



# SUSTAINABLE LIFESTYLES

// Now or never.

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**DEMOS**  
**EFFECT**

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**DEMOS  
HELSINKI**



# Story of Demos Helsinki

In 2005 we realised that nobody is looking at what megatrends actually mean when they hit our everyday life and business. We founded a hybrid think tank and consultancy to do precisely that – to bridge the gap between understanding the future and making it happen.

Our mission is to rethink and rebuild societies to more fair and sustainable.

In 10 years we have grown into an innovation, research and business acceleration powerhouse. We employ 40 people, and have successfully served hundreds of companies, governments, cities, universities and NGOs globally in creating a better future for themselves and the society.

[www.demoshelsinki.fi](http://www.demoshelsinki.fi)



# Net zero emissions by 2045



**-85 %domestic  
greenhouse gas  
emissions from  
1990 levels**

# So why are we talking about this...

## Fler steg för att minska plast och mikroplaster i haven

Plasten i haven är ett av de största globala miljöproblemen. För att angripa både källorna och effekterna av problemet har regeringen i dag beslutat dels om ett förbud att använda mikroplast i vissa kosmetiska produkter, dels om ett bidrag till de kommuner som vill städa bort plast från Sveriges havsstränder.

Genvägar

Pressmeddelande: Stor satsning



kierrätyksestä on tehtävä helppoa kuluttajille, korostaa ympäristöministeri Jari Lauhinen.

Muovin käyttöä on sulloja voi tehdä



Foto: TT

## Åtta sätt att minska på plasten

Att leva helt plastfritt är nästan omöjligt och antagligen inte heller önskvärt. Plasten har många fördelar och kan inte ulla. Åtta sätt att minska onödig miljöbelastning. Några tips!

**EU:sta muovin vaihtoehtojen kärkehittäjä**

On välttämätönt kierrättää

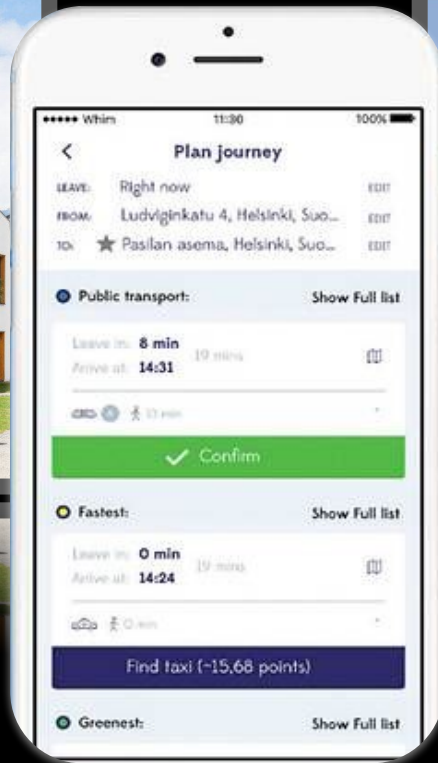
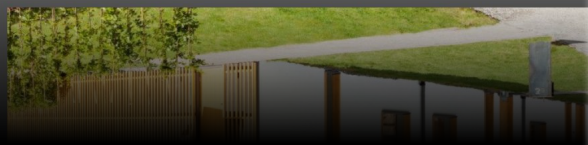
VIERAILIJA

KIERTOTALOUS





# ...when this is what matters?



“Raising single substances or choices in the spotlight we prevent systemic and effective approaches to environmental impact.”

– Michael Lettenmeier, researcher on Lifestyle Material Footprint,  
Aalto University

Muovihype!

Raising single substances in the spotlight we prevent systemic, and effective approaches to environmental impact

Hr. se ja se:

-Instead substance by substance we need holistic approach:

Material Input per Unit of Service

Social Metabolism: material flows as a whole (kuva s. maapallosta)

Future consumption patterns

-Factor 10: sustainability requires reducing consumption of material xx to 1/10, 90 %



MIPS shifted the focus from single substance to natural resource use as a whole

Product by product, company by company too slow

From product orientation to consumption orientation (printing paper:

Factor of 4 by double side, 2 pages on 1)

FIN-MIPS

But we had no benchmarks

Sustainable lifestyles workshop by Polimilano

How far would these bits and pieces take us

Stefan xx had published

ONCE UPON A TIME, ABOUT  
**10 YEARS AGO**

# Role for people

**YOU CONTROL  
CLIMATE CHANGE.**



[www.climatechange.eu.com](http://www.climatechange.eu.com)

**TURN DOWN. SWITCH OFF. RECYCLE. WALK. CHANGE**

# Role for people

SMALL ACTIONS  
=  
 BIG CHANGE



**NO NO NO NO**

SMALL ACTIONS

**NO = NO**



**BIG**

CHANGE

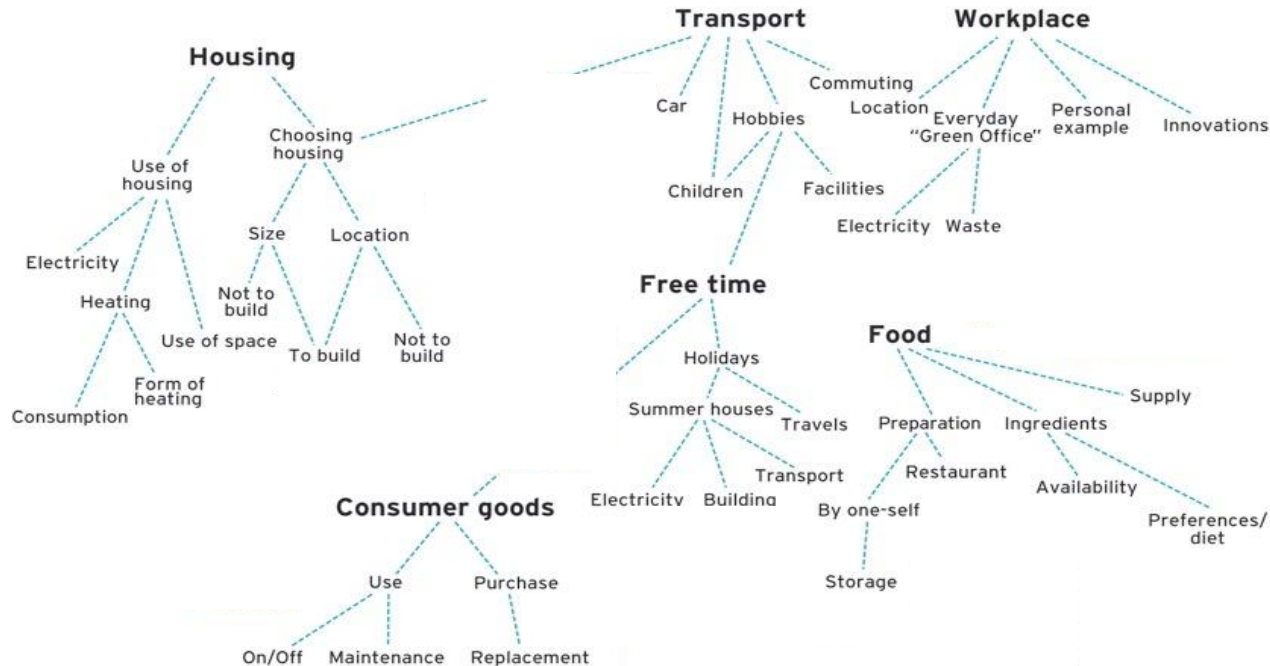
# Consumer based CO2 emissions



# SMALL ACTIONS VS LIFESTYLE

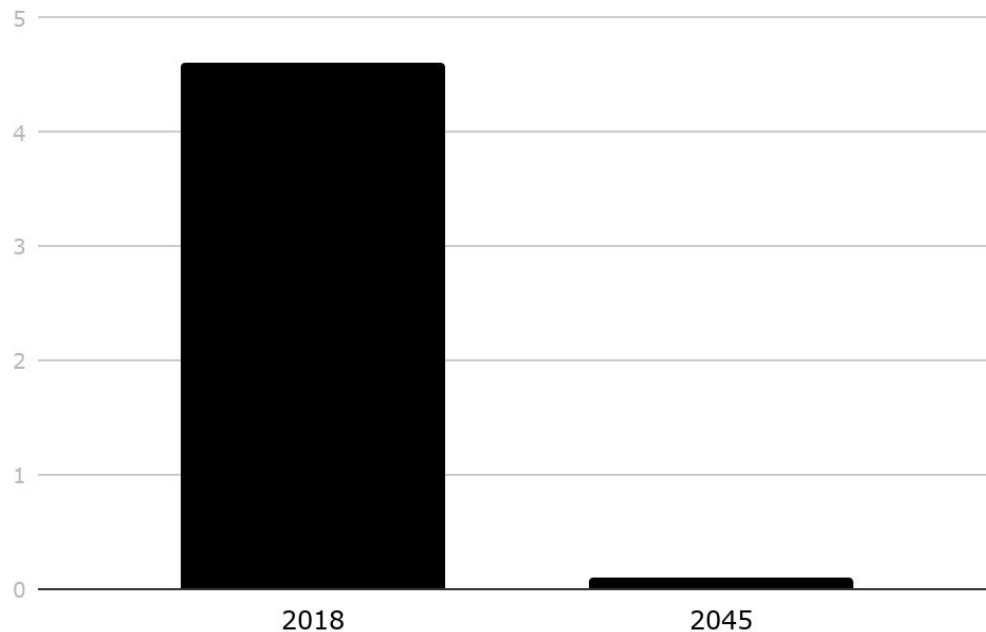
# Lifestyles are made of tightly intertwined choices that seldom have anything to do with the environment

Decision Tree of Energy Consumption and CO2 Emissions



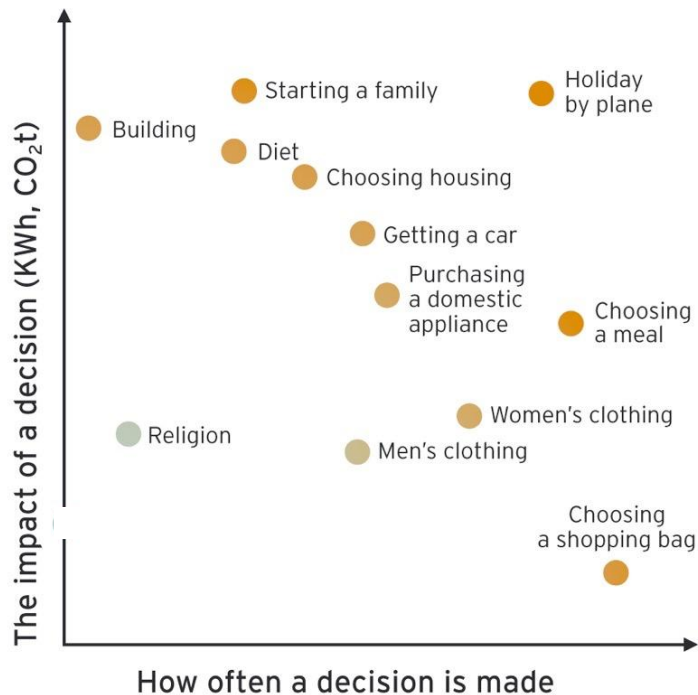


# When we aim from 4,6 t co2e/person to close to 0



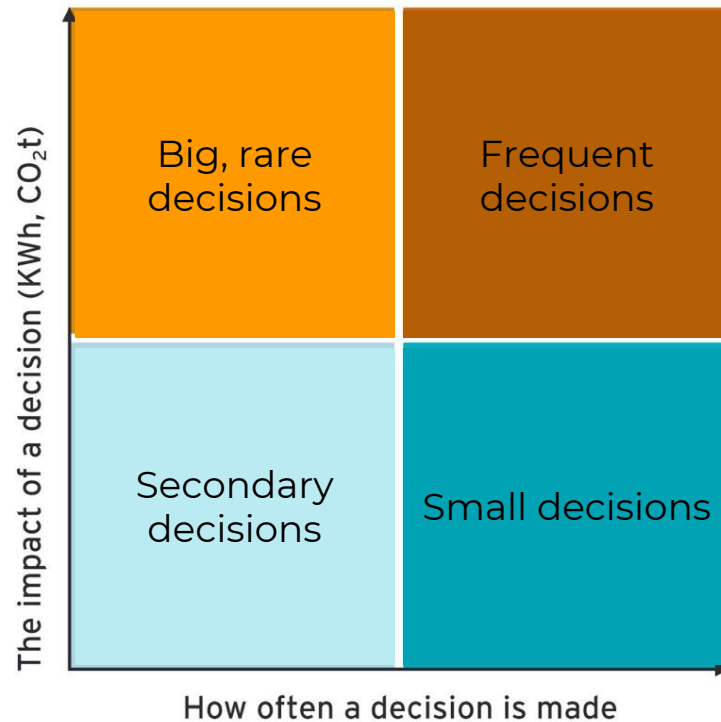
Sweden. Source: World Bank (2018)

# some things matter more than others



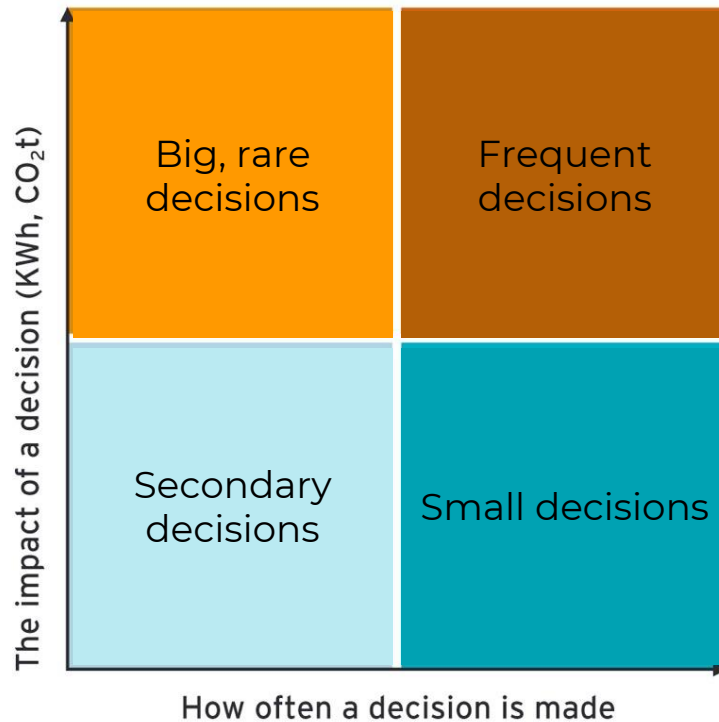
The vertical axis depicts the impact of a decision on personal energy consumption. The axis depicts how often a decision is made (approximately).

# some things matter more than others



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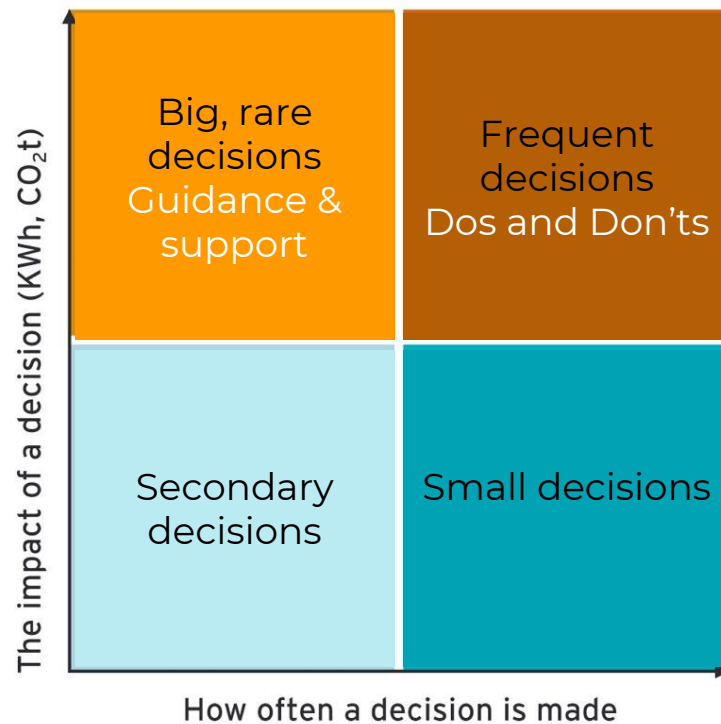
# They won't be made alone



The vertical axis depicts the impact of a decision on personal energy consumption. The axis depicts how often a decision is made (approximately).



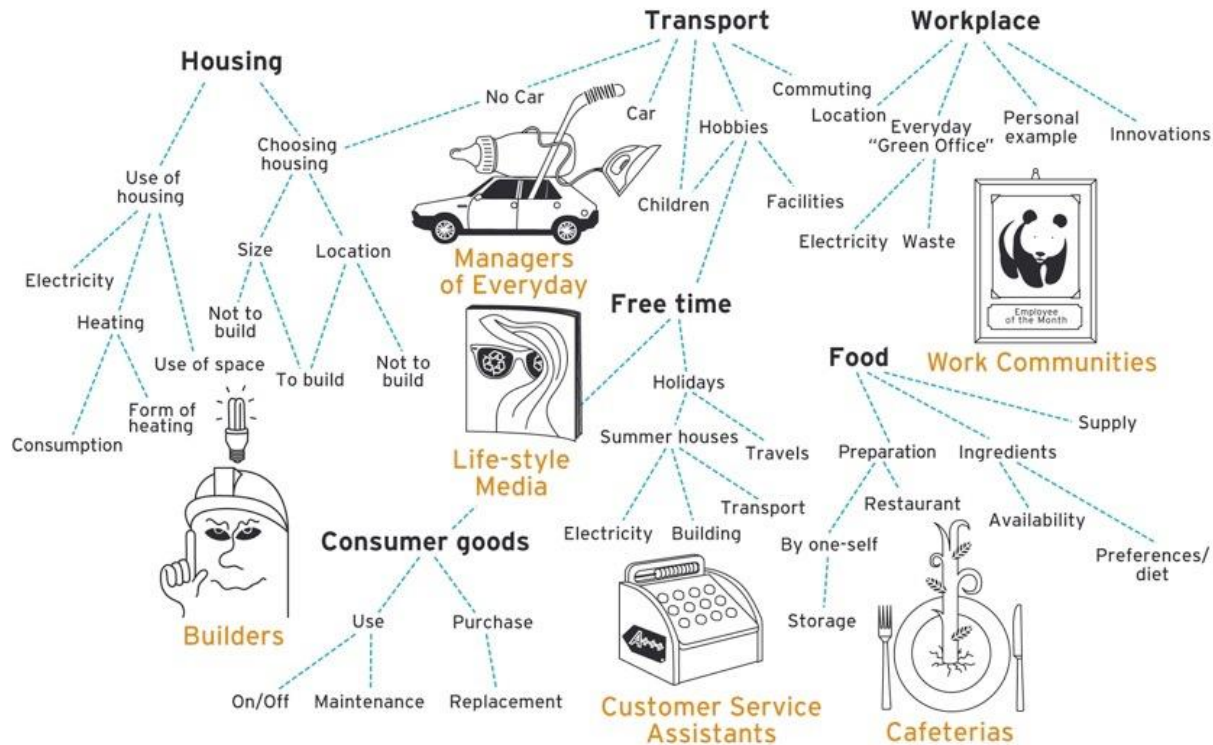
# They won't be made alone



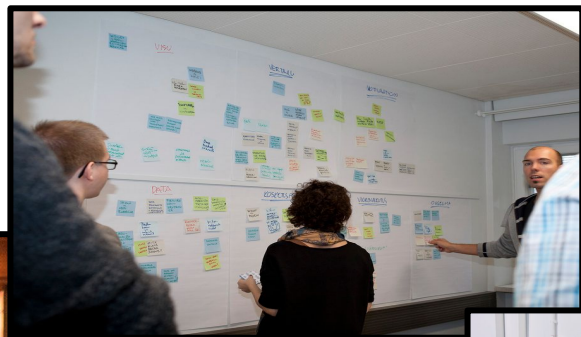
The vertical axis depicts the impact of a decision on personal energy consumption. The axis depicts how often a decision is made (approximately).

# Choice, guidance, support

Decision Tree of Energy Consumption and CO2 Emissions



# We worked with companies & startups to create services that enable sustainable lifestyles

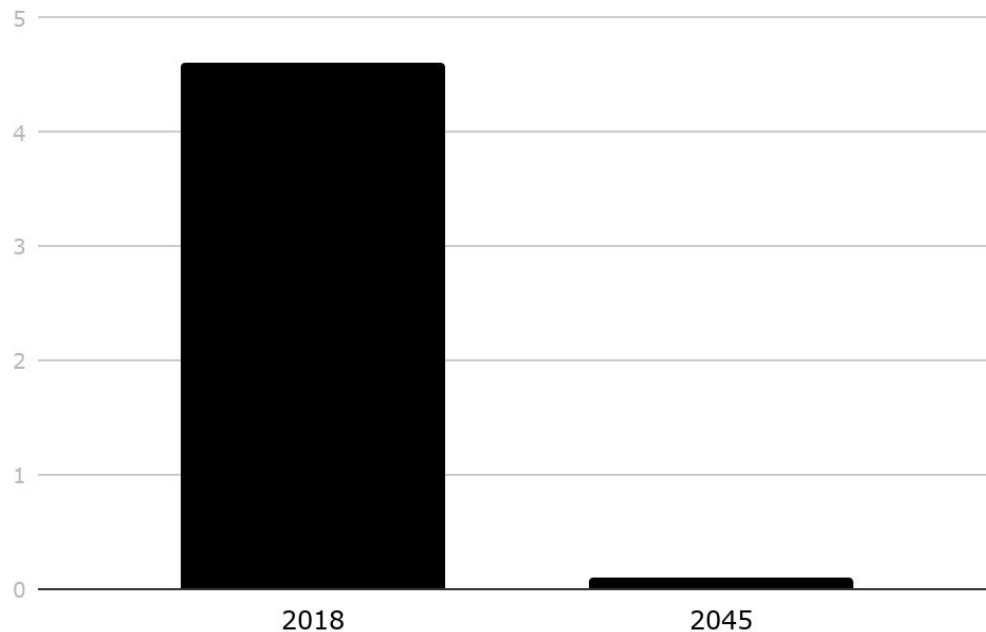


**DEMOS  
EFFECT**

**THE TIME IS**  
**NOW**



# Bad news: 4,6 tonnes to go



Sweden. Source: World Bank (2018)

# Good news: Building blocks are there!

## 22DAYS

NUTRITION  
vegan meal delivery



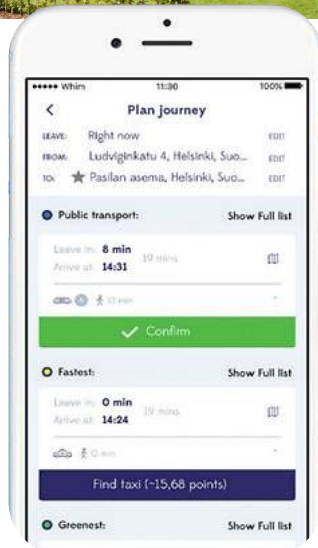
PLAN 1



PLAN 2



PLAN 3



GOOD DAY IN 60 SECONDS

**McVegan Burger**

AVAILABLE IN SWEDEN AND FINLAND

**Bad news?: It's slooooow to get people change their behaviour in things that matter. Isn't it?**

**TRYING OUT**

**MY FUTURE**

**LIFESTYLE**





Photos: [Sitra](#)



# 5 households roadmapping their lifestyles into the future...

[Project](#) by Sitra, D-mat & Big Plans Bakery in  
Jyväskylä, Finland

# And living one month in the future

Photos: [Sitra](#)

Researchers assessed the **material** & carbon footprint of each household

Material footprint 20-70 tonnes. Target for 2050 is 8 tonnes.

Then with help of designers households envisioned their roadmap for reducing the footprint by half by 2030

Then the households experimented on their future “One Planet Lifestyle” by choosing measures from the roadmap.

The experiments were supported by experts provided by the project.



# One month in the future

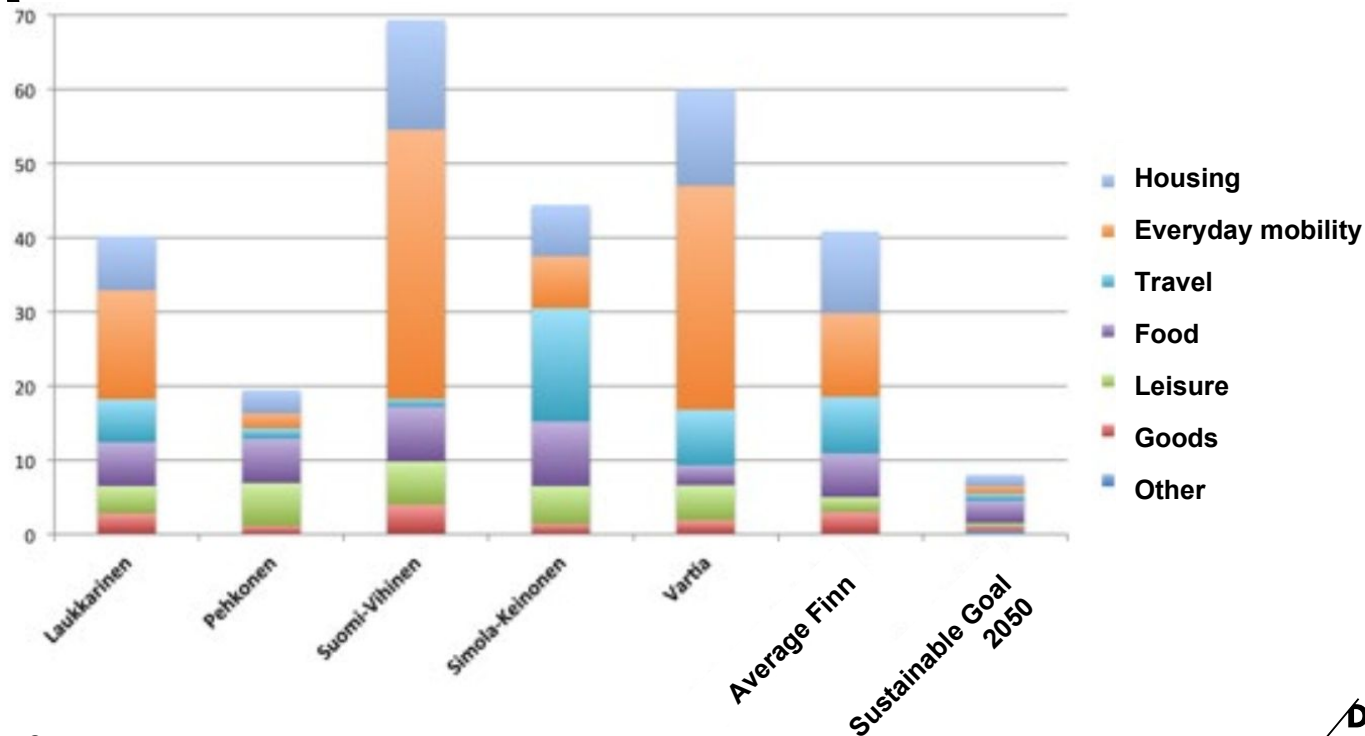
How low can we go

Assesed the footprint 20-70 tonnes

They envisioned their roadmap for reducing by half. Opportunity one month in the future. Choosing measures from the roadmap they wanted to try out for a month. Vegan diet. From big house to 2 room apartment. Giving up second car in a three children Footprints shrunk more than expected. Increasing quality of life reported.

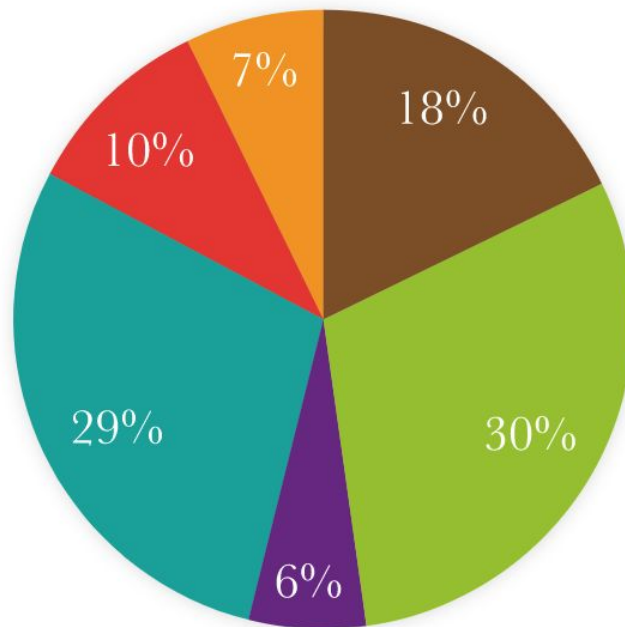
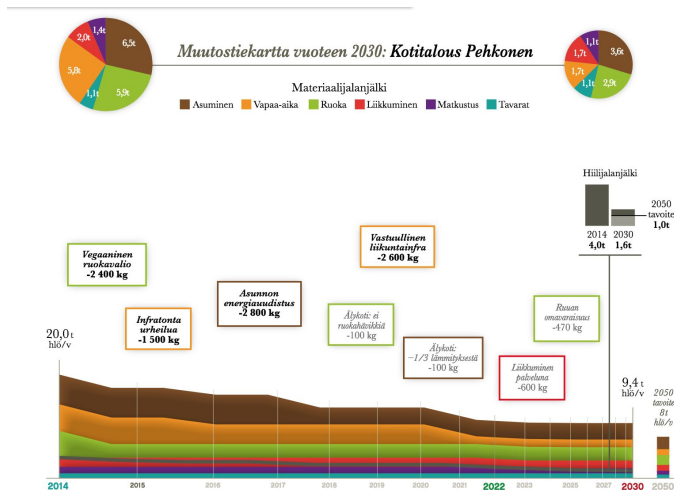


# The material footprints of the test households, average Finn and 2050 (t/per/yr)



# Kotitalous Pehkonen: 2014

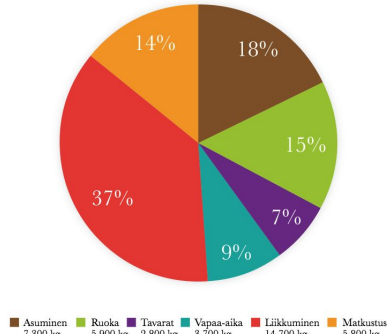
## 19,8 t/hlö/v



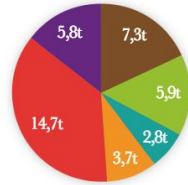
Asuminen	Ruoka	Tavarat	Vapaa-aika	Liikkuminen	Matkustus
3140 kg	6000 kg	1100 kg	5800 kg	2000 kg	1400 kg



Kotitalous Laukkarinen: 2014  
40 t/hlö/v

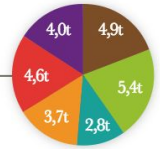


## Transition Roadmap 2014–2030

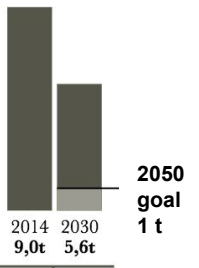


### Material footprint

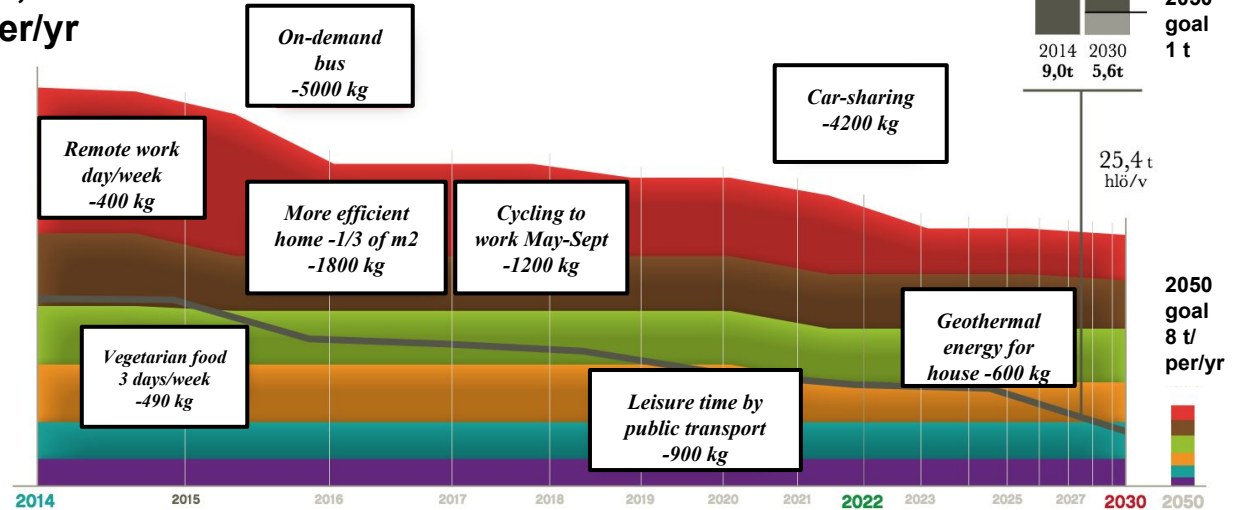
■ Liikkuminen ■ Asuminen ■ Ruoka ■ Matkustus ■ Vapaa-aika ■ Tavarat  
 Mobility Housing Food Travel Leisure time Goods



### Carbon footprint



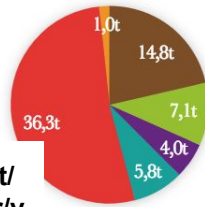
40,2 t/  
per/yr





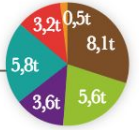
# Transition Roadmap 2014–2030

69 t/  
per/y  
r

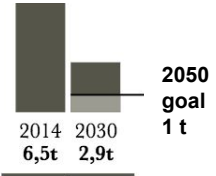


## Material footprint

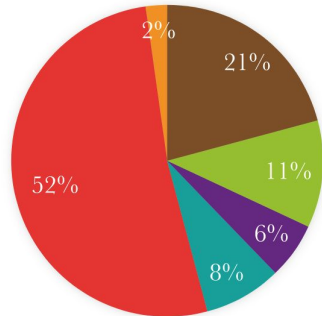
■ Liikuminen ■ Asuminen ■ Ruoka ■ Tavarat ■ Matkustus ■ Vapaa-aika  
 Mobility Housing Food Goods Travel Leisure time



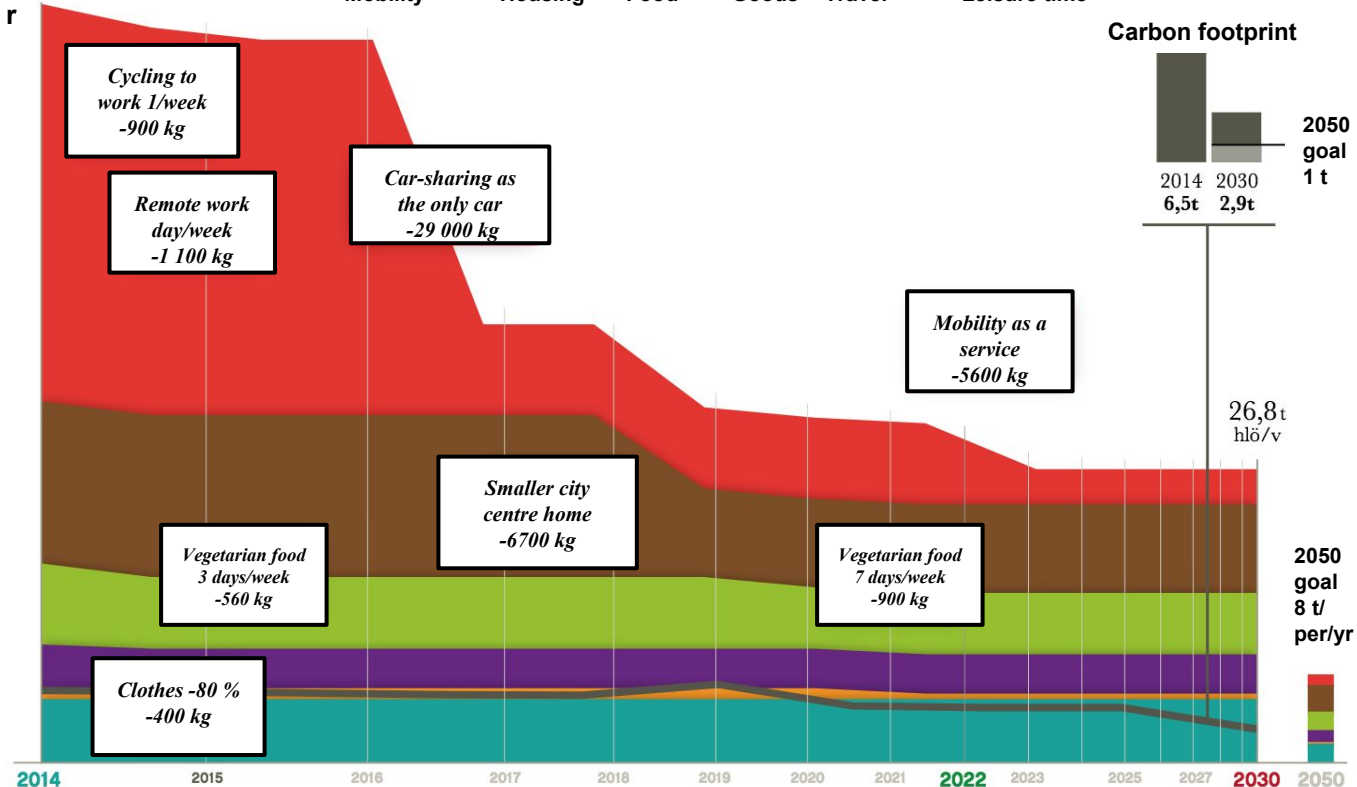
## Carbon footprint



Kotitalous Suomi ja Vihinen: 2014  
69 t/hlö/v

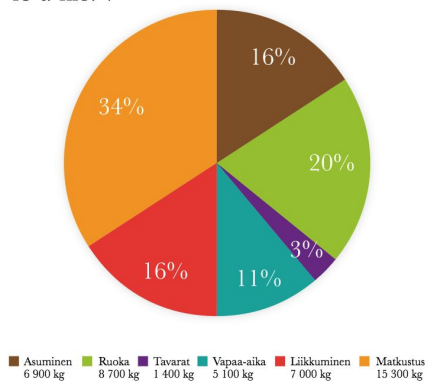


Asuminen 14 800 kg  
 Ruoka 7 400 kg  
 Tavarat 4 000 kg  
 Vapaa-aika 5 800 kg  
 Liikuminen 36 300 kg  
 M 1 t

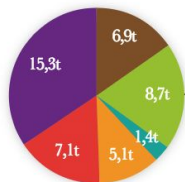




Kotitalous Simola ja Keinonen: 2014  
45 t/hlö/v

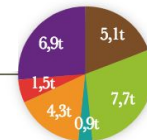


## Transition Roadmap 2014–2030

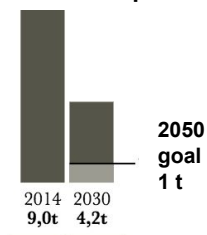


### Material footprint

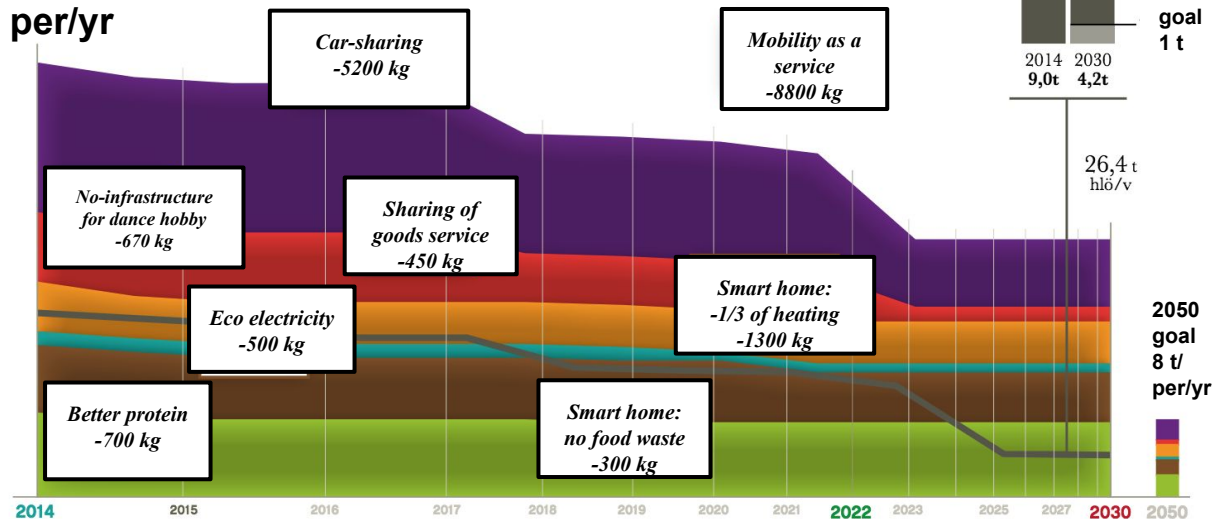
■ Matkustus ■ Liikkuminen ■ Vapaa-aika ■ Tavarat ■ Asuminen ■ Ruoka  
 Travel Mobility Leisure Goods Housing Food



### Carbon footprint



44,5 t/  
per/yr



# One Planet Lifestyle choices they tried

Family with Children I: Vegan diet

Couple with children out of nest: From big house to 2 room apartment in the city centre

Family with Children II: Giving up second car in a three children family living in countryside





### Topic Fields

- Replacing 50 % of own car use

# One Planet Lifestyle Experiments for month

### Actual Experiments

- **Simulating improved public transport, e.g. on-demand bus service, existing public transport**
- **Car-pooling & -sharing**
- **One remote working day per week for the other parent**
- Space-design enabling efficient use of space and remote-working



### Topic Fields

- Attention to energy use
- Vegetarian diet
- Giving up second car
- Smaller apartment
- Reducing household goods

### Actual Experiments

- **Reducing the need for extra space & making remote work possible**
- Vegetarian meal once a day (out of 2 daily meals)
- Using public transport. 1 remote work day per week for one person
- **Moving to a smaller apartment in the city center (also reducing the need for car)**
- **Giving up extra clothes** (from 100 ties to 11 pieces of clothes!)



### Topic Fields

- Vegetarian diet
- Reducing household goods
- Resource-efficient exercise
- Giving up a car
- Attention to energy use
- Reducing waste

### Actual Experiments

- **Having 3+ vegetarian days/week, increasing share of vegetables daily > Nutritionist consultation Vegan Meal plan service**
- Replacing goods with services
- Reducing the need for infrastructure in exercising
- Car-pooling, home-delivery of food
- Conserving energy & water
- **"First in, first out" concept simulating a smart-fridge**



# Experiments tried

House-hold		Topic fields	Actual experiments
A	Single	- Replacing 85% of own car use	- Using public transport and car-pooling, one remote working day per two-week period
		- Vegetarian diet	- Having three or more vegetarian days per week
B	Two students	- Reducing the number of household goods	- Replacing goods with services
		- Resource-efficient exercising	- Reducing the need for infrastructure in exercising
C	Family with two children	- Giving up a car	- Using a shared car and car-pooling, home-delivery of food twice a week
		- Attention to energy use	- Conserving electricity and water
D	Family with three children	- Resource-efficient eating habits	- Increasing the share of vegetables in daily diet
		- Reducing waste	- FiFo (first in, first out) concept simulating a smart fridge, reducing the amount of food waste and better sorting of waste
E	Empty-nest couple	- Reducing the number of household goods	- Replacing goods with services and using recycling services
		- Using even less car than before	- Using shared car if necessary instead of borrowing one, home-delivery of food once a week
		- Attention to energy use	- Energy consultancy to the new home, reducing the need for extra space with general-purpose space design
		- Vegan diet	- Changing to whole vegan diet and using ingredients that are easily available (food of the season)
		- Replacing 50% of own car use	- Simulating improved public transport, such as on-demand bus service, as well as existing public transport, car-pooling, and car-sharing. One remote working day per week for the other parent
		- Attention to energy use	- Reducing the need for extra space and making remote working possible
		- Vegetarian diet	- Replacing meat products with vegetables at every second meal.
		- Giving up second car	- Using public transport. One person works from home once a week
		- Smaller apartment	- Moving to a smaller apartment in the city center, also reducing the need for a car
		- Vegetarian diet	- Vegetarian meal once a day
		- Reducing the number of household goods	- Giving up extra clothes

Carbon Footprint vs. Lifestyles Material Footprint (LMF)  
8 tonnes benchmark  
Household-level Sustainability Transition (HST):

# Lifestyle Material Footprint from 40 tonnes to 8 tonnes

Factor 5 reduction

5 planets. Kuva sivu 17

Paper 5 concentrates on nutrition. We can reduce 6 to 3 tonnes (factor 2)

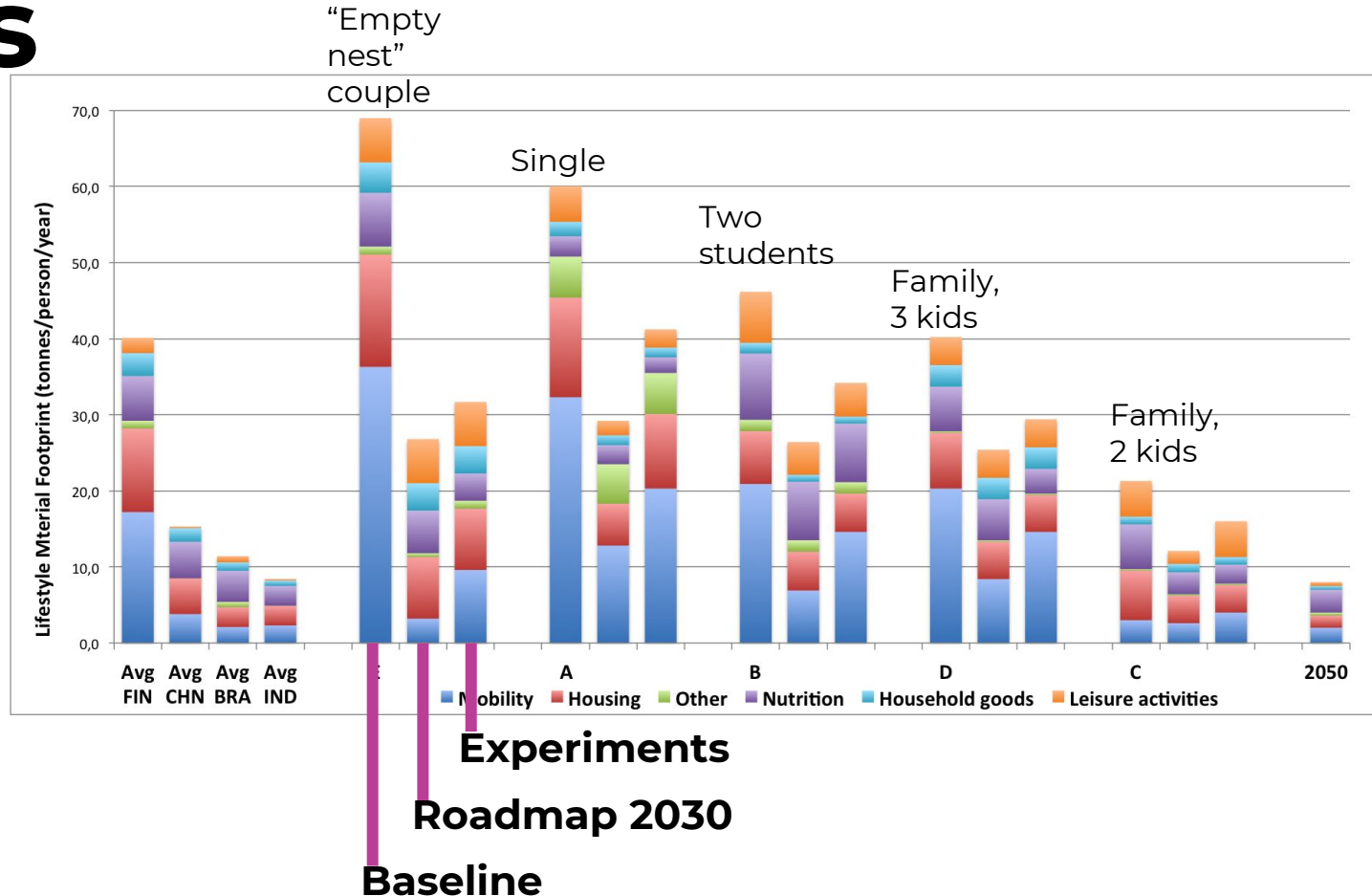
5 tonnes

37 tonnes to reduce

# Results

Footprints  
shrunk  
more than  
expected.

Some  
reported  
increased  
quality of  
life.



# Not just the footprint

“Now that the need to take the children by car has reduced, my & Mari’s time together has increased, which is very welcomed.”

– father Antti Lukkarinen –

“The change of wardrobe has made us think about all our consumption, and our shopping behavior has changed. We think real need and long-lasting qualities.”

– Suomi-Vihinen –

# Conclusions

1. Households material and carbon footprint can drop *considerably in short term*.
2. Households & lifestyles should be considered more when talking about reducing emissions and environmental pressure.
3. Households will not do it alone. It needs design of products and services + of infrastructures + of policy + guidance + communication + peer support

# Conclusions

Households footprint can be indentified and Can drop considerably in short term

2. Household & lifestyles should be considered more when talking about reducing environmental pressure. about In Paris for eca

3. Households will not do it alone.

> Designers have huge opportunity. They live in the intersection of production and consumption

DfIP Design for One Planet



# Remember

- ❑ Don't get distracted by a single issue but keep your eyes on **the lifestyle as a whole**
- ❑ Know the scale & **promote things that matter**, not nitty gritty details
- ❑ Choices are there, **support making the best choices (or choose them for them)**
- ❑ It's about **design of products and services, of infrastructure and of policies, about guidance, communication and peer support**
- ❑ There are many sustainable, "**One Planet Lifestyle****S**, not everyone needs to fit in one, same style



# TACK, KIITOS & GIITU!

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