



### KiertoaSuomesta.fi – marketplace for biobased side streams

KiertoaSuomesta.fi is an online marketplace which helps sellers and buyers of biobased side streams to find each other. The main target groups are agricultural, forestry and food processing companies producing side streams, as well as industries using the raw materials, and the public sector. Biobased side streams can be manure, grass, plant waste, wetland vegetation, straws, or wood residues, for example. The aim of the service is to create new business opportunities for primary producers as easily as possible from currently unused biomass.

The digital marketplace will help to develop regional nutrient and material cycles and thus contribute to circular bioeconomy. It will also help to reduce waste and emissions, keep natural resources in use for as long as possible and add value to materials. Efficient and sustainable utilization of materials improves the profitability of production and reduces ecological impacts.

The utilization of side streams has been slowed down by challenges regarding profitability and logistics. On an individual farm, the quantities of side streams can be small and/or seasonal, and suitable buyers have not been found. KiertoaSuomesta.fi is a meeting point for sellers and buyers of materials, which can also be used to improve logistics. By combining the collection of side streams from different farms in the region, transport costs can be reduced and the income for farms increased.

The digital marketplace was launched in May 2023. Currently it focuses on biobased side streams. In the future, it could also be used for other circular economy activities, such as plastic recycling or sale of machinery. The service is free for users, login requires a company ID.

Link to website: [www.KiertoaSuomesta.fi](http://www.KiertoaSuomesta.fi)

Video: [www.youtube.com/watch?v=1V\\_XS650lxg](https://www.youtube.com/watch?v=1V_XS650lxg)



*Logo of KiertoaSuomesta.fi platform*

### KEY WORDS

Biobased side streams, agriculture, forestry, digital marketplace, circular bioeconomy, nutrient recycling

### Country

Finland

### AUTHOR

Nora Berglund (MTK)  
[nora.berglund@mtk.fi](mailto:nora.berglund@mtk.fi)

### DISCLAIMER

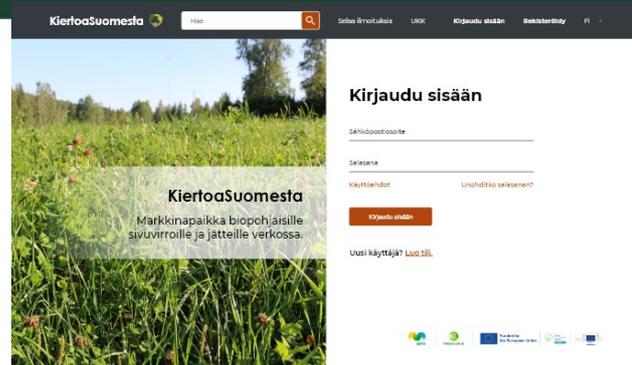
This Practice Abstract reflects only the author's view and the Branches project is not responsible for any use that may be made of the information it contains.

### DOWNLOAD

[www.branchesproject.eu](http://www.branchesproject.eu)  
[www.branches.fi](http://www.branches.fi)

## OTHER INFORMATION

Central Union of Agricultural producers and Forestry owners (MTK ry) has been involved in developing several online services in recent years, in addition to KiertoaSuomesta.fi -platform. Common for all the services is an aim to promote bioeconomy and to bring in extra income for practitioners in agriculture and forestry.



*Login page of KiertoaSuomesta.fi -platform*

**Luontoarvot.fi** is a marketplace for nature sites which protect biodiversity and promote nature conservation. The service allows forest owners to offer biodiversity sites in their forests for sharing, renting or other uses. Similarly, stakeholders interested in nature values can list postings for selling or purchasing natural areas, individual structural elements or, for example, restoration activities.

**Omametsä.fi** is a service platform provided by Metsänhoitoyhdistys (Forest Management Association), which allows you to manage your forest property, order the association's services and communicate with your forest advisor. The site makes it easy to upload tree data from your own forest and gives a clear and comprehensive overview of your forest's structure, including map views and forest management needs. The service also calculates the economic value of the forest stand based on the latest price data for the area.

**Coordinator:** Johanna Routa - (Luke) [johanna.routa@luke.fi](mailto:johanna.routa@luke.fi) - **Dissemination:** [itabia@mclink.it](mailto:itabia@mclink.it)  
[www.branchesproject.eu](http://www.branchesproject.eu) / [www.branches.fi](http://www.branches.fi)

## BRANCHES project

**BRANCHES** is a H2020 "Coordinator Support Action" project, that brings together 12 partners from 5 different countries. The overall objective of BRANCHES is to foster knowledge transfer and innovation in rural areas (agriculture and forestry), enhancing the viability and competitiveness of biomass supply chains and promoting innovative technologies, rural bioeconomy solutions and sustainable agricultural and forest management



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101000375

## THE PARTNERSHIP

