

## A broad commitment to finding solutions

**The Plastics Roadmap** was prepared with a great enthusiasm by a broad-based working group made up of representatives from ministries, research institutes, civil society organisations and business life. The working group was supported by a secretariat of experts, while the open web ideas received input from citizens.

The Ministry of the Environment is organising the **follow-up and networking**, and is also encouraging co-operation.

The implementation of the Plastics Roadmap began immediately, with a diverse network of implementers and partners working both individually and together\*.

In addition, the Plastics Roadmap is being implemented with active support and input from our **Citizen Panel**.

\*Ministries, cities and municipalities, waste management companies, producer responsibility organisations, the Finnish Plastics Industries Federation, VTT Technical Research Centre of Finland, NGOs (including the Martha Organisation, WWF Finland), the Finnish Environment Institute, the Confederation of Finnish Construction Industries, the Finnish Plastics Industries Federation, the Association of Finnish Local and Regional Authorities, KEINO Competence Centre for sustainable and innovative public procurement, Sitra, Business Finland, the Finnish Forest Industries Federation and other industrial associations, the Academy of Finland, etc.

## We have solutions

Finland has strong competences in biomaterials and raw materials that can replace plastics.

- VTT Technical Research Centre of Finland: plastic recycling solutions, bio-based and plastic substitute materials
- New Plastics Center by Finnish Plastics Industries Federation and Muovipoli Ltd

New solutions from the forest industry, e.g.

- Kotkamills (easily recyclable and repulpable cardboard cups)

Start-ups, e.g.

- Spinnova Oy (wood-based textiles)
- Welmu International Oy (wood-based film material)
- Soften Oy (acoustic panels made from textiles)
- Her Majesty's Drinking Box Oy (alternative beverage packaging)
- Paptic Oy (a wood-based replacement for plastic bags)
- Sulapac Oy (biodegradable packaging material)

A voluntary agreement

- Plastic Carrier Bag Agreement made between the Ministry of the Environment and the Finnish Commerce Federation has reduced the consumption of plastic carrier bags and lightweight plastic bags. Many shop chains now charge for plastic carrier bags.

Innovative cities

- The city of Kerava aims to be the first city free of plastic bags in Finland and Europe.



**REDUCE**  
**AND REFUSE,**  
**RECYCLE**  
**AND REPLACE**

**A PLASTICS ROADMAP FOR FINLAND**

**READ MORE ABOUT THE PLASTICS ROADMAP AT**

[muovitiekartta.fi/in-brief/](https://muovitiekartta.fi/in-brief/)

### **MORE INFORMATION:**

Merja Saarnilehto  
Programme Manager  
Ministry of the Environment  
[merja.saarnilehto@ym.fi](mailto:merja.saarnilehto@ym.fi)



Ympäristöministeriö  
Miljöministeriet  
Ministry of the Environment

# First steps towards a new, sustainable plastics economy

## THE PLASTICS ROADMAP AIMS TO

- Reduce the harm caused by plastic waste and litter and avoid unnecessary consumption of plastics,
- Help consumers deliver their plastics to the appropriate waste management facilities,
- Improve the efficiency of plastics recovery, recycling and product design and create conditions for investments and innovations in the circular economy, and
- Reduce our dependency on fossil-based raw materials.

## The work has already begun – here are a few examples

→ **The “I love plastics” campaign by YLE**, a Finnish public service broadcasting company, challenged citizens, schools and others to accelerate the recycling of plastics and reduce their use of plastics. The “I love plastics” campaign was featured online, on the radio and on television and at outdoor events across Finland.

→ **The Ministry of the Environment** has commissioned a study on ways to reduce littering caused by disposable plastics on seashores. Work has begun on implementing the EU Directive on Single-Use Plastics. Among other things, the Directive prohibits certain plastic products and requires reductions in their use.

→ **The Ministry of Finance** has assessed possible options for implementing a plastics tax and dealing with the related challenges. We will begin looking into the packaging tax after the implementation guidelines for the Single-Use Plastics Directive have been established.

→ **Finland’s waste legislation** is currently undergoing a reform that will significantly increase the recycling targets for plastic packaging and municipal waste and expand the separate collection of plastics.

→ **Aiming towards** a closed plastic loop in the Helsinki region and Lahti. A closed plastic loop means that cities and businesses cooperate to find solutions so all plastic can be reused or reprocessed into materials. The aim of this change process is to find business solutions that can also be adopted in other cities around the world.

→ **How can we reduce the use of plastics in construction** and replace them with other materials in structures and systems without compromising on essential technical requirements? A new research project is also exploring how to reduce the amount of plastics waste generated by construction and how to increase the rate of recovery and recycling.



**Reduce** littering and avoid unnecessary consumption



**Study** the possibility to introduce a tax on plastics



**Increase** significantly the recovery of plastic waste



**Promote** the recycling and replacement of plastics in agriculture and horticulture



**Improve** the identification of plastics in buildings and sorting of plastic waste at construction sites



**Invest** in a big way in alternative solutions and set up a New Plastics knowledge network



**Raise** the plastics challenge high on the international agenda of Finland



**Introduce** diverse recycling solutions for recovered plastics



**Enhance** research knowledge on negative health and environmental impacts of plastics and solutions to these



**Export** expertise and solutions

→ **Package Heroes** is a research project that studies and develops packaging solutions to simultaneously address food protection and the ever-increasing global concern about plastic packaging waste. Project is financed by the Academy of Finland’s Strategic Research Council.

→ **Take-away packaging.** The Ministry of the Environment is exploring the possibilities of introducing Green Deal agreements to reduce the use of disposable packaging, prevent over-packaging and generate less waste. The Green Deals will be published as a commitment to sustainable development on the Commitment 2050 platform.

→ **More than 100** European companies and organisations have committed to using 10 million tonnes of recycled plastic in new products by 2025 (the Declaration on European Circular Plastics Alliance). Preparations are progressing on the UN international convention on plastic waste and microplastics in the sea, with strong contributions from the Nordic countries and others.

→ **The Bio and Circular Finland** programme aims to make Finland a leader in the circular economy, particularly when it comes to plastics, packaging, textiles and construction. It offers internationalisation services and innovative ecosystems that also aim to attract foreign investments.

→ **The Finnish Environment Institute**, Natural Resources Institute, VTT and various universities are looking into questions such as the properties and impacts of bio-based and biodegradable materials, the sources, movement and impacts of microplastics in water and soil, and the microbiological treatment of plastic litter in seas.