

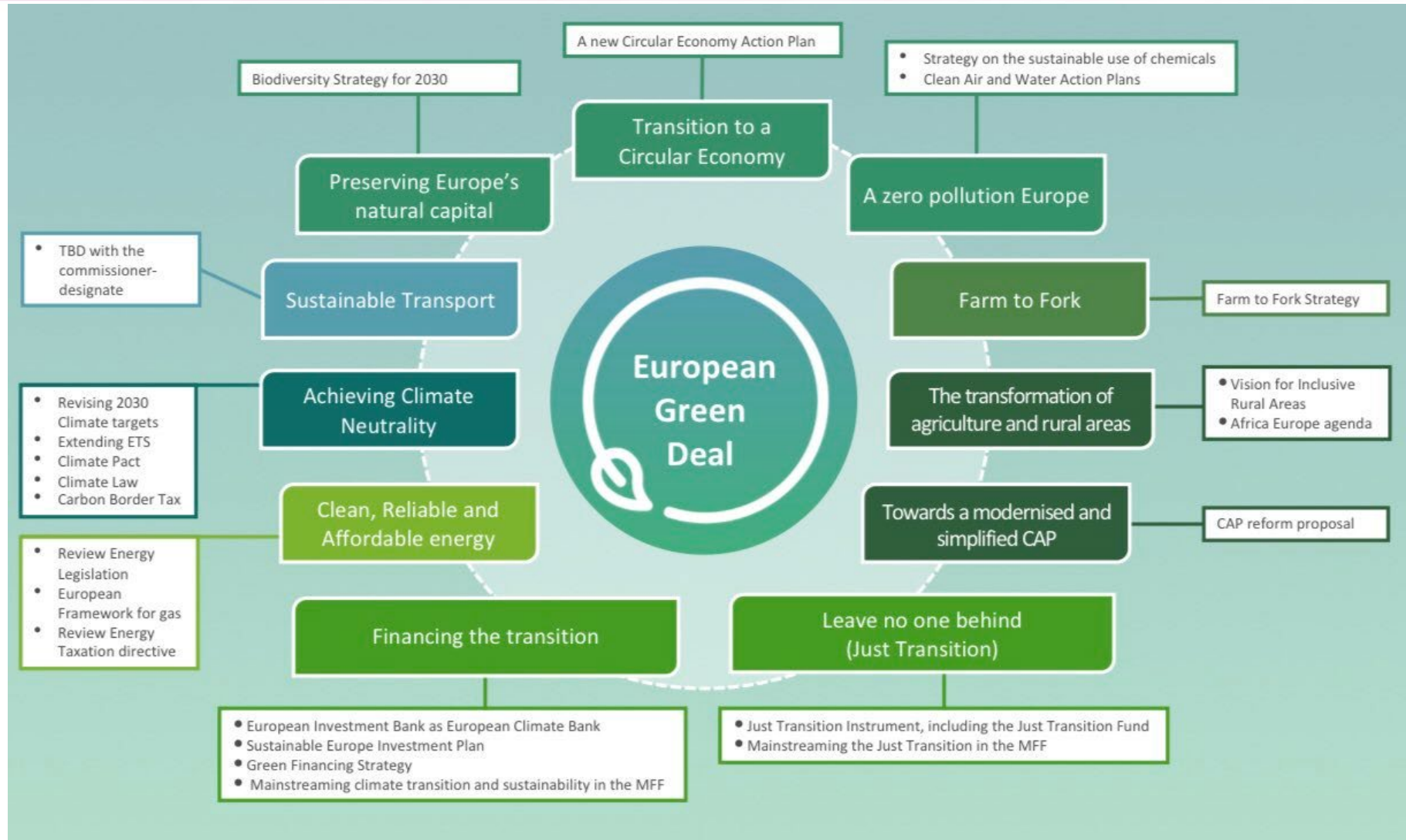
Brainstorming a road map for circular economy

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International Week 22.2.2024

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Transition to a Circular Economy

The change towards a circular economy is not only a wise move for well-being and competitiveness, but also essential for a sustainable future.

The circular economy provides solutions to the biggest challenges we are facing – overconsumption of natural resources, climate change and biodiversity loss.

A circular economy road map is a tool for change: it helps define the required steps and compiles key stakeholders' views on the essential changes and actions required for the circular transformation. It is a document that includes a vision as well as goals and tangible actions that will accelerate transition towards a circular economy.

Benefits of a circular economy road map

- Creates a shared mindset about a path towards a sustainable future
- Offers a way to engage key stakeholders
- Builds a path from plans to action, with clear ownership
- Paves the way for resilience and a more sustainable economy
- Helps achieve the United Nations' Sustainable Development Goals
- Provides a tool for achieving climate targets
- Inspires others to become involved in the transition

The circular economy road map process in a nutshell

1. Groundwork and preconditions
2. Stakeholders and participation
3. The situational picture
- 4. Vision and goals**
5. Focus areas
6. Planning the actions
7. Compile and publish
8. Execution and implementation
9. Evaluation and revision

Create an inspiring vision for the road map as well as set specific and measurable goals

Create a narrative for the desired future. You can use the following kinds of questions to stimulate thought:

- What will the circular economy look like in the future?
- What does the transition from the current linear economy to a circular economy require?
- What do we want to achieve with the circular economy?
- What kind of strategic goals would support the vision?

How to create a national circular economy road map

A guide to making the change happen

<https://www.sitra.fi/en/publications/how-to-create-a-national-circular-economy-road-map/>

The Finnish Innovation Fund Sitra

