



Spectrums of Sustainability

# Team 5

Molly  
Nehal  
Xuyang  
Michel



Flat makes sense.



Janne Asikainen

Experienced Food Industry Entrepreneur  
Educated in Packaging Design and  
Food Industries

"Koepala is a *food packaging innovation* company."

- Janne Asikainen

Tulevaisuuden Katukeittiö Oy - EWÄs



Koepala Design Studio

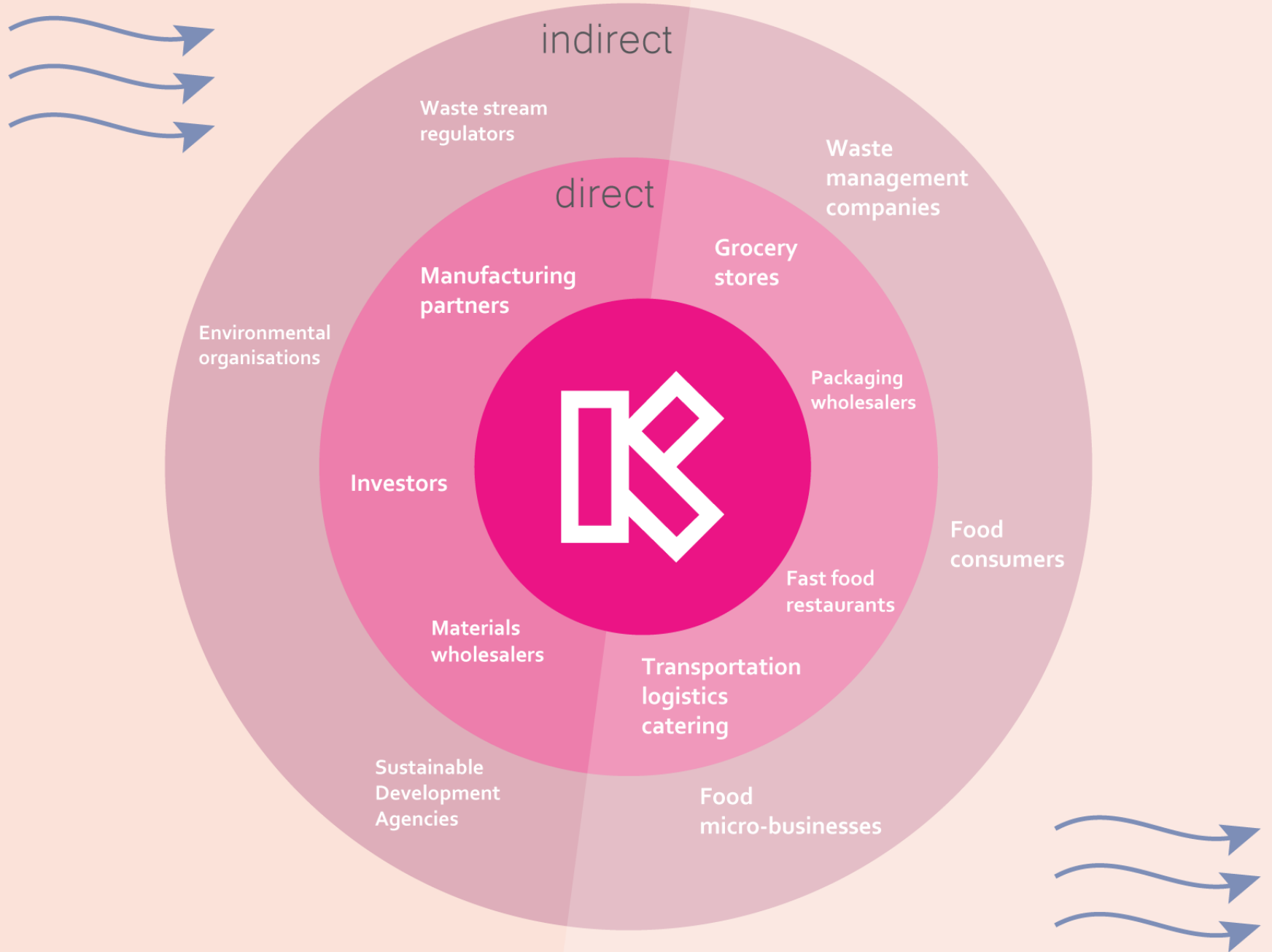


Startup



First product ships

Koepala Packaging Oy ----->



indirect

Waste stream regulators

Waste management companies

direct

Grocery stores

Manufacturing partners

Packaging wholesalers

Environmental organisations

Investors

Food consumers

Fast food restaurants

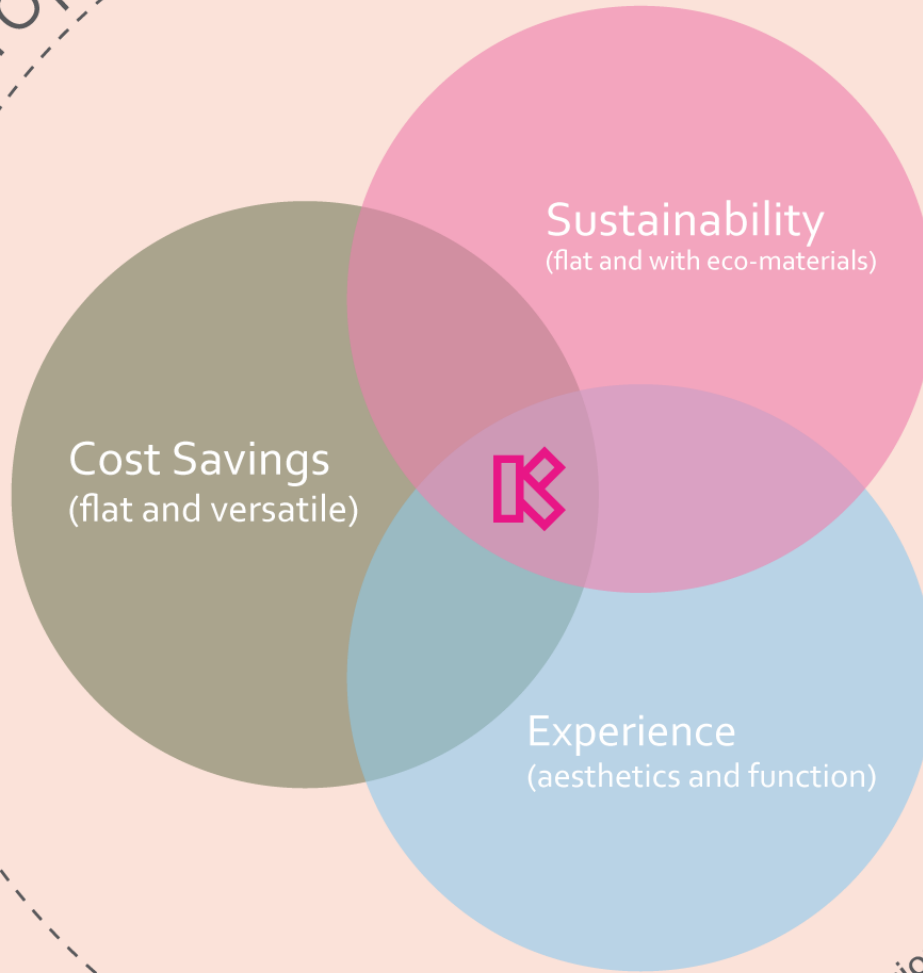
Materials wholesalers

Transportation logistics catering

Sustainable Development Agencies

Food micro-businesses

Value Proposition



Sustainability  
(flat and with eco-materials)

Cost Savings  
(flat and versatile)

Experience  
(aesthetics and function)

Eco-conscious brand community



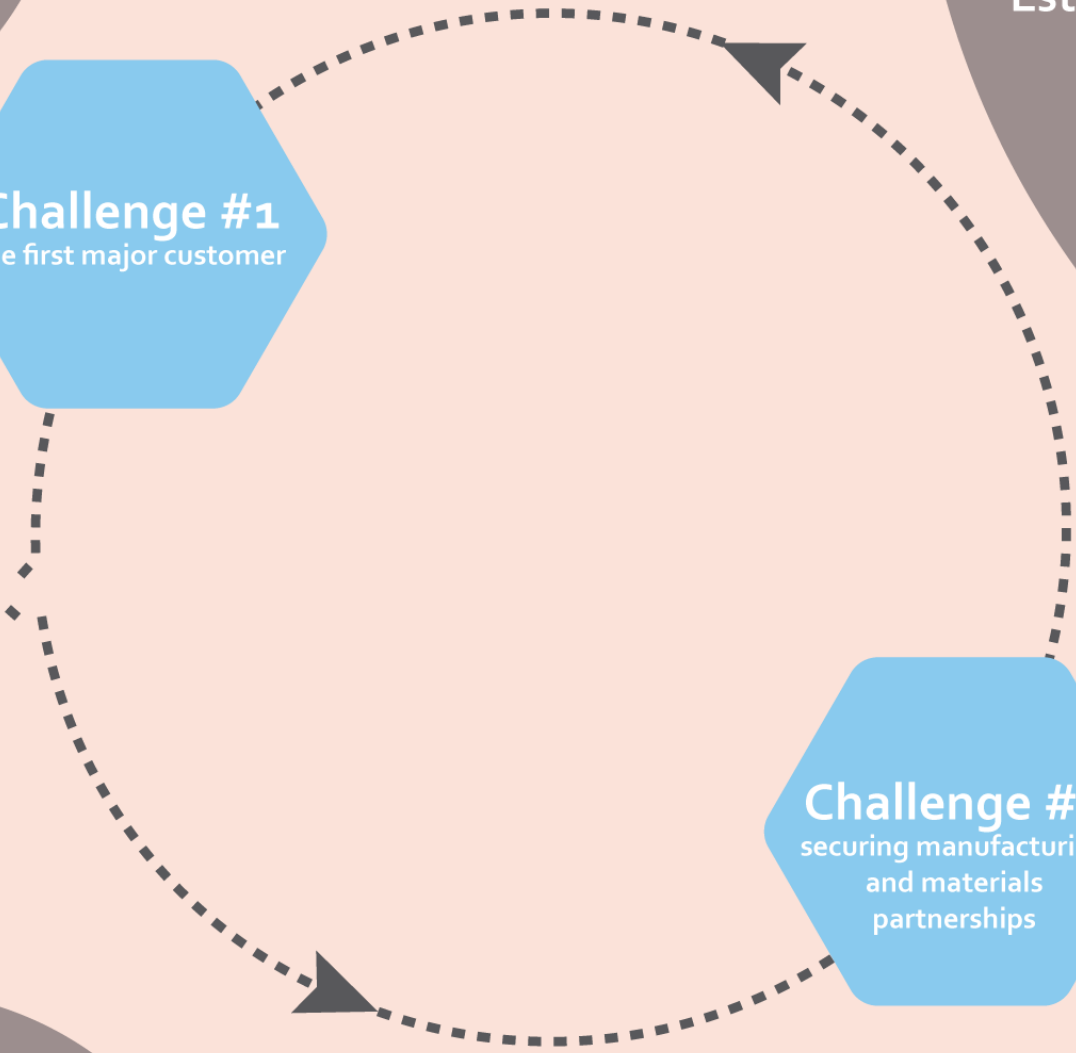
Freelance design agencies



Established packaging manufacturers



Other startups







# Research Insights

## Innovation company vs manufacturer

Highly context-sensitive and adapting  
fast to changing business factors

Investment in partnerships and busi-  
ness development vs equipment and  
locations

## Current business strategies

Disrupting by caring

Flat is the core idea

## Looking into the future

Disposable    Reusable

Ultimate vision of future is as a food  
consumer data insights company  
(IoT package designs)

Design thinking to reframe  
who is at the center of the  
use case

Typical packaging made to manufac-  
turer specs vs how customers and ca-  
terers use and their needs

Biggest design challenge:  
constraints of waste  
systems

To care for product's environmental  
impact is ethos of the company

Growth is focused in new  
markets and designs

Koepala Oy

2

€67,000

UNESCO

2000+

€330+ M

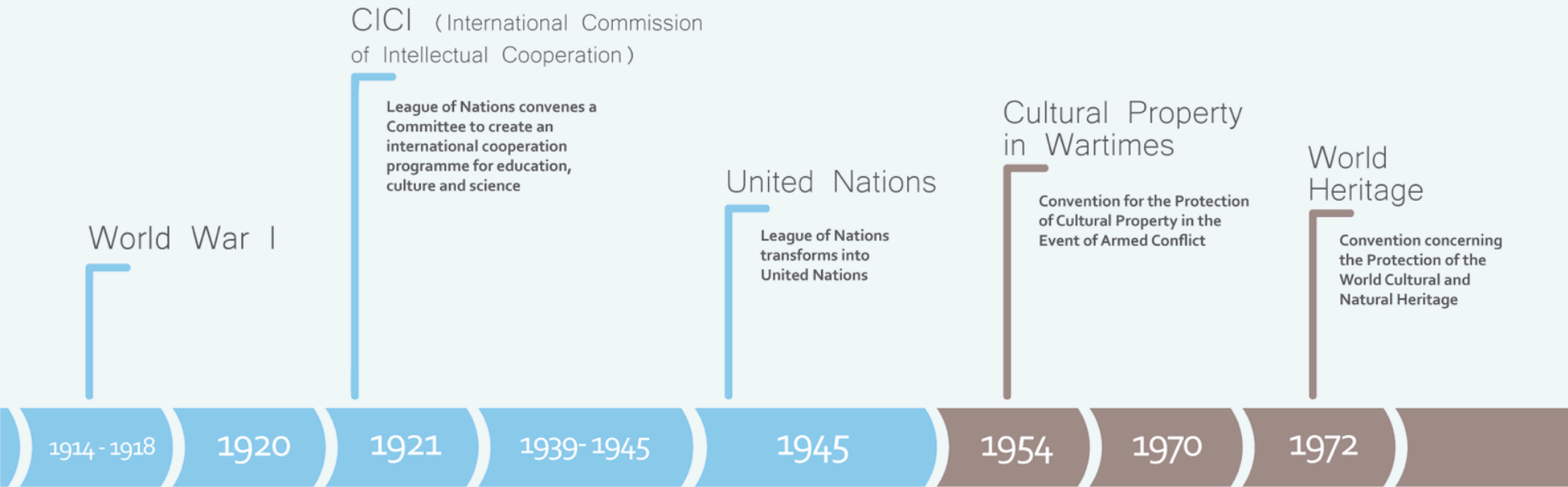


“That since wars begin in the minds of men,  
it is in the minds of men that the defences of  
peace must be constructed...”

UNESCO Constitution, 1945

*"That a peace based exclusively upon the political and economic arrangements of governments would not be a peace which could secure the unanimous, lasting and sincere support of the peoples of the world, and that the peace must therefore be founded, if it is not to fail, upon the intellectual and moral solidarity of mankind. "*

UNESCO Constitution, 1945



World War I

CICI (International Commission of Intellectual Cooperation)

League of Nations convenes a Committee to create an international cooperation programme for education, culture and science

United Nations

League of Nations transforms into United Nations

Cultural Property in Wartimes

Convention for the Protection of Cultural Property in the Event of Armed Conflict

World Heritage

Convention concerning the Protection of the World Cultural and Natural Heritage

1914 - 1918

1920

1921

1939 - 1945

1945

1954

1970

1972

League of Nations

League of Nations founded as a result of the Paris Peace Accord ending WWI

World War II

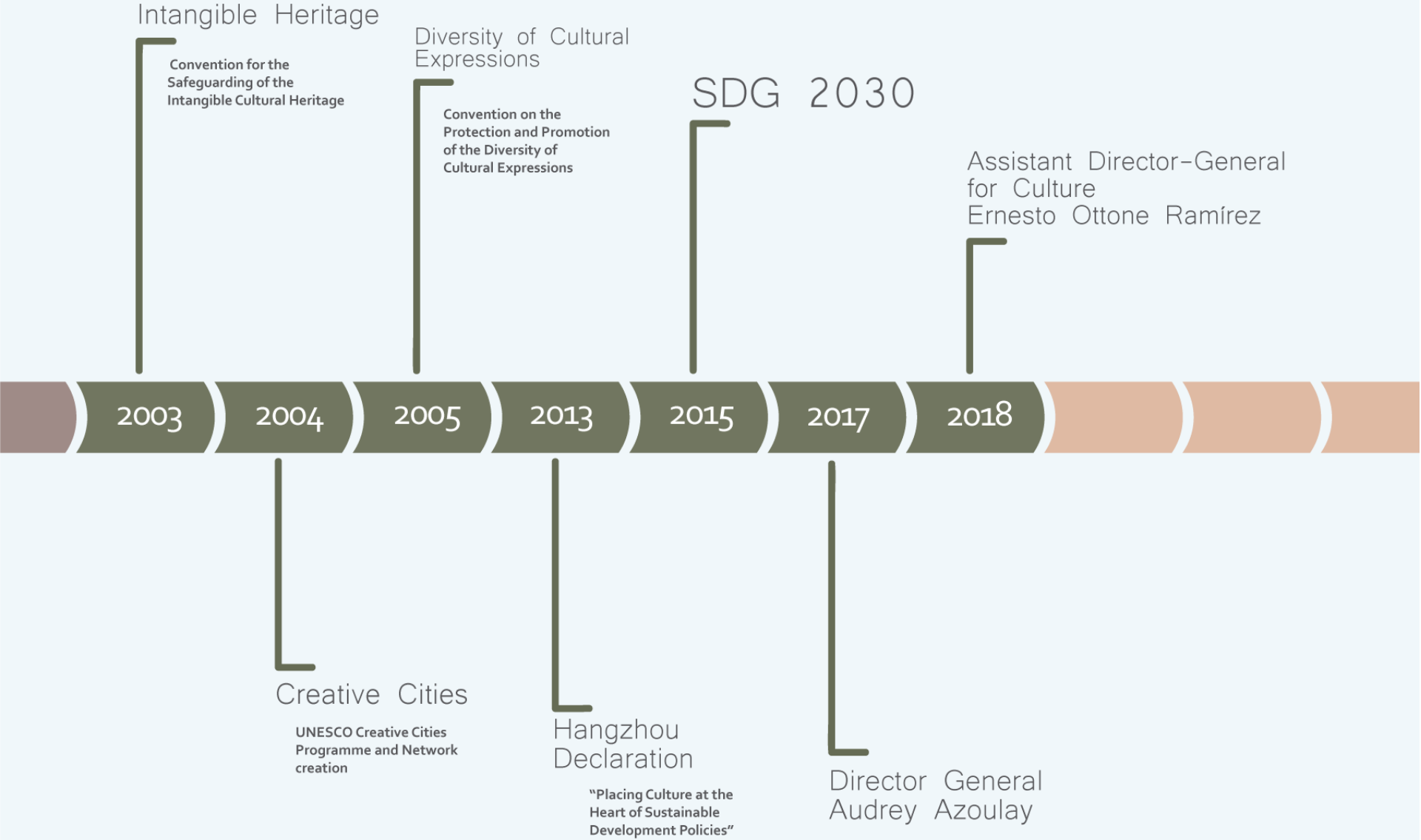
UNESCO

Protecting Cultural Property

Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property.

*"to contribute to peace and security by promoting collaboration among the nations through education, science and culture in order to further universal respect for justice, for the rule of law and for the human rights and fundamental freedoms which are affirmed for the peoples of the world, without distinction of race, sex, language or religion, by the Charter of the United Nations."*

*From the SDG 2030: "From cultural heritage to cultural and creative industries, Culture is both an enabler and a driver of the economic, social and environmental dimensions of sustainable development."*



# UNESCO Strategic Transformation sustained by 4 major objectives



## Strengthening programs' the heart of UNESCO's action

- Place the **programmes** back at the core of the Organization's mandate
- Better target **areas** where UNESCO has **value added**
- Identify the **activities** to be strengthened in order to take into account the evolutions of the contemporary world



## Integrating UNESCO action into reflection on ethics and foresight

- Ensure that UNESCO regains a prominent place as an **intellectual forum** and **pro-active participant** in ongoing international debates
- Enhance the **visibility** of UNESCO **publications**



## Opening up the Organization

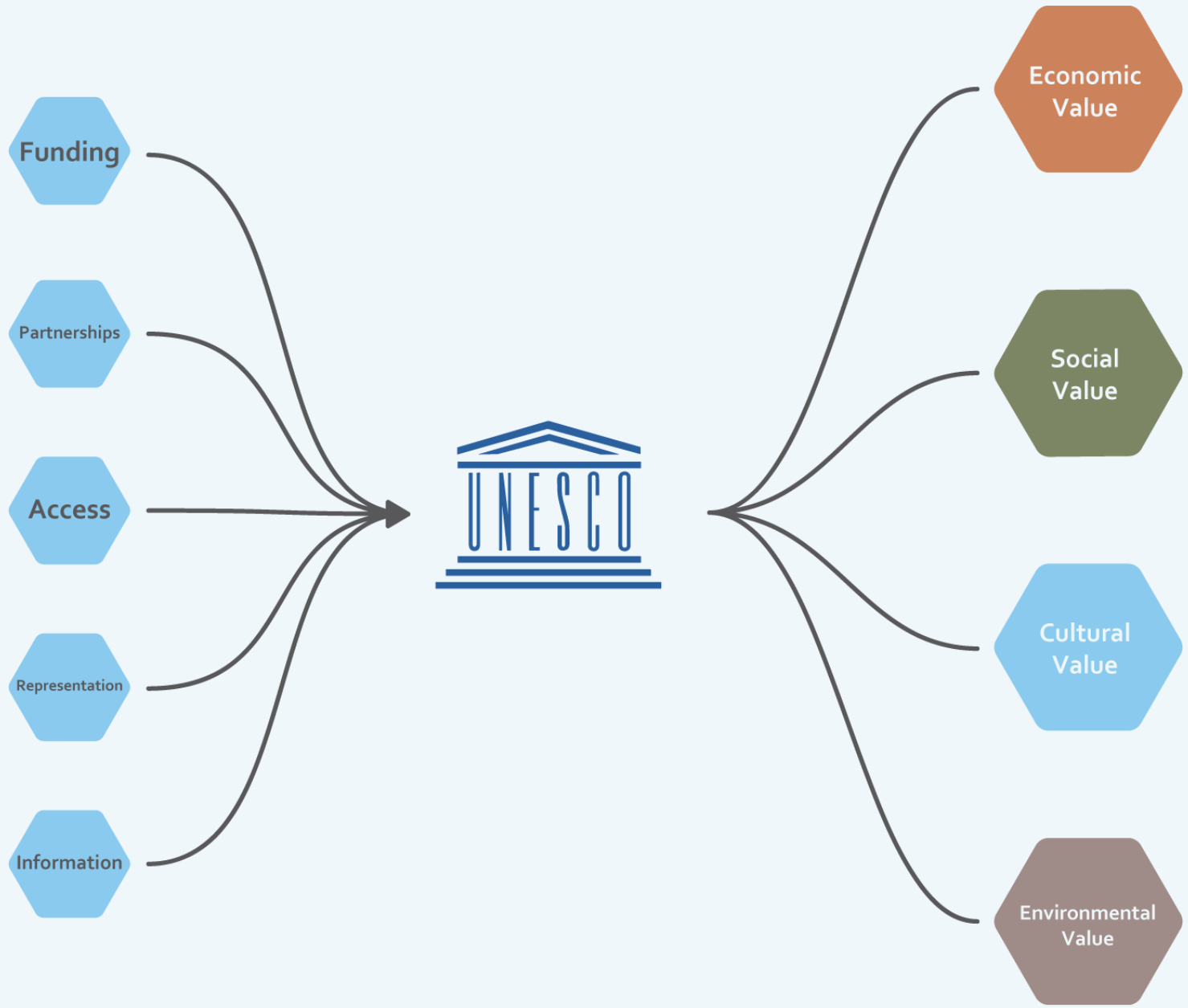
- Strengthen **collaboration** with civil society, NGOs, academics, youth and private sector
- Define a new **partnership policy** to scale up research and management of extra budgetary funds

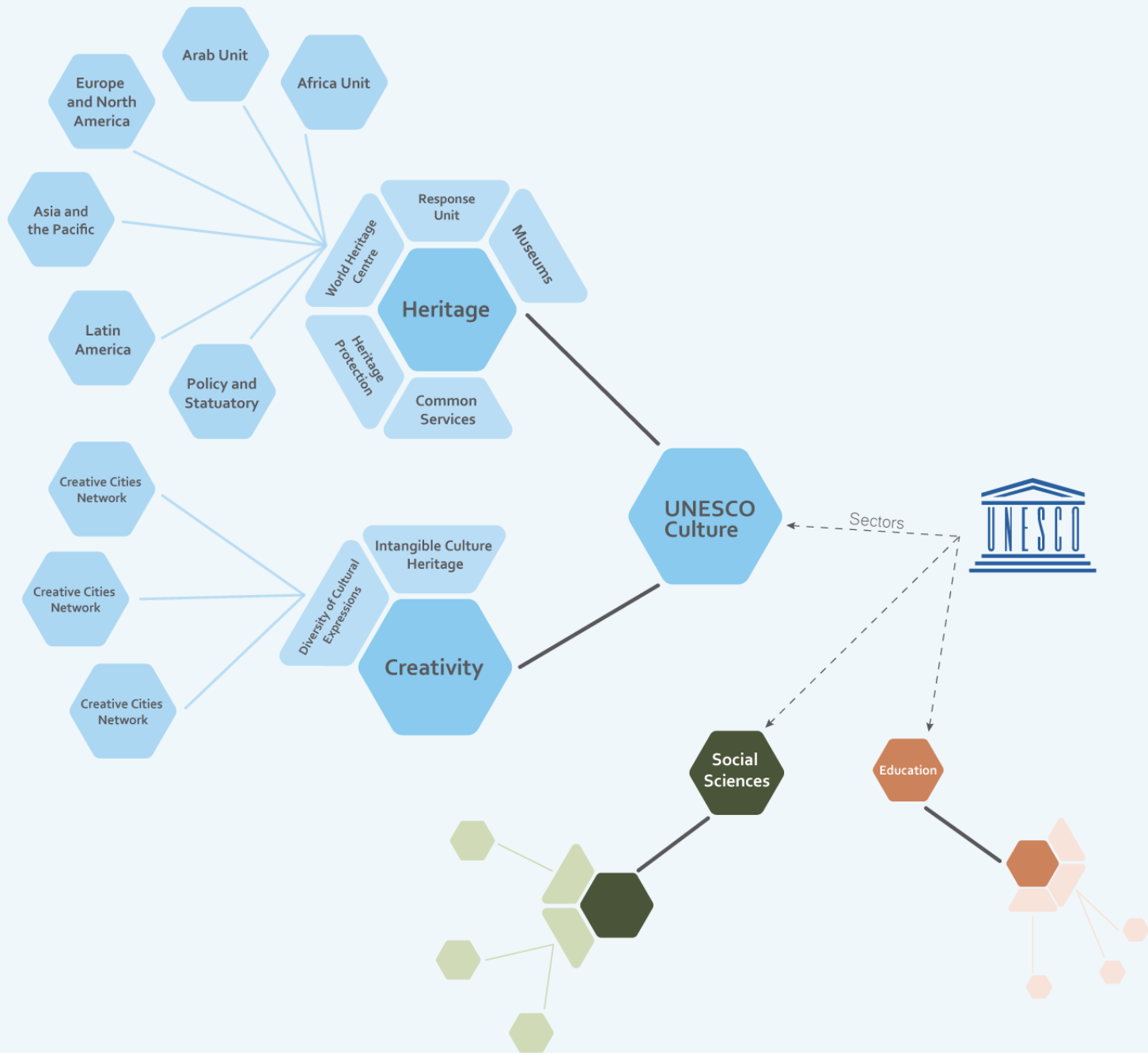


## Modernizing UNESCO ways of working

- Improve the **organization structure**, simplify its **procedures** and induce a more sustained management **culture**, for enhanced risk management
- Introduce a **new approach**: more collective, more systematic, more innovative and more reformative

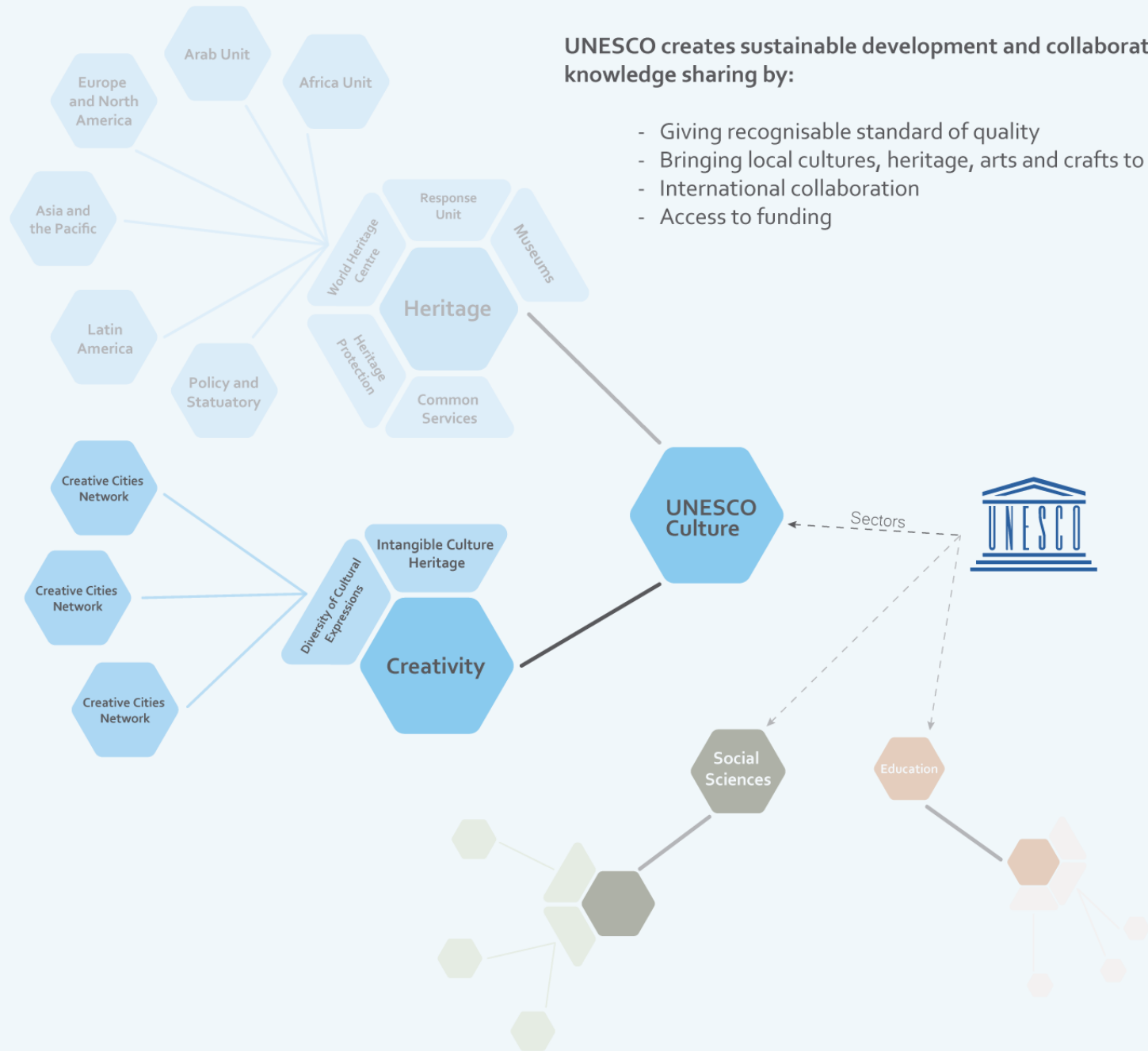






## UNESCO creates sustainable development and collaborative cultural knowledge sharing by:

- Giving recognisable standard of quality
- Bringing local cultures, heritage, arts and crafts to the Global map
- International collaboration
- Access to funding



# Creative cities network / Case study

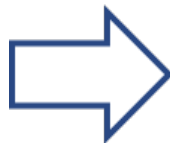


## What HELSINKI contributes to this NETWORK?

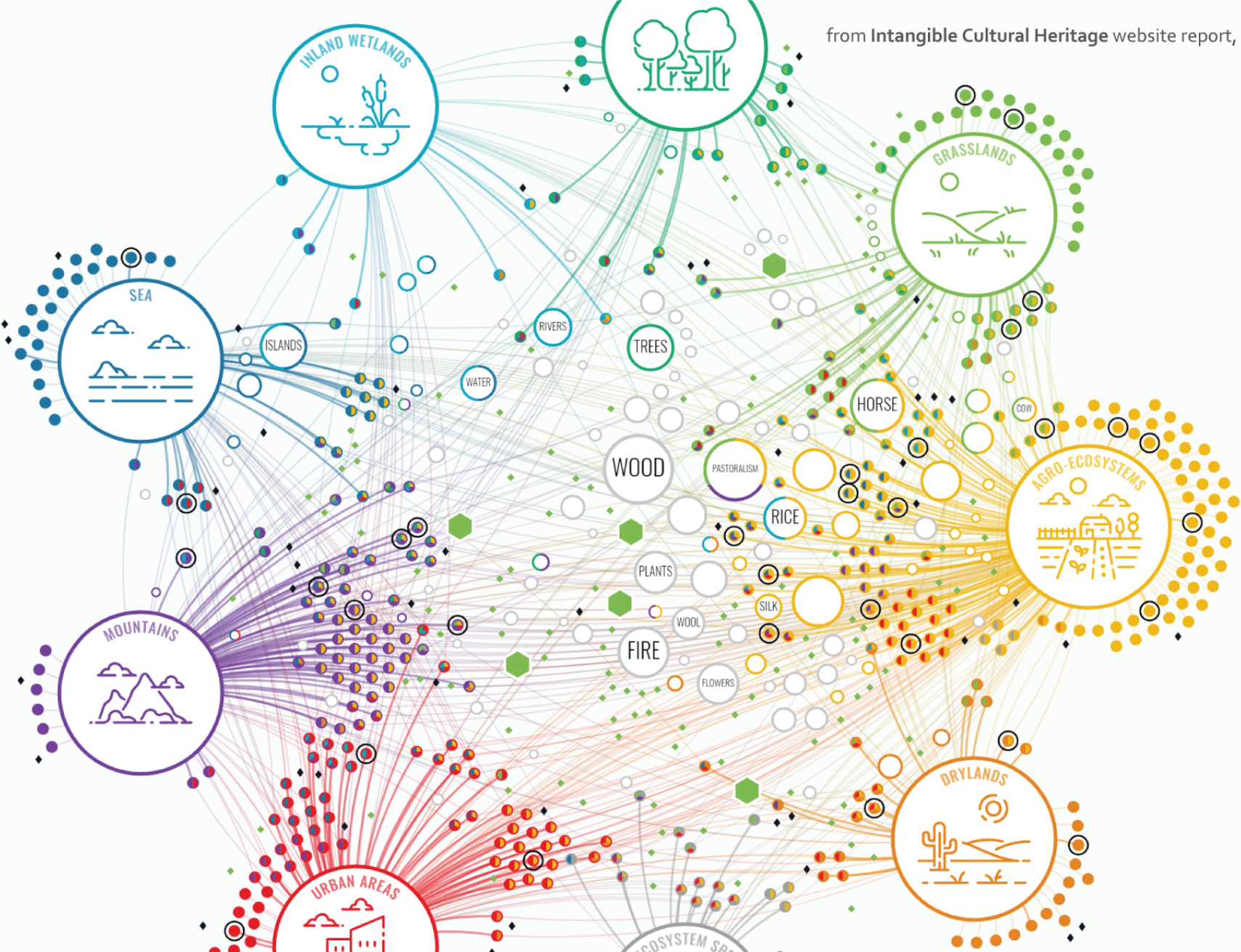


**HELSINKI**  
CITY OF DESIGN

Designated  
UNESCO Creative City  
in 2014



- sharing its experiences in public sector design services
- developing a more open and transparent city
- strengthening design-related educational opportunities



# Intangible Cultural Heritage Map

# Strengthening urban cultures in Kinshasa

Design's role in this project:

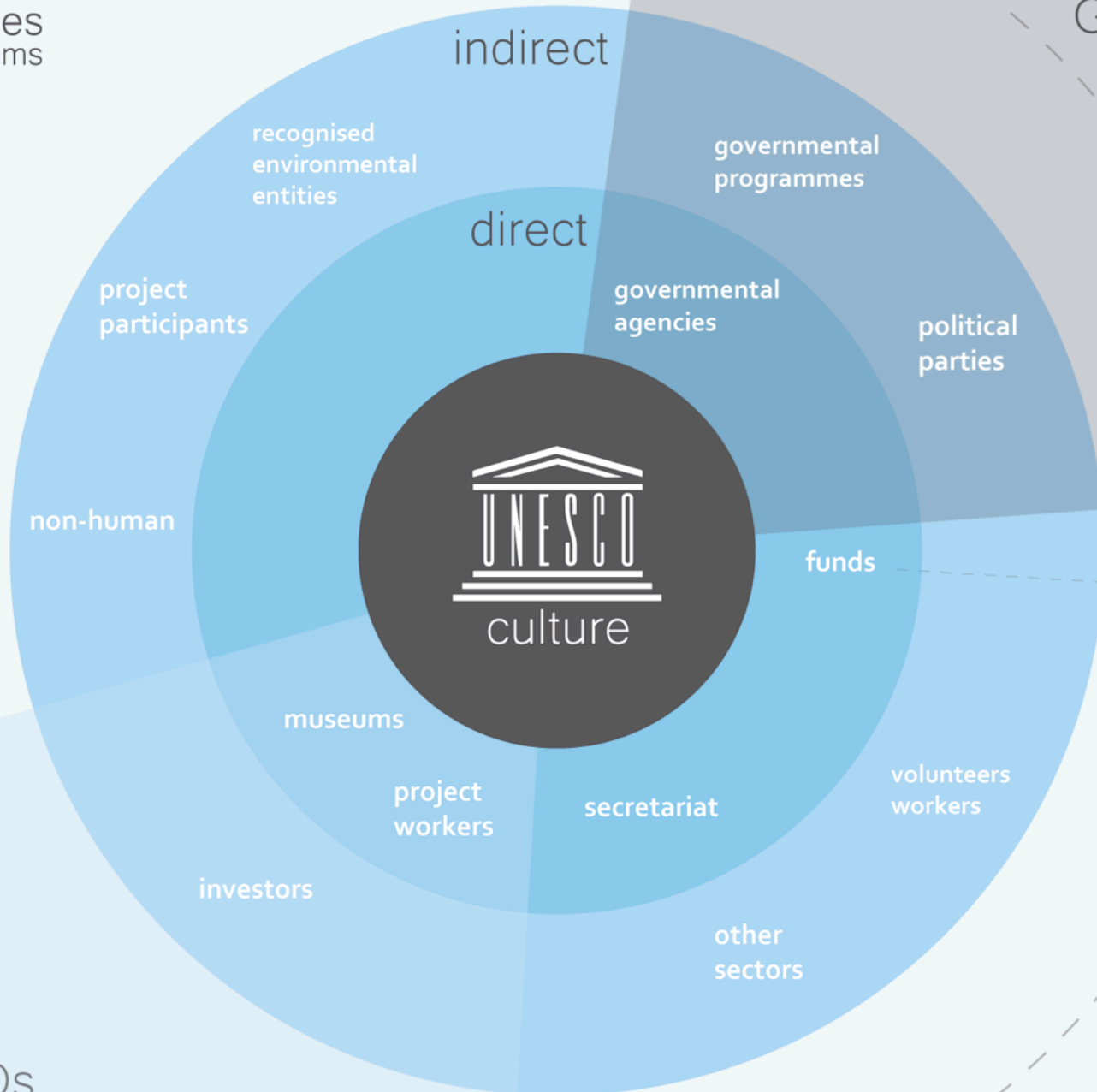


Design's values in this project:



Communities and ecosystems

Governments



indirect

governmental programmes

direct

governmental agencies

political parties

project participants

recognised environmental entities

funds

private corporations

non-human



museums

volunteers workers

project workers

secretariat

investors

other sectors

NGOs

UNESCO



How are strategic organisational objectives applied to the goals of the Culture sector especially the Creativity Section?



How does UNESCO promote its vision and values to the people of the nations involved?



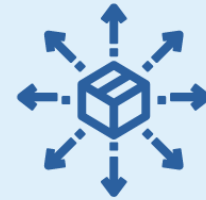
How are Public communications carried and how that relates to the stakeholders of Culture Sector?



The complex navigation through information on the Website.



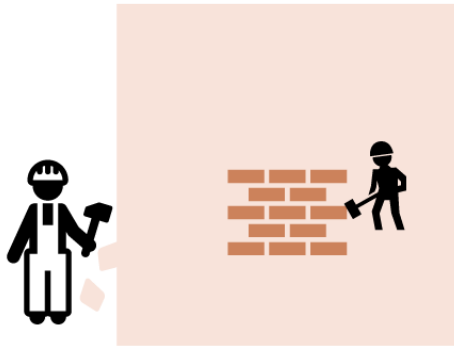
The budget/financial planning and even the UNESCO's mandate is volatile due to political factors beyond control of the organisation.



How equitable is the distribution of open participation of countries, where the moderation of information happens through user-generated rule sets (users being the the countries participating)?

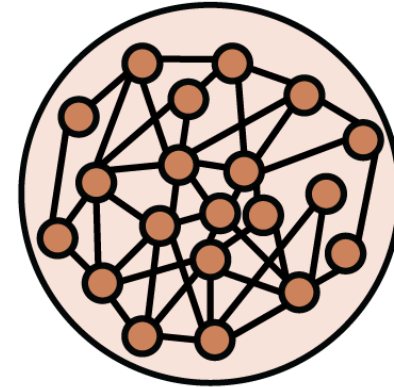


# Frameworks and Methodologies



## User-generated platform for user-generated content

Culture Sector can be a lab for refining innovation methods that can be rolled out to the rest of UNESCO



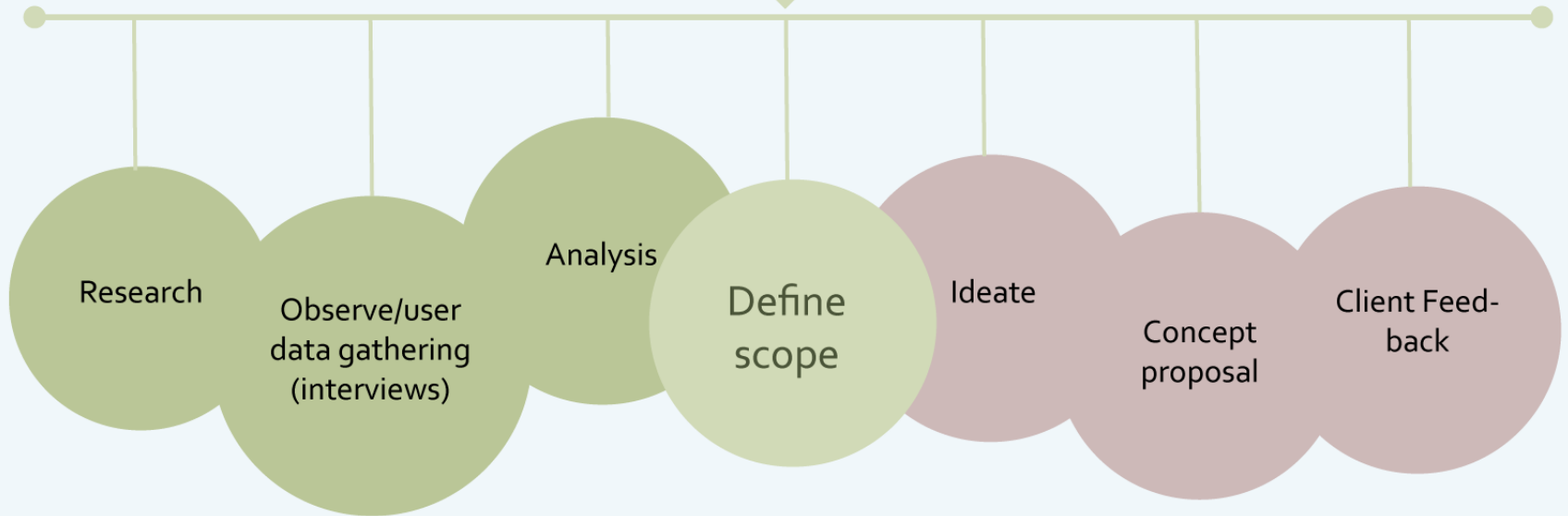
## Purposeful organizational complexity

can be refined and shaped through an analysis that includes Actor Network Theory, Complex Adaptive Systems theory.

## Methodologies

- Design and Systems Thinking
- Qualitative Research (interviews, literature reviews)

We are here!



Research

Observe/user  
data gathering  
(interviews)

Analysis

Define  
scope

Ideate

Concept  
proposal

Client Feed-  
back

Thank you!

धन्यवाद

¡Gracias!

谢谢