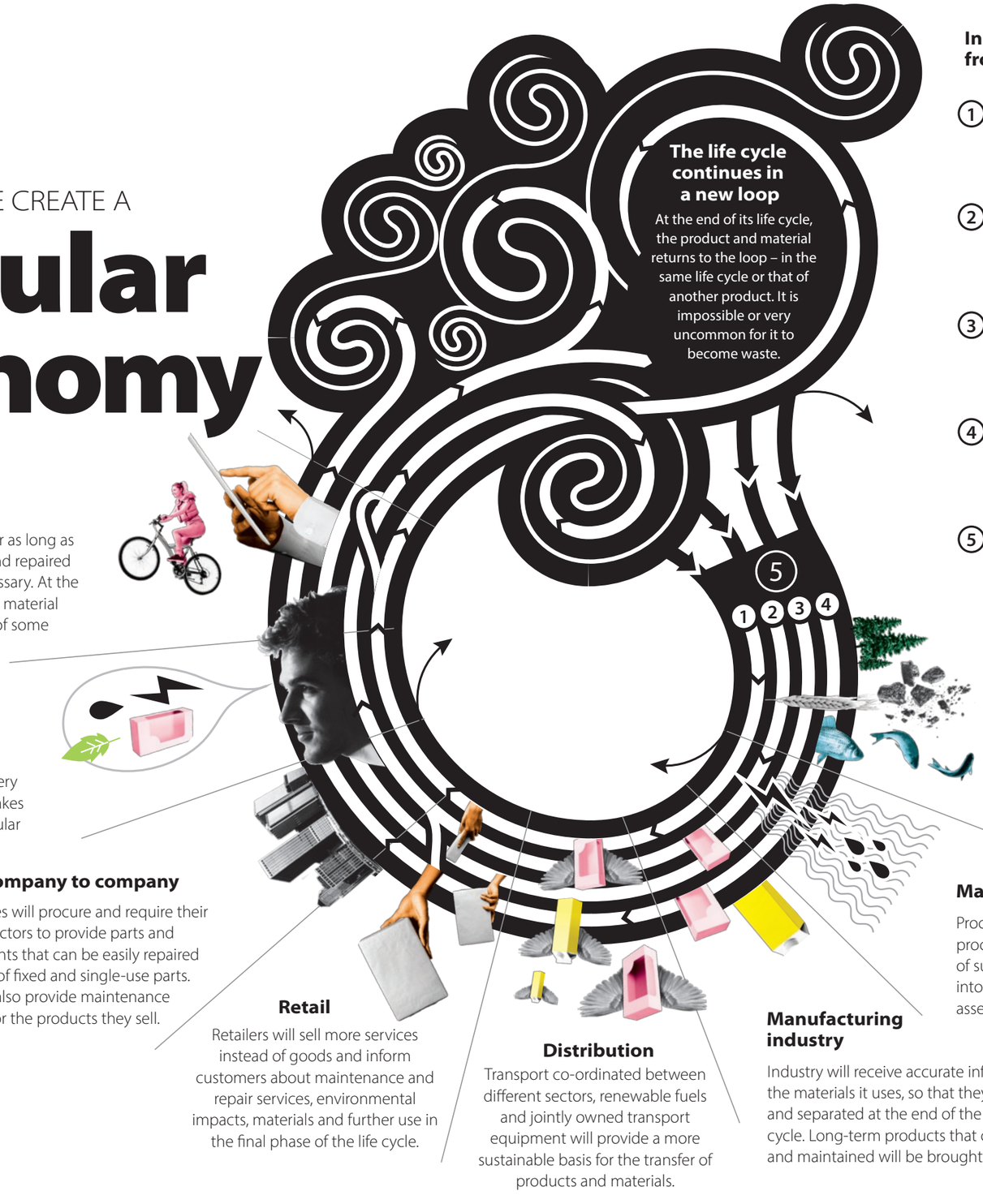
THIS IS HOW WE CREATE A

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. At the end of its life cycle, the parts or material can be reused in the life cycle of some other product.

Consumer

Demand creates a supply of sustainable products and commodities. Every consumption decision either takes us towards or away from a circular economy.

From company to company

Companies will procure and require their subcontractors to provide parts and components that can be easily repaired – instead of fixed and single-use parts. They will also provide maintenance services for the products they sell.

Retail

Retailers will sell more 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 provide a more sustainable basis for the transfer of products and materials.

Manufacturing industry

Industry will receive accurate information about the materials it uses, so that they can be identified and separated at the end of the product's life cycle. Long-term products that can be repaired and maintained will be brought onto the market.

Material processing

Process planning will decrease the energy need for processing huge amounts of raw materials and the amount of surplus material. The use of side streams will be taken into consideration in, for example, environmental impact assessments and environmental permit processes.

Primary sector

The raw materials are capital for the primary sector. Sustainable solutions are dependent on the protection of raw materials. The aim of a circular economy is to keep Finland vibrant for people and nature.

Initially, Finland's circular economy will grow from the following five areas.

1. **Sustainable food system**
   Consumers choose food that has been produced through the wiser use of raw materials that starts in primary agricultural production. Emissions and resource consumption will be lower.

2. **Forest-based loops**
   Finland is a circular bioeconomy leader because of its forestry and forest industry. Global competitiveness will increase with new commercial products, services, co-operation models and digital technology.

3. **Technical loops**
   Minimising the use of virgin raw materials creates a competitive edge. At the same time, we will maximise the length of material and product life cycles and opportunities for reuse.

4. **Transport and logistics**
   Transport will develop into a seamless, smart system that uses fossil-free fuels. Mobility as a Service (MaaS), the sharing economy and optimised and clean transport will take mobility to a new level.

5. **Common action**
   Legislators, companies, universities and research institutes, consumers and citizens, and vibrant regions are all needed to achieve systemic change. Communication and diverse interaction are particularly important when implementing joint action.