



**NO.
MORE.
PLASTIC.**

WELCOME!

**BUSINESS
FINLAND**



Consulate General of Finland
New York



FACC
FINNISH AMERICAN CHAMBER OF COMMERCE



NORDIC
INNOVATION
HOUSE



**CIRCULAR CITY
WEEK** NEW YORK



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SAVING THE WORLD IS #1 BUSINESS OPPORTUNITY

FINLAND IS ONE OF THE PIONEERS

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WHY FINLAND

THE BEST
primary
education
in the world *₂

THE MOST
stable country
in the
world *₄

THE MOST
free country
in the
world *₁₀

THE
HAPPIEST
country in
the world *₈

THE BEST
in the good
country index
*₁₁

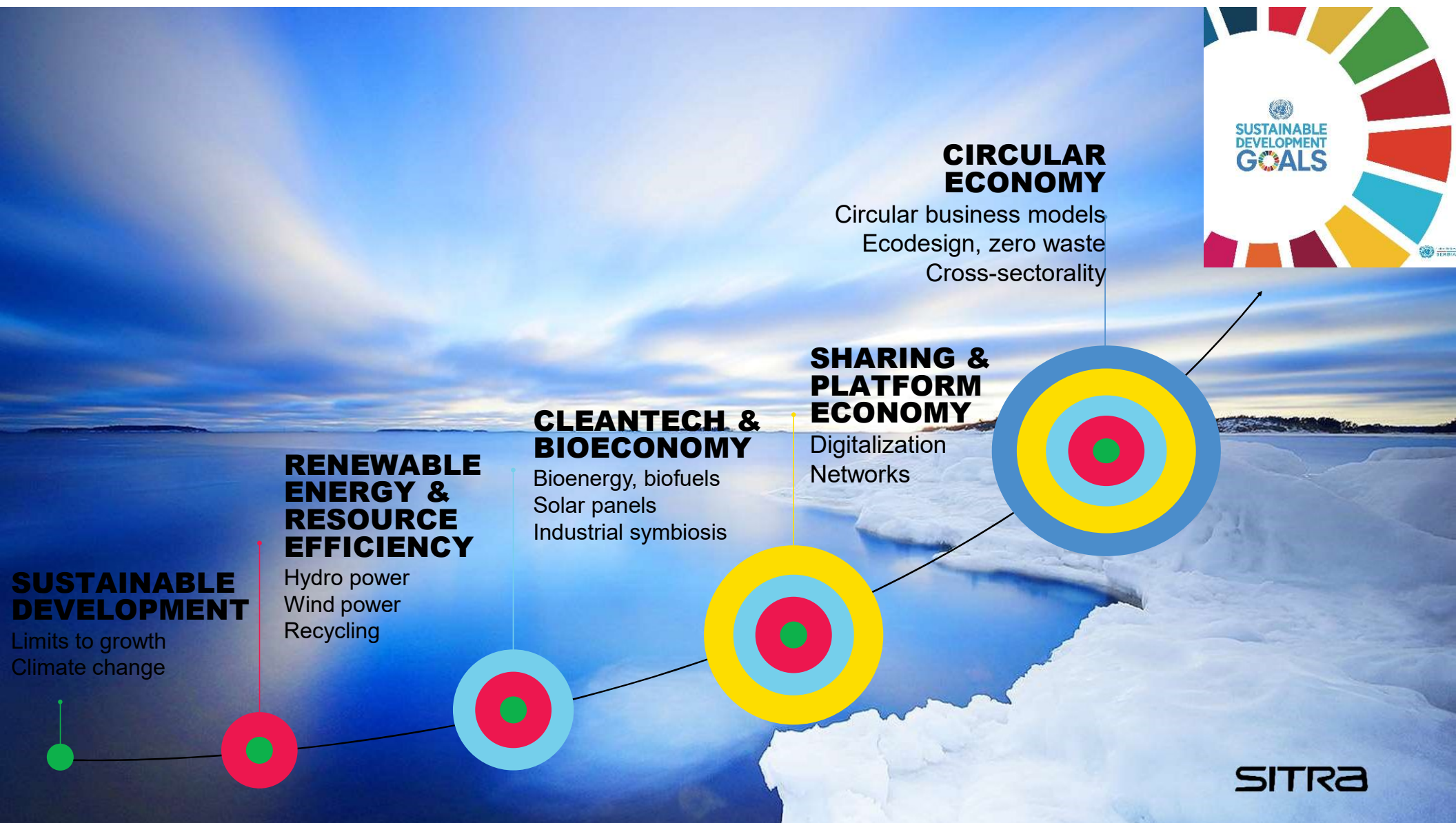
THE BEST
university –
industry research
collaboration
in the world *₁

THE BEST
business
environment
in the world *₁

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INVEST IN
FINLAND

1 Global Innovation Index 2016 / 2 World Economic Forum, The Global Competitiveness Report 2016-2017 / 3 FDI attractiveness scoreboard, Copenhagen Economics 2016
4 The Fund for Peace, Fragile States Index 2016 / 5 Grant Thornton, Global Dynamism Index 2015 / 6 Bloomberg, Bloomberg 2017 Innovation Index
7 Education First (EF), The world's largest ranking of countries by English skills / 8 UN 2018 World Happiness Report / 9 The Consumer Technology Association (CTA)™ 2018 / 10 Freedom House,
An annual study of political rights and civil liberties 2018 / 11 Good country index 2019



FINNISH ROADMAP TO CIRCULAR ECONOMY

Sitra developed the world's first roadmap to a circular economy in 2016.

The roadmap 2.0 will be announced on March 13 2019.



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PREPARATION OF THE NATIONAL ROADMAP TO CIRCULAR ECONOMY

Engaging the society as a whole: Governance, municipalities and cities, companies, citizens, academia to succeed in making a paradigm shift.

- ☐ **1000 participants in workshops**
- ☐ **250 trial ideas and comments**
- ☐ **64 actions in the roadmap**
- ☐ **The Circular Economy Steering Group supports the transition**

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Circular economy



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

Consumer demand creates a supply of sustainable products and commodities.

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

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.

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

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.

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

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

- 1 Sustainable food system
- 2 Forest-based loops
- 3 Technical loops
- 4 Transport and logistics
- 5 Common action

SITRa



Sustainable food system

Consumers can choose food that has been produced through a wiser use of raw materials that starts in primary agricultural production. Nutrients are recycled.

Projects

Carbon Action pilot – harvesting CO₂ with farm-cooperation

Shared table – fighting food waste with community



Forest-based loops

The forest industry's global competitiveness will increase with new commercial products, services, co-operation models and digital technology.

Projects

Circular economy business from wood - new, wood-based solutions and business activities replacing plastics.



Industrial loops

Minimising the use of virgin raw materials and maximising the length of material and product life cycles create a competitive edge.

Projects

The Arctic industries ecosystem and circular economy innovation platform -

Competence and training center for industrial symbiosis.

Technology industry growth from a circular economy – a playbook towards circular business solutions for growth companies

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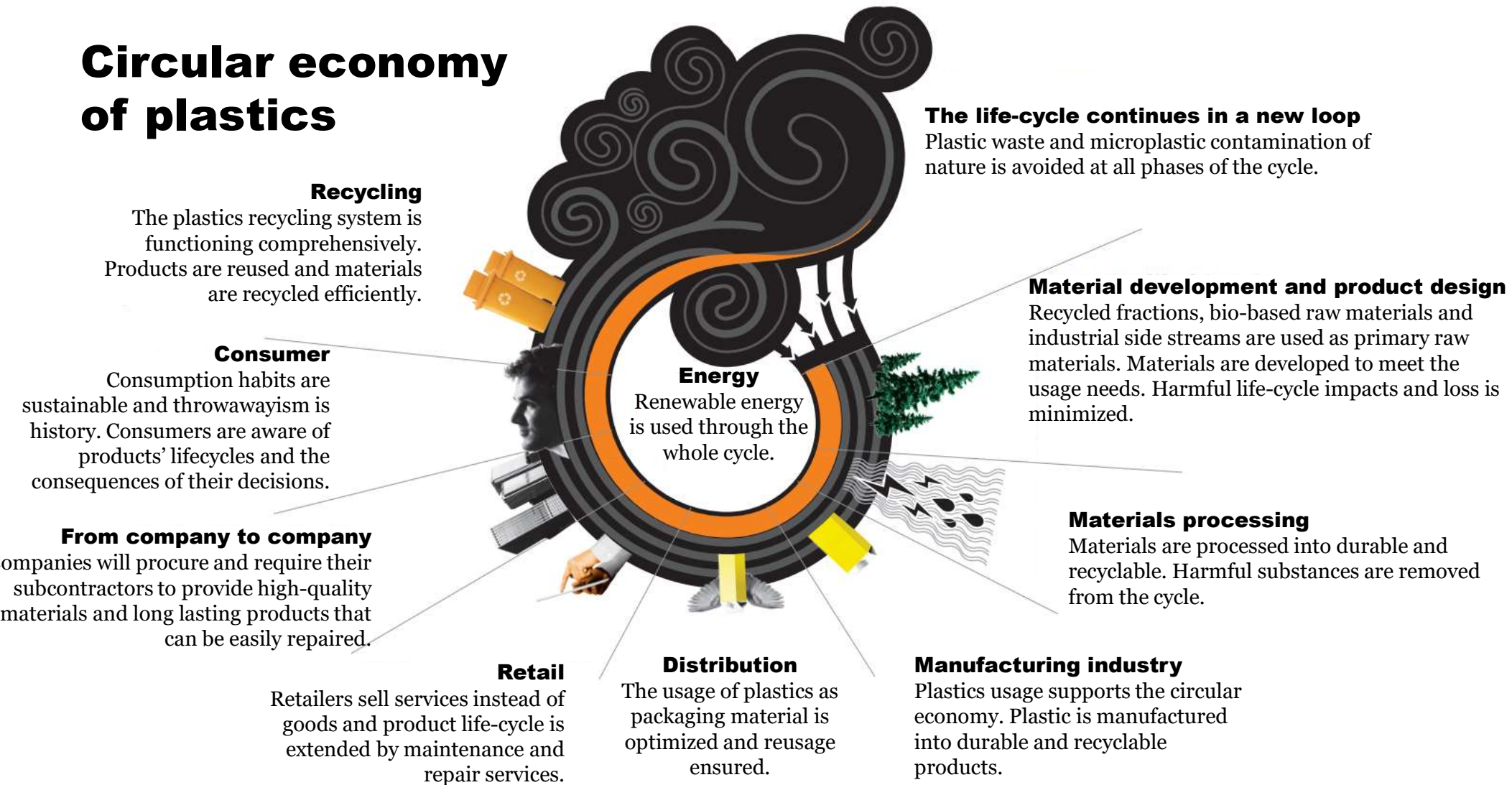
Transport and logistics

Transport will develop into a seamless, smart system that uses fossil-free fuels.

Projects

Public and private mobility services to be offered side by side – co-operation creates a smart transportation system with lower emissions.

Circular economy of plastics



CIRCULAR ECONOMY ON ALL LEVELS OF EDUCATION; 2018

1000 primary schools

500 high schools

Me & MyCity reached 76 % of all sixth graders and 26 % of ninth graders

67 % of Finland's Universities

58 % of Finland's Universities of Applied Science

73 500 students and 1800 teachers reached with Circular Economy

CREATING EXPERTS AND CHANGE AGENTS OF TOMORROW

The next era of the circular economy



F I N L A N D

The WCE2019 will bring together around 2,000 key circular economy thinkers and doers from around the world. This year the forum will have a strong emphasis on the next era of the circular economy and scaling up the transition.

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More information:
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THANK YOU!

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