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Finland's strategic programme to promote a circular economy

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Ministry of the Environment of Finland
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The circular economy plays a crucial role in ecological reconstruction

ROOT CAUSE

**Overconsumption
of natural resources**

Linear economy

CONSEQUENCE

Climate change

Biodiversity loss

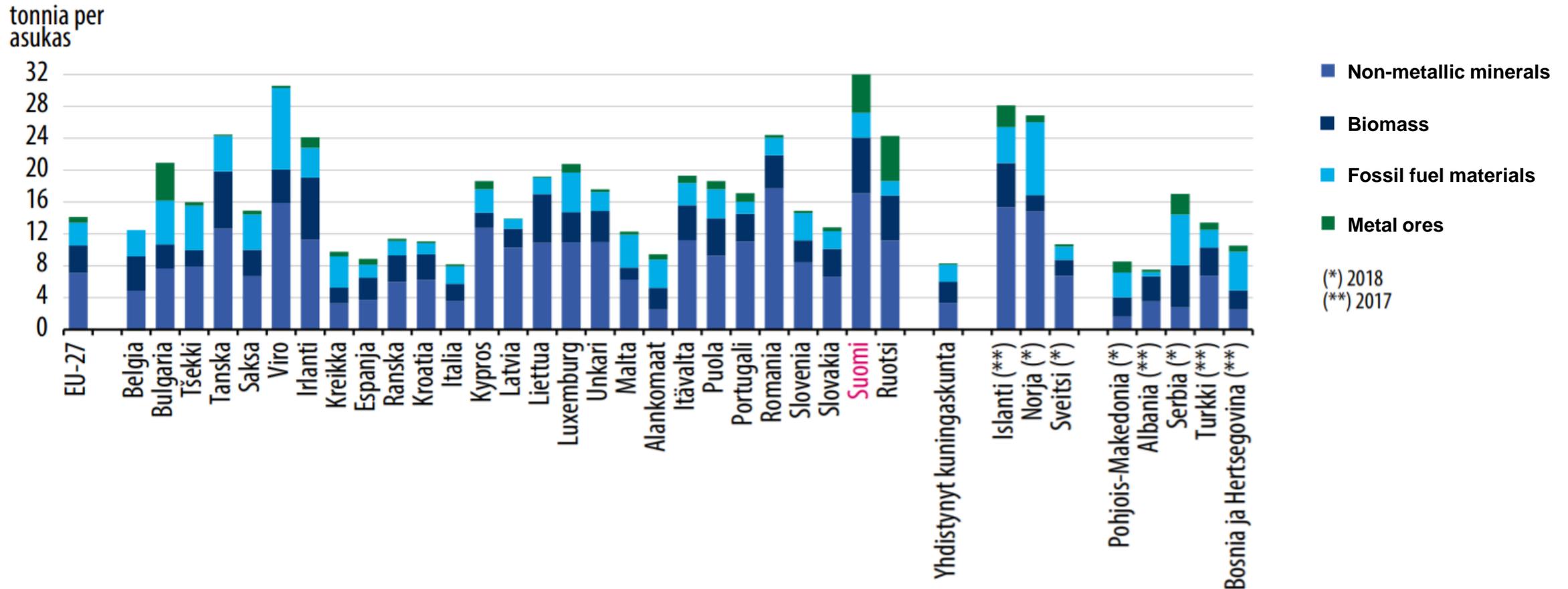
SOLUTION

**Consumption within
carrying capacity**

**Carbon neutral circular
economy**

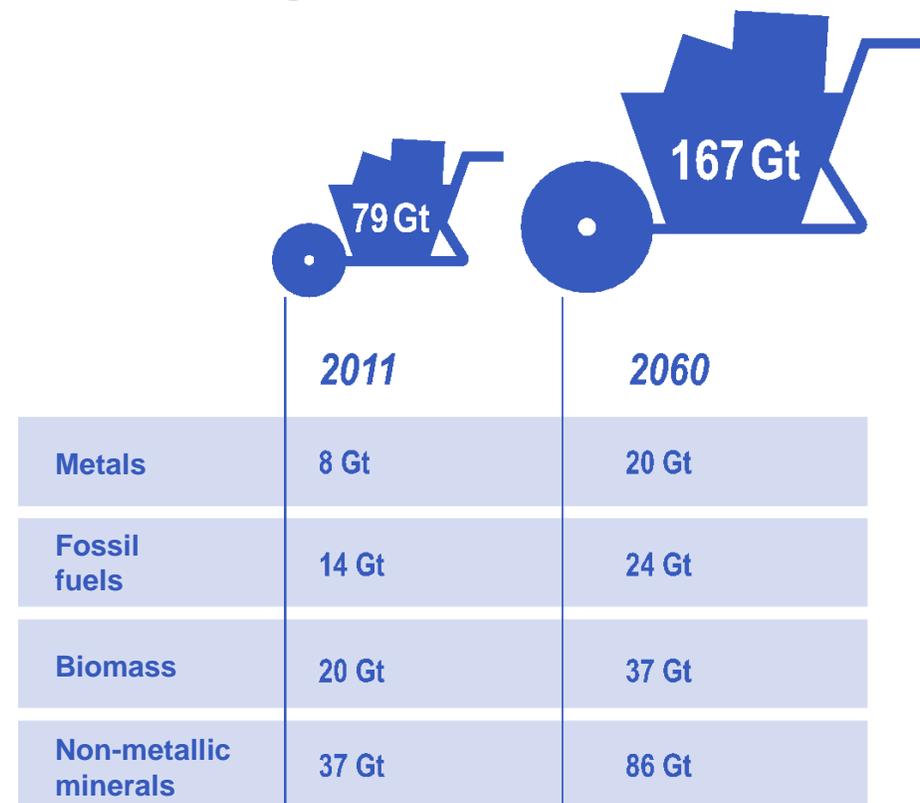


Consumption of materials in Finland is the highest in the entire EU



Consumption of natural resources continues to grow significantly

According to the UN, the production and processing of materials, fuels and food account for about half of the world's CO₂ emissions and more than 90 percent of biodiversity loss.



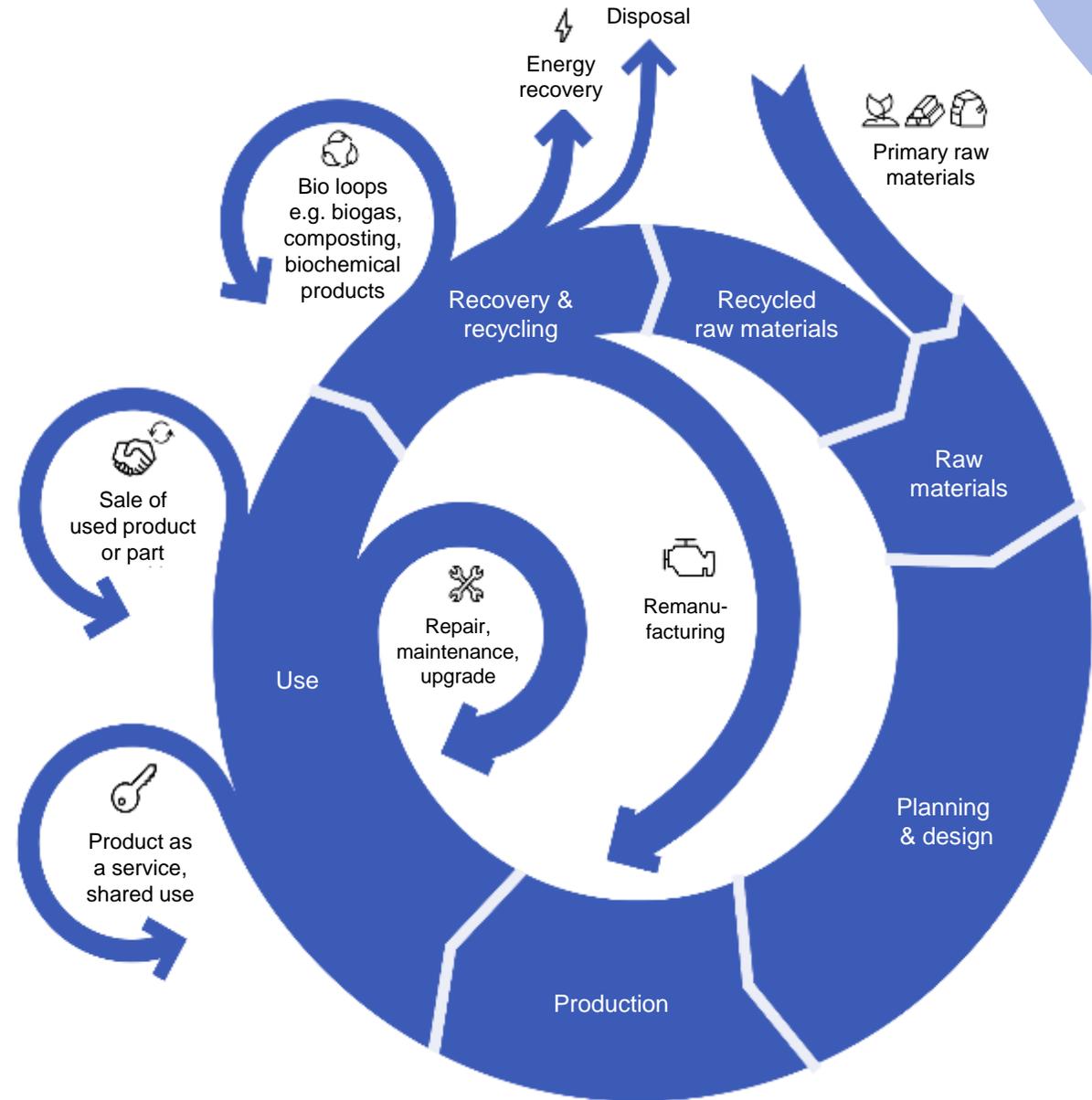
Source: OECD 2019, [Global Material Resources Outlook to 2060](#).



Circular economy is more than recycling

In a circular economy, materials are utilised efficiently and sustainably, and they **remain in circulation for a long time and safely**. Products are also shared, leased, repaired and recycled. Servicification is part of the circular economy.

The circular economy is a new operating method for the economy that produces **economic wellbeing within the limits of the planet's carrying capacity**. It utilises **digitalisation** efficiently and will renew the structures and operating models of society. The circular economy is a means for reducing the use of natural resources.



EU's Circular Economy Action Plan



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Sustainable product policy

Durability, reusability, repairability, recycled materials, product-as-a-service models.

Waste and recycling targets

Minimum objectives for the reduction of waste, recycling objectives for eight materials

Empowering consumers and public buyers

‘Right to repair’, substantiations for companies’ environmental claims, public procurement criteria & targets

Circular economy in production processes

Circular economy in the reform of the Emission Directive, industrial symbiosis

***New directions:
Finland's strategic
programme to promote
a circular economy***



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A carbon-neutral circular economy is the foundation of our successful economy.

Sustainable products and services

as well as sharing economy are mainstream in our everyday lives.

Less is more:

use of resources is sustainable and materials stay in circulation longer and safer.

Circular-Finland

is a strong player and an offerer of sustainable solutions in the international market.

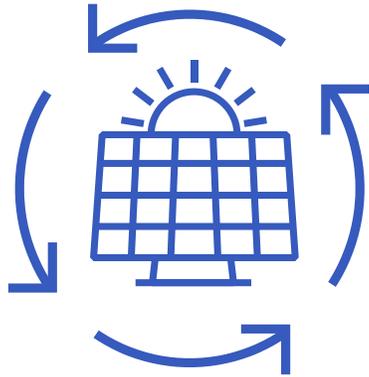
Our choices are 'future-proof'

and reinforce the fair welfare society.

The breakthrough of a circular economy

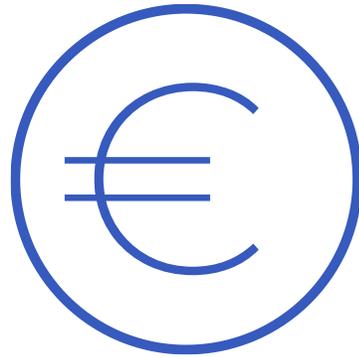
is made by digital solutions, smart regulation and by responsible investors, businesses and consumers.

Making this vision true requires sustainable and efficient use of natural resources

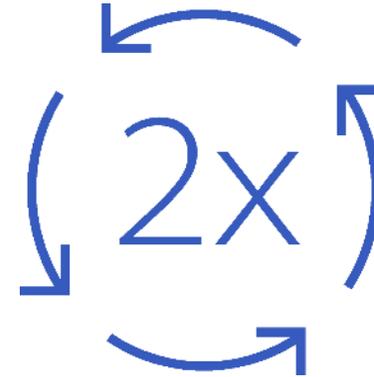


The consumption of non-renewable natural resources will decrease and the sustainable use of renewable natural resources may increase to the extent that the total consumption of primary raw materials in Finland in 2035 will not exceed what it was in 2015.*

* Natural resources used to manufacture products for export are not covered by the objective.



The productivity of resources will double by 2035 from what it was in 2015.



The circular material use rate (CMU) will double by 2035.

Government resolution on the strategic programme for circular economy

Incentives for the circular economy

- We will increase low-carbon circular solutions in procurement
- We will strengthen funding and its effectiveness
- We will develop economic incentives

Circular economy markets

- We will actively influence in the EU
- We will develop cooperation between authorities
- We will promote market for recycled materials
- Edistämme kansalaisten kiertotalouspalveluita

Circular economy foreign policy

- We will promote a global transition to the circular economy
- We will develop an orchestration model to accelerate the export of Finnish circular economy solutions

Circular economy Innovation, digitalisation and competence

- Circular economy for the education system and working life competence
- Circular economy design programme
- Circular economy ecosystems
- Digital solutions that support the circular economy

Circular economy in key sectors

- An agreement on low-carbon circular economy
- We will establish a national competence network
- Awareness and expertise in the real estate and construction sector
- Steering of construction and use of facilities

Indicators for monitoring the progress

1. DMC – Domestic Material Consumption
2. RMC - Raw Material Consumption
3. CMU – Circular Material Use
4. Resource efficiency (GDP/RMC)
5. Waste Generation and Recycling Rates

More with less

6. Turnover and number of enterprises in CE sector
7. Ecoinnovation
8. Green Public Procurement

**Monitoring the
developments in circular
economy market**

9. Circular Economy Barometer for consumers
and business

**Qualitative survey for monitoring
changes in attitudes and behavior**

Examples and tools



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Circular economy business models for the manufacturing industry

Circular Economy Playbook for Finnish SMEs



sitra.fi/en/publications/circular-economy-business-models-manufacturing-industry/

UPDATED VERSION TO BE PUBLISHED IN SPRING 2022



THE CIRCULAR ECONOMY LENS

www.efqm.org/lens-series/circular-economy/



CIRCULAR TRANSITION INDICATORS V2.0

Metrics for business, by business

www.wbcscsd.org/Programs/Circular-Economy/Factor-10/Metrics-Measurement/Resources/Circular-Transition-Indicators-v2.0-Metrics-for-business-by-business

Most interesting companies in the circular economy in Finland 2.1

The list of most interesting companies in the circular economy 2.1 shows you what operating a business in Finland's circular economy means in practice. With this list of 41 pioneering companies, Sitra wants to encourage Finnish companies to develop smart business in the circular economy.

<https://www.sitra.fi/en/projects/interesting-companies-circular-economy-finland/>

Thank you!

More info about the circular economy program of Finland:

<https://ym.fi/en/strategic-programme-to-promote-a-circular-economy>

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