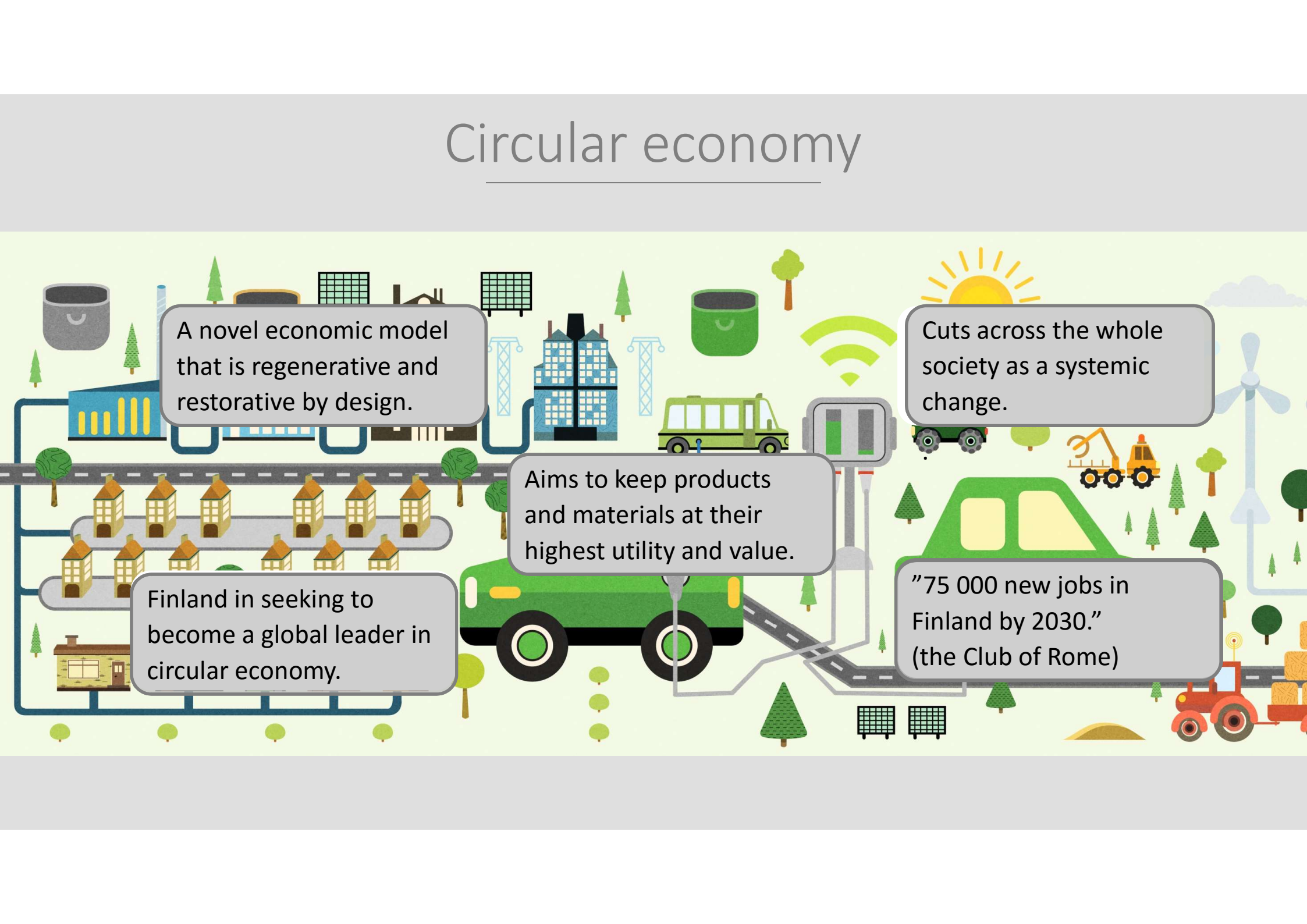


CIRCULAR ECONOMY AND RESOURCE WISDOM in Southwest Finland



Circular economy

An infographic illustrating the circular economy concept. It features a central green car on a road, with various icons representing different sectors: a factory, a bus, a house, a tractor, a wind turbine, and a sun. The background is light green with stylized trees and buildings. Four grey callout boxes with white text are connected to the central scene by thin lines. The overall theme is sustainability and resource efficiency.

A novel economic model that is regenerative and restorative by design.

Cuts across the whole society as a systemic change.

Aims to keep products and materials at their highest utility and value.

Finland is seeking to become a global leader in circular economy.

"75 000 new jobs in Finland by 2030."
(the Club of Rome)

A regional perspective

- The potential growth is linked into local and regional strengths and conditions
- The solutions strengthen the economy and self-sufficiency of the region
- Added value is found when the side streams are being utilized within a near distance
- Bolstering the attractiveness of the region and its cities
- Though the great success stories happen in the global arenas, the stepping stones should be close. In order to create strong products for export, domestic references are needed.

→ **Local potentials (natural resources, services, knowhow, material flows) need to be identified in order to reach economic growth in circular economy.**



Why?

Circular economy can not be achieved without true cooperation.
You can not succeed on your own!



Southwest Finland

- The region is on the path to becoming carbon neutral
- The City of Turku aims to be carbon neutral by 2040
- An ongoing energy transition
- The positive restructuring in the region
- Strong universities
- Ongoing projects concerning e.g. smart mobility and recycle of nutrients
- Strong clusters: Life Science and maritime technologies



Focus areas

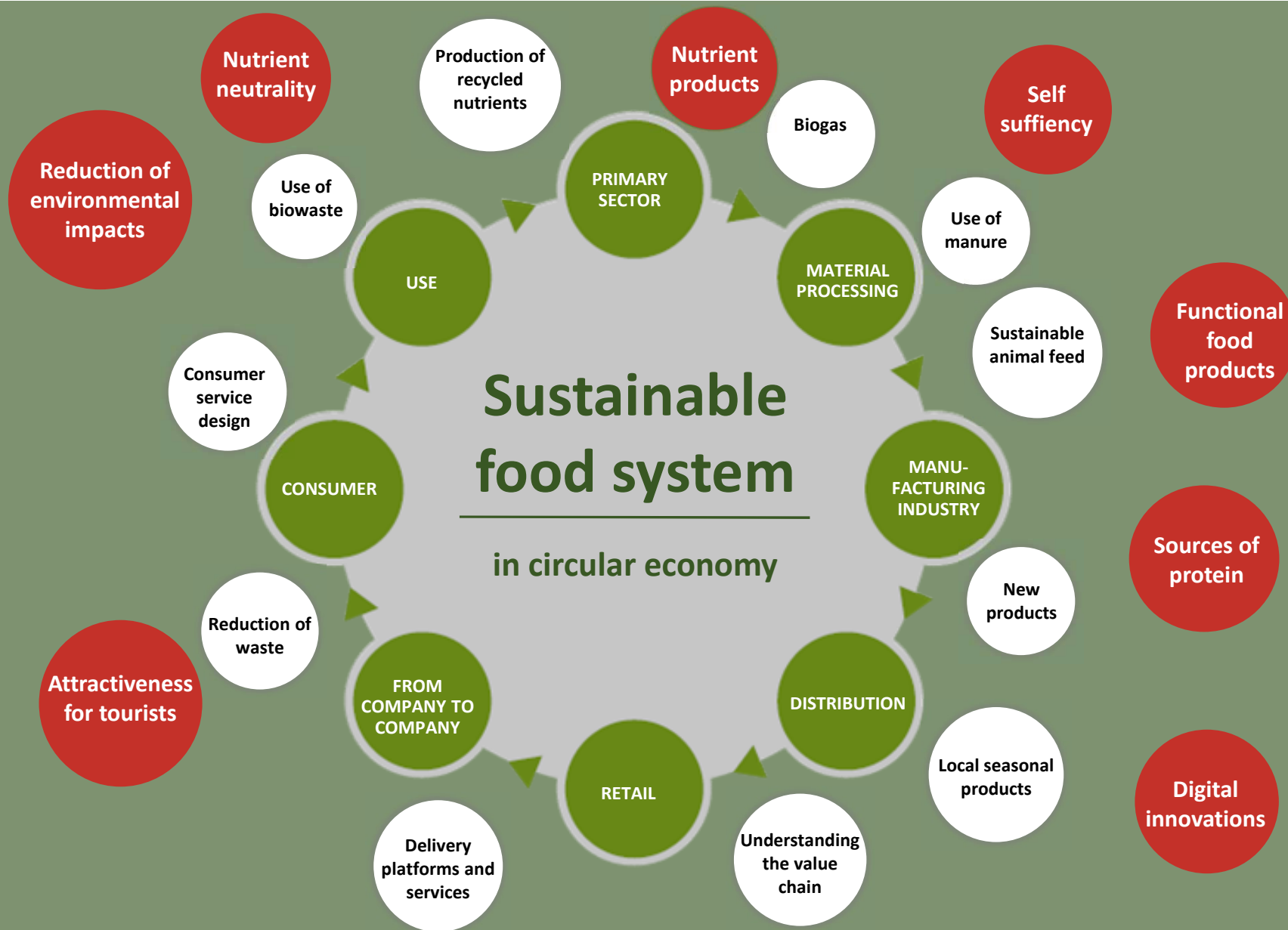


1. SUSTAINABLE FOOD SYSTEM

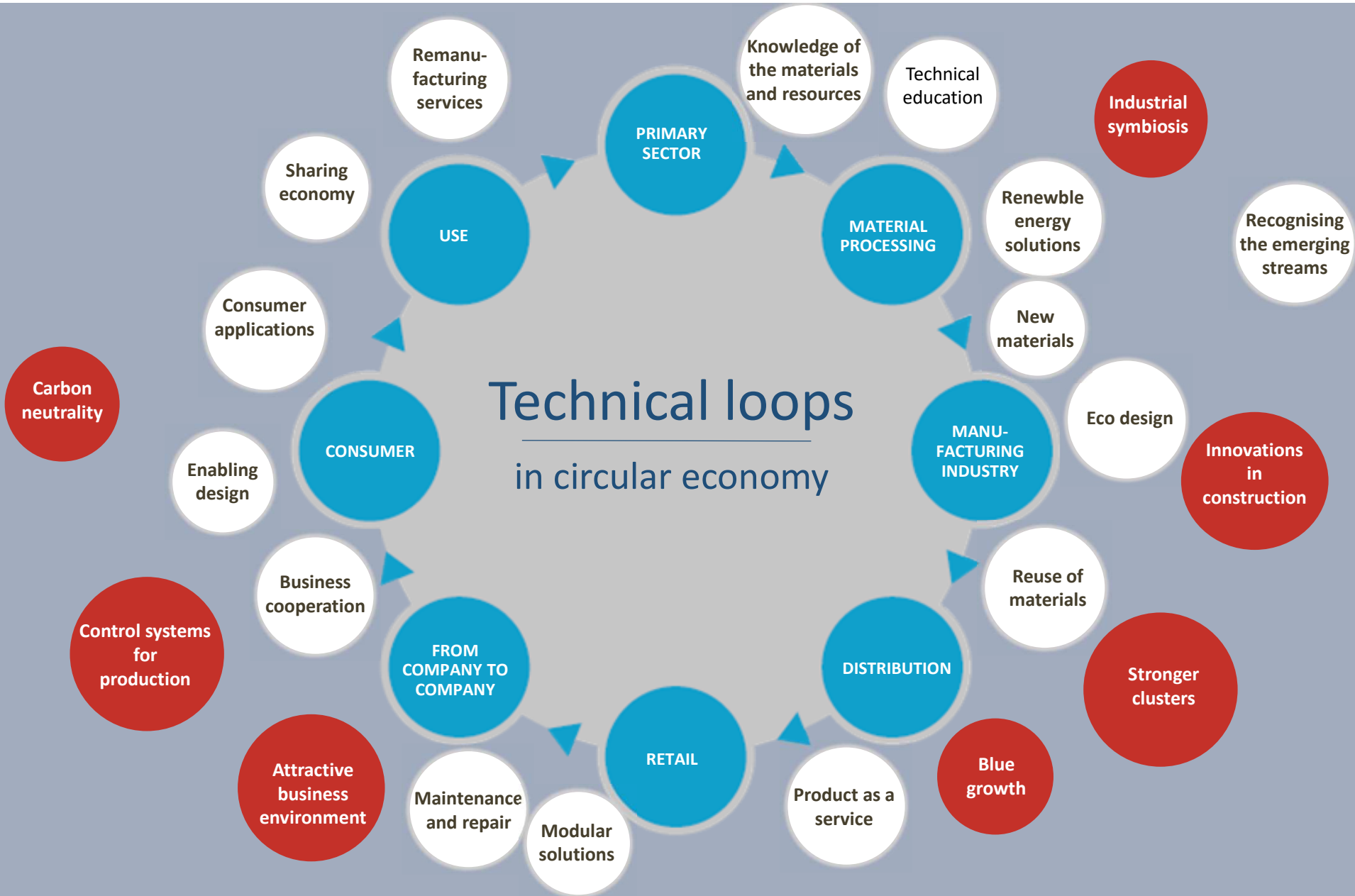
2. TECHNICAL LOOPS

3. TRANSPORT AND LOGISTICS

4. CROSS CUTTING THEMES
SERVICIZING
PUBLIC PROCUREMENT
KNOW-HOW IN CHEMISTRY

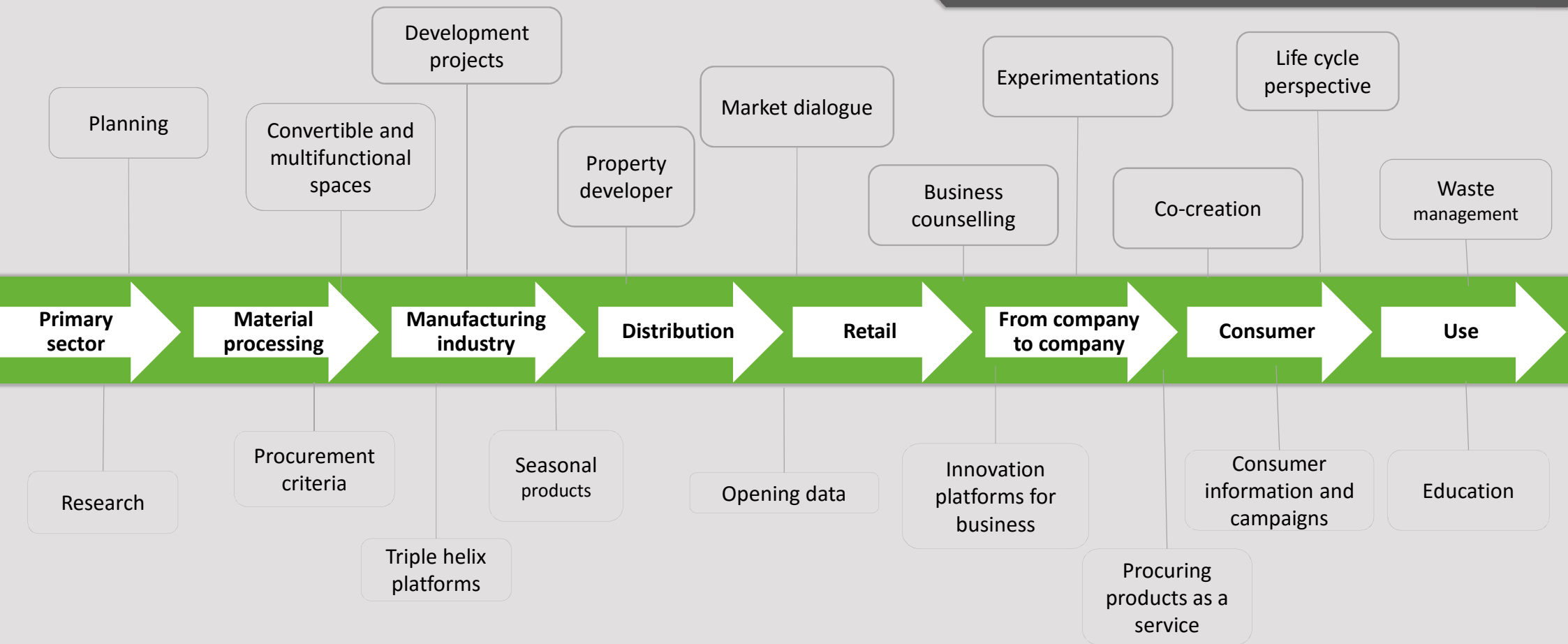


Technical loops in circular economy

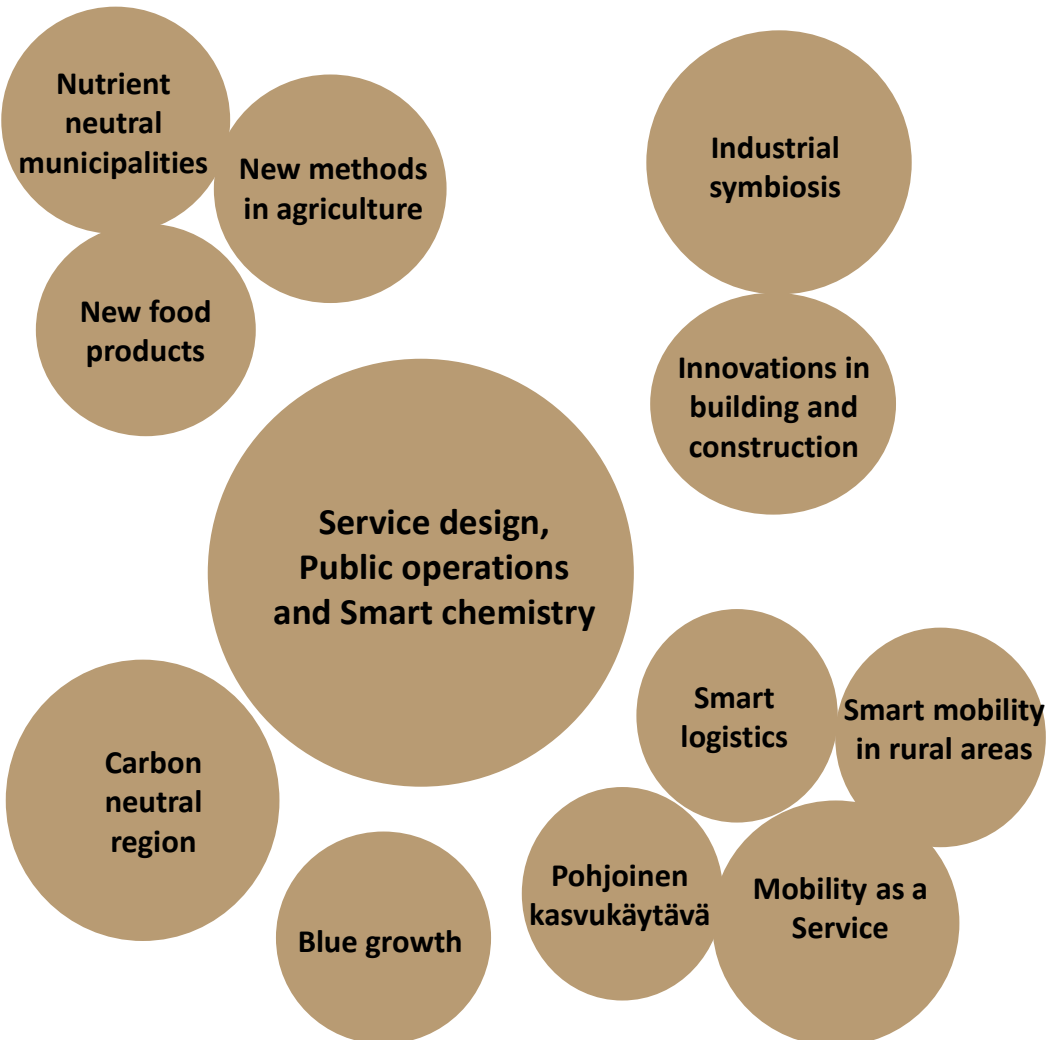


Public sector as an enabler in circular economy

"The **positive and enabling image** of the area created by public actors and acquisitions creates an attractive and interesting platform for developing enterprises to try their new solutions."



And now?



Implementation through stakeholder cooperation

- Identify gaps and bottlenecks
- Activate stakeholders
- Create new partnerships
- Seek for new projects and operations



LIFE15 IPE FI 004



In cooperation:

