

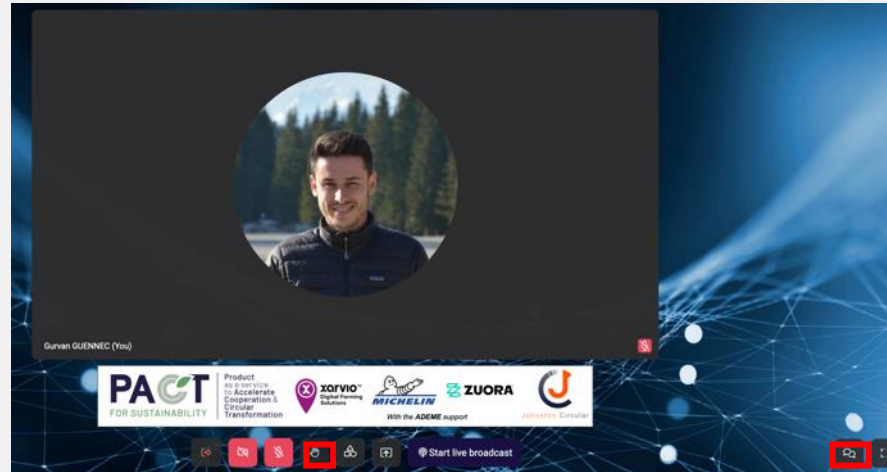


Product as a service to
Accelerate Cooperation and
Circular Transformation

ACCESS OVER OWNERSHIP: HOW LONDON CITIES AND POPPINS APPROACH B2C PRODUCT-AS-A-SERVICE

HOW TO INTERACT & COMMUNICATE WITH US ?

During the Webinar



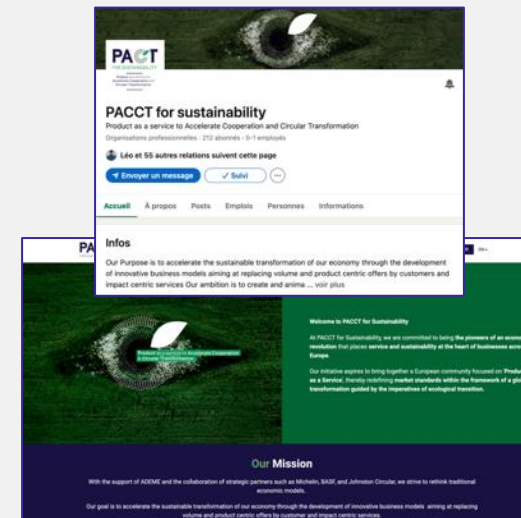
Please ask your questions or comments in English

At the end of the Webinar



Please take 2 minutes to answer 4 questions, and help us improve your experience

After the Webinar



change@pacct-sustainability.org

Follow us on LinkedIn

Re-Live our webinar on our website

Today's speakers !

James SENIOR

Climate Change
Engagement Project
Manager

SOUTHWARK COUNCIL



Jonas MALLISSE

Co-Founder & COO

POPPINS



Sami ANGSTHELM

Head of Circular
Consumption

BAX INNOVATION





**Setting the context:
current consumption
patterns and systemic
challenges**

Our consumption challenge

Households purchase loads of items which are barely used.

A drill is used on average 12 mins in its lifetime.

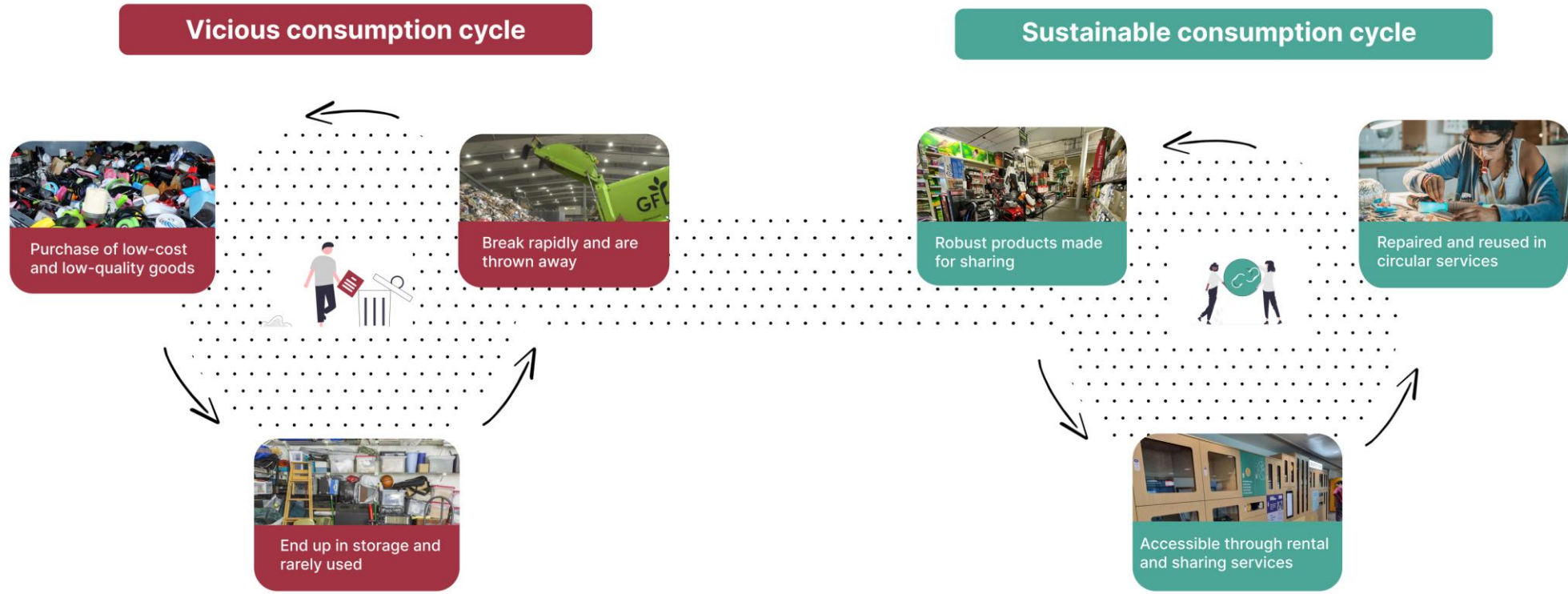
In a city like Goteborg, Sweden (about 600k population):

- 163.000 drills
- 123.000 used less than once per month

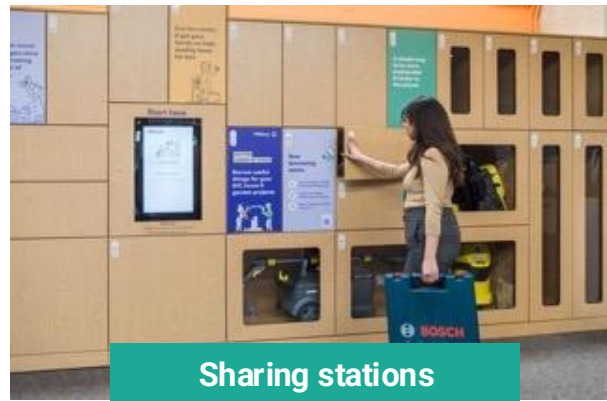
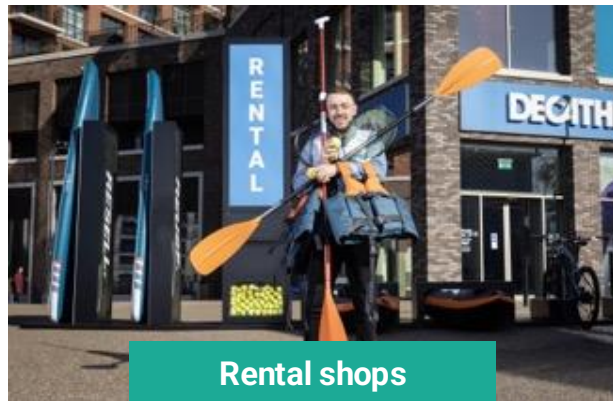
→ **76% of drills sit idle for minimum 353 days per year**



Storage as a form of waste -the invisible problem



The access economy



“It is the integration and combination of different services that will make the access economy thrive”



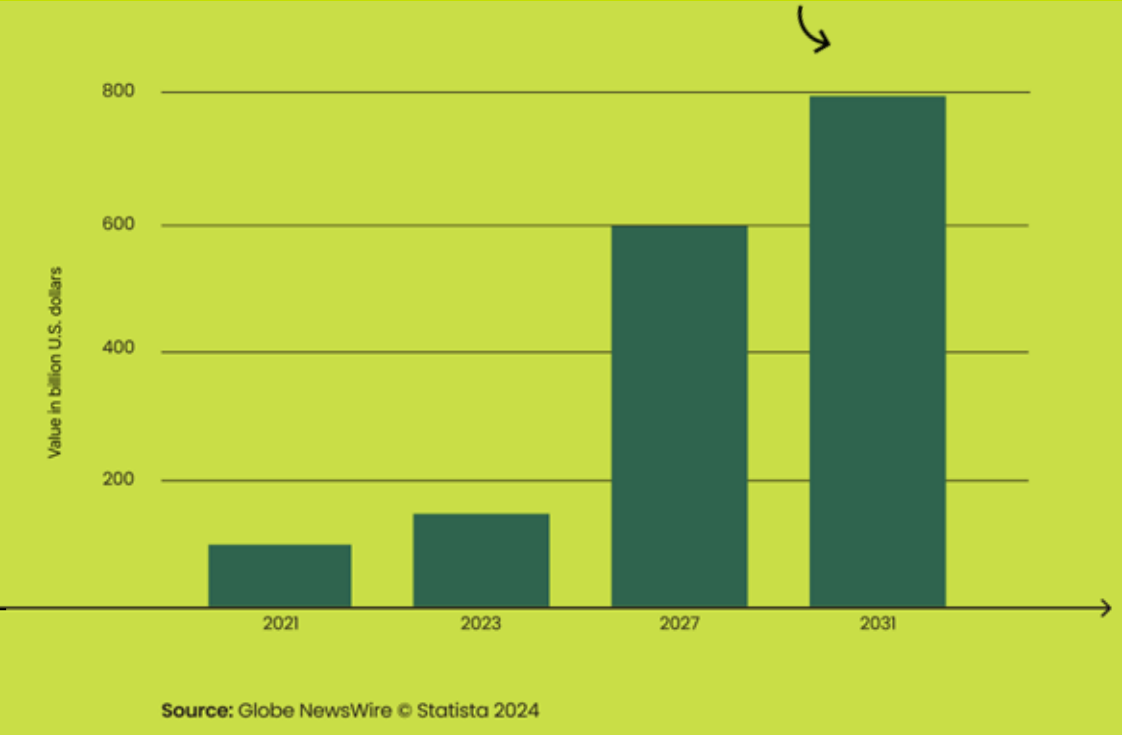
**B2C PaaS in practice:
solutions on the
ground**

The Access Economy is the 4th Commercial Revolution



Value of the access economy (in billion U.S. dollars)

\$800B market by 2031
(4x growth vs 2023)

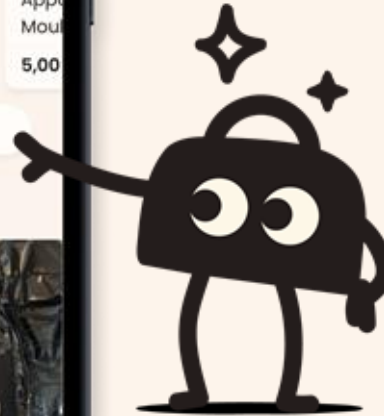
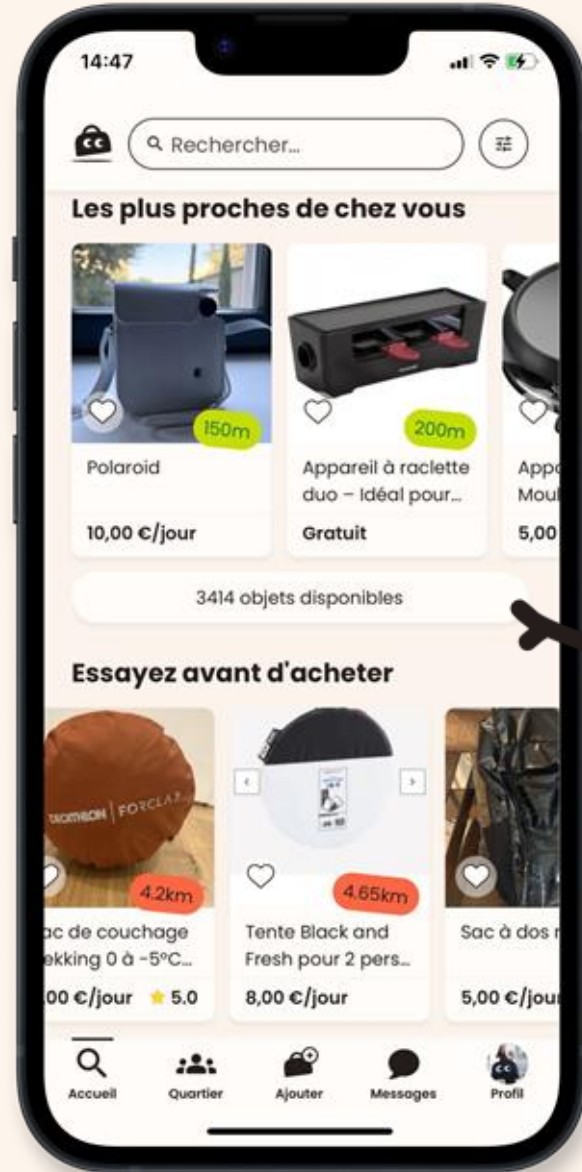


E-COMMERCE
\$83,000,000,000,000



ACCESS ECONOMY
\$800,000,000,000

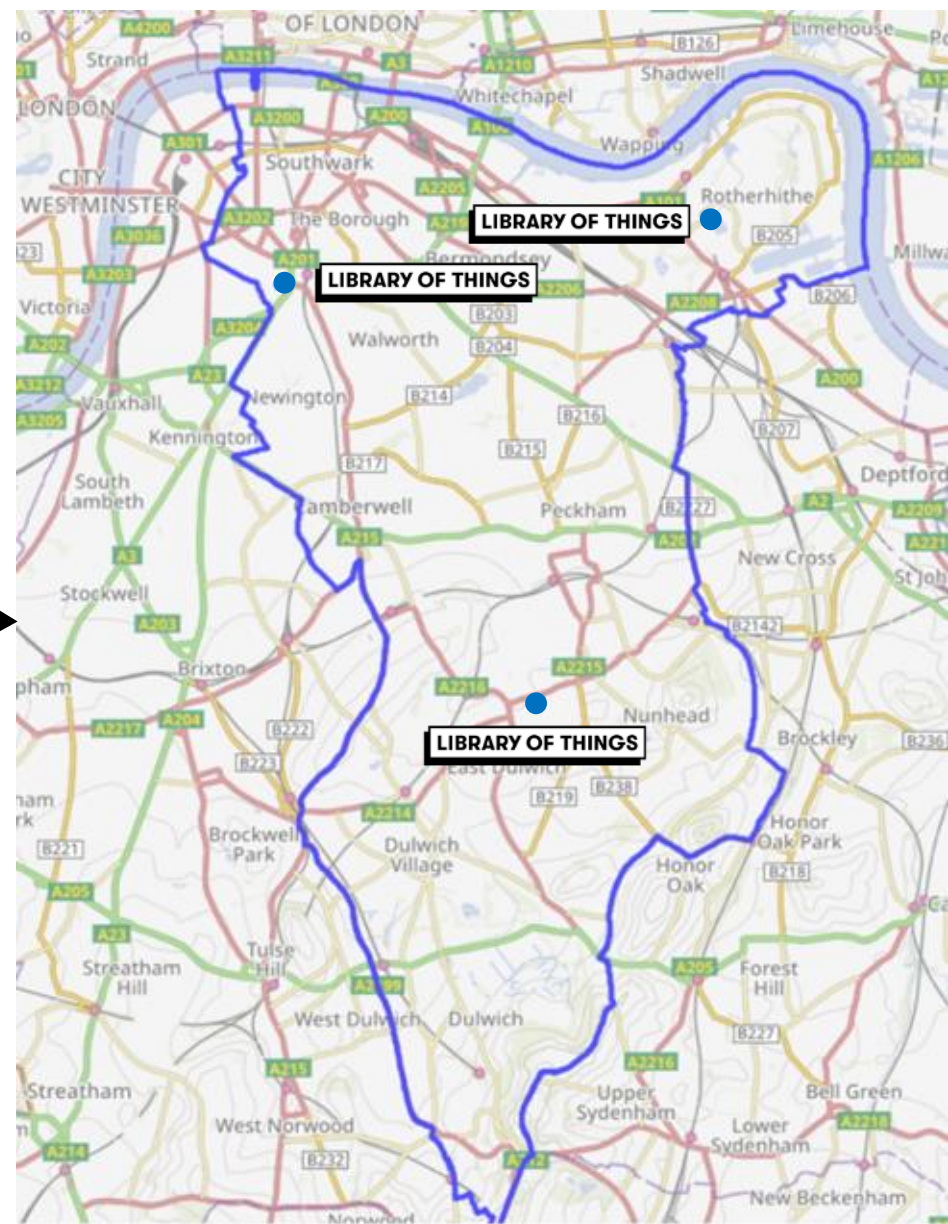




Library of Things sharing stations



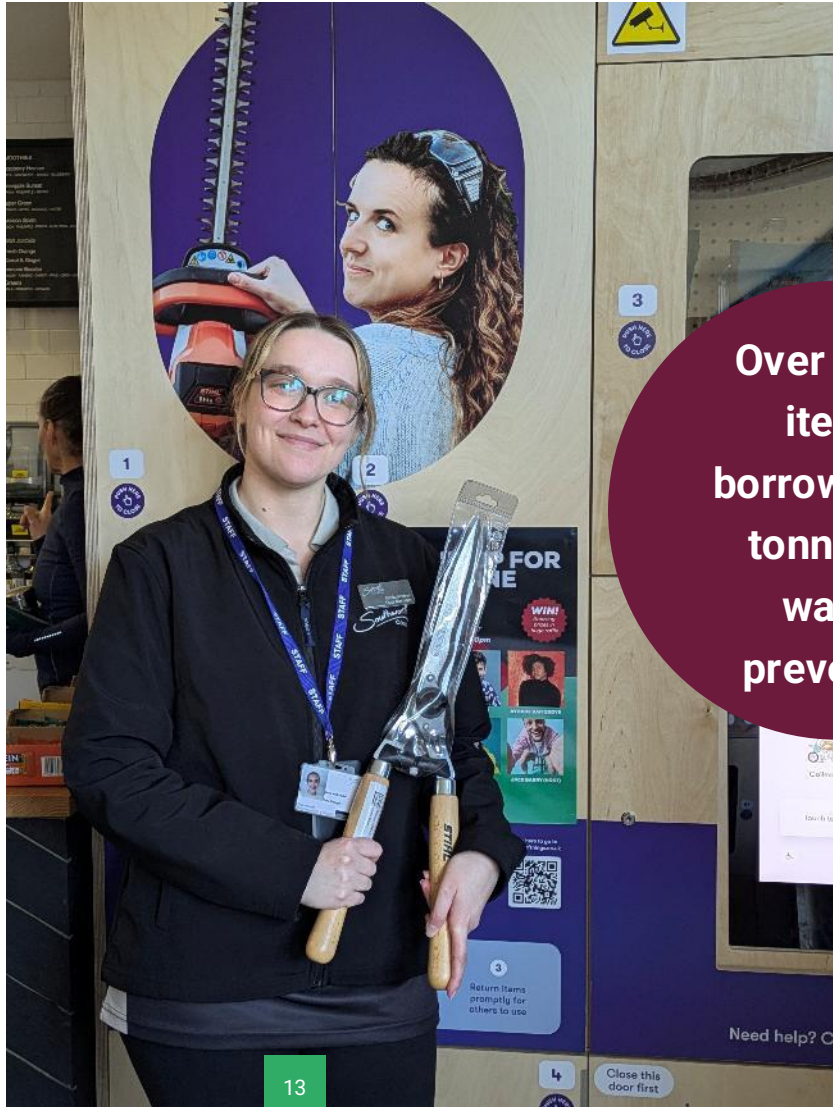
Three sharing sites
Nearly all residents within 1.5 miles.



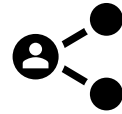
Working in partnership with social enterprise Library of Things
20+ sites in London

LIBRARY OF THINGS

Key learnings



Over 6,000 items borrowed, 44 tonnes of waste prevented



Start small and scale up



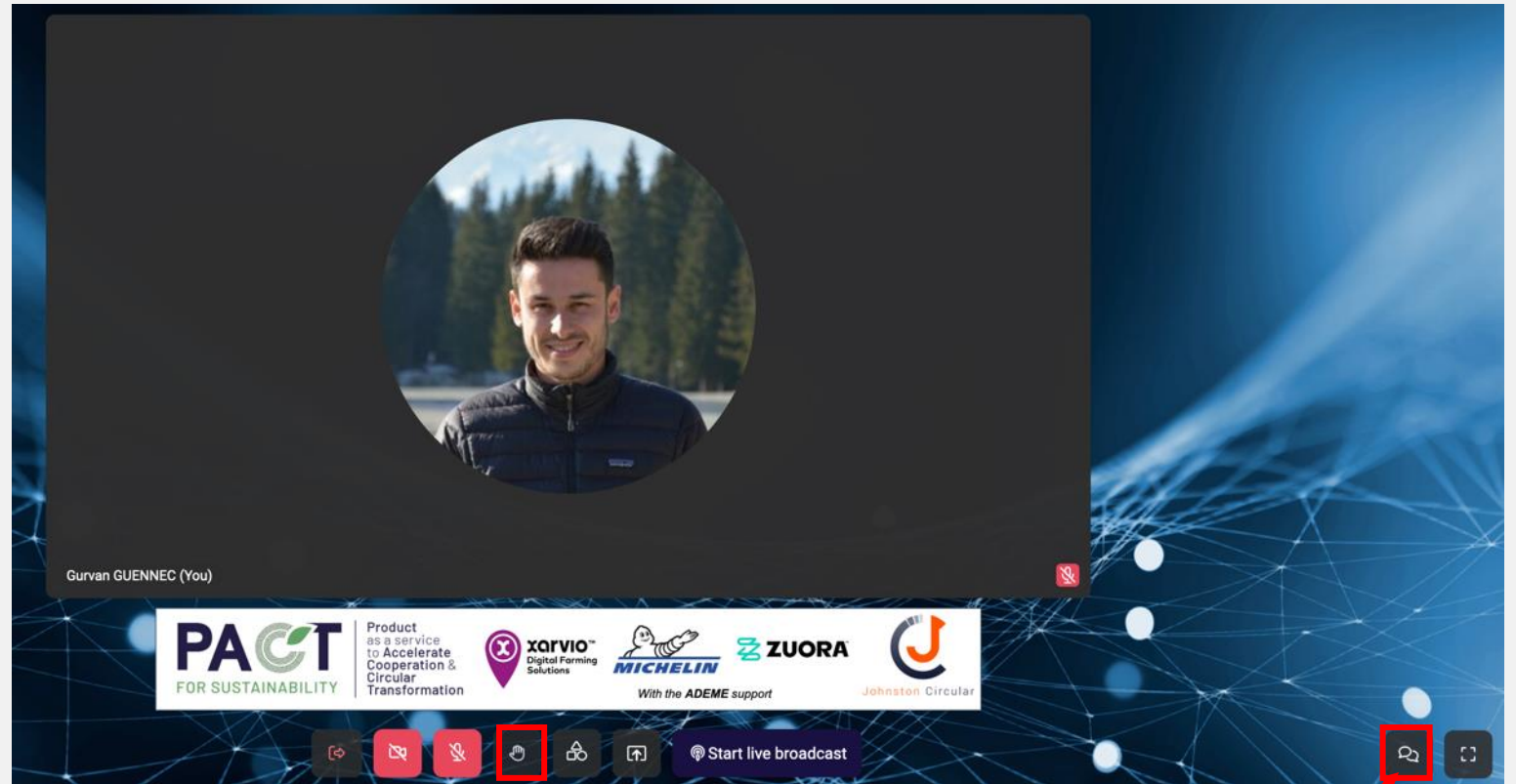
Location is crucial



Organisational awareness and buy-in

Q&A (5min)

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

A large, stylized leaf graphic composed of a grid of small, light-colored diamond shapes, set against a dark blue background. The leaf is positioned on the left side of the frame, with its tip pointing towards the right. The text "Challenges and future outlook" is overlaid on the right side of the leaf.

Challenges and future outlook

Challenge 1: convincing users



Awareness

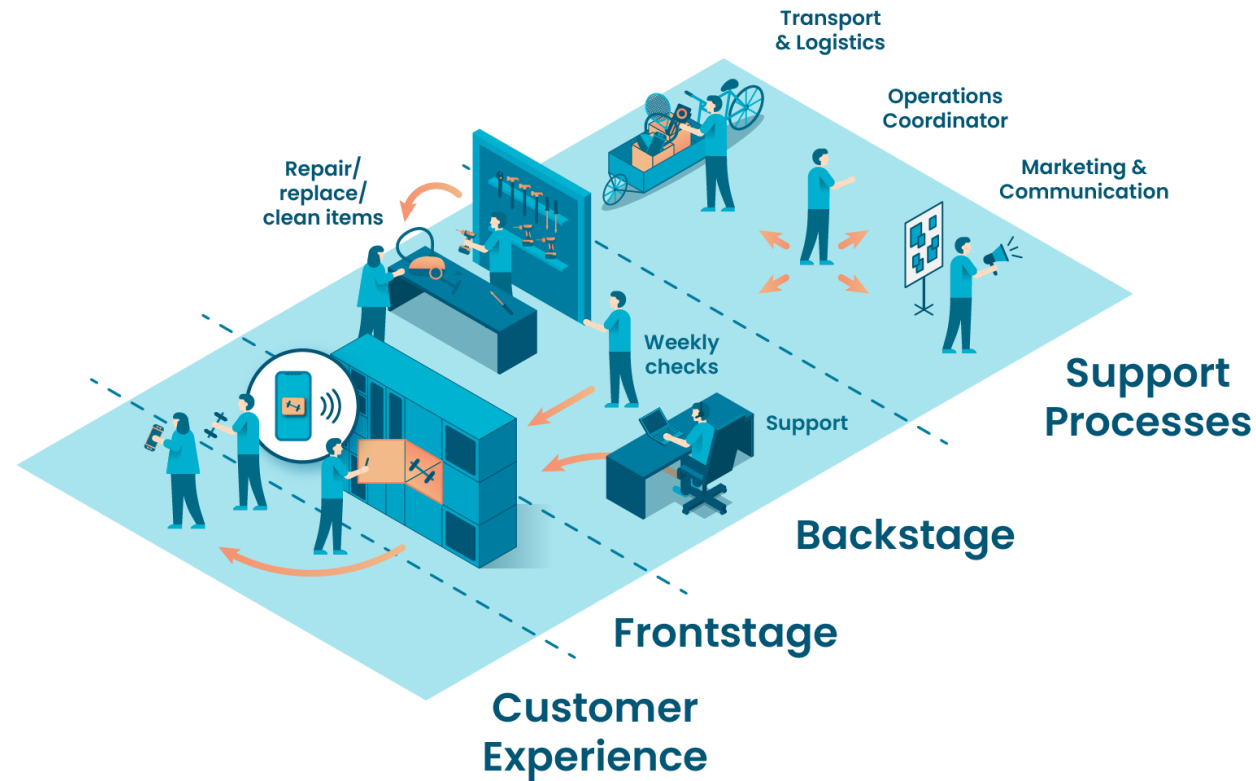
Understanding the value

Knowing how to interact

Lasting relationship

Challenge 2: sustaining services

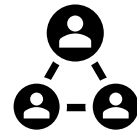
Access economy services require a logistic that is expensive at the beginning



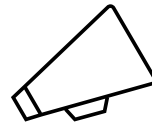
Challenges



Site suitability

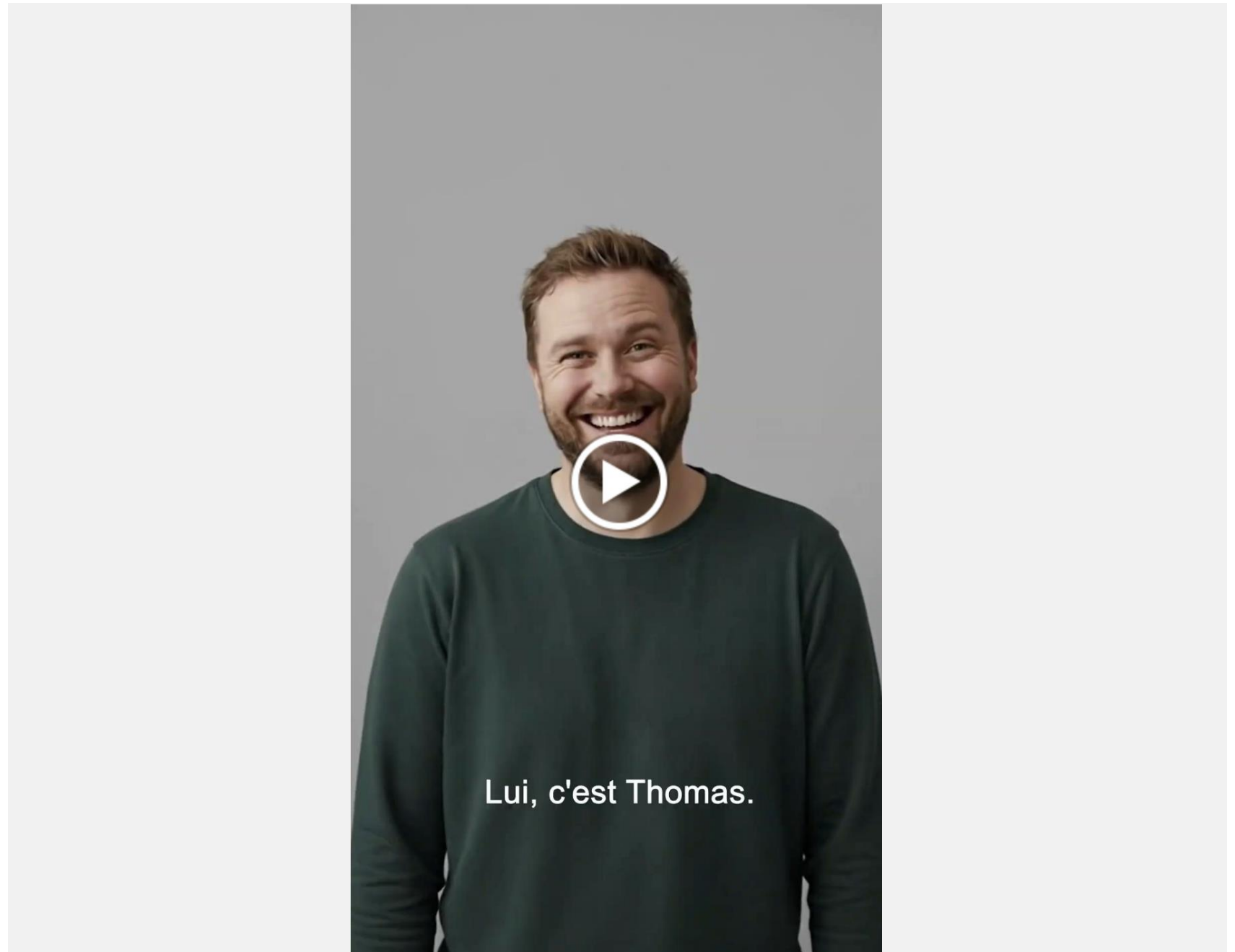


Funding and resource



Communications and marketing

Poppins video

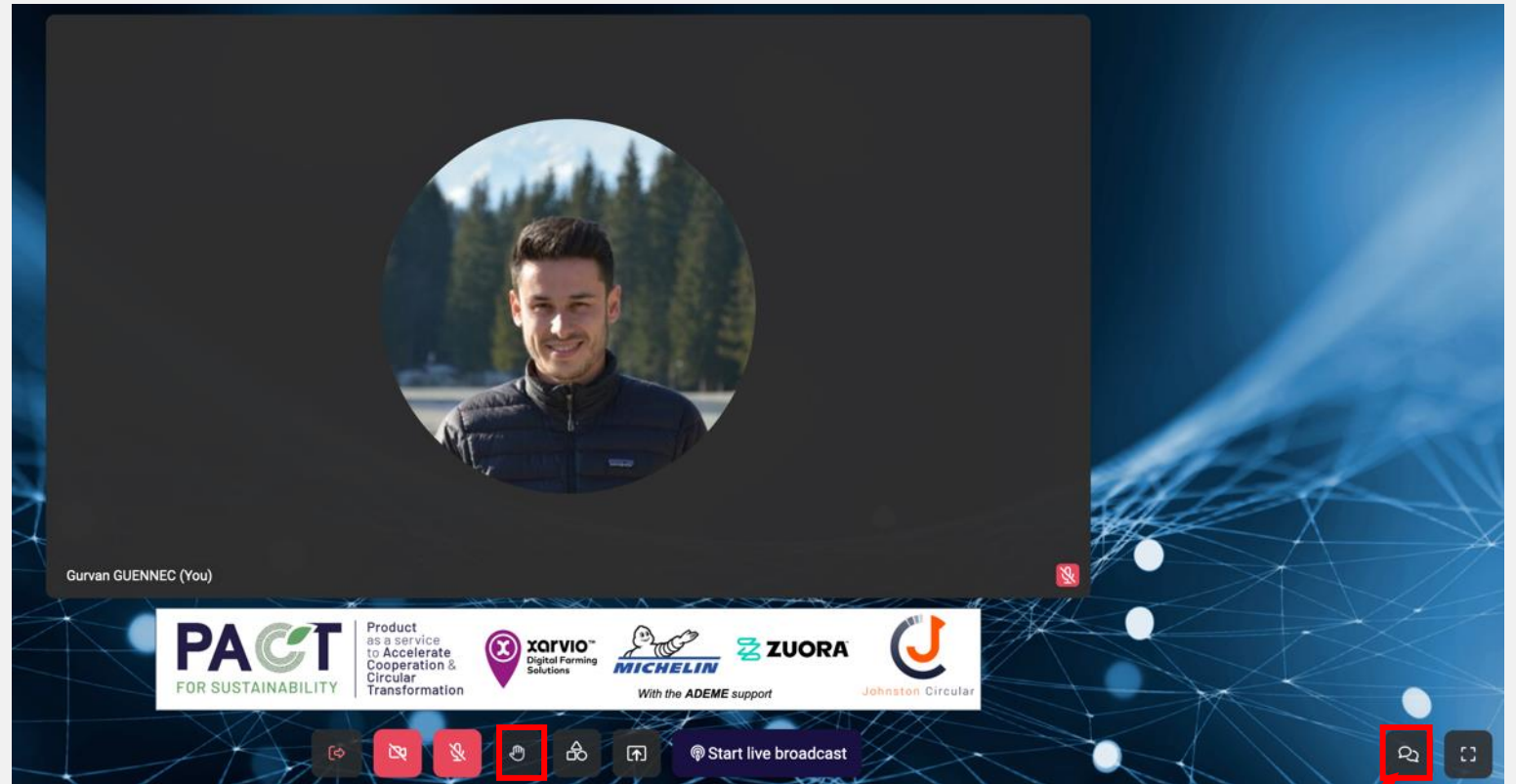




Q&A and conclusion

Q&A

Two possible ways to ask your questions

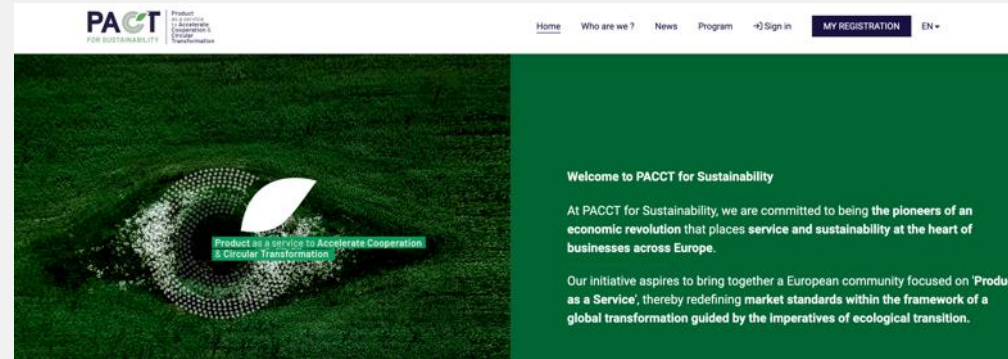


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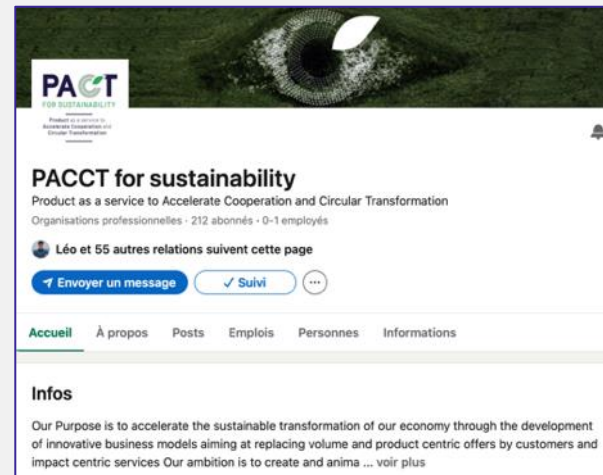
How to reach us ?



Our website

Replay & presentation in the "Program" section

Our LinkedIn page



Our emails

change@pacct-sustainability.org

gurvan.guenec@pacct-sustainability.org

françois.johnston@pacct-sustainability.org

Your feedbacks

It will only take 2 minutes !



Thank you !