

# Towards a social and sustainable service economy: from ownership to use

## Combining performance and trust in the service of the environment and people

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In a nutshell, the service economy is the supply of products/services seeking useful effects and performance in use, co-constructed by the consumer, the company and the employee, and taking account of social and environmental considerations.

For a company, committing to this approach means choosing:

- a business model that puts the environmental and social dimensions at the centre, in line with the principles of CSR (Corporate Social Responsibility);
- a local base that encourages collaboration between local players based on trust and long-term commitments.

For example: with the service economy, we are moving from selling a tyre to making a tyre available with a usage performance contract offering services to meet the needs of the user as closely as possible, including through the use of data transmitted by on-board electronics.

Although this model has been around for several decades, its development involves far-reaching changes to the company, which can undermine its financial equilibrium. However, the current context offers new opportunities for entrepreneurs: the priorities given to strengthening strategic autonomy, relocation and re-industrialisation, the local and circular economy, and a better sharing of added value, are all factors favourable to the development of the service economy.

According to the ESEC, the service economy must be both social and sustainable: eco-design of products that takes account of consumer needs, with the aim of making them repairable and recyclable; reevaluation of the role of women and men in the running of businesses; greater attention paid to the needs, satisfaction and protection and consumers. Locally, the players in the service economy are creating links that contribute to the development of an ecosystem:



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OPINION

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- 1 **Set up a stakeholder committee to analyse and monitor the dynamics of the service economy** in order to inform public policy in support of it
- 2 Create platforms to enable companies **to share best practice** and encourage the development of the associative, mutual and cooperative service economy
- 3 Extend eligibility for **the innovation tax credit (ITC) for SMEs** beyond just the technological component
- 4 **Negotiate agreements between the social partners based on a shared diagnosis and a choice of priorities**, and in particular invite the public authorities to transcribe faithfully into law the interprofessional agreements of February 2023.
- 5 Ensure that **consumers' interests are taken into account**, in particular the adequacy of consumer law, the need to guarantee the quality of services, transparency and the right to opt out
- 6 **Use public procurement to accelerate the service economy**, in particular through awareness-raising and training initiatives
- 7 **Combat anti-competitive practices** by ensuring full application of the Digital Market Act (DMA) and Digital Services Act (DSA) regulations

### THE RAPPORTEURS

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