Pack-Age 2023 (Tuesday 21.11.):

Communicating sustainability impacts and offerings

Tatu Marttila (D.A.)
Researcher and Senior lecturer in Design for Sustainability
Aalto ARTS Design

Aalto University
School of Arts, Design
and Architecture

Agenda for today afternoon

13:00–13:20 Introduction to session (and recap of DfS action)

- Case work: What is your main contribution to sustainability impacts? What is your sustainability offering for the future?

13:20–14:00 Lecture: Communicating sustainability impacts and offerings with design action

14:00–14:45 Exercise in groups: Communicating for scaling-up

- Case work: Consider the communication of your main sustainability offering

14:45–15:30 Reflection & summary

- Present results of group work; Summary of the session

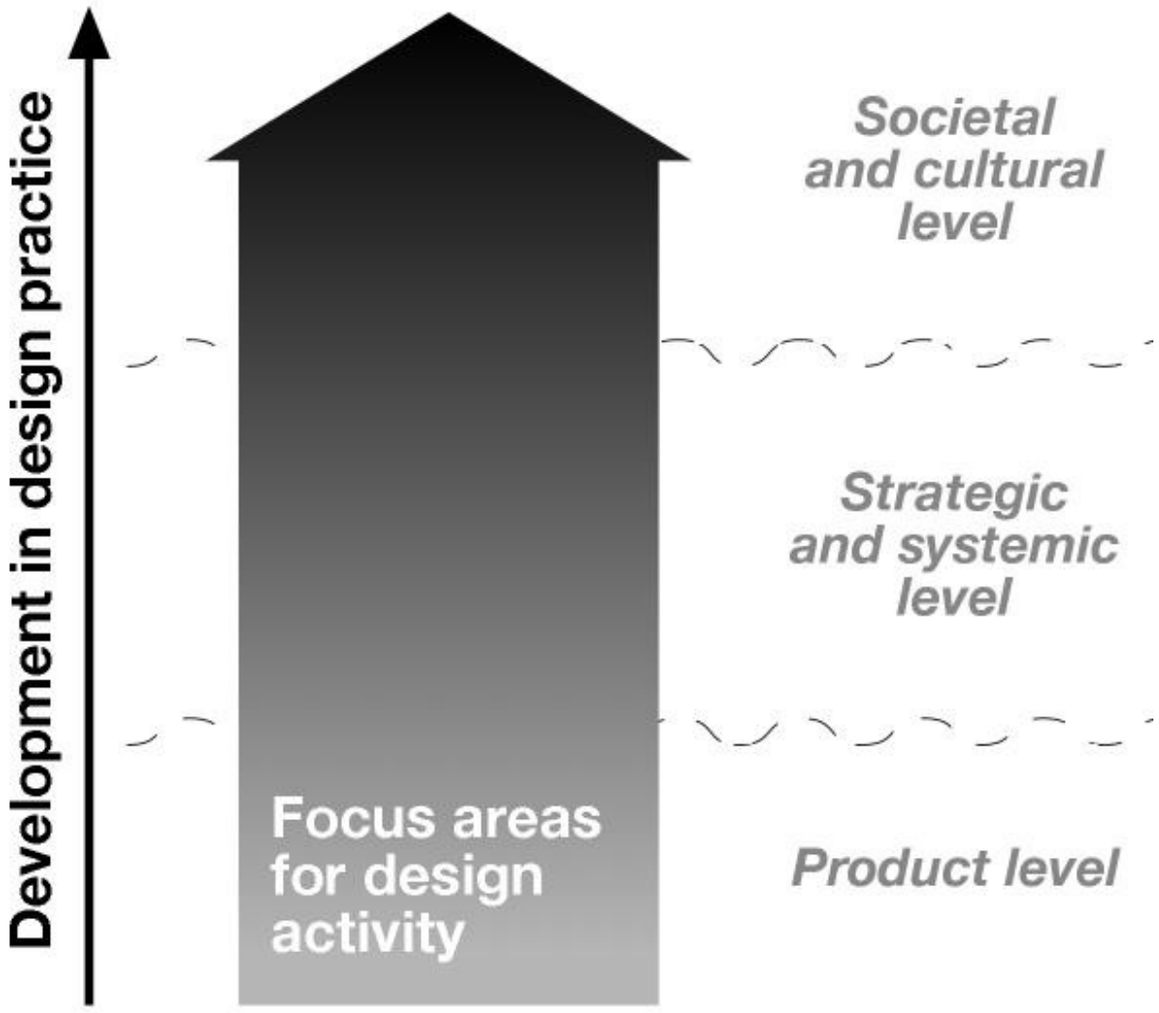
15:30– Continuing work in case groups…

Aalto University
School of Arts, Design
and Architecture

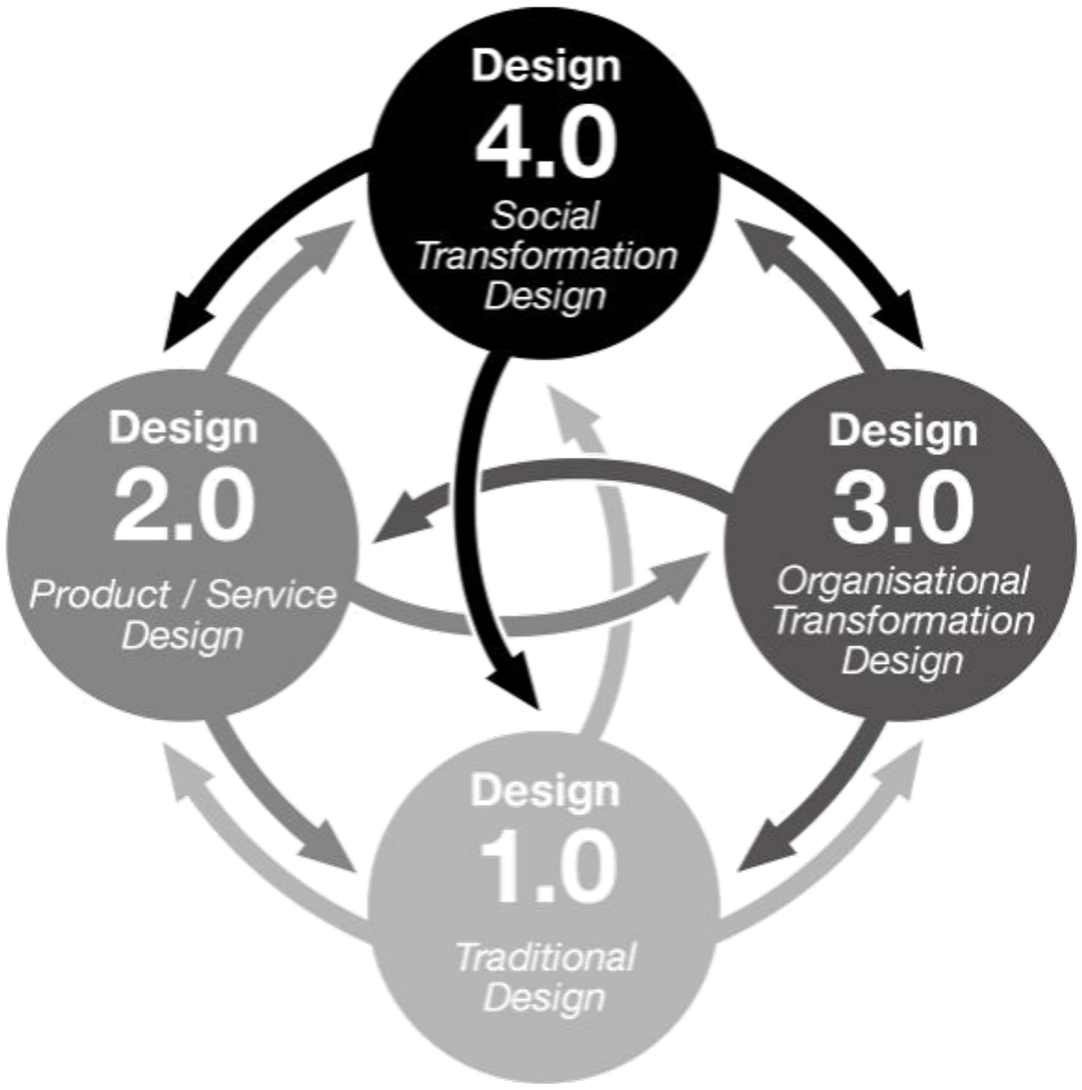
Short recap of design for sustainability action

Aalto University
School of Arts, Design
and Architecture

Emerging areas for design action

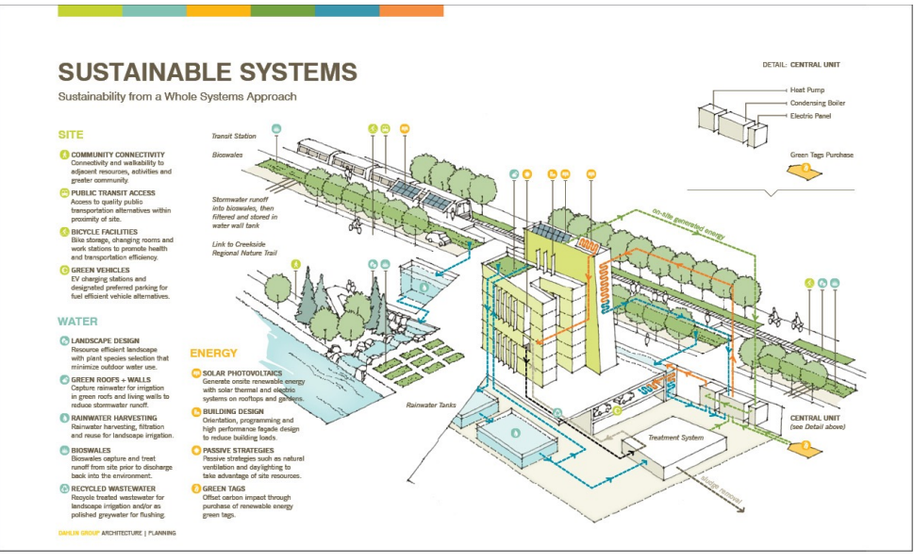


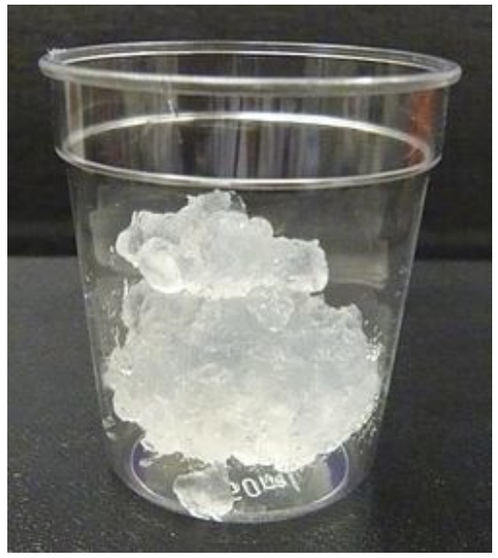
Source: Author

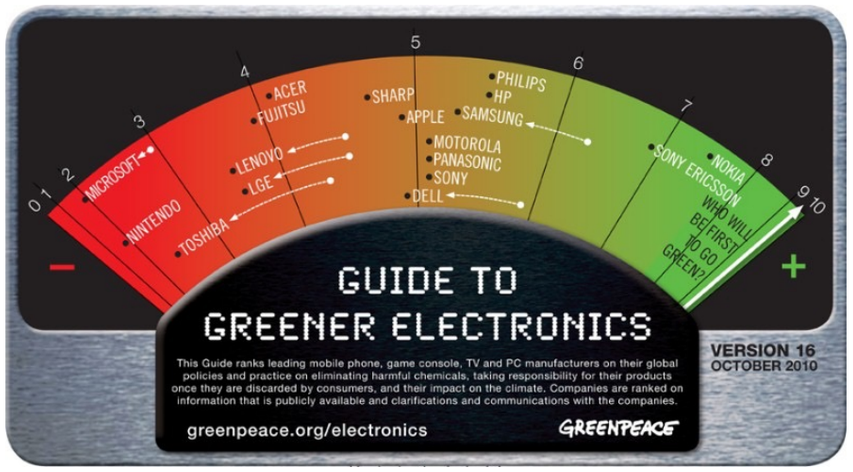


Source: Aminoff, et al. 2011;
GK VanPatter and Elizabeth Pastor, 2005

Design action today – from communication, to products, services, and platforms:







Source: Adbusters, 2011

Design for sustainability focus levels

Design for sustainability (DfS) approaches divided into four levels of focus (Ceschin & Gaziulusoy, 2019):

1. **Product innovation level:**
- Green design
- Ecodesign
- Emotionally durable design
- Design for sustainable behaviour
- Cradle-to- Cradle design
- Biomimicry design
- Design for the Base of the Pyramid

2. **Product-Service System innovation level:**
- Product-Service System design

3. **Spatio-Social innovation level:**
- Design for Social Innovation
- Systemic Design

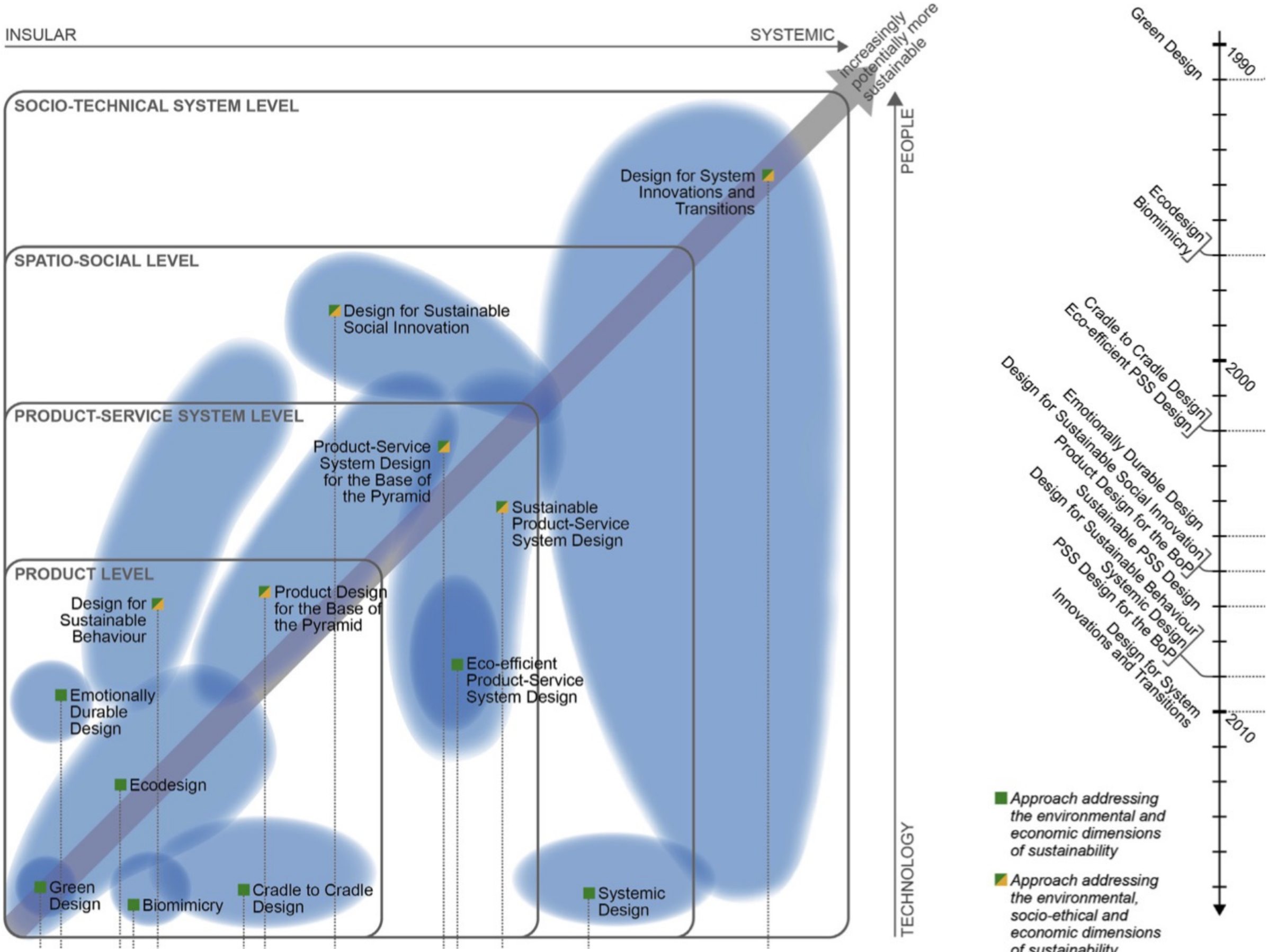
4. **Socio-Technical System Innovation level:**
- Design for System Innovations and Transitions

Source: Ceschin, Fabrizio, and Idil Gaziulusoy. 2016. “Evolution of Design for Sustainability: From Product Design to Design for System Innovations and Transitions.” Design Studies 47 (November): 118–63.

Design for sustainability focus levels

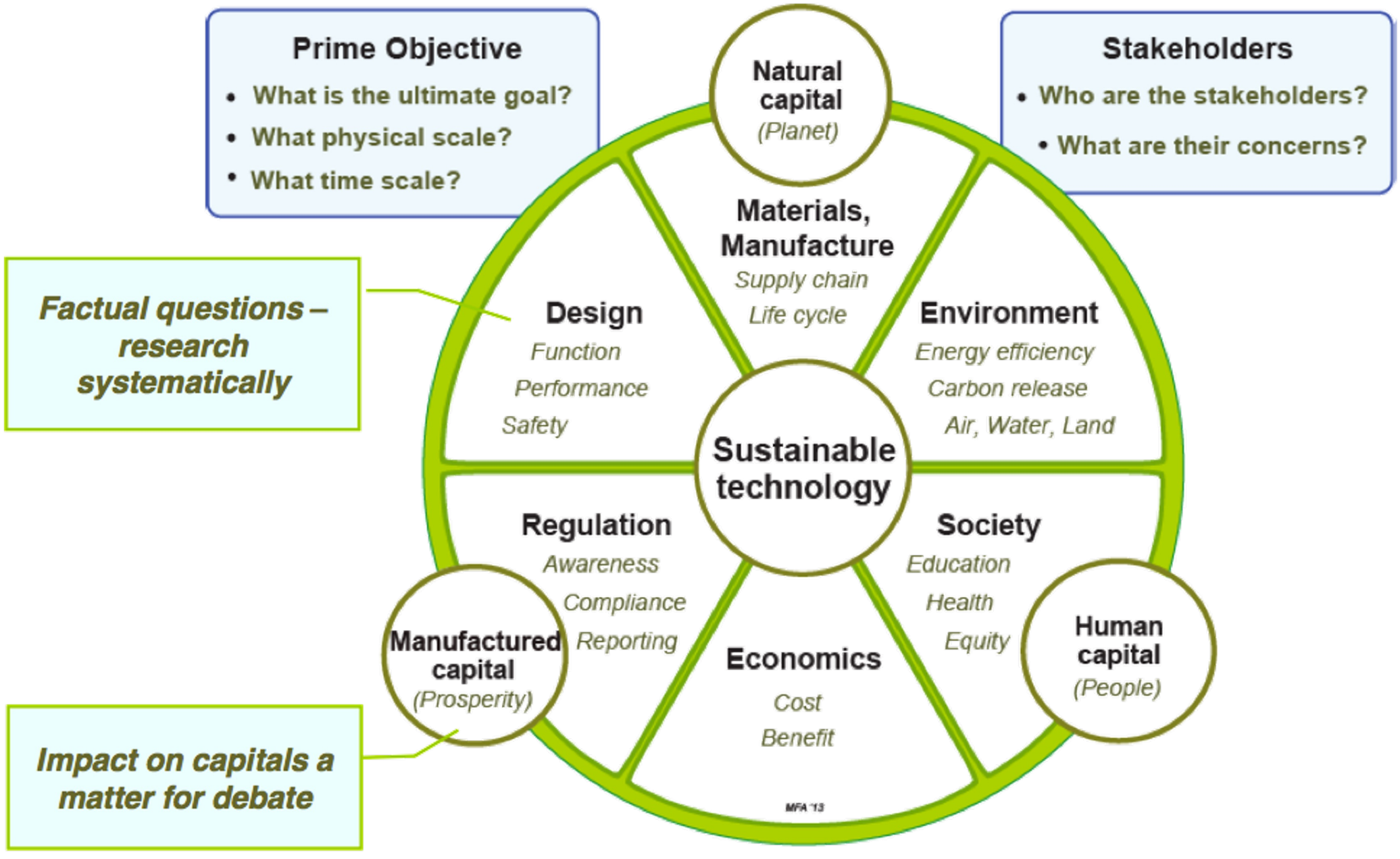
Design for sustainability (DfS) approaches divided in four levels of focus (Ceschin & Gaziulusoy, 2019):

1. **Product innovation level**
2. **Product-Service System innovation level**
3. **Spatio-Social innovation level**
4. **Socio-Technical System Innovation level**



Source: Ceschin, Fabrizio, and Idil Gaziulusoy. 2016. “Evolution of Design for Sustainability: From Product Design to Design for System Innovations and Transitions.” Design Studies 47 (November): 118–63.

Systemic sustainability:



Source: Ashby et al. (2013) Materials & SD

Aalto University
School of Arts, Design
and Architecture

Technological Interventions

Social Interventions

Technological innovations and their new applications

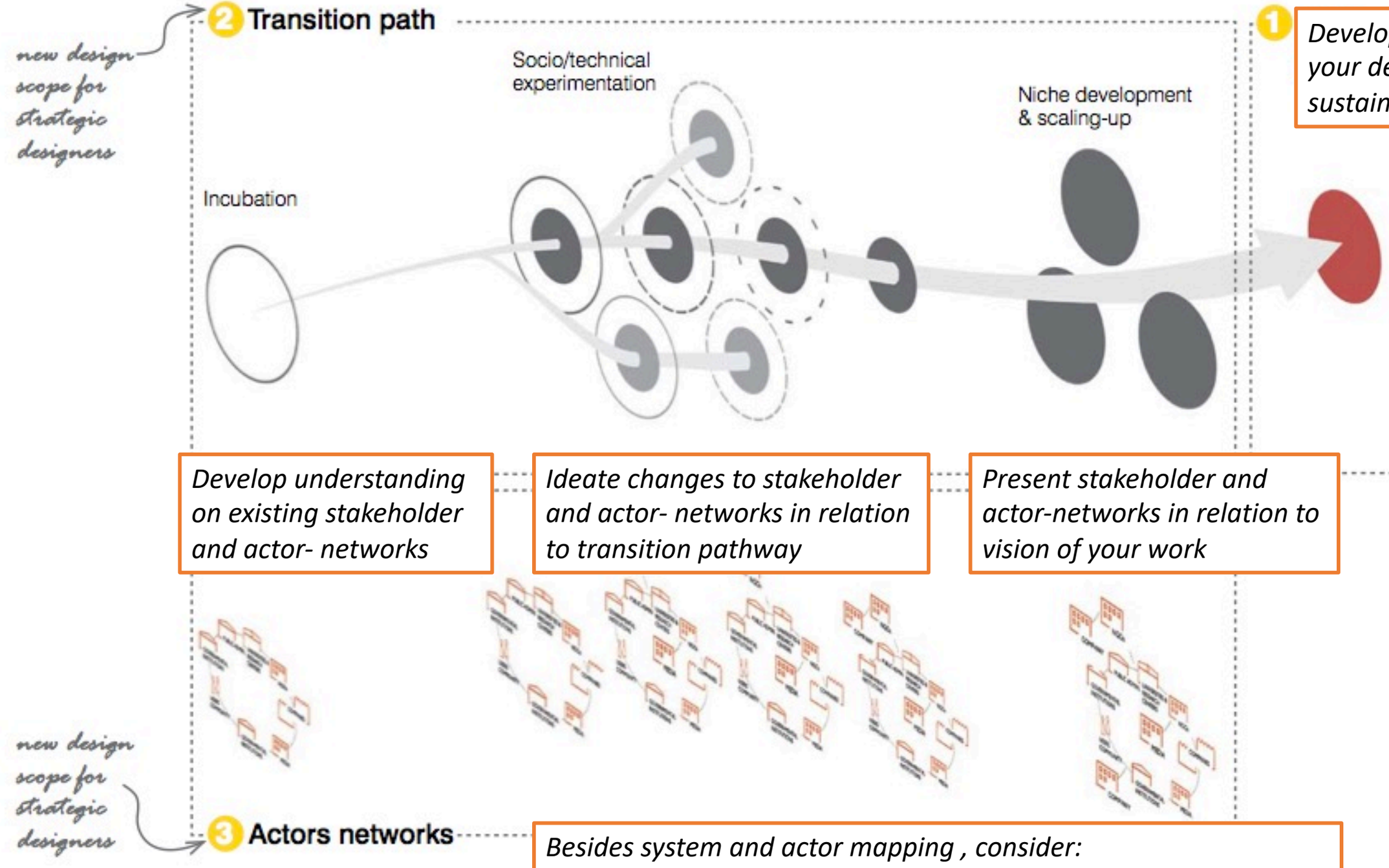
Awareness, communication organizational models, reflection on values

SUSTAINABILITY

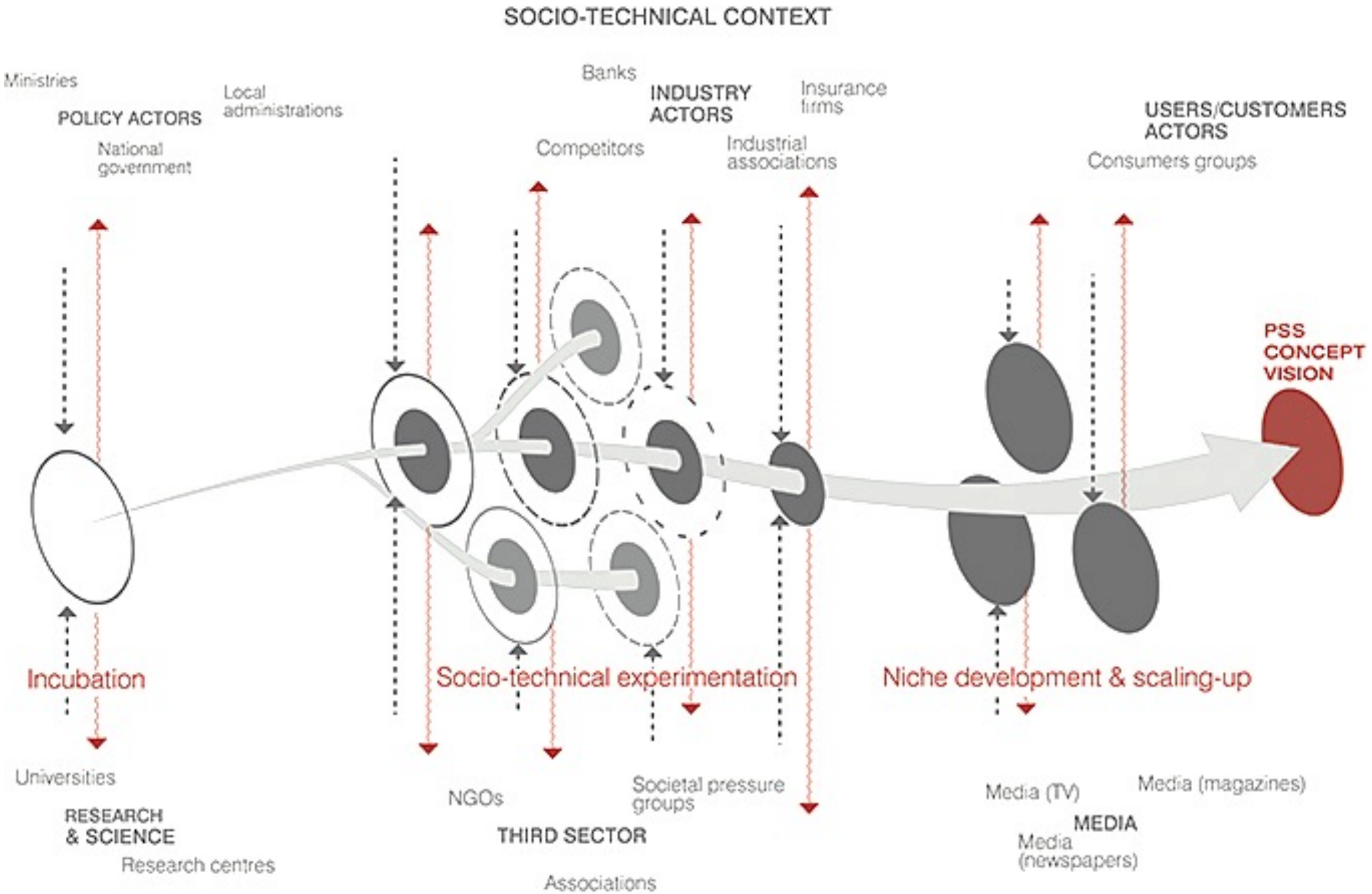
Policy and Action
both technological and social

Socio-technical interventions

Scaling-up your design ideas, and designing transitions:



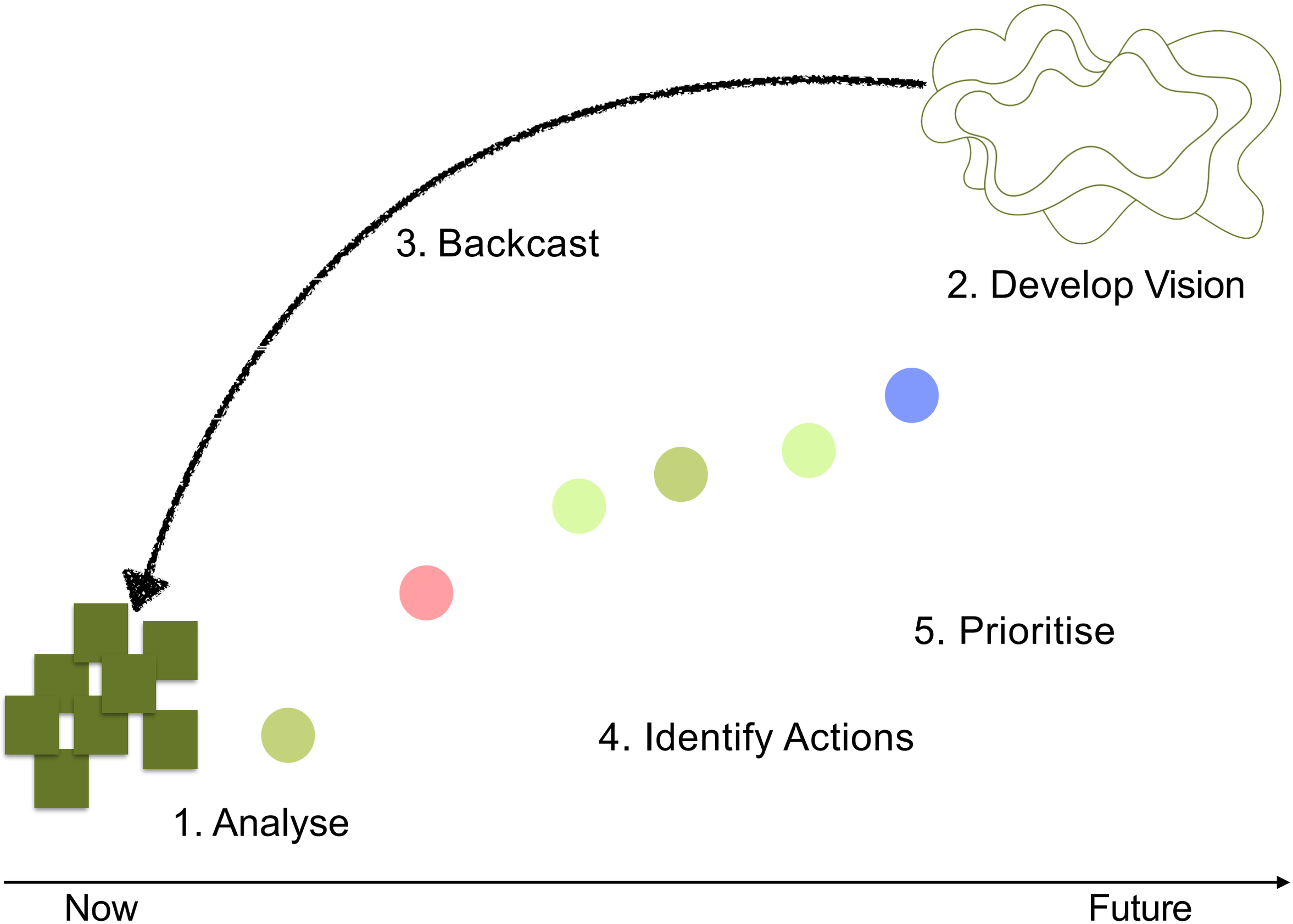
Managing the process on a timeline and through interaction:



Source: Ceschin, 2014

Aalto University
School of Arts, Design and Architecture

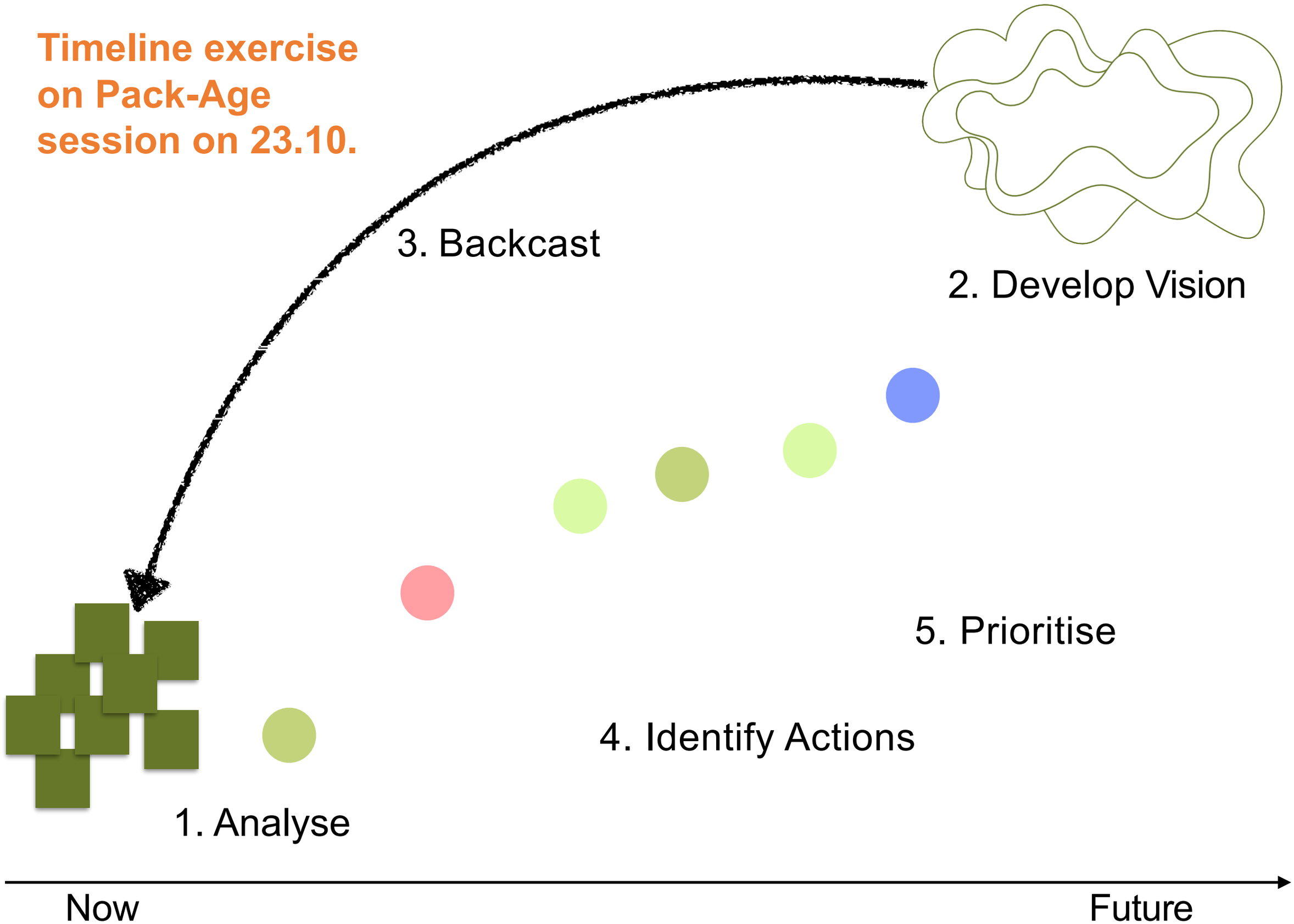
Transition projects facilitation process:



Aalto University
School of Arts, Design and Architecture

Transition projects facilitation process:

Timeline exercise on Pack-Age session on 23.10.



Aalto University
School of Arts, Design
and Architecture

What is your sustainability offering?

Aalto University
School of Arts, Design
and Architecture

Case work: What are your DfS offerings for future sustainability?

You have 5 minutes for discussion to remind you of…

Discussion together:

- **What is/are the main sustainability offering(s) in your design?**
  Think of environmental and social, but also market benefits…
- ***How does your product change the markets, who/what needs to change?***
- ***What is the impact on sustainability? Who is affected by your design idea (and how)?***
- **Reflect on the vision for sustainability and your concept's main sustainability offering(s) in relation to key stakeholders at focus**

Communicating Sustainability with(in) Design Action

Aalto University
School of Arts, Design
and Architecture

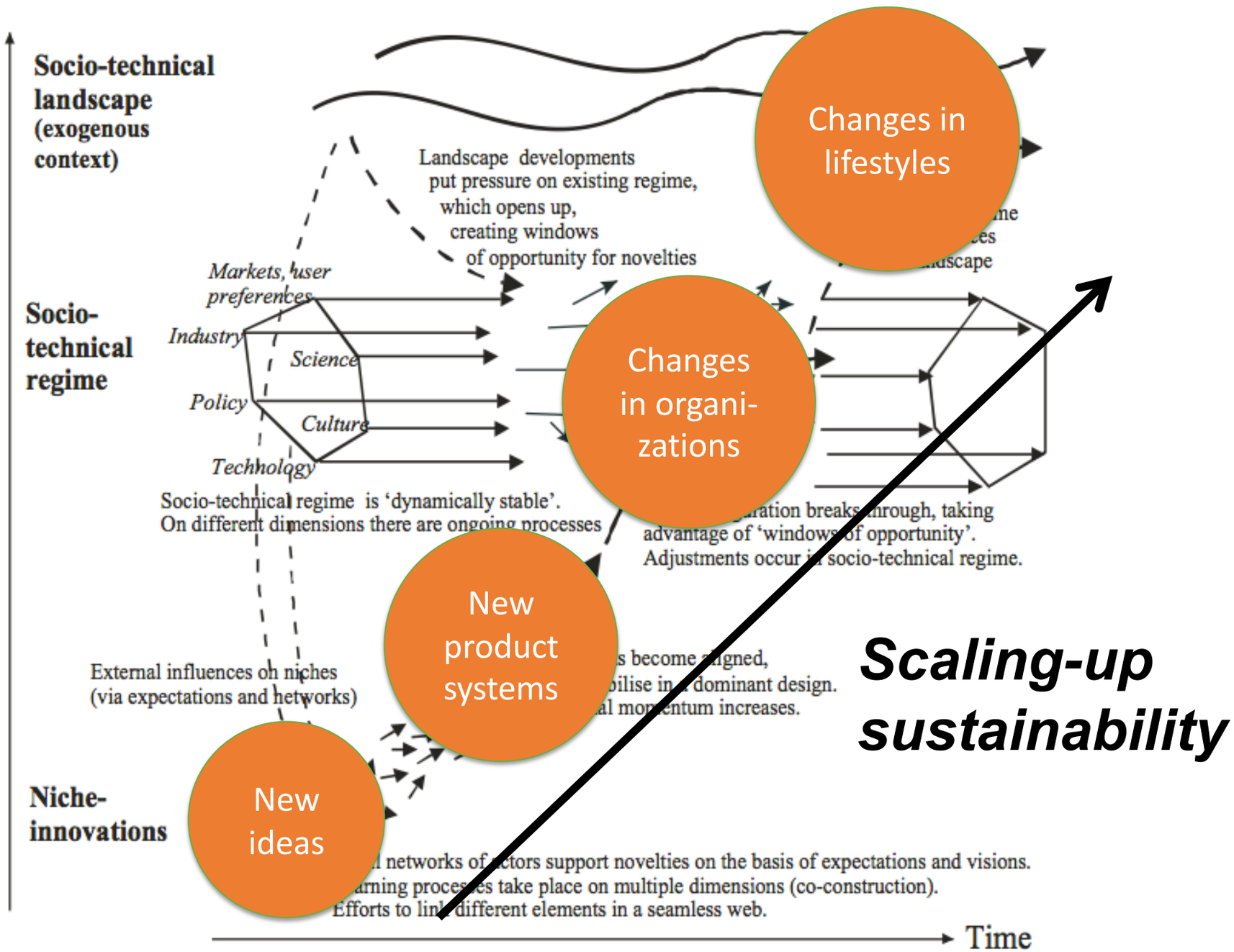
Aalto University
School of Arts, Design
and Architecture

Multilevel perspective to design

Aalto University
School of Arts, Design
and Architecture

Designing scaling-up of your concept idea

Scaling-up concept ideas within the socio-technical context:



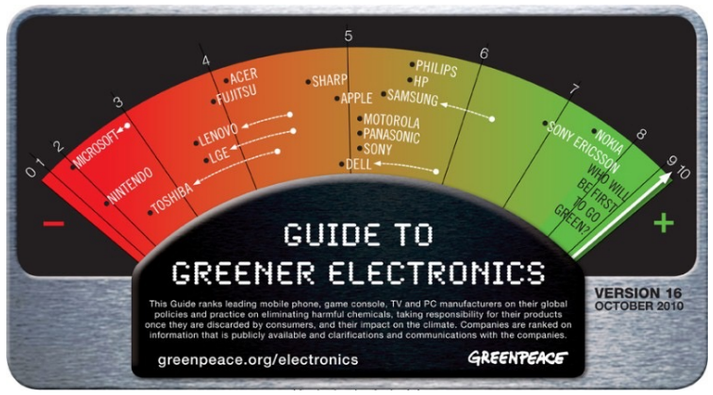
Source: Geels, F. (2011) Multi-level perspective on sustainability transitions

Scaling-up sustainability in mobile ICT:

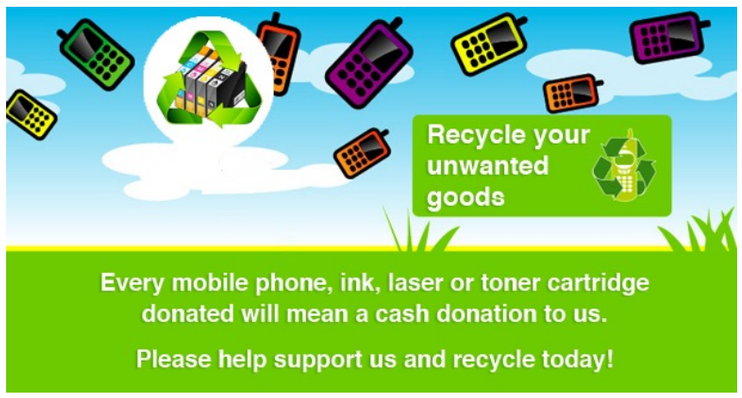
New ideas

FAIRPHONE

Changes in organi-zations



New product systems



Changes in lifestyles

Designing transition steps and phases for future sustainability:

New ideas

New products & interaction

Changes in organi-zations

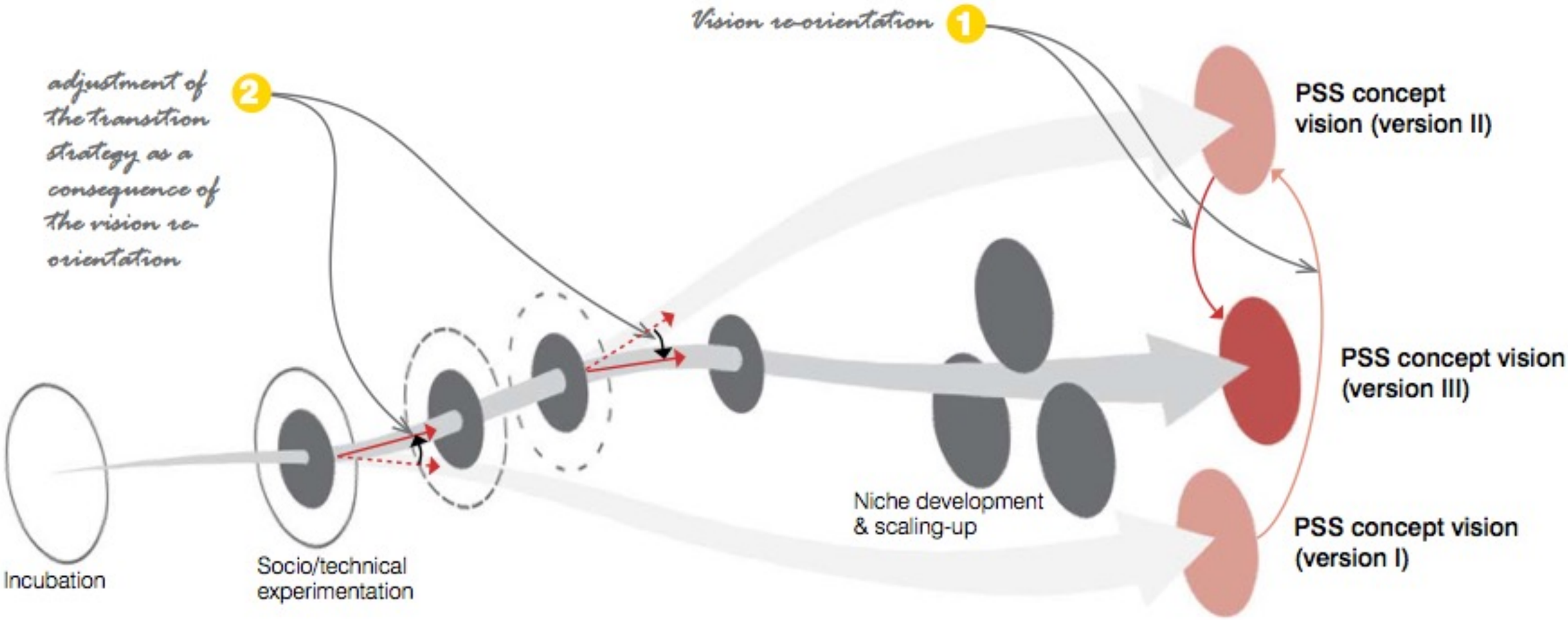
New product systems

Transition path

NICHE

MAINSTREAM

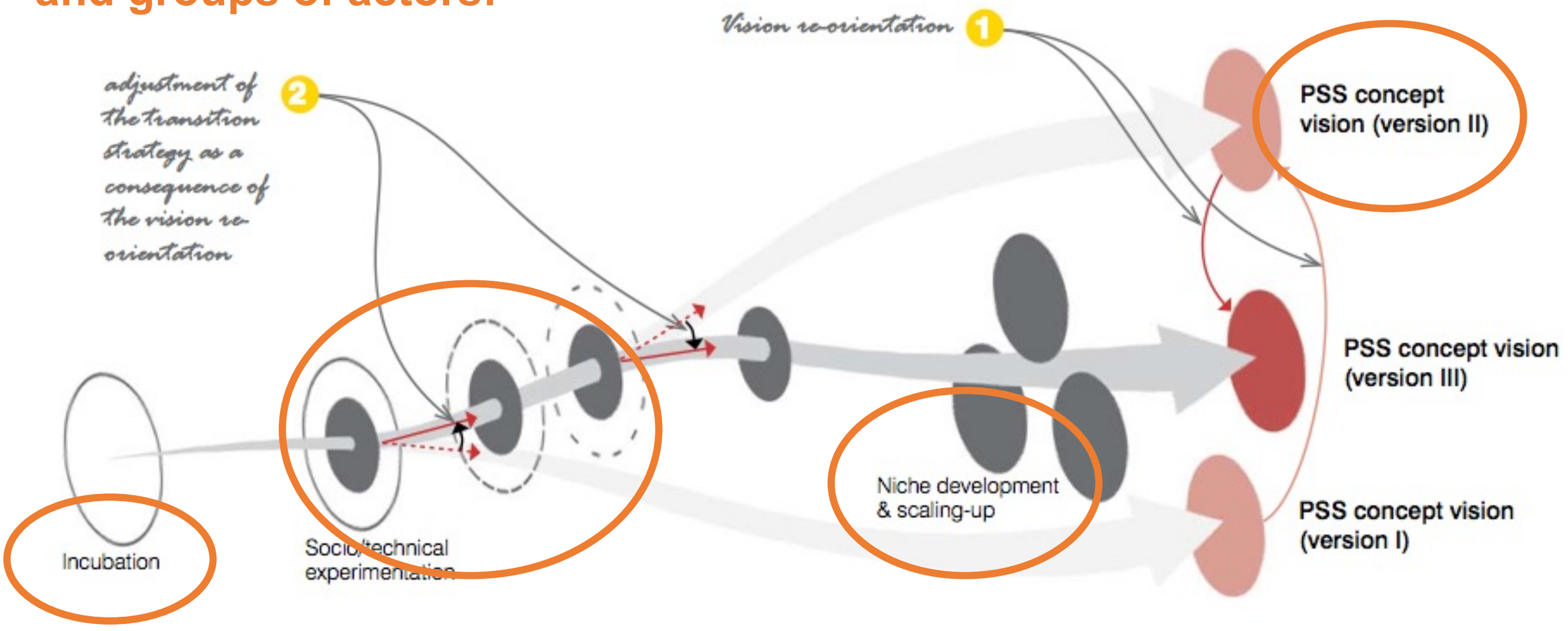
Adjusting concept vision *iteratively*:



Source: Ceschin, Fabrizio. 2014. “How the Design of Socio-technical Experiments Can Enable Radical Changes for Sustainability.” *International Journal of Design* (Vol 8, No 3)

Adjusting concept vision *iteratively*:

Communication in connection with several phases, points of interest, and groups of actors!



Source: Ceschin, Fabrizio. 2014. “How the Design of Socio-technical Experiments Can Enable Radical Changes for Sustainability.” *International Journal of Design* (Vol 8, No 3)

Aalto University
School of Arts, Design
and Architecture

Communicating sustainability for scaling-up

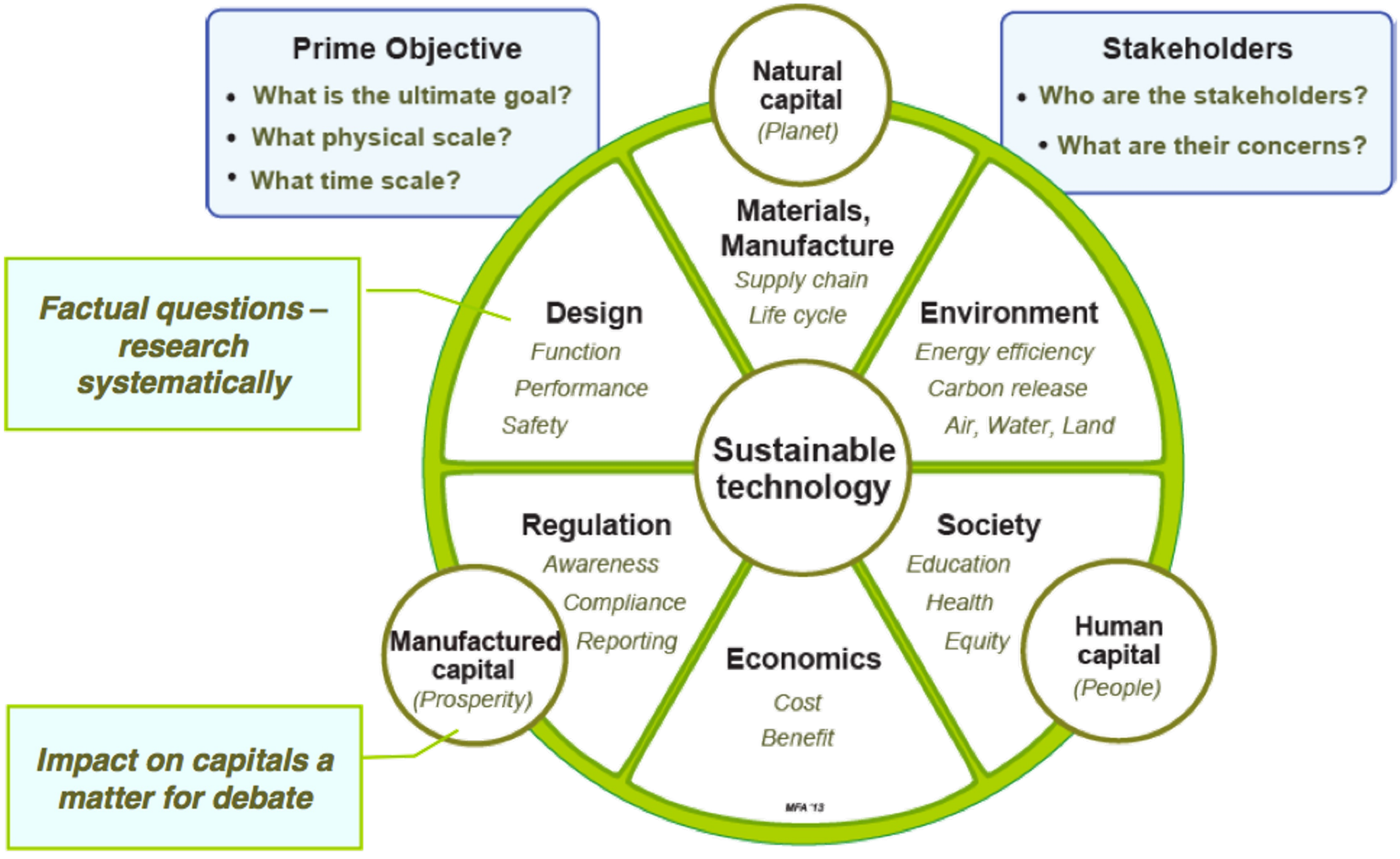
Aalto University
School of Arts, Design
and Architecture

Communicating Sustainability:

During design process in the core design team

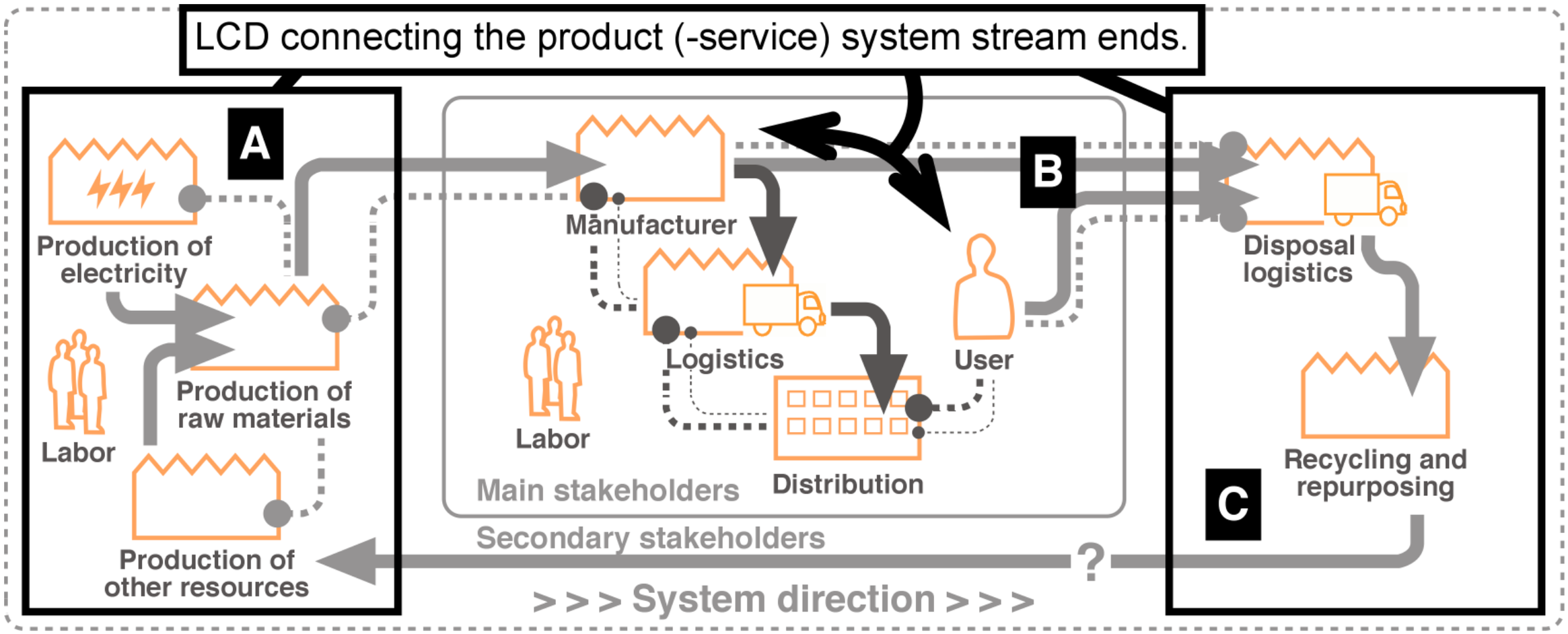
Aalto University
School of Arts, Design
and Architecture

Addressing systemic sustainability:



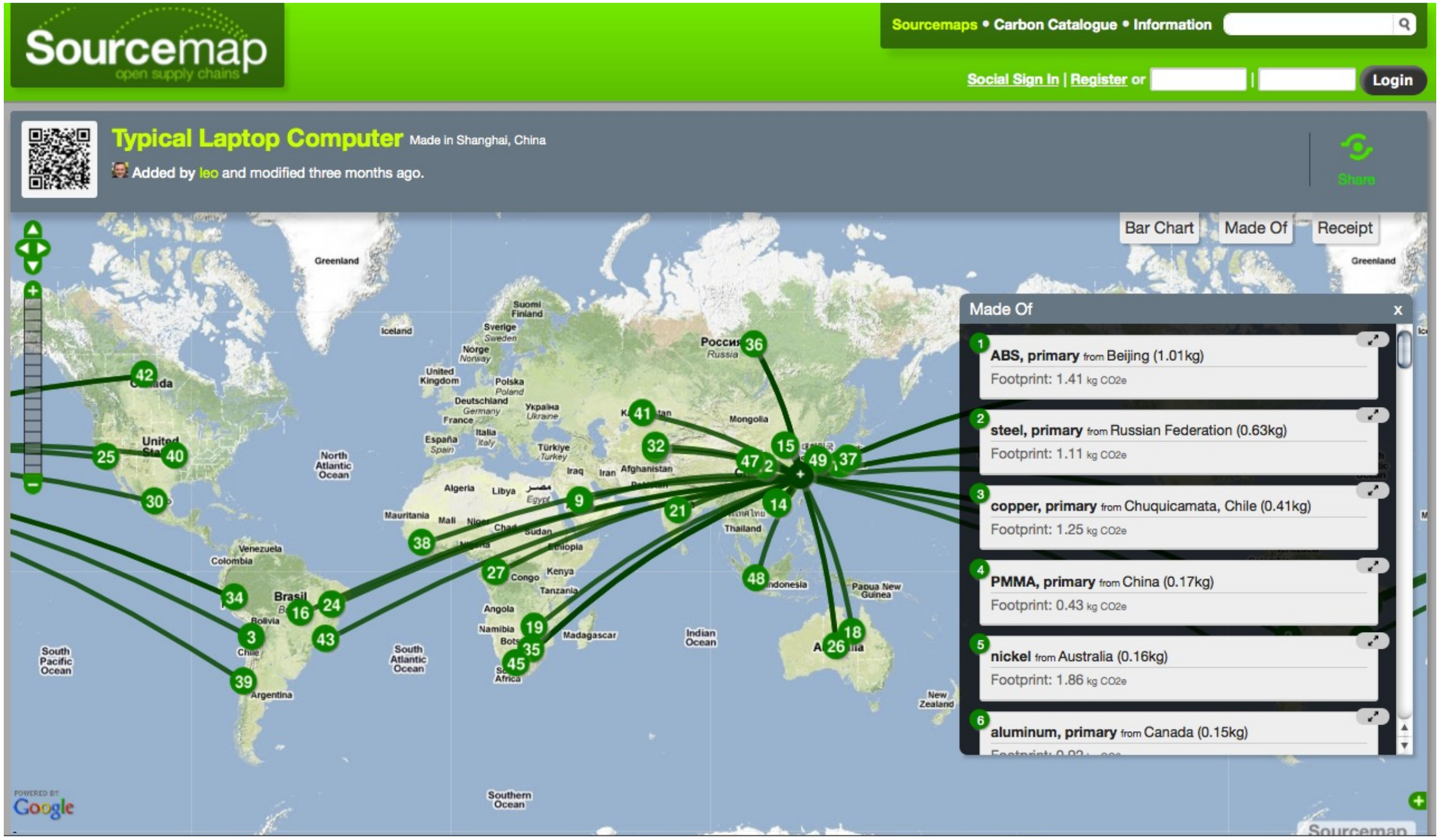
Source: Ashby et al. (2013) Materials & SD

Communicating production system and system of use, novel stakeholder & system interactions, or material/information flows:



Source: Author, 2014

Assessing design-related aspects on a global scale:



See: www.sourcemap.com

Aalto University
School of Arts, Design and Architecture

Communicating and assessing with life-cycle models:

Impact category	Material production	Manufac-turing	Use-phase	End-life	Transport
M-Materials	*Add your reflection on impacts into each cell…*				
E-Energy					
T-Toxicity					
A-Socio-cultural					*…or use the matrix to ideate improvement*

Communicating Sustainability:
In stakeholder engagement during experimentation and scaling-up process

Aalto University
School of Arts, Design
and Architecture

Working with visions and scenarios for change:

See: http://visionsandpathways.com/

Communicating service offerings from the user perspective:

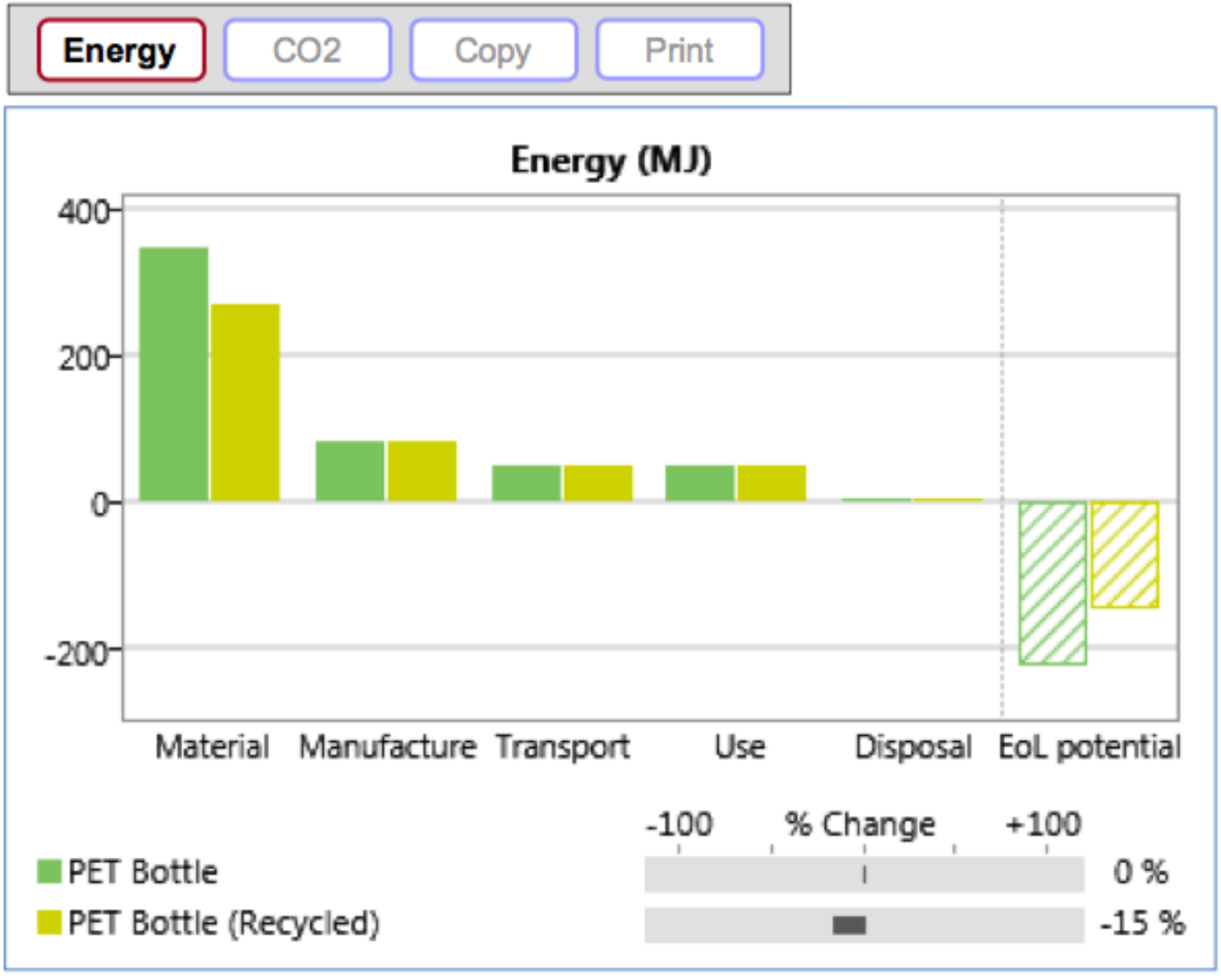
Part of the detailed Offering Diagram that visualises the whole offering

Offering Diagram *showing the basic and added-value functions of the design idea*

Communicating system functions with storyboards:

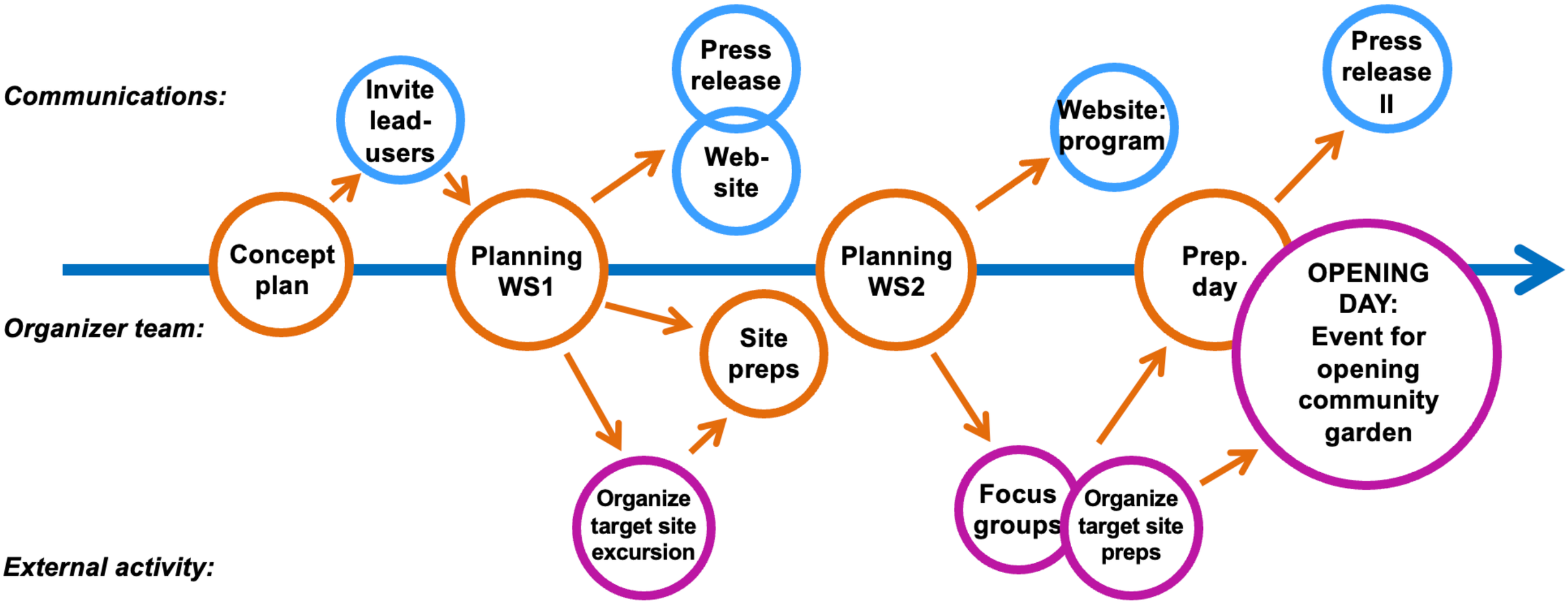
SOLUTION	> database to register information	> menu formulation software > communication system	> menu formulation software > communication system	> order management system > appliances
USER ROLE		>users decide which ingredients the University kitchens has to order	>users order the weekly menu	
	Service action 1	**Service action 2**	**Service action 3**	**Service action 4**
LINE OF INTERACTION				
		Representative of students chooses the weekly menus, basing on local producers disponibility	Students, using internet, communicate their weekly menu and the place where they will eat. The system return them a code/ticket	
SYSTEM ROLE	>local producers cooperative gives information to university on products disponibility			>central kitchen receive orders and prepare the requested meals

Communicating life-phase impacts with infographics:



Communicating strategic plans and action agendas:

Focus activities:



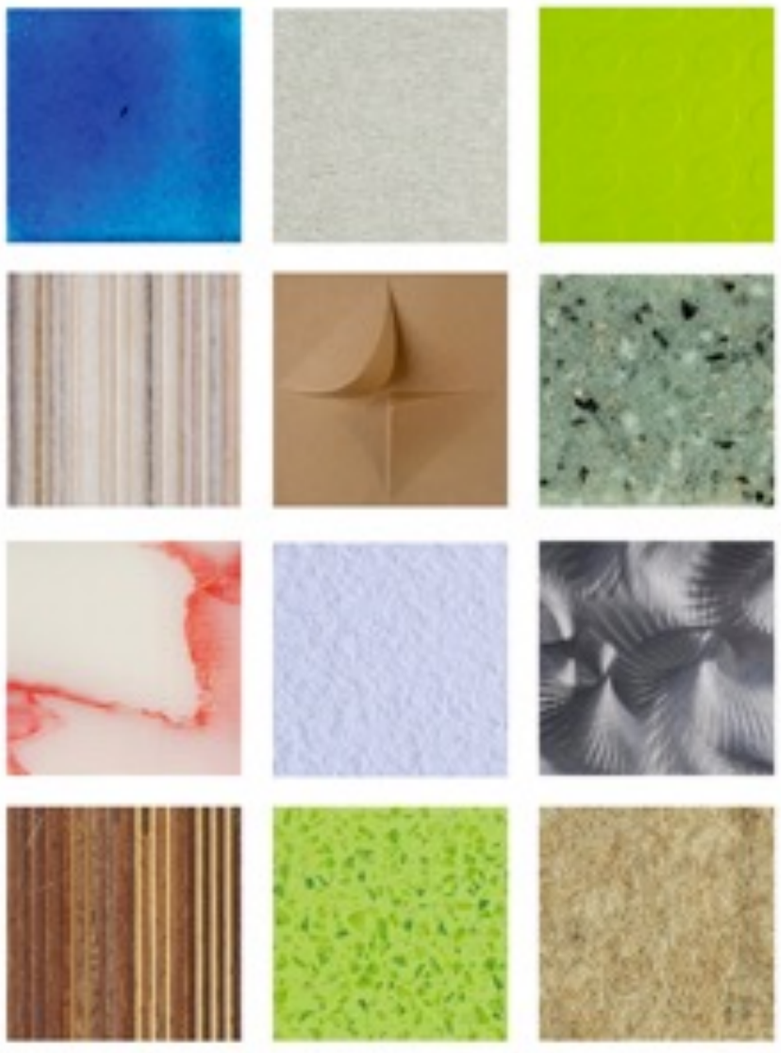
Steps to co-create a community garden, with various actors and activities involved in different phases

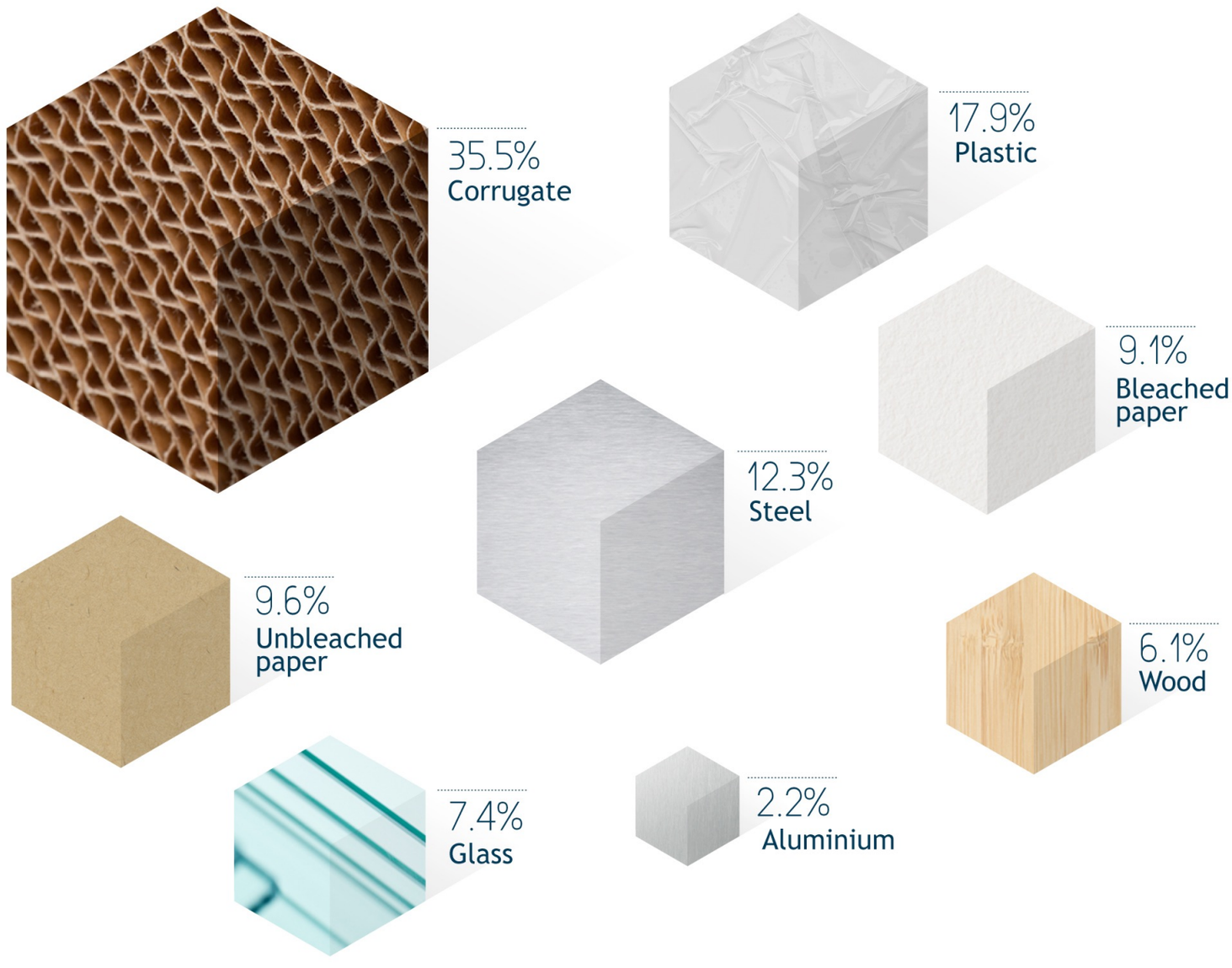
Communicating Sustainability:

For laypeople and ordinary consumers

Aalto University
School of Arts, Design
and Architecture

Communicating with material choices:





Communicating with packaging and aesthetics:

Communicating with eco-labels and standards:

Communicating with the brand design:

Hapé Eco-toys

THE BODY SHOP

FAIRPHONE

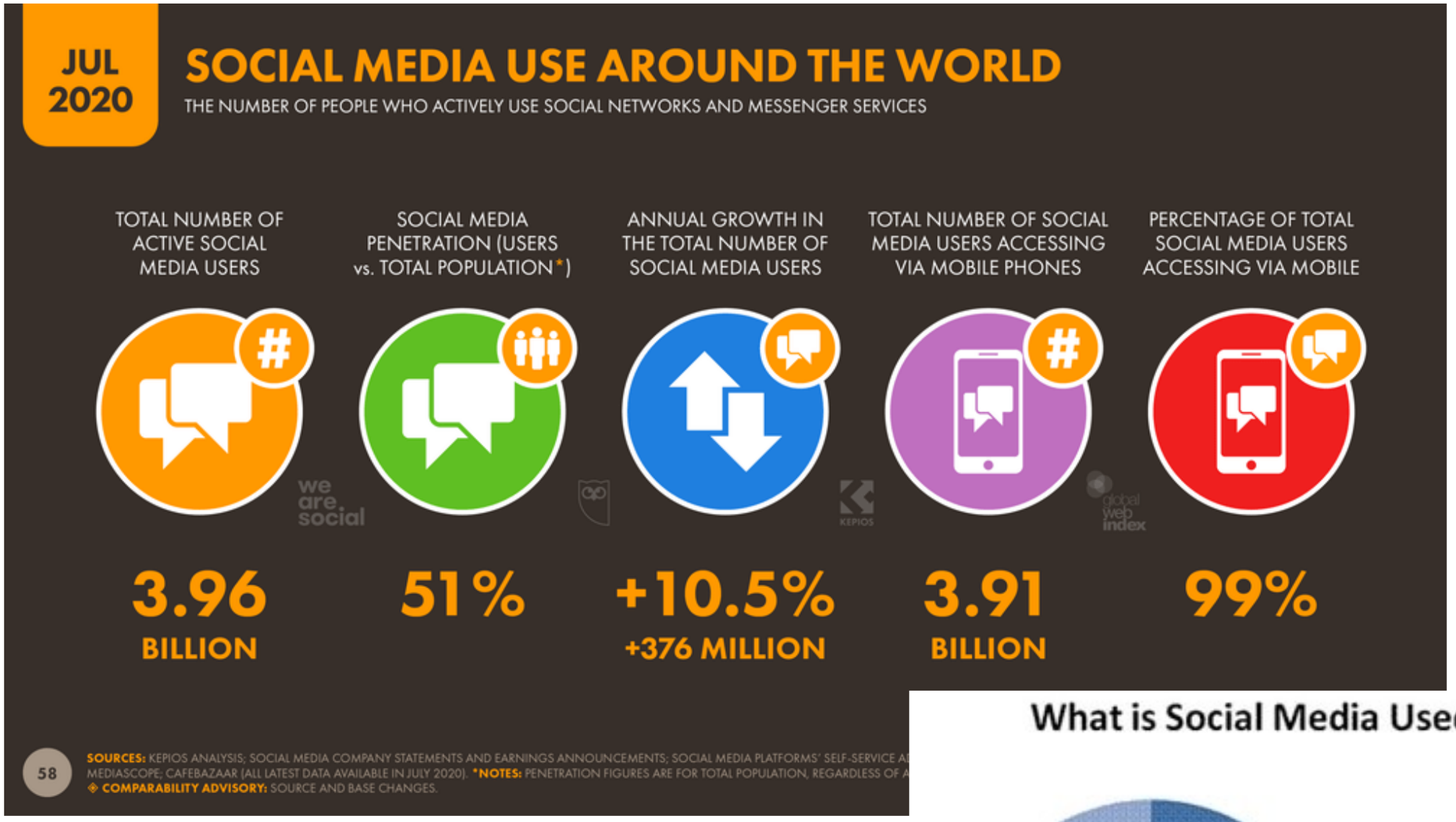
ETHLETIC
THE ETHICAL ALTERNATIVE

THE EARTH COLLECTION

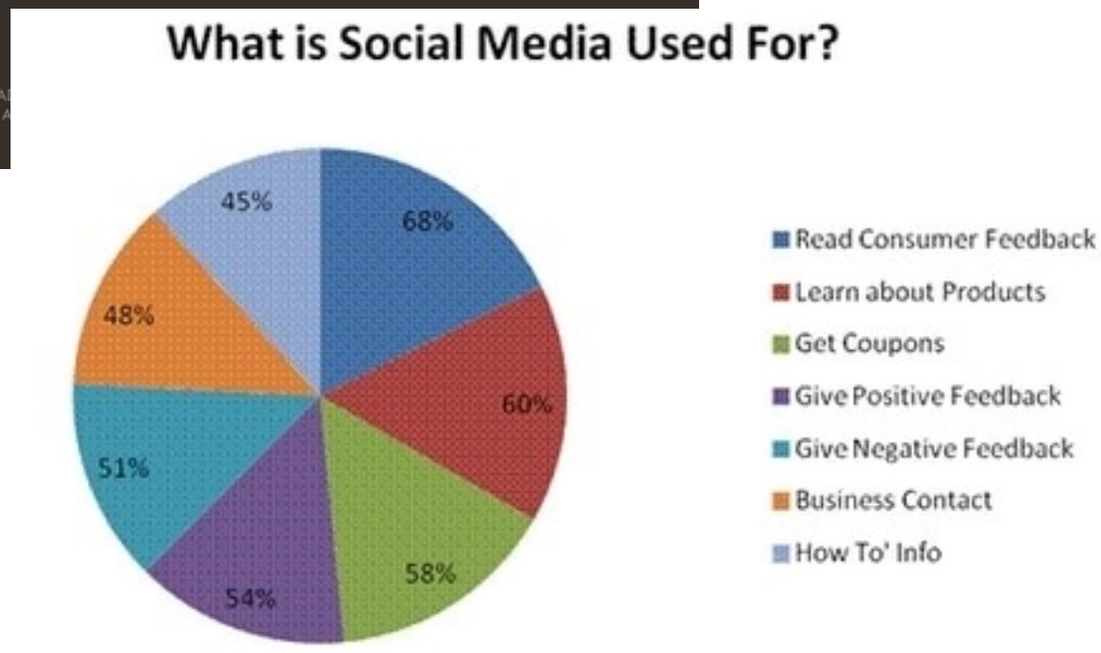
NIKE BETTER WORLD

bp

Communicating with web & social media:



https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/



https://www.marketing91.com/what-are-the-uses-of-social-media/

Aalto University
School of Arts, Design and Architecture

Communicating Corporate Social Responsibility (CSR):

Communicating sustainability - Summing up…

Communicating the ecologic, socio-cultural and economic benefits of your design is communicating sustainability!

- Communicating is possible with numbers, but also with stories and images
- Consider: How should the sustainability message be ‘packaged’, and to whom?
- Communication 1) during design process (and for its iteration), 2) in expanding stakeholder engagement, and 3) for consumers and laypeople
- Communicating sustainability for both (and between) producers and consumers

Aalto University
School of Arts, Design and Architecture

Communicating sustainability - Future considerations…

Questions to consider when communicating sustainability:

- **What is communicated?**

  For example: Attributes; Guidance; Information; Claims of improvement;
- **What phase of design process is at hand?**

  For example: Research; Concept design; Beta testing;
- **Who is the target audience?**

  For example: Users; Sub-contractors; Investors; Retailers;
- **How & where should it be communicated?**

  For example: Numbers; Infographics; Stories; "Look & feel"

  F2F communication; Communicating via product; Online communication etc.

Aalto University
School of Arts, Design
and Architecture

Working in case groups: Communicating your sustainability impacts

Aalto University
School of Arts, Design
and Architecture

Aalto University
School of Arts, Design and Architecture

Working in case groups: Communicating your sustainability impacts

You have now time to continue work in case groups!

Continue project work in groups:

- **Reflect on your vision and your concept's offering for sustainability**
- **Consider you sustainability offerings to various actors**
- **Think about most important actors and how to 'package' your communications and process**
- **Utilize whiteboard/large paper if needed**
- **At the end of the session, discuss your work**

Thank you!

Questions &
comments?

Aalto University
School of Arts, Design
and Architecture