

Case study – Washing machines services



CLEAR
Circular Economy Adult Training
ToolBox- Knowledge ReUse



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1. Learning objectives

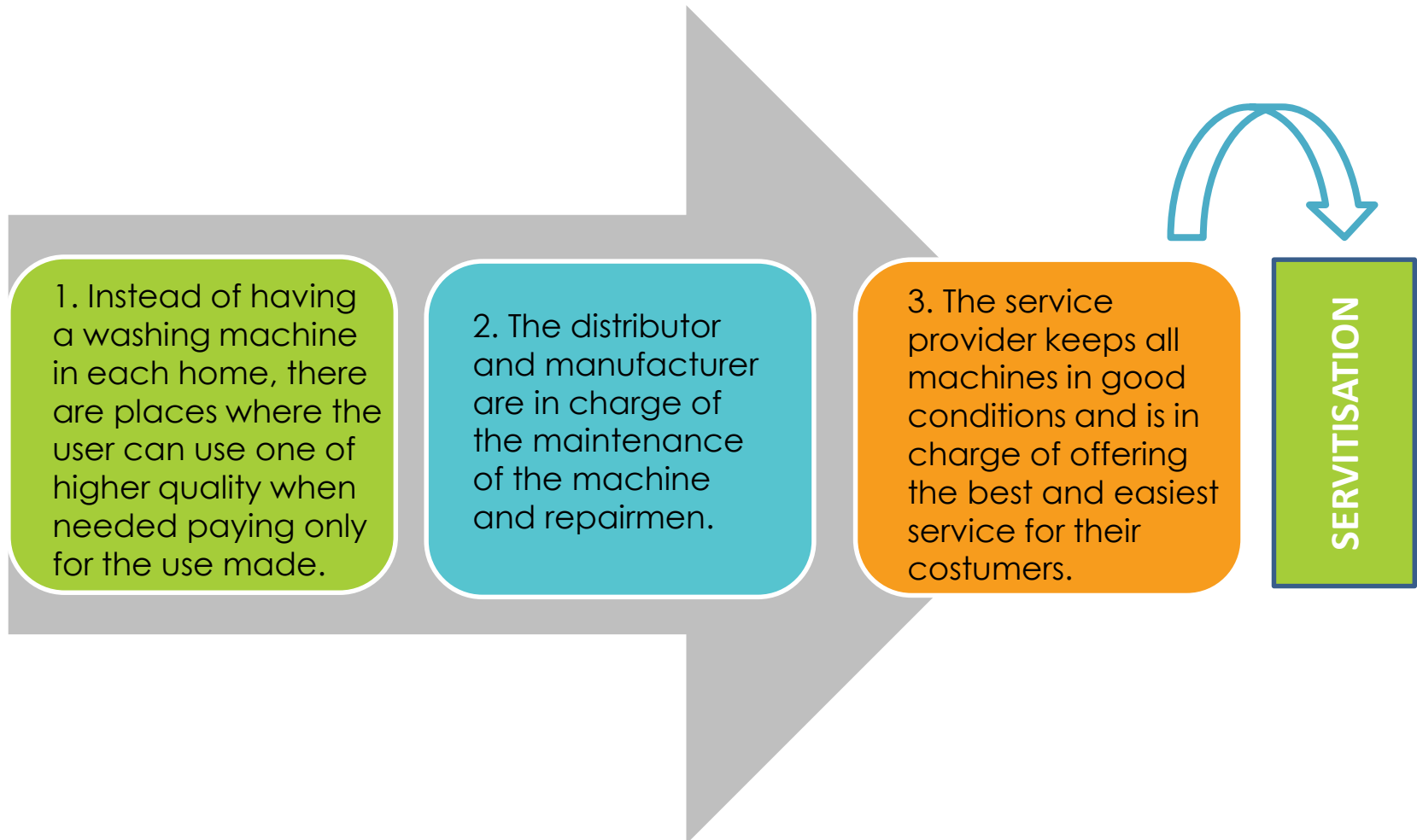
By going through this case study, you will learn with a more practical approach about:

- the importance of circular economy for organizations, consumers and the whole society.
- the implementation of the Servitisation Business Model.
- the possibilities Servitisation opens for business.
- the importance of involving the consumer in the service provision.
- the circular economy as a business value.
- how valuable circular economy could be for business.
- the practical tools and means for environmental management.

Adult trainers



2. Case study description





3. Practical examples

Washing machines leasing can adopt different forms adapting to the needs of the consumer, such as:

- Ecolaudry (ecolaundry.es) offers **self-service laundry services**. It commonly also offer extra services such as soap and dryers. There are conceived as stores where you do the laundry.
- Bundles (bundles.nl) company offer a **leasing agreement for washing machines for home**.
- There is also an option, which is specially common in countries like Germany that is having a **washing machine for the community** or the neighborhood. They usually have a machine in a common space and they establish schedules for their use.



4. Results and benefits

By leasing washing machines, the **number of machines** at home, and therefore the **waste** created by their replacement or refurbishment would be reduced. The user would not need to buy one for him/herself and would **not take care of the machines** when damaged or broken; the user would only **pay for the times** or services he/she would totally forget about the maintenance.

Higher quality machines would be offered and the **life cycle would be enlarged** as the producer and distributor would be in charge **of repairing the pieces and refurbishing the machines** when necessary. They would be able **to recycle pieces and parts** of other machines and reduce the waste.

The service provider, who **could be the producer or distributor** themselves, would be in charge of this process and would make sure the machines are in **good conditions to offer the best service.** |



5. Activity

Take a look to the article of the [BBC titled “Should we be owning our washing machines?”](#) and answer to the following questions and make a reflection about the following issues:

- Look at the title of the article, is there a real need or owning our washing machines? Why do you think we are used to own them?
- Make a list of the advantages and disadvantages of renting a washing machine and to own one and compare. Is it worth to own one?
!!! Take into account the use of electricity and the capacity of the industrial machines
- How the environmental conditions would be improved by renting instead of buying a washing machine?



6. Lessons learned

How servitisation
can be
implemented

How servitisation
could help the
environment

The benefits
servitisation for
parties involved

of
all

