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Motiva Group update

Motiva – a Sustainable Development Company

Motiva provides the public sector, businesses, municipalities and consumers with information, solutions and services that allow them to make resource-efficient, effective and sustainable choices.

We are a company of experts promoting the efficient and sustainable use of energy and materials. We implement projects with an impact on society in cooperation with several operators. We are a strong networker and productive communicator. Our operations are guided by broad-mindedness and productivity. We have a broad portfolio of services.

Motiva's subsidiary Motiva Services Oy divided into two companies

On 1 July 2018 the management of the official Nordic Ecolabel – the Swan as well as the management of the EU eco-label were transferred to a Motiva's new subsidiary Ympäristömerkintä Suomi Oy.

The Swan is the official Nordic Ecolabel, introduced by the Nordic Council of Ministers. The vision of the Nordic Swan Ecolabel is a sustainable society, in which future generations can benefit from the same conditions and opportunities as we ourselves do. An important step towards this vision is for us all, with the help of ecolabelling, to choose the most environmentally friendly products.

The Swan logo demonstrates that a product is a good environmental choice. The green symbol is available for around 60 product groups for which it is felt that ecolabelling is needed and will be beneficial. These days, everything from washing-up liquid to furniture and hotels can carry the Swan label.

The change has not had any effect on the functions of the labels.

Further information: <https://www.motiva.fi/en>

Opportunities for Finland: In the 2020s far more effective policies are needed to mitigate climate change

Opportunities for Finland is the joint outlook of the Permanent Secretaries of the ministries on the key questions for the upcoming 2019–2023 government term. Permanent Secretaries seek solutions e.g. from more ambitious decisions on climate issues and more comprehensive urban and metropolitan policies.

The Permanent Secretaries of different ministries have written down their shared outlook regarding the key challenges and opportunities for Finland in the next few years. The Opportunities for Finland document published on 28 January provides a knowledge base and broadly-based outlook of the public officials for discussions relating to the elections this spring and preparation of the next government programme.

The publication identifies the key factors of change and designates sets of solutions that will be significant during the upcoming government term. The factors and solutions are examined in the context of three main objectives, the achievement of which unites all ministries: promoting equality, achieving sustainable growth, and ensuring a secure and stable society. As a whole, the aim is a sustainable society in the long term, with a view that extends across electoral terms.

The main message of the Permanent Secretaries is that securing the welfare society in future will require significant reforms in the 2020s. The aim of the document is to contribute to supporting the next government, particularly in making difficult decisions.

The commitment to mitigating climate change requires significant policy measures both in Finland and globally, and these must be decided on quickly. In addition, if the structural imbalance of revenue and expenditure is not corrected, public debt may grow into something that cannot be controlled in future. Demographic change has an important role in this as well. However, all of these challenges also mean opportunities. Solutions and investments are needed on the global level, and Finland may have a key role to play in this.

Inquiries: Paula Lehtomäki State Secretary, tel. +358 295 160 280

A new web platform will intensify the exchange of materials in Finland

Circular economy creates new business and possibilities for growth. Energy is already produced from waste and various side streams are processed into raw materials. Companies producing new kind of tools from technologies and data have the key for success in circular economy.

The development of this web platform originates in the renewal of the Finnish waste act. The renewed law was presented to the Finnish Parliament on 22 November 2018. According to the

renewed law a possessor of waste must first search market-based waste management service from the platform before it is possible to ask for municipal waste management in accordance with the secondary liability of a municipality. The new web platform will be opened in April 2019.

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www.materiaalitori.fi (in Finnish)

Food industry makes Finland's first materials efficiency commitment

A commitment made by the food industry, trade and the packaging sector as well as three ministries will reduce the environmental impacts of food production, distribution and consumption in 2019-2021.

The key content of this commitment published on 8 February 2019 by the Ministry of Economic Affairs and Employment, the Ministry of Agriculture and Forestry and the Ministry of the Environment together with the Finnish Food and Drink Industries' Federation, the Finnish Grocery Trade Association and the Finnish Packaging Association comprises practical materials efficiency actions to be taken by the joining companies.

Towards more sustainable food production, distribution and consumption

The actions to be taken by the companies joining the food industry's materials efficiency commitment will aim to reduce food losses, promote more environmentally friendly packaging, increase the recycling of food waste and materials, and improve the efficiency of logistics in goods transport.

The target for the first year is that the companies joining the commitment will represent 85% of the Finnish Grocery Trade Association members' turnover and 20% of the Finnish Food and Drink Industries' Federation members' turnover. An additional target is that the 20 companies affiliated to the Finnish Packaging Association will join the commitment.

Through its materials efficiency commitment, the food industry joins the national Society's Commitment to Sustainable Development (www.sitoumus2010.fi). The commitment supports the achievement of the global Sustainable Development Goals (SDGs) through building resilient infrastructure, promoting sustainable industrialization and fostering innovation (SDG 9), ensuring sustainable consumption and production patterns (SDG 12), and taking urgent action to combat climatic change and its impacts (SDG 13).

The goal is that the companies' materials efficiency actions completed as part of the commitments will bring measurable benefits to the companies' profitability, sustainable use of natural resources and the environment alike.

More information online: Press conference ppt presentation: Hille Hyytiä (Motiva)
Materials efficiency commitment website: www.motiva.fi/matsit/elintarvikeala

For more information, contact: Mika Honkanen, Ministerial Adviser, Ministry of Economic Affairs and Employment, tel. + 358 295 064 904

Finnish automotive sector industry and the State conclude a Green Deal

The Finnish automotive sector, Ministry of Transport and Communications and Ministry of the Environment concluded a voluntary Green Deal on 22 November 2018. The Green Deal for the benefit of the climate is part of the Society's Commitment to Sustainable Development. The aim is to reduce carbon dioxide emissions in the transport sector.

“One fifth of the total greenhouse gas emissions comes from the transport sector, which is why the automotive industry and State need joint, concrete climate targets by which emissions from automobiles and heavy-duty vehicles can be reduced. The joint task we have now adopted is to achieve zero or low emissions in our vehicle fleet. What we are going to do is mainstream the alternative fuel vehicles”, says Minister of Transport and Communications Anne Berner. On average, emissions from old vehicles are higher than those of new ones. This is why the vehicle fleet should be renewed to make better use of low-emission technologies that are based on alternative fuel vehicles.

Even before this, the automotive sector has been an active player in energy efficiency agreements and the sector's own environmental programme. The new Green Deal shifts the focus of environmental action more towards consumer and company communication.

Carbon dioxide emissions from passenger cars to be cut by 4% a year

The Green Deal for the automotive sectors is one of the measures of the Medium-term Climate Change Plan, according to which emissions from transport should be cut by half by 2030.

The target of the Green Deal is to reduce the average carbon dioxide emissions of newly registered passenger cars and vans by at least 4% a year, increase the share of vehicles that enable a high biofuel ratio especially in the heavy-duty fleet, promote the increase in the share of vehicles using other alternative fuels so that in total they will represent 25% of the newly registered vehicles by the end of 2025, lower the average age of the vehicle fleet and the average scrapping age by 1.5% a year.

In Finland negotiations are now under way on Green Deals for many different sectors to promote sustainable development and environmental objectives. The first one, the Green Deal concerning plastic carrier bags concluded in 2016, has already successfully reduced the use of plastic bags.



Individual car dealers and leasing companies may join the Green Deal by making a commitment online at commitment.2050.fi. The Green Deal is in force until the end of 2025.

The Association of Automobile Industry in Finland and the Finnish Central Organisation for Motor Trades and Repairs encourage their member companies to join the deal. Both associations are carrying out consumer and company communication concerning low-emission choices of vehicles and alternative fuel vehicles. Companies are also using alternative fuel vehicles as demonstrator cars and loner cars during repair and maintenance and installing charging points for electric vehicles at their premises.

The State promotes low-emission vehicles through financial steering instruments such as aid for the acquisition of fully electric cars, public procurement and campaigns, and by developing advisory services and materials. The State also aims to reform the taxation of the transport sector to support the acquisition of low and zero emission cars. The broadly-based working group on Transport Climate Policy ILMO has set as the target to find means to achieve carbon-free transport in Finland by 2045. The key measures will be presented in the final report to be published on 12 December.

Source: Ministry of Transport and Communications

Inquiries: Ministry of Transport and Communications, Päivi Antikainen, Director of the Services Reliability Unit, tel. +358 50 382 7101

A risk assessment outlines Finland's national risks and their impact on vital functions

A risk assessment outlines Finland's national risks and their impact on vital functions.

The aim is to anticipate sudden incidents targeted at Finland that call for activities deviating from the norm from the authorities or even requesting help from other countries. The EU's Civil Protection Mechanism obliges all Member States to carry out a national risk assessment. Finland's risk assessment was submitted to the European Commission in December 2018.

The national risk assessment aimed to find risks that have a wide national impact and identify their impact on the vital functions of the society. Risks of this kind include information operations, a terrorist attack or disruptions caused by climate change.

Threats range from the interference of communication networks to the use of military force

The national risk assessment covers 20 threat scenarios or disruptions that are possible in Finland. Disruptions have been divided into threats imposed on the stability of the society, technology and logistics as well as health security and large-scale accidents. It was also assessed whether the likelihood of disruptions has increased or stayed the same.

Risks affecting the stability of the society include a serious disruption of the public economy, use of military force or large-scale immigration. Examples of technological and logistics disruptions are large-scale disruptions in electricity supply or serious disruptions in communication networks. Health security risks include a pandemic influenza or a highly infectious severe animal disease. Large-scale accidents denote a serious nuclear accident in Finland or its adjacent areas, for example.

Regional risk assessments that take better account of the threats or disruptions characteristic of the regions were prepared simultaneously with the national risk assessment. The intention is that the national risk assessment as a whole consists of the national risk assessment and regional risk assessments. The national risk assessment is an essential part of national preparedness and the society's security strategy. The risk assessment was prepared together with all ministries and other key operators under the Ministry of the Interior. The work was supervised by the Security Committee. The preparation of risk assessments is developed under the Ministry of the Interior. The aim of the ministry is that both national and regional risk assessments are developed into a continuous process.

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Consumer energy advice focuses on provinces

The Ministry of Economic Affairs and Employment has been building an energy advice infrastructure for consumers since 2010. In the beginning of 2014, the responsibility was transferred to Finnish Energy Authority from the ministry. In 2014, altogether 15 regional projects were financed covering most of the country and advice has been provided through local events, personal advice and a national website. Motiva Ltd has been nominated as the national coordination centre for consumer energy advice.

In parallel to field activities in projects, coordination activities have been carried out to strengthen internet, telephone and e-mail advisory services and to develop advisor training, communications, marketing, and monitoring and evaluation. Energy advisory services enable consumers to rationalize their ways to use energy, while they also learn of the possibilities offered by renewable energy sources. Due to national financing constraints, activities were reduced in this area in 2015.

In 2018 the Energy Authority commenced strengthening of regional advice services as part of the Energy Authority's programme on regional energy and climate work. In the pilot phase advice providers in 12 provinces were granted funding for advice delivery in 2018. The regional energy and climate work programme will expand the energy advisor network to cover all 18 provinces in 2019.

Further information: Energy Authority, Mervi Suni mervi.suni@energiavirasto.fi

Place of Experiment: Does your idea work? Test it!

Place of Experiment is a digital platform coordinated by Motiva. It helps to take ideas into concrete experiments. As a community Place to Experiment unites ideators, experimenters, coaches with funders and users.

Place to Experiment is born of collaboration of Prime Minister's Office and the Finnish experimental community. It is part of the key project Experimental Finland in Juha Sipilä's Government Programme, creating experimental culture in all levels of society. Place to Experiment is for everybody: experimenters, funders and those seeking information.

The process of the platform: Share your idea, make a proposal for an experiment, collect feedback and move on to actual testing with the support of the community. Or you can be a part of solution by sharing your challenge for the community to figure out.

In/via Place of Experiment it is possible to find suitable companions to carry out your experiment, reach out to crowdfunding or apply for thematic funding. It is also easy to report the findings and lessons learnt on the platform or to comment on others' ideas.

Further information: <https://www.kokeilunpaikka.fi/en/>

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