



**Name** Rnters  
**Website** [rnters.com](https://rnters.com)  
**Year Launched** 2016  
**Area** Renting & Circular Economy

## Description

Rnters 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, Rnters disrupts communities' consumption patterns into a circular economy mindset.

## Impact in Numbers

2,000 incremental utilizations as of 2020, with a 4-year cumulative target of 370,000 increase in products' utilization by 2024.



## SDG Analysis

Rnters 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

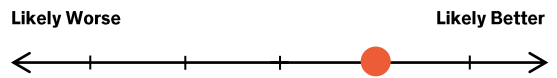
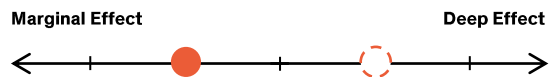
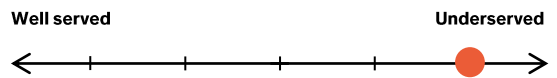
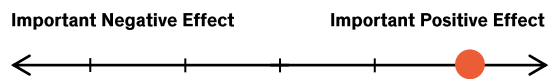
**What:** By leveraging in the sharing economy upheaval, Rnters aims at reducing the carbon footprint of the consumption and manufacturing of goods. Decreasing production means a smaller environmental footprint which is an important positive effect for the planet.

**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:** Rnters forecasts 20.339 tons of saved CO<sub>2</sub> emissions by 2024. In the long-term, Rnters 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 Rnters to be an unquestionably better solution versus the status quo.

**Impact Risk:** It is challenging to precise the exact contribution in terms of CO<sub>2</sub> emissions, since it is necessary to make complex assumptions on the CO<sub>2</sub> that would be produced if consumers would buy instead of renting.



● Today    (---) Projected

## Conclusion

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