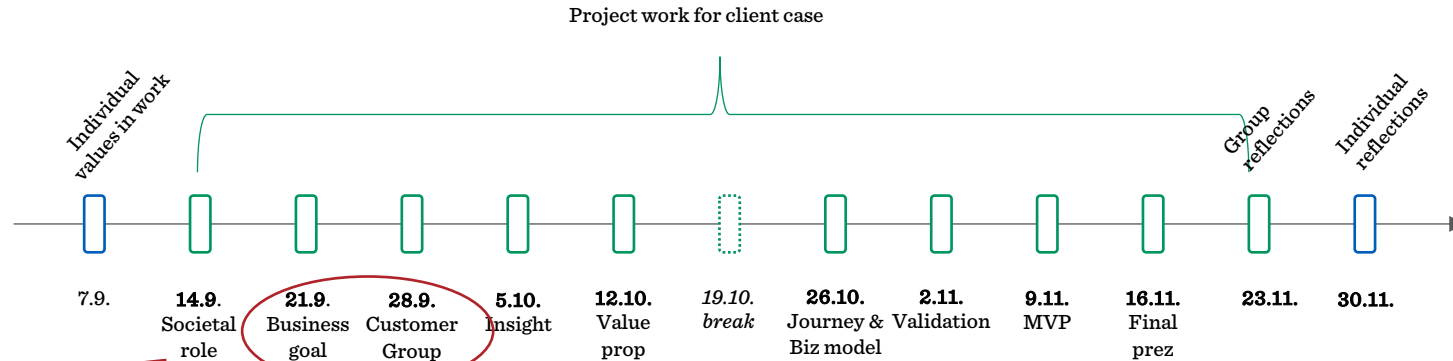


A collection of vintage tools and objects arranged on a dark wooden surface. The items include a large hammer with a wooden handle, a smaller hammer, two axes with wooden handles, a pair of large metal pliers, a pair of worn tan leather gloves, a metal mug, a metal bell, a metal container with a handle, a metal tool with a curved blade, a metal tool with a circular head, a metal tool with a handle, a metal tool with a handle, a metal tool with a handle, and a metal tool with a handle. The tools are arranged in a grid-like pattern, with some items overlapping. The lighting is dramatic, with strong shadows and highlights, suggesting a window or light source from the left.

CS-E280
SOCIETAL
DESIGN
PROJECT

Risto Sarvas
Hanna Hämäläinen
September 14th, 2020

Course Schedule



Week of “firsts”

- 1st team meeting
- 1st client meeting
- 1st team coaching
- 1st video deadline

Part I

Last week & This week

**TODAY'S LEARNING GOAL:
Client's societal role**

How does your client shape the society it is part of?

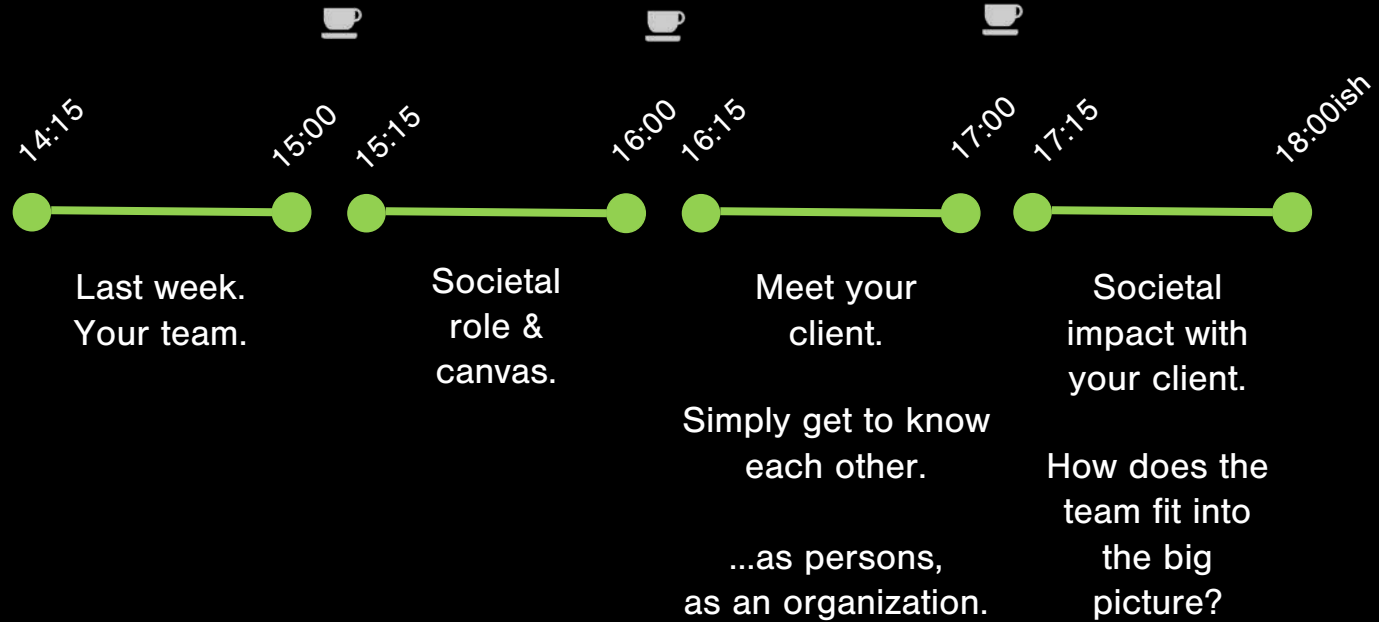
*How do they see their role,
and what evidence they have in fulfilling that role?*

*How do you describe that role
in the context of this course project?*

NEXT WEEK:

Your project's objectives and success criteria.

14.9. Societal Impact



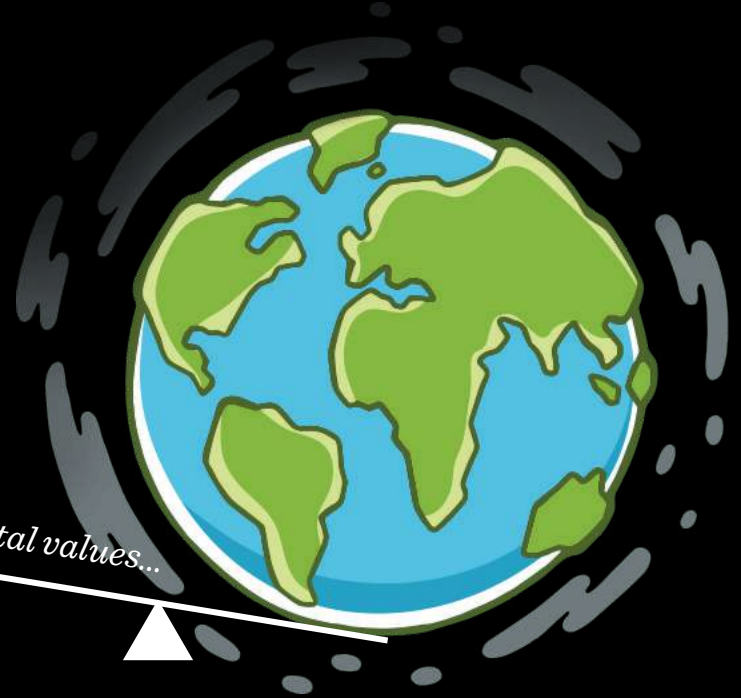
“Give me a lever and a place to stand and I will move the earth.”

- Archimedes

*How was it?
What did you learn?*



tech values... team work values ... organizational values ... societal values...





How was the coaching?

What worked?

*How did it feel to have
an outsider to talk to
about values?*

Intro of the week 1/3 😊

Team Work: What do you value in team work?

Breakout ...
About ...20min.

*List in the chat top 3 values for
your team work and write 2-3
sentences on what they mean!*

We are back!

**What do you value in team
work?**

Intro of the week 2/3 😊

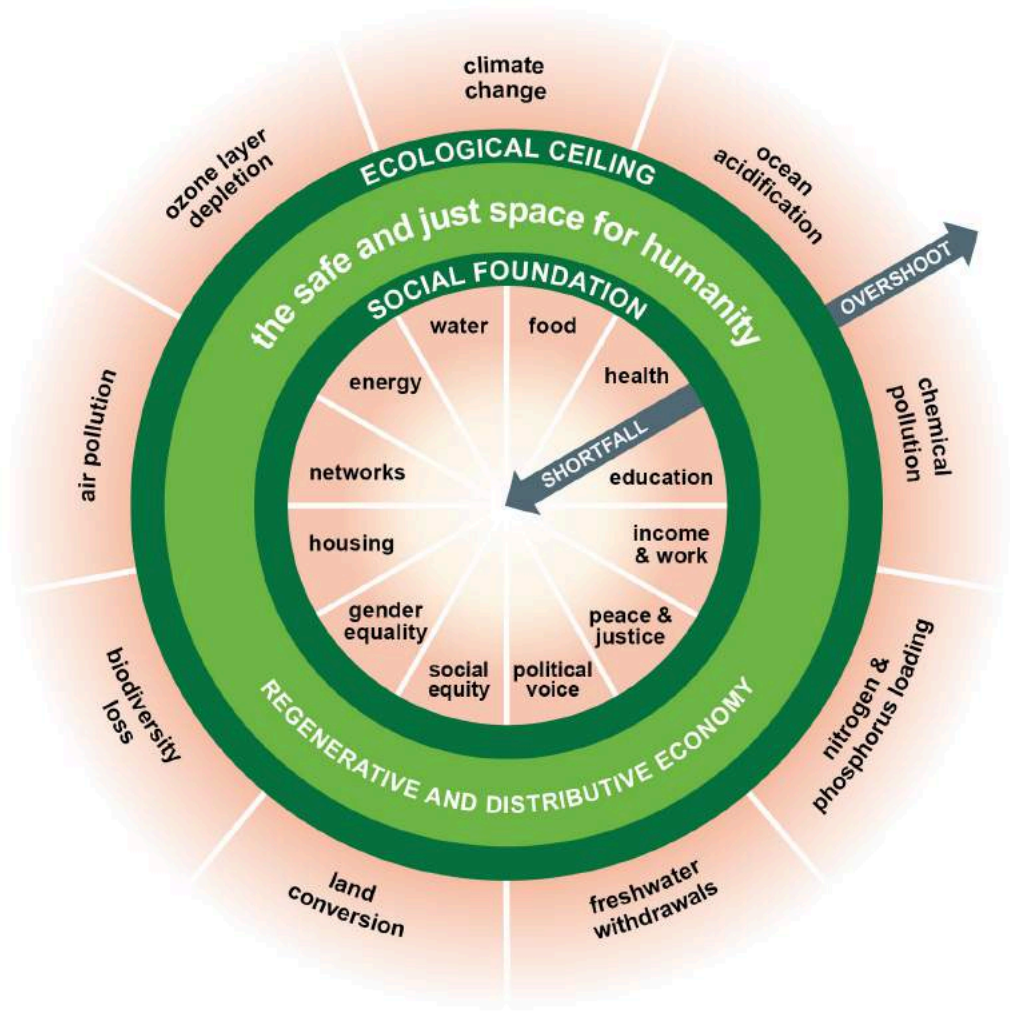
We continue 15:15

break

Part II

On impact

The Doughnut Economy



United Nations' "SDGs"



MSCI ESG



MSCI ESG

17 SDGs
applicable to a broad
set of stakeholders



5 Actionable impact themes
applicable to a broad
set of stakeholders



The Upright Project

Dimension	Impact category
<i>Environment</i>	GHG emissions Non-GHG emissions Biodiversity Fresh water Waste
<i>Health</i>	Diseases Diet Physical activity Relationships Meaning & Joy
<i>Society</i>	Taxes Jobs Societal infrastructure Equality Societal stability & understanding
<i>Knowledge</i>	Scarce human capital Knowledge infrastructure Creating knowledge Distributing knowledge

Table 2: Impact categories and dimensions within Upright's impact framework.

Big Themes... and they should be, no doubt!



Here's my problem.

I made this innovation that
solves dozen SDGs.

Why isn't the world
changing?



Here's my true problem.



Here's my true problem.

Lot of people still believe that the technology / gadget / device makes an impact.

Therefore, let's design a technology / gadget / device that solves the problems!



**1. A piece of design (or tech) is passive,
unless someone uses it.**

**2. No one uses a design,
if no one tells about it.**

***Therefore,*
to make an impact, a design needs:**

- a) Users (customers, often humans)**
- b) Someone promoting it (organizations, often businesses)**

**(and btw that is why we should study humans, business, communication, tech and organizations
to make successful technology)**



product

team

organization

domain,
industry

society, nation,
masses

Your client's societal role



Still difficult to see how to build that impact (transcendence)

Find examples of impact.

“Our product actually did cause an uproar!”

Search for examples of causalities.

(if you do this, then this changes)

Get evidence of change and/or potential for impact.

“The data shows that we can shape people’s behavior”

Read studies on impact and causalities.

Get an understanding how tech & business & society interact.





product

team

organization

domain,
industry

society, nation,
masses

If we build it, then we are part of this leverage.



So we should design for a metric?

What metric should change once we build it?



product

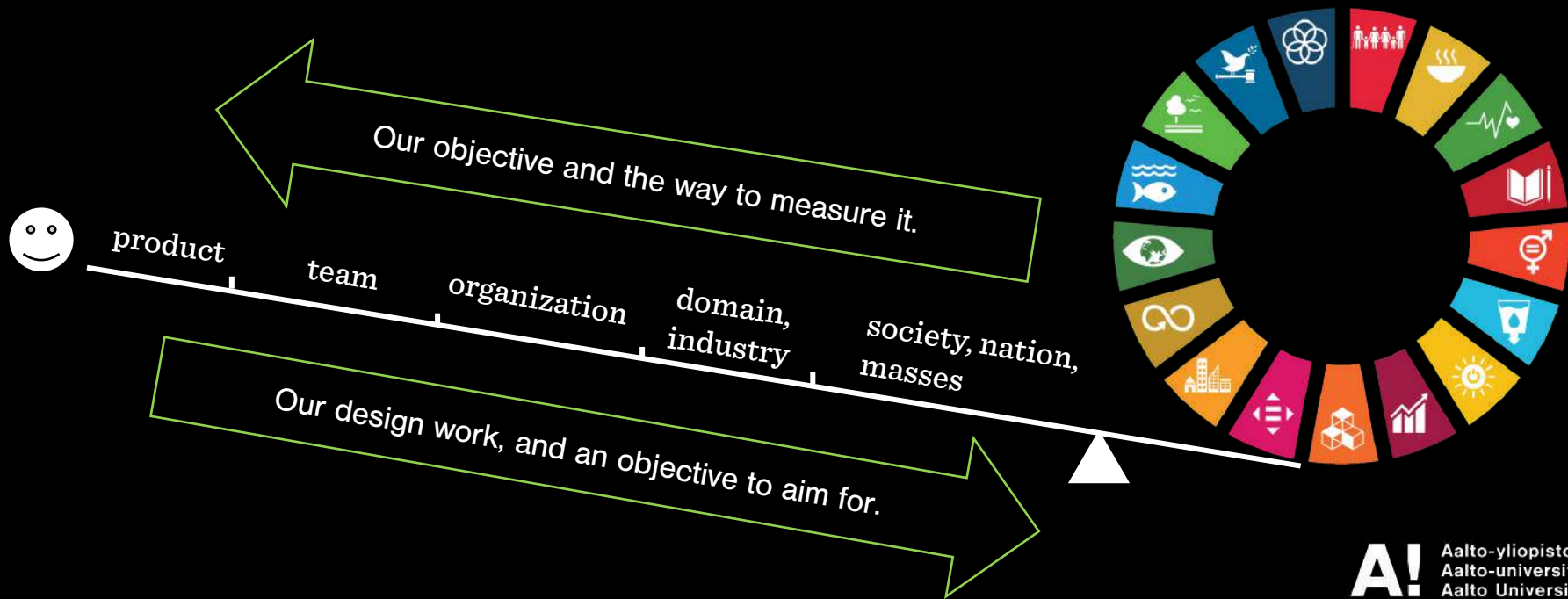
team

organization

domain,
industry

society, nation,
masses





Few words about metrics & measurement...



Let's plan for the *societal* metrics... just like any metrics.

S.M.A.R.T.

Specific, Measurable, Achievable,
Relevant, Timely

D.U.M.B.

Doable, Understandable,
Measurable, Beneficial

What is our objective?

How do we know we have reached it?

How do we know we are on our way there?



Note the different metrics!



Dashboard

*What we measure constantly
as we are driving towards the goal.*

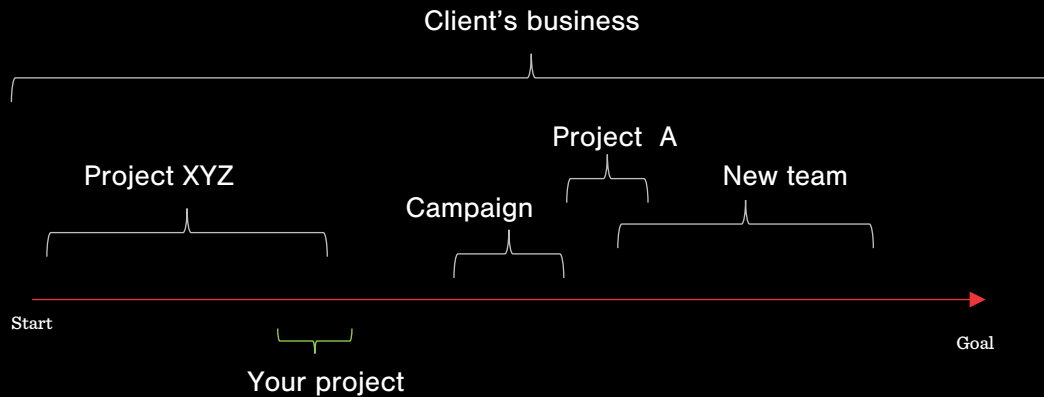


Final metric

*What we measure once we have
reached the goal.*

**Also note that it is a marathon
and a relay...**

and you run only one part.



Intro of the week 3/3 😊



Society



Customers



Organization

We the team...

Project

What **societal values** shape our customers that shape our organization that shape our project?



What **does the project create** that helps our organization help our customers help to change society?





Society

*How do our customers
shape society?*

What is the interaction?



Customers

*How does our organization
shape our customers?*

What is the interaction?



Organization

*How does our project
shape our organization?*

What is the interaction?

We the team...

Project



Society



*Values or discourses
relevant for our project?*

(your best guess)



Customers



*Values or discourses
relevant for our project?*

(your best guess)



Organization



*Values or discourses
relevant for our project?*

(your best guess)

We the team...

Project



*Values or discourses
relevant for our project?*

(your best guess)



Society



Customers



Organization

We the team...

Project

What are the societal values (and metrics) that we want to be part of?



What is the societal objective (and metric) we want to aim for (in the long run)?



An example, SDP course



Society

Finland



Customers

Students



Organization

Aalto University

We the team...

Project

SDP Course

Our students create products, services, infrastructure, and organizations.

Aalto provides knowledge, skills, thinking, networks, certificates and values.

SDP course provides thinking, knowledge, tools and networks to become a professional in design who can incorporate values into the work.



Society

Finland

Values / discourses:

*Attractive university education
Social responsibility of businesses
Finland's competitiveness globally
Societal impact through technology*



Customers

Students

Values / discourses:

*Having meaningful work
Using own skills for good
Competitive skills
Identity as a professional*



Organization

Aalto University

Values / discourses:

*Creativity, novelty, autonomy
Courage to challenge norms
Creating skilled professionals
Responsibility for the world*

We the team...

Project

SDP Course

Values / discourses:

*Importance of team work
Working under uncertainty
Pushing for own thinking
Encouraging safety net*



Society



Customers



Organization

We the team...

Project

Our course is part of creating value-sensitive professionals for an ethically competitive Finland



Having professionals that shape the world for the better by products, services, organizations...



The canvas tool



Society

Our organization works towards these societal values.

And our key metric for change in each value are...



Customers

The principles, beliefs and/or values of our customers that we target are

Concrete examples of these are...



Organization

The mission or purpose of our organization in society is to

Also as a workplace, our organization values...

We the team...

Project

In this team, we especially focus on

These societal values:

These customers' values:

These Organizational values:

These group work values:



Society



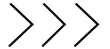
Customers



Organization

We the team...

Project



We know we have made an impact when _____ changes _____, because _____ changed their thinking/behavior/routines/opinions so that _____.

(societal metric)

(how?)

(our customers)

(actual impact)



We aim to create _____ that helps _____ to reach/fulfill/maintain _____, and our organization to reach/fulfill/maintain _____, to _____.

(product/service/campaign...?)

(our customers)

(customer's value/belief/principle)

(value, principle or belief)

(purpose in society).

From Society to Your Project (and back)

What is your organization's role in society and what is the impact you aim for?
Gather your most relevant values for this project, and then fill out the sentences below.



Society

Our organization works towards these societal values.

And our key metric for change in each value are...



Customers

The principles, beliefs and/or values of our customers that we target are

Concrete examples of these are...



Organization

The mission or purpose of our organization in society is to

Also a workplace, our organization values...

We the team...

Project

In this team, we especially focus on

These societal values:

These customers' values:

These Organizational values:

These group work values:



We know we have made an impact when _____ changes _____, because _____ changed their thinking/behavior/routines/opinions so that _____.

(societal metric)

(how?)

(our customers)

(actual impact)



We aim to create _____ that helps _____ to reach/fulfill/maintain _____, and our organization to reach/fulfill/maintain _____, to _____.

(product/service/campaign...?)

(our customers)

(customer's value/benefit/principle)

(value, principle or belief)

(purpose in society)



We continue 16:10

break

Part III

Meet your client.

Get to know each other.

1. Client + team get their own breakout room.
2. Get to know each other. Interests, background, expectations for the project.
3. Get to know the client organization.
4. **Have a 15 min break (around 16:00 or earlier).**
5. Open the canvas in Miro.
6. Start working with the canvas. Roughly 10 min per “category” (40 min).
7. Plan 2 min what happens next.
8. Around 17:55 get back to main space (at least the students 😊).

Part IV

Societal Role Canvas

Lecture / Working Wrap up



DANGER DANGER!

Societal impact gets very complex easily.

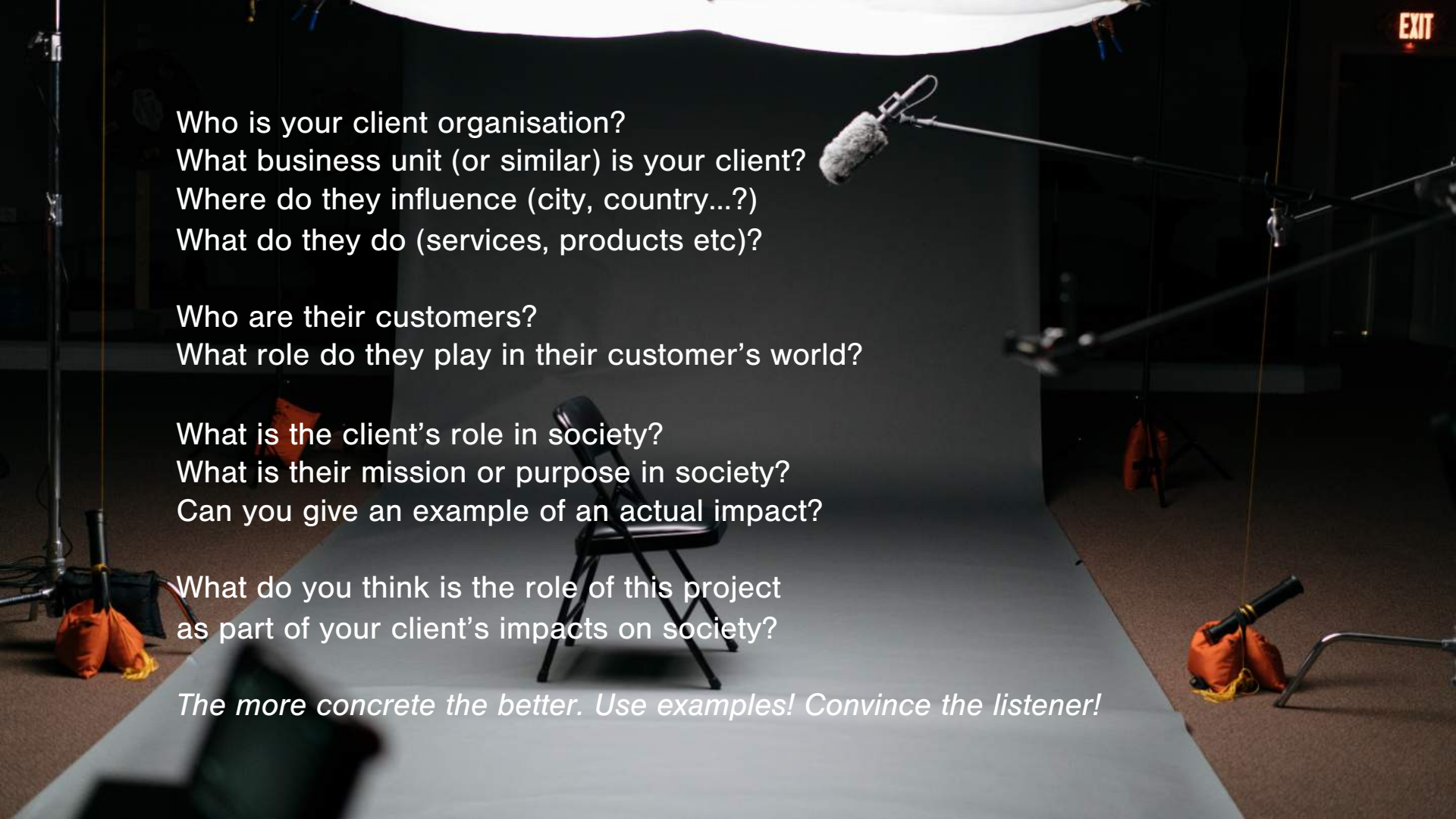
- a) Don't get paralyzed, make your best hypothesis.
- b) Your job is NOT to model the causalities, your job is the set goal & objectives.



TO DO

1. Book your team's own meetings.
2. Book meeting with team coach(es).
3. Book check-up meeting with client.
4. Do the canvas.
5. Plan the video.

(about here coach meeting, client checkup)
6. Do the video, and upload to drive.

A professional recording studio setup. A large white softbox is suspended at the top, illuminating a grey backdrop. A black folding chair is positioned in the center. A boom microphone with a fuzzy windscreen is suspended over the chair. The floor is covered with a grey mat. In the background, a door with a red 'EXIT' sign is visible. The scene is dimly lit, with the primary light source being the softbox.

Who is your client organisation?
What business unit (or similar) is your client?
Where do they influence (city, country...?)
What do they do (services, products etc)?

Who are their customers?
What role do they play in their customer's world?

What is the client's role in society?
What is their mission or purpose in society?
Can you give an example of an actual impact?

What do you think is the role of this project
as part of your client's impacts on society?

The more concrete the better. Use examples! Convince the listener!

As a sign of your participation in class...

In the Zoom Chat:

Give 1-2 things you learned today, or feedback about running these lectures.

This time I will not delete them 😊