

Sitra's and Finland's circular economy journey – Inspiration for Serbia and beyond

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Outline of the presentation

1

What does a future house do? And what are megatrends and weak signals?

2

Insights from Sitra's and Finland's circular economy road map work.

3

Strategies and tools for accelerating the circular transition in businesses.

1. FORESIGHT

**Study both megatrends and weak signals
to project possible futures.**

5 important things

1. A gift from Parliament to the 50-year-old Finland. Still under the direct control of 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*.



Mega trends 2023

What trends will shape society in years to come?



WEF Global Risk Report

In this year's report, 5/6 risks over the next 10 years are environmental...

...compared to 3/6 in last year's report.

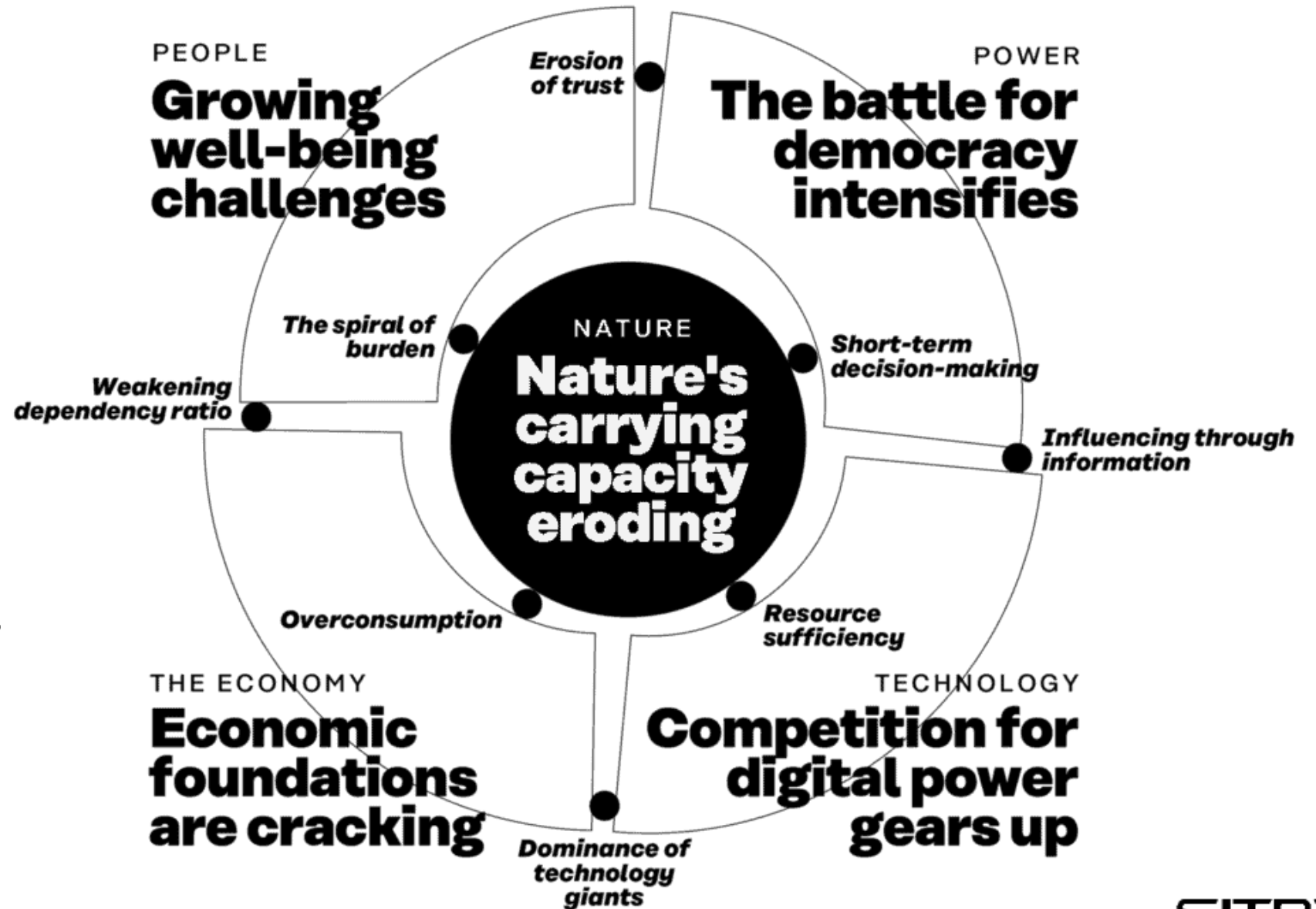


https://www3.weforum.org/docs/WEF_Global_Risks_Report_2023.pdf

Mega trends 2023

What trends will shape society in years to come?

How can we design solutions for this future?



Solving for the future

We have designed today's society...

...we can also redesign it.



We have pioneered studies that capture the potential of a circular economy in tackling climate change and biodiversity loss

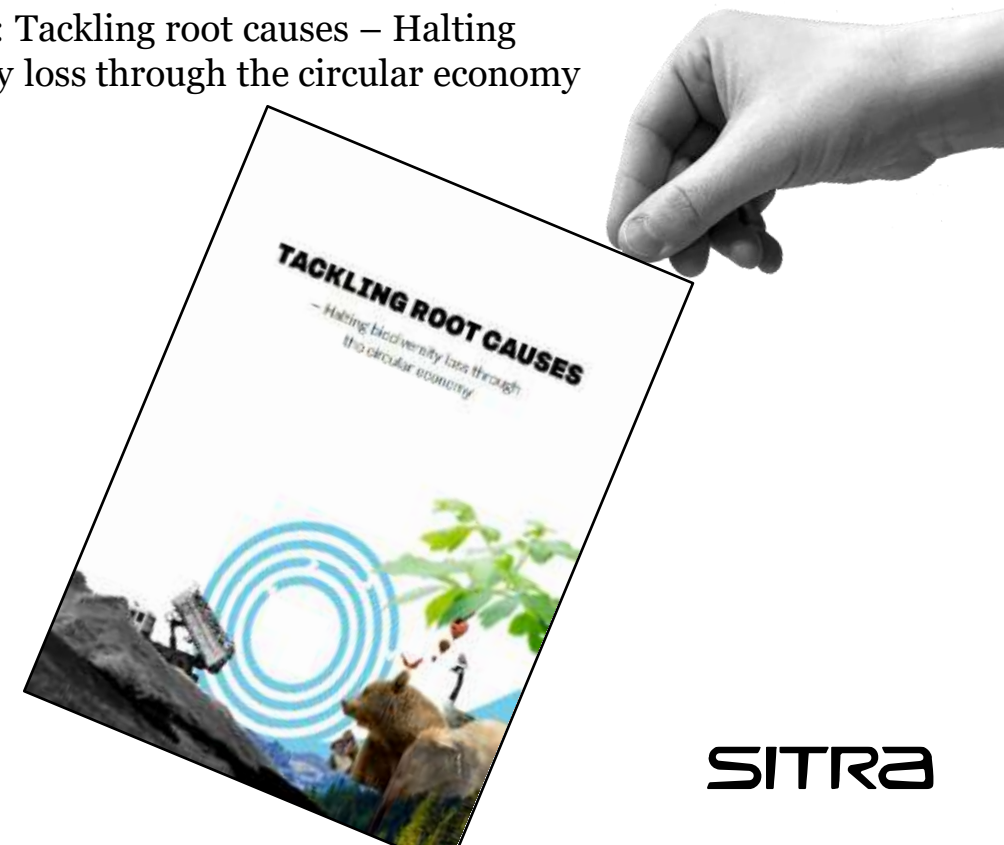
Circular approaches in steel, plastics, cement and aluminium can create large savings and reduce CO₂ emissions from materials production in the EU by 56% by 2050.

Sitra etc. 2018: The Circular Economy – A Powerful Force for Climate Mitigation



A circular economy in four sectors can halt and reverse global biodiversity loss by 2035

Sitra 2022: Tackling root causes – Halting biodiversity loss through the circular economy



SITRA

SITRA STUDIES 203

JANUARY 2022

WEAK SIGNALS 2022

Stories about futures

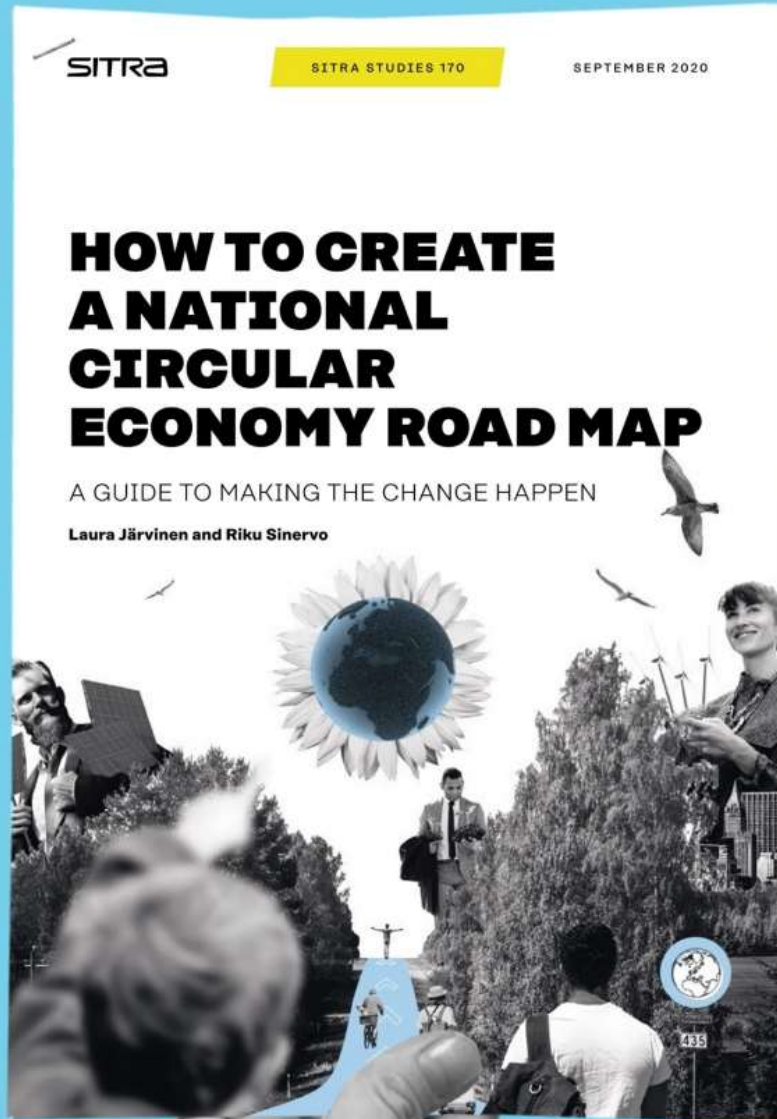
Mikko Dufva & Christopher Rowley



SITRA

2. ROAD MAP

Set the course with clear **targets**,
effective **collaboration** and concrete
steps for delivery.



How to create a national circular economy road map?

Based on what we have learned, we put together a guide to help countries **start their journey** towards a circular economy.

The guide features **tools, guidelines and inspiration** for countries that want to move towards or are already taking their first steps towards a circular economy.

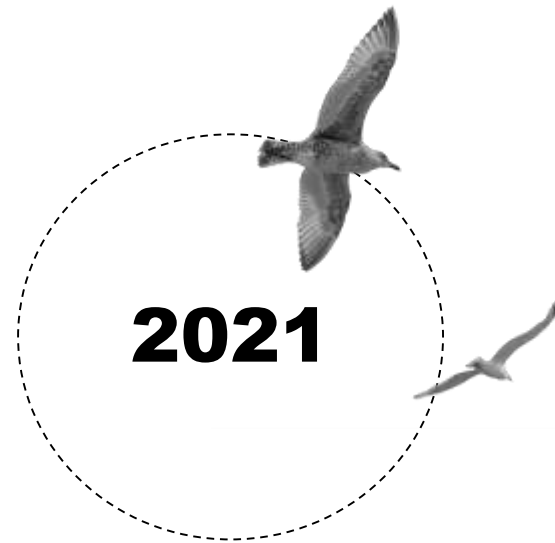
The guide can be used as both an inspiration and a guide that walks the reader through each phase of the road map process.

9 The road map process in a nutshell



1. Groundwork and preconditions
2. Stakeholders and participation
3. The situational picture
4. Vision and goals
5. Focus areas
6. Planning the actions
7. Compile and publish
8. Execution and implementation
9. Evaluation and revision

Circular economy as a sustainable foundation of Finland's economy



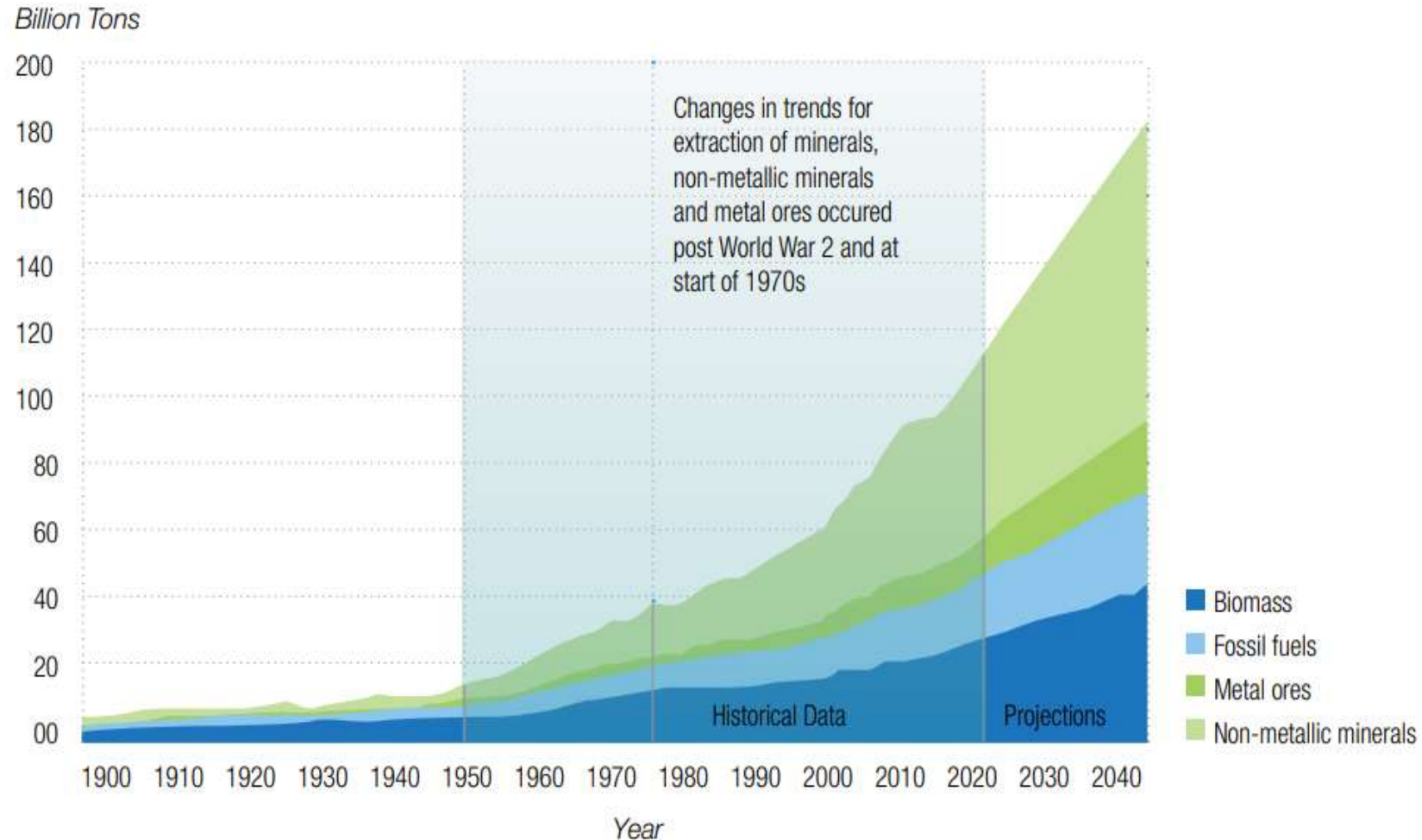
**Finnish strategic
programme to promote
a circular economy**

The programme was created in collaboration with many societal stakeholders. It outlines **three objectives:**

1. The consumption of non-renewable natural resources will decrease, and the sustainable use of renewable natural resources may increase to the extent that the total consumption of primary raw materials in Finland in 2035 will not exceed what it was in 2015.
2. Resource productivity will double in 2035 compared with 2015.
3. The circular material use rate (CMU) must also be doubled by 2035.

The goal is to reduce our resource extraction by rethinking our relationship with materials

FIGURE ES.1: HISTORICAL AND PROJECTED GLOBAL MATERIAL EXTRACTION BY RESOURCE



Source: The European Commission (EC) Joint Research Centre (JRC) data

Public procurement to accelerate the circular economy is key

Sustainable use of public funding calls for taking account of the circular economy in public procurement. The KEINO Competence Centre for Sustainable and Innovative Public Procurement in Finland provides public organisations with tools to do this.



Photo: Topias Dean/Sitra

<https://www.sitra.fi/en/cases/public-procurement-accelerates-circular-economy/>



1 Search and add items 2 Overview and download 0 items added [Next](#) →

Search [Search](#)

- Automation and telecommunications** ▼
- Energy** ▼
- Civil and hydraulic engineering** ▼
- Office facilities and services** ▲

- i* Vending Machines
- i* Workwear
- i* Catering
- i* Printing Services
- i* External Meeting and Accommodation Facilities
- i* Office Supplies
- i* Office Furniture
- i* Paper
- i* Workwear Cleaning Services
- i* Cleaning Services

59 items found within product groups 'Workwear' and 'Catering' [Print all criteria found](#)

Suitability Requirements and Selection Criteria

Workwear / Suppliers of textile products

GE [Add](#) +

Procedures and management systems for the origin of fibres and management of chemicals in the production of textile products

Materials Ecology

[show full item](#) ▼

GC [Add](#) +

If more than 50% of the single animal products meet the environmental and animal welfare criteria and/or if the 100% mark is reached earlier, this will be rated higher

Ecology Animal Welfare

[show full item](#) ▼

3. BUSINESS

Provide the **tools**, facilitate **collaboration**
and promote good **examples**.

BUSINESS EXAMPLES

124 examples to explore.

[Most interesting companies in the circular economy in Finland 2.1 - Sitra](#)

BUSINESS MODELS

Product-life extension

Product as a service

Sharing platforms

Renewability

Resource efficiency and recycling

Show all

ENTERPRISE SIZE

Large enterprise

Startup

Small and medium-sized enterprise

Show all



3stepIT offers more than just the leasing of laptops: "Up to 98 per cent of devices re-enter circulation"



Combi Works takes advantage of factories' surplus capacity: "We offer factory production as a service"



Lindström provides workwear as a service: "We reduce overconsumption of textiles and save natural resources"



Whim gathers all modes of transport into one package: "We provide freedom of movement without the trouble of ownership"



Tamturbo offers compressed air as a service: "We are creating a technological revolution in factories"

3stepIT offers more than just the leasing of laptops: “Up to 98 per cent of devices re-enter circulation”

FROM FINLAND
21
CIRCULAR
ECONOMY



“As our name suggests, we are involved in the three steps of a device’s life cycle: helping customers find the right device, monitoring its use and ultimately ensuring the reuse of the device.

The manufacturing of phones, computers and tablets consumes natural resources. This makes it important to ensure that a device’s life cycle is as long as possible.

The monitoring and reuse of devices reduces their carbon footprint by 40 per cent.

– **Mika Enberg**, Managing Director

Lindström provides workwear as a service: “We reduce overconsumption of textiles and save natural resources”



”We provide companies with the textiles they need and look after the entire life cycle of the products, from design to reuse.

We design and manufacture textiles only for the companies’ needs and make them as durable as possible.

This enables us to reduce overconsumption and save natural resources.”

– **Anna-Kaisa Huttunen**, Former Senior Vice President



The most interesting companies in the circular economy in Finland

A list compiled by Sitra to showcase Finland's most inspiring examples of the circular economy.

- 1. Product-life extension**
- 2. Product as a service**
- 3. Sharing platforms**
- 4. Renewability**
- 5. Resource efficiency and recycling**

Sitra is using the list as a way to challenge Finnish companies to meet the changing needs of the world.



www.circularplaybook.fi



www.kemianteollisuus.fi/hiilineutraalikemia2045

www.nordicinnovation.org/nordic-circular-economy-playbook

Nordic Innovation
We connect people, businesses and organisations for a more sustainable future



Implications of the presentation

- 1. Use the circular economy as a tool for tackling multiple crises at once (climate, biodiversity, pollution and resilience).**
- 2. Focus on national areas of particular importance and continuously map emerging opportunities.**
- 3. Leverage the potential of public procurement – start with a few services.**
- 4. Facilitate partnerships and catalyse the business transition.**
- 5. The future is circular: Measure the transition to unlock it!**



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