

PREANNOUNCEMENT

The First Eco-Efficiency Fair in Finland



Creating Wellbeing and Business by Increasing Resource Productivity

Kaapelitehdas, Helsinki
21 to 23 March, 2002

Eco-efficiency for Consumers, Companies and Experts

The Fair will concentrate on the many possibilities of and benefits from increasing eco-efficiency in production and consumption. Activities, products and services can be developed so that the use of natural resources is cut down to a fraction of what it was previously.

Eco-efficiency Benefits Companies, Consumers and the Environment

Increasing the efficiency of resource use decreases costs and makes for sensible business. Eco-efficiency is considered a rising megatrend essential for the competitiveness of companies. The eco-efficiency principle also helps the consumer to make choices that are both environmentally friendly and economical.

Cutting down on material flows reduces the stress on the environment. As the amounts of natural resources used in the economy are lessened, the volumes of emissions and waste are also diminished. This is modern, preventive, environmental protection.



The Forerunners of Eco-efficiency Present Themselves

The Fair will feature eco-efficiency in various sectors of society. The organizers are preparing for approximately one hundred exhibitors.

- 🌐 The comprehensive Basic Exhibition will cover the need for eco-efficiency, benefits from it, its restrictions as well as ways of calculating and realizing it.
- 🌐 The invitation to become an exhibitor is extended to companies, administrative units and other organizations who 1) have studied the eco-efficiency of activities and ways to improve it; or 2) provide products, services or activities that promote eco-efficiency.
- 🌐 The exhibitors will include the companies and consultants involved in the large-scale training project Factor X - Entering the Market Eco-efficiently (see www.dipoli.hut.fi/factorx)

The Exhibitor's Invitation Brochure is available from the Fair Office. The main language of the Fair is Finnish, but foreign exhibitors may present themselves in English. Translation services for producing Finnish materials are available.

The Eco-efficiency Awards

An Expert Panel will give Eco-efficiency Awards to the most successfully eco-efficient exhibitors. The choice of the winners is based on the voluntary resource-efficiency estimation offered to the exhibitors.

ECO-EFFICIENT 2002 FAIR



Kaapelitehdas, Helsinki
21.-23.3.2002

Further Information from the Organizers

The Fair Office:

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The Expert Organization:

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Planner, Ms **Eija Koski**
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Educational Events

In connection with the Fair, there will be educational events for experts of various fields, basing on the latest research results and practical experiences. Ask the Fair Office to send you the Conference Programme to be available in the autumn of 2001. If you are interested in arranging an educational event of your company or organization during the Fair, please contact the Office.

The Audience of Eco-efficiency 2002

The Fair will be targeted at

- 🌐 companies, officials, researchers and other experts and developers of the field
- 🌐 ordinary citizens and schoolchildren.

The Fair is expected to have an estimated 12 000 visitors.

In the Fair and the related educational events, experts and developers will gain new insight of the latest developments and services available in their field. Innovations in other, related fields can also provide ideas for one's own development work.

Citizens can acquaint themselves with eco-efficient choices from the viewpoint of consumption, hobbies, and living in general. Schoolchildren are offered introductory advance exercises as well as a free admission and guidance.



"It is imperative to increase the productivity of the available resources. This means doing more with less resource and energy input and so, at the same time, reducing harmful emissions. As important as solutions of a purely technological nature are changes in lifestyles and systems. Studies indicate that the magnitude of necessary changes, to be achieved by the middle of the next century, can roughly be estimated to an average ten-fold increase of the resource productivity, as compared to the current level. As an intermediate step an increase in resource productivity, e.g. by a factor of four in the next two or three decades, seems to be within reach."

- Eco-efficiency initiative presented by the European Union 1997

"The factor targets related with eco-efficiency - reducing the material and natural resource inputs to a fraction compared with the quantities produced - tell us again and in a new way about the need to radically change over the long term production and consumption patterns in order not to exceed the ecological capacity of the globe. On the other hand, historical developments in both labour productivity and eco-efficiency tell us that seemingly impossible objectives can be realistic and within the reach of determined action."

- Report "Eco-efficiency and Factors" (1998) by the Working Group on Eco-efficiency, Ministry of Trade and Industry, Finland