

UNLOCKING CIRCULARITY WITH AS-A-SERVICE

1

KNOW YOUR IMPACTS

Assessing the impacts of the product on the environment to better control them even during the usage phase. E.g. the Life Cycle Assessment can tell which production process is the most polluting.



2

A HOLISTIC APPROACH

For a successful As-A-Service model, all departments of the business need to be involved. It is also true for circularity. E.g. ecodesign allows for efficient maintenance, product longevity, better ROI and positive impacts on the planet.



3

PRODUCT IDENTITY

When devices reach end of life, their worth (their identity) can be lost in the eye of the user, however it is not lost for everyone. E.g. a smartphone lost its value to the user, but the materials inside are still valuable to the manufacturer.



4

EMPOWERING PEOPLE

Engaging business partners is crucial to the success of the shift to circular economy. Set the path in your ecosystem! E.g. working with a logistics partner to facilitate the take-back activities.



5

DO IT YOURSELF OR VIA EXPERTS

Enabling the circular economy with As-A-Service is complex and requires strong expertise. The experts at Black Winch can help you bring the project to the finish line faster. Are you ready to start your circularity journey?



BLACK WINCH IS THE WORLD'S EXCLUSIVE AUTHORITY IN AS-A-SERVICE SOLUTIONS

Our hands-on experts will guide you through our unique methodology from strategy and funding to sales, marketing and back-office to reach your As-A-Service ambitions.

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