

Paying for Using Products Instead of Buying them



Keywords: *Circular economy, sustainable consumption, business, renting products, reuse, rental services*

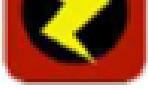
Audience: *VET Teachers and Providers, Chambers of commerce, Start-uppers and young entrepreneurs, SMEs, Associations and consulting companies, Institutions supporting entrepreneurs and innovation*

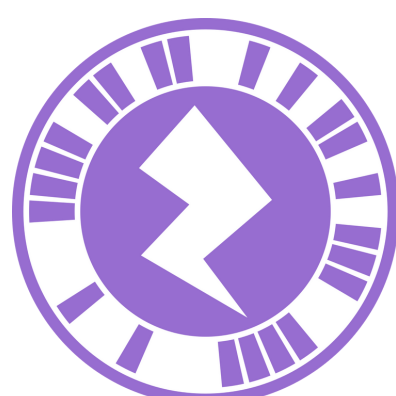
What if we pay for things as long as we need them and return them to the manufacturer or provider instead of buying them? Reducing single-use products would have a huge impact on pollution and the consumption of natural resources. We are used to buy whatever we need but sometimes we need those products just for a limited period of time, because of occasional needs, or we replace them by others with different characteristics, because our needs change. So, many of those bought products are thrown away as a waste although they are still in good condition or contain valuable materials.



<https://pixabay.com/photos/wallet-money-credit-card-online-2125548/>

Today, there are different companies that offer rental/subscription services for different items that we may need. For example: *Grover* (Laptops, smartphones, monitors, projectors...), *Simplr* (Electronics, bikes, cars, furniture, appliances, etc.), *IKEA RENTAL* (furniture rental for businesses) and others. The use of rental services allows us to avoid stock because we can have what we need and when we finish, we can return it, so that someone else can use it.

Downloading the Zappar App  on your mobile device (AppStore/ Google Play) and pointing toward this flyer, you will see an infographic illustrating the development of circular economy entrepreneurship.



Test Your Knowledge

Are you familiar with paying for using products instead of buying them? Take the AR-based Quiz below

1) Paying for using products as long as we need them in your business or at home is a way of participating in the circular economy



image: Freepik.com

2) If you don't use a car very often, a more sustainable option is renting cars for shorter time spans (for as long as you need them)

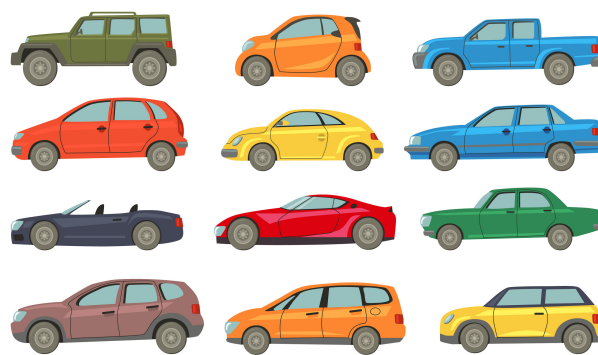


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3) The difference between renting and subscription is that the latter option offers you more flexibility, you can modify the duration or replace the product whenever you think it is necessary



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