care. A few years ago I had all my keel bolts checked and re-zincd, my wooden keel was inspected, found healthy and impregnated, and I got a new rudder, lighter than before.

Every year my bilge has been impregnated with a sweetest natural linseed oil and all varnished parts have been looked after, not forgetting my dear rig and sails. (<http://www.6mr.fi/DAS/yachts/981119-125927.html>):



## Trajectory of Environmentally Responsible Design

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# Regenerative design

## Progressive:

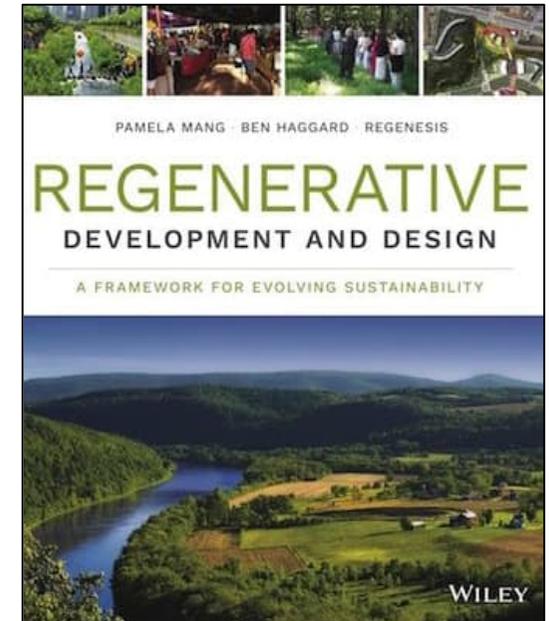
**'A problem-solving orientation causes us to look backward while the world evolves forward'**

**(Mang et al 2016, 114)**

## Romantic:

**'Places have essences, identities, characters and purposes' (Mang et al 2016).**

**'[A] community must discover the unique contribution called from it by the world if it is to endure the rigors of development without losing its soul' (Mang et al 2016, 124)**



Mang, P., & Haggard, B. Regenesi. 2016. *Regenerative Development and Design: A Framework for Evolving Sustainability*.

# Care for places and for other species

**Care is a prominent theme in RD literature (Reed 2007, Mang et al 2016).**

**Yet care can be extended from care for nature and care for places.**

**Regenerative design would seem to benefit from think about interspecies care ... as opposed to co-evolution in which species have 'right to evolve and flourish'**



Sari Kivimäki

# Caring for nature and other species – slow / meaningful / non-commodified time?

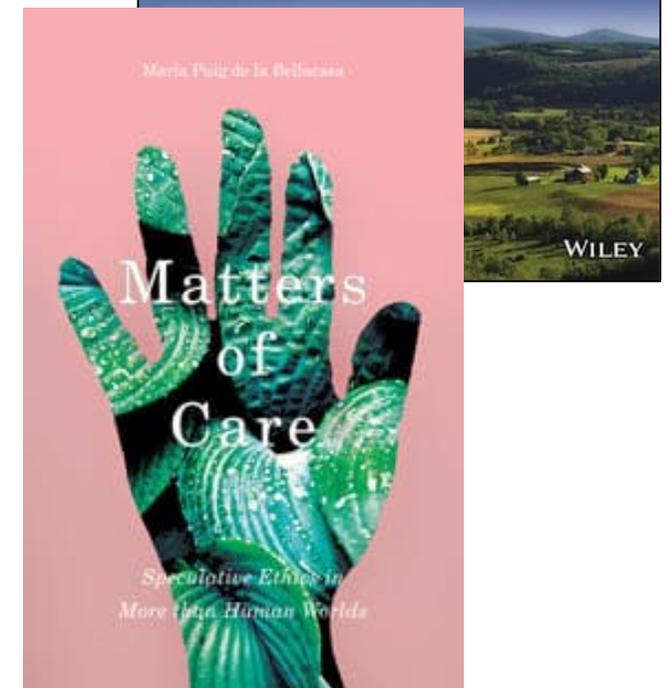
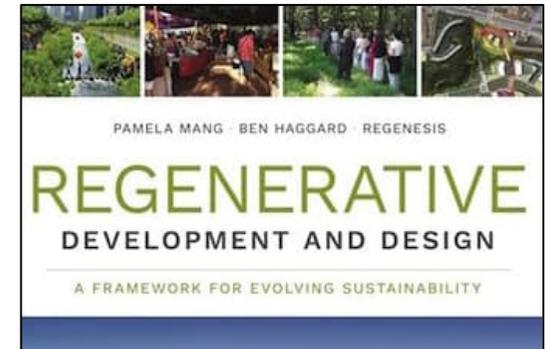


# Matters of care

- **Caring, affective relations are omnipresent, petty and fragile**
- **Scientific accounts of matters of fact sanitize the world**

## Conclusion

- **Regenerative design could be thought as address fragile becoming and co-constitution of ‘what could be’**



# Household participation in production

## Non-market activity

Household production, DIY, community action

Why are people engaged in it? Intrinsic, terminal value, 'process benefits'? Money?

**Mobility: people mostly drive cars themselves rather than using a taxi**

**Housing: people mostly rent or buy houses rather than building houses themselves**

## Market activity

Outsourced by household to markets

Why? Instrumental value? Money?

Existing participation

Reconfigured participation

Non-market activity

Market activity

DIY, community action

Commercial or public services

Non-desired participation

Obstacles:

Taxation

Availability of services

Infrastructure

Logistics

Meaningful participation

Obstacles:

Lack of time

Space

Skills

Opportunity

Health

Existing participation

Reconfigured participation

Non-desired participation

Obstacles:

Taxation

Availability of services

Infrastructure

Logistics

Meaningful participation

Obstacles:

Lack of time

Space

Skills

Opportunity

Health

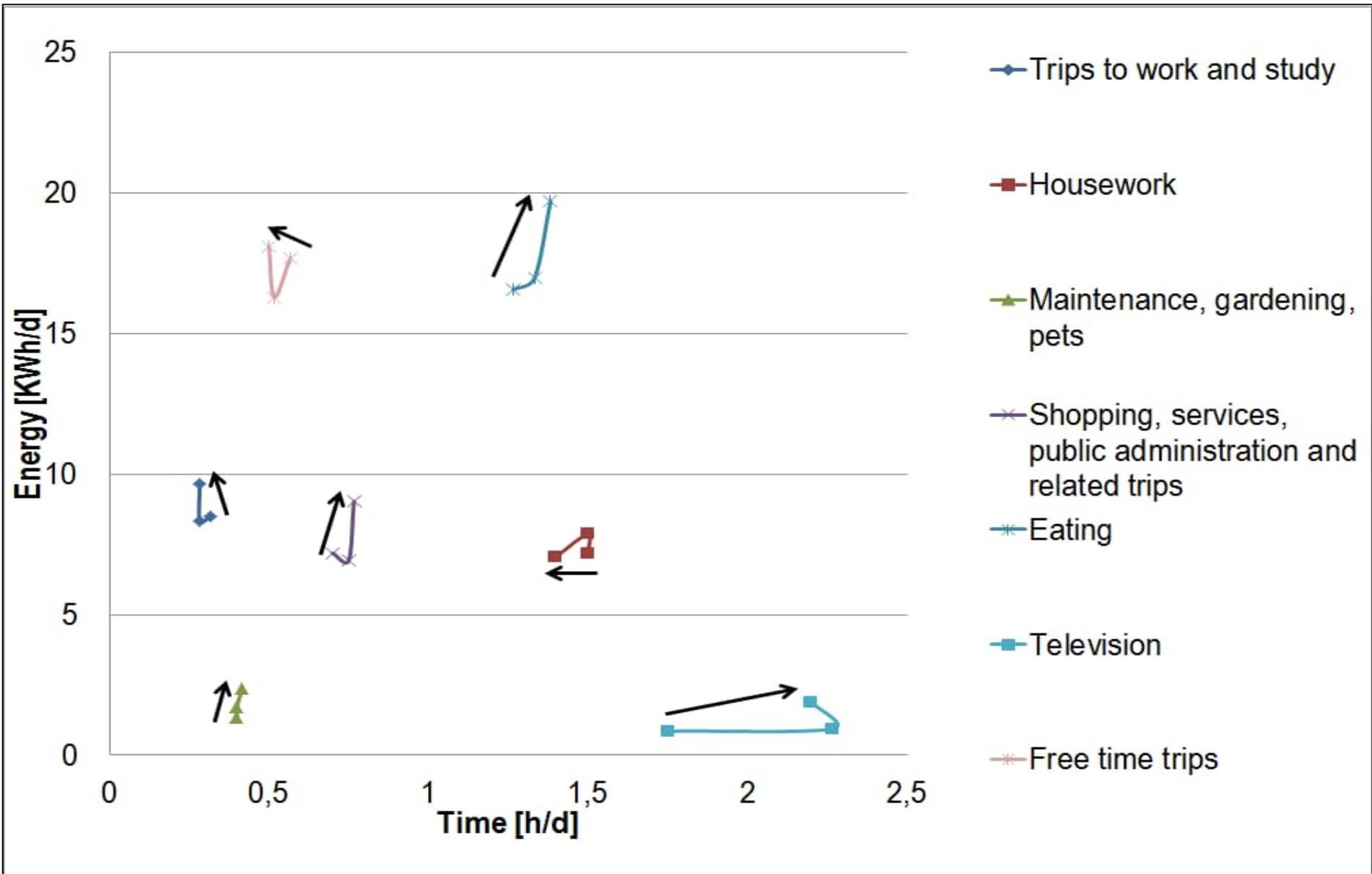
In groups of four:

What are the things you are doing, but you would really like to buy as a service

What are the things you would really like to do, but have not got a change or do not get started

How you differ? What are the sources of different opinions?

# Time use-rebound



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# Watching TV ... requires

		Euro/year	MJ/euro
A09112	TV, DVD, and other equipment	117	0,81
A09141s2	DVDs, VHS cassettes	6,3	0,72
A09423	TV-license, service fees	93,7	0,75
A0915	TV and PC repair	5,2	0,72
Energy	Domestic electricity for this purpose		

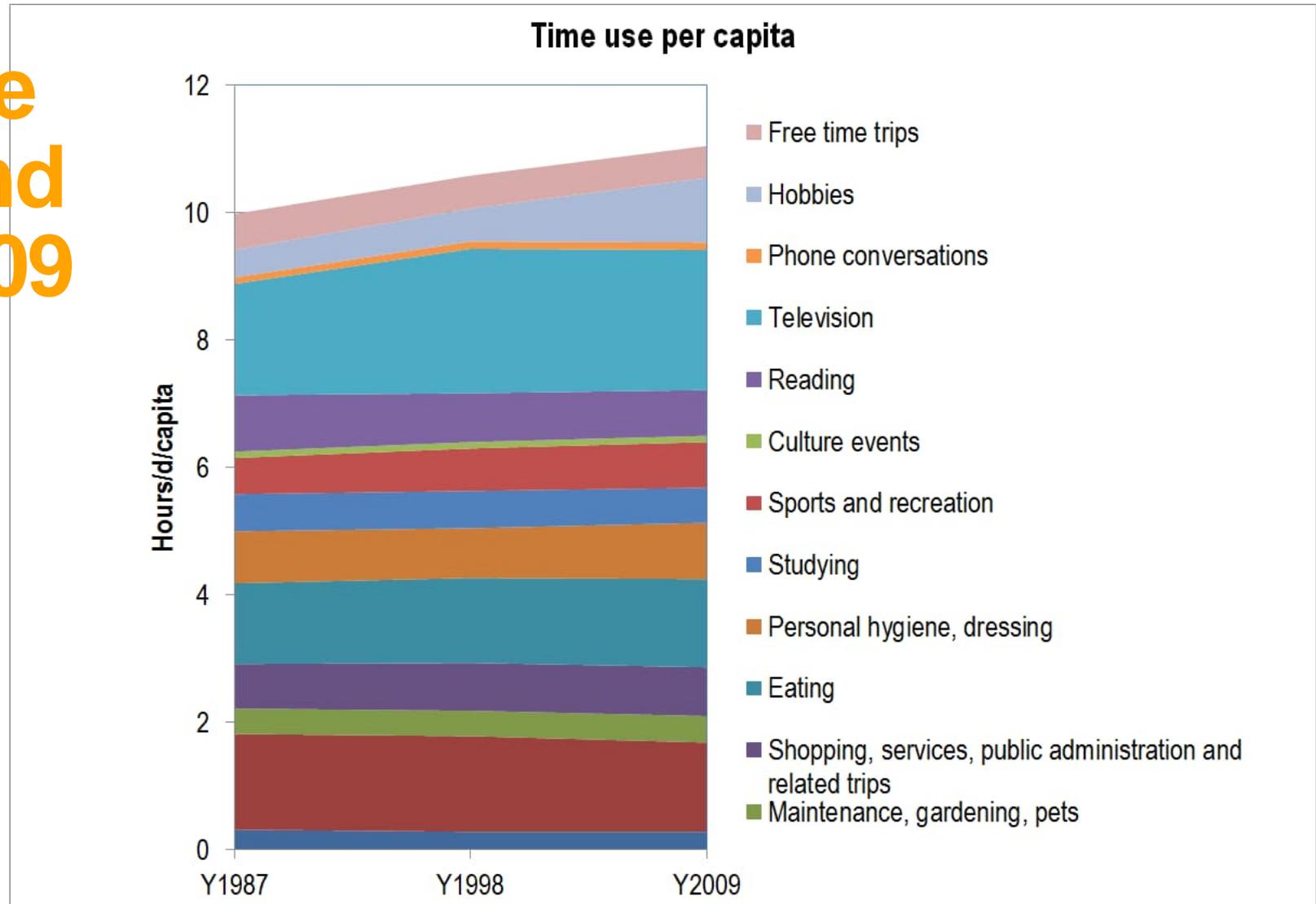
Derived from Input-Output tables  
See e.g. for [exiobase.eu](http://exiobase.eu)

$$\mathbf{I}mpact = \mathbf{P}opulation \times \mathbf{A}ffluence \times \mathbf{T}echnology$$

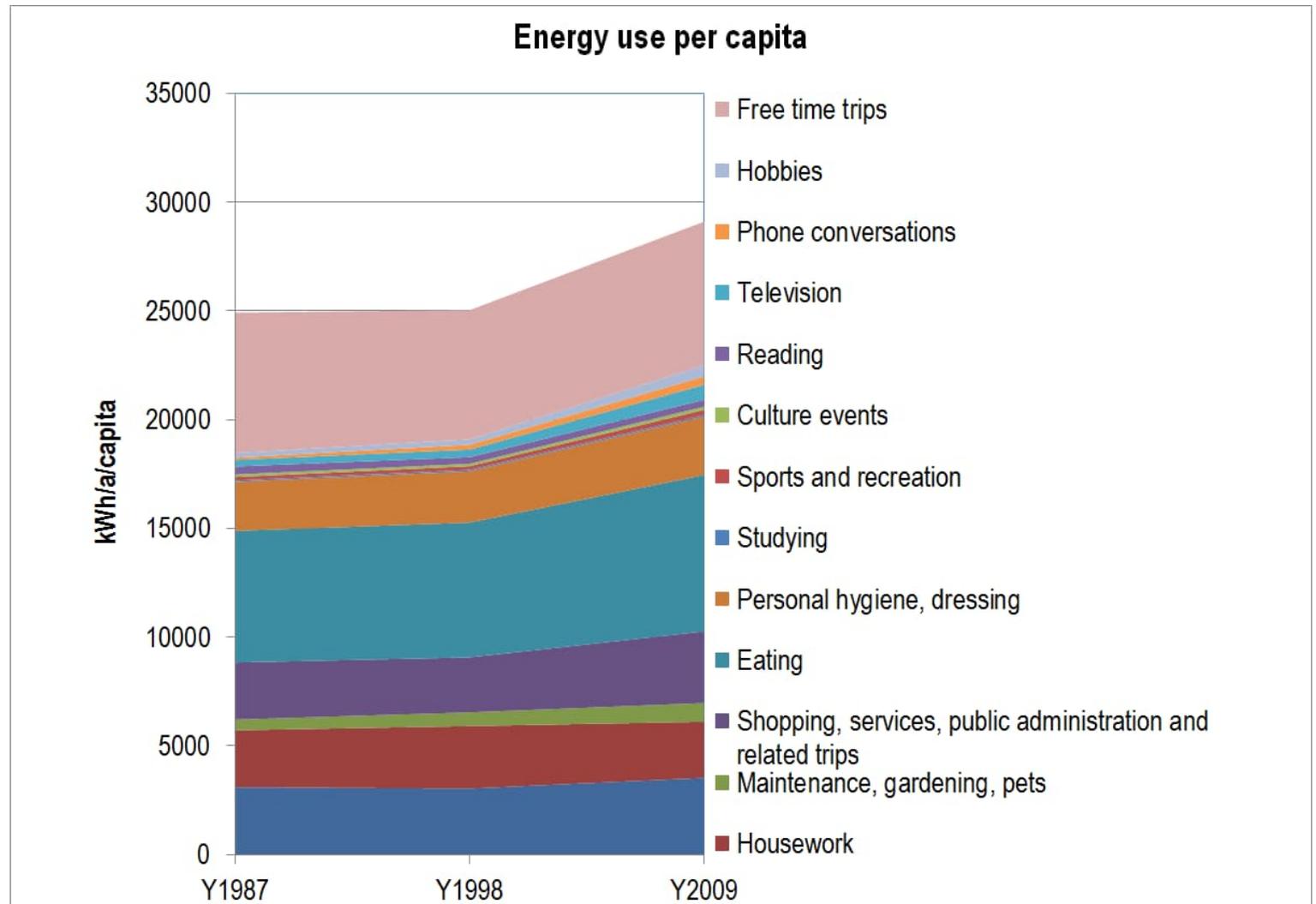
**alternatively as**

$$\mathbf{I}mpact = \mathbf{P}opulation \times \mathbf{T}ime\ use \times \mathbf{I}ntensity\ of\ time$$

# Time use in Finland 1987-2009



Jalas, M., & Juntunen, J. K. (2015). Energy intensive lifestyles: time use, the activity patterns of consumers, and related energy demands in Finland. *Ecological economics*, 113, 51-59.



Jalas, M., & Juntunen, J. K. (2015). Energy intensive lifestyles: time use, the activity patterns of consumers, and related energy demands in Finland. *Ecological economics*, 113, 51-59.

# Time-policies?

**Key principle has been the separation of work and leisure  
European urban policy of flexibility, better availability of  
services, better work-life balance.**

**Smart Kalasatama – Aim is to save one hour of time in every day**

**Work-time reduction?**

**Cultural politics of time and pace?**



# Unharried - Cultural politics of slow pace

**Bare life, experiential, pre-conscious and non-representational**

**Being still in an empty, or a-social world**

- Szerszynsky (1996); expressivist romanticism
- Deep-ecology

**Doing slow in a populated world**

- Szerszynsky; traditionalist romanticism
- Social and material markers of rhythm; a full world
- Self-contained action, aesthetics, internal logics (Practice theory)
- Care

**> Slowness as localised busyness**



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Szerszynski, B. (1996). On knowing what to do: environmentalism and the modern problematic.  
*Risk, environment and modernity: Towards a new ecology*, 104-37.