

**BIOECONOMY** The green driver of the circular economy

In global economic development, the bioeconomy is the next great wave of economy. Bio means renewable raw materials that come from nature. Economy means wellbeing, services and production.

The goal for sustainable development is to equally take into account the needs of the environment, people and the economy, in order to achieve a good life for everyone. The circular economy and bioeconomy are ways of achieving the goals of sustainable development.

**WOOD REPLACES plastic**



In the bioeconomy fossil fuels and energy sources have been replaced with renewable sources.

In Finland the most important is green, i.e. a bioeconomy based on forests.

**CIRCULAR ECONOMY**

Someone's surplus could be another's raw material



All raw materials have a use and can be recycled.

Products are considered through the entire lifecycle, and this lifecycle ends and begins again.



In the end, wood can always be burned to produce energy.



The raw material leaves industrial cycle and returns to nature's cycle.

**CARBON SINK**

Wood binds carbon in the forest and as products



The relationship between carbon sequestration and emissions is important for suppressing climate change. Wood binds carbon in the forest and during its life as a product.

**Long-lasting**

The older the carbon sink is the better!

**RENEWABILITY** The forest is nature's own green factory



The forest is a renewable natural resource. A new forest is planted in place of the felled forest!



**SUSTAINABILITY** Balance between growth and use

Finland's forests grow more than they are used - the forest is therefore a growing natural resource. Sustainable use is based on research and it also safeguards nature's biodiversity.

**RESOURCE WISDOM** Better from less

Using less to make more is resource wisdom.



**MULTIPURPOSE**

One product satisfying many needs is resource wisdom.



Producing only what is needed is resource wisdom



**Voi lainata LEASE-SHARE**

You don't need to own everything yourself: sharing is resource wisdom.



**Made LOCALLY**

It is wise to transport goods only when necessary.

**THE FUTURE** can be made



The product promotes wellbeing. Safeguarding health and wellbeing is also part of the bioeconomy.



Sustainable use of renewable natural resources will save the world.



Innovations will only solve problems if we use them.



We are continuously discovering solutions that are not only more ecological, but also better than earlier solutions.



Creatively brainstorming modern-day challenges can give us a better future!



Learn about the most amazing bioeconomy products "Made in Metsä" and use social media to share what you learn!  
[Bioaika.picco.fi](http://Bioaika.picco.fi)

The Bio Era event tour is the forest sector's joint 100th anniversary present for Finland particularly for the young. A science centre exhibition on wheels forms the core of the nationwide tour. The side events provided on the theme highlight the bioeconomic strengths of the localities visited.

The exhibition in the truck describes the opportunities and innovations associated with the bioeconomy. Learning by doing is a key element of the exhibition. When visitors can create visions and solutions for the future both themselves and together, the bio era will be one step closer.

The producer of the Bio Era event tour is Metsähallitus Science Centre Pilke in cooperation with Science Centre Tietomaa and forest sector actors. The main funders are the Finnish Forest Foundation and Metsämiesten Säätiö.

[www.bioaika.fi](http://www.bioaika.fi)