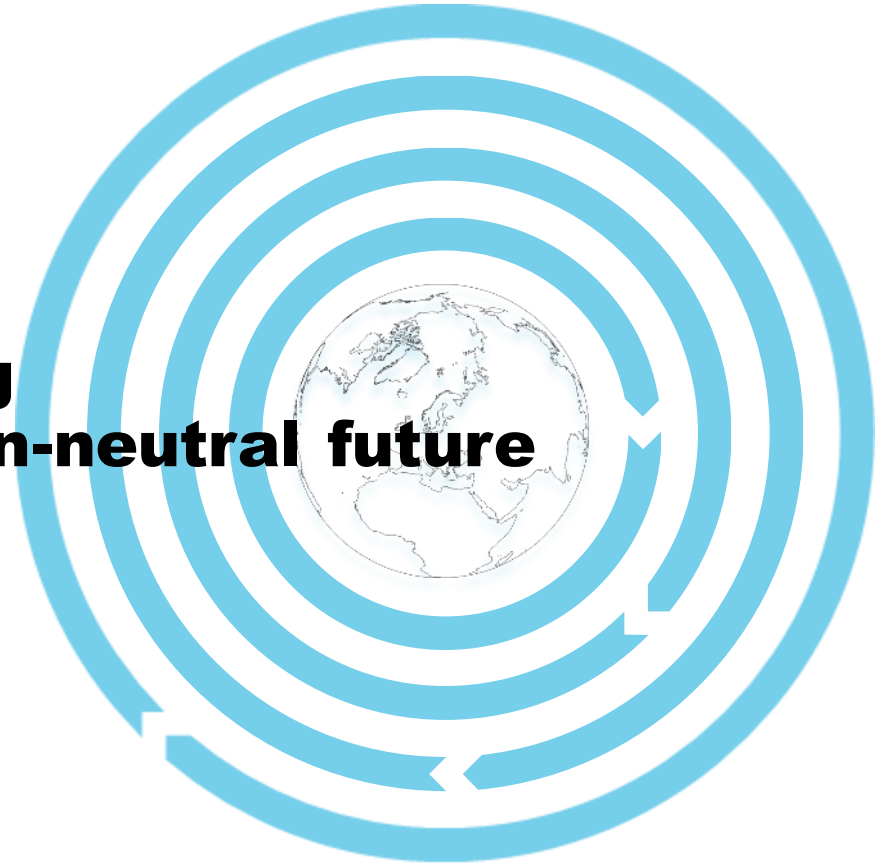



Circular economy leading Fair transition to a carbon-neutral future

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the Finnish Innovation Fund Sitra
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**How do we guarantee
a fair and sustainable future
for everyone
if the only thing we know for
sure is that everything will
change?**

The Next Era of Wellbeing



SITRA



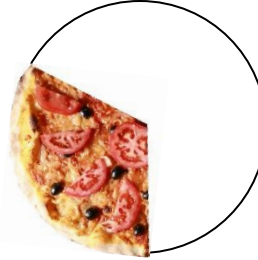
On average, materials in Europe are used only once.



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



Offices are empty 60% of the time.



One third of food ends up in the trash bin.

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

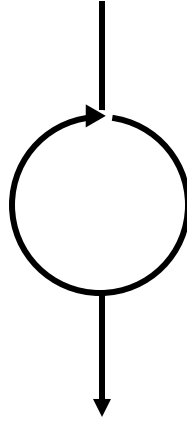
I wouldn't mind it.



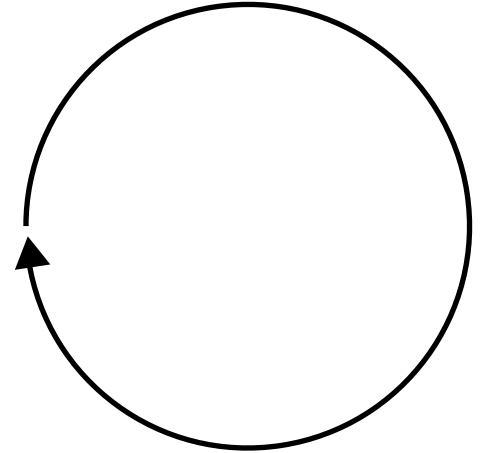
THE LINEAR ECONOMY



THE RECYCLING ECONOMY



THE CIRCULAR ECONOMY



SITRA

Three CE strategies make better use of materials to reduce CO₂ emissions

MATERIAL RECIRCULATION OPPORTUNITIES

- More high-value recycling & less primary material production

PRODUCT MATERIALS EFFICIENCY

- Less material input needed for improved production process

NEW BUSINESS MODELS:

- Change in ownership
- Fewer products required to achieve the same benefits of service and sharing solutions
- Longer lifetime of products



Circularity can reduce heavy industry's CO₂ emissions by 56 % by 2050 in the EU.



The goal is to **scale up solutions for a fair and inclusive circular economy** to address the global sustainability crisis.

African Circular Economy Support program

- Supporting to mainstream Circular Economy solutions in African countries
- Collaboration with AfDB, MFA and Sitra
- National strategies, CE models through pilot programs



● Reducing the **ecological footprint**

● Reducing **poverty** & improving **welfare**

● Increasing jobs and **employment**

● **Leap-frogging** linearity

Key to a Circular
Economy.

**You have the right
to own nothing.**

Thank You!

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