

Doing more with less: why Innovative Partnerships for Sustainable Development

Ernesto Hartikainen, Senior Lead, Carbon-neutral Circular Economy

5 key facts about Sitra

1. A gift from Parliament to the 50-year-old Finland.
2. An independent foresight agency: futurologist, researcher, visionary, developer, experimentalist, partner, trainer, networker.
3. Funded by returns on endowment capital and capital investments.
4. Envisages Finland as a successful pioneer in sustainable well-being.
5. Its vision is supported by three themes, six focus areas and dozens of projects.

+1

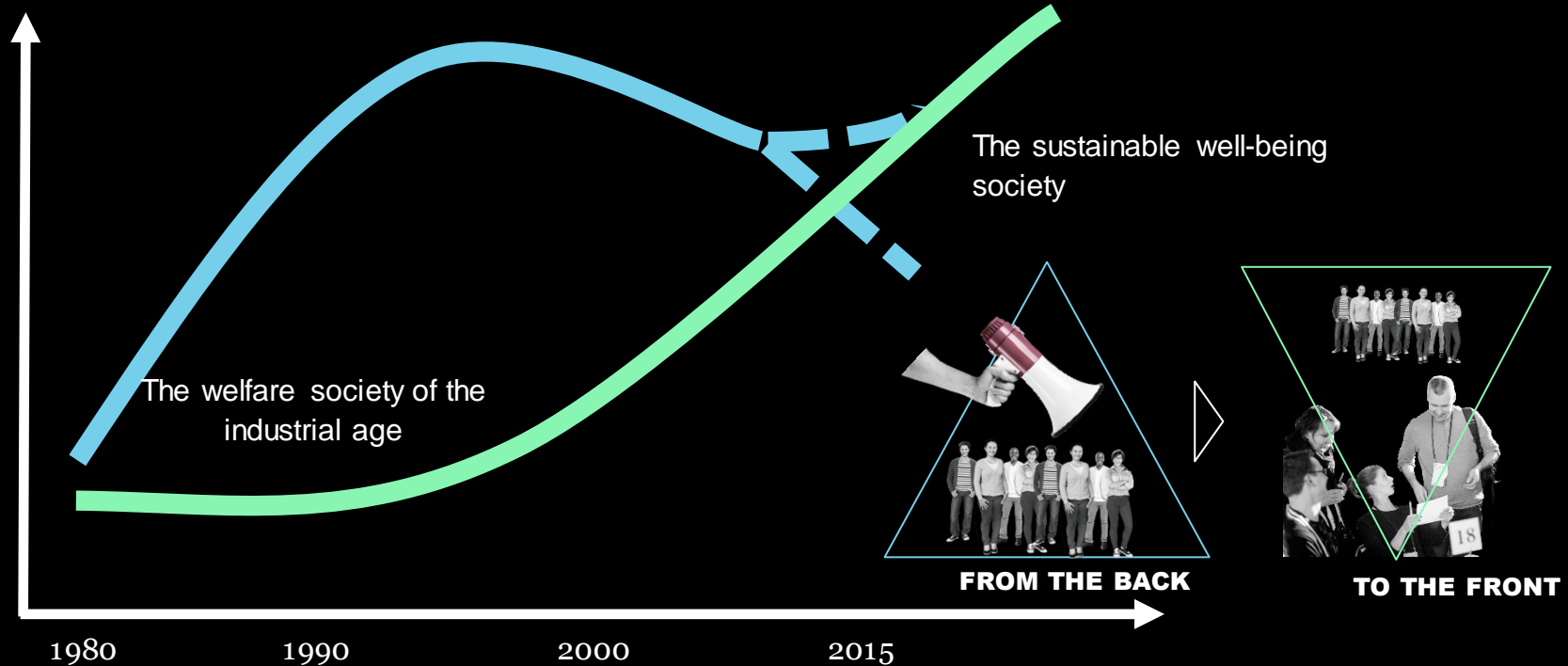
Building our future
together



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A HISTORIC CHANGE

The social model of the industrial age no longer guarantees success in a changing world



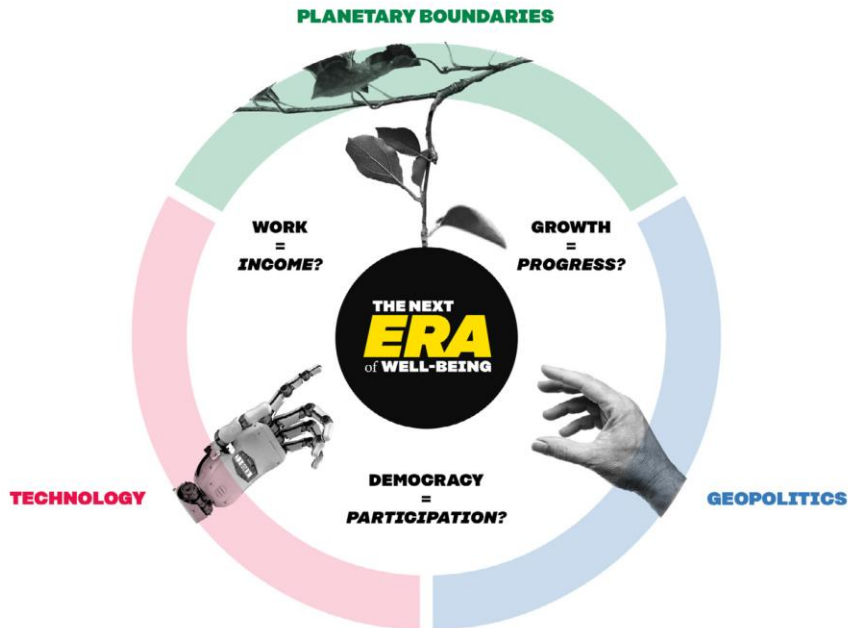
VISION

Finland will succeed as a
pioneer of sustainable
well-being.

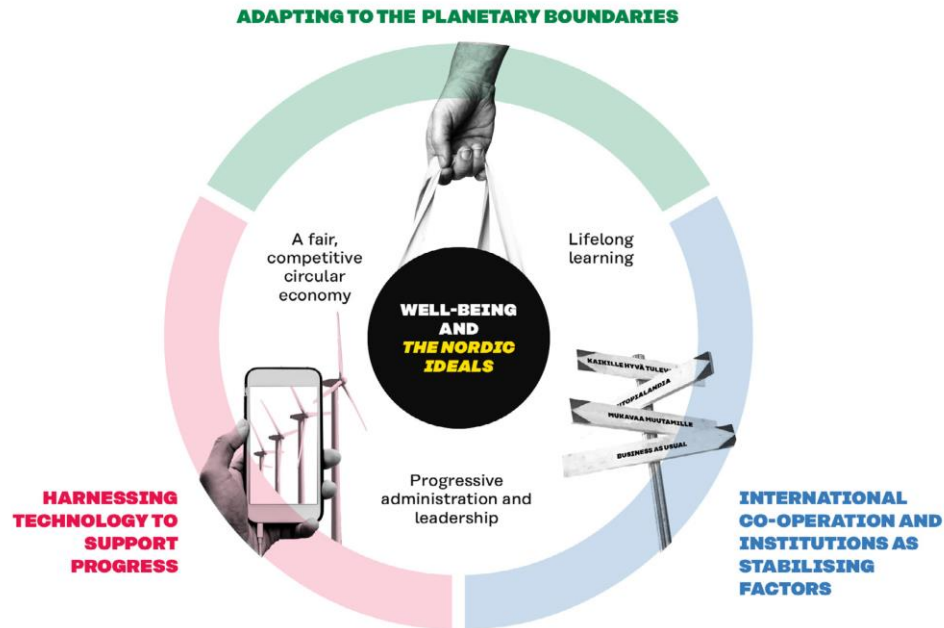


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What is the Next Era of Well-being?



The key challenges to the next era of well-being



The building blocks of a progressive social policy

Sitra promoting systemic change

FUNCTIONS & THEMES

CARBON-NEUTRAL CIRCULAR ECONOMY

CAPACITY FOR RENEWAL

**NEW WORKING LIFE AND
SUSTAINABLE ECONOMY**

SOCIETAL TRAINING

FORESIGHT

PROJECTS

Circular economy

Resource-wise citizen

Health tools

Digital Health HUB

Social and healthcare financing

Impact investing

Transformation of work

Leadership training for sustainable economic policy

CONTINUOUS

Ratkaisu 100 challenge prize

Renewal of state cultural grants

Public-sector management

Megatrends

CONTINUOUS

Vision for sustainable well-being

Development of new business ecosystems

Education for a changing world

ACTIONS

Research

Trial

Pilot

Workshop

Training

Fund

Events

Foresight

Call for ideas

Study

Strategy

Challenge competition

Networking

Challenges in accelerating circular economy

Legislative barriers.

Unpredictability of policy instruments.

Steering public procurements.

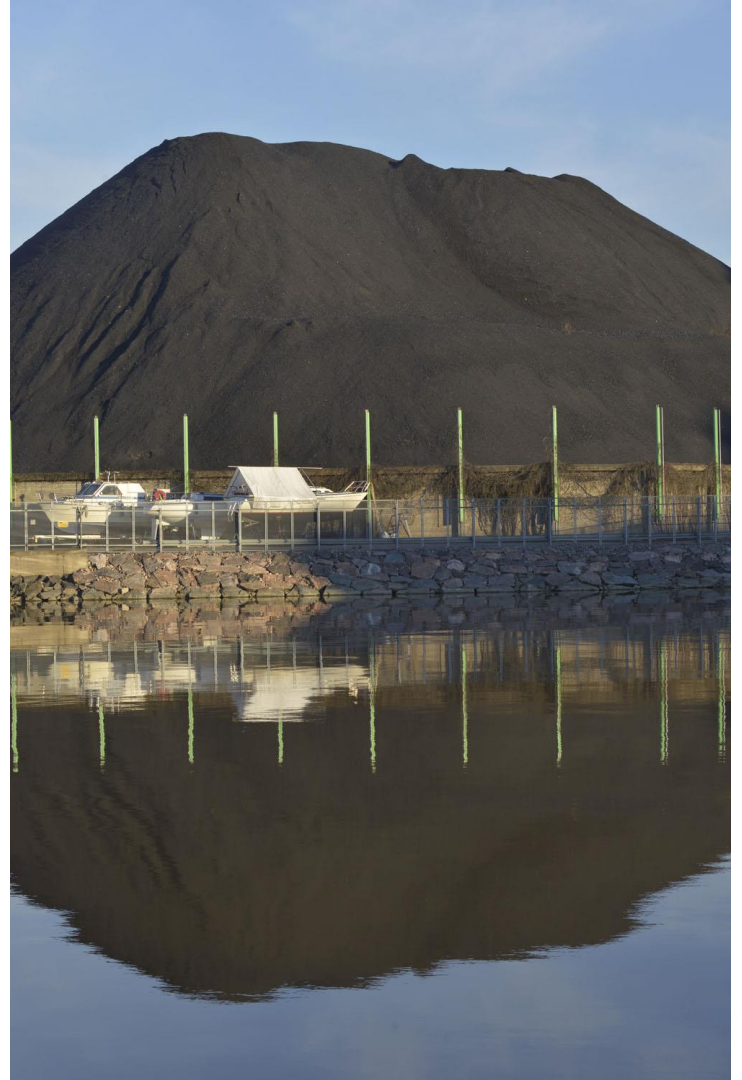
Lack of business logic and critical mass for new business models.

Silos in government, industries.

System thinking and systemic change.

Transitional investments.

Mindset and attitudes.



LEADING THE CYCLE – FINNISH ROADMAP TO A CIRCULAR ECONOMY 2016-2025



1000

**participants in the
stakeholder events**



250

**action ideas
and comments**



66

**actions in the
first wave**

THIS IS HOW WE CREATE A

Circular economy

IN FINLAND



Use

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



Consumer

Consumer demand creates a supply of sustainable products and commodities.



From company to company

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

Retail

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.

Distribution

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

Manufacturing industry

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.

Material processing

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

Primary sector (raw materials sector)

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

The life cycle continues in a new loop

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

Circular economy can be boosted through long-term systemic changes, quick experiments, scalable solutions, and stimulation of demand

Examples of actions in Finland's roadmap to a circular economy

Policy actions for creating functional domestic market

The creation of
indicators for
Finnish road
map to a CE

CE in public
procurement

Regional
sustainable
food system

Financing for public-
private consortiums
e.g. on revolutionizing
transport in regions

CE to become a part of
education and future decision-
making: CE in study programs of
schools and universities

World Circular
Economy Forum
2017-2019

A list of the
most interesting
companies in the
CE in Finland

Large and small projects, and sharing best practices

Cooperation with European
Climate Foundation – CE as
a means for mitigating
climate change

A list of the most
interesting CE
actions in
municipalities

Finnish industrial
CE Centre in Kemi

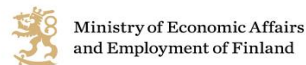
CE demonstration plant
for recycling valuable metals of waste
electrical and electronic equipment

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Presenting the world's best circular economy solutions

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WORLD CIRCULAR
ECONOMY FORUM **JAPAN**

22-24 October 2018, Yokohama

- **1,000 participants**
- **17 plenary and parallel sessions**
- **Top speakers**
- **Side events**
- **Expo Area**
- **Networking**

RISE TO SHINE!



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