

Product as a service to
Accelerate Cooperation and
Circular Transformation

### 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.

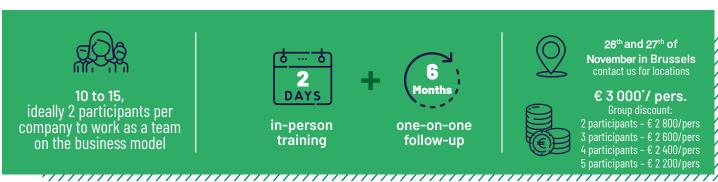


Leverage expert guidance and peer insights to overcome challenges and fast-track implementation.

#### **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**.



\*€ 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

Identifiy 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 developing 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.

#### 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.



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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

