



6.11.2019

# **Municipalities enabling the important moves in the Circular Economy**

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# Agenda for today

- 9:30 Group up! And setting the targets
- 9:45 Intro to CE and CE in Municipalities
- 10:00 Workshop fun!
- 11-11:05 Break
- 12:30 Outcomes 30 min
- 13:00 Lunch

# Group up!

Introductions

How do you advance Circular Economy?

What is your superpower in Circular Economy?

## **WORKSHOP OBJECTIVE**

Gain better understanding on Circular Economy & everyone's role  
All the amazing possibilities a Municipality has to advance Circular Economy  
Maybe, just maybe – find steps that you could do together!

# **DESIRED OUTCOMES**

What does a full Circular Municipality look like?

# **WHY IS THE SHIFT TO A CIRCULAR ECONOMY NECESSARY?**

Because we need to make a change.

9% 50% 67% 75%





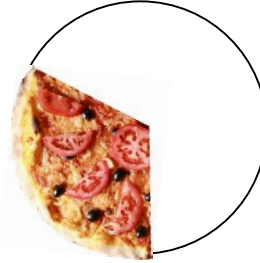
**On average, materials in Europe are used only once.**



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



**Offices are empty 60% of the time.**



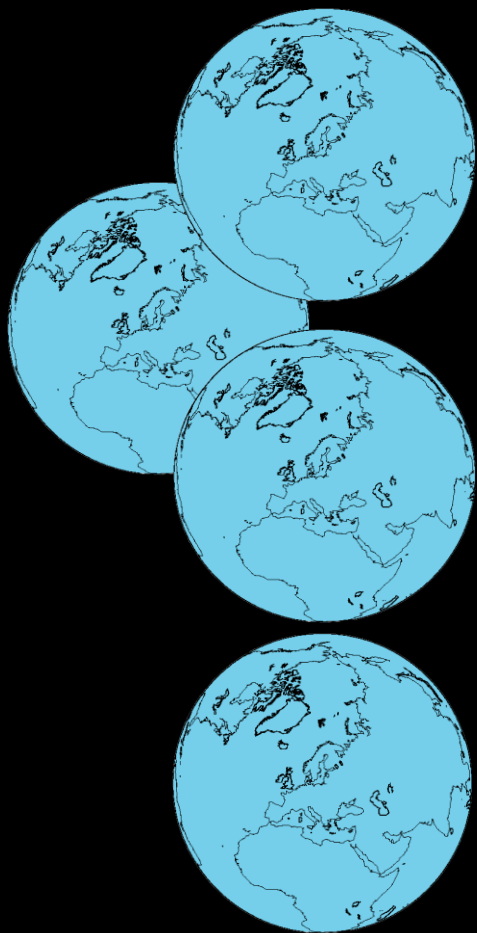
**One third of food ends up in the trash bin.**

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

I wouldn't mind it.







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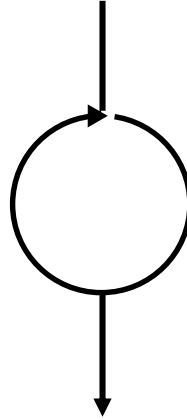
# **WHAT IS CIRCULAR ECONOMY?**

A possibility!

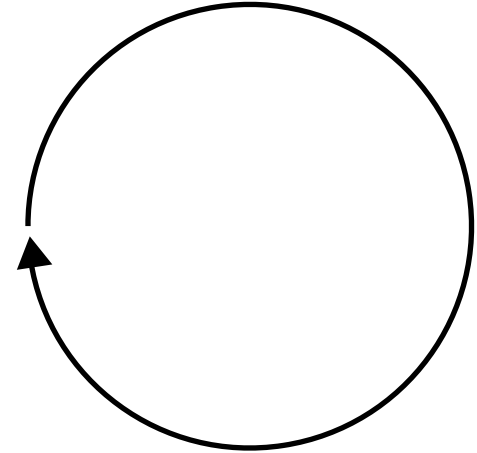
# THE LINEAR ECONOMY



# THE RECYCLING ECONOMY



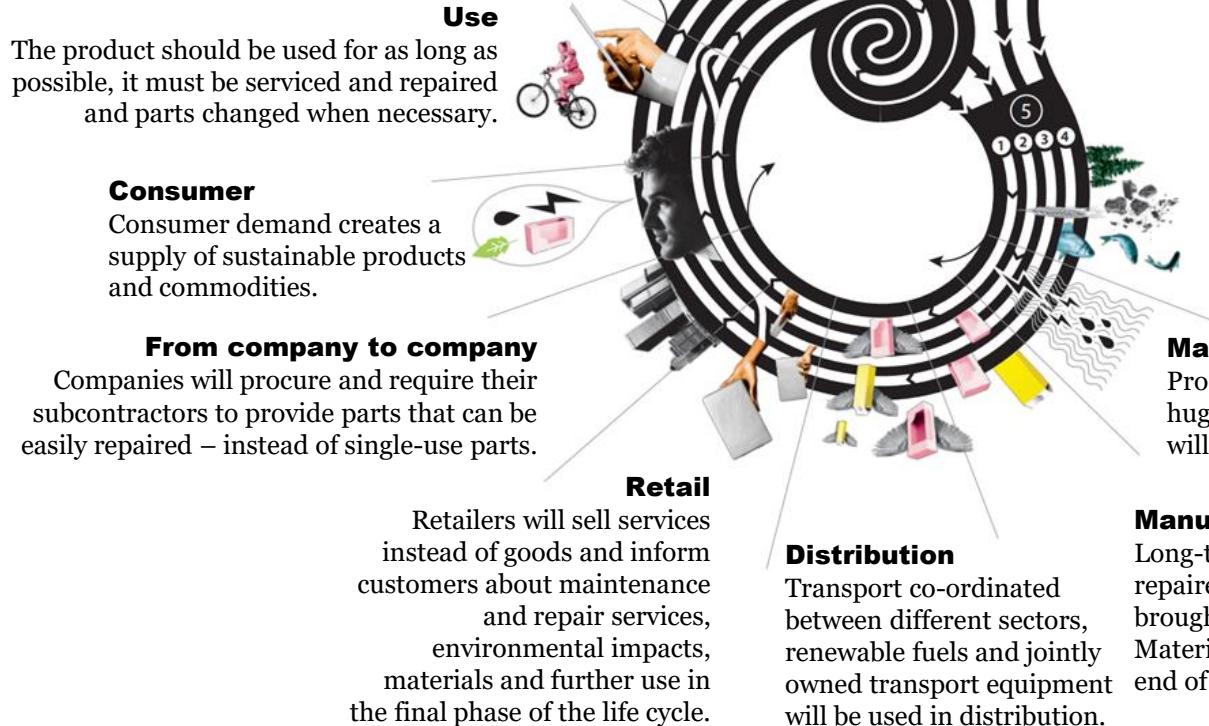
# THE CIRCULAR ECONOMY



THIS IS HOW WE CREATE A

# Circular economy

IN FINLAND



**Use**  
The product should be used for as long as possible, it must be serviced and repaired and parts changed when necessary.

**Consumer**  
Consumer demand creates a supply of sustainable products and commodities.

**From company to company**  
Companies will procure and require their subcontractors to provide parts that can be easily repaired – instead of single-use parts.

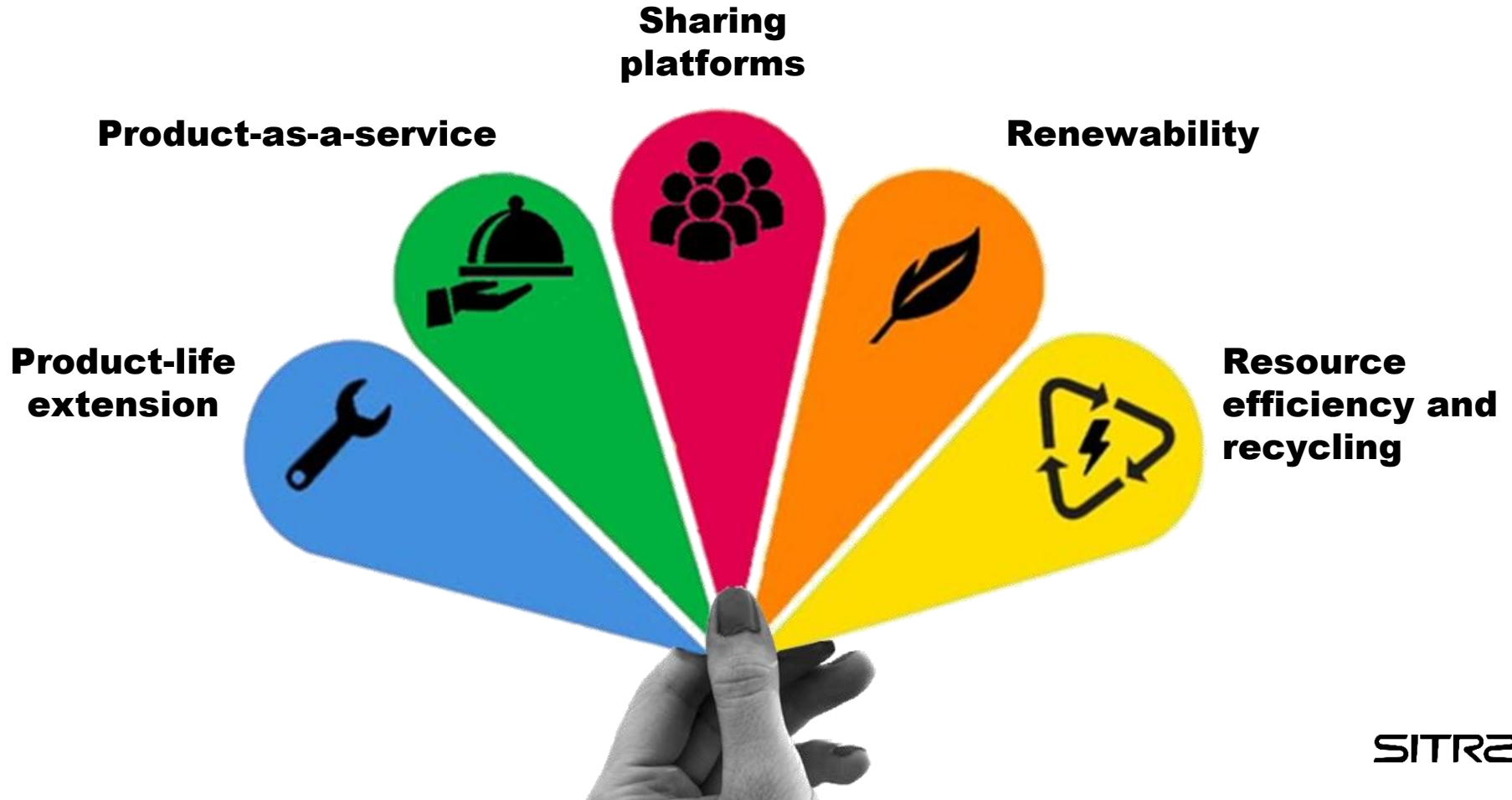
**Retail**  
Retailers will sell services instead of goods and inform customers about maintenance and repair services, environmental impacts, materials and further use in the final phase of the life cycle.

**Distribution**  
Transport co-ordinated between different sectors, renewable fuels and jointly owned transport equipment will be used in distribution.

**Manufacturing industry**  
Long-term products that can be repaired and maintained will be brought onto the market. Materials will be separated at the end of the product's life cycle.

**Primary sector (raw materials sector)**  
The raw materials are capital for the primary sector. Sustainable solutions are based on the wise use of raw materials.

**Material processing**  
Process planning will reduce the energy needed to refine huge amounts of raw materials. The use of side streams will be taken into consideration.



# Five business models for the circular economy



## **Product-life extension**

Products are used according to their original purpose for as long as possible or repaired and refurbished for multiple re-uses, thus reducing the need for purchasing and manufacturing new products.



## **Product as a service**

The customer pays for certain functions or performance and avoids the risks of ownership. The total costs of ownership remain with the service provider, with revenue being earned by means of, for example, a leasing or rental agreement.



## **Sharing platforms**

Digital-based platforms are used to promote the increased use of goods and resources and the extension of their life cycle, such as by renting, selling, sharing and re-use. Peer-to-peer, company-to-company, municipality-to-municipality.



## **Renewability**

Renewable, recyclable and biodegradable materials, as well as the principles of eco-design, are preferred for products and their design. Fossil fuels are replaced by renewable energy.



## **Resource efficiency and recycling**

Technological development enhances resource efficiency in value chains, processes and products, and allows for more effective recycling. Side-streams are valuable raw materials for recycled products and materials.

# Municipalities supporting the circular economy



## STRATEGY & MANAGEMENT: Commitment to Circular Economy



### The circular economy market:

Public procurements

Circular economy  
financing

Companies

### The circular economy in the municipality's operations

A sustainable food system

Transportation

Construction and infrastructure

Waste management and recycling

Other services and operations

**Residents' awareness and education on the circular economy**

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**GROUP WORK!**



# **GO FULLY CIRCULAR!**

## **WHAT CAN BE DONE IN DIFFERENT MUNICIPALITY OPERATIONS?**

*Work in a group*  
*40 min*

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# **GO FULLY CIRCULAR!**

## **WHAT NEEDS TO BE DONE ON A STRATEGIC LEVEL AND MARKET**

*Work in a group*

*20 min*

# Municipalities supporting the circular economy



**STRATEGY & MANAGEMENT:**  
**Commitment to Circular Economy**



**The circular economy market:**

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# **GO FULLY CIRCULAR! PLAN A CAMPAIGN/MODEL TO GET CITIZENS INVOLVED**

*Work in a group*  
*20 min*

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# **SHARING LEARNINGS!**

First to another group. Split the group in half and switch tables.

5 + 5 min



# **FROM GRAND IDEAS TO ACTIONS: WHAT CAN WE DO NEXT?**

*Write down together on a new sheet, what ideas and solutions do you want to take forward as the next steps for CE in Estonia!*

*5 min*

# **SHARING LEARNINGS!**

Then to everyone. 5 minutes

# **FROM GRAND IDEAS TO ACTIONS: WHAT CAN I DO NEXT?**

*Write down one action point to yourself*

Yeah!

**Municipal decision-makers** choose to support the circular economy and low-carbon transport.

**Urban planners** design cities for cyclists.



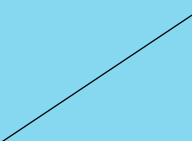
**Repairers** maintain and fix bicycles.

**Manufacturers** build bicycles from sustainable, recycled and recyclable materials.

**Inhabitants** choose city bikes.

# One is enough.

Everyone's actions  
matter.



# RISE TO SHINE!

You have the right to  
own nothing.



**Thank You!**  
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