



Story about circular economy and
cooperation between YIT and Kiks

Lessons learned from Goodrnt - a circular economy platform

Story about circular economy

How people feel about about lending / renting goods

Perspectives as owner and renter





Ville Vuokraaja



on vuokrannut tavarat Matkarattaat



20.09.2017 - 25.09.2017

€ 22

Yhteydenotto:



Tiedot

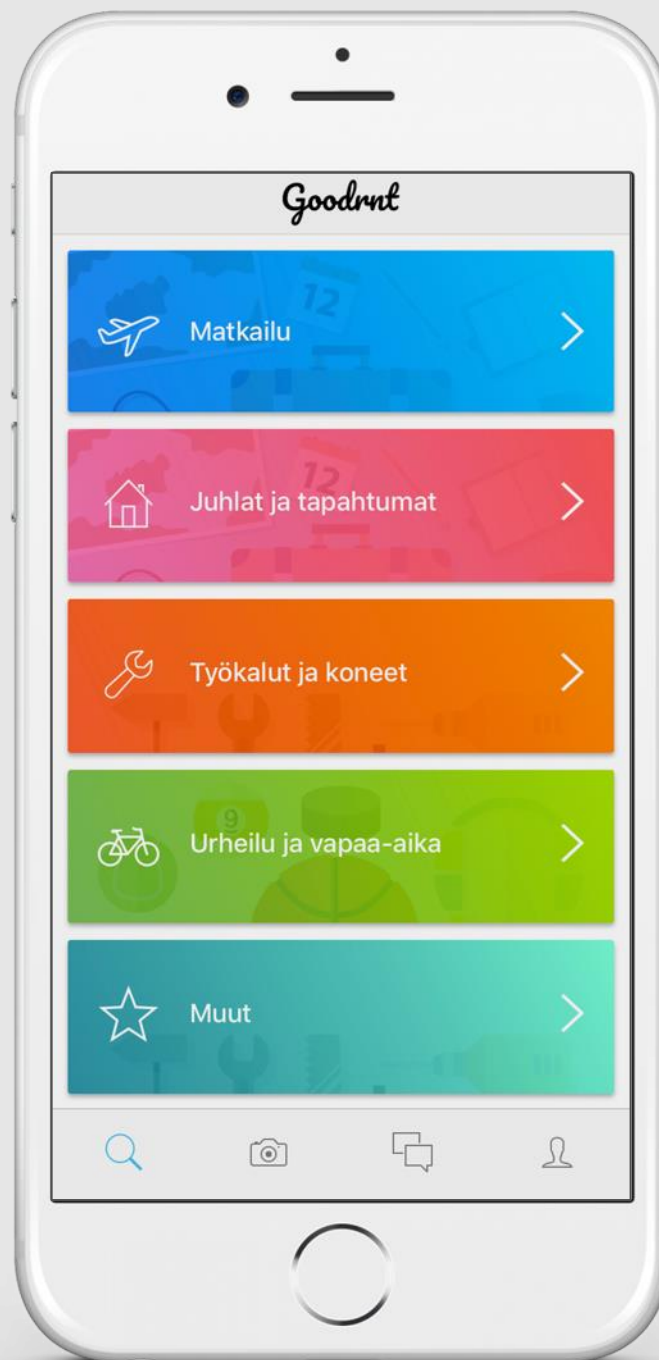


Peru varaus



***”Se että tultaisiin
hakemaan ja
tuotaisiin takaisin”***

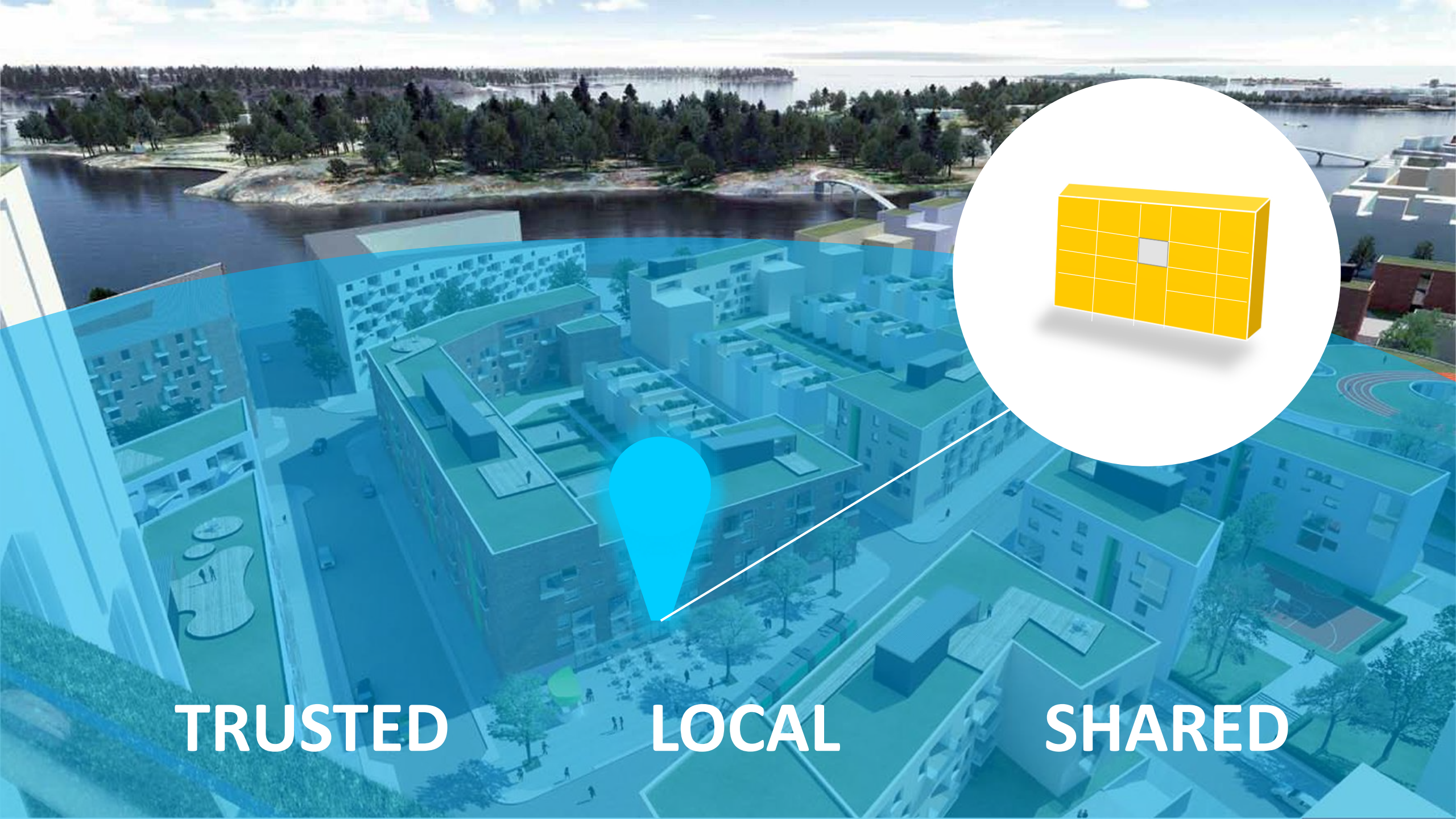
***(Eng: That they would
come get it and return)***



***”Ettei tarvitsisi
säättää. Jos lähtee
aikataulu-
venkslaamiseen, niin
tuntuu heti raskaalta.”***

***(Eng: So you wouldn't have
see the trouble. If you need
to agree schedules, it
immediately feels heavy)***

Human research and
customer insight are
the keys



TRUSTED

LOCAL

SHARED

Every business is a bet
against human
behavior.


Lessons learned from Fiksu arki program

Cooperation between YIT and Kiks

Goodrnt

Where were we at the
beginning of the program?

YIR



How the program
actually helped?



Key success factors



Openness



Co-creation

It's not like small ones do the work while big ones watch



Ambition



Results

Simple and convenient way to schedule



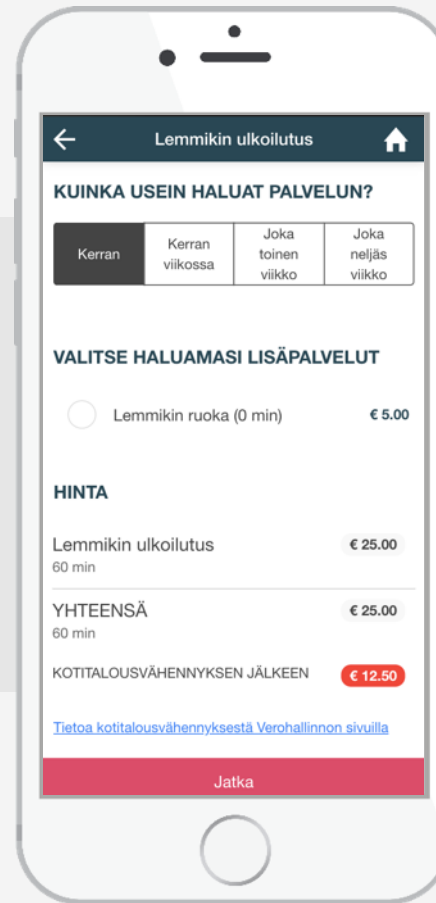
Landing



Discover



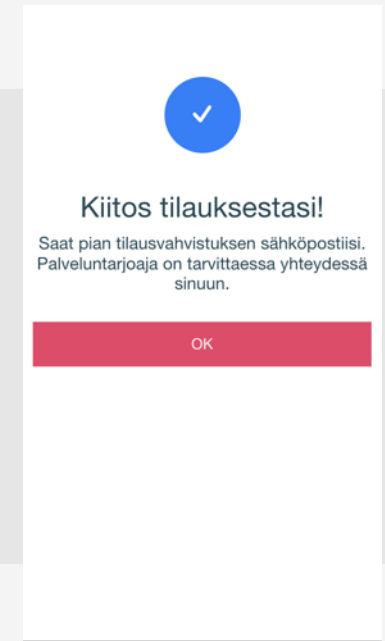
Dig deeper



Choose options



Book the time

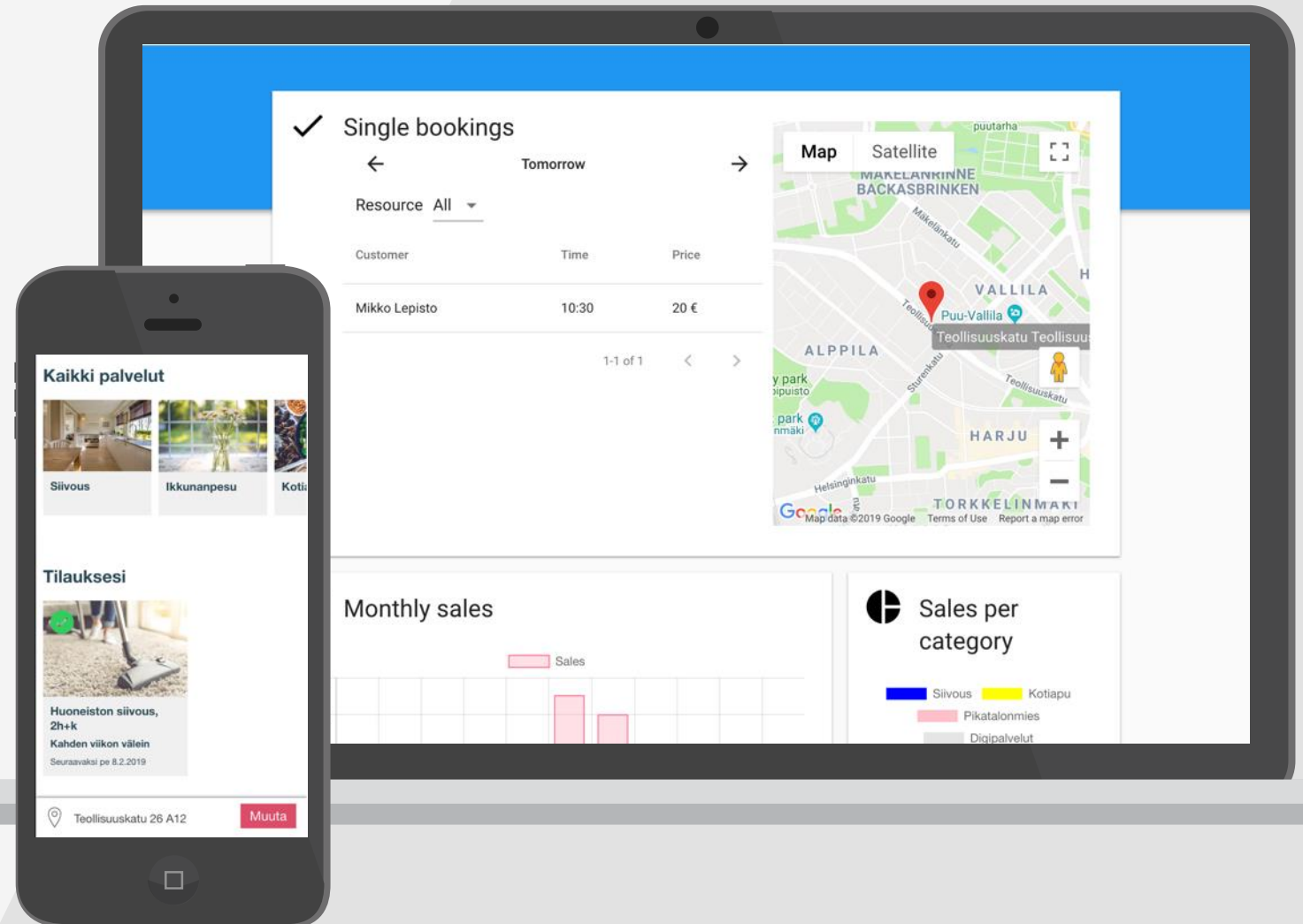


Enjoy!

... and manage offering with your local teams

Serve customers whenever and wherever. Use local teams and minimize resource wastage

And focus on doing what you love.



The future

kiks

Create your own service marketplace



YIT





Thank you

SITRa