



SUSTRAINY

Sustainable action Training for Youth



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SUSTRAINY PROJECT



PANORAMA OF SUSTAINABLE BUSINESSES PRACTICES

ALOKLUB – RENTAL
MARKETPLACE OPTIMAL
USE MODELS

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Alokclub – Rental Marketplace Optimal use models



alokclub

Category – Key words	Circular Economy, Product as a Service, multirental club, startup, use oriented model, products for rent, sustainable services, servitization, rental marketplace
Who?	Rodolfo Pereira Miranda is the founder of Alokclub and Asterio Sampaio is the investor.
Location	Physical or online
Years of implementation	2018 - ongoing
Website	www.alokclub.es



Abstract

The circular economy is not just about producing products in a different way but also offering solutions to the customers in a different way. Selling can not be the only option whenever we all know that most of the products at home we only use a few times a year. Alokclub was born just to solve this problem. A service that can fit the needs of the people who want to do something but doesn't want to buy the product for that. We are based on a 'Paas-Product as a Service' solution.

Its main goal is to make sure that people have the opportunity to choose between buying or renting any product in future. They truly believe that on this way Alokclub will be able to have a social impact by giving more opportunity to people to have the access of more product, decouple the necessity of extracting too many resources to produce too many unnecessary items and goods and build an economy based on service, which would be a great environmental impact as well, together with reducing all the waste we generate.

Concept Addressed

The idea started with the focus on how to extend the usage life of the products we usually need a few days a year. Based on that we've been trying and working on different strategies following what the global demand is asking for. During the last 2 years Alokclub was focused on being a 'Library of Things' in Bilbao but it result that this model still has a big gap on being profitably because of the low demand, so in 2020-2021 the owner decided to change its service to a Rental Marketplace where we provide the essential knowledge about renting products to other street markets so they can also provide through our platform their products for renting.

Relevance

SOCIAL

The labor repositioning of businesses is a form of social collaboration, in addition to the 'democratization' of the use of many products that are unavailable to some people through sales.



ENVIRONMENTAL

Direct impact on the carbon footprint due to the reduction of resource and energy use for the massive / unnecessary production of low-use products. This, consequently, will also reduce the amount of waste generated.

ECONOMIC

Generate economic value through new services (servitization) by decoupling the need to extract more resources to grow economically and promote the local economy through a new mode of consumption based on use.

This Circular initiative has a problem that affects most of the new initiatives offering a 'circular solution' to its customers which is low demand. Besides 'renting products' we need to re-educate our society to accept this as part of a long term solution.

Eventually accreditation

None at the moment

Tips to implement

If there's any tip we could give for anyone who is going to try to apply something like this is to start focusing on a small group of products.

Bibliography

Learn more about Hill value and 3 types of business models here (thescienceandtheenergychallenge, s.f.)

<https://www.scienceandtheenergychallenge.nl/sites/default/files/workshops/attachments/NWO%20Sc4CE%20-%20Workshop%20Business%20Models%20-%20Paper%20on%20Circular%20Business%20Models.pdf>

