

La economía circular y la reducción de las emisiones de CO2

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Five important things

1. A gift from Parliament to the 50-year-old Finland. Still under the direct control of the Finnish Parliament.
2. An independent future house: a futurologist, visionary, developer, experimentalist, financier, partner, trainer, and networker.
3. The aim is the successful Finland of tomorrow, the vision is the next era of well-being – a fair and sustainable future.
4. Funded by returns on endowment capital and capital investments.
5. The vision is implemented by three themes and hundreds of projects.

+ the most important of all

Building our future *together*.



FINNISH ROADMAP TO A CIRCULAR ECONOMY



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

The roadmap 2.0 was 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: Legislators, companies, universities and research institutes, consumers and citizens, and vibrant regions

THIS IS HOW WE CREATE A

Circular economy

IN FINLAND



Use

The product should be used for as long as possible, it must be serviced and repaired and parts changed when necessary.



Consumer

Consumer demand creates a supply of sustainable products and commodities.



From company to company

Companies will procure and require their subcontractors to provide parts that can be easily repaired – instead of single-use parts.

Retail

Retailers will sell services instead of goods and inform customers about maintenance and repair services, environmental impacts, materials and further use in the final phase of the life cycle.

Distribution

Transport co-ordinated between different sectors, renewable fuels and jointly owned transport equipment will be used in distribution.

Manufacturing industry

Long-term products that can be repaired and maintained will be brought onto the market. Materials will be separated at the end of the product's life cycle.

Primary sector (raw materials sector)

The raw materials are capital for the primary sector. Sustainable solutions are based on the wise use of raw materials.

Material processing

Process planning will reduce the energy needed to refine huge amounts of raw materials. The use of side streams will be taken into consideration.

The life cycle continues in a new loop

- ① Sustainable food system
- ② Forest-based loops
- ③ Technical loops
- ④ Transport and logistics
- ⑤ Common action

Five business models for the circular economy



Product-life extension

Products are used according to their original purpose for as long as possible or repaired and refurbished for multiple re-uses, thus reducing the need for purchasing and manufacturing new products.



Product as a service

The customer pays for certain functions or performance and avoids the risks of ownership. The total costs of ownership remain with the service provider, with revenue being earned by means of, for example, a leasing or rental agreement.



Sharing platforms

Digital-based platforms are used to promote the increased use of goods and resources and the extension of their life cycle, such as by renting, selling, sharing and re-use.



Renewability

Renewable, recyclable and biodegradable materials, as well as the principles of eco-design, are preferred for products and their design. Fossil fuels are replaced by renewable energy.



Resource efficiency and recycling

Technological development enhances resource efficiency in value chains, processes and products, and allows for more effective recycling. Side-streams are valuable raw materials for recycled products and materials.



MATERIAL ECONOMICS

THE CIRCULAR ECONOMY

A POWERFUL FORCE FOR CLIMATE MITIGATION

*Transformative innovation for prosperous
and low-carbon industry*

SITRA

 **European
Climate Foundation**

 **Climate-KIC**
Climate-KIC is supported by the
ETF, a body of the European Union

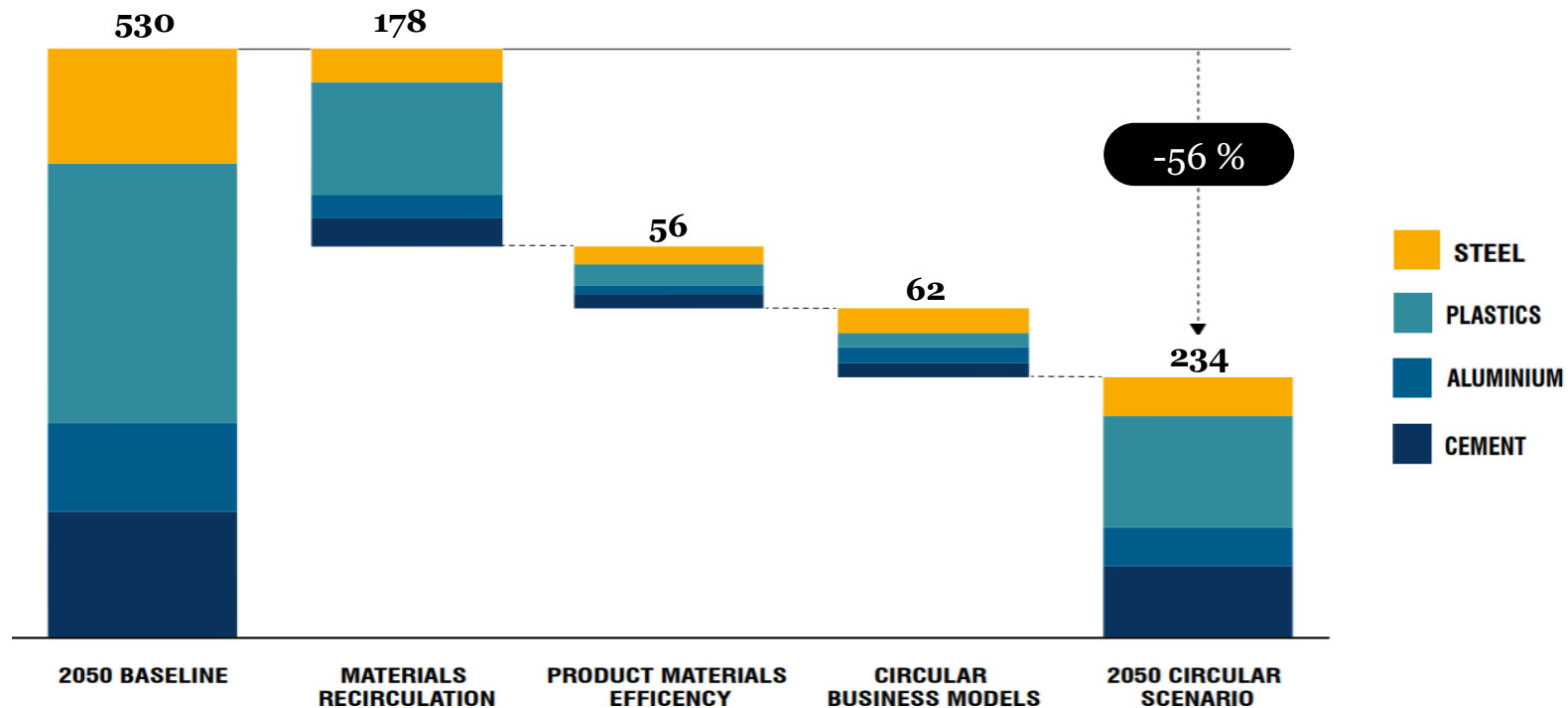
 **ENERGY TRANSITIONS
COMMISSION**

 **ELLEN
MACARTHUR
FOUNDATION**

 **MAVA**
FONDATION POUR LA NATURE

 **ClimateWorks
FOUNDATION**

A more Circular Economy can emissions from heavy industry by 56 % by 2050



Lifestyle test – has been done over 850 000 times

TEST YOURSELF AND FIND OUT WHETHER YOU ARE A THREAT OR AN OPPORTUNITY.

Is your lifestyle good or bad for the environment? After this short test, you will get tips tailored for you. They will help you save time and money and improve your quality of life. And our planet will thank you!

START THE TEST

The test has been done 877 659 times and the average carbon footprint is
7300 kg CO₂e

100 ways to be smart and sustainable

- One hundred ways to live a good life within the limits of the earth's carrying capacity. These choices can not only improve our quality of life but can also reduce the environmental impacts of daily life.
- We've calculated the environmental impact of each choice. We have also calculated the potential impact should one million Finns make the same choices – because there's strength in numbers.

<https://www.sitra.fi/100-smart-ways-to-live-sustainably/>

100 WAYS TO BE SMART & SUSTAINABLE

Is it possible for you to cut your carbon footprint in half and improve your quality of life? Oh yes. The choices you make – how you live, eat and move – have a direct impact on the environment. Everything you do, no matter how big or small, helps.

#100smartways



Go Canada!

RISE TO SHINE!



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