



PACCT & the EU Green week

Business model innovation to accelerate circularity in Europe.

Interactive session on the 17th of June 2025 from 5:00pm to 7:00pm (CET)

Objective of the session

PACCT's purpose is to accelerate circularity by helping companies shift from volume-based models to service-based solutions centered on usage and environmental performance.

We will present on 17th of June our policy brief, designed to provide EU policymakers with actionable recommendations to better integrate service-based business models into the Circular Economy Act 2026.

Agenda



**11 place des Barricades,
Brussels**



**Targeting policy-makers.
30 seats maximum.**



**1h of presentation
& 1h of interactions**

5:00pm – 5:20pm : Overview of the PaaS model and its benefits

- What is Product-as-a-Service for sustainable impact through concrete use cases.
- What are the economic & environmental benefits of the model.
- Product and technological innovation alone are not enough – business model innovation is essential to enable a circular economy.

5:20pm – 6:00pm : Presentation of our policy recommendations

- Recommendation 1 : Redefine Product-as-a-Service models to include a contractual commitment on an environmental result.
- Recommendation 2 : Consequence : European and public funding should prioritize outcome-based commitments rather than the acquisition of assets (solar panels, low emission assets...)
- Recommendation 3 : A dedicated European fund should be established to support business model innovation such as Product-as-a-Service and facilitate this transition, similar to what ADEME does in France : R&D funding and technical support.

6:00pm – 7:00pm : Q&A session & interactive discussion