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Kestämättömästä kulutuksesta uudelleenkäytön tulevaisuuteen

Jussi Nikula,
neuvonantaja, WWF Suomi



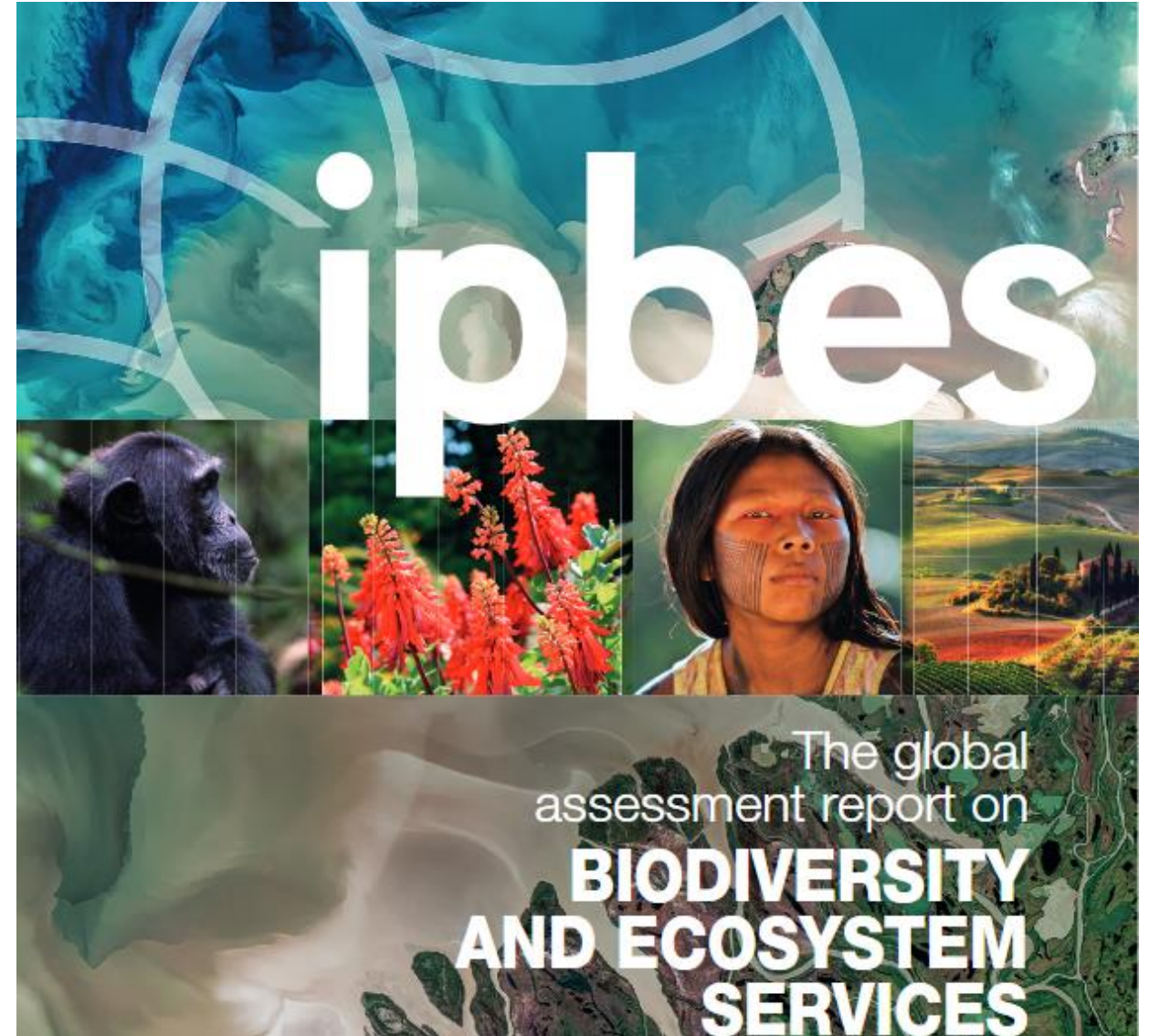
- **Miljoona lajia vaarassa kadota, ihmisten hyvinvointi vaarassa**
- Institutionaalinen epäonnistuminen, joka pitää ja on mahdollista korjata
- Ylikulutus kuriin -
Luonnonvarojen käytön ulkoisvaikutusten hinnoittelu

Miljoona lajia vaarassa kadota, ihmisten hyvinvointi vaarassa



“An average of around 25 per cent of species in assessed animal and plant groups are threatened, suggesting that around 1 million species already face extinction, many within decades, unless action is taken to reduce the intensity of drivers of biodiversity loss”

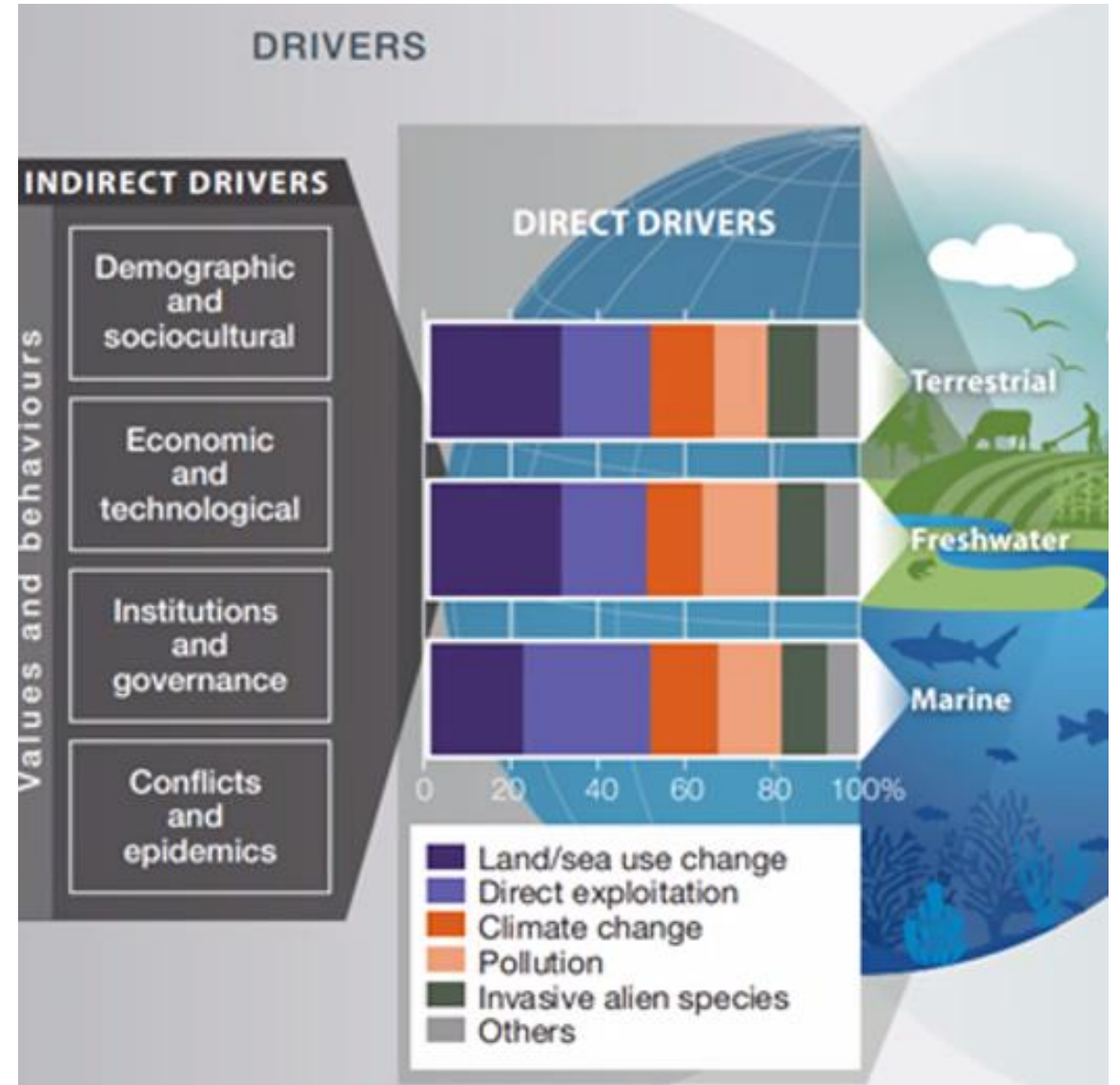
IPBES (2019): Global assessment report on biodiversity and ecosystem services of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services. E. S. Brondizio, J. Settele, S. Díaz, and H. T. Ngo (editors). IPBES secretariat, Bonn, Germany. 1148 pages. <https://doi.org/10.5281/zenodo.3831673>



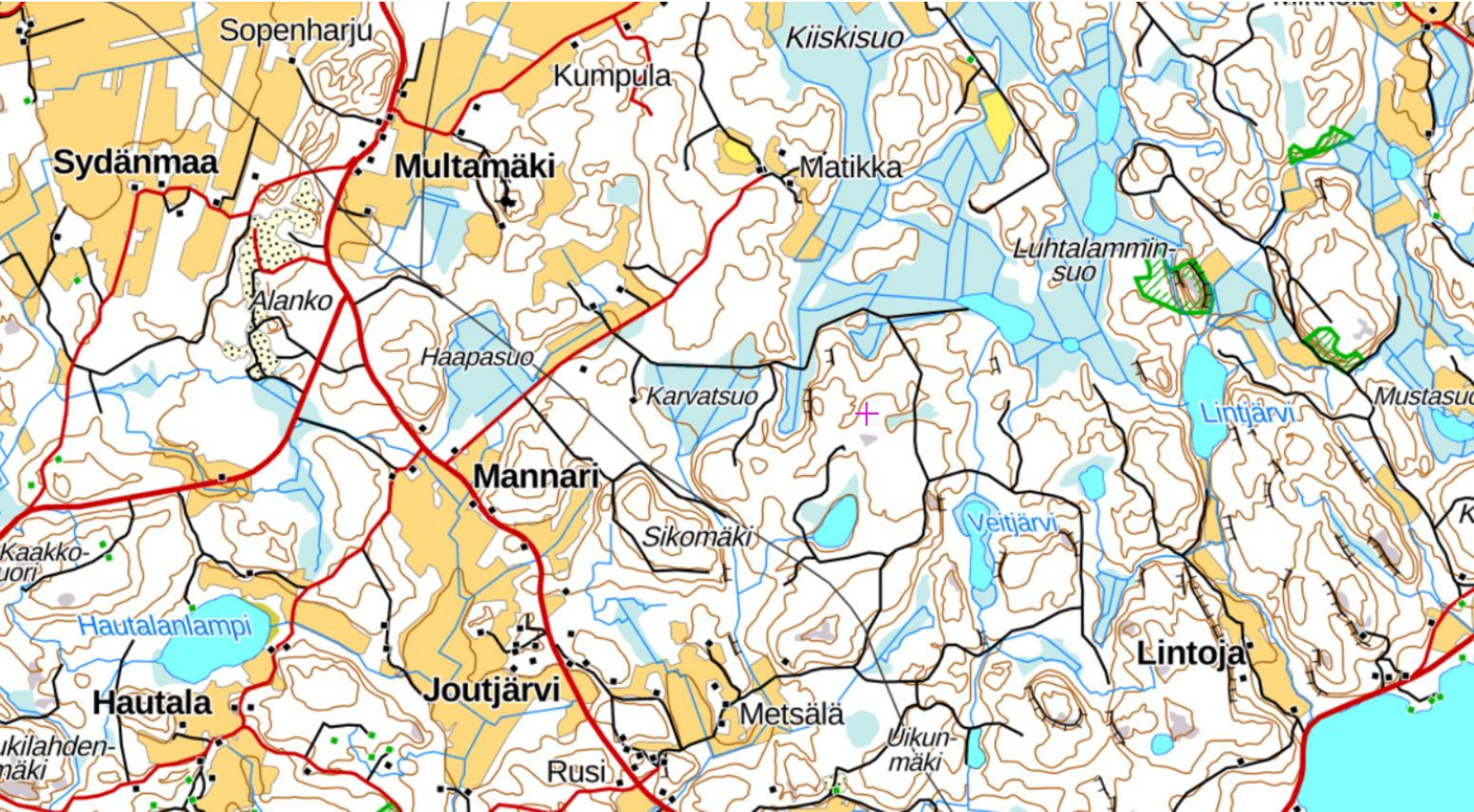
Luontokadon ajurit – ylikulutus, maankäyttö, luonnonvarojen hyödyntäminen



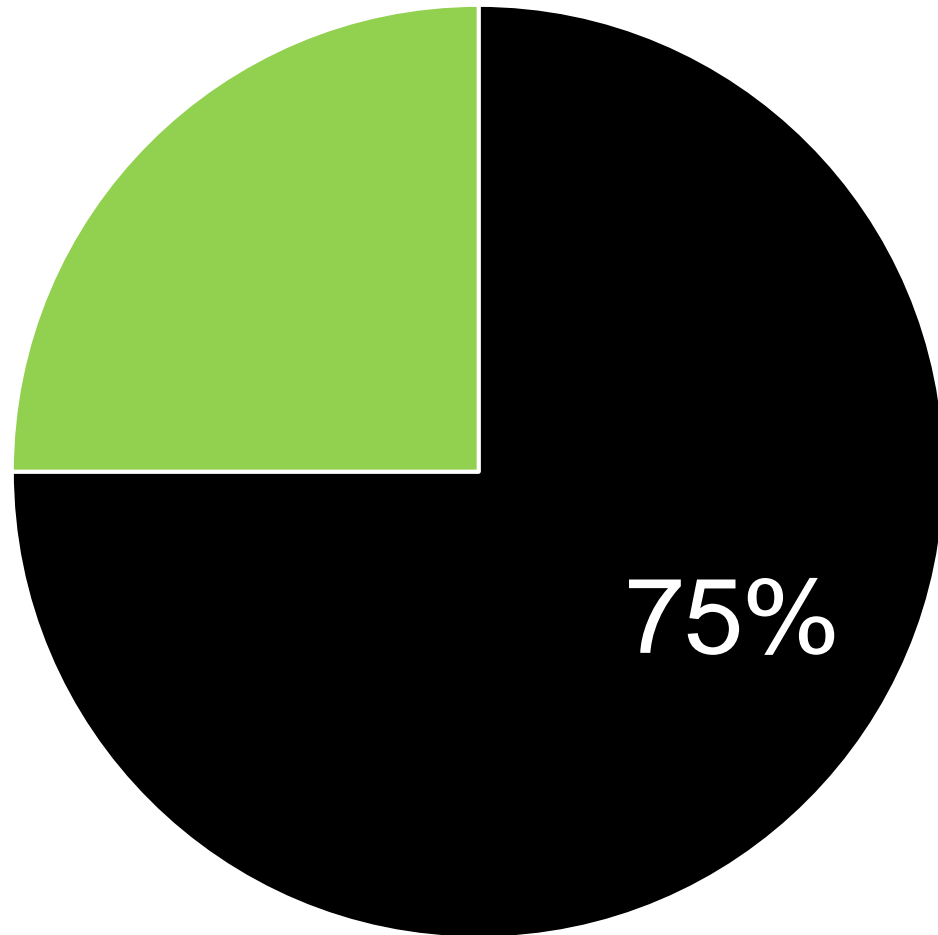
“Unsustainable use of the Earth’s resources is underpinned by a set of demographic and economic indirect drivers that have increased, and that furthermore interact in complex ways, including through trade (well established)”





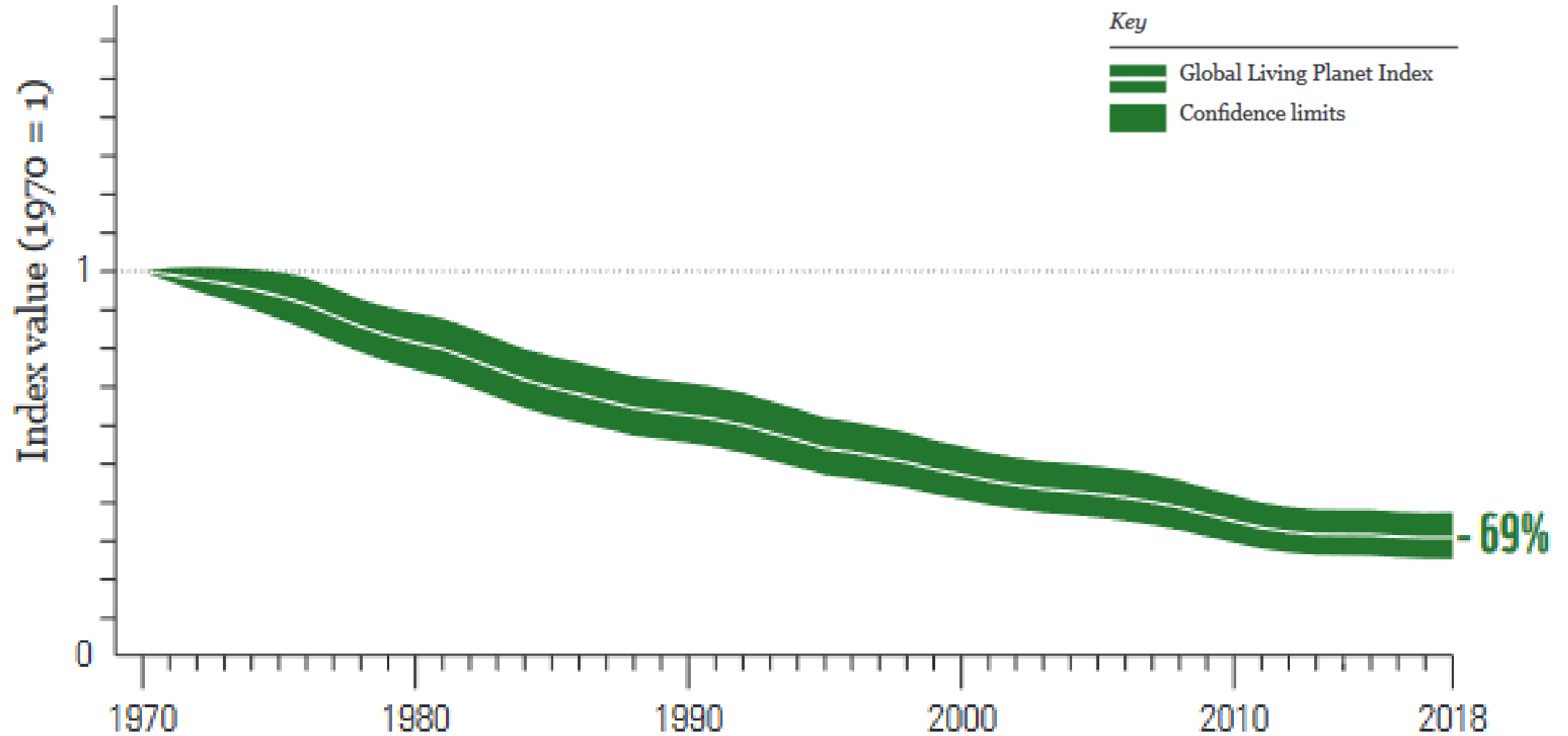


Kolme neljännestä maa-alasta on ihmisen merkittävästi muokkaamaa



“Seventy-five per cent of the land surface is significantly altered”

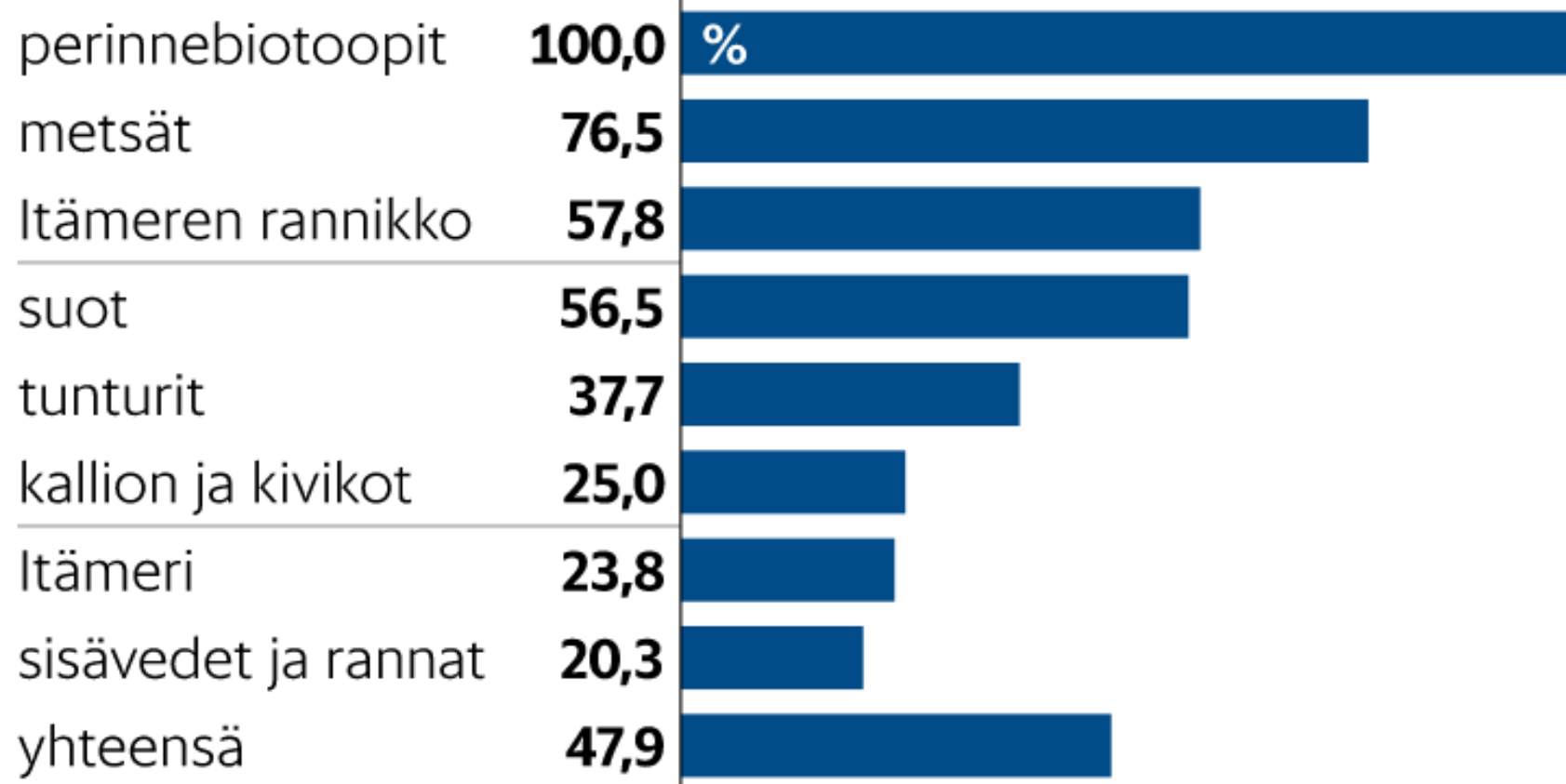
Living Planet Report 2022: Average 69% decrease in monitored wildlife populations since 1970



Uhanalaisten luontotyyppien osuus Suomessa



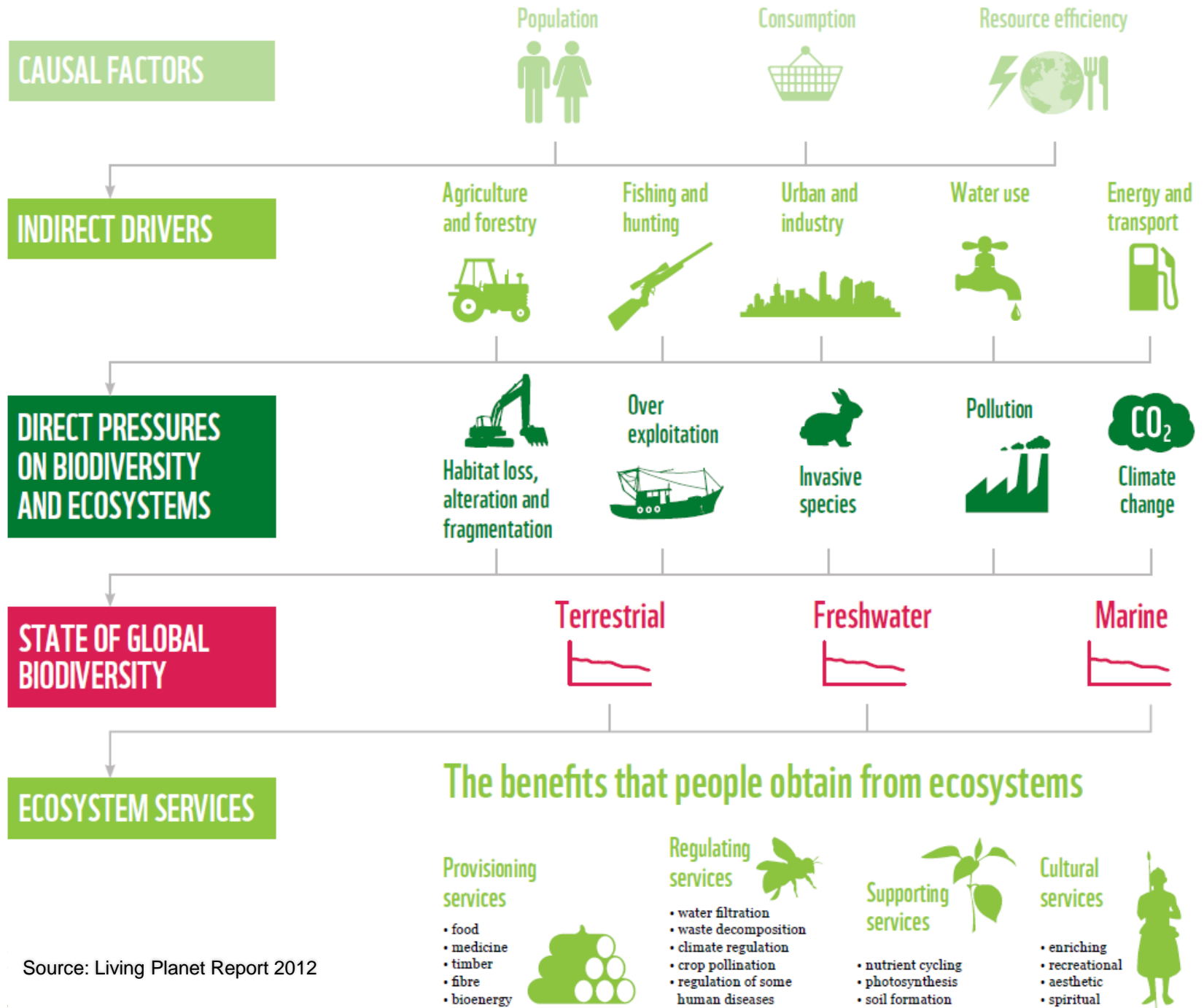
Uhanalaisten luontotyyppien* osuus, %



* Luontotyyppejä yhteensä noin 400.

Lähde: Luontotyyppien Punainen kirja 2018

Ihmisten ja ekosysteemien hyvinvoinnin yhteys



Source: Living Planet Report 2012



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“At the heart of the problem lies deep-rooted, widespread institutional failure”

-Dasgupta review 2021

How to bend the curve of biodiversity loss?

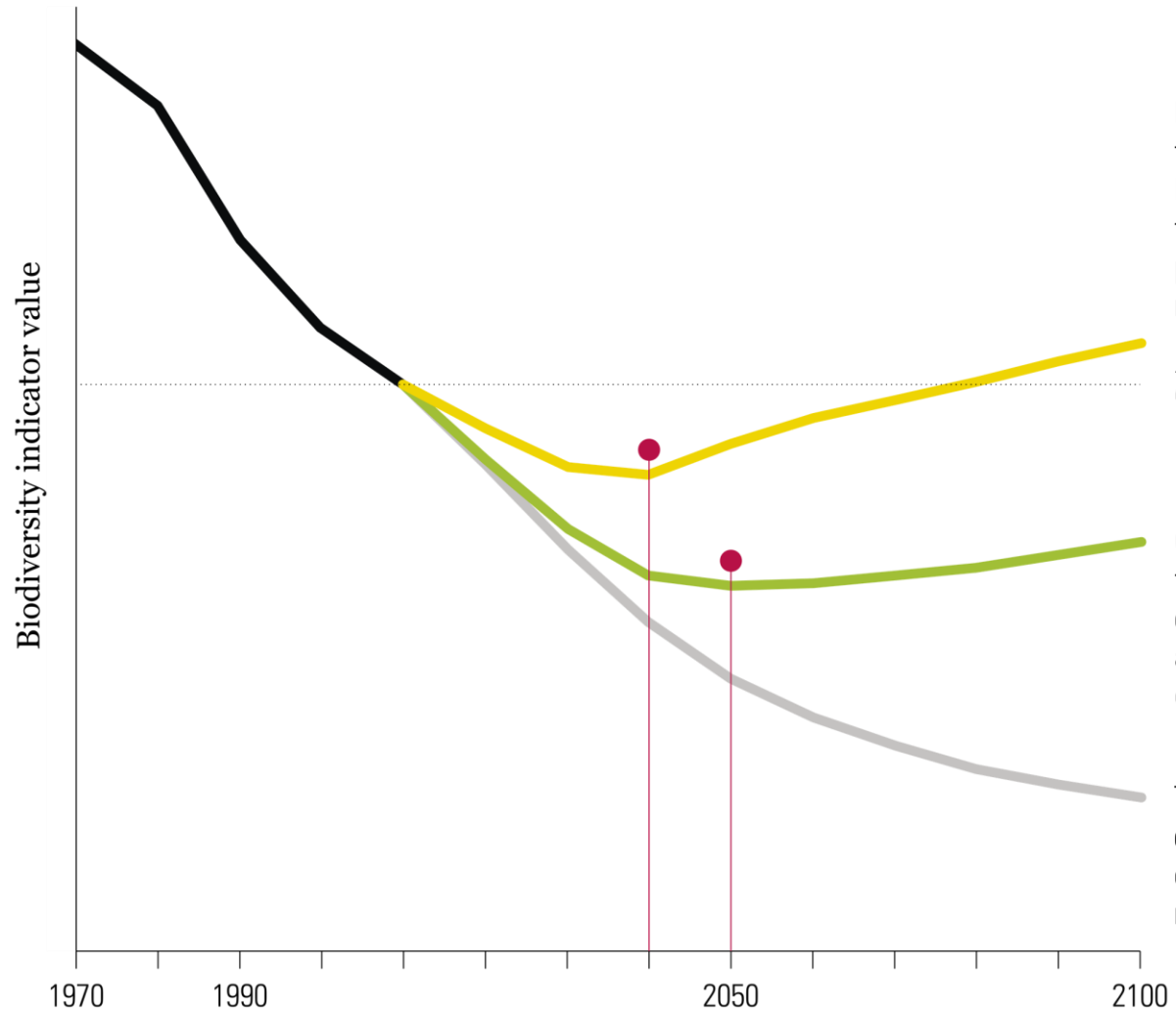


1. Increase Conservation
2. Reduce Consumption
3. Produce Better

Scenario

(mean across land-use change models)

- Historical
- Baseline
- Increased conservation efforts
- Integrated Action Portfolio
- The date when recovery begins



In order to bend the curve any earlier than 2050 and minimise biodiversity losses, ambitious conservation needs to be combined with sustainable production and consumption measures - the yellow line.

2010 INDICATOR VALUE

Conservation actions are crucial but the green line shows that alone they cannot bend the curve before 2050, and will allow much greater overall losses.

The grey line shows that biodiversity continues to decline if we continue on our current path and recovery does not begin before 2100.



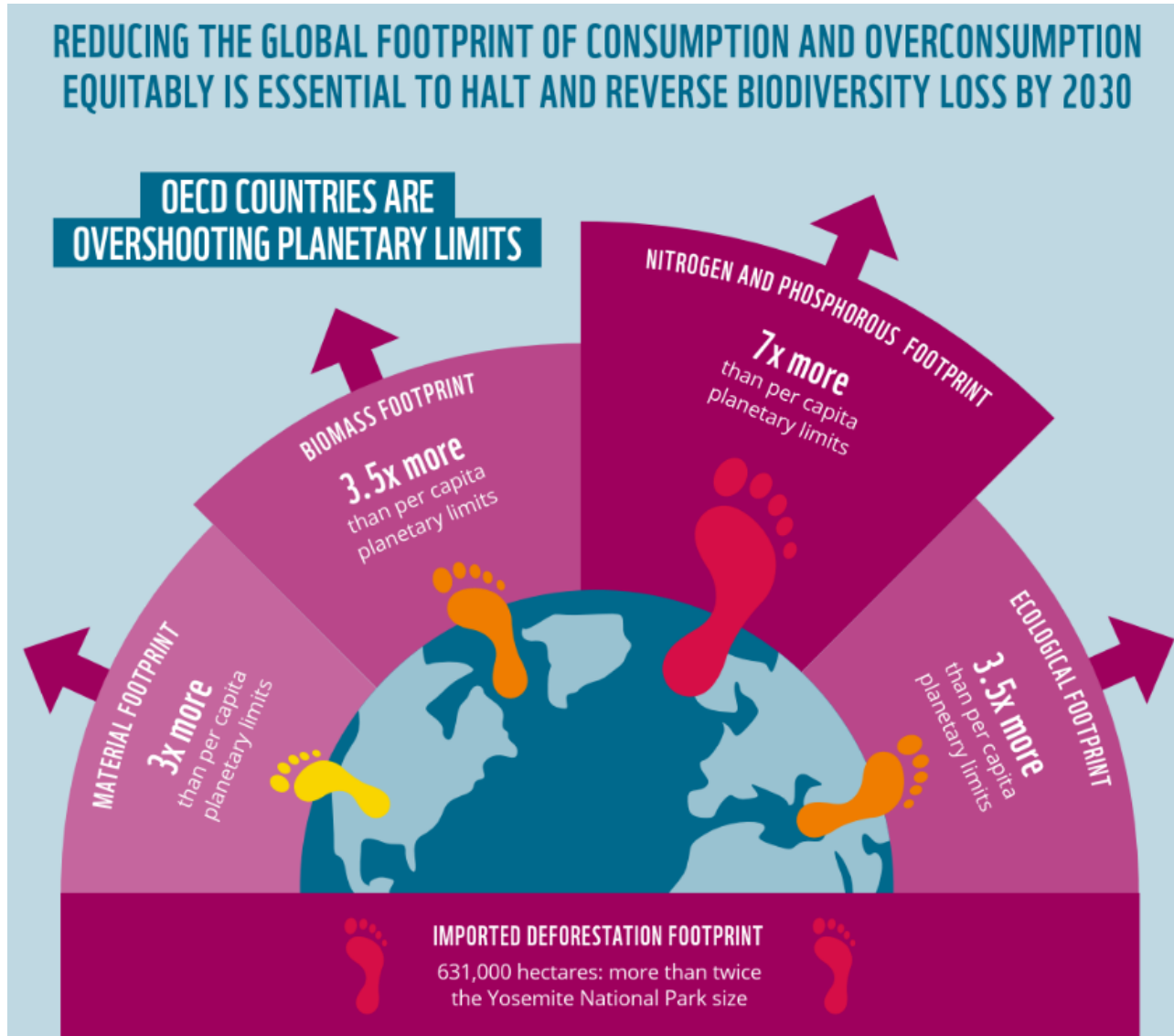
Scale of change in conservation:

“to meet the three objectives of a habitable climate, self-sustaining biodiversity, and a good quality of life”

it requires effective protection of “30% to 50% of both land and ocean surface areas”

- IPBES & IPCC 2021, Scientific outcome of the IPBES-IPCC co-sponsored workshop on biodiversity and climate change

Scale of change in consumption



Overshoot of more than 70 % in most footprint categories in OECD countries

Source: [WWF 2023](#). Walk lightly on the Earth – Footprint of OECD countries, planetary limits and urgent action needed by all for nature and people.



**Scale of change in production:
Market entry prohibited for products
linked to deforestation
(EU deforestation regulation)**



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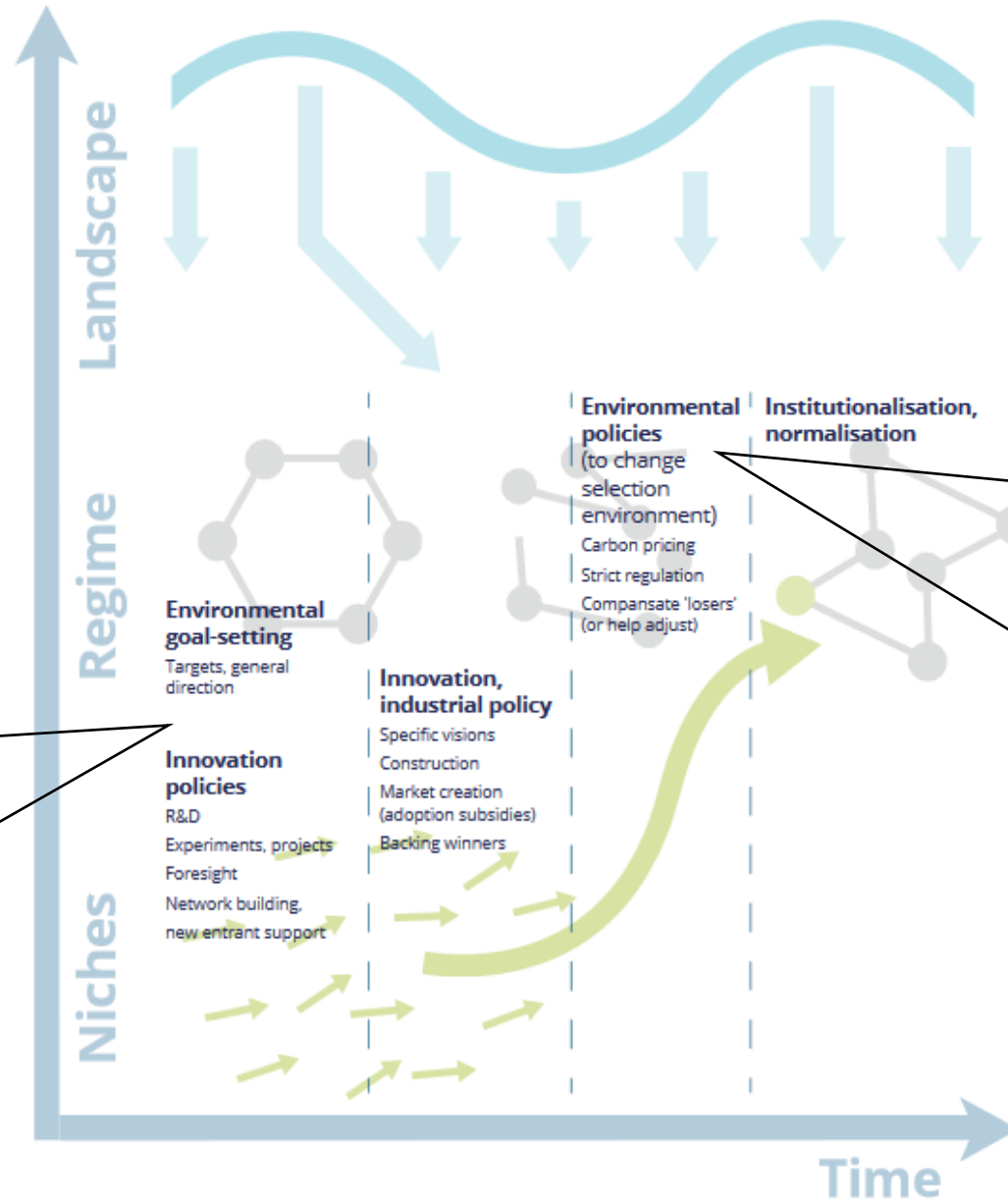


Sustainability transitions

1. Incentivize new solutions

R&D, experiments, projects, foresight

Market creation (adoption subsidies), backing winners...



2. Disincentivize overconsuming business models & ensure just transition

Carbon pricing

Strict regulation

Compensate "losers" (to help adjust)

Raha ratkaisee: institutionaalisisesta epäonnistumisesta kohti aidosti kestäväää taloutta



Sitoumukset & Tiede/asiantuntijasuosituksukset

*”By 2020, at the latest, incentives, including subsidies, harmful to biodiversity are eliminated, phased out or reformed in order to minimize or avoid negative impacts, and **positive incentives for the conservation and sustainable use of biodiversity are developed and applied**”*

- Aichi targets 2011-2020 / UN Convention on Biological Diversity

Todellisuus

”Our analysis shows that Finland's circular economy policy programme aims predominantly at niche stimulation and acceleration, with little emphasis on the regime destabilisation or coordination.”

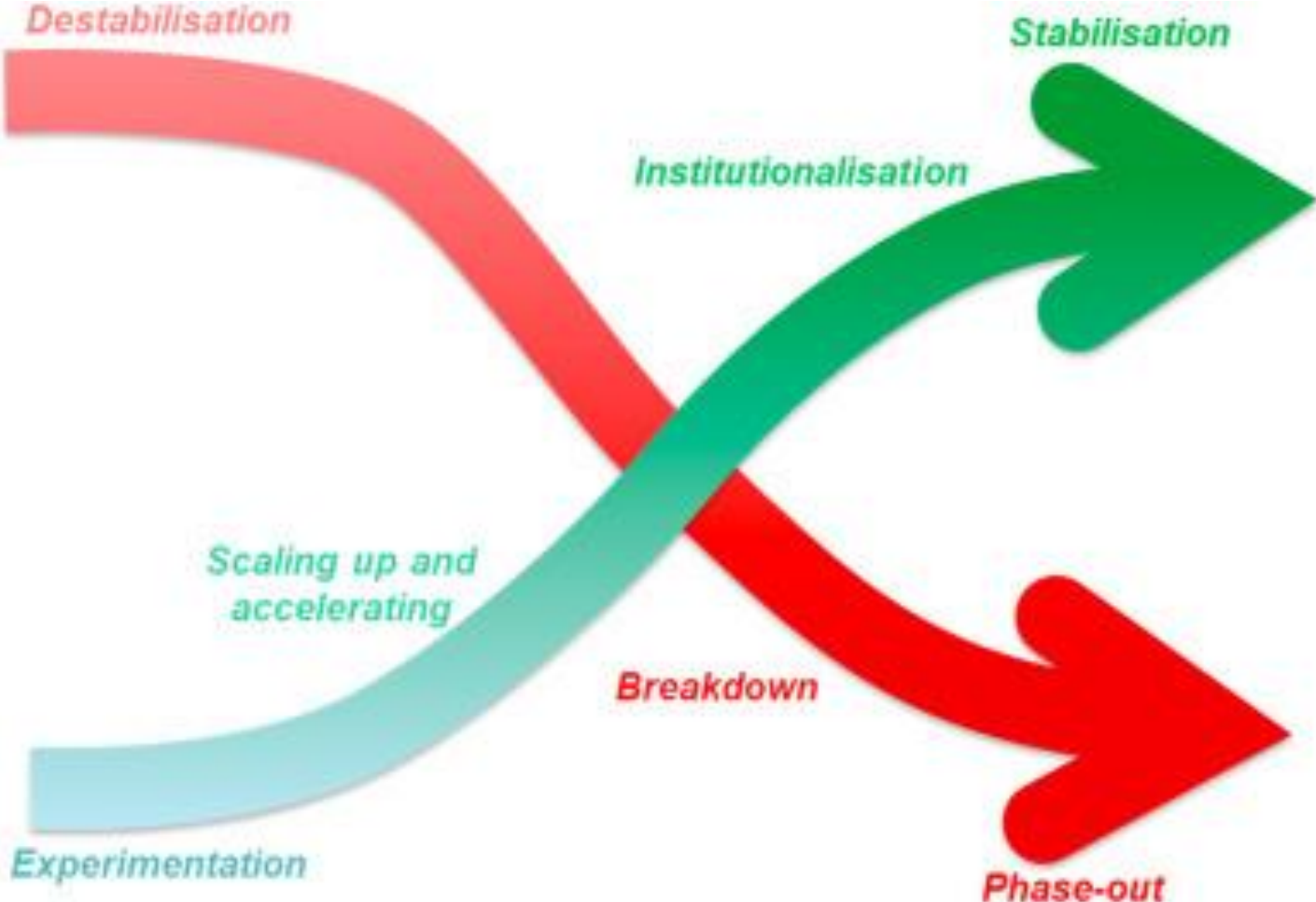
- Lazarevic et al. 2022: Circular economy policies and their transformative outcomes: The transformative intent of Finland's strategic policy programme

Ratkaisuna taloudellisten kannustimien uudistaminen

” kiertotalouden taloudellisten kannusteiden edelleen kehittäminen... esimerkiksi verotuksen keinot”

- Kiertotalousohjelman arviointi 2023

The X-curve of transition build-up and break-down



Lazarevic et al. 2022: Circular economy policies and their transformative outcomes: The transformative intent of Finland's strategic policy programme ([link](#))



Kiitos!

**Suojelemme luontoa ja
ratkaisemme ympäristöongelmia
– luonnon ja ihmisten hyväksi**

together possible™