

11th of September

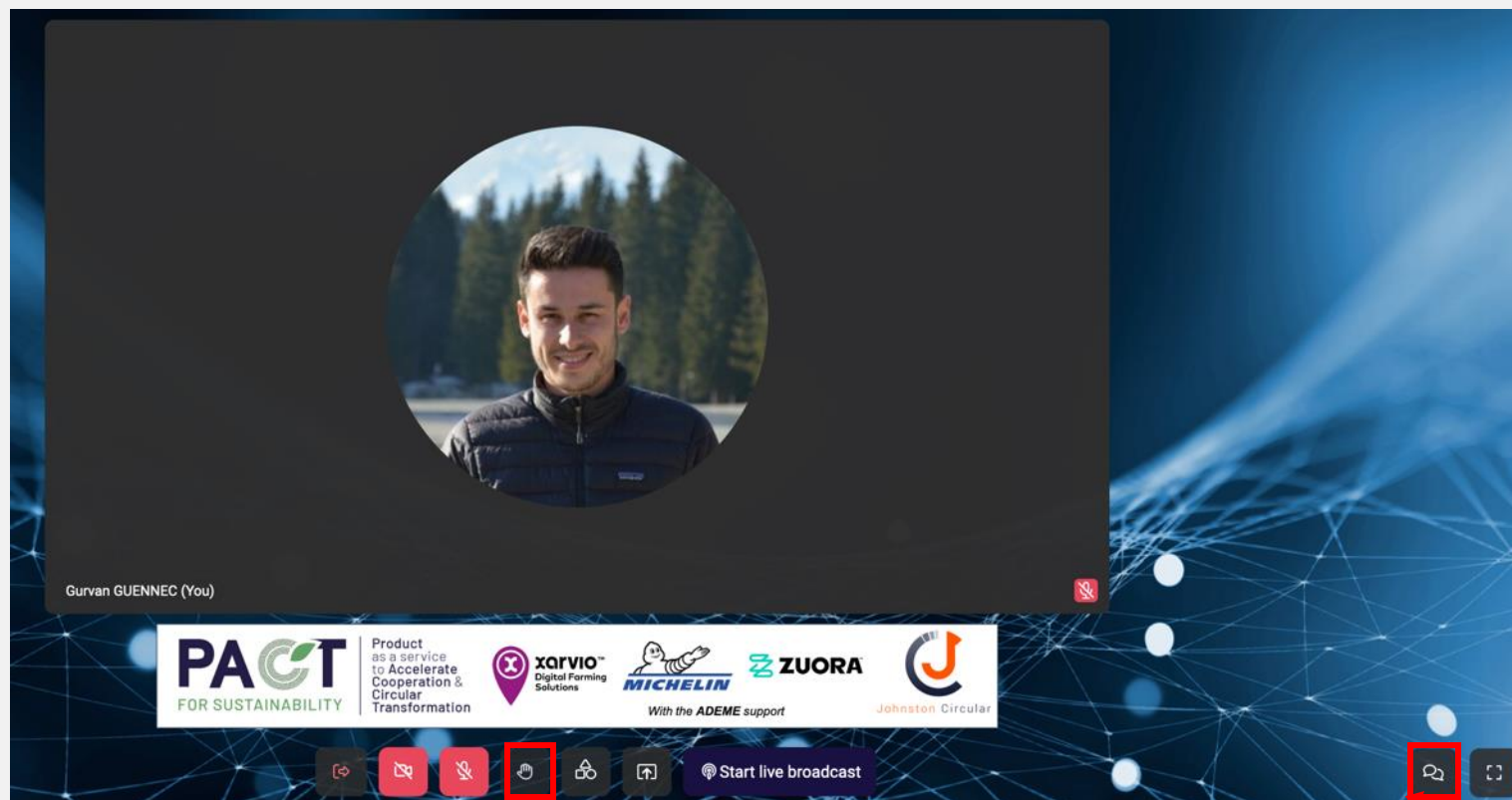


Product as a service to
Accelerate Cooperation and
Circular Transformation

PACCT training program presentation

HOW TO INTERACT & COMMUNICATE WITH US ?

Two possible ways to ask your questions



Raise your hand and you
will interact by video
directly with the speakers

Ask your questions in the
chat



Francois JOHNSTON



Johnston Circular

Founder of Johnston Circular, supporting companies in their operational transformation towards Product-as-a-Service and circular business models



Product as a service to
Accelerate Cooperation and
Circular Transformation

Spokesperson for PACCT for Sustainability, the European community on Product-as-a-Service with 800 members across 20+ countries.

SciencesPo

Professor in Sciences Po Paris



Expert in Product-as-a-Service and business model innovation, shaped by leading Michelin's 'Tyre as a Service' unit

Key stakeholders: SMEs, mid-sized companies, large corporations, governments, institutions, research organizations...

The European Ecosystem to facilitate the adoption of use-oriented business models and power the environmental shift of our economy

8+1

8 webinars &
1 White Paper in 2024

To feed companies and
European Institutions

812

812 members
Companies & Research centers

20+ countries

>90%

>90% satisfaction

Full digital experience:
Webinars – Web Site
LinkedIn

Financing Partners 2025



Scientific Advisory Board 2025





Objectives and program of the PACCT training

**JOIN THE
(R)EVOLUTION**

**FROM
OWNERSHIP
TO
USERSHIP**

Air conditionning as a service ↗



Insurance as a Service ↗



Power by the Hour 🌐



Printer as a Service 🌐



Healthy Fields ↗



Light as a Service 🌐



Tire as a Service 🌐



Tools Fleet Management 🌐



Machine Tools as a Service ↗



Packaging as a Service 🌐



Mobility as a Service ↗



Energy as a Service ↗



B2C ↗



**Product & Volume Centric
Offers**

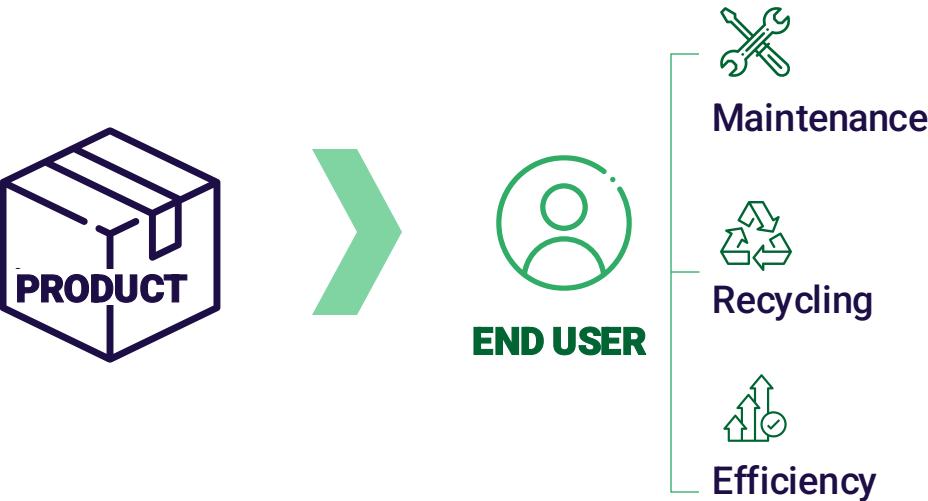


**Customer & Impact Centric
Services**

We want to help you shift from ownership to usage

LINEAR ECONOMY PUSHES FOR VOLUMES

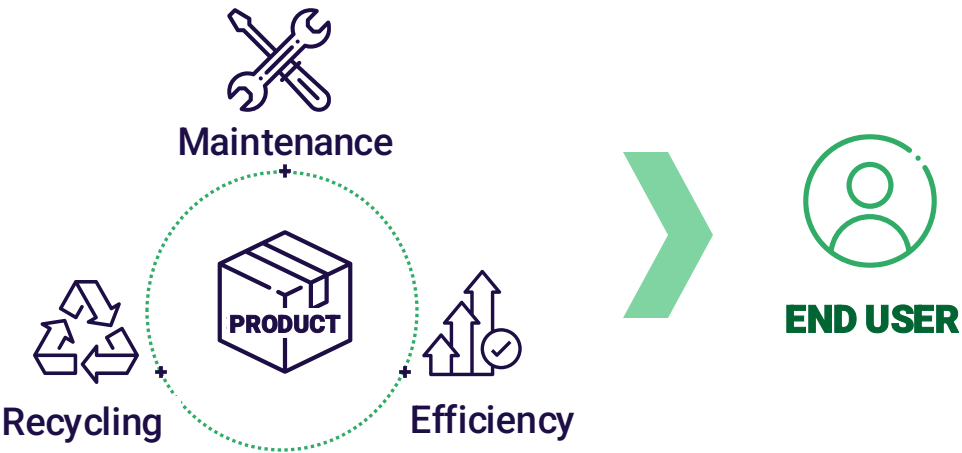
In a linear model, suppliers push for volumes. End users are responsible for maintenance, recycling and extracting value from the product



PAAS* COMMITS ON AN OUTPUT & REDUCES ENVIRONMENTAL IMPACT

* Product-as-a-Service

In an “As a Service” model, suppliers commit on efficiency of usage, integrating maintenance and recycling into their offer



**A 2-day training
program with follow up
to understand PaaS
fundamentals
and build a concrete
action plan**



Get a complete **overview of PaaS models** and their economic & environmental **benefits** through real use cases



Build a first **draft of a PaaS offer with an action plan** to explore further within your organization



Gain **leadership and autonomy** to implement PaaS, fostering cooperation with your ecosystem.



Leverage **Methodology & Tools** to overcome challenges and fast-track implementation.

It ALL starts from customers' needs

Day 1

Morning : Discover what is sustainable PaaS

- Circular Economy and business model innovation
- Real PaaS use cases testimony
- How Product-as-a-Service can boost your business and reduce your environmental impact

Lunch all together

Afternoon : Assess Servitization potential

- Identify your actual value proposition, key activities, resources, partnerships, clients... with the circular business canvas (cf CircuLab)
- Identify environmental impacts & risks
- Assess Servitization Potential



➤ **Overview of PaaS models**

➤ **Your current business model with impacts & risk assessment**



Day 2

Morning : Draft your future PaaS offer

- Build your customer interview protocol
- Define the ecosystem needed to explore this new business model
- Leverage co-benefits: environmental impact & business consequences

Lunch all together

Afternoon : Built your action plan for implementation

- Digital & competence gap
- Operational roadmap
- Closing next appointment for follow-up



➤ *Methodology & tools to design a future PaaS offer for your business*

➤ *A roadmap for implementation*



The 6 months follow-up

➤ 2 collective points of contact

To share progress, gather insights, activate collective intelligence and discuss next steps. (+3 months / +6 months)

➤ 2 individual point of contact

Upon request

Specific follow-up and support upon request.


Duration of each point of contact : 1h







Pricing & registration

Next training session in November in Brussels

 November 26–27, 2025

 From 8:30 AM to 5:30 PM (both days)

 Brussels — Location details will be shared with confirmed participants

3000€ per participant

Group discounts available (for one single company):

- 2 participants : 2800€/pers
- 3 participants : 2600€/pers
- 4 participants : 2400€/pers
- 5 participants : 2200€/pers

€1000 upon registration

For French companies, the training is Qualiopi-eligible

Next steps

1

Register on the **PACCT**
[website](#)

2

Complete the registration form
received by email together
with the registration invoice

3

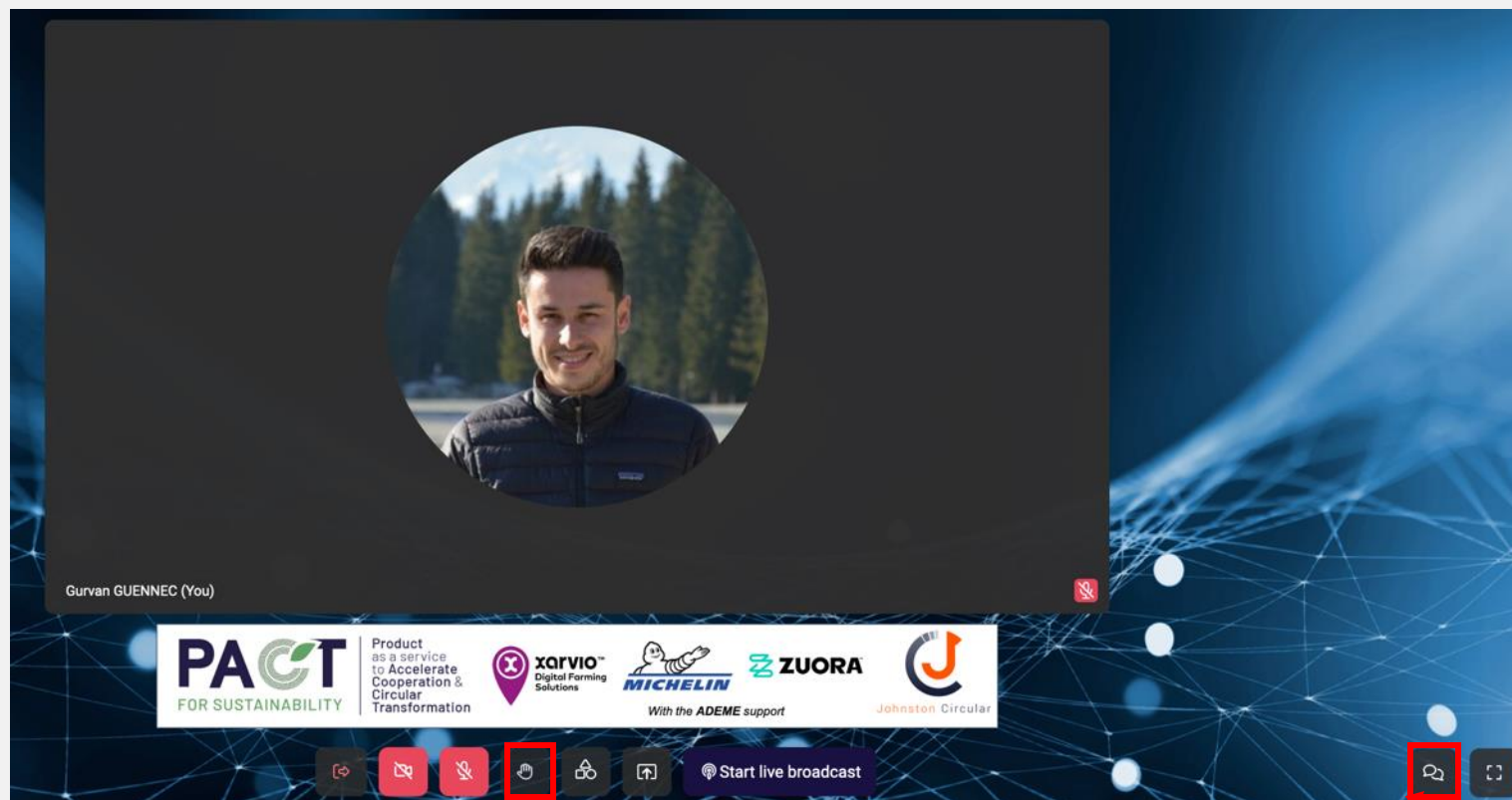
Join us on the 26th of
November in Brussels !



Q&A & conclusion

Q&A

Two possible ways to ask your questions

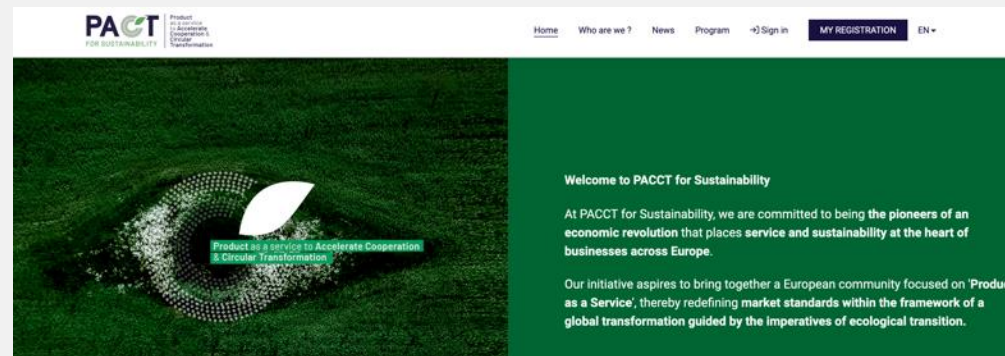


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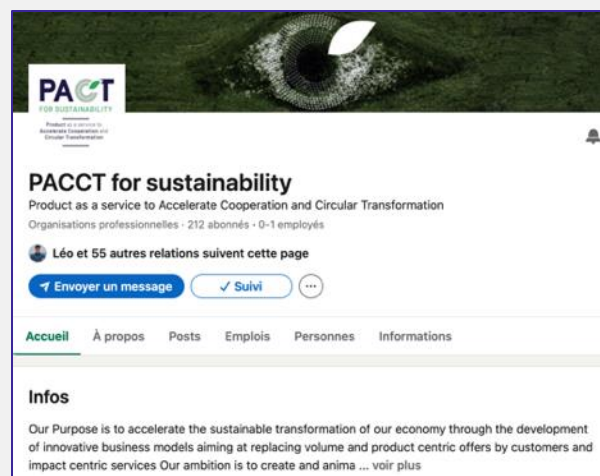
How to reach us ?



Our website

Replay & presentation in the "Program" section

Our LinkedIn page



Our emails

change@pacct-sustainability.org

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francois.johnston@pacct-sustainability.org



Appendix

Product as a service to Accelerate Cooperation and Circular Transformation for sustainability

› Our Purpose

Accelerate the **sustainable transformation of our economy** through the development of innovative business models aiming at replacing volume and product centric offers by customer and impact centric services.

› Our Ambition

Create and animate the referent **European community** of companies, public institutions, banking corporations and research institutes sharing the same purpose.

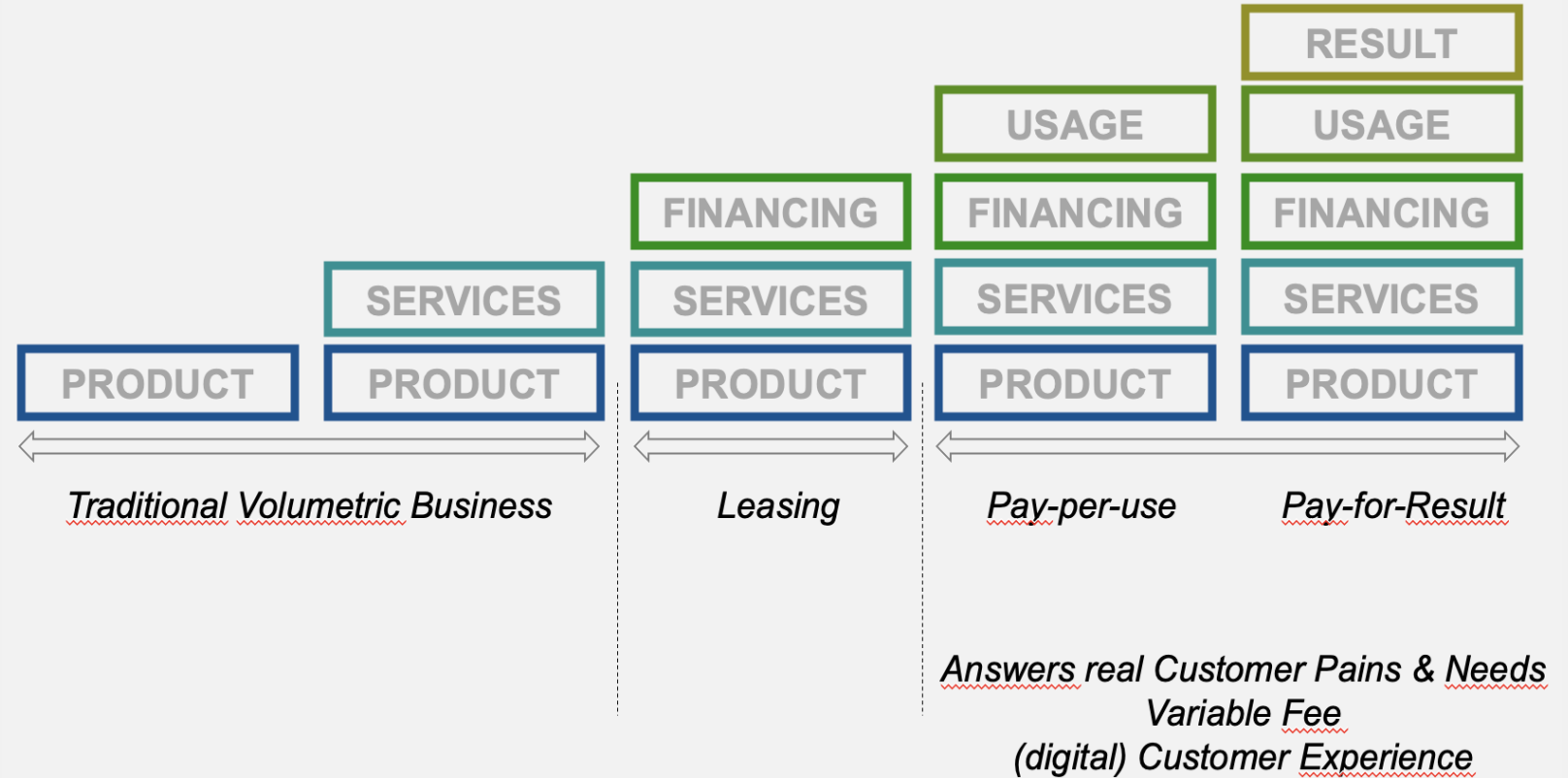
› Our Commitments

Provide our participants with access to structured and **unique knowledge** to fuel their innovation and explorations of new offers and business models.

Create **connections** between participants to accelerate knowledge sharing and mutual support.

Promote our ideas at a national and European level.

**It is much more
than leasing !**



**3 levers for companies
to accelerate their
environmental
transformation**

