

Name Flecto
Website flecto.io
Year Launched 2016
Area Renting and Circular Economy



Description

Flecto is the platform for any company to enter the sharing economy. It provides both a SaaS to manage a rental operation and a Marketplace that allows users to obtain access to any item. By making rental as convenient as buying, Flecto disrupts communities' consumption patterns into a circular economy mindset.

SDG Analysis

Flecto is focused on the sub-goal 12.5, by improving the usage of products throughout their lifetime, thus decreasing unnecessary waste and decreasing the CO2 that would be needed to produce new items.



Impact Management Project assessment

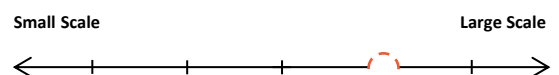
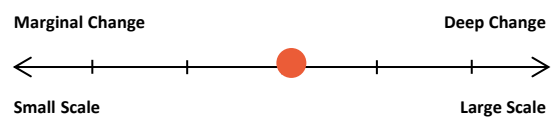
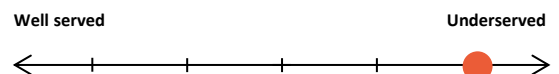
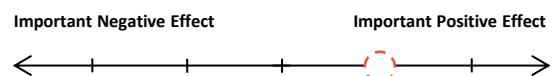
What: By leveraging in the sharing economy upheaval, Flecto aims at reducing the carbon footprint of the consumption and manufacturing of goods. Decreasing production means a smaller environmental footprint which is an important positive effect for the planet.

Who: If we reach the expected global population of 9.6 billion by 2050, we would need three planets to provide the natural resources needed to sustain current lifestyles (UN, 2020). Therefore the planet is in great need of sustainable production and consumption solutions.

How much: Flecto forecasts 20.339 tons of saved CO2 emissions by 2024. In the long-term, Flecto can have a deeper effect as they scale their customer-base and change people's mindsets to become more "rental-driven".

Contribution: Since the alternative to renting for most consumers would be buying a new item, we consider Flecto to be an unquestionably better solution versus the status quo.

Impact Risk: It is challenging to precise the exact contribution in terms of CO2 emissions, since it is necessary to make complex assumptions on the CO2 that would be produced if consumers would buy instead of renting.



■ Carry-linked ● Today (○) Projected

Conclusion

According to the IMP framework, we classify Flecto as a B business (Benefiting Stakeholders) with the potential to become a C (Contributing to solutions). Flecto has an important positive impact on the planet by contributing actively for the growth of the circular economy platforms and as Flecto scales, we expect a deeper effect on the consumers' consumption patterns.