

Visit of the Latvian parliamentarians 1.10.2019

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A gift to Finland

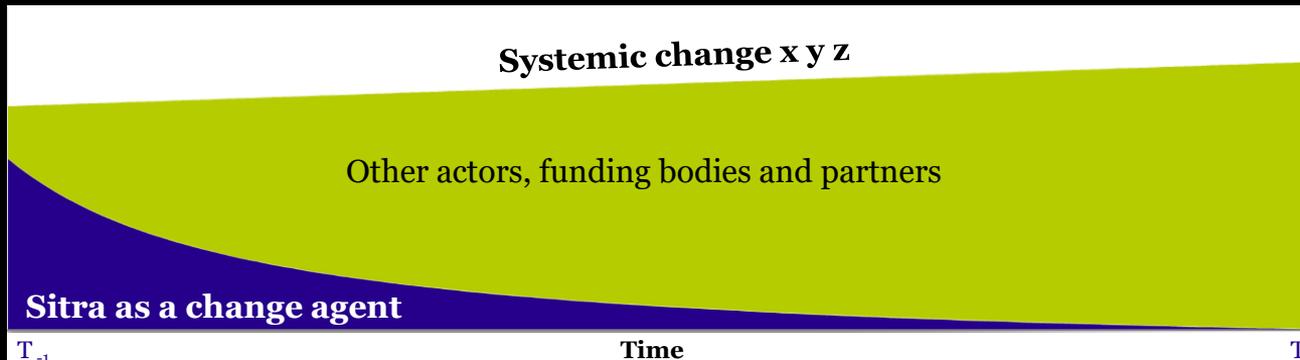
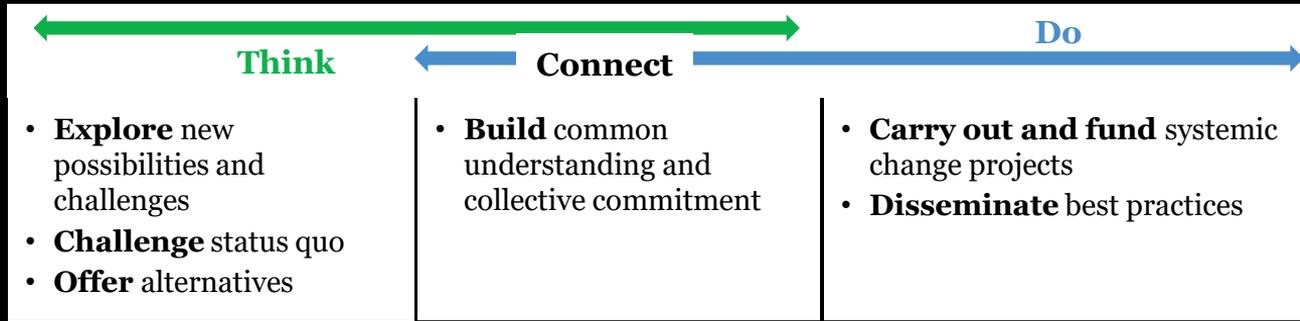
The Finnish Parliament established Sitra as a gift celebrating the 50th anniversary of Finland's independence.

The public future-oriented organisation was given the mission to build the successful Finland of tomorrow.

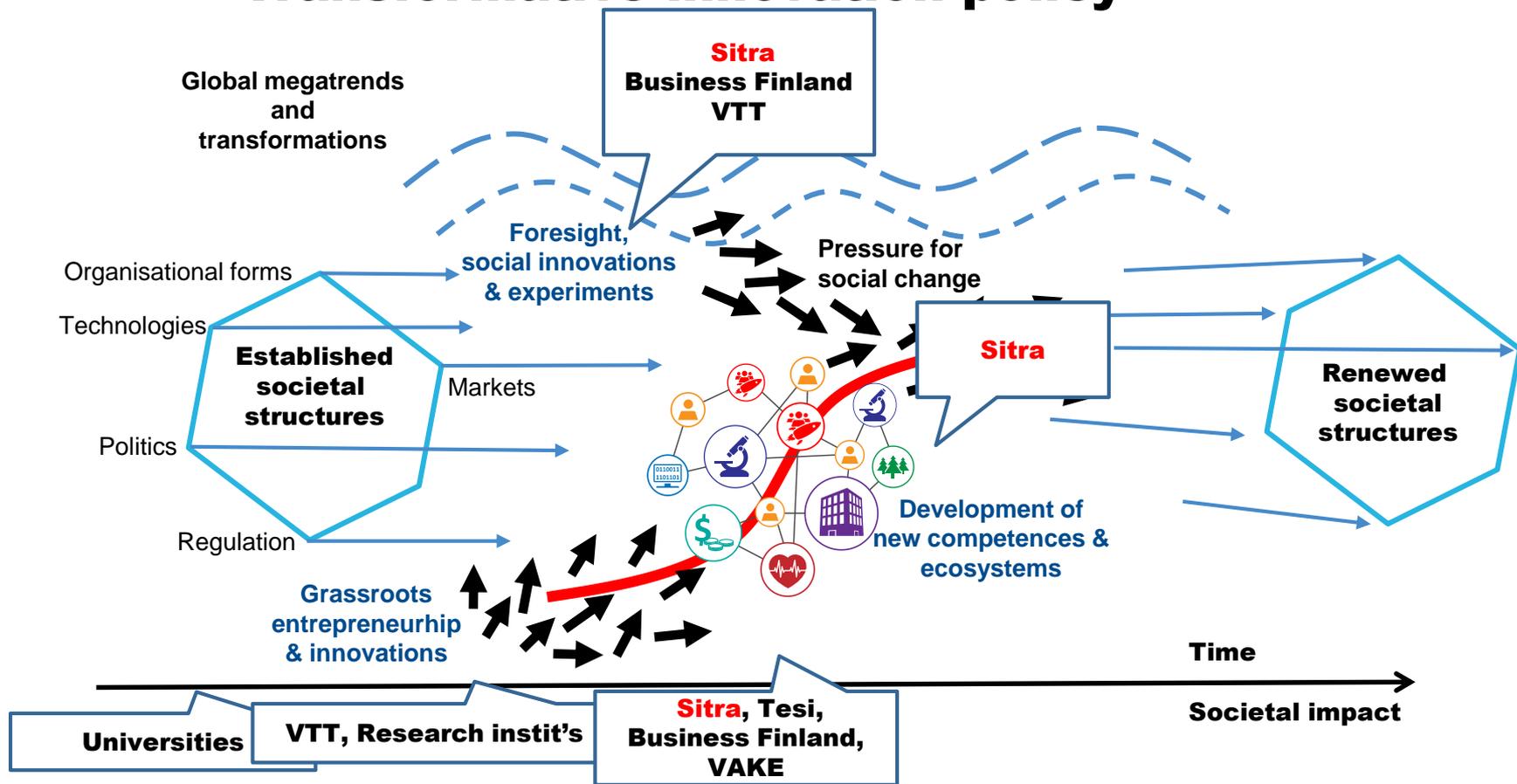
The year was 1967.

SITRA

Sitra as an enabler of systemic change



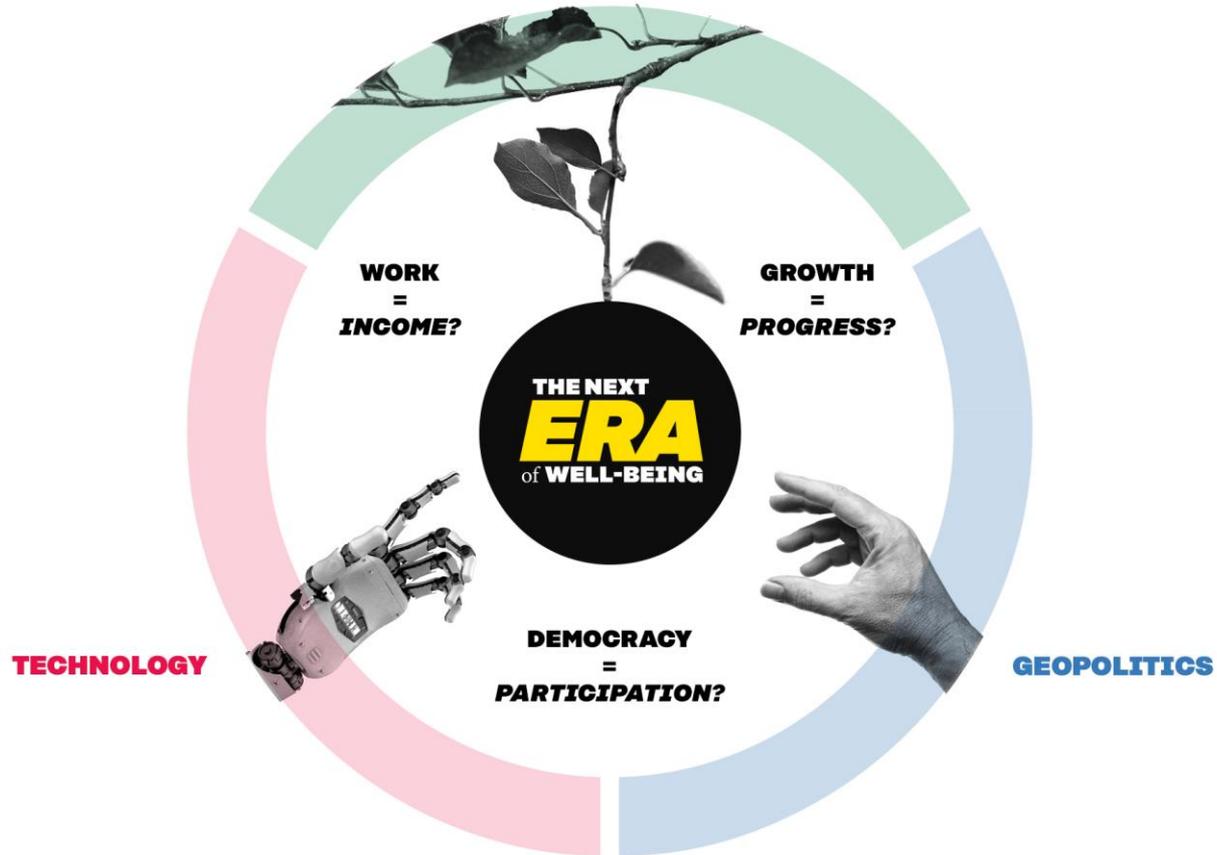
Transformative innovation policy



Source: Geels (2011), Weber & Rohracher (2012), Palmberg & Schwaag-Serger (2017), Kutinlahti (2018)

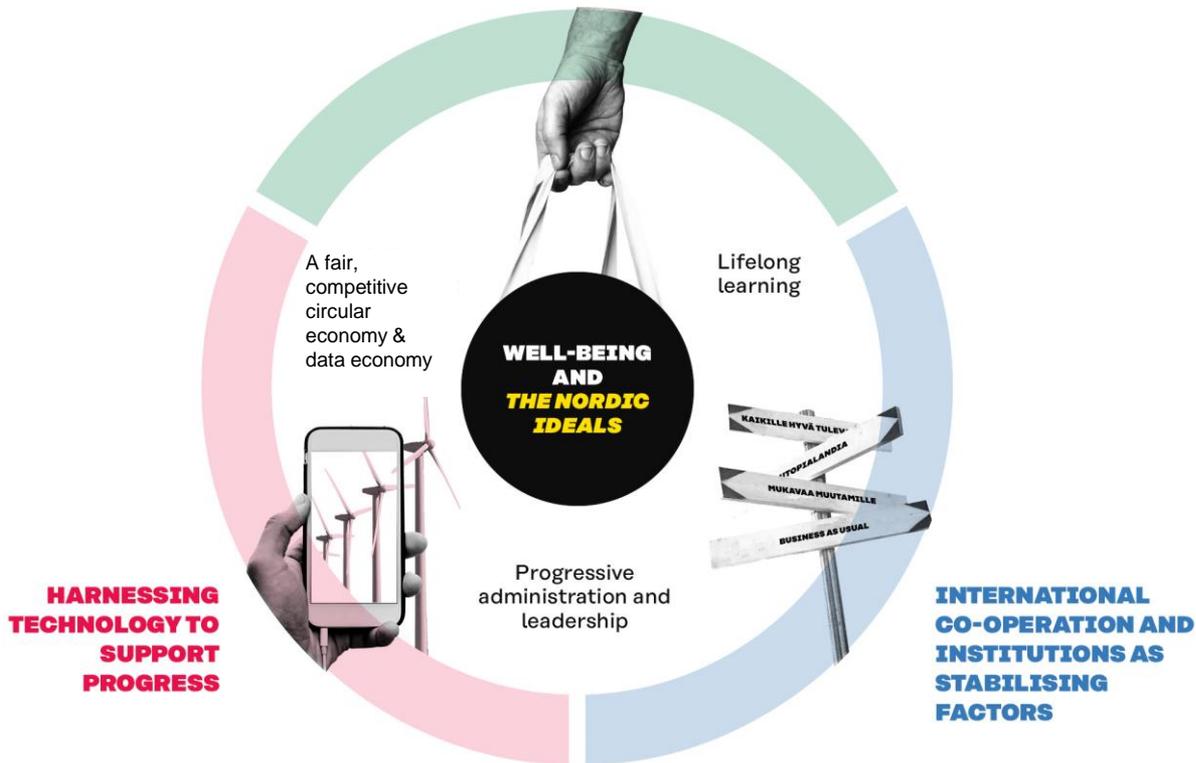
Our challenges

PLANETARY BOUNDARIES

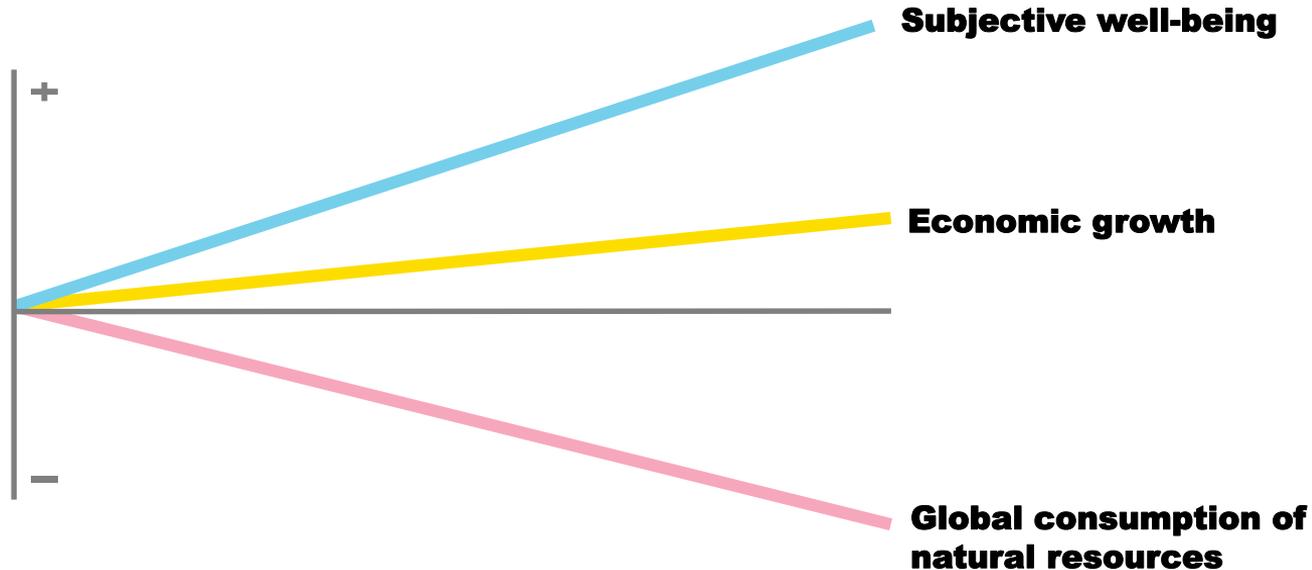


New Thinking & Action needed!

ADAPTING TO THE PLANETARY BOUNDARIES



Our challenge: Disconnecting wellbeing from consumption of natural resources



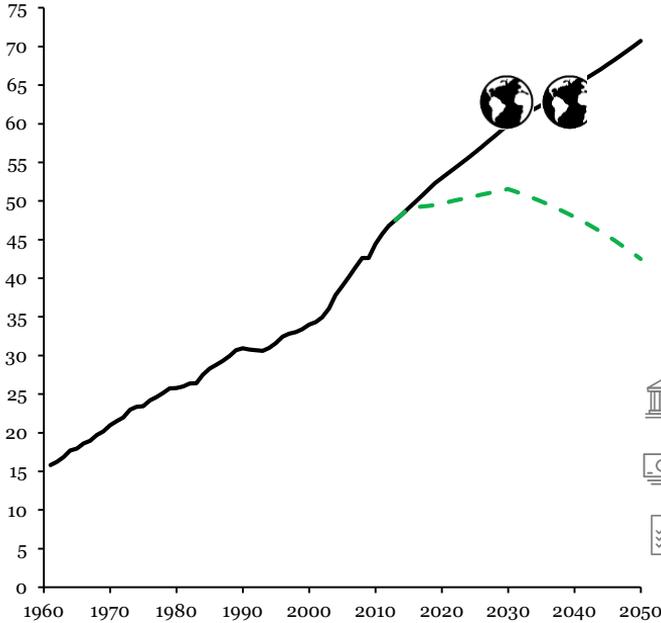
- Digitalization is THE key enabler!
- Great opportunities for Finland

Our overuse of natural resources drives regulators, investors and companies towards new solutions



Development of resource demand¹

Billion tonnes



Gap in supply is driving changing market conditions



-  Regulatory pressure is increasing
-  Investments are shifting towards responsible businesses
-  Businesses raise supplier requirements

In 2015, the UN general Assembly, representing 193 countries, set the Sustainable development goals. Goal 12 aims, amongst others, at decoupling economic growth from natural resource use



BlackRock CEO Larry Fink asks companies to make positive contribution to society²



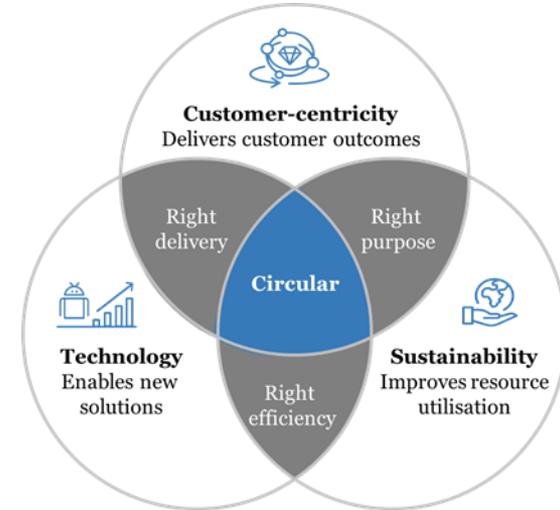
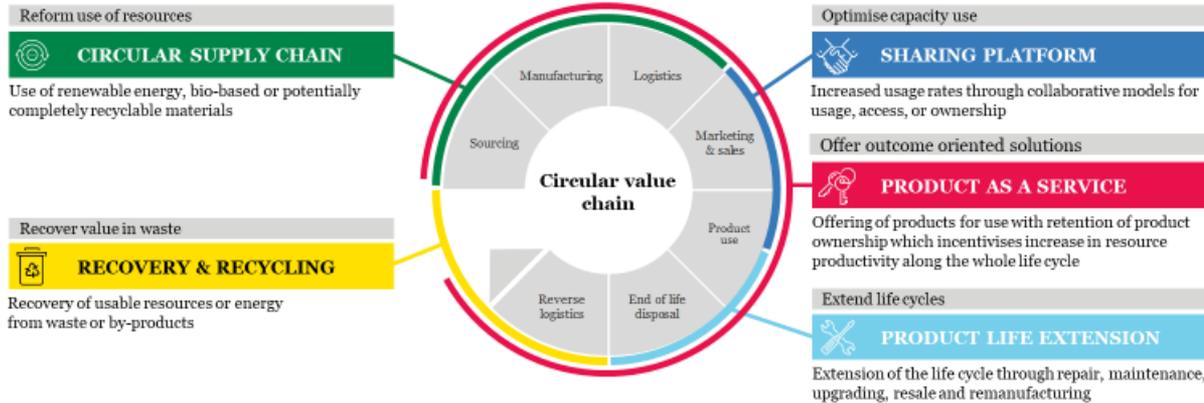
Companies request suppliers to disclose sustainability performance – 27% of CDP supply chain programme members, representing \$2.7 tn in procurement spend, have supplier carbon emission targets³



Sources: 1: Accenture, Appendix 2 for more details, 2: CNN, 3: CDP

Sitra's programme has guided 50 companies to assess circular business cases and pilot projects

Five business models reduce the inefficiencies and create value for companies



Source: Accenture, Appendix 2 for more details

Early movers within manufacturing industry have already started

	Machinery & Equipment	Marine	Energy	Transportation
CIRCULAR SUPPLY CHAIN				
SHARING PLATFORM				
PRODUCT LIFE EXTENSION				
RECOVERY & RECYCLING				
PRODUCT AS A SERVICE				

Lots of **BAD** news about the data economy



Let's make the fair data economy a competitive advantage for Europe



**FOR
INDIVIDUALS**



**FOR
COMPANIES**



**FOR THE
PUBLIC
SECTOR**

IHAN[®] Vision

- Our aim is to build the foundation for a *fair and functioning data economy*
- The main objectives are to *create a method for data exchange* and to set up *European-level rules and guidelines for the fair use of data*
- IHAN[®] is founded upon *European values* and based on trust

IHAN[®] as a project

- We define not just the principles and guidelines but also the *necessary components for the fair data economy*
- We *pilot new concepts* based on personal data in collaboration with pioneering businesses across corporate, industrial and national borders
- We develop an *easy way for individuals to identify reliable services* that use their data in a fair way

WHY IS SITRA INVOLVED IN LIFELONG LEARNING?

Lifelong learning as an impactful investment

Government sectors

Competence development and education (OKM + Others)

Work and Growth (TEM)

Social justice and welfare (STM)

Internal safety and criminal sanctions (SM, OM)



Change drivers

▶ The speed of change challenges the existing system

▶ The role of competence as a foundation for sustainable economic growth and well-being becomes emphasized

▶ Diversity increases in society

WHAT HAVE WE DONE SO FAR?

THE VARIOUS LEVELS AND PHASES OF THE WORK



The purpose of lifelong learning

What kind of a meaning does lifelong learning have in the life of an individual, the operations of communities and the whole of society?



Change drivers

With the change drivers we strive to describe the direction of change: for what kind of world has the current system been built? How have the circumstances changed? In what direction will change lead us in the future?



Aim

The aim refers to the ideal way in which things should be in the future. For example: "Learning needs are responded to in a diverse, flexible and agile manner."



Challenges

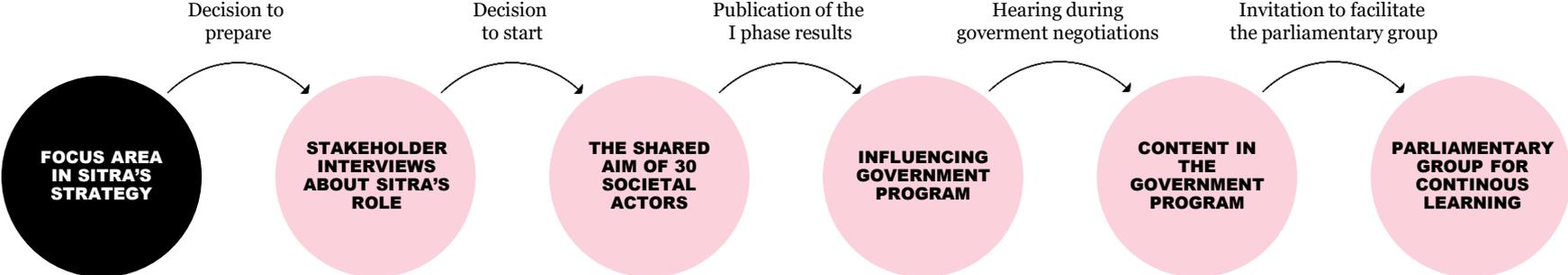
What obstacles might need to be overcome along the way in order to implement the aim?



Funding principles

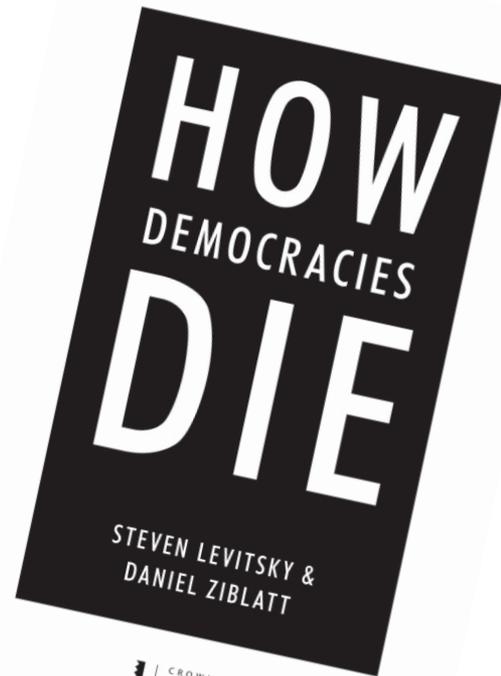
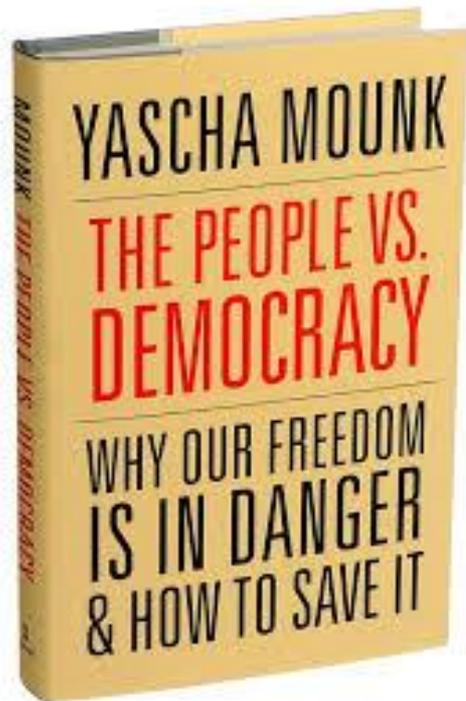
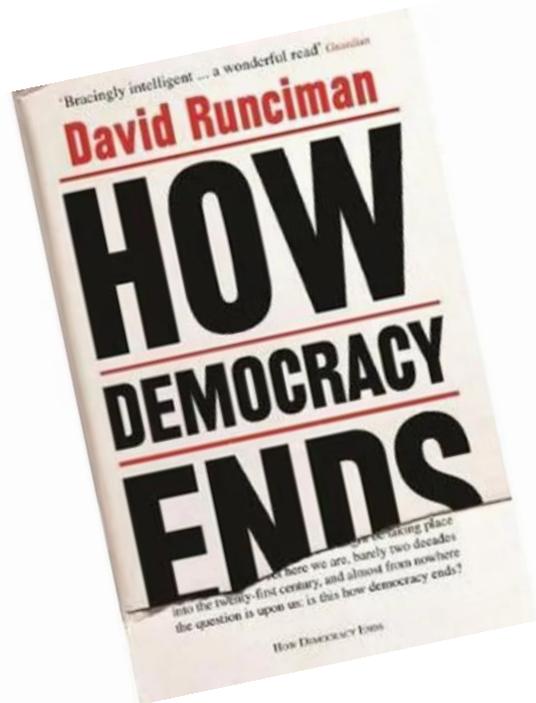
The funding principles propose policies that can be used for supporting the implementation of the aim.

THE PROCESS SO FAR 1/2018-9/2019



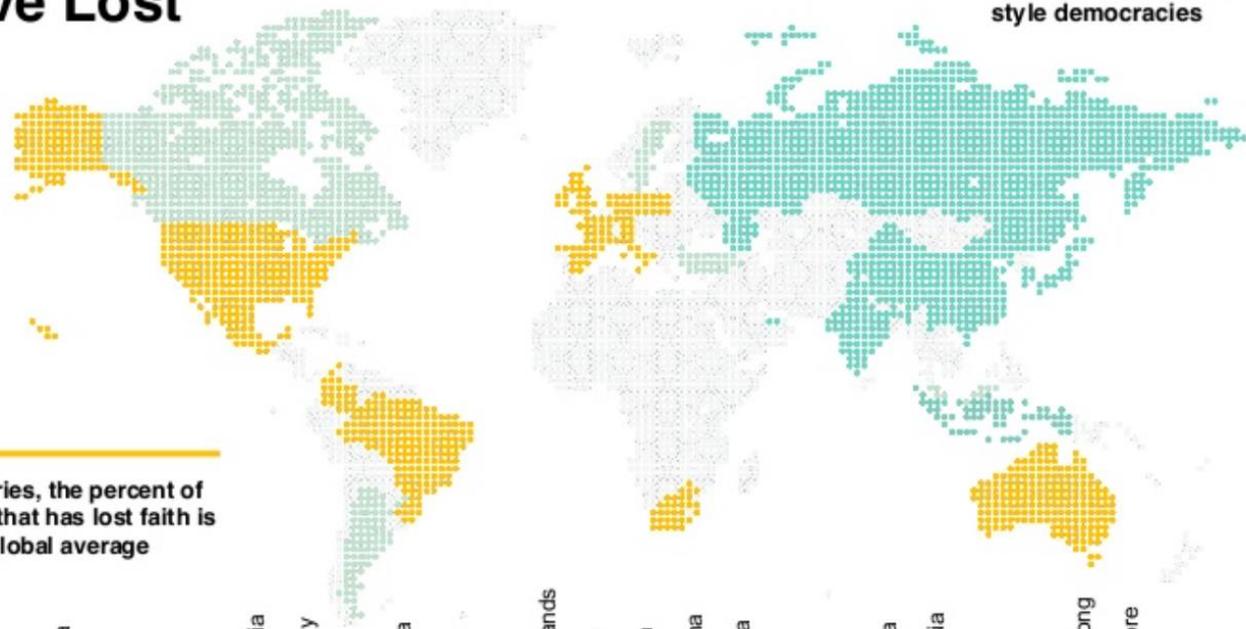
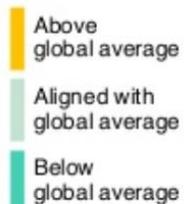
UPDATING DEMOCRACY®

Jouni Backman, Senior Advisor



1 in 2 Countries Have Lost Faith in the System

Percent of population who believe the system is not working



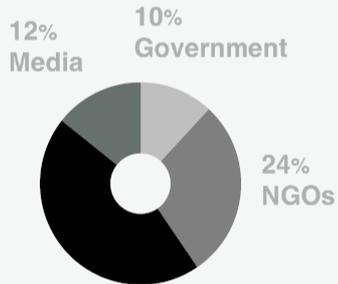
	Global	France	Italy	Mexico	S. Africa	Spain	Poland	Brazil	Colombia	Germany	U.K.	Australia	Ireland	U.S.	Netherlands	Canada	Sweden	Argentina	Malaysia	Turkey	Russia	S. Korea	Indonesia	Japan	India	Hong Kong	Singapore	China	UAE
System failing	53	72	72	67	67	67	64	62	62	62	60	59	59	57	56	55	55	53	52	51	48	48	42	42	36	35	30	23	19
Uncertain	32	22	24	25	24	25	25	25	27	26	29	30	26	33	33	30	29	29	37	31	28	41	40	45	45	50	43	47	40

Source: 2017 Edelman Trust Barometer Q672-675, 678-680, 688-690.

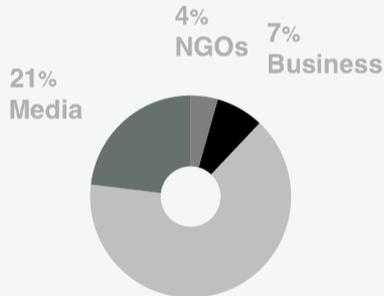
For details on how the "system failing" measure was calculated, please refer to the Technical Appendix. The margin of error for the countries scores was added and subtracted from the global mean. Countries were considered above the global average if their score was higher than the global mean plus the margin of error. Countries were considered below the global average if their score was lower than the global mean minus the margin of error. All other scores were considered aligned.

Government Most Broken in the U.S.

Which institution is the most broken?



38%
Business



59%
Government

Government Path to Better Future in China

Which institution is most likely to lead to a better future?



Government 68%

NGOs 8%

Business 9%

Media 7%

Government 15%

NGOs 29%

Business 22%

Media 8%

UPDATING DEMOCRACY®

The goal of the project: to strengthen Finland's position as a model democratic country with a capacity for renewal.

Digitisation is one of the foundations upon which representative democracy can achieve a broader reach and channels for direct participation and influence can be built.



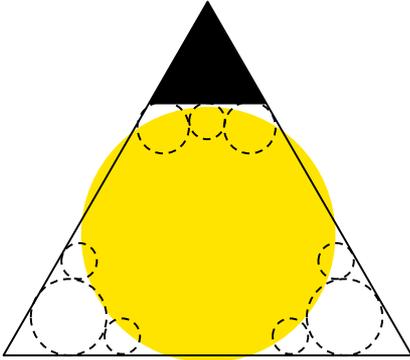
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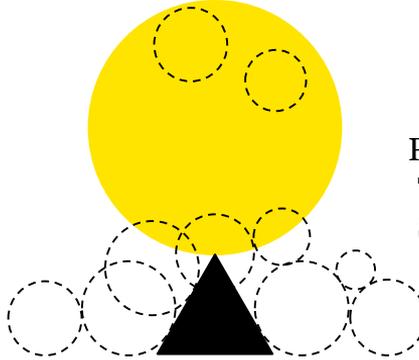
A FUNDAMENTAL SHIFT

**OLD MODEL:
FOR THE PEOPLE**



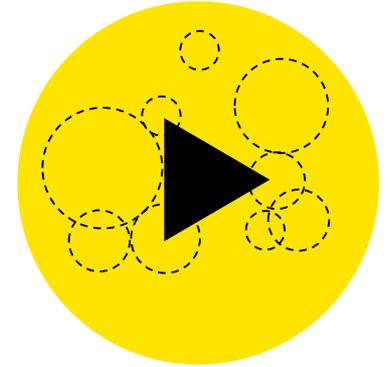
Internet
Mobilité
Borderless
Speed

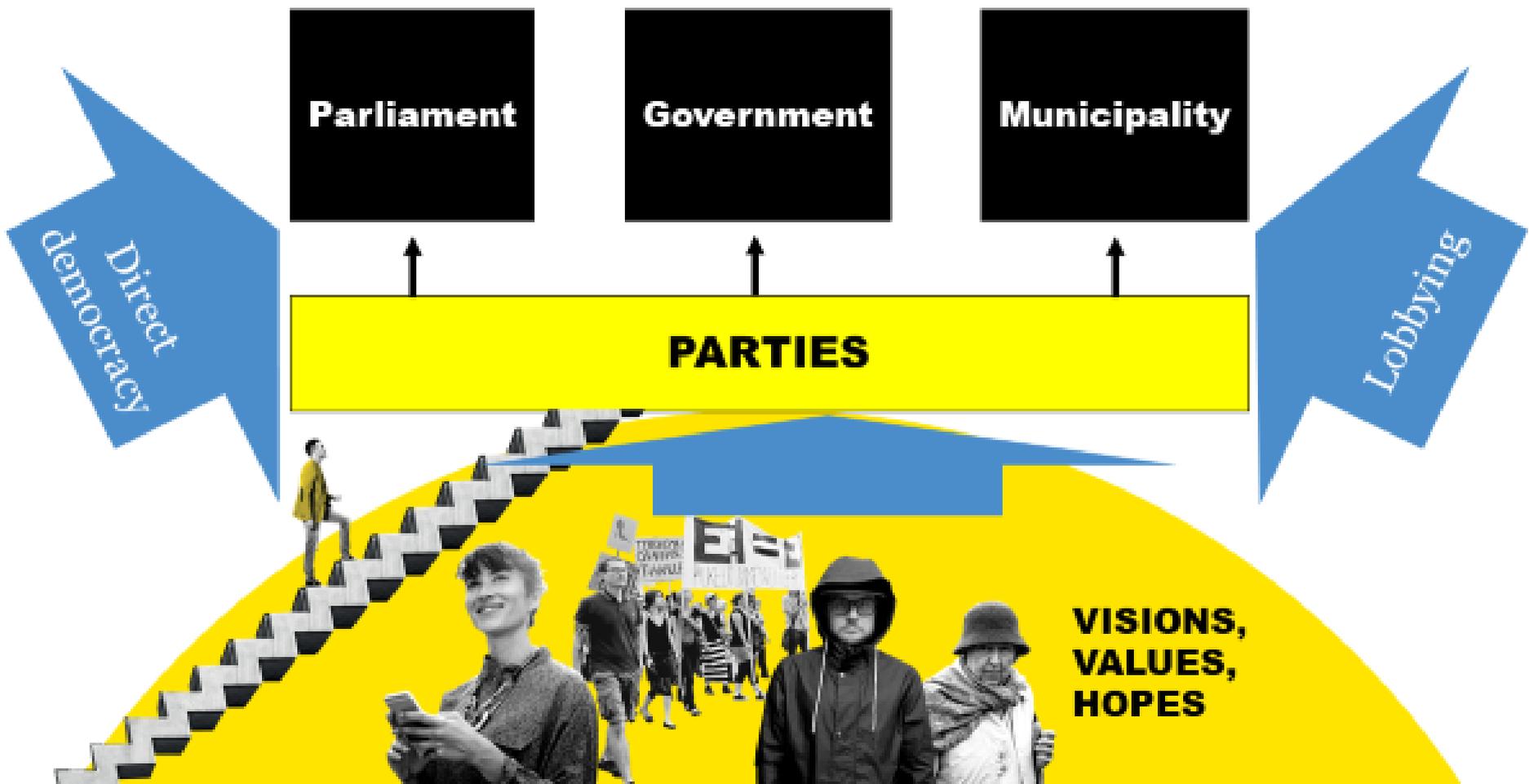
**CURRENT
TENSION**



Participation
Phenomenality
Transparency
Sustainability

**NEW MODEL:
WITH THE PEOPLE**





WHAT ARE WE DOING?

- **Rethinking** of decision-making by elected representatives and civil service practices, and the mutual relationship between the two.
- **Focusing on** national policymaking and state administration and therefore specifically on supporting the reform of the methods adopted by the parliament and government.
- **Working together** with political parties to strengthen and renew their capabilities in the national, regional and local domains.
- **Developing** a modern democratic user interface and its implementation by the government.



**RISE TO
SHINE!**



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