

Access over ownership: how **London cities and Poppins** approach B2C Product-as-a-Service

April 27th 2026, from 1:00 pm to 2:00pm (CET)

[Register here](#)

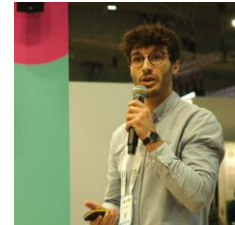
Meet our speakers :



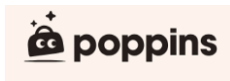
Jonas MALISSE
Co-Founder & COO



James SENIOR
Climate Change
Engagement Project



Sami ANGSTHELM
Head of Circular Consumption



The speakers organisations:

- Southwark Council, a London local authority engaged in urban issues, public services, and supporting the development of new usage-based models within the city.
- Poppins, a B2C company developing access-based services that enable people to share and use everyday products rather than own them.
- Bax Innovation, a consulting company experimenting with circular and service-oriented business models,

Your program :

- Context-setting, highlighting key consumption patterns and systemic challenges related to waste, under-used products, and ownership-based models.
- Focus on B2C Product-as-a-Service in practice, featuring concrete examples from Poppins and a London city perspective, illustrated through initiatives such as the Library of Things.
- Insights on the main challenges and future prospects of B2C PaaS, including operational issues, scaling, and the role of cities.

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