

Sustainable BSR 2030

Inspiration for the challenges – the best is yet to come!

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A gift to Finland

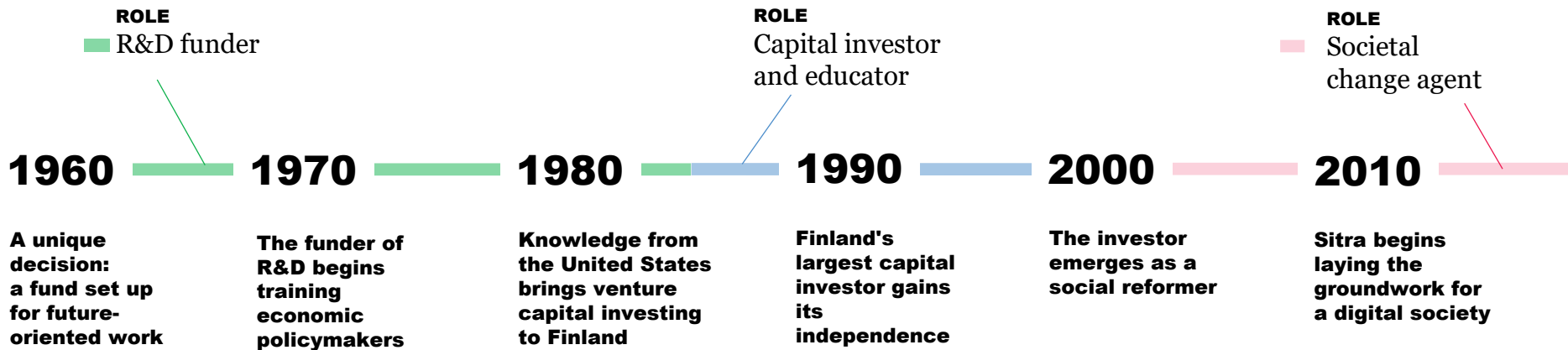
The Finnish Parliament established Sitra as a gift celebrating the 50th anniversary of Finland's independence.

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

The year was 1967.

SITRA

From R&D funder to societal change agent



Five important things

1. A gift from Parliament to the 50-year-old Finland. Still under the direct control of the Finnish Parliament.
2. An independent future house: a futurologist, visionary, developer, experimentalist, financier, partner, trainer, and networker.
3. The aim is the successful Finland of tomorrow, the vision is the next era of well-being – a fair and sustainable future.
4. Funded by returns on endowment capital and capital investments.
5. The vision is implemented by three themes and hundreds of projects.

+ the most important of all

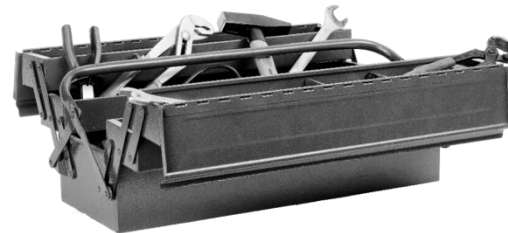
Building our future *together*.



Our toolbox

a.k.a. impact-generating mechanisms for ideas and action

1. **“Sense making”**: production and processing of new information, identification and anticipation of development trends and challenges.
2. **Starting a societal debate and spreading awareness** (including training).
3. **Forging encounters, uniting people** (involving operators, facilitating interaction and “active promotion work”).
4. **Practical trials and pilots** for rapid identification and testing of new operating models.
5. **Spreading and establishing new operating models.**
6. **Building a political and administrative foundation for change** (influencing decision-making).



Sitra by the figures

Investments

by the Finnish State

1967: 16.8 M€

1972: 16.8 M€

1981: 16.8 M€

1992: 16.8 M€

84.1 M€

Annual budget

30-40

million euros

159

employees

in 31 Dec. 2017

Market value
of endowment capital

840

million euros

in 31 Dec. 2017

Average return

in 2017 **7.7%**

66 % women

34 % men

89 % higher education

11 % other education

Founded
in **1967**

Working for
the future

over **50**
years

GLOBAL MEGATRENDS

1. Sustainability crisis NOW!
2. Global interdependency and growing tensions
3. Technology will change everything



ISSUES FACING THE NORDIC COUNTRIES

4. The riddle of work and income
5. Representative democracy fatigued
6. The economy at a crossroads

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

A VISION IS THE ANSWER TO MEGATRENDS

Towards the next era of well-being.



THE NEXT ERA OF WELL-BEING AS A VISION – A FAIR AND SUSTAINABLE FUTURE

Behind the vision are Nordic values and ideals, including equality, fairness, democracy and autonomy.

Its guiding principles are adapting to the planetary boundaries, the full harnessing of technology to drive progress, and active international co-operation.

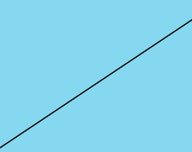
The emphases of social policy include a transition towards a fair and competitive circular economy, significant investments in top-level expertise and lifelong learning, and progressive government.

**A VISION CONSISTS OF CHOICES.
A STRATEGY MEANS MAKING MORE CHOICES.**

Sitra 2018.

One is enough.

Everyone's actions
matter.





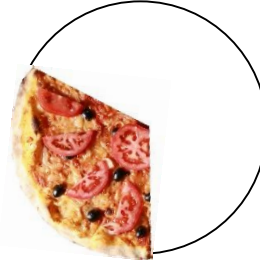
On average, materials in Europe are used only once.



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



Offices are empty 60% of the time.



One third of food ends up in the rubbish bin.

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

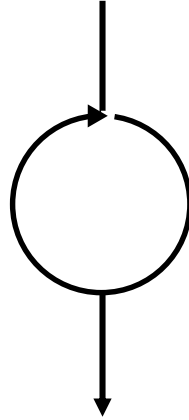
I wouldn't mind it.



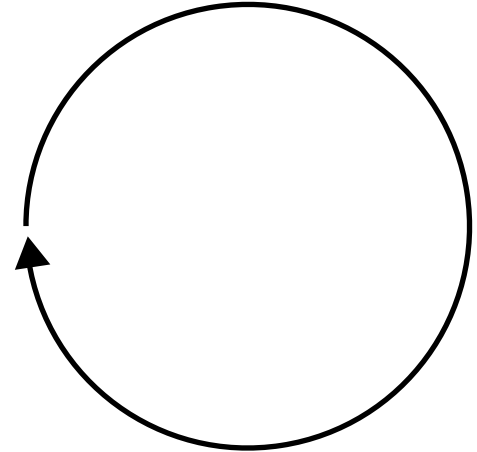
THE LINEAR ECONOMY



THE RECYCLING ECONOMY



THE CIRCULAR ECONOMY



SITRA

Yeah!

Municipal decision-makers choose to support the circular economy and low-carbon transport.

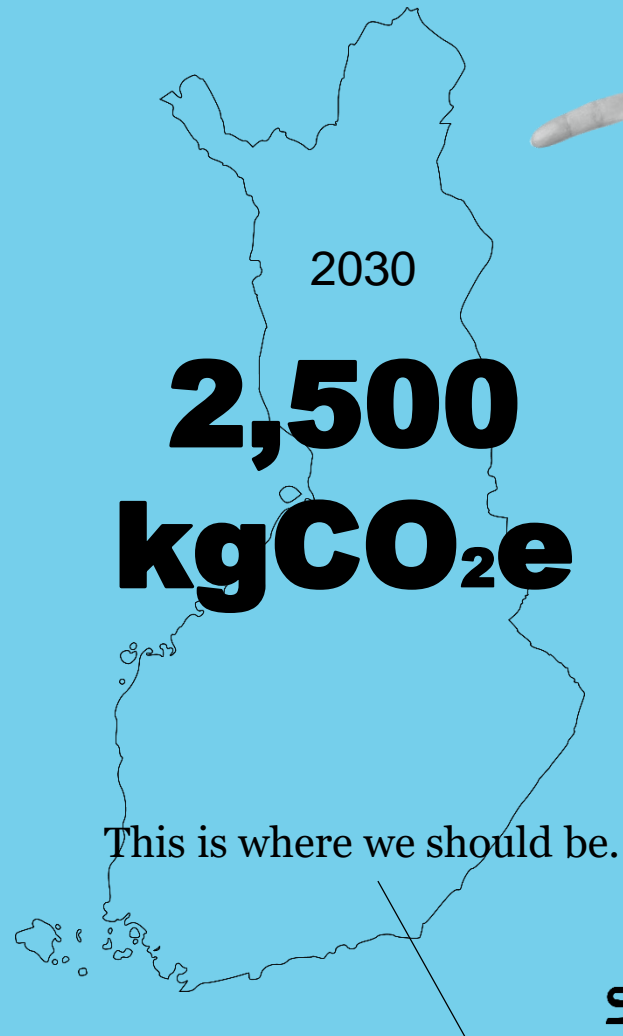
Urban planners design cities for cyclists.



Repairers maintain and fix bicycles.


Manufacturers build bicycles from sustainable, recycled and recyclable materials.

Inhabitants choose city bikes.



The freedom for everyone to not own things.

A fair future leaves no one
behind.





Over **70,000** children and young people are learning about the circular economy this school year.

**WHAT IF ALL THE KIDS IN BSR LEARN ABOUT
CIRCULAR ECONOMY?**

Environmental awareness of Finns slow to move from words to action

74%

consider it important to act in a way that helps to conserve the environment even if it is just to set an example.

24%

often borrow or rent the commodities/goods they need instead of buying them.

Consumption doesn't end. It changes.



TREND

We move from owning towards using, sharing and renting.

MOTIVATION

We are not necessarily motivated by environmental matters, but by ease, wellness, novelty, aesthetics, social contacts and savings – or even envy.

DIRECTION

Change must offer better options and be a part of our everyday life.

SUPPLY

One size does not fit all. Personalised solutions and customer experiences are needed.



Nobody can do everything. But everyone can do something.

**RISE TO
SHINE!**



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