

2A - Functional resources: Building a new consumption-based relationship while making the transition from product to service

The objective of this workshop is to analyze the modes of functional economy, paying attention not to selling goods themselves but selling the use of goods to decrease resource consumption. Innovative businesses try to apply this concept, focusing on performance and functionality of a product rather than on increasing the sales of the product itself. Selling performance influences both: environmental and social spheres. Environmental is based on the analysis of product life cycle for lower resource consumption and optimizing the recycling of products at the end of their life. Social emphasizes on the fact that selling the use of goods brings on a service activity that generates employment.

COMMUNAUTO, presented by its general manager, Benoit Robert, is a social and environmental company which is the oldest car-sharing service in North America and **SAFESHEM**, presented by its sales executive, Steffen Saecker, is an innovative subsidiary of Dow Chemical group.

COMMUNAUTO, a consumer-oriented model of business, presented a car-sharing service. The company cares about the fact that the needs and desires of humans are exhausting the planet resources.

This service encourages people not to buy cars but to use these sub-service mobile cars when it is not possible to use public transportation. The objective of the company is to improve environment by decreasing the number of cars through buying fewer cars or reducing usage frequency. The cars can be ordered by Internet, or over the phone. The service is opened 24 hours a day, 7 days a week. The cost is very competitive comparing to usual car hiring. The company is growing and has a dense network of partnerships. The use of parking spaces and cooperation with the public transports has been appreciated by town councils and the major challenge is to define new standards and regulations for this change of usage behavior and to convince many local authorities to do so. The minor aim is to convince car owners to share their car with the community and even sell it. In environmental sense due to reductions emissions and pollutants the level of CO₂ decreased by 1,2 tones per person/ year.

SAFECEM is a business-to-business company which illustrates the business activities that fight against the use of unsustainable products. SAFECEM provides complete solutions to manage the specific risks of Chlorinated solvents and to optimize cleaning process and solvent consumption. The company's mission is to provide service, develop sustainability and safety. The objectives of the company are to make it possible for consumers to use these cleaning products in a safe and sustainable way, reduce the risk of air emissions through solvent usage, and increase the durability of the solvent so as to reduce its consumption. Dow Solvents present performance-oriented thinking through optimization processes as prolonging solvent life-time and, thus, selling less product, applying innovative Chemical leasing model. SAFECEM's social and environmental benefits are reduction of solvent consumption up to 96%, complete solutions for safe and sustainable use of solvents which allow consumers to keep their life standards and reduce their environmental impact.