

From consuming more to using better *The functional economy as a driver of Brussels' economic transition*

Amphithéâtre ICHEC Montgomery, 6:00-8:30 PM, 27.01.2022

Program

6:00 PM - Introduction

Christel Dumas (ICHEC)

6:20 PM - Main results of the Brufonctionnel project

Géraldine Thiry (ICHEC)

6:50 PM - Discussion of the results of the Brufonctionnel project

Panelists: **Anthony Naralingom** (Strategic Advisor to the General Management of Hub.brussels); **Marie Vanderheyden** (Advisor on Innovative Business Models in the Office of Secretary of State Barbara Trachte)

Moderator: Philippe Roman (ICHEC)

7:10 PM - "Circular X: experimentation towards circular service business models", **Prof. Nancy Bocken** (Maastricht University (NL))

Moderator: Coline Ruwet (ICHEC)

7:50 PM - "Two case studies of SPSS – the role of possession",

Dr. Maurizio Catulli (University of Hertfordshire (UK))

Moderator: Coline Ruwet (ICHEC)

Main recommendations

For the upscaling of the functional economy (FE) in Brussels-Capital Region:

1. Adopt an official framework for the strongly sustainable FE
2. Make the Region a key player of the strongly sustainable FE
3. Integrate FE and non-FE offers that meet a same need in a sustainable way
4. Build upon existing practices to encourage experimentation of FE offers
5. Develop and update a cadastre of FE offers within the Brussels-Capital Region

Any questions?
www.wooclap.com/BRUF

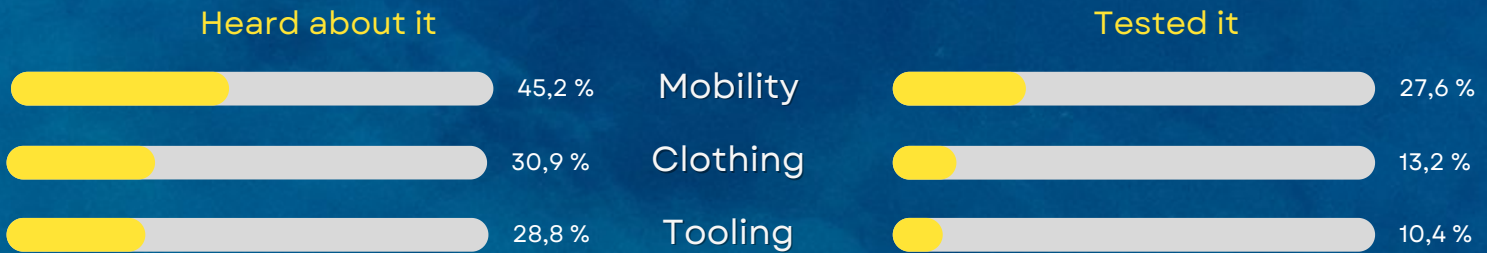


Functional economy in Brussels

Some results of the survey conducted among 814 Brussels consumers.

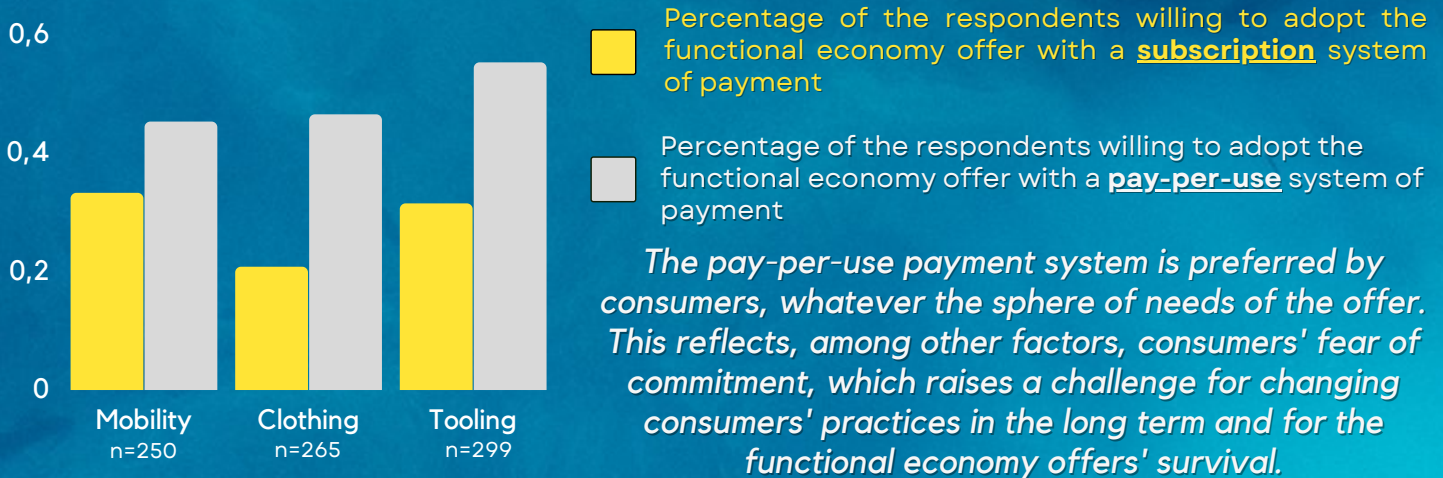
Respondents were confronted with a fictive functional economy offer within one of the 3 following spheres of needs: mobility, clothing and tooling.

Brussels consumers' knowledge of functional economy offers



Across the spheres of needs, 17% of the respondents have already tested a functional economy offer (at least once). This first experience of functional economy in one sphere of needs is one of the drivers supporting respondents' willingness to subscribe to a functional economy offer in another sphere of needs. This evidences the importance of experimenting.

Brussels consumers' willingness to adopt functional economy offers



The pay-per-use payment system is preferred by consumers, whatever the sphere of needs of the offer. This reflects, among other factors, consumers' fear of commitment, which raises a challenge for changing consumers' practices in the long term and for the functional economy offers' survival.

Top 5 spheres of needs attractive to consumers' eyes for functional economy

1. Books libraries
2. Recreational/leisure activities (a subscription to training DIY courses)
3. Toy libraries
4. Leisure equipment (tents, sports equipment,...)
5. Mobility in the city

Top 3 drivers and barriers to consumers' subscription to a functional economy offer

1. Perceiving the subscription as providing a **financial advantage** compared to the purchase of a new item
2. Perceiving the subscription as providing as **much pleasure as the purchase** of a new item
3. The **obligation to pay** the subscription even if the service would not be used during the subscription period