

The background image shows two women riding yellow bicycles with a 'Fillari' logo on the front basket. They are on a cobblestone path next to a harbor with several sailboats docked. The scene is captured at sunset, with a warm, golden light illuminating the sky and water. The woman on the left is wearing sunglasses and a patterned jacket, while the woman on the right is wearing a dark puffer jacket. The overall atmosphere is serene and active.

BIO AND CIRCULAR FINLAND PROGRAM

‘SAVING THE WORLD WITH BIO AND CIRCULAR SOLUTIONS IS HIGH
VALUE BUSINESS FOR FINLAND’

2019 - 2022

BIO AND CIRCULAR FINLAND

VISION

- Finland is showing the way for solving global challenges and Finnish bio and circular solutions are utilized globally.

PURPOSE

- Develop competitive Finnish bio and circular based solutions and ecosystems which solve grand challenges and have huge potential to known global markets
- Enhance the export growth of Finnish bio and circular solutions and ecosystems.



BIO AND CIRCULAR FINLAND PROGRAM

– FOCUS AREAS

BIOBASED SOLUTIONS

New materials
& products

Replacing fossil raw
materials

Sustainable
biobased solutions

MANUFACTURING IN ACCORDANCE WITH CIRCULAR ECONOMY

Ecodesign, product
life cycle design

Re-manufacturing,
modularity

Sustainable
material choices

Managing
materialflows in
the value chain
& traceability

NEW BUSINESS MODELS

Product as a service
Consumer driven
solutions

Sharing economy

System level
solutions

INDUSTRIAL SYMBIOSIS

Sidematerial cycles
(sivuvirtojen kierrot)

New business and
appreciation of
materials (New
business and
increased value of the
materials)

DIGITAL SOLUTIONS

Sharing
platforms

Circular economy
platforms

THEMES OF THE PROGRAM

PLASTICS

Chemical &
mechanical
recycling

Replacing plastics
with biopased
materials

TEXTILES

New textile
materials

Overall model
for textile cycle

Textile rent
services

PACKAGES

New packaging
materials

Recycling solutions
for packaging

BUILDING SECTOR

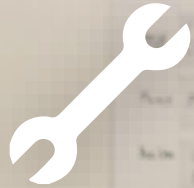
Extended life cycle
(ecodesign,
modularity
modifiability)

Recycling and logistics
of demolition
materials

Wood construction

Sharing premises

CIRCULAR ECONOMY BUSINESS MODELS



PRODUCT
LIFE-EXTENSION



PRODUCT AS
A SERVICE



SHARING
PLATFORMS



RENEWABILITY



RESOURCE
EFFICIENCY
& RECYCLING



Source: Sitra

PROGRAM SERVICES



FUNDING

Funding for development of circular solutions and building and performing joint projects.

+



NETWORKS

Enabling building circular economy networks and ecosystems, which allow co-creation of products of services.

+



IDENTIFY OPPORTUNITIES

Help in identifying and testing b-to-b and b-to-c international market opportunities for circular solutions.

+



DEVELOP & RENEW

Sparring for developing capabilities e.g. utilizing circular economy business models and developing marketing skills.

+



GO GLOBAL

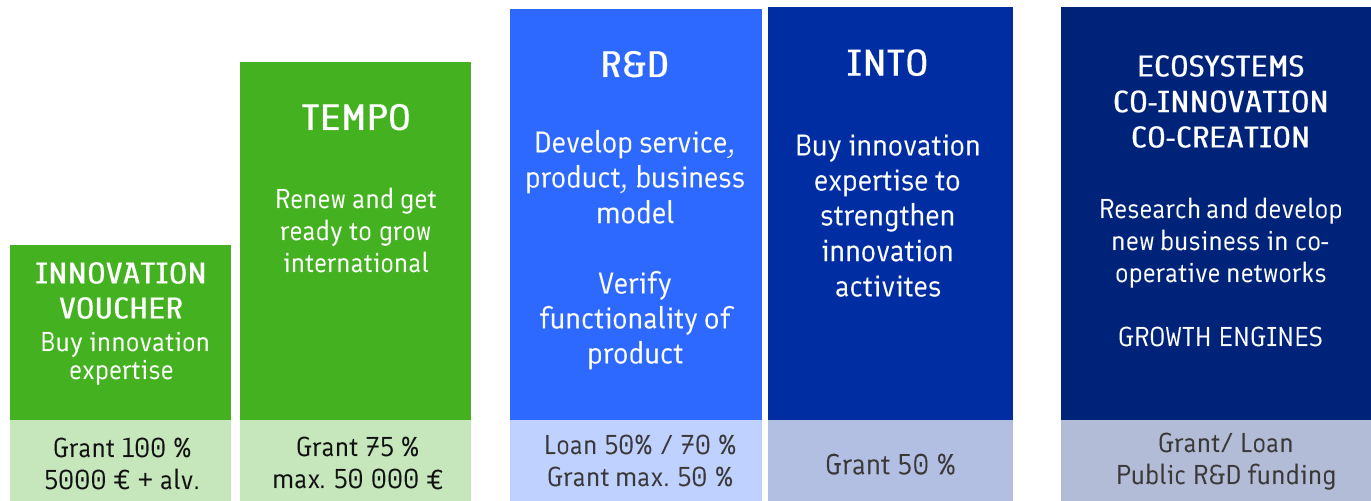
Business Finland global network helps you in entering new markets. Here we offer e.g. funding, export trips, delegations and finding partners.

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SCALE YOUR BUSINESS

FUNDING SERVICES IN BRIEF



RESEARCH, PILOT AND GO GLOBAL

RESEARCH, DEVELOP, RENEW AND GROW

NETWORKS

THE AMOUNT OF FUNDING
DEPENDS ON THE NEEDS
& RESOURCES OF
COMPANY

R&D AND ECOSYSTEM
FUNDING POSSIBLE ALSO
FOR LARGE COMPANIES

A top-down view of a wooden desk with multiple laptops, coffee cups, a teapot, and people's hands using devices. The scene is a collaborative workspace. The text 'CO-CREATION FUNDING' is overlaid in large white letters on the left side of the image.

CO-CREATION FUNDING

FUNDING FOR DEVELOPING A RESEARCH
IDEA AND FOR BUILDING COOPERATIVE
NETWORKS

CO-CREATION FUNDING

FOR WHOM?

For research organisations aiming at a Co-Innovation project to be completed in close co-operation with companies.

FOR WHAT PURPOSE?

- Research organisations and companies jointly develop a research idea. The goal is to create a Co-Innovation project (joint action) among companies and researchers.
- Funding ensures the need for the research goal and the solution and its suitability for business use. It also helps build a network for a possible Co-Innovation project.
- Not necessary for all: Formed consortiums can advance directly to the Co-Innovation funding phase.



A high-angle, warm-toned photograph of a man with dark skin and curly hair, wearing a blue t-shirt and olive green pants, sitting on a light-colored modular sofa. He is leaning forward, looking at a silver laptop on a white circular coffee table. His hands are clasped near his chin. In the background, a black backpack and a smartphone are on the sofa. The floor is made of light wood. The overall atmosphere is focused and professional.

CO-INNOVATION FUNDING

FUNDING FOR R&D PROJECTS BY COMPANIES AND RESEARCH ORGANISATIONS, IN WHICH THEY JOINTLY DEVELOP NEW KNOWLEDGE AND INNOVATIONS FOR NEW BUSINESS NEEDS.

FOR WHOM?

1. For research organisations and companies of all sizes for their joint actions.
2. Prioritises projects and ecosystems that support SME growth and internationalisation.
3. COMPANIES CAN HAVE VARIOUS ROLES: either an own R&D project or participating in another organisation's project as a financier, a subcontractor or in any other way.

FOR WHAT PURPOSE?

1. Research organisations and companies jointly develop new knowledge and innovations for business needs.
2. The fundin accelerates the use of research knowledge, boosts the creation of new Finnish export products and strenghtens network in ecosystems.
3. Funding is meant for actions that have either already finalised the Co-Creation phase or for those that are directly ready to start a joint action.

PROGRAM HAS HAD A QUICK START

1. PROJECTS FUNDED OVER 23 MILLION EUROS

- Check funded projects [here](#)
- Examples:
 - GRIFFIN REFINERIES - [Plastic Waste Refining Ecosystem](#)
 - UPM – [Wood-to-biomedical - platform for building a new Finnish ecosystem](#)
 - CARBO – Carbon neutral milk chain
 - FORTUM - [FORBEST](#)

2. EXPORT ACTIVITIES UNDER PREPARATION 2019

- Mining
- Waste to Value (Europe)
- Wood from Finland (China, India as an option)
- Plastics & Packages





F I N L A N D

BIO AND CIRCULAR FINLAND PARTICIPATES IN WCEF, WORLD CIRCULAR ECONOMY FORUM 2019 FINLAND

HELSINKI, FINLAND ON 3-5TH JUNE
THE WCEF2019 WILL BRING TOGETHER AROUND 2,000 KEY CIRCULAR
ECONOMY THINKERS AND DOERS FROM AROUND THE WORLD

www.sitra.fi/en/projects/world-circular-economy-forum-2019/

INVEST IN FINLAND

- SERVICES FOR FOREIGN COMPANIES

- Data collection & analysis
- Opportunity analysis
- Guidance on entry alternatives
- Networking
- Location management
- Setting up a business
- Our comprehensive services are confidential and complimentary



**BUSINESS
FINLAND**

THANK YOU FOR YOUR INTEREST

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