

Leading the way to an energy conscious economy and lifestyle

FINLAND'S PELOTON KICKS OFF A LOW-CARBON ECONOMY

Peloton

- ▶ *A new brand for energy saving*
- ▶ *Empowers professionals and peer groups to fight against climate change*
- ▶ *Creates innovative products and services for energy-smart lifestyle*

Think tank **Demos Helsinki** and the Finnish Innovation Fund **Sitra** have launched a three-year joint project encouraging companies and consumers into all-around, everyday energy consciousness. Peloton helps organisations create products, services and social innovations that systematically lower the energy need of the Finnish lifestyle. In place of advocacy, marketing and education campaigns, Peloton looks at the decision-making moments that directly lead into energy-intensive everyday.

90 % of Finns are worried about climate change. Most of them are willing to act but they feel there is no climate friendly choices or these are difficult to make. offered, recommended and in The core of Peloton is the idea of gatekeepers: groups that hold the keys to the most significant energy choices people make - living, getting around and eating. Peloton activates these groups into developing and offering sustainable solutions, and facilitate a sound lifetyle for consumers and peer groups under their direct influence.

The pilot groups in 2009 are lifestyle media, hardware stores, lunchtime restaurants and parents of small children. The four groups have high impact in shaping everyday consumption and long-lasting lifestyle choices. Together with the groups, Peloton builds the road towards a new economy. The following Finnish companies have already joined the team as of September 2009: Fazer Amica restaurants, Bonnier Publications, Rautakesko, S-Group, Starkki, Puukeskus and the Mannerheim League for Child Welfare.

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The Peloton workshops bring together representatives from the four gatekeeper groups. Using methods of peer production, the participants together develop radical and innovative ideas on how to lower the energy usage of their customers and peers, and also how to generate this way of thinking into business models.

Efficient use of energy will be a key success factor for individuals, communities and regions. At the present, Finland is one of the leading countries in energy use as well as carbon emissions per capita. This cannot be explained by heavy industries and cold weather, but with the choices we make both on a national and individual level.

The cycling term 'peloton' refers to the main group in a road race. The group leaders pull the others forward and cut the wind so that the others save significant amounts of energy. In Finnish word 'peloton' literally means 'fearless'.

www.peloton.me