

ACCESS OVER OWNERSHIP, THE ROAD TO FAIRPHONE-AS- A-SERVICE

Fairphone and knowledge partners join forces in a Community of Practice

In a unique bundle of expertise, Fairphone, PGGM, ING, ABN AMRO, NBA, Allen & Overy, Circularise, MVO NL, Circle Economy & Sustainable Finance Lab work together in the "Fairphone-as-a-Service Community of Practise" (CoP). The aim is gaining insights into the possibilities of- and preconditions for a viable business model that no longer sells smartphones, but offers them 'as a service' instead. The CoP is organized by the Sustainable Finance Lab and Circle Economy within the Netherlands Circulair program, and runs from June to October 2017.

Fairphone aims to motivate the industry to design and commercialise long-lasting, repairable smartphones. To accomplish this we look into possibilities to retain product ownership with manufacturers rather than customers. Manufacturers become responsible for the product's performance, and customers can rest assured their device is both functional and durable. In this CoP new contractual agreements between stakeholders, such as financiers, suppliers, insurers and customers, are explored. Creating these new contracts and financial structures can unleash the potential of product-as-a-service business models

Organisations participating in this CoP bring together cross-disciplinary knowledge and expertise: from lawyers, insurers, bankers and accountants, to software developers, business economists, academics, and other experts in the field of circular economy. All combine efforts in exploring the challenges, roadblocks and opportunities ahead. The learnings we will be documented and published in a white paper. The ultimate goal is to practically apply the service model to Fairphone's business to business customers.

At Fairphone, PGGM, ING, ABN AMRO, NBA, Allen & Overy, Circularise, MVO NL, Circle Economy & Sustainable Finance Lab, we actively contribute to the development of new business models that can bring the circular economy closer.



Learn more about about Fairphone's goals and ambitions here:
<http://www.fairphone.com/nl/onze-doelen/>

Interested in learning more about the outcomes of this Community of Practise? Send an email to kim@circle-economy.com or subscribe to our newsletter: <http://www.circle-economy.com/news/>