

# Sustainability - Source of growth

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25.1.2022



**The change towards a circular economy is not only a wise move for well-being and competitiveness, but also essential for a sustainable future.**

# Great progress has been made in developing the circular economy in Finland

Many solutions that were previously in a product development phase have evolved into commercial innovations. The list includes start-ups as well as major corporations on the path towards circularity.

Finnish companies and solutions are at the leading edge, even by international comparison

The circular economy and the variety of companies operating within it in Finland has grown more diverse. Nevertheless, the list reflects Finnish companies' strong expertise in renewables and recycled materials.

Developing new solutions requires co-operation and new capabilities. We need to keep up the good work to cope up with intense international competition.



# 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.





# FROM FINLAND CIRCULAR ECONOMY 2.1



# 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.**

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



# 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.

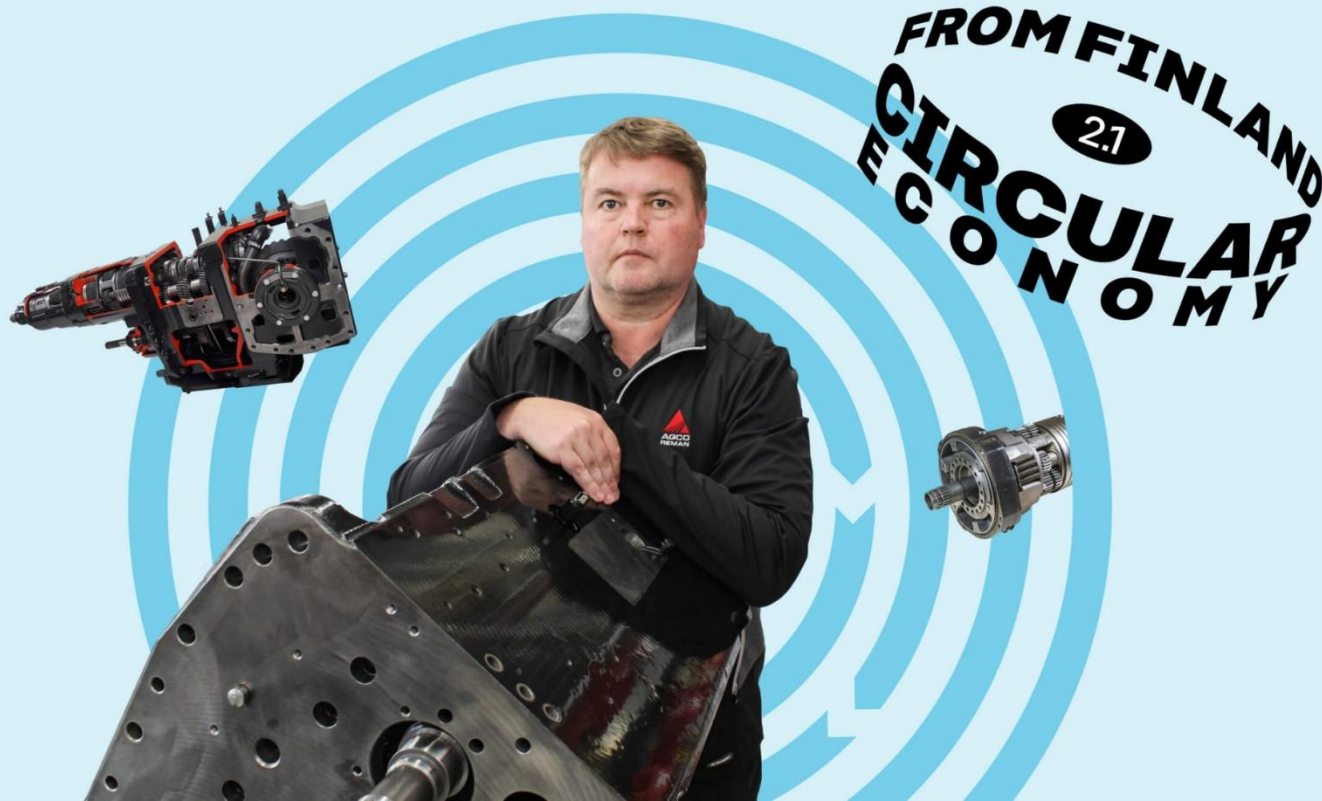


## **Resource efficiency and recycling**

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.



# Valtra reconditions the old gearboxes of tractors in its Reman programme: “We extend the service life of tractors by up to 30 years”



” If the gear system of the tractor is damaged, the owner can order a new gear system remanufactured from used parts, in other words, a Reman part.

Remanufacturing is a quick, cost-efficient and environmentally friendly way to service a tractor. Because the entire gearbox is replaced at the same time, our customer and maintenance personnel do not need to calculate what repairing individual parts will cost.

– **Jari Luoma-aho**, Aftersales Marketing Manager



# Lindström provides workwear as a service: “We reduce overconsumption of textiles and save natural resources”



”We provide companies with the textiles they need and look after the entire life cycle of the products, from design to reuse.

We design and manufacture textiles only for the companies’ needs and make them as durable as possible.

This enables us to reduce overconsumption and save natural resources.”

– **Anna-Kaisa Huttunen**, Senior Vice President

# Fiksuruoka brings surplus food to people's doorsteps: "The more we grow, the more we reduce food waste"



"From the beginning, it has been important for us to make it as easy as possible for consumers to reduce food waste. This way, food waste can be reduced by large amounts.

We promote the circular economy by making sure that products that have already added a burden to the climate and the environment by being manufactured do not end up as waste."

– **Juhani Järvensivu**, CEO

# Used phones – good as new and better for the environment



People buy a new phone about once every 1.5 years. Old phones are not recycled. Improperly disposed electronic waste is one of the most problematic types of waste.

Everything doesn't always have to be new, not even a smartphone. Swappie repairs and resells used smartphones. The consumer gets a brand new phone more cheaply than new, with a warranty.

By extending the life of your mobile phone from 1.8 to 4.5 years, the entire carbon footprint of your device can be halved.

# Calculating ecological footprint 2021-2025

- Sitra and SOK Corporation fund a project that creates an open and available calculation method for measuring ecological footprints in organisations.
- The project makes ecological impacts visible and helps organisations to understand
  - how their ecological footprint is formed
  - what part of its value chain has the biggest negative effects
  - **how to ease burden on biodiversity**

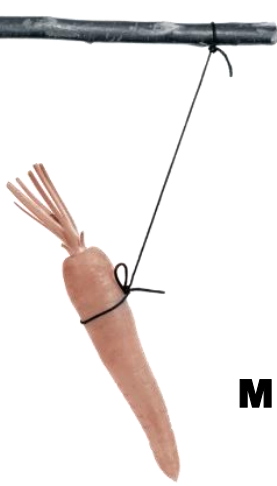




**Activating citizens on a large scale will bring CO<sub>2</sub> reductions and push governments, cities, municipalities and companies to move quicker.**

**Mitigating climate change is such a huge global societal challenge that everyone's contribution is needed.**

# Consumption doesn't end. It changes.



## **MOTIVATION**

We are not necessarily motivated by environmental matters, but by ease, wellness, novelty, aesthetics, social contacts and savings – or even envy.

## **TREND**

We move from owning towards using, sharing and renting.

## **DIRECTION**

Change must offer better options and be a part of our everyday life.

## **SUPPLY**

One size does not fit all. Personalised solutions and customer experiences are needed.

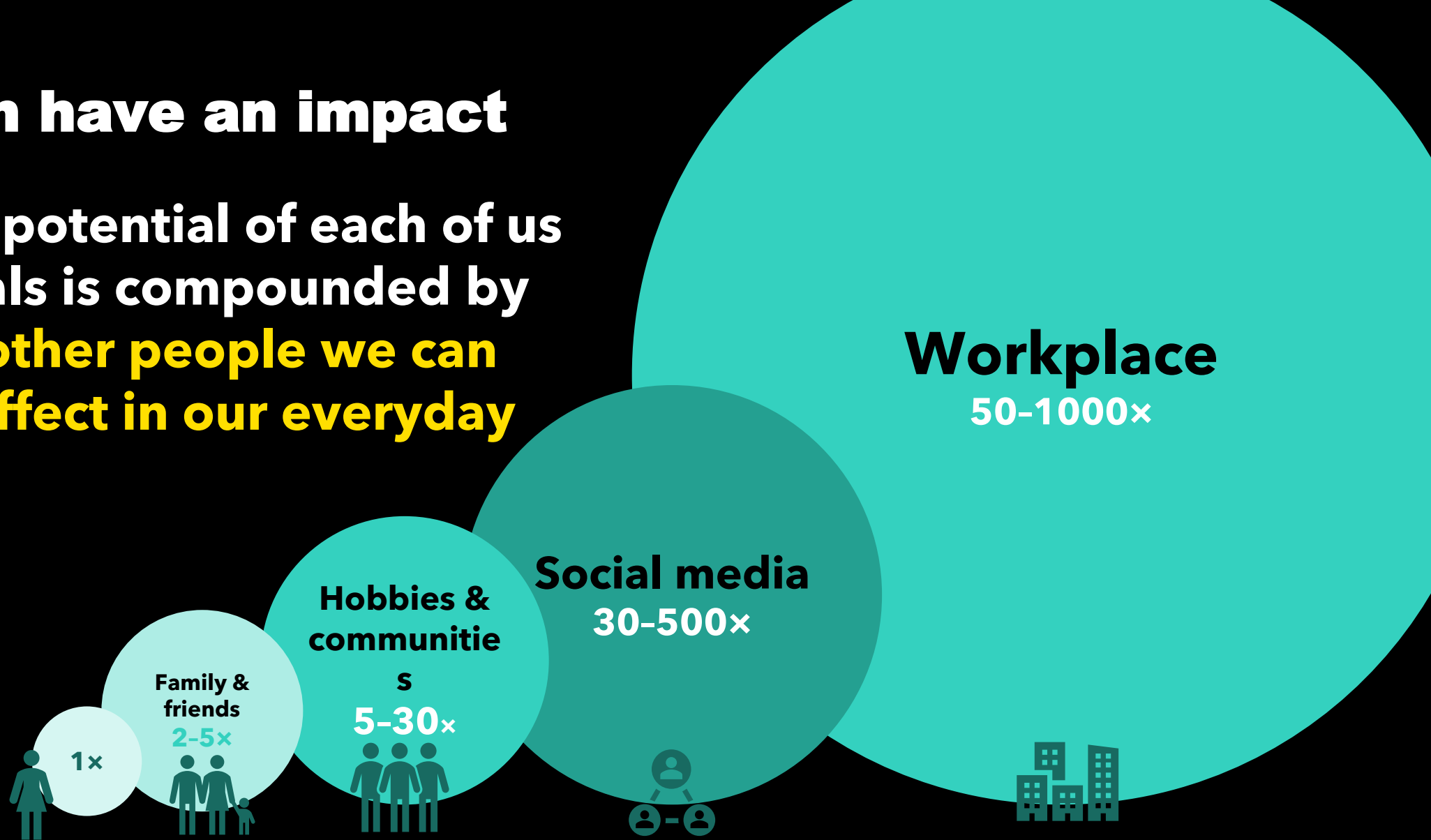
# Everything counts.

Every choice, every  
footprint, every  
action makes a  
difference.



# We all can have an impact

The hidden potential of each of us as individuals is compounded by **how many other people we can reach and affect in our everyday roles.**





**In 5 years** we have created and developed tools for equipping people to be change makers in their daily life — at work, through their work and in their free time

**1 200 000**

of 5,5 Million Finns have already taken the Lifestyle test

**53%**

of Finns have deliberately reduced their consumption for environmental reasons and strive to make responsible consumption choices



**30%**

average reduction in personal carbon footprint in the first year committed by Finns through the menu of actions suggested on [Commitment2050](#)

**80%**

feel that pursuing sustainable lifestyles helps to address feelings that arise due to climate change

**SITRA**

**There is no one way  
to live sustainably,  
we can all find our own way  
to live a sustainable  
everyday life.**

**RISE TO  
SHINE!**

