



EUROPEAN
RENTAL
ASSOCIATION

Economics, circularity & sustainability

Marieke BLOM, ING



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ERA Convention 2019, "RENTAL: A SHARING ECONOMY", Madrid, 15 and 16 May

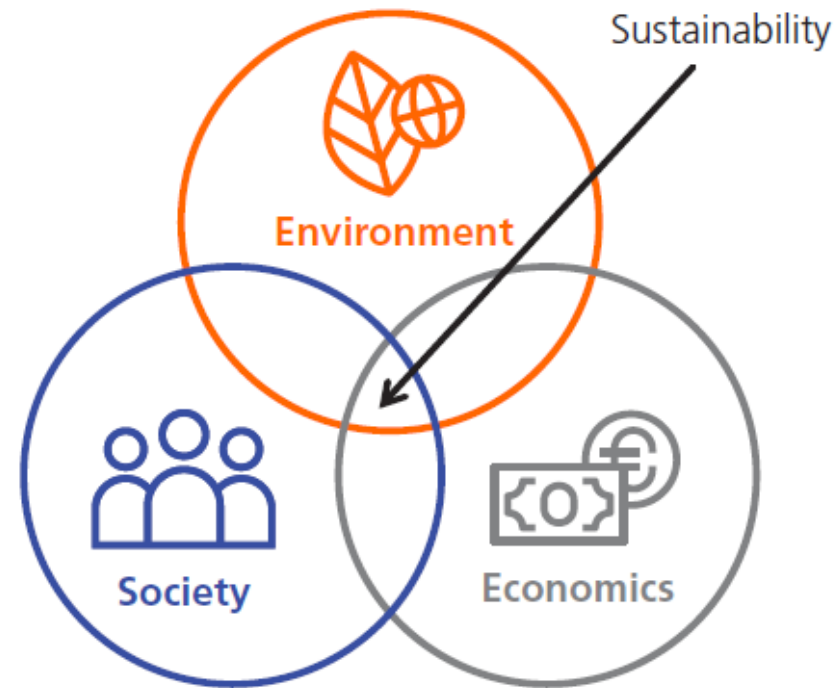
Economics, circularity & sustainability

How can we get what we want?

ING Economics Department, Marieke Blom

May 2018

First of all: sustainability

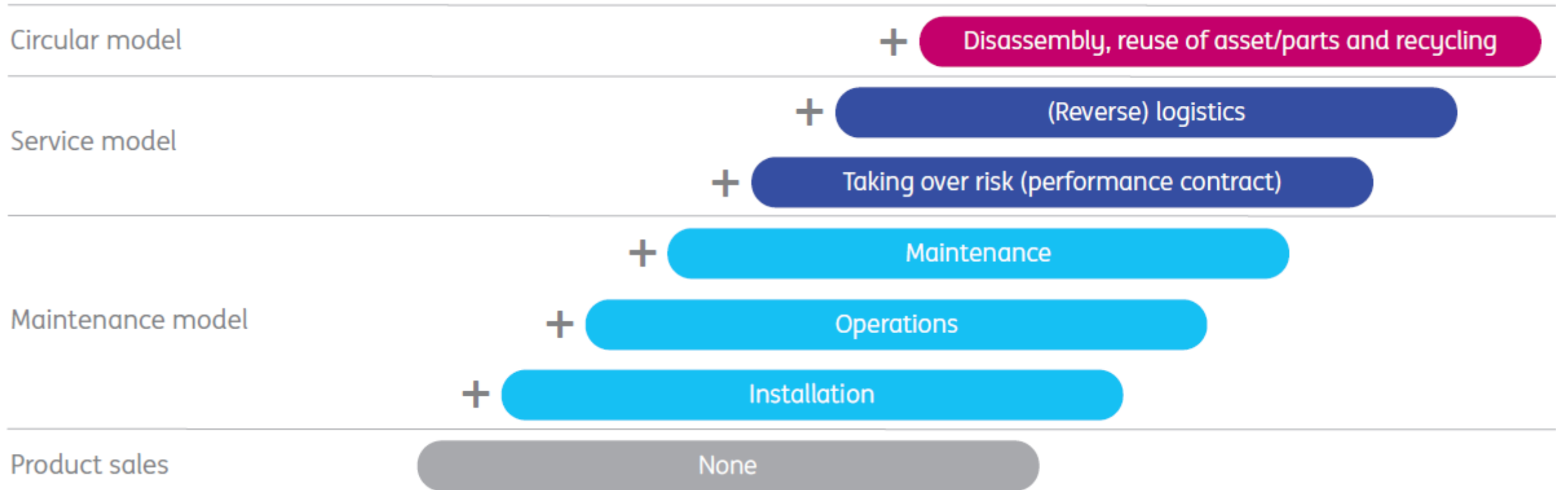


ING Economics Department

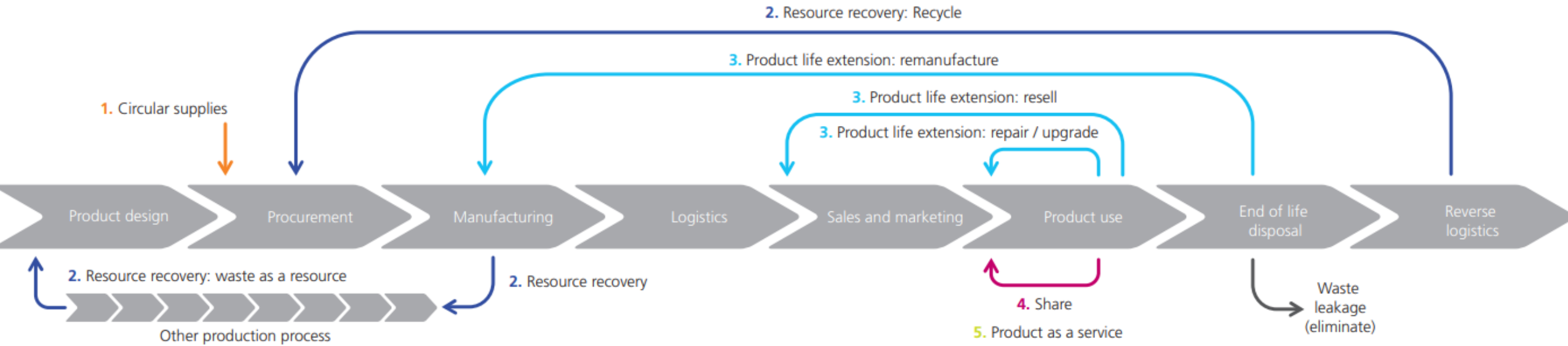
Sharing economy



Products as a service



Circular business models:



Why do we not have a circular economy?

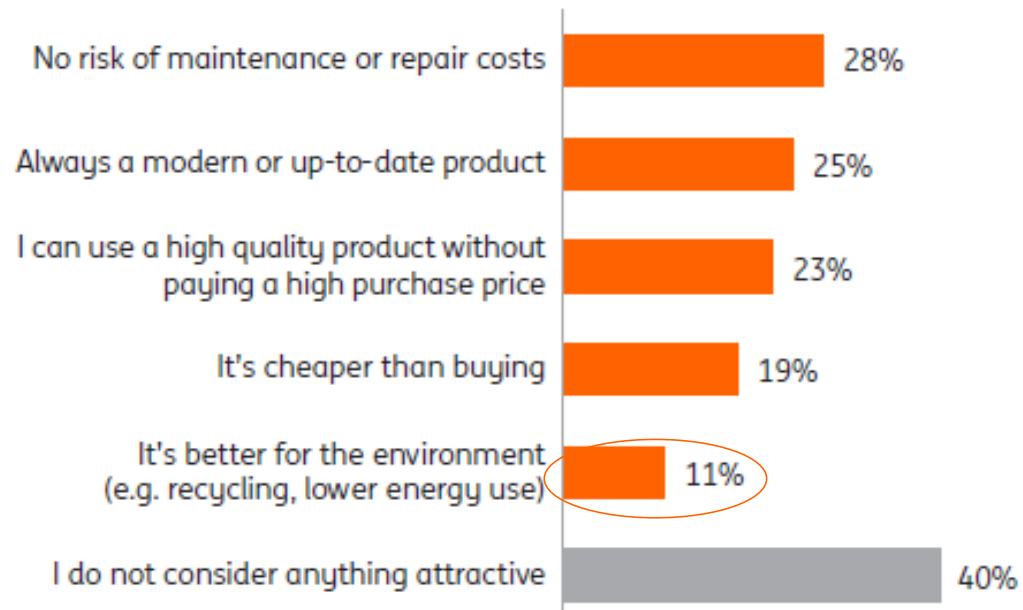


Why would we want a circular or sustainable economy?

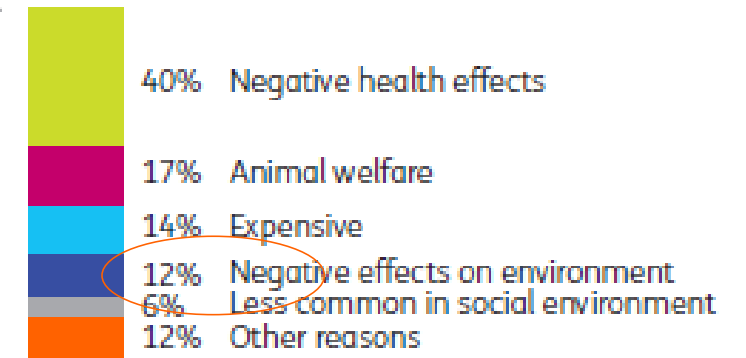


Consumers?

What do you consider attractive in durable goods subscriptions? % of Europeans



Question: why do you expect to eat less meat in the future?
Because of...



Companies?

Personal leadership

Talent management

Reputation

New commercial **opportunities**

Avoid risks

Avoid political **fragmentation**

Attract **investors**

Technology?



But...

- Luxury goods with high footprint (meat, travel, air conditioning)
- Technology with high footprint (internet, bitcoins)
- Rebound effects (led lights)
- Feedback loops (oil prices)



A policy toolkit will be necessary

Policy toolkit consists of subsidies, tax measures, legislation and awareness campaigns



Where to expect subscriptions, rentals, services and circularity?

- Additional **added value** for user:
 - Hassle
 - Risk
- Lower **costs**:
 - Maintenance
 - Second hand market
 - Financing costs
- **Regulatory** interventions:
 - Life span of products
 - Costs of emissions
- Personal **leadership**
 - Because your investors or talents ask for it
 - Because you can

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