

# KNOWLEDGE IN ACTION

## ACTIVATING CLIMATE ADAPTATION THROUGH TAILORED EDUCATION

- ANNA HAKOLA • DUC CHU • FERNANDA ORDORICA •
- JUTTA PIHLAMO • KAITLIN SAFKA • TESSA LEHMUSSAARI •

## AGENDA

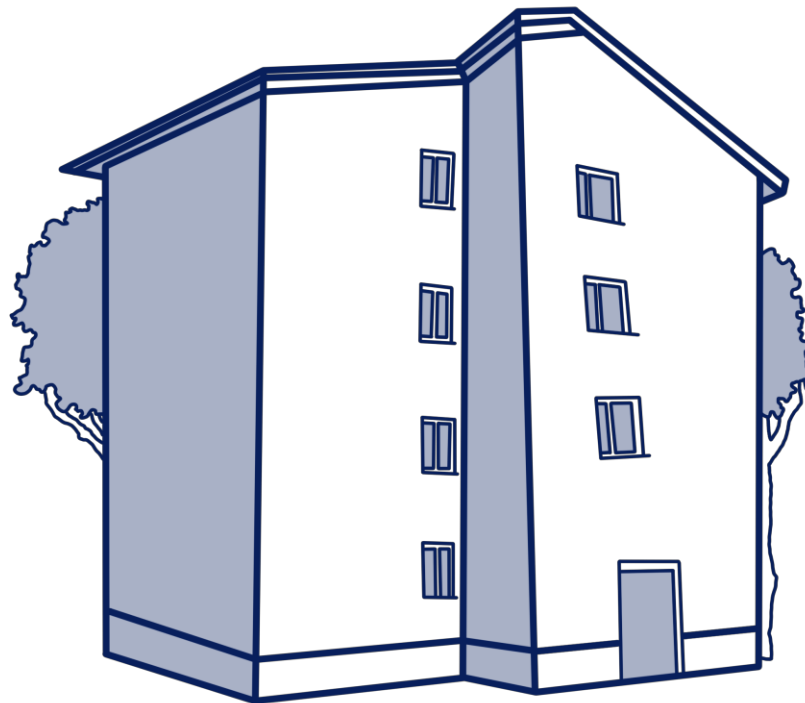
**1 INTRODUCTION**

**2 VISION**

**3 PROPOSAL**

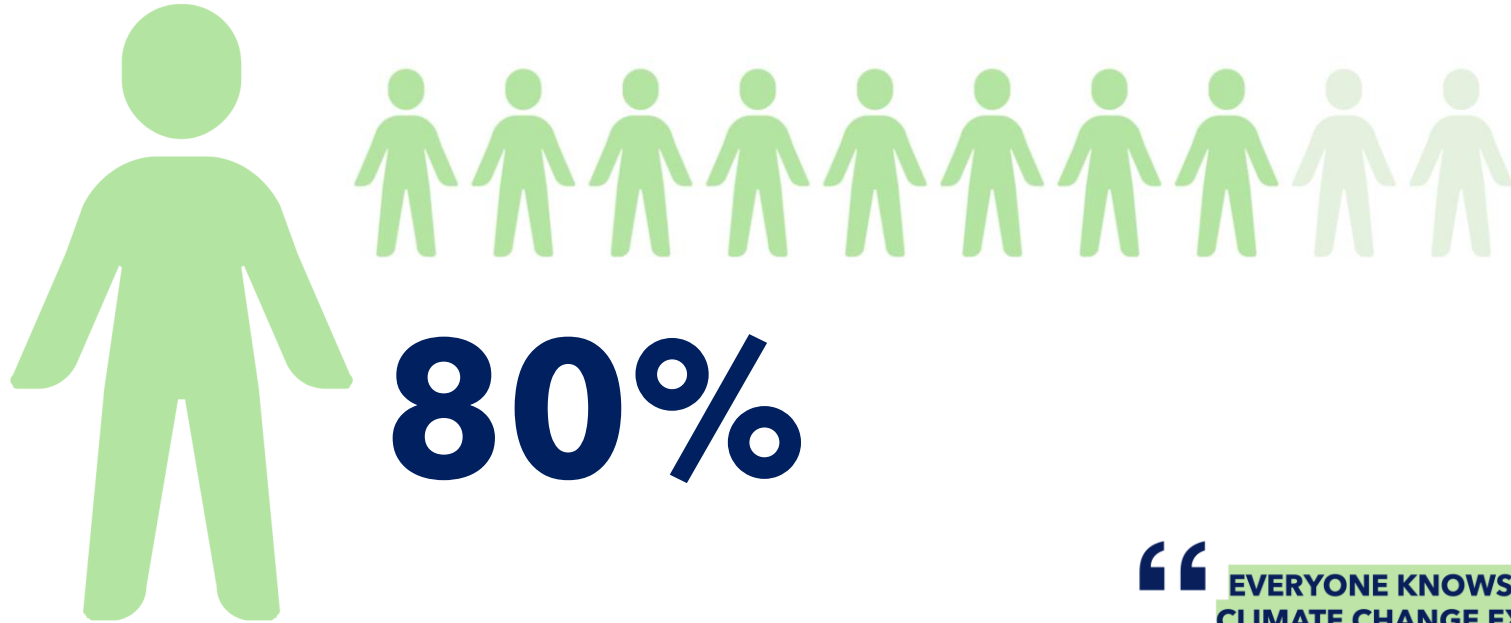
**4 LIMITATIONS**

**5 FUTURE OPPORTUNITIES**



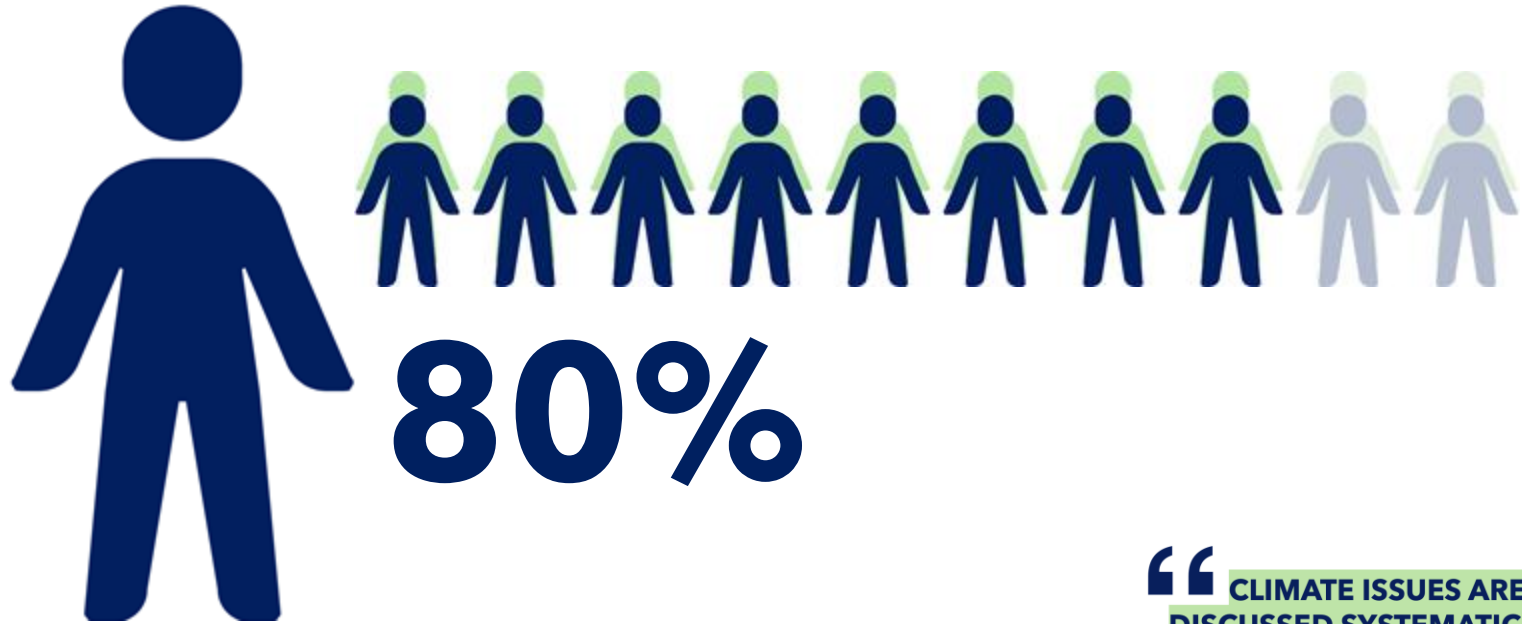






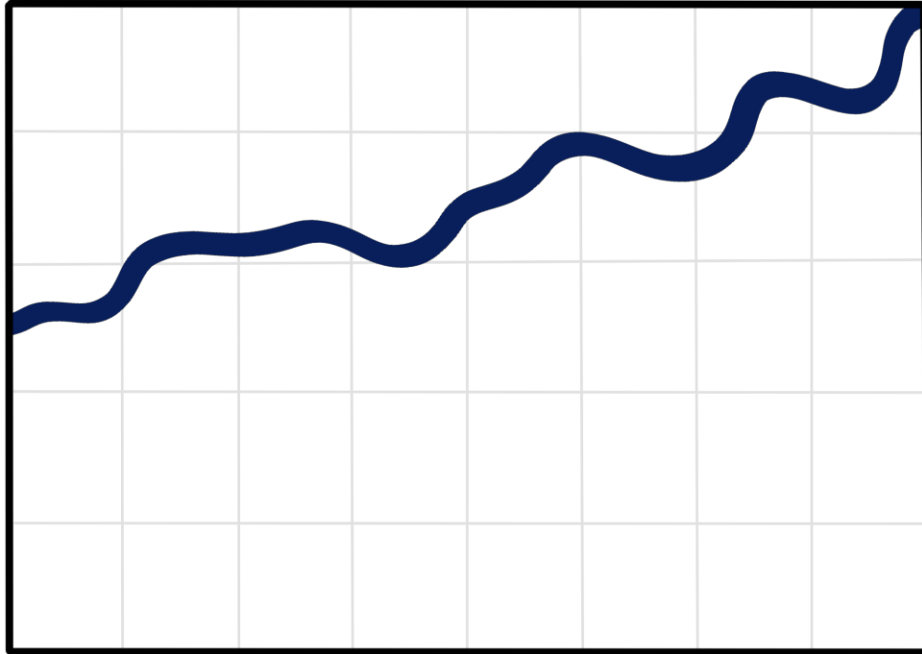
“ **EVERYONE KNOWS THAT CLIMATE CHANGE EXISTS.** ”

- Housing Company Board Member



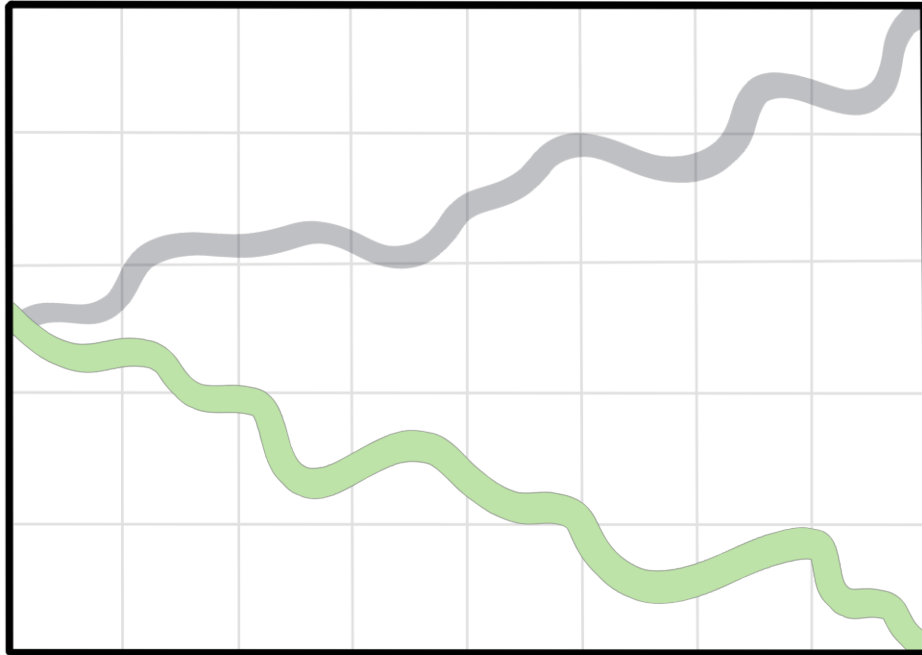
“ CLIMATE ISSUES ARE NOT DISCUSSED SYSTEMATICALLY. ”

- Housing Company Board Member



**perception**

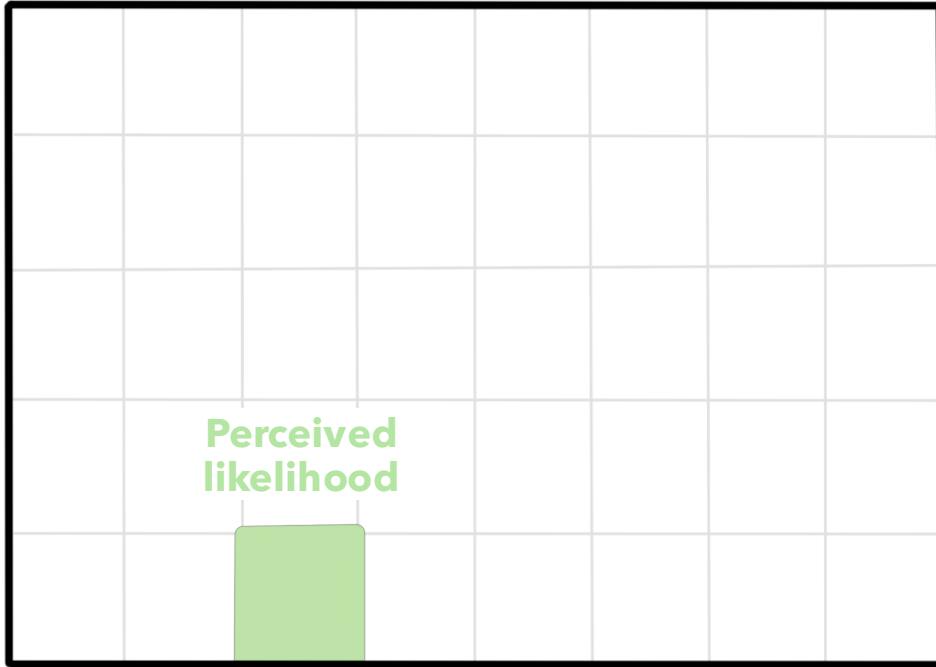
(Sharot, 2011)



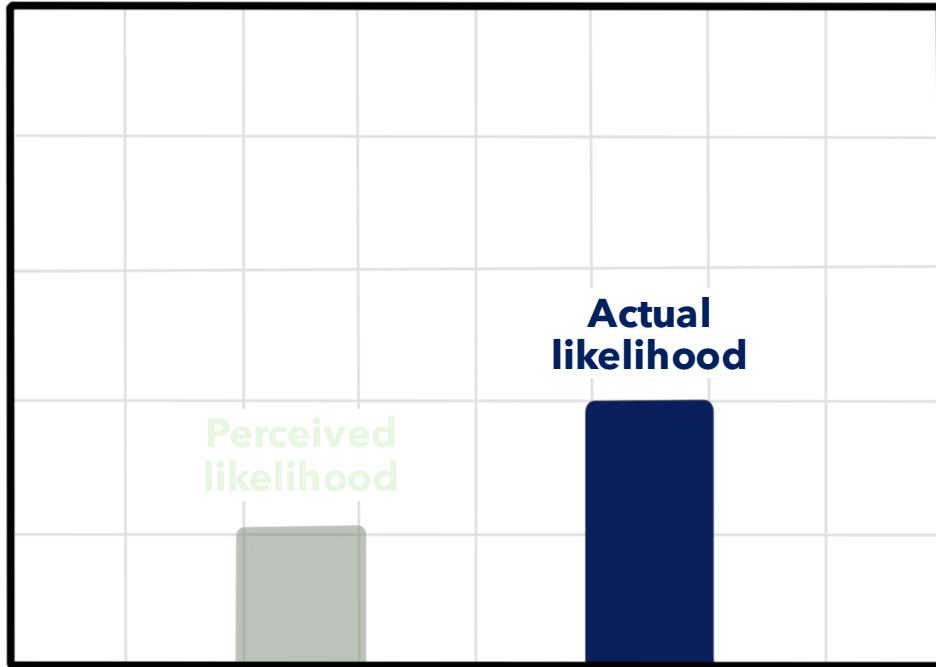
perception

reality

(Sharot, 2011)



(Sharot, 2011)



(Sharot, 2011)



# OPTIMISM BIAS

*"[...] the tendency to **overestimate** our likelihood of **experiencing positive events** and **underestimate** our likelihood of **experiencing negative events.**"*

(Pilat & Krastev, 2021)



"Overall, optimism seems to be **negatively associated with an active response** to environmental change."

(Pahl et al., 2014)



They subconsciously  
assume that **it will not  
happen to them**

**“ Some people say [flooding] is never  
going to happen.”**

*– Housing Company Board Member*

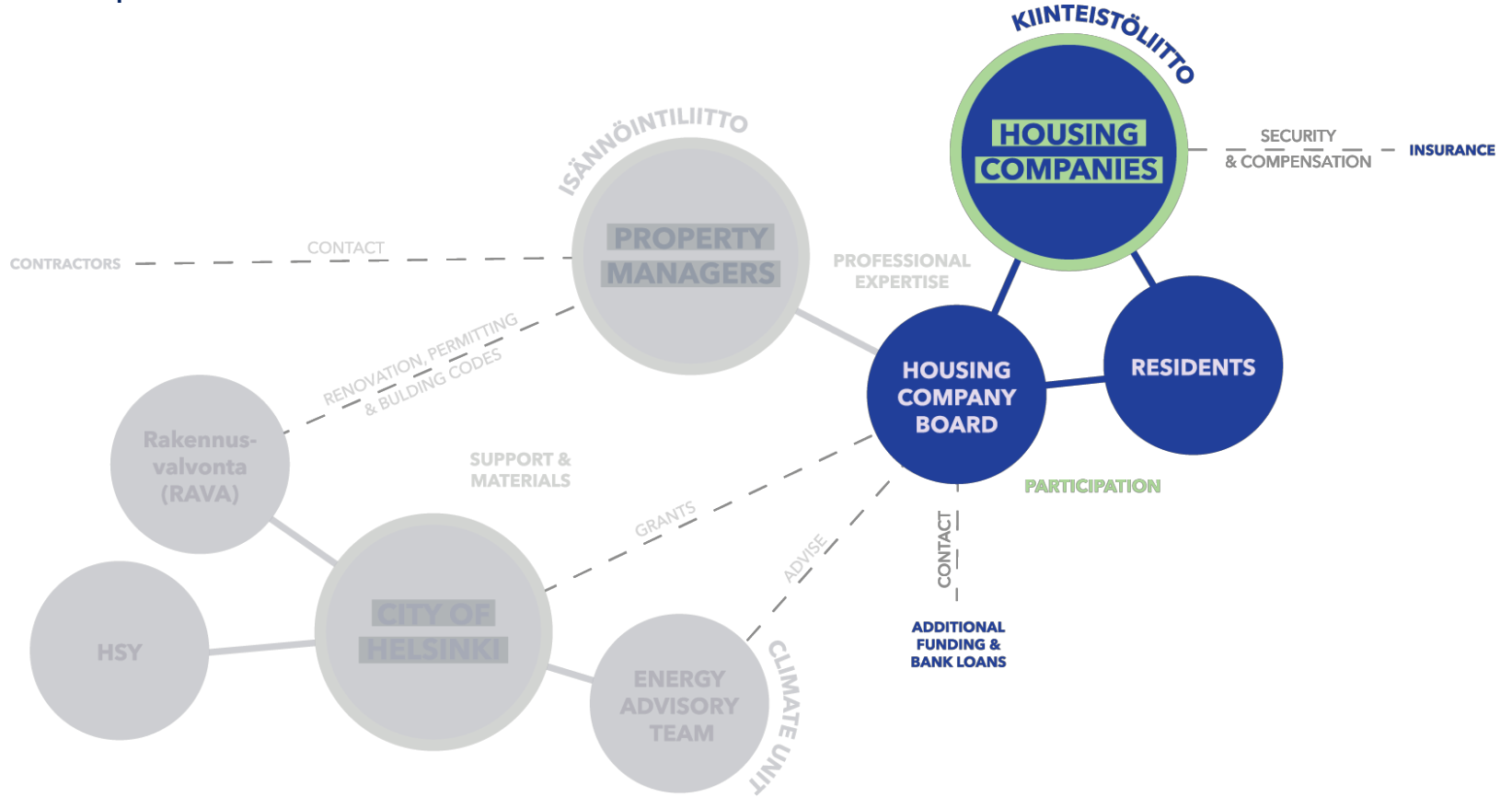


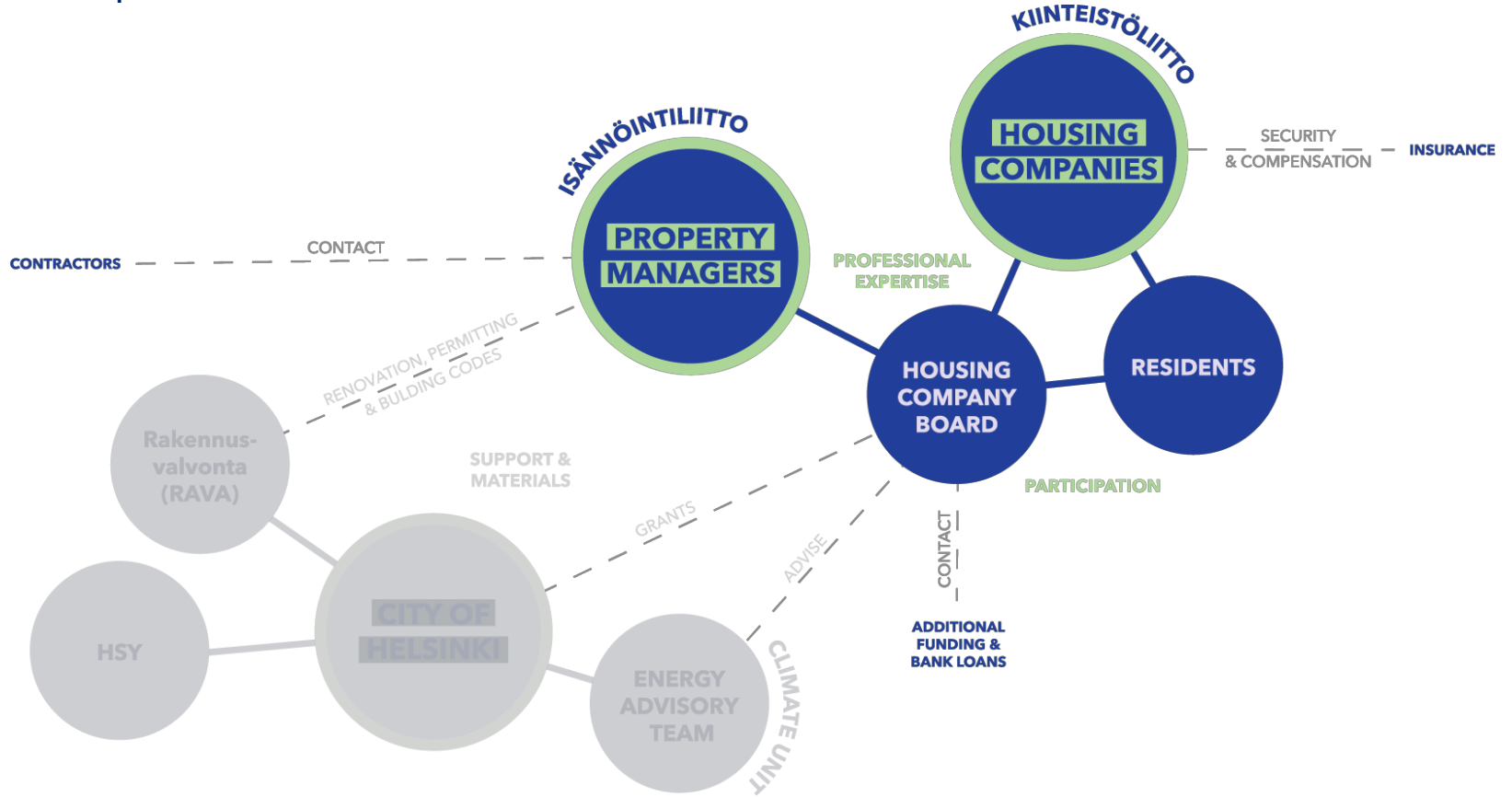
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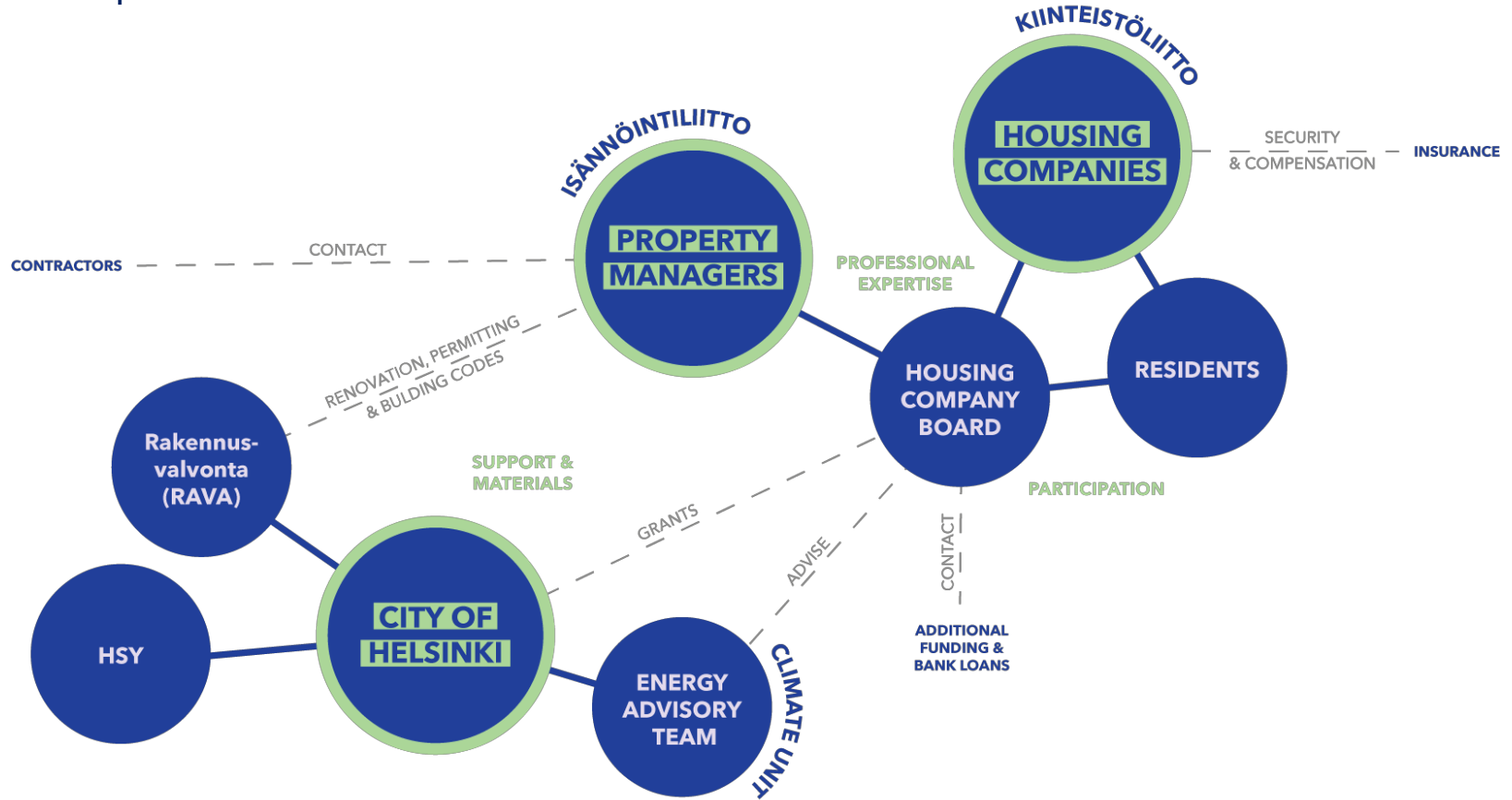
“ *Some people say [flooding] is never  
going to happen.* ”  
– Housing Company Board Member

The **feel they are  
powerless** to make a  
difference

“ *We don't think about it, since  
nothing can be done.* ”  
– Housing Company Board Member







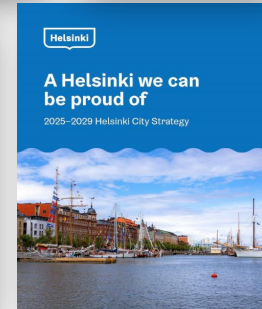
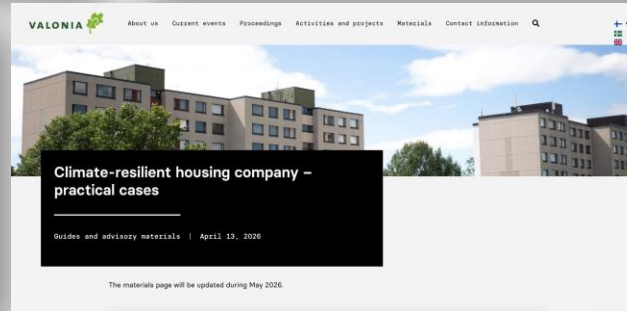
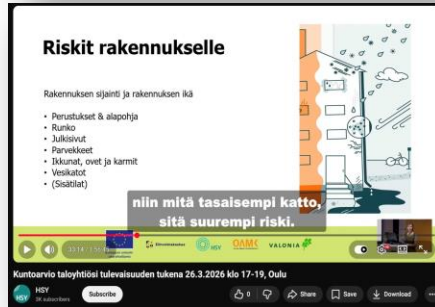
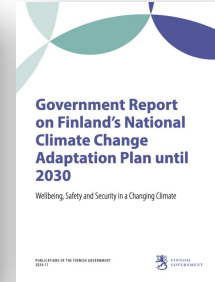
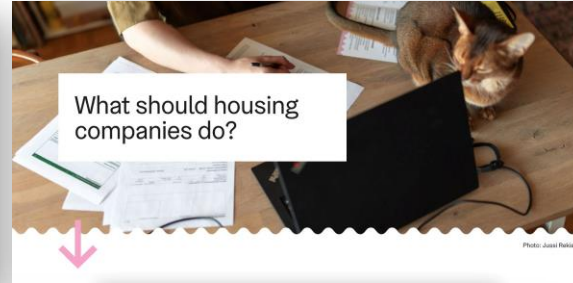


**Who should start?** 10:23 ✓✓



**Who** should start? 10:23 ✓✓

**They** should. 12:30 ✓✓





***work with our biases,* not against them**



***tailored* education that reaches  
its audience *effectively*.**



**from “*you do it tomorrow,*”  
to “*we do it today.*”**



**but, *why today?***



**CLIMATE IS  
ALREADY  
CHANGING**

(Finnish Meteorological  
Institute, 2025)



**ADAPTATION TODAY  
IS AN INVESTMENT,  
NOT A COST**

(Marttila-Tornio, 2024)



**BIG RENOVATION  
CYCLE IS GOING  
TO HAPPEN SOON**

(Marttila-Tornio, 2024)



**because *later is too late.***



**We envision a future-proof Helsinki where, through an adaptive system of knowledge on our living spaces, we collaborate to ensure the safety and wellbeing of all inhabitants.**

nuuttuvas  
TALVI-ha

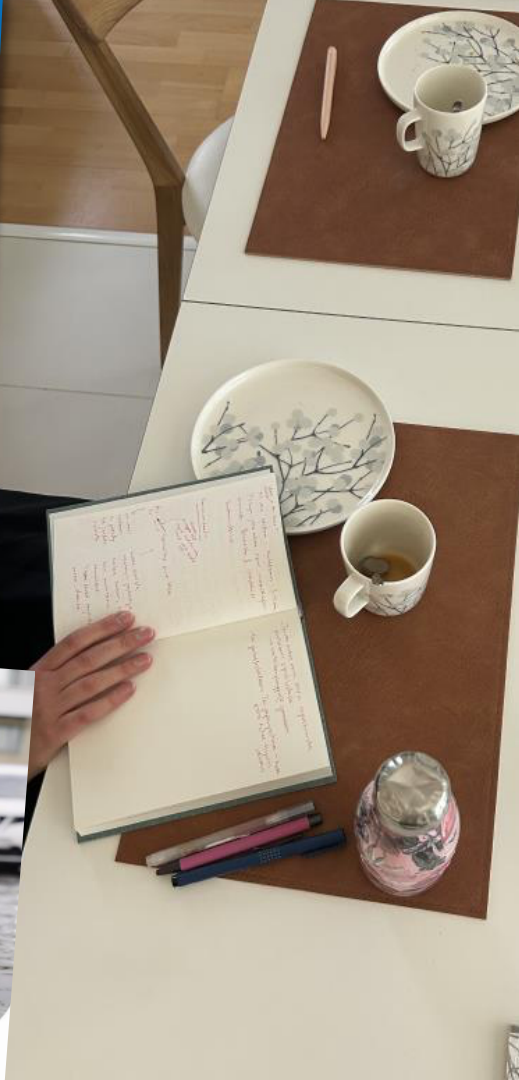
# A Helsinki we can be proud of

2025-2029 Helsinki City Strategy

Government Report  
on Finland's National  
Climate Change  
Adaptation Plan until  
2030



European Union  
European Union  
European Union



# NUDGING STRATEGIES

as a path to subtly **alter the environment** to guide people toward better decisions **without restricting** their freedom of choice.

(Thaler & Sunstein, 2009)



**THEN, WHERE DO WE START?**

## ENTRY POINT 1

# SHIFTING AGENCY

***An evaluation tool for housing companies to assess the help they receive from property managers.***

*Provided by the City of Helsinki in collaboration with e.g. HSY and Kiinteistöliitto.*

### **HOW:**

*simplified messaging, reframing, removing friction.*

## ENTRY POINT 2

# TAILORED, EDUCATION

## ENTRY POINT 3

# NETWORK BUILDING



# A PROPERTY MANAGER CAN **MAKE OR BREAK** A HOUSING COMPANY'S CLIMATE PREPAREDNESS



~~A PROPERTY MANAGER CAN MAKE OR  
BREAK A HOUSING COMPANY'S CLIMATE  
PREPAREDNESS~~

**AN EVALUATION TOOL GIVES AGENCY TO  
HOUSING COMPANIES TO GET THE  
SUPPORT THEY NEED**

## ENTRY POINT 1

# SHIFTING AGENCY

*An evaluation tool for housing companies to assess property managers.*

*Provided by the City of Helsinki in collaboration with e.g. HSY and Kiinteistöliitto.*

### HOW:

*simplified messaging, reframing, removing friction.*

## ENTRY POINT 2

# TAILORED EDUCATION

*Education material for residents on climate adaptation, but framed differently.*

*Offered to housing companies and interested residents by the City of Helsinki in collaboration with Työväenopisto.*

### HOW:

*simplified messaging, reframing*

## ENTRY POINT 3

# NETWORK BUILDING



# HOW TO PREPARE FOR *CLIMATE RISKS* AND BUILD RESILIENCE?



# ~~HOW TO PREPARE FOR *CLIMATE RISKS* AND BUILD RESILIENCE?~~

## **HOW TO INCREASE PROPERTY VALUE THROUGH *STRATEGIC RENOVATION?***

## ENTRY POINT 1

# SHIFTING AGENCY

*An evaluation tool for housing companies to assess property managers.*

*Provided by the ER Team in collaboration with e.g. HSY and Kiinteistöliitto.*

**HOW:**  
*simplified messaging, reframing, removing friction.*

## ENTRY POINT 2

# TAILORED EDUCATION

*Education material for residents on climate adaptation, but framed differently.*

*Offered to housing companies and interested residents by the City of Helsinki e.g. in collaboration with työväenopisto.*

**HOW:**  
*simplified messaging, reframing*

## ENTRY POINT 3

# NETWORK BUILDING

*Pooling renovations and establishing climate ambassadors to strengthen community networks.*

*Facilitated by the City of Helsinki e.g. Energy Advisory Team, with the help of Kiinteistöliitto and neighborhood organizations.*

**HOW:**  
*social proof, social norms, activating social identities, reciprocity*



# ***SUPERSTARS*** ACT ALONE

~~**SUPERSTARS ACT ALONE**~~

**WITH CLIMATE AMBASSADORS,  
ACTION BECOMES THE NORM**

**"YOUR NEIGHBOURS ARE STARTING ENERGY  
RENOVATIONS. WOULD YOU LIKE TO JOIN?"**

## ENTRY POINT 1

# SHIFTING AGENCY

*An evaluation tool for housing companies to **assess property managers**.*

*Provided by the City of Helsinki in collaboration with e.g. HSY and Kiinteistöliitto.*

**HOW:**  
*simplified messaging, reframing, removing friction.*

## ENTRY POINT 2

# TAILORED EDUCATION

*Education material for residents on climate adaptation, but **framed differently**.*

*Offered to housing companies and interested residents by the City of Helsinki in collaboration with työväenopisto.*

**HOW:**  
*simplified messaging, reframing.*

## ENTRY POINT 3

# NETWORK BUILDING

*Pooling renovations and establishing **climate ambassadors** to strengthen community networks.*

*Facilitated by the City of Helsinki e.g. Energy Advisory Team, with the help of Kiinteistöliitto and neighborhood organizations.*

**HOW:**  
*social proof, social norms, activating social identities, reciprocity*



## SHORT-TERM NUDGING & SOFT POWER

*as initiation strategy*

## LONG-TERM POLICY CHANGE & SUPPORT SYSTEM

*before nudging  
loses effectiveness*

### ENTRY POINT 1: SHIFTING AGENCY

*simplified messaging,  
reframing, removing  
friction*

### ENTRY POINT 2: TAILORED EDUCATION

*simplified messaging,  
reframing*

### ENTRY POINT 3: NETWORK BUILDING

*social proof, social norms,  
activating social identities,  
reciprocity*



**OUR VISION**



“

**IF YOU WANT TO WALK  
TOMORROW, WALK TODAY.”**

*- Housing Company Board Member*

## REFERENCES

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