Feedback on workshop – Beleco group

Thank you for the elaborated and detailed report. I value that you started your report by giving us a short overview of Beleco's current business model status and the company's services while also questioning the transparency of Beleco's business practices.

Beleco's motivation for a business start was not necessarily sustainability value but offering services and earning profit by renting furniture as frequently as possible. Therefore, asking how Beleco’s business is sustainable is a valuable question to enquire, and in that regard, considering how furniture can be rented for longer with appropriate sustainable strategies alongside the aim to make company incomes more stable and frequent.

“Slow”, “Inform,” and “Regenerate” were appropriate strategies that you selected to implement. Following that, you proposed many relevant concepts of how Beleco can improve its furniture offering and how to make its services genuinely sustainable.

I agree with your last finding that Beleco should be more circular overall. However, this requires value change and organisational transformation on many levels, which the company might not be ready for.

As Beleco services are not sustainable in the core, they are not transparent. At the core, Beleco is a SaaS company and not a company that wants to decrease its impact on the environment.

Excellent work, group.