

# Green Skills

Sustainable Development, Carbon Neutral Future, CSR,  
Circular Economy

*Riitta Dersten*

*17th February 2021*



With the support of the  
Erasmus+ Programme  
of the European Union

*Brundtland Report*

**“Sustainable Development”  
meets the needs of the  
present without  
compromising the ability of  
the future generations to  
meet their own needs**

# Sustainable Development Goals

- The [Sustainable Development Goals](#) are a universal call to action to end poverty, protect the planet and improve the lives and prospects of everyone, everywhere.
- The 17 Goals were adopted by all UN Member States in 2015, as part of the [2030 Agenda for Sustainable Development](#) which set out a 15-year plan to achieve the Goals.

[Film: Nations United - Urgent Solutions for Urgent Times | Presented by Thandie Newton](#)



**SUSTAINABLE  
DEVELOPMENT**

**GOALS**

# Sustainable Development Goals



# Green Deal

## - Green development programme of EU

# Green Deal – to make the EU's economy sustainable

To overcome challenges of climate change and environmental degradation, Europe needs a **new growth strategy** that will transform the Union into a modern, resource-efficient and competitive economy, where

- there are no net emissions of greenhouse gases by 2050
- economic growth is decoupled from resource use
- no person and no place is left behind

*The European Green Deal is our plan to **make the EU's economy sustainable.***

That can be done by turning climate and environmental challenges into opportunities, and making the transition just and inclusive for all.

# Green Deal Action Plan Actions

- boost the efficient use of resources by moving to a clean, **circular economy**
- **restore biodiversity** and **cut pollution**

Reaching this target will require action by all sectors of our economy, including

- investing in environmentally-friendly technologies
- supporting industry to innovate
- rolling out cleaner, cheaper and healthier forms of private and public transport
- decarbonising the energy sector
- ensuring buildings are more energy efficient
- working with international partners to improve global environmental standards

The EU will also provide financial support and technical assistance to help those that are most affected by the move towards the green economy (called the [Just Transition Mechanism](#))

# Climate actions for carbon neutral future

# EU climate action and the European Green Deal

The EU is fighting climate change through ambitious policies at home and close cooperation with international partners.

- EU is already on track to meet its greenhouse gas emissions reduction target for 2020
- EU has put forward a plan to further cut emissions by at least 55% by 2030, rather than 40%.
- By 2050, Europe aims to become the world's first climate-neutral continent.
  - European Climate Law was proposed to turn this political commitment into a legal obligation.

# Carbon Neutral Future of Finland

## Government's climate policy: carbon-neutral Finland by 2035

According to **Sanna Marin's** Government Programme (established 2019) Finland will be carbon-neutral by 2035, and the world's first fossil-free welfare society.

This requires faster **emissions reductions in all sectors** and **strengthening our carbon sinks**.

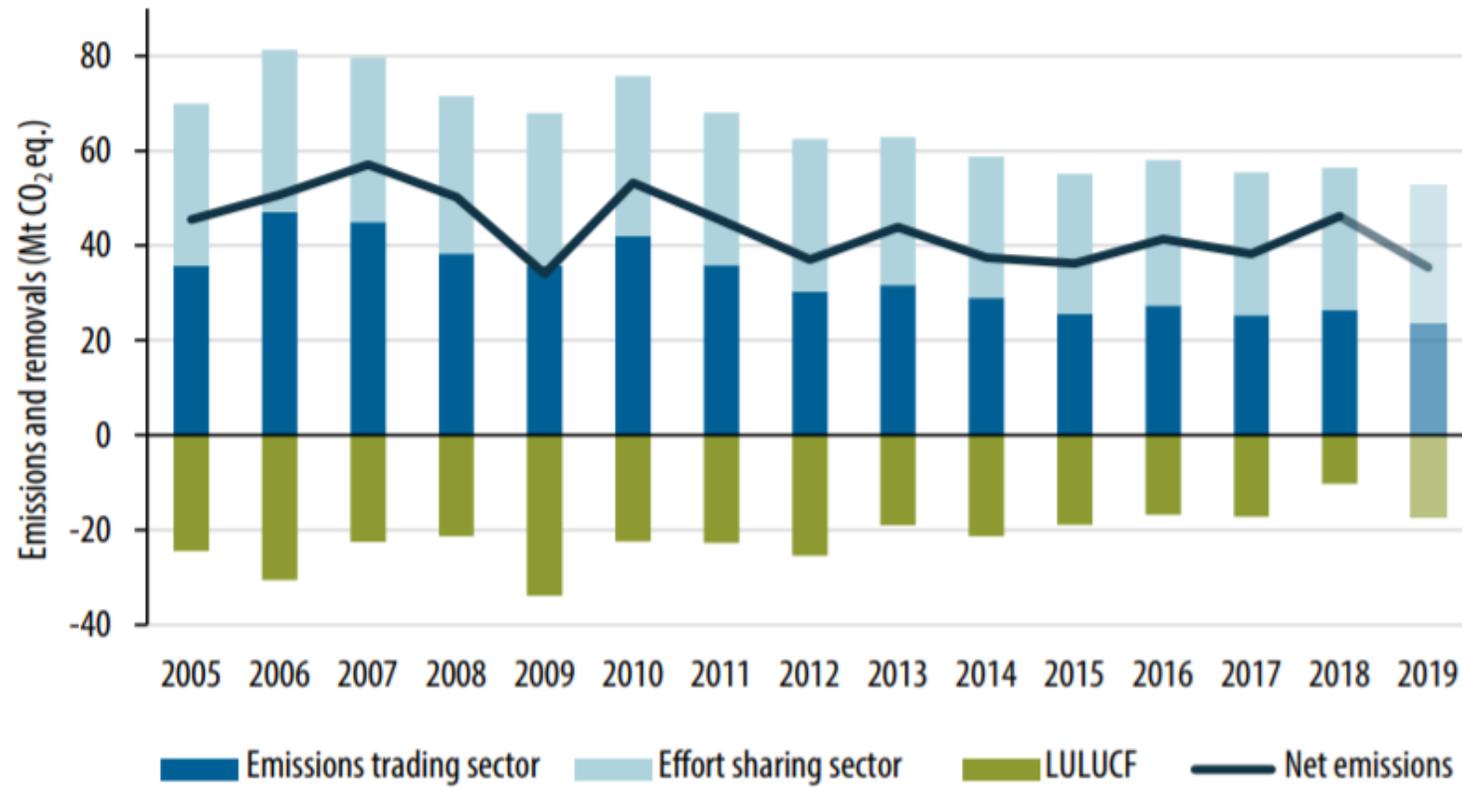
Climate change, loss of biodiversity and overconsumption are different aspects of the same sustainability crisis, which is why the **Government has adopted a comprehensive approach to their root causes**.

The means to achieve the target include new decisions on climate policy and **nearly emissions-free electricity and heat production by the end of 2030s**, as well as **reducing the carbon footprint of building**, promoting a **circular economy**, and a **climate-friendly food policy**.

In **taxation**, the focus will shift even more to taxes on environmentally harmful activities.



Finland's emissions in the emissions trading sector decreased and sinks in the land use sector (LULUCF) grew in 2019 but further measures will be needed for carbon-neutrality target



# Carbon Neutral Future of Finland

The **Towards Carbon Neutral Municipalities (Hinku) network** brings together Finnish municipalities, businesses, citizens and experts to create and carry out solutions to reduce greenhouse gas emissions.

The municipalities involved are committed to reduce greenhouse gas emissions more extensively and rapidly than EU targets require.

- The municipalities in the network are committed to an ***80% reduction in greenhouse gas emissions from 2007 levels by 2030.***

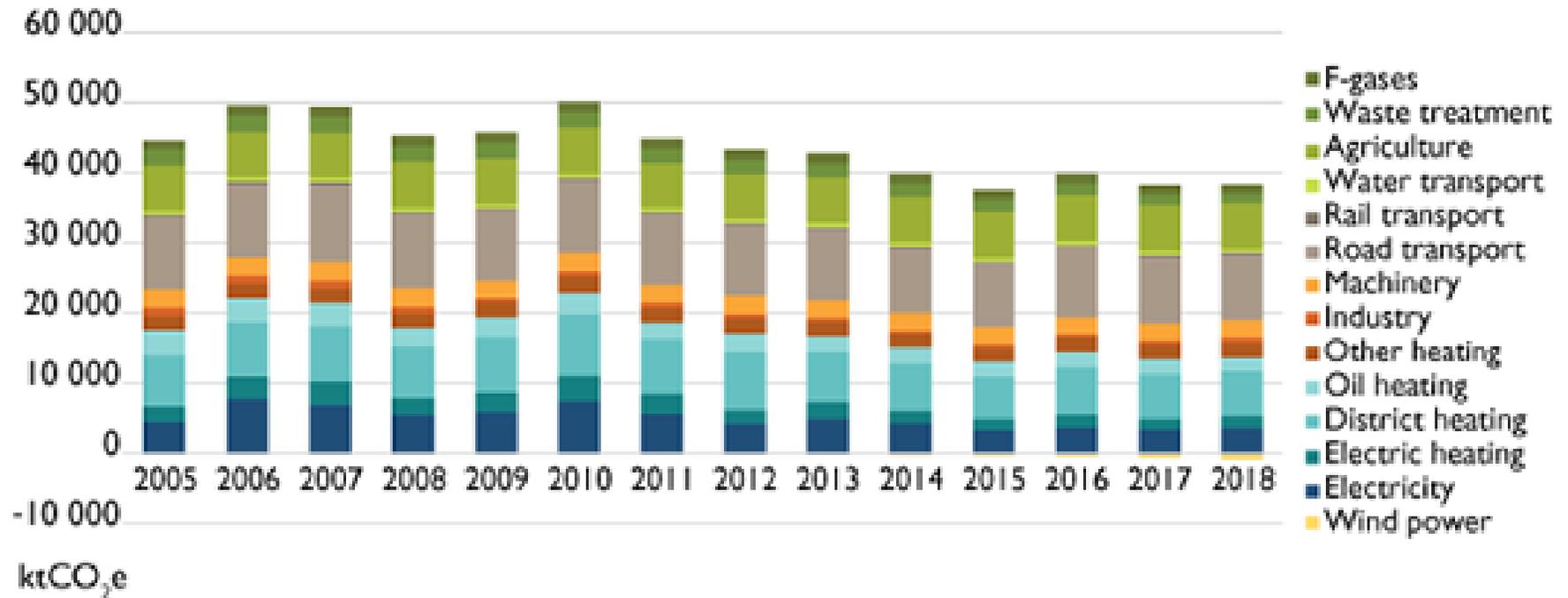
Joining the **Hinku network** has led to lower greenhouse gas emission levels in member municipalities.

- The majority of Hinku municipalities found that network membership has also improved the effectiveness of local climate work, according to [a recent study by the Finnish Environment Institute SYKE.](#)

The Hinku network was established in 2008 and now covers **over a third** of the Finnish population.

# Carbon Neutral Future

## The total greenhouse gas emissions of Finnish municipalities in 2005–2018



© SYKE

- [Discover municipalities' emission database](#)
- [Read more about the calculation principles](#)

# Corporate Social Responsibility (CSR) - a self-regulating model for sustainable business

# Corporate Social Responsibility (CSR)

## Key guidelines on CSR

### OECD Guidelines for Multinational Enterprises (published in 1976, latest update in 2011)

- [The Guidelines](#) are recommendations from states for multinational enterprises. The goal of the guidelines is to ensure that enterprises' operation is in line with government policies, to reinforce trust between various parties and to promote foreign investments and sustainable development.

### UN Global Compact (published in 2000)

- Enterprises that have signed [the Global Compact](#) commit their operation and strategies to follow 10 principles concerning **human rights, labour, the environment and anti-corruption**. The commitment includes reporting progress (Communication on Progress, COP).

### ISO 26000

- [Guidance](#) Standard on Social Responsibility (published in 2010)

# Corporate Social Responsibility (CSR)

## Key guidelines on CSR

**Tripartite declaration of principles concerning multinational enterprises and social policy by the International Labour Organization (ILO)(published in 1977, updated in 2017)**

- Universal principles providing conventions and policies for multinational enterprises, governments and employer and employee organisations on questions concerning *employment, training, conditions of work and life as well as industrial relations.*

**UN Guiding Principles on Business and Human rights (published in 2011)**

- 1st international guide on business and human rights.
- Built on three pillars: state duty to protect human rights, corporate responsibility to respect human rights, and the need for greater access to effective remedy.

# Corporate Social Responsibility (CSR)

## CSR reporting obligation:

## Which companies does it apply to and what is required?

In Finland an *Accounting Act* amendment approved in 2016 requires certain types of company to report on their corporate social responsibility (CSR).

- The reporting obligation applies to large undertakings that are public-interest entities, i.e. listed companies, credit institutions and insurance companies with an average of more than 500 employees during the financial year.

The legislation is based on an [EU directive](#) on disclosure of non-financial and diversity information by certain large undertakings and groups and obligates the companies to report on their policies concerning

- *the environment, their employees, social issues, human rights and tackling corruption and bribery.*

Read more: [Commission takes further steps to enhance business transparency on social and environmental matters](#) by adopting guidelines on the disclosure that information.

**Circular Economy  
is changing and  
modernising the way we  
consume and the way  
we produce**

# Circular Economy

## EU Circular Economy Action Plan

### Actions

- Make **sustainable products the norm** in the EU;
- **Empower** consumers and public buyers;
- **Focus** on the sectors that use most resources and where the potential for circularity is high such as:
  - electronics and ICT;
  - batteries and vehicles;
  - packaging;
  - plastics;
  - textiles;
  - construction and buildings;
  - food;
  - water and nutrients;
- Ensure **less waste**;
- Make circularity work **for people, regions and cities**,
- **Lead global efforts** on circular economy.

# Circular Economy

Following slides give some examples of suggested measures and how they are applied in different sectors

## ELECTRONICS and ICT



**Electrical and electronic equipment** is one of the fastest growing waste streams in the EU.

Two in three Europeans would use their digital devices for longer provided performance is not significantly affected.



Products placed on EU market will be designed to **last longer, to be easier to repair and upgrade, recycle and reuse.**

Providing incentives for **product-as-a-service**: companies will keep the ownership and responsibility for the product throughout its lifecycle.

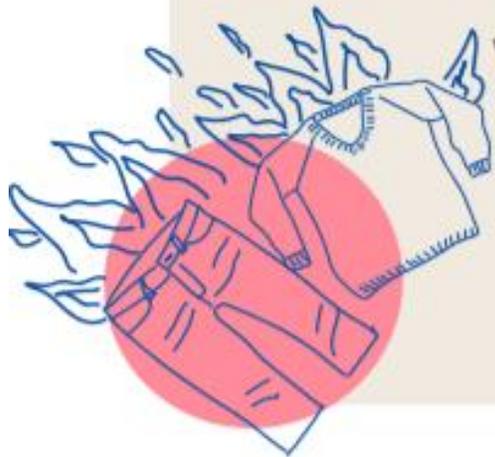
# Circular Economy

## TEXTILES



Worldwide, a full truck of **textiles** is sent to incineration or landfilled every second.

It is estimated that less than 1% of all textiles worldwide are recycled into new textiles.



**Driving new business models** will boost sorting, reuse and recycling of textiles, and allow consumers to choose sustainable textiles. Ecodesign will apply to a broader range of products: clothes will be made to last longer.



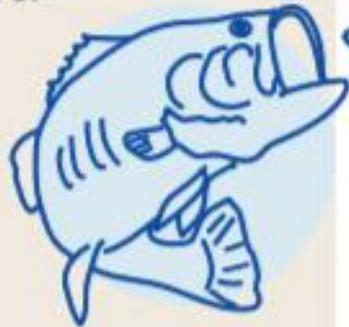
# Circular Economy

## PLASTICS



**Consumption of plastics is expected to double** in the coming 20 years.

By 2050, plastics could account for 20% of oil consumption, 15% of greenhouse gas emissions, and there could be more plastics than fish in the ocean.



**Single-use products** will be **phased out** wherever possible and replaced by durable products for multiple use.

**Acting on microplastics** - restricting intentionally added microplastics, increasing the capture of microplastics at all relevant stages of the product lifecycle.



# Circular Economy

## FOOD and PACKAGING



In 2017 packaging waste reached in Europe a record of **173 kg per inhabitant**.



New legislative initiatives on reuse to **substitute single-use packaging**, tableware and cutlery by reusable products in food services, as well as targets for reducing packaging waste will be proposed.

# Circular Economy

## WASTE



Each citizen produces nearly **half a tonne of municipal waste per year.**



Measures will be introduced for **waste prevention and reduction**, increasing recycled content, minimising waste exports outside EU. An EU model for separate collection and labelling of products will be launched.



# Examples of new industry and circular economy from Satakunta region, Finland

- ✓ A Lottery Win for the Satakunta Region

The European battery market will be worth EUR 250 billion by 2025. Finland wants its share of this pot – and can succeed with the competence of the Satakunta region.

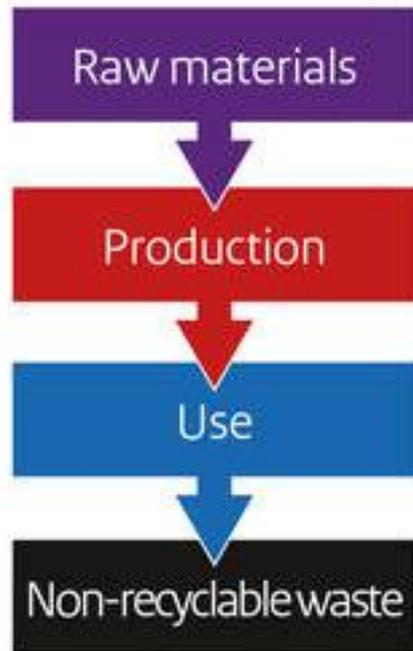
- ✓ Pieni satakuntalaiskylä Honkajoki on paljon kokoaan merkittävämpi.

Honkajoen Kirkkokallion ekopuistossa on nähtävillä koko maapallon tulevaisuus. (only In Finnish)

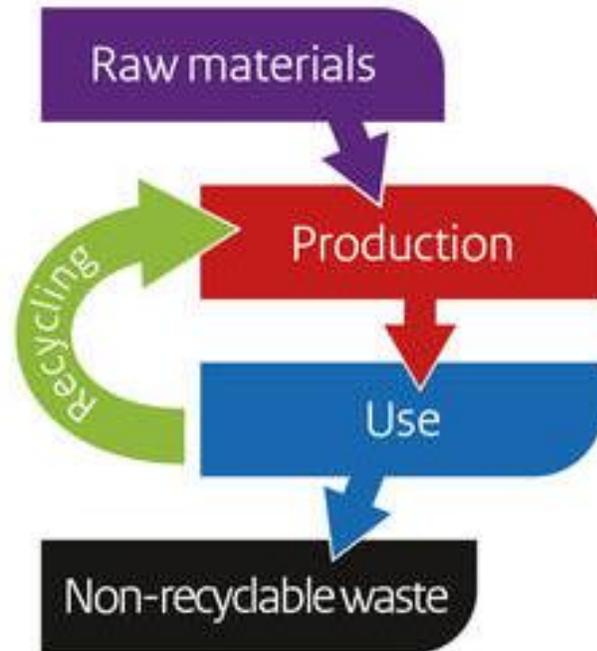


# From a linear to a circular economy

Linear economy



Reuse economy



Circular economy



# Assignment

In your organisation or in your field of industry is there only linear economy and material flows or is the circular economy and material flows applied?

How would you change linear economy and material flows in your organisation or your field of industry into circular economy and material flows?

Give examples and suggestions.

Please, return your assignment in two weeks, latest 3rd March 2021, by email to [riitta.dersten@samk.fi](mailto:riitta.dersten@samk.fi)

You are allowed to make a teamwork with your colleague.

# Thank you!

Questions and comments?

