

# CIRCULAR ECONOMY WEBINAR

*Experience from Finland & Thailand  
Come Join the 4th Expert Talk  
in our Thai-Finnish Circular Economy Mini-Webinar series  
hosted by the Embassy of Finland, The Asian Institute of Technology  
and the Ministry of Industry of Thailand*

**EP IV: Future Sustainable Industries**  
**Tuesday 1st of March 2022, 13.30 - 15.00 PM**  
**on Zoom Meeting Platform**

## AGENDA

- *What are the Drivers? Why we must do it? How to do it in practice?*
- *Transforming business strategies to find more ecological solutions.*
- *Case studies from plastics, biochemical, forest industry*
- *Learnings from Thailand and Finland*



Embassy of Finland  
Bangkok



# Circular Economy Webinar EP IV: Future Sustainable Industries

## Tuesday 1<sup>st</sup> of March 2022, 13.30 - 15.00

- 13:30 **Welcome remarks** by xx, <position> Ministry of Industry of Thailand
- 13:40 **Urban Mining: Metal & E-Waste Recycling towards Sustainability**  
*Dr. Nan Boonyachut, Chief of Recycling Technology Innovation Group, Department of Primary Industries & Mines, Ministry of Industry*
- 13:50 **Case study: Plastics and BioChemicals (tbc)**  
*Dr. Pitchayanin Sukholthaman, Senior Circular Economy Officer, PTT Global Chemical PCL (tbc)*
- 14:00 **Finnish Decarbonizing Solutions for Industries**  
*Ms. Marika Ollaranta, Head of Decarbonizing Industries, Business Finland*
- 14:10 **Sustainability as a Driver for Strategy**  
*Ms. Salla Ahonen, Vice President – Sustainability, Neste Oyj*
- 14:20 **Panel Discussion and Q&A**
- 15:00 **End of Discussion**



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# Thai-Finnish Circular Economy Webinar

## EP IV: Future Sustainable Industries

During the last year's **Glasgow Climate conference**, all countries were giving their promises and time lines to cut greenhouse gas emissions. **Thailand** promised to cut 25-30% of emission by 2030 and **to reach net-zero by 2065**. **Finland** has been in **'fast track'** on this with ambitious targets to reach **carbon neutrality by 2035 in various sectors**

Enthusiasm of both Finnish public and private sectors have been the key. National roadmaps have been created with incentives for companies to support and participate this transformation. Companies have also realized that this **transformation is creating new business opportunities, by developing new and more ecological solutions**. Industries are focusing to develop 'zero waste' solutions, utilizing waste streams to new circular, value added streams. Bio based materials are in development focus, as well as new ways to utilized collected waste streams.

Same time **Thai** Government's **Bio, Circular & Green policy**, to reach promises given at Glasgow, is a key policy. So far practical actions have been seen in Thailand energy masterplan, **favoring renewable and biobased waste treams as future energy source**. Also big companies are leading the way in business sector, in utilizing more ecological solutions. But what does this really mean for the rest of the companies? **What are the drivers to motivate them to participate in this transformation?** Why they must do it? And how to do it in practice?

**This Webinar** with the leading experts from **Thailand and Finland** aims to capture the robustness of these developments, sharing the **experiences and lessons learnt**. What are the major development challenges in the future and how we can tackle them? Come Join us in afternoon session of **Tuesday, 1st of March 2022 !!**



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