

Circular economy as a tool in achieving the SDGs

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5 key facts about Sitra

1. A gift from Parliament to the 50-year-old Finland.
2. An independent foresight agency: futurologist, researcher, visionary, developer, experimentalist, partner, trainer, networker.
3. Funded by returns on endowment capital and capital investments.
4. Envisages Finland as a successful pioneer in sustainable well-being.
5. Its vision is supported by three themes, six focus areas and dozens of projects.

+1

Building our future
together





We only have one Earth.
And yet, we are currently
consuming the natural
resources of nearly **four**
Earths.

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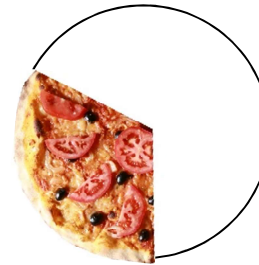
On average, materials in Europe are used only once.



Cars are standing still 92-98% of the time.



Offices are empty 60% of the time.



One third of food ends up in the rubbish bin.

Around 80% of the nitrogen and between 25 and 75% of the phosphorus in food is wasted.

I wouldn't mind it.



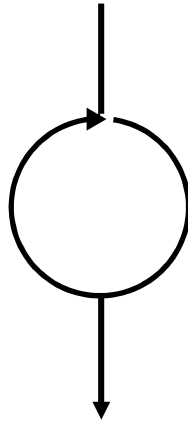
Sources: EMF 2015, UN FAO, EEA 2015, Material Economics 2018, GSA Office of Governmentwide Policy 2011



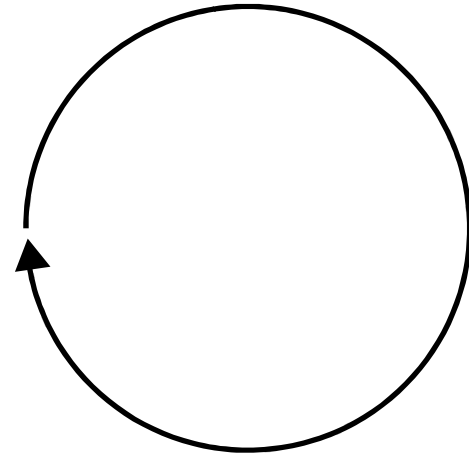
THE LINEAR ECONOMY



THE RECYCLING ECONOMY



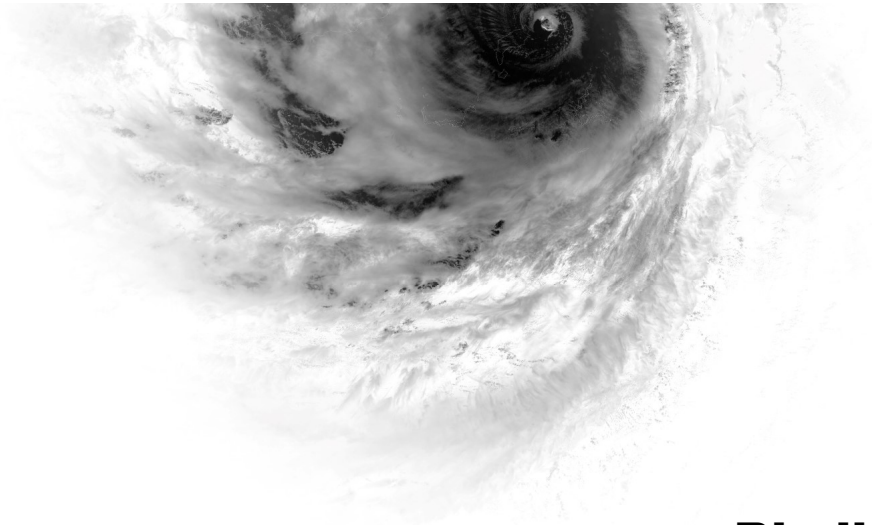
THE CIRCULAR ECONOMY



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Circular Economy is an economic model that does not consistently produce more goods, instead consumption is based on the use of services rather than ownership: sharing, renting and recycling. In the end, materials are not wasted, but new products are produced of them over and over again.

The transition to circularity is an opportunity **to improve quality of life** holistically, not just in terms of economic growth, work, GDP and absolute poverty.



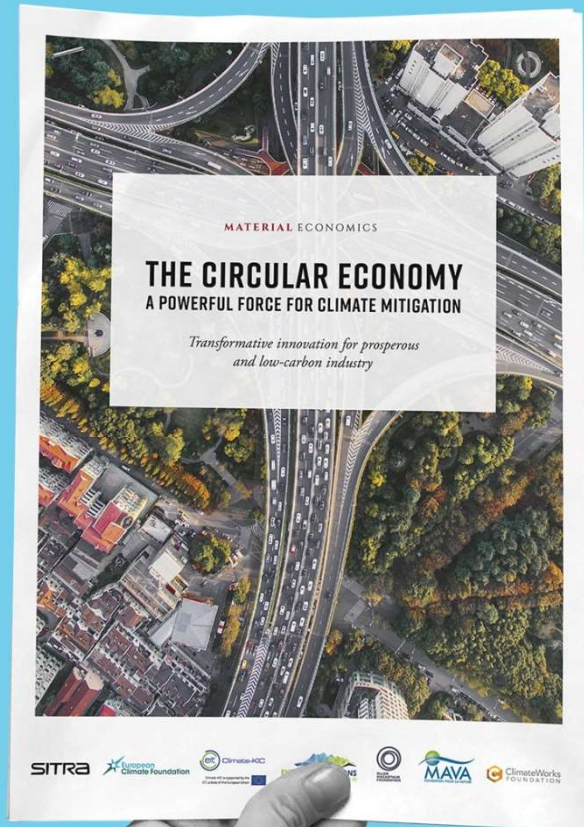
Climate change

Biodiversity



**Overconsumption
of natural
resources**

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The reuse of steel, plastic, concrete and aluminium in line with circular economy principles can reduce the greenhouse gas emissions originating from heavy industry in the EU by **56%** by the year 2050.

Source: Sitra et al. 2018: The Circular Economy – A Powerful Force for Climate Mitigation

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Consumption doesn't end. It changes.



TREND

We move from owning towards using, sharing and renting.

MOTIVATION

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

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.

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Agenda2030 and SDGs link to CE



- Many of the SDGs are relevant concrete goals for CE to tackle and several studies exist on these linkages
- Many countries, cities or organisations take Agenda2030 as a general strategic framework and define CE as a tool for achieving some of SDGs
 - Also Finland has included CE in it's action plan for the implementation of the SDGs: *Follow the road map to the circular economy alongside implementing organisations*

Where does **circular economy** fit in the national and global **SDG** picture?

Two aspects from CE point of view

- 1) How can CE help to meet the SDG/ Agenda2030 -targets?
- 2) How to make the transition to CE fair and inclusive so that CE supports all of the SDGs?



A fair future leaves no one behind.

Fair Transition - Burden of change that benefits everyone will not be placed disproportionately on a few.



Is competitive and fair
transition possible and
how can it be
accomplished?



Sub-themes for discussions

1) Mobility as a service

2) Sustainable textile production and fashion

**3) Employment: from production to ecological design,
recycling and sharing/renting**