



# The Finnish way of promoting a circular economy and the role of citizens and consumers

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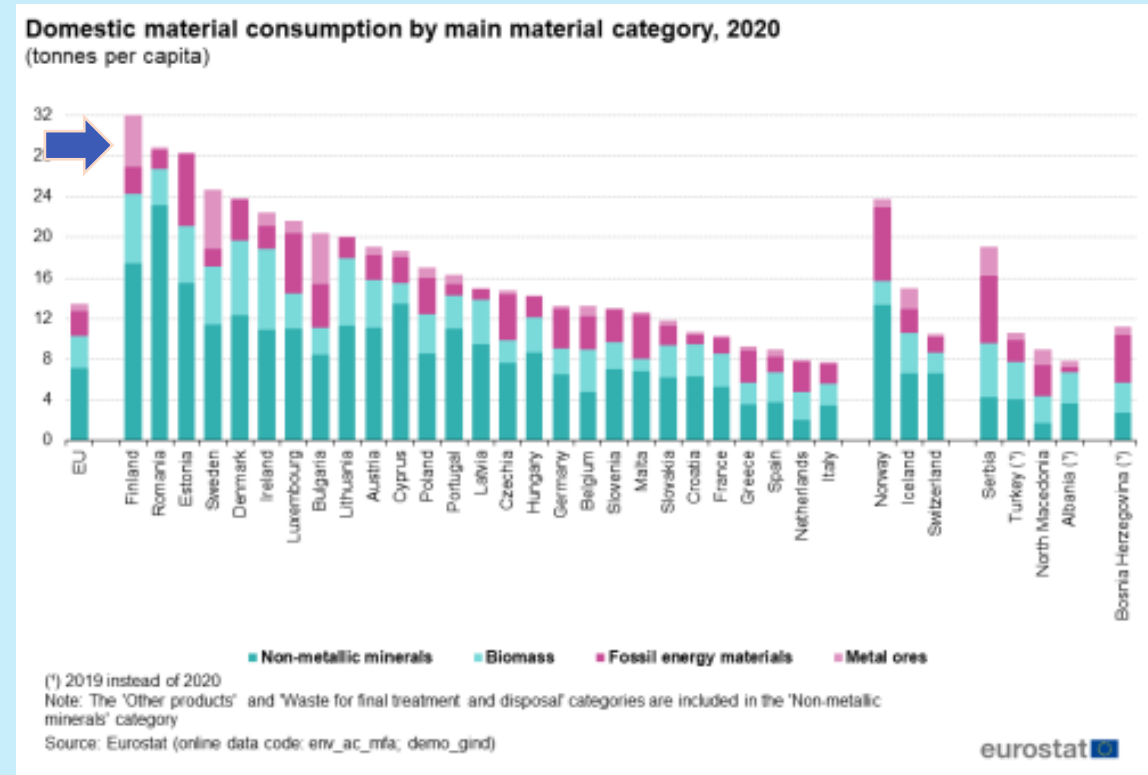


Finland has been a frontrunner in the strategic promotion of circular economy.

It was the first country to draft a national circular economy roadmap in 2016.

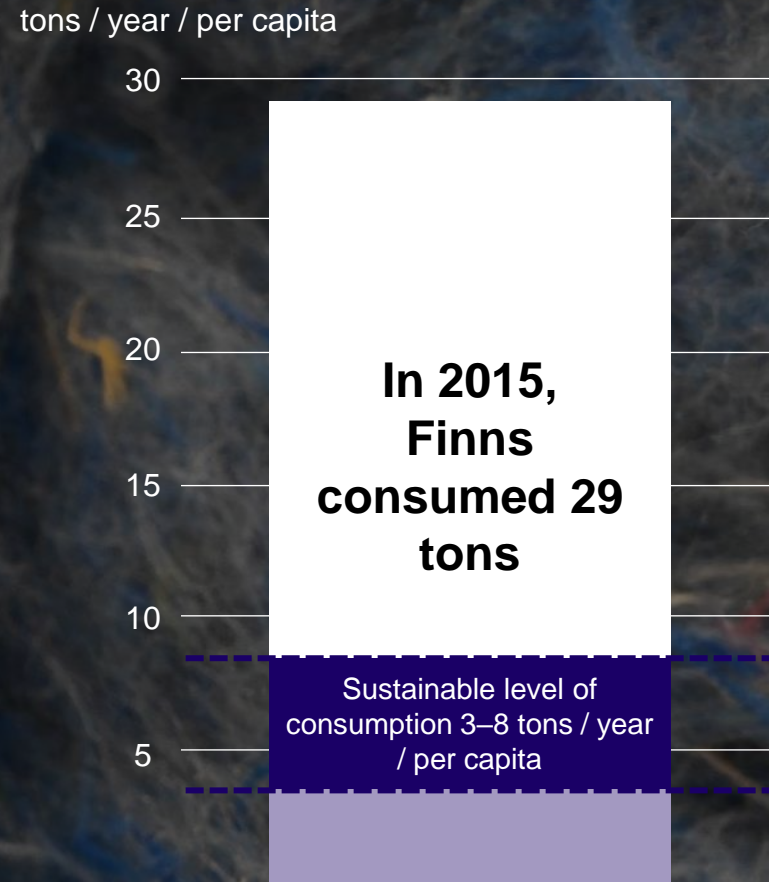
# In practice, Finland has a long way to circularity

- Finland scores well in **ecoinnovation comparisons**. Resource efficiency is high in many sectors.
- However, the **domestic material consumption is high** compared to other European countries.



Finns use up to ten times more raw materials in their consumption than a sustainable level would allow.

Finland's recycling and material circularity rates are below the EU average.

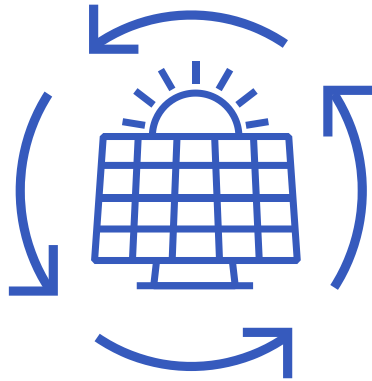




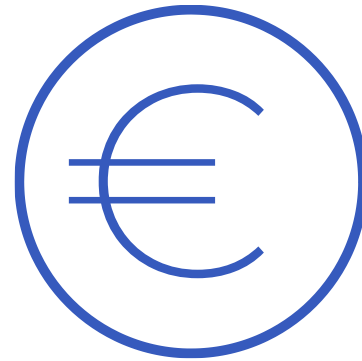
# Finland's strategic programme to promote a circular economy

<https://ym.fi/en/strategic-programme-to-promote-a-circular-economy>

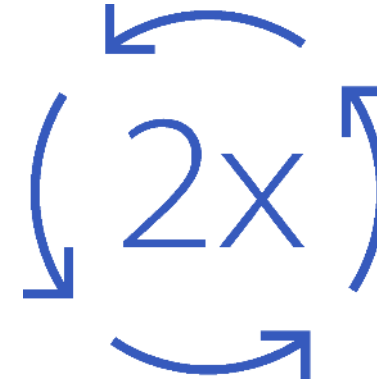
# Targets for sustainable use of natural resources by 2035



The consumption of non-renewable natural resources will decrease and total consumption of primary raw materials in 2035 will not exceed what it was in 2015.



The productivity of resources will double by 2035 from what it was in 2015.



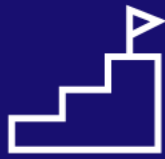
The circular material use rate will double by 2035.



The Green Deal for Circular Economy – a science-based voluntary agreement with key sectors

# The Green Deal for Circular Economy – a science based voluntary agreement with key sectors

1



Common goal



Common rules



Criteria for the objectives and measures of the commitments

2



Selection of measures and objectives for sectors, companies, regions and municipalities

3



The commitments of Industries, companies, regions and municipalities to join the circular economy green deal.





# Circular Economy Finland – the Finnish Circular Economy knowledge hub

# CIRCULAR ECONOMY FINLAND (KISU)

## A HUB FOR CIRCULAR ECONOMY KNOW-HOW

### Kiertotaloussuomi.fi

- The website provides current information and information packages about e.g. tools that support circularity

### Webinars and events

- Webinars include circular economy morning coffees for quick updates and discussion

## SUPPORTS DIFFERENT ACTORS IN FINDING THEIR OWN CIRCULAR ECONOMY PATHS

### Thematic groups

- Municipalities and regions
- Know-how and education
- Digital solutions

### Support for financing

### Support for the Green Deal for Circular Economy

### Support for the Finnish Industrial Symbiosis System



# Circular Design – A training programme for companies



# Circular Design

- One year training program targeted at **both company leaders and product and service developers**.
- A training program deep-diving into circular design principles and focusing on **generating concrete circular product/service concepts** for companies.
- **50 companies** from various sectors and of diverse sizes interested in developing their business towards carbon neutral circular economy are on board.

Circular  
Design



# The role of citizens and consumers in the Finnish CE agenda

# The promotion of consumer services a rising trend in CE

- The need for systemic change, sustainable product policy and better economic incentives
  - New ideas include e.g. **repair vouchers** tried out in Vienna and Austria and a VAT exemption in use e.g. in Sweden
  - Concrete experiments **trying out EU level initiatives** such as digital product passports in practice
- Need to boost CE **competences** for those already in working life, in vocational training and universities
- An own RDI programme for CE consumer services
- **Local festivals** as opportunities to match CE service providers and consumers



## Circular economy playbook for the retail sector



# Kiertotalous kuluttajakaupassa

Pelikirja kiertotalouden toteuttamiseen  
kuluttajakaupassa

Lataa pelikirja »

<https://kauppa.fi/kaupan-ala/kiertotalous-kuluttajakaupassa/>



**Thank you!**  
**Questions/comments?**

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**<https://kiertotaloussuomi.fi/>**