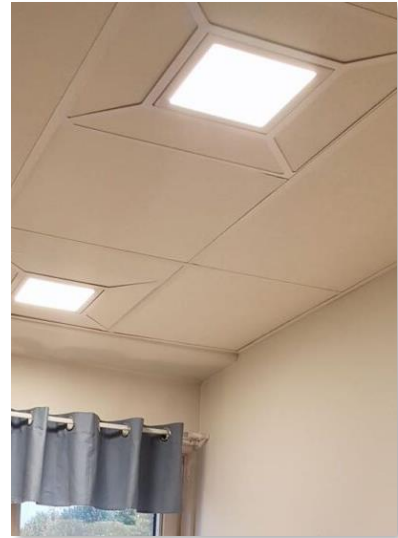


Brighteco – future- proof light as a service – a brilliant idea

Joel Smedberg is the founder and CEO of the Gävle company Brighteco, which started its operations in 2012 with the aim of offering lighting services that will both help municipalities and companies to get the right light and contribute to a circular economy. Different business models for lighting as a service can help municipalities and companies get over the financial threshold and invest in new, energy-efficient lighting.



Brighteco's story began ten years ago when Joel Smedberg worked as a consultant for Gästrike Återvinnare and heard about the possibility of reusing parts in old flat screens. Together with Chalmers Industriteknik, Brighteco was able to manufacture LED lamps from the optical components. From the investment in the lighting of recycled material, the next step was taken to deliver light as a service, quite simply.

You can compare Brighteco's offer of light as a service with leasing a car. Instead of buying and owning the car yourself, you subscribe to it. You avoid the large initial investment and instead pay a fixed fee every month. In addition, service and spare parts are included in the fee, which means that you do not have to worry. If your needs change, you can switch to the vehicle that suits you best at the time.

There are still a number of different challenges in functional sales, not least when it comes to contracts and law. For example, if a company like Brighteco sells lighting of a certain strength in a number of rooms, what can they take back if the customer does not pay on time or if the house is sold? The seller also does not have full control over the use, and the question then is whether the products, such as larger luminaires and other equipment, must be expensed directly, even though they provide income over several years, or if you have the right to keep them as an asset in the balance sheet. It is such contractual issues that must be sorted out.

For Brighteco, the collaboration with researchers and other parties within Mistra REES is a way to always stay at the forefront in the circular economy, innovative business models and innovation in the circular field.

According to Mattias Lindahl, program manager for Mistra REES, the legal aspects of functional sales are very interesting. Already during the first phase of the program, we contributed to a first investigation of the above interesting legal issues. The investigation was mainly funded by the Swedish Energy Agency and enabled a number of business lawyers from Linköping University and Örebro University to make an initial study where they produced a lot of answers and summarized the most important things in a book that is available for free online – ***Funktionsförsäljning – en juridisk översikt och några råd för dig som överväger att börja sälja och köpa funktion***¹ (in English: ***Functional sales – a legal overview and some advice for you who are considering starting to sell and buy functions.***)

¹ <https://liu.se/nyhet/gratis-bok-populariserar-forskning-om-funktionsforsaljning>