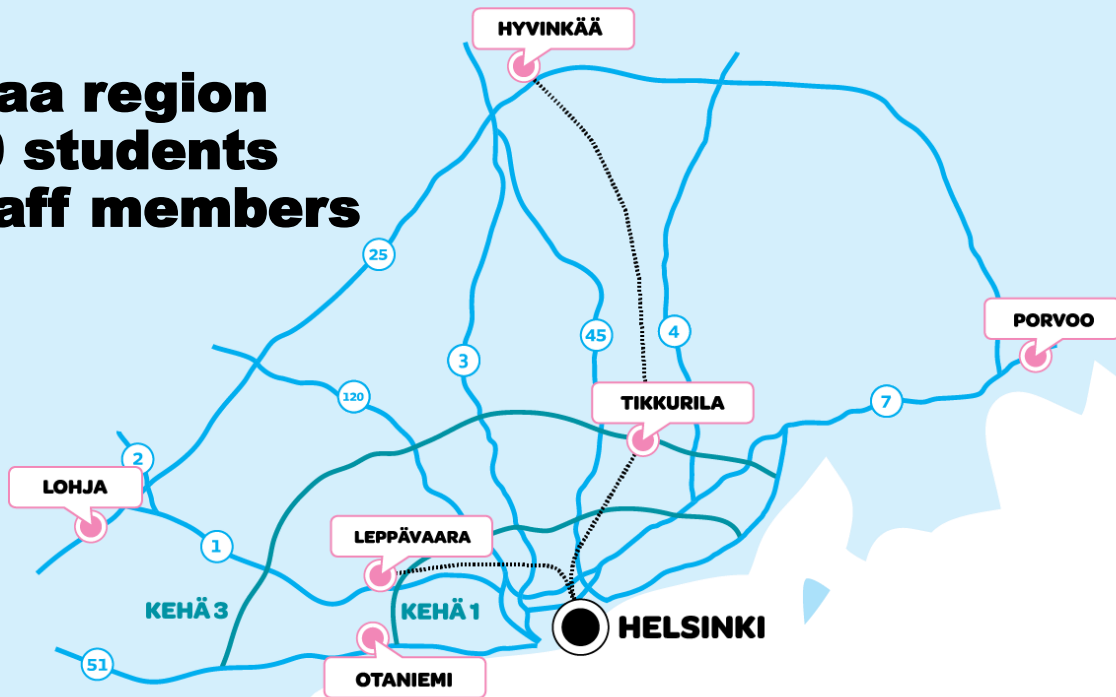


Greetings from Laurea University of Applied Sciences!

Lecture material 18th August 2025



- **Uusimaa region**
- **10.000 students**
- **650 staff members**



Innovative Legal Design Solutions Workshop – LEGAL DESIGN AND SUSTAINABILITY

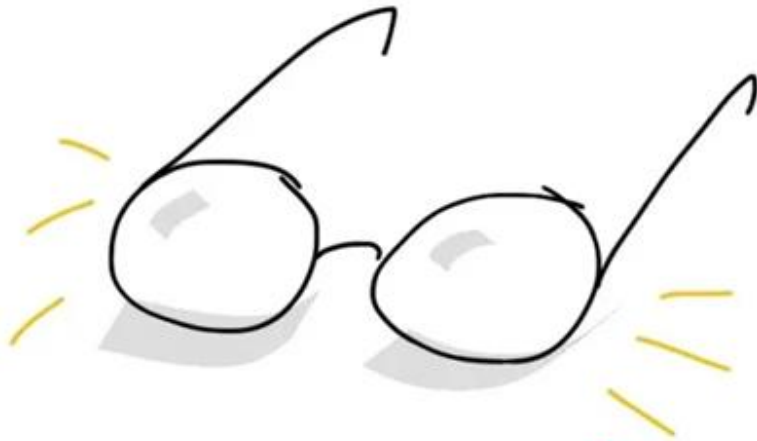
LL.D Johanna Aalto

Lecturer (Laurea University of Applied Sciences).

Research interests include future operating sustainable environments and ecosystems, branding and value formation in organizations and places, and legal design.

What is legal design?





Design is a 
new pair of Glasses.

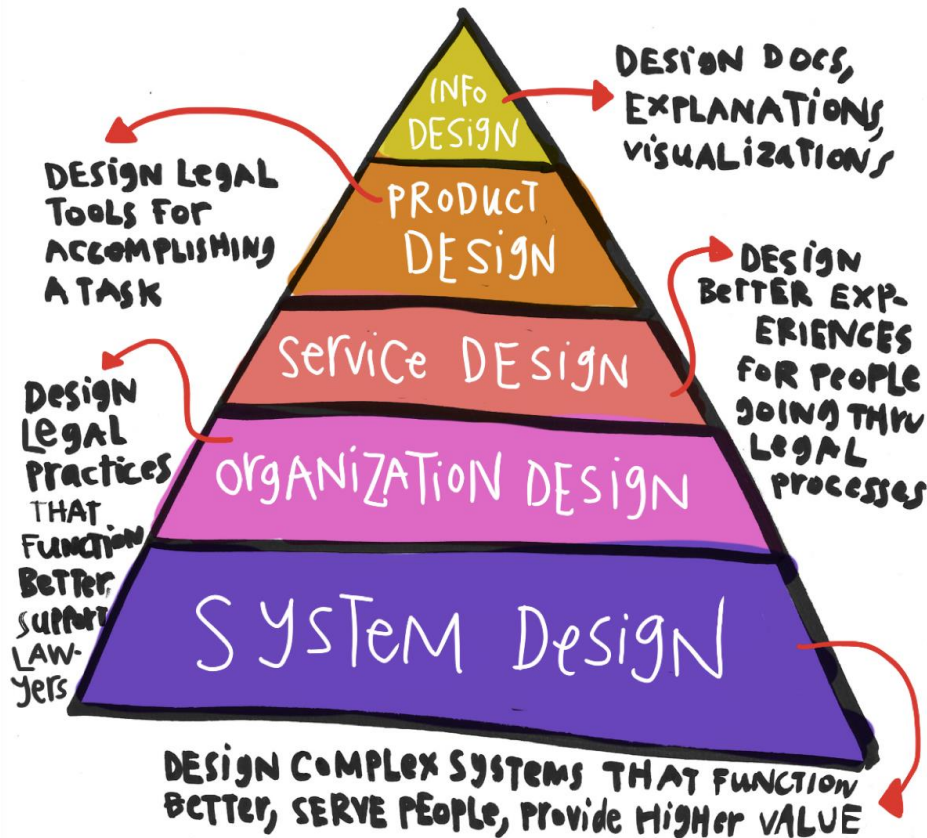
Some definitions

Legal Design has visions: make the law better, more understandable and more accessible

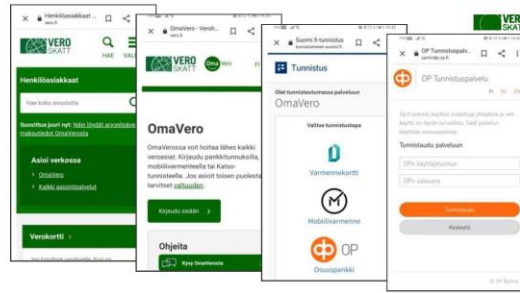
Design is about making things that are intuitive, engaging, valuable, and beloved to the people that use them.

Legal design is the application of human-centered design to the world of law, to make legal systems and services more human-centered, usable, and satisfying.

**Design is about solving
problems**

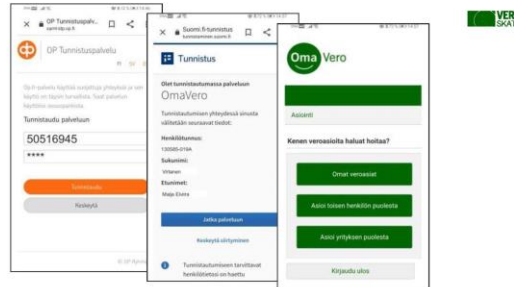


[illegible][illegible][illegible]



Kuvio 12: Ensimmäisen prototyypin kirjautumispolun alkuosa

Kuviossa 13 on kirjautumispolun loppuosa eli pankkitunnusten syöttö, Suomi.fi-tunnistautumisen vahvistus ja OmaVero-palvelun ensimmäinen näyttö, josta valitaan Omat veroasiat -painike. Prototyypissä edetään painamalla ensimmäisellä näytöllä Tunnistaudu-painiketta, seuraavalla Jatka palveluun -painiketta ja viimeisellä valitsemalla Omat Veroasiat -painike.



Kuvio 13: Ensimmäisen prototyypin kirjautumispolun loppuosa

- Ref. Aino Hasan, Thesis 2021
<https://www.theseus.fi/handle/10024/506090>

A guide video for the three-step learning support created as a result of the legal design process. The video specifically responds to the problem points identified in the process.

<https://www.youtube.com/watch?v=G1NG3P0Hff4&t=62s>

- Ref. Elisa Lientola, Thesis 2022,
<https://www.theseus.fi/handle/10024/751203>

Consumer complaint

YRITYKSEN ASIAKKAALLA ON ONGELMATILANNE



TUNNIN TAISTELUN JÄLKEEN ASIAKAS TURHAUTUU.



- Ref. <https://kulma.kkv.fi/2021/02/23/opiskelijat-tutkivat-reklamaatioprosessia-helpottaako-tieto-tuskaa/>



General Assembly

Distr.: General
21 October 2015

Seventieth session
Agenda items 15 and 116

Resolution adopted by the General Assembly on 25 September 2015

[without reference to a Main Committee (A/70/L.1)]

70/1. Transforming our world: the 2030 Agenda for Sustainable Development

The General Assembly

Adopts the following outcome document of the United Nations summit for the adoption of the post-2015 development agenda:

Transforming our world: the 2030 Agenda for Sustainable Development

Preamble

This Agenda is a plan of action for people, planet and prosperity. It also seeks to strengthen universal peace in larger freedom. We recognize that eradicating poverty in all its forms and dimensions, including extreme poverty, is the greatest global challenge and an indispensable requirement for sustainable development.

All countries and all stakeholders, acting in collaborative partnership, will implement this plan. We are resolved to free the human race from the tyranny of poverty and want and to heal and secure our planet. We are determined to take the bold and transformative steps which are urgently needed to shift the world on to a sustainable and resilient path. As we embark on this collective journey, we pledge that no one will be left behind.

The 17 Sustainable Development Goals and 169 targets which we are announcing today demonstrate the scale and ambition of this new universal Agenda. They seek to build on the Millennium Development Goals and complete what they did not achieve. They seek to realize the human rights of all and to achieve gender equality and the empowerment of all women and girls. They are integrated and indivisible and balance the three dimensions of sustainable development: the economic, social and environmental.

The Goals and targets will stimulate action over the next 15 years in areas of critical importance for humanity and the planet.

15-16301 (E)


Please recycle

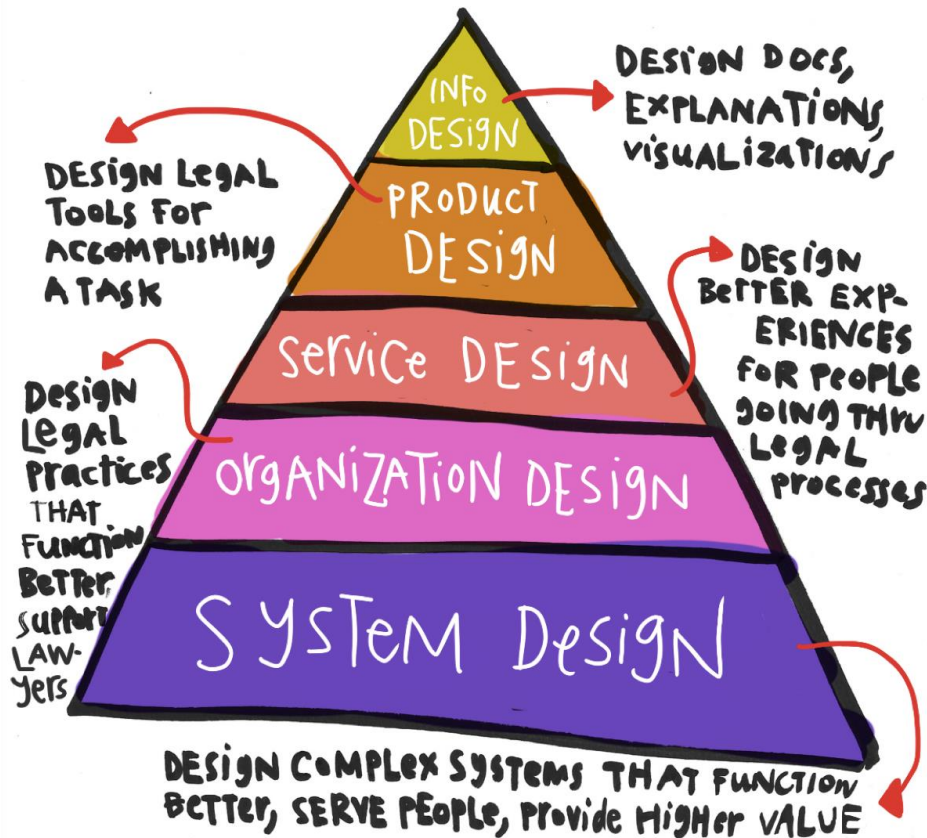


- Ref.
https://www.un.org/ga/search/view_doc.asp?symbol=A/RES/70/1&Lang=E

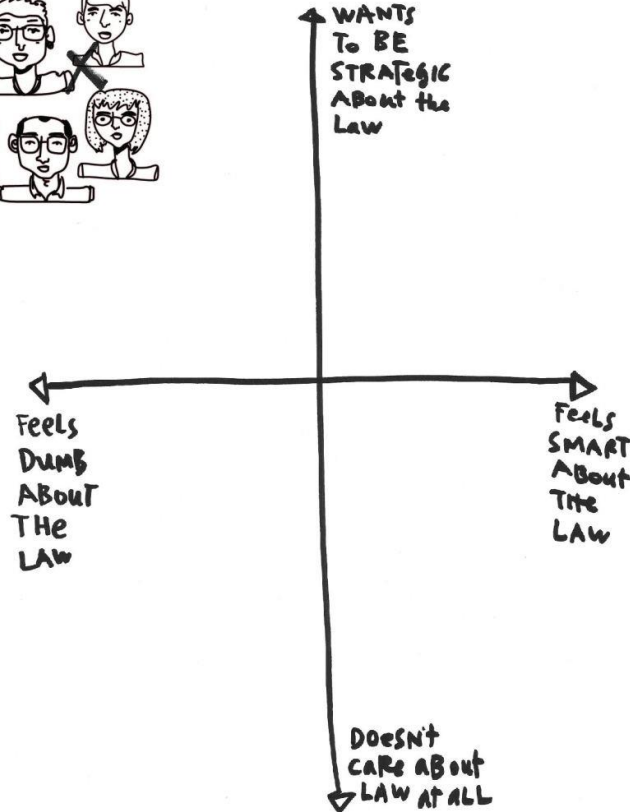
SUSTAINABLE DEVELOPMENT GOALS



- Ref. <https://www.un.org/sustainabledevelopment/news/communications-material/>




Who can benefit?



- Ref. <https://lawbydesign.co/design-mechanics/>

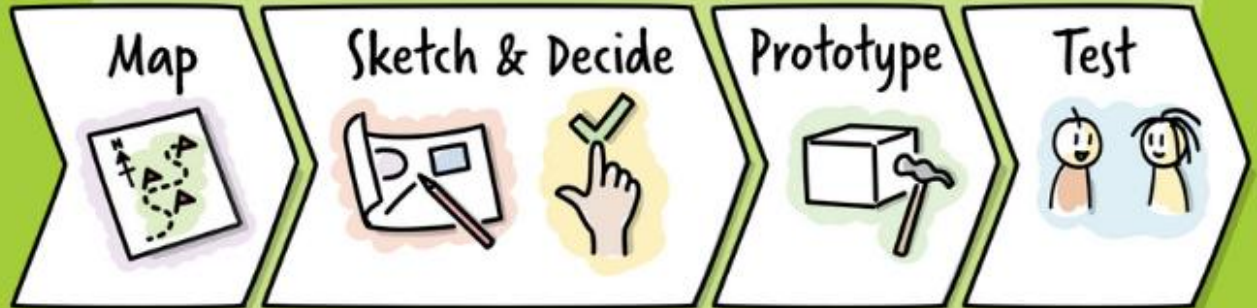
How to promote sustainability?



Use design to
empower people to
help themselves

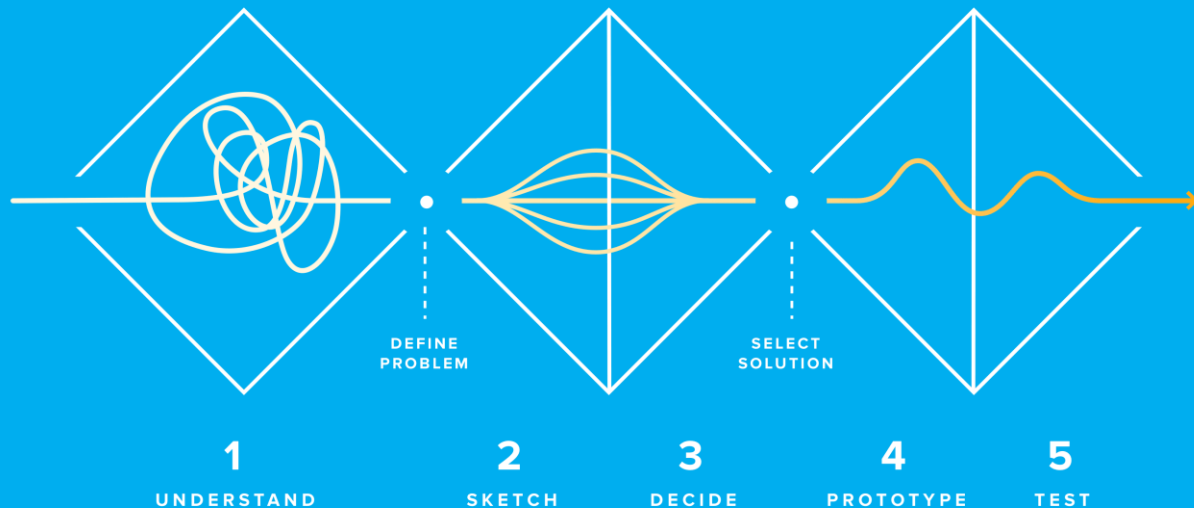
Make the law more
accessible to more
people

Access to justice



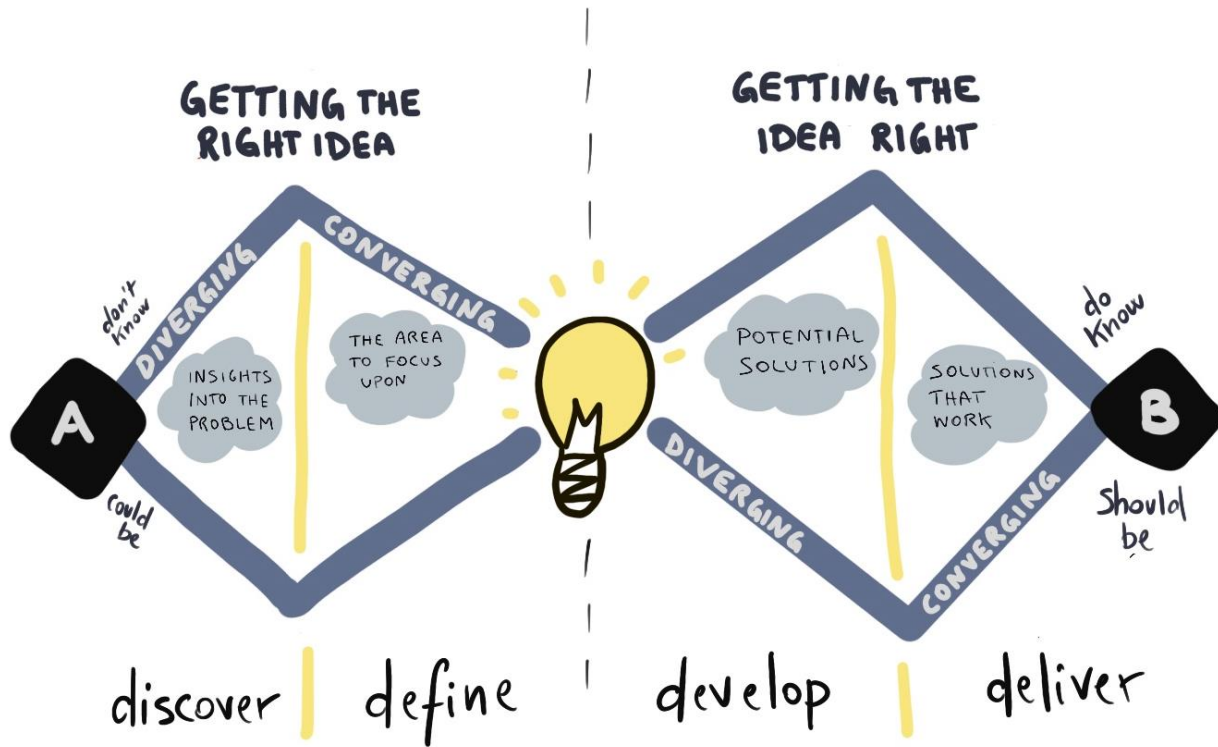
Process example

- Ref. <https://www.agile42.com/en/blog/design-sprint>



Process example

Ref. <https://design-sprint.com/>



Source: Dan Nessler, Willemien Brand

- Ref. <https://openpracticelibrary.com/practice/double-diamond/>

Group work

- Find a recent law or one related to your project (either approved or coming into force in 2025) and sustainability
- Summarise the message of the law in 1-2 sentences and one image or diagram
- Think: Can humor be used as a stylistic device? Advertising? News headline? (Content)
- How does it influence, what sticks in the mind? (Justification)
- Short presentation with explanations (tell also about your roles in your group and contribution)

References and examples

- <https://lawbydesign.co/>
- <https://www.legaltechdesign.com/>
- <https://www.thisisservicedesigndoing.com/methods>
- <https://eachother.org.uk/>
- Jukka Linna: Legal Design – Mission Impossible?
- Kate Vitasek , 'Comic contracts: a novel approach to contract clarity'
[https://www.forbes.com/sites/katevitasek/2017/02/14/comic contracts a novel approach to contract clarity and accessibility/#64e78f787635](https://www.forbes.com/sites/katevitasek/2017/02/14/comic-contracts-a-novel-approach-to-contract-clarity-and-accessibility/#64e78f787635)
- Stefania Passera, 'Bringing legal design and legal tech to contracts'
[https://stefaniapassera.com/2018/03/28/legaldesign and legaltech to contracts/](https://stefaniapassera.com/2018/03/28/legaldesign-and-legaltech-to-contracts/)

Thank you!



What could you do next
with the subject of
Sustainability and Legal
Design?

Feedback?
Thank you!