

Circular Economy – A Winning Global Strategy

**30.09.2021 Circwaste Webinar
Boosting Circular Economy –
Circular economy advancements
from Finland and around the World**

Malena Sell

Senior specialist, Circular Economy

Finnish Innovation Fund Sitra

SITRA



5 key facts about Sitra

1. A gift from Parliament to the 50-year-old Finland in 1967.
2. An independent foresight agency: futurologist, researcher, visionary, developer, experimentalist, partner, trainer, networker.
3. Funded by returns on endowment capital and capital investments.
4. Envisages Finland as a successful pioneer in sustainable well-being.
5. Its vision is supported by three themes, six focus areas and dozens of projects.

+ the most important of all

Building our future *together*.



Sitra supporting Finland towards a circular economy transition

Sitra's work on the circular economy started in 2015. Since then, we have

- compiled the first national circular economy road map in the world
- built tools for businesses to move towards a circular economy
- created a global circular economy community around the World Circular Economy Forum.



Important steps on the road to a global circular economy!

1

ROADMAPS – bottom-up and inclusive

2

BUSINESS – spurring innovation, creating new jobs

3

COOPERATION – international trade and development

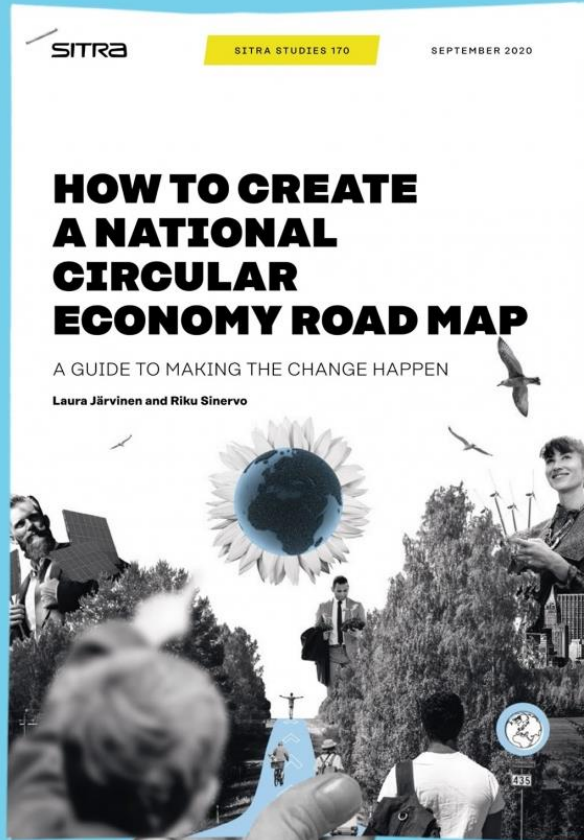


The first circular economy road map in the world!

In 2016, Finland was **the first country in the world** to create a national circular economy road map.

A circular economy road map is **a tool for change**: it helps define the required steps and compiles key stakeholders' views on the essential changes and actions required for the circular transformation.

It is a document that includes a vision as well as goals and tangible actions that will accelerate a country's transition towards a circular economy.



How to create a national circular economy road map?

Based on what we have learned, we put together a guide to help countries **start their journey** towards a circular economy.

The guide features **tools, guidelines and inspiration** for countries that want to move towards or are already taking their first steps towards a circular economy.

The guide can be used as both an inspiration and a guide that walks the reader through each phase of the road map process.

Available for download at

<https://www.sitra.fi/en/publications/how-to-create-a-national-circular-economy-road-map/>



The circular economy is an opportunity to build a fair economy that creates prosperity and benefits a larger number of people.

A fair transition can be assessed by the social impacts of the shift:

- How are the benefits and burdens distributed among sectors, regions and professionals?
- Who's involved in planning the transition?



Boosting Circular Economy - Inspiring business solutions showing the way!



A list compiled by Sitra since 2017 to showcase Finland's most inspiring examples of the circular economy.

- 1. Product-life extension**
- 2. Product as a service**
- 3. Sharing platforms**
- 4. Renewability**
- 5. Resource efficiency and recycling**

Sitra is using the list as a way to challenge Finnish companies to meet the changing needs of the world.

Boosting Circular Economy – Circular economy advancements from Finland and around the World

Compiled by Sitra, the new **“The most interesting companies in the circular economy in Finland 2.1”** list presents 41 pioneering companies that offer circular economy solutions to the global sustainability crisis.

Published in English at #WCEF2021 on September 15-17.

Take a closer look at
<https://www.sitra.fi/en/projects/interesting-companies-circular-economy-finland/>



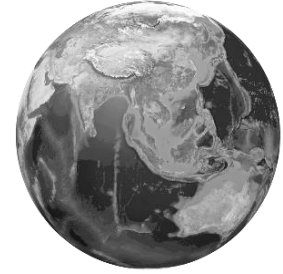
Whim is a Mobility as a Service pioneer offering mobility without the hassle of car ownership.



Konecranes designs lifting equipment that is durable, repairable, modular and energy efficient. Predictive maintenance is an important part of the solution.



Infinited Fiber Company is revolutionising the textile sector.



Fortum Battery Solutions is part of the batteries revolution – recycling used lithium ion batteries as well as sidestreams from mining and metal industries.

Textile fibres from recycled mass



Textile, paper and cardboard waste can be used to produce a cotton-like, soft textile fibre using Infinited Fiber's technology.

The cellulose in the raw materials is processed into a 100% cellulose solution and reshaped into ready fibre using nozzle technology.

The fibre can be used to solve the environmental problems caused by textile production and textile waste disposal.

Mobility without the hassle of car ownership



The service model of Maas Globalin has attracted 53.7 M€ funding. The company's development, the Whim app, now operates in four European cities and is being piloted in Singapore and Tokyo.

Consumers spend a lot of money buying cars, which then end up being used relatively little. Cars congest cities and account for over 10% of greenhouse gas emissions in Finland.

MaaS Global combines public transport, taxis and the use of private cars in a single service based on a monthly charge. Mobility becomes more efficient - and market for this service is predicted to be worth hundreds of billions by 2030.



We need international trade cooperation to advance the circular economy globally

Trade is a **key connector** and **enabler**. The way we produce, consume, rent, repair, and eventually discard, recycle, and reintegrate our goods and materials into the economy is intricately linked through **global value chains**—increasingly also **through reverse value chains**.

Trade is an explicit part of the EU's Circular Economy Action Plan

Global trade is increasingly characterised by servicification and digitalisation – and has been affected by COVID.

Trade policy options to support a circular economy transition

- 1** Action at the World Trade Organization (WTO)
- 2** Dialogue and information sharing with standard-setting organisations, Basel convention.
- 3** Liberalise trade in environmental goods and services
- 4** Get the prices right
- 5** Ensure developing countries are on board
- 6** Pilot circular economy initiatives in regional trade agreements





 SUSTAINABLE DEVELOPMENT GOALS



 NORDIC DEVELOPMENT FUND

SITRA

2017
HELSINKI,
FINLAND



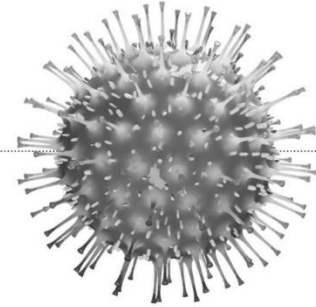
2018
YOKOHAMA,
JAPAN



2019
HELSINKI,
FINLAND



2020
LOCKDOWN,
COVID-19



Stay safe!

2020
ONLINE,
INTERNET



2021
ONLINE,
THE NETHERLANDS



2021
ONLINE & TORONTO,
CANADA



RISE TO SHINE!

Why not rent or share,
rather than owning all
that stuff?



sitra.fi

@sitrafund      

SITRA