

# Fostering the circular economy in Finland and beyond

Kari Herlevi  
Project Director, Circular economy



# A gift to Finland

The Finnish Parliament established Sitra as a gift celebrating the 50th anniversary of Finland's independence.

The public future-oriented organisation was given the mission to build the successful Finland of tomorrow.

The year was 1967.



Erkki Laitila, HS/Lehtikuva 1967

**STATE  
ADMINISTRATION**



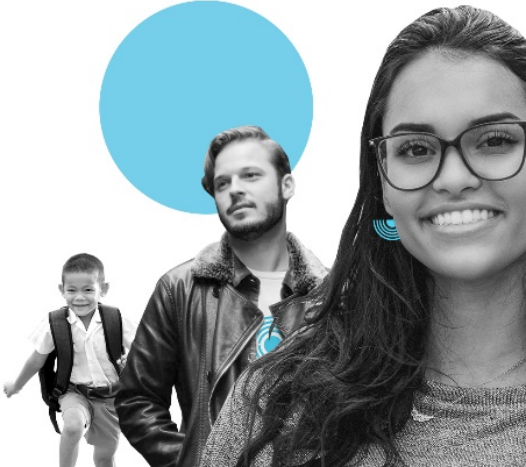
**TOWNS AND  
CITIES**



**COMPANIES**



**PEOPLE**



## **STATE ADMINISTRATION**

Co-operation  
between ministries  
to promote more  
effective circular  
economy work.



## **TOWNS AND CITIES**

Towns are accelerating the  
progress towards a circular  
economy by activating the  
regional operators and  
producing the best possible  
framework for the promotion of  
the circular economy.

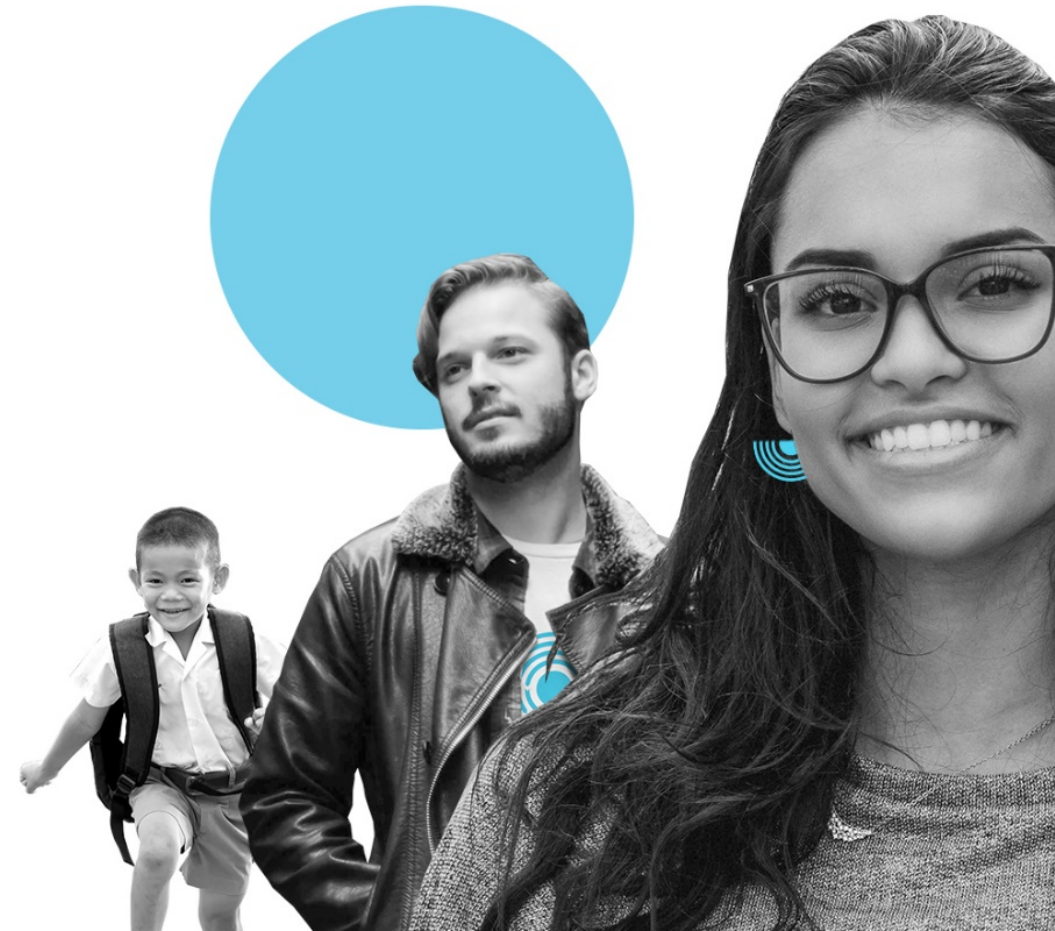


## **COMPANIES**

A customer-centred approach, overuse of natural resources, climate change and the development of technology are shifting business operations towards a circular economy.

## **PEOPLE**

The shared use of goods, renting and reuse are becoming more popular.



# What's up in the circular economy?

Traditional corporate social responsibility is no longer enough. The circular economy and sustainability need to be integrated in all business models.

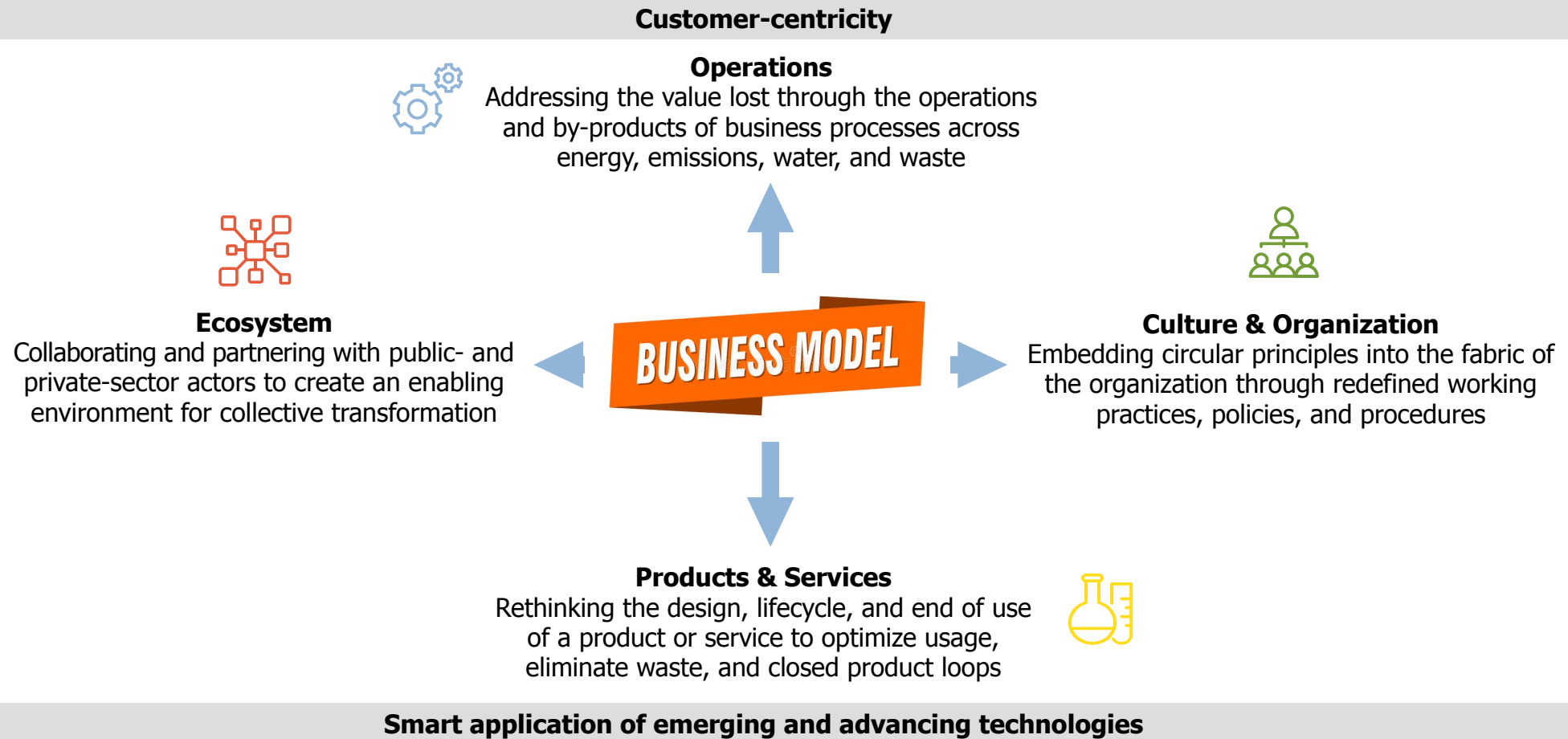
Pioneering companies are setting stricter goals on emissions and circularity than required by regulation.

Both businesses and consumers are requesting data on the sustainability of products and services. This creates new business opportunities.

The Covid-19 pandemic exposed the vulnerability of linear supply-chains. Circular business models can help build resilience.



# To succeed in circularity, companies need to mature across four key dimensions and above all recreate the business model

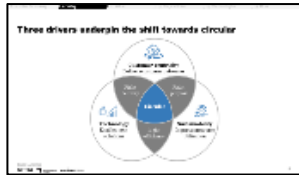


# With the Circular Economy Playbook and tools you achieve circular value and measurable business cases [www.circularplaybook.fi](http://www.circularplaybook.fi)

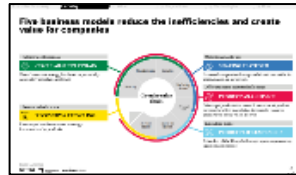
The playbook consists of 6 chapters with circular economy concepts, best practices and tools to guide your business to identify and define your circular economy opportunity and develop a plan to realize circular advantage

PLAYBOOK CHAPTERS

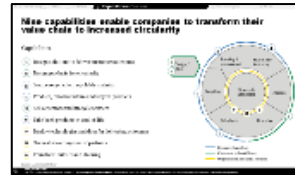
## 1. Why circular economy?



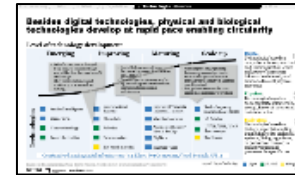
## 2. What opportunities exist?



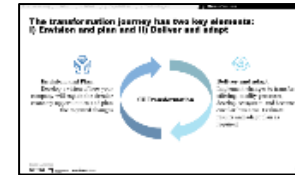
## 3. Which capabilities are required?



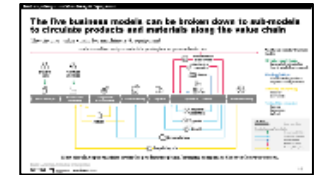
## 4. Which technologies can support?



## 5. How to design the transformation journey?



## 6. Industry deep dives

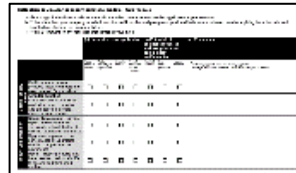


EXAMPLE TOOLS<sup>1</sup>

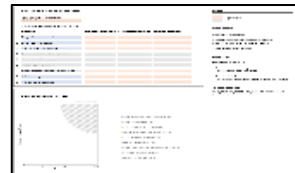
### Value case tool



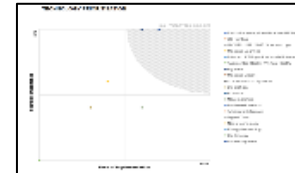
### Business model development toolkit



### Capability maturity assessment



### Technology maturity assessment



### Roadmap development



### Business model canvas



<sup>1</sup> Additional tools available in the playbook



# Durat gives plastics new life in interior design

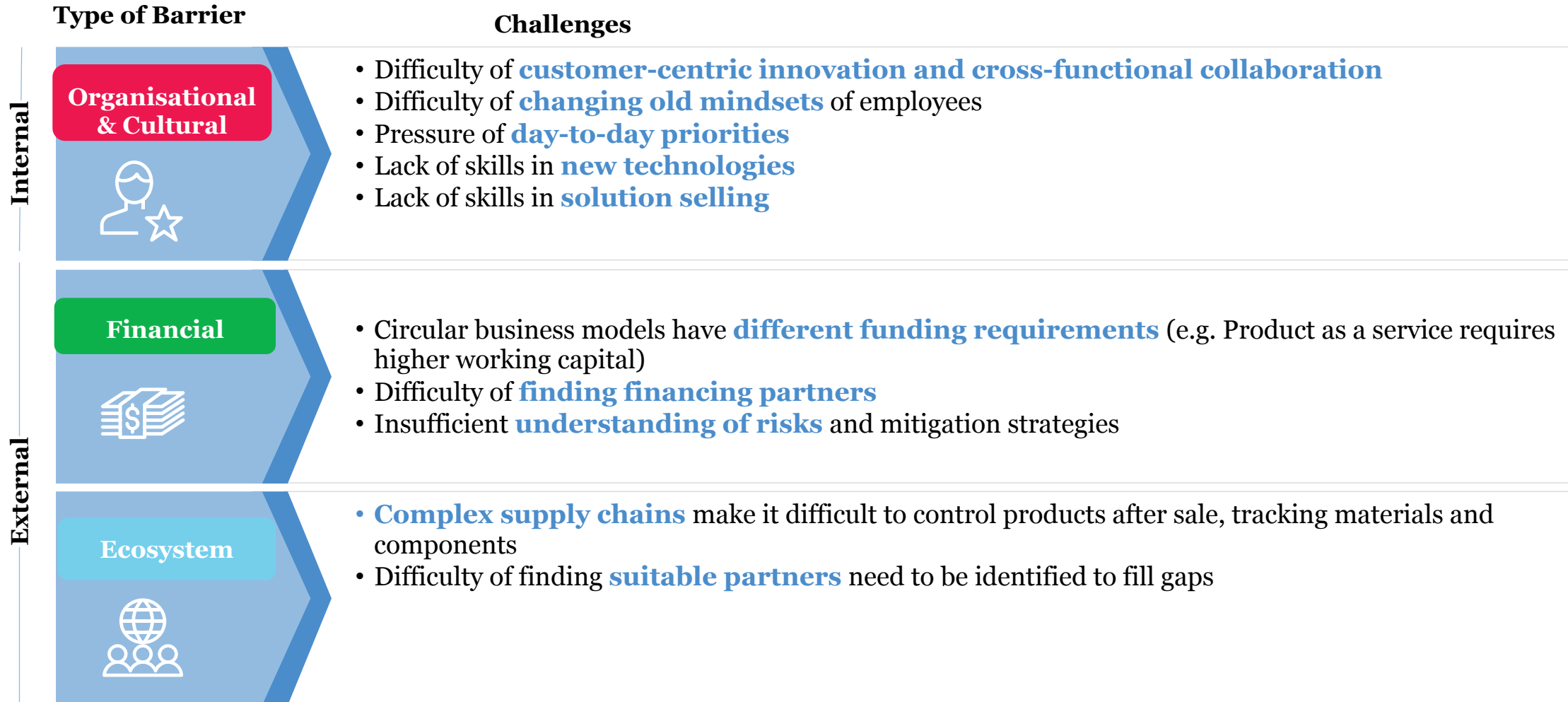
**“We manufacture an interior surface material that is 100 per cent recyclable and contains recycled plastic waste.”**



**SITRA**

# IMPLEMENTATION

## PREPARE FOR BARRIERS



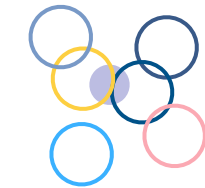
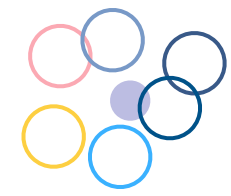
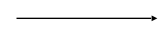
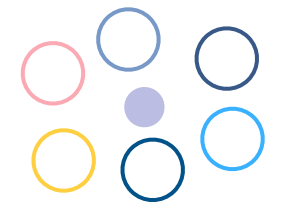
Source: Accenture

# Ecosystem partners can help in bridging internal capability gaps



6. Identify partners to develop ecosystem

From industry-specific value chains...



...to cross-industry value networks



● Company ○ Partners

## Customers

- Current or potential new customers
- Reveal insights on needs and iteratively improve solution

## Suppliers & delivery partners

- Goods and services providers for internal use and collaborative solution delivery (waste, material management, logistics, insurance, payment solutions, ...)
- Grant access to circular material, are partners for joint generation of circular material or partners for service delivery

## Technology providers

- Providers of technologies and software enabling digital solutions or internal processes
- Engage in solution and production process design and supply required technology

## Circular economy thought-leaders

- Universities, networks and peers with extensive CE knowhow
- Serve as source of inspiration, sounding board and (peer-) learning forum



## Financiers

- Public institutions, banks, investment funds, supply chain partners
- Give access to funding required for offering the CE business model



## Public and societal actors

- Governments, associations and other representatives
- Influence public perception and opinion and influence or set framework conditions



# Most interesting companies in the circular economy in Finland

Sitra has maintained a list of the most interesting companies in the circular economy since 2017. The selected companies represent various industries and the five business models of the circular economy.

- 1. Product-life extension**
- 2. Product as a service**
- 3. Sharing platforms**
- 4. Renewability**
- 5. Resource efficiency and recycling**

With this list, Sitra wants to encourage Finnish companies to develop smart business in the circular economy.

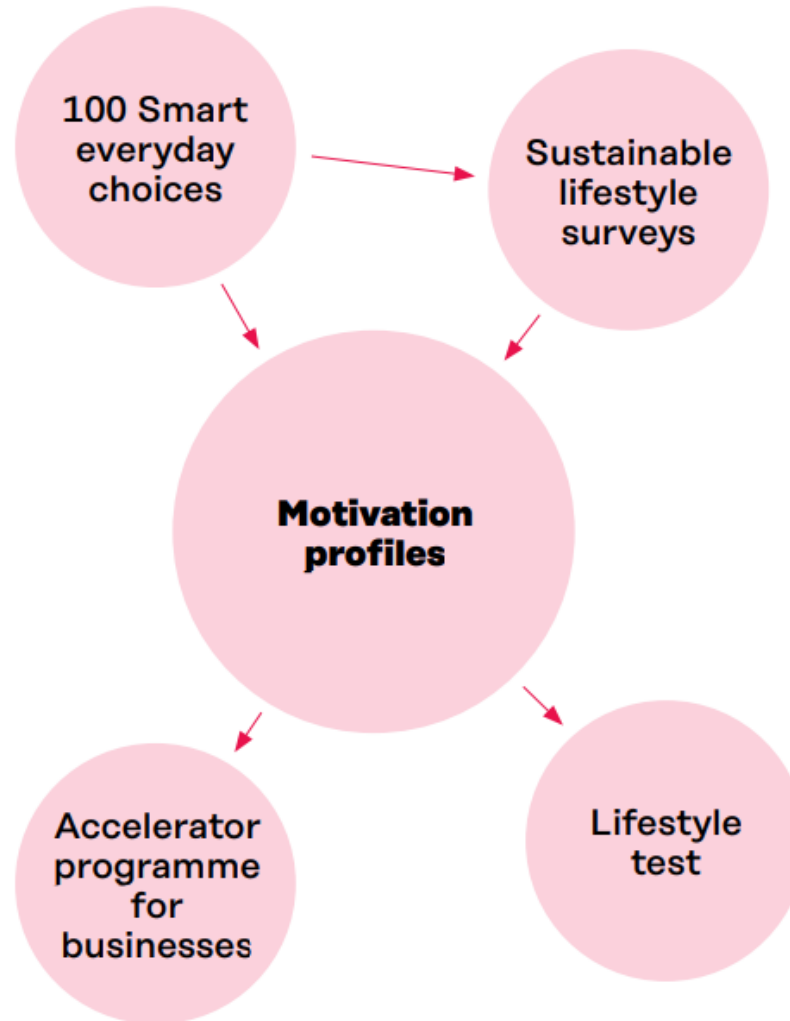


# What skills are needed?

- Skills related to the circularity of materials, from product design to recycling and reuse
- Skills that support the circularity infrastructure, e.g. reverse logistics and material infrastructure management
- Skills on repairing and maintaining goods
- Service skills, e.g. knowledge on digital platforms in sharing economy or second-hand markets
- Creative skills, e.g. design and marketing of circular products and services



# How to activate consumers



# Motivation profiles and a sustainable lifestyle 2/2

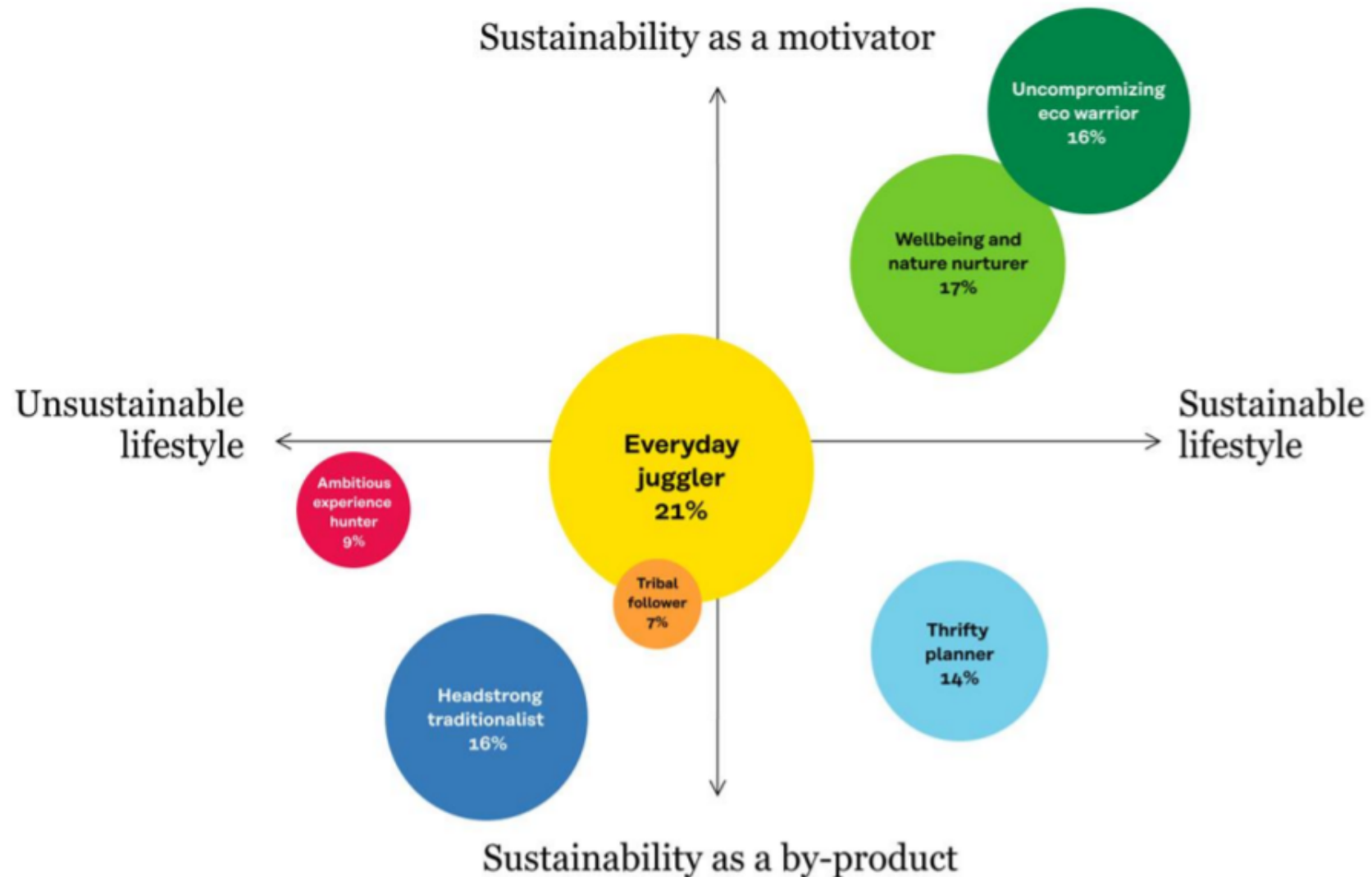


Figure 3. Motivation profiles and sustainability of the lifestyle