

Multidimensional responsibility

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The joint strategy of the Lapland University Consortium has set out an ambitious vision for 2030: “A creative pioneer – a responsible Arctic university community”. The New Dictionary of Modern Finnish defines responsibility as giving a response; being responsible for what we say and do. In practice, this means keeping our promises, respecting laws, norms and values, being reliable and taking care of and helping others. Responsibility is also a part of ethical behaviour.

How does responsibility manifest itself? Responsibility – or lack thereof – in regard to the environment, nature and human activities is embodied, for example, in organisational and safety culture, the management of finances, leadership and social responsibility. A good example is the European Green Deal Investment Plan of the European Commission, which is a push for climate action across the European economy. This means addressing climate change issues not only in industry, energy production, construction and food production, but also in travel, consumer behaviour and education.

The multidimensional nature of the concept of responsibility is well reflected in the first LUMEN magazine of 2020. The articles deal with the theme from the perspective of, for example, **in environmental and nature-related activities**, ~~circular economy and side streams~~, performance of social tasks, leadership, business and communication.

Responsibility in environmental and nature-related activities

Jouko Karinen examines environmental and nature-related responsibility through side streams generated by the extractive industries. Mining generates various by-products, which have previously been treated mainly as waste. However, the environmental impact of mines has been

reduced by processing various by-products into a less dangerous form. This has also improved the responsibility of mining activities.

Aki Ranta and Sanna Vinblad highlight the use of horse manure in various forms. The article deals with the heat recovery of manure pits and the use of composted horse manure in fertilisation or soil improvement and as animal bedding. Horse stables also generate other side streams and waste, and Ranta and Vinblad give good tips for their responsible exploitation.

Petri Muje's article deals with responsible and efficient animal protein production using aquaculture as an example. Food production issues have risen to public debate due to climate change and population growth. In Finland, the debate seems to have escalated to bickering over the extreme opinions on eating meat. According to Muje, fish farming is an efficient production method and could therefore be one solution for producing animal protein which causes less environmental load, despite its eutrophication impact on the surrounding environment. ~~Maarit Timonen's article also looks at food production issues from the point of view of food safety.~~

Sanna Tyni and Katri Hedriksson discuss how the development of Lapland UAS's RDI activities related to the circular economy is integrated into regional responsibility. The article examines the activities of the KiertotKI (CircularRDI) project and the Circular and Bioeconomy Centre funded by Sitra and the role of the various actors. Saila-Inkeri Puukko also looks at the circular economy through the RDI activities of the university of applied sciences. Her article deals with the Kierto10 (Circular10) project, which aims to popularise and promote awareness of the circular economy in the Sea Lapland region. The article presents a range of participatory methods and experiments that encourage a constructive and innovative approach to aspects of sustainable development and climate change.

Various actors in the public sector have a wide range of social tasks, which are reflected, among other things, in taking responsibility for policy decisions and accountability in the allocation of funding. Kalle Santala and Reeta Sipola write about the potential of the green economy to safeguard the vitality of the northern regions. Promoting the green economy requires objective information on the potential of the green economy; knowledge about resource efficiency, environmental improvement and the circular economy supports responsible decision-making by public sector actors.

Responsibility in performing social tasks

In educational organisations, responsibility is mainly linked to the effectiveness of the organisations' activities. Helena Kangastie's article discusses the dimensions of responsibility; in addition to knowledge, learning and capacity for renewal, responsibility also extends to compliance with the principles of open science and research. Jonna Löf highlights the importance of responsible cooperation and smooth transitions between different school levels.

Marika Kunnari and Taina Liu examine responsibility in training leading to a nurse's qualification. Their article focuses on the teaching of pharmacotherapy and its development as well as the importance for patient safety of common rules of play and the commitment of the various parties to common practices. Anzelika Krastina and Oliver Fuchs examine the role of higher education institutes in the employment of students. Their article stresses in particular the importance of international mobility in the development of the competencies needed in working life.

Responsibility as a part of leadership and business

The lack of responsibility is often unintentional or thoughtless; responsibility issues may not have been taken into account or seen as competitiveness and success factors. Jari Sarja's article provides a critical perspective on e-commerce business models. Among other things, he encourages consumers to consider the environmental impact of returning goods ordered online. Petra Paloniemi also examines the responsibility of consumers. She reflects on the opportunities and challenges of the sharing economy, particularly through security considerations. Heidi Kaihua, Jenni Kemi and Mari Vähäkuopus write about the importance of responsible leadership. Their article describes the "Positiivisesta työntekijäkokemuksesta kilpailuetua" ("Competitive advantage through positive employee experiences") project, which focuses on the consideration of social responsibility from the perspective of employees working in tourism enterprises.

Responsibility and communication

The thematic articles highlight the different dimensions of responsibility, including in communication. In her column, Irma Kuukasjärvi, Group Communications Manager of Lappset Group Ltd, looks at responsibility as a comprehensive concept that is linked to sustainable development, ethics and values, but also to small everyday actions, such as

recycling and reducing energy consumption. Kuukasjärvi also emphasises communicating responsibility and the need for the everyday acts to be real and authentic instead of token greenwashing. Sisko Häikiö, Kati Koivunen and Liisa Kokkarinen write about responsibility communication. They also stress the importance of concrete actions and an interesting message in communicating responsibility. Heli Lohi brings a different perspective to the debate on responsibility by analysing the makings of responsible organisational communication and public relations.

The magazine's thematic articles reflect on the theme of responsibility from a variety of perspectives. Responsible actions and choices are a common concern for all of us and part of the daily lives of everyone. The articles also provide topical information on other development activities in which experts from Lapland University of Applied Sciences participate in collaboration with ~~various other~~ actors. Thank you very much to all the authors and especially to guest columnist Irma Kuukasjärvi; **responsibility is the new normal.**

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