### Lowering the environmental impact in urban areas



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## **Outline: Product service Economy**

### 3 issues to be addressed

1. Transformation of the service economy and the sharing economy:

2.Field study (Institut de l'économie circulaire) Paris 2020 main results

3.New models in service economy: Smart Mobility, Hospitality, Food and Equipment

# Transformation of the service economy with the sharing economy



#### Success hinges on:

- Understanding customers & competition
- Viable business models
- Creation of Values for customers and firms

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### New models in service economy

Product-service economy or Performance economy:

"Use without ownership: renting, borrowing, using, products and services as a community member or a client". (Stahel 2015)





#### Institut de réconomie circulaire

### 2. Field study: Paris Methodology and main results

- Prospective study "Paris 2020" for French NGO Foundation Nicolas Hulot
- The main objective is "to shed light on the dynamic of implementation of the product-service economy by the industrial companies of consumer products, in the Paris and Île-de-France territories, illustrate some possible solutions in the form of cases, present their economic and strategic model and scenarios for 2020.

A Comprehensive and forward-looking approach to Identify development paths that meet essential human needs: Housing , Food , Mobility, Equipment.

 Study limited to Greater Paris. A perimeter of 10 million people, appropriate case study for the major cities that will host two-thirds of the world's population by 2050, as well as all the associated social and environmental issues. 3.1New models in service economy: Smart food

- Local production, urban farms with membership and community operations
- Compost production and sharing
- Gardens and free ground rental
- Use of every square meter of soil + roofs + underground parkings + caves etc...

### Case studies: food Urban farms, roof, underground, parking and caves cultures, 0 waste, compost and substrate









# 3.2 New models in service economy:

# Smart mobility solutions

- - Shared vehicles (cars, bikes, motorcycles)
  - Paris metro for night transport
  - Professional shuttles (to business centers)
  - Peer to peer ride services
  - Peer to peer and part time car rent
  - Reserved lane on highway when more than 2
- Personalized navigation (Waze)
- Smart car parks in Paris
- Smart traffic control
- Adaptative connected cars
- Shared self driving cars
- Coworking office space to limit transportation











## Case study: mobility





ParkMatch, 1er service de location de parkings entre particuliers 100% automatique Startup lyonnaise créée en novembre 2016, ParkMatch propose au travers de moyens télécom innovants, de partager et rentabiliser une place de parking, que ce soit pour une heure ou une longue durée, et uniquement depuis son smartphone et sa...





Spécialiste du vélo en libre-service, Smoove facilite la mobilité durable Smoove conçoit, installe et fabrique des solutions de vélos en libre-service et des services de mobilité, intégrés dans une offre multimodale pour les villes et les entreprises. Smoove est le seul acteur à proposer des vélos ultra-innovants, avec une technologie embarquée...





You2You, la solution logistique pour vos livraisons urbaines You2You est une plateforme technologique qui connecte les acteurs du (e)commerce (sites marchands, retailers et logisticiens) avec une communauté de particuliers géolocalisés qui acceptent de livrer des colis pour rentabiliser leurs trajets du quotidien. Créé en 2015, You2You est aujourd'hui actif à...

# 3.3New models in service economy: smart hospitality

- Eco-designed building: To offer an eco-friendly, uncompromising collective service to guarantee that all the needs are met.
- Appartment exchanges (students): To allow students to move without going into debt.
- Spaces exchange between schools and companies: Service linking institutions of Higher Education (universities, private schools) with companies in the Paris region
- Home equipment « à la carte »: A start-up to rent a 100% sustainable interior design service to its customers.









# Case studies: lodging

- Home sharing available to students or young professionals
- Home exchange worldwide for holiday









# 3.4New models in service economy: Smart equipment

Renting of furniture, domestic appliances, electronic devices, garments, lawn mover, tools etc...



## **Recommendations & conclusions**

- New business models: R&D phase
- Local development expected
- With Public Private Population Partnerships (PPPP)
- Need of a regulatory framework balancing economic and social value creation and profits, equity among actors...

## Thank you



