



**SUOMI
FINLAND**

CIRCULAR ECONOMY

Finland offers solutions for a sustainable society



Circular economy is something that all societies should be thinking about – Finland can help lead the way

SUOMI
FINLAND

A good life is no longer achieved by simply producing more and more goods. How do we transition to a circular economy, in which resources stay within the economy for as long as possible? It involves favouring renewable energy and changing consumption patterns to emphasise using services rather than owning things.

The global need for change makes it possible to:

- 1. Position** Finland as a leader in the transition to a circular economy.
- 2. Highlight** the work already done, for example Finland's National Roadmap to a Circular Economy.
- 3. Profile** Finnish companies as reliable solution providers.



THE STORY: **Circular economy**

**SUOMI
FINLAND**

Finland created the world's first National Road Map to a Circular Economy (2016–2025). According to estimates, the circular economy may contribute an annual added value of at least three billion euros to the Finnish economy by 2030. For Finland, a circular bioeconomy is a tool for achieving sustainable development, combatting climate change, saving natural resources, and improving the state of the environment, all while generating economic growth and jobs.

A developed nation of 5.5 million people is well suited to trying out new innovations; different partners are often in close proximity. Finland is now carrying out practical circular economy experiments that are providing benefits across all sectors of business and society. New, digitalised solutions are being tested for **renewable energy, nutrient recycling, low-carbon timber construction, recycling of municipal waste** and **rehabilitation of contaminated land**, to name a few.

The Finnish Innovation Fund Sitra won the public-sector category of The Circulars, awarded at the World Economic Forum in Davos, in 2018. One example is [Smart & Clean Helsinki Metropolitan](#). Already, thousands of Finnish school and university students are learning about applying circular economy principles.

In addition to national initiatives, Finland is also developing the circular economy globally. The **World Circular Economy Forum**, a Sitra initiative, presents the world's best circular economy solutions and brings together key circular economy thinkers and doers from around the globe. In 2018 it was held in Yokohama, Japan. **In June 2019, it returns to Helsinki.**

Finland offers solutions for a sustainable society.



Message map: Circular Economy

SUOMI
FINLAND

Finland created the world's first
National Road Map to a
Circular Economy, in 2016



FINLAND OFFERS SOLUTIONS FOR A SUSTAINABLE SOCIETY

The Forbes list of the future?
The winners will be those who
can make money repeatedly
with the material already in
circulation, without touching
unused natural resources.
Finland is at it already.



An advanced
country of 5.5
million can
cultivate and test
solutions to the
challenges many
societies face.

Join us for the
3rd World Circular
Economy Forum
in Helsinki in
June 2019!



KEY WEBSITES

[Sitra: A Circular Economy](#)
[Smart & Clean Helsinki Metropolitan](#)
[Finnish Prime Minister's Office:](#)
[Society's Commitment to Sustainable Development](#)
[KEINO \(competence centre for sustainable and innovative public procurement\)](#)

PUBLICATIONS

[Leading the Cycle – Finnish Road Map to a Circular Economy 2016–2025 \(PDF\)](#)
[Summary of the Road Map \(PDF\)](#)
[Finland's Action Plan for a Circular Economy \(PDF\)](#)

VIDEOS

Sitra: [Finland Is Leading the Way to a Circular Economy \(Youtube\)](#)

VISUALS

Sitra: [This Is How We Create a Circular Economy in Finland \(JPG\)](#)

ARTICLES

[Eliminating waste in a circular economy \(ThisisFINLAND.fi\)](#)
[Finland offers a better version of capitalism \(Sitra\)](#)
[Finland offers amazing solutions to the climate crisis – at your service! \(Sitra\)](#)
[The most interesting Finnish companies in the circular economy \(Sitra\)](#)

CASE STUDIES

Sitra: [The most interesting companies in the circular economy in Finland](#)
[CIRCWASTE – Towards Circular Economy in Finland](#)

[FISS – Finnish Industrial Symbiosis System](#)

[Tekstiili 2.0 – A textile recycling pilot](#)

EXPERTS

Mari Pantsar, Director, Carbon-Neutral Circular Economy /
Sitra /mari.pantsar@sitra.fi