



21E12002 - CAPSTONE in Creative Sustainability

FINAL PRESENTATION

02.04.2019

21E12002 - CAPSTONE in Creative Sustainability

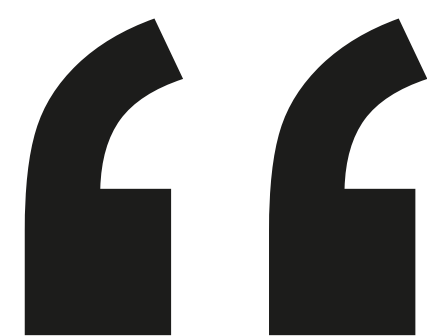


PROBLEM FRAMING / COMPENSATE'S QUESTION



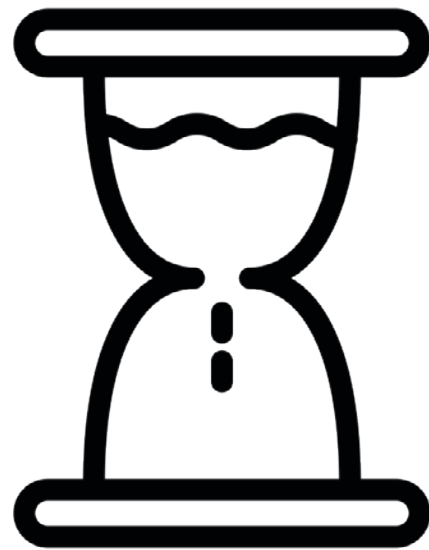
What are the critical steps to create a global paradigm shift on how people take responsibility for their actions and become carbon neutral?

PROBLEM FRAMING / OUR QUESTION



What are the critical steps to create a global paradigm shift on how people as well as private- and public-institutions take responsibility for their actions and become sustainable?

PROBLEM FRAMING / OUR REASONS



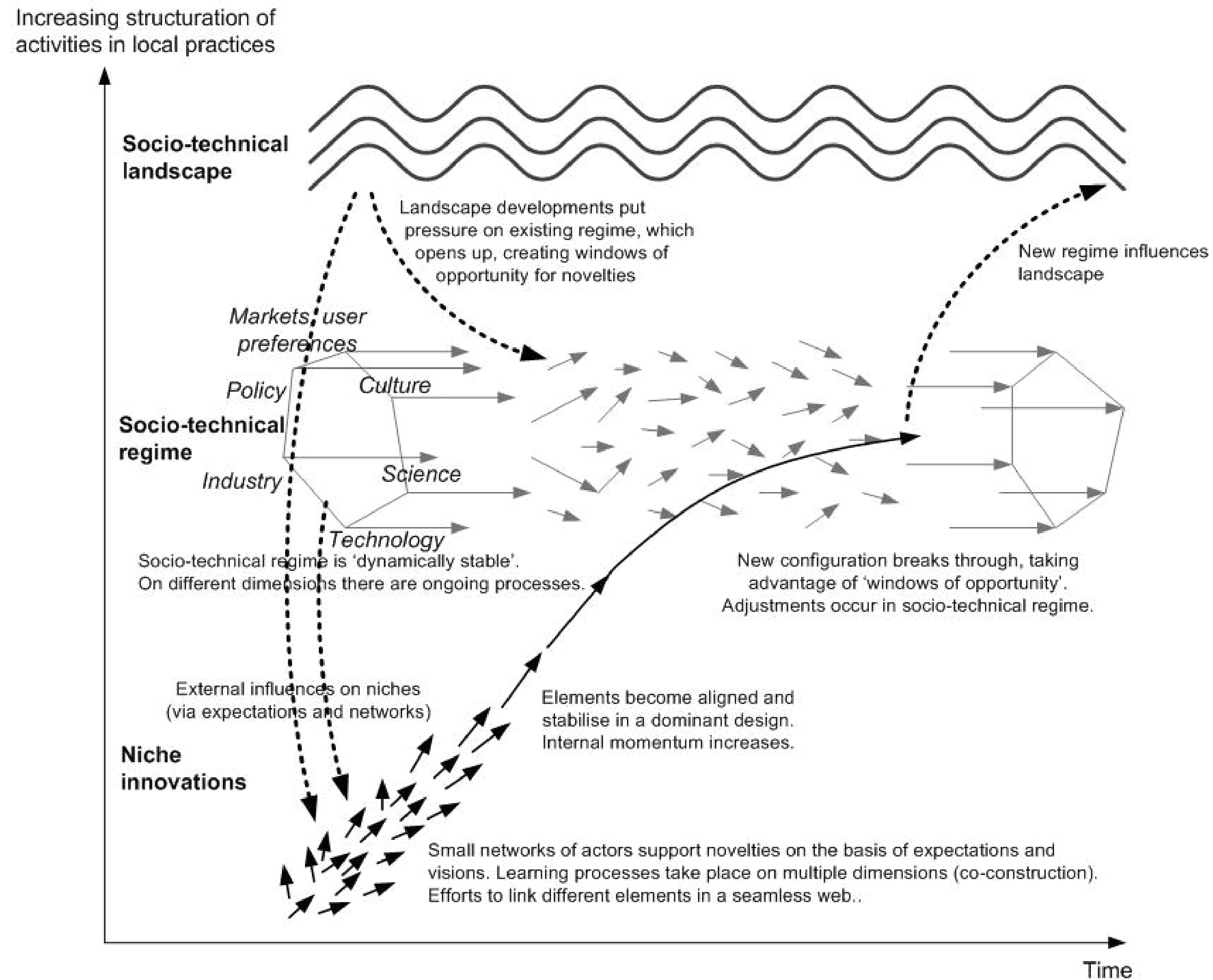
Reducing atmospheric CO₂e is an immediate action to take, but systemic change is required for long-term sustainable behaviour.

PROBLEM FRAMING / OUR REASONS



*Compensate can induce immediate action among **multiple stakeholders** and pave long-term systemic change.*

METHODOLOGY / MULTI-LEVEL PERSPECTIVE (SCHOT, GEELS 2008)

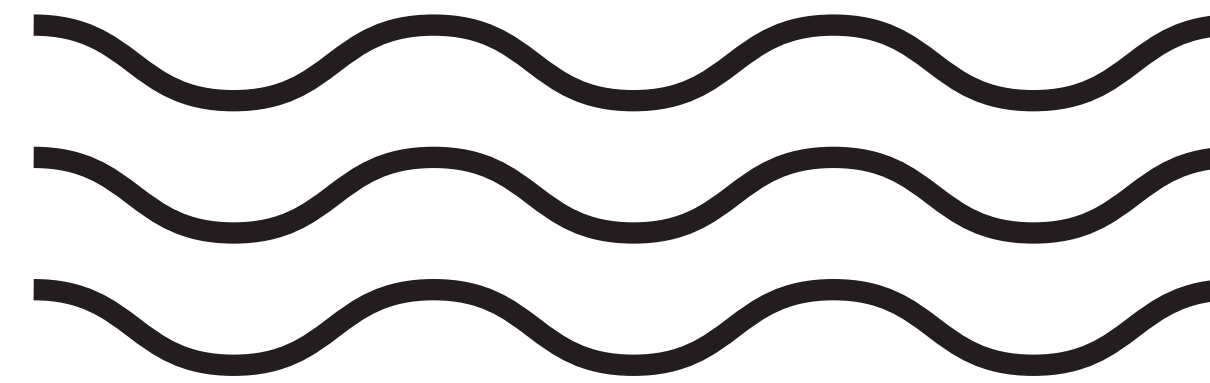


METHODOLOGY / MULTI-LEVEL PERSPECTIVE

1

LANDSCAPE

overarching developments and transformations



2

REGIME

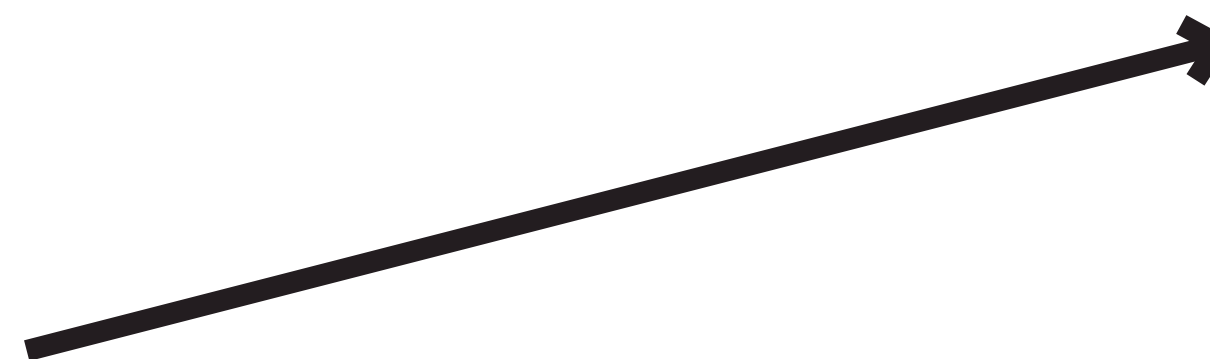
socio-economic, -technologic, -political structures



3

NICHE

new things appear,
waiting to rise and shine



METHODOLOGY / MULTI-LEVEL PERSPECTIVE (SCHOT, GEELS 2008)

1

LANDSCAPE

increased awareness of the effects of climate change



2

REGIME

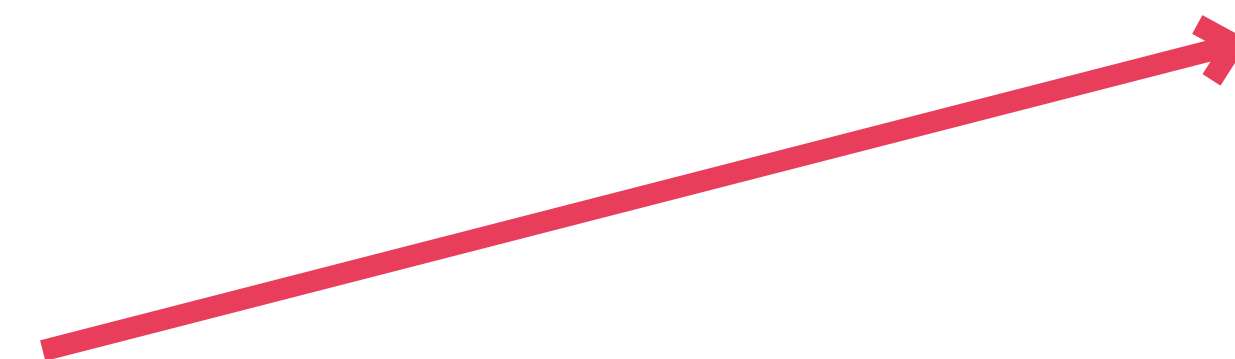
consumer behaviour, business practices, governmental policies



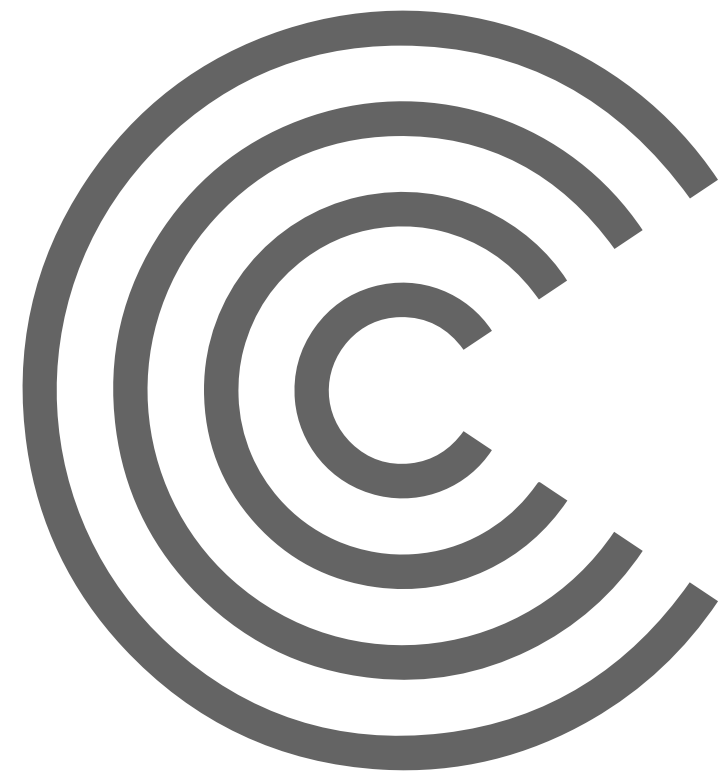
3

NICHE

compensation technologies, compensation mechanisms

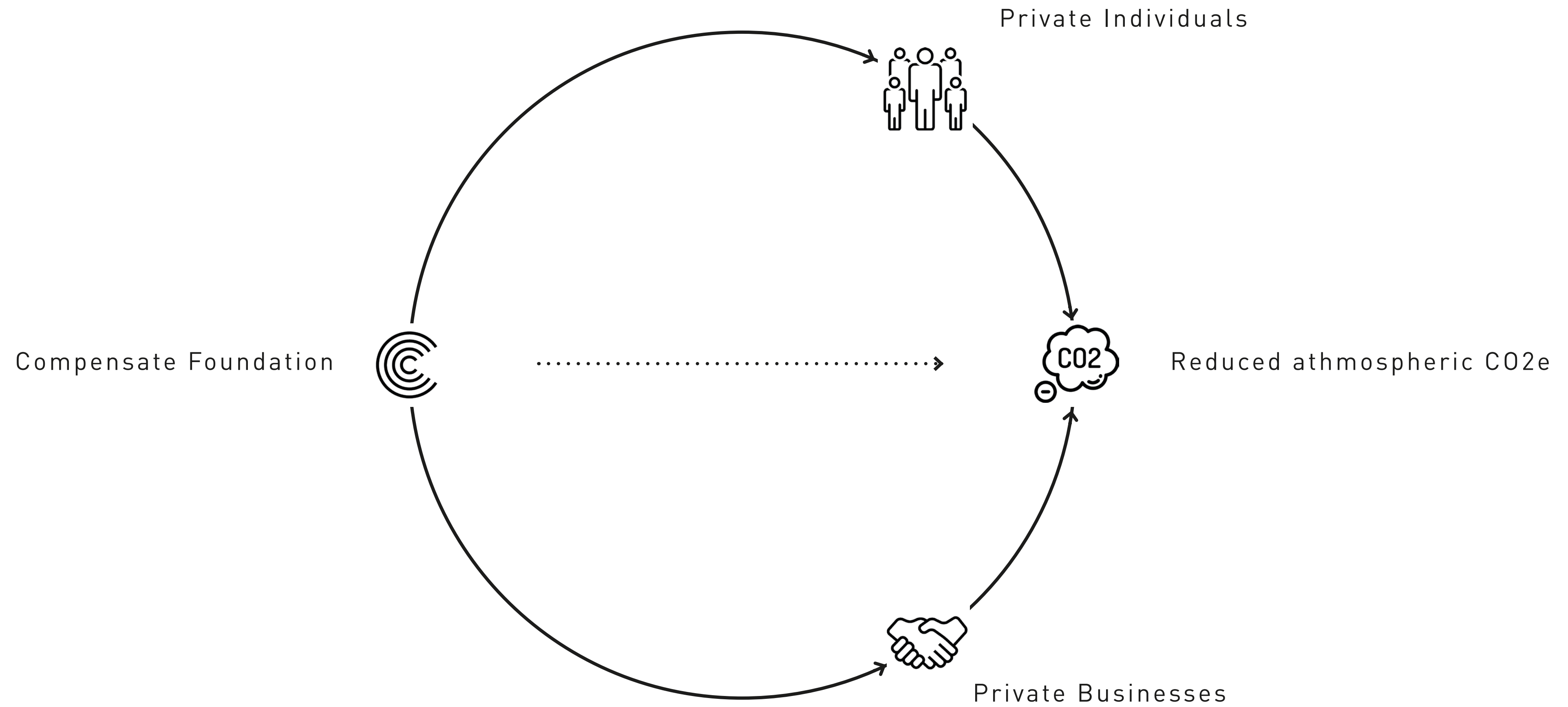


COMPENSATE / A FUTURE PERSPECTIVE

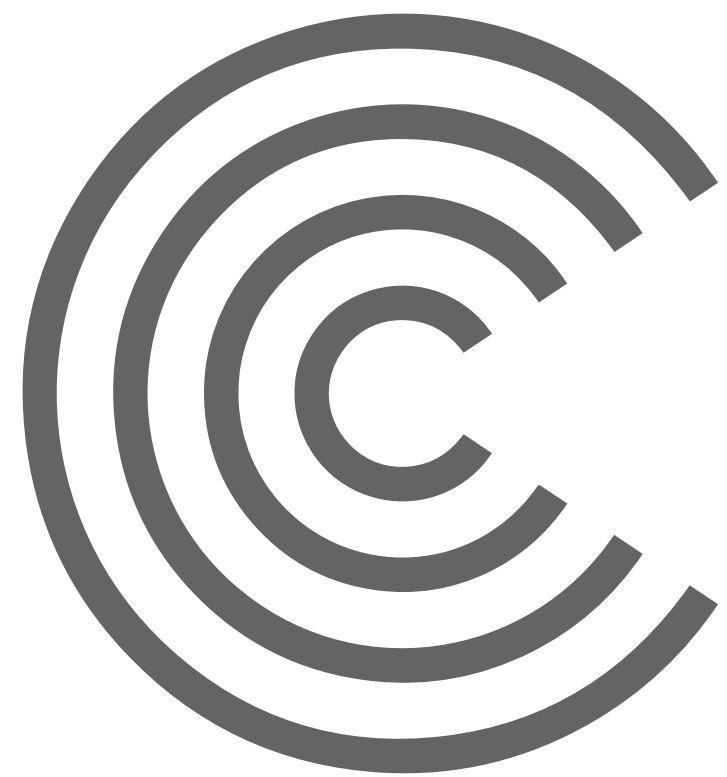


NOW

COMPENSATE / NOW



COMPENSATE / A FUTURE PERSPECTIVE

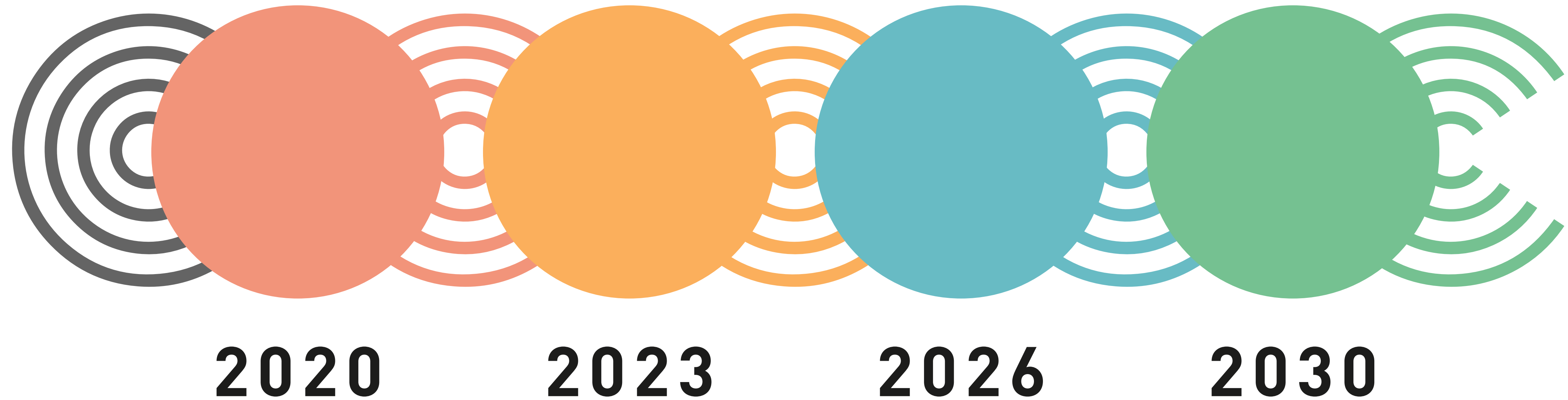


NOW



FUTURE

COMPENSATE / A FUTURE PERSPECTIVE



2020

Compensate has commenced its activities in Finland and started a public discussion on compensation as an important part of a holistic climate mitigation strategy.

2020 / CRITICAL STEPS

PARTNERS



Five well-known partner companies provide compensation through their customer front-ends. Academic institutions are approached to engage in research projects.

COMPENSATE AMBASSADORS



The Ambassador program mobilises influential people from media and press, politics and academia to promote compensation and sustainability.

MONITORING & AUDITING



External agencies are requested to monitor and audit all transactions, strategic decisions and compensation measurements within the foundation.

OPEN DISCUSSION



Compensate offers space for open discussion by creating discussion groups on common social media platforms, connected to their own website.

2020 / CRITICAL STEPS

PERSONAL COMPENSATION



The Compensate shop allows users to perform compensations on their voluntarily according to Compensate's projects.

EDUCATIVE CONTENT



The website features informative articles on compensation technologies and projects, sustainable lifestyles, and foundation partners.

REPORTING

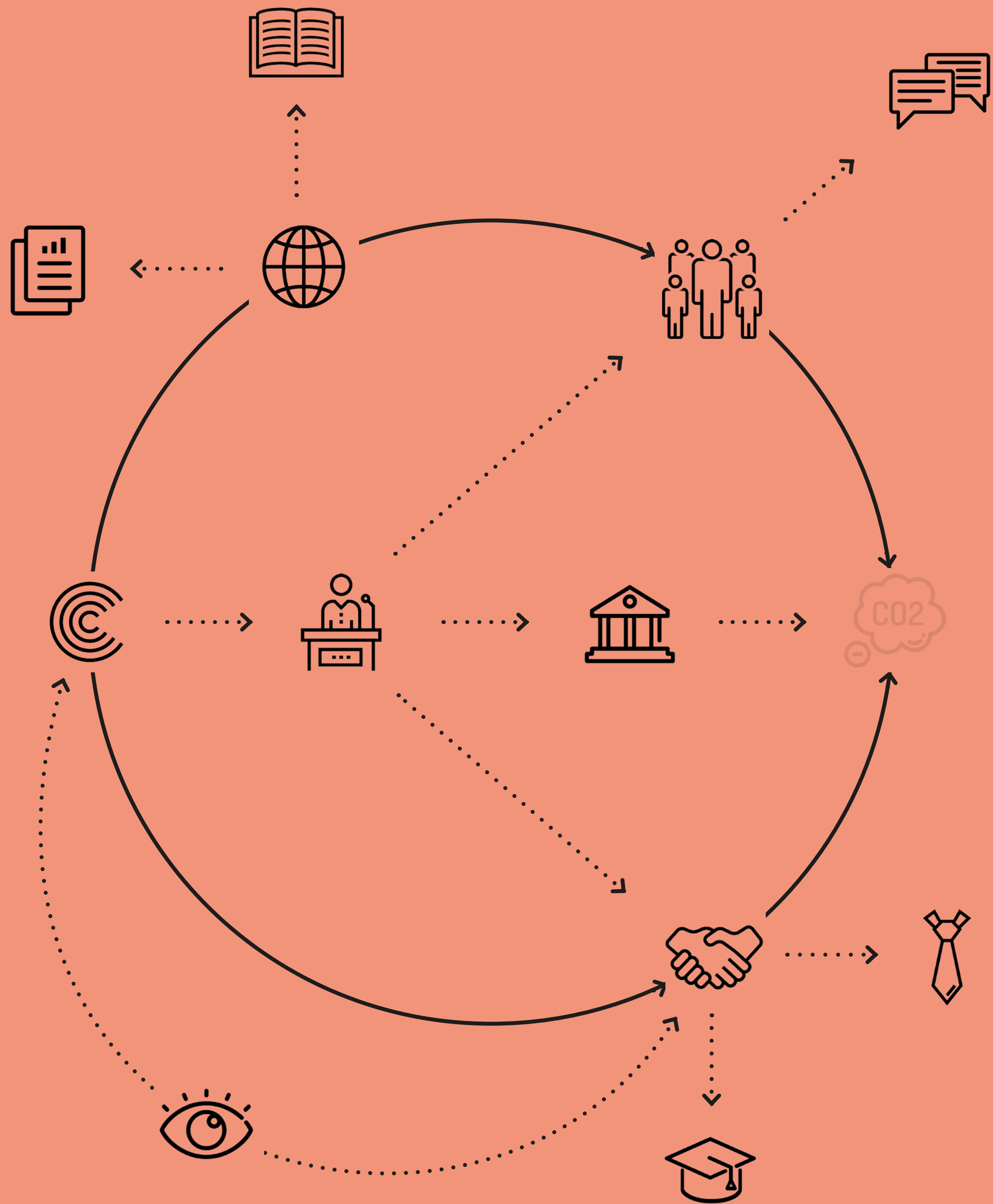


The website presents the organisational model, money flows between partners and carbon traders and the collective compensation efforts of users over time.

TARGET AUDIENCES



People <30 are addressed through educational material shared in school, university and social media campaigns. People >50 are addressed via their children and workplace.



2023

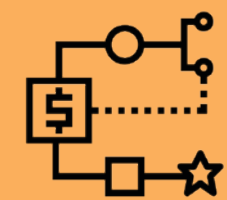
Compensate grew strong in Europe and acts internationally. Companies are increasingly forced to engage through compliance schemes, but individual compensation is still voluntary.

2023 / CRITICAL STEPS



STANDARDISED PACKAGES

Compensate offers standardised packages that allow partners to integrate compensation in their wider business model. The API enables channeling money and information on the fly.



PUBLIC TRANSACTIONS

Every transaction is now monitored and documented digitally to facilitate auditing and allow transparent display of financial transactions.



B2B COMPENSATION

Compensate offers tailored solutions for business-to-business compensation along the supply chain.



LIVE & HONEST REPORTING

Based on the API data, the website now publicly displays live information on partners, target projects and transactions. Reports show both, success and failure in projects.

2023 / CRITICAL STEPS

GAMIFIED COMPENSATION



A mobile application serves as a complimentary access to Compensate's service, which includes group-compensation and individual compensation challenges.

CRITICAL REVIEW



Compensate gathers information on the products and services that users compensated for to raise awareness for the lack of corporate environmental responsibility.

EMPOWER THE PEOPLE

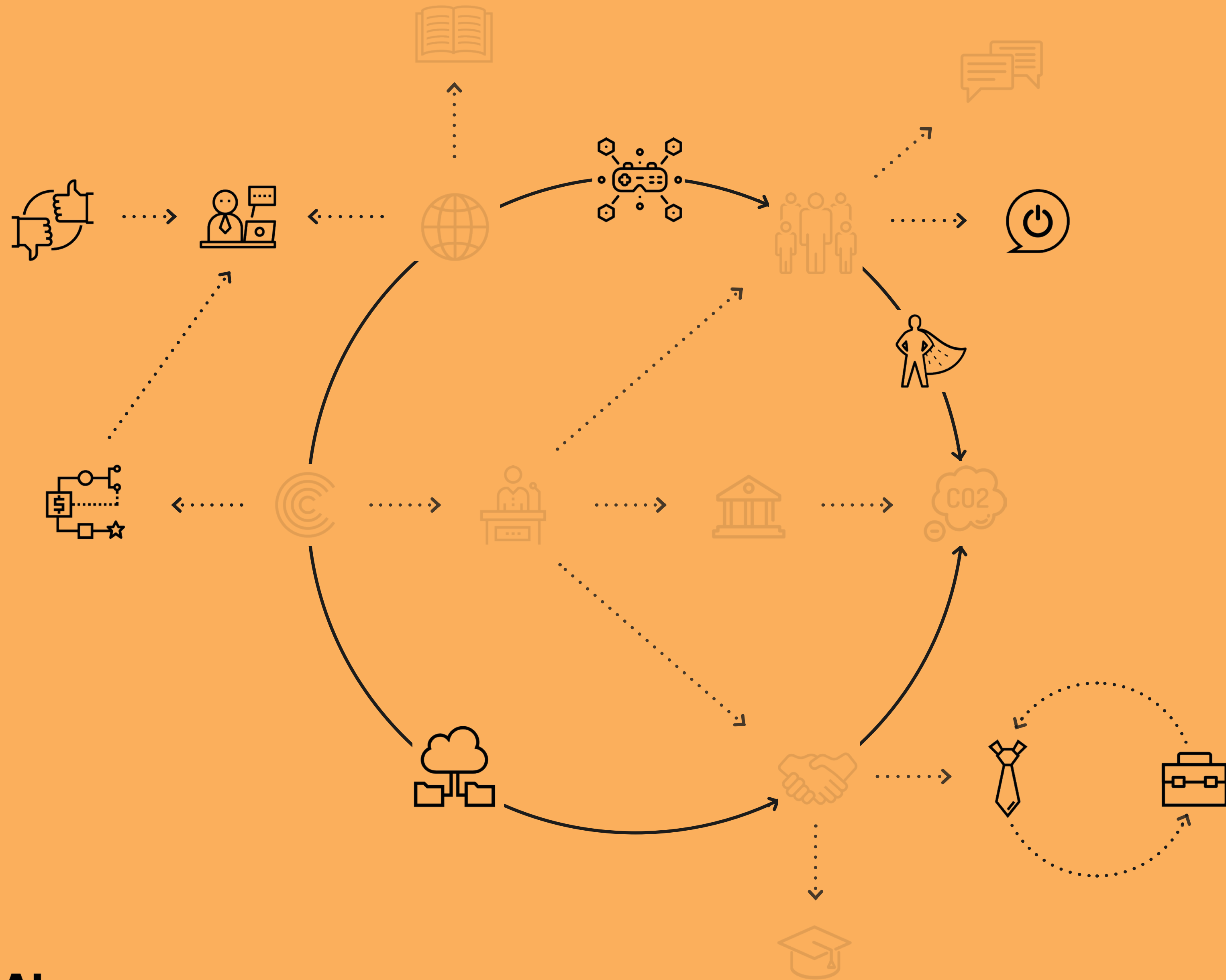


Users decide where their money is channelled and generate publicly accessible reports of their compensation actions.

DISCUSSION & ACTIVATION



Compensate provides ways to discuss, share actions and express critical opinions on socio-environmental sustainability for users, media, politicians, academics and activists.



2026

EU member countries are negotiating a targeted carbon taxation system. Compensate partners and Ambassadors are active and growing in number world-wide.

2026 / CRITICAL STEPS



A NEW STANDARD

Compensate uses collected information to outline an international standard for CO2e calculation and consequent compensation projects together with research partners.



COMPENSATE CONSULT

Partners utilise Compensate Consult to actively adjust their business practices towards increased socio-environmental sustainability beyond philanthropy.



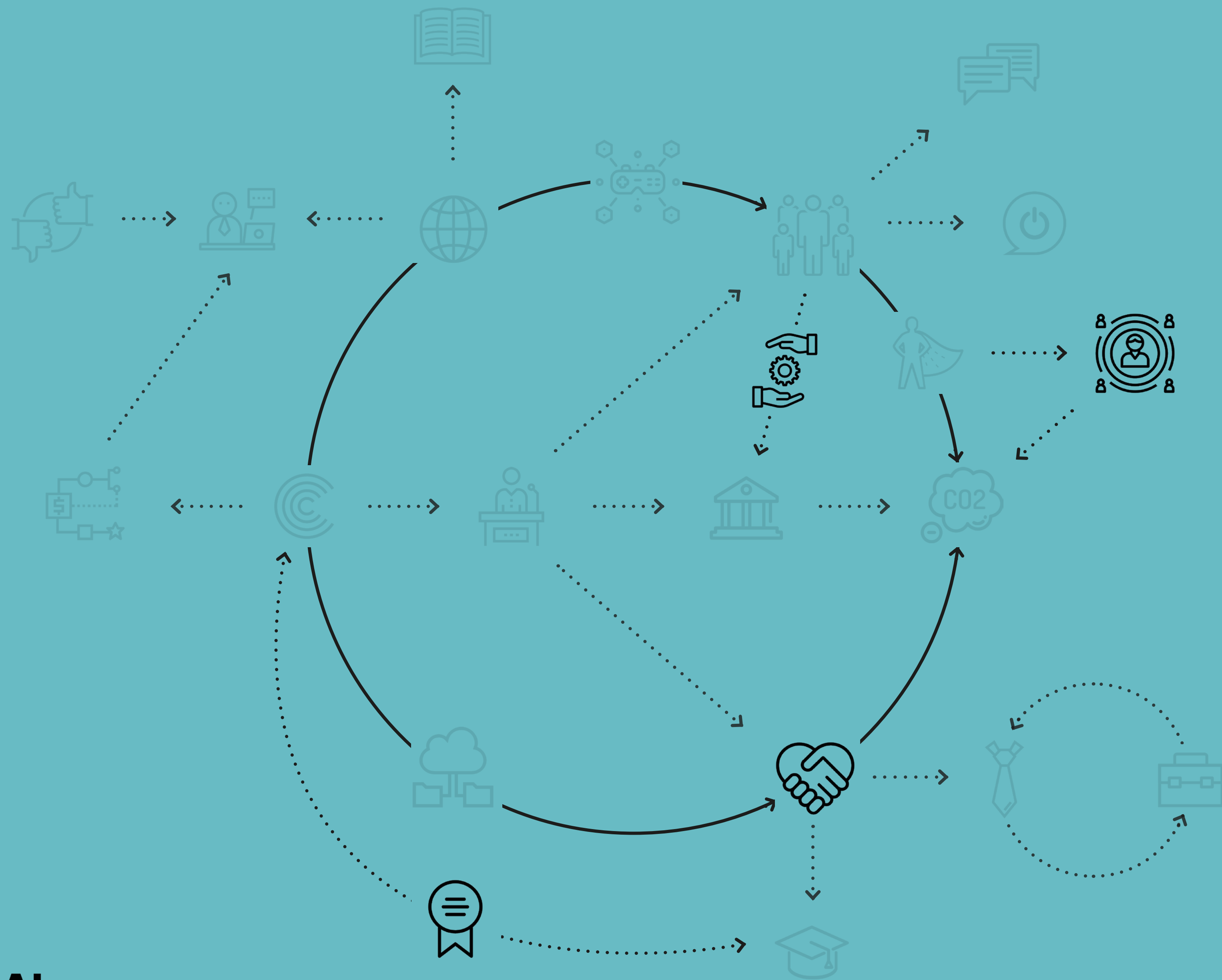
WIDE-SPREAD INFLUENCE

Users can now actively choose future compensation projects, while local and socially-orientated compensation projects are introduced.



COMMUNITY SUPPORT

Compensate supports local activists and advocacy organisations by giving exposure to relevant peoples' initiatives and organised events and talks concerning sustainability.



2030

A global carbon taxation system is ratified in most countries.

Compensate continues in providing options for additional voluntary compensation, while its growth is coming to a halt.

2030 / CRITICAL STEPS

WATCHDOG POSITION



Responsibilities and actions are handed over to governments where possible; while slowly transforming Compensate into a watchdog organization.

COMMUNITY INDEPENDENCE



The foundation consists of regional, independent chapters who keep lobbying and advocating their respective cause while continuing to support open dialogue.

EXTENDED STANDARD

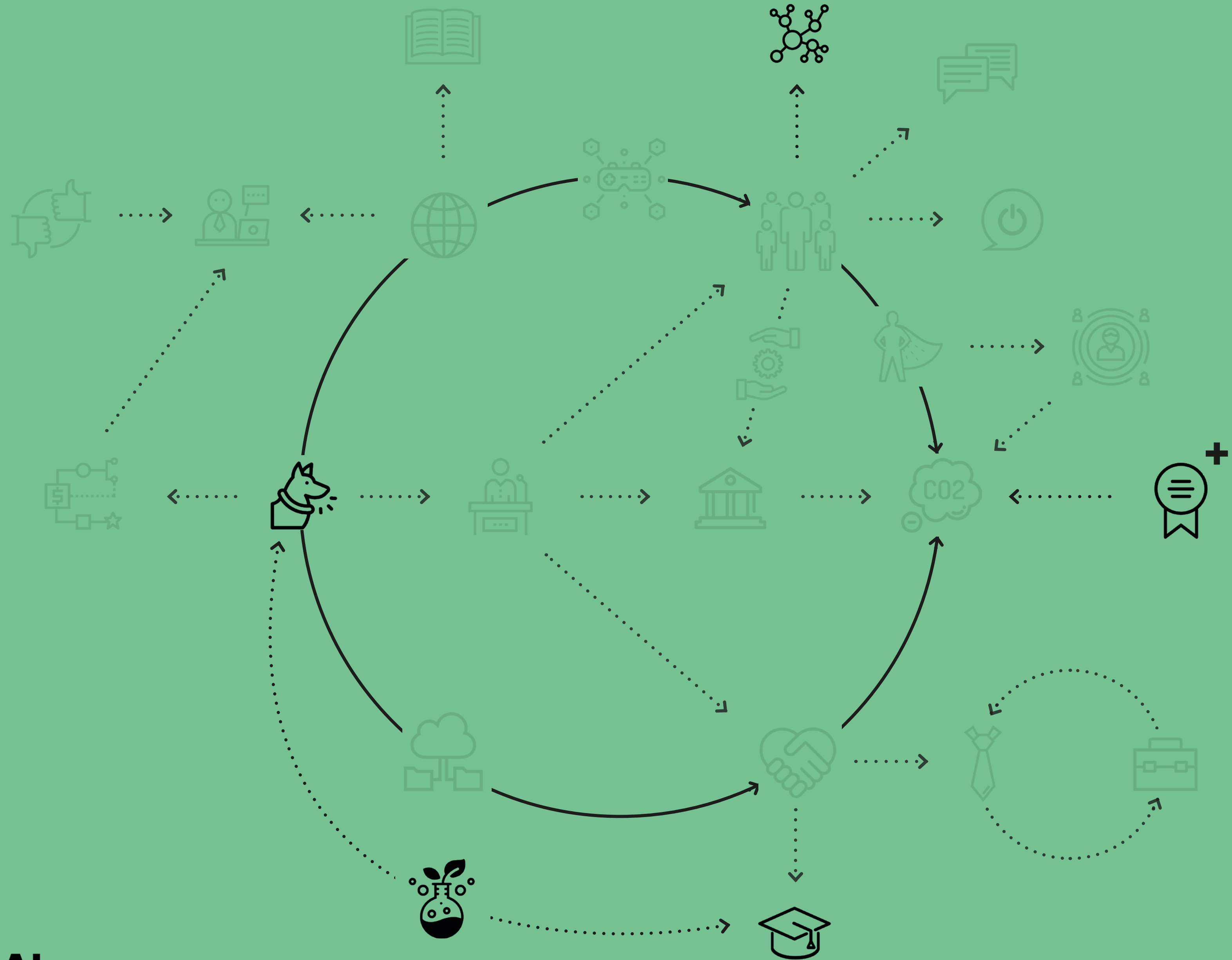


The established “Compensate Standard” includes ethical and technological frameworks and means, which inform respective policies and ensure targeted spending of carbon taxes.

RESEARCH FUNDING



Compensate supports academic research on wider behavioural change towards socio-environmental sustainability, while communicating results to the public.



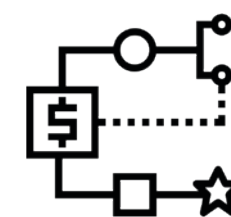
COMPENSATE / SUMMARY

TARGETED TAXATION



A global carbon tax, targeted at funding compensation projects.

TRANSPARENT STANDARDS



A global standard for compensation projects and transparent co2e markets.

MULTI-STAKEHOLDER ACTION



B2B compensation schemes and voluntary compensation for individuals.

DIALOGUE & LITERACY



Increased private-public dialogue on sustainability and sustainability literacy.

COMPENSATE / DELIVERABLES

A FUTURE ROADMAP



Visual representation of the future perspective alongside the most important concepts and steps towards getting there.

USER RESEARCH



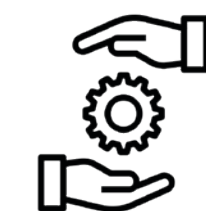
Processed and raw results from an online survey on awareness and willingness to compensate individual actions. (N=100)

TEXTUAL DOCUMENTATION



Written documentation of concepts and steps towards Compensate's future, supporting the visual representation of the roadmap.

WORKSHOP MATERIALS



Visual and textual documentation of workshop materials created together with Compensate and within the course.

Kiitos paljon.



Emma Sairanen, Mirko Wittka, Joel Wolff, Sachie Yoshizumi

APPENDIX / RESOURCES

TRADEMARKS & LOGOS

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GRAPHICAL ICONS

All graphical icons are attributed to their respective authors on
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MULTI-LEVEL PERSPECTIVE

The original multi-level perspective model is taken from Schot, J. and F.W. Geels (2008), Strategic niche management and sustainable innovation journeys: Theory, findings, research agenda, and policy, *Technology Analysis & Strategic Management* 20(5):537–54.