

**BUSINESS
FINLAND**

BUSINESS FINLAND

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

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From possibilities to breakthroughs

We create prosperity and well-being for Finland by accelerating the sustainable growth of our customers globally.

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WE PROVIDE FUNDING FOR RESEARCH, DEVELOPMENT AND INNOVATION

Innovations are the most important source of growth, according to research.

WE SUPPORT EXPORTS AND INTERNATIONALIZATION

Finland depends on exports. The internationalization of companies is important for the national economy.

WE CREATE NETWORKS AND ECOSYSTEMS

Networks and ecosystems create cooperation that improves the ability of companies to innovate, grow and succeed in international competition.

WE ATTRACT INVESTMENTS

Foreign investments bring new customers and partnerships and improve the international competitiveness of companies.

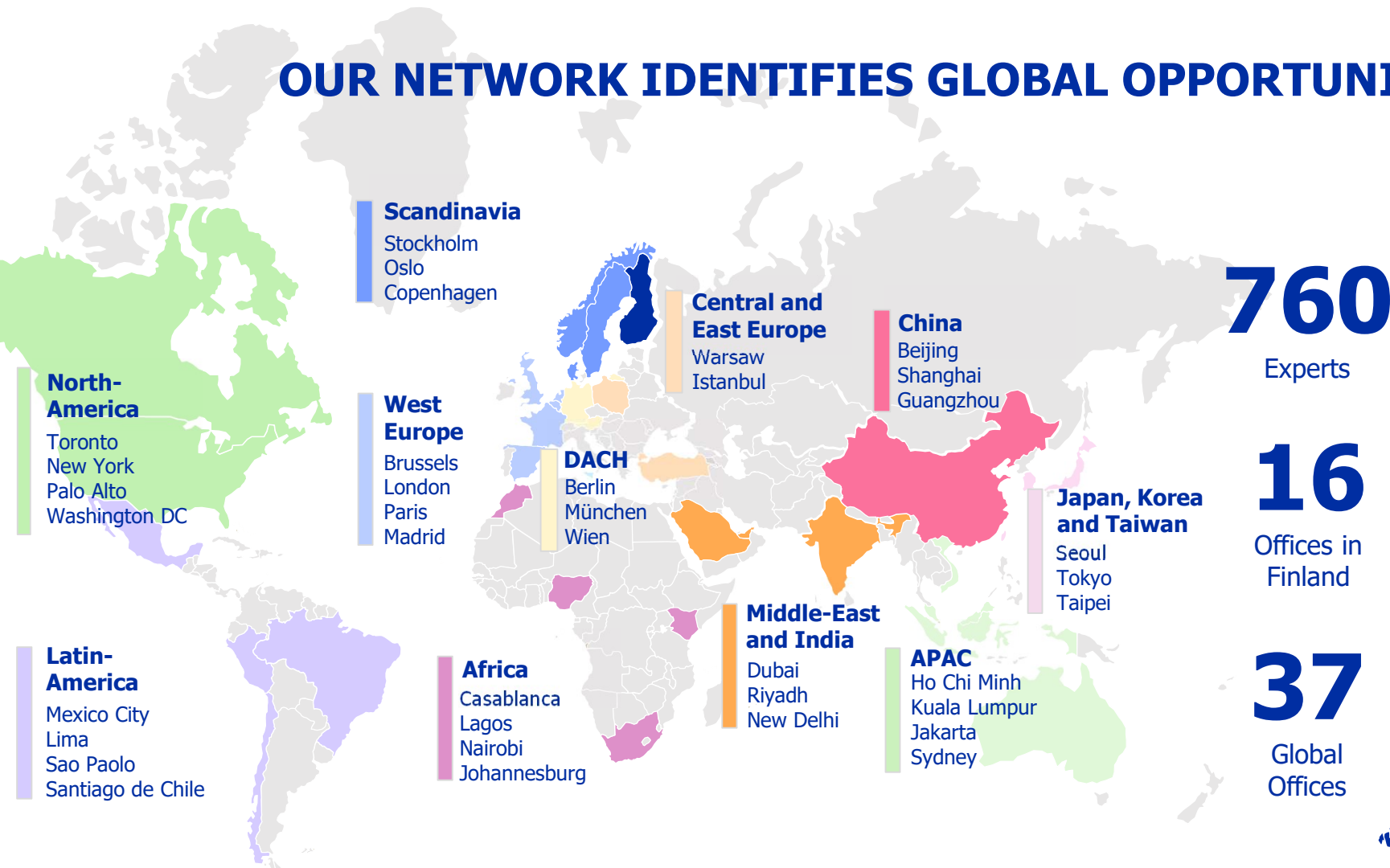
WE PROMOTE TOURISM

Tourism is an important industry for our national economy. A positive country image also benefits other industries.

WE ATTRACT TALENTS

International talents increase the internationalization of companies. Diverse work communities are more innovative and productive than others.

OUR NETWORK IDENTIFIES GLOBAL OPPORTUNITIES



760

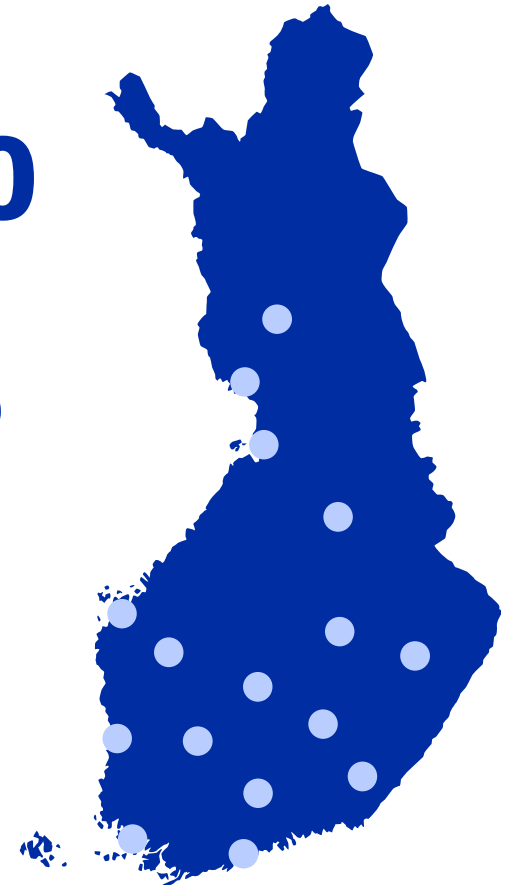
Experts

16

Offices in Finland

37

Global Offices



CIRCULAR ECONOMY IS POSSIBLE THROUGH SYSTEMIC CHANGE



BF thematical focus areas



Digitalization based boost for productivity



Comprehensive health & wellbeing



Carbon neutral & resilient energy system



Zero waste & circular economy



Engaging immersive experiences

GLOBAL MARKET GROWS RAPIDLY

**CAGR* for circular economy market would exceed
13% between 2024 – 2030**
(MarkNtel 2023).

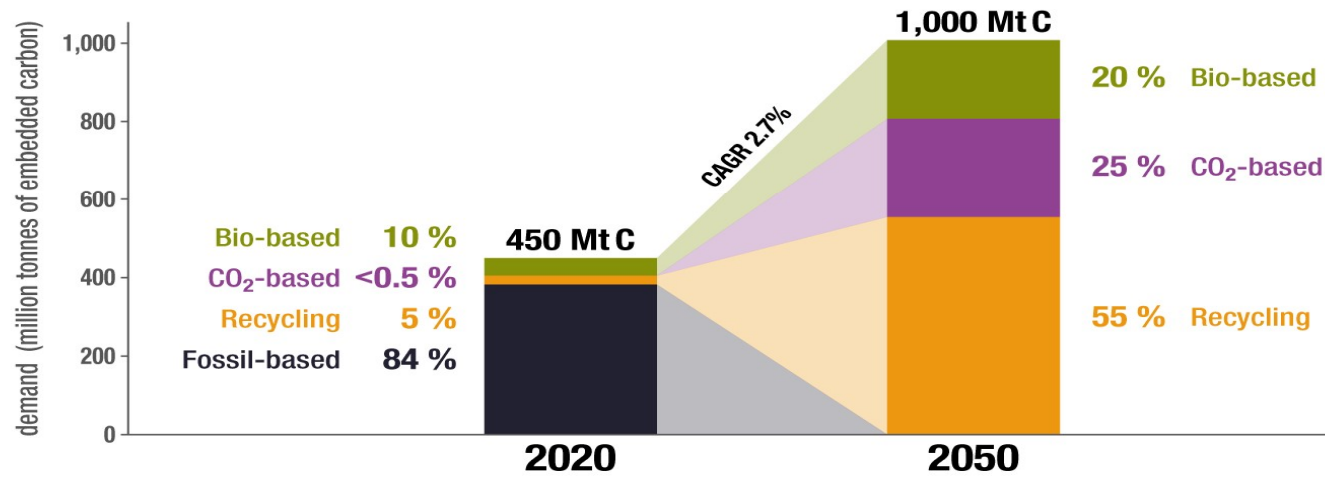
**The global circular economy market is valued at
around USD 553 billion in 2023.**

According to [an estimate by the International Resource Panel](#), the sourcing and processing of natural resources causes approximately half the global greenhouse gas emissions and 90 per cent of biodiversity loss.

**compound annual growth rate*

GLOBAL CARBON DEMAND WILL TRANSFORM RADICALLY

Global Carbon Demand for Chemicals and Derived Materials
in 2020 and Scenario for 2050 (in million tonnes of embedded carbon)





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MISSION: Circular Transition for Zero Waste

**By 2035, Finland will become the global pioneer in
circular transition for zero waste**

Sustainable societies use circular economy to secure natural resources for future generations, reduce waste, and tackle ecological crises through systemic change in production and consumption patterns.

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BUSINESS FINLAND MISSION 2035 CIRCULAR TRANSITION FOR ZERO WASTE

Finland is a **preferred partner** for international actors seeking to leverage circular economy expertise. Finnish circular solutions have been **adopted and scaled globally**



MISSION FOCUS AREAS



High-value bio-based materials & chemicals

Target: Economic value added doubled



Circularity based mining, metals & minerals

Target: Increased supply security



Circularity enabled by data & service business

Target: Circular business models spur sustainable growth

Vertical text: Digital Product Passport

Circular design of products, services and supply chains

Lifecycle optimization, traceability, transparency

Data as a product

FUNDED LEADING COMPANIES (VETURIT)

NESTE

Sustainable and globally scalable solutions to reduce the use of crude oil

ABB

Platforms for the optimal generation and consumption of electricity in a carbon-neutral society

FORTUM & METSÄ GROUP

New fiber-based products for consumer markets to reduce the carbon footprint.

KONE

Mobility solutions for urban environments in line with the principles of sustainable development

NOKIA 5G

Making Finland a pioneer in 5G networks

NOKIA EDGE

Energy efficient edge-computing

WÄRTSILÄ

Zero emission marine

WÄRTSILÄ

Wide & Intelligent Sustainable Energy

SANDVIK

Globally competitive electric and digital solutions for heavy machinery

TIETOEVRY

Trust based digital services

BOREALIS POLYMERS

Sustainable plastic industry

MEYER TURKU

Climate neutral cruise ship and shipyard

VALMET

Circular economy technology

BITTIUM

Seamless and Secure Connectivity

DANFOSS

Fossil free future

KONECRANES

Zero4 material flow

MIRKA

Shaping the Green Transition

PATRIA

Disruptive digital capabilities

ORION

A Digital Boost for the Finnish Pharmaceutical R&D

PICOSUN

Chip zero

VALIO

Food 2.0

KEMPOWER

Heavy Electric Traffic Ecosystem

PONSSE

Unlocking sustainability in off-road and commercial vehicles

FUNDING SERVICES FOR **SMEs AND MIDCAPs** **LOOKING FOR GROWTH AND RENEWAL**

EXPLORE, TEST, GO GLOBAL

RESEARCH, DEVELOP, RENEW, GROW

INNOVATION VOUCHER

Buy innovation expertise
(small companies under
5 years)

MARKET EXPLORER

Acquire knowledge
about a new export
market

R&D

Develop product, service, process or
business model

Pilot and build proof-of-concept
together with customers

EXHIBITION EXPLORER

Participate international
trade fare with a group
of companies

GROUP EXPLORER

Explore international
business opportunities
with a group of
companies

FUNDING SERVICES FOR LARGE COMPANIES, RESEARCH ORGANIZATIONS AND ECOSYSTEMS

CO-RESEARCH

Research and build new expertise together with other research organizations

CO-CREATION

Work together with research organization(s) and companies on a new research idea that could evolve into a joint Co-Innovation or an international joint project

CO-INNOVATION

Carry out research organization and company R&D projects in close co-operation to create synergies.

RESEARCH TO BUSINESS

Develop public research into business idea and commercialize research results.

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THANK YOU

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9Rs FRAMEWORK FOR PRODUCTS

