



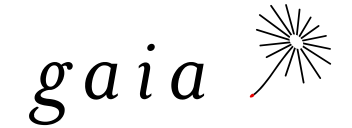
HOW TO FINANCE A ZERO WASTE CITY

A SUSTAINABLE FINANCE PERSPECTIVE

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Webinar 8.3.2022

Sustainability – The Business Case



ENERGY AND RESOURCES

Helping you generate more from less



RISKS AND RESPONSIBILITY

Strengthening your license to operate



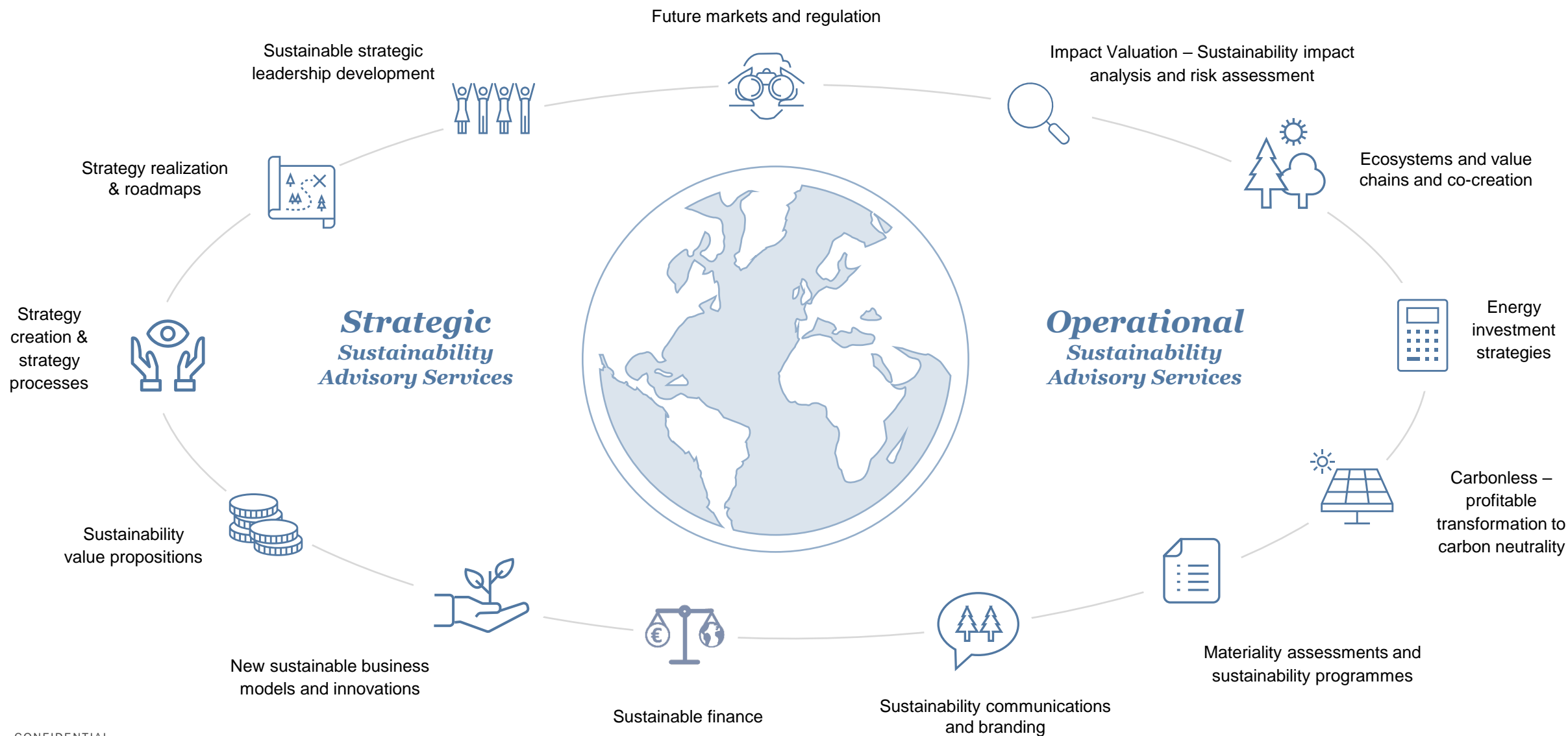
ENVIRONMENT AND CLIMATE

Reducing environmental impacts



STRATEGY AND INNOVATION

Finding new business opportunities



OVER

2 000

REFERENCE CASES

68

NPS

8

OFFICES
GLOBALLY

65+

PROFESSIONALS

WELL-BEING

4/5

200

CLIENTS YEARLY

*Climate
positive*
COMPANY

OVER

25

YEARS' TRACK RECORD

Content



1. Introduction - the finance spectrum and drivers of sustainability
2. Selected examples and experiences of sustainable finance solutions
3. From success stories to systemic sustainability transformations

Overall consensus on the urgency to shift finance

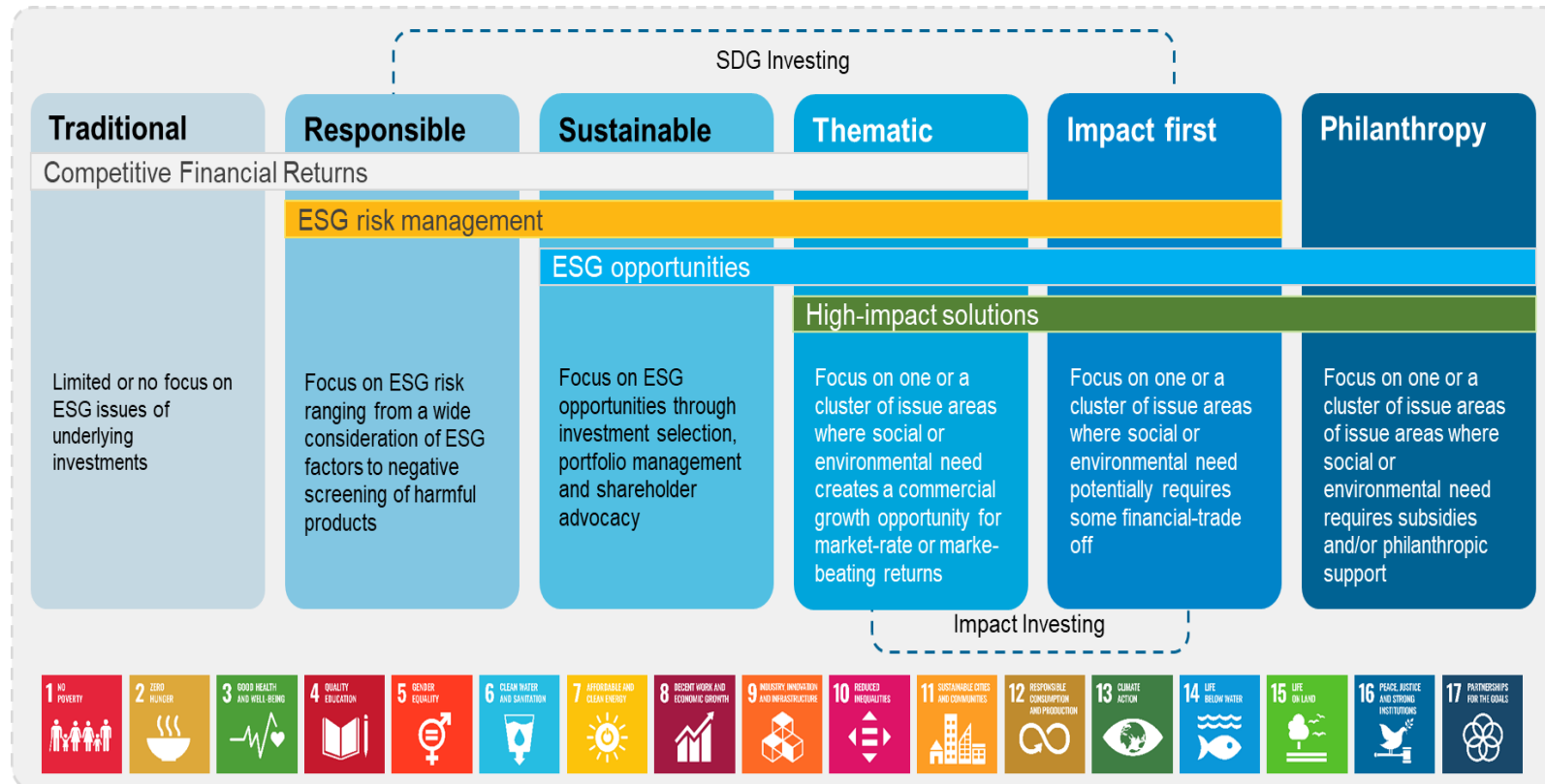


Figure. The finance spectrum - current finance flows do not allow us reaching our 2030 targets (source: adapted from European SRI Study 2012, Bridges Ventures 2016).

- **Urgent need** to develop and share lessons on how to concretely establish finance ecosystems that **systematically mobilize SDG aligned investments**
- At required **scale and pace** - **locally, nationally and internationally.**

Momentum for more sustainable finance is building up and experiences being shared

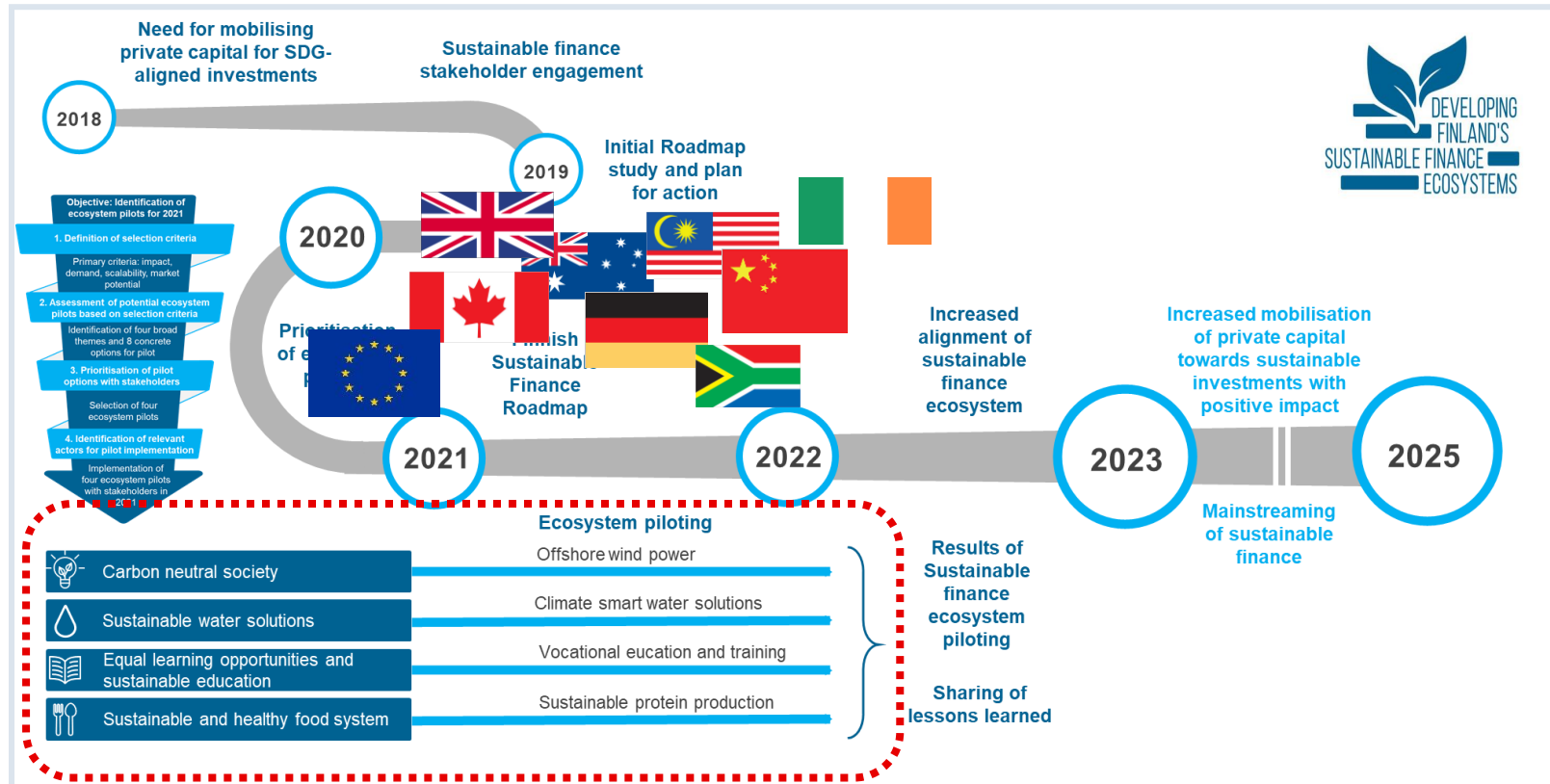


Figure. The Finnish sustainable finance ecosystem journey - the four pilots aim to accelerate roadmap implementation in 2021-2022, build broader commitment and help mobilize private finance for SDG aligned investments. International momentum for green taxonomies & sustainable finance is rapidly increasing (selected examples included, see also <https://futureofsustainabledata.com/taxomania/>.)

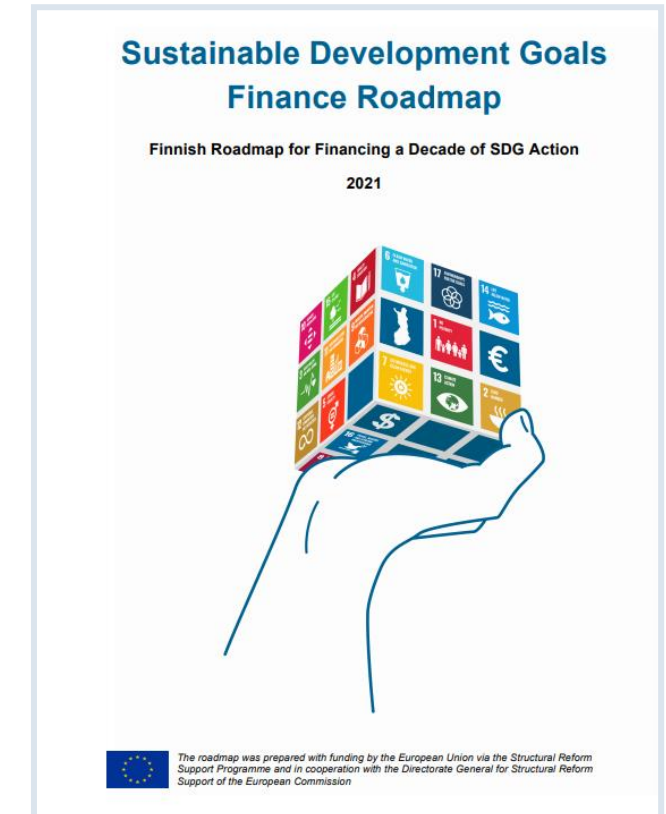


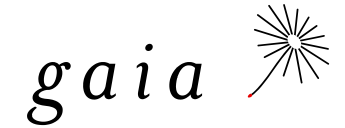
Figure. The SDG finance roadmap launched 24th September.

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Tampere Regional Solid Waste Management Ltd



Municipal solid waste companies will continue to function as circular economy operators, whose tasks related to traditional waste management will change as the systemic shift towards circular economy progresses.

As the operational environment is rapidly changing, the treatment unit of Tampere Regional Solid Waste Management had the need to form a common understanding of what is the desired future of their waste treatment centers e.g. in 2030 and what development measures are needed to achieve this future.

Gaia provided (2021) background material on the changes in the operating environment and on possible new roles for waste treatment centers.



Selected insights from finance perspective

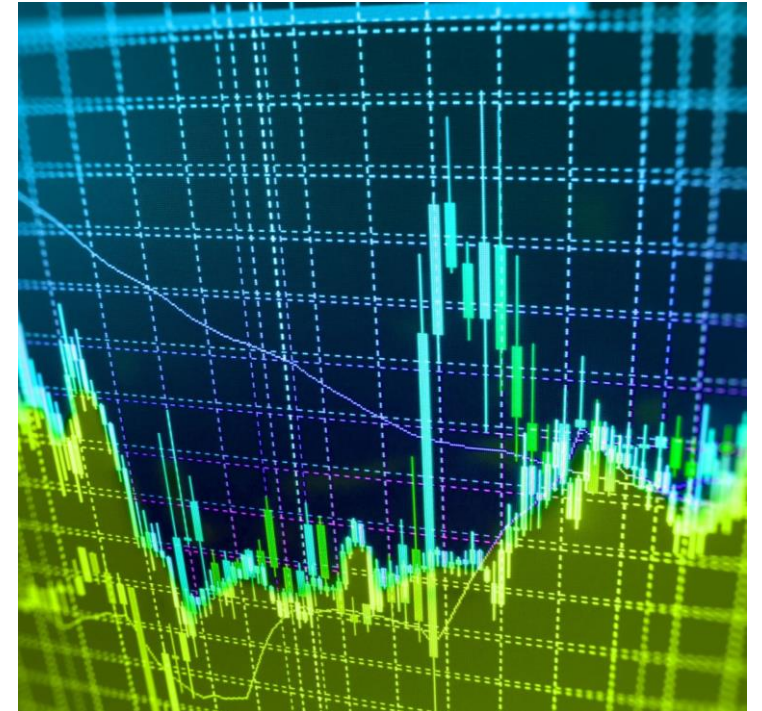
- Having a clear vision helps define investment needs as well as agree on the expected impact requirements for those investments.
- Creating a joint vision requires participatory processes and is the only way to build momentum and commitment.

Nordic region (Nordic Council of Ministers, Gaia work in a consortium led by PlanMiljö/Denmark)

In this project (2021-March 2022) a Nordic Working Group for Circular Economy has studied the potential in using digitalisation in monitoring reuse of materials and products as well as waste prevention.

The objective has been to find ways to strengthen the national waste statistics and circular economy monitoring as well as ease the waste reporting for EU.

Monitoring of the circular economy has so far been focused on waste and material streams. New data sources, such as data from online market platforms, or different approaches in data management, may provide novel opportunities in the monitoring and transition to a circular economy.

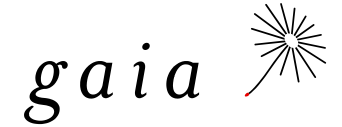


Selected insights from finance perspective

- Having access to transparent and credible data is elementary in setting targets as well as in tracking impacts (including payback time, profitability)
- Accessing and making use of such data requires capacity building, including capacity to work across departments/sectors/silos

Example of action taken by the City of Reykjavik, Iceland

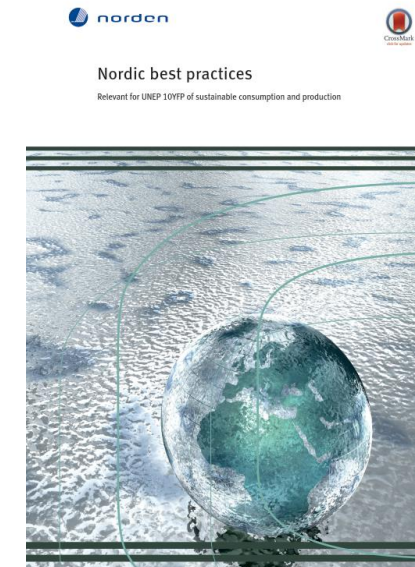
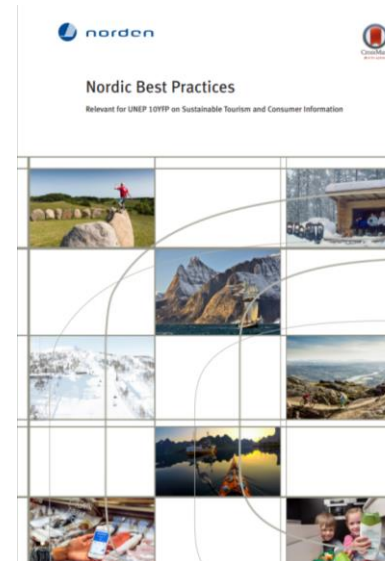
Eco-labelled Cleaning Services in Reykjavík



The aim of the Green Cleaning Program in the City of Reykjavík was to obtain environmentally sound cleaning services for the city's operations.

The key activities included

1. Market survey to assess availability of eco-labelled alternatives
2. Pilot projects in two procurement processes of cleaning contracts
3. Assessment of cleaning needs and procurement criteria



Hundreds of cases have been introduced also into the **UNEP's 10 Year Framework Program (10YFP) information platform, the SCP Clearinghouse** - a web-based information sharing tool that also provides additional information & links to cases presented in TemaNord reports, at <http://www.scpclearinghouse.org/>

Results from the programme and selected insights from finance perspective

- In two years, the market share for eco-labelled cleaning services in Iceland grew from less than 10 % to over 50 %.
- Lowering the cleaning frequency resulted in better quality of cleaning and a decrease in the use of cleaning products, water and less wastewater production.
- The cleaning costs were lowered by 50 % - a total annual saving of 539 700 Euros.

Circular economy accelerator with Business Tampere



The target of the project (2021 – June 2022) is to create a circular economy accelerator concept for the Tampere region based on a Public-Private-Partnership model, focusing on open innovation activities.

The aim of the accelerator has been to promote the emergence of entrepreneurial and new business activities related to circular economy.

Hence it should support existing companies in their growth, in the commercialization of innovations and development of sustainable business and competitiveness, and by active networking to serve also other national circular economy platforms and cities.



Selected insights from finance perspective

- Creating SDG transitions requires innovative research, and exceptionally good collaboration between public and private stakeholders. This collaboration must be facilitated and platforms made available for continued processes.
- Beyond technology and service development this collaboration must cover business model development and finance partnership development.
- "Blended finance" approaches are often referred to when pushing for green transitions. It is not a panacea but key is to find optimal ways to use public finance for de-risking and mobilising private finance (ref. required pace and/or scale of investments).

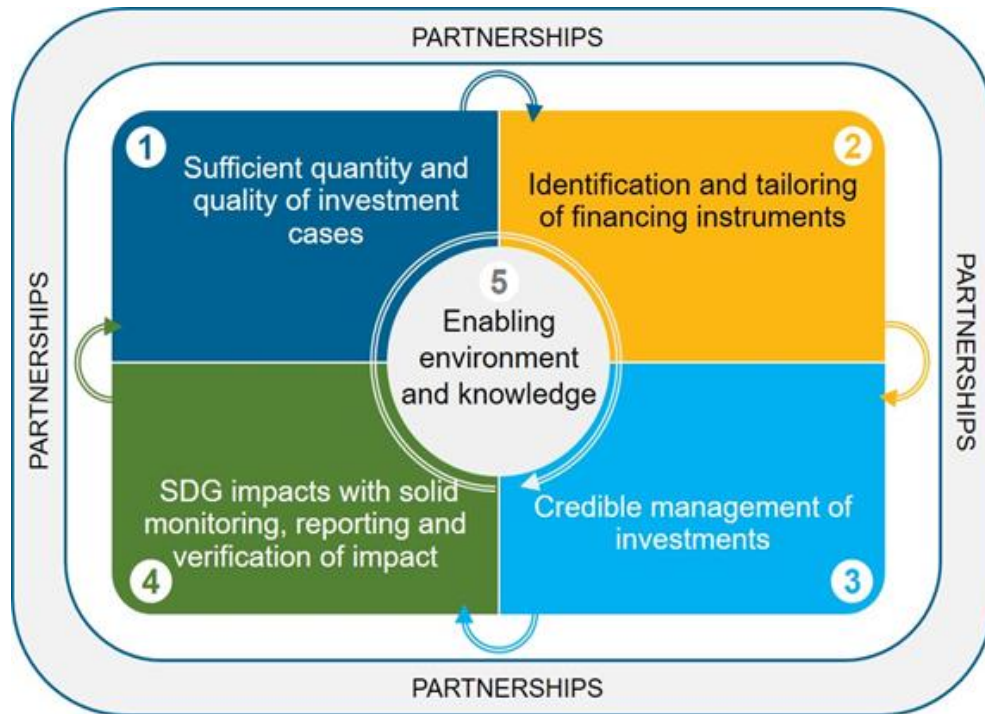
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Multiple green & sustainable finance roadmaps being developed

Building blocks to keep in mind when pushing for a transformative change



- The roadmaps set out visions and action plans for more systematic sustainability transformations
- International stakeholder discussions recognize similar key elements
- The finance sector should become an enabler that actively mobilises private finance

Figure. The Finnish sustainable finance pilot ecosystems have made use of the framework - enabling to learn from international peers but also to share experiences between different sectors and SDG transformations.

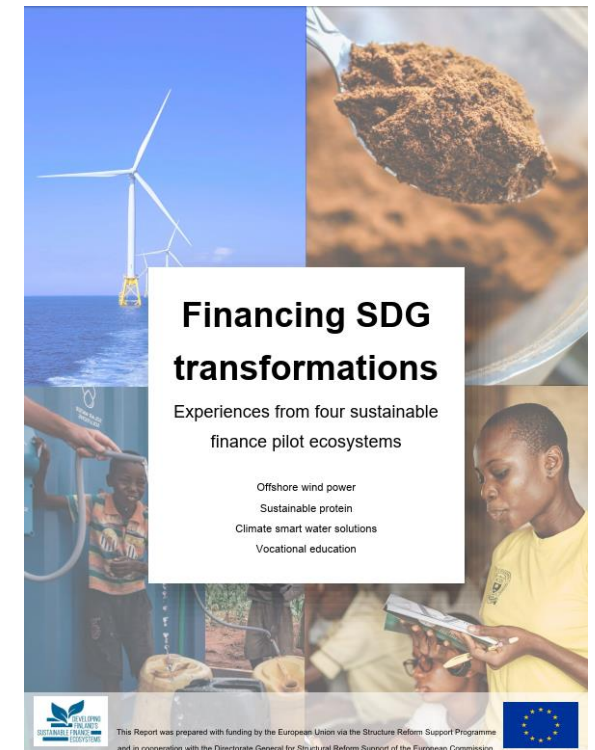


Figure. The analysis from four pilot ecosystems 2021-2022 highlight major bottlenecks and identify recommendations for improvements.

OUR CLIENTS MAKE THE WORLD
CLEANER AND SAFER.

