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LIFESTYLES AFTER LOCKDOWN

A study on how the COVID-19 pandemic has changed attitudes and behaviour in Finland – and its implications on sustainability

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Lifestyles after lockdown

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Preface

At the time of starting this study, in the spring of 2020, we were just coming out of the first COVID-19-related lockdown in Finland. During the first wave of the pandemic we noticed that our sense of shared responsibility had risen. We helped each other with grocery shopping and stayed indoors to protect others. Too often are people seen solely as consumers. Then, we clearly were more than that. We could not consume as much as before, we were forced to slow down and we started to care more for each other.

This drew our interest and made us want to study more the behavioural change of people in this exceptional time.

Talking about opportunities in the context of a pandemic is risky but we must try to find opportunities and positive things in all crises; we try to find them in the climate crisis as well as this ongoing global health crisis. We acknowledge that the time of a global pandemic has been tough for many of us and will continue to be so. Still, we decided to go beyond the hardship and find out what opportunities lie within this crisis and how public and private sectors can support all of us to better make more sustainable life choices after the pandemic.

According to a survey conducted in the UK (YouGov Plc, 2020), as many as 85 per cent of the survey respondents did not wish to return to the "old normal". This report studies our feelings about and attitudes to what the future of everyday living here in Finland might be like.

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Summary

The COVID-19 health crisis has disrupted everyday life in Finland and across the world. This report highlights findings related to the impact of the crisis on the values, attitudes and behaviour of city dwellers in Finland. The research began in June 2020 with a series of qualitative interviews and continued with a quantitative study and expert interviews conducted in September and October 2020.

The report is not a prediction of the future, but points to changing dynamics in everyday life that are driven by the COVID-19 crisis. These dynamics represent a seeding ground for more lasting change towards a more sustainable good life, provided that civil society and commercial interests come together and support the change with their actions.

As the pandemic is still going on while writing this report, it is difficult to say what additional marks the prolonged crisis will leave. But it appears that the quite successful management of the crisis thus far has added an extra flavour to national pride in Finland. This might of course be jeopardised, depending on how the situation evolves in the country.

The report highlights a more confident Finnish mindset. It portrays how this mindset creates a foundation for a more long-term adoption of some of the behavioural changes seen during the most severe COVID-19-related restrictions in the spring 2020. Some of these changes are clearly opportunities that stretch across wide sections of the population, and others are more emergent and driven by the younger generations and forerunners, a section of the population we refer to as the Leading Edge. Those in this Leading Edge group are, to an extent, people who push the boundaries and provide clues about changes taking place around us.

In the report, they have been analysed in relationship to two other segments, referred to as Fast Followers and the Mid Mass, in order to shed light on the likelihood of change becoming more broad-ranging, and at what pace.

The changes that we have identified in the everyday contexts of home, city life, work, travel and food build up to something we have defined as systemic opportunities. They concern broader cultural changes in Finland and should be further sustained or accelerated by using an orchestrated approach across industries and private and public organisations. We have identified three such systemic opportunities, all of which point to the same conclusion: that Finnish culture is changing and the emerging lifestyle is less about excess.

By tapping into the identified systemic opportunities, the transition towards a more sustainable lifestyle can be supported, perhaps even accelerated.

Against this backdrop we have defined the following key messages.

The COVID-19-related changes in people's thinking and everyday lives could boost the adoption of a more sustainable lifestyle. People have taken a step back from the "hyper-activity" of modern life. They are prepared to accept that they, too, have a personal responsibility to drive a collective change for the better. Habits have been broken and space has been made for this change.

People are redefining what it means to live a good life. The changes span different aspects of everyday life and concern what people eat, how they live in their homes and cities, how they work, how they travel, how they relate to nature and the environment, and what they expect from each other, their institutions and from companies.

The demand for solutions that help people to live a sustainable good life is there, but companies and institutions have been slow to lead. There is clear evidence that people are

ready to move, but society, institutions and companies are lagging behind in finding the ways to respond to the new demands.

Companies and institutions developing solutions for a more sustainable lifestyle need to have a deep understanding of people's everyday life. This will require new capabilities, ecosystems and knowledge of how to best respond to and accelerate the existing demand.

Tiivistelmä

Koronapandemia on vaikuttanut ihmisten arkeen rajusti ympäri maailman. Sen lisäksi, että kriisillä on ollut vaikutuksia terveyteen ja toimeentuloon, on se pakottanut yksilöitä järjestämään arkea ja muuttamaan omaa käyttäytymistä.

Tässä raportissa esitellään havaintoja siitä, miten kriisi on vaikuttanut kaupunkilaisten arvoihin, asenteisiin ja käyttäytymiseen Suomessa. Tutkimus aloitettiin kesäkuussa 2020 laadullisilla haastatteluilla, ja sitä jatkettiin syys- ja lokakuussa 2020 määrällisellä tutkimuksella ja asiantuntijahaastatteluilla.

Raportin tarkoituksena ei ole ennustaa tulevaa, vaan siinä osoitetaan, miten pandemia on muuttanut arjen dynamiikkaa. Nämä dynamiikan muutokset muodostavat perustan mahdolliselle pysyvämmälle muutokselle kohti kestävämpää hyvää elämää. Tämä edellyttää sitä, että kansalaisyhteiskunnalla ja kaupallisilla toimijoilla on yhtenevät intressit ja iiden toiminta tukee muutosta kohti kestävämpää arkea.

Koska pandemia jatkuu edelleen tämän raportin laatimisen aikana, on vaikea arvioida, mitä muita jälkiä pitkittynyt kriisi jättää jälkeensä. Vaikuttaa kuitenkin siltä, että kriisin tähän asti menestyksekäs hallinta on voimistanut kansallista ylpeydentunnetta Suomessa. Tämä voi tietenkin vielä muuttua riippuen siitä, miten tilanne Suomessa kehittyy.

Raportissa nostetaan esiin myös suomalaisten luottavainen asenne. Luottamus tulevaisuuteen luo perustan sille, että osa kevään 2020 tiukimpien rajoitusten aikaan havaituista käyttäytymisen muutoksista voidaan omaksua pitkäaikaisemmin. Osa näistä muutoksista on selvästi laajoja väestöryhmiä kattavia mahdollisuuksia. Toiset muutokset ovat puolestaan uudempia, joita vauhdittavat muun muassa nuoremmat sukupolvet. Kutsumme tätä väestönosaa edelläkävijöiksi (Leading edge). Tässä ryhmässä on ihmisiä, jotka kokeilevat rajoja ja antavat meille vihjeitä ympärillämme tapahtuvista muutoksista.

Raportissa edelläkävijöiden toimintaa tarkastellaan suhteessa kahteen muuhun väestöryhmään, joita kutsumme nopeiksi omaksujiksi ja verkkaiseksi enemmistöksi. Tämän avulla pyritään selvittämään, miten todennäköistä muutoksen yleistyminen on ja miten nopeasti se tapahtuu.

Havaitsemamme kotiin, kaupunkielämään, työhön, liikkumiseen ja ruokaan liittyvät arjen muutokset luovat mahdollisuuksia laajempaan kulttuuriseen ja systeemiseen muutokseen. Hyödyntämällä havaittuja systeemisiä mahdollisuuksia voimme tukea ja ehkä jopa nopeuttaa siirtymistä kestävämpään elämäntapaan.

Olemme tehneet tämän perusteella seuraavat keskeiset johtopäätökset.

COVID-19-kriisiin liittyvät muutokset ihmisten ajattelutavoissa ja arjessa voivat edistää kestävämpien elämäntapojen omaksumista. Ihmiset ovat ottaneet askeleen taaksepäin elämän ”hyperaktiivisuudesta”. He ovat valmiita hyväksymään sen, että myös heillä on henkilökohtainen vastuu edistää kollektiivista muutosta kohti parempaa. He ovat muuttaneet tavallisia tapojaan ja tehneet tilaa tälle muutokselle.

Ihmiset määrittelevät uudelleen, millainen on hyvä elämä. Muutokset ulottuvat arjen eri osa-alueisiin ja liittyvät siihen, mitä ihmiset syövät, miten he asuvat kodeissaan ja kaupungeissaan, miten he työskentelevät, miten he liikkuvat, miten he suhtautuvat luontoon ja ympäristöön sekä siihen, mitä he odottavat toisiltaan, instituutioiltaan ja yrityksiltä.

Ihmisiä kestävän ja hyvän elämän elämisessä auttaville ratkaisuille on kysyntää, mutta yritykset ja instituutiot ovat vastanneet tähän hitaasti. On olemassa selvää näyttöä siitä, että

ihmiset ovat valmiita muuttumaan, mutta yhteiskunta, instituutiot ja yritykset ovat vastanneet hitaasti tähän muuttuvaan kysyntään.

Kestävämpään elämäntapaan liittyviä ratkaisuja kehittävillä yrityksillä ja instituutiolla on oltava syvällinen ymmärrys ihmisten arjesta. Tämä edellyttää uusia valmiuksia, ekosysteemejä ja tietämystä siitä, miten nykyiseen kysyntään voidaan parhaiten vastata ja miten sitä voidaan vauhdittaa.

Sammanfattning

Hälsokrisen i samband med covid-19-pandemin har inneburit stora förändringar i vardagen i Finland liksom i resten av världen. I denna rapport tar vi upp hur krisen har påverkat värderingar, attityder och beteenden hos invånarna i stadsområden i Finland. Den forskning som ligger till grund för rapporten påbörjades i juni 2020 med en rad kvalitativa intervjuer och fortsatte med en kvantitativ studie och intervjuer med sakkunniga som genomfördes i september och oktober 2020.

Rapporten är inte en framtidsprognos men beskriver hur dynamiken i vardagen har förändrats till följd av covid-19-krisen. Denna dynamik utgör en grogrund för en mer varaktig omställning till ett mer hållbart och gott liv, under förutsättning att det civila samhället och kommersiella intressen går samman för att främja detta.

Med tanke på att pandemin fortfarande pågår när rapporten utarbetas är det svårt att säga vilka andra förändringar som den utdragna krisen kommer att leda till. Det förefaller emellertid som om den relativt framgångsrika hanteringen av krisen hittills har ökat den nationella stoltheten i Finland. Beroende på hur situationen utvecklar sig i landet kan detta naturligtvis komma att ändras.

Av rapporten framgår att det finska tänkesättet nu präglas av större självförtroende. Där beskrivs även hur detta skulle kunna leda till att en del av de beteendeförändringar som observerades under den striktaste nedstängningen på grund av covid-19, under våren 2020, blir bestående. Vissa av dessa förändringar är helt klart möjligheter som berör stora delar av befolkningen. Andra befinner sig i ett tidigare stadium och drivs på av de yngre generationerna och föregångare – den del av befolkningen som vi kallar ”Leading Edge”. De som ingår i denna grupp är till viss del personer som flyttar fram gränserna och ger ledtrådar om förändringar som äger rum runt omkring oss.

I rapporten har de analyserats i förhållande till två andra befolkningssegment – ”Fast Followers” och ”Mid Mass” – för att belysa sannolikheten för att en mer omfattande förändring kommer att inträda, och i sådana fall i vilken takt.

De förändringar som vi har identifierat i vardagen när det gäller hemmet, stadslivet, arbetslivet, resor och matvanor utgör tillsammans något som vi kallar systemiska möjligheter. De avser bredare kulturella förändringar i Finland och bör vidhållas eller påskyndas ytterligare genom en samordnad strategi som omfattar olika industrier och både privata och offentliga organisationer. Vi har identifierat tre sådana systemiska möjligheter som alla pekar på samma slutsats: att den finska kulturen håller på att förändras och att den nya livsstil som håller på att växa fram är mindre präglad av överflöd.

Genom att utnyttja de identifierade systemiska möjligheterna kan övergången till en mer hållbar livsstil underlättas, och kanske till och med påskyndas.

Mot denna bakgrund har vi fastställt följande huvudbudskap:

De covid-19-relaterade förändringarna i människors tänkesätt och vardagsliv skulle kunna underlätta omställningen till en mer hållbar livsstil. Folk har tagit ett steg tillbaka från det moderna livets ”hyperaktivitet”. De är beredda att acceptera att de har ett personligt ansvar för att verka för en kollektiv förändring till det bättre. Vanor har brutits, vilket lämnar utrymme för förändring.

Folk håller på att omdefiniera vad det innebär att leva ett gott liv. Förändringarna omfattar olika aspekter av vardagen och handlar om vad människor äter, hur de lever i sina

hem och sina städer, hur de arbetar, hur de reser, hur de relaterar till naturen och miljön och vad de förväntar sig av varandra, sina institutioner och företag.

Det finns en efterfrågan på lösningar som hjälper människor att leva ett hållbart och gott liv, men företag och institutioner har tagit lång tid på sig att reagera. Det finns tydliga bevis för att människor är redo för förändring, men samhället, institutionerna och företagen släpar efter när det gäller att hitta sätt att anpassa sig till de nya kraven.

Företag och institutioner som utvecklar lösningar för en mer hållbar livsstil måste ha en djup förståelse för människors vardag. Det kommer att kräva ny kapacitet, nya ekosystem och nya kunskaper om hur man på bästa sätt kan tillgodose och driva på den befintliga efterfrågan.

1 Introduction

"Crises and deadlocks when they occur have at least this advantage, that they force us to think." Jawaharlal Nehru

At the time of writing, over 61 million cases of COVID-19 have been diagnosed across the world, increasing at a rate of around half a million a day. Over 1.4 million people have died from the disease (John Hopkins, Coronavirus Research Centre 2020). As the pandemic continues to spread and with the arrival of the second wave in many countries, the COVID-19 health and economic crisis may well be one of the biggest global challenges of our times.

Against the bleak backdrop it may seem counter-intuitive to state that the pandemic could also ignite more positive long-term changes. We are convinced that it could – but the potential for change varies greatly from country to country.

Across the world, the pandemic has disrupted people's everyday lives and widened the existing inequalities both within countries and globally. There are millions who have been pushed into greater poverty or suffering, and according to the UN, an additional 135 million people could suffer from hunger as a result of the pandemic (United Nations Development Programme). Governments and the international community must help them in any conceivable way and be prepared to provide aid for years.

Outside of these groups most severely hit by the crisis, there are in many countries a lot of people whose lives have been less impacted by the pandemic. The disruptions of the virus have been real enough in their lives, but they have not been life-threatening. For people like these, the disruptions to normal daily routines caused by the pandemic have often provided an opportunity to re-evaluate their former behaviour, rethink and affirm what is important in their lives (Deloitte 2020). This has led to opportunities to make more permanent changes in their everyday lives. In Finland the potential for such change is particularly high. Finland as a nation has, at least until now, been hit by the pandemic much less severely than many other countries. The pandemic-related restrictions have been milder and the share of people who have contracted the virus, been hospitalised or died has been lower than in other European countries.

With this in mind, the mission of our project has been to understand how the experiences of recent months have shaped national values and impacted everyday activities in Finland, and to use this understanding to assess whether these changes can translate into a long-term evolution that will lead to more sustainable ways of living.

Our key to identifying the changes and to understanding their long-term potential has come from an observation of a group of people we refer to as the Leading Edge, who were previously the subject of research into people's changing attitudes to physical goods (Korkman and Greene 2016). This Leading Edge group are people who share a set of values that are crucial to engaging change – that is, curiosity, open-mindedness and a desire to learn about what is new. The Leading Edge believe in creativity and finding innovative solutions to today's problems. They also exercise their own "soft power" to influence and make positive change aspirational for a larger part of society.

Often, a change in the aspirations or behaviours of the Leading Edge helps us to anticipate similar changes among the majority of the population at a later stage. In order to assess such changes, we study the Leading Edge alongside two other groups, the Fast Followers and the Mid Mass. Of these two, the Fast Followers are quicker to pick up the new aspirations and follow the movement engaged by the Leading Edge. The adoption of the new movement by the Mid Mass signals that it is no longer a trend and is becoming visible all across society.

Our research demonstrates that the experiences of the COVID-19 pandemic and its related disruptions in everyday life have caused such evolutions in people's values and behaviours in Finland. While there has been great personal variation in people's experiences, there have been collective changes that show that opportunities for long-term transformations exist – provided that we act. The potential long-term changes identified in the report will not take place without the assistance of multiple players that make up our society, ranging from state or semi-state bodies to companies or non-profits, as well as regular people. The changes will need to be supported or accelerated by concrete actions, all the while keeping our eyes open for possible backlashes. The more systemic changes will require open-minded thinking and broad ecosystems capable of pushing them forward.

To pave the way for these changes, our report outlines opportunities for both more immediate action and systemic changes with a high potential for comprehensive change across multiple areas of everyday life.

A few words about the research

As you read the report further, you will notice that throughout the text there are quotes from those within the Leading Edge group. They come from the 20 interviews carried out with people within that group in the Finnish capital region in June 2020. The other main source of data is the quantitative study conducted in September 2020, on a

Figure 1: Percentage of respondents that says the statements (above) totally correspond or correspond quite well to the thoughts or feelings that they have had during the period of the heaviest COVID-19 restrictions.

sample of over 1,500 people covering the biggest cities in Finland. These insights have been supplemented by interviewing experts, also quoted in the report, as well as by a range of additional secondary material. The analysis has combined longitudinal and single point quantitative data.

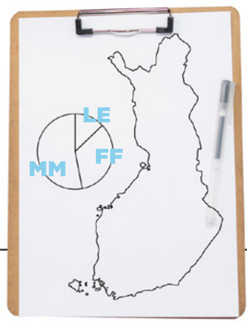
It is important to keep in mind that the main part our research and analysis was done before the arrival of the peak of the second wave across Europe. Therefore, it takes into consideration the sentiments, attitudes and behaviours that were a direct result of the period of restrictions in the springtime and the evolution of attitudes through the early autumn up until, but not including, the second wave. The second wave may bring new aspects to the changes described in the report; we are nevertheless confident that the changes observed will remain relevant to a large extent.

Although our research has been focused on Finland, we believe that our findings have relevance far beyond. The report provides valuable insights into how exceptional periods of disruptions, not only during the COVID-19 crisis but in other times, may provide opportunities for accelerating or sustaining positive behaviour changes. From international studies we also know that some of the changes portrayed in the report mirror contemporary changes seen elsewhere. For example, some of the major movements described in the next chapter, such as a stronger sense of shared responsibility or the greater need to act for change, echo identified trends seen among the 18 to 40 age group (often known as Millennials and Gen Z) around the world. Similarly, different aspects of the behaviour changes described later in the report, regarding, for example, work or city living, have been highlighted in an increasing body of thematic or local research from around the globe (see, for example, McKinsey 2020).

20
Leading Edge interviews

1564
Questionnaires

~10
Expert interviews



13%
LE
LEADING EDGE
People who push the boundaries and are the first movers. They provide clues to the possible direction that change may take in society.

34%
FF
FAST FOLLOWERS
People who pick up on these clues and follow the movement engaged by the Leading Edge.

53%
MM
MID MASS
People that pick up the movement later. At this point the behaviour becomes adopted by the majority of a population.

2 Shifts in how people think

The COVID-19 pandemic has boosted progressive and open national pride in Finland. It has increased people's sense of shared responsibility and made them prioritise new things in life.

> There is always a risk that if there is an economic downturn, we will go in a direction towards [the] lowest cost and the most polluting options. It is difficult to say what will happen; I hope things will turn [for the] better but I do not know [if] it can go the opposite way. (Male, 46)

During times of great uncertainty and insecurity, like the one we are now experiencing, it is not unusual to observe shifts in people's values, their priorities and how they think about their lives. Identifying and understanding these shifts can help us to anticipate changes in people's everyday behaviours. We observe that the pandemic is causing such a shift in the values and mindsets of people in Finland: an upsurge in national pride.

> During this time, I have learned to appreciate living in Finland more, and to enjoy what our country has to offer, our society and our relationship to nature. (Male, 42)

National pride is often associated with anti-globalisation, protectionism and conservatism. However, we see that this is not the case in Finland today. What we see instead is a progressive pride that is outward-looking and inclusive in nature. The progressiveness can be seen across all age groups, though young people aged 18 to 23, also known as Gen Z, take the lead in the shift.

How do we know the change is progressive?

When we look at national values it is unusual to see huge and rapid changes. People's values simply do not change radically overnight, even in moments of disruption. So, it's not a surprise to see that compared to previous measures (Korkman and Greene 2016) some important national values such as sincerity, helping others, working to succeed and striving to be content are relatively stable. However, we do also see a change in the hierarchy of other values that reveals a move towards progressiveness.

The first and most visible sign of this progressiveness in Finland is a change in the attitude to authority. Compared to 2016, fewer people now express a belief in the need for relationships based on authority and for powerful and dominating leaders. In 2016 three in five Finns aspired to have leaders who made decisions for others but by 2020 this had decreased to two in five. This decrease is a move away from the need for authoritarian, top-down decision-making and a desire to see more collective, negotiated decisions instead.

> There is a risk that the COVID-19 crisis is used as an excuse to introduce more authoritarianism, not necessarily in Finland, but we should be vigilant, we so easily gave up quite a few of our rights. (Female, 46)

There is also a renewed confidence among the Finnish people in their ability to make critical decisions for their own future. An illustration of this is the selectivity that people show towards sources of information in this time of "fake news". For the majority, the scientific and academic community are considered to be the most trusted source for information on important global subjects. Another sign of the growing confidence is the finding that eight out of ten Finns now believe that the only way to solve global problems like climate change is by having multiple parties, including themselves, work together to find solutions. These signs are a particularly noteworthy evidence of the progressive nature of the change, as periods of volatility usually weaken people's confidence in their decision-making.

People see that choices, however small, have consequences and accept the idea of shared responsibility.

How can we see progressiveness?

If we consider that the overall change is one of progressive pride, it can further be described through three associated characteristics. The combination of these characteristics reveals the story of a forward-looking, conscious and responsible Finland.

People feel more connected and increasingly emphasise a sense of community and quality interpersonal relations. They also see that choices and behaviours, however small, have consequences and accept the idea of shared responsibility. They recognise that global problems, such as COVID-19 or climate change, are everyone's concern.

> In the future, the importance of the neighbourhood will be emphasised, and everyone will be ready to weigh [up] their choices by whether or not they improve the situation in the whole neighbourhood, and beyond it. People around become familiar instead of being faceless, which means that our world view expands in contact with various people with different backgrounds. We are interested in and want good for others. (Female, 42)

There is also a soft-power leadership aspiration that is about influencing others, shaping their preferences through appeal or attractiveness, rather than imposing ideas in authoritarian ways.

People are ready to take action. People are now paying more attention to how their purchases affect the environment and their health and are actively seeking out brands or companies that reflect their values and act for positive change. We see a decrease in the belief that a low price is always positive.

> I hope that we do not go back to how it was before … Not only doing things for the fun of it but being more thoughtful about how we live our lives. For example, how we buy things. You buy things in the moment to get satisfaction, but in the long term it does not give anything. (Female, 25)

There is also openness to redefining one's relationship with things in a more profound way. Instead of aspiring to have what's new and trendy – a common aspiration in the early 2000s, and still desirable for some – it is increasingly important to have things that "fit" with one's life and aspirational to have long-lasting things.

When we combine the aspiration to change consumption choices in order to act for positive change, and an increased focus on the functional role and longevity of things, we could interpret the signs as a shift of focus to problem solving and a desire to participate implicitly in the creation of a better collective future.

People are grounded. Being grounded is about having your feet firmly on the ground and having the ability to reflect on what and who is important. It is about believing that success cannot be achieved without values and ethics. It is the opposite of being carried away by temptation and living for the excitement of the adrenaline high.

> I think I can enjoy more simple things in life … If I have not got my kicks before from small things, I think I will more in the future. (Male, 38)

Being grounded implies a high degree of prioritisation and selectivity. It also reflects an aspiration for a slower pace of life, a sense of well-being, a desire to do simple things with pleasure and to create enjoyment even in familiar things. It includes an inherent connection with nature, one's surroundings and hence a high environmental consciousness.

This suggests an increasing move from desire for constant and potentially shallow experiences to fewer but deeper and more meaningful ones, which opens up new possibilities for companies or brands that align with people's values.

This progressive national pride, characterised by an attitude of shared responsibility, a willingness to take action and a solid foundation of reflection on life's priorities, is the shift in people's thinking that paves the way for the potential long-term changes in behaviour that we will describe in the next chapter.

3 Behaviour changes during the pandemic

The pandemic-related interruptions of various ordinary activities have pushed many people to reflect and question their former routines and life priorities, which has provided opportunities to adopt more sustainable ways of living.

In this chapter we will take a look at some of the most common activities in people's everyday lives: living at home and in a city, eating, travelling and working. All of these daily activities have been highly disrupted during the recent months, which has pushed people to change their behaviours and adopt new ones, often in an effort to align behaviour with their increasingly progressive thinking.

Such evolutions can clearly be seen in people's relationships to the home and the city. There is now a growing desire for the home to accommodate more versatile activities, but in a non-excessive way. And people have increasingly started seeing the city as an extension of their home, which has translated into new expectations in terms of the experiences that a city ought to offer.

In the following pages we will discuss these and other changes in more detail, reflecting their meaning for a post-pandemic life. We will look at these changes against the contemporary, progressive mindset, which allows us to estimate more accurately which changes may become more long-lasting and which ones may potentially be short-term shock effects.

The first part of the chapter will portray one everyday activity at a time, highlighting how people's behaviours have changed during the pandemic. We will close the chapter by drawing attention to eight behaviour changes, all discussed earlier, which have the most immediate potential to drive adoption of a more sustainable lifestyle on a large scale. These behaviours have been chosen by picking those sustainability-related behaviours that were most commonly adopted during the period of heaviest restrictions in the spring and are most eagerly continued.

While there is no guarantee that all of these behaviour changes could be channelled into more permanent positive changes, we see that there is potential, as they already have a large pull among people. In the post-COVID-19 era, this could lead to greater change through targeted actions and interventions by companies, organisations and the public sector.

Home

During times of uncertainty people often react to the unpredictability and tensions by choosing to cocoon at home, feeling better when surrounded by comforting and familiar things. Those who can afford it buy comfort foods or small home-related luxuries to make their home feel like a nest, separated from the uncertainties of the outer world.

Not this time. As staying at home during the pandemic has been less of a choice and more of a necessity, we have not seen the same tendency to passively cocoon. Instead, this crisis has made people adopt a more active approach to their homes, with the intention of making the home more fit for use. During the period of restrictions, many more people have used the time for getting rid of things, while fewer people have bought new things for their home to make it more beautiful. Moreover, over half of those who have been clearing their homes by storing, recycling or taking things away intend to continue to do so afterwards.

Among our Leading Edge interviewees there are few, if any, who still talk about acquiring more things. On the contrary, having less is considered more desirable. This reflects a longer-term change in people's relationship to physical things. In recent years, a growing number of people have begun associating quality not only with aspects like a product's durability but also with longer life cycles and sustainable production practices (Korkman and Greene 2016).

> My consumption habits had already changed; I want products that last for a long time. I am not interested in shopping for useless stuff that already fills our houses. Now I want to get rid of useless stuff and keep only the things I am sure I like. (Female, 46)

During the crisis, we have increasingly moved away from discussing square metres to discussing functionality.

The turmoil of the present crisis has made people rethink their housing priorities. As people have worked, socialised, exercised and done various other activities at home, they have had time to notice more clearly what works or does not work in their home. For some, the experiences of the restriction period may have augmented their plans to move to a larger home. Others have started considering working remotely for part of the year from a second home or summer cottage. More often, however, we see people prioritising functionality of a home to a much higher degree than before because the experience has taught them the importance of having a home that accommodates multiple activities.

"During the crisis, we have increasingly moved away from discussing square metres to discussing functionality," confirms **Pekka Helin**, Vice President, Customerships and Living Services from YIT, who works closely with creating housing solutions in Finland.

Such changes in people's expectations indicate that the post-COVID-19 period could help make housing more sustainable – and for it to be done in a way that resonates with people's growing wish for a more grounded lifestyle.

"People are simply not that interested in things anymore, and therefore do not need as much space as before. Younger generations are willing to live in a more compact way," says Pekka Helin.

People's active approach to time spent at home during the period of restrictions can help us to identify promising openings for developing a more sustainable good life at home. People have already modified their behaviours and expectations. Understanding these changes in detail can help us identify where most traction can be found for continued change.

Compact living

Staying at home during the pandemic has made people pay more attention to the limits of their homes in accommodating different activities under the same roof. While the interest for multifunctional solutions already existed before the crisis (Korkman and Greene 2016), multifunctionality at home has now become more relevant and aspirational for more people.

This is especially true for the Leading Edge group – to the extent that about one third of them now state that they would rather have a highly functional home, even if it means having less space.

In the post-crisis era, opportunities may emerge to develop housing solutions that provide smarter ways to accommodate multiple everyday activities without increasing the size of homes. Solutions that prioritise compactness and sustainability could be developed by engaging the Leading Edge city dwellers who are already the most inclined to choose a functional home over square metres.

Living in a second home

The surge of the summer cottage market during the spring and summer 2020 has been seen by some as the start of a new era where more people live and work in different places.

Our research does not support these conclusions. On the contrary, the attitudes towards living in several places have remained relatively stable, and most people still share an overall wish to have one primary home. This may partly have to do with practical barriers related to work or family situations, which prevent people from living in multiple places on a more continuous basis.

Though this may be the case, experiences of the past months seem to have triggered a new interest in the summer cottage lifestyle, as indicated by the spike in cottage sales and renovations during the recent months (Pantsu 2020). The new-found interest in summer cottage living is likely to stimulate a larger demand for more sustainable ways to upgrade properties, without turning them into resource-intensive, fully fledged houses. This increased demand will in turn open up more opportunities for companies to develop and commercialise new solutions.

CASE

Case: compact living

The already existing demand for small, efficient and often flexible spaces has been increased by the COVID-19 experience. This ranges from dreams about life in a mobile home to the tiny house movement. The tiny house movement has its origins in the USA and incorporates ecological thinking and economical constraints among the middle class. Tiny houses are loosely defined as being between eight and 37 square metres.

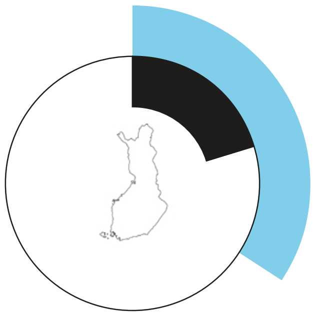
Finnish authorities have been keen on keeping to certain guidelines on what is a reasonable size of a dwelling. The Ministry of Environment stipulates that the minimum size of a dwelling for a single person is 20 square metres, and for a student in university housing, 16 square metres. The novelty of the tiny house concept in Finland has created some conflict between advocates and authorities and has led to calls for current legislation to be reviewed and updated (Yle 2019). While this may be the case, the COVID-19 experiences have encouraged a Finnish housing construction company to develop a new concept of tiny houses, sized 21.5 square metres and to be built in Tuusula. The first customer reactions have been positive (Mainio 2020).

However, it is of course not only size that matters when moving towards a more sustainable good life. It has been proved many times that the idea of having a tiny house is often really a “tiny house dream”, and there is significant anecdotal evidence that living in very small spaces is not always practical in real life (Spesard 2018). Against that backdrop, tiny houses are perhaps not for the masses but are a cultural illustration of a strong appetite to experiment with size and function and an invitation for both planners and businesses to innovate for compactness.

Making space by removing things for my home/ storing/ recycling/ throwing away things

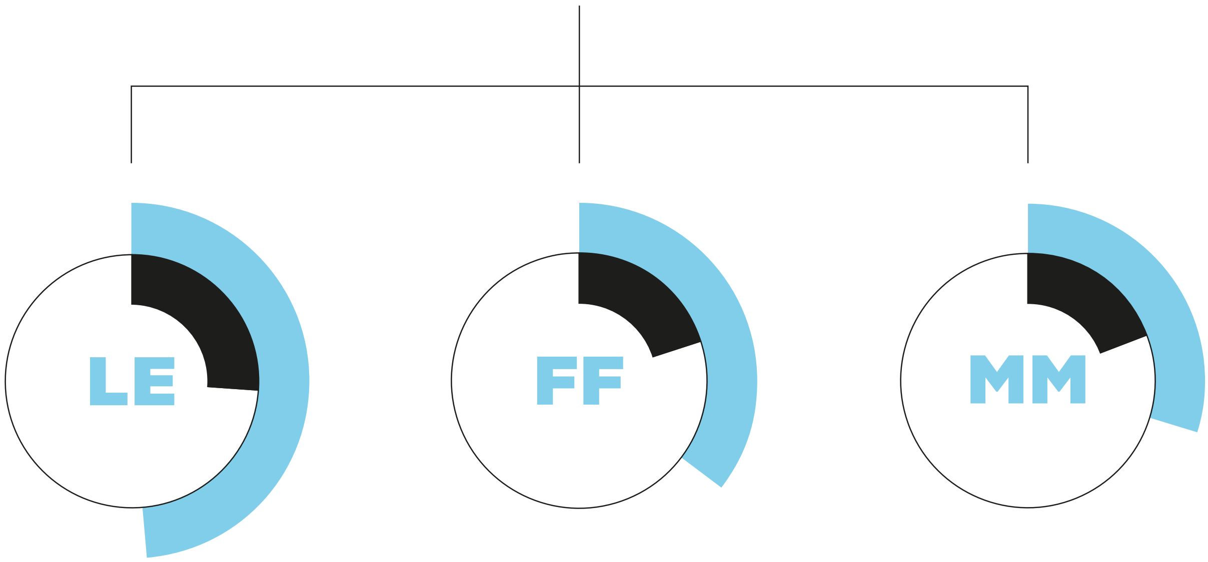
34.2%

"This is something that I did more"



20.5%

"This is something that I will continue to do more"



LEADING EDGE	FAST FOLLOWERS	MID MASS
48.7%	35.4%	29.8 %
26.3%	20.0%	19.3%

On city life

There is something quite similar in how the pandemic has changed people's relationship to their home city and how it has changed their relationship to their home. As the crisis has disrupted or changed many normal city activities and reduced people's regular social circles, it has made people prioritise new things in city life. It has motivated them to engage in an active exploration of what their home city and the near surroundings have to offer. We have seen that regular experiences and activities concerning nature and outdoors have become important.

> I have biked a lot before, but I only now went for the first time to the Keskuspuisto (Central Park). I was very positively surprised. I had not realised how beautiful the park is. (Female, 44)

While life in a city during the restrictions has often been anything but normal, there are no indications that the COVID-19 experiences have made the majority of people question the value of city living. On the contrary, two thirds of the population now state that their opinion on city life has remained unchanged. The rest are evenly split between those who now appreciate city life more and those who like it less.

These results may partly reflect the special character of Finnish cities. Their small size, relatively low density and good basic infrastructure, including parks and pedestrian and cycle paths, have provided citizens with opportunities to relax, handle stress and enjoy nature during COVID-19. They have also offered chances for solitude, semi-private experiences and controlled social interaction.

> I lost five kilos because of all the sport I have been doing. It was to manage my stress, but jogging, for example, was also a reason to get out and see other people (even at a distance) as I live alone. (Female, 34)

Despite the proven resilience of Finnish cities during the crisis, the experiences from the pandemic can be used as a tool for reassessing what "functional" and "liveable" might mean in the context of cities' post-pandemic sustainable development. During the recent months, many urban dwellers have adopted new behaviours, described in more detail below. Understanding these changes can provide a basis for evaluating which activities should proactively be supported and accommodated to drive more permanent positive behaviour changes.

Increasing demands for city spaces

During the period of restrictions many people, especially those in the Leading Edge group, focused on their closest relationships, and overall there now seems to be less appetite for going out to bars, clubs, restaurants and cafés, even after the restrictions have been lifted. The crisis has highlighted the importance of urban green spaces and nearby nature areas instead, which have been increasingly used as sites for social interaction, particularly with close friends or family.

People have enjoyed these experiences, as nearly half of those who have spent more time outdoors with close friends and family, doing activities such as picnicking, canoeing or going for forest walks, now declare their intention to continue doing these activities more often, after the crisis is over. Many have also found the joys of recreational biking, which has increased on weekends during the crisis (Salomaa 2020), and there is a new-found interest in exploring the vicinity of one's home, either by biking or walking.

Although the number of people living in cities that grow their own food, even on a small scale, is small, it is noteworthy that nearly one third of city dwellers in the Leading Edge group have done this more during the restriction period – of whom nearly 40 per cent would like to continue to do so in the future. It is possible that this will

It may become increasingly important for cities to offer easy access to multifunctional green spaces or other inclusive public spaces.

not happen, due to other life priorities or the inconveniences of growing food in a city, but the aspiration is nevertheless interesting, telling us a lot about how people would like to see city life develop.

As many people increasingly desire a more grounded lifestyle and have stressed that physical and mental well-being are even more important than before the crisis, there is a good chance, however, that some of the behaviour changes described above will become more long-lasting, translating into new expectations for a city. While the social and experiential aspects of a city such as restaurants, bars, shops, theatres and museums will still be valued, it may become increasingly important for residents that post-COVID-19 cities offer easy access to multifunctional green spaces or other inclusive public spaces; and provide environments where cyclists and pedestrians are prioritised.

Fulfilling these expectations will leave room for innovations that could make cities more liveable, sustainable and resilient at the same time, concurs **Alpo Tani**, an urban planner in the City of Helsinki, who takes city parks as an example.

"We have for a long time talked about the need to plan green areas with multiple functions, meaning that they need to be equally capable of absorbing urban run-off and being people's nearby recreational areas."

Rethinking sharing

An important part of building more sustainable and liveable cities in the post-pandemic era will be the ability to manage and balance the use of private, public and shared resources within a city.

The pandemic-related health worries have understandably made people become more careful about using shared facilities, such as common saunas, where the risk of infection has seemed higher. However, our findings do not indicate that the crisis has more permanently made the idea of sharing resources unattractive. It seems that many people are still open to sharing tools and other resources and ready to look for more sustainable and pragmatic alternatives to the traditional ownership model. Post pandemic, if any more persistent hesitance towards sharing exists, it will specifically have to do with sharing spaces.

One indication of this, according to **Linda Turunen**, a post-doctoral researcher in the University of Aalto, is the growth of online shopping for second-hand clothes during the COVID-19 crisis.

"Second-hand shopping may pave way for new business models, such as peer rental services. Maybe through buying second-hand we will, little by little, get accustomed to the idea that we do not necessarily have to be the last user of a product."

These changes hint that in the post-COVID-19 era there will be possibilities to re-define resource sharing in a way that is more in tune with people's growing sustainability-awareness, sense of groundedness, and sense of community.

CASE

Case: 15-minute cities

It is certainly not a new idea to promote the idea of dense cities, where the various aspects of life such as work, commercial activity and recreation are brought closer together to make cities more vital and more liveable.

In recent months, as fears of infection have limited people's mobility, many visions of cities have again included the idea of close-knit districts. The C40 Cities, an international coalition of urban leaders focused on fighting climate change and promoting sustainable development, has touted that cities can be the engines of the recovery, and investing in their resilience is the best way to avoid economic disaster.

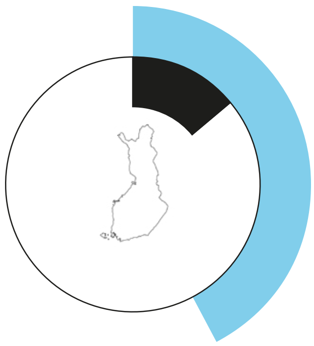
The agenda recommends that all residents live in "15-minute cities". Paris has been the poster child for this movement, with Paris Mayor Anne Hidalgo making the idea that Parisians should be able to meet their shopping, work, recreational and cultural needs within a 15-minute walk or bike ride a centrepiece of her recent re-election campaign. The C40 proposal suggests that such a model would help global cities live up to the promise of equitable access to jobs and city services for all and rebuild areas economically hard-hit by the pandemic (C40 Cities Climate Leadership Group 2020).

For Finland, this may translate into an idea of "complete neighbourhoods", which represent a further move away from a geographical separation of fundamental everyday activities such as dwelling, recreation, exercise, shopping and work.

Exploring the area around my home (20 min walk/bike ride from home)

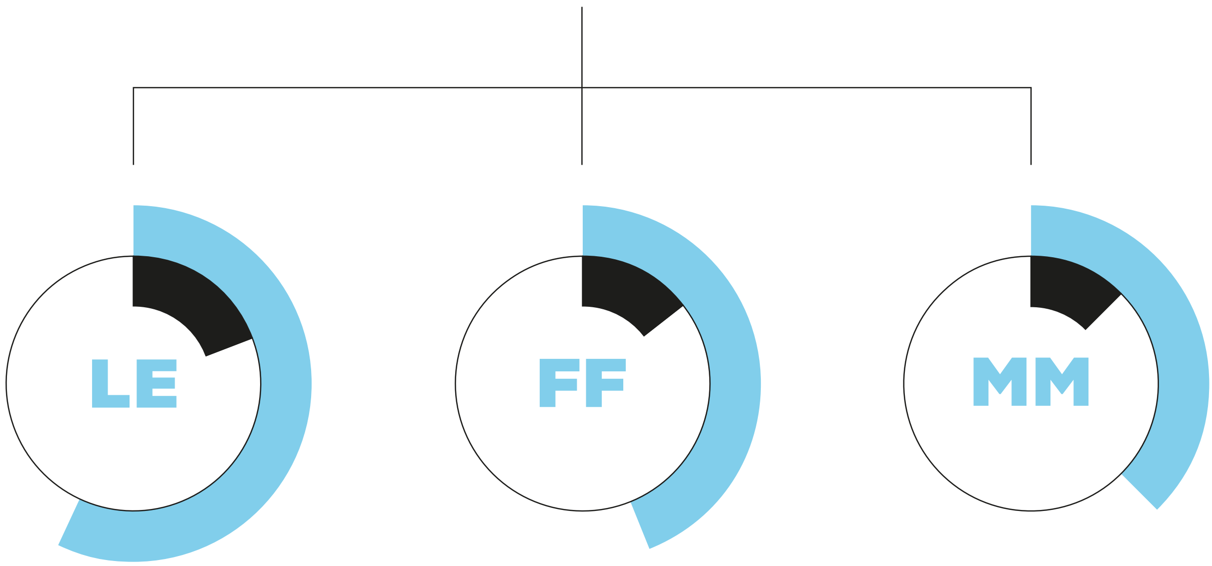
42.3%

"This is something that I did more"



14.1%

"This is something that I will continue to do more"



LEADING EDGE	FAST FOLLOWERS	MID MASS
57.2%	43.9%	37.5%
19.3%	14.6%	12.5%

Post-COVID-19 period will be the start of a more flexible working culture.

Work

One of the most talked about everyday changes during the pandemic has been a dramatic increase in remote work, fuelling a discussion on the future of offices and the ways of working.

In the light of our findings, it is safe to say that the crisis does indeed have the potential to be a watershed moment that generates a series of profound changes in the working life. This does not necessarily have as much to do with many people working remotely during the pandemic as with the disruptions that the long-term remote work has caused in normal working routines. These disruptions have allowed people to reassess their relationship with work, making it easier to judge what they value or do not value.

Obviously, these pandemic-related working experiences have not been uniform, and challenges that people have faced have been different from person to person and family to family. Remote-working parents with small children at home have been forced to juggle parental and professional roles, and many people working in critical fields, such as healthcare, transport or food retail, may not have been able to work remotely at all.

Despite these differences, it is evident that working experiences from the past few months have created enormous opportunities to make work more flexible and sustainable. There is now an increasing push to make flexible working arrangements a more permanent feature, driven by employees who have experienced the benefits of having more flexibility during this time. Compared to the time before the crisis, 25 per cent of the whole population now feel more strongly that being able to at least partly decide where and how one works makes life less stressful and more organised. For those in the 18 to 49 age bracket, the figure is even higher, 33 per cent.

> The positive side of working fully remotely was that you could much better self-manage your day ...When I had a break during the day, I could do laundry or the dishes. I could also go for a walk during some meetings when I was more listening in. The workday became much more meaningful for me, and I have not been as stressed as I was before. When you are at the office, you get 'infected' by stress. At home you can keep things better under control. (Female, 44)

More flexible working arrangements also seem to fit well with people's growing need for more grounded living, which has also been strengthened by the health crisis. Compared to the time before the pandemic, a larger number of people now want to be able to slow down and focus on the most valuable and meaningful things in life. More flexible working arrangements can support this by reducing the time spent commuting and providing better ways of fitting professional and non-professional ambitions and obligations together.

Against this backdrop, it seems reasonable to conclude that the post-COVID-19 period will be the start of a more flexible working culture. And that it will offer more means to develop ways of working that contribute to living a more sustainable good life. Below, we will explore these possible means, while also warning about a looming threat that may accompany any change.

Working from home

The COVID-19 restrictions, which forced many organisations to rapidly relocate their workers to their homes, gave many employees the first chance to test how it feels to work remotely on a more continuous basis. Months later, over half of those who have increasingly worked remotely during the crisis wish to continue to do so in the future.

The growing inclination for remote work creates an immediate need for innovations that will help organisations and employees to make the transition to a more sustainable and flexible working culture. New ways of working will probably combine office work and remote work, most often done in the home setting. Organisations will need innovative thinking and practical solutions that help them to maintain employee engagement, productivity and capacity for learning, in the new reality of hybrid work.

Employees who work more from home will expect help to adopt new ways of working, which might also increasingly require developing an organisational culture that values servant leadership, says professor **Jari Hakanen** from the Finnish Institute of Occupational Health.

"If we see leaders as servants, leaders' number one priority is to think about what will increase the well-being and professional growth of their employees. This may include delicately balancing the needs of individual employees and the company in order to organise work in a way that makes it possible to work remotely from different locations.

"Freedom (gained through remote work) soon becomes a double-edged sword if employees feel that they are left alone to manage the situation."

Higher expectations for flexibility

The push for innovations that go beyond facilitating or enabling work at home will probably come from young employees – who have fewer habits to unlearn and increasing aspirations for more flexible working arrangements. Amongst the 18-39's, 42 per cent now indicate that compared to the time before the pandemic, they feel more strongly that employers should create solutions for more flexible working arrangements.

Providing more flexible working arrangements may mean a variety of things, but one obvious thing might be making it easier for employees to combine work and leisure in more flexible ways. Such flexible working arrangements might decrease people's overall need to travel, at least amongst those for whom (long-distance) travel is an integral part of their life aspirations, if they had a chance, for example, to stay in a travel destination for a longer period of time, combining work and leisure.

The openness that younger employees show towards more flexible working arrangements should not be interpreted as a call for complete detachment from office work, however. A reminder of this is the finding that the youngest employers, aged 18-23, are most likely to state that compared to the time before the restrictions they now increasingly prefer working from a formal office most of the time. This age group, which is sometimes referred as Gen Z, is at the beginning of their career and can quickly find themselves at a disadvantage, deprived of informal training by peers and regular "soft-coaching" from managers, if remote work becomes more permanent. In the future companies may have to radically rethink what management means and how to ensure training and career development for people spending less time in a central location.

Commuting

Alongside the development of more flexible and potentially more sustainable ways of working, we might see a more alarming future twist in commuting. The use of public transportation has dramatically decreased all over the world as a result of the pandemic-related health worries and the increase in remote work and study.

While the health worries will pass in due time, there is a clear risk that the new behaviours people have adopted during the crisis will have a more lasting negative impact on public transport providers, as the health worries have pushed people to using private cars more than before the crisis.

In our research, a quarter of the urban population said that they used their car or motorcycle more during the period of heaviest restrictions in the spring. A third of them intend to continue driving more once the restrictions are lifted. There is also convincing evidence that the sale of cars has increased in the capital region during the pandemic (Salomaa 2020).

In the post-COVID-19 times, tempting people back to public transport will not be easy and the situation of public transport providers will be challenging if nothing is done to stop the negative spiral. New innovations that increase the attractiveness of public transport and help the public transport system to adapt to the new post-COVID-19 realities are urgently needed.

Laura Sundell, the Head of the Customer Experience Group at the Helsinki Regional Transport Authority, sees that one of the most urgent priorities is to regain customers' trust in public transport. In time, public transport providers may also need to solve other challenges, such as those linked to the changing transport flows caused by increases in remote work.

"Increasing remote work will no doubt have an impact on passenger numbers and the distribution of passenger demand. Weekdays may, for instance, look different in the future. … Up until now, our public transport has been planned around recurring timetables and routes, the options offered by public traffic have been identical every weekday."

CASE

Case: A new definition of co-working?

Work has been in flux for a long time, and companies such as Impact Hub and WeWork have tried globally to capitalise on the need for flexible office space.

It is still a point of debate whether co-working spaces will or will not have an advantage in a post-pandemic world. People will almost certainly work more from home; however, most companies will still need to have space for people to meet and collaborate. Companies are perhaps most worried about how creative work, the community feel of the workplace and indeed company culture can be maintained if the bulk of working hours are done from home.

A version of co-working can also be something that is much more distributed and closer to home.

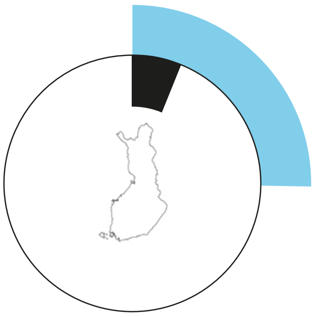
An example is the new tower building in Kalasatama, Helsinki where a housing association has turned shared facilities into offices where residents can work (Takala 2020). In the best case, solutions like this allow people to prolong the positives of the restriction period, spending less time on commuting, having more energy for home life, while still be able to create a social context of other people working, and a positive feeling of transition between work and home.

Another example, from France, is the creation of a platform that helps companies with excess office space to create co-working spaces that can be hired out to people external to their organisations. The platform organises the conversion of the spaces and user logistics, while the companies receive a higher rental payment than if they were to sub-let their spaces in a more traditional way. These office buildings are often in places that do not attract the typical co-working platforms and thereby provide co-working spaces in places that lack them today (BNP Paribas 2020).

Finding ways to better manage/balance professional work and non-work life while working from home

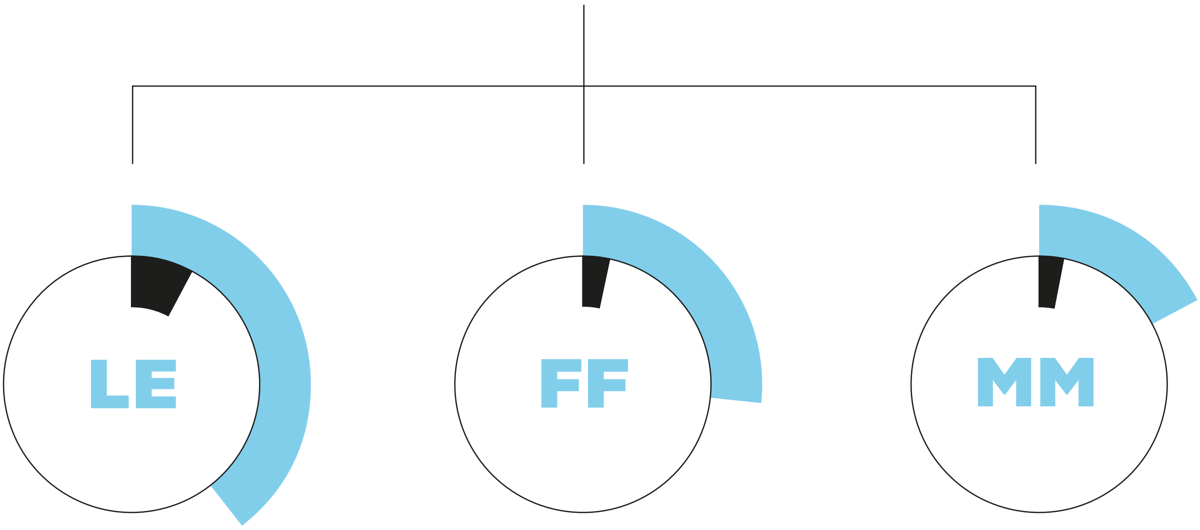
23.5%

“This is something that I did more”



6.2%

“This is something that I will continue to do more”



LEADING EDGE

39.5%

7.8%

FAST FOLLOWERS

26.7%

3.4%

MID MASS

17.3%

3.1%

Pandemic-related disruptions have catalysed a re-evaluation of travel habits for many.

Travel

There are few areas of everyday life where the current pandemic has caused such tangible changes on people's normal behaviour as travel. Related health worries and travel restrictions have largely stopped international travel, and travel in general has decreased. In the midst of the current turmoil, those within the global travel industry have expressed a hope that once the pandemic is over people will go back to their old ways and start travelling like they did before. This hope may to some extent materialise. In the post-crisis period, people will travel again, both for work and for leisure, and as a counter reaction to the current travel restrictions there might even be pent-up demand for travelling, which could cause post-pandemic "travel fever".

Should this be the case, these signs should not be taken as proof that the COVID-19 experiences have had no lasting impact on people's travel behaviour. Our research reveals that the pandemic-related disruptions to people's normal travel routines have catalysed a re-evaluation of travel habits for many.

> I did a lot of trips for snowboarding before, approximately seven a year. It is fun now to slow down a little bit, and also recognise that just staying here can be fun as well. (Male, 46)

For the travel industry, the outcome of the introspection upon which travellers have embarked may well bring some long-lasting changes. We see this at least two ways. First, the crisis may increase people's selectivity as travellers. The trend of more selective consumerism has been visible for some years now; previously it was more apparent in people's relationship to goods (Korkman and Greene 2016). But the current crisis has pushed the development further, making people more critical towards experiences, including travel experiences.

In the post-crisis era, people may be less interested in acquiring fleeting travel experiences and carrying on the never-ending hunt for more exotic travel destinations, which has often been the hallmark of international travel in recent decades. Instead, more people may start focusing on quality over quantity, believing that by travelling less they can actually travel better, taking the time and making the efforts necessary to make each travel experience more meaningful and lasting, suggests professor **Soile Veijola** from the University of Lapland.

"A demand for travel products that offer a chance to evolve and develop one's understanding is on another level now. That would have not happened without the corona crisis."

What counts as a meaningful and lasting travel experience may also be defined in new ways. While travellers will still want to have unique experiences, some may actively start looking for these experiences in new areas: from more everyday activities, being closer to nature or establishing a more lasting bond with inhabitants of the local community.

> I have realised that maybe in the future, you do not always need to travel long-distance, but you can travel somewhere close. You can get the same feeling from somewhere close. Mostly it is, however, about getting out in nature and getting a chance to breathe. (Female, 25)

Post-pandemic, the move towards new kinds of travel experiences will be a natural extension of people's growing wish to develop a more sustainable good life. Below, we will examine in more detail how this could look.

International travel

In the post-pandemic era, increased selectivity of experiences of all kinds will present a threat and an opportunity for those within the field of international travel. Our results indicate that the period of restrictions has broken a cycle and significantly impacted people's travel intentions. Four in ten of those who reduced their international travel during the restriction period, either for work or leisure, have said they intend to travel less in the future too.

A similar attitude change seems to be happening among international companies that have saved millions of euros in travel expenses in recent months, as the majority of international work trips have been replaced by video meetings. Many of these companies now intend to decrease work-related international travel more permanently, even after the pandemic is over (Keski-Heikkilä 2020).

While these changes clearly indicate that international travel may decrease to some extent, many people simultaneously express great interest in getting more out of their future trips abroad. Comparing pre- and post-pandemic attitudes, over a fifth are now more motivated to take longer but fewer international trips or have fewer high-quality experiences rather than more trips.

Such expectations will make room for developing new travel concepts that cater to these aspirations and simultaneously help to decrease the climate impacts of international travel. According to **Laura Aalto**, the CEO of Helsinki Marketing, there is an indication that, post-pandemic, a larger proportion of people may be willing to spend more money on the travel experiences that they choose to have, as long as those experiences fulfil their expectations.

"I think we will see that people perhaps travel less but are willing to put more effort and invest more when they do travel. This will mean that we need to have the capability to personalise and tailor more services."

Travelling in Finland

The health crisis has spiked an interest in domestic travel across the population. Compared to their pre-crisis point of view, one in three Finns are now more likely to appreciate travelling in Finland as much as travelling abroad.

To answer to this demand, new travel concepts with long-lasting appeal may need to be developed. Some clues to what these concepts might include come from the period of restrictions, when one of the primary ways for Finnish people to rejuvenate and maintain physical and mental well-being was to spend time in nature. However, opportunities to create new, more grounded travel experiences, allowing people to slow down, learn about local communities and focus on simple pleasures – all the while still providing unique and stimulating experiences – go beyond nature-centric experiences, says Soile Veijola.

"The travel industry ought to start co-working with representatives beyond travel and logistics, in a much deeper and versatile way than today – with nature experts, local village activists, culture, people from the health and wellness professions, and others. They should create travel services that are interesting to locals as well, contributing to the local culture and life in a real way and creating chances for year-round employment."

More sustainable travel

Young travellers seem to be particularly active in looking for ways to make their travel more sustainable. Comparing changes from pre-crisis attitudes, young people aged 18 to 23 are more likely than other age groups to indicate that they would rather not travel at all if the environmental costs seem too high. They are also the ones who show most interest in carbon compensation.

While the youngest age group largely lead the change towards more sustainable travel habits, other groups are not lagging far behind. Finns in their 30s (more than other age groups) are likely to consider alternative options to air travel when it is feasible, more than before the crisis.

Millions of travel industry jobs have been lost across the globe since the pandemic hit and there is no doubt that the crisis-related industry disruption is not yet over and will have long-ranging effects. However, in the aftermath the industry will have a unique opportunity to reinvent itself by offering more sustainable travel options – keeping in mind, however, that most travellers are still price sensitive and reluctant to pay a premium for a trip whose only added value is a lower environmental impact.

CASE

Case: dream trips

International travel will not end, but we foresee that people will put more emphasis on planning and will prefer longer, more profound experiences than quick weekend trips.

Globetrender, a trend forecasting agency dedicated to travel, refers to what are known as “dream trips”. They foresee that the experiences of being confined to one’s home during lockdown have prompted many people to plan once-in-a-lifetime trips to faraway destinations over the next few years (Globetrender 2020).

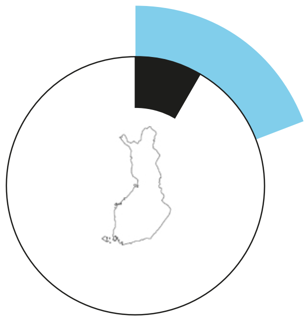
Perhaps more importantly, we see that post-pandemic there will be room for new services that are based on new expectations of what a dream trip is. More than before, people will expect something other than seeing the Northern Lights or touring the main sights of a destination. Instead, their expectations are increasingly for experiences with a longer and deeper engagement with a travel destination.

We can see a range of different opportunities for understanding, engaging and contributing to society, communities, nature and the environment at the travel destinations. With this way of travelling, society itself becomes the most important integrated element of the “service”, and the need to see the travel industry as an integral part of society becomes key. This creates opportunities to develop less resource-intensive travel experiences that build more on the strengths and capabilities of the surrounding community and engage local residents in a more versatile way.

Travelling in Finland (+50 km from your home) for leisure

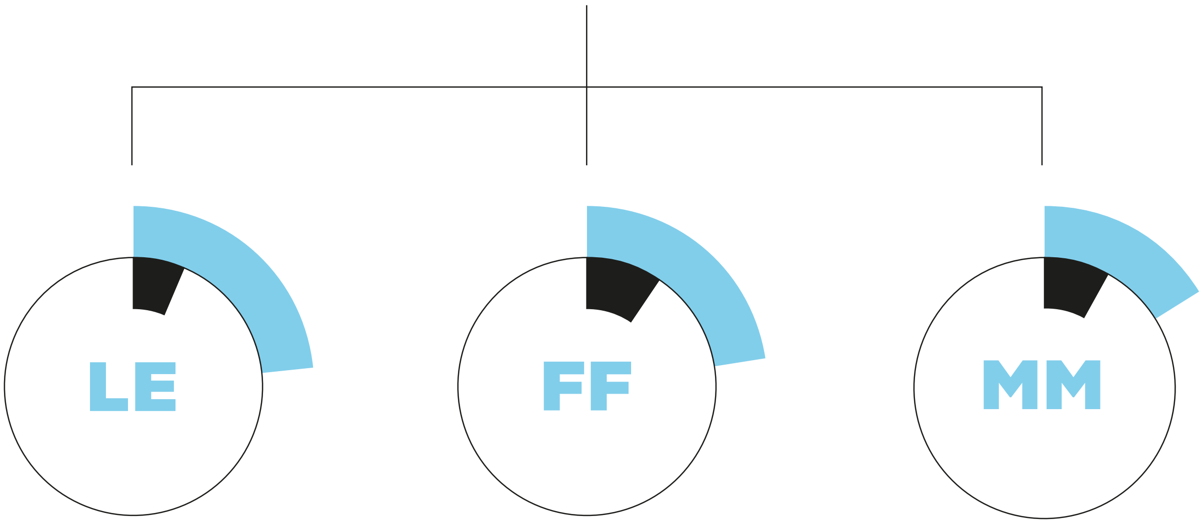
19.3%

"This is something that I did more"



8.5%

"This is something that I will continue to do more"



LEADING EDGE	FAST FOLLOWERS	MID MASS
23.5%	22.6%	16.2%
6.6%	9.6%	8.3%

Food

The COVID-19 health crisis has brought about some self-evident changes in people's relationship with food, and others that are less obvious.

Most people have prepared more food while staying at home. Under the circumstances, preparing food has also acquired new roles. It has provided an important channel for managing stress, spending time together with family members or simply having fun, as one of our Leading Edge interviewees recounts:

> We have a lot of cooking books that we have never used, so we started picking recipes from them blindly. (Female, 39)

Because of a fear of infection, people have visited grocery stores less often or started buying groceries online – activities that have forced people to plan their groceries more carefully. Using takeaway food services has also become more common.

On a deeper level, the recent months have given people a chance to think about their values and aspirations in life and figure out how they could make them more tangible through their food consumption. Lauri Reuter, a partner at a venture capital fund focused on Nordic food innovation, explains:

"When you make food yourself, you also think about it more. … It provides the opportunity to put your values and ideas into practice."

Consequently, these reflections have made a growing number of people anxious about whether their food is healthy and ethically and sustainably produced. These expectations have increased most among those in the Leading Edge group, but they resonate throughout the whole population. Healthy food is especially important for those aged 24 to 29, while those in the 18 to 23 age bracket are the most concerned about food being sustainable and ethical.

In line with people's growing willingness to pay more for good-quality products – a trend that we see growing in Finland – people across all generations now express more willingness to pay extra for locally produced food. In times of uncertainty, the shift seems significant, as it could be expected that people worried about the economic situation would be less inclined to pay more for food.

Below we will explore some of the more granular forms that these changes take, and how they may impact people's relationship with food in the longer term.

New expectations about Finnish food

The pandemic has increased interest across generations for Finnish products, including Finnish food. During the period of restrictions, over one third of the population bought more Finnish food than before, and half of these intend to continue to do so.

In recent months, people may have considered that buying Finnish food is a way to support Finnish producers in challenging times. Further down the line, the increased interest in Finnish food may be best sustained by working persistently to create strong associations with healthy, sustainable and ethical production and Finnish food. There is an opportunity to redefine what Finnish food means, beyond "made or grown in Finland."

If Finnish producers can openly and convincingly show how their food is produced, and explain the environmental impact, Finnish food may become more appealing in the long term. People increasingly associate sustainable and ethical production with good quality. This in turn may lead to more premium pricing for certain produce if people start to focus more on higher quality than low price.

The idea of redefining or elevating "Made in Finland" to better match people's life aspirations and progressive values will be discussed in a more detail later in the report.

Growing vegetarianism

During the pandemic, a fifth of the population has increased the share of vegetarian or vegan food in their diet – a change that may be the consequence of people having a chance to reflect on their relationship with food more carefully. We know that in the past few years, people have become more sustainability-minded and more prepared to accept their personal responsibility in driving positive change. During COVID-19 people have also become more health-conscious. In recent months, when people have stayed at home and increasingly prepared food themselves, it has been easier to pay attention to these aspirations and make changes to one's diet. In many cases, this had led to an increase in vegetarian food in the daily diet.

These changes indicate that more people may be willing to opt for a plant-based diet more permanently, once the current situation is over. People are open to change, as plant-based dietary options fit with their wish to live a more sustainable, simple and healthy lifestyle.

To boost the change, choosing plant-based food should be made effortless by introducing new incentives and assuring that a variety of appealing plant-based options are easily available in homes, workplaces, schools and as takeaway.

Online grocery shopping and food delivery

Online grocery shopping and the use of food delivery services are likely to receive a more permanent boost and become more common. However, to improve the sustainability profile of these behaviours, a new emphasis on the logistics of food deliveries is required.

As people may create higher expectations for the immediacy of delivery – a change that has already occurred in markets where online shopping and food delivery are highly common – there will be an increasing need to design more sustainable last-mile systems that are simultaneously capable of meeting the growing consumer needs. New ideas might also be needed to pool deliveries better together or to organise the pick-up of online groceries in a more sustainable and more flexible way.

CASE

Case: how can we be confident that food is ethically and sustainably produced

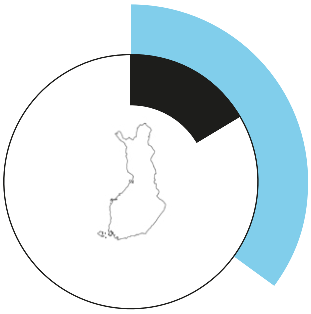
Domestic food has become significantly more important during the COVID-19 crisis, but at the same time we have seen a growing demand for other qualities such as the sustainability of food. Among the Leading Edge group and younger consumers in particular, we see a growing concern about the transparency of how food is produced, and whether current food production methods are sustainable.

The existence of a plethora of labels on products, such as the Avainlippu, the EU eco-label and the Joutsenmerkki, does not necessarily make it easy for the consumer to determine how to make a choice that is sustainable. This concern is not confined to food of course but applies also to other consumer products.

A team working on the Finix project at Aalto University is developing an instrument that would make it easier for consumers to determine the sustainability of clothing. The instrument is still in development but could fill a gap for clearer communication around sustainable choices. Called "Shades of Green", the tool aims to create a simple, visual and transparent way for consumers to be able to understand at a glance how sustainable or green a piece of clothing is. The research team behind the instrument sees a parallel with the EU's energy scoring system for electrical goods, which indicates the energy efficiency of any appliance with simple alphabetical codes.

A similar instrument to Shades of Green could be developed for the food industry to provide consumers with an easier way to assess the sustainability of food products.

Buying food produced in Finland

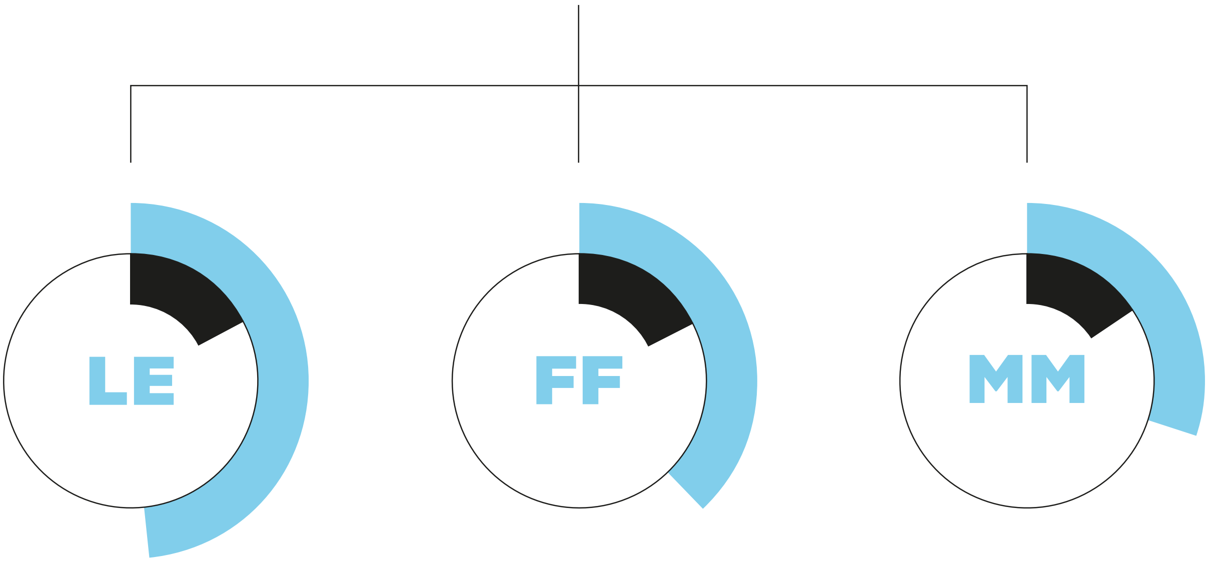


35.1%

“This is something that I did more”

16.4%

“This is something that I will continue to do more”



LEADING EDGE

48.5%

17.3%

FAST FOLLOWERS

37.8%

17.7%

MID MASS

30.0%

15.7%

Changing behaviours and a sustainable good life

In the previous pages we have described how the COVID-19 pandemic has altered people's relationships with home, city life, work, travel and food. We have pointed to various behavioural changes that may turn into more long-lasting building blocks for a sustainable good life. Some of the identified changes are unevenly distributed across the population, primarily led by those in the Leading Edge group and/or younger generations, but we nevertheless see potential for more general adoption, if the right actions are taken.

To conclude this section, we will highlight eight sustainability-related behavioural changes that have the most immediate potential for large-scale adoption.

The eight behaviours have been chosen by taking into account the following.

A. The share of the urban population in Finland that has changed behaviour during the spring of 2020

In practice, we looked at how many people have stated that they did something at an increased rate during the spring of 2020, when the COVID-19-related restrictions were at their tightest. This allows us to understand how common the change in question has been. It also makes it easy to see whether there have been differences in the adoption rate between different groups of people.

B. The share of people who believe that they will continue with the new behaviour after the restrictions ended

This gives a self-reported indication of whether or not people are willing to continue with the adopted behaviour. This figure helps us to estimate which of the new behaviours have been adopted more temporarily, mainly because the crisis has forced people to behave in a certain way, and which are more likely to be continued more long-term.

When we put these two figures together, we get a list of sustainability-related behaviours that are the result of being most extensively adopted and most widely continued.

When looking at the chart below, it is important to keep in mind, however, that the data is only illustrating change. It is not showing the overall interest in, for instance, Finnish food, but shows how many people started buying more Finnish food during the spring of 2020 and how many of them say they will continue to do so, even after the end of the restrictions.

The methods used in this study do not allow us to make any assumptions on the amount of CO2 savings that the identified behaviour changes could generate, either. Nevertheless, it is generally known that housing, transport and consumption, including food consumption, are the main sources of CO2 emissions in people's lives, and the identified behaviour changes have direct repercussions for these.

1. **Uncertainties about the use of public transport**

A related behaviour change: using public transport
48% HAVE DONE THIS LESS
20% WILL CONTINUE TO DO THIS LESS

For obvious reasons people used public transport less during the spring of 2020, and a significant number state that they will continue doing so after the restrictions are lifted.

A concerted effort needs to be made to rebuild confidence and trust in public transport so that it is perceived as being a safe option once again. Boosting trust in public transport should be possible, as people are increasingly sustainability-minded, evident in the strength of opinion that using public transport is a responsible thing to do.

2. More thoughtful relationship with food

A related behaviour change: carefully planning grocery purchases before going shopping
43% HAVE DONE THIS MORE
19% WILL CONTINUE TO DO THIS MORE

People have planned their grocery purchases before going shopping to a much larger extent than before, and almost half of those who have done so want to continue. This indicates that there is potential to encourage people to diminish food waste and, conceivably, to adopt other more sustainable food consumption-related habits.

3. Finding pleasure in the local vicinity

A related behaviour change: exploring the area around my home (a 20-minute walk/ bike ride from home)
42% HAVE DONE THIS MORE
14% WILL CONTINUE TO DO THIS MORE

During the heaviest restrictions in the springtime people spent a lot of time close to home. Many say that they will continue to do this more in the future as well – a behaviour that may be supported by emerging attitudes we see developing around the appreciation for the familiar, simple and down-to-earth.

If cities are developed to meet this demand, this may to some extent decrease the need for travelling further for experiences. Exploring one's nearby surroundings is not a substitute for travel, but we believe that in a post-pandemic world versatile surroundings offering multiple experiences and activities close to home may nevertheless decrease the need to travel as frequently.

4. Increase in walking and biking

A related behaviour change: walking, biking (electric or pedal bike) or using scooter/e-scooters
42% HAVE DONE THIS MORE
20% WILL CONTINUE TO DO THIS MORE

Walking and biking increased during the spring of 2020, and almost half of those who engaged more in these activities plan to do so in the future, which has obvious sustainability impacts if walking and biking diminish the need to use one's car. This may not always be the case, however, since our findings indicate that a large proportion of people intend to continue using their cars more often after the crisis is over – a change related to the diminished use of public transport.

Nevertheless, the increased interest in biking and walking can be encouraged by providing incentives and building an attractive and well-maintained pedestrian and cycling infrastructure.

5. Working remotely

A related behaviour change: working from home
40% HAVE DONE THIS MORE
22% WILL CONTINUE TO DO THIS MORE

According to our study, during the spring of 2020 four in ten people in Finland worked remotely more than they had before. Of those, over half now express an interest in working remotely more often after the crisis. This change in work practices has many implications, but it can also drastically decrease urban CO2 emissions if the increasing remote work significantly reduces the need for daily commuting and diminishes the office space needed.

6. A decrease in international travel

A related behaviour change: travelling internationally for leisure
36% HAVE DONE THIS LESS
15% WILL CONTINUE TO DO THIS LESS

The COVID-19 crisis brought international travel to an almost complete halt. Our numbers do not completely convey how dramatic the change was, as they only indicate how many people travelled less during the restrictions in the springtime, omitting those who had not planned any international trips for the spring, for example.

Despite these limitations, our findings clearly indicate that there has been a profound change in international travel, and a significant part of the population now plan to do less international travelling in the future, as well. Parallel to this development, many also express an interest in being able to have longer but fewer trips or travel more seldom but invest in higher-quality experiences.

7. New expectations for Finnish food

A related behaviour change: buying food produced in Finland
35% HAVE DONE THIS MORE
16% WILL CONTINUE TO DO THIS MORE

People clearly preferred to buy Finnish food during the spring of 2020, and half of those who increasingly bought Finnish food say they will continue to do so. A preference for Finnish food is not automatically a more sustainable choice, but it can be made so. We will discuss in the next chapter how to make the "Made in Finland" label equate to sustainability, transparency and a good life.

8. A focus on functionality and non-excess in homes

A related behaviour change: making space for my home by removing things, storing, recycling, throwing things away
34% HAVE DONE THIS MORE
20% WILL CONTINUE TO DO THIS MORE

During the restrictions in the spring of 2020, many people cleared out their home, often in order to make room for new activities. Over half of them now declare that they will continue the clean-up, post-restrictions.

The crisis has made people crave more functional homes, which is also indicated by people's changing home-related consumption. During the restrictions, people bought functional things for specific needs, and more people now express selectivity in buying things in general. This could lead to an innovation in more sustainable, compact and multifunctional solutions at home.

4 Systemic changes

The pandemic-related evolution in people's values and behaviours has created opportunities for initiating broad sustainability-related changes. Seizing these opportunities will require concerted efforts and open-minded co-operation across the public and private sectors.

At the beginning of this report, we explained how the COVID-19 pandemic has changed the Finnish mindset. We then used the understanding to place the behaviour changes, described in the previous chapter, in a wider context.

In this chapter we will collate all the findings and move on to discussing the opportunities that span the many areas of everyday life. We call these opportunities systemic opportunities for three reasons.

One, because they have potential for comprehensive, high-impact behavioural changes. Two, because none of the participants in society will alone be powerful enough to make the change happen. Instead, systemic changes will call for the public sector, companies, organisations and individuals working together to propel society towards a sustainable good life. Three, seizing the systemic changes will require an intricate understanding of the existing sociocultural dynamics in society and the capacity to accelerate a change that has already begun.

This does not mean that we believe that severe global problems, such as the climate crisis, will be solved by accelerating emerging behaviour changes – on the contrary, we need radical change incorporating a global ideology, policy and taxation changes, and new economic models.

But they are not what this report is about. Our goal is to draw attention to the potential to make positive changes happen by supporting behaviours that are already happening in society. Our reporting centres around the pandemic-related changes that could help achieve a more sustainable good life.

Below, we will present three areas of systemic change for the post-COVID-19 Finland. These sections will be followed by the report's final chapter, the conclusion, where we will suggest that new ecosystems, equipped to drive the identified systemic changes, are needed.

1. Future-proofing "Made in Finland"
2. Responding to new expectations of experience
3. Elevating versatile city life

Future-proofing "Made in Finland"

National values do not change overnight, even during periods of disruption such as the current pandemic. However, the order or priority of these values may change, with some assuming more importance and others less.

This is exactly the type of movement we observed and identified at the beginning of this report. Central and stable national values are still sincerity, helping others and working to succeed but also knowing how to be content (Korkman and Greene 2016).

People may start expecting that products represent the same values they themselves have already adopted.

They are similar to the high trust, appreciation of work, equality and realism recently identified by the Finnish Business and Policy Forum EVA (EVA 2020). But changes such as the reduction in importance of authority and top-down decisions, the increased confidence in personal decision-making abilities, the increase in willingness to act for change, the desire to slow down and appreciate things more, and a greater emphasis on ethical success all add up to a more progressive set of national values and an active and grounded attitude to life.

We can see this especially in the younger generations who seem to combine a mindset of collaboration for change with the use of soft power to lead and influence others. We could in fact conclude that there is a primed and active support pool for organisations such as city governments or brands/ companies that decide to change.

Finland, alongside other Nordic countries, has been branded one of the most post-material countries on the globe (World Values Survey). Now it seems that a further step has been taken towards the appreciation of a lifestyle in which excess is even less important and in which people see greater value in "essentials" such as close relationships and nature. All this creates an antidote to hyper-consumption and a hyperactive life exposed on social media.

"Less" however should not be confused with austerity or humility, as both the current appreciation of the richness of life in Finland and the surge in nation pride indicate.

What we are seeing instead is a move towards more focus on actual meaning and deeper value, rather than the accumulation of things and experiences.

This could cause some profound changes in the expectations that people, as consumers, place on products, services or solutions that – implicitly as well as explicitly – carry the label "Made in Finland". The image that the Finnish people have of themselves as a nation is evolving, and so will the image of the national brand. From our research we know, for example, that during the past four years more people, especially the young, have become more sustainability-minded and more prepared to do their share for the common good (Korkman and Greene 2016). The COVID-19 experiences have also pushed the Leading Edge and younger consumers to become more inquisitive about production methods and supply chains. Parallel to these changes, there is also a push across generations for a more grounded way of living, which translates into the need to be able to focus on things that increase well-being and make life more meaningful.

Changes such as these indicate that, post-pandemic, people may start expecting that products and services proudly represent the same values and more progressive vision that they have already adopted.

For companies operating in a variety of sectors, failing to meet the new expectations could create the risk of customers turning away through disappointment. Matching them could offer a chance to elevate their products or services as vehicles for a better, more aspirational lifestyle – provided that companies understand that a successful response to the deep changes in people's thinking will require more than skilful rebranding of products.

It will require that companies increasingly focus their attention on production, logistics and distribution – the core parts of products and services – with a genuine determination to make them more transparent and sustainable.

This might require a greater national consensus about what the key characteristics of a more progressive definition of "Made in

Finland" are, coupled with an adequate mechanism to measure and communicate them. For this purpose, the contemporary labelling of domestic products might possibly be further developed, as discussed in the previous chapter, which would provide consumers with more information than just the country of origin. A transparent supply chain, sustainable production and distribution methods, and persistent efforts of a company to make its products more durable or timeless, for example, might all be examples of things that could be communicated through such a label – which would also be likely to resonate with consumers.

Parallel to the development of consumer-facing labelling, companies operating in various sectors, from housing and transport to retail or travel, to mention but a few, could also proactively explore what more progressive national-brand thinking would mean for their particular field. They could see their domestic market as a laboratory, and work with the younger generations as brand ambassadors and innovators to co-create and recreate what the new future-forward, sustainable national brand means for them, nationally and internationally.

Responding to the new expectations – how to get started

- Engage with younger generations who possess the most progressive mindset to experiment and bring an edge to what "Made in Finland" means.
- Identify which public and private organisations are essential to driving the new, more ambitious substance of the national brand. Promote experimentation between these bodies.
- Develop local and national mechanisms for steering the development of the national brand. Such mechanisms may include the use of funding instruments or the development of clearer consumer labelling, which makes it easier for products to meet the new standards.
- Study and define which aspects of the national brand are the most appealing for specific core target audiences across the globe.

Responding to new expectations of experience

People have become more selective and thoughtful about the physical things they acquire – a trend accelerated by the COVID-19 crisis. For those already living with an abundance of things, it becomes increasingly difficult to justify a need for the marginal additional value of the next product purchase.

The selectivity trend has often been interpreted as an increasing move from material things to the immaterial experiences, a gross oversimplification, as experiences are often far from immaterial.

In our research a more subtle picture has formed. The new evolving mindset described in the previous text moves people away from hyper-activity towards an appreciation of simplicity and nature. It is a conscious effort to slow down to achieve an overall sense of well-being, shifting focus from newness for novelty's sake to innovation that can help live a better life, of which sustainability is an integral part.

This lifestyle evolution now changes people's relationship not only with physical things, but also with experiences. People have begun to develop increased selectivity in their search for experience, seeking out

There is an opportunity to start building more engaged and mindful experiences.

experiences that have more meaning and preferably less negative environmental impact. This is particularly clear for those who have travelled extensively in the past and had the financial resources and related freedom to explore and experiment.

This movement was already visible before the COVID-19 crisis, as expressed for example through the phenomenon of "flight shaming" that originally started in Sweden (Flygskam). Today however it is becoming a priority for an increasing number of people to be more selective about the time and resources, both emotional and material, that are invested in experiences – which has an obvious potential to decrease people's overall carbon footprint.

One could imagine that these changes are a sign of passivity and inwardness, but we see them as being the opposite, a manifestation of the progressive, open attitude that has emerged. They are more an outcome of questioning what adds real value to one's life, signalling a move from collecting a quantity of thin experiences to having fewer but fuller experiences, more personally meaningful ones. In this phase of the pandemic, people want to ensure that their chosen experiences, in whatever form, truly enrich their lives and expect that these experiences be more aligned with the new desirable lifestyle.

Emerging from the crisis, Finland, like many countries across the globe, is being forced to rebuild its services, events and travel industry. Across the board we see restaurants, event organisations and travel and cultural services experiencing difficulties that will not disappear with the end of the pandemic. As the industry turns its attention to the after-crisis reconstruction, there is an opportunity to start building more engaged and mindful experiences – experiences that will help people to slow down and focus, to appreciate what is important in their lives and develop empathy by engaging with local communities.

In the post-pandemic times, more people may want to engage in personally transformative experiences that allow them to delve deeper. If you are highly interested in a skill, cooking or baking, for example, you might want to become even better at that skill rather than learn a totally new skill. Finding a tailored experience that helps you to achieve your full potential as a hobbyist chef could feel truly unique and memorable – and make you more willing to invest in it. Similarly, families struggling to find enough together time in their daily lives might be thrilled to discover experiences that help family members to slow down, fully concentrate on each other and do something meaningful, without the usual distractions and hurriedness.

For those companies within the service sector eager to respond to customers' growing aspirations, a new perspective on what constitutes desirable experiences will be required. Companies within the industry will need to acquire a profound understanding of the things that truly create value in people's lives and shift their focus to creating experiences that contribute to this value creation, which is not systematically about escapism, or "escape" from the everyday. They will have to understand that it is no longer sufficient, or indeed sustainable, to find the smallest common denominators attractive to mass audiences. Instead, they should go deeper into areas of specialist interest where in many cases

New approach to experiences – how to get started

4. Identify the experiences that have the potential to provide more engaging, longer-term and sustainable value for people (for example, Finnish/Nordic food, Society, Design, Nature).
5. Move attention to targeting smaller but potentially more loyal niche audiences – build a precise understanding of these audiences.
6. Develop compelling reasons for people to engage more, for longer and over more extended periods of time in more sustainable ways.
7. Design experiences that provide people with the opportunity to make a positive contribution to society in a tangible, meaningful way. Measure the impact of these contributions.
8. Experiment with these new services and be open to deeper collaboration across different industries, whether public and private.

smaller but significant niche audiences can be found. These people will be both prepared to engage for longer and willing to invest more, if they consider the offered experiences personally rewarding. Finally, event and travel companies will have to be more open to new forms of co-operation with a broad variety of public- and private-sector organisations outside of their own industry.

Elevating versatile city life

At the time of writing this report over half of the global population already lives in cities, and the figure will grow to roughly two thirds by 2050 (UN DESA 2018). People are attracted to cities because they are places of opportunity, connections and experiences. Cities are increasingly the context in which people act out their everyday life, which emphasises the importance of arranging a city's infrastructure and city life in a sustainable way.

The shift to a more progressive mindset and a pandemic-related re-evaluation of priorities means that people's expectations of cities and city life will change. This will open up new opportunities for accelerating cities' sustainable transformation while simultaneously developing more versatile, aspirational and resilient city environments.

We have seen that within the past few years in Finland there has been a collective move towards feeling more connected and concerned about what is happening, both closer to home and on a more global level. There is a new emphasis on community and a drive to create better interpersonal relations as well as a willingness to contribute to positive change, rather than continue to accentuate the problems.

All of this evolution has implications for people's expectations from city life, as do the COVID-19 experiences, which have pushed people to reassess and reprioritise their aspirations for a city. Before the crisis, people were accustomed to having several hubs in their lives, one for work, one for dwelling and perhaps even another for their social life. During the crisis, they have had to rearrange parts of their lives in more immediate association with their homes. Many have found this change appealing, whereas some others cannot wait to be able to move around more.

Nevertheless, as people's lives have gravitated towards the home, it has created new opportunities to rethink how different activities could and should be arranged for a more sustainable and versatile city life. In an attempt to draw conclusions from the recent attitudinal and behavioural changes, we want to emphasise one crucial change that could have important implications for creating more sustainable and animated cities: the push towards seamlessly multifunctional cities.

In this report we have described how people increasingly expect their homes and their cities to accommodate a multitude of activities and life aspirations. During the crisis, easy access to nature has been highly valued, but people's expectations go beyond this. The behaviours adopted during the pandemic-related restrictions in the springtime underline that cities should also show versatility in other ways, by aiming to more fully integrate the multiple and varied aspects of people's lives – home, work, education, commerce, sports, social and community life. Transport is also a very important part of this equation, especially when there is an increasing preference for private transport, as people who have not in the past seen the need for private cars do so now.

These expectations put new pressure on creating solutions to bring the city and its services closer to people and break down the unnecessary separation of activities. Earlier in this report, the "15-minute city" initiative was mentioned as an example of such ambitions, with the aim of developing well-being through good use of both natural and man-made environments.

In the post-COVID-19 era, the public sector will most certainly have an important role to play in creating and acting out such visions for good, sustainable city life, but there may increasingly be others who can have an equal impact. As remote work becomes more common, this may open up opportunities for employers to reimagine the role of office space in order to make offices more embedded and integrated into their surrounding neighbourhoods and society. As the role of commerce within cities will increasingly change and people redefine their relationship with shopping, forward-looking companies may be in an important position to make cities places where people can live better and more sustainable lives.

Currently, many city environments are still built on a presupposition that people want to engage in and linger over shopping as a separate activity, in a universe separate from everyday life. While this idea has increasingly been questioned as e-commerce has grown in importance, it has not been thoroughly understood that a key driver for people's changing relationship with shopping has to do with people's changing everyday priorities. More and more people have started feeling that shopping has lost its former appeal as a social and leisure activity. In Finland, too, there are now signs that department stores and other types of locations solely reserved for acquiring new things, which in the past were aspirational, are losing their appeal for consumers. These companies and brands face challenges in coming to terms with the new expectations. In the light of these changes, retail companies could in the post-crisis times open up to experiment with closer integration with people's everyday lives, and innovative commercial concepts, such as smaller format stores, new forms of distribution and pooled deliveries.

There are new expectations to bringing the city and its services closer to people and break down the unnecessary separation of activities.

Elevating the idea of the versatile city – how to get started

1. Act upon the pandemic-related behavioural changes that have immediate relevance and actionability.
2. Encourage biking and other forms of low/no impact personal transport.
3. Manage carefully the growing popularity of private ownership and usage of cars and concerns about the diverse types of shared transport.
4. Explore the drivers and barriers to different forms of sharing,
5. Define/update the vision for the post-pandemic city, and how work, home life and leisure can be integrated closer together.
6. Identify neighbourhoods (or cities) that have already made changes in line with the vision and learn from them.
7. Experiment with new innovative approaches between the public and private sectors, especially concerning the role of employers and shopping in the city.

5 Conclusions – how to drive the change

We need to develop new ecosystems that have a deep understanding of people's everyday lives and solid resources and the capacity to drive the adoption of a more sustainable lifestyle on a large scale.

A commonly repeated phrase about consumers says that they are not ready to change. This type of thinking conveys the perception that people, individuals, are often the most conservative and slowest participants in a market, stubbornly holding onto their old consumption habits, unwilling to make any changes.

In the present-day Finland this is simply not true. Our research shows undisputedly that the majority of people are open to change, understand that they have a personal responsibility to drive collective change through their actions and increasingly expect similar engagement from brands, companies and society.

Seeing such a consumer mindset leads to the hypothesis that the reason for peoples' occasional unwillingness to adopt new products or services may not be conservatism. At the end of the day, the problem may actually exist at the supply end of the equation, or to be more exact, in the mismatch between demand and supply. Maybe people are willing to change but the offering meant to satisfy their changing preferences does not correctly capture or interpret the subtleties of the emerging demand. Or maybe the timing of new products or services is out of sync, when companies and organisations fail to understand the uneven and asymmetrical pace of change.

Majority of people are open to change and expect similar engagement from brands, companies and society.

The opportunity to drive the adoption of a more sustainable lifestyle is now, and it needs to be a sociocultural project.

During the past few months, people have temporarily changed certain behaviours and we see the likelihood that many of these changes may be for the long term. Nearly half of the Finnish city-dwelling population have said that the period has made them think more deeply about what is important in life. As the crisis-related restrictions have disrupted many common activities, people have been led to reassess the value of what they do in their everyday life. This reassessment has created the opportunity to introduce more sustainable everyday behaviours on a more long-term basis.

Throughout the report we have referred to these opportunities, describing how companies and society at large could accelerate the positive changes with their own actions. An underlying theme across the report has been to illustrate that driving such changes requires an intricate comprehension of people's changing values, aspirations and behaviour, and the development of a system that can drive change in society.

In other words, accelerating the positive changes identified during the COVID-19 crisis should be seen primarily as a sociocultural project.

By this we mean that success in driving the post-crisis change will not only depend on developing better and newer technologies but on the ability to nudge people towards a "culture" of sustainability: a lifestyle where priorities increasingly form around aspects other than excess and the wasteful use of resources, and where sustainability is not seen as an add-on but an integrated part of a good and meaningful life.

In such a case, driving change may not in fact always require considerably advanced technical solutions but rather a more sophisticated understanding of people's behaviour and underlying values. Post-pandemic, companies and those in the public sector, equipped with an increasing sociocultural sensitivity, will not only be more capable of identifying the most relevant and interesting COVID-19-related behaviour and attitudinal changes but also be more adept at concluding which actions and interventions are needed at which time in order to nudge people further down the path towards a sustainable good life.

This will ensure that they, as organisations and innovators, are less likely to introduce solutions to problems that people are not interested in solving, and, perhaps more importantly, will not miss the opportunity to provide solutions that meet the emerging needs and aspirations – both in Finland and beyond. There is convincing evidence that the post-pandemic solutions that will be able to respond to people's changing expectations in Finland will also resonate elsewhere, especially among younger people. We can conclude this by looking at the changes that the pandemic has caused among the younger generation across continents.

In many countries, young people now have a stronger sense of personal responsibility and are more prepared to act for impact and support organisations that share their values – all changes that mirror the movements seen across the Finnish population (Deloitte 2020). And although an increase in national pride linked to the COVID-19 response may not be completely global, Finland is not totally alone there either (Pew Research Center 2020).

The Leading Edge are a compass for anticipating and assessing change.

In the post-pandemic era, embracing a sociocultural approach to product and service innovation will require a deeper dive into the pandemic-related behaviour changes, and the related evolution of values. This will allow companies and the public sector to distinguish the most promising opportunities from the sociocultural perspective and from that of the organisation. This can be done by identifying the people who are leading the change, keeping in mind that sociocultural change, or the potential for such change, is never evenly distributed across the whole population. There is always a minority who are the most prepared to act, experiment and define the future, and who will then influence others.

In urban Finland this group, which in this report has been referred to as the Leading Edge, may currently comprise only 13 per cent of the total population and 17 per cent of the younger generations. However, as changes in the behaviour and aspirations of those in the Leading Edge group often precede similar changes among the larger population, identifying and acting on the evolution of the Leading Edge could pave the way for a much broader sociocultural and business impact.

In the context of driving change towards more sustainable ways of living, this might mean, for example, making a determined effort to develop sustainable products and services that go beyond the basics of saving resources in production or a reduced carbon footprint. Sustainability is not only about doing what we have done before but in different ways – it should also be seen as a systemic change in how consumer demand and people's opinions are formed. People do not, for example, always factor in sustainability as an attribute at the point of purchase but may prefer to purchase something that is more durable or more multifunctional or acquire an experience that helps them slow down.

New ecosystems will be needed, specifically built for driving and harnessing sociocultural change.

Driving sweeping sociocultural changes in the post-COVID-19 era will also put increasing pressure on the development of new types of innovation ecosystems.

Traditionally, Finland has been very successful in driving technological development. Today, the country's key challenge is to make a rapid transition towards carbon neutrality. This will require not only the country's skills in technological innovation but also the ability to accelerate changes in everyday behaviours with high sustainability potential. This can be achieved by making concerted efforts within ecosystems created specifically for driving sociocultural change. The goal of such ecosystems will be to enable a new culture of everyday life and to ensure that the right resources are in place to lower the adoption barriers for the related positive impact behaviours.

This may require an open-minded collaboration, even across parties that at first glance seem unrelated. By working together, those at different levels of society can together lower barriers and create space for a culture of a more sustainable good life. For instance, tapping into the many opportunities that people's changing expectations for city life provide for driving a more sustainable lifestyle may mean creating new incentives for the public and private sector, including employers, to enable people to manage their lives closer to home. Or the creation of more meaningful experiences may be driven most innovatively by those outside the event and travel industry.

COVID-19 is still ongoing and has become the most severe threat of our times to global health and the economy. Even the prospect of several vaccines becoming available next year will bring no certainty that an end is in sight.

The crisis has caused a lot of suffering, but it has also been a wake-up call for many people, pushing them to reflect on their lifestyle and global concerns about the future of their planet. This period of introspection and reflection has opened up a window of opportunity for large-scale action. There is now an overwhelming, pent-up readiness among people to change some of their everyday ways, which creates a strong invitation for other parts of society to catch up.

As authors of this report, we wish to emphasise how broad the collective engagement and tactics will need to be to tackle the forthcoming global sustainability challenges. Circular technologies, sustainable economics, global agreements and aligned regulations, to mention but a few, will be needed. Side by side with them, an increasing understanding of the underlying sociocultural changes that can support the sustainability turn, and ecosystems developed to harness these opportunities, will be needed. By developing ecosystems created for driving sociocultural change, Finnish society will not only speed up its own transition towards carbon neutrality but may also showcase globally how a changing behavioural landscape can be seen as an opportunity to accelerate a positive change.

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Expert interviews

Laura Aalto, CEO of Helsinki Marketing

Jokke Eljala, Head of Research, Association for Finnish Work, Avainlippu Oy

Jari Hakanen, Professor, Finnish Institute of Occupational Health

Pekka Helin, Vice President, Customerships and Living Services, YIT

Lauri Reuter, Founder & Partner, Nordic FoodTech VC

Laura Sundell, the Head of the Customer Experience Group, Helsinki Regional Transport Authority

Alpo Tani, Urban planner, City of Helsinki

Linda Turunen, Post-doctoral researcher, Aalto university

Soile Veijola, Professor, University of Lapland

Appendix: research methodology

The research findings and insights in this report have been generated from a mixed methodology approach.

This approach has been developed through iterative application across industries, fields of social practice and geographies. It builds on a combination of a semi-ethnographic approach to documenting specific themes as part of people's everyday life – typically through small sample qualitative research (20 people or fewer by country). Qualitative research is followed by quantitative studies, including longitudinal or time-series data, to provide a broader context and to validate and measure the deep learnings about how people articulate these themes through the way they think about and live their lives.

The focus of the methodology used here has been to develop an understanding of how people in Finland think and behave in times of crisis, specifically the COVID-19 health crisis, and to further develop this understanding in the context of the dynamics of longer-term changes. This contextualisation was done by studying the longitudinal evolution in people's values and key attitudes between 2016 and 2020.

Change is movement, and as such has direction. Therefore, to anticipate long-term change, we need to identify this direction. To do this, we first engage with and study the people that we call the Leading Edge. These are, to an extent, the people who push the boundaries and provide clues to the possible direction that change may take and that our societies as a whole might follow. They represent what A. H. Maslow might have called the "Growing Tip" of society. They represent 13% of our total sample, 15% of the 18 to 55-year-olds in the longitudinal analysis.

To describe the Leading Edge, we would say that they are motivated to maintain their "knowledge about newness" and to stay fresh in their thinking. They stimulate their creativity by continually pushing their limits and operating outside of their comfort zone. They are active participants in society, and practice systemic agency. They work from within the various systems in which they participate, to directly or indirectly engage and catalyse change.

The Leading Edge are:

1. curious, open-minded;
2. self-directed, pushing their limits;
3. success-oriented;
4. characterised by showing leadership and influence potential;
5. ethical and altruistic.

There are two conclusions to be drawn from analysing the Leading Edge. First, the Leading Edge can provide an understanding of the near future, because they are slightly ahead of broad-ranging change. Second, the Leading Edge, when analysed in relationship to other parts of the population, will shed light on the likelihood and pace of broad-ranging change.

The research process

1. **A qualitative deep-dive exploration of 20 Leading Edge individuals' experience of the period of COVID-19 restrictions, in the spring of 2020.**

Using specific screening criteria, we identified 20 Leading Edge individuals living or working in the Helsinki area.

Each respondent was asked to complete a pre-task to create an initial focus on the COVID-19 confinement context and potential impacts. We subsequently conducted a two-hour interview focusing on their experience of the most severe period of restrictions in the spring of 2020 and its impact on their attitudes and behaviours in their everyday lives. We explored their emotions and thoughts about the pandemic, and about the changes they had already made or intended to make, and those they would see a value in continuing or discontinuing post-crisis. We conducted these interviews in June 2020.

In preparation for the quantitative phase to follow, we established a list of attitudes and behaviours to be contextualised, validated and measured. We grouped this list of attitudes and behaviours into eight different themes: work, close relationships, management of stress, home, travel, overall consumption, food consumption and urban life.

2. **A quantitative study representative of the Finnish urban population aged 18 to 79.**

In this phase, the hypotheses developed as a result of the previous analysis were translated into a quantitative questionnaire, to contextualise, validate and measure applicability across the broader urban population.

A representative sample of people aged 18 to 79 from the Finnish capital region (comprising Helsinki, Espoo and Vantaa), Tampere, Turku, Oulu, Jyväskylä, and Lahti were invited to respond to an online questionnaire in Finnish. This research was carried out in September 2020. This yielded a sample of 1,564 respondents.

To measure the changing relationship with various aspects of personal values, life and consumption, a section of the questionnaire was dedicated to repeating a series of questions already asked in Finland in September 2016 (Korkman and Greene 2016). The analysis of these results was carried out within a stable comparable age perimeter – between the ages of 18 and 55. Chapter 2 was based on this analysis.

In addition to the longitudinal section, a series of COVID-19 crisis-related questions was also created. These questions covered the following key areas.

- A list of general attitudes to how people had experienced the restriction period.
- Specific questions regarding behavioural change where respondents were asked to identify behaviours that they had engaged in more or less, and to declare their intention to continue or discontinue the identified behaviours post-crisis.
- A specific question concerning attitudinal changes where respondents were asked to identify the attitudes that were more or less relevant compared to the pre-crisis period.
- Questions concerning trusted sources of information.
- Expected outcome of the COVID-19 crisis.

The analysis of these results was carried out on the full age perimeter – between the ages of 18 and 79.

The Leading Edge group, comprising three segments called Leading Edge, Fast Followers and Mid Mass, was created for analysis in both the longitudinal 2016 versus 2020 and the 2020 data sets.

3. Expert interviews and secondary research.

We completed our process with a series of interviews with experts in different areas such as tourism, food, housing and city development, consumption and health to provide additional perspectives. Throughout the six months of the project, we have also referred to a small cross section of the vast corpus of published research that has emerged since the beginning of the pandemic.

This report sums up the findings, the lessons learned and the perspectives from all of the phases described above. The authors recognise the invaluable participation of and wish to thank all those who were involved in the various stages of the research.

The Lockdown Experience Fig. 1

Q18 - Here are some statements that could reflect thoughts or feelings that you may have had during the period of heaviest COVID-19 restrictions. Please select the degree to which you feel that each statement corresponds to your personal experience. Top 2 responses: Totally corresponds and Corresponds quite well												
	Total pop: Finland 2020	Finland 2020										
		LE Segmentation			Gender		Age					
		LE	FF	MM	Male	Female	18-23	24-29	30-39	40-49	50-59	60 and over
BASE	1564	211	529	824	763	801	151	197	305	291	182	439
Q18_10 - It was a time when I realized how much I enjoy/appreciate living in Finland	65,2%	81,3%	68,4%	58,9%	61,2%	68,9%	62,8%	65,5%	65,0%	59,2%	65,6%	69,6%
Q18_9 - It was a time to adjust to working differently	53,8%	77,0%	56,5%	46,0%	52,7%	54,8%	56,0%	58,8%	54,1%	60,9%	57,2%	44,3%
Q18_6 - It was a frustrating time as I couldn't do what I wanted to do e.g. travel abroad, meet friends face to face, etc	47,8%	58,7%	54,2%	41,0%	45,5%	50,0%	58,2%	64,4%	53,7%	47,2%	42,2%	35,5%
Q18_1 - It was a time to reflect more deeply on what is important to me e.g. things, activities and experiences I want and the people with whom I want to share them	45,0%	72,9%	52,7%	32,9%	40,3%	49,5%	62,4%	51,8%	48,7%	42,7%	40,0%	37,1%
Q18_8 - It was a time to reflect on my values and the meaning of my life	39,4%	64,9%	43,9%	30,0%	34,8%	43,8%	54,0%	49,0%	43,9%	37,3%	31,9%	31,5%
Q18_4 - It was a less stressful time, as it was time-out from the speed and obligations of my usual life	36,4%	56,4%	38,7%	29,7%	37,0%	35,8%	56,0%	48,7%	38,5%	33,3%	33,3%	26,0%
Q18_5 - It was a time to learn new things or to do more of the things that I enjoy but don't usually have time to do	34,4%	61,0%	41,4%	23,0%	33,2%	35,4%	45,0%	43,4%	38,2%	31,6%	26,1%	29,2%
Q18_11 - It was a time of new pressures and stress e.g. juggling roles between private and professional, cooking more often, less freedom of movement	34,2%	49,6%	39,2%	27,1%	31,2%	37,1%	49,8%	56,2%	45,0%	33,2%	22,4%	17,1%
Q18_2 - It was a time when I felt worried and anxious	33,3%	42,5%	35,0%	29,9%	27,2%	39,1%	53,8%	55,6%	38,2%	29,7%	22,1%	19,9%
Q18_7 - It was a time to reconnect with nature	30,9%	51,5%	35,2%	22,9%	28,3%	33,4%	44,4%	40,0%	36,2%	25,8%	23,6%	25,0%
Q18_3 - It was a time to reconnect more deeply with loved ones and close friends	29,5%	54,0%	32,1%	21,5%	28,6%	30,3%	41,7%	33,6%	32,9%	25,7%	26,0%	25,0%
Q18_12 - It was a lonely time	26,5%	30,9%	31,2%	22,4%	24,3%	28,6%	44,6%	44,7%	31,7%	23,3%	16,8%	14,8%

CHAPTER 2

The age perimeter for the analysis in Chapter 2 is 18 to 55 and the focus of the analysis is the evolution that took place between the 2020 and 2016 results.

Principal values hierarchy changes: Finland 2020

STABLE	INCREASE IN RANK	DECREASE IN RANK
Sincerity	Confident in own choices	Authority
Helping others	Ethical success	Dominant leadership
Work for success	Slow down and focus	Impatience for experience

Q13 - If you could change one thing in your life here and now, what would you choose from the list below?	Finland 2016	Finland 2020	Evolutions 2016 - 2020
BASE	600	964	
To have contributed something significant to society, to have made a difference.	9%	15%	7%
To be able to buy something you always wanted.	7%	10%	3%
To be an important and powerful person.	2%	3%	1%
To have more friends	6%	7%	1%
To feel more grounded (2020)/To feel more rooted (2016)	2%	2%	0%
To be more respected and held in high esteem by others	5%	4%	0%
To feel freer and less tied down.	18%	16%	-2%
To have more love and affection in your life.	18%	16%	-3%
To be more in control over your life, feel less worried.	33%	26%	-6%
Q15 - When you think about your life in the coming 12 months how do you feel?			
Pessimistic or worried	24,0%	28,1%	4,1%
Neutral, neither optimistic nor pessimistic	34,5%	41,6%	7,1%
Optimistic	41,5%	30,3%	-11,2%

Q17 - Here are some statements about different aspects of your everyday life. Please indicate the degree to which you agree or disagree. **Top 2 responses: Strongly Agree and Somewhat Agree**	Finland 2016	Finland 2020	Evolutions 2016 - 2020
BASE	600	964	
I only trust information from peers/other people like me, I don't trust information from brands/companies (2020)/ I only trust information from other consumers, I don't trust information from brands (2016)	31%	47%	16,4%
I want to have more information about the production conditions of the products I buy (employee conditions, health and hygiene standards, environmental norms...)	47%	61%	14,5%
It is important that the brands/companies I choose to buy from reflect my values (2020)/ It is important that the brands I use reflect my values (2016)	46%	59%	13,5%
Today I pay more attention to how the products I buy impact the environment than I did a year ago (2020)/ I pay more attention to how the products I buy impact the environment than I did a year ago (2016)	47%	57%	10,0%
I often post feedback online and inform others about purchases I have made (2020)/ I often post feedback online and inform other consumers about products I buy (2016)	24%	34%	9,5%
If the quality is equal, I will choose to buy a product from a "responsible" company (respect of environment, good ethics, good employee conditions...) rather than from one that isn't or where I have little information of this kind (2020)/ If the quality is equal I will choose to buy a product coming from a "responsible" company (respect of environment, good ethics, good employee conditions...) rather than from one that isn't or where I have little information of this kind (2016)	74%	81%	6,8%
We cannot trust brands/companies to be responsible (2020)/ Brands can't be trusted they need to be held accountable for their actions (2016)	58%	64%	5,6%
When deciding what to buy, product quality is my first priority	80%	84%	4,4%
Today I pay more attention to how the products I buy can affect my health, than I did a year ago (2020)/ I pay more attention to how the products I buy can affect my health than I did a year ago (2016)	63%	63%	0,0%
I am very selective when it comes to making new purchases	82%	78%	-3,6%
I have consciously chosen to reduce my overall consumption over the last year (2020)/ I have actively chosen to reduce my overall consumption over the last year (2016)	58%	53%	-4,3%
When I want advice about purchases that I am planning to make I only trust people who are experts (2020)/ When I want product advice I only trust people who are experts (2016)	51%	45%	-5,8%
For money reasons I have bought fewer non-essentials in the last 12 months	58%	49%	-9,6%
I do a lot of research to find the product that is best for me	83%	71%	-12,0%
When deciding what to buy, price is my first priority	73%	59%	-13,7%
A low price is always positive	84%	65%	-19,0%
I trust our government to find solutions to big problems like Climate Change	0%	52%	NA
Regular people (like me) need to do more to solve problems like Climate Change	0%	72%	NA
The only way to solve big problems like Climate Change is if regular people (like me), companies, governments and other organizations (e.g. NGO's) work together to find solutions	0%	80%	NA
I believe that the media (both private and publicly owned) should take a strong stand on the global climate crisis	0%	74%	NA

CHAPTER 3

The analysis in this section is carried out on the full weighted sample of n=1564. The data in the following tables is structured according to the corresponding sections of Chapter 3. In each case the first table refers to the core questions on behavioural change – Have you done this more/less? Is this something that hasn't changed or that you didn't do? – associated with the corresponding follow-up data on the intention to continue to do more or less.

The second table refers to the attitudinal question that measures the self-declared change in attitudes as compared to their position before the COVID-19 health crisis.

Home

Reference Q19 Behaviour and Q20. Intention to continue to do MORE or Q21. Intention to continue to do LESS

MORE | LESS

Here is a list of activities (...) that you may have done during this period [the COVID-19 related restrictions during the springtime 2020], from the 3 options please select the one that applies closest to your experience for each activity.		Total Pop Finland 2020	Finland 2020										
			LE Segmentation			Gender		Age					
			LE	FF	MM	Male	Female	18-23	24-29	30-39	40-49	50-59	60 and over
	BASE	1564	211	529	824	763	801	151	197	305	291	182	439
Making space by removing things for my home/ storing/ recycling/ throwing away things	This is something that I did more	34,2%	48,7%	35,4%	29,8%	28,6%	39,6%	34,0%	43,2%	33,3%	32,9%	32,3%	32,6%
	This is something that I did less	6,5%	9,3%	7,2%	5,3%	7,9%	5,2%	11,3%	6,9%	10,4%	5,8%	1,9%	4,3%
	This is something that didn't change/I didn't do	59,3%	42,0%	57,4%	64,9%	63,5%	55,2%	54,7%	49,9%	56,2%	61,2%	65,8%	63,1%
MORE: The % of population who declare the intention to continue		20,49 %	26,28 %	19,99 %	19,33 %	14,18 %	26,51 %	19,24 %	18,96 %	17,83 %	19,14 %	24,04 %	22,89 %
Buying new things for my home to make it more beautiful and stylish	This is something that I did more	16,7%	28,3%	17,3%	13,3%	16,3%	17,1%	31,4%	25,2%	21,6%	14,0%	13,5%	7,6%
	This is something that I did less	11,5%	12,6%	15,0%	9,0%	10,2%	12,9%	15,3%	16,1%	12,8%	11,8%	7,8%	8,7%
	This is something that didn't change/I didn't do	71,7%	59,1%	67,6%	77,6%	73,6%	70,0%	53,2%	58,7%	65,6%	74,2%	78,6%	83,7%
MORE: The % of population who declare the intention to continue		5,96 %	12,25 %	5,57 %	4,59 %	5,12 %	6,75 %	9,90 %	9,27 %	9,19 %	4,30 %	4,42 %	2,61 %
Making changes to my home to make it more adapted for what I/we do there (including working from home)	This is something that I did more	27,5%	43,0%	30,2%	21,9%	28,3%	26,8%	45,8%	33,1%	34,3%	31,0%	27,3%	11,9%
	This is something that I did less	5,6%	8,5%	7,8%	3,4%	7,9%	3,4%	7,2%	13,1%	8,9%	2,3%	3,8%	2,2%
	This is something that didn't change/I didn't do	66,9%	48,5%	62,0%	74,8%	63,9%	69,8%	47,1%	53,8%	56,8%	66,7%	69,0%	85,9%
MORE: The % of population who declare the intention to continue		8,11 %	15,30 %	10,46 %	4,76 %	8,38 %	7,85 %	14,09 %	10,49 %	10,17 %	10,28 %	7,53 %	2,35 %

Q22. Attitudinal changes													
Here are some more statements that might describe how someone like you thinks about life (...) Now, thinking about your life before the COVID-19 crisis began, for each statement please choose the response that applies best.		Total Pop Finland 2020	Finland 2020										
			LE Segmentation			Gender		Age					
			LE	FF	MM	Male	Female	18-23	24-29	30-39	40-49	50-59	60 and over
	BASE	1564	211	529	824	763	801	151	197	305	291	182	439
I prefer to have fewer, but better-quality things in my home	Applies more than before COVID-19	23,3%	33,2%	24,4%	20,0%	22,0%	24,6%	28,3%	28,5%	28,9%	25,4%	20,5%	15,1%
	Applies less than before COVID-19	5,3%	5,8%	5,5%	5,0%	7,5%	3,2%	14,0%	5,7%	6,2%	4,6%	2,3%	3,2%
	Applies the same as before COVID-19	71,4%	61,0%	70,0%	75,0%	70,6%	72,2%	57,7%	65,7%	64,9%	70,0%	77,2%	81,6%
I prefer to live in a highly functional home even if it is more compact	Applies more than before COVID-19	17,9%	31,1%	17,3%	14,9%	17,2%	18,5%	27,5%	25,9%	22,0%	15,3%	15,7%	10,8%
	Applies less than before COVID-19	9,8%	8,0%	11,3%	9,4%	11,5%	8,2%	12,5%	16,6%	12,0%	11,7%	5,2%	5,0%
	Applies the same as before COVID-19	72,3%	60,9%	71,4%	75,7%	71,2%	73,3%	60,0%	57,5%	66,0%	73,0%	79,0%	84,2%
I prefer to live flexibly in several places rather than one fixed home (e.g. a part of the year in a second place or in another country)	Applies more than before COVID-19	14,5%	24,3%	14,2%	12,3%	16,1%	13,0%	17,9%	12,4%	15,4%	14,4%	18,0%	12,4%
	Applies less than before COVID-19	14,3%	17,5%	14,4%	13,3%	14,8%	13,7%	19,2%	24,3%	16,4%	12,2%	7,7%	10,7%
	Applies the same as before COVID-19	71,2%	58,2%	71,5%	74,4%	69,0%	73,3%	62,9%	63,4%	68,2%	73,4%	74,3%	76,9%
I prefer to buy products that are locally produced even if I have to pay a higher price (approx. 10%)	Applies more than before COVID-19	19,1%	31,4%	24,2%	12,6%	19,0%	19,1%	24,5%	24,9%	22,0%	14,6%	16,4%	16,6%
	Applies less than before COVID-19	8,0%	6,9%	8,6%	8,0%	10,9%	5,3%	18,4%	7,9%	10,6%	6,2%	7,0%	4,4%
	Applies the same as before COVID-19	72,9%	61,7%	67,3%	79,4%	70,1%	75,6%	57,1%	67,3%	67,4%	79,2%	76,6%	79,0%

City life

Reference Q19 Behaviour and Q20. Intention to continue to do MORE or Q21. Intention to continue to do LESS

MORE | LESS

Here is a list of activities (...) that you may have done during this period [the COVID-19 related restrictions during the springtime 2020], from the 3 options please select the one that applies closest to your experience for each activity.		Total Pop Finland 2020	Finland 2020										
			LE Segmentation			Gender		Age					
			LE	FF	MM	Male	Female	18-23	24-29	30-39	40-49	50-59	60 and over
	BASE	1564	211	529	824	763	801	151	197	305	291	182	439
Doing fun activities together as a family or with close friends at home (e.g. games, cooking...)	This is something that I did more	38,5%	54,0%	40,4%	33,3%	37,9%	39,0%	45,5%	48,1%	46,6%	47,6%	32,9%	22,4%
	This is something that I did less	11,2%	12,2%	12,5%	10,2%	10,8%	11,6%	15,8%	16,9%	12,4%	10,5%	8,0%	8,1%
	This is something that didn't change/I didn't do	50,3%	33,9%	47,1%	56,5%	51,3%	49,3%	38,7%	34,9%	41,0%	41,9%	59,1%	69,5%
MORE: The % of population who declare the intention to continue		21,09 %	33,63 %	21,52 %	17,61 %	19,00 %	23,10 %	23,66 %	25,95 %	26,98 %	27,72 %	17,58 %	11,01 %
Going out to bars, clubs, restaurants, cafés etc. with my friends or family	This is something that I did more	3,9%	11,3%	4,0%	1,9%	6,7%	1,2%	5,9%	13,4%	4,6%	2,3%	,5%	,8%
	This is something that I did less	50,1%	50,1%	55,9%	46,3%	47,9%	52,2%	58,0%	61,5%	55,1%	54,4%	48,2%	36,6%
	This is something that didn't change/I didn't do	46,1%	38,7%	40,1%	51,8%	45,5%	46,6%	36,1%	25,1%	40,3%	43,3%	51,3%	62,6%
Less: The % of population who declare the intention to continue		23,97 %	26,10 %	22,66 %	24,26 %	23,91 %	24,02 %	25,79 %	26,63 %	24,74 %	24,28 %	25,67 %	20,69 %
Spending time outside appreciating nature	This is something that I did more	53,0%	64,9%	54,9%	48,8%	48,6%	57,3%	49,8%	53,0%	54,8%	54,3%	43,8%	55,9%
	This is something that I did less	6,9%	5,8%	7,6%	6,7%	9,1%	4,8%	14,7%	10,4%	9,3%	4,5%	5,3%	3,1%
	This is something that didn't change/I didn't do	40,1%	29,3%	37,5%	44,5%	42,3%	38,0%	35,5%	36,6%	35,9%	41,2%	50,9%	40,9%
MORE: The % of population who declare the intention to continue		29,59 %	31,69 %	32,72 %	27,03 %	23,23 %	35,64 %	28,74 %	27,46 %	25,01 %	32,68 %	23,15 %	34,63 %
Exploring the area around my home (20 min walk/bike ride from home)	This is something that I did more	42,3%	57,2%	43,9%	37,5%	39,6%	45,0%	38,8%	46,6%	48,1%	48,7%	33,9%	36,9%
	This is something that I did less	6,5%	8,1%	10,5%	3,5%	9,8%	3,4%	14,0%	15,9%	8,2%	3,5%	2,3%	2,4%
	This is something that didn't change/I didn't do	51,1%	34,7%	45,6%	58,9%	50,7%	51,6%	47,2%	37,5%	43,7%	47,8%	63,8%	60,7%
MORE: The % of population who declare the intention to continue		14,11 %	19,28 %	14,63 %	12,45 %	13,46 %	14,73 %	8,77 %	13,37 %	15,32 %	16,03 %	10,38 %	15,70 %
Doing things in nature with family or close friends (e.g hiking, canoeing, forest walks)	This is something that I did more	35,0%	45,7%	38,8%	29,9%	33,3%	36,7%	36,4%	45,4%	38,5%	42,4%	23,7%	27,3%
	This is something that I did less	7,9%	12,8%	9,0%	6,0%	8,9%	7,0%	15,6%	10,4%	11,2%	4,9%	4,8%	5,3%
	This is something that didn't change/I didn't do	57,0%	41,5%	52,2%	64,1%	57,8%	56,3%	48,0%	44,3%	50,3%	52,7%	71,5%	67,3%
MORE: The % of population who declare the intention to continue		17,10 %	24,96 %	18,14 %	14,42 %	13,85 %	20,20 %	15,94 %	20,40 %	20,54 %	21,69 %	10,26 %	13,42 %
Growing some of my own food (e.g. growing herbs in pots on a balcony or a yard, using an allotment garden)	This is something that I did more	18,4%	30,4%	21,1%	13,5%	17,5%	19,2%	15,5%	28,2%	20,8%	19,0%	13,5%	14,8%
	This is something that I did less	5,8%	8,3%	7,0%	4,4%	7,9%	3,9%	14,4%	9,3%	8,2%	4,0%	1,8%	2,6%
	This is something that didn't change/I didn't do	75,8%	61,3%	71,9%	82,1%	74,6%	77,0%	70,2%	62,5%	71,0%	77,1%	84,7%	82,6%
MORE: The % of population who declare the intention to continue		8,77 %	11,96 %	10,73 %	6,70 %	5,32 %	12,06 %	3,24 %	7,89 %	9,41 %	10,37 %	8,22 %	9,80 %
Walking, biking (electric or pedal bike) or using scooter/e-scooters	This is something that I did more	41,9%	50,9%	44,2%	38,1%	39,9%	43,8%	50,8%	48,7%	43,5%	42,4%	37,3%	36,2%
	This is something that I did less	9,0%	9,6%	11,5%	7,3%	12,0%	6,2%	15,8%	17,9%	10,1%	10,2%	5,0%	2,9%
	This is something that didn't change/I didn't do	49,1%	39,5%	44,3%	54,6%	48,0%	50,0%	33,4%	33,4%	46,4%	47,4%	57,7%	60,9%
MORE: The % of population who declare the intention to continue		20,02 %	19,66 %	21,53 %	19,14 %	17,58 %	22,35 %	18,75 %	18,75 %	16,25 %	22,05 %	22,11 %	21,44 %
Sharing resources with neighbours/close community rather than everyone buying their own (e.g. DIY tools, gardening equipment.) or organising services to come to our neighbourhood for several people at once (e.g. hairdresser, bike repair)	This is something that I did more	6,6%	17,1%	6,8%	3,9%	9,5%	3,9%	8,0%	9,6%	10,0%	7,0%	2,8%	3,9%
	This is something that I did less	6,5%	10,8%	8,6%	4,0%	8,2%	4,8%	14,8%	10,5%	7,8%	4,4%	1,4%	4,4%
	This is something that didn't change/I didn't do	86,9%	72,1%	84,6%	92,2%	82,4%	91,2%	77,2%	79,9%	82,3%	88,7%	95,8%	91,7%

Q22. Attitudinal changes

Here are some more statements that might describe how someone like you thinks about life (...) Now, thinking about your life before the COVID-19 crisis began, for each statement please choose the response that applies best.		Total Pop Finland 2020	Finland 2020										
			LE Segmentation			Gender		Age					
			LE	FF	MM	Male	Female	18-23	24-29	30-39	40-49	50-59	60 and over
	BASE	1564	211	529	824	763	801	151	197	305	291	182	439
I prefer to live in a city/ urban area	Applies more than before COVID-19	12,8%	24,4%	14,5%	8,7%	14,9%	10,7%	18,1%	14,1%	16,0%	12,0%	10,3%	9,7%
	Applies less than before COVID-19	15,1%	19,8%	15,5%	13,6%	16,6%	13,7%	19,6%	24,6%	21,4%	13,9%	8,0%	8,6%
	Applies the same as before COVID-19	72,1%	55,9%	70,0%	77,6%	68,5%	75,6%	62,3%	61,3%	62,6%	74,1%	81,7%	81,7%
It is pleasurable to do activities together as a family	Applies more than before COVID-19	25,1%	41,5%	25,8%	20,5%	25,4%	24,9%	31,3%	33,8%	30,5%	25,6%	20,8%	16,9%
	Applies less than before COVID-19	5,4%	5,2%	6,6%	4,6%	7,4%	3,4%	13,5%	8,4%	7,2%	2,9%	1,5%	3,2%
	Applies the same as before COVID-19	69,5%	53,3%	67,6%	74,9%	67,2%	71,7%	55,2%	57,8%	62,3%	71,5%	77,7%	79,9%
Being socially active, seeing lots of people is essential for my wellbeing	Applies more than before COVID-19	23,7%	35,2%	27,7%	18,1%	24,7%	22,7%	36,7%	38,3%	23,1%	22,8%	20,9%	14,8%
	Applies less than before COVID-19	14,1%	13,8%	13,1%	14,7%	12,6%	15,5%	13,8%	15,1%	17,4%	17,7%	9,6%	10,8%
	Applies the same as before COVID-19	62,3%	51,0%	59,1%	67,2%	62,7%	61,8%	49,5%	46,5%	59,5%	59,6%	69,5%	74,4%
Being out in nature regularly is essential for my wellbeing	Applies more than before COVID-19	39,8%	47,6%	42,8%	35,9%	37,4%	42,1%	45,3%	44,4%	41,4%	38,8%	33,0%	38,2%
	Applies less than before COVID-19	4,8%	5,9%	7,0%	3,0%	7,3%	2,4%	7,7%	13,5%	5,8%	2,2%	2,9%	1,6%
	Applies the same as before COVID-19	55,4%	46,5%	50,2%	61,1%	55,4%	55,5%	47,1%	42,2%	52,8%	58,9%	64,1%	60,2%
I prefer to live in in a neighbourhood with many shared facilities (e.g. sauna, possibility to rent a guest room, office) even if my home is more compact	Applies more than before COVID-19	9,0%	23,3%	8,9%	5,5%	12,4%	5,8%	15,2%	14,5%	12,9%	6,9%	3,9%	5,2%
	Applies less than before COVID-19	18,9%	16,3%	19,2%	19,4%	20,2%	17,7%	19,3%	25,9%	17,5%	22,0%	17,8%	15,1%
	Applies the same as before COVID-19	72,1%	60,4%	71,9%	75,1%	67,4%	76,5%	65,5%	59,7%	69,6%	71,0%	78,3%	79,6%
Being physically active is essential for my wellbeing	Applies more than before COVID-19	38,2%	43,5%	39,7%	36,0%	36,6%	39,8%	37,4%	42,8%	39,8%	36,4%	37,1%	37,0%
	Applies less than before COVID-19	5,4%	11,7%	5,6%	3,7%	7,4%	3,6%	13,4%	11,6%	5,3%	3,9%	2,4%	2,4%
	Applies the same as before COVID-19	56,3%	44,8%	54,8%	60,3%	56,0%	56,7%	49,2%	45,6%	54,9%	59,7%	60,6%	60,6%

Work

Reference Q19 Behaviour and Q20. Intention to continue to do MORE or Q21. Intention to continue to do LESS

			MORE	LESS									
Here is a list of activities (...) that you may have done during this period [the COVID-19 related restrictions during the springtime 2020], from the 3 options please select the one that applies closest to your experience for each activity.		Total Pop Finland 2020	Finland 2020										
			LE Segmentation			Gender		Age					
			LE	FF	MM	Male	Female	18-23	24-29	30-39	40-49	50-59	60 and over
	BASE	1564	211	529	824	763	801	151	197	305	291	182	439
Working from home	This is something that I did more	40,2%	53,4%	47,0%	32,4%	41,2%	39,1%	43,0%	48,0%	46,7%	54,5%	47,0%	18,8%
	This is something that I did less	4,6%	6,3%	6,0%	3,3%	6,2%	3,1%	13,9%	8,2%	6,1%	1,6%	,5%	2,5%
	This is something that didn't change/I didn't do	55,2%	40,2%	47,0%	64,4%	52,6%	57,8%	43,1%	43,8%	47,2%	44,0%	52,5%	78,7%
MORE: The % of population who declare the intention to continue		22,11 %	29,58 %	25,68 %	17,89 %	23,64 %	20,64 %	19,96 %	24,06 %	29,14 %	34,03 %	27,50 %	6,92 %
Working from several different places other than my usual place of work	This is something that I did more	20,8%	36,9%	22,4%	15,5%	25,0%	16,7%	22,5%	31,4%	25,7%	28,3%	21,7%	6,5%
	This is something that I did less	8,1%	13,4%	9,8%	5,6%	10,6%	5,7%	16,8%	14,1%	12,3%	7,3%	4,5%	1,3%
	This is something that didn't change/I didn't do	71,2%	49,6%	67,8%	78,9%	64,4%	77,6%	60,7%	54,5%	62,0%	64,3%	73,8%	92,1%
MORE: The % of population who declare the intention to continue		3,41 %	7,24 %	2,84 %	2,79 %	3,38 %	3,43 %	5,29 %	2,95 %	2,89 %	4,76 %	5,58 %	1,53 %
Finding ways to better manage/balance professional work and non-work life while working from home	This is something that I did more	23,5%	39,5%	26,7%	17,3%	23,0%	23,9%	34,5%	36,2%	32,2%	28,0%	18,7%	6,9%
	This is something that I did less	7,2%	9,6%	9,6%	5,0%	8,0%	6,3%	10,1%	12,1%	11,0%	7,3%	4,6%	2,2%
	This is something that didn't change/I didn't do	69,4%	50,9%	63,8%	77,7%	69,0%	69,7%	55,3%	51,7%	56,9%	64,6%	76,7%	90,9%
MORE: The % of population who declare the intention to continue		6,16 %	7,75 %	3,37 %	3,11 %	3,11 %	4,91 %	8,12 %	3,40 %	3,61 %	4,71 %	4,80 %	1,61 %
Driving my own car /motorbike	This is something that I did more	24,6%	29,0%	28,1%	21,3%	27,4%	22,0%	30,8%	31,8%	28,3%	20,6%	17,2%	22,5%
	This is something that I did less	14,2%	16,3%	14,9%	13,3%	18,7%	10,0%	13,6%	14,4%	11,7%	19,3%	14,7%	12,6%
	This is something that didn't change/I didn't do	61,2%	54,8%	57,1%	65,4%	53,9%	68,1%	55,6%	53,8%	60,0%	60,1%	68,1%	65,0%
MORE: The % of population who declare the intention to continue		8,15 %	4,77 %	9,61 %	8,08 %	9,50 %	6,86 %	11,33 %	7,60 %	5,99 %	5,57 %	7,44 %	10,82 %
Using Public transport	This is something that I did more	7,5%	16,4%	8,0%	4,9%	10,8%	4,4%	9,4%	14,8%	10,4%	5,1%	4,6%	4,3%
	This is something that I did less	48,4%	48,9%	52,3%	45,8%	42,3%	54,2%	55,5%	54,5%	53,3%	52,9%	42,6%	39,2%
	This is something that didn't change/I didn't do	44,1%	34,7%	39,7%	49,3%	46,9%	41,4%	35,1%	30,7%	36,3%	42,0%	52,8%	56,4%
LESS: The % of population who declare the intention to continue		19,8%	24,1%	19,9%	18,7%	18,7%	21,0%	15,6%	21,1%	19,9%	18,9%	20,9%	20,8%

Q22. Attitudinal changes

Here are some more statements that might describe how someone like you thinks about life (...) Now, thinking about your life before the COVID-19 crisis began, for each statement please choose the response that applies best.		Total Pop Finland 2020	Finland 2020										
			LE Segmentation			Gender		Age					
			LE	FF	MM	Male	Female	18-23	24-29	30-39	40-49	50-59	60 and over
	BASE	1564	211	529	824	763	801	151	197	305	291	182	439
My life is more organised/less stressful when I can (at least partly) decide myself where and when I work	Applies more than before COVID-19	24,8%	40,0%	26,7%	19,8%	23,5%	26,1%	32,8%	38,0%	32,1%	30,6%	20,2%	9,3%
	Applies less than before COVID-19	7,3%	11,2%	8,0%	5,8%	9,3%	5,3%	17,3%	9,3%	11,8%	4,4%	3,7%	3,3%
	Applies the same as before COVID-19	67,9%	48,7%	65,3%	74,4%	67,2%	68,6%	49,9%	52,8%	56,1%	65,1%	76,1%	87,5%
I want to slow down, do less things and focus on what is most important to me	Applies more than before COVID-19	29,5%	40,2%	29,9%	26,4%	25,8%	33,0%	33,7%	40,9%	33,2%	32,2%	29,5%	18,4%
	Applies less than before COVID-19	5,7%	10,3%	6,3%	4,1%	8,1%	3,4%	13,2%	9,5%	7,3%	4,5%	1,8%	2,6%
	Applies the same as before COVID-19	64,9%	49,5%	63,8%	69,5%	66,2%	63,6%	53,1%	49,6%	59,5%	63,2%	68,6%	79,0%
My employer should create more flexible working arrangements (e.g. possibilities to work in different places, provide equipment for working from home)	Applies more than before COVID-19	28,9%	39,2%	30,2%	25,4%	27,9%	29,8%	38,9%	45,7%	41,9%	32,9%	24,4%	8,0%
	Applies less than before COVID-19	4,8%	7,6%	6,6%	3,0%	7,3%	2,5%	8,2%	8,7%	7,4%	3,2%	2,8%	2,1%
	Applies the same as before COVID-19	66,3%	53,2%	63,2%	71,6%	64,9%	67,6%	52,9%	45,6%	50,8%	63,9%	72,7%	89,8%
I prefer to work from a formal office most of the time	Applies more than before COVID-19	12,8%	20,6%	15,6%	8,9%	15,6%	10,1%	25,6%	21,5%	17,7%	9,3%	10,8%	4,1%
	Applies less than before COVID-19	24,6%	29,7%	24,1%	23,7%	25,8%	23,5%	27,9%	30,7%	30,8%	31,9%	25,9%	11,1%
	Applies the same as before COVID-19	62,6%	49,7%	60,3%	67,4%	58,6%	66,5%	46,5%	47,9%	51,5%	58,7%	63,3%	84,8%

Travel

Reference Q19 Behaviour and Q20. Intention to continue to do MORE or Q21. Intention to continue to do LESS													
			MORE	LESS									
Here is a list of activities (...) that you may have done during this period [the COVID-19 related restrictions during the springtime 2020], from the 3 options please select the one that applies closest to your experience for each activity.		Total Pop Finland 2020	Finland 2020										
			LE Segmentation			Gender		Age					
			LE	FF	MM	Male	Female	18-23	24-29	30-39	40-49	50-59	60 and over
	BASE	1564	211	529	824	763	801	151	197	305	291	182	439
Travelling internationally for leisure	This is something that I did more	3,5%	10,2%	3,5%	1,8%	5,6%	1,6%	11,2%	6,6%	5,9%	,6%	,9%	,9%
	This is something that I did less	36,4%	35,6%	43,7%	31,9%	37,7%	35,1%	37,3%	42,7%	37,9%	46,0%	32,0%	27,6%
	This is something that didn't change/I didn't do	60,1%	54,2%	52,8%	66,3%	56,7%	63,3%	51,5%	50,7%	56,2%	53,4%	67,1%	71,5%
Less: The % of population who declare the intention to continue		14,99 %	15,32 %	20,29 %	11,49 %	13,86 %	16,06 %	8,54 %	15,46 %	15,88 %	18,63 %	14,80 %	14,03 %
Travelling internationally for work	This is something that I did more	3,5%	9,9%	4,3%	1,3%	5,3%	1,7%	9,5%	7,8%	6,2%	1,3%	,5%	,2%
	This is something that I did less	17,2%	22,7%	23,0%	12,0%	22,1%	12,5%	19,5%	18,6%	23,0%	23,1%	15,5%	8,4%
	This is something that didn't change/I didn't do	79,4%	67,4%	72,7%	86,8%	72,7%	85,8%	71,0%	73,6%	70,8%	75,6%	84,0%	91,4%
Less: The % of population who declare the intention to continue		7,07 %	12,33 %	9,82 %	3,96 %	9,14 %	5,09 %	4,03 %	6,22 %	9,01 %	10,79 %	8,12 %	4,24 %
Travelling in Finland (+50 km from your home) for work	This is something that I did more	4,8%	10,8%	5,4%	2,8%	6,8%	2,8%	10,1%	12,3%	5,6%	3,9%	1,0%	1,1%
	This is something that I did less	17,4%	27,1%	20,7%	12,8%	22,9%	12,2%	17,7%	22,1%	25,5%	21,8%	15,5%	7,4%
	This is something that didn't change/I didn't do	77,8%	62,1%	73,9%	84,4%	70,4%	85,0%	72,2%	65,6%	68,9%	74,3%	83,5%	91,5%
Less: The % of population who declare the intention to continue		4,92 %	6,18 %	5,14 %	4,46 %	6,88 %	3,06 %	1,70 %	5,22 %	7,36 %	7,29 %	4,13 %	2,95 %
Travelling in Finland (+50 km from your home) for leisure	This is something that I did more	19,3%	23,5%	22,6%	16,2%	20,5%	18,3%	25,7%	25,3%	19,7%	18,4%	15,0%	16,7%
	This is something that I did less	23,5%	24,6%	27,1%	20,9%	23,5%	23,5%	28,1%	26,7%	29,4%	25,7%	23,4%	14,9%
	This is something that didn't change/I didn't do	57,2%	51,9%	50,3%	63,0%	56,1%	58,2%	46,2%	48,0%	50,8%	55,9%	61,6%	68,4%
More: The % of population who declare the intention to continue		8,5%	6,6%	9,6%	8,3%	7,5%	9,5%	10,0%	9,0%	7,4%	8,4%	6,6%	9,3%

Q22. Attitudinal changes

Here are some more statements that might describe how someone like you thinks about life (...) Now, thinking about your life before the COVID-19 crisis began, for each statement please choose the response that applies best.		Total Pop Finland 2020	Finland 2020										
			LE Segmentation			Gender		Age					
			LE	FF	MM	Male	Female	18-23	24-29	30-39	40-49	50-59	60 and over
	BASE	1564	211	529	824	763	801	151	197	305	291	182	439
I want to slow down, do less things and focus on what is most important to me	Applies more than before COVID-19	29,5%	40,2%	29,9%	26,4%	25,8%	33,0%	33,7%	40,9%	33,2%	32,2%	29,5%	18,4%
	Applies less than before COVID-19	5,7%	10,3%	6,3%	4,1%	8,1%	3,4%	13,2%	9,5%	7,3%	4,5%	1,8%	2,6%
	Applies the same as before COVID-19	64,9%	49,5%	63,8%	69,5%	66,2%	63,6%	53,1%	49,6%	59,5%	63,2%	68,6%	79,0%
When it comes to international travel, I would rather have fewer high-quality experiences than having more trips	Applies more than before COVID-19	26,6%	38,4%	29,0%	22,1%	24,9%	28,3%	30,8%	34,8%	26,0%	24,0%	18,9%	27,0%
	Applies less than before COVID-19	7,3%	8,9%	9,0%	5,7%	9,7%	4,9%	9,0%	10,6%	9,9%	7,1%	7,4%	3,4%
	Applies the same as before COVID-19	66,1%	52,7%	61,9%	72,2%	65,4%	66,7%	60,2%	54,6%	64,0%	68,9%	73,7%	69,6%
When it comes to international travel, I would rather travel for longer periods but less often	Applies more than before COVID-19	22,3%	34,7%	24,4%	17,7%	23,0%	21,5%	24,4%	27,6%	29,2%	21,0%	15,0%	18,2%
	Applies less than before COVID-19	8,9%	9,3%	9,4%	8,5%	10,8%	7,2%	15,1%	9,5%	10,6%	6,9%	8,8%	6,8%
	Applies the same as before COVID-19	68,8%	56,0%	66,2%	73,7%	66,1%	71,3%	60,5%	62,9%	60,2%	72,1%	76,2%	75,0%
I appreciate travelling within the borders of Finland as much as travelling abroad	Applies more than before COVID-19	30,6%	43,9%	30,0%	27,7%	29,7%	31,5%	30,4%	42,9%	31,8%	25,9%	27,8%	28,7%
	Applies less than before COVID-19	8,9%	10,2%	10,6%	7,4%	12,1%	5,8%	14,1%	14,2%	10,3%	7,9%	6,0%	5,6%
	Applies the same as before COVID-19	60,5%	45,9%	59,4%	64,9%	58,1%	62,7%	55,5%	42,9%	57,9%	66,3%	66,2%	65,7%
I always consider alternative options to air travel when it is feasible	Applies more than before COVID-19	20,9%	33,0%	24,9%	15,3%	22,5%	19,5%	21,8%	25,1%	28,4%	19,1%	15,4%	17,1%
	Applies less than before COVID-19	8,5%	7,1%	9,1%	8,5%	11,6%	5,6%	7,9%	12,9%	10,8%	10,2%	3,5%	6,3%
	Applies the same as before COVID-19	70,5%	59,9%	66,0%	76,2%	65,9%	74,9%	70,3%	62,0%	60,8%	70,7%	81,1%	76,6%
I would prefer not to take a trip if I consider that the negative environmental impact is too high	Applies more than before COVID-19	20,4%	27,6%	22,3%	17,3%	20,8%	20,0%	27,2%	18,6%	20,4%	18,2%	17,9%	21,4%
	Applies less than before COVID-19	9,5%	11,7%	9,1%	9,2%	12,8%	6,3%	14,4%	13,9%	13,3%	6,9%	9,4%	4,9%
	Applies the same as before COVID-19	70,1%	60,7%	68,6%	73,5%	66,4%	73,7%	58,5%	67,4%	66,3%	74,8%	72,7%	73,7%
I try to consider the environmental impact of my travel and choose to carbon compensate	Applies more than before COVID-19	15,6%	26,9%	16,8%	11,9%	16,0%	15,2%	22,8%	16,6%	18,8%	16,5%	10,4%	12,0%
	Applies less than before COVID-19	8,9%	12,9%	8,8%	8,0%	13,8%	4,3%	10,1%	16,9%	11,7%	8,6%	3,6%	5,5%
	Applies the same as before COVID-19	75,4%	60,1%	74,4%	80,1%	70,1%	80,5%	67,1%	66,6%	69,5%	74,9%	85,9%	82,5%
I am willing to pay more for a trip (approx. 10%) if the environmental impact is lower	Applies more than before COVID-19	14,2%	26,5%	14,9%	10,6%	13,8%	14,5%	16,2%	17,3%	19,3%	10,0%	11,2%	12,5%
	Applies less than before COVID-19	12,5%	11,4%	12,9%	12,6%	18,1%	7,3%	17,9%	14,1%	10,7%	13,2%	14,4%	10,1%
	Applies the same as before COVID-19	73,3%	62,1%	72,2%	76,9%	68,1%	78,2%	65,9%	68,6%	70,0%	76,8%	74,4%	77,4%

Food

Reference Q19 Behaviour and Q20. Intention to continue to do MORE or Q21. Intention to continue to do LESS													
			MORE	LESS									
Here is a list of activities (...) that you may have done during this period [the COVID-19 related restrictions during the springtime 2020], from the 3 options please select the one that applies closest to your experience for each activity.		Total Pop Finland 2020	Finland 2020										
			LE Segmentation			Gender		Age					
			LE	FF	MM	Male	Female	18-23	24-29	30-39	40-49	50-59	60 and over
	BASE	1564	211	529	824	763	801	151	197	305	291	182	439
Carefully planning grocery purchases before going to the store	This is something that I did more	42,9%	52,3%	44,4%	39,6%	37,2%	48,4%	38,2%	45,9%	44,7%	43,8%	38,4%	43,3%
	This is something that I did less	5,9%	7,9%	7,6%	4,2%	8,2%	3,7%	16,9%	12,9%	8,2%	2,3%	1,4%	1,6%
	This is something that didn't change/I didn't do	51,2%	39,8%	48,0%	56,2%	54,7%	47,9%	44,9%	41,3%	47,1%	53,9%	60,1%	55,1%
MORE: The % of population who declare the intention to continue		19,32 %	18,32 %	18,48 %	20,11 %	11,71 %	26,58 %	16,13 %	19,00 %	18,53 %	15,17 %	16,65 %	24,97 %
Buying groceries online	This is something that I did more	21,7%	30,8%	23,4%	18,3%	23,3%	20,3%	25,3%	28,7%	29,0%	22,6%	14,2%	15,0%
	This is something that I did less	4,8%	7,8%	5,4%	3,7%	6,3%	3,4%	9,1%	11,8%	5,7%	3,9%	0,0%	2,2%
	This is something that didn't change/I didn't do	73,4%	61,4%	71,2%	78,0%	70,4%	76,3%	65,6%	59,5%	65,3%	73,5%	85,8%	82,9%
MORE: The % of population who declare the intention to continue		10,51 %	10,86 %	11,27 %	9,94 %	10,11 %	10,89 %	7,03 %	10,22 %	14,19 %	13,43 %	7,19 %	8,73 %
Using take away food services. :	This is something that I did more	28,8%	35,5%	33,4%	24,1%	30,0%	27,7%	31,1%	44,9%	38,1%	30,0%	21,5%	16,6%
	This is something that I did less	7,6%	13,1%	8,8%	5,4%	9,9%	5,4%	15,4%	12,5%	11,2%	5,5%	3,4%	3,4%
	This is something that didn't change/I didn't do	63,6%	51,4%	57,8%	70,5%	60,1%	66,9%	53,6%	42,6%	50,7%	64,5%	75,1%	80,1%
MORE: The % of population who declare the intention to continue		9,82 %	11,43 %	13,54 %	7,01 %	8,02 %	11,53 %	9,60 %	13,89 %	11,56 %	11,50 %	6,67 %	7,06 %
Buying food produced in Finland	This is something that I did more	35,1%	48,5%	37,8%	30,0%	35,4%	34,9%	29,7%	37,9%	31,3%	32,6%	38,2%	38,9%
	This is something that I did less	5,4%	5,8%	6,0%	4,9%	7,1%	3,8%	13,3%	13,0%	5,9%	3,3%	0,9%	2,2%
	This is something that didn't change/I didn't do	59,5%	45,7%	56,2%	65,1%	57,5%	61,3%	56,9%	49,1%	62,8%	64,2%	60,8%	58,9%
MORE: The % of population who declare the intention to continue		16,37 %	17,33 %	17,07 %	15,68 %	12,61 %	19,96 %	7,13 %	13,51 %	13,00 %	14,89 %	20,76 %	22,34 %
Paying slightly more (approx.10%) specifically to buy local or Finnish products	This is something that I did more	21,6%	32,4%	26,4%	15,7%	20,1%	23,0%	17,6%	31,7%	22,5%	19,7%	26,0%	17,2%
	This is something that I did less	7,1%	10,3%	9,0%	5,1%	8,9%	5,4%	15,1%	13,5%	10,1%	4,9%	1,8%	3,2%
	This is something that didn't change/I didn't do	71,3%	57,3%	64,6%	79,2%	71,0%	71,6%	67,3%	54,9%	67,4%	75,4%	72,1%	79,6%
MORE: The % of population who declare the intention to continue		8,44 %	9,73 %	10,37 %	6,87 %	5,45 %	11,29 %	8,24 %	10,52 %	6,42 %	8,07 %	12,87 %	7,40 %
Eating vegetarian/ vegan alternatives	This is something that I did more	19,1%	30,5%	20,6%	15,3%	17,8%	20,4%	28,6%	23,7%	23,4%	14,8%	16,2%	15,0%
	This is something that I did less	7,2%	10,9%	8,8%	5,3%	9,1%	5,4%	13,1%	18,7%	7,6%	4,5%	3,7%	3,0%
	This is something that didn't change/I didn't do	73,6%	58,6%	70,6%	79,4%	73,1%	74,1%	58,3%	57,6%	69,0%	80,7%	80,0%	82,0%
MORE: The % of population who declare the intention to continue		9,67 %	13,01 %	11,20 %	7,83 %	6,30 %	12,89 %	12,27 %	11,16 %	9,95 %	8,43 %	10,05 %	8,59 %

Q22. Attitudinal changes

Here are some more statements that might describe how someone like you thinks about life (...) Now, thinking about your life before the COVID-19 crisis. began, for each statement please choose the response that applies best.		Total Pop Finland 2020	Finland 2020										
			LE Segmentation			Gender		Age					
			LE	FF	MM	Male	Female	18-23	24-29	30-39	40-49	50-59	60 and over
	BASE	1564	211	529	824	763	801	151	197	305	291	182	439
I pay a lot of attention to what I eat to ensure that I am healthy	Applies more than before COVID-19	26,1%	34,5%	27,9%	22,9%	25,3%	26,9%	30,8%	39,9%	26,2%	21,2%	21,3%	23,7%
	Applies less than before COVID-19	5,7%	7,0%	7,0%	4,6%	8,8%	2,9%	12,9%	9,9%	7,6%	5,9%	2,4%	1,4%
	Applies the same as before COVID-19	68,1%	58,5%	65,2%	72,5%	65,9%	70,3%	56,4%	50,2%	66,2%	72,9%	76,4%	75,0%
I want my food to be sustainably and ethically produced	Applies more than before COVID-19	18,1%	29,5%	22,1%	12,6%	18,1%	18,2%	31,6%	22,7%	17,4%	15,5%	13,7%	15,6%
	Applies less than before COVID-19	6,1%	7,6%	7,8%	4,7%	9,3%	3,1%	7,4%	14,2%	8,0%	6,9%	3,2%	1,5%
	Applies the same as before COVID-19	75,7%	62,9%	70,1%	82,6%	72,6%	78,8%	61,0%	63,2%	74,7%	77,6%	83,1%	82,9%
I prefer to buy products that are locally produced even if I have to pay a high-er price (approx. 10%)	Applies more than before COVID-19	19,1%	31,4%	24,2%	12,6%	19,0%	19,1%	24,5%	24,9%	22,0%	14,6%	16,4%	16,6%
	Applies less than before COVID-19	8,0%	6,9%	8,6%	8,0%	10,9%	5,3%	18,4%	7,9%	10,6%	6,2%	7,0%	4,4%
	Applies the same as before COVID-19	72,9%	61,7%	67,3%	79,4%	70,1%	75,6%	57,1%	67,3%	67,4%	79,2%	76,6%	79,0%
I believe that it important to reduce the quantity of animal produce that we consume	Applies more than before COVID-19	18,5%	31,2%	19,4%	14,6%	18,0%	18,9%	25,2%	25,7%	18,7%	14,5%	12,4%	18,0%
	Applies less than before COVID-19	8,3%	9,6%	9,3%	7,2%	13,0%	3,7%	14,4%	9,9%	9,7%	8,7%	6,7%	4,9%
	Applies the same as before COVID-19	73,2%	59,2%	71,3%	78,1%	68,9%	77,4%	60,4%	64,5%	71,7%	76,8%	80,9%	77,2%

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