



TREASoURcE

# KiertoaSuomesta.fi

## Circular Finland – marketplace

The “Uber” for biobased side-streams



Polar Bear Pitching goes Circular

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Funded by  
the European Union

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MTK ry - The Central Union of Agricultural Producers and Forest Owners



# Challenges/Why



Biobased **waste and side streams** can be a problem (where to put it) and cause costs



Finnish food production is dependent on imported **fertilizers**



Farmers need new **earning possibilities**



Promotion of circular bioeconomy (biofertilizers, biogas, new material innovations) help to achieve **climate, water and biodiversity goals**





# Solution:

## KiertoaSuomesta.fi -marketplace



Getting rid of side streams the farmer does not need



Using biomass as fertilizers or raw materials for further processing



Earning possibilities



Lowering environmental footprint

**KiertoaSuomesta**

Markkinapaikka biopohjaisille sivuvirroille ja jätteille verkossa.


# KiertoaSuomesta.fi



- **Buying/selling** announcements
- **Service** announcements
- Informational **articles**

## Upcoming features

- **Logistics** section (estimates for price and CO2 emissions for transport)
- **Educational** material (articles, interactive content)
- Expanding **abroad** (Norway, Estonia etc.)

ps://app.kiertoaSuomesta.fi/

KiertoaSuomesta 

Hae ilmoituksia   

Kaikki Myydään Ostetaan

**Myydään**

**Muut sivuvirrat (ei biomassa)**

45 tn/Toistuva  
**10 € / tn**

Mänttä  
29-12-2023

**Myydään**

**Muut sivuvirrat (ei biomassa)**

45 tn/Toistuva  
**15 € / tn**

Mänttä  
29-12-2023

**Myydään**

**Puu / Metsäbiomassa**

60 m<sup>3</sup>/Kerran  
**15 € / m<sup>3</sup>**

Paimio  
Toistaiseksi

**Ostetaan**

**Puu / Metsäbiomassa**

200 m<sup>3</sup>/Kerran  
**30 € / m<sup>3</sup>**

Tampere  
Toistaiseksi

**Myydään**

**Nurmi, hävikkirehu ja viherkasvustot**

50 tn/Kerran  
**10 € / tn**

Mäntsälä  
25-07-2023

**Myydään**

**Puu / Käsitelty puu**

50 kpl/Kerran  
**0 € / kpl**

Akaa  
Toistaiseksi





TREASoURcE

# Biobased waste and side streams

TREASoURcE project (10M€, Horizon Europe) aims at finding new **use cases** and **business opportunities** for **biobased side streams** from agriculture and forestry.

We aim at **continuing** the use of KiertoaSuomesta.fi after the end of the project (6/2026) on (non)commercial basis.

The platform has been done in Finland and will be expanded to other countries.



# Circular bioeconomy – From waste to resource







- Farmers
- Logistics companies
- Biogas companies
- Circular bioeconomy companies (further processing of biomasses, advertising)
- Industry (food, fertilizers, materials development)

**We are looking for collaboration partners**



# Team

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## Riina Kärki

MSc Forestry and Agriculture, BBA, PhD cand.  
(Project manager)

## Nora Berglund

MSc Agriculture; Environmental change and  
global sustainability (Circular economy)

## Sini Valmari

MSc IT, MSc Business, MICL cand. Law, PhD  
cand. (Digital services and commercialization)

