

# SUSTAINABLE ARCTIC SOCIETIES TOWARDS A CIRCULAR ECONOMY



ONLINE-EVENT  
10/12/2020



**Interreg**  
Nord  
European Regional Development Fund



REGIONAL COUNCIL  
OF LAPLAND



Jokkmokks  
Allmänning



**Sparbanken Nord**  
Regionens egen bank



**Troms og Finnmark fylkeskommune**  
Romssa ja Finnmarkku fylkkagiielda  
Tromssan ja Finnmarkun fylkinkomuuni

# How can rural arctic societies work smart to go circular and sustainable?

In this virtual **Greennovation Camp** hosted by the InterregNord-project **GRUDE - green rural economy** you will listen to inspiring keynote speakers who will give you good examples, learnings and trends for the future. You will also meet, mingle and ideate together with other participants from different sectors.

This event is a cross-border-event with participants from Sweden, Norway and Finland and all the keynotes and discussions will be held in English. We hope that you will take new valuable contacts as well as ideas for implementation back home.

## PARTICIPANTS

We welcome representatives from the public sector as well as entrepreneurs, researchers and students.

You are responsible for, work with, or study **sustainability, green economy or circular economy** - or would like to do so.



# KEYNOTE SPEAKERS

## Leena Vuotovesi

**CEO of the development company Micropolis Ltd**

Micropolis drives the forerunner of climate-friendly municipalities, the town of Ii, and pilots solutions to the green growth of the north. Leena holds a MA from the Oulu University and has an academic background from the Georg-August Universität Göttingen in Germany and the University of Namibia. She is also permanent advisor of the board of the Storm Warning.



## Weine Wiqvist

**The Swedish Delegation for Circular Economy**

In 2018 the Swedish government decided to form a Delegation for Circular Economy to support the national Swedish adaptation to a Circular Economy, in all sectors of the society. Weine will present the Swedish National Strategy for Circular Economy that was released earlier this year and also give some examples on circular procurement as an important tool for municipalities.



## Laura Vidje

**Sustainability Consultant**

Laura has been involved in numerous projects and awarded with titles for her sustainability talents. She is conducting an external analysis which looks at the best practice examples around the Nordics and EU for circular economy actions in municipalities and regions. The report will reflect on: What do the municipalities need today in their development work? What tools and methods can be used in the future work with the circular economy? Which efforts have the best effect?



## Susie Jahren

**Circular Economy Lead in SINTEF**

There are many unknown effects in the transition to circular economy, but with the use of models we can create insight into the space of opportunity. The Ministry of Climate and the Environment has co-financed a study initiated by Avfall Norge Virke, LO and SINTEF, which explains the potential value creation and employment effects of a Norwegian circular economy.



# AGENDA (TIMEZONE: CET)

**08:30 - 08:55** Mingle & start of the day - bring your coffee cup!

**09:00 - 10:25** Keynote speakers, panel and Q&A

- **Leena Vuotovesi** (FI): Tackling climate change with economical benefit

- **Laura Vidje** (SWE): Sneakpeak at an external analysis on circularity in regions and municipalities

- **Susie Jahren** (NOR): New jobs and new revenues in a Norwegian Circular Economy

**10:25 - 10:55** Networking

**11:00 - 11:50** LUNCH - The big meeting room will be open for anyone who would like to stay for a lunch mingle

**12:00 - 13:30** Ideation in breakout rooms

**13:30 - 14:25** Presentations & discussion

**14:30 - 14:50** Keynote & Q&A

- **Weine Wiqvist** (SWE): A national strategy for Circular Economy

**14:50** Summary of the day

**15:00** End of the Greenovation Camp

## APPLY HERE:

<https://forms.gle/AejrRA1JWPqniQVRA>

*Last day for application: 30th of November*



**GRUDE – green rural economy** is a 3-year transnational InterregNord-project that aims to empower arctic rural municipalities in their transition to a Green- and Circular Economy.

## CONTACT INFORMATION

### Questions about the event:

Swedish project-coordinator Amanda Mannervik at Strukturum in Jokkmokk, [amanda.mannervik@strukturum.se](mailto:amanda.mannervik@strukturum.se)

### Questions about the GRUDE-project:

Project Manager Reeta Sipola at Lapland University of Applied Sciences in Rovaniemi, [reeta.sipola@lapinamk.fi](mailto:reeta.sipola@lapinamk.fi)

[www.grudeproject.eu](http://www.grudeproject.eu)