

Jälleen-
RAKENTAJAT

Rebuilders - Cooperative facilitating transition

WE MAKE **transition!**



Disa Kamula

Citizen of Tampere, Finland

Theater director and Cultural entrepreneur

Founder and chair of the board of the Rebuilders Cooperative

25th of April 2023 ONLINE WORKSHOP 1:

What is the role of civil society in making sustainability transition?

- Case Tampere, Finland, presentation by Disa Kamula

**Jälleen-
RAKENTAJAT**

Rebuilders

Cooperative facilitating transition

The verb of the Jälleenrakentajat (rebuilders in Finnish) cooperative is **'to begin'**. We are aware of major system-level contexts and structures, but our focus is on the steps that are taken every day, every week and every month.

JÄLLEENRAKENTAJAT OSK

3118806-9

jalleenrakentajat.fi | tiedotus@jalleenrakentajat.fi

facebook.com/jalleenrakentajat

Jälleen-
RAKENTAJAT

Rebuilders

Cooperative facilitating transition

We are politically and religiously independent, and our way of being is constructive, with clear and understandable expression in every situation.

JÄLLEENRAKENTAJAT OSK

3118806-9

jalleenrakentajat.fi | tiedotus@jalleenrakentajat.fi

facebook.com/jalleenrakentajat

Jälleen-
RAKENTAJAT

Rebuilders

Cooperative facilitating transition

At the heart of everything is:

- a strong relationship with nature and
- desire to build an ecologically and socially sustainable society and lifestyle.

JÄLLEENRAKENTAJAT OSK

3118806-9

jalleenrakentajat.fi | tiedotus@jalleenrakentajat.fi

facebook.com/jalleenrakentajat

Jälleen-
RAKENTAJAT

Community gardener -service

Fostering community spirit

This social innovation service pilot was developed with seed funding from the city of Tampere Ekofellows Ltd and their regenerative business competition JAKAJAT/SHARERS.

The pilot was done together with the people living in the local social housing companies.

JÄLLEENRAKENTAJAT OSK

3118806-9

jalleenrakentajat.fi | tiedotus@jalleenrakentajat.fi

facebook.com/jalleenrakentajat

Jälle-
RAKENTAJAT

Community gardener -service

Fostering community spirit

The service consists of a deck of 12 coffee-table cards that can be placed in the shared spaces of the housing company to inspire people to make small acts in their daily life that enhance the creation of community feeling. Ideas are cost free, and begin by saying “Hi!” to your neighbour.

The service includes also a campaign material for 12 - week campaign on social media platforms that can be shared in a community’s own social media channel.

The benefits are measured in long term, and grow with the community involved in the project.

JÄLLEENRAKENTAJAT OSK

3118806-9

jalleenrakentajat.fi | tiedotus@jalleenrakentajat.fi

facebook.com/jalleenrakentajat

Jälle-
RAKENTAJAT

The values of ***Doughnut Economics*** are present in all our initiatives, such as *Yhteisöpuutarhuri* (Community gardener) -service.

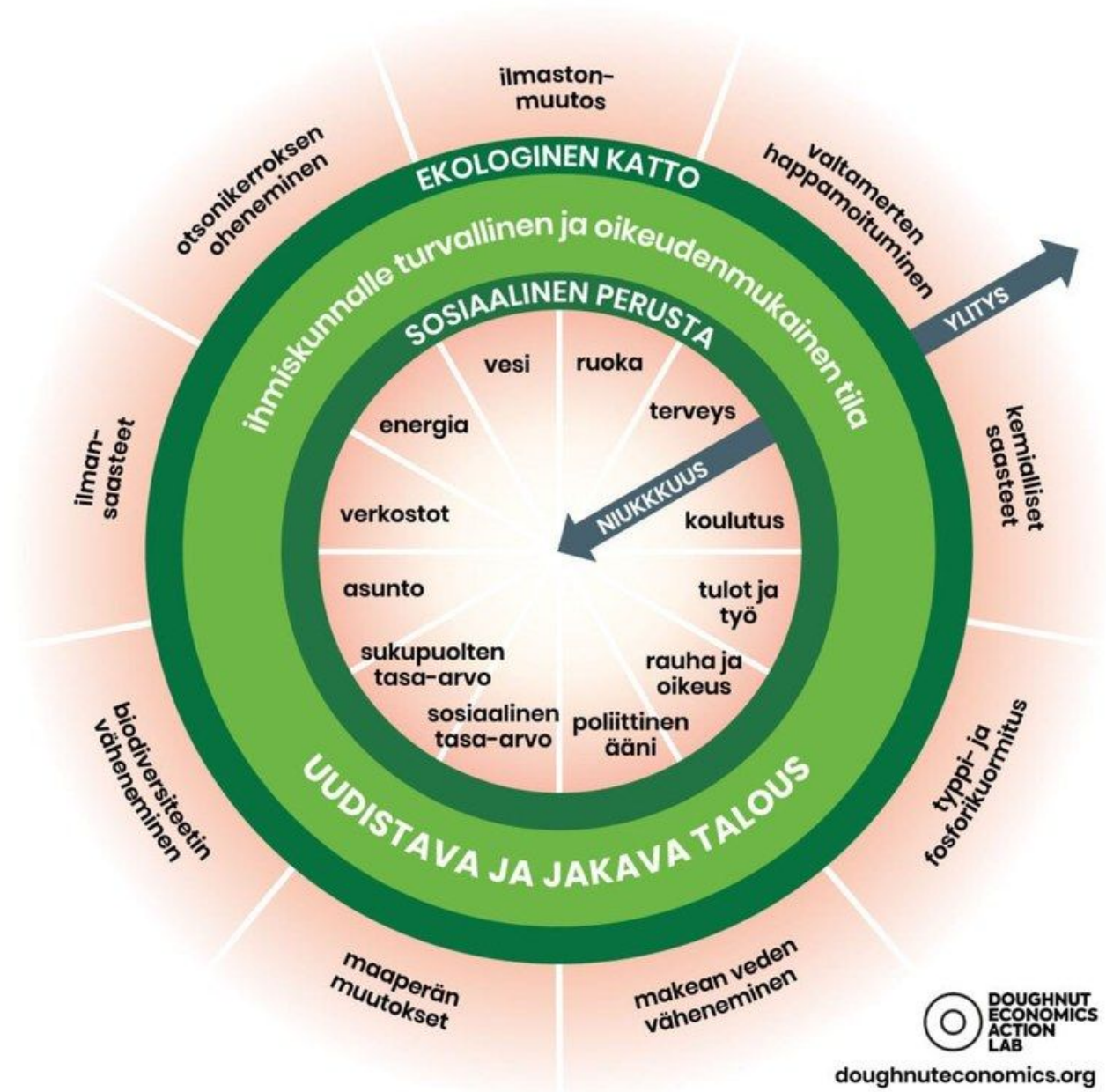
Jälleen-
RAKENTAJAT

Jäilleen-

RAKENTAJAT

Doughnut Design for Business

What is Doughnut Economics?

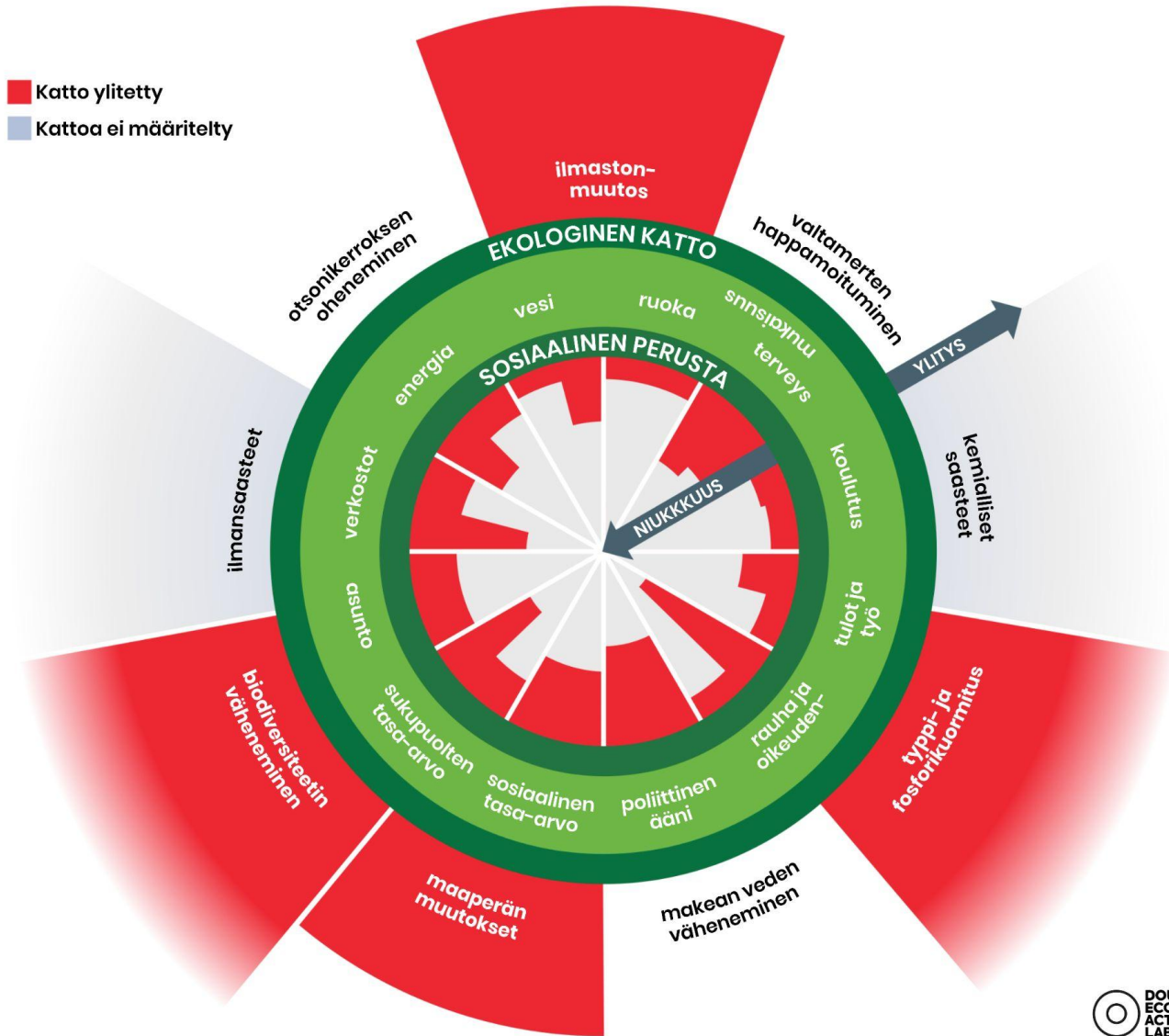


The Doughnut Economics is a 21st century vision of an economy that would allow humanity to flourish within the limits of the planet's carrying capacity.

The model can be put into practice using tools at the local level.

Doughnut Economics was developed by economist Kate Raworth.

Jälleen-
RAKENTAJAT



Polycrisis, i.e. simultaneous events such as global warming and the deterioration of biodiversity, combined with demanding economic conditions, labor shortages and people's widespread (mental) health problems, suggest that the traditional ways of doing business will not last in this time.

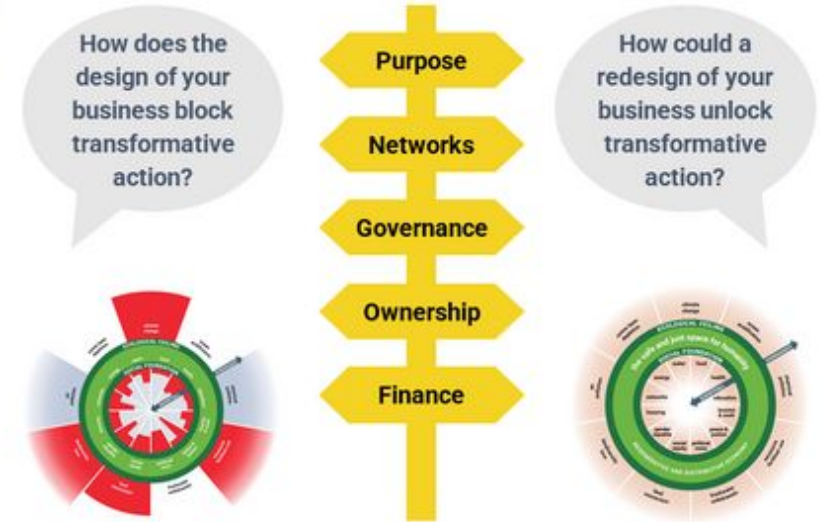
“It is no longer enough to aim to be 100% less bad.”



Doughnut Design for Business

Core tool
(5 hours)

Redesigning businesses through Doughnut Economics



Doughnut Economics Action Lab (DEAL) *Doughnut Design for Business* draws attention to the company's *deep design*, i.e. the structures that enable or prevent business in line with the carrying capacity of the planet and diverse life.

In terms of already existing responsibility initiatives, such as ESG (Environmental, Social and Governance) metrics, the UN's Sustainable Development Goals or industry-specific openings such as Green Coding, **the approach is complementary and enabling.**

Doughnut Design for Business

DEAL requires that only organizations committed to DEAL's principles can organize official Doughnut Design for Business workshops. Rebuilders cooperative is Finland's first organization authorized by DEAL.

Rebuilders have Doughnut design experience in facilitating Doughnut Economics workshops in cities and municipalities and the Finnish doughnut economy project implemented in 2021–2022.

Rebuilders maintain and develop the donitsitalous.fi web page that was the result of the Doughnut economy project.

Doughnut Design for Business workshops are organized by e.g. following people:



Valtteri Aaltonen

trainer / researcher / project manager in the
Finnish doughnut economy project in
autumn 2021



Disa Kamula

theater director / facilitator /
entrepreneur / service designer



Kimmo Hokkanen

cultural gardener / facilitator /
service designer

Doughnut shaped business

Transition needs a moment to begin. It needs an event. In the **Doughnut Design for Business** -workshops Rebuilders help clearing the way towards a doughnut shaped business.

Doughnut brings planetary profitability in the era of the polycrisis.



Jälleen-
RAKENTAJAT



HEINÄPUISTON
PUOLUSTAJAT



Case: Haypark Celebrations

Citizens defending a local park

The city of Tampere was planning to build an apartment building on top of a small park. The first plan proposal has now been withdrawn from the community board for preparation, but the existence of the park is not yet secured! The purpose of the celebration is to remind of the irreplaceability of Heinäpuisto and the cultural-historical uniqueness of the Pynikinrinne neighborhood designed by architect Lars Sonck in 1902. The city's plan is also opposed on ecological, social and health grounds. A group of Tampere decision-makers have been invited to the celebrations. The purpose was to stimulate dialogue with them in accordance with the principles of the mayor's program.



JÄLLEENRAKENTAJAT OSK

3118806-9

jalleenrakentajat.fi | tiedotus@jalleenrakentajat.fi

facebook.com/jalleenrakentajat

Jälleen-
RAKENTAJAT

What is the role of civil society in making sustainability transition?

The 5th Celebration at the Haypark was actually the first one, where 2 of the invited 42 city representatives of the community board were present for the first time. They were present as private citizens, not as city representatives. One of them was visiting the park for the first time and realized, that it is actually very nice park!

Pentecost Hay Park Celebration is the sixth folk festival organized for the preservation of the park. The party will take place on Pentecost Sunday 28 May 2023 from 15-16 at Hay Park (Heinäpuisto) in Tampere, Finland.

The party is organized by the Defenders of the Haypark citizens movement that consist of active citizens.

There are many challenges in the collaboration between the citizens of civil society and the public sector, but few of the major ones based on my experience on the Haypark case are:

- **Lack of dialogue**

Is the only way for communication that the public sector makes plans and then the civil society makes a campaign against it? In the Haypark citizens pledge there are now 2212 names who wish to keep the park as it is. The pledge was officially handed to the city council, but since the case is not closed, the pledge remains open.

- **Communication** in the city websites and in digital channels reaches the younger generation → Communication with the senior citizens is often forgotten and they feel like the city doesn't care about them.

14 000 employees work for the city of Tampere. Communication in a “company” that is this big, is always challenging. How is it possible for all of them to know, what the citizens care about if the citizens don't tell about it?

There is a lot of guidelines and information on the website, but it is very hard to find, unless you know what you are looking for. Often people just give up.

- **Participation of the animals and future generations**

The active citizens normally know what they are looking for, but how to ensure the participation of the nature and other silent partners, like the future generations who don't have a voice? Who is speaking for them? In the Haypark case, I was trying to find an association that could defend the nature in the cities.

With the mindset of “this is a beginning” and the values of the Doughnut economics, I have tried to find some possible solutions to the challenges in the Haypark case...

- Lack of dialogue → keep creating space for the dialogue

The Haypark Celebrations continue as long as needed. We (The defenders of the Haypark) grow our natural network and ask for help. We keep checking the agendas of the community board, in order to see, if someone will suggest to destroy the park again and build a house on top of it. We keep the citizens pledge open and collect more names as long as it is needed.

- **Communication → invite like minded people together and create a network**

In the Haypark case, the Rebuilders helped to invite other activist campaigners together to meet, discuss and share knowledge. This initiative has now created a local network in Pirkanmaa, that is led by the civil society organisations and the city representatives can ask permission to come to present their projects or initiatives. The network is organised and governed by the civil society.

There are good facilitators available and a lot of research. Visualization is a great tool, as can be seen in the Doughnut Economics model. Use them.

- **Participation of the animals and future generations → use of games and art based methods**

The Rebuilders cooperative is collaborating with Ehta Raha cooperative, where Kimmo Hokkanen has developed a **board game** that is actually a regenerative business model canvas. This game takes the non-human world and future generations into consideration when making new business plans.

Art and art-based methods. Changing the viewpoint through performance art and art-based methods, like the fictive Siberian Flying Squirrels Papan&Norkko, Demokratian A&O and Something Unexpected performances.

Jälleen- RAKENTAJAT

Thank you for listening!

JÄLLEENRAKENTAJAT OSK

3118806-9

jalleenrakentajat.fi | tiedotus@jalleenrakentajat.fi

facebook.com/jalleenrakentajat

Now it is time for dialogue...

Contact: Disa Kamula / +358 50 443 1072
disa@jalleenrakentajat.fi

Jälleen-
RAKENTAJAT