



# HELSINKI CHALLENGE

**MIND-BLOWING IDEAS  
FOR THE BEST FOR  
THE WORLD?**

JOIN SCIENCE-BASED COMPETITION

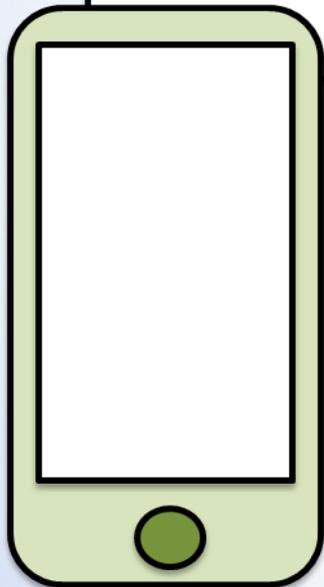
[CHALLENGE.HELSINKI.FI](http://CHALLENGE.HELSINKI.FI)

[#HELSINKICHALLENGE](https://twitter.com/HELSINKICHALLENGE)

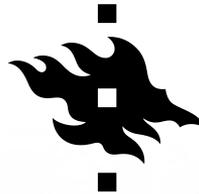


**UNIVERSITY OF HELSINKI  
POWER OF THOUGHT  
1640-2015**

# CREATING SUSTAINABILITY SIGNAL SYSTEM FOR EVERYDAY PRACTICES



CONTACT: KAISA KORHONEN-KURKI,  
[KAISA.KORHONEN@HELSINKI.FI](mailto:KAISA.KORHONEN@HELSINKI.FI)



UNIVERSITY OF HELSINKI  
POWER OF THOUGHT  
1640-2015

# PITCH OVERVIEW

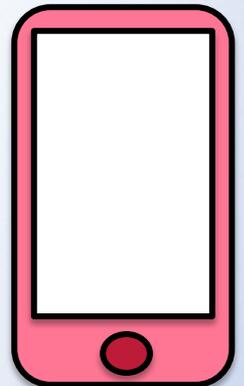
We are a unique team of innovative people from academia, applied research, and civil society. Together with partners from private sector we'll create **a signal system to nudge people to make their lives more sustainable.**

We want to provide a system that is **easy to use.** So we'll

- Test signals to find out what motivates people
- Combine existing data registries as a basis for personalized service
- Develop a mobile application to provide a real-time feedback on everyday practices

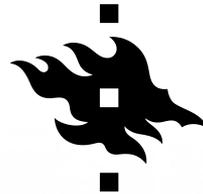


UNIVERSITY OF HELSINKI  
POWER OF THOUGHT  
1640-2015



# CHALLENGE

- **Challenge 1: Unsustainable lifestyles.** If everyone lived like we do, we would need the resources of over three planet Earths. There is no doubt that something must be done for present lifestyles.
- **Challenge 2: Routines.** It is difficult to change people's behavior and routines more sustainable. Even if people's attitudes are pro-environmental, their actions are not.
- **Challenge 3: Signals.** People don't know the environmental effects of their everyday practices. We need to provide them real-time information in an easy form.



UNIVERSITY OF HELSINKI  
POWER OF THOUGHT  
1640-2015

# THE TEAM

We are experts on environmental sustainability from various fields:

**Kaisa Korhonen-Kurki**, HENVI/UH, environmental policy

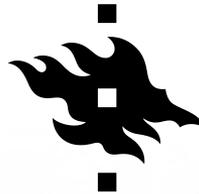
**Janna Pietikäinen**, HENVI/UH, environmental education

**Janne Hukkinen**, UH, socio-cognitive aspects of sustainability

**Senja Laakso**, UH, environmental effects of everyday practices

**Marja Salo**, Finnish Environment Institute, climate effects of consumption,

**Leo Stranius**, The Finnish Nature League, sustainable lifestyles



UNIVERSITY OF HELSINKI  
POWER OF THOUGHT  
1640-2015

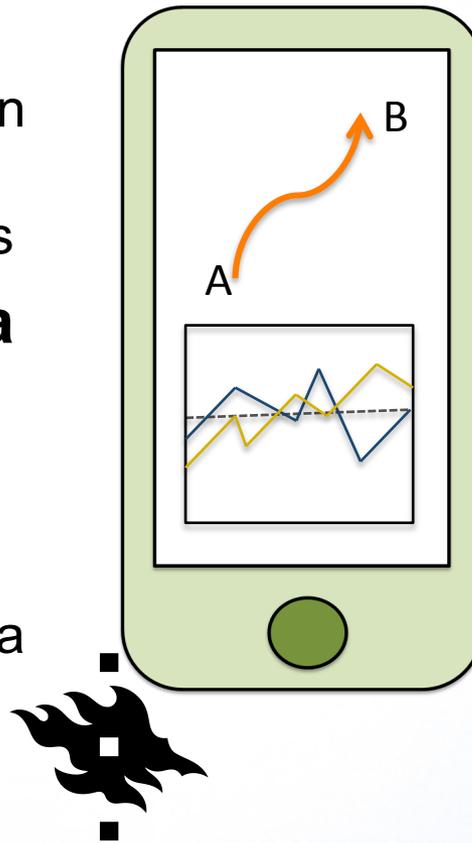
# BACKGROUND TO THE APPROACH

- Current consumption patterns are environmentally unsustainable
- Knowledge and attitudes are prerequisites for changes in behavior but not enough alone (aka **value-action gap**). People need direct feedback of their actions in order to be able to change the behavior
- We have lots of data on consumption behavior – we just need to provide it to people in a simple and encouraging way
- People use mobile applications all the time, so it is easy way to provide personal data and **convert knowledge into sustainable actions**



# SOLUTION

- **A sustainability signal system as a mobile application** giving real-time signals on individual consumption behavior and encourages more sustainable consumption choices
- Focus here is in **developing a right kind of feedback system**
- **A mobile app** is easy to use, there's no need for laborious data entries for any calculators, always available, results are sharable in the social media



Hi S! Your way to work caused 0,6 kilos of emissions. Your carbon footprint today is now 16 kilos. That's 0,5 kilos less than average! Way to go!

Mobile app is always available. Your friends also use it, you can share your results, and find new ways to act more environmentally friendly way. And also save money doing it!

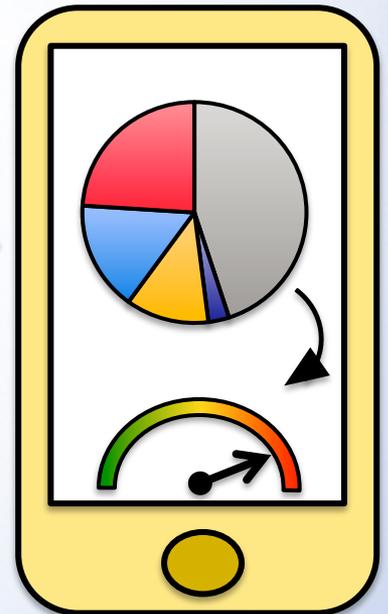
# THE IMPACT

- Our ultimate objective is to **change people's everyday practices** to be more environmentally sustainable
- To achieve this goal we develop a tool: **mobile application for a signal system**, to help and activate people in this behavior change. This will lead to less consumption and more sustainable everyday living

Howdy S! Today the carbon footprint of your groceries was higher than your average. The carbon footprint of cheese is almost as big as carbon footprint of beef. Try to buy less cheese next time, for example! It is good for your health, too!

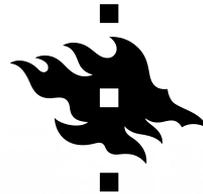
The information is based on the existing data registries in energy use, in public transportation and purchasing in groceries.

POWER OF THOUGHT  
1640-2015



# CALL TO ACTION

- **Facilitation** of a workshop for our team and for our possible partners to develop the idea for the next stage
- **Resources** for application development and partner work



UNIVERSITY OF HELSINKI  
POWER OF THOUGHT  
1640-2015

