

# A?

Aalto-yliopisto  
Taiteiden ja suunnittelun  
korkeakoulu

# Design for sufficiency

*Mikko Jalas, Design approaches to sustainable  
consumption*

*11.1.2024*

# Outline of the lecture

- **Sufficiency definitions** The problem of the ‘rebound effect’ of technological progress.
- **A time-use approach to sufficiency. Wealth-in-time.**
- **Non-market and market activities. Design at the border of these. Small-group discussion.**

## Break

- **Product-Service-Systems and time-use rebound effects**
- **Some cultural politics of slow time**

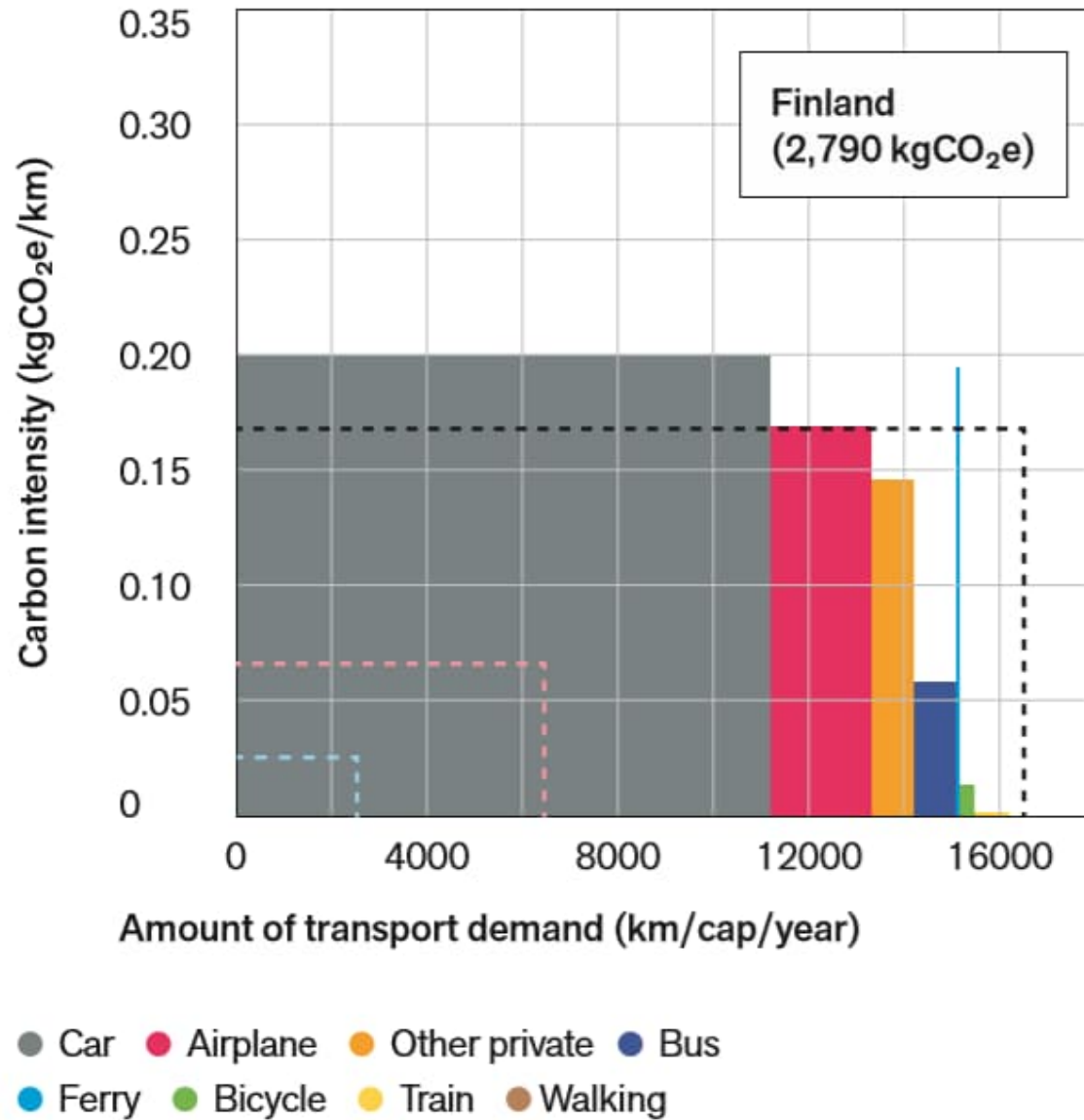
## Break

...

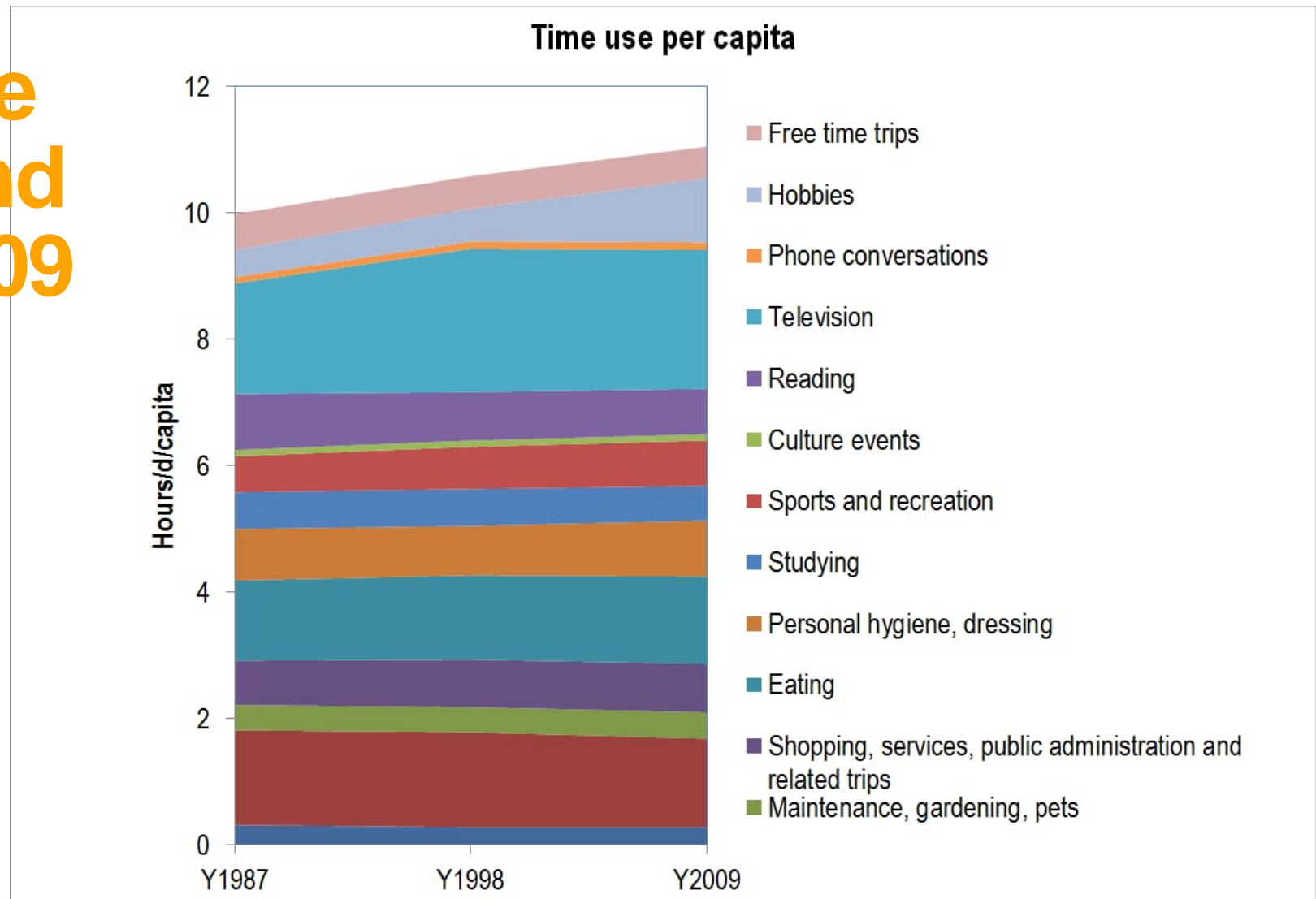
# Sufficiency – Enoughness

'... 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. '

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



# 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.

# Wealth-in-time, time-affluence

- 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

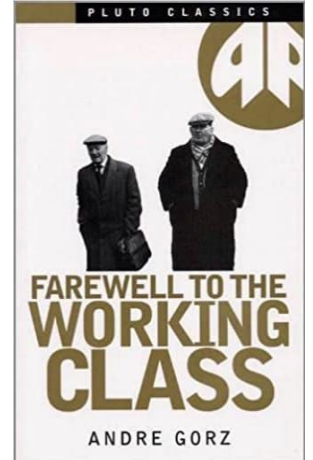
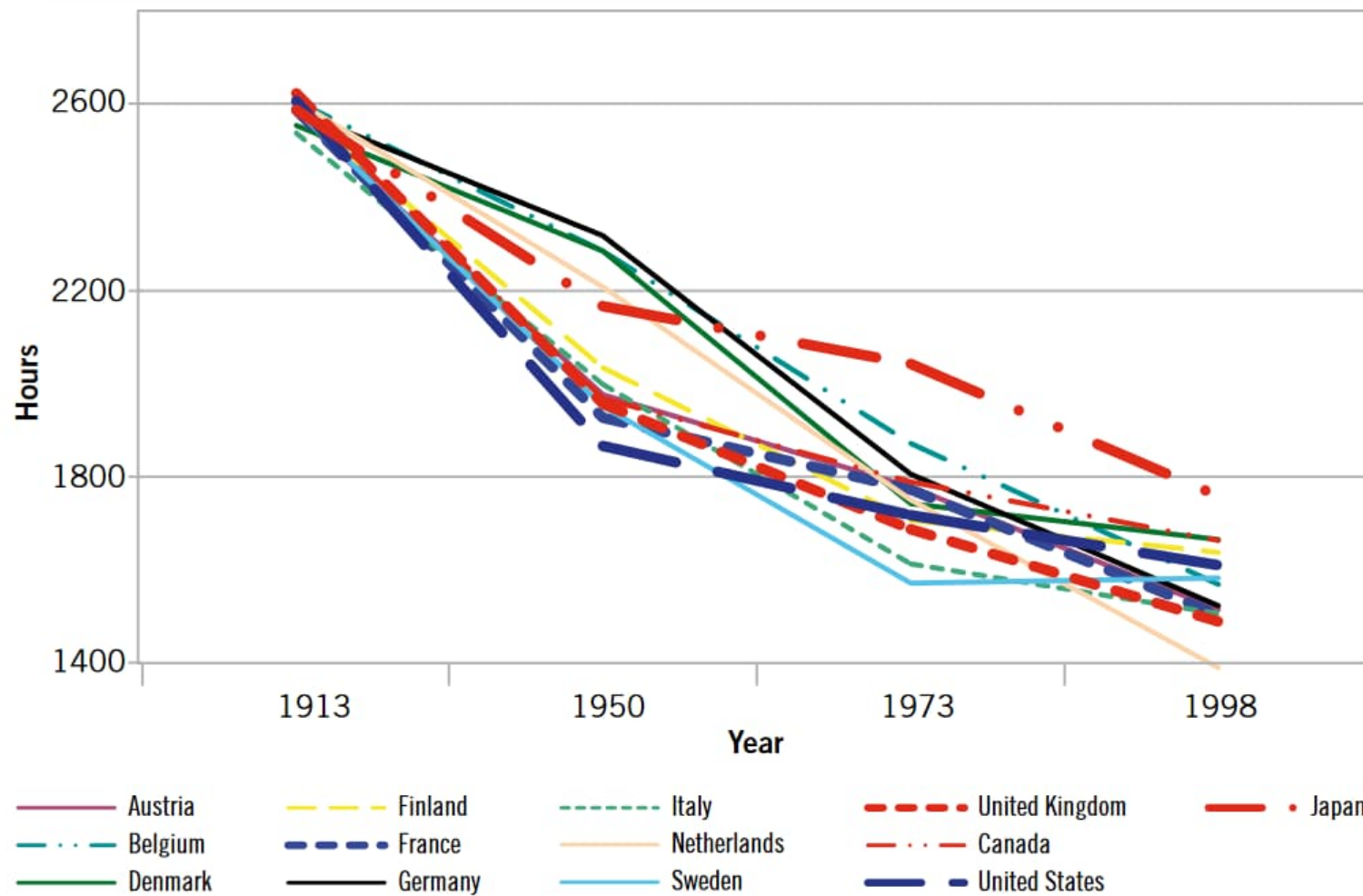


Figure 1. Annual hours worked per person employed, total employment, 20th century



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)

NON-  
MARKET

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NON-  
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## What characterizes non-market activities?

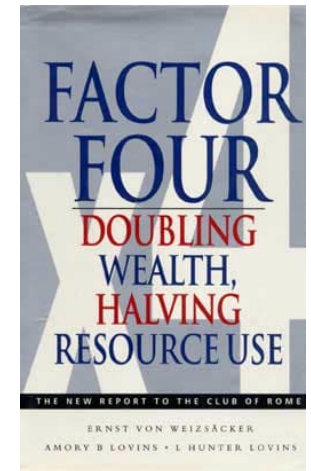
- Gray economy
- No pay
- Housework
- Community, neighbourhood help
- DIY, amateurs
- Fun, joy, meaning
- Family, friends
- Less frequent use of tools

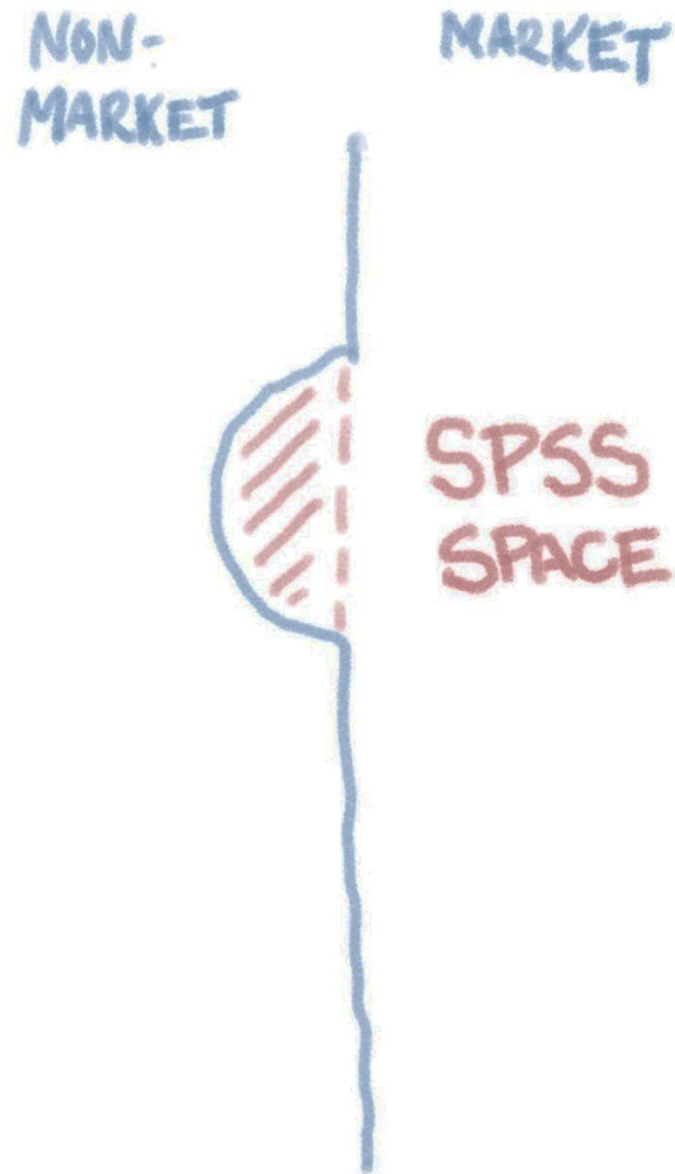
## What characterizes market activities?

- Competition
- Need to innovate for resource and labour productivity
- Paid work
- Division of labour
- Collection of tax (most) revenue

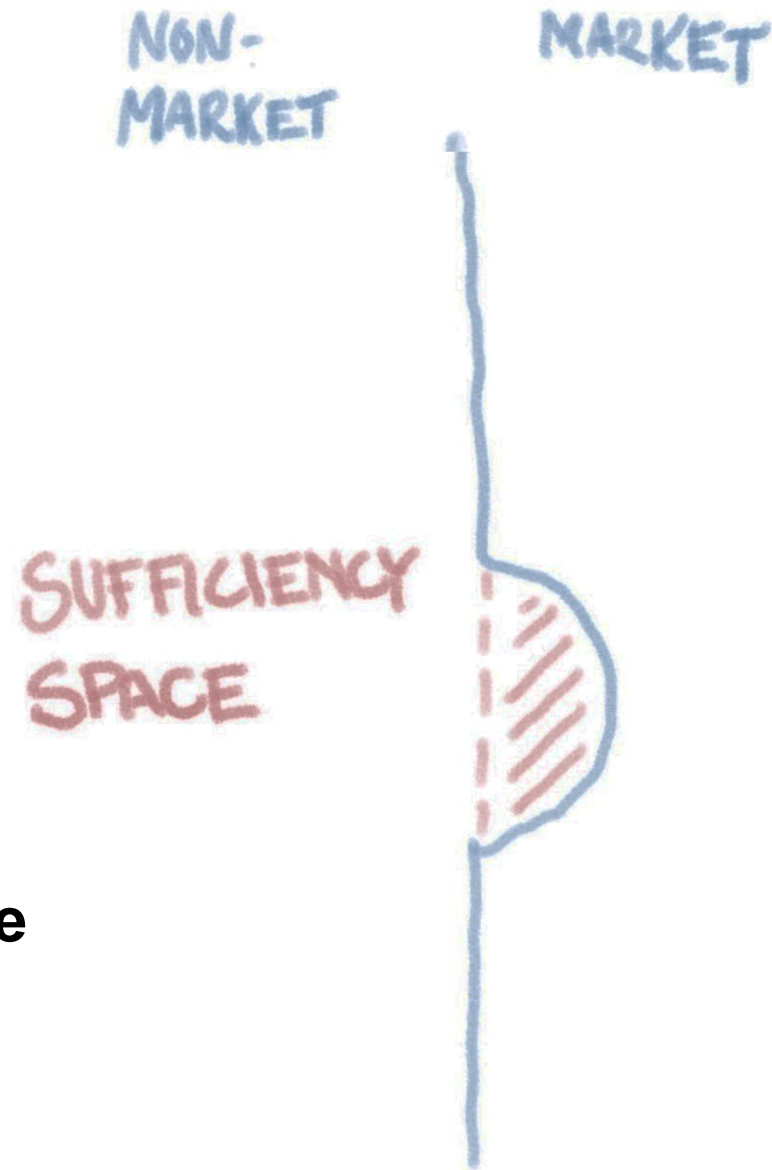
# Modal shift and eco-efficient consumption innovations

- **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**





**Activities, which people happily outsource and buy as a service**



**Activities, which people like to engage and take ownership of**

# Design approaches to sustainable consumption

**SPSS as seeking to increase the availability of sustainability-related services, share assets and innovate for modal shift.**

**Sufficiency as maintaining reintroducing meaningful productive activities as part of non-market, non-commercial human existence**



# Design approaches to sustainable consumption

**SPSS as seeking to increase the availability of sufficiency related services, share assets and innovate for modal shift.**

**Sufficiency as mainaining reintroducing meaningful productive activities as part of non-market, non-commercial human existence**



Obstacles for outsourcing:  
Lack of money  
Taxation  
Availability of services  
Infrastructure  
Logistics

Obstacles for meaningful participation:  
Lack of time  
Space  
Skills  
Opportunity  
Health

# Exercise – 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?

What are the obstacles?

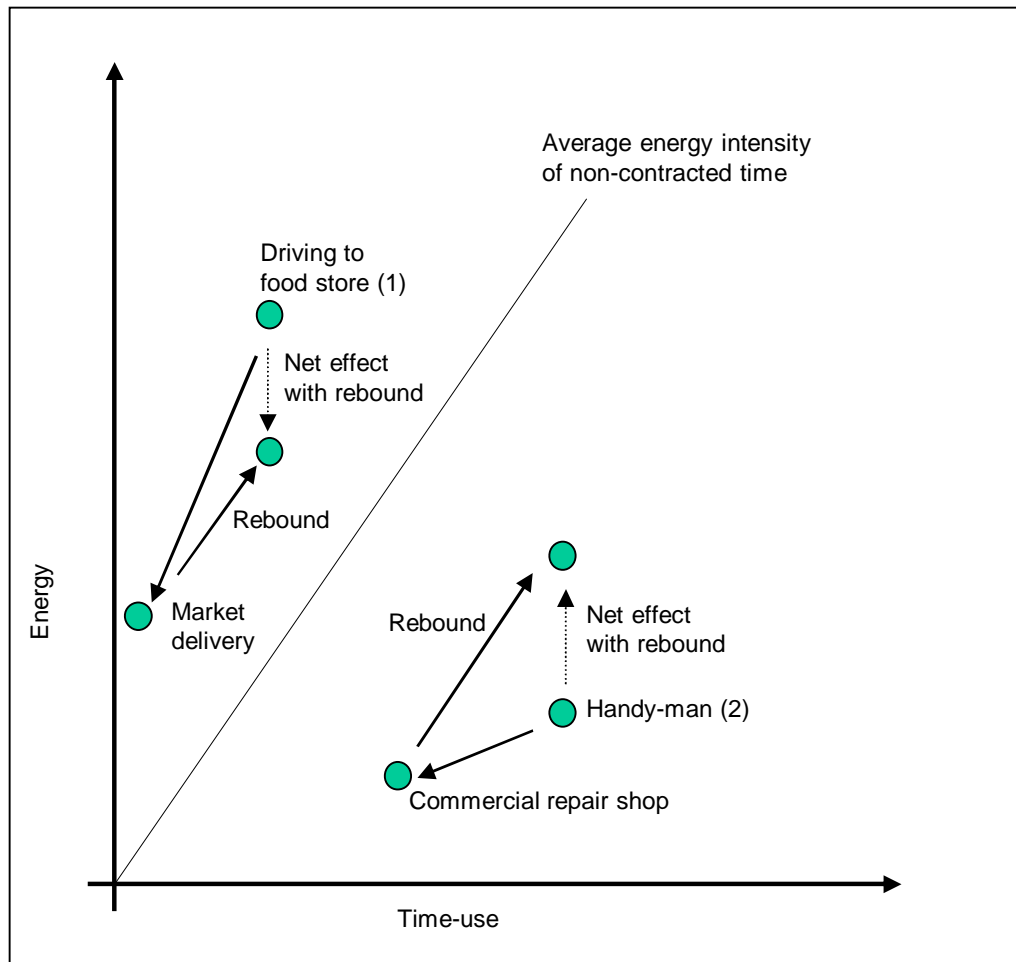
How you differ? What are the sources of different opinions?



Obstacles for outsourcing:  
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# Time use-rebound



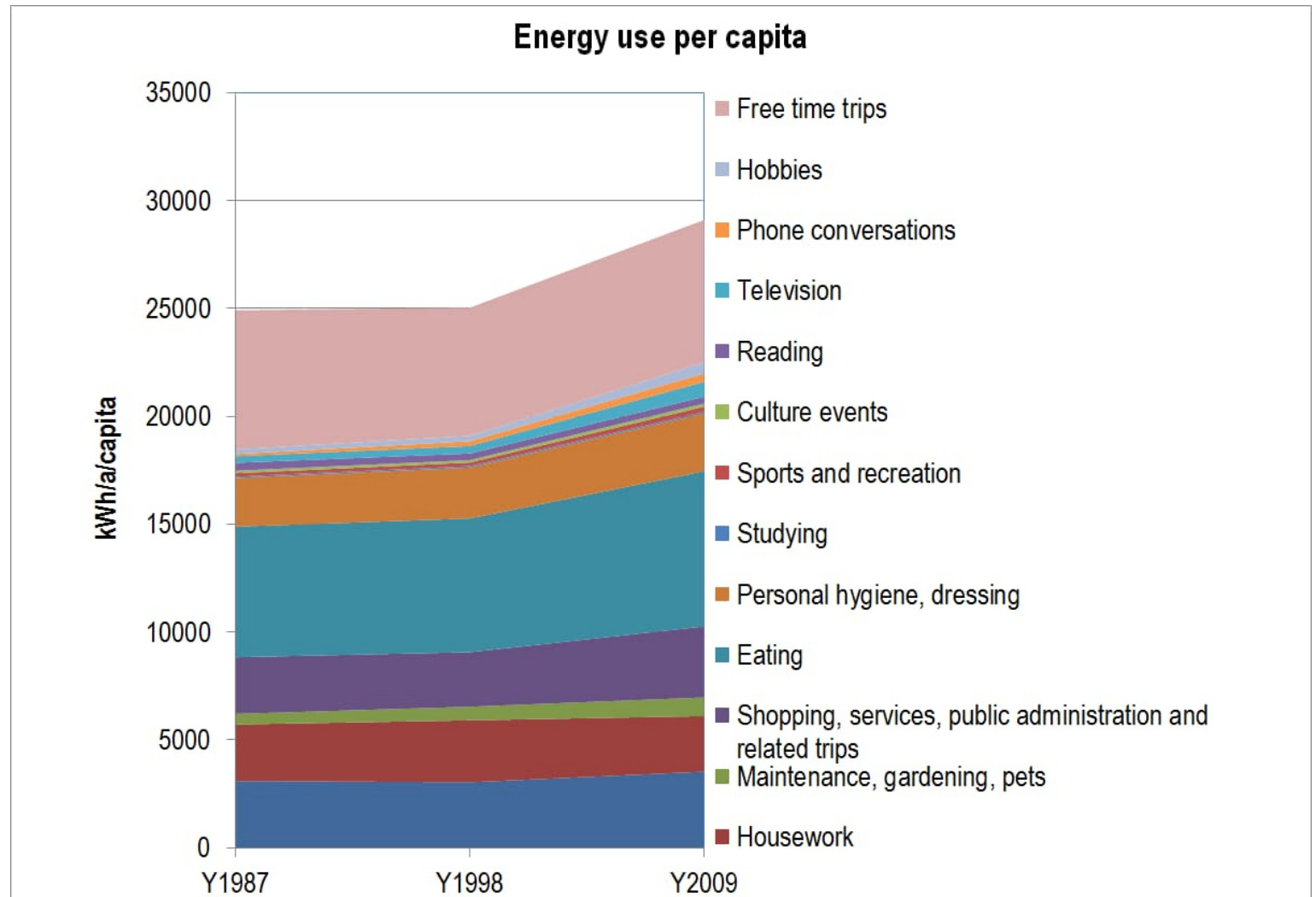
Two hypothetical examples, which both exist in literature.

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

Upper left corner indicates net decrease

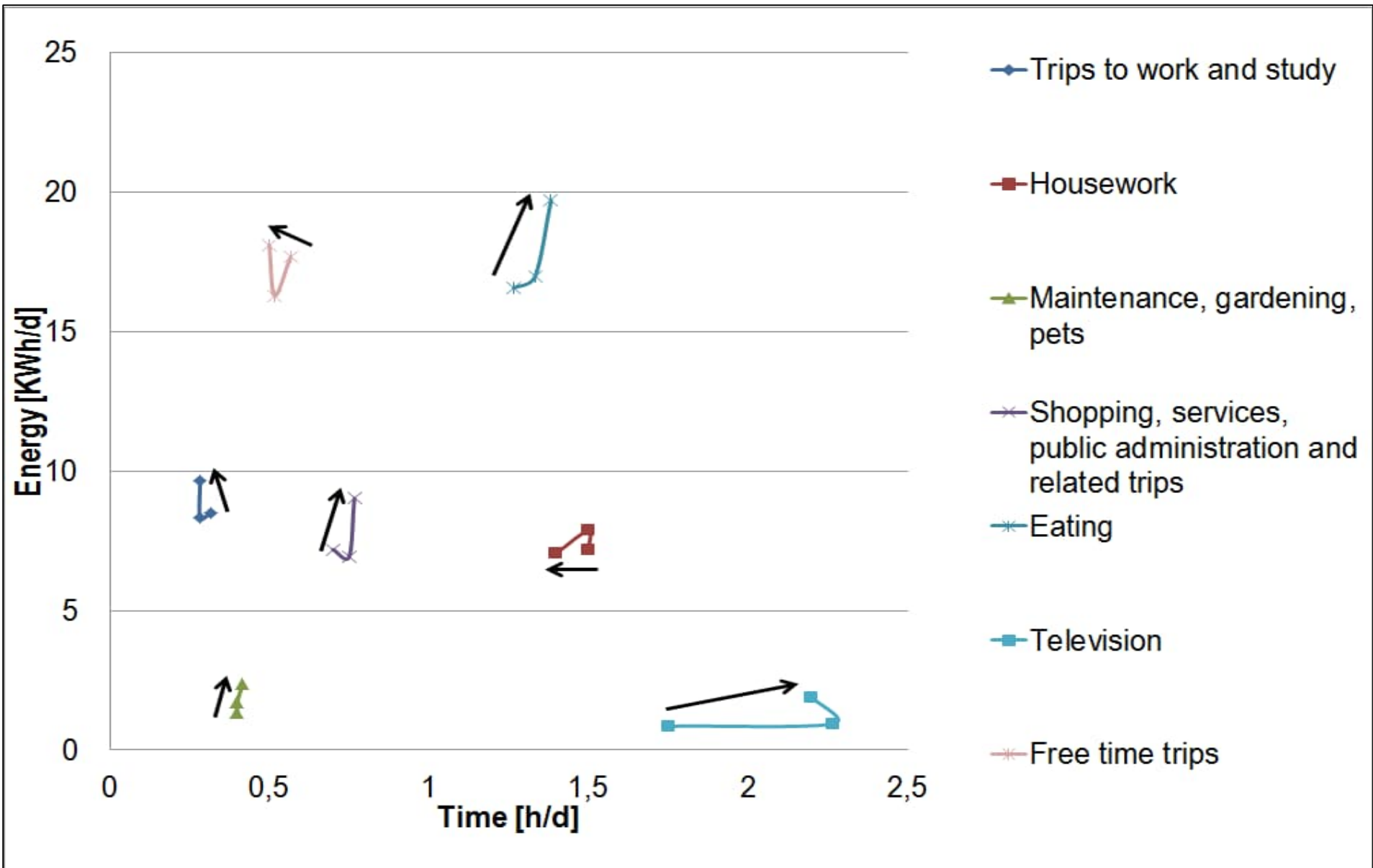
Lower right corner indicates net increase





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# Time use-rebound



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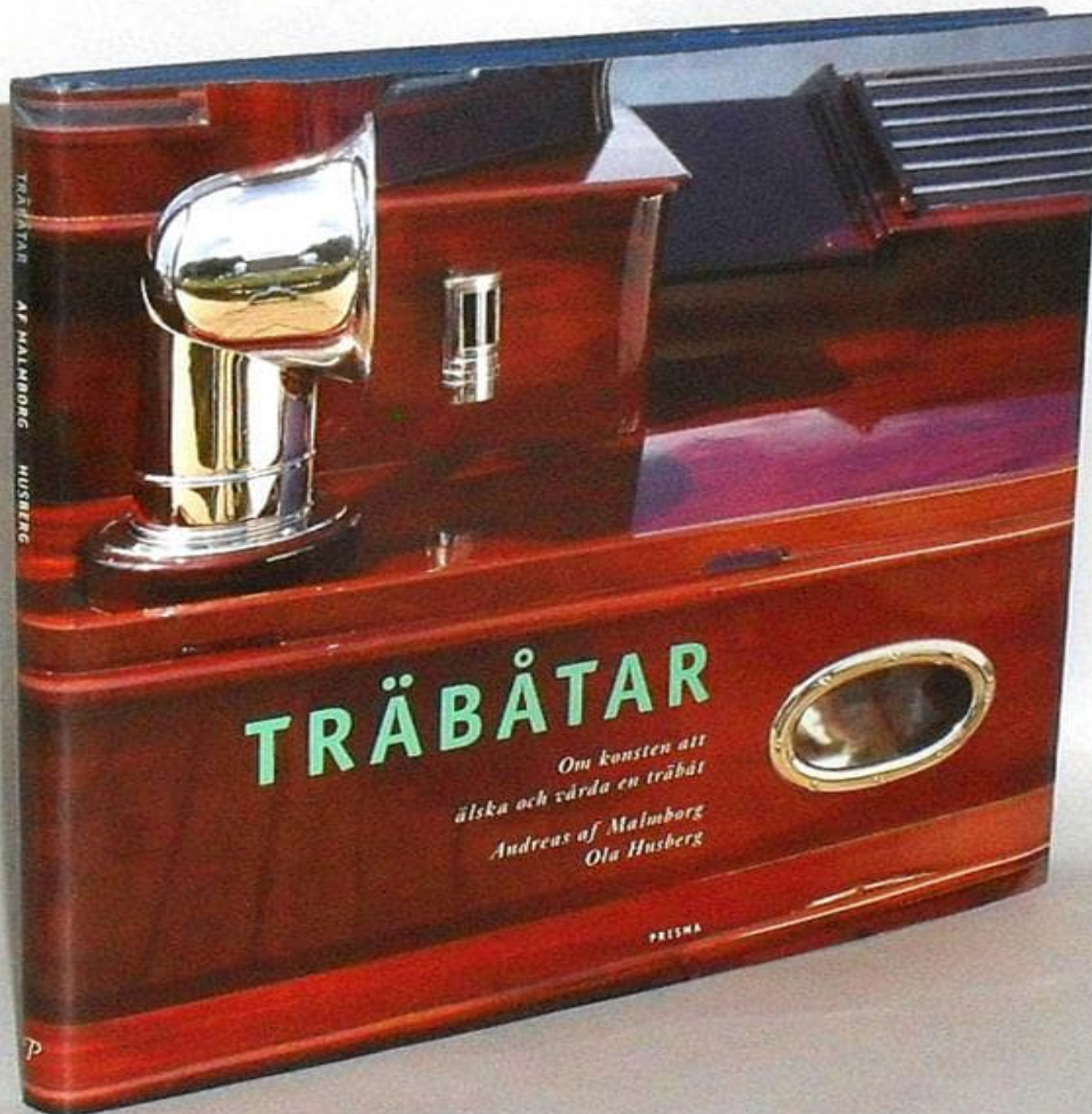
# Watching TV ... requires

		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	++++	++++

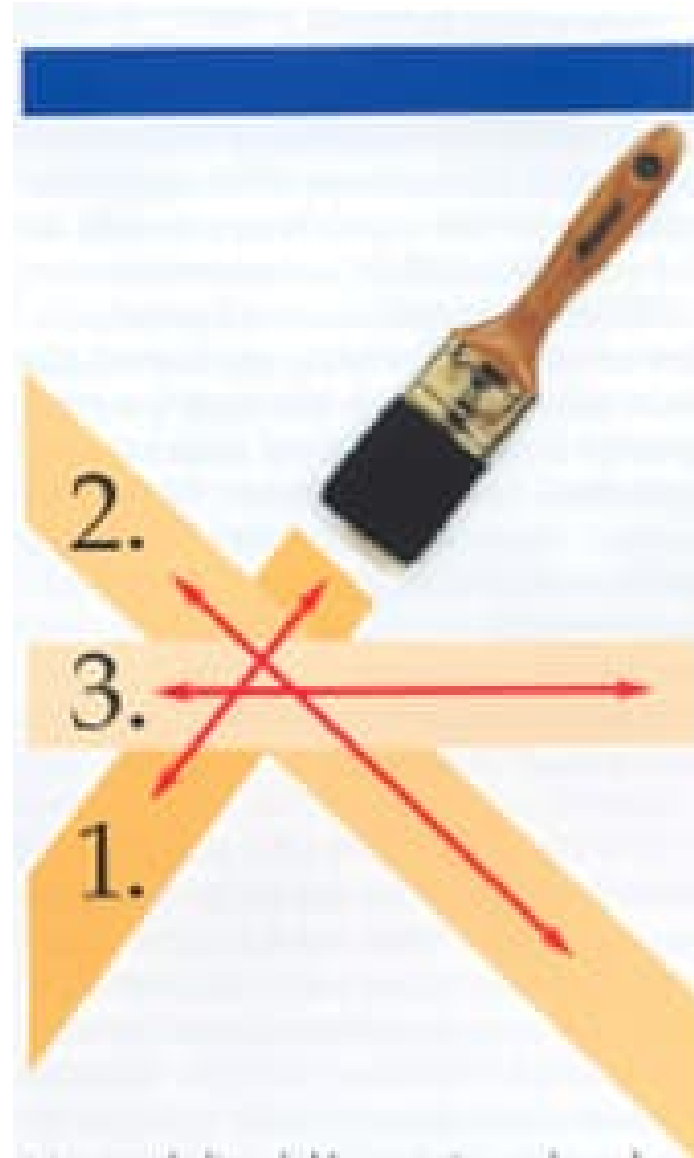
Derived from Input-Output tables  
See e.g. for [exiobase.eu](http://exiobase.eu)



11.1.2024



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-)

# Policy opportunities: Time-policies for sustainability?



**Key principle has been the separation of paid work and leisure as recovery. Productive and meaningful activities ‘fall in between’.**

**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**

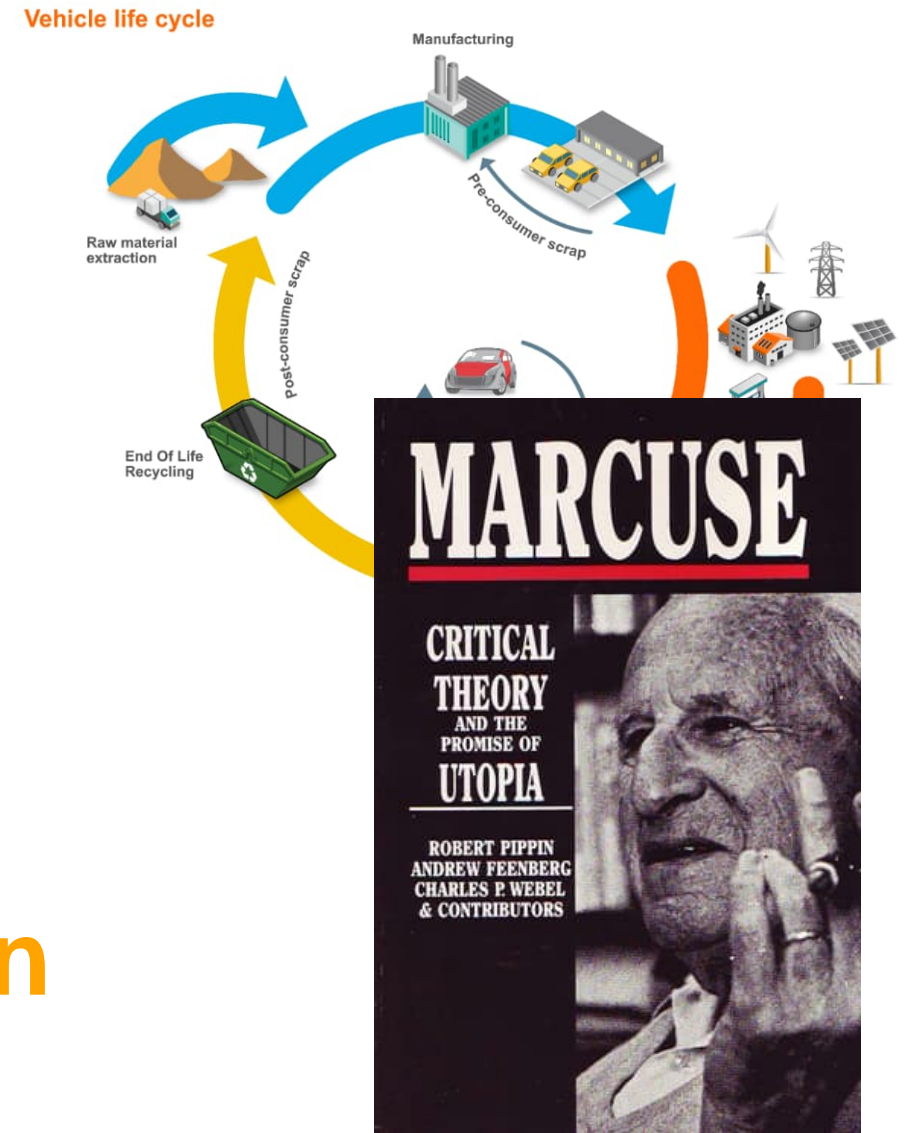
**Work-time reduction. Part-time, irregular hours?**

**Spaces and social structures for non-market activity?**



# Design approaches towards making, self-efficacy and self-determination

## Antidotes for alienation



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