

# Academic Portfolio

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## 1. Basic information

In line with the transdisciplinary characteristic of futures studies, I am also a transdisciplinary researcher in futures studies. My academic roots are in humanistic sciences. I am MA (1993) and PhD in European Ethnology (2008). I have Title of Docent in Cultural Heritage Studies (2009). During my doctoral studies, while simultaneously working as a Researcher and Project Manager at Finland Futures Research Centre (FFRC) from 2002 onwards, I completed all available courses in futures studies (40 cr., 2006) in Finland Futures Academy, Turku School of Economics.

Interdisciplinarity has been my choice from the beginning of my studies. During my undergraduate studies, we organised in Finland, in a student group, two Nordic summer courses for students in ethnology and folklore studies, one about semiotics and structuralism and the other about environment and culture<sup>1</sup>. These and other extra courses<sup>2</sup>, supported me to use semiotic theory in my ethnological Master's Thesis. In my Doctoral studies, I completed 20 cr. semiotics at University of Helsinki (2001), and in my Doctoral Thesis in ethnology I developed a semiotic theory of culture to explain the concept *cultural sustainability*, which became a central concept in my research in futures studies.

## 2. Research and scientific activities

Beginning *at the end of 1990's* from the concept of *cultural sustainability*, I have developed the study of *cultural sustainability transformation* into a thematic research area integrated with society. My path has proceeded through several pioneering points of rethinking concepts and methods, published first with lower classification, and later with higher classification. Currently, I combine futures studies, cultural studies, cultural heritage studies and sustainability science in an anticipatory approach to futures studies.

I started by rethinking of the concept *cultural sustainability* from preservation of cultural items into the right to define own culture, cultural heritage, and the direction of change of ever-changing culture<sup>3</sup>. The need to change our polluting and overconsuming culture to reach ecological sustainability has been from the beginning a part of my re-defined concept of *cultural sustainability*. In the semiotic theory of culture, developed in my Doctoral Thesis, culture is seen as a part of nature (anthroposemiosis as a part of semiosis)<sup>4</sup>. This points out elementary features to understand intentional cultural change towards ecological sustainability: the transformative power of culture and interactive nature-culture relationship.

*In 2002*, I started as a Researcher at FFRC, and became familiar with futures studies' methodology in several research and development projects<sup>5</sup>. This gave me a possibility to combine participatory futures studies' methodology with theories of transformative culture and sustainability, which is needed for methodological development of *cultural sustainability transformation*. In my leadership, the idea of culture as

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<sup>1</sup> The content of the Nordic courses is published: Costiander-Huldén, Eva & Launonen, Marjaana & Siitonen, Aino & Siivonen, Katriina & Toivanen, Anna (ed.) (1988) *Människans yttre – kulturens spegel. NEFA-Nordens 15. fältseminarium 8.8.–23.8.1987 i Lojo, Finland*. Åbo; Ruotsala, Helena & Salovaara, Tuija & Siivonen, Katriina & Toivanen, Anna (ed.) (1992), *Miljö, människa och kultur. NEFA-Nordens seminarium 8.–15.8.1992*. Åbo.

<sup>2</sup> E.g. the Semiotic Summer School organised by International Semiotics Institute in Imatra, Finland 17.–21.7.1989.

<sup>3</sup> Two of first articles developing this perspective are Siivonen, Katriina (2003), Mikä on kulttuurisesti kestävä? Kulttuuri arkisena vuorovaikutuksena ja matkailutuotteena. *Kulttuurintutkimus* 20(2003):2, 9–15; Siivonen, Katriina (2002), La culture – source de profit pour le tourisme ou vie des gens du pays? In *Managers who think*, <http://www.undo.net/Management/>. Published 4.2.2002.

<sup>4</sup> Siivonen, Katriina (2008) *Saaristoidentiteetit merkkien virtoina. Varsinaissuomalainen arki ja aluekehitystyö globalisaation murroksessa*. Kansatieteellinen Arkisto 51. Dissertation. Helsinki: Suomen Muinaismuistoyhdistys.

<sup>5</sup> Siivonen, Katriina & Björn Grönholm (2002) *Framtidsscenarier för Åboland. Projektets slutrapport*. Tutu-publikationer 9/2002. Turku: Åbo handelshögskola, Institutet för framtidsforskning & Skärgårdsinstitutet vid Åbo Akademi. See also reference 7.

transformative power towards cultural, social, economic and ecological sustainability, the latter uncommon on that time in cultural context, was present first time in a seminar for cultural actors in 2006<sup>6</sup>.

*In the beginning of 2000's*, in my research and development projects at FFRC, the focus was mainly in the cultural and social dimensions of sustainability. In my leadership, in the project KULMA, Culture as a resource for countryside (2003–2005), participants from 21 rural municipalities co-created in futures workshops cultural strategies for creative networks. Under the European Year 2009 of Creativity and Innovations, KULMA was recognised as a Regional European Example due to the successful participatory futures process which produced multiple new activities and strengthened local networks of cultural actors.<sup>7</sup>

*In 2010's*, I got different teaching positions, which changed the emphasis of my carrier from research to teaching. Despite it, I got then possibilities to strengthen my research perspectives in *cultural sustainability* in relation to ecological sustainability, futures thinking and cultural heritage studies. Professor in Cultural Policy Research Anita Kangas from University of Jyväskylä invited me and other colleagues into discussions about an international network for cultural sustainability researchers in Europe, which resulted in 2011–2015 in the implementation of COST Action project Investigating Cultural Sustainability, including the ecological dimension of sustainability and sustainability work in museums<sup>8</sup>. Later, contacts from the COST Action lead to European co-operation both in my academic education and research<sup>9</sup>. Current example is the project IN SITU (Place-based innovation of cultural and creative industries in non-urban areas, 2022–2026, 13 partner countries)<sup>10</sup>, lead from University of Coimbra. The Finnish project ECOCRIN (Sustainable and Innovative Creative Ecosystems, 2023–2025)<sup>11</sup> continues in the same theme.

In 2013, I held my first presentation about combined futures studies, cultural heritage studies and museums in a seminar about intangible cultural heritage<sup>12</sup>. In it, I had a possibility to present the novel idea about museums as experts of temporal processes in combination of their potential role in participatory co-creation of futures. I was invited to write a chapter<sup>13</sup> in the book of the Science Forum 2017<sup>14</sup>. In it I crystallised the concept *cultural sustainability* as a tool for sustainability, appreciated in museums.

During my time at University of Helsinki (2014–2015), I contacted Professor in Sustainable Development and microbiologist Kristina Lindström. We combined ecological and cultural sustainability into the project idea Ground and Growth<sup>15</sup>, which was selected as one of 20 semi-finalists in the Helsinki Challenge Science

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<sup>6</sup> The content of the seminar including my article was published: Siivonen, Katriina (2006) Kulttuuritoiminnalla kulttuurisesti kestävään kehitykseen – esimerkkinä osallistava alueellinen kulttuuristrategiatyö Varsinais-Suomessa. In Katriina Siivonen (ed.) *Kulttuurista kestävyttä*. Ethnos-toimite 12. Helsinki: Ethnos ry, 14–31.

<sup>7</sup> KULMA is published in this: Helander, Niina & Kirveennummi, Anna & Merikanto, Maria & Rubin, Anita & Siivonen, Katriina (2005) *Kulttuurin kulmakivet. Varsinaissuomalaisia kulttuuristrategioita*. Tutu-julkaisuja 3/2005. Turku: Turun kauppakorkeakoulu, Tulevaisuuden tutkimuskeskus & Varsinais-Suomen taidetoimikunta; This is another example of cultural and social sustainability: Siivonen, Katriina & Kotilainen, Sirkku & Suoninen, Annikka (2011) *Iloa ja voimaa elämään. Nuorten taiteen tekemisen merkitykset Myrsky-hankkeessa*. Nuorisotutkimusseuran verkkojulkaisuja 44. Helsinki: Nuorisotutkimusverkosto / Nuorisotutkimusseura.

<sup>8</sup> The “European Cooperation in the field of Scientific and Technical Research – COST Action IS1007 Investigating Cultural Sustainability” in 2011–2015 resulted in a publication for professional communities including my co-authored chapter: Stypianou-Lambert, Theopisti & Mihailova, Marina & Spinozzi, Paola & Cicerchia, Annalisa & Johannisson, Jenny & Kangas, Anita & Lapka, Miloslav & Sestic-Dragicevic, Milena & Siivonen, Katriina & Skjerven, Astrid (2015) *The Stories Museum Tell – Politics and uses of past: Varied narratives in the museums in Cyprus*. In Joost Dessein, Katriina Soini, Graham Fairclough & Lummina Horlings (eds.) *Culture in, for and as Sustainable Development. Conclusions from the COST Action IS1007 Investigating Cultural Sustainability*. Jyväskylä: University of Jyväskylä, 26–27.

<sup>9</sup> See e.g. Siivonen, Katriina (2018) Sustainable everyday culture from glocal archipelago culture. In Inger Birkeland, Rob Burton, Constanza Parra & Katriina Siivonen (ed. by) *Cultural Sustainability and the Nature-Culture interface. Livelihoods, Policies, and Methodologies*. London: Routledge, 19–34.

<sup>10</sup> <https://insituculture.eu/>

<sup>11</sup> <https://sites.utu.fi/ecocrin/>

<sup>12</sup> Katriina Siivonen, Tulevaisuuden museo / Tulevaisuusmuseum, presentation in the seminar *Rituaaliviikko nyt riitti, Uuden alku – aineettoman kulttuuriperinnön suojele* in Salo 4.8.2013.

<sup>13</sup> Siivonen, Katriina (2017) Kulttuurinen kestävyys. In Kari Enqvist, Ilari Hetemäki & Teija Tiilikainen (ed.) *Kaikki vapaudesta*. Helsinki: Gaudeamus, 275–287.

<sup>14</sup> Tieteen päivät, organised by the Federation of the Finnish Learned Societies in co-operation with other science organisations

<sup>15</sup> <https://www.facebook.com/kasvunpaikat>

competition. As a result of Ground and Growth, Maria Höyssä's postdoctoral project about farmers' values in relation to the nitrogen cycle got funding at FFRC in my leadership (2016–2017).

*In 2020's*, the possibility opened to develop methodology for *cultural sustainability transformation*. In the project DYNAMO (Dynamic Museum and Heritage Futures Workshop as instruments for ecological reconstruction, 2020–2022)<sup>16</sup>, we developed the model of dynamic museum, the concept of heritage futures and the method of heritage futures workshop in my leadership at FFRC together with museums for participatory futures processes aiming sustainability, published in a handbook for museums<sup>17</sup>. My article about *cultural sustainability transformation* in a text book in futures studies gives a deeper theoretical view to heritage futures with related research ethics<sup>18</sup>.

In the project SISU (Sufficiency solutions for a resilient, green, and just Finland, 2023–2029)<sup>19</sup>, we develop further in my leadership heritage futures workshop and implement it together with several museums. The role of *cultural sustainability transformation* in SISU is to build a process of co-creation of cultural sufficiency solutions in interaction with other research themes. They are development of an ecological macroeconomic model and investigation of the situation of vulnerable groups and institutional trust in sustainability transformation. My next goal is to build a research group to analyse the role of culture in the current global transformation in relation to earlier deep transformation processes, like industrialisation and the Enlightenment, and to gain better understanding on the *cultural sustainability transformation*<sup>20</sup>.

### 3. Teaching and supervision

I have been teaching mostly in futures studies, sustainability studies and ethnology as visiting lecturer and in teaching positions. I was Assistant and Doctoral Student in a Graduate School with some teaching responsibilities in European Ethnology at University of Turku. I substituted the Professor and worked as a University Lecturer in Nordic Ethnology at Åbo Akademi University. I worked as a Professor in European Ethnology at University of Helsinki. At University of Turku, I taught as University Teacher in Futures Studies and got the position of University Lecturer in Futures Studies in 1.1.2018, where I have been since.

I have been responsible teacher of disciplines Nordic Ethnology, European Ethnology and Futures Studies including responsibility in curricula planning. I have been the chair or a member in several steering groups of study programmes and courses. I have been teaching on Bachelor's and Master's levels and in Doctoral studies including supervision on all of these levels. I have been teaching both regular courses and my own, research-based courses, partly developed collaboratively among groups of teachers. I have been teaching in class as well as on-line and in hybrid mode using Zoom, and I use Moodle in my courses. I have produced

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<sup>16</sup> <https://sites.utu.fi/dynamo/en/>

<sup>17</sup> Paaskoski, Leena & Siivonen, Katriina & Vähäkari, Noora & Latvala-Harvilahti, Pauliina & Pelli, Päivi & Granlund, Maria & Hujala, Teppo (2022) *Dynaaminen museo ja tulevaisuusperintöverstas. Käsikirja museoiden ekososiaaliseen sivistystyöhön*. Lusto julkaisuja 6. Savonlinna: Suomen metsämuseo Lusto. <https://lusto.fi/wp-content/uploads/2022/03/lusto-dynaaminen-museo.pdf>

<sup>18</sup> Siivonen, Katriina, Tulevaisuusperintö kulttuurisen kestävyysmurroksen välineenä. In Hanna-Kaisa Aalto, Katriina Heikkilä, Pasi Keski-Pukkila, Maija Mäki, Markus Pöllänen (ed.) (2022) *Tulevaisuudentutkimus tutuksi – Perusteita ja menetelmiä*. Tulevaisuudentutkimuksen Verkostoakatemia julkaisuja 1/2022. Turku: Tulevaisuuden tutkimuskeskus, Turun yliopisto, 444–458. <file:///C:/Users/katisi/Downloads/Dynaaminen-museo-ja-tulevaisuusperintoverstas-4.pdf>

<sup>19</sup> <https://sisu-stn.fi/en/>

<sup>20</sup> A seed for this target can be found in this publication: Siivonen, Katriina (2019) Intangible cultural heritage will revolutionise the future. In Sabine Eggmann, Susanna Kolbe und Justin Winkler (ed.), *Wohin geht die Reise? Where does the journey go to? Eine Geburtstagsgabe für Johanna Rolshoven, A birthday present for Johanna Rolshoven*. Basel: Akroama Editions, <https://www.geruchderzeit.org/siivonen/>

chapters in text books<sup>21</sup> and material in a MOOC<sup>22</sup>, and several of my articles have been used in academic education as course material. In my teaching, I emphasise interactive approach and support the growth of students to independent thinkers, for which students has expressed their gratitude. My aim is to build and strengthen a group of Master's and Doctoral students in critical study of *cultural sustainability transformation* and to support it through my courses and supervision.

*My teaching experience in more detail:*

2022–, *Visiting Lecturer in Norway* in yearly summer school Cultural heritage: issues of national identity, cultural tourism and education, lecture on *cultural sustainability transformation* and facilitating a heritage futures workshop, co-operation between University of Silesia, Poland, University of Turku, Finland, University of South-Eastern Norway, Norway, and UCL University College, Denmark

1.1.2018–, *Teaching as a University Lecturer in Futures Studies: responsible teacher of courses* Ethics in Futures Studies, Futures Case Evaluation (until 2022), Cultural Sustainability (see below 2009–), Anticipation and Futures Thinking (2025–) and Complementary Studies (until 2024), and *teacher in courses* Theories of Futures Studies and Transformation (2021–), Introduction to Futures Studies methods (2020–), Futures Research methods Demos (2020–) *in the MDP in Futures Studies*, *responsible teacher of the course* Futures Studies Literature *in the Doctoral degrees in Turku School of Economics*, *teacher in the course* KEKO1 *in the Study Module in Sustainable Development* (until 2024, see below 2008 fall–2024 spring), and *responsible teacher in the course* TULEVA *in Turku School of Economics* (see below 2016–2024 spring), University of Turku

2016–2024 spring, *Planning a new course on futures studies and digital team working, and responsible teacher (2018–2024) of the course: TULEVA*, Tulevaisuudentutkimus ja yritysenakointi (Futures Studies and Corporate Foresight, 4 cr.), obligatory course for all Finnish MDPs at Turku School of Economics (max. 280 students), *implementation of the course together with 7 teachers* from these programmes, Turku School of Economics, University of Turku

1.8.2015–31.12.2017, *Teaching as a University Teacher in Futures Studies: responsible teacher of courses* Ethics in Futures Studies, Futures Case Evaluation, Cultural Sustainability (see below 2009–) and Complementary Studies *in the MDP in Futures Studies*, *responsible teacher of the course* Futures Studies Literature *in the Doctoral degrees in Turku School of Economics*, and *teacher in the course* KEKO1 *in Study Module in Sustainable Development* (see below 2008 fall–2024 spring); only during academic year 2015–2016: *teacher in courses* TUTU1 (Futures thinking and scenarios) and TUTU3 (Methodologies in futures studies) *in Finland Futures Academy*, and TEVY (Yrityselämään! – Liiketoiminta ja projektityöskentely), an obligatory course for all Bachelor's level students *in Turku School of Economics*, University of Turku

1.1.2014–31.7.2015, *Teaching as a Professor in European Ethnology*: lectures series on Bachelor's and Master's level, Master's seminar and Doctoral seminar, supervision of thesis on Master's and Doctoral levels, European Ethnology, University of Helsinki

1.11.2012–31.12.2013, *Teaching as a University Lecturer in Nordic Ethnology*: lecture series on Bachelor's and Master's levels, Bachelor's seminar, field work course, supervision of thesis on Master's level, Nordic Ethnology, Åbo Akademi University

1.11.2011–31.10.2012, *Teaching as a Research Director (Substitute of Professor) in Nordic Ethnology*:

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<sup>21</sup> Siivonen, Katriina (2009) Osallistava kulttuurituotanto. Pohdintaa kulttuurisesta kestävydestä. In Maarit Grahn & Maunu Häyrynen (ed. by), *Kulttuurituotanto. Kehykset, käytäntö ja prosessit*. Tietolipas 230. Helsinki: Suomalaisen Kirjallisuuden Seura, 62–81; and three chapters in the book Hanna-Kaisa Aalto, Katariina Heikkilä, Pasi Keski-Pukkila, Maija Mäki, Markus Pöllänen (ed.) (2022) *Tulevaisuudentutkimus tutuksi – Perusteita ja menetelmiä*. Tulevaisuudentutkimuksen Verkostoakatemia julkaisuja 1/2022. Turku: Tulevaisuuden tutkimuskeskus, Turun yliopisto: Siivonen, Katriina, Tulevaisuusperintö kulttuurisen kestävyysmurroksen välineenä, p. 444–458; Siivonen, Katriina & Latvala-Harvilahti, Pauliina & Vähäkari, Noora & Paaskoski, Leena & Pelli, Päivi, Tulevaisuusperintöverstas kestävä tulevaisuuden edistäjänä, p. 250–259; Armanto, Riikka & Lauttamäki, Ville & Siivonen, Katriina, Monimuotoinen tulevaisuusverstas, p. 222–236, <https://tulevaisuus.fi/oppikirja-2022/tulevaisuudentutkimus-tutuksi/>.

<sup>22</sup> Futures Studies MOOC Getting to Know Futures Studies (2024–), Finland futures Academy, University of Turku, <https://tva.utu.fi/en/fs-mooc/>

lecture series on Bachelor's and Master's levels, Master's seminar and Doctoral seminar, supervision of thesis on Master's and Doctoral level, Nordic Ethnology, Åbo Akademi University 2009–, *Responsible teacher of planning and implementation of an optional course Cultural Sustainability (4 cr.) for the Study Module in Sustainable Development as a part of my studies in university pedagogy*. First implementation as visiting lecturer (2009, 2010, 2012 and 2014) in Museology in co-operation with several teachers at Faculty of Humanities, University of Turku. *Development of the course from a Finnish class with lectures to its second implementation, an international on-line course in English in Futures Studies* belonging as an optional course to several master's degree and minor programmes at University of Turku<sup>23</sup>. The course is organised in co-operation<sup>24</sup> with University of Jyväskylä, Finland, University of Coimbra, Portugal, Jagiellonian University, Poland, and from 2025 Arts University, Finland (5 cr., implementations 2017, 2019, 2021, 2023, 2024).

2008 fall–2024 spring, *Teacher on the course KEKO1 Implementing the principles of sustainable development (10 cr.) belonging to the Study module in Sustainable Development*, my area of responsibility *cultural sustainability*, 2008 fall–2015 spring as a visiting teacher, from 2015 fall as University Teacher and from 2018 as University Lecturer in Futures Studies, University of Turku

2008, *Planning the new Study module in Sustainable Development (minor, 25 cr.)*, *contributing the theme cultural sustainability into the module*, work in the leadership of Piia Nurmi, Turku School of Economics & University of Turku

1997–2000, *Teaching as an Assistant and Doctoral Student in a Graduate School in European Ethnology*: field work course, book exams, and lectures on the theme of my Doctoral Thesis on Bachelor's and Master's levels, supervision of undergraduate students, European Ethnology, University of Turku

1993–, *Lectures and lecture series as a visiting lecturer at different Finnish universities* on themes of social and cultural sustainability, responsible business, participatory futures research methodology, futures workshops, ethnography, participatory cultural policy, cultural tourism, sustainable tourism, cultural futures research, regional development, cultural heritage and heritage futures

#### 4. Administration and other activities

Based on my approach in the research on *cultural sustainability* and *cultural sustainability transformation*, I have got several national and international scientific and societal expert tasks in relation to cultural futures research, museums, cultural heritage and sustainable development. For instance, in the ratification and implementation process of the UNESCO “Convention for the Safeguarding of Intangible Cultural Heritage” in Finland, I was invited to launch my approach to *cultural sustainability*, including the target of ecological sustainability, for the implementation of the Convention in Finland<sup>25</sup>, which I continued as the first chair of the Advisory Board of the Convention in Finland (2014–2022).

I have been member and vice chair, as an expert in *cultural sustainability transformation* and futures studies, of the Expert panel for Sustainable Development in Finland, currently working as an independent science panel under the Prime Minister's Office in Finland. As a representant of the panel, I am a co-chair of the Working Group on Sustainable Development in the European Environment and Sustainable Development Advisory Councils Network (EEAC Network). I have got a possibility to bring forward the cultural perspective of sustainable development in the first Finnish text book on sustainable development<sup>26</sup>

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<sup>23</sup> International MDP in Futures Studies, Minor in Futures Studies, Study Modules in Sustainable Development, Leading Responsible Business and Land use Planning and Landscape Conservation, BDP in Sustainable and Social Entrepreneurship, Open University at University of Turku, and 2021–2024 also MDP in Sustainable Cities and Communities (U Coimbra, U of Poitiers and U of Turku).

<sup>24</sup> The co-operation is based on the COST Action Investigating Cultural Sustainability 2011–2015.

<sup>25</sup> In an edited volume on guiding perspectives for the Finnish implementation, including my chapter: Siivonen, Katriina (2015) *Maailma perintönä – kestävä kehitys*. In Maria Hirvi-Iljäs & Anna Kanerva (ed.), *Kulttuuriperintöpolitiikan kansainvälinen ulottuvuus*. Cuporen verkkojulkaisu 34. Helsinki: Kulttuuripoliittisen tutkimuksen edistämissäatiö CUPORE, 10–21.

<sup>26</sup> Siivonen, Katriina & Cantell, Hannele & Ihanainen-Rokio, Outi & Kurenlahti, Mikko & Laakso, Senja & Latvala-Harvilahti, Pauliina & Pietikäinen, Janna & Salonen, Arto O. (2024) *The means of achieving sustainability transformation*. In Tarja Halonen, Kaisa Korhonen-Kurki, Jari Niemelä & Janna Pietikäinen (ed.) *The Avenues to Sustainability. Key Lessons from Sustainability Science*. Helsinki: Gaudeamus, 215–254. The book was published in Finnish in 2022.