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# **Ownership is changing (and it's amazing)**

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**How do we guarantee  
a fair sustainable future for  
everyone  
if the only thing we know for  
sure is that everything will  
change?**





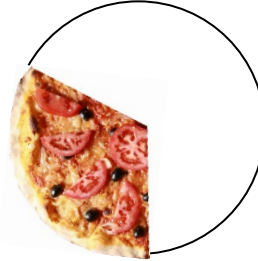
**On average, materials in Europe are used only once.**



**Cars are standing still 92-98% of the time.**



**Offices are empty 60% of the time.**

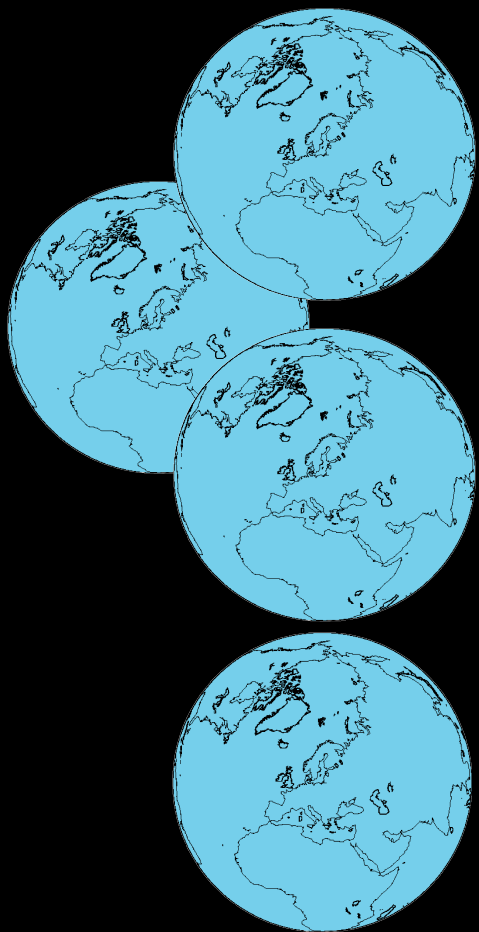


**One third of food ends up in the trash bin.**

**Around 80% of the nitrogen and between 25 and 75% of the phosphorus in food is wasted.**

I wouldn't mind it.





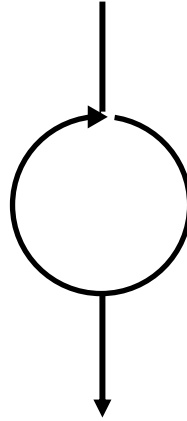
# **WHY SHOULD WE ALL CARE ABOUT CIRCULAR ECONOMY?**

A: The system error needs to be corrected.

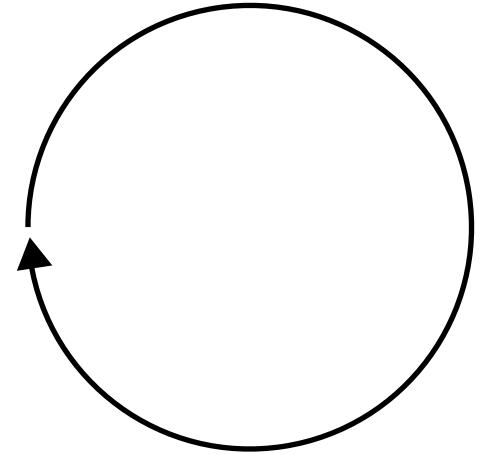
# THE LINEAR ECONOMY



# THE RECYCLING ECONOMY



# THE CIRCULAR ECONOMY



# Estimations about the business potential of the Circular Economy

**+4,5** trillion dollars

Additional global economic output by 2030<sup>1</sup>

**+25** trillion dollars

Additional global economic output by 2050<sup>1</sup>

**1,8** billion euros

Net benefit for Europe by 2030<sup>3</sup>

**600** billion euros

Savings for EU businesses<sup>4</sup>

**2-3** miljardia euroa

Yearly business potential in Finland by 2030 in six sectors<sup>2</sup>



Lähteet:

<sup>1</sup> Lacy & Rutqvist, 2015. Waste to Wealth. Accenture Strategy.

<sup>2</sup> Sitra & McKinsey, 2015. The opportunities of a circular economy for Finland.

<sup>3</sup> Sitra & Gaia Consulting, 2015. The economic value and opportunities of nutrient cycling for Finland.

<sup>4</sup> Ellen MacArthur Foundation, 2015. Growth within: a circular economy vision for a competitive Europe.

<sup>5</sup> European Commission, 2015. Circular economy package.



# **WHY SHOULD WE CARE ABOUT OWNERSHIP?**

A: The world is full of inefficiencies, loss and waste. But also excellent ways to do better.

# WHAT IS CHANGING?

## *Clients*

**Buying a new more sustainable option.**

**Owning a lot of things for a long time.**

## *Companies*

**Selling more sustainable products.**

**Raw material from virgin resources.**

## *Clients*

**Not buying new products but using, renting or repairing old.**

**Having a lot more options to choose from but just for the necessary time period.**

## *Companies*

**Selling performance period of long-lasting products for clients needs, repairing and refurbishing for the next client.**

**Product take-backs and utilizing as the basis for the next product.**

# ***WHY SHOULD COMPANIES BE INTERESTED?***

Climate change and overuse of natural resources **drives regulators and investors** towards sustainability.

**Better customer values** can be delivered through offering outcomes instead of selling products.

Both B2B and B2C customers are asking for **more sustainable solutions.**

By acting now there's a possibility **to be a forerunner and seek new growth** from producer ownership business models.



# What if you could buy **the performance you need** instead of the product?

**As-a-service** models for product or performance by renting, leasing or product and maintenance service and material deals.

# What about **sharing your own** instead of wasting it?

## **Sharing economy and digital solutions**

provide a platform to promote the increased use of goods and resources and the extension of their life-cycle, such as by renting, selling, reselling, sharing and re-use.

# What if you could have **functioning products** instead of having to buy new ones?

**Function guarantees** support designing long-lasting and repairable products with long-term customer relations.

# What if you could **return the stuff no-longer in use** instead of **wasting storage space?**

**Material takeback and deposit** ensure that the product will return back from the customer and the company can utilize it as remanufactured, repaired or as top-notch raw material in their production.

**What if it could be easier and  
better to buy as-a-service  
instead of going to the store?**

**Support businesses** work in the ecosystem providing internal and external services enabling a **smooth operating environment** and top-notch products by providing logistics, handling and **product-life extension** by maintaining and refurbishing.



# PRODUCER OWNERSHIP - stay tuned!

Term **producer ownership** refers to business models where producer starts acting as owner of their product.  
Responsibility for life-cycle performance.

**In the future you have right to  
own nothing.**

**How can you support this  
today?**

# RISE TO SHINE!

You have the right to own nothing.

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