



SUOMI
FINLAND

SIMPLE AS CIRCULAR

October 2020

This is FINLAND Social Media Campaign

SimpleAsCircular



DAY 1

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thisisFINLAND - things you should and shouldn't know - ...

This is Finland

28. lokakuuta kello 9.30 · 🌐

Finland's second-hand clothing scene signifies a trend toward a circular fashion economy.

For Finnish people, second-hand clothing is a way of moving beyond the "take, make, waste" model of consumption. And what's more, it's chic.

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<https://bit.ly/34tU5Ma>



FINLAND.FI

Circular fashion finds a good fit in Finland - thisisFINLAND

Lue lisää

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#Finland's second-hand clothing scene signifies a trend toward a circular fashion economy.

#Finnish people see second-hand clothing as a way of moving beyond the "take, make, waste" model of consumption. And what's more, it's chic.

#SimpleAsCircular



Circular fashion finds a good fit in Finland - thisisFINLAND

From hip flea-market boutiques to luxury recommerce, Finland's second-hand clothing scene signifies a shift toward a circular fashion economy.

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DAY 2

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thisisFINLAND - things you should and shouldn't know - ...

This is Finland ✓

29. lokakuuta kello 9.30 · 🌐

Single-use plastic packaging is clogging up the world's landfills and finding its way into the rivers and oceans.

That's why #Finnish companies are offering plastic-free, reusable alternatives in packaging. #SimpleAsCircular

<https://bit.ly/3dvGKWI>



FINLAND.FI

Two Finnish companies show the way away from plastic - thisisFINLAND

Lue lisää

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#SimpleAsCircular



Two Finnish companies show the way away from plastic - thisisFINLAND
Cosmetics containers and disposable coffee cups are some of the products for which Finnish companies are offering plastic-free alternatives. They're ...
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DAY 3

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thisisFINLAND - things you should and shouldn't know - ...

This is Finland ✓

30. lokakuuta kello 9.30 · 🌐

In Finland, the recycling rate for aluminum cans is 95 percent. Why is that?

Thanks to the deposit-based recycling system, almost every bottle and can is returned to the store after use! #SimpleAsCircular

<https://bit.ly/3kdpcAQ>



SITRA.FI

Deposit-based recycling system for drinks packaging - Sitra

Lue lisää



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Deposit-based recycling system for drinks packaging - ...

The development of a bottle return system began in Finland with the arrival of Coca-Cola bottles at the 1952...

sitra.fi


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DAY 4

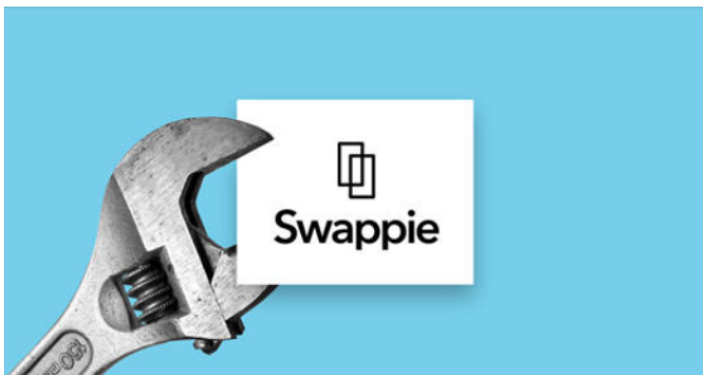
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 **thisisFINLAND** - things you should and shouldn't know - ...
This is Finland ✓
31. lokakuuta kello 9.30 · 🌐

Did you know that incorrect disposal of electronic waste is one of the most problematic challenges in waste management?

In Finland, used and serviced phones are gaining popularity: They're easier on the environment – and the wallet. #SimpleAsCircular

<https://bit.ly/3IPVDGc>



SITRA.FI

Used and serviced smart phones - Sitra

You don't have to buy everything as new, not even mobile phones. ...

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...

Did you know that incorrect disposal of electronic waste is one of the most problematic challenges in waste management?

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Used and serviced smart phones - Sitra

You don't have to buy everything as new, not even mobile phones. Swappie services and sells used smart ...

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