

# FINNS DEMAND CLIMATE ACTION **NOW**





FINNS DEMAND CLEAN AIR NOW





**FINNS DEMAND STOPPING FOSSIL SUBSIDIES NOW**





# FINNS DEMAND CLIMATE FRIENDLY FORESTRY **NOW**





# POLITICAL PARTIES PROMISE 10 YEARS FROM NOW





# USE CASES FOR SATELLITE DATA MAP VISUALIZATIONS AND TOOLS:

Public information



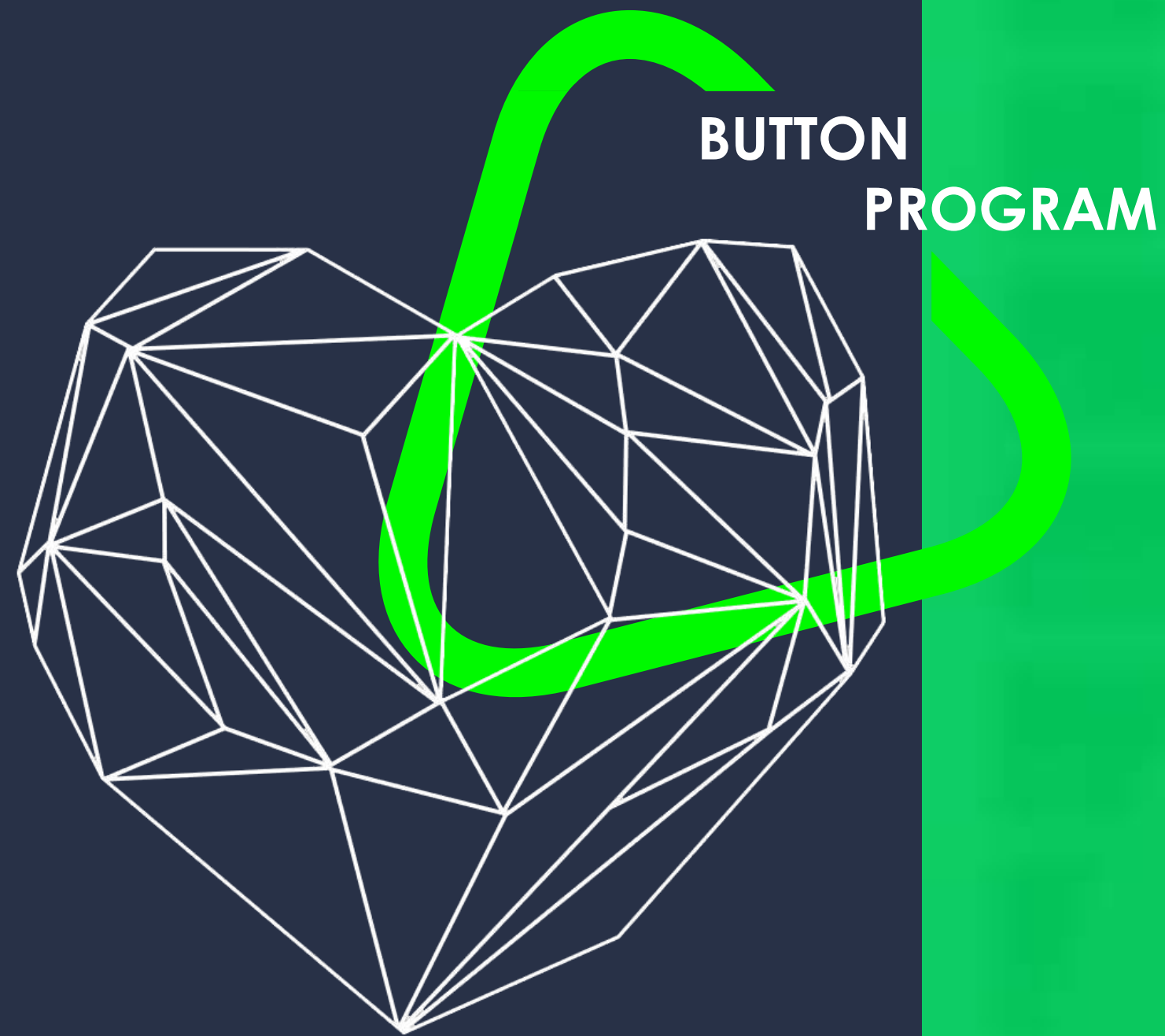
Air quality monitoring



Land management





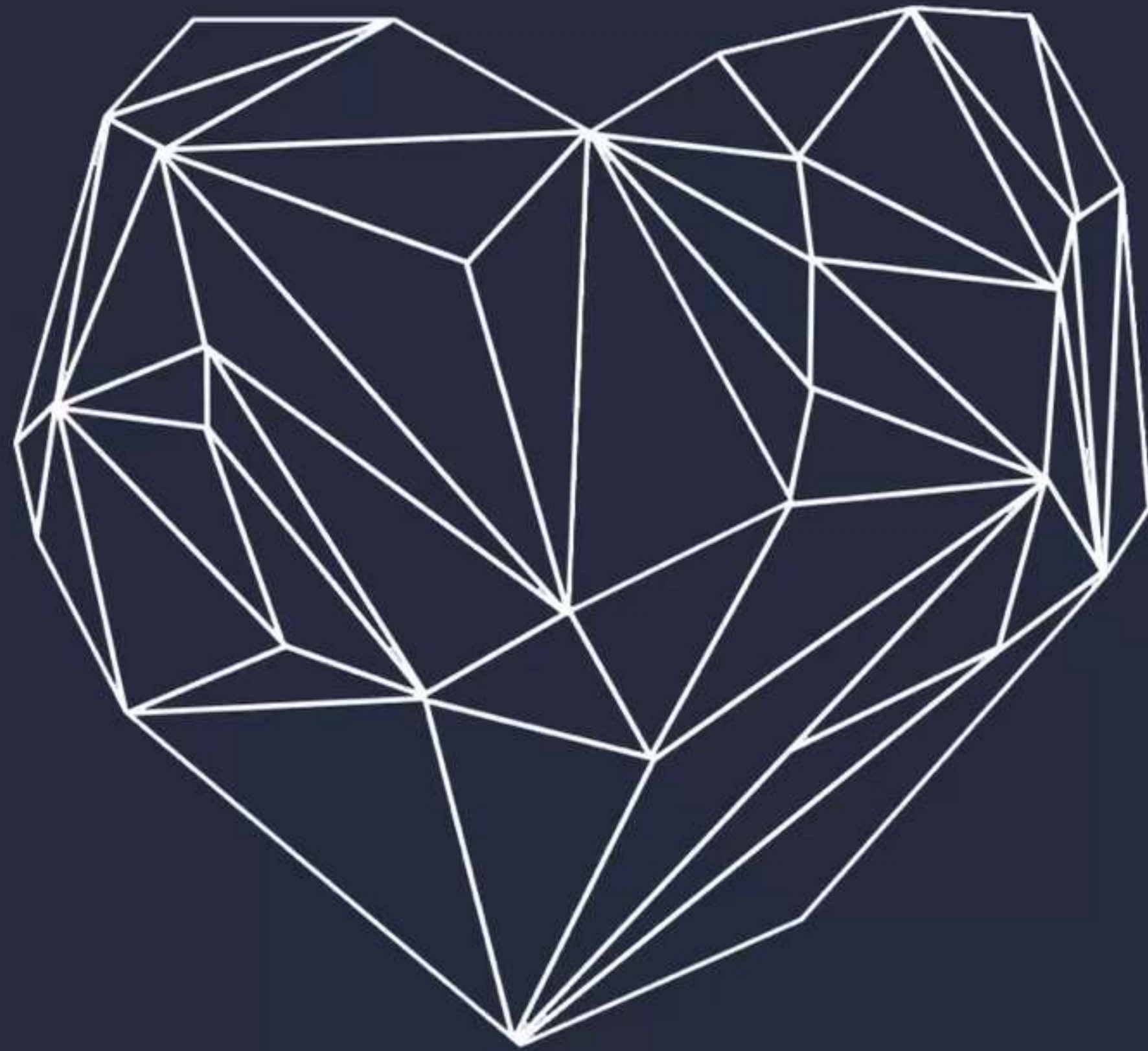


# Button Program

**Building digital solutions.**

**Making sustainability achievable.**

A nonprofit community of IT & media pros  
with scientists and NGOs



# HACKING SUSTAINABILITY

—  
ULTRAHACK 2017



# HOW WE OPERATE - **MAKING SUSTAINABILITY ACHIEVABLE**

END USER  
NEED

COPERNICUS  
DATA SET

SCIENTIFIC  
DATA  
ANALYSIS

END USER  
SOLUTION



## END USER - LAND OWNER



Finnish peatlands were ditched in 60-70's.

40 000 ha of forest gets currently re-ditched every year.

even though it's unnecessary and causing plenty of greenhouse gas emissions.





# END USER - LAND OWNER



[buttonprogram.org](http://buttonprogram.org)  
[impact@buttonprogram.org](mailto:impact@buttonprogram.org)

END USER  
NEED

Information about annual CO<sub>2</sub>e (CO<sub>2</sub>, CH<sub>4</sub>, N<sub>2</sub>O) and nutrient emissions per acre from his/her land types: forests and fields

COPERNICUS  
DATA SET

Daily updating satellite images for base map

SCIENTIFIC  
DATA  
ANALYSIS

Layering open forest and field areas on top of the base map. Scientific estimation of emissions based on land types. Built with help of Finnish Forest Institute and University of Helsinki

END USER  
SOLUTION

A map visualizing land based emissions and guiding sustainable land management + allowing landowners to submit data

Programming, designing, implementing machine learning, building a market mechanism



# FIRST OF ITS KIND LAND MANAGEMENT TOOL VISUALIZING GREENHOUSE GAS AND OTHER EMISSIONS.



## Peatland carbon and humus map








How are the emissions calculated?

The demo calculations and scientific citations will be shown here.

Wet ditched peatland = remarkable emissions

Dry ditched peatland = small emissions

Very dry ditched peatland = usually not suitable for forestry

-  Wet ditched peatland with annual emissions over 5,000 kg CO<sub>2</sub>/ha  
10 kg humus
-  Dry ditched peatland with annual emissions under 5,000 kg CO<sub>2</sub>/ha  
10 kg humus
-  Very dry ditched peatland with annual emissions under 1,000 kg CO<sub>2</sub>/ha  
2 kg humus
-  Recovering peatland with annual emissions savings over 1,000 kg CO<sub>2</sub>/ha  
2 kg humus
-  Recovering peatland with annual emissions savings under 1,000 kg CO<sub>2</sub>/ha  
2 kg humus
-  Recovering peatland with annual emissions savings under 500 kg CO<sub>2</sub>/ha  
0.5 kg humus
-  Natural state peatland with annually growing carbon sink over 100 kg CO<sub>2</sub>/ha

Hide info

[BUTTONPROGRAM.ORG/MAP](https://BUTTONPROGRAM.ORG/MAP)

If 40 000 ha of land would not get ditched annually for 20 years the estimated CO<sub>2</sub>e saving is **2.6 M t. CO<sub>2</sub>e**

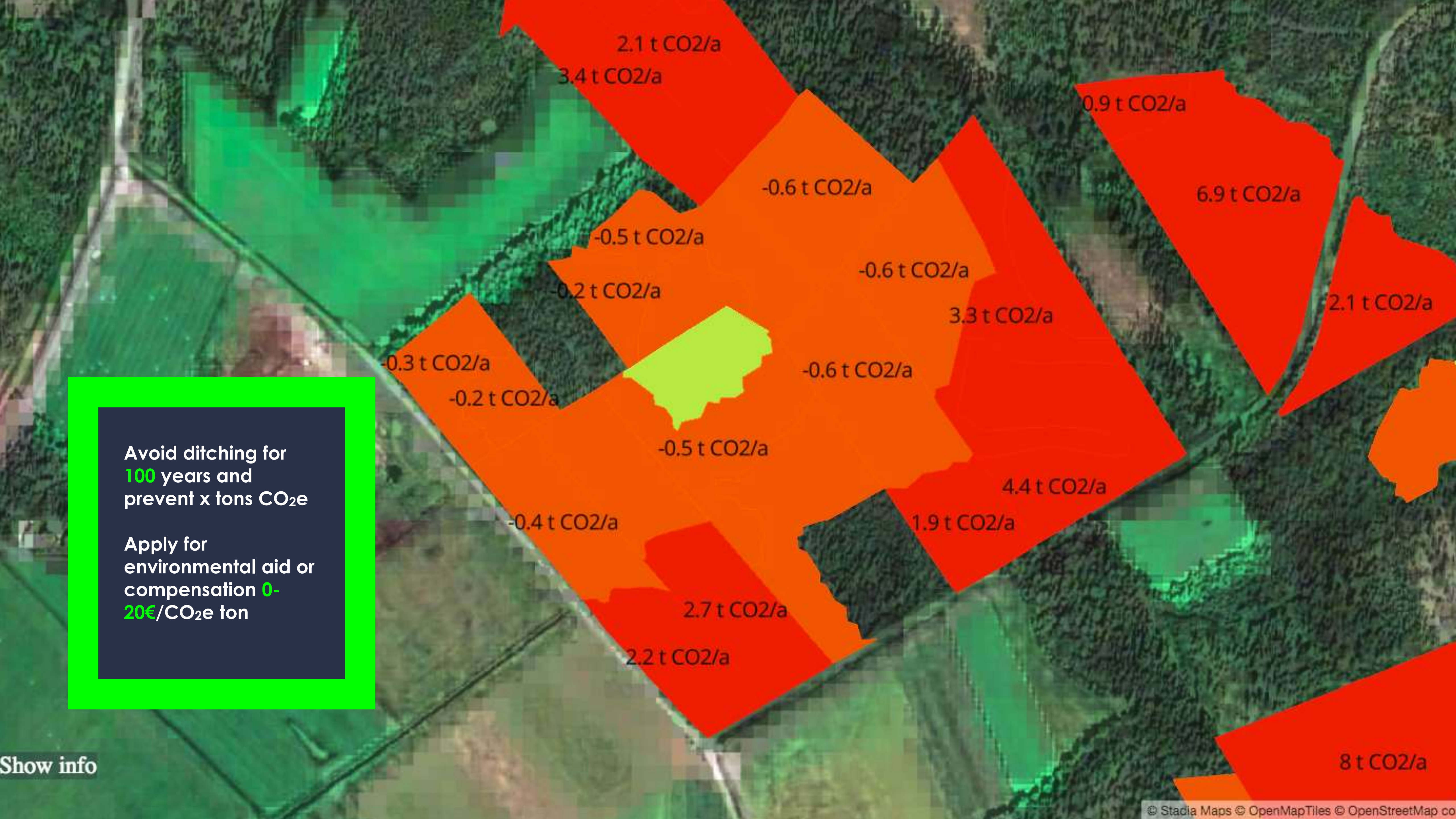




Zoom in to see annual emissions per acre.

Show info



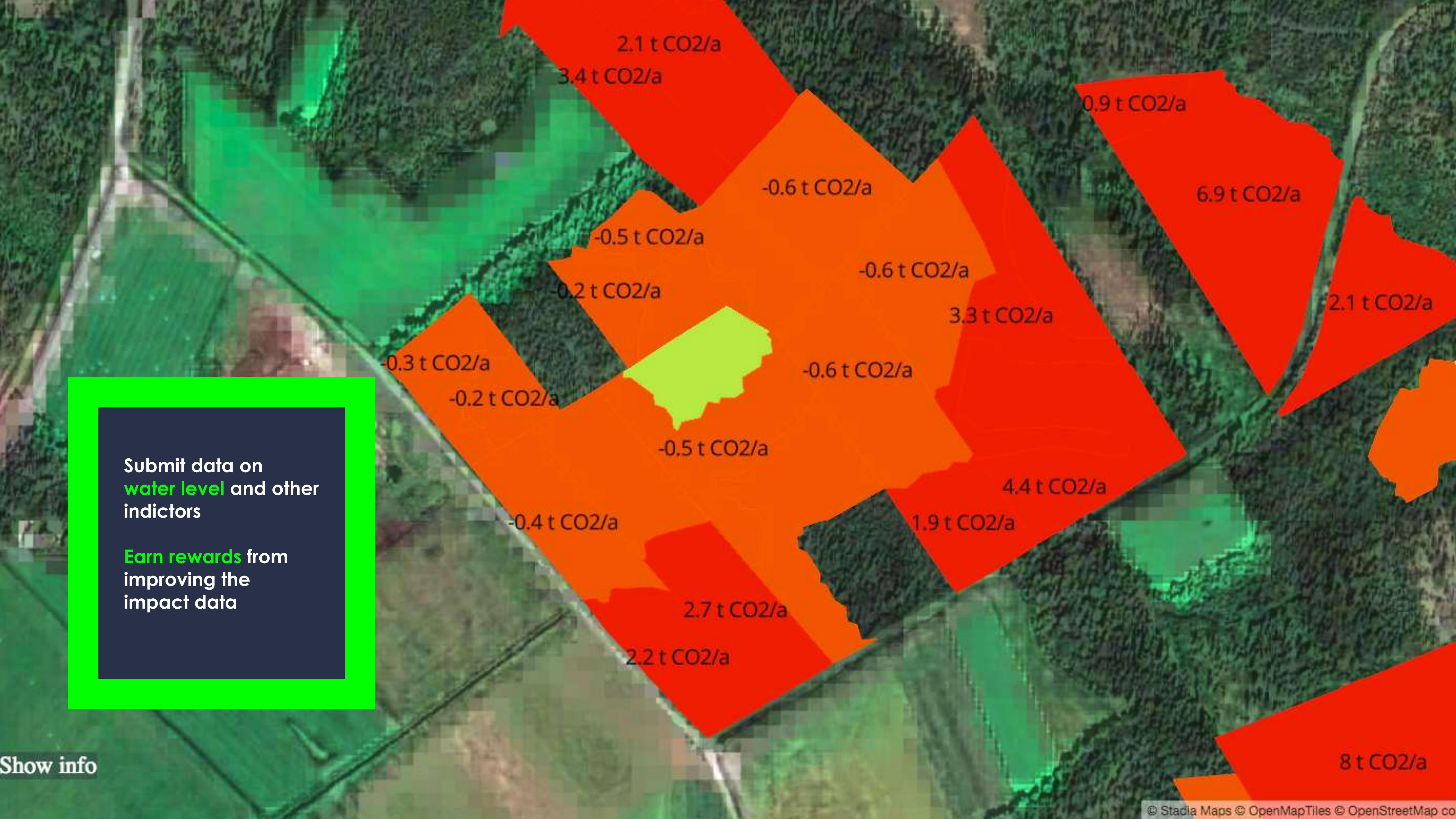


Avoid ditching for 100 years and prevent x tons CO<sub>2</sub>e

Apply for environmental aid or compensation 0-20€/CO<sub>2</sub>e ton

Show info





2.1 t CO2/a

3.4 t CO2/a

0.9 t CO2/a

6.9 t CO2/a

-0.6 t CO2/a

-0.5 t CO2/a

-0.6 t CO2/a

2.1 t CO2/a

-0.2 t CO2/a

3.3 t CO2/a

-0.3 t CO2/a

-0.6 t CO2/a

-0.2 t CO2/a

-0.5 t CO2/a

4.4 t CO2/a

-0.4 t CO2/a

1.9 t CO2/a

2.7 t CO2/a

2.2 t CO2/a

8 t CO2/a

Submit data on **water level** and other indicators

Earn rewards from improving the impact data

Show info



# END USER - PUBLIC AND POLICY MAKERS



END USER  
NEED

Visualizing the snow and lake ice data for public and policy makers & other stakeholders through research institutes

COPERNICUS  
DATA SET

Global Land Service data on snow cover and lake ice extent

SCIENTIFIC  
DATA  
ANALYSIS

Counting last day of snow and lake ice per area annually for Seasonal snow cover areas + information of areas of intermittent snow. Built with help of Finnish Environment Institute

END USER  
SOLUTION

A map visualising snow cover and lake ice extent inter-annual changes + allowing users to submit data

Programming, designing, implementing machine learning, building a market mechanism



# WORK ON PROGRESS - SNOW COVER AND LAKE ICE EXTENT

WE HELP PUBLIC TO UNDERSTAND **THE URGENCY** OF CLIMATE ACTIONS

Visualizing Environmental Institute **snow cover and lake ice extent** satellite data analysis

**WEB  
DEMO  
LIVE**



The snow cover decrease in Europe 2001-2016 equals

This many snowmen (tons)  
This many ice rinks (km<sup>2</sup>)  
This many days of snow (days)



MISSÄ LUMIRAJA KULKEE VUOSISADAN PUOLIVÄLISSÄ





# END USER - AIR QUALITY MONITORING



[buttonprogram.org](http://buttonprogram.org)  
[impact@buttonprogram.org](mailto:impact@buttonprogram.org)

END USER  
NEED

Visualizing the air quality data for public and policy makers & other stakeholders through research institutes

COPERNICUS  
DATA SET

Sentinel 5, Tropomi NO<sub>2</sub> data indicating air quality

SCIENTIFIC  
DATA  
ANALYSIS

Creating data-analysis with wind and without wind. Creating an overlay algorithm to visualize data on smaller areas. Built with help from the Finnish Meteorological institute

END USER  
SOLUTION

A map visualising air quality and guiding emission reductions + allowing to submit ground level data

Programming, designing, implementing machine learning, building a market mechanism



# WORK ON PROGRESS FOR END USER - AIR QUALITY MONITORING

WE HELP CITIES TO COMMUNICATE **THE IMPROVEMENT** IN AIR QUALITY

Visualizing NO<sub>2</sub> satellite data and ground level measurements

PILOT CITIES  
IN FINLAND  
AND INDIA





**WHAT IS COMMON BETWEEN SCIENTISTS AND IT PROFESSIONALS?**

**THEY ARE NOT AFRAID OF MISTAKES!**





# AGILE NONPROFIT - **PRODUCT DEVELOPMENT WITHOUT SHAREHOLDERS**

**01. MODEL OF OPERATING:** No employees. We are an open source network of IT professionals.

**02. SHORT TERM WORK:** IT consulting, pilots, acceleration programs

**03. LONG TERM MISSION:** Reducing greenhouse gas and water emissions, improving air quality, restoring biodiversity in scale with 5% commission



# DATA NEEDS FOR SNOW COVER AND LAKE ICE EXTENT & WATER EQUIVALENT

Snow cover and lake ice extent & water equivalent REAL TIME and LONG TIME SERIES data is important for applications including: climate change, hydro power, flood monitoring, transportation, tourism

PIXEL SIZE IS NOT ALWAYS MOST IMPORTANT BUT QUALITY OF DATA

SNOW COVER AND LAKE ICE EXTENT DATA ON NORTHERN HEMISPHERE IS GREAT TO HAVE

PERMAFROST REDUCTION & ITS GREEN HOUSE GAS IMPACT VISUALISATION IS IMPORTANT FOR CLIMATE SCIENCE





## OTHER SATELLITE DATA & ANALYSIS INTERESTS FOR CLIMATE PROTECTION

**SPOTTING UNDERGROUND COAL SEAM FIRES IN INDONESIA  
E.G. WITH NIGHTLY INFRA RED. AROUND 10 METRES  
RESOLUTION WOULD BE NEEDED. OR DAILY ANOMALIES IN  
GASES.**

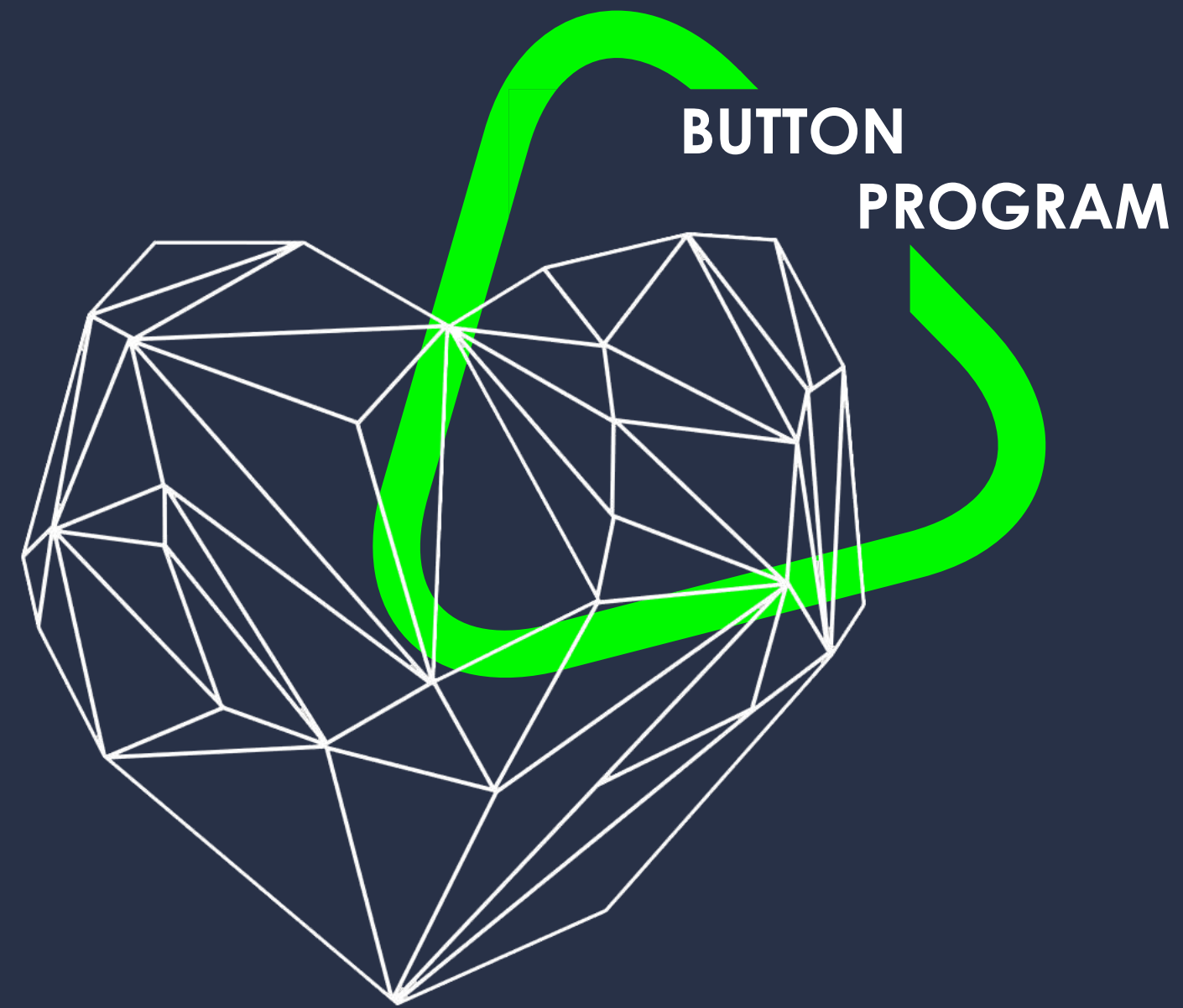
**THICKNESS OF PEATLAND MASSIVES E.G. IN AMAZONAS, AND  
AFRICA. PREFERRED RESOLUTION AROUND 100M.**

**SPOTTING SEAGRASS MEADOWS (1-20M UNDERWATER) AND  
MANGROVES FROM SATELLITE IMAGES.**

**SPOTTING MATING AREAS OF BLUE WHALES AT AFRICA'S  
ATLANTIC COAST LINE. NEEDS A RESEARCH TRIP.**







**THANK YOU - LET'S COLLABORATE GLOBALLY:**  
**MAKING SUSTAINABILITY ACHIEVABLE**

[buttonprogram.org](https://buttonprogram.org) [impact@buttonprogram.org](mailto:impact@buttonprogram.org)