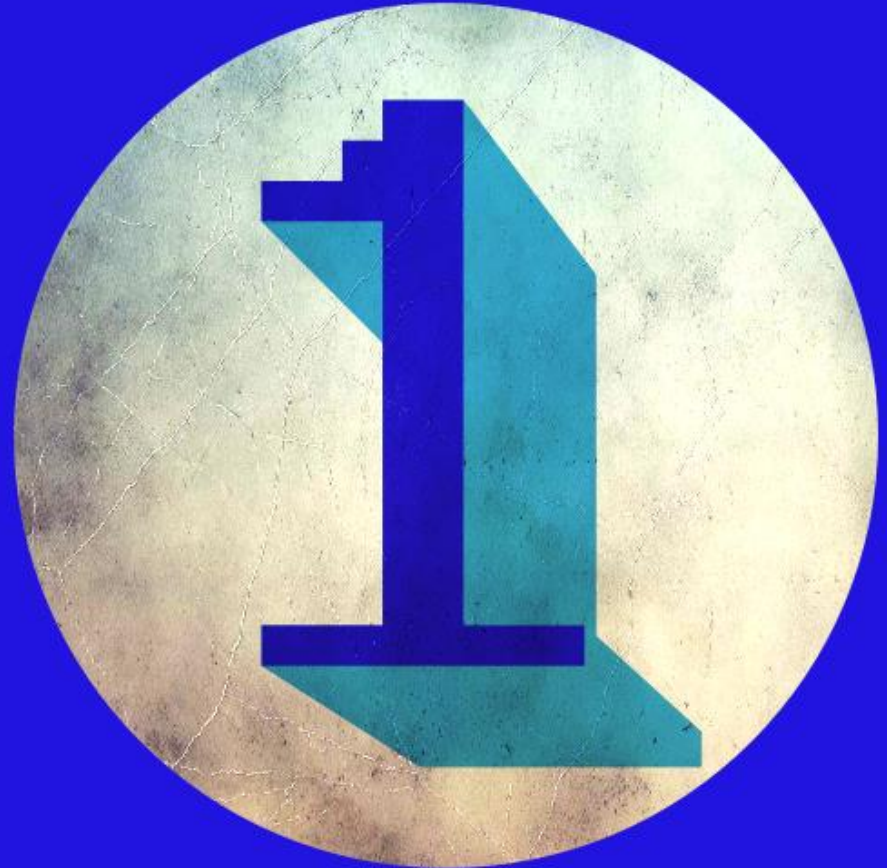


1st country

Finland was the first country in the world to launch a road map to a circular economy in 2016 facilitated by Sitra and in co-operation with all relevant ministries, the business sector and other key stakeholders.



2,000 projects

An overwhelming number of applications was received for the first edition of the New European Bauhaus Prizes! More than 2,000 projects and concepts were submitted.



Triade

**Triade to act climate-
neutrally:**

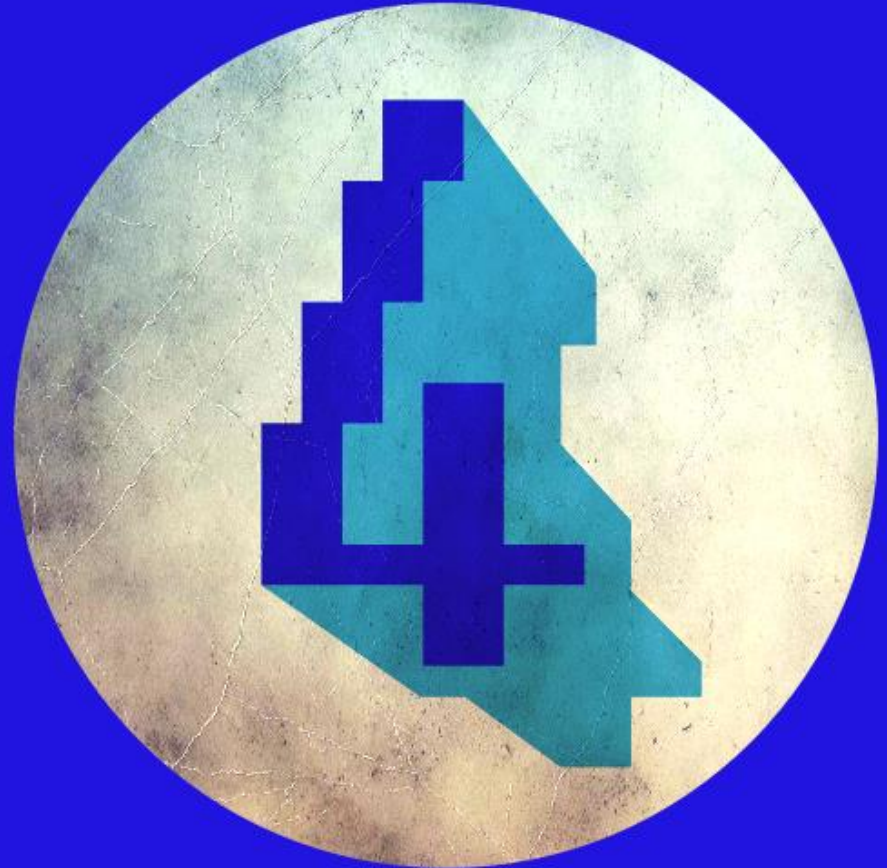
- (1) Reduce your footprint.**
- (2) Enlarge your handprint.**
- (3) Compensate the rest.**



Four levels

**Brezet defined four levels
of design innovation for
sustainability.**

- (1) product improvement**
- (2) product redesign**
- (3) function innovation**
- (4) system innovation.**



Five strategies

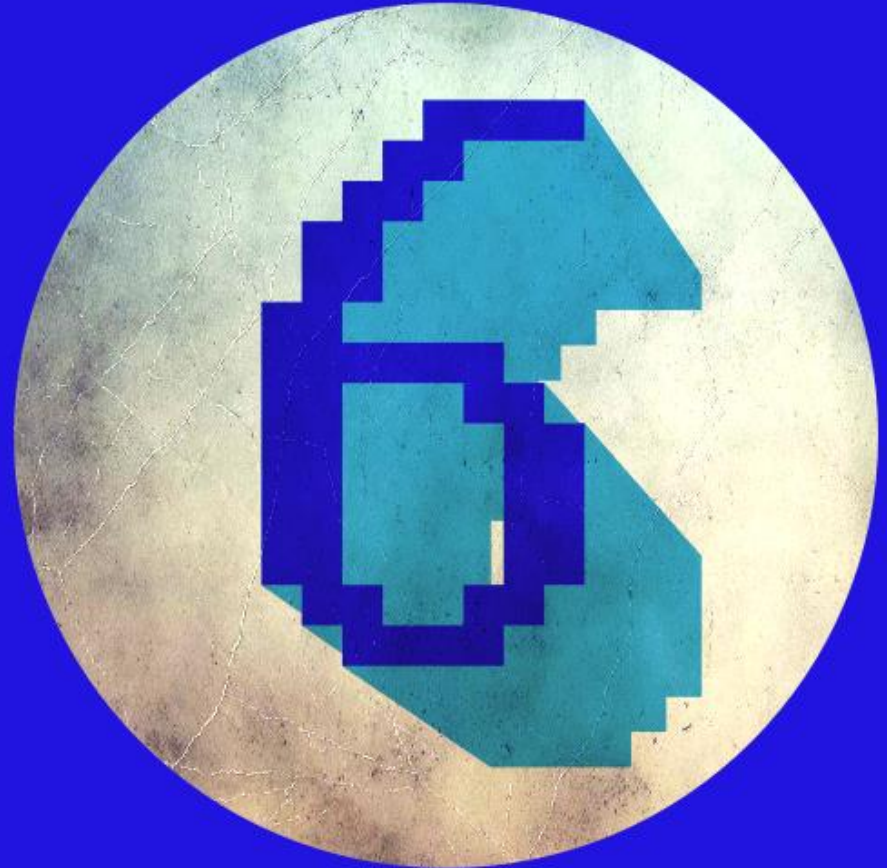
Five strategies towards a circular economy:

- 1) narrow (use less),
- 2) slow (use longer),
- 3) close (use again),
- 4) regenerate (non-toxics & renewable energy)
- 5) and inform (use information technology to pursue circularity)



Six million jobs

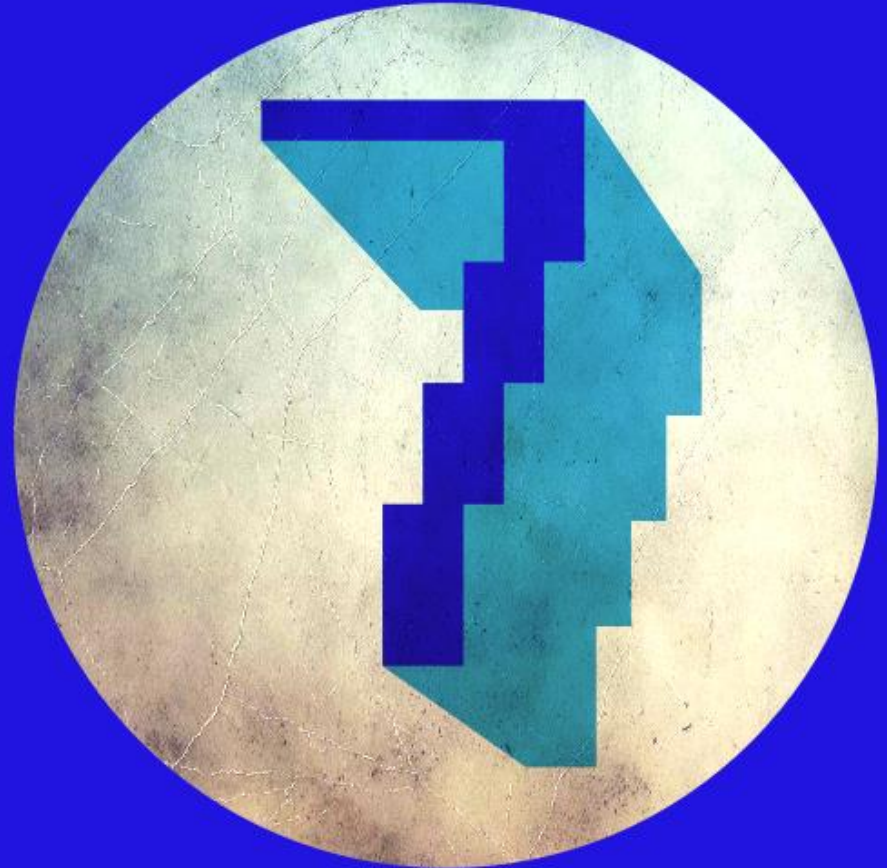
The International Labour Organization estimates that a net growth of 6 million jobs globally can be expected by 2030, notably in waste management and recycling, and the services sectors, repair and renting models.



Seven ways to think

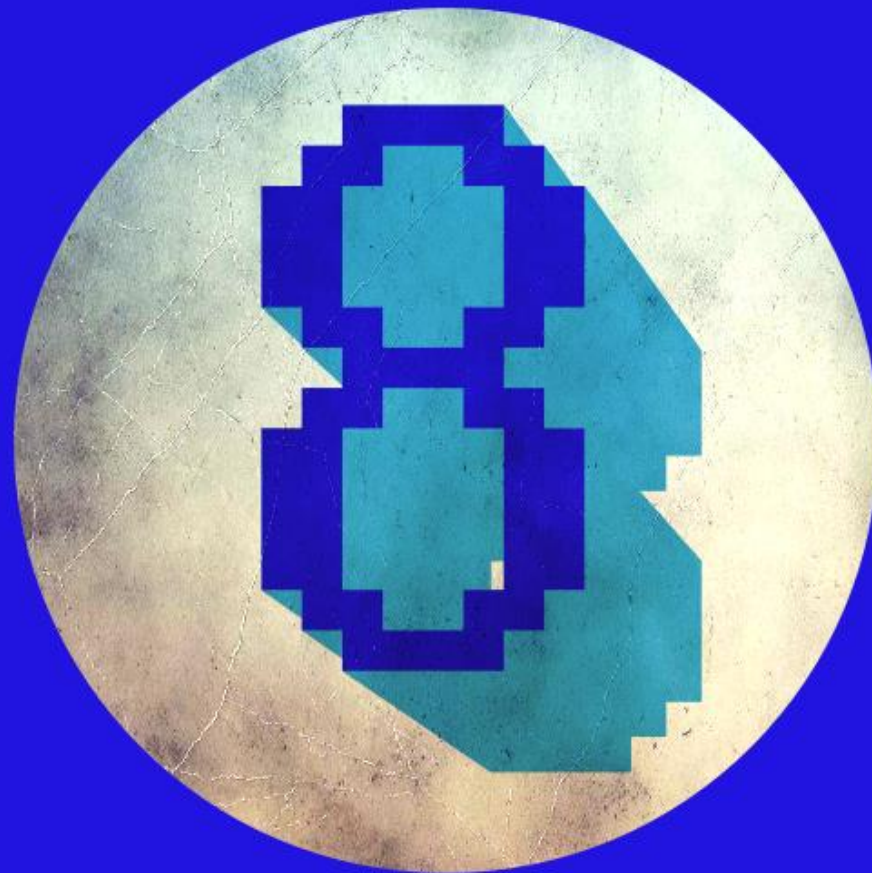
7 ways, to think like a 21st century economist.

- (1) Change the goal.**
- (2) See the big picture.**
- (3) Nurture human nature.**
- (4) Get savvy with systems.**
- (5) Design to distribute.**
- (6) Create to regenerate.**
- (7) Be agnostic with growth.**



Eight measures

8 distinct policy measures constitute the core of the policy framework, bundled together in a resource efficiency policy package, e.g. eco-design rules, product standards, circularity criteria in public procurement, ...



90 per cent

Around 90% of respondents are in favour of a rapid and at the same time socially acceptable transformation to a sustainable economy (2020).



Ten R's

Refuse,
Reduce,
Resell/Reuse,
Repair,
Refurbish,
Remanufacture,
Repurpose,
Recycle,
Recover,
Remine.

