The Sharing Economy

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Sharing Economy Definition (1)

- A system that activates the untapped value of all kinds of assets through models and marketplaces that enable greater efficiency and access. (Rachel Botsman)

Alternative names:
- Peer to Peer Economy
- Collaborative Consumption
- Collaborative Economy
- Gig Economy
Alternative terms and definitions

- **COLLABORATIVE ECONOMY** - An economy built on distributed networks of connected individuals and communities versus centralized institutions, transforming how we can produce, consume, finance and learn.

- **COLLABORATIVE CONSUMPTION** - An economic model based on sharing, swapping, trading or renting products and services enabling access over ownership. It is reinventing not just what we consume but how we consume.

- **SHARING ECONOMY** - An economic model based on sharing underutilized assets from spaces to skills to stuff for monetary or non-monetary benefits.

- **PEER ECONOMY** - Person-to-person marketplaces that facilitate the sharing and direct trade of products and services built on peer trust.
The important stuff:

- P2P relationships around
  - second hand goods (sale)
  - excess capacity (rental)
  - services

OR

- Co-producing, co-designing, co-funding, learning together, eating together

- Supported by a digital platform, Internet, mobile devices
Why sharing?

- Recession – that’s when it started!
- Too much waste
- Too much stuff we don’t use
- Too much choice and a disconnect with happiness
- Enough of crappy products
- Social Local Mobile Revolution

Underlying Values

- Collaboration: encouraging collaboration with peers
- Empowerment: empowering people to become ‘produsers’
- Openness: peers are becoming open to new ways of producing/consuming/learning etc.
- Humanness: making human connections instead of connecting to central powers

What would one share?

- Goods (second-hand, loaned, customised)
- Services (personal, professional)
- Transportation (taxi, car rental)
- Space (office, accommodation, parking, gardening)
- Money (lending, crowdfunding)
- Knowledge

Source: Jeremiah Owyang- Sharing is the New Buying: How to Win in the Collaborative Economy- [http://www.slideshare.net/jeremiah_owyang/sharingnewbuying](http://www.slideshare.net/jeremiah_owyang/sharingnewbuying)
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CONSUMPTION

LEARNING

PRODUCTION

FINANCE

GOVERNANCE

Product-Service

On-Demand Services

Local Food Systems

p2p learning

Open Courses & MOOCs

digital peer production

distributed fabrication (makers)

co-design / co-innovation

p2p funding

p2p payments

p2p insurance

compl. currencies

p2p insurance

participatory organizations

participatory government

blockchain / DAO

Wikipedia

Creative Commons

OpenStreetMap

Kickstarter

TransferWise

Friendsurance

BitCoin

Holacracy

LOOMIO

FixMyStreet

PBP (Peoples Budgeting Project)

Ethereum

Swarm

leboncoin.fr

L'Accordia

Lokeo

Bla Bla Car

Uber

TaskRabbit

tok

Khan Academy

Coursera

Hello Mentor

TalenTroc

P2PU

FabLab

Make

FirstBuild

Open Source Hardware

Local Motors

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Pros and Cons for Adoption

Pros / Drivers
- Saving & making money
- Sustainability & collective good
- Technology
- Changing values
- Convenience
- Community

Cons / Barriers
- Trust
- Safety & Privacy
- Ease of sharing
From the Capitalist Economy to a Sharing Economy

Want to buy something?

- Physical Shop: Buy it. Problem? Bring it back!
- Ebay: Buy it. Problem? Ebay will compensate! Ebay are an escrow company, they hold buyers & sellers details confidentially, they are a middleman.
- Unregulated P2P marketplace: Buy it. What happens when you have a problem?
From the Capitalist Economy to a Sharing Economy

Staying somewhere other than home and have a problem?

- Hotel: public liability insurance, they are bound to regulations
- AirBnB: they’re a middleman, they protect renters and homeowners
- Unregulated P2P arrangement: may not have any of these regulations or protections
Need to drive a car?

- Buy/Rent a car! Insure it, drive it, if it’s rented return it!
- GoCar/GetAround: Allow you to share a car/rent someone else’s car. **Insurance** is included, but there’s a substantial excess
- Unregulated P2P arrangement: would you trust a stranger with your car?
Need money?

- Bank: take out a loan, repay at agreed rate
- Crowd funding: *Vanner*, short film by Maeve McGrath. Budget €10,000. Film Board said “we’ll match-fund”, so she saved €2,000, and raised €3,000 through crowdfunding on GoFundMe – not a loan, this is a protected donation.
- P2P money lending? Does the money need repaying/is it a donation? It depends..!
The Praise: Micro-entrepreneurship

And the Critique: the Shadow Economy

Extractive Business Models

“They destroy the ecosystems that support them”

- Airbnb
- Skillshare
- Task Rabbit
- Uber
- Lyft
- VizEat
Collaborative Initiatives

- Community Supported Agriculture
- Urban Gardens
- Food is Free
- Guerilla gardening
- People’s Kitchen
- Time Banks
- Couchsurfing
- Community Mapping
Platform Cooperativism

- Instead of having all the profits go to the creator of the platform, the providers of the services or goods are forming a cooperative and create their own digital platform.

- A platform co-op is a cooperatively owned, democratically governed business that establishes a computing platform, and uses a protocol, website or mobile app to facilitate the sale of goods and services.

- The term "platform cooperativism" was coined by New School professor Trebor Scholz in a 2014 article titled, "Platform Cooperativism vs. the Sharing Economy", in which he criticized popular sharing economy platforms and called for the creation of democratically controlled cooperative alternatives that "allow workers to exchange their labor without the manipulation of the middleman."

- Shortly thereafter, journalist Nathan Schneider published an article, "Owning Is the New Sharing", which documented a variety of projects using cooperative models for digitally mediated commerce.
Examples:

- Midata is a cooperatively owned, Zurich-based, online platform that seeks to serve as an exchange for members' medical data.

- Stocksy United is a platform cooperative headquartered in Victoria, British Columbia. It is a "highly curated collection of royalty-free stock photography and video footage that is 'beautiful, distinctive, and highly usable.'"

- Up & Go is a digital marketplace for professional home services that allows users to schedule services such as house cleaning, dog walking, and handywork with worker-owned businesses that have fair work practices.

- resonate.is is a music streaming coop.

- Fairbnb is an online marketplace and hospitality service for people to lease or rent short-term lodging.
Case Study: Collaborative Housing

- https://youtu.be/mguvTfAw4wk
Co-living vs. Co-housing

- Co-living is not community focused
- It encourages a productive live-work environment
- ‘Communities’ can be ‘curated’
- Usually consists of single professionals

- Co-housing is formed by an intentional community
- Encourages collaboration and sharing
- Can come in many forms; senior, intergenerational etc.
Conclusions

- The Sharing Economy / The Collaborative Economy is an alternative economic model to the capitalist system, which endeavours to support P2P the sharing, production and consumption of goods and services.
- Collaborative housing falls under this domain as it is a form of sharing; sharing spaces, activities.
- The sharing economy has supporters and critics, you can decide for yourselves!