



ORSI research project: <https://www.ecowelfare.fi/en/>

funded by the Strategic Research Council at the Academy of Finland, grant# 13327771

Towards eco-welfare state.



**Nice to meet you! This is us:**



Prof. Mikko Jalas



Post Doc.  
Michael Lettenmeier



Post Doc.  
Sanna Tiilikainen

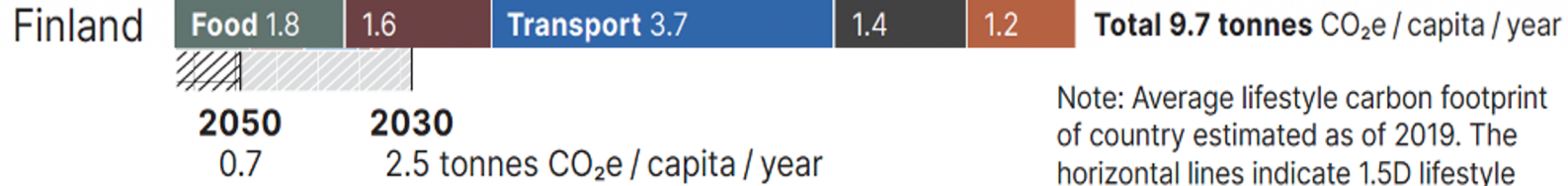
Our research focus:  
Orchestrating sustainable consumption for sufficiency,  
with fairness



**What you will find in this document:  
Information about the ORSI project and  
the Design Briefs and instructions for  
DASC 2023**



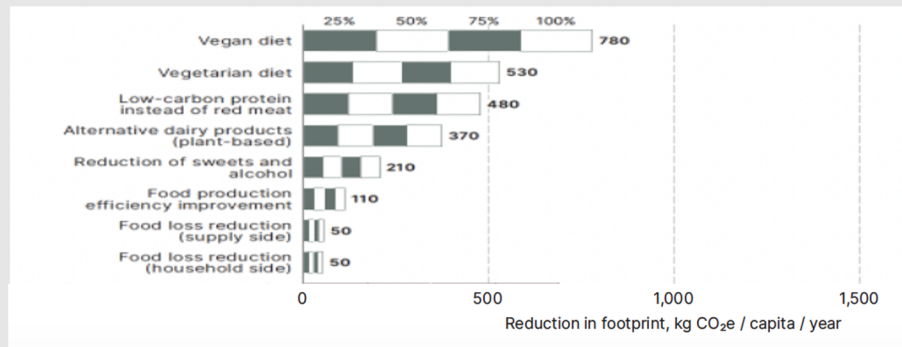
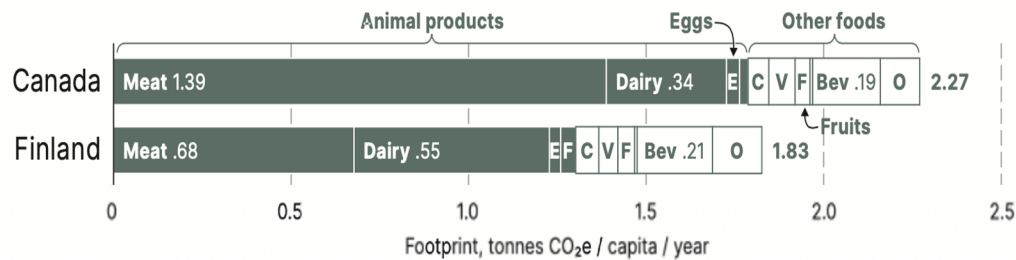
# The opportunity for fostering sustainability: Reduce the impacts of food



Globally unified targets for the lifestyle carbon footprints

Note: Average lifestyle carbon footprint of country estimated as of 2019. The horizontal lines indicate 1.5D lifestyle footprint targets for 2030 and 2050 (1.5 °C without/less use of CCS).

Figure D. Food-related carbon footprint (tCO<sub>2</sub>e/cap/yr) and its breakdown between consumption components



Akenji et al. (2021)





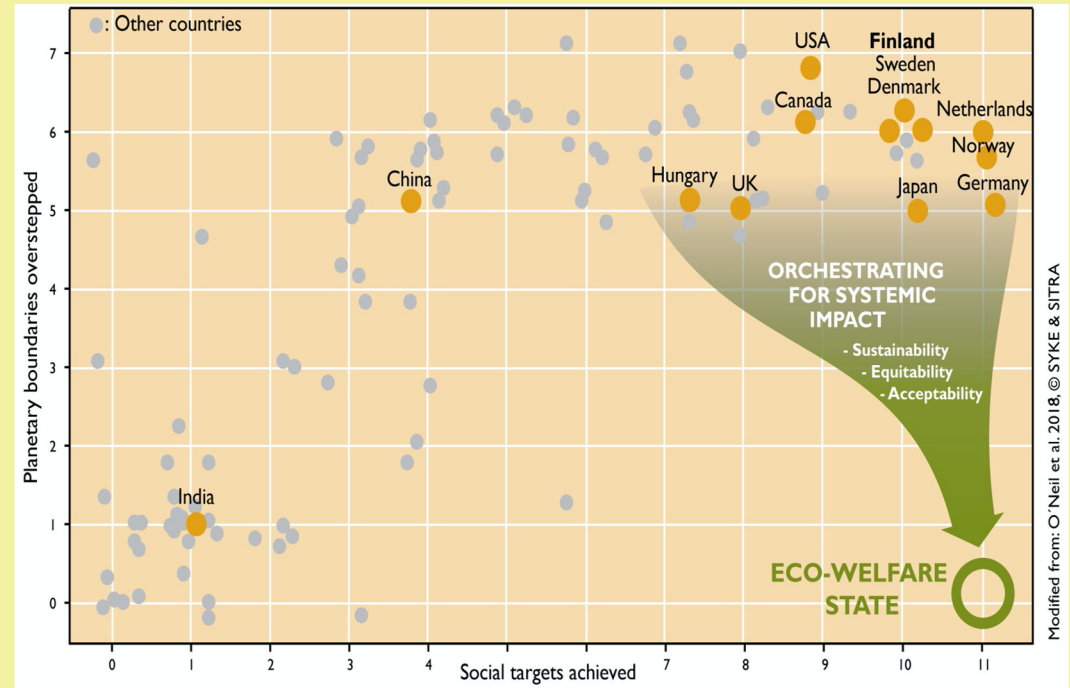


### What we want to find in ORSI:

- **Practical, applicable, fair, and just** design solutions for reducing the co2 emissions of food
- **The ideas must work in the everyday life of the Finns and be sustainable also from the food production and retail point of view**

### Why this is important:

- Sustaining the Finnish welfare state requires both reducing the co2 emissions and keeping up the welfare services: this requires tax money, i.e. thinking about how food producers and retailers can sustain their operations and find new revenue streams during the transition

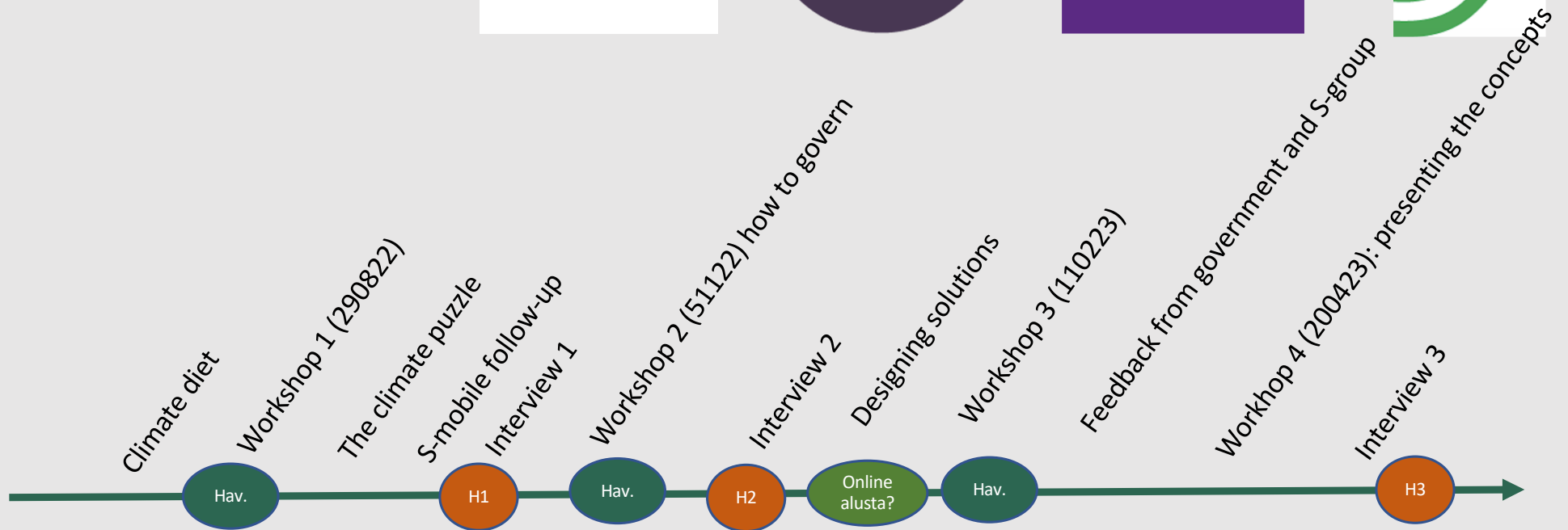
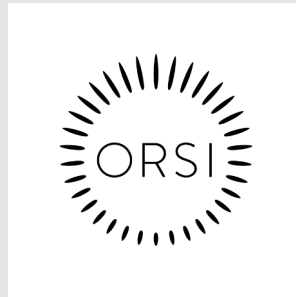


Modified from: O'Neil et al. 2018, © SYKE & SITRA



## Our previous research

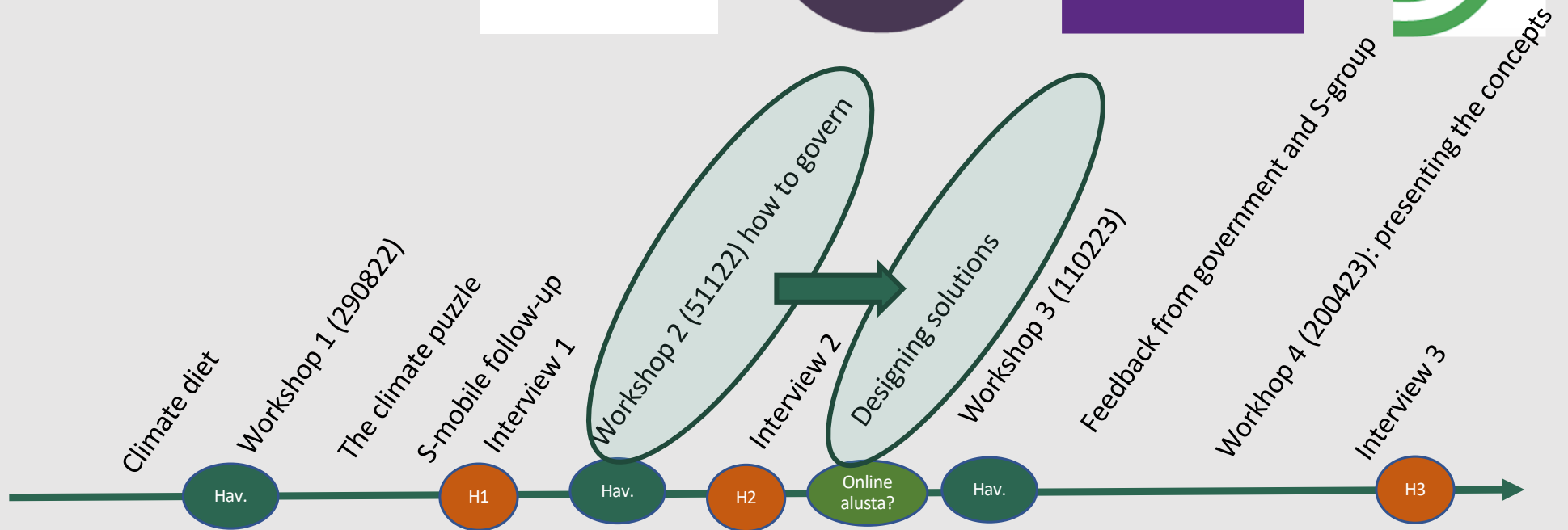
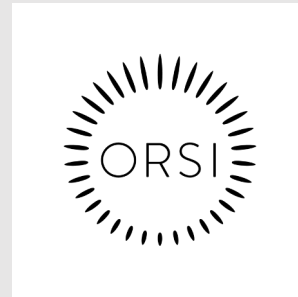
We have studied the topic in a research consortium with representatives from the government, S-group + citizens





## Our research project and your work

The design initiatives for the DASC 2023 course come from our workshop 2





## A few words about governing behavior

### **We all know we need the change, but..**

Change can be hard and we cannot risk welfare...  
Who should do what and how????

### **Consumption can be governed in many ways:**

**Rules** –Theme mentor: Tatu

**Money** –Theme mentor: Mikko

**Information** –Theme mentor: Michael

**Selection** –Theme mentor: Sanna

**Nudging** –Theme mentor: Sanna

...These function as themes for the DASC work

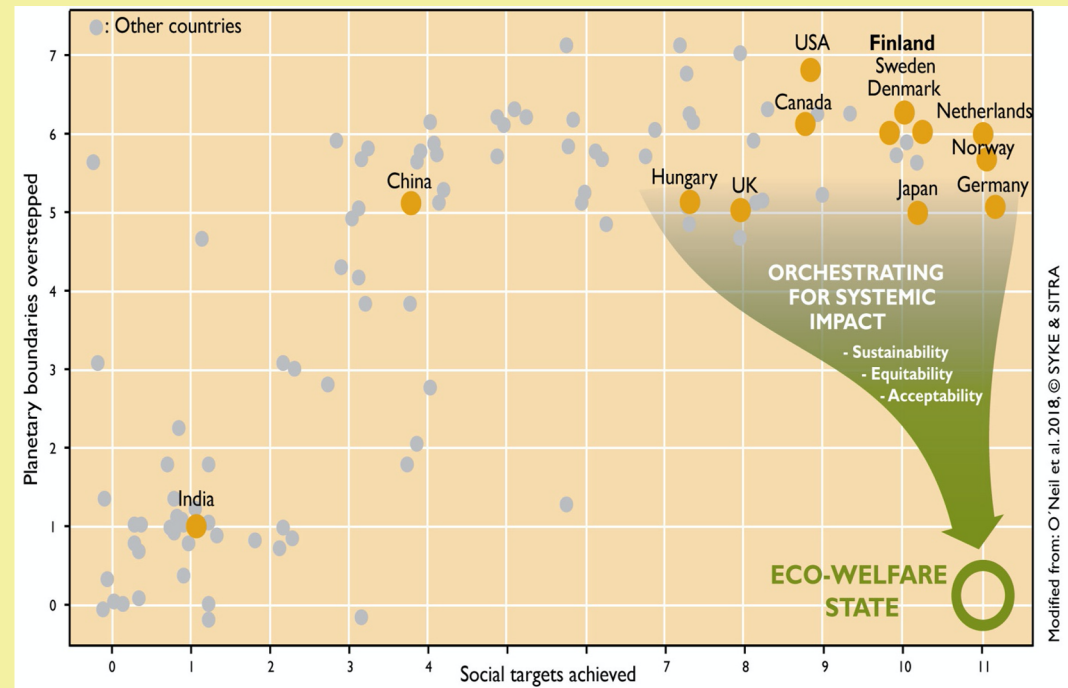


# Introduction to the Design Briefs



## A recap: what do we want to find:

- **Practical, applicable, fair, and just** design solutions for reducing the co2 emissions of food
- The change can be fostered by: **the government, producers and retailers of food, and the citizens in various places and through various means** (coming next)



**Participants: government, producers and retailers of food, and citizens. The question is: who should do what, where, and how?**

## Places and means for making the change



Restaurant



E-commerce



Home



Workplace



Shop



Event



Public institutions

????  
Something else?

## Means for reducing emissions



Improving efficiency in production



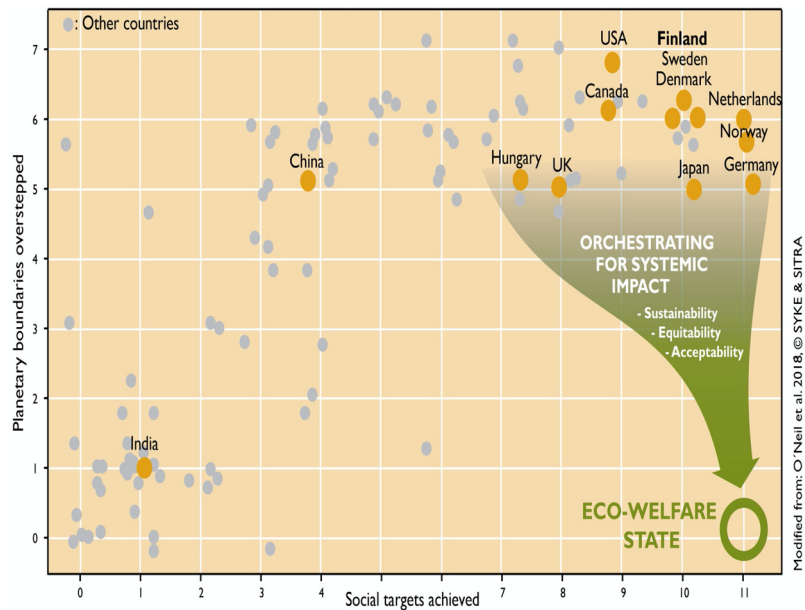
Swapping and substituting  
(such as switching from meat to vegetable protein)



Reducing waste and overall consumption



# The inspiration



## In our workshop 2, citizens ideated means for governing that they say are:

- Practical, applicable, fair, just, and widely acceptable for reducing the co2 emissions of food
- Work in their everyday life
- Sustainable also from the food production and retail point of view

## Why this is important:

- Sustaining the Finnish welfare state requires both reducing the co2 emissions and keeping up the welfare services: this requires tax money, i.e. thinking about how food producers and retailers can sustain their operations and find new revenue streams during the transition

**These citizen insights will now serve as the inspiration and starting point for your work**

## Citizens' insights for fair, just, acceptable, and effective means for governing carbon emissions of food

### The Table:

	<b>Government and production</b>	<b>Retail</b>
<b>Money</b>	1-Vat reduction for low carbon products	5-Shops give extra bonus for low carbon purchases
	2-Environmental tax for high carbon products	6-Shops give extra bonus for reducing the carbon footprint
	3-Agricultural subsidies will be allocated based on the carbon footprint	
	4-Support for low carbon R&D	
<b>Rules</b>	7-Making increasing carbon sinks mandatory in agriculture	
	8-Making organic production mandatory	
	9-Making using renewable energy mandatory (both production and retail)	
<b>Selection and Nudging</b>	10-All meals served in public institutions and workplaces will be made low carbon by default	15-Shops reorganize their selection to favor the low carbon options
	11-Introducing tolls for food waste 12-Rules and regulations for minimizing the production of waste 13-Optimizing the utilization of waste 14-Renewing laws for allowing a better utilization of waste (such as reconsidering the best before -dates)	16-Shops reduce their selection overall
		17-Shops commit to making and keeping a certain % of their selection low carbon
		18-Shops reorganize and reduce their selection to favor the low carbon options
		24-Shops reorganize their presentation to foster the low carbon foods
<b>Information</b>	19- EU-wide standards for carbon footprints, calculation, compensation, criteria for "low carbon product", making the footprint information mandatory	25-Shops make the carbon footprint information more transparent and salient (such as telling what is included in the calculation and how)
		26-Shops make it easier to compare options, such as by developing a low carbon badge
		27-Revising ad campaigns to favor the low carbon options
	20-Counselling services with mentors and support groups for citizens	28-Revising the discourse: omitting the "halpuutus" (that is associated with being cheapjack, tawdry, shoddy). Communicating that food is a valuable and precious resource that should be treated accordingly
	21-TV- and Radio shows for engaging citizens for the change (such as the Biggest Footprint Loser for YLE)	
	22-Providing information packages, leaflets, web pages etc.	
	23-Changing the food discourse: omitting the belittling words of: low-, substitute-, etc. when talking about sustainable food and vegetable proteins	

- Take your inspirational starting point from here (you can select several, if you wish)
- **Remember: these are real, pre-validated citizen insights based on ORSI research. The objective of the ORSI project is to move these into real production and governing. Your work will be presented to all stakeholders, so be sure to explicitly relate your work to this Table**



# **The Themes for Governing Emissions**

**with examples about how they are currently being applied**

# Nudging

Nudging is about fostering a voluntary change: making the preferred choices easier and the non-preferred more difficult with design solutions



Revise infrastructure to support the low carbon options, such as with cycling and public transport



Placement: make the low carbon options salient and visible, with easy access, such as replacing car parking with bicycle parking and bus stops



Bonuses for green choices and coupons: rewarding for the preferred options



Accessibility: making the low carbon options easily accessible such as placing the flea markets and recycling facilities in shopping centres

Mentor: Sanna



# Selection

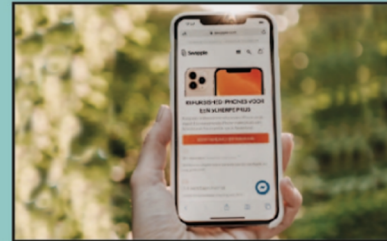
Innovations in the production, availability, and retail can lower co2 emissions



Assortment of product options:  
LED lamps for all purposes



Low carbon production R&D  
and energy efficiency  
agreements between the  
producers and the state



E-commerce platforms for  
green products such as second  
hand clothing and donations



Public procurement  
innovations, such as sourcing  
used furniture for the offices in  
Malmö city, Sweden

Mentor: Sanna

# Information

Information can help citizens in making sustainable choices



Carbon footprint calculators, such as the one from Sitra, can provide an overview of emissions and give hints for making changes



Education can build sustainable habits from early on, such as the climate education in the schools of Helsinki



Counselling: Tampere has an energy, water use, and waste management counselling service for citizens



Eco-labelling: EU directive has made the energy labelling mandatory for household appliances

Mentor: Michael



# Money

Monetary incentives (both carrots and sticks) can be used for governing choices



Tax rewards: in Sweden, you pay less tax for repairing services



Rewards: the CityCap system in Lahti gave rewards for favoring sustainable transport options



Environmental tax: several countries have introduced a flight tax



Economic aid for the change: The government has granted monetary support for households updating their heating systems

Mentor: Mikko



# Rules

Rules (laws, regulations, recommendations, self-made commitments) can govern citizens', producers', and retailers' activities



Bans: smoking is prohibited by law in workplaces and in public spaces



Restrictions: speed limitations can be used for both safety and sustainability



Self-made commitments:  
Companies commit to reducing the number of plastic bags / citizens commit to meatless Mondays



Regulations: waste management legislation says how waste is to be sorted and handles

Mentor: Tatu



**For starting: check the state of art of our idea(s) for potential pitfalls and known already solutions**

**The Table:**

<https://www.nationalreview.com/corner/sri-lanka-an-organic-catastrophe/>  
<https://foreignpolicy.com/2022/03/05/sri-lanka-organic-farming-crisis/>




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- **How to use the citizen insights in your work: Citizens' task was to produce ideas** that work in their everyday life and what they think would be effective, practical, applicable, fair, and just
  - Citizens are experts of their everyday life, but they do not have the research, design, and evaluation skills needed for producing the actual solutions
- **Your task is to make your selected idea(s) work for the real world, with informed and transparent design**



**Next steps: pick a place and means for your citizen idea(s) from below.**  
**Note: some ideas already contain a place, but you can add more if you wish. The last thing to do is to pick a theme (nudging, selection, information, money, rules) for your work, and you are good to go!**


## Places and means for making the change




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Workplace



Shop



Event



Public institutions

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Something else?

## Means for reducing emissions



Improving efficiency in production



Swapping and substituting (such as switching from meat to vegetable protein)



Reducing waste and overall consumption



## The outcome we expect



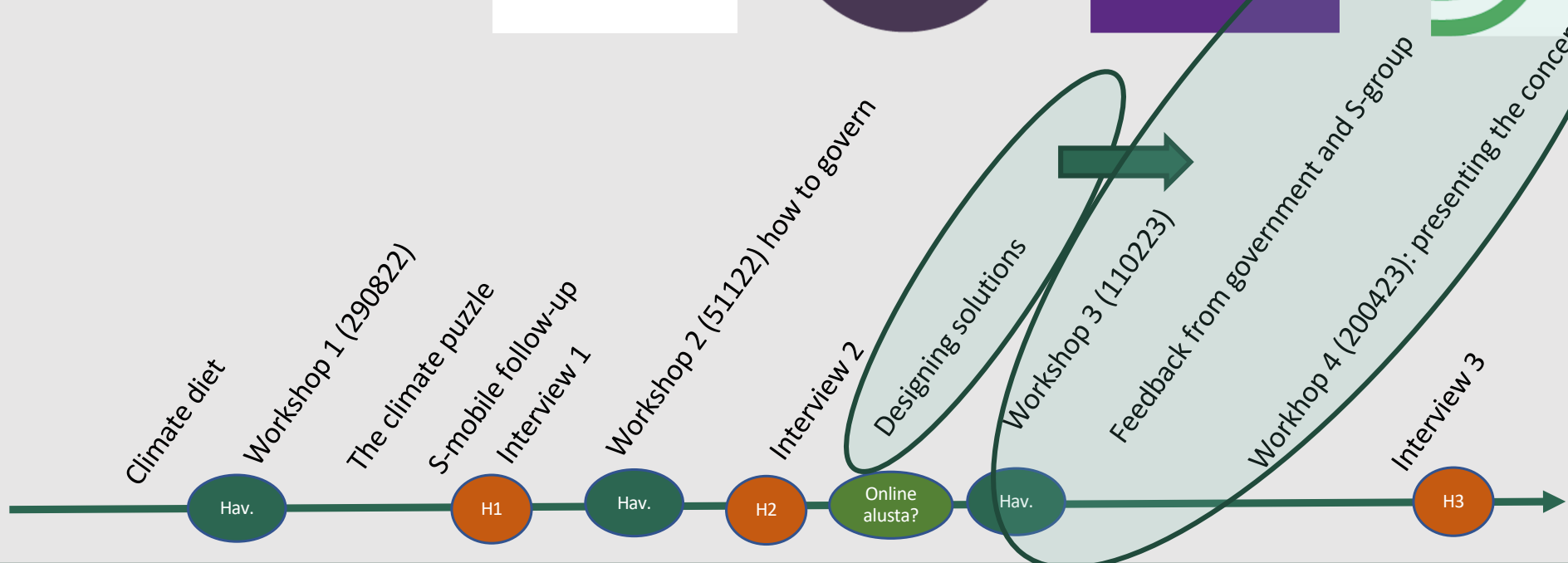
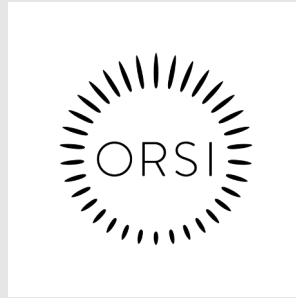
### A concept poster, with the following information:

- **The idea(s) you used as a starting point** (use the idea numbers)
- **Your concept** and how it relates to the idea(s):
  - Include the concept definition, idea overview, explicating the relationship between your work and the citizens' idea(s)
- **A state of art** about the problem your concept solves: what has been done already, what is known, what is not done or known, and why it is important
- **The potential:** how and why your concept is needed
- **The pitfalls:** what kinds of problems and issues might arise and how you have either solved them, or proposed them to be solved in future research
- **A roadmap for the next steps**



## The value of your work:

Your work will be taken to representatives of the government, S-group + citizens and it may end up informing their next steps





We wish you inspiration and  
success for the course!

*More information:*

<https://www.ecowelfare.fi/en/>

<https://hotorcool.org/wp>

[-content/uploads/2021/10/Hot\\_or\\_Cool\\_1\\_5\\_lifestyles\\_FULL\\_REPORT\\_AND\\_ANNEX\\_B.pdf](https://hotorcool.org/wp-content/uploads/2021/10/Hot_or_Cool_1_5_lifestyles_FULL_REPORT_AND_ANNEX_B.pdf)