

Sitra & Circular Economy

The Finnish Innovation Fund Sitra

25.10.2019



A gift to Finland

The Finnish Parliament established Sitra as a gift celebrating the 50th anniversary of Finland's independence.

The public future-oriented organisation was given the mission to build the successful Finland of tomorrow.

The year was 1967.

SITRA

Five important things

1. A gift from Parliament to the 50-year-old Finland. Still operates under the Finnish Parliament.
2. An independent future house: a futurologist, visionary, developer, experimentalist, financier, partner, trainer, and networker.
3. The aim is the successful Finland of tomorrow, the vision is the next era of well-being – a fair and sustainable future.
4. Funded by returns on endowment capital and capital investments.
5. The vision is implemented by three themes and hundreds of projects.

+ the most important of all

Building our future *together*.



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THE NEXT ERA OF WELL-BEING AS A VISION – A FAIR AND SUSTAINABLE FUTURE

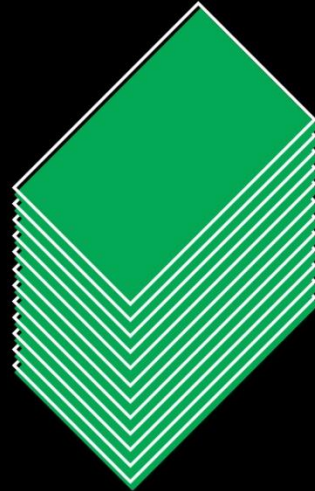
Behind the vision are Nordic values and ideals, including equality, fairness, democracy and autonomy.

Its guiding principles are adapting to the planetary boundaries, the full harnessing of technology to drive progress, and active international co-operation.

The emphases of social policy include a transition towards a fair and competitive circular economy, significant investments in top-level expertise and lifelong learning, and progressive government.



WELL-BEING



SUCCESS



**NATURAL
RESOURCES**

***A circular economy* is an economic model of the future, in which natural resources are used within the Earth's carrying capacity.**

Between 2018 and 2050, the global investments in emissions-free energy will amount to some **10,000 billion US dollars**



The global cleantech market, relevant to Finland, will be worth **3,000 billion US dollars** (per year) in 2050



Policies implemented in line with the Paris Agreement would increase the GDP of the EU 28 by **1.1 per cent in 2030** (compared to baseline)



Our national economy needs business **with high added value**

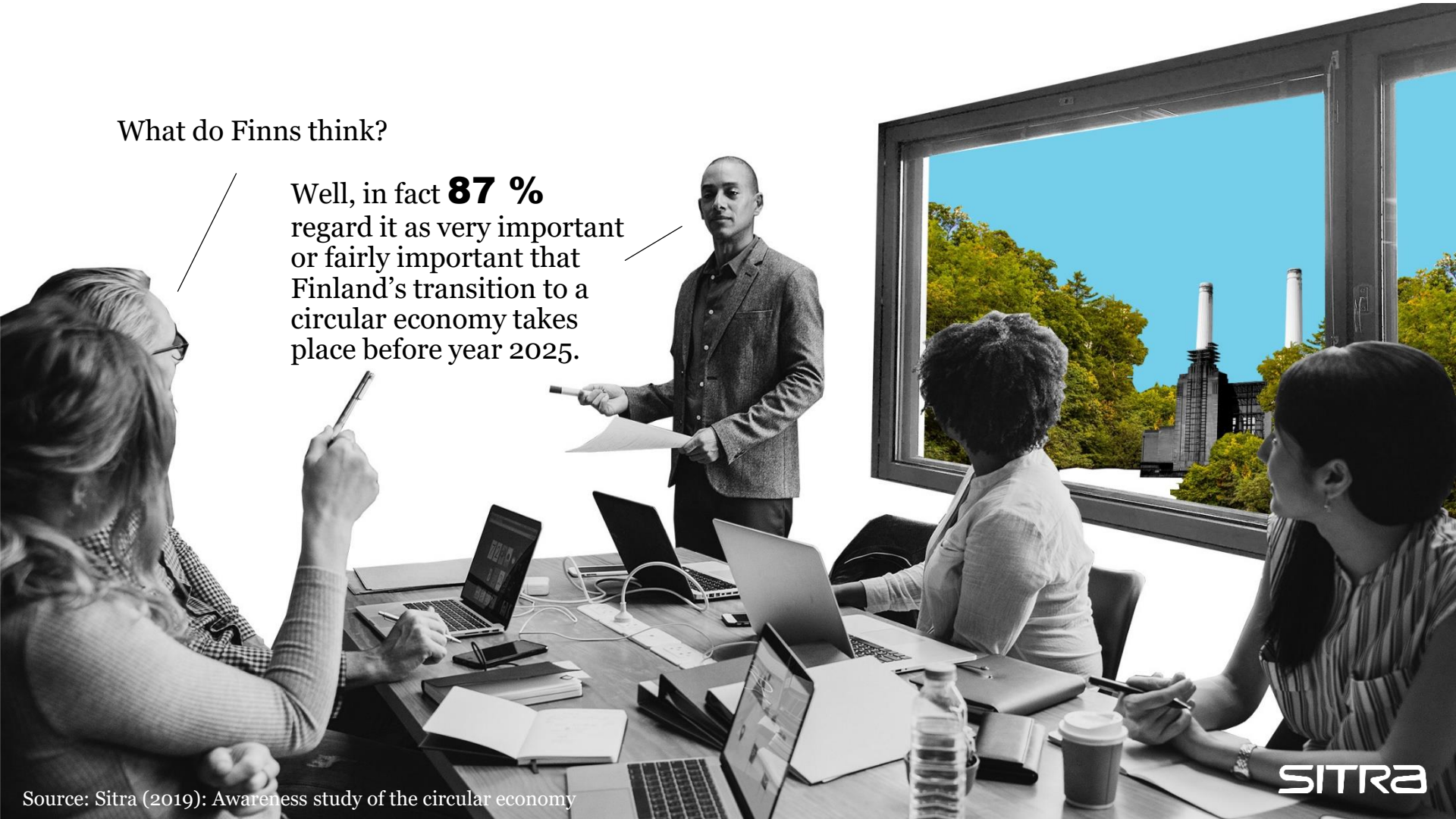
“Shift to cleaner energy would nudge up EU output, report shows

EU’s GDP would be 1.1% higher by 2030 if Paris Climate pact implemented, Eurofound says.”

-Financial Times,
12.2.2019

What do Finns think?

Well, in fact **87 %**
regard it as very important
or fairly important that
Finland's transition to a
circular economy takes
place before year 2025.



Leading the Cycle – Finnish Roadmap to a Circular Economy 2016-2025

Why Circular Economy?

1

The world needs pioneering solutions to ensure that economic growth and increased well-being are no longer based on a wasteful use of natural resources.

2

Finland has a real opportunity to create sustainable well-being and a successful carbon neutral circular economy over the next 5-10 years.

3

Sitra's Circular Economy Focus area was launched to create shared mindset and cross sectoral cooperation in Finnish society to promote circular economy.

4

Circular Economy Roadmap shows the way to Finland's sustainable future and determines the most effective means to do it.

5

The implementation of the road map is done in cooperation with various stakeholders and it started Finland's transition towards a circular economy.



FINNISH ROAD MAP TO A CIRCULAR ECONOMY 2.0



Challenge

Funding for well-being is based on an economic model, which wastes natural resources

Objective

Let's fund our well-being in a genuinely sustainable manner. Finland's transition to a circular economy by year 2025.

What does the road map contain?

- **4** strategic goals
- **4** visions for the key players
- **29** measures

What was the road map created for?

- Under the leadership of Sitra, together with the stakeholders and Deloitte
- Mapping the current situation of the circular economy
- **25** specialist interviews
- **110** participants in the workshops
- **350** ideas and comments

Strategic goals towards a circular economy in Finland

- 1. Renewal of the foundations of competitiveness and vitality.**
- 2. Transfer to low-carbon energy.**
- 3. Natural resources are regarded as scarcities.**
- 4. Everyday decisions working as driving force for change.**



Key players in the circular economy

**CENTRAL
GOVERNMENT**



**MUNICIPALITIES
AND CITIES**



ENTERPRISES



CITIZENS



The Finnish National Agency for Education

contributes to the development of learning materials related to the circular economy.



The new investment programme of **Tesi (Finnish Industry Investment Ltd)** for enterprises involved in the circular economy business.

Optional agreements in the public and private sector piloted by **the ministries.**

The Ministry of Agriculture and Forestry, Ministry of the Environment and Sitra bring impact investing to the circular economy.

Avanto Ventures', Sitra's and Nordic Innovation's LOOP Ventures business programme.



Over **70,000** children and young people are learning about the circular economy this school year.

The next era of the circular economy



F I N L A N D

The WCEF2019 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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European Investment Bank
The EU bank



Ministry of Agriculture and Forestry of Finland



Ministry of Economic Affairs and Employment of Finland

Ministry for Foreign Affairs of Finland



Affairs of Finland



Ympäristöministeriö
Miljöministeriet
Ministry of the Environment



Nordic Innovation



Climate-KIC

Climate-KIC is supported by the EIT, a body of the European Union



ELLEN MACARTHUR FOUNDATION



European Commission



European Environment Agency



UN environment
United Nations Environment Programme

WORLD CIRCULAR ECONOMY FORUM TIMELINE



3 - 5 JUNE

June 2017



Helsinki
Finland

October 2018



Yokohama
Japan

June 2019



Helsinki
Finland

Canada 2020



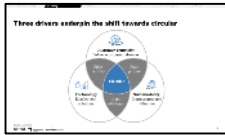
Canada

With the Circular Economy Playbook and tools you achieve circular advantage and measurable business cases www.circularplaybook.fi

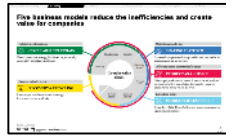
The playbook consists of 6 chapters with circular economy concepts, best practices and tools to guide your business to identify and define your circular economy opportunity and develop a plan to realize circular advantage

PLAYBOOK
CHAPTERS

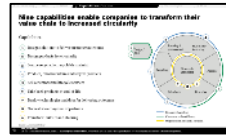
1. Why circular economy?



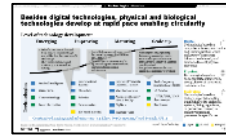
2. What opportunities exist?



3. Which capabilities are required?



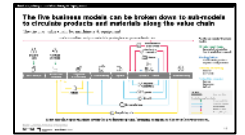
4. Which technologies can support?



5. How to design the transformation journey?



6. Industry deep dives

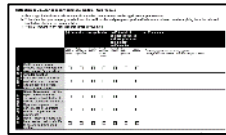


EXAMPLE
TOOLS¹

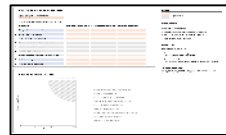
Value case tool



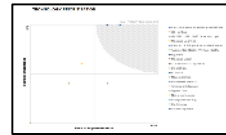
Business model development toolkit



Capability maturity assessment



Technology maturity assessment



Roadmap development



Business model canvas



¹ Additional tools available in the playbook



The most interesting companies in the circular economy in Finland

A list of companies to inspire economic change.

A vertical line of five Euro coins is shown falling into a teal watering can. The coins are positioned at the top, middle, and bottom of the frame, with the watering can's spout and handle visible on the left side. The watering can is a classic metal-style can with a curved handle and a long spout.

Neste produces renewable diesel out of food waste and leftovers.







Swappie fixes and resells used smartphones.

Sulapac replaces plastic cosmetics packaging with biodegradable, wood-based packaging.

Blox Car is a peer-to-peer car rental platform.

**RISE TO
SHINE!**



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