Resource Wisdom and Biosphere areas in UBC cities Finnish Roadmap to a Circular Economy 2016-2025

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VISION

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

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The biggest challenge of our time The decoupling of perceived well-being and economic growth from the consumption of natural resources



- Digitisation plays a key role as an enabler of new solutions.
- Finland could play a bigger role than its size merits in finding solutions to the ecological and social problems of the world!

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.

The life

cycle

continues in a new

loop

Sustainable food system
Forest-based loops
Technical loops
Transport and logistics
Common action

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.

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.

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.



Five business models for the circular economy



Product-life extension

Product as a service

Products are used according to their original purpose for as long as possible or repaired and refurbished for multiple re-uses, thus reducing the need for purchasing and manufacturing new products.

The customer pays for certain functions or performance and avoids the risks of ownership. The total costs of ownership remain with the service provider, with revenue being earned by means of, for example, a leasing





Sharing platforms

or rental agreement.

Digital-based platforms are used to promote the increased use of goods and resources and the extension of their life cycle, such as by renting, selling, sharing and re-use.



Renewability

Renewable, recyclable and biodegradable materials, as well as the principles of eco-design, are preferred for products and their design. Fossil fuels are replaced by renewable energy.



Resource efficiency and recycling

Technological development enhances resource efficiency in value chains, processes and products, and allows for more effective recycling. Side-streams are valuable raw materials for recycled products and materials.



Circular Economy advances across the globe



Towards Resource Wisdom project



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



1000

participants in the stakeholder events



action ideas and comments





actions in the first wave



Finland becomes a world leader in the circular economy by 2025

Road map's ambition:



Increased exports and **growth** for companies from scalable and comprehensive circular economy solutions.



Functional **domestic market**.



Circular economy into the mainstream through **actions** and **concrete pilots.**

Economy, environment & society:



Circular economy as a new cornerstone for the Finnish economy.



Finland as a model country for the challenge of scarcity.



From adapter to pioneer.



Five focus areas of the Finnish road map



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Systemic Change to a Circular Economy







Presenting the world's best circular economy solutions





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