

BUSINESS
FINLAND

SAVING THE WORLD IS A GOOD BUSINESS

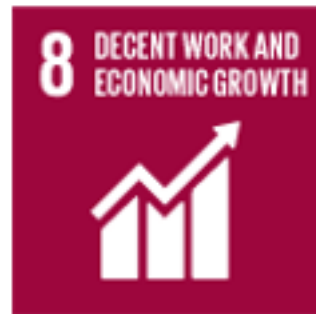
Director General Pekka Soini
BUSINESS FINLAND





SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



Innovations are the main source of sustainable growth

"The economy grows from **ideas, education** and **fixed investments**. Since 1860, two thirds of growth has resulted from **ideas** and one third from education. The role of fixed investments has been minimal."

- professor Matti Pohjola, Aalto University

The majority of innovations are born in ecosystems.

- IIT 2017 'Industrial Innovation in Transition' Horizon 2020 project



By 2030 Circular Economy has the potential to generate

For the EU

- Economic growth worth 1,800 billion euros
- 250,000 – 520,000 new jobs
- 178,000 jobs in the waste processing and recycling sector alone

For Finland

- Economic growth worth 2.5 billion euros
- Over 75,000 new jobs
- New annual investment worth 6 billion euros (or 15 billion euros, including indirect impact)

Circular economy offers huge market potential



Packaging:

The size of the global sustainable packaging market is 250 billion euros. The Finnish market is estimated to be around 1.7 billion euros.

Textiles:

Out of the 70,000 tons of textiles, which people discard every year in Finland, only 20 % is collected separately for further use or recycling.

Plastics:

In Finland over 100,000 tons of plastic waste is generated every year. Only 20 % of it is recycled.

A circular economy ecosystem



BUSINESS FINLAND Services

FUNDING

We provide innovation funding for smart, sustainable solutions and circular economy projects.

NETWORKS

We facilitate the creation of circular economy ecosystems and business networks

IDENTIFY OPPORTUNITIES

We help you identify and test international market opportunities for circular solutions.

DEVELOP AND RENEW

Our expert team can help you create the perfect pitch, finetune your business model or help you with the your marketing plans

GO GLOBAL & SCALE YOUR BUSINESS

Our global network helps you conquer new markets. Our services include funding, export promotion and networking.

**BUSINESS
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BUSINESS FINLAND'S GLOBAL NETWORK

At your service - with 40 offices around the world





WE ARE WORLD CLASS FORERUNNERS IN SUSTAINABLE SOLUTIONS

BUSINESS
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Best Environmental Performance in the World Environmental Performance Index 2016 (EPI)

EPI ranks the performance of 180 countries on protection of human health and protection of ecosystems.

World Class Cleantech Innovation 2017 Global Innovation Index

Finland ranked #2 in global cleantech innovation.

Finland makes excellent use of its human capital Human Capital report 2017, World Economic Forum

Finland ranks # 2 in human capital based on indicators such as education, well-being and employment.

Finland — doing the most good for the world The Good Country Index 2019

The Good Country Index a measure of what each country on earth contributes to the common good of humanity.

The Happiest People on the Planet World Happiness Report 2018

The Finns topped both overall and immigrant happiness.

Best Quality of Life in the EU Eurostat 2019

With Denmark, Finland ranks #1 in quality of life in the EU.

BUSINESS FINLAND VISION

FINLAND DEFINING THE FUTURE

Together we make Finland
an attractive and competitive environment for innovation
– a place where world class success stories are created