



THE CRITICAL MOVE

FINLAND'S ROAD MAP TO THE CIRCULAR ECONOMY 2.0

WHY?

Finland must ensure it can cope in a world where the competitiveness of its economy and people's well-being can no longer be based on the wasteful use of natural resources. The Finnish road map to a circular economy will help Finland to make the transition to a circular economy – an increasingly efficient economy that no longer continuously produces more and more goods. Instead of ownership, consumption will be based on the use of services: on sharing, renting and recycling.

HOW?

The shift to a circular economy requires strategic goals spanning the whole of society, as presented in the road map. Furthermore, the road map describes in more detail the circular economy visions of various sectors of society and lists those measures that need to be taken to implement the change in the national economy to which Finnish stakeholders have already committed themselves. In addition, the road map presents other necessary actions to which no stakeholders have yet committed to implementing.

WHAT?

The updated road map to a circular economy builds on the initial road map that Finland was the first country in the world to publish in 2016. In a changing world, the goals and actions of the original road map are no longer sufficient, so they have now been updated appropriately.

WHO?

In the same way as with the first road map, the updated version was drawn up in collaboration with several stakeholders, all representing different sectors of society. In addition, the draft road map was opened up for comments through the Otakantaa.fi service in autumn 2018. The Circular Economy Steering Group set up by Sitra also participated in the formulation of the goals.

Make your move into the circular economy: www.sitra.fi/finlandsroadmap

2025

CHALLENGE

Climate change, overconsumption of natural resources, biodiversity crisis

VISION

Finland to a carbon-neutral circular economy by 2025.

STRATEGIC GOALS

1 **Renewal of the foundations of our competitiveness and vitality,**

putting the focus of circular economy solutions on competitiveness and an economic growth strategy.

2 **Making a shift to low-carbon energy;**

in addition, we need to promote the efficient use of energy and set more ambitious goals in our climate and energy policies.

3 **Natural resources are regarded as scarcities,**

because to reach the climate targets of the Paris Agreement consumption and production in Finland can no longer be based on the limitless use of natural resources.

4 **Everyday decisions act as catalysts for change.**

Cutting our carbon footprint in half by 2030 requires the adoption of a new kind of approach to ownership, in terms of culture, taxation and income distribution.

VISIONS FOR PLAYER

For central government

Having individual sectors address issues autonomously and separately is not enough: all administrative sectors must be included and have influence in the circular economy. Co-operation between ministries lies at the heart of everything.

For towns and cities

The circular economy offers novel foundations for industrial policy and public procurement, for education and teaching, and for finding solutions for smarter land use.

For business

Corporate strategies will be built upon new foundations. Circular economy business requires a new kind of co-operation between companies themselves as well as between firms and the public sector.

For citizens

With a view to how the everyday choices made by Finnish people become sustainable choices, of critical importance is how easy and attractive they are. The transition to a circular economy requires greater contributions from citizens.

EXAMPLES OF ACTIONS

Public procurement to accelerate the circular economy

Commitments to a sustainable way of life

Bio and Circular Finland programme finances internationally competitive circular economy solutions

Tools for manufacturing industry help companies make the transition to circular economy

Tackling environmental challenges by means of impact investing

Circular economy criteria for the construction sector

Circular economy investment programme for industrial enterprises