

# Trading Services for a Circular Economy

Dr. Saara Tamminen, Finnish  
Innovation Fund Sitra

4.3.2021

**SITRA**



BIODIVERSITY  
LOSS



CLIMATE CHANGE



OVERCONSUMPTION  
OF RESOURCES



# 90%

OF BIODIVERSITY LOSS AND WATER  
STRESS ARE CAUSED BY  
RESOURCE EXTRACTION AND  
PROCESSING

IRP Global Resources Outlook 2019

OECD Global Material Resources Outlook to 2060

Ellen MacArthur Foundation, 2019

# 45%

OF CLIMATE EMISSIONS ARE  
ASSOCIATED WITH MAKING  
PRODUCTS

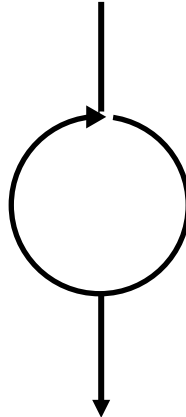
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GLOBAL MATERIAL USE IS  
PROJECTED TO MORE THAN  
DOUBLE FROM 79 GT IN 2011  
TO 167 GT IN 2060.

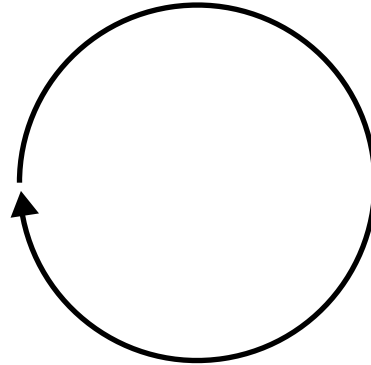
THE LINEAR  
ECONOMY



THE RECYCLING  
ECONOMY



THE CIRCULAR  
ECONOMY

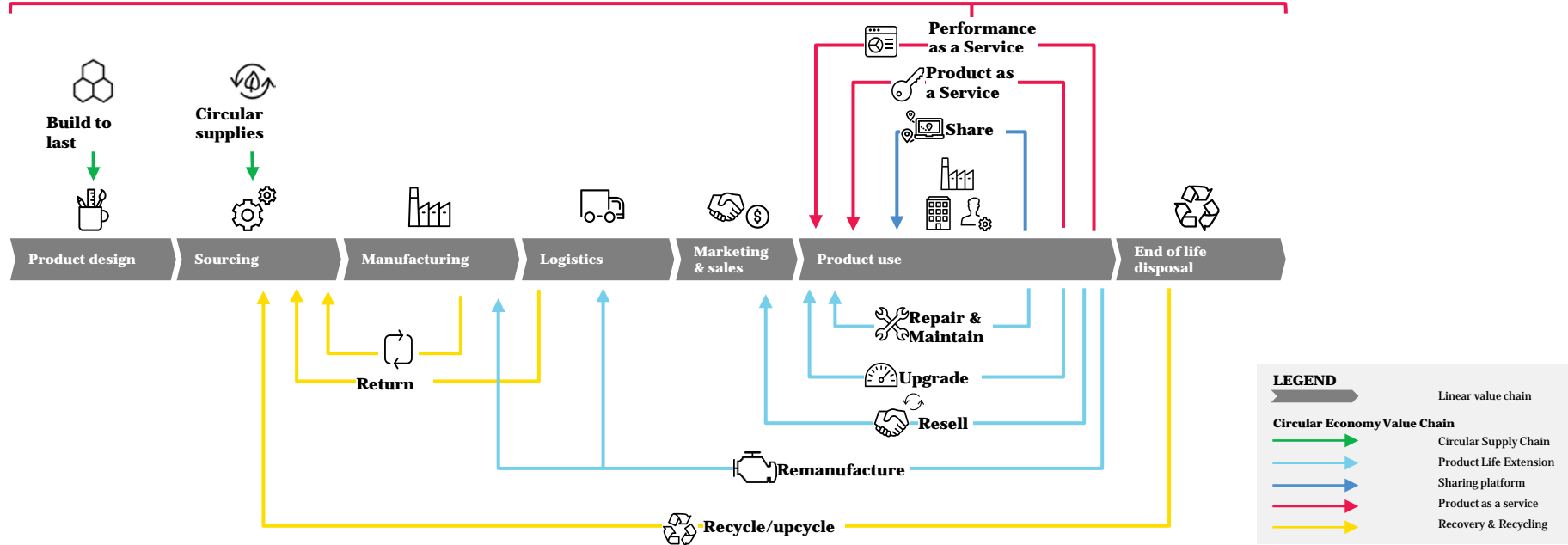


The circular economy is an economic model that aims to **optimise the system as a whole** and tackle the root causes of biodiversity loss, climate change and depletion of natural resources.

Rather than producing more and more goods, in a circular economy **we get more value from what we have, and we keep that value in the economy for as long as possible** through smarter design, digital solutions and a shift from owning products to using services.

# 5 main business models in Circular Economy

As a service models are mostly concerned with the product use phase, but span across the value chain



**Most circular opportunities are in the product use phase, bringing companies closer to their customers.**

## Product as a Service

- Remove the need to own and increase use

## Circular supply chain

- Recycled direct materials
- Sustainable indirect materials

## Sharing platform

- Virtual sharing platform
- Physical sharing platform

## Recovery & Recycling

- Recover
- Downcycle

## Product life extension

- Restore
- Repurpose
- Refresh

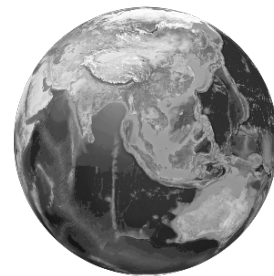
**MaaS Global is a Mobility as a Service pioneer offering mobility without the hassle of car ownership.**



**Spinnova is a material innovation company aiming to replace synthetic textiles and cotton by spinning fibre from wood pulp.**



**Hygglo is a peer-2-peer rental platform for most household equipment and tools.**



**Repack is a company providing a foldable and reusable packaging solution refundable through the mail.**





# Trading Services for a Circular Economy

In achieving a global circular economy transition in an interlinked world – through goods, services and data – trade cooperation is essential.

Global trade has been increasingly characterised by servicification and digitalisation.

The limited existing research on trade and the CE has focused on goods trade, while goods and services trade is increasingly interconnected.

First insights on services and services trade related to circular economy in a study launched by The Finnish MFA, Sitra and IISD.



**RISE TO  
SHINE!**

