

DEVELOP PROFITABLE AND SUSTAINABLE OFFERS WITH PRODUCT-AS-A-SERVICE

A 2 DAYS BUSINESS MODEL INNOVATION TRAINING PROGRAM

Product-as-a-Service enables companies to deal successfully with 3 key challenges:



Navigating a fast moving and
uncertain context with
increasing regulatory pressure



Ensuring the survival
of your business



Transforming radically
your environmental footprint

Product-as-a-Service provides solutions to these challenges through:



Customer
centricity



Value
creation



Reduction of the
environmental impact



Resilient partnership
& ecosystem



**A 2-day training program to understand PaaS fundamentals
and build an action plan for a profitable,
low-impact service-based business model.**



Get a complete overview
of **Servitization**, PaaS*
and their economic &
environmental benefits



Build a first action plan to
start designing and testing
a PaaS offer within your
organization



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




Leverage expert guidance
and peer insights to
overcome challenges and
fast-track implementation.


PARTICIPANTS PROFILE

This program is designed for leaders engaged in transforming their company to reach business and CSR targets.

Participants are expected to have **significant experience in strategy, marketing, finance, business development, innovation or CSR.**



10 to 15,
ideally 2 participants per
company to work as a team
on the business model




in-person
training


+



one-on-one
follow-up



26th and 27th of
November in Brussels
contact us for locations



€ 3 000* / pers.
Group discount:
2 participants - € 2 800/pers
3 participants - € 2 600/pers
4 participants - € 2 400/pers
5 participants - € 2 200/pers

*€ 500 upfront to register



LEARN FROM THE EXPERTS AND ASSESS YOUR OWN OPPORTUNITIES

Discover **innovative business model**
and Product-as-a-Service

Explore **real use cases**

Understand How Product-as-a-Service
can **boost your business and reduce**
your environmental impact



DESIGN YOUR ROADMAP TO LAUNCH YOUR PAAS JOURNEY

Identify the **value for your customer**

Leverage **collective intelligence**
to challenge your project

Draft your **action plan** &
your strategic **case for change**



An assessment
of the PaaS* potential
for your business



A concrete action
plan to start develop-
ing your PaaS offer



A powerfull narrative
to fuel the case for
change

6 MONTHS POST-TRAINING SUPPORT

After the program, participants will benefit from:

4 points of contact with our experts to monitor your progress
during 6 months after the initial training.

Specific follow-up and support upon request.

A final **group session to share progress**, insights, and next steps.

*Product-as-a-Service

ABOUT THE ORGANIZERS OF THIS BOOTCAMP

PACCT FOR SUSTAINABILITY

PACCT for Sustainability is the leading European community dedicated to business model innovation for sustainable impact. It brings together over 800 members across 20 countries, with the mission of accelerating the sustainable transformation of the economy by replacing volume-based models with service-oriented solutions focused on usage and environmental impact. In recent years, PACCT has published the first European white paper on Product-as-a-Service and hosted key webinars. The Johnston Circular project, supporting this initiative, is co-funded by ADEME, Michelin, and Xarvio-BASF.



Product as a service to
Accelerate Cooperation and
Circular Transformation



Financing Partners _____

Scientific Advisory Board _____



THE BUSINESS MODEL INNOVATION EXPERT



François Johnston is an expert in innovative business models from development to operationalization. He developed that expertise within Michelin Group where he led the global 'Tire as a Service' business. He restored the profitability of the business and developed deep insights into the operational challenges and key success factors of service-oriented offerings.

In early 2023, leveraging his expertise from Michelin, François Johnston founded Johnston Circular to help companies implement service-based solutions and accelerate their environmental transformation.

François Johnston is also an experienced teacher in business model innovation at Science-Po in Paris



REGISTER FOR TRAINING

[HERE](#) or contact us at change@pacct-sustainability.org

Join us on our [website](#) - Follow us on [LinkedIn](#)