

Finland as the global leader in circular economy

Kari Herlevi, Sitra

February 27th, 2019





GOVERNANCE



MUNICIPALITIES & CITIES



CITIZENS



COMPANIES



R&D and EDUCATION

A person with light-colored hair, wearing a dark hooded jacket, is seen from the back, holding a newspaper. The newspaper is held up, and the text on it is clearly visible. The background is a solid light blue color.

**Finnish roadmap to
a circular economy
2016-2025**

FINNISH ROADMAP TO A CIRCULAR ECONOMY

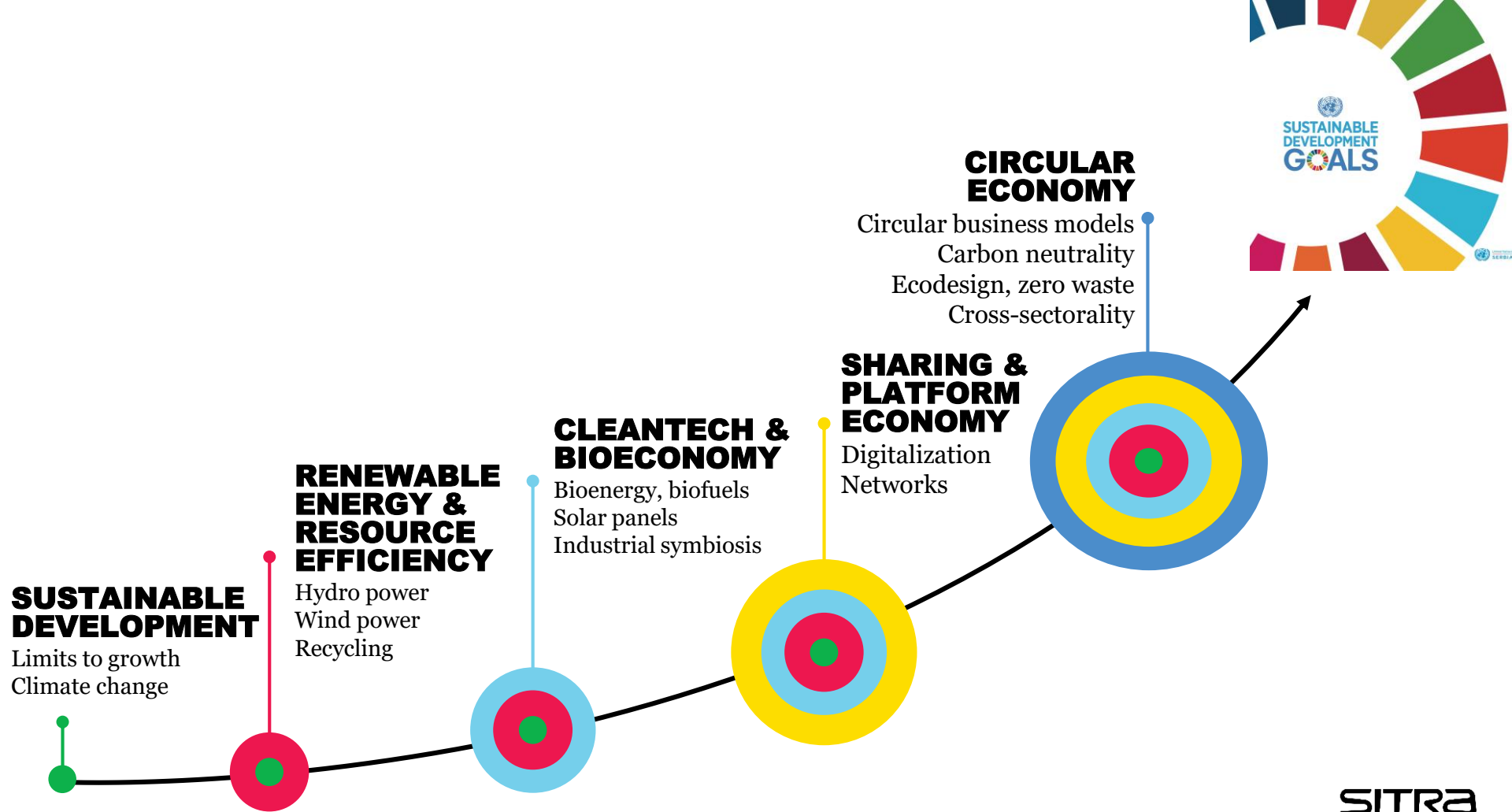


Sitra developed the world's first roadmap to a circular economy in 2016.

The roadmap 2.0 will be launched on 13 March.

Focus areas

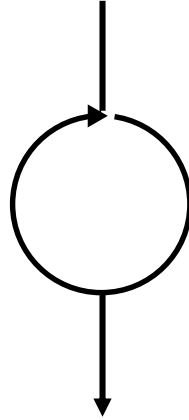
- **1000** participants in the workshops
- **250** trial ideas and comments
- **64** actions in the roadmap
- The Circular Economy Steering Group supports the transition
- Sustainable food system
- Forest-based loops
- Technical loops
- Transport and logistics
- Common actions



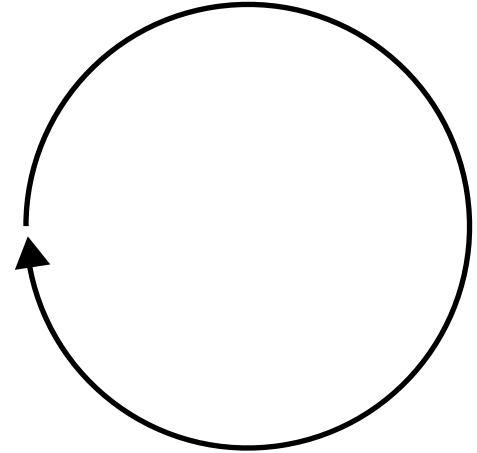
LINEAR ECONOMY



RECYCLING ECONOMY



CIRCULAR ECONOMY



*Sharing
platforms*

*Product-as-a-
service*

Renewability

*Product-life
extension*

*Resource efficiency
and recycling*



Expectations for Bio and Circular Finland program

1

Key player in taking the ambitious vision on circular economy to the next level.

2

Circular business models: diverse cooperation and cross-sectorality.

3

Digitalization and dematerialization: sharing economy & platforms.

4

Marketing and commercialization know-how + agile customer piloting.

5

Circular Economy as the cornerstone of Finnish exports.

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.

SITRA











Is competitive and fair
transition possible and
how can it be
accomplished?



**RISE TO
SHINE!**



sitra.fi | seuraavaerä.fi
@sitrafund      

SITRA