

Why & How

Helsinki is going circular



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What is Circular Economy?

- Circular economy is an industrial system that is restorative by design
- Circular economy means that all the material derived from the nature cycles back into use in its entirety. Circular economy aims towards the elimination of waste, and instead, everything is reused
- In 2018 over 100 billion tons of material derived from nature was used in the world, and less than 10% of it circulated back into use, while the rest ended up in landfills, in the nature or was released into the atmosphere as harmful toxins
- In circular economy materials, products, systems, and business models are designed in a way that enables reuse and produces no waste. Circular economy eliminates the use of toxic chemicals, as well

The Most Functional City in the World (2017-2021)

- Helsinki aims to achieve carbon neutrality by 2035
- The city will seek to limit the costs of construction and densify Helsinki's urban structure
- Traffic and transport must function well. Helsinki will seek to highlight ecological values in how it operates.
- Circular economy projects are implemented in Helsinki in collaboration with businesses and residents.
- Helsinki wants to increasingly actively serve as a platform for interesting and successful innovations



Riku Pihlanto / Helsinki Marketing

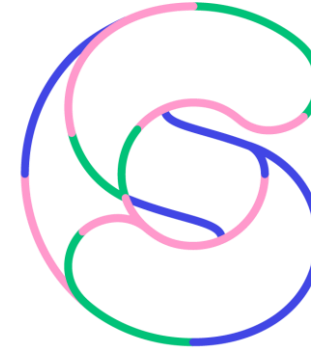
Newly approved action plans

- Carbon Neutral Helsinki 2035 Action Plan, approved 2018
- The City of Helsinki's Roadmap for Circular and Sharing Economy, approved 2020
- Principles and Action plan 2019 for the utilization of excavation material, aggregate and demolition materials in earthworks &
 - Initiates from the development program for land mass coordination (2014–2017)



In cooperation with stakeholders

- Projects, such as CIRCVOL-project, the organizer of today's Amsterdam – Helsinki event, in “6Aika” -strategy, joint effort of 6 biggest cities in Finland,
- Partner of Smart & Clean Foundation
- Member of EIT Climate KIC-led “The Circular Cities project”
- Active member of UUMA projects
- Participant of the European Big Buyers' Initiative
- Regular market dialogues with private sector, including pilot projects, experiments and reverse pitching → harnessing CE business potential




Smart & Clean
HELSINKI METROPOLITAN



6Aika



Climate-KIC is supported by the
EIT, a body of the European Union 



Impact on Helsinki & its residents

- New business and employment arises from the urban symbiosis and active facilitation of the change
 - Utilizing open data provided by the City
 - Better use of resources
 - Facilitation of the cooperation between small enterprises and big corporations, pilots and R&D with local universities
 - Connecting the local energy revolution and circular bioeconomy



Impact on Helsinki & its residents

DEVELOPMENT PROGRAM FOR LAND MASS COORDINATION IN HELSINKI

Savings 2014-2019:

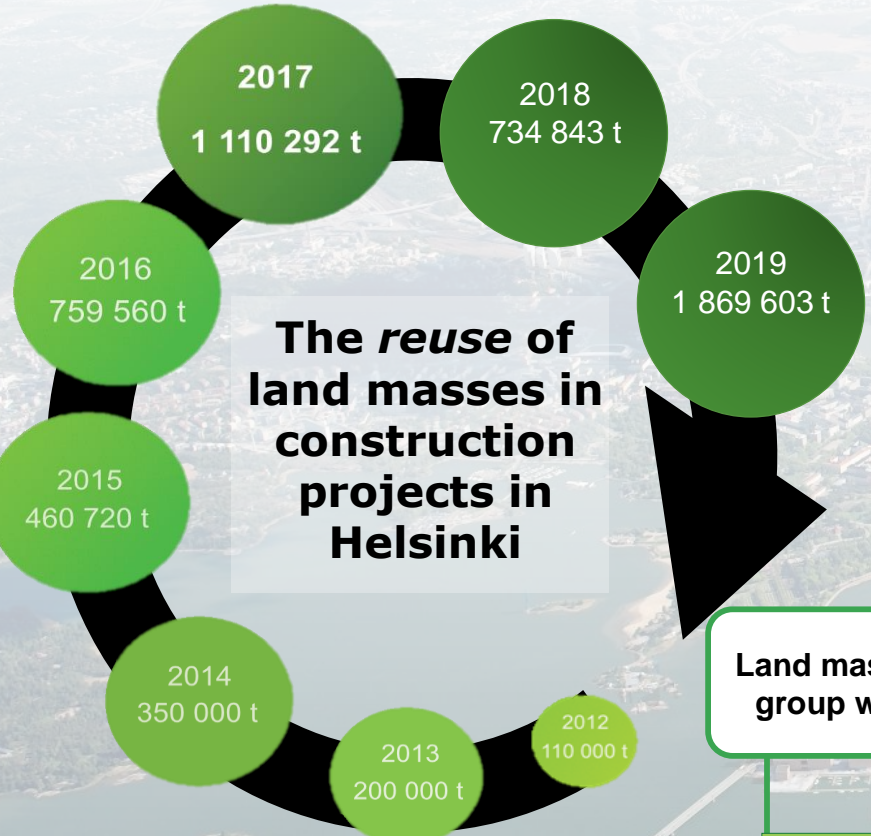
47 milj.

6,9 milj. l

17 100 t



The *reuse* of land masses in construction projects in Helsinki



Land mass coordination group was nominated

Land mass coordinator starts his work

New program

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

2019

Land mass coordination begins

Development program (2014-2017) was launched

In the future

We need to ensure:

- Circular Economy concept and terminology are clear and understandable
- New concepts and operations have time to be implemented on administrative and human level
- Private and public sector cooperation
- Business potential, while not distorting the market
- Sustainable public procurement criteria
- City planning tools take the needs of circular economy operators into account
- How to make good use of the opening opportunities such as European Green Deal and Covid-19 recovery funding
- Active lobbying and cooperation with other cities because municipality cannot impact directly (e.g. waste taxing or management, the competent authority is the Helsinki Region Environmental Services Authority, HSY) due to national legislation



Welcome and enjoy
the spirit of sharing!

Helsinki

Helsinki