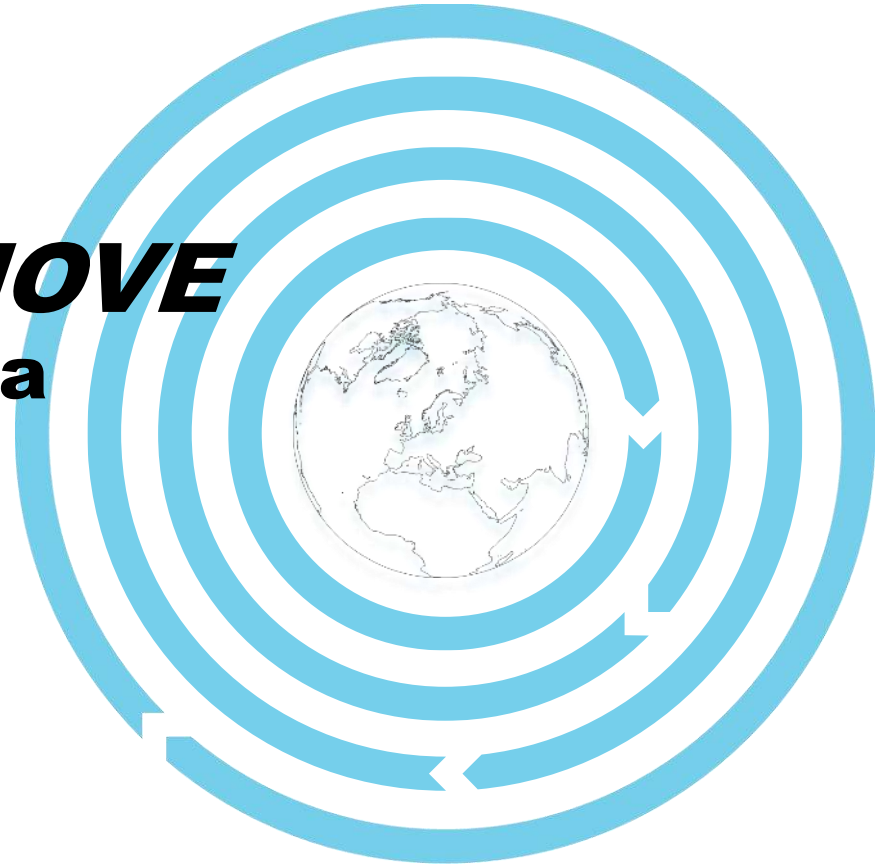


THE CRITICAL MOVE

Finland's roadmap to a Circular Economy

Marleena Ahonen, Specialist,
The Finnish Innovation Fund Sitra
5.11.2019





A gift to Finland

The Finnish Parliament established Sitra as a gift celebrating the 50th anniversary of Finland's independence.

The public future-oriented organisation was given the mission to build the successful Finland of tomorrow.

The year was 1967.

SITRA

Five important things

1. A gift from Parliament to the 50-year-old Finland. Still operates under the Finnish Parliament.
2. An independent future house: a futurologist, visionary, developer, experimentalist, financier, partner, trainer, and networker.
3. The aim is the successful Finland of tomorrow, the vision is the next era of well-being – a fair and sustainable future.
4. Funded by returns on endowment capital and capital investments.
5. The vision is implemented by three themes and hundreds of projects.

+ the most important of all

Building our future *together*.



**How do we guarantee
a fair and sustainable future
for everyone
if the only thing we know for
sure is that everything will
change?**

9% 50% 67% 75%





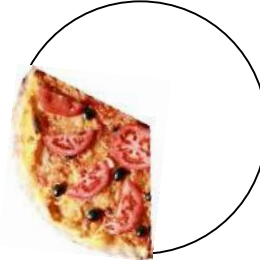
On average, materials in Europe are used only once.



Cars are standing still 92-98% of the time.



Offices are empty 60% of the time.

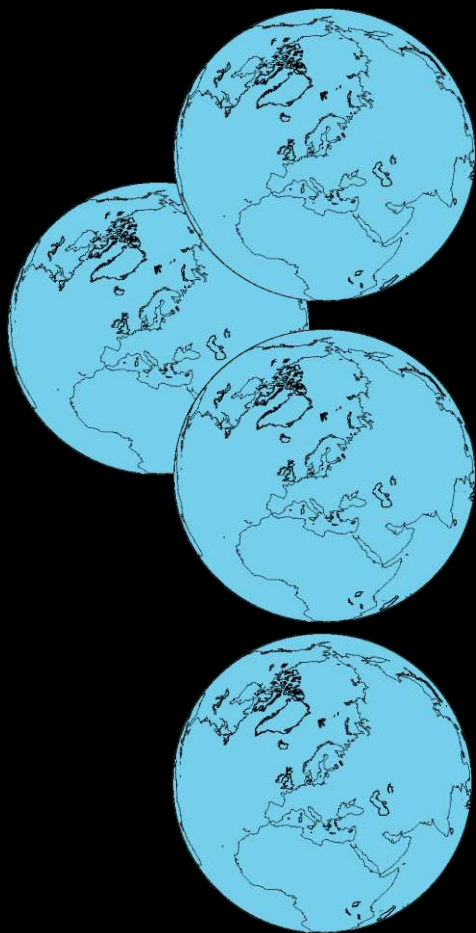


One third of food ends up in the trash bin.

Around 80% of the nitrogen and between 25 and 75% of the phosphorus in food is wasted.

I wouldn't mind it.

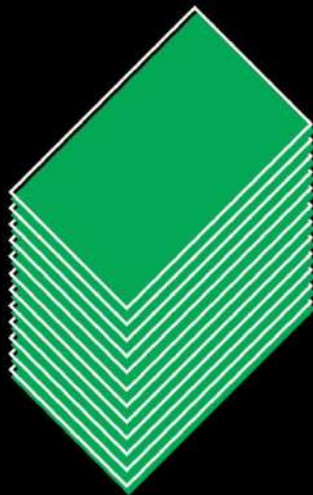




SITRA



WELL-BEING



SUCCESS



**NATURAL
RESOURCES**

WHO IS THE KEY PLAYER MAKING A CIRCULAR ECONOMY POSSIBLE?

3 min

WHAT IS YOUR ROLE?

3 min

Key players in the circular economy

CENTRAL GOVERNMENT



MUNICIPALITIES AND CITIES



ENTERPRISES



CITIZENS



CENTRAL GOVERNMENT

Cooperation between ministries to promote more effective circular economy work.



MUNICIPALITIES AND CITIES

Towns are accelerating the progress towards a circular economy by activating the regional operators and producing the best possible framework for the promotion of the circular economy.



ENTERPRISES

A customer-centred approach, overuse of natural resources, climate change and the development of technology are shifting business operations towards a circular economy.

CITIZENS

A shared use of goods, renting and reuse are becoming more popular.



Leading the Cycle – Finnish Roadmap to a Circular Economy 2016-2025



Industrial and forest-based loops

- Kemi-Tornio: Competence and training centre for industrial symbiosis
- The sprint towards a circular economy for the built environment

Sustainable food system

- Spreading the Shared Table model of community food assistance
- Carbon action pilot

Transportation and logistics

- Public and private mobility services to be offered side by side



THIS IS HOW WE CREATE A

Circular economy

IN FINLAND



90+
projects

Common actions

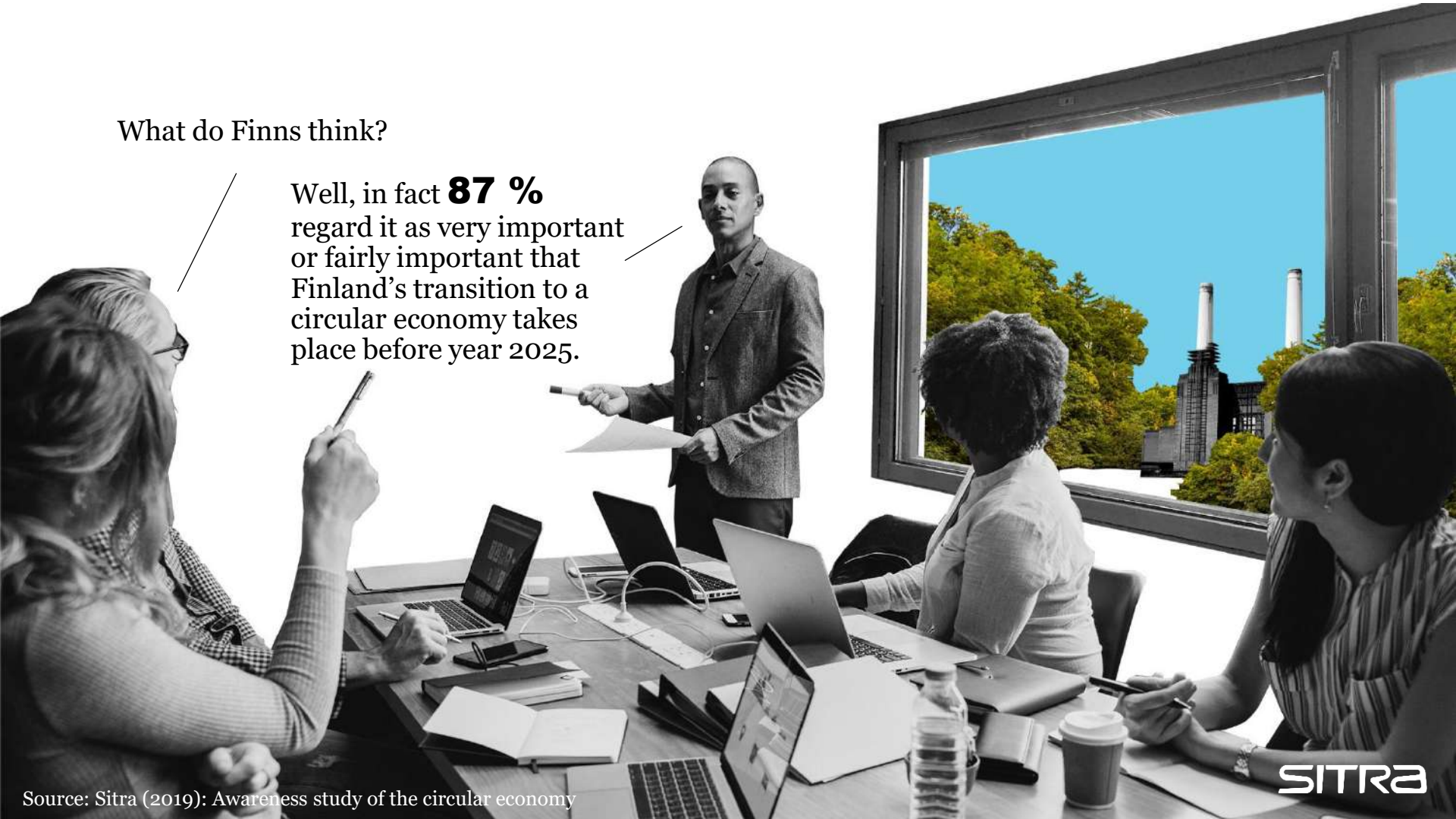
- Playbook to CE for Tech industry
- Toolbox for CE in communities
- Low-carbon and CE accelerator for public procurements
- LOOP Ventures accelerator for growth companies
- WCEF



Over **70,000** children and young people are learning about the circular economy this school year.

What do Finns think?

Well, in fact **87 %**
regard it as very important
or fairly important that
Finland's transition to a
circular economy takes
place before year 2025.



FINNISH ROADMAP TO A CIRCULAR ECONOMY 2.0



Challenge

Funding for well-being is based on an economic model, which wastes natural resources

Objective

Let's fund our well-being in a genuinely sustainable manner. Finland's transition to a circular economy by year 2025.

What does the road map contain?

- **4** strategic goals
- **4** visions for the key players
- **29** actions

What was the road map created for?

- Under the leadership of Sitra, together with the stakeholders and Deloitte
- Mapping the current situation of the circular economy
- **25** specialist interviews
- **110** participants in the workshops
- **350** ideas and comments

The Finnish National Agency for Education

contributes to the development of learning materials related to the circular economy.

The Ministry of Agriculture and Forestry, Ministry of the Environment

and **Sitra** bring impact investing to the circular economy.

Sustainable Lifestyles Commitment of the **Prime Minister's Office.**

Optional agreements – “*Green deals*” in the public and private sector piloted by **the ministries.**



Business Finland's

Bio and Circular Finland programme finances internationally competitive circular economy solutions

The new investment programme of **Tesi (Finnish Industry Investment Ltd)** for enterprises involved in the circular economy business.

Avanto Ventures', Sitra's and Nordic Innovation's LOOP

Ventures business programme.

SYKE and Motiva promote the sharing of good practices in the municipal networks.

SITRA

Fair Transition - Burden of change that benefits everyone will not be placed disproportionately on a few.

How to make the transition fair?

A fair future leaves no one behind.



The goal is to **scale up**
solutions for a fair and
inclusive **circular economy** to
address the global sustainability
crisis



Is competitive and fair
transition possible and
how can it be
accomplished?



What is a fair transition and from who's perspective?

**What are the social dimensions of a circular economy?
Has it a role in poverty reduction for example?**

**Are the benefits of circular economy distributed fairly
– geographically, demographically and sectorally?**

**How do we encourage socially responsible business
and governance?**

**What is a fair transition from an employment point of
view? How to mitigate negative impacts, how to
support positive development?**







**What happens when wealthy countries dramatically
reduce their dependency on imported raw materials as
well as on products manufactured abroad (developed
countries – developing countries)?**

**Can circular economy cut some countries out of the
global supply chains they've worked so hard to enter?**



RISE TO SHINE!



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