



EU GREEN DEAL

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#EUGREENWEEK  
30 MAY – 5 JUNE 2022

# The business opportunities in the circular economy – sharing models

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BLACK  
BUSINESS  
COUNCIL



Erkki Laitila, HS/Lehtikuva 1967

# Sitra: a gift to Finland

The Finnish Parliament established Sitra as a gift celebrating the 50th anniversary of Finland's independence.

The public future-oriented organisation was given the mission to build the successful Finland of tomorrow.

The year was 1967.

PROJECT

# Sustainability solutions

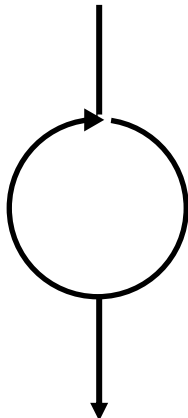
**We strengthen biodiversity and accelerate ecological reconstruction.** In practice, we promote the transition to a society that improves the state of the environment and enables everyone to adapt to the earth's carrying capacity. We drive ambitious climate policy, promote a fair and competitive circular economy and encourage people to take sustainable action.



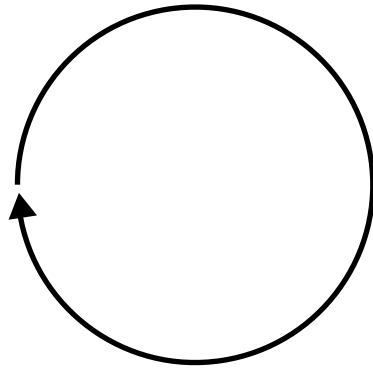
**THE LINEAR  
ECONOMY**



**THE RECYCLING  
ECONOMY**



**THE CIRCULAR  
ECONOMY**



# **SHARING MODELS IN THE CIRCULAR ECONOMY**

**Shifting to a circular economy calls for  
a **fundamental change** in the way we  
produce and use materials and goods.**

**One way to do this is to  
**rethink ownership.****



## **Sharing platforms**

(Digital-based) platforms are used to promote the increased use of goods and resources and the extension of their life cycle, such as by renting, selling, sharing and re-use. Sharing platforms can serve both businesses and individuals.

# OLIO (UK)



## **The world's first neighbour-to-neighbour food sharing application**

OLIO is a digital platform that lets users notify neighbours about extra food or ingredients, empowering communities to come together and prevent unnecessary food waste. By reducing food waste from households, the scalable solution has a positive impact on the environment and social wellbeing.



# DigiYard (South Africa)



## Marketplace for construction material

DigiYard is a digital platform that sells unused construction materials that would otherwise end up at a landfill. The platform aims to reduce construction waste in landfill whilst addressing the need for affordable, high quality building materials for those in need.



## **Product as a service**

The customer pays for certain functions or performance and avoids the risks of ownership. The total costs of ownership remain with the service provider, with revenue being earned by means of, for example, a leasing or rental agreement.

# I-Drop Water (South Africa)

## Clean drinking water as a service

I-Drop Water sells drinking water refill as a service while minimising plastic waste from bottled water. The company has developed a pay-per-liter water pod that sells filtered water refills in grocery stores as a sustainable alternative to bottled water. This solution has not only helped to reduce plastic use but also lowered the cost of clean water for consumers.



# Lindström (Finland)



## Durable textiles for companies

Lindström provides companies with the textiles they need and look after the entire life cycle of the products, from design to reuse. They design and manufacture textiles only for the companies' needs and make them as durable as possible. The approach enables them to reduce overconsumption and save natural resources.

# **ENABLERS OF SHARING MODELS**

# An enabling operating environment is needed

Incentives that guide companies to engage in circular business models, sustainable product design and material consumption.

New funding models for the companies through public and private circular economy funding.

Ensuring circular economy competence in education and among employees.

Increasing customer awareness and change in consumer behavior.



# Policy developments in line with sharing models in the EU.

EU's Circular Economy Action Plan from 2020 is a central part of the EU Green Deal. Many of the CEAP's actions will focus on product design, product-life-extension and reparability.

Regulatory measures are being prepared to increase sustainable products and services across the EU. This incentivizes businesses to develop their business models circular.

E.g. The Right to Repair initiative has the possibility to incentivize longer guarantees, which supports sharing models and more circular products.



**Sustainable products and services are becoming a norm within the EU internal market.**

**Adopting circular economy models will be key to profitable business.**





KIGALI  
RWANDA

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