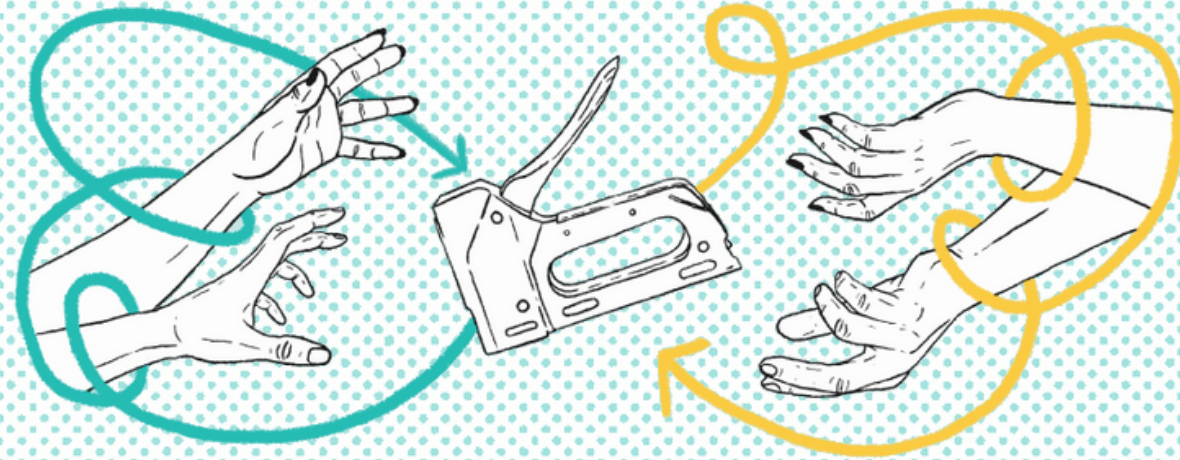


HRINGRÁÐSARSAFNID

MUNASAFN RVK TOOL LIBRARY



facilitating
ACCESS
over
ownership



- E-waste is the fastest-growing type of waste (GEM2020)
- The average Icelander wastes 26KG of e-waste per year, while the average European wastes 16KG
- The individual power of purchase has declined since 2019
- Libraries need to modernize and lean in into new borrowing systems and opportunities.



To meet these needs, we offer a locally managed turnkey solution that embodies circular economy principles utilizing existing items shared within the community.

Our standout feature is a self-checkout inventory system and support network, applicable in libraries, social housing, and community projects., and community projects.

This seamless and versatile approach promotes sustainable consumption.



PROBLEM

SOLUTION

COMMUNITY

MUNICIPALITIES

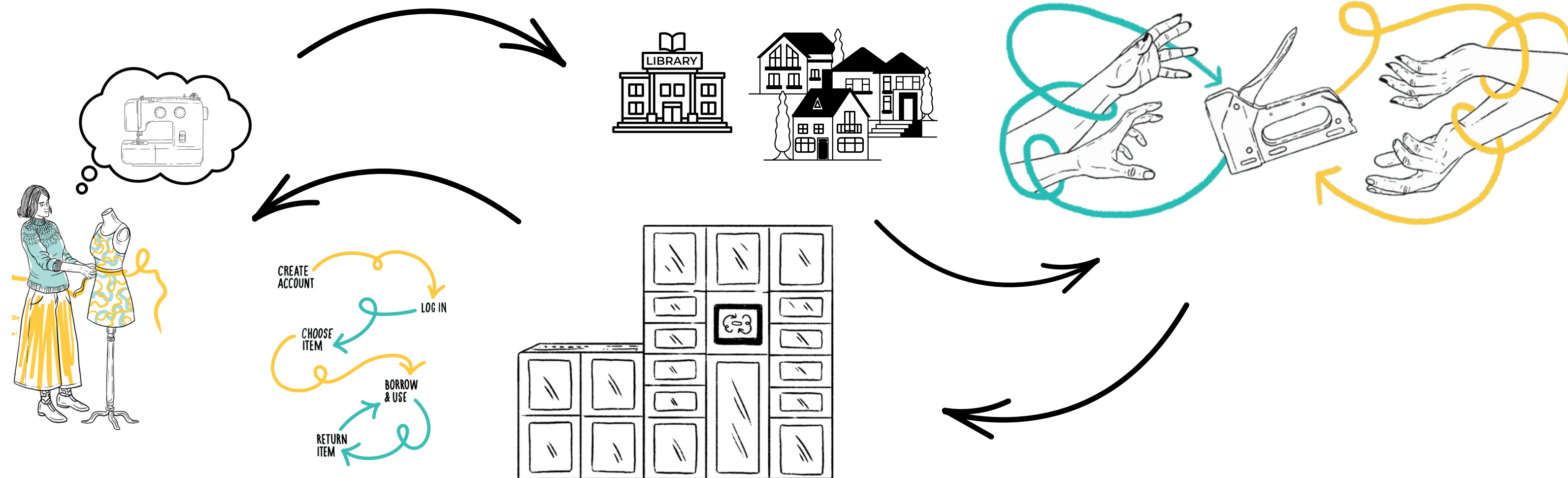
HRINGRASARSAFNIÐ

- need affordable access
- do not want to own
- need convenience
- can not afford to own
- do not know how to maintain items

- need new offers to community
- need to increase foot traffic
- need new members/customers base
- need consumer insights
- need to increase service hours
- need lower overhead

HRINGRÁSGARSAFNIÐ

MUNASAFN RVK TOOL LIBRARY





MEMBERSHIP CAMPAIGN EARLY 2023



HRINGRÁSARSAFNINU

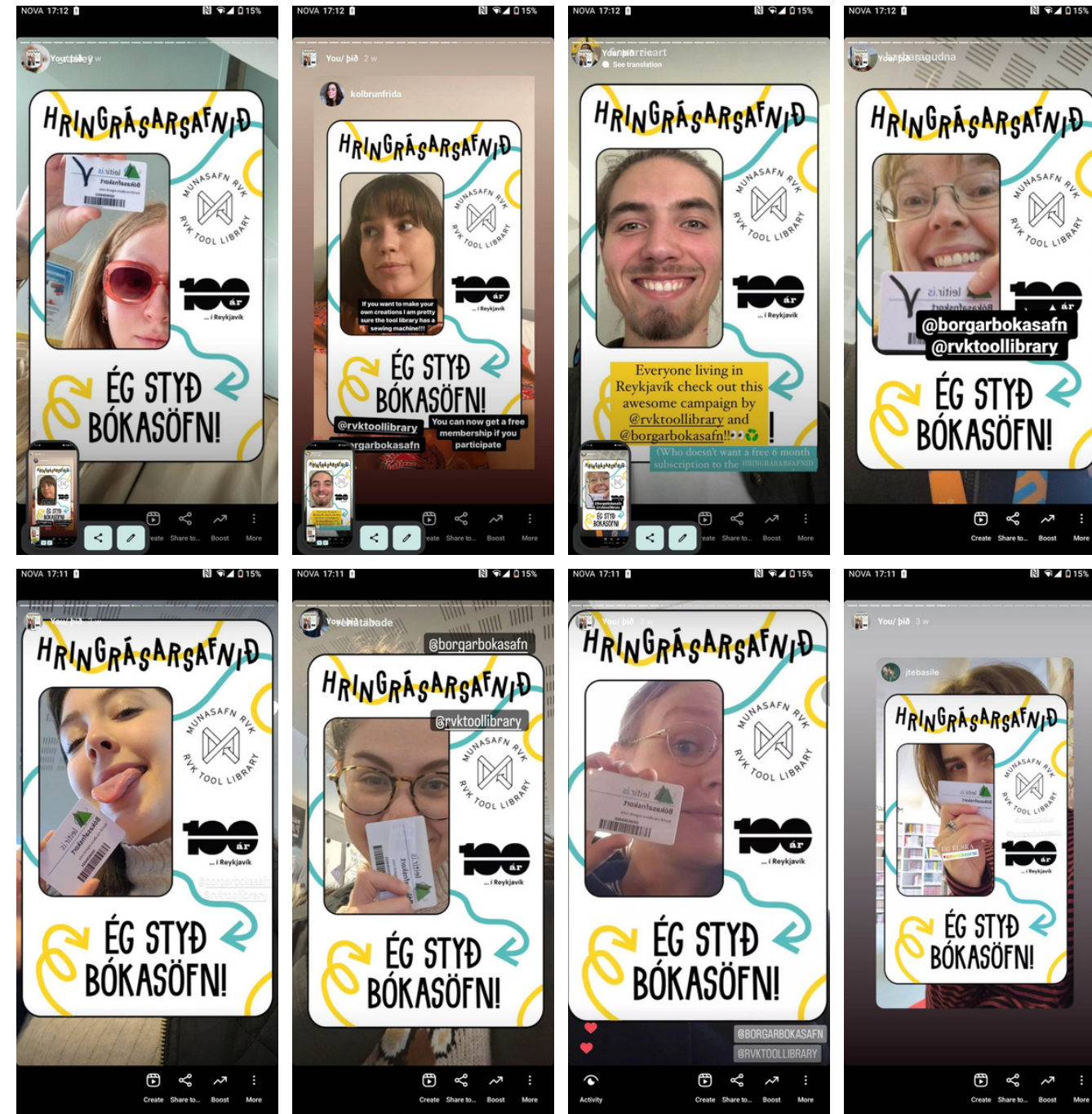
MUNASAFN RVK
RVK TOOL LIBRARY

100 ár
... í Reykjavík

Þið

ÉG STYÐ BÓKASÖFN!

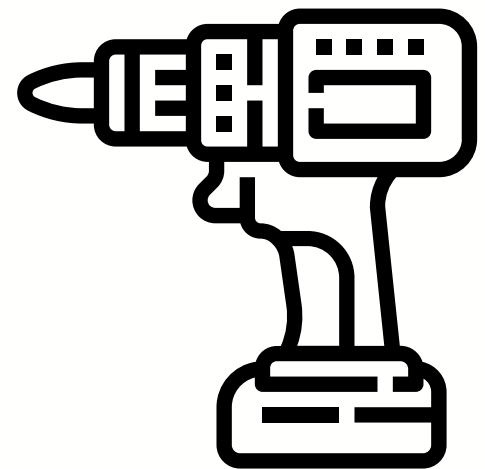
@RVKTOOLLIBRARY



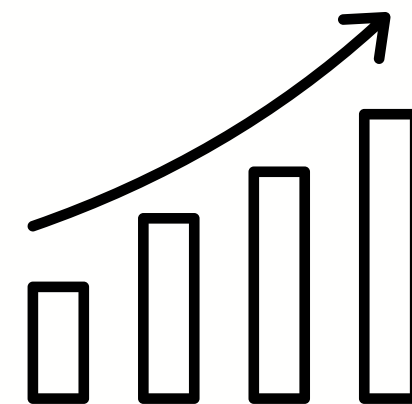
KPI'S AND TRACTION

4 months after membership campaign at 3 Reykjavik Libraries

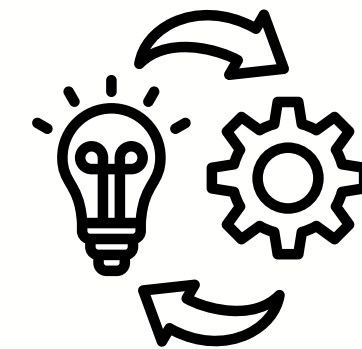
**38 items borrowed
482 times**



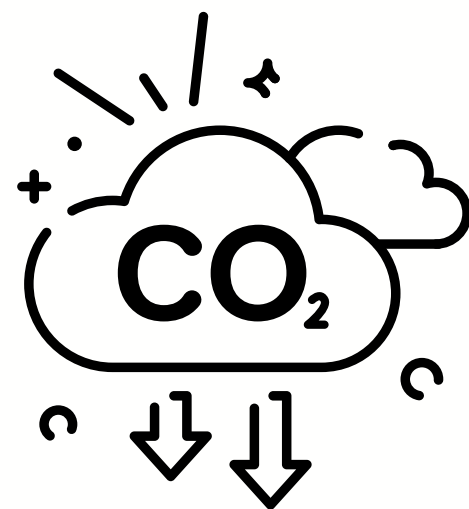
**Yearly
increase
in library
membership
by 4.5%**



**3.1 Tons
of e-waste
saved**



**3 Tons CO2
saved**



**4.3 million
Isk saved**



OUR CUSTOMER

"The way the CLN works is very staff friendly – little extra work but lot of great responses from happy users that we are adding this service in our libraries."

Guðrún Lilja Gunnlaugsdóttir

*Head of Media & Innovation
of Reykjavík City Library*

THEIR CUSTOMERS

"Trouble - free and smooth software, intuitive and easy-to-use UI and well-curated selection of quality tools makes it a great solution for everyone, from tinkerer to gardener"

Igor Klimer

*Reykjavík City Library &
CLN Member*





Anna C De Matos
Founder - CEO
Brazilian/Italian



Kristofer Henry
CTO
Icelandic



Sébastien Nouat
Part time CIO
French



Main
Business
Partner

GRANTS AWARDED



Lena Marczyńska
UX/UI Designer



Natka
Graphic Designer



Emma Shannon
Technical Lead



Violette De Rivia
App Developer



Arnar Haraldson
Intern

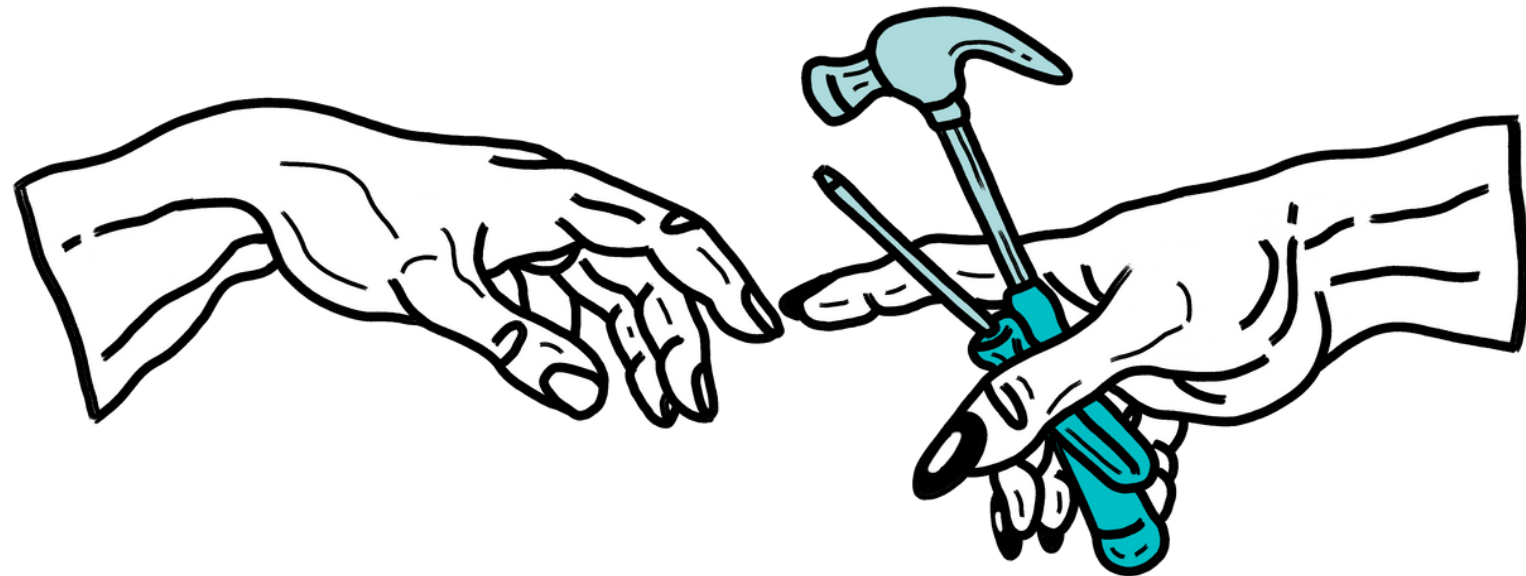
ACCELERATORS



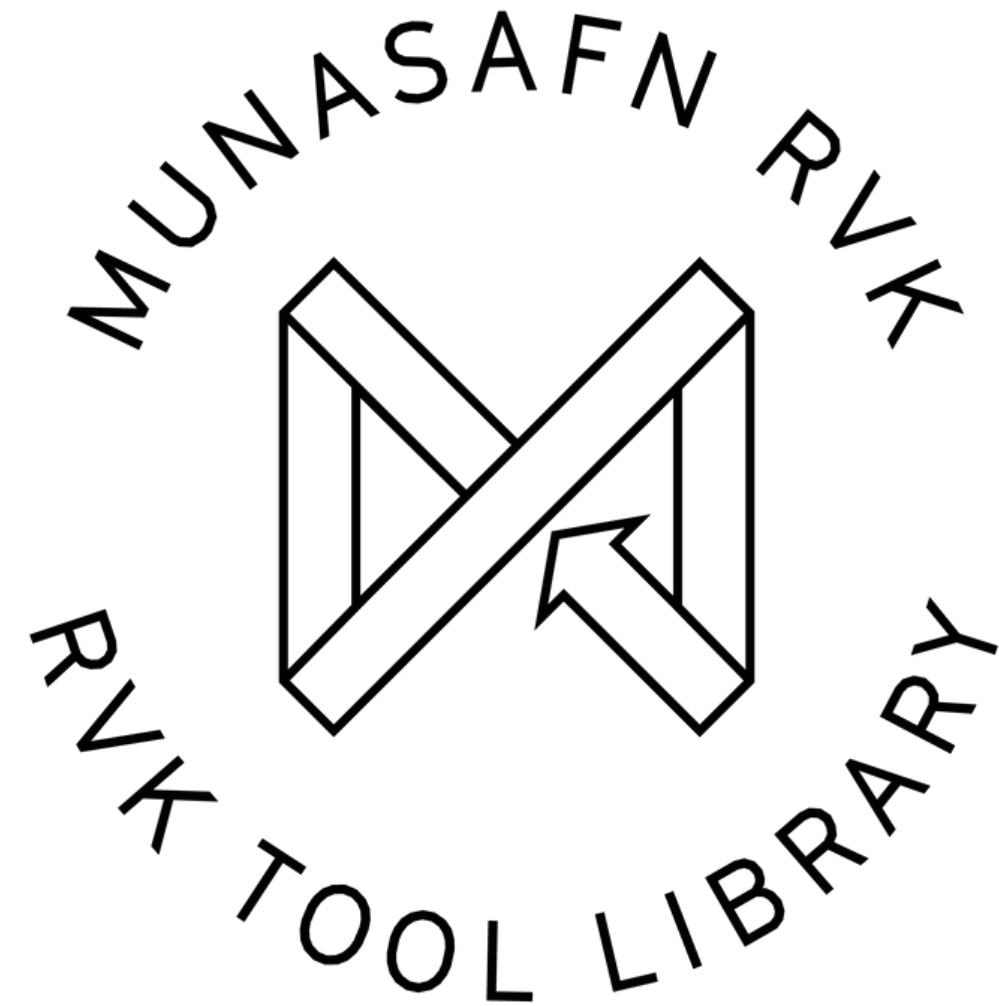
TEAM



JOIN US IN EMPOWERING COMMUNITIES
TO PRIORITIZE ACCESS OVER OWNERSHIP.



Take on a leadership role in driving the transition towards a society that is both circular and equitable.



Anna C de Matos • anna@munasafn.is