



# THINK NORDIC COP16

## Less Pressure on Nature with Circular Bioeconomy



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# AGENDA



Event hosted by **Roberto Requejo**, Senior Advisor, **Business Finland**

**7:30 am** Welcome coffee and Breakfast

**8:00 am** Opening remarks by **Ville Pennanen**, Deputy Head of Mission  
**Embassy of Finland in Bogota**

**8:10 am** Keynote by **Outi Haanperä**, Director Sustainability, **Finnish Innovation Fund Sitra**

**8:30 am** Panel moderated by **Ilkka Räsänen**, Senior Advisor, Sitra

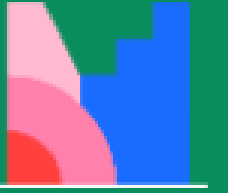
- **Karoliina Niemi**, Forest Director, **Finnish Forest Industries Federation**
- **Christina Niemelä Ström**, Global Head of Sustainability, **IKEA**
- **Justin Perrettsson**, Head of Partnerships and External Engagement, **Novonesis**

**9:00** Questions & Answers with the audience

**9:15** Networking

**9:30** End of event





¿Cuál es la primera palabra que viene a su mente cuando piensa en bioeconomía?

# What's the first word that comes to mind when you think of circular economy?

54 responses



# Circular bioeconomy solutions

Outi Haanperä (PhD Econ)  
Programme Director, Finnish Innovation Fund Sitra



# Five pressures we are putting on nature



## Climate change

**Co<sub>2</sub>, methane emissions**

## Pollution

**Other emissions**

(e.g. nitrogen & phosphorus, microplastics...)

## Ecosystem loss and degradation

**Land and sea use change**

## Depletion of natural resources

**Direct exploitation**

(e.g. fresh water extraction, overfishing)

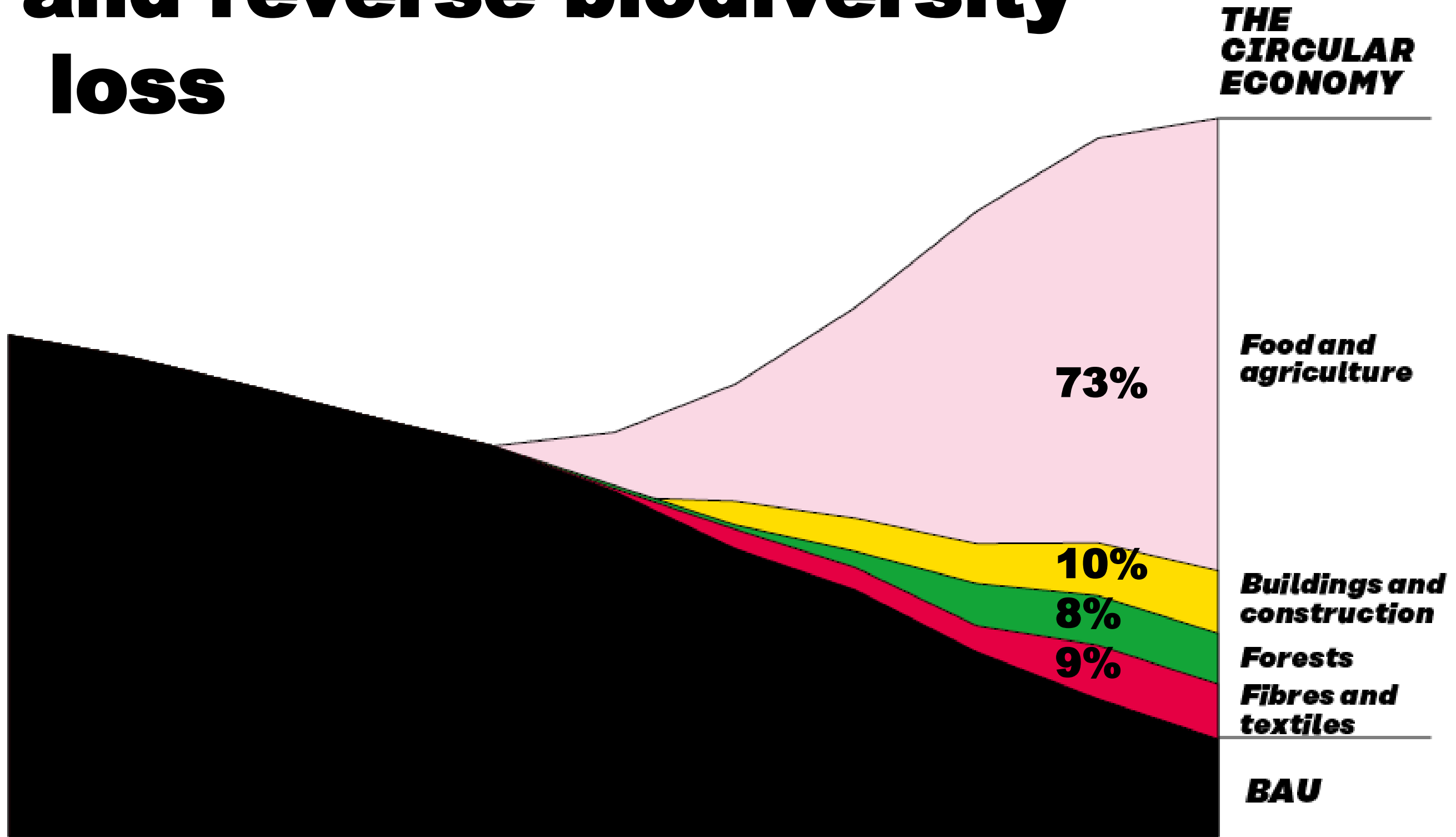
## Invasive alien species

**Spreading of invasive alien species**

Biodiversity  
Intactness  
Index (BII)

# Circular economy can halt and reverse biodiversity loss

0.800  
0.798  
0.796  
0.794  
0.792  
0.790  
0.788  
0.786  
0.784  
0.782  
0.780

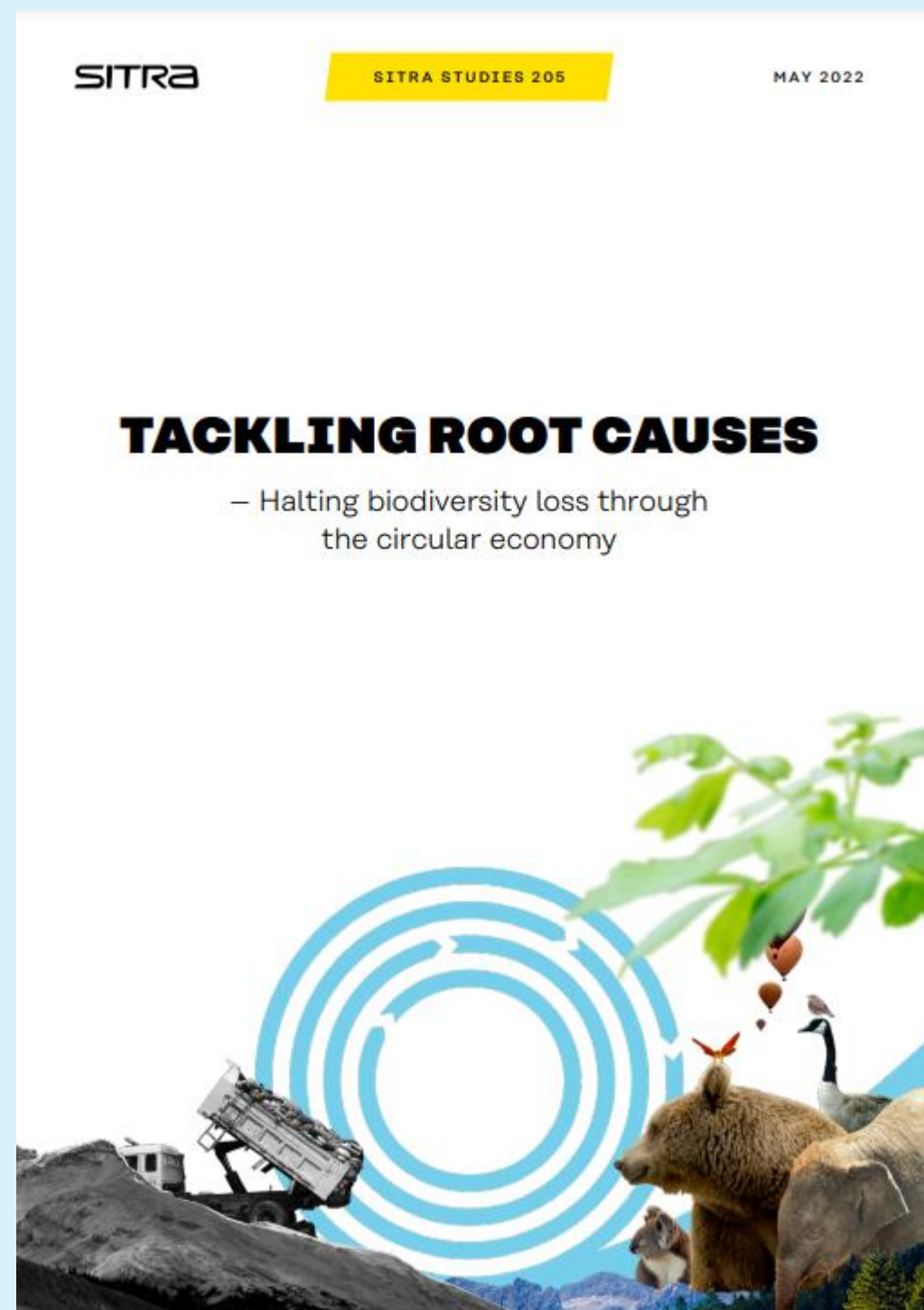


2000 2010 2020 2030 2040 2050 Year

# Circular Economy

## Tackling Root Causes

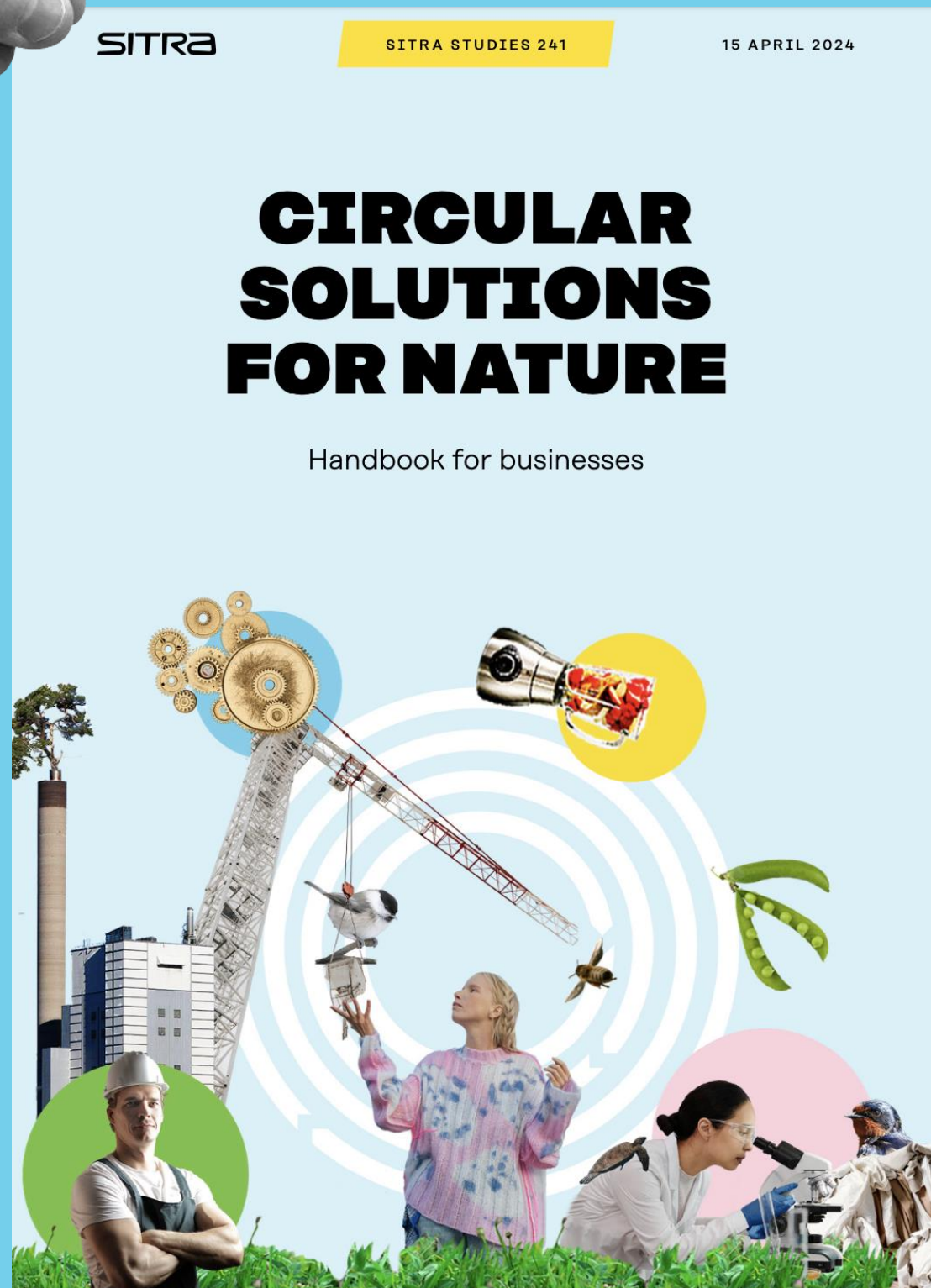
## Key messages



1. The circular economy can halt global biodiversity loss
2. The largest contribution comes from a circular food and agriculture sector
3. Many measures also serve as a powerful force for mitigating climate change and building resilience.



# **Circular business models to help halt and reverse biodiversity loss**



# Circular Solutions for Nature – Handbook for Businesses

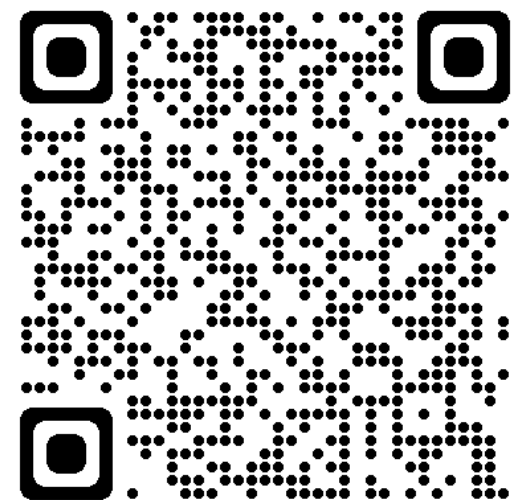
A first-of-its-kind handbook for developing circular business solutions to deliver on nature targets.

Three-step strategy for businesses to identify and mitigate their biodiversity impacts through circular solutions.

For companies that want to explore how circular solutions can help to create more value from existing resources and act on nature.

Download the handbook:

<https://sitra.fi/en/projects/circular-solutions-for-nature/>



# Three-step strategy for developing circular solutions for nature



## **1 Identify critical biodiversity impacts in the value chain**

- Define and prioritize biodiversity impacts in company's value chain to do the right actions in the right place.



## **2 Use circular solutions to reduce biodiversity impacts**

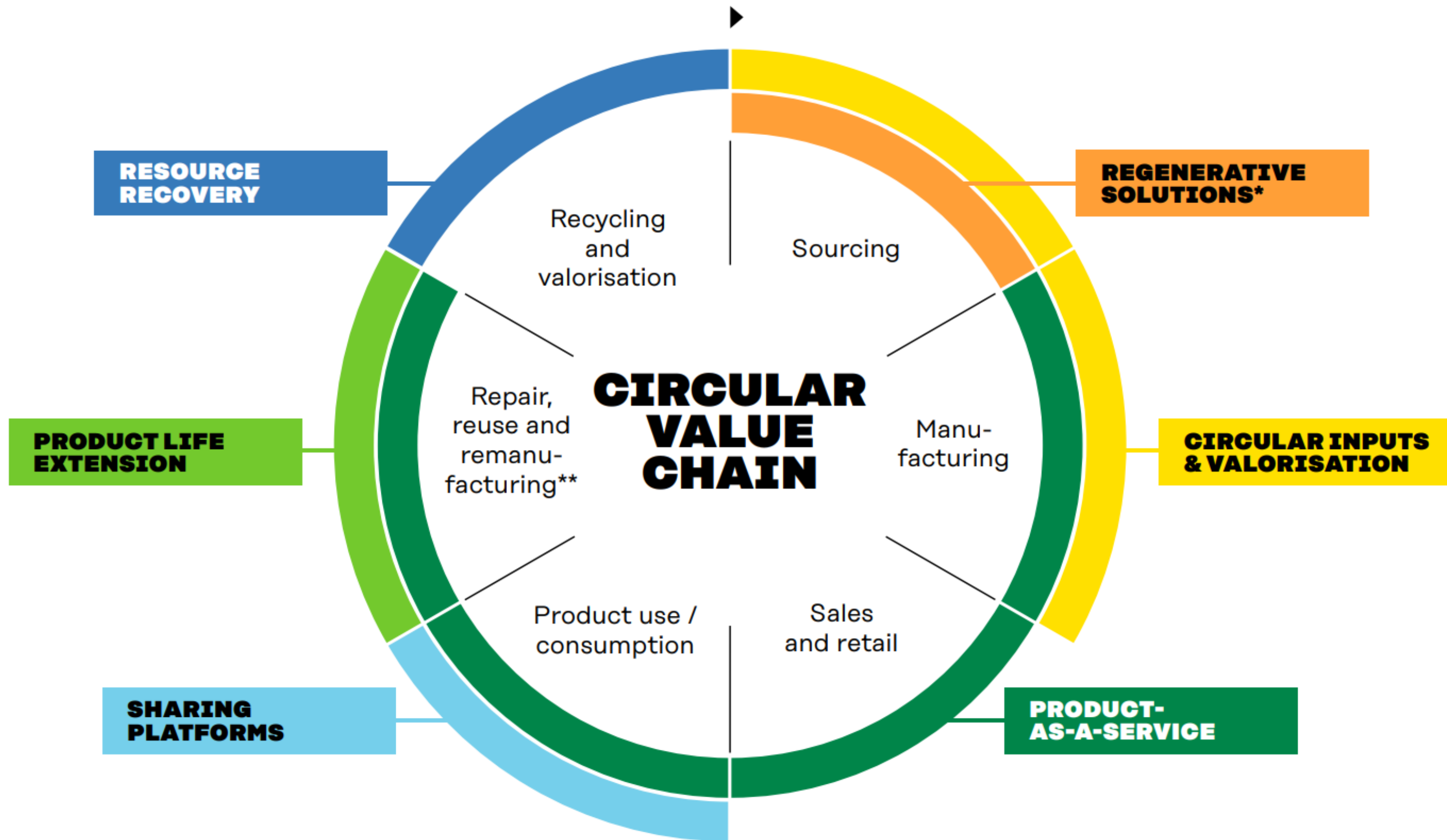
- Understand how to use circular business models to reduce biodiversity impacts. Identify the most effective solutions in four key sectors.



## **3 Design the transformation journey**

- Approach your readiness for the business model transformation. Identify the needed capabilities and overcome typical challenges.

**Figure 3. Circular economy business models and their locations in the value chain**



\* Regenerative solutions apply to biological cycles and processes such as cultivation.

\*\* Repair, reuse and remanufacturing does not apply to all resource flows, such as food, bypassing this step.

# 1

## Circular inputs and valorisation

### What?

- Using renewable, reusable, recyclable and land-efficient materials or undervalued inputs

### Company example

- [Hailia](#) turns fish that was previously largely used for animal feed into high-value products for human consumption

# 2

## Product-life extension

### What?

- Use high-quality materials and components
- Enable maintenance and repair

### Example

- [Bona](#) offers filler to help repair and renovate wooden floors, as well as other products to help extend their lifetimes.

# 3

## Product as a service

### What?

- Providing durable products which can be used by multiple users
- Promoting access rather than ownership

### Company example

- [\*Vuokrapuu\*](#) offers a Christmas tree rental service with the goal of replanting the tree afterwards

# 4

## Sharing platforms

### What?

- Digital platform which enables sharing and renting of goods and resources
  - Similar to product as a service, the platform acts as a broker matching supply and demand between the users

### Company example

- [\*Combi Works\*](#) implements a “factory-as-a-service” approach, which provides businesses with access to manufacturing facilities

# 5

## Resource recovery

### What?

- Reuse of products and raw materials which would otherwise become waste

### Company example

- [IKEA](#) designs many of its wood-based products from particle board, which the company also collects and uses as a feedstock in new particle board

# 6

## Regenerative solutions

### What?

- Driving regenerative outcomes in the bioeconomy
  - To improve soil health, carbon sequestration, nutrient balance and biodiversity to build resilience

### Company example

- [Kering](#) promotes the adoption of regenerative agriculture through a fund with the goal of converting one million hectares of land to regenerative agriculture by 2026

# Three reasons why businesses should use circular solutions to tackle biodiversity loss

## 1. Manage risks and build resilience

- Increase the security of material inputs
- Mitigate transition and systemic risks

## 2. Unlock opportunities

- Extract more value from existing resources
- Expand into new markets
- Climate and pollution co-benefits

## 3. Deliver on nature targets

- Science-based targets for nature AR3T framework (avoid, reduce, restore, regenerate, transform)







# BRAZIL

# 2025

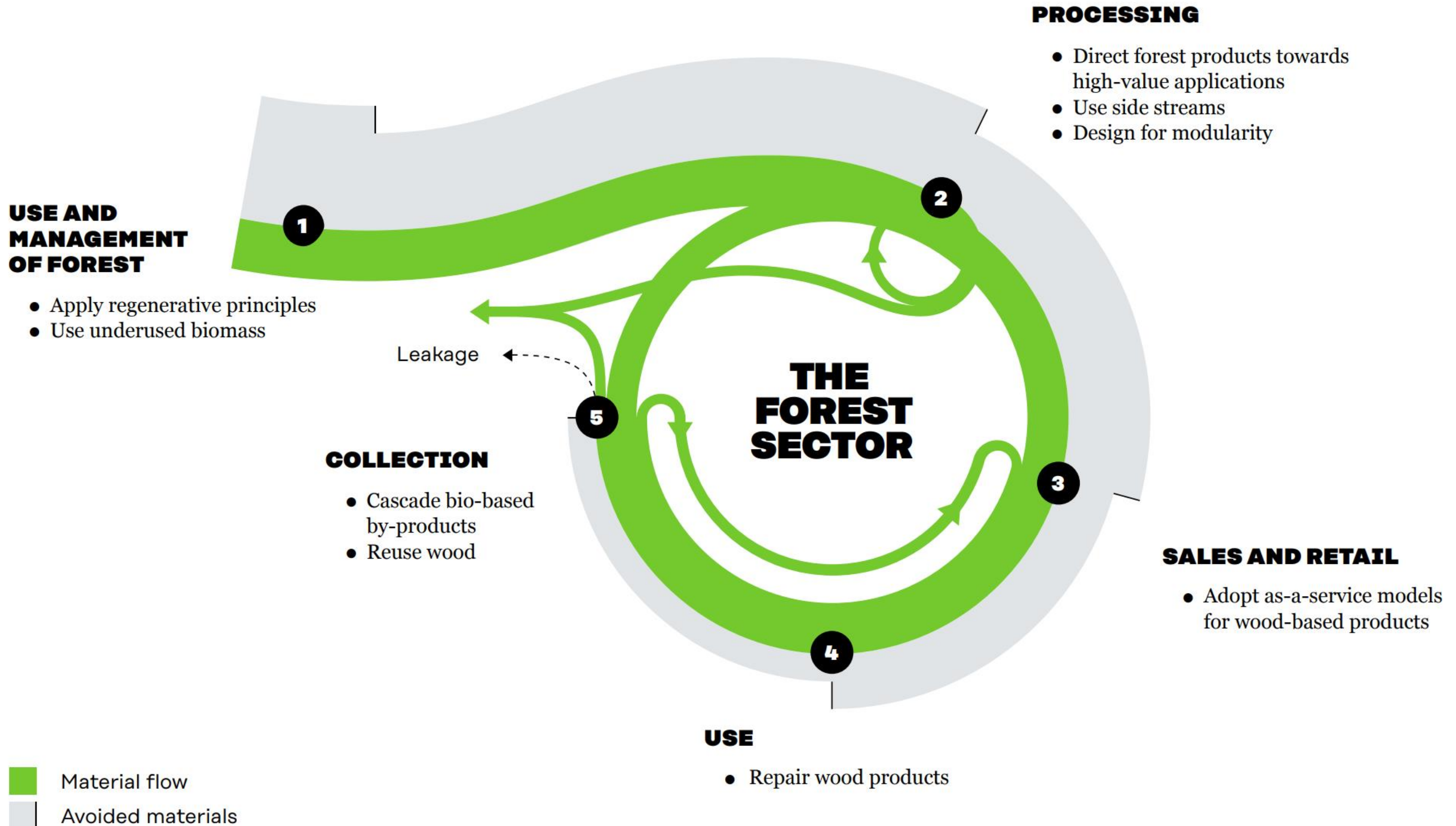
W  
C  
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WORLD  
CIRCULAR  
ECONOMY  
FORUM  
2025



**ACTIONS  
FOR THE  
FUTURE**

**Figure 7. Material flows and avoided use in a circular forest sector**



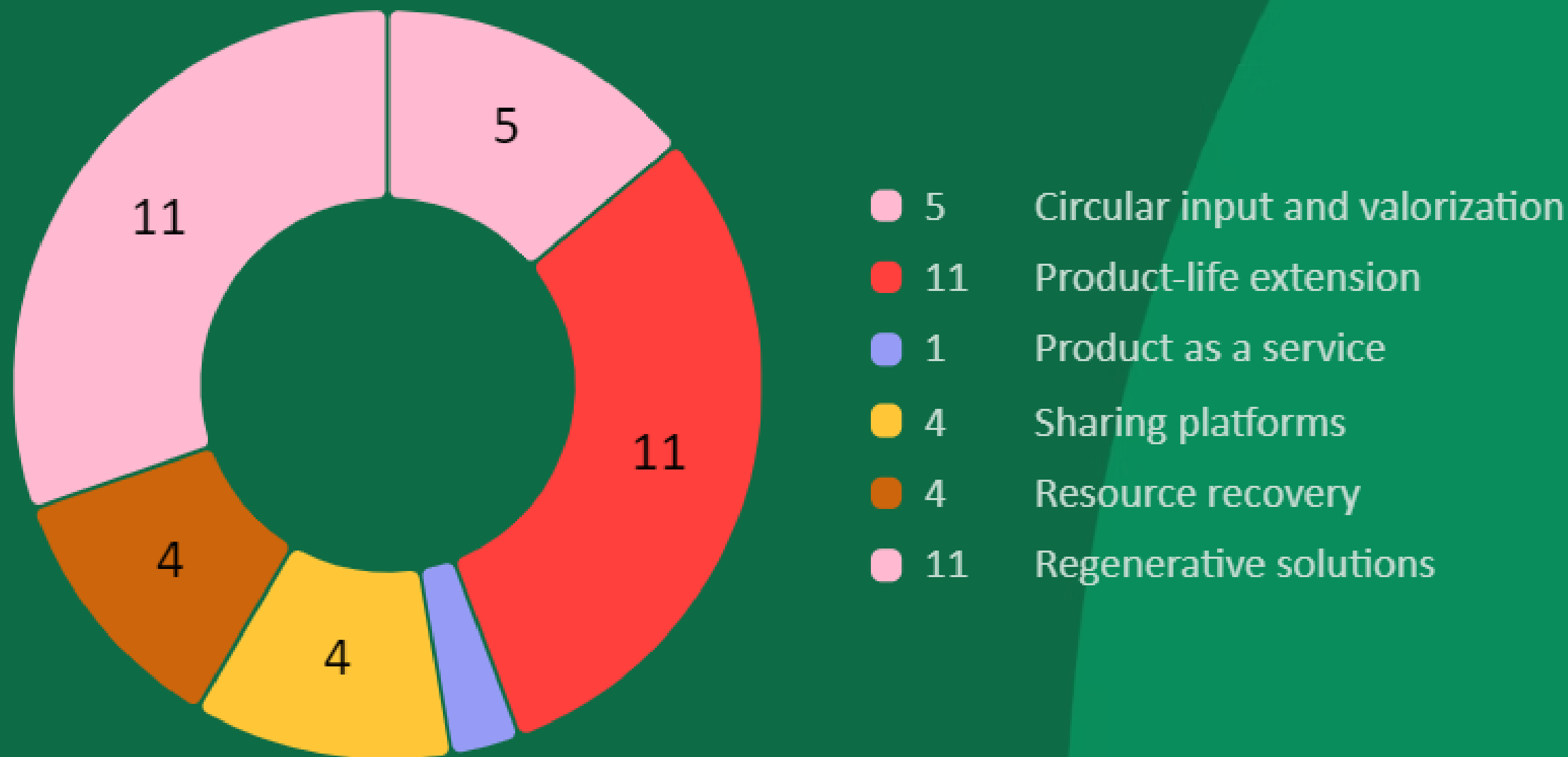
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Or use QR code

¿Cuál modelo de negocio circular podría implementar en el corto plazo?

# Which circular business model could you implement in the short term to halt nature loss?



# Less Pressure on Nature with Circular Bioeconomy



**Ilkka Räsänen**  
Senior Advisor

**SITRA**



**Karoliina Niemi**  
Forest Director

 Finnish Forest Industries



**Christina Niemelä Ström**  
Global Head of Sustainability

**IKEA**



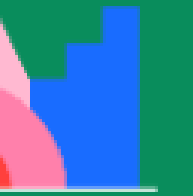
**Justin Perrettsson**  
Head of Partnerships  
and External Engagement

**novonesis**

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¿Cuáles son las barreras en su organización que lo alejan de la circularidad?

# What are the key barriers in your organization to moving towards a circular economy?

43 responses





For more information visit:

[www.nordicscop16.com](http://www.nordicscop16.com)