



EUROPEAN
RENTAL
ASSOCIATION

Guest Speaker

Jessica REGAN



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



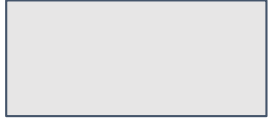
The Circular Economy In a Digital World

Jessica Regan
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Introduction



Impacts on Industry



Global Food Insecurity

815 Million

People Food Insecure



Wasted Food

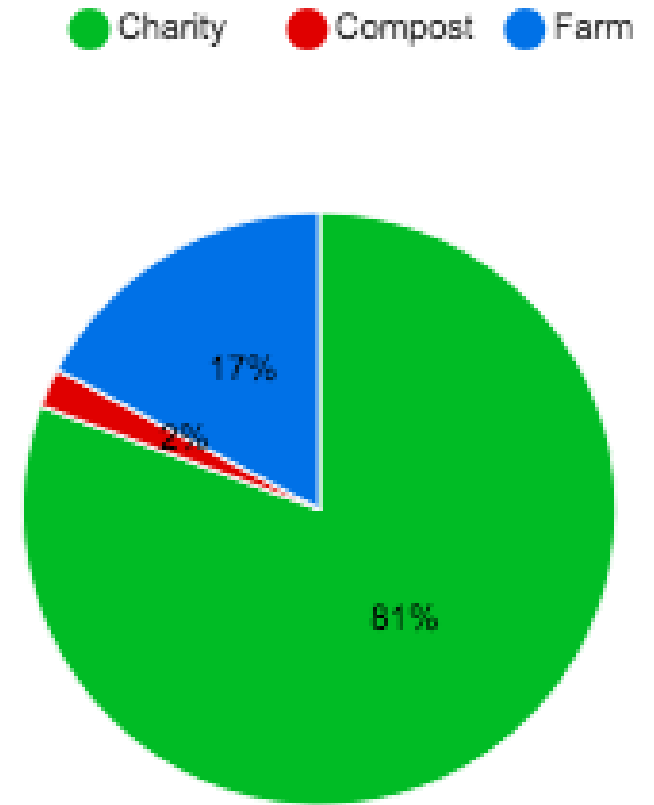
1/3



Source: Just Eat It Film, 2014

Avoidable Food Waste

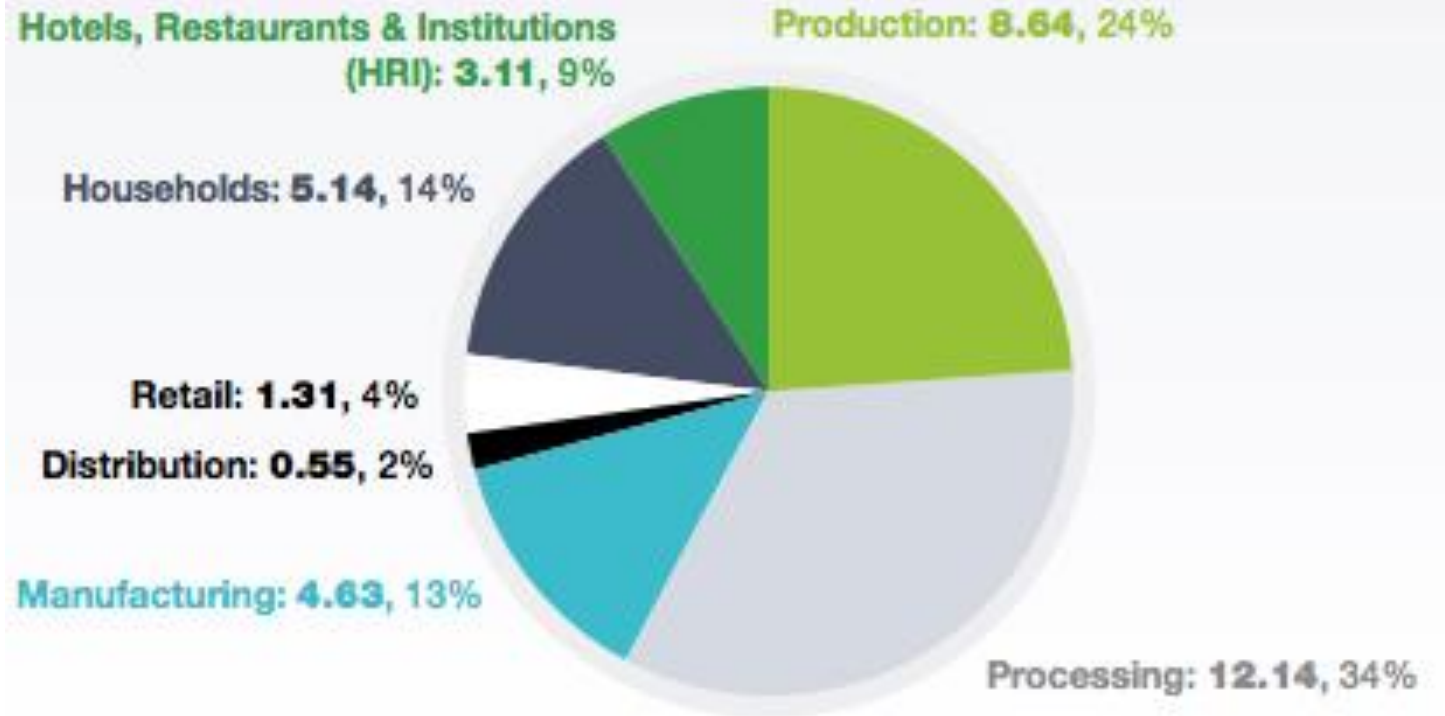
58%



Lost Revenue

86%

TONNAGE (IN MILLIONS) AND PERCENTAGE OF TOTAL WASTE



Broken Supply Chains



Broken Supply Chains



Broken Supply Chains



Broken Supply Chains



Photo Credit: Macleans Magazine, 2019

Stagnant Resources = Waste

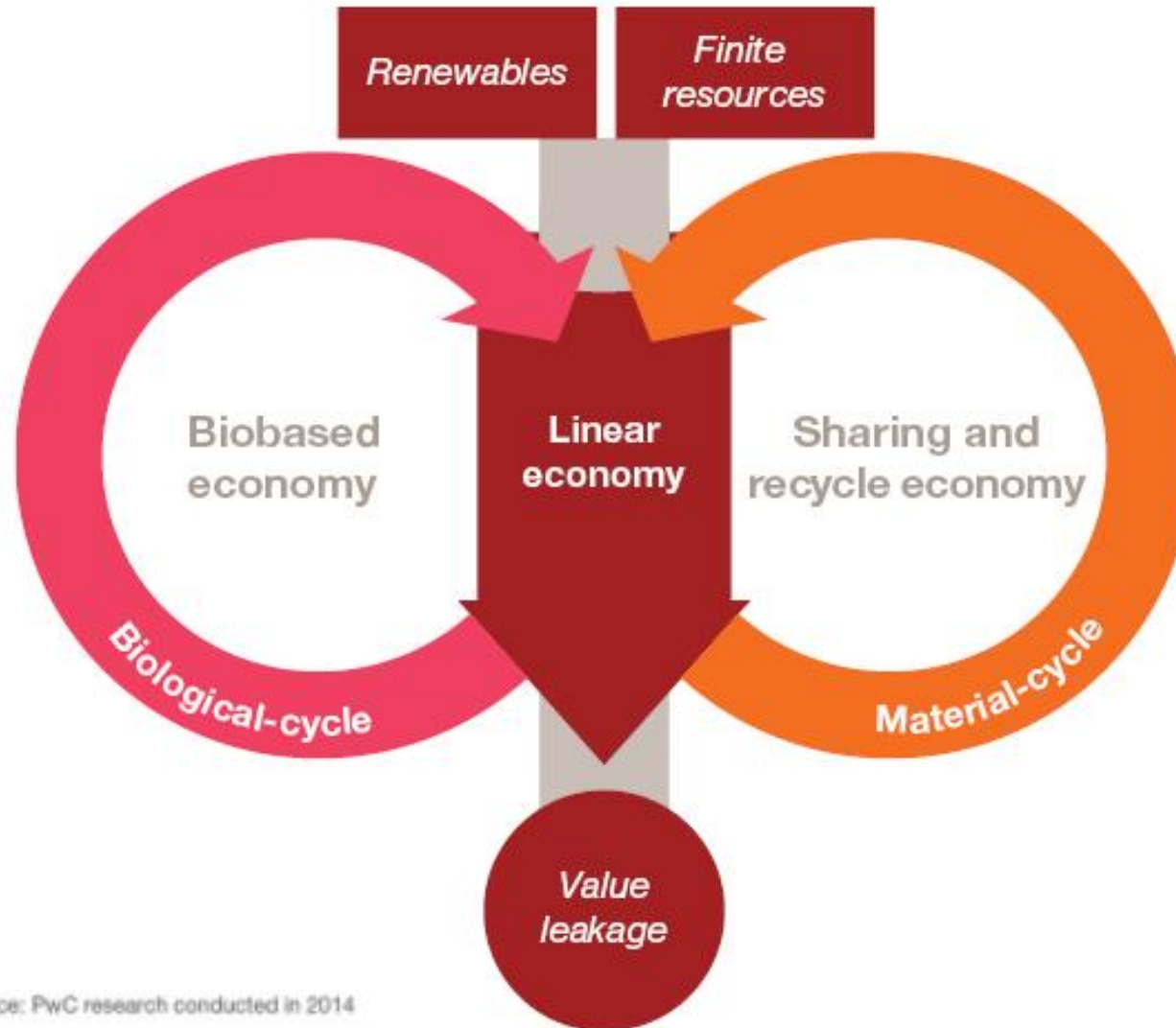
I don't need a drill.
I need a hole in the wall.



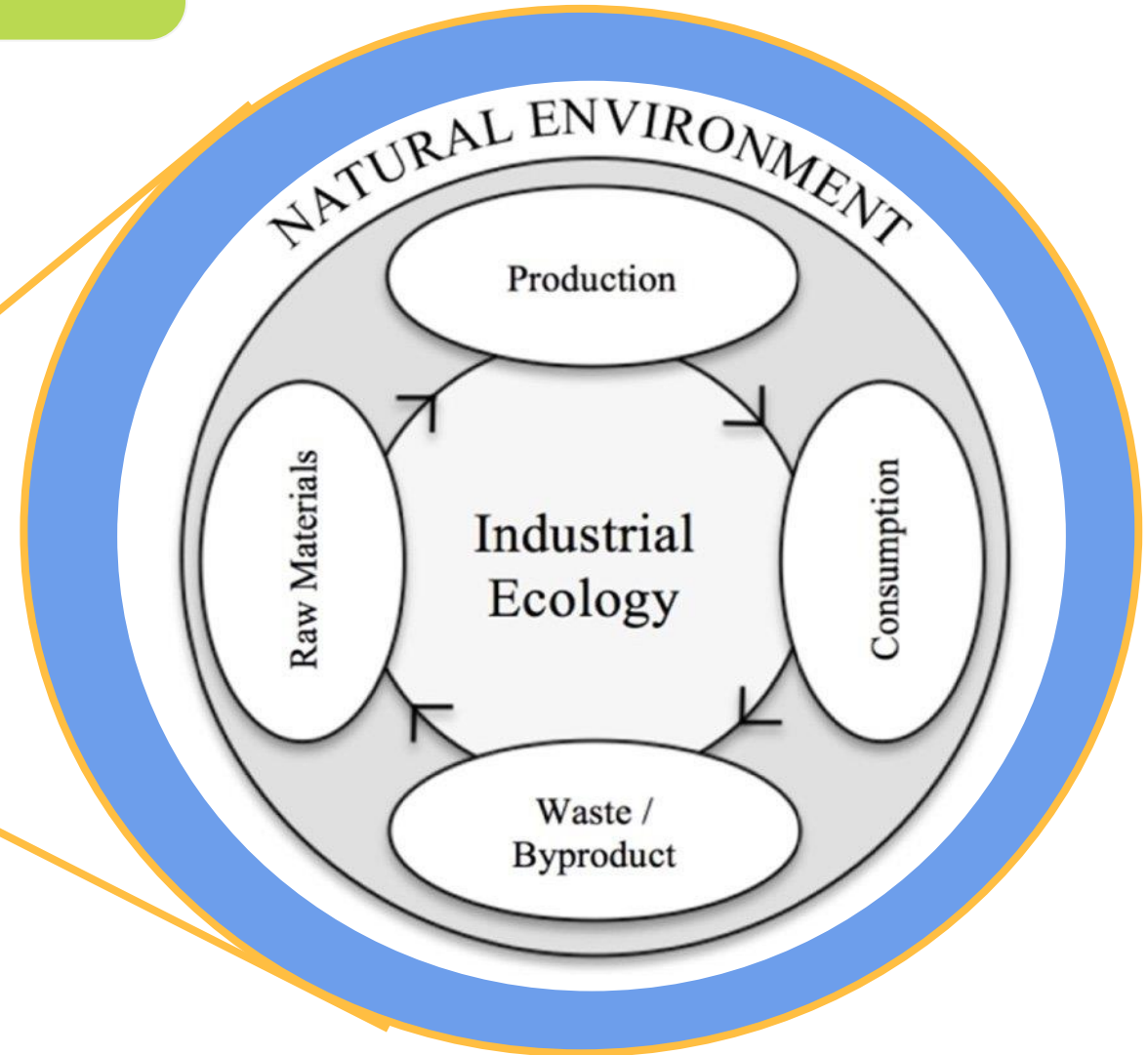
Turning Crisis Into Opportunity



From Linear to Circular



Not a New Concept



7 Elements of the Circular Econ



Prioritise
Regenerative
Resources



Preserve and
Extend What's
Already Made



Use Waste as a
Resource



Design for the
Future



Collaborate to
Create Joint
Value



Rethink the
Business Model



Incorporate
Digital
Technology

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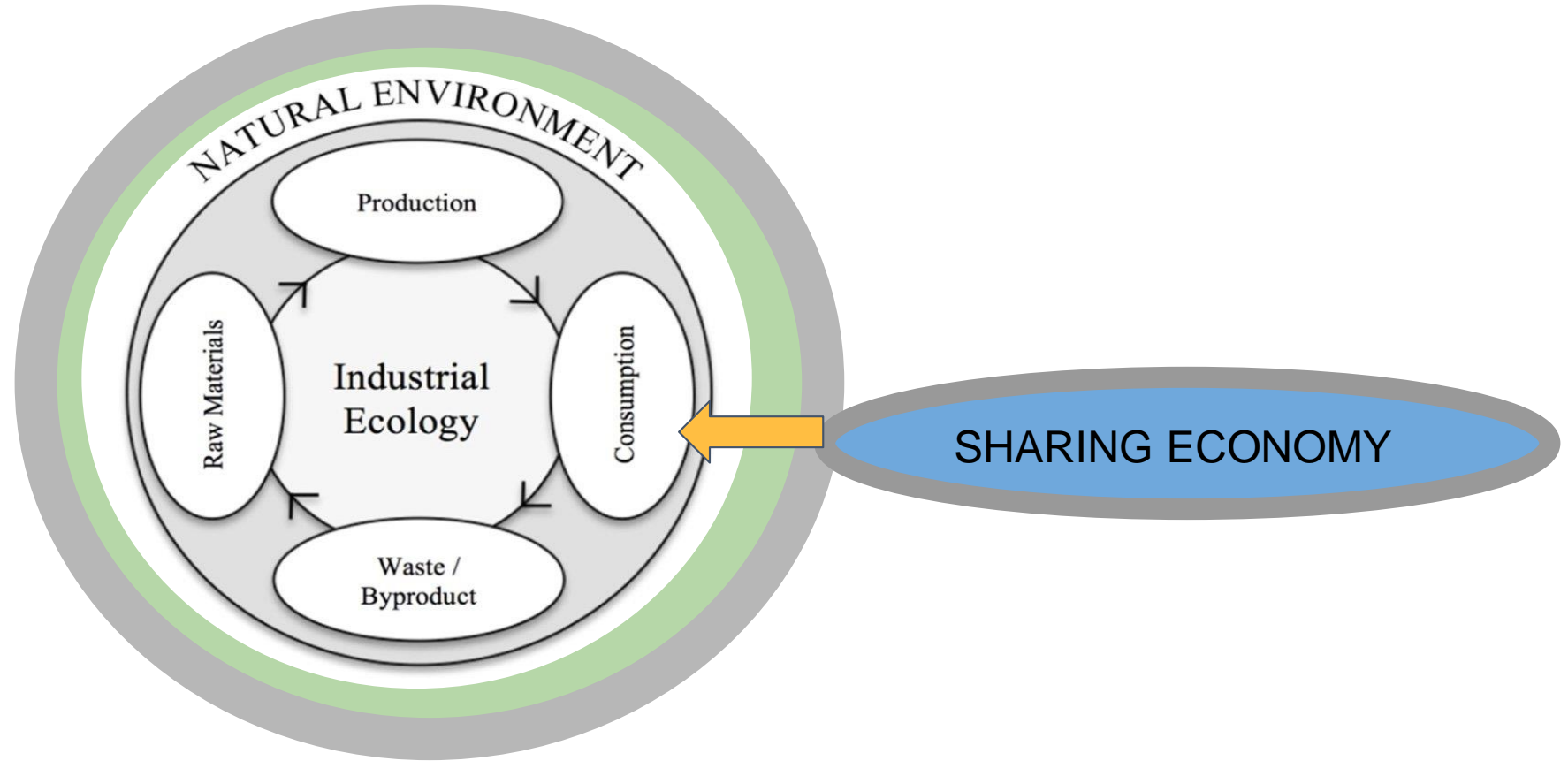


Rethink the
Business Model



Incorporate
Digital
Technology

#1. Extend What's Already Made



Rise of the Sharing Econom



Equipment rental



B&B and hostels



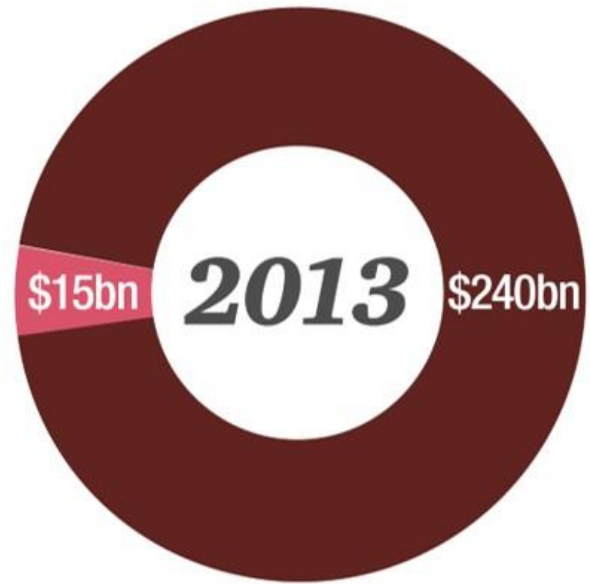
Book rental



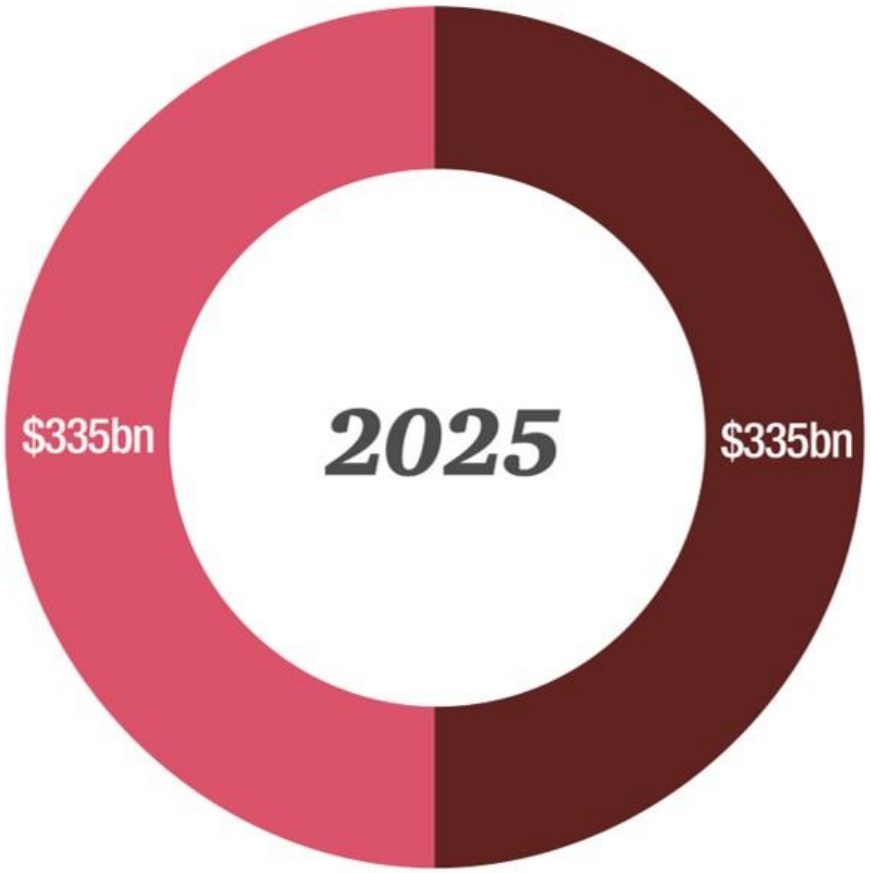
Car rental



DVD rental



2013



2025

Sharing economy sectors ■ Traditional rental sectors



Peer-to-peer lending and crowdfunding



Online staffing



Peer-to-peer accommodation



Car sharing



Music and video streaming

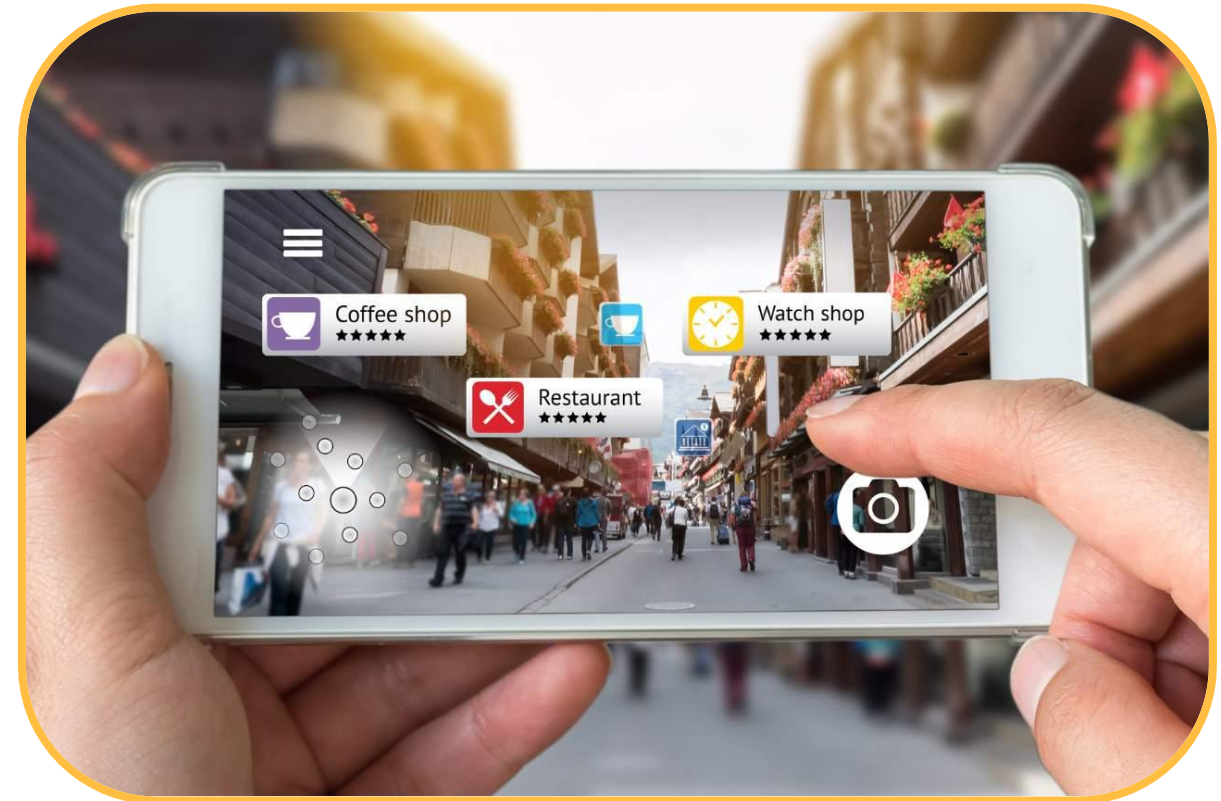
Source: PwC research conducted in 2014

#2. Digital Revolution



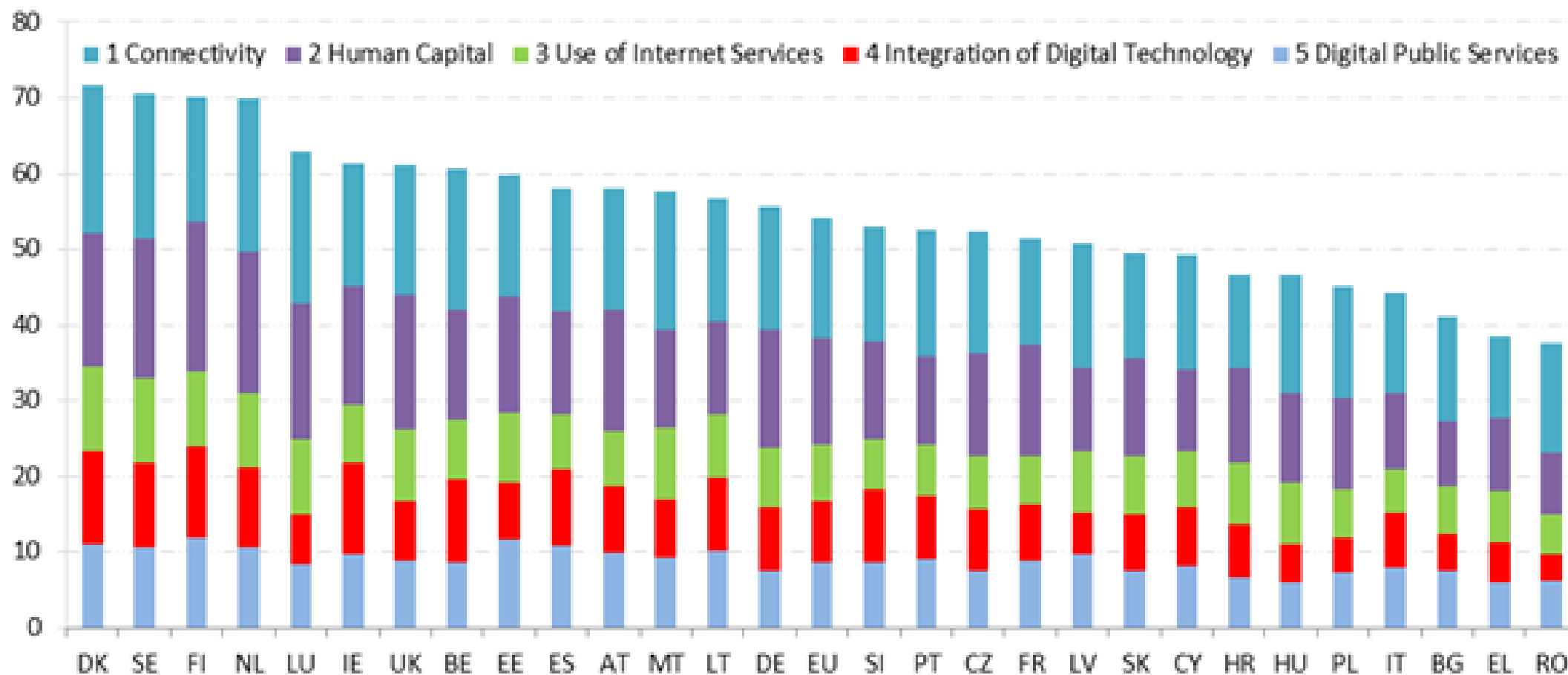
- Rise of mobile technology

- Digitization of everything



Digital Economy and Society Index (DESI)

Digital Economy and Society Index (DESI) 2018 ranking



#3. Design for Future

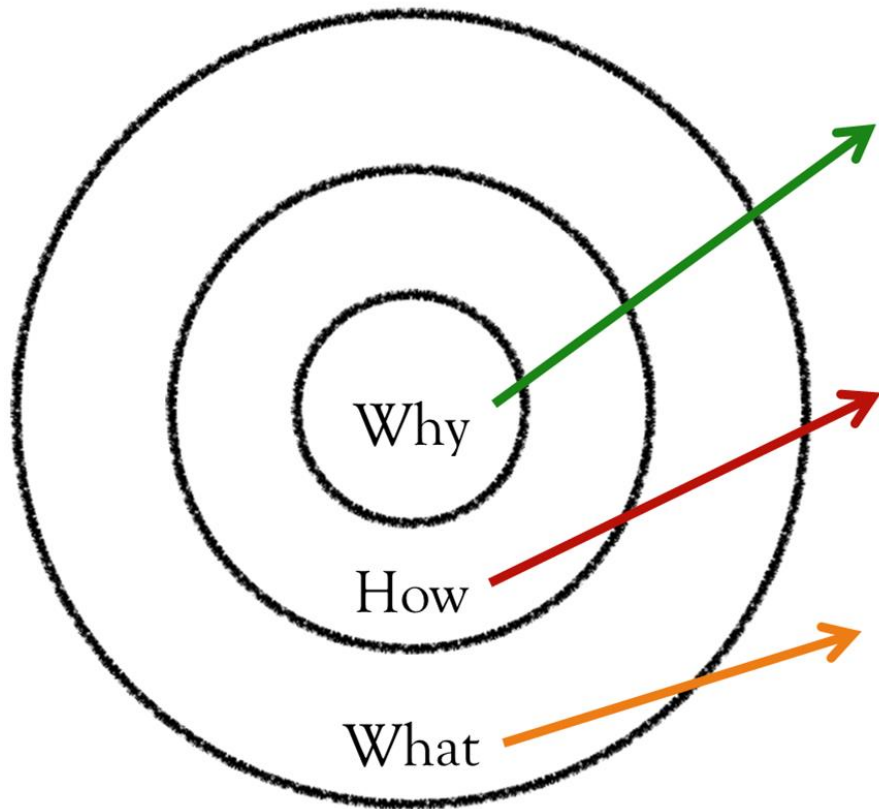


- 1 Easy
- 2 Fast
- 3 Convenient
- 4 Lighter Living

Access over Ownership



Social Impact Businesses



#4. Rethink Business Model



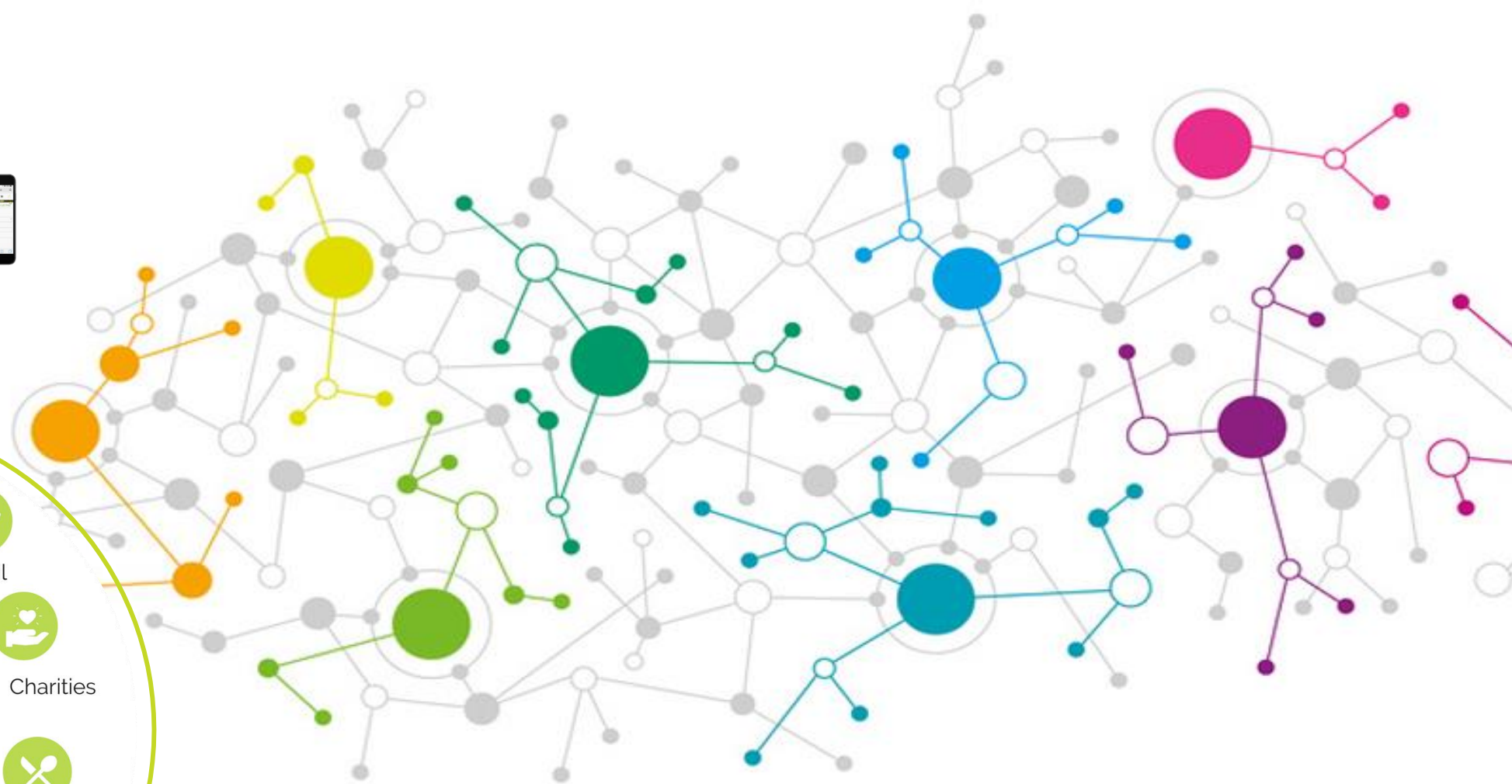
1 Fashion Industry = \$1 Billion

Valuations

2 Automotive Industry

3 Movie Rental Industry





FoodMesh 
Give Food a Second Chance

Addressing Key Friction Points

Time

Cost

Access

Data



Data is the new Gold



47,677.71

MEALS PROVIDED



28,606.64

FOOD RESCUED(kg)



54,352.53

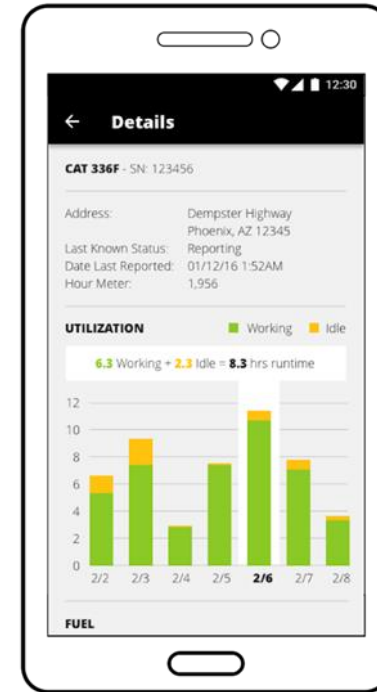
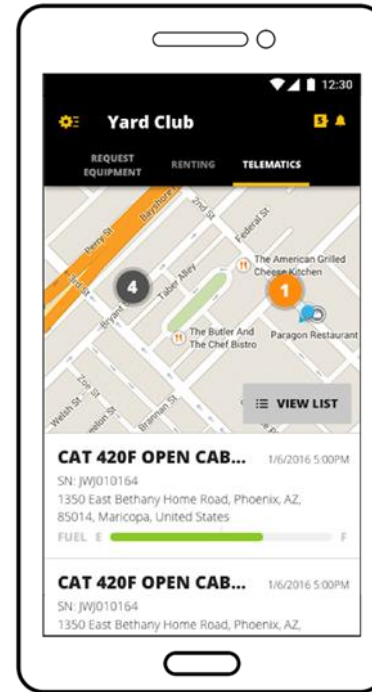
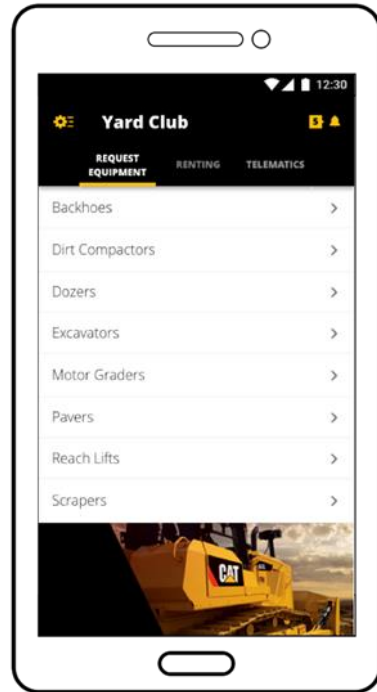
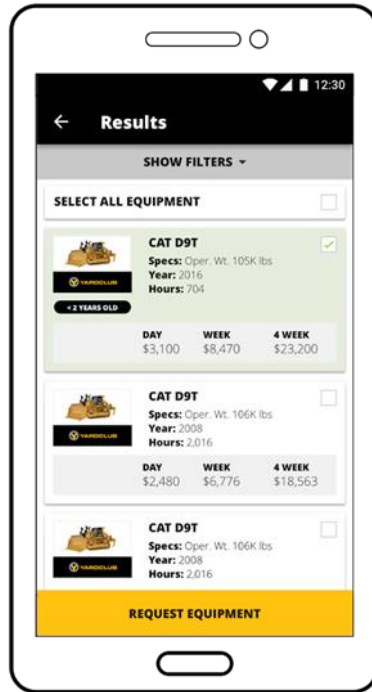
EMISSIONS
SAVED Co2-E (kg)



\$160,888.94

MONEY SAVED

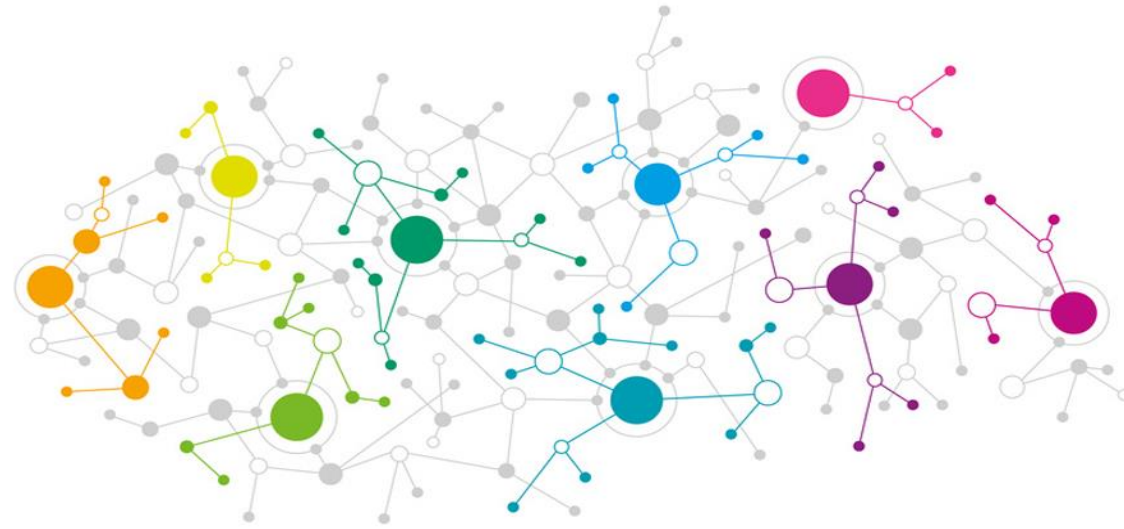
Industry Innovations



New Revenue Channels



- 1 Telematics
- 2 Analytics - Reports for Association I
- 3 Subscription Models - Rise of SaaS



to access market share.

#5. Compete or Cooperate ?



Risk Reward Ratio



A New Frontier Of Opportunity



source: PWC research conducted in 2014

Which direction will your business take?



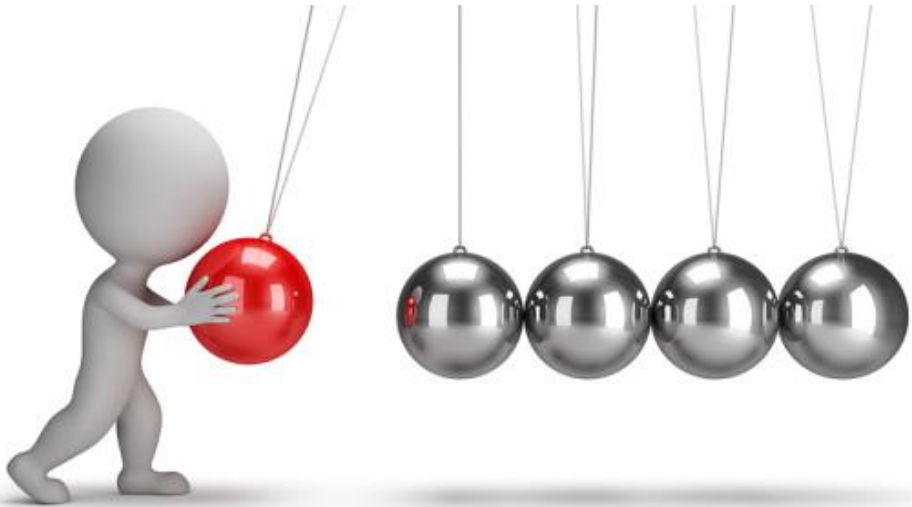
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Thank You! Questions?



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