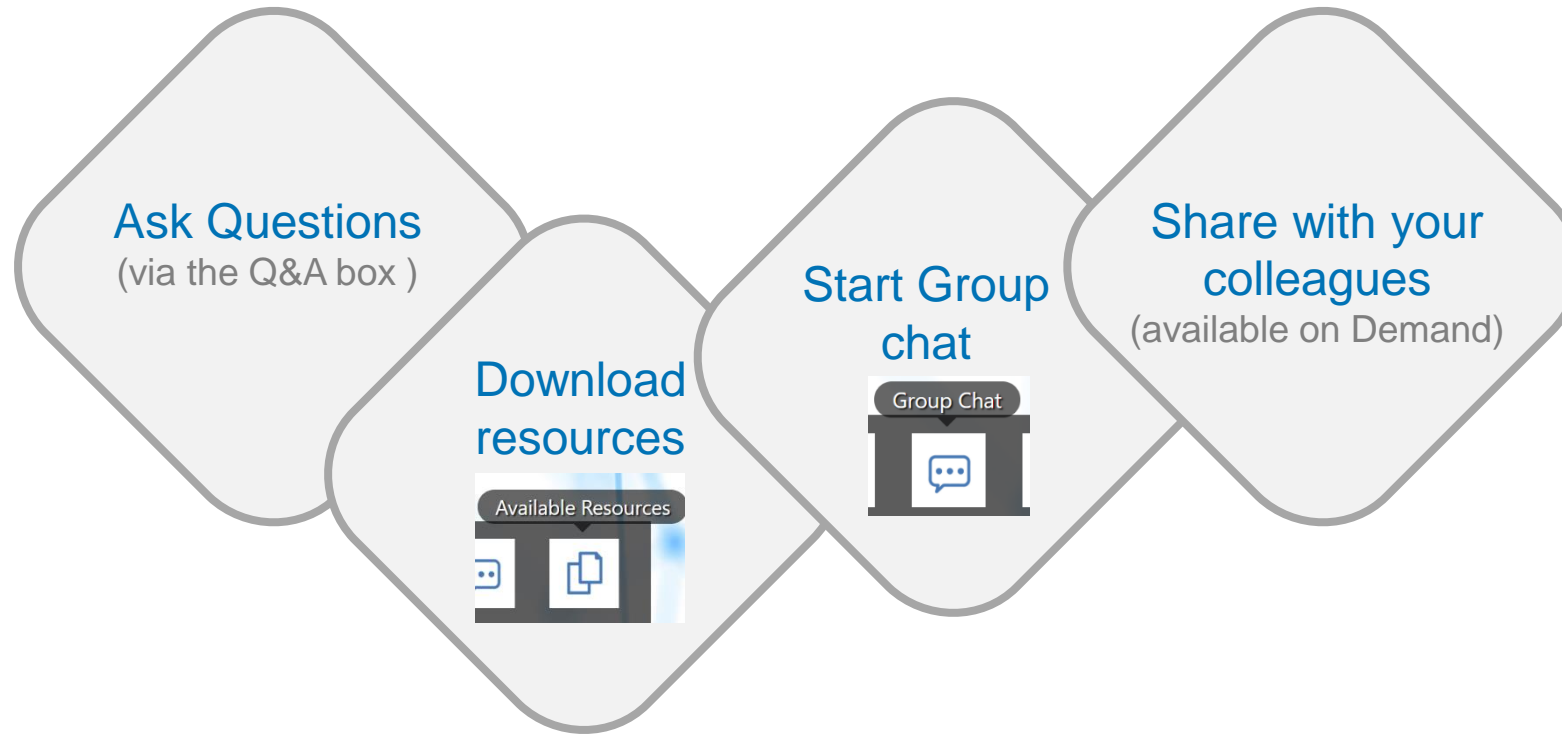


How Can Access Based Business Models Tackle Waste and Protect Resources?

June 14, 2022 09:00 AM ET [09:00] (New York), 03:00 PM CET [15:00] (Brussels), 09:00 PM SGT [21:00] (Singapore)



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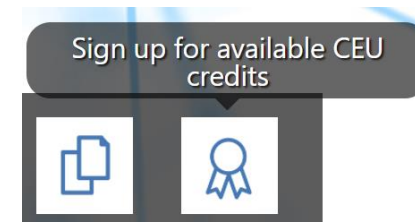
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Panelists:



Anouk Zeeuw van der Laan

Research Associate, PhD
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Associate Professor in Engineering Design
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[Bio](#)



John Metselaar

(Moderator)

Economy, Strategy & Finance Center Leader, Europe
The Conference Board

[Bio](#)

How can 'Access-based Business Models' tackle waste and protect resources?

How rethinking ownership of components, materials and minerals is both an opportunity to create commercial value and achieve sustainable impact.

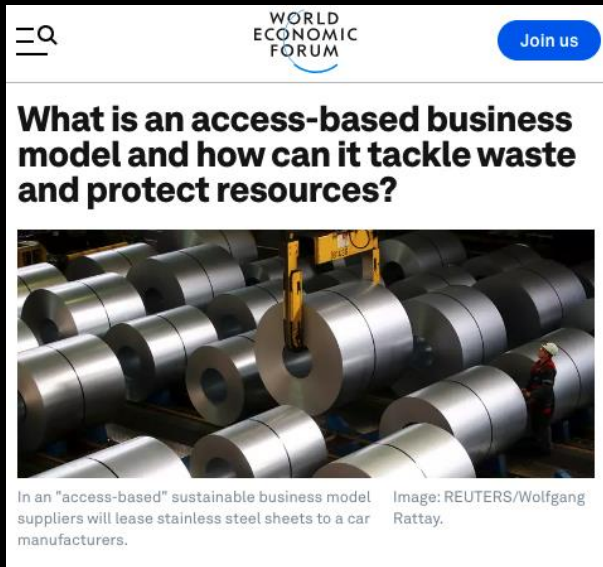
Conference Board, 14 June 2022

**Imperial College
London**

**Dyson School of
Design Engineering**

Dr Marco Aurisicchio
Associate Professor in Engineering Design

Dr Anouk Zeeuw van der Laan
Research Associate



The image is a screenshot of a World Economic Forum article. At the top left, there is a search icon and the text 'WORLD ECONOMIC FORUM'. To the right of the logo is a blue button that says 'Join us'. Below the header, the article title is 'What is an access-based business model and how can it tackle waste and protect resources?'. Underneath the title is a photograph showing several large rolls of stainless steel sheets in an industrial setting. Below the image, there is a caption: 'In an "access-based" sustainable business model suppliers will lease stainless steel sheets to a car manufacturers. Image: REUTERS/Wolfgang Rattay.'

<https://www.weforum.org/agenda/2022/04/access-based-business-model-tackle-waste/>

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Royal College of Music

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Science Museum

Natural History Museum

Victoria and Albert Museum

**Imperial College
London**

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Design Engineering**



Part 1



Zipcar
Sharing cars

Finished goods

Access-based business models

(sharing, borrowing, renting, hiring, leasing, pay-per-use)

	Finished goods
Service	Product as a service
Service provider / owner of the good	Manufacturer *
Marketed function of good	Selling the function of products
Customer	Consumer *
Example of a good	Car



*Simplification of stakeholders i.e., third-parties could be providers of the service and other businesses might be customers of services..

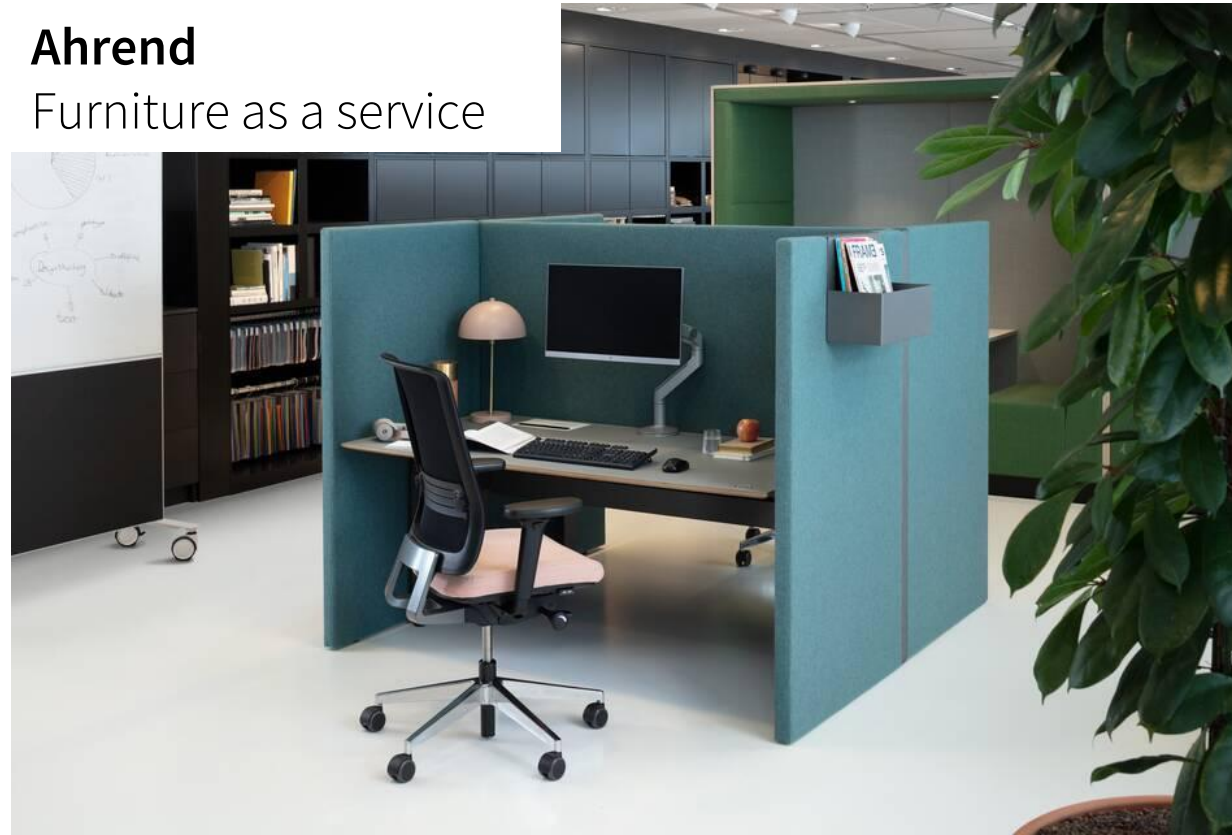
Scaffolding

Rent equipment



Ahrend

Furniture as a service



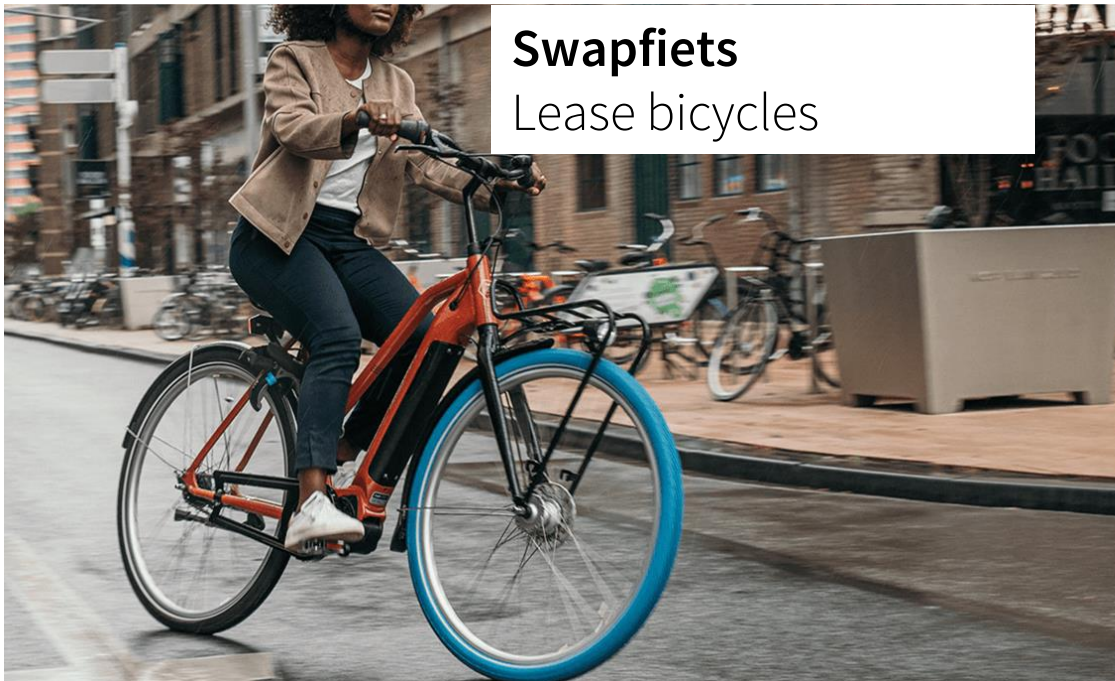
Library of things
Borrow power tools



Loop
Reuse FMCG packaging



Swapfiets
Lease bicycles








Swapfiets
Lease bicycles



Semi-finished goods

Access-based business models

(sharing, borrowing, renting, hiring, leasing, pay-per-use)

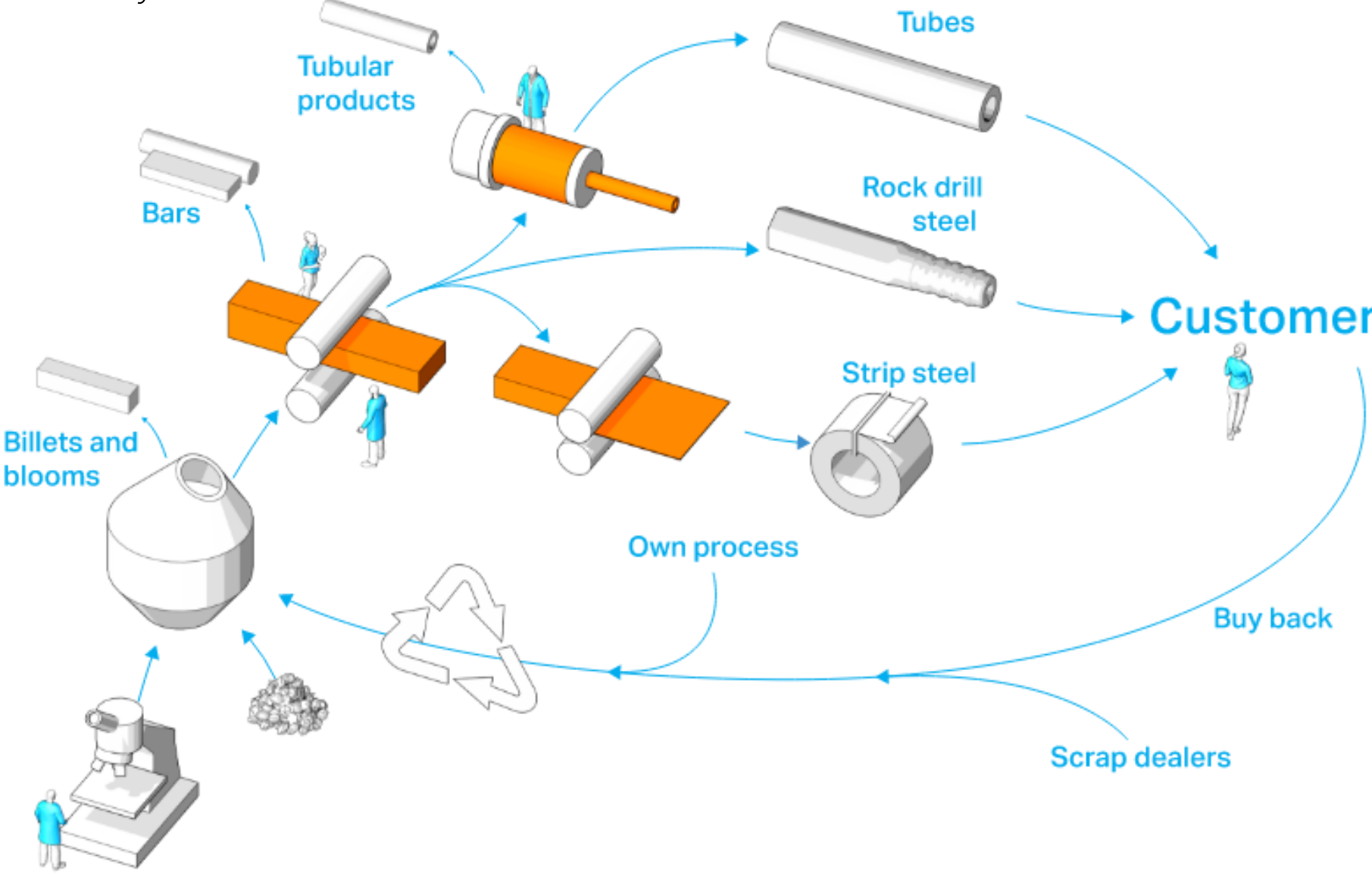
	Finished goods	Semi-finished goods
Service	Product as a service	Component / material as a service
Service provider / owner of the good	Manufacturer	Supplier
Marketed function of good	Selling the function of products	Selling the function of components / materials
Customer	Consumer	Manufacturer
Example of a good	<p>Car</p> 	<p>Steel coil</p>  <p>Resin pellet (e.g. PET, PU)</p> 



Material supplier
Chemical leasing

Sandvik

Steel buy-back




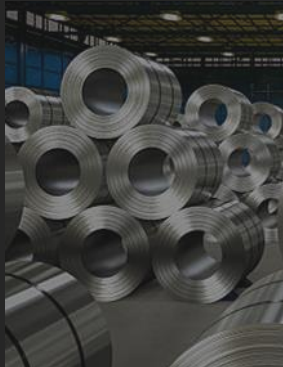



Sandvik, Stamicarbon & Fertilizer customer
Steel as a service



Raw goods

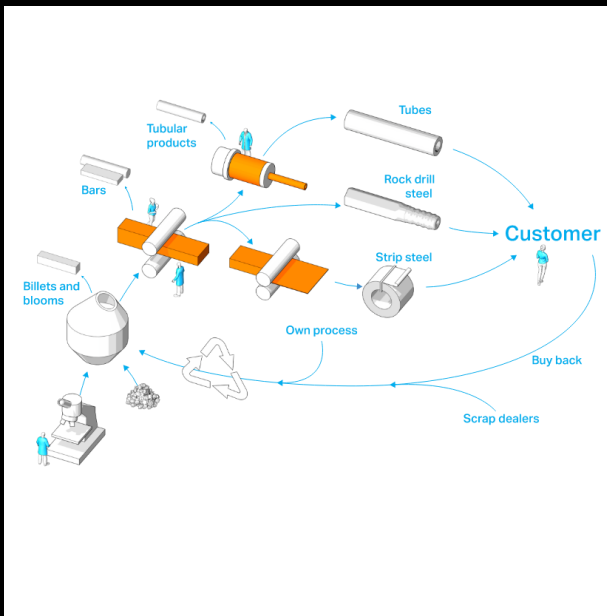
Access-based business models

(sharing, borrowing, renting, hiring, leasing, pay-per-use)

	Finished goods	Semi-finished goods	Raw goods		
Service	Product as a service	Component / material as a service	Mineral / chemical as a service		
Service provider / owner of the good	Manufacturer	Supplier	Mining / oil company		
Marketed function of good	Selling the function of products	Selling the function of components / materials	Selling the function of minerals		
Customer	Consumer	Manufacturer	Supplier		
Example of a good	<p>Car</p> 	<p>Steel coil</p> 	<p>Resin pellet (e.g. PET, PU)</p> 	<p>Iron ore</p> 	<p>Terephthalic acid, ethylene glycol</p> 

What's next?

Reinvent production and consumption systems



Innovate products, materials and technologies



Introduce policy and incentivise partnerships



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How rethinking ownership of components, materials and minerals is both an opportunity to create commercial value and achieve sustainable impact.

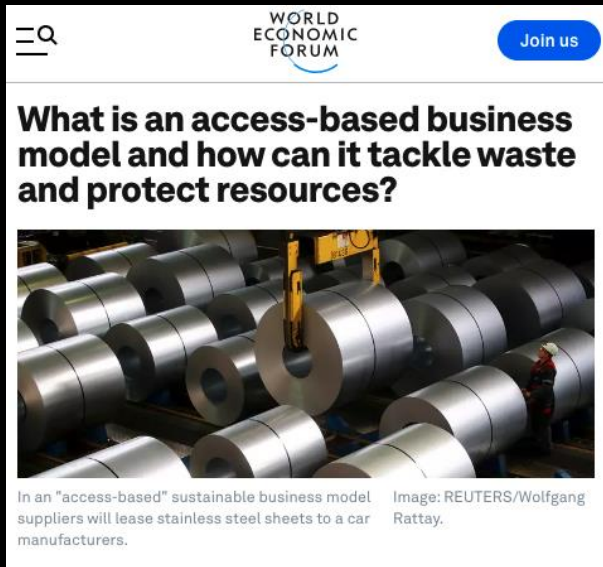
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The screenshot displays the website's header with navigation links for 'US', 'EUROPE', 'ASIA', 'CHINA', and 'GULF'. The main banner features the text 'GEOPOLITICS War in Ukraine: Insights and Guidance for You and Your Company' against a background of Earth from space. Below the banner is a 'GEOPOLITICS HUB' section with a descriptive paragraph and five icons representing 'Economic Impacts', 'ESG Leadership', 'Human Capital Implications', 'Operations & Cybersecurity', and 'Risk, Strategy & Policy'. A 'PUBLICATIONS' carousel at the bottom shows four featured articles with their respective images and titles.

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