

# Circular Economy Green Deal

How to join.



Ympäristöministeriö  
Miljöministeriet  
Ministry of the Environment

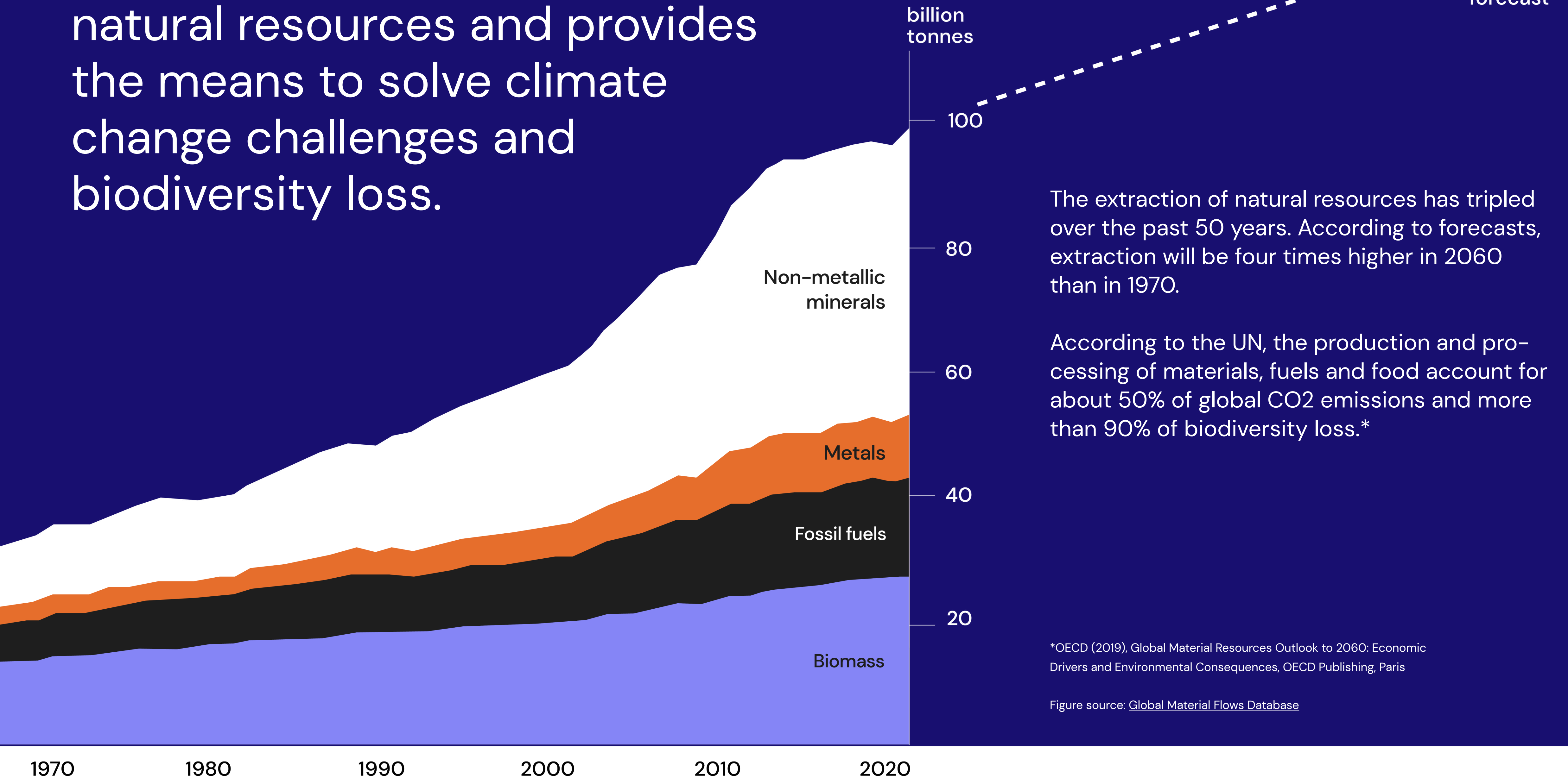


Ministry of Economic Affairs  
and Employment of Finland





The circular economy preserves natural resources and provides the means to solve climate change challenges and biodiversity loss.



In the Circular Economy Green Deal, the state, companies, organisations, cities and regions come together to solve bottlenecks in the circular economy market. This also provides tools for finding the missing piece of climate policy, as up to 80% of the emissions reduction potential of industry is related to the circular economy. The Finnish model for solving the obstacles to the sustainability transition through extensive cooperation and on a scientific basis is a great story to tell in the EU and the world.”



**Kai Mykkänen**  
Minister of Climate and the Environment

## WHAT IS THE CIRCULAR ECONOMY GREEN DEAL?

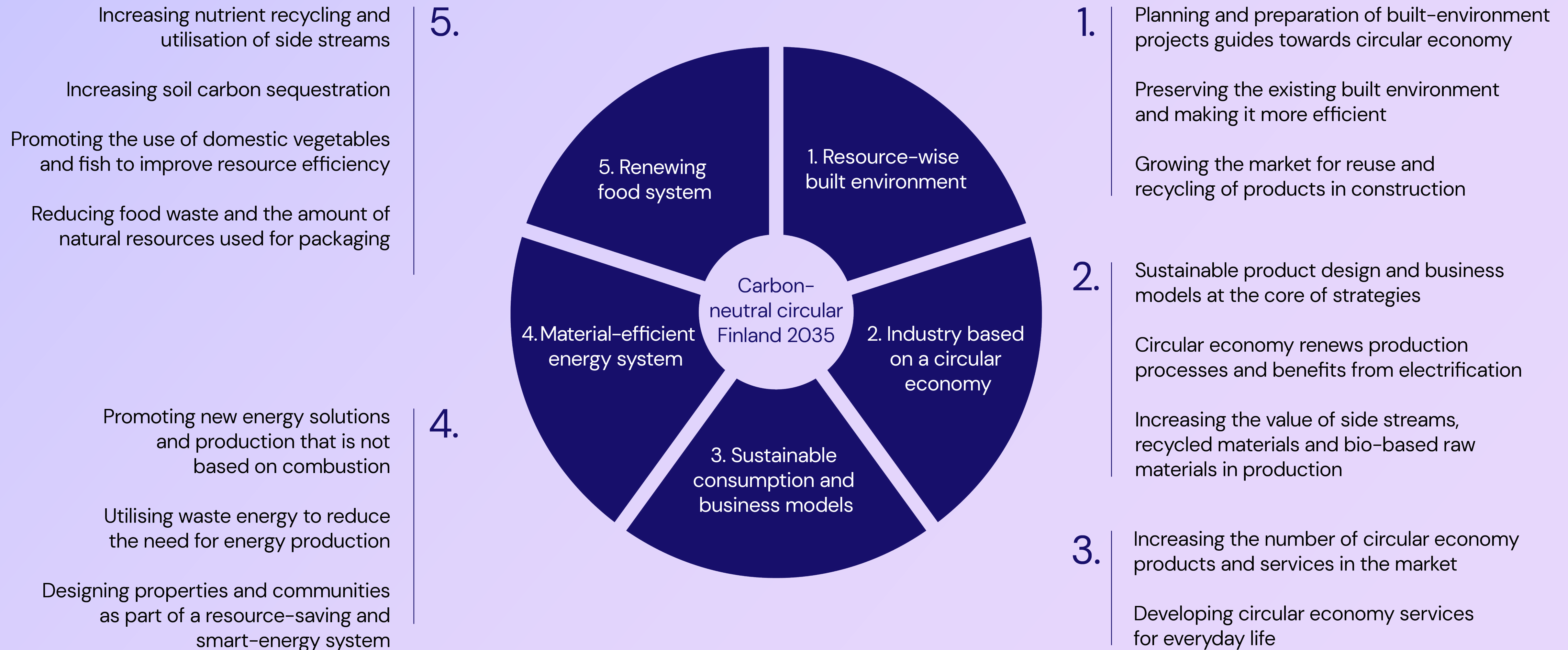
The Circular Economy Green Deal is a voluntary commitment in which the participating organisations commit to reducing their use of natural resources, setting effective goals and taking measures that promote a low-carbon circular economy.

## WHO BENEFITS FROM THE CIRCULAR ECONOMY GREEN DEAL?

Companies  
Municipalities  
Counties  
Industry Associations

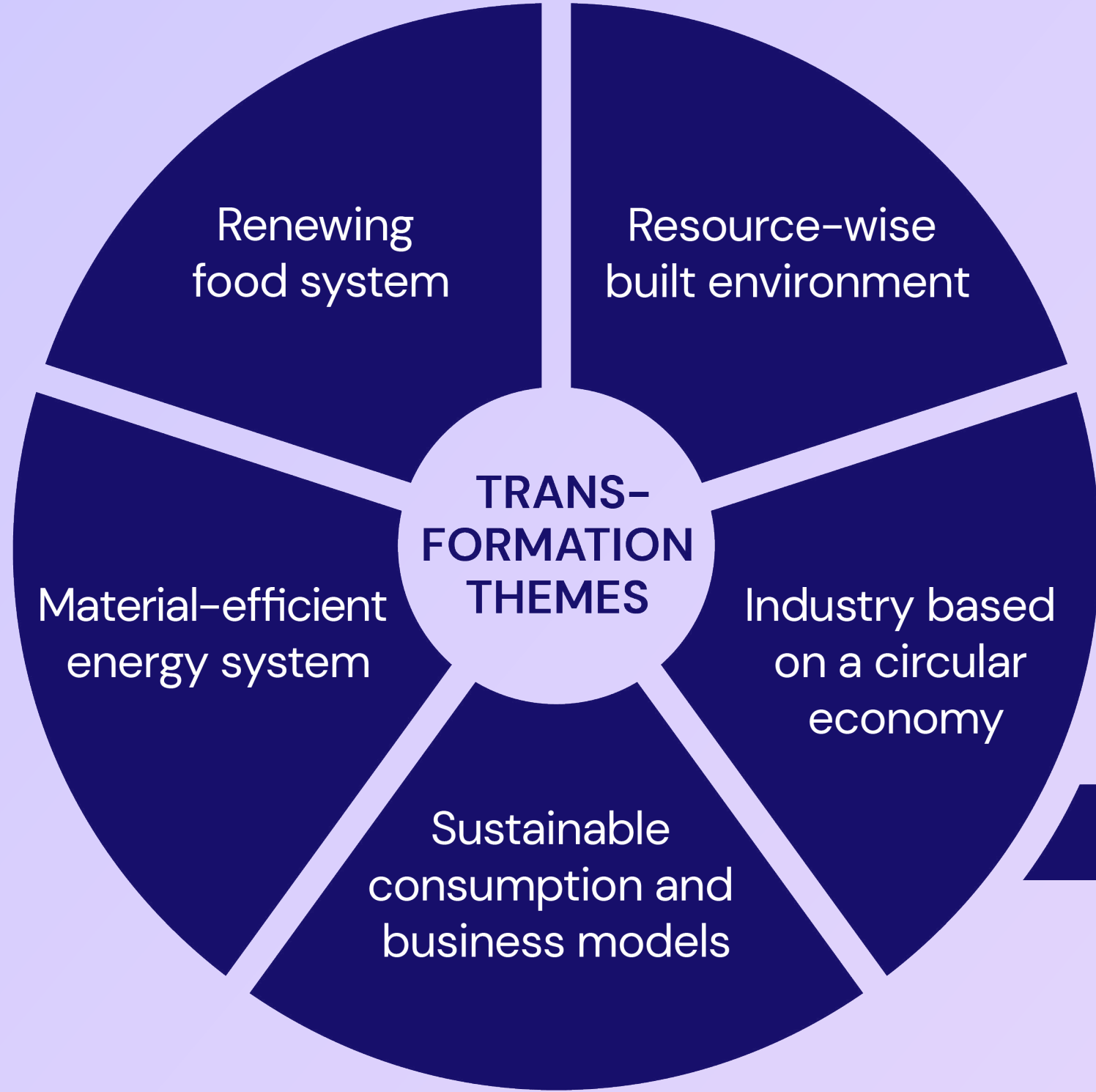


# Transformation themes of the Circular Economy Green Deal



# This is how the Circular Economy Green Deal is created.

The circular economy transition occurs in five transformation themes, which are divided into subsections. Each organisation committed to the Deal selects actions from at least two of the subsections.

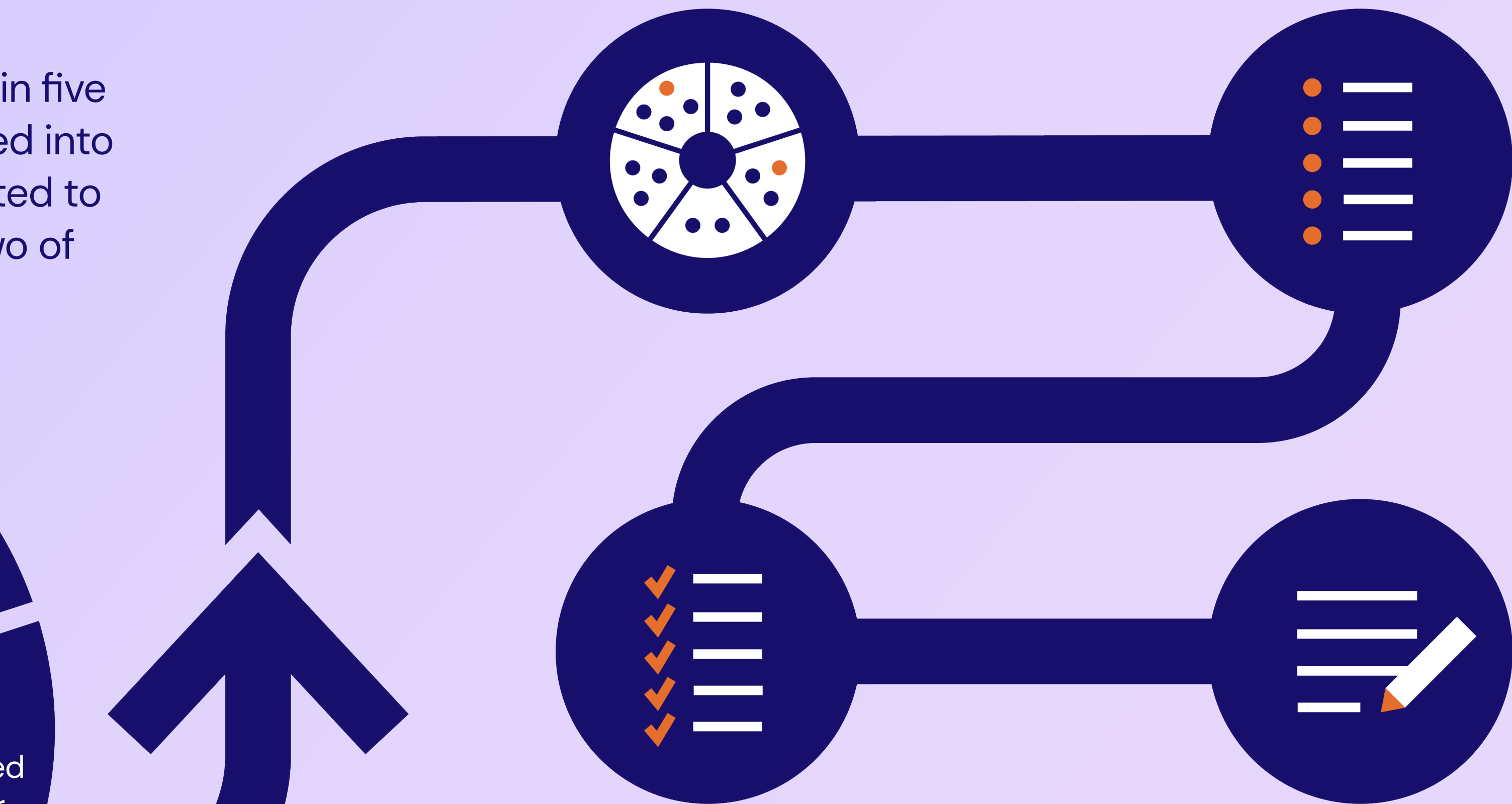


1. The organisation selects actions from at least two subsections

2. The organisation specifies the measure from the perspective of its own operations and baseline level.

3. The evaluation group will submit its recommendations on approving or correcting the commitment to the Ministry. The highest decision-making body in the organisation accepts the commitment.

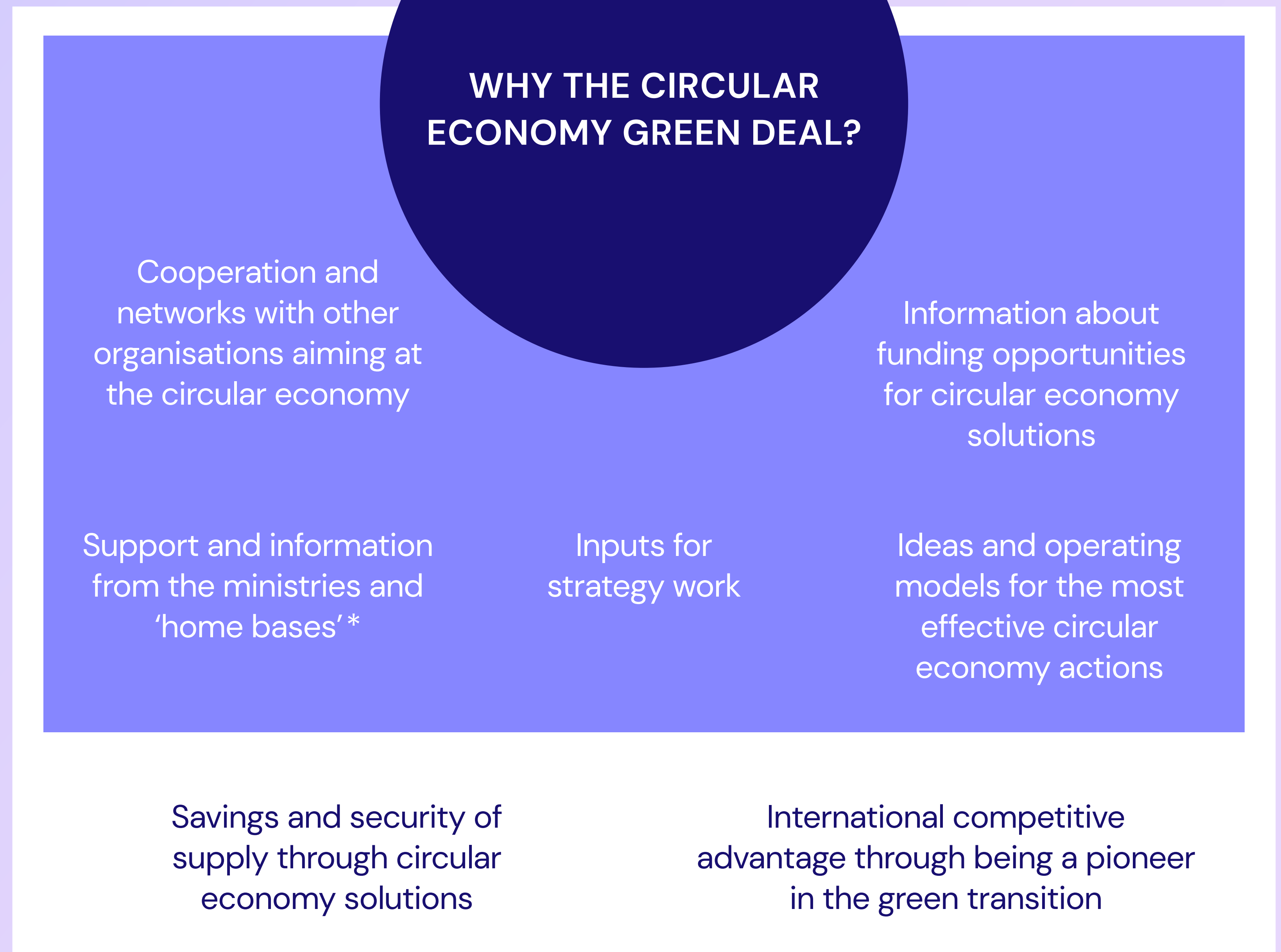
4. The organisation reports on the progress of its activities on the Commitment2050 website every three years. The Circular Economy Green Deal steering group monitors and encourages the implementation of the commitments.





The organisation committed to the Deal contributes to work that is important to Finland as a whole.

\*The implementation of the commitments and cooperation between the organisations is supported by 'home bases'. They support measures taken regarding the transformation themes, provide encouragement and promote cooperation and the finding of funding sources. The ministries finance the home base activities.



*"Circular economy solutions play a key role in finding ways to mitigate biodiversity loss and climate change regardless of the industry. By joining the Circular Economy Green Deal, you can accelerate your activities and the entire construction sector towards more environmentally responsible practices."*

**SKANSKA**

**Laura Eklund**, Sustainability Manager and Innovation Lead  
Skanska

*"The Green Deal process helps clarify the goals and actions for the circular economy in the region. As a result of this process, both the organisation's management and political leadership become committed to the shared circular economy objectives set for the region. The Green Deal promises to provide support for measuring and monitoring the circular economy and to help us allocate our resources correctly. This would enable us, together, to better encourage and support the municipalities and key stakeholders in the region in taking circular economy measures."*



**Anna-Mari Ahonen**, Region Mayor  
Council of Tampere Region

*"The transition to a circular economy requires a strong joint commitment. The Circular Economy Green Deal encourages parties to identify the measures most relevant to the circular economy. Through this, the Deal lays the foundation for strategic renewal and stronger competitiveness based on the circular economy."*

**BUSINESS  
FINLAND**

**Outi Suomi**, Business Finland Mission Lead  
Circular Transition for Zero Waste

*"Companies in the technology industry consider the operating environment in the industry to be moving inevitably towards a world in which responsibility is ultimately a prerequisite for business. Companies in the technology industry can assume an important role by developing and offering solutions that enable the circular economy globally. In addition to the sustainable use of natural resources, and growth in the turnover of companies in the sector, we aim to reduce emissions and to double resource productivity and the circular material use rate. Voluntary measures such as the Circular Economy Green Deal play a key role in developing competitive advantages and navigating changes in the operating environment."*



**Pirita Lindell**, Sustainability Director  
Technology Industries of Finland

# What do we commit to in the Circular Economy Green Deal?

1

## Implementation.

The committed party implements the measures it has chosen. The measures will be included in the organisation's strategy and climate and/or nature work.

2

## Cooperation.

The committed party ensures that each agent in the value chain relevant to the implementation of the Deal is involved.

3

## Monitoring.

The committed party measures and reports on the progress of the actions on the Sitoumus2050.fi platform every three years.

4

## Competence development.

The committed party develops the management of their organisation, the competence of their employees and information management to support the circular economy.

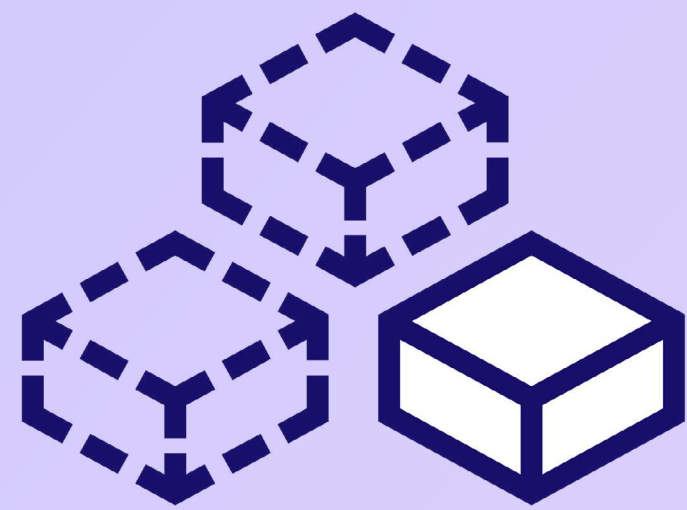
## REQUIRED FOR THE COMMITMENT

- ✓ Actions
- ✓ Goal and interim goal
- ✓ Indicators
- ✓ Responsible parties

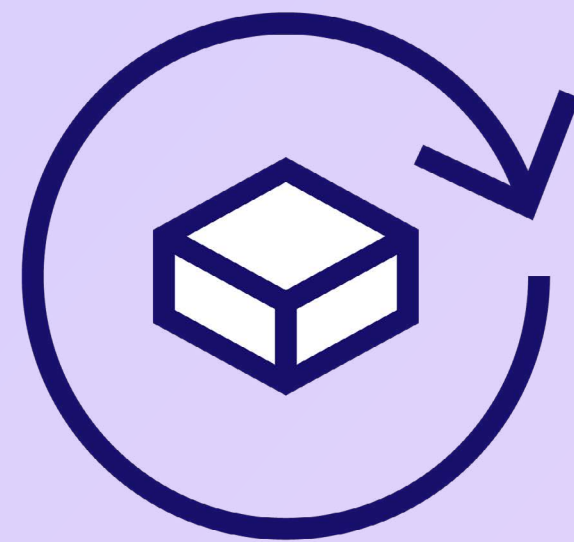


The actions must support the objectives concerning natural resources laid down in the strategic programme for circular economy\*, carbon neutrality and the promotion of a sustainable economy by 2035.

The commitments aim at:



Reducing the use of raw materials



Extending the life cycle of materials and products



Alternatives that place less of a burden on the environment and that strengthen natural capital



Developing new operating and business models in line with the circular economy

\*1) The total consumption of primary raw materials in Finland in 2035 will not exceed what it was in 2015;

2) The productivity of resources will double by 2035 from what it was in 2015;

3) The circular material use rate (CMU) will double by 2035.



[Read more about the Circular Economy Green Deal >](#)

## CONTACT US

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