

# Circular Economy Green Deal

*A policy tool catalysing  
joint commitment towards circularity*



## Challenges in transitioning to a Circular Economy

Despite increasing interest, the transition to a circular economy remains in its **infancy**.

After decades of slow growth, only

**11.5%**

of the EU's material use was circulated in 2022.

Resource extraction could surge by

**60%**

between 2020 and 2060, if there's no urgent and concerted action.

Natural resource consumption of the average Finn is

**100 tons per year,**

more than anywhere else in Europe.

Additionally, building consensus on limiting natural resource use has been **challenging**.

Transitioning to a circular economy requires:

- deeper cross-sectoral **cooperation**,
- policy **coherence**,
- implementation of **innovations**, and
- long-term commitment to **action**.

# The Circular Economy Green Deal

To succeed, it requires coordinated action towards shared goals. That's what the **Circular Economy Green Deal** aims to catalyse.

The Circular Economy Green Deal is a **voluntary agreement** where participating organisations commit to reducing **natural resource use** by setting **clear goals** and taking **actions** to promote a low-carbon circular economy.

## 4 building blocks of the Circular Economy Green Deal

Research institutes provide analysis and knowledge of natural resource consumption.



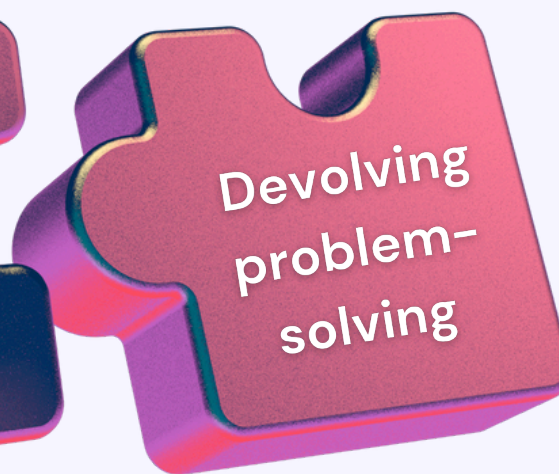
Key actors are involved in setting targets and recognising measures.



Mechanisms for learning and cooperation help shape impactful policies and measures.



Actors have the autonomy to pursue the shared goals as they see fit within a joint framework.



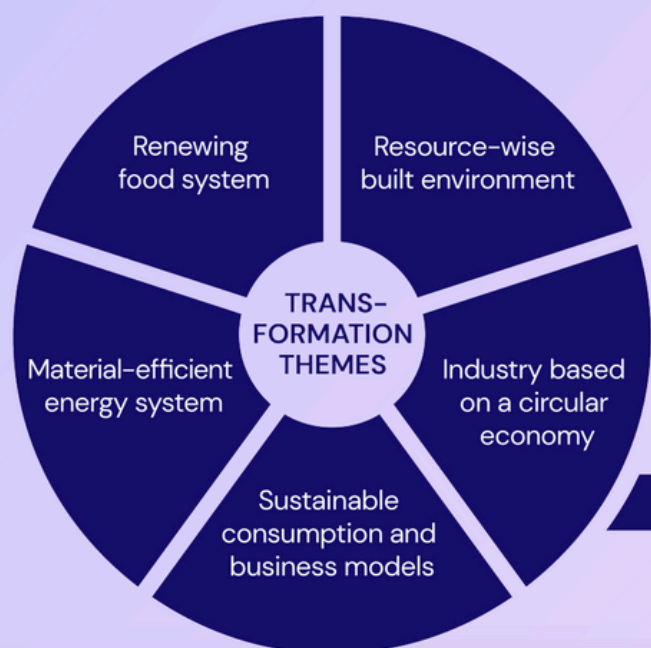
# How to commit to the Circular Economy Green Deal?

The Circular Economy Green Deal helps organisations:

- **Identify** the most impactful and relevant **circular measures** for their own organisation.
- **Specify** and **apply** the measures and targets to their own operation and practices.
- **Receive support**, information, and coaching from ministries and home bases in the process.

## This is how the Circular Economy Green Deal is created.

The circular economy transition occurs in five transformation themes, which are divided into subsections. Each organisation committed to the Deal selects actions from at least two of the subsections.



1. The organisation selects actions from at least two subsections

2. The organisation specifies the measure from the perspective of its own operations and baseline level.

3. The evaluation group will submit its recommendations on approving or correcting the commitment to the Ministry. The highest decision-making body in the organisation accepts the commitment.

4. The organisation reports on the progress of its activities on the Commitment2050 website every three years. The Circular Economy Green Deal steering group monitors and encourages the implementation of the commitments.

This roadmap shows how organisations create their own commitments to the Circular Economy Green Deal.

Source: <https://ym.fi/en/circular-economy-green-deal>.

## Why commit to the Circular Economy Green Deal?

**“The organisation committed to the Deal contributes to work that is important to Finland as a whole.”**

The Circular Economy Green Deal:

- **Generates** legitimacy and shared understanding of the need for a circular economy and its bottlenecks.
- **Builds** consensus on required actions and necessary collaboration networks.
- **Identifies** key policy measures, business changes, and societal practices needed across sectors to drive this circular transition.
- **Enables** cross-sectoral peer learning between actors and sectors, which is vital for accelerating a circular economy.
- **Reverses** the increasing trend of natural resource use, strengthening momentum for circular actions and societal change.
- **Creates** new business opportunities and economic competitiveness.
- **Supports** Finland's goals for natural resources outlined in the national strategic programme for a Circular Economy by 2035 (including regulating total primary raw material consumption, doubling resource productivity, and doubling the circular material use rate).

Currently, the Finnish economy is unsustainable in its material intensity. To achieve carbon neutrality and a sustainable economy by 2035, ambitious cross-sector collaboration, new policy implementation, and additional steering mechanisms are essential.

The Circular Economy Green Deal is intended especially for companies, business and industry associations, municipalities and regions.

**Read more** about the Circular Economy Green Deal [here](#), and join with **your commitment** [here](#).

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and Employment of Finland