


A photograph of two women riding yellow bicycles on a cobblestone path along a harbor. The woman on the left is wearing a patterned jacket and sunglasses, while the woman on the right is wearing a dark puffer jacket. In the background, several sailboats are docked in the water, and the sun is setting, creating a warm, golden glow. The text "BUSINESS FINLAND" is in the top left, "BIO AND CIRCULAR FINLAND" is in the center, and "SAVING THE WORLD WITH BIO AND CIRCULAR SOLUTIONS IS HIGH VALUE BUSINESS FOR FINLAND" is at the bottom.

**BUSINESS
FINLAND**

BIO AND CIRCULAR FINLAND

**SAVING THE WORLD WITH BIO AND CIRCULAR SOLUTIONS IS HIGH
VALUE BUSINESS FOR FINLAND**

CHALLENGE = OPPORTUNITY

A hand is shown holding a glowing, fiery Earth against a dark space background with stars and a bright light source on the right. The hand is positioned at the bottom center, with fingers gently cupping the planet. The Earth is depicted with orange and yellow flames and smoke, suggesting a state of crisis or transformation.

GLOBAL CHALLENGES

Climate Change,
Population Growth,
Emerging Cities,
Limited Natural
Resources, Polluted
Water and Air

BUSINESS OPPORTUNITY

SAVING THE WORLD
WITH BIO AND
CIRCULAR
SOLUTIONS IS HIGH
VALUE BUSINESS
FOR FINLAND

SITRA 21.9.2016:

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

FINLAND BECOMES A WORLD LEADER IN THE CIRCULAR ECONOMY BY 2025

- Globally unique roadmap – 66 concrete projects
- The action plan for a circular economy by the Government (30.11.2017) continues the implementation of the road map
- The updated roadmap will be launched 13.3.2019

Roadmap'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.

Source:

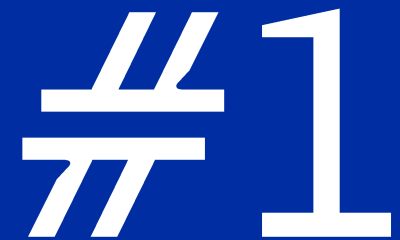
Sitra: Leading the cycle – Finnish roadmap to a circular economy 2016-2025

FINLAND - THE SUPER-POWER IN SMART & SUSTAINABLE SOLUTIONS

SOLUTIONS

The circular economy provides opportunities for Finland's traditional key industries, but also offers vast unexplored potential for entirely new business.

- Efficient cycles of scarce resources
- Bio-based , recyclable and ecological materials
- From fossil to renewable energy resources
- Nutrient and water cycles
- Towards zero-waste
- Services replacing ownership
- Circular design enabling long life of products and effective material cycles

A large, stylized white number '1' is centered within a solid blue rectangular box. The number is composed of thick, geometric strokes, giving it a modern, graphic appearance.

Finland ranked
the leading
contributor to
humanity



INTERNATIONAL
GROWTH

BUSINESS FINLAND MISSION IS GROWTH, RENEWAL AND SUCCESS

Promoting Innovation

Promoting Exports

Attracting investments and travelers



BEST ECOSYSTEMS
IN THE WORLD

Tools

- Research and innovation funding
- Guidance and coaching
- Networking and contacts
- Expertise and vision of our domestic and International networks
- Theme choices and programs

BIO & CIRCULAR ECONOMY OBJECTIVES BY 2025

- 1 | Double R&D investments in innovation and exports of SMEs in new bio & circular economy and food solutions
- 2 | Strengthen and renew world class bioeconomy business ecosystems and create new ecosystems and competence in material intensive circular economy and food areas. Business target of 5 billion euros.
- 3 | Become the most attractive destination for FDI in Nordics in forest-based circular bioeconomy
- 4 | Become the most desired travel destination in Nordics based on genuine relaxing clean green, blue and white nature and urban areas