

13th International Conference on Bio-based Materials

Abstract for conference presentation

Industry designed for circular economy (draft title)

Riikka Joukio

Senior Vice President, Climate and Circular Economy, Metsä Group

- Metsä Group is a forerunner in sustainable circular bioeconomy utilising renewable wood from sustainably managed northern forests. Our products are designed to be recycled and they are sustainable alternatives to plastics and other fossil based products
- During 2015-17, Metsä Group has invested over 2 billion euros in developing circular bioeconomy and is currently planning to invest another 2 billion euros. Metsä Group's bio-product mill is one of the biggest, if not even the biggest, investment in circular bioeconomy in Europe during the past five years
- Metsä Group's businesses create a strong value network where all parts of a tree are used in a smart way. Finnish forests grow annually more than they are being used. When sustainable forest management and products which store carbon are taken into account, Metsä Group's operations are capturing 8 million CO₂ tonnes of carbon from the atmosphere per annum and is thus strongly climate positive
- In the European Commission's new Green Deal plan the circular bioeconomy and its benefits are not really noticed
- Metsä Group's products are mainly made of fresh fibre which suits demanding end uses such as food contact products. New plastic-free eco-barrier paperboard has recently been launched to the market. Fresh and recycled fibres have different properties and end uses
- Together with its partners, Metsä Group has developed groundbreaking circular economy business models and innovations. For example in the bio-product mill concept, a unique industrial ecosystem is being built around a modern pulp mill. Bio-based side streams from pulp making are 100% utilised either as materials or energy. Also chemical and water loops are as closed as possible
- Metsä Group's innovation company Metsä Spring invests in promising start-up and early-stage companies which have a clear link to Metsä Group's business ecosystem. For example, at the moment a subsidiary of Metsä Spring is building a demo plant for wood-based textile fibre production together with the partner Itochu Corporation. The target is to demonstrate the feasibility of a new environmental-friendly technology to produce textile fibres from northern wood
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