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CIRCULAR ECONOMY

Photo: Business Finland



The key to solving the climate and biodiversity crises is to abandon the old, unsustainable “take-make-waste” linear economy. The alternative is **circular**: an economic system which continually reuses resources and where consumption is based on services.

Circular economy includes **new business models**, such as furniture as a service, and new products, like bioplastic. It involves new ways to consider an item’s life cycle, like building a product that is long-lasting and repairable.



Circular economy

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- The circular economy is expected to add about 3 billion euros to Finland's national economy in added value potential by 2030, according to Sitra.
- The main improvements are in machinery and equipment, forestry, food waste reduction, alternative real estate uses, nutrient recycling, private consumption and second hand trade.
- In 2016 it was the first country in the world to have a roadmap to circularity. Many practical circular economy solutions have also been developed in Finland, making the country a global forerunner in circularity.



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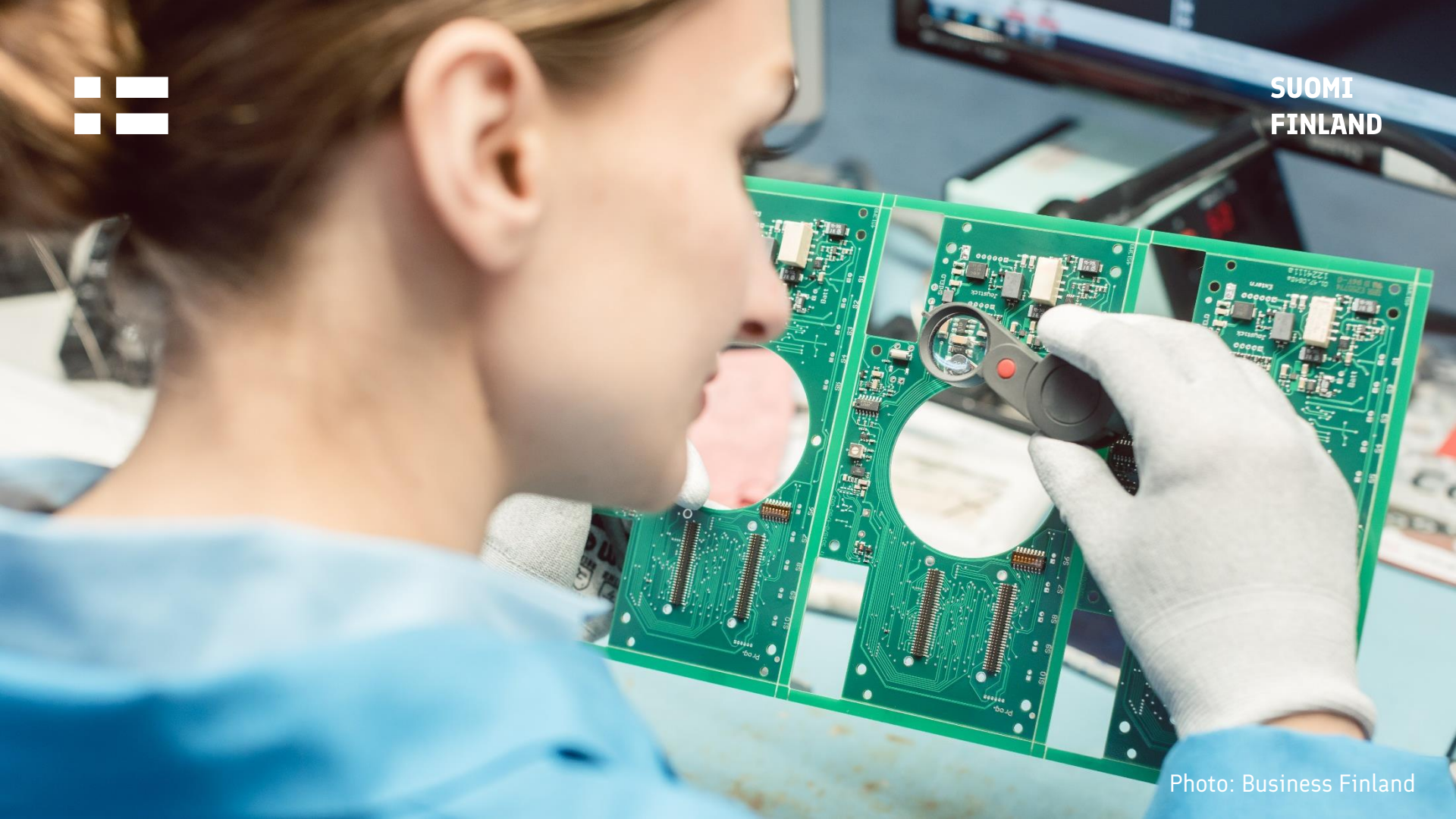


Photo: Business Finland



Finland is ranked **14th** in the world **for the number of patents issued related to recycling and secondary raw materials**, one of the key circular economy indicators tracked by the EU.



History

- Finland has a history of developing circular solutions, even before the phrase “circular economy” was common.
- The lack of fossil fuel deposits in Finland has also pushed society towards circular solutions, including developing renewable energy production and utilising waste streams as sources of energy.

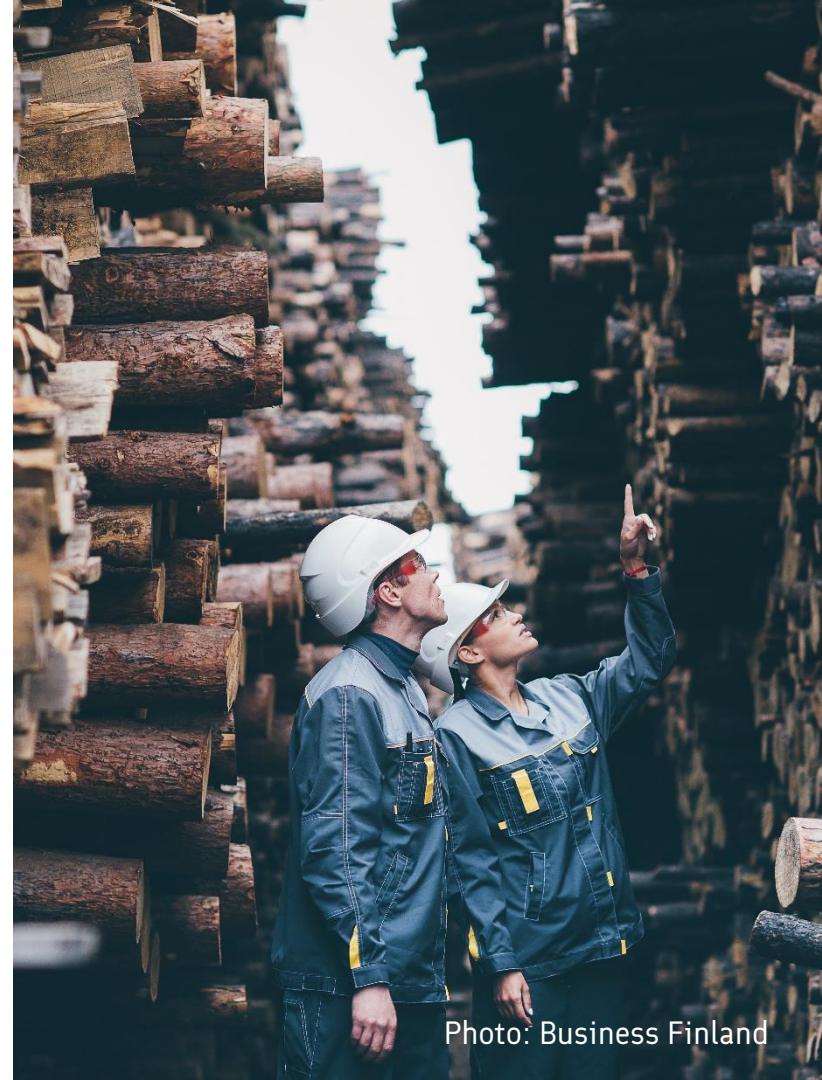


Photo: Business Finland

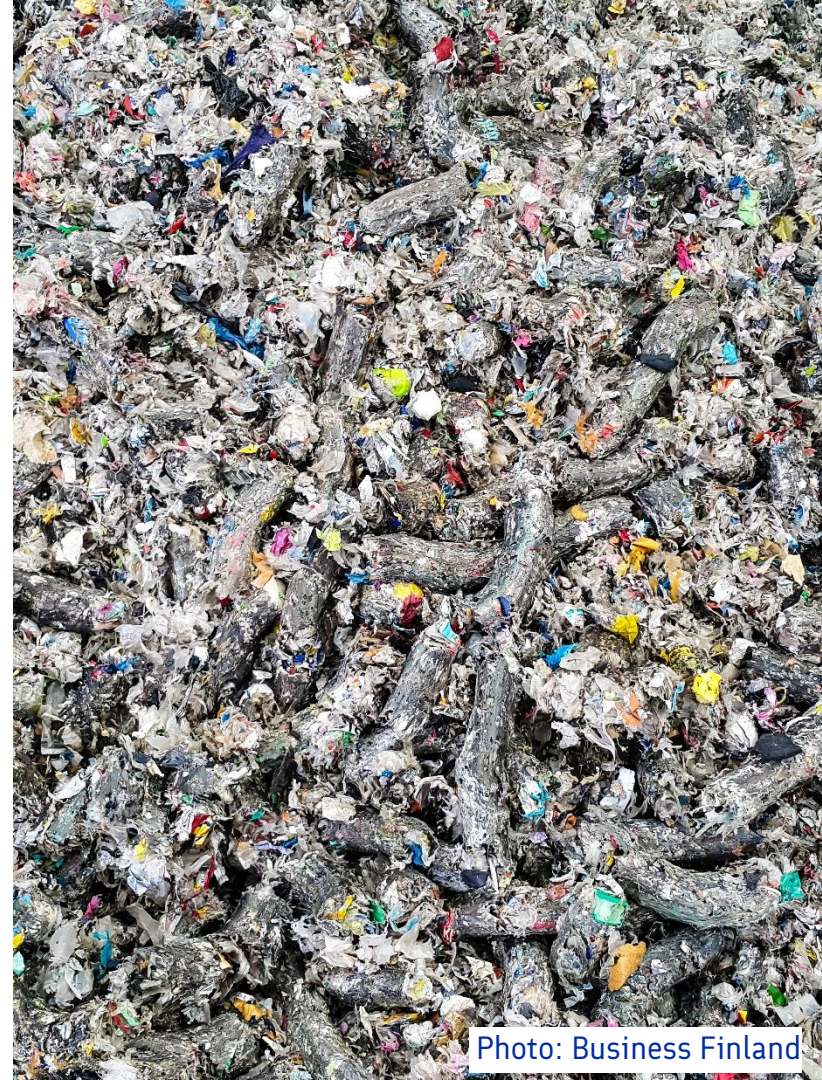


The Finnish people are conscientious about **minimising waste**. Eurostat says Finns waste **7.4%** of their domestic material consumption, excluding major mineral waste. The EU average is 12.8%.



Finland taking action

- In the 21st Century Finland seized the global momentum for sustainable solutions by championing the circular economy on the world stage.
 - This includes creating the World Circular Economy Forum and promoting the circular economy in the EU.
- When the COVID-19 crisis hit, Finland helped push circularity into the European Green Deal plan.





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Photo: Riitta Supperi/Keksi/Team Finland



Investments in circular economy

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- Both public and private venture capitalists fund good ideas, and foreign investors also look to Finland for inspiring circular startups.
 - The circular economy is expected to add about 3 billion euros to Finland's national economy in added value potential by 2030, according to The Finnish Innovation Fund Sitra.
- Private investments, jobs and gross value added related to the circular economy in Finland totalled almost 2 billion euros, according to Eurostat.



Deposit system

- Thanks in part to a deposit system, Finland recycles 95% of cans, 90% of plastic beverage bottles and 87% of glass bottles, according to industry group Palpa.
- These are some of the best rates in the world. For example, the Aluminum Association says the worldwide recycling rate for cans is only 49.8%.





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Finland recycles **49.2%** of its electronic waste, compared to an EU average of **34.8%**, according to Eurostat.



Active participation

- 83% of Finns believe that Finland should take action to promote the circular economy, even if other countries are not doing so, according to a survey commissioned by Sitra.
- Circular economy education has been embedded in all areas of society.
 - In 2019 70,000 Finns studied the circular economy at all levels of education.



Photo: Katri Lehtola/Keksi



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Thank you!

Photo: Pasi Markkanen



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Thank you