A package of multi-media marketing and pedagogical briefings

Scandere (Scaling up a circular economy business model by new design, leaner remanufacturing, and automated material recycling technologies) project

Deliverable 0.8

Prepared for the ERA-MIN3 program and for publication
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1. Introduction

Product-as-a-service (PaaS) can be seen as a business model, where a provider keeps the ownership of the products and gets paid for giving end users access to the products. PaaS will solve the problem of product collection after end-of-use for increasing the efficiency of resources including critical raw materials (CRMs), as the products are returned to the provider as part of the contract and thus handled in professional manners and with their information in the previous phases of their lifecycle. Also, PaaS incentivizes the provider to use the product with its fuller technical lifetime, resulting in increased efficiency of using CRMs. In Europe, PaaS offerings are found in various markets, including household goods. However, they currently form a niche market, providing a potential for development. Therefore, the Scandere project was executed aiming to demonstrate PaaS offerings with household goods and develop scientific knowledge. It covered various areas (ERA-MIN3 topics 2, 3, 4, and 5.1) along the product lifecycle as depicted in Figure 1. This technical report highlights project results.

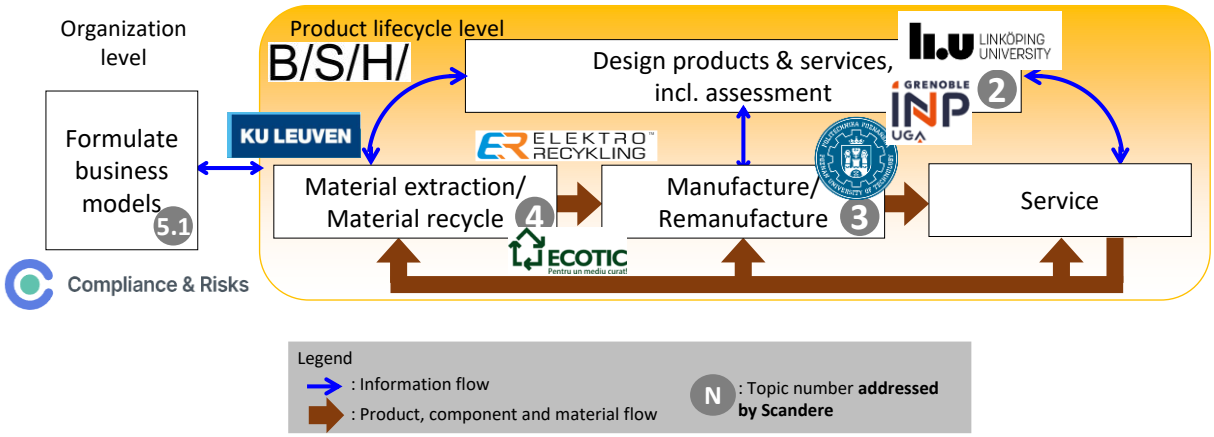

Figure 1. Areas covered by the partners in the Scandere project along the product lifecycle

2. Marketing and pedagogical briefings

Two written briefings are available on the project website *scandere.nu* .

- Popular scientific communication on findings from assessment on CRMs (D0.6)
- Popular scientific communication on CRM efficiency in recycling (D0.7)

Seven video briefings are available on the project website.

- Project Scandere
- PAAS Business Models
- Circular Economy and PAAS Business Models at BSH
- Grenoble-INP
- Poznan University of Technology
- Husqvarna Construction Products and Circular Business Models
- Design for Human-Robot Cooperative Re- & Demanufacturing | SCANDERE project

If you want to know more technical contents, access reports and scientific papers available freely on the project website.

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More information is available at Raw Materials Information System (RMIS), scandere.nu , and the LinkedIn page (via the QR code below).