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REBus Celebration of resource efficient business models event 21 November 2016, London

Re-use, Resell and Remanufacturing Innovation



As part of the [REBus](#) EU Life+ funded project, a dedicated series of practical and interactive events were held in November 2016 which showcased lessons learnt and case studies from [REBus pilot projects](#).

By learning from the experience of REBus pilot projects and the wider resource efficient business models (REBMs) market, attendees were provided with a better understanding of how to develop and roll-out their own REBMs projects.

The event was opened by Dr Catherine Joce, Manager Circular Economy, Knowledge Transfer Network. Welcoming over 90 delegates at the event in London and watching live via the webcasting, the [programme line up](#) promised a day of keynote speakers and insights from well know organisations and innovate SMEs. The REBus team has been working with industry to develop, pilot and champion resource efficient business models which have embraced the opportunities presented by the circular economy.

The sessions were kicked off by Steve Creed, Director, WRAP, whose presentation helped to set theme for the day by providing a summary of 'Innovative business models and the circular economy'. He talked about WRAP's '3 Rs' of the circular economy - re-invent, re-think, re-define.



Professor Walter Stahel, Founder-Director, Product-Life Institute Geneva, discussed the pitfalls of having a linear economy giving the example of “Sorry the lifestyle you ordered is no longer in stock”. He went on to discuss the extended lifetime of goods, replacing the energy use with manpower and reintegrating the elderly into the workforce.

Session overview:

11:30 [Behaviour change en masse](#): how to crack business model innovation in B2C markets

Session highlights:

- M&S shared lessons learned through [shwopping](#) - providing interesting value to customer and engaging early adopters.
- “Customers want to live more sustainably but don't want to compromise on cost or quality” says [IKEAUK](#).
- [e_carclub](#) reframed our core business model as mobility rather than automotive.

14:00 [Cooperative partnerships](#): developing new business models that deliver mutual value

Session highlights:

- [Orangebox Ltd](#) & [PremierSustain](#) are changing the world one chair at a time.
- What type of warranties can be provided to support new business models asked [Philipslighting](#).
- [UniGreenScheme](#) talked about creating a re-use market for specialist laboratory equipment.

15:15 [Circular procurement](#): the role of procurement in stimulating demand for new business models

Session highlights:

- Inspiring founder of [Globechain](#) described enabling the transition to circular economy through innovation and technology.
- Circular procurement is stimulating demand for new business models through [REBus](#) – session presented by Joan Prummel, RWS.

16:45 [Taking a leap of faith](#): how to transition to a new business model without disrupting a good business.

Session highlights:

- [REBus](#) talked about financial aspects of innovative business models.
- [Forum4theFuture](#) discussed transitioning to a new business model.
- The benefits of re-use in manufacturing was the inspirational talk from [BekoUK](#).

Meanwhile, delegates were also mining the knowledge of REBus experts in 1:1 clinics on circular procurement and using systems thinking tools to explore circular economy opportunities in a particular business context.



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