Sharing Cities Alliance Knowledge Base PDF

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Sharing Cities Magazine - May 2019

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Author: Sharing Cities Alliance
Date of publish: May 2019

Why did we conduct this research:

The 'gig' economy has been an increasing reality in our current cities. Despite the reasoning for this new type of work to flourish, we cannot undermine the working conditions of these 'gig' workers. In this month's edition, we explore the labour rights conditions' of gig workers, how institutions such as the European Parliament have been taking a step further in order to guarantee minimum rights and how leading cities do so to, more particularly, the case of New York City and the Taxi and Limousine Commission.

Key findings:

- New playing rules have to be established in order to adapt to new economic ways, not only to guarantee the quality of services provided but also the rights of those providing such services.
- Despite general guidelines have to be drawn in order to guide each city and each specific sector, tailored solutions and frameworks have to be settled.
- There is still a long road ahead, so industry, law makers and workers must come together to established satisfactory rules of the game for all.

Sharing Cities Magazine - April 2019

Last Modified on 11/06/2019 2:40 pm CEST

Author: Sharing Cities Alliance

Date: April 2019

Why did we conduct this research:

Sustainability has become, in the recent years, almost like a fashion trend. But in this edition of the Alliance magazine, we dig besides this trendy approach and investigate the real relation between circularity and sharing in cities as approaches to sustainability.

Key findings:

- Use the relationship between the Sustainable Development Goals (SDGs) to the advantages of sharing and circularity in cities, as to foster and encourage real sustainability both within and amongst neighbourhoods.
- Breaking down the SGDs and approaching them bottom-up, as opposite as the business as usual top down approach as to successfully benefit from such guidelines and the national and city level.
- Encourage neighbourhood-based projects as a way to foster circularity within cities. In turn, sustainability is more likely to follow and stay in that given community.

Sharing Cities Magazine - March 2019

Last Modified on 08/04/2019 4:32 pm CEST

Author: Sharing Cities Alliance
Date of publish: March 2019

Why did we conduct this research:

Amongst the many transformations that cities worldwide are undergoing, the way people move is one of the most relevant ones. Transportation is found in every citizen daily life, in a way that almost no other service provided by cities is. Hence, transformative cities must match their transportation systems and services and provide better, faster, safer and more sustainable means of transport. In this edition of the Alliance magazine, we dig into Washington D.C.'s transformative policies and its approach to this relevant topic.

Key findings:

- Transportation is still very heavily related to cars (shift from private to for-hire car services such as Uber or Lyft). This poses the challenge of congestion and pollution.
- Improvements in the public transport networks is still required. At the same time, the behavioral aspect of it (incentivize citizens to stop linking comfort, status and convenience to traditional cars and shift).
- The unknown status of new emerging transport companies (Uber, Grab, etc) goes hand in hand with lacking adequate regulation, which in turn, create an uncertainty atmosphere among citizens.
- Aumomated Vehicles (AVs) are still under-construction (and the legislation regulating them as well), but they must be considered a real possibility in the coming years.

Sharing Cities Magazine - February 2019

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Author: Sharing Cities Alliance
Date of publish: February 2019

Why did we conduct this research:

The sharing and platform economy do have a direct potential impact on the role of cities per se (institutions). In this edition of the magazine, we have taken the example of DigiTel, Tel Aviv's ambitious digital platform where more than half of the city's citizens have already signed up.

Key findings:

- The role of data (and its protection) has to be at the core of any platform.
- Cities and citizens are changing, and hence, the traditional understanding of governance should evolve too. By this, transforming cities as platforms where interaction is at the core is a significant improvement that cities worldwide should aspire too. Nevertheless, all the challenges arising from this should be carefully studied. The case of DigiTel is an excellent first example.
- Data collection, open data and privacy are permanent concerns for both municipalities and citizens.

Sharing Cities Magazine - January 2019

Last Modified on 14/02/2019 12:34 pm CET

Author: Sharing Cities Alliance
Date of publish: January 2019

Why did we conduct this research:

Cities from around the world are undergoing an undeniable transformation, and inevitably, area development has to adapt to such changes. In this magazine, we explored some innovations taking place in three different cities: Malmö, Toronto and The Hague. Each case provides a unique approach to the topic, which we think are of great value for the international community.

Key findings:

- Data protection and privacy arise as two concerns deeply rooted in both the citizens and some of the project developers themselves.
- Key role of the local governments to deal with potential gentrification.
- Need for the establishment of frames for collaboration between platforms and governments.

Sharing Cities Magazine - Winter Edition 2018

Last Modified on 18/02/2019 10:44 am CET

Author: Sharing Cities Alliance
Date of publish: Winter 2018

Why did we conduct this research:

By taking a step back and going through some of the most relevant topics the Alliance worked in during 2018, this magazine provides insight on activities developed in Greece and Brussels. Furthermore, a review on the Sharing Cities Summit in Barcelona is also provided.

Key findings:

- Striking need to find a balance between innovation and regulation (regarding platforms). Need to protect both customers and workers affected by these platforms.
- Interview with Simo Sulkakoski, who reaches the conclusion that ultimately, governments have to intervene in the sharing economy phenomenon.
- The meetings in Greece were a first touch on the development and implementation of policies for regulating emerging digital platforms in the country.
- The collaborative economy keeps on growing in Europe, being it at the same time one of the biggest mega trends of our time .

Sharing Cities Magazine - October 2018

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Author: Sharing Cities Alliance
Date of publish: October 2018

Why did we conduct this research:

Given that the Sharing Cities Summit takes place in November, this edition of the magazine prepares the readers on the basics to be

Key findings:

- Explanation of what the Sharing Cities Summit and the Smart City Expo World Congress.
- Fostering new opportunities and new markets for businesses and platforms: can such have a positive spillover effect over cities?
- Opening data: potential for increasing transparency, efficiency, creating social and commercial value as well as making governance more participatory.
- China's approach to sharing economy: where the challenges are similar but practices different.

Sharing Cities Magazine - Summer Edition August 2018

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Author: Sharing Cities Alliance

Date of publish: August 2018

Why did we conduct this research?

Key findings:

- Norwich, Guelph and Dallas as three cities from which we can learn various best practices such as the city as platform (Norwich); the creation of a principle-based operating framework to guide government response regarding the sharing economy (Guelph); active engagement of the stakeholders of both the private and public sector.
- Explanation of the 10 shared mobility principles for livable cities created by the prestigious Robin Chase.
- Discussion whether it is possible to democratize the sharing economy, through the case of Antii Virolainen and Jugo Makkonen, the co-founders of Sharetribe. The entrepreneurs expose how a new approach to business is needed as well as a shift in the shape and form we are used to depict economic exchanges.

Sharing Cities Magazine - June 2018

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Author: Sharing Cities Alliance

Date of Publish: June 2018

Why did we conduct this research?

Entrepreneurship is a a key feature of the new approach to work, which does also really fit with the sharing and platform economy. In this edition of the magazine, it is explored the role of cities when fostering so. In this occasion, the case of Milan is analyzed.

Key findings:

- Participation in the planning of policies is key as to come up with policies that fit the citizen's wants and needs.
- Trial and error approach.
- European Commission report on the collaborative and sharing economy operators in the tourism accommodation sector.

Sharing Cities Magazine - April 2018

Last Modified on 18/02/2019 9:43 am CET

Author: Sharing Cities Alliance

Date of Publish: April 2018

Why did we conduct this research?

Fostering social inclusion is a key aspect of the sharing economy. To discover how to do so, this edition of the Sharing Cities Magazine is of great help, through particular cases such as the Amsterdam approach. On top of that, the magazine also deals with the democratization of the sharing economy (if such thing is possible), by interviewing Sharetribe's co-founders Antti Virolainen and Junho Makkonen.

Key findings:

- The profile of people willing to share is highly educated woman between 25-40.
- To foster those not falling into this category, one solution that Amsterdam has come to is with the "Amsterdam City Pass". This guarantees free (or largely discounted) pass to a great variety of activities (museums, swimming pool, restaurants), as to foster and promote that people from lower income backgrounds to participate in the city's life.
- If the sharing economy is to be democratized, platforms need to be accessible and usable for everybody.

Sharing Cities Magazine - March 2018

Last Modified on 15/02/2019 3:28 pm CET

Author: Sharing Cities Alliance

Date of publish: March 2018

Why did we conduct this research?

With all the changes that cities are undergoing worldwide, the future of mobility and transportation is expected to change as well.

Key findings:

- 10 shared mobility principles by Robin Chase.
- Shared mobility and self driving cars. This new paradigm needs to be accompanied by a change in citizens' habits, in which the car is shifted from being at the center to being of radial need.

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Sharing Cities Magazine - September 2019

Last Modified on 26/09/2019 2:35 pm CEST

Author: Sharing Cities Alliance
Date of publish: May 2019

Why did we conduct this research:

"*Are you already looking forward to the Summit? Don't miss out on the opportunity to stay up-to-date with the Sharing Cities Alliance Magazine. It will provide you with the latest insights on the two-day conference, plus experts' overview on both the current status and the future of sharing cities, in order to be prepared for the event. In addition, have a look at the work we are doing together with public and soon also private actors in cities that are part of our ecosystem - if you think you'd belong there, then don't hesitate to reach out!*"

Key readings:

- The Sharing Cities Alliance in 2020 and beyond (p.2)
- Mapping the Ecosystem: connecting the dots of our network (p.3)
- Sharing Cities Summit program (p.4)
- Interview with Neal Gorenflo on the status of sharing cities (p.5)

Sharing Cities Magazine - Summer Edition 2019

Last Modified on 26/09/2019 2:43 pm CEST

Author: Sharing Cities Alliance
Date of publish: July 2019

Why did we conduct this research:

Welcome to the 2019 Summer Edition of the Sharing Cities Magazine. In this issue, we want to look back at all the exciting work we have been doing with our partner cities, and at the same time intrigue you by suggesting relevant topics for the after summer period (in this direction, further information on the Sharing Cities Summit in October will feature in this edition). From social inclusion to sustainability, from area development to digital platforms, from shared mobility to labor conditions of gig workers; we provide the space for city officials to discuss relevant topics and learning from each other. At the same time, we are working to improve the quality of our work, that is based on the long-term synergy between the Alliance and its partner cities.

Key readings:

- SDGs: how to enhance the sharing circular city (p.2)
- City as a platform: the new digital era (p.11)
- Sharing Cities Summit: interview with Kes McCormick (p.3)
- Future of work: solid ground for gig workers? (p.13)

Sharing Cities Magazine - October 2019 I Summit

Last Modified on 02/12/2019 9:38 am CET

Author: Sharing Cities Alliance
Date of publish: March 2019

MAGAZINE PASSWORD: ecosystemoctober

What does this edition feature:

A few weeks have passed since the Sharing Cities Summit in Sweden, but the unique atmosphere of collaboration is still very vivid. Our goal is to keep this spirit of cooperation consistent, by bringing together all urban changemakers that are working towards sharing, smart and sustainable cities. So do continue to share your views and perspectives, so we can connect the dots of our global ecosystem. But first, join us for the Summit's recap online seminar on November 5 hosted by Kes McCormick, program coordinator od Sharing Cities Sweden. Finally, we look forward to meet you at the Smart City Expo in Barcelona (get in touch with us before the event). Share on!

Key readings:

- Summit recap (p.2)
- Summit participants: some profiles (p.3)
- Sege Park (p.6)
- Online Seminar (p.8)
- Interview with Eleni Katrini

Sharing Cities Magazine - November 2019 | Expo, Entrepreneurship & Ecosystem

Last Modified on 05/12/2019 2:47 pm CET

Author: Sharing Cities Alliance

Date: November 2019

What does this edition feature:

The past month has been full of events and insightful interactions. We co-hosted, together with Kes McCormick, a catching-up online seminar - looking back at the Sharing Cities Summit in Sweden. During a series of events in a few weeks time, we've been inspiring entrepreneurs across Europe. Through the Enterprise Europe Network, we presented at the Beshared events in Athens and Brussels, and also at the SHAREway2event in Rome. In addition, our co-founder Pieter spent an entire week at the Smart Cities Expo event in Barcelona, where he was involved in several events and presentations. Through these engagements, we have been inspired by the magnitude of our network and playing fields, always hoping for meaningful cross-collaboration to follow.

What's more? In this issue you have a rundown on what happening around the world, as well as messages from your peers in our ecosystem. As always, your engagement is key. Let's thrive together!

Key readings:

- Online seminar video (p.2)
- Smart City Expo Highlights (p.3)
- Ecosystem: sustainable tourism (p.4)

- Events in Europe: (pp. 6-7)

OPEN THE MAGAZINE

Pswd: **sharednovember**

Amsterdam: Social Inclusion

Last Modified on 02/04/2019 3:20 pm CEST

A Sharing Economy for Everyone

An inclusive sharing economy for all residents through public-private partnerships

The goal of this seminar is to collaboratively learn how city governments can expand the reach of the sharing and platform economy and thereby enhance the social inclusion of their residents. A good example is the City Pass pilot project in Amsterdam. By connecting the City Pass to sharing platforms, many elderly citizens and citizens with a lower income, can potentially benefit from the sharing economy.

On the 11th of April, city officials joined hosts Nanette Schippers, the Sharing Economy Program Manager, and Irene Wever, who is involved in the City Pass pilot, for an online seminar

The Amsterdam Approach

Amsterdams sharing economy approach: Encouraging sharing initiatives and intervening when necessary

Amsterdam sharing city: 84% citizens willing to share - great sharing startup scene - holiday rental approach / airbnb deal

mainly 25-40 yr old females highly educated participating in the sharing economy - opportunity to reach out to other demographics - smaller sharing comunity platforms coul dhave huge benefit for elderly and low income - combine sharing pilot with city pass - low income, not digitally educated,

300k/800k amsterddam inhabitants people feel loneliness, usually results from poverty

Read more about Amsterdam's Sharing City approach here.

Amsterdam City Pass: Stimulate people with low incomes to participate into cultural and sports activities

Go for free or with high discount to: Museums, cinema, neighborhood restaurants, library, theatre, opera,

swimming pool, a boat trip, second hand shops, a running course, and many more.

1 euro meal cooked at home by people in their neighbourhoods
citypass holder covered 1 euro and municipality covered 5euros (avg of amsterdam is 6euro per meal)
1 citypass holder got 1 meal a week only for three months

selected a 10k household area of people with low incomes and with active cooks

- invitation and letter sent

- selected 10 cooks who were already active and lived in the area

digital support offered by public houses in the area - arranged information nights for the cooks and digital coaches of the public houses

people tried ordering meals through the phone - still not comfortable digitally

pilot was a success - looked at possibilities of making it available to all of amsterdam

main goals

- stimulate social cohesion - 50% of the cooks still have contact with people they met during the pilot

- make not so digital audience aware of benefits of digital platforms - less successful in closing the digital gap - needed but not being used - people need to be physically accompanied to make the first step to enter the public houses - phone line of the sharing platform was used more than the digital system - people would go to the houses of the cooks and ask if theyre going to cook today

Amsterdam residents: 851,373

City Pass card holders: 200,000

Low income: 122,364

Aged 65+: 78,706

Results

- 900 shared meals in three months
- Higher than average positive feedback
- Digital coaching needed but not being used

The Recording

Watch and listen to the entire online seminar here:

Your browser does not support HTML5 video.

To submit any further questions contact us here.

Washington D.C.: Acting on the Rapid Changes in Transportation

Last Modified on 02/04/2019 3:38 pm CEST

Gothenburg: Innovative Ways to Stimulate Participation in the Sharing Economy

Last Modified on 02/04/2019 3:43 pm CEST

The goal of this seminar is to collaboratively learn how city governments can encourage locals and visitors to live sustainably, facilitate new ways of connecting and stimulate sharing rather than owning. An inspiring example is Gothenburg's Smart Map, a tool that maps the sharing economy in this Swedish city and includes over 100 sharing initiatives. The map was created as part of an innovative civil-public partnership to foster participation in the sharing economy and herewith reduce consumption-based emissions. Within six months, 10,000 inhabitants visited the Smart Map.

The online seminar was hosted by Tove Lund, Coordinator of the Testbed Sharing City Gothenburg and Emma Öhrwall and Jonathan Mattebo Persson, both co-founders of Collaborative Economy Gothenburg, on the 24th of May 2018.

Sharing City Gothenburg

Gothenburg's constructive approach to the sharing economy since becoming aware of their citizens interest in the collaborative economy throughout and following the Global Sharing Day 2014. As of 2015, the local government has allocated a budget towards supporting projects of the collaborative economy, taking a sustainable consumption perspective.

> "The city should encourage the growth of the sharing economy, building on circular principles, and trust."

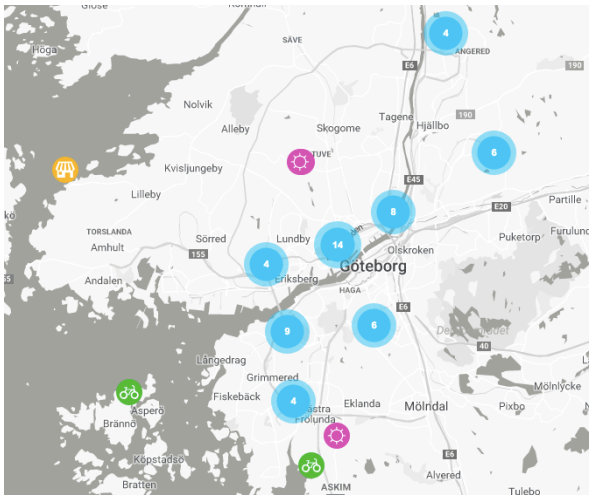
With a mutual need to understand the state of the sharing economy in the city, the City of Gothenburg and Collaborative Economy Gothenburg formed the Smarta Kartan initiative based on the 'Idea Based Civil-Public Partnership', a Swedish model of local government cooperations with civil society organisations founded on a common idea/aim, providing an alternative to procurement.

The Smart Map

SmartaKartan was codesigned by the City of Gothenburg and Collaborative Economy Gothenburg, inspired by the momentum and attention observed during the Global Sharing Day 2014 event. Through Shareable's MapJam events from 2014-2017, where citizens map the city *together*, and seeing the political support for the collaborative movement, the smart map was born.

Inspired by pre-existing maps in several cities, examples of which are provided after the seminar insights, it was built on the belief that the citizen knows their city best.

Currently, the smart map resources are only offered in Swedish.



"We have created a smart map to inspire the people of Gothenburg to live more sustainably and to discover collaborative activities,"

SmartaKartan is a platform that identifies the commonalities in a broad collection of initiatives, many that:

- Occupy specific niches,
- Exist "under the radar", or
- Are not aware themselves that they classify as a collaborative platform

and equalises them on their website. Smaller players with limited PR budgets garner attention by being highlighted on the map as a sharing activity. Most significantly, the map acts as a connecting agent between the two worlds of the online sharing economy and the offline sharing economy, making it accessible to everyone.There are now over 100 initiatives on SmartaKartan.

Outcomes and Impact

In the 1.5 years the SmartaKartan collaborative initiatives map has been live it has:

- Increased awareness of initiatives in individuals and organisations
- Contributed to the normalisation of sharing practices
- Made the collaborative economy tangible
- Facilitated finding alternatives to traditional consumption
- Connected organisations and people, fostering collaborations
- Built trust with citizens and sharing initiatives alike

Next Steps: Smart Map 2.0

- Nudge users towards participation and making lasting lifestyle changes
- Open source
- Easier administration
- Responsive features - a mobile friendly map
- Multi-lingual
- Make map users more of a benefit for initiatives on the map - collect feedback or ideas from visitors
- Implement in other testbed cities involved with Sharing Cities Sweden

An open source Smart Map will mean the builders of the map are open to assist other cities to adopt the concept locally, including their individual vision of the resources and approach required to make an impact.

Q&A

Can individuals or initiatives add projects to the map? Is it interactive or curated only by the SmartaKartan team?

> The website has a form for users to fill out with information on initiatives or events. Initiatives are then added to the map monthly, generally around 2-3 new initiatives per month.

What is the average profile of people viewing the smart map?

> The smart map probably does not have a typical user itself because of the variety of initiatives that exist on the platform, however, the map has resonated with students in particular - they have time, lower budgets, and are

> socially oriented, aligning with the resources the map has to offer.

How are initiatives selected for the map?

> Smarta Kartan uses the following seven criteria (1-5 are compulsory) for the selection process:
>
> 1. Open to everyone, or limited to a particular block or group of residents
> 2. Items and services are provided free of charge
> 3. A local community
> 4. Facilitates urban commons and access rather than ownership
> 5. Promotes exchange, borrowing and giving, rather than buying and selling
> 6. Promotes exchange between private individuals
> 7. International companies are not allowed if they are not a coop
>
> Alignment with the criteria is verified through Smarta Kartan's supporting community, similar to peer reviewing, as well as the curators' research.

How was the map promoted?

> The City of Gothenburg, as a partner with the organisation, provided the initiative with a marketing budget that went mostly towards social media and a promotional video, as well as speaking directly to citizens at events. Aside from their campaigns, the project received significant media attention from local newspapers and through word of mouth.

How does the civil-public partnership as an alternative to procurement impact

> It's important to have a model to form collaborations with the government, this one in particular ensured long term cooperation and equality between the civil society organisation and the local government. As it was built on finding common ground, collaboration was straightforward from that starting point.

Does the city government have a vision of what their role is with the Smart Map?

> The city government in Gothenburg is now focusing more on cooperation -

> building external relationships and handing over some of the power to civil society initiatives, which as on ongoing trend throughout Sweden.

> "Civil servants are daring to give civil society organisations support and money to develop, and trust that they will do a good job,"

Could a city host and operate a map or would that be advised against?

> It would be a different map if the city alone operated it. It's probable that not all civil societies would be on the map as some have anti-municipality sentiment. Also, when built from the bottom up with the citizens, people feel more communal ownership and are likely to continue developing it.

Who would be expected to operate the map if it were replicated in another city?

> The long-term strategy should be to build lasting relationships with people running initiatives and with citizens, so ideally not a consultant. It's better to match people who contact the platform with requests to startup the map in another city to work together, people who love sharing culture.

Recording of the online seminar

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Platform Examples

Smart Map Gothenburg

More information

Shareable

Annual MapJam events organised globally.

TelAviv: DigiTel Residents Club

Website and app enabling citizens to engage with the city hall and with each other.

More information

Sydney's Sharing Map

An interactive map of shared community resources encouraging access over ownership and development through contributions from citizens.

Dallas App Aiding Immigrants

Caseworker developed an app that provides the answers to frequently asked questions by immigrants on a single platform.

More information

New Zealand Digital Divide Map

All online seminars are leading up to our summit

Gothenburg: Sharing Cities state of play

Last Modified on 07/04/2019 12:33 pm CEST

The goal of the seminar is to exchange insights in the current state of play of several partner cities of the Alliance. The main topics revolved around the cities' main achievements, together with challenges and opportunities for collaboration.

The online seminar was hosted by Harmen van Sprang, co-founder from Sharing Cities Alliance, on the 1st of November 2018.

Goteborg

Achievements

Goteborg's constructive approach to the sharing economy since becoming aware of their citizens interest in the collaborative economy throughout and following the Global Sharing Day 2014. As of 2015, the local government has allocated a budget towards supporting projects of the collaborative economy, taking a sustainable consumption perspective.

The city is part of a national program called "Sharing Cities Sweden", an hub for urban living labs and an open platform for citizens. Sharing Cities Sweden aims to put Sweden on the map as a country that actively and critically works with the sharing economy in cities. The objectives of the program are to develop world-leading test-beds for the sharing economy in Stockholm, Goteborg, Malmö and Umeå.

Challenges

One main challenge (and part of the project mentioned above) is to integrate Sharing economy services and concepts in the city planning process. The city is working with estate developers to create a new area of Goteborg where thousands of flats and work places will be built the coming years. The aim is to enable sustainable lifestyles in the urban re-development area and where circular and sharing economy will be tool to do that. One challenge is to inspire the estate developing companies to see their role in this and how they can benefit to from this.

Among the challenges named by Goteborg, the prominent ones were the lack of a participatory budget, lack of up-scaling projects and economic models.

Tel Aviv

Achievements

The main relevant change lies in the municipality's approach, towards a more participatory city-management and planning which is shown in several programs

and actions of the. In addition, a participatory budget is being considered.

Another (related) shift in the municipality's approach, is the emphasis on community and civic engagement. A new administration was established three years ago, which worked on topics such as community administration, and together with the sustainability authority it is developing a strong civic infrastructure for sharing economy in the city's neighborhoods. A vision of implementing sharing economy in the city was detailed in the 2017 city's strategic plan. Today sharing economy (as part of 'complementary economy') is one of the 'discovery areas' of the resilience plan (led by the Rockefeller foundation's 100 resilient cities program).

In the last years the city has launched two main sharing transportation platforms: Shared- bicycles, and shared cars. Both are based on a municipal-owned fleet. Several sharing-economy initiatives were launched lately, by different municipal authorities: opening of municipal spaces for private use, off-activity hours, a sharing-economy start-up accelerator and a municipal 'library of things'.

Challenges

Nevertheless, several initiatives at city level (most of the community-based) are affected by lack of strategy and planning at city level, as well as lack of regulation of those activities. A directing strategy for the sharing economy tools is needed: as the issues of sharing economy are multi-disciplinary, the silo-structure of the municipality is a barrier for a broad-coordinated approach. Also, for the impact of the sharing-economy tools to be meaningful, it should be coordinated as a broad strategy, linked to the main municipal goals. Implementing thorough participatory processes prior to developing sharing economy tools and implementing this understanding in the municipality, is a major key for the success of those tools.

On this topic, suggestions from Goteborg of a national program for Israel did not receive consent, as Tel Aviv is said to be "quite far away from being strategic", and the national state has not being supporting for now.

Next step: room for collaboration?

All in all, the cities of Goteborg and Tel Aviv have found common ground for discussion of similar challenges in relation to urban development. They are both

interested in working with real estate companies in order to regenerate and innovate specific neighborhoods. Despite this, the cities are still facing different problems: the Swedish one needs to attract commercial actors to community-based initiatives, while the capital of Israel wants to prevent the monopoly of one specific company in an area subject to gentrification.

On a more general level, the cities showed interest in the following topics:

- Learn from best sharing practices
- Measure impact of initiatives (with specific set of indicators)
- Future of work

Recording of the online seminar

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Toronto, Sweden and The Hague: Area Development in the Age of Sharing Economy Slides

Last Modified on 02/04/2019 3:56 pm CEST

What?

Below you can find a brief summary of the slides' content, used during the seminar the Alliance hosted the past 30th of January about area development in the age of the sharing economy.

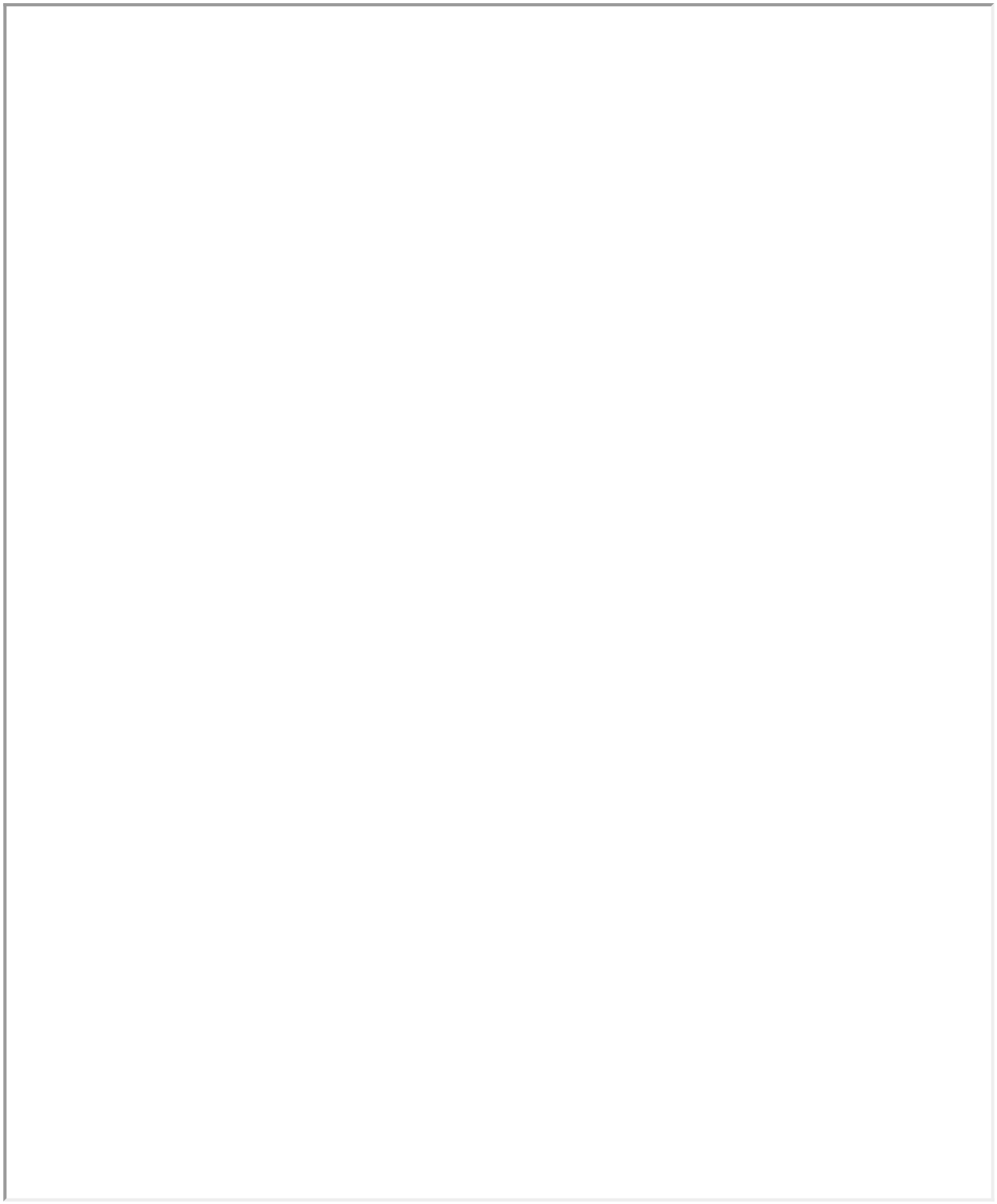
Summary:

- Dynamics of the seminar.
- Brief presentation of the participants of the seminar (Jordann Thirgood, representing Toronto; Yair Friedman and Dan Boneh from Tel Aviv; Ernest Chrappah and David Do from Chicago, Tove Lund, Emma Öhrwall and Oskar Enriksson from Gothenburg and last but not least, Els de Mol and Christelle de Bruycker from Ghent).
- Brief introduction regarding the very long way that the sharing/platform has come since its emergence back in 1994 with the birth of e-commerce (Amazon)
- The case of Toronto: Sidewalk Labs and the creation of the neighbourhood of the future Quayside. By aiming at revitalizing the Waterfront, the city has been developing, together with SideWalkLabs, an ambitious project of creating a sustainable community that promotes urban innovation and based on the principles of sharing economy.
- The downside of this project keeps on being data management and privacy of the potential future residents.
- The case of Malmö: Sege Park as the definition of (re)developing a space. Sege Park is the showcase for sustainable urban development. Another key aspect of the project is to preserve the historical value of the area and promote the use of share spaces as a way to strengthening the feeling of community as well as promoting spaces that can serve for personal, professional and recreational uses (mixed use approach).
- The case of The Hague: the Binckhorst industrial area being transformed into another integrated part of the city. Furthermore, Binckhorst is a pilot project for the Dutch 'Environmental Management Act', hence proportioning a

twofold utility.

- Role of the city government: need for a bi-directional approach (both top-down and bottom-up), as constant feedback is needed and some guidelines are to be provided by the government as well. The government has a huge potential for being the facilitator between the citizen's data and how it is managed by third parties
- Be aware of the limitations as well as strengths and potential those.

Below you can find the slides used during the seminar:



Tel Aviv: DigiTel: City as a Platform Slides

Last Modified on 02/04/2019 3:55 pm CEST

When?

On February 20 the Sharing Cities Alliance hosted an online seminar with participants from its network, representing the cities of Gothenburg, Tel Aviv and Amsterdam.

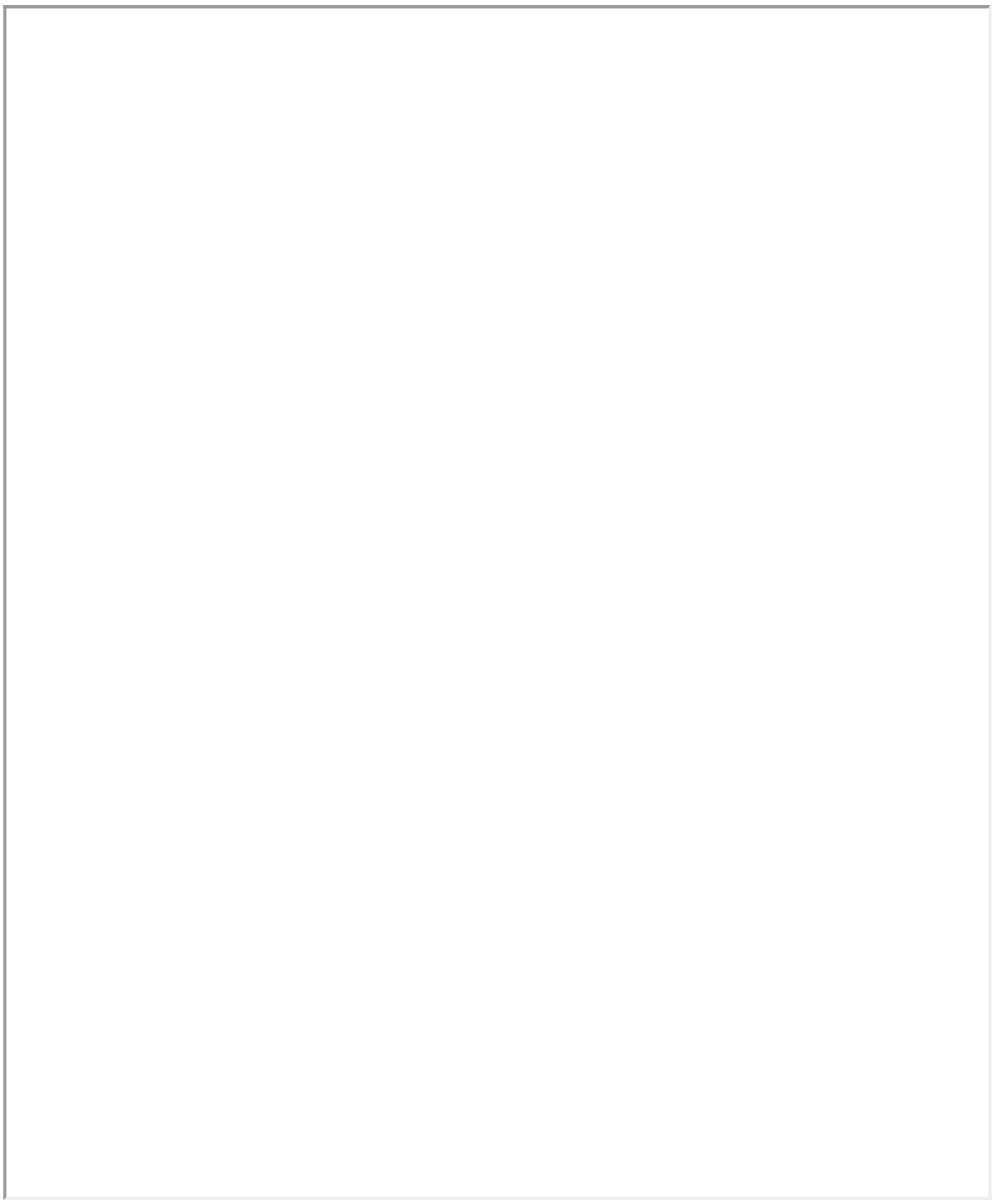
What was the seminar about?

The seminar orbited around DigiTel, Tel Aviv's approach to the city as platform. Liora Shechter, CIO of Tel Aviv exposed the project and later on all the participants had the chance to ask her any questions about it and expose their views on the issue. The format of the seminar allowed the guests to interact between themselves and to provide each other with first-hand input.

Summary of the seminar:

- DigiTel has become, over its five years of existence so far, as a great tool for residents to develop a more personalized and efficient relationship with the municipality. It has now 210.000 members (out of 430.000 residents in the city).
- DigiTel provides tailored and accurate information to each citizen, thus making the life in the city much easier. This also allows for citizens to enjoy the city, as they become aware of a large number of activities and options from to choose upon. This has a positive spillover effect on the city per se, since then the feeling of belonging and taking pride in the city grows as well.
- DigiTel does also fosters the feeling of community belonging. Such is done by groups such as DigiDog or MinDigi. Again, this is a crucial move for strengthening citizens overall feeling of pride in their city and building a strong and united society.
- Tel Aviv is a highly technological society, as 95% of population has smartphone and connected to the Internet, hence DigiTel is the perfect approach to foster and promote communication with citizens (two way relationship).

Below you can find the slides used during the seminar:



Washington D.C.: Transportation in D.C.

Last Modified on 07/04/2019 12:32 pm CEST

When?

On Monday March 18th the Sharing Cities Alliance co-hosted, together with Eric Fidler, an online seminar with participants from its network, representing the cities of Tel Aviv, Norwich, NYC, The Hague, Hilversum, and Washington D.C.

What was the seminar about?

The seminar was focused on transportation, and more specifically, on transportation in transition, and the way ahead in Washington, D.C. This time, the co-host of the seminar was Eric Fidler, the Chief Information Officer at Department of For-Hire Vehicles. His expertise was very insightful for all the participants to the seminar, as he provided real-life information as well as the current challenges the district of D.C. does presently face.

Summary of the seminar:

- The arrival of PFH (private for hire) cars has sparkled a change in both regulation and consumer behavior.
- The increasingly important role of data in order to provide the safest services to consumers and ensuring that the fewer areas are left out. Data to help promote inclusive mobility and exchange among different neighbourhoods and areas.
- Establishment of micro-transit solutions such as drop-off and pick-up zones (so traffic can be further controlled); re-planning of pre-existing routes and if there are spikes, increased windows of operation so further service can be provided in those time periods where it is needed (again, key role of data and its proper management).
- Promotion of electric vehicles is the next thing on the agenda, even though funding remains to be an issue. Possible modification of the law regulating taxi renewal (for traditional cars, vehicles had to be changed every 8 years, but since the investment to purchase an electric vehicle is higher, they are considering to extend it to 10 years in order to expand the investment).
- AVs (autonomous vehicles) are not yet a complete reality in D.C. yet some

pilot projects with Ford seem to be working nicely. The future of AVs and the role of data can become a reality in Washington in the coming 10 years, yet a lot of work remains to be done when it comes to regulation and

Below you can find the recording of the seminar:

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Sharing Cities in New York City

Last Modified on 20/03/2018 11:44 am CET

Last may, deputy mayors and representatives from 22 cities, 13 countries and 4 continents gathered in New York City to discuss the sharing economy. This was the world's second Sharing Cities Summit as Kajsa Ollongren, deputy mayor of Amsterdam had hosted the first summit one year earlier in Amsterdam.

The goal of Alicia Glen, deputy mayor of New York City, was to provide a platform to discuss the most pertinent issues cities face as the sharing economy takes on a more prominent role in urban life.

> *"Our goals for this conference are to learn from each other about the challenges and opportunities driven by the sharing economy and to exchange best practices and strategies. We will also hear from cities themselves about projects and actions they have taken as they embrace the sharing economy's opportunities and grapple with its disruptions."* - Alicia Glen

During the summit she also explained why she believes that everybody should have a key and join the Sharing Cities Alliance.

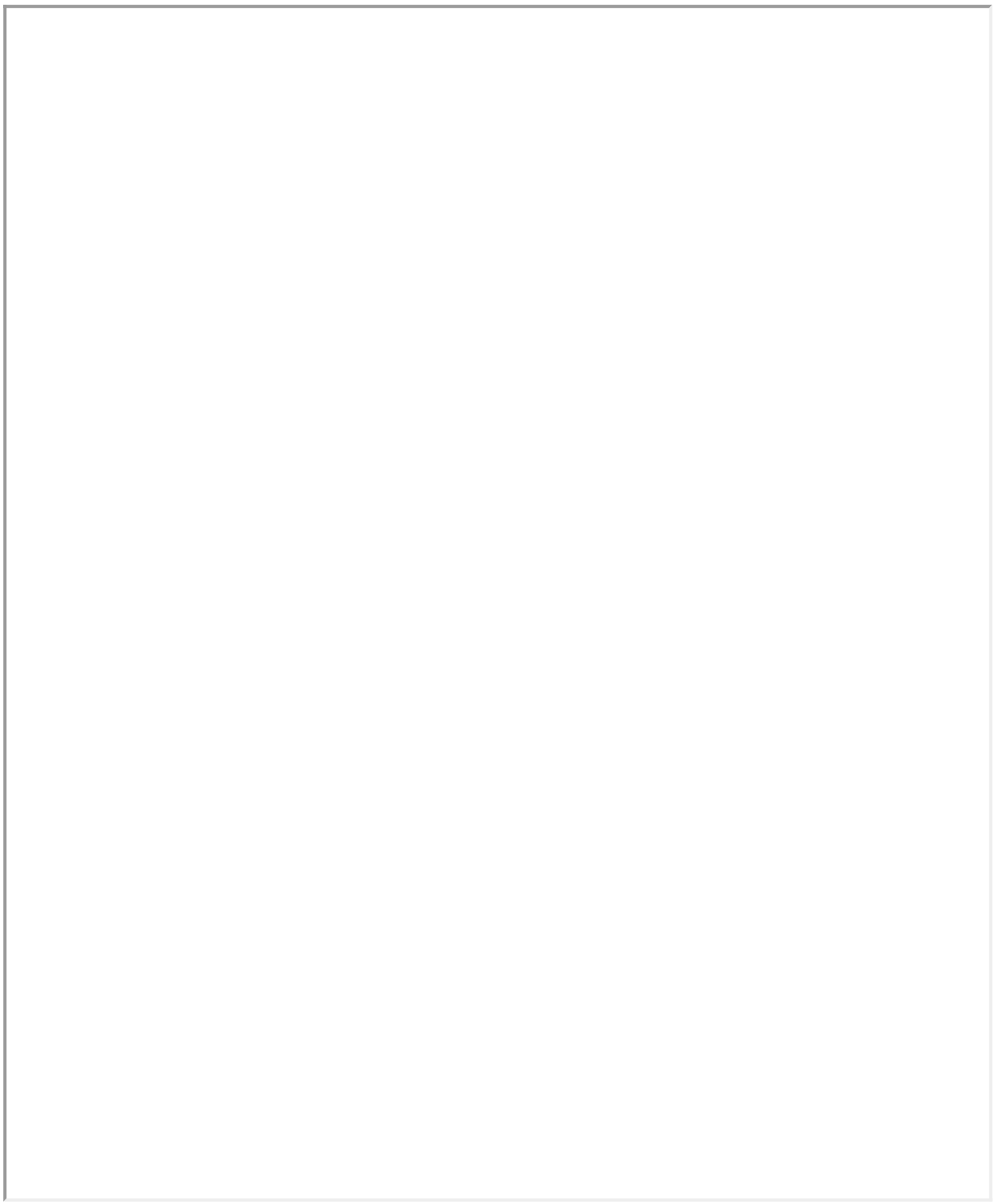
> *"Because if you have this key and become a partner of the Sharing Cities Alliance, that is going to be the way for us to more routinely share this kind of activity, and not just get in preparation for next year's conference. So once again I do want to strenuously argue for cities to join that, because the Alliance will be the virtual place where we can all continue to meet. I would love to download a copy of an MoU that somebody signed in Chicago, so we know exactly what they did."* - Alicia Glen

During the summit three topics were addressed by experts and then discussed by the participants from the 22 cities: *data collection and policymaking, consumer protection and market fairness* and *worker protection and empowerment*. In the powerpoint slides and research infographics developed by New York City you can find more information about these topics.

Harmen van Sprang & Pieter van de Glind
co-founders of the Sharing Cities Alliance

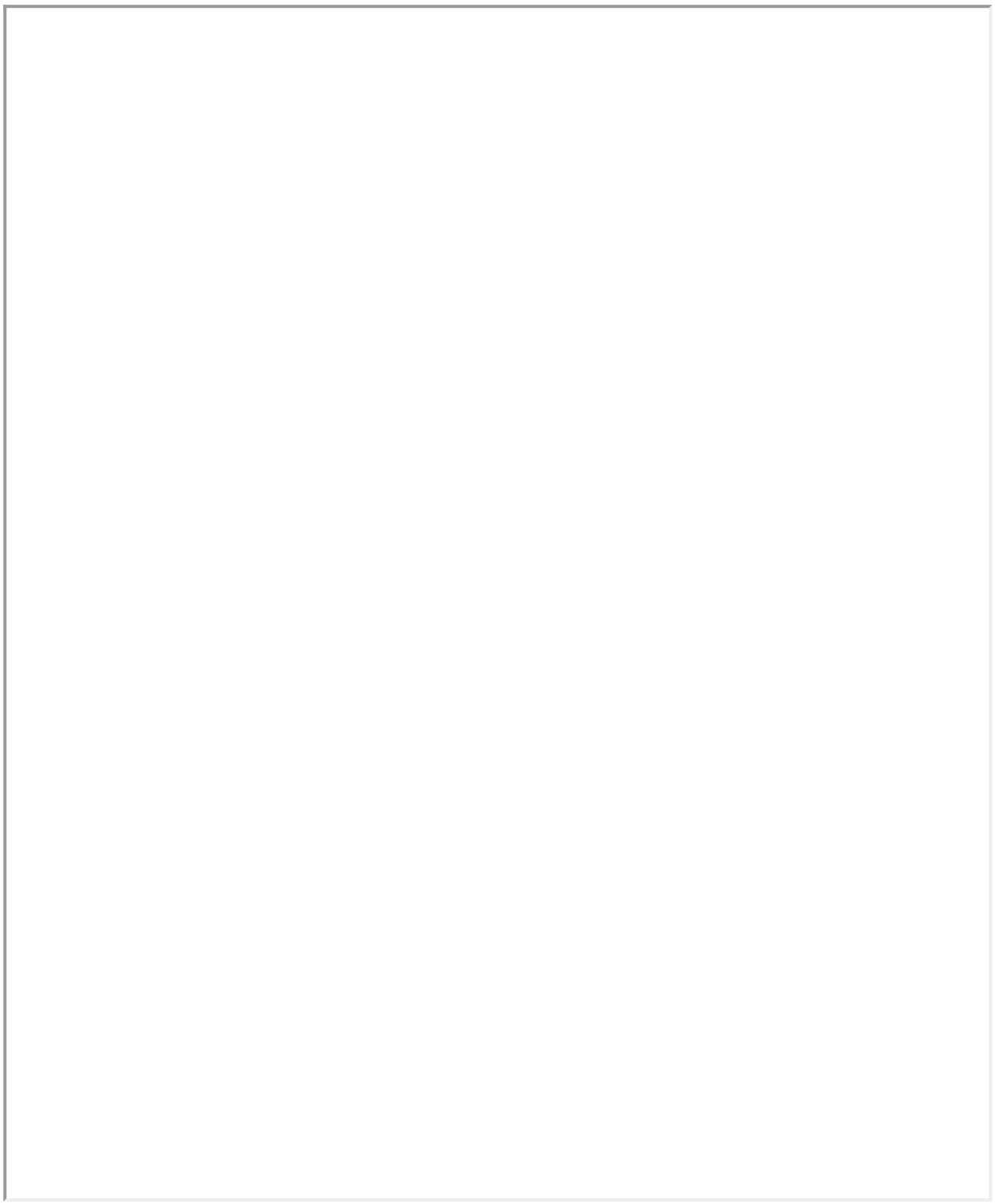
SHARE 2017 Conference NYC

Last Modified on 20/03/2018 11:43 am CET



SHARE 2017 PowerPoint Slides

Last Modified on 20/03/2018 11:42 am CET



UPCOMING SHARING CITIES SUMMIT

Last Modified on 19/07/2018 1:24 pm CEST

Sharing Cities Summit 2018: Barcelona

The Sharing Cities Summit, held previously in Amsterdam (2016) and New York City (2017), convenes (deputy) mayors, elected city officials, thought leaders and experts from all over the world to discuss the opportunities and challenges faced by cities as the sharing economy evolves and expands. To continue the conversations started in Amsterdam and New York City, the City of Barcelona will host the next global Sharing Cities Summit in November 2018.

Draft detailed program

Monday, 12 November
Cities Council Encounter

9:00-9:30h **Registration – Coffee**

9:30-10:00h **Institutional welcome & Day programme review** by Gerardo Pisarello (Deputy Mayor, Barcelona City Council, Alicia Glen (Deputy Mayor, New York City Council) and Pastora Martinez (UOC), among others.

Day programme review and objectives Alvaro Porro (Barcelona City Council) and Mayo Fuster (UOC)

10-11:30h **Working line 1: Cities collaboration in regulation and negotiation with companies ... with the objective to expand network of cities collaborating**

11:30-12:00h **Coffee-break**

12:00-13:30h **Working line 2: Entrepreneurship programmes and labour ... with the objective to create an international entrepreneurship program**

13:30-14:30h **Lunch**

14:30-16:00h **Working line 3: Dynamic stand up methods to result in a set of Common principles for a sharing city ... with the aim of building a declaration**

16:00 – 17:30h **Data, knowledge and technological policies and resources... with the objective of sharing a common platform resource among cities**

17:30 – 18:00h **Conclusions summary and next steps**

18:00-21:00h **Public event Collaborative policies for collaborative economy: Let's go to discover Barcelona Collaborative Economy Ecosystem.** Procomuns meet up. Displacement to Disseny Hub (10 minutes walking)

More info on the website: http://www.share.barcelona/#content

Save the date

Sunday 11th November 2018: Welcome Dinner

Monday 12th November 2018: Sharing Cities Summit

Tuesday 13th - 15th November 2018: Smart City Expo World Congress

Summit Barcelona update

Last Modified on 31/07/2018 11:08 am CEST

After the 2016 Amsterdam and 2017 NYC editions, the Sharing Cities Summit 2018 Sharing Cities Summit 2018, which will be held in Barcelona from 12 to 15 November 2018. It will bring together Mayors and Deputy Mayors from leading cities from around the world, and other stakeholders of the Sharing ecosystem. On November 12, the cities council meeting will be a space to discuss how the continuous growth of collaborative economies impacts the life and economic development of cities, and what innovative measures can be taken to face the challenges and opportunities they involve. The Sharing Cities Summit 2018 program will include several lines of work, from which we will jointly develop concrete results :

● Co-creation of a set of common principles and agreement on commitments for a shared city, with the aim of reaching a joint declaration.

● Collaboration between cities in terms of regulation and negotiation with large platforms that generate disruptive impacts in the city. This line of work is based on a collaboration network already working in 8 European cities.

● Promotion and occupation policies with the objective of creating an international promotion campaign to connect each city's work.

● Data, knowledge, policies and technological resources with the objective of sharing a common platform between cities.

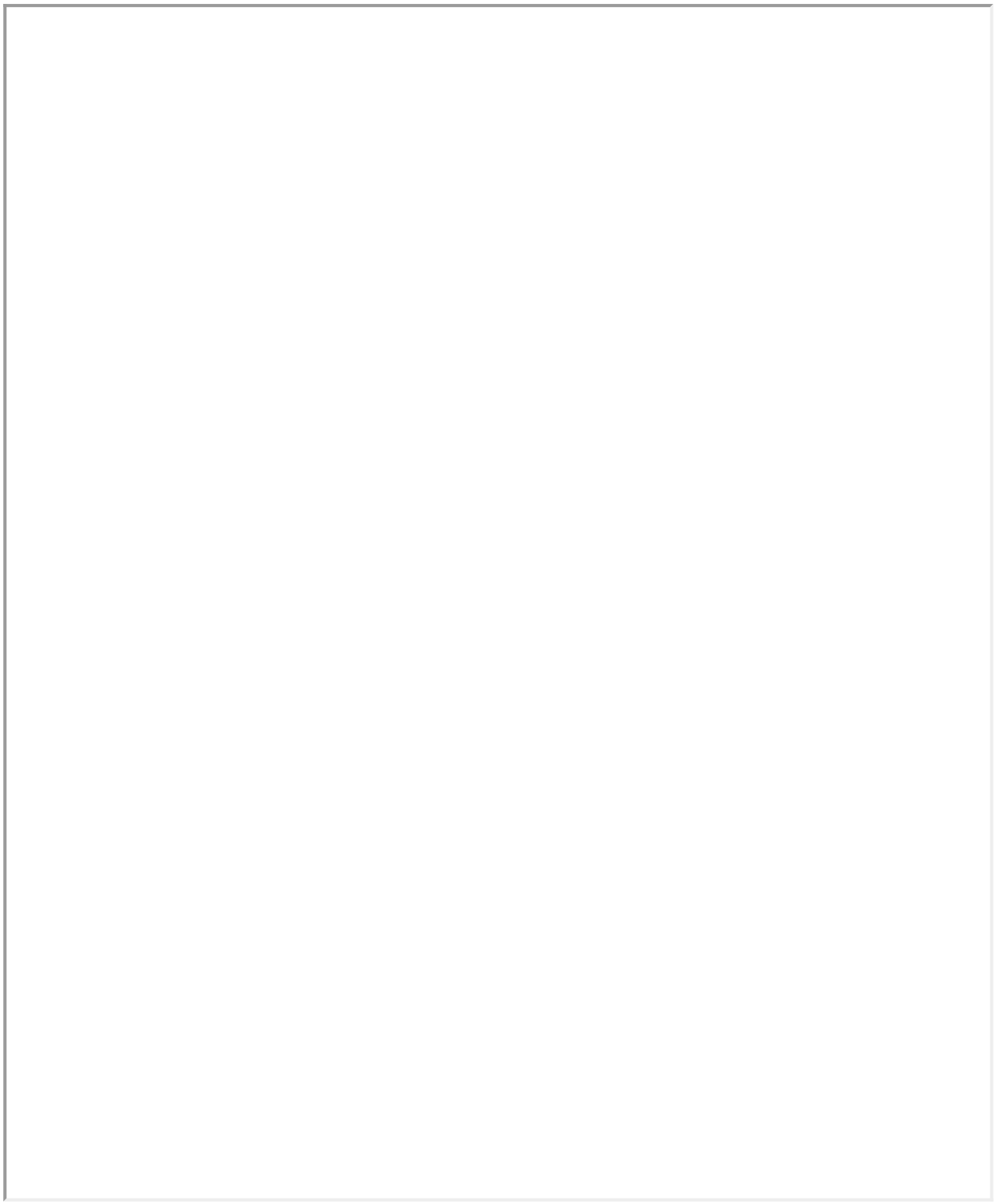
On 13 November, immediately following the Sharing Cities Summit, the 2018 edition of the Smart City Expo World Congress (SCEWC18) will open its doors. As part of this year's expo, there will be a specific track dedicated to "Inclusive and Shared Cities". Among those keynote speakers confirmed are Yochai Benkler and Judith Schor (http://www.smartcityexpo.com/en/topics/inclusive-sharing-cities). Additionally, the collaborative economy ecosystem will have its own stand, acting as a central space holding presentations, debates, round tables and showcasing local and international projects that belong to this new economic model. The activities on 12 November followed by a dinner hosted by the Mayor of the City Ada Colau on 13 November are exclusive to representatives of city governments, while the other events will involve all stakeholders (companies, foundations, civil society and research centers). The preliminary program can be found at:

http://www.share.barcelona/sharebcn2018/

The organization of the Summit is the result of a joint effort between several actors, promoted by the City Council of Barcelona and the Dimmons research group of the Open University of Barcelona (UOC), with the collaboration BarCola (a node of local actors), Ouishare, Ideas for Change, Smart City Expo World Congress, Shareable and Sharing Cities Alliance. In this line of work, the Sharing Cities Alliance has organized a series of previous seminars to preparate the Summit. They are available at:
http://preview.sharingcitiesalliance.instantmagazine.com/overview/monthly-magazine/seminars

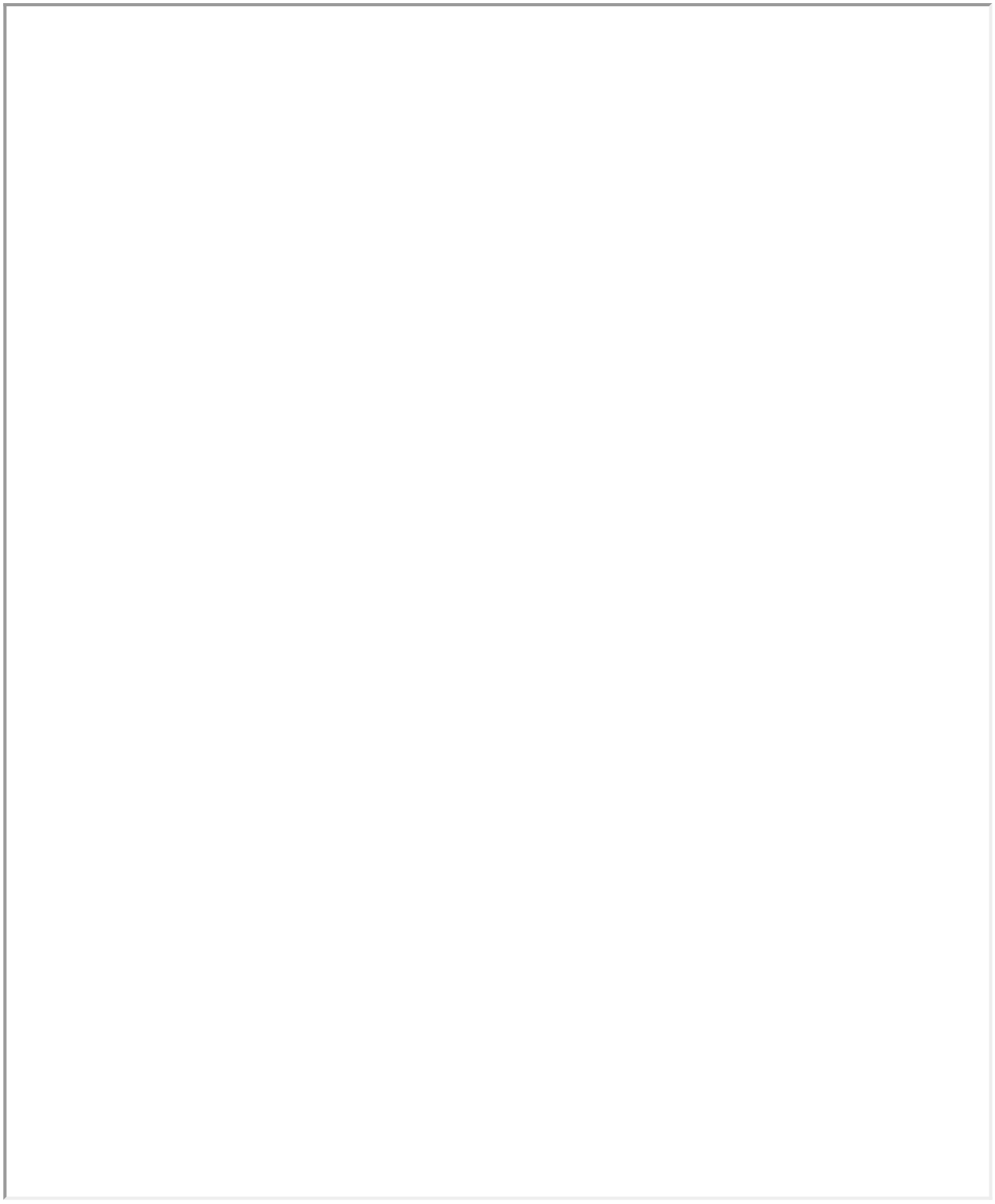
Complete dossier Share Barcelona + Smart City Expo

Last Modified on 07/12/2018 10:44 am CET



Sharing cities rising to the challenges of technological change and democratic crisis

Last Modified on 07/12/2018 10:55 am CET



Program parts & themes

Last Modified on 18/09/2019 4:12 pm CEST

Conference @ Lund University on 10 October Inspirational opening plenary, interactive lunch and breaks, and workshops bringing together a diverse audience and presenters of practitioners and researchers to explore sharing cities and the Sustainable Development Goals.

DAY 1 - 10 October 2019 Location: Lund University in Lund				
9.30-10.15	Registration and coffee			
10.15-11.45	Opening plenary and panel discussions on Sharing Cities			
11.45-13.15	Interactive lunch			
13.15-14.45	Workshops on Sharing Cities			
	Session 1: Enabling sharing towns and communities *SDG 11 – How can the sharing economy contribute to sustainable cities and communities?*	**Session 2: Developing business models for the sharing economy** *SDG 8 – How can the sharing economy contribute to decent work and economic growth?*	**Session 3: Evaluating sustainability impacts of sharing cities** *SDG 12 – How can the sharing economy lead to more sustainable consumption and production?*	**Session 4: Institutionalizing sharing practices** *SDG 17 – How can partnerships underpin sharing cities?*
14.45-15.30	Coffee break and Shared Sustainability Adventures – a pop-up exhibition			
15.30-17.00	Workshops on Sharing Cities			
	Session 5: Governing sharing cities	**Session 6: Leveraging digitalisation for sharing cities**	**Session 7: Connecting the sharing and circular economy**	**Session 8: The future of sharing**
17.00-19.00	Reception and Shared Sustainability Adventures – a pop-up exhibition		Shared Sustainability Adventures – a capacity building workshop on the power of solution story-telling	

Exhibition @ Sege Park in Malmö on 11 October A world-leading urban development project integrating the sharing economy into planning and infrastructure as well as an opportunity to explore and learn from the experiences and findings of test-beds

in Stockholm, Malmö, Umeå and Göteborg.

DAY 2 - 11 October 2019 Location: Sege Park in Malmö		
09.00-10.00	Bus to Sege Park in Malmö	
10.00-11.15	**Exhibition, workshops and activities on Sharing Hubs**	
	Workshop (coffee on arrival) Moderator: Charlie Gullström Commentators: Harmen van Sprang and Darren Sharp Speakers and topics: Introduction and welcome by moderator Testbed Sege Park **(Juliet Leonette, project manager environment department at Malmö Municipality)** We are in a future sharing hub! **(Trianon)** Commentators Why is sharing important to Malmö? **(Simon Chrisander, Malmö)**	Workshop (coffee on arrival) Moderator: Philip Näslund Commentator: Neal Gorenflo and Mayo Fuster Speakers and topics: Introduction and welcome by moderator Testbed Sege Park **(Oscar Pelin, testbed coordinator for Sharing City Malmö at Malmö Municipality)** We are in a future sharing hub! **(GIAB)** Commentators Why is sharing important to Umeå? **(Nils Larsen and Johan Gammelgård, Umeå)**
11.15-11.30	Move to the exhibition	
11.30-12.00	Explore the exhibition	
12.00-13.00	Lunch	
13.00-14.00	Bus to Smart City Sweden in Malmö	

Seminar @ Smart City Sweden on 11 October A seminar organized at Smart City Sweden with a focus on using city planning, development and the sharing economy as leverages to achieving smart and sustainable cities. Concluding the summit, connecting the dots and looking forwards.

DAY 2 - 11 October 2019 Location: Smart City Sweden in Malmö	
14.00-14.10	Moderator: Jenny Palm and Kes McCormick Introduction: Johan Holmqvist
14.10-14.40	Helena Bjarnegård **National Architect for Sweden (Riksarkitekten)**
14.40-15.10	Marcus Horning **City Planning Director for Malmö (Stadsbyggnadsdirektör)**
15.10-15.40	Coffee break
15.40-16.10	Hanna Eriksson Lagerberg **Smart City Sweden – a national export and investment platform for smart and sustainable city solutions**
16.10-16.40	Patrik Rydén **Viable Cities – a strategic innovation program for smart and sustainable cities**
16.40-16.45	Reflections: Kes McCormick and Oscar Pelin
16.45-19.00	Reception

Key speakers and participants

Representatives (from Malmö Municipality, Umeå Municipality, KTH and Göteborg Municipality) who lead test-beds on sharing cities in Malmö, Umeå, Stockholm, and Göteborg as part of Sharing Cities Sweden

Representatives (from Umeå University, Karlstad Municipality, Lund University, and IVL) who lead strategic projects on sharing cities covering Sharing Digital Platforms, Sharing Business Models, Sharing Towns, Sharing Communities and Sharing Behaviour

- Prof. Koen Frenken, **Utrecht University**
- Prof. Oksana Mont, **Lund University**
- Prof. Karin Bradley, **KTH**
- Harmen van Sprang and Pieter van de Glind, **Sharing Cities Alliance**
- Neal Gorenflo and Darren Sharp, **Shareable**
- Mayo Fuster and Alvaro Porro González, **Sharing Cities Action**
- Kes McCormick and Charlotte Leire, **Sharing Cities Sweden**

- Patrick Rydén and Charlie Gullström, **Viable Cities**

Workshop topics. moderators and presenters

Session 1: Enabling sharing towns and communities
SDG 11 – 'How can the sharing economy contribute to sustainable cities and communities?'
Moderator: Roland Zingernagel

Session 2: Developing business models for the sharing economy
SDG 8 – 'How can the sharing economy contribute to decent work and economic growth?'
Moderator: Steven Curtis

Session 3: Evaluating sustainability impacts of sharing cities
SDG 12 – 'How can the sharing economy lead to more sustainable consumption and production?'
Moderator: Andrius Plepys

Session 4: Institutionalizing sharing practices
SDG 17 – 'How can partnerships underpin sharing cities?'
Moderator: Oksana Mont

Session 5: Governing sharing cities
Moderator: Yuliya Voytenko

Session 6: Leveraging digitalisation for sharing cities
Moderator: Jenny Palm

Session 7: Connecting the sharing and circular economy
Moderator: Lena Neij

Session 8: The future of sharing
Moderator: Björn Wickenberg

About

Last Modified on 19/07/2018 2:51 pm CEST

The rise of the sharing & platform economy has an increasing impact on cities. On the positive side, the sharing of goods and services among citizens and local businesses benefits the local economy, improves social cohesion and boosts sustainability and overall quality of life. But there are challenges, too. The blurring line between public and private activities may lead to friction between different stakeholders and forces cities to reconsider policies and regulations (i.e. taxation, licensing and zoning). A growing number of cities from around the world are placing the sharing economy at the centre of their overall strategy. Many of those cities have the ambition of become a sharing city: a city that responds strategically to the emergence of the sharing & platform economy by unlocking opportunities and addressing challenges.

The Sharing Cities Alliance is a city-to-city network operated by an independent foundation that connects cities from all continents. The foundation fosters city-to-city collaboration, empowering city governments to continuously address the opportunities and challenges that the sharing and platform economy brings. Within the Alliance, cities share case studies, best practices, policies and research.

CURRENT CITIES OF THE SHARING CITIES ALLIANCE

• Amsterdam (the Netherlands)

• Barcelona (Spain)

• Copenhagen (Denmark)

• Dallas (US)

• Gothenburg (Sweden)

• Malmo (Sweden)

• New York City (US)

• Seoul (South Korea)

• Singapore (Singapore)

• Tel Aviv (Israel)

• The Hague (the Netherlands)

• Toronto (Canada)

• Washington (US)

The Sharing Cities Alliance was founded in Amsterdam and established in New York City in 2017.

Featured

Last Modified on 14/02/2019 12:14 pm CET

Navigating the sharing economy: a 6-decision guide for municipalities

April 2017

This report is designed to help municipalities understand this new economy, what it means on a local level and how to respond appropriately. In other words, the report navigates this new terrain to help city leaders analyze the impact of various sharing economy services on their own residents and businesses and make decisions based on local needs.

Sharing Cities Magazine: Winter Edition

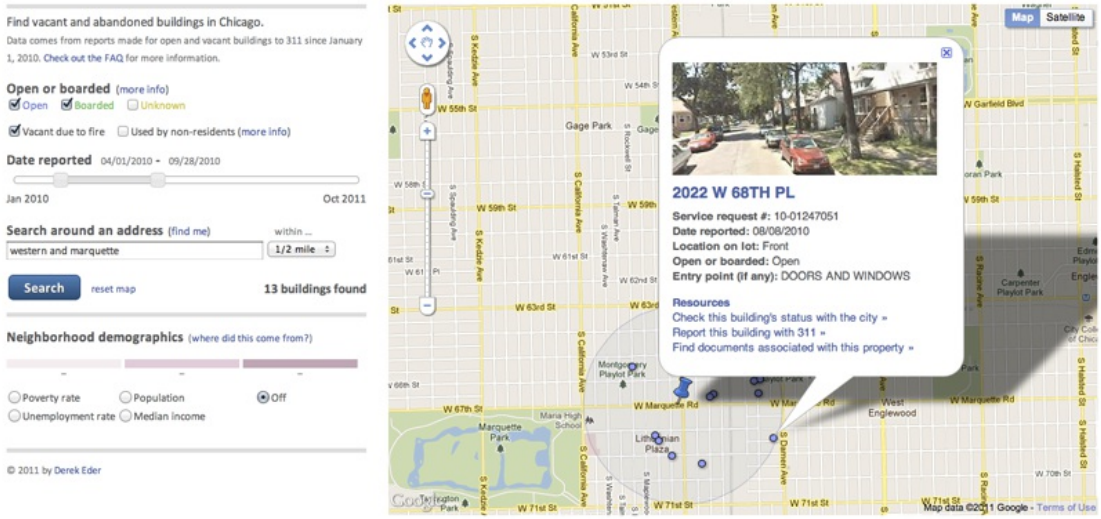
December 2018

The Winter special edition of the Sharing Cities Magazine explores the year ahead, by looking back at the Alliance's recent contribution to activities in Greece and Brussels (status of EU collaborative economy). Furthermore, it features video contributions on the future of sharing economy, a new documentary by the Ellen MacArthur Foundation which we also appear in, a short recap on the summit in Barcelona and much more.

Online seminar - Area Development in the age of Sharing Economy

January 2019

On January 30 the Sharing Cities Alliance hosted an online seminar with participants from its network, representing the cities of Ghent, Gothenburg, Tel Aviv, Toronto, and Washington DC. Overarching topic: area development & sharing economy. Introduction to the case studies of Quayside Toronto, Sege Park in Malmö and The Hague's Bink Eliand



Chicago Abandoned Buildings Finder

February 2019

Vacant and Abandoned Building Finder is an American website that assists both people and organizations in finding abandoned buildings in Chicago that can have a potential negative effect on the neighborhoods surrounding them. Not only information on the buildings per se is provided, but also about the neighbourhood, so it provides a framework for understanding the setting where the building is located. Poverty rate, population and unemployment are shown among other data.

Definitions: an overview

Last Modified on 01/09/2017 12:03 pm CEST

The terms sharing economy, collaborative economy, gig-economy, collaborative consumption and on-demand economy are often used interchangeably. We will mostly adhere to the term sharing economy, as it is the predominant concept used in the media and the academic literature. There has been a widespread ambiguity regarding the precise definition of the sharing economy. In fact, there is not one, agreed upon, definition that fully captures this novel concept. To better understand the phenomenon, we'll provide you with a range of definitions starting from narrow to all-encompassing. All definitions include sharing for free and sharing for a fee. Meaning that financial transactions can be part of 'sharing' in the sharing economy.

The narrow definition:

> "Consumers granting each other temporary access to underutilized physical assets (idling capacity), possibly for money."
> *By Koen Frenken et all. - The Guardian, May 2015*

- Private individuals
- Temporary access
- Possibly for money
- Underutilized physical assets

The medium definition:

> "An economic system in which assets or services are shared between private individuals, either for free or for a fee, typically by means of the Internet."
> Oxford Dictionary

- Private individuals
- Temporary access
- Possibly for money
- Underutilized physical assets
- Services (such as Helpling, Taskrabbit, Uber)

The wide definition(s)

> “An economic system that unlocks the value of underused assets through platforms that match ‘haves’ with ‘wants’ in ways that enable greater efficiency and access”
> By Rachel Botsman, Nesta & shareNL, 2017

- Private individuals
- Temporary access
- Possibly for money
- Underutilized physical assets
- Services (such as Helpling, Taskrabbit, Uber)
- Businesses (such as Car2Go, Goods Rental Companies, Obike)

More information about definitions?

Read the definitions overview Rachel Botsman in this Fastcompany article.

More information about business models?

Business models within the sharing economy vary from for profit limited companies to B Corps and Social enterprises (i.e. platform coops). If you want to have a 360 degree look on the sharing economy, have a look at the collaborative (including sharing) economy ecosystem.

Putting the sharing economy into perspective

Last Modified on 05/09/2017 1:50 pm CEST

Authors: Koen Frenken and Juliet Schor
Copernicus Institute of Sustainable Development at Utrecht University, The Netherlands and Boston College, United States.
Published on: January 2017 **in** Environmental Innovation and Societal Transitions

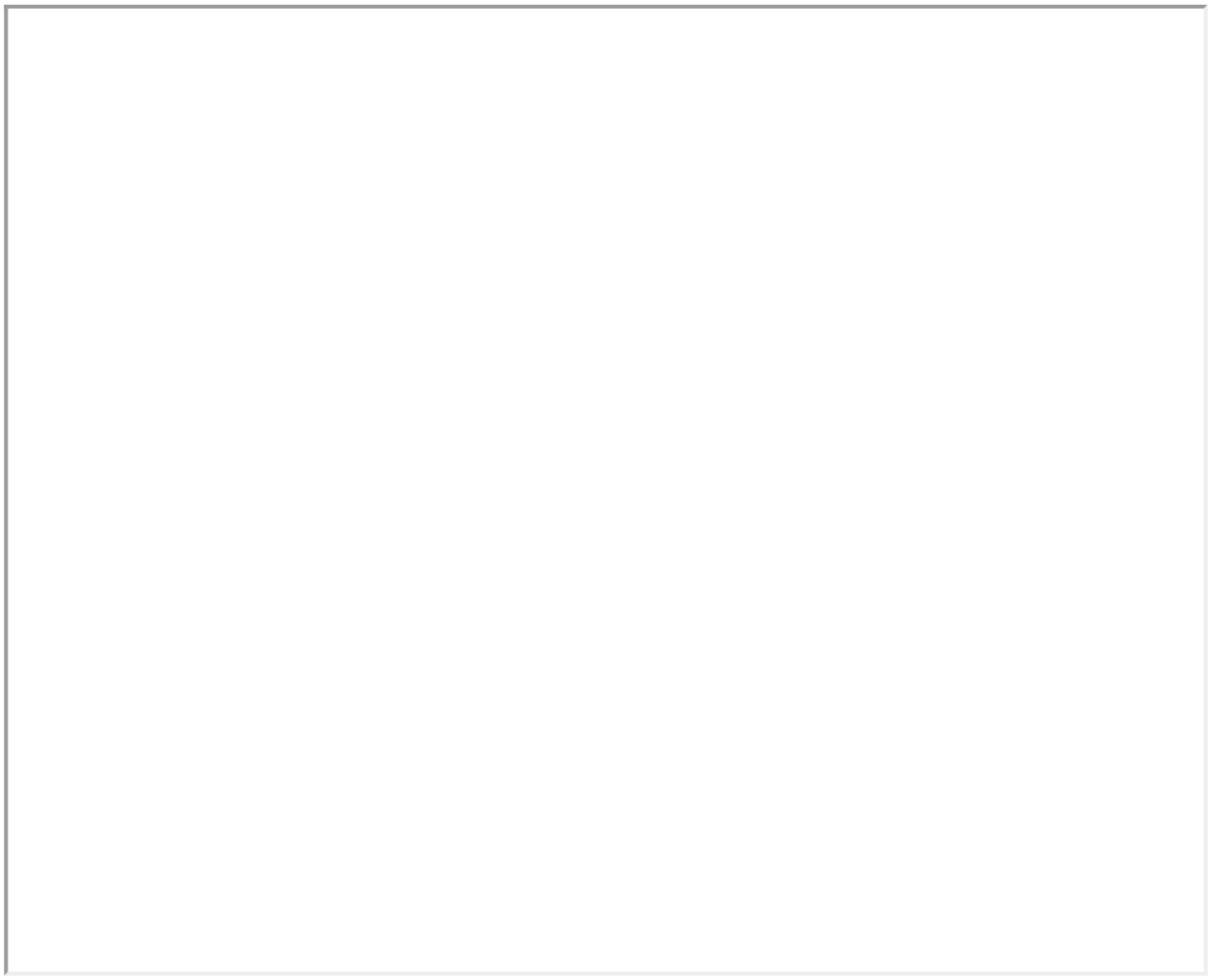
Why did we select this research?

This paper literally puts the sharing economy into perspective by providing a conceptual framework to define the sharing economy and its close cousins (e.g. on-demand economy, second-hand economy). The paper assesses sharing economy platforms in terms of the economic, social and environmental impacts and reflects on current regulations and possible alternative platform architectures. More specific, this paper helps to develop a basic understanding of the definition, impact and sudden rise of the sharing economy from an economic-historic perspective..

Key findings:

- The economic, social and environmental **effects of sharing economy platforms are largely unknown**. While the direct economic benefits are obvious from the large volume of monetary transactions taking place, the distributional effects may be quite skewed. Since the bulk of revenue in the sharing economy (as defined) accrues via home sharing, already well-off home owners will profit most. Environmental benefits mostly lie in car and ridesharing, and the overall effects of sharing economy platforms may be small due to rebound effects. The social effects are complex and not necessarily inclusive.
- **Restricted access to user data** hampers the enforcement of regulations and, consequently, policy evaluation.
- The **typical response of regulators** has been to create institutional boundaries between the sharing economy and the regular economy by **putting a cap on a sharing activity**.

- **Current governmental institutions have not yet come up with an adequate and credible response** to the concerns of incumbent business interests and the unions.
- **Various alternative platforms are being founded.** Serious experiments are emerging ranging from cooperative-based and crowdfunded platforms to platforms that make use of alternative currencies or more novel block-chain technology. The possibilities for a fully socialized sharing sector, with platforms owned and governed by their users is an intriguing option.
- **The initial fear that platforms may naturally grow into monopolies** as has happened with search engine and social media platforms **may turn out to be ill-founded.**



Reference

Frenken, K., & Schor, J. (2017). Putting the sharing economy into perspective. Environmental Innovation and Societal Transitions, 23, 3-10

Scoping the Sharing Economy: Origins, Definitions, Impact and Regulatory Issues

Last Modified on 05/09/2017 1:53 pm CEST

Authors: Cristiano Codagnone and Bertin Martens
Date Published: January 2016
Research Commissioned by Joint Research Centre of the European Commission

Why did we select this research?

The paper provides a critical overview of key analytical, empirical, and normative dimensions of the sharing economy. It reviews both the rhetorical and controversial debates currently surrounding the topics and the available empirical evidence in order to sharpen our understanding of relevant policy and regulatory issues. Additionally, the paper provides evidence-based scientific support to the (European) policy-making process.

Key findings:

The regulatory debate and policy response to the challenges posed by some sharing economy platforms is very fragmented in the EU. Taxi and hotel sector regulation is mostly the competence of city councils, and cities respond in various ways. Labour market and social security regulation is mostly a state competence, handled differently in Member States. At a higher level, the EU may want to consider consumer protection and other liability issues. However, the literature that we have reviewed in this paper does not yet help policy makers decide whether or how to respond to these regulatory challenges.

Reference

Codagnone, C., & Martens, B. (2016). Scoping the sharing economy: Origins, definitions, impact and regulatory issues.

Making Sense of the UK Collaborative Economy

Last Modified on 20/02/2018 12:30 pm CET

Author: Kathleen Stokes, Emma Clarence, Lauren Capelin, April Rinne
Date published: September 2014
Research commissioned by: Nesta in collaboration with Collaborative Lab

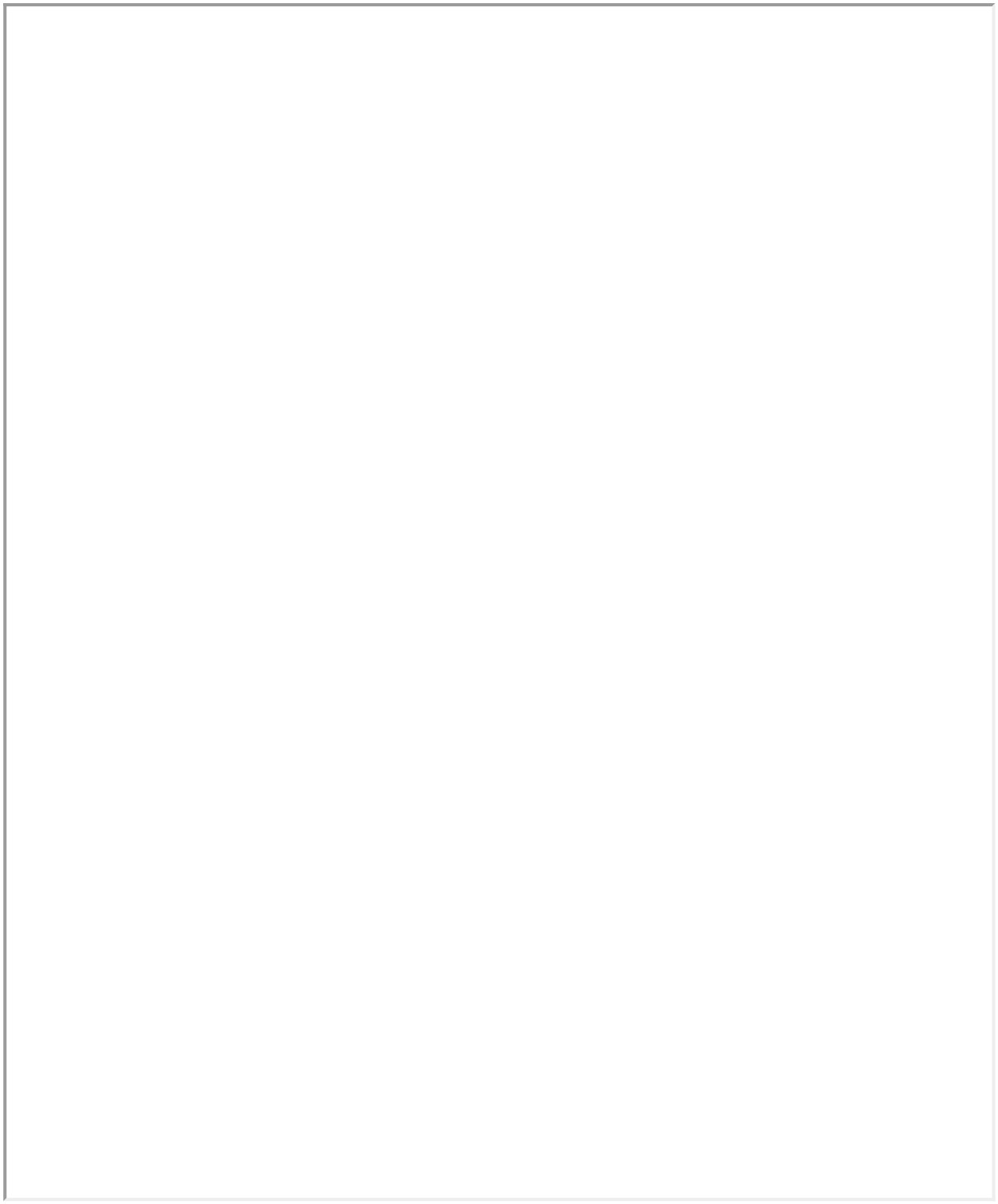
Why we chose this research?

This research gives a clear overview of the collaborative economy practices in the United Kingdom. More specific, the research answers some important basic questions such as: What is the collaborative economy? Who is operating in it? Who is participating in it? In addition, the report also addresses the question: How should we appropriately regulate and manage the collaborative economy?

Key findings

The national survey with a sample size of 2,000 UK adults revealed that:

- There are a **increasing number of startups and platforms who operate with the collaborative economy model** across different sectors such as; Crowdfunding and peer–to–peer platforms in banking institutions; Open online courses in higher education; P2P time bank to to encourage volunteering in public services.
- However, **not all collaborative organisations are new**. Established corporations are also participating with often by aligning themselves with collaborative businesses or adapting their models to incorporate collaborative traits, i.e. DriveNow joint venture between BMW and Sixt.
- In 2013, **64% of the UK population have taken part in collaborative activities** with 25% of the number used internet to participate in the collaborative economy.
- Most of the population take part in collaborative activities that **involve clothes and accessories sector, media sector, and household goods sector**s with the percentage of 43%, 34%, and 20% respectively.



Reference

Stokes, K., Clarence, E., Anderson, L., & Rinne, A. (2014). *Making sense of the UK collaborative economy* (pp. 1-47). Nesta.

Sharing for People, Planet or Profit?

Last Modified on 23/03/2018 11:35 am CET

Analysing motivations for intended sharing economy participation

Authors: Lars Böcker and Toon Meelen
University of Oslo, Norway and Utrecht University, Netherlands
Date published: June 2017 **in** Environmental Innovation and Societal Transitions

Why did we select this research?

This research provides insights into the motivations for people to participate in the sharing economy which is instrumental in developing a better understanding of the decision-making processes of users.

Key findings

The study shows that motivations differ based on sector, while differences between socio-demographic groups are less evident. The study also finds that users who were accessing the goods and services tended to be more motivated by money than those actually providing the goods. The research examined user motivations across five sectors; car, ride, accommodation, tool and meal sharing.

- Individuals access goods sharing and services for its economic gain rather than being aware of sustainability issues.
- Older people may be more likely to participate for social reason instead of economic reasons despite levels of income. Individuals seem more likely to share lower cost items (tools and meals).
- When sharing valuable assets (like accommodation) motivations tend to be mostly economic, although social motivations are more important for ride sharing.
- The distinctions that are made between what is considered real sharing and economic sharing masks overlaps and is actually in some ways difficult to distinguish.

Reference

Böcker, L., & Meelen, A. A. H. (2016). Sharing for people, planet or profit? Analysing motivations for intended sharing economy participation. Innovation Studies Utrecht (ISU) Working Paper Series, 16(02), 1-22. Retrieved from: http://www.sciencedirect.com/science/article/pii/S2210422416300892

Exploratory study of consumer issues in peer-to-peer platform markets

Last Modified on 05/09/2017 1:43 pm CEST

Authors: Pierre Hausemer, Julia Rzepecka, Marius Dragulin, Simone Vitiello, Lison Rabuel, Madalina Nunu, Adriana Rodriguez Diaz, Emma Psaila, Sara Fiorentini, Sara Gysen, Tim Meeusen, Simon Quaschning, Allison Dunne Vadim Grinevich, Franz Huber and Linda Baines
Date Published: June 2017
Research commissioned by: European Commission Justice and Consumers

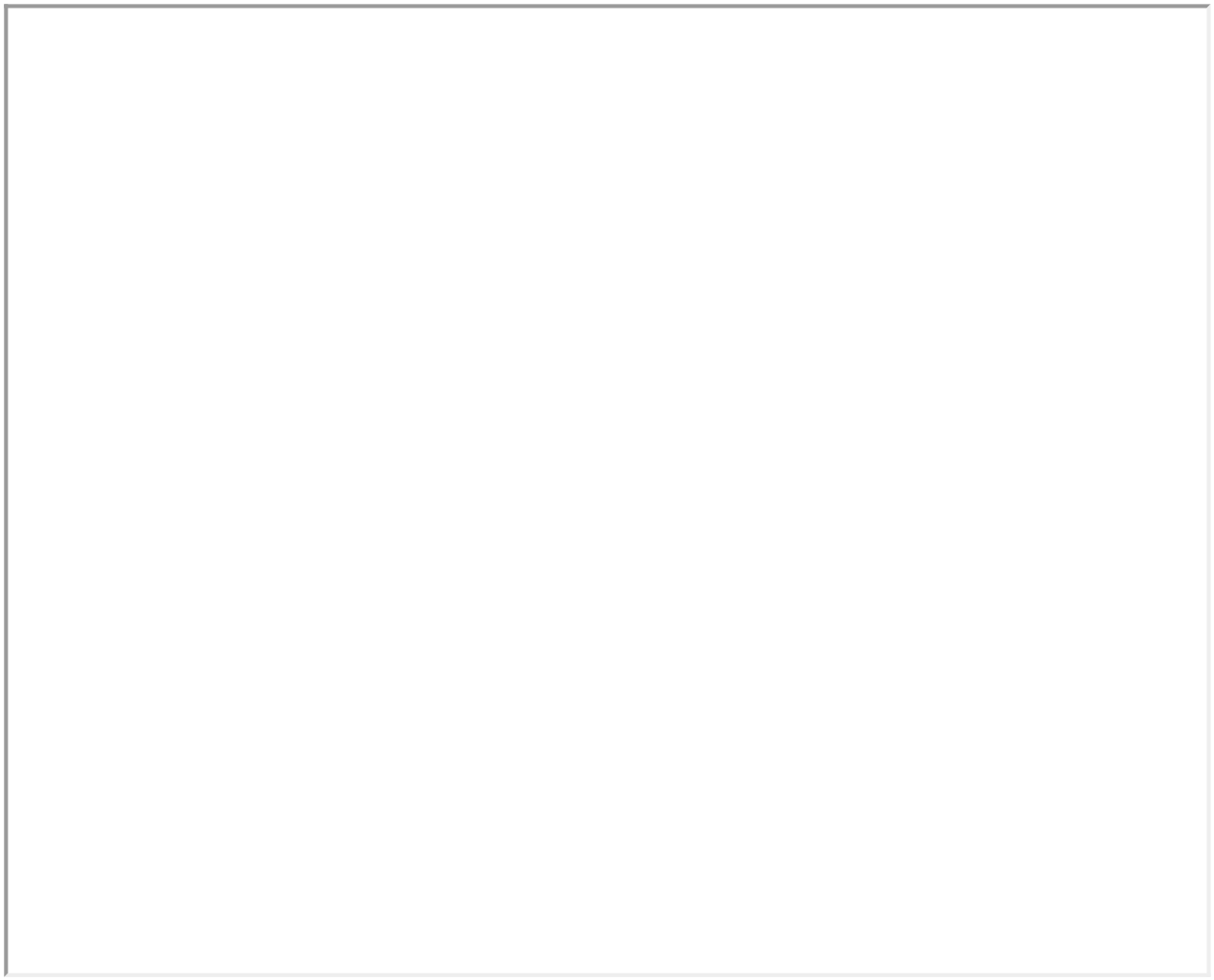
Why we select this research?

Online P2P transactions via platforms create both benefits and challenges for consumers. This research helps policy makers to develop a better understanding of the consumer issues that arise with the growth of the sharing economy.

Key findings

- 81% of the platforms operating in the EU are**small or medium-sized**.
- The **business models of P2P platforms vary**. Many of the larger ones, charge transaction fees for a variety of services they provide to peers. They actively manage or govern transactions between peers, monetise user data, and invest in market expansion.
- More than half of the revenue and expenditure on both collaborative and (re)sale of goods platforms is **generated by 10% of peers**.
- **Most active users are either satisfied or very satisfied** with their experience. However, peer consumers also report frequent problems: 55% had at least one problem over the past year, mostly related to the poor quality of goods or services, or to the goods and services not being as described.
- On the larger platforms, **peers are likely to be confused about who is responsible** when something goes wrong: platform's practices may give the impression they assume at least partial responsibility in case of problems, but their Terms and Conditions exclude any liability.
- **Consumer rights** apply to the service the platform offers to peers, but only **civil law rules** apply to rentals and sales on platforms between two private

persons. These rules are mostly not tailored to P2P transactions online via platforms, and do not facilitate easy access to redress.



Reference

European Commission (2017). Exploratory study of consumer issues in peer-to-peer platform markets. Retrieved from: https://eprints.soton.ac.uk/411699/1/FinalreportMay2017pdf_2_.pdf

The Emerging Collaborative Economy in Australia

Last Modified on 05/09/2017 1:45 pm CEST

Research by: Vision Critical in partnership with Collaborative Lab and Nine!
Date Published: October 2014

Why we choose this research?

This is the first study that examines the uptake and enthusiasm for collaborative economy services in the Australian Market. As such it provides a basic understanding of the collaborative economy in Australia.

Key findings

- 61% of the population are aware of the collaborative economy services in Australia.
- 53% of the people have participated in collaborative economy activities in the year 2013.
- 54% of those who have participated in collaborative economy activities were using mobility sharing services.
- 76% of the survey takers were consumers, 35% were service provider and 18% were both.

Reference

The emerging collaborative economy in Australia (2014). Retrieved from: http://collaborativeeconomy.com/wp/wp-content/uploads/2015/04/CollaborativeEconomyAUreportF.pdf

The Consumer Potential of Collaborative Consumption

Last Modified on 12/10/2017 8:10 pm CEST

Identifying the motives of Dutch collaborative consumers & measuring the consumer potential of collaborative consumption within the municipality of Amsterdam

Author: Pieter van de Glind
Utrecht University, the Netherlands
Date Published: August 2013

Why did we select this research?

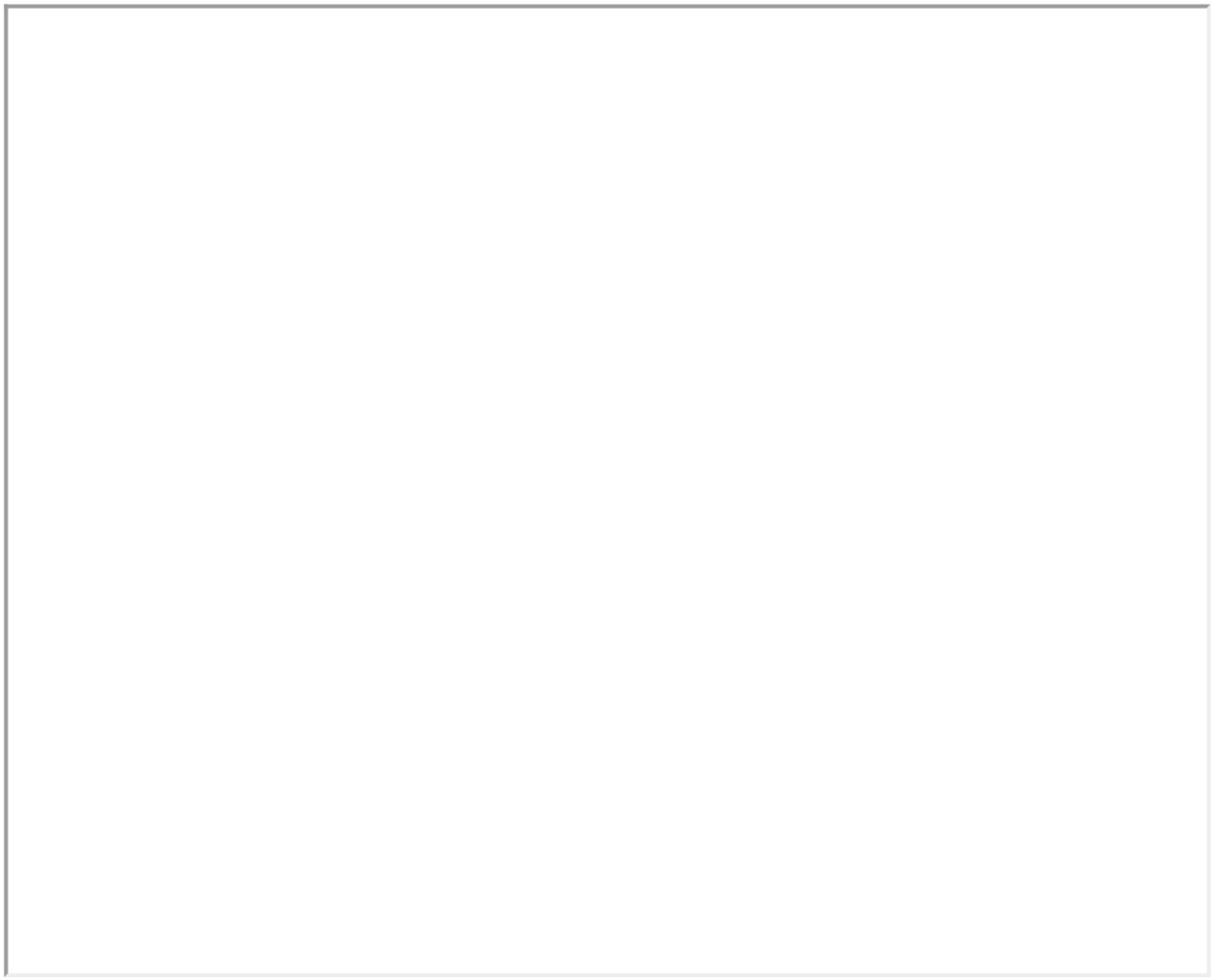
This study surveyed 1330 Amsterdam residents and answers the fundamental question: '*why do consumers take part in collaborative consumption*?'. The study provides empirical evidence on the motives and factors influencing participation in collaborative consumption in Amsterdam.

Key findings

The study confirms that people participating in the collaborative economy are driven by extrinsic motives, including practical need and financial gains, as well as intrinsic motives, such as the desire to meet new people or support a healthy environment. Other key findings, outlined below, contribute further insight into consumer behaviour and signal a groundswell for collaborative consumption in Amsterdam.

- Significantly more people, 43.8%, are willing to participate as 'takers' instead of providers, 31.9%, in collaborative consumption.
- Among those not yet taking part in collaborative consumption, there is a substantial willingness to do so. Furthermore, the study finds that

collaborative consumption is not confined to the young and digitally savvy.
- Respondents are slightly more likely to take part if the exchange mode does not involve money, especially for less expensive assets (i.e. bikes or tools).



Reference

Van de Glind P.B. (2013). *The consumer potential of Collaborative Consumption: Identifying the motives of dutch collaborative consumers & measuring the consumer potential of collaborative consumption within the municipality of Amsterdam* (Master Thesis). Retrieved from: https://dspace.library.uu.nl/handle/1874/280661

Unlocking the Sharing Economy in Umeå, Sweden

Last Modified on 22/03/2018 4:41 pm CET

Investigating the Barriers for the Sharing Economy in a City Context

Authors: Spencer May, Marcus Königsson, and Jonny Holmstrom
Date published: 6 February 2017
Research commissioned by: First Monday, online journal of the Great Cities Initiative of the University of Illinois at Chicago

Why did we select this research?

Few cities will be exempt from the disruptive impact of the sharing economy, including Umeå, Sweden, a small but rapidly growing city with high technical competency, high connectivity, developed infrastructure, an open young generation, and a willingness to try new things. Although these characteristics usually form an ideal foundation for a flourishing sharing economy, adoption has been relatively slow in Swedish cities. This research identifies barriers for establishing the sharing economy as well as pathways and suggestions for overcoming them specifically for Umeå, however, cities of similar size, culture, and geography can benefit from understanding the underlying obstacles.

Key findings

Identified barriers exist either due to lack of effort to overcome them or the disregard to notice their existence and identified barriers are closely related and intertwined, meaning that in order to overcome one barrier, cities would need to overcome all barriers.

Cities should strive for rich digital density, the number of connections in an area by people, employees, companies, and others to the Internet, which depicts the city as attractive to live in and visit, increases the volume of open data, and increases network value.

Barriers to establishing the sharing economy

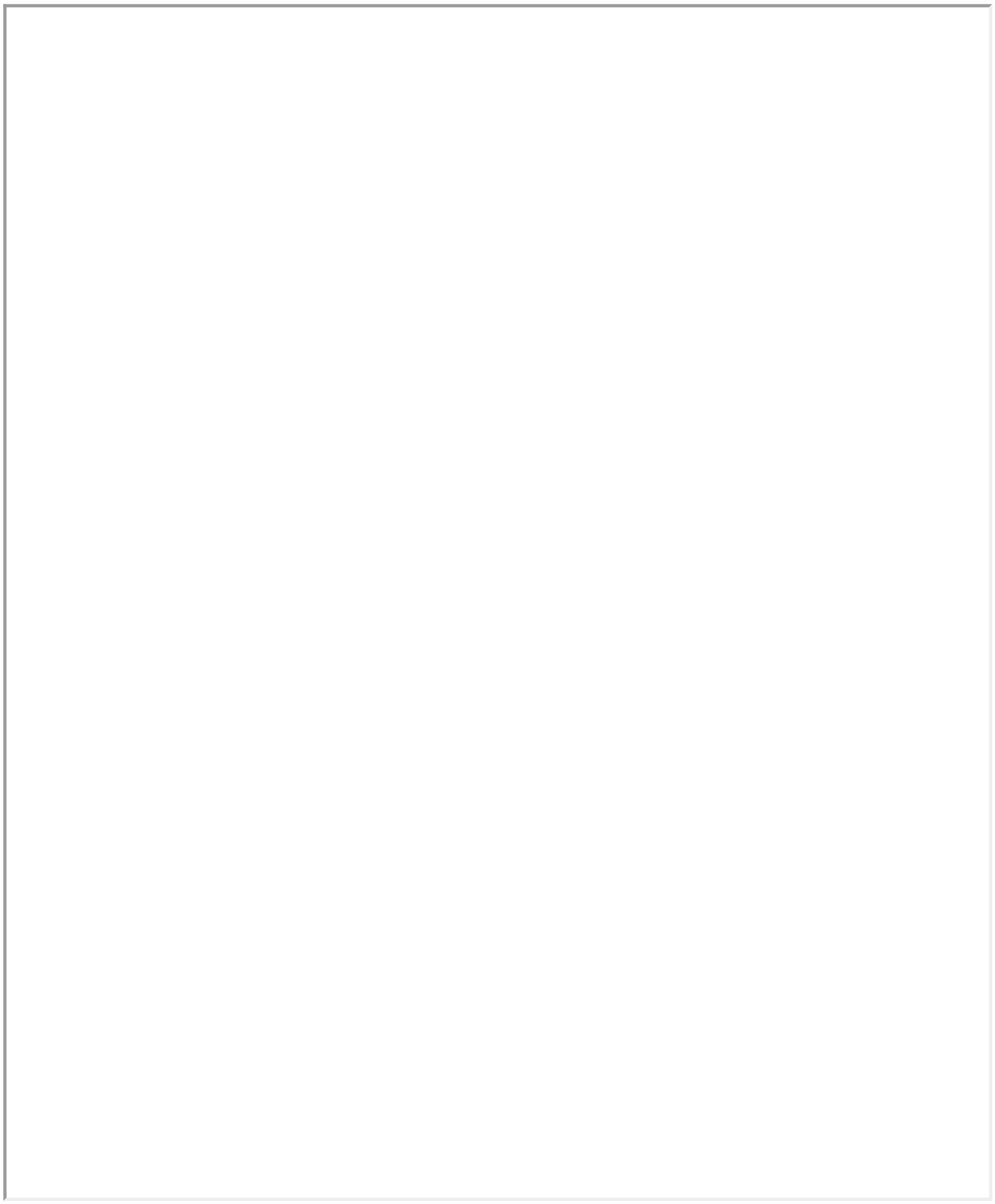
- Trust: General lack of trust between strangers in the community poses a barrier. However, understanding how the system works generates trust because of the feedback loops and payment transactions via the platform.
- Rules and regulations: Politicians often have low levels of IT competence and awareness of the sharing economy and its impacts. Sharing economy promotion by cities is difficult due to its tax-free nature, and oftentimes platforms are not local - even if taxes are collected they do not remain locally. However, while the city lags in promoting digital sharing, large foreign platforms take over local businesses, leading to local businesses pushing for harsher regulations.
- Awareness: The public in Umeå are aware of the sharing economy but have a lack of understanding, based in a fear of the unknown and feeling lack of control.
- Network capability: Umeå, as a small city, is experiencing an absence of major international sharing economy actors in the city. Authors refer to the "Catch-22 Challenge", when an established and dense network is necessary for the sharing economy to function as intended. With small networks it is difficult to acquire resources when they are needed and reap the benefits of sharing platforms.
- Necessity: many do not have the necessity to participate in the sharing economy financially. Umea has low unemployment rates relative to other Swedish cities and that would lower the incentive for people to participate in the sharing economy.
- Reluctance towards change: general human resistance to change. resistance to change in the public sector especially. companies can make easier directional changes so are more likely to take risks - city wont take large risks when taxpayer money is at stake

Pathways or suggestions to overcome barriers:

- Infrastructure: Umeå has digital social networks, smartphones, payment systems, and other platforms already in place, indicating a lot of potential for accelerating the growth of the sharing economy.
- Culture: Umeå residents want taxes to stay locally and to support local shops, despite the often higher prices. Umeå has a long history of sustainability and progressive thinking, which when combined with its rich tech culture, provides a possible pathway to take advantage of the sharing economy.
- Local thinking: Many opportunities for local actors who are considering

starting sharing platforms in Umeå. Promoting local actors both raises awareness of the sharing economy and encourages more actors to join.

- Open Data: Umeå's extensive connectivity means that there is an abundance of data that can amplify the sharing economy's EFFICACY in taking advantage of available resources. Digital density provides ready information, large databases of open data, and a path to faster digital development.



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Sharing Cities for Urban Transformation: Narrative, Policy and Practice

Last Modified on 19/07/2018 3:22 pm CEST

Author: Darren Sharp
Date published: 24 January 2018
Research commissioned by: Curtin University Sustainability Policy Institute

Why did we select this research?

Using transformative social innovation theory to analyse Shareables sharing cities network. Comparative study of the sharing cities network and airbnbs competing shared city narrative and the grassroots movement of home sharing clubs - mobilising hosts and guests in over 100 cities to lobby government for platform-friendly home sharing legislation through regulatory hacking and community organising

Key findings

Commercial networks leverage network effects and urban clustering through two-sided marketplaces. Sharing cities have gained formal support from various municipal governments through policies and programs that leverage shared assets, infrastructure and civic participation to create economic and social inclusion. Influence urban regulatory regimes amidst a growing backlash against commercial home sharing's impact on housing affordability, racial discrimination, and 'corporate nullification' = intentional violation of the law

Transformative Social Innovation

Creating a network between cities encourages actors to replicate trans-local experiments through face to face and digital interactions in multiple cities simultaneously that connect diverse stakeholders including individuals, community group, sharing enterprises, and local governments. Platforms have skilfully

leveraged the agglomeration benefits of proximity, density, and amenity of shareable assets in cities to make the sharing economy a uniquely urban phenomenon. Cities are forced to confront commercial platforms on multiple fronts and face accusations of supporting 'dead weight vested interests' and 'antiquated business modles' while stifling digital innovation.

LACK OF CONSULTATION BY PLATFORMS WITH CITY OFFICIALS

Gorenflo led the development of a progressive narrative of the sharing economy with the transformative potential to restore community life, distribute power relations and create social impact

Main insights:

TRANSIT project = four year research project cofunded by the european commission - developed a hybrid approach to the empirical study of social innovation networks using a combination of transition, social movement, and institutional theory

TSI theory = how different agents of transformative social innovations work together to create new social relations, and innovate new forms of doing, organising, framing, and knowing

TSI practices co-evolve through dis-empowering social relations among new and incumbent social actors, institutions and between the dynamics of transformation and capture

- Seven insights for practice

1. changing social relations
2. institutional change
3. new hybrid institutions
4. sufficient autonomy
5. common narratives of change
6. taking advantage of opportunity context
7. dynamics of transformation and capture

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Sharp, D. (2018). Sharing Cities for Urban Transformation: Narrative, Policy and Practice. *Urban Policy and Research*, 1-14. https://www.tandfonline.com/doi/full/10.1080/08111146.2017.1421533

https://blog.p2pfoundation.net/sharing-cities-for-urban-transformation-narrative-

policy-and-practice/2018/02/09

What Makes the Sharing Economy Successful? An Empirical Examination of Competitive Customer Value Propositions

Last Modified on 02/07/2019 2:41 pm CEST

Authors: Tingting Zhang, Huimin Gu, and Melissa Farboudi Jahromi
Date published: 13 March 2018
Research commissioned by: Beijing International Studies University and the University of Central Florida

Why did we select this research?

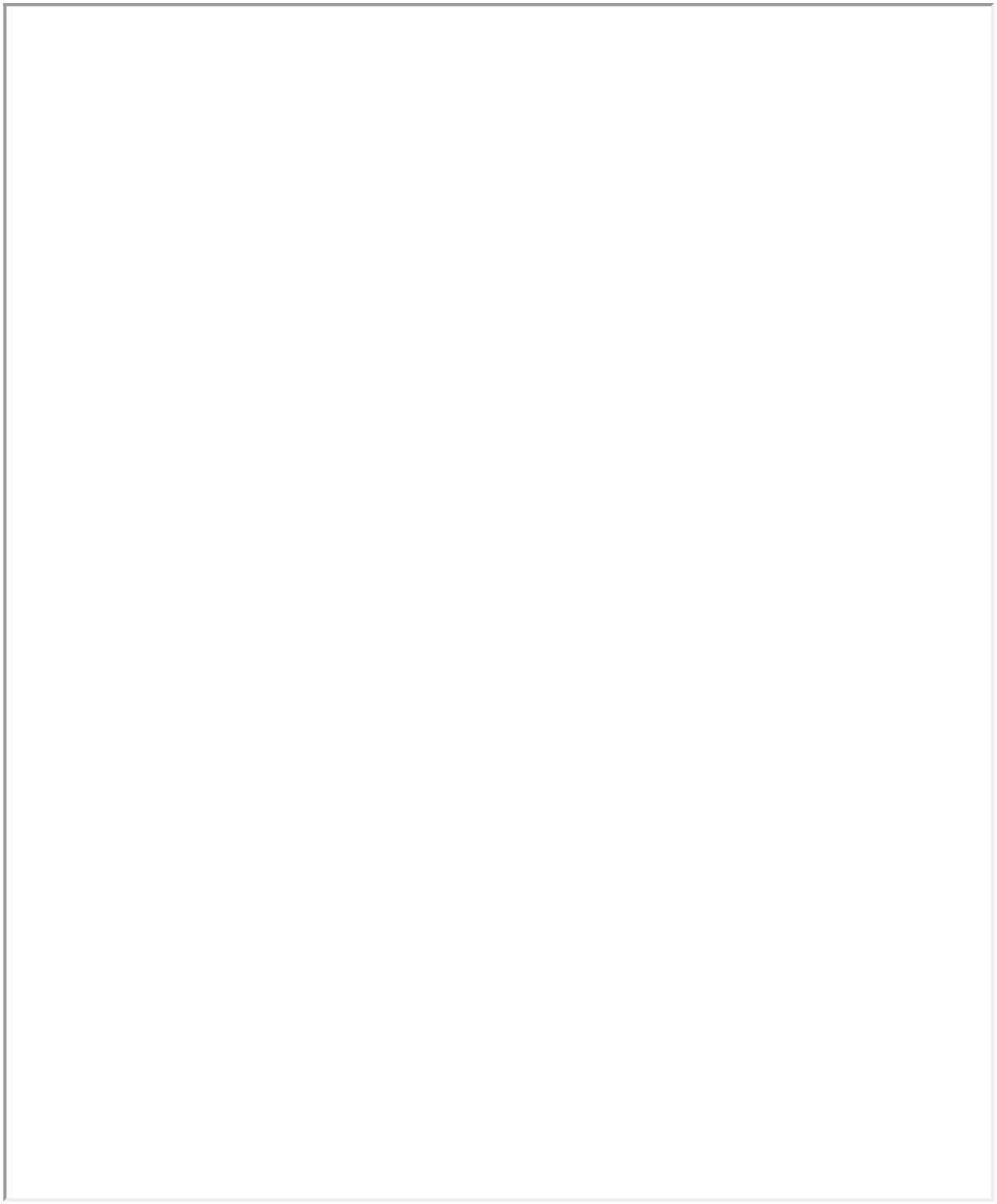
Since its emergence in 2008, the sharing economy has experienced rapid growth because of today's fast-paced social media-driven society and changes in social needs. Nowadays, the sharing economy is no longer a niche trend. Instead, it is a large-scale activity that involves millions of users and constitutes a profitable trend that has lured many entrepreneurs to invest in it. This paper contributes to the existing body of literature about the sharing economy, both theoretically but it also proposes a conceptual framework for CVPs for the sharing economy. Last, this study helps entrepreneurs in the sharing economy to identify different types of value created by their services based on customers' perceptions.

Key findings

- The findings indicate that four economic, social, emotional, and technical values are identified through a qualitative approach. Results show that social and emotional values are more highly valued than technical and economic values in terms of CRI with sharing economy services.

- Social and emotional values have equal roles in driving customers to revisit a peer-to-peer business, and there is no difference between technical and economic values to serve as significant drivers of CRI.

- When developing a sharing economy business pattern, practitioners are advised to consider the economic, emotional, social, and technical values in the products/services in order to be competitive. Managers of sharing economy businesses should create a pleasant social interaction with customers, define emotional needs and values for target customers, as well as price their products/services competitively and provide functional facilities and technical support



References

Zhang, T. C., Gu, H., & Jahromi, M. F. (2018). What Makes the Sharing Economy Successful? An Empirical Examination of Competitive Customer Value Propositions. *Computers in Human Behavior*. Retrieved from:

https://www.sciencedirect.com/science/article/pii/S0747563218301249.

PwC Share Economy 2017: The New Business Model

Last Modified on 23/03/2018 4:19 pm CET

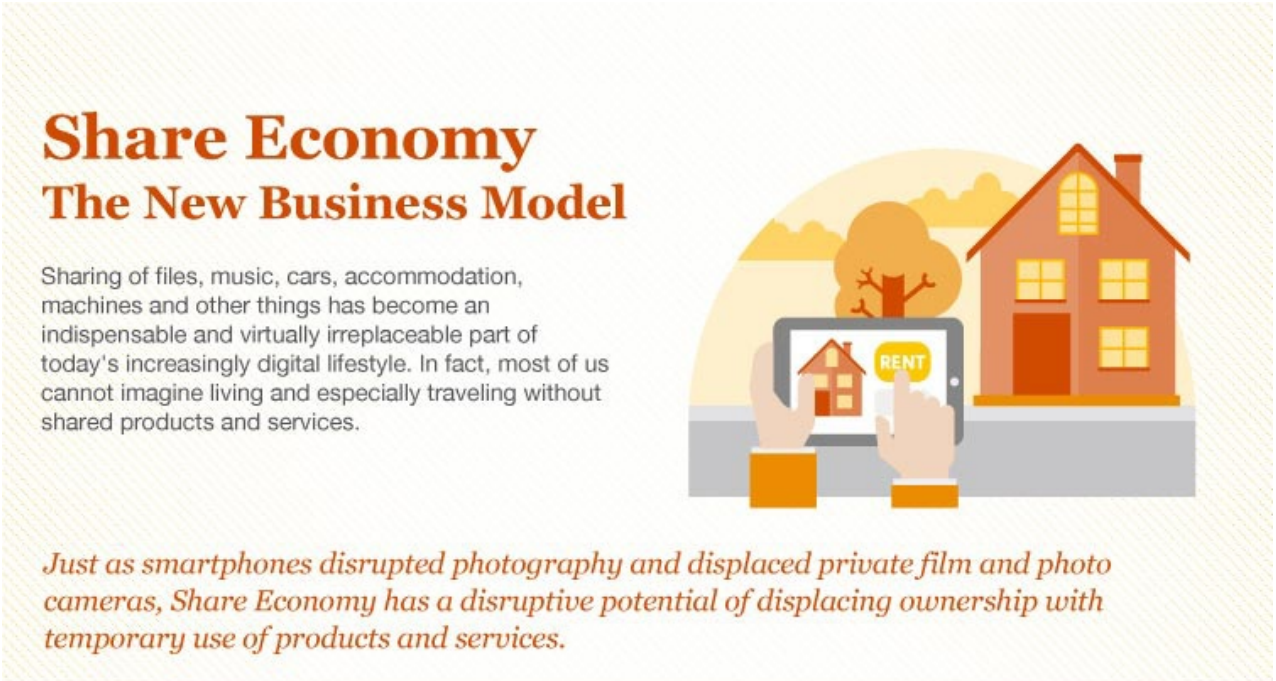
Author: Prof. Dr. Nikolas Beutin
Date published: February 2018
Research commissioned by: PwC

Why did we select this report?

This report published by PwC looks at the sharing economy in six European countries, Austria, Belgium, Germany, the Netherlands, Switzerland, and Turkey, and examines the status of sharing economy usage, mass acceptance of sharing principles, the demographics of those who make use of sharing platforms, user motivations, attractive industries for sharing, market sizes and spending, and success factors.

Key findings

PwC summarises the findings of their research in the following infographic.



Share Economy – Theory and Practice

In theory, Share Economy has many benefits. It is supposed to ...

- ... save resources.
- ... strengthen regional and local communities.
- ... save costs.
- ... enable consumption for lower income groups.
- ... increase investments.
- ... provide new jobs.
- ... ensure access.
- ... generate more freedom.

In reality, however, participation in Share Economy is often limited to specific population segments and thus the idea cannot live up to all of its promises yet.

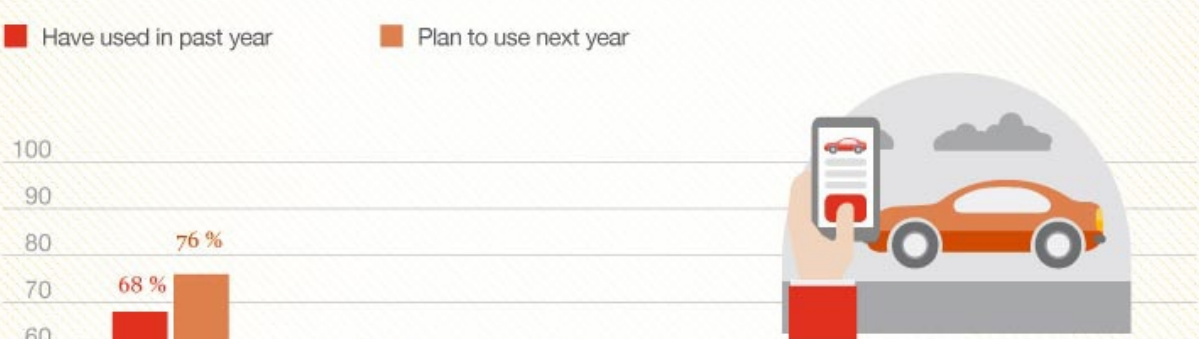
PwC conducted a representative survey of more than 4,500 consumers in Turkey, Switzerland, Austria, Netherlands, Germany and Belgium to analyze what really matters to customers and providers with respect to the Share Economy.

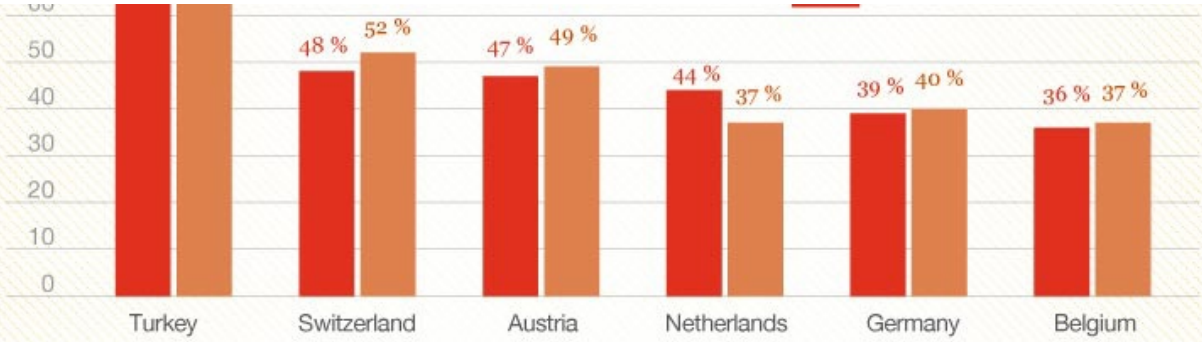
Share Economy widely accepted and used

*Share Economy is already widespread. Almost every second respondent of our survey is already familiar with the concept – **44 %** have used a sharing service during the last year.*

The concept of sharing is particularly popular in Turkey where more than two thirds of respondents have used a Share Economy service in the past year.

% of respondents who have used/plan to use a Share Economy service





Share Economy adoption is driven by the young and educated

The key enabler for the Share Economy's success is the reorientation of thought in view of personal possessions. Young people in particular pay higher attention to an improved quality of life instead of accumulating wealth and material property as status symbols.

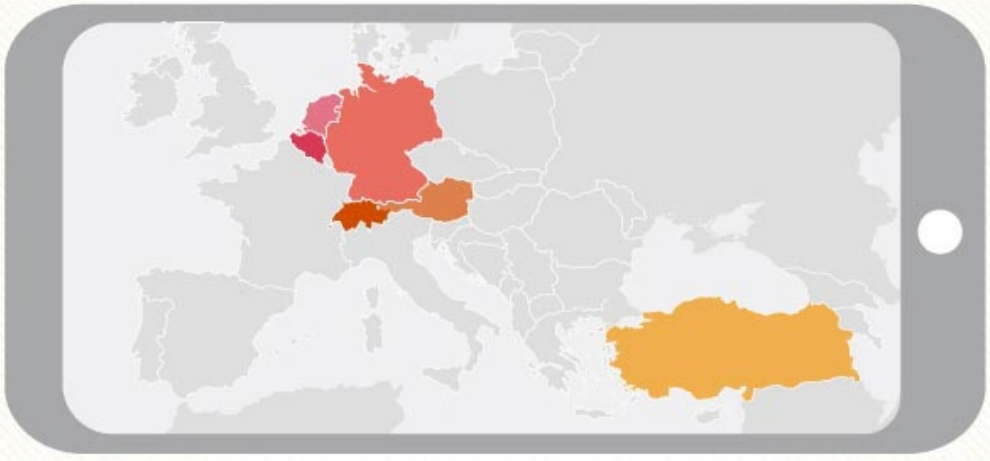
Owning things is perceived as emotional baggage that keeps you from living – sharing means being free to do whatever you want.

% of Share Economy users that are between 18 and 39 years old

56 % Belgium

52 % Netherlands

53 % Germany



45 % Switzerland

53 % Austria

58 % Turkey

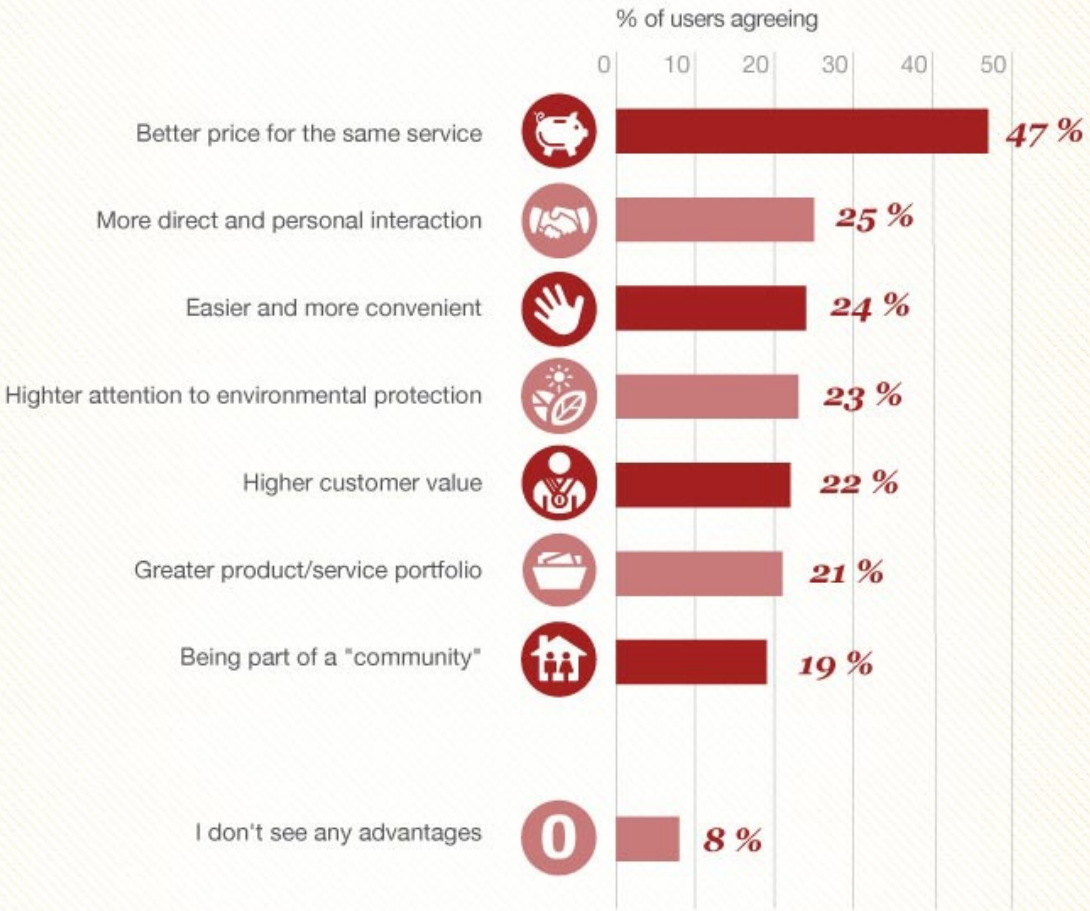
64 % *of Share Economy users have a high school education or higher*

What users like (and dislike) about Share Economy services

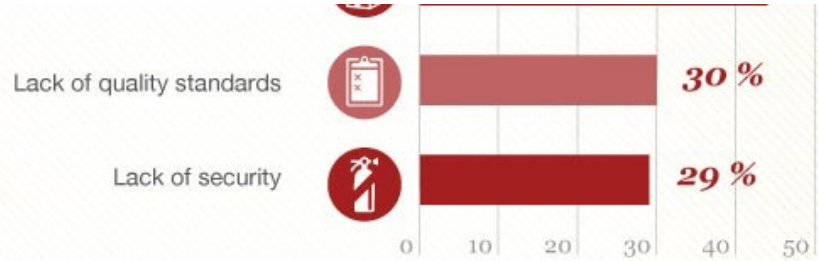
*Across all countries users are convinced to benefit from Share Economy offers. Only **8 %** of the users don't perceive any benefit.*

*Non-users still need some convincing though – **42 %** of non-users don't see any advantage in participating in Share Economy.*

Perceived advantages from Share Economy usage



Perceived disadvantages from Share Economy usage



To increase the attractiveness of their offers, service providers need to address these issues for example by:

Ensuring insurance protection

Making sure that the service is provided by a real expert

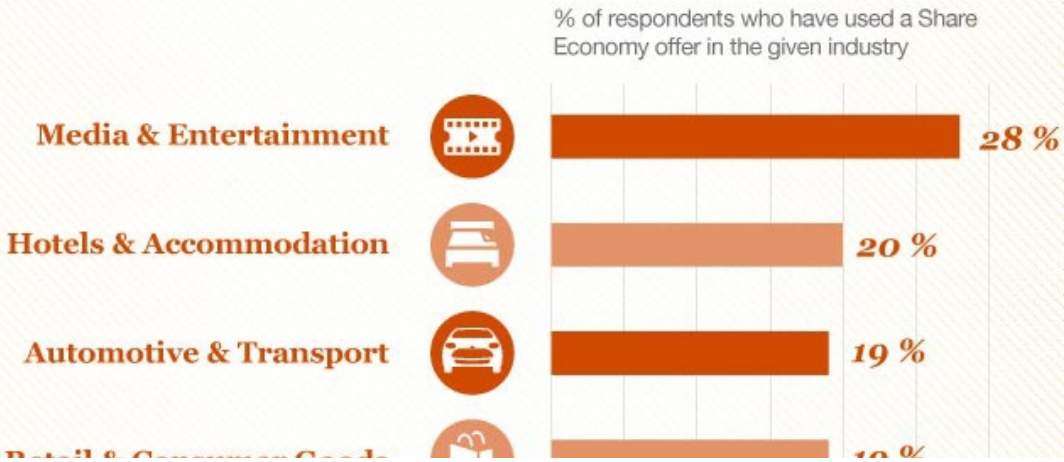
Increasing price transparency

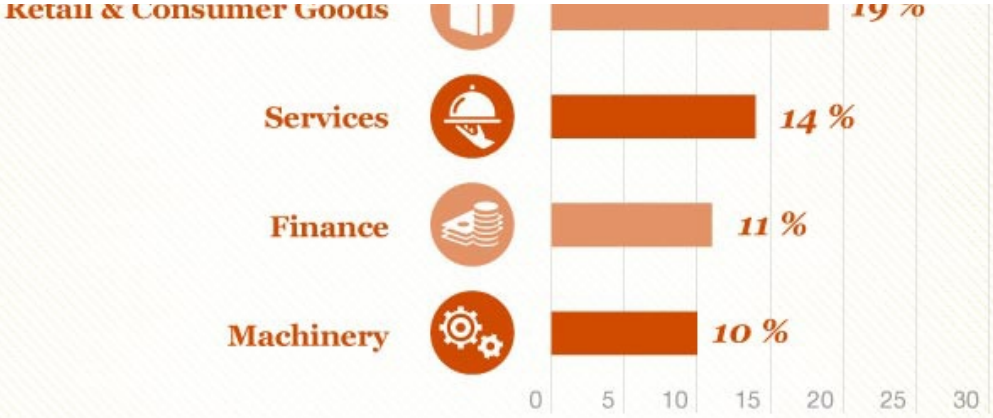
Which industries are most attractive for sharing?

Within Share Economy, different industries are at very different maturity levels.

One of the main reasons for this discrepancy is trust. Trust is still an issue in Share Economy and while the personal risk is low in some industries (e.g. Media & Entertainment), it is considerably higher in others (e.g. Finance).

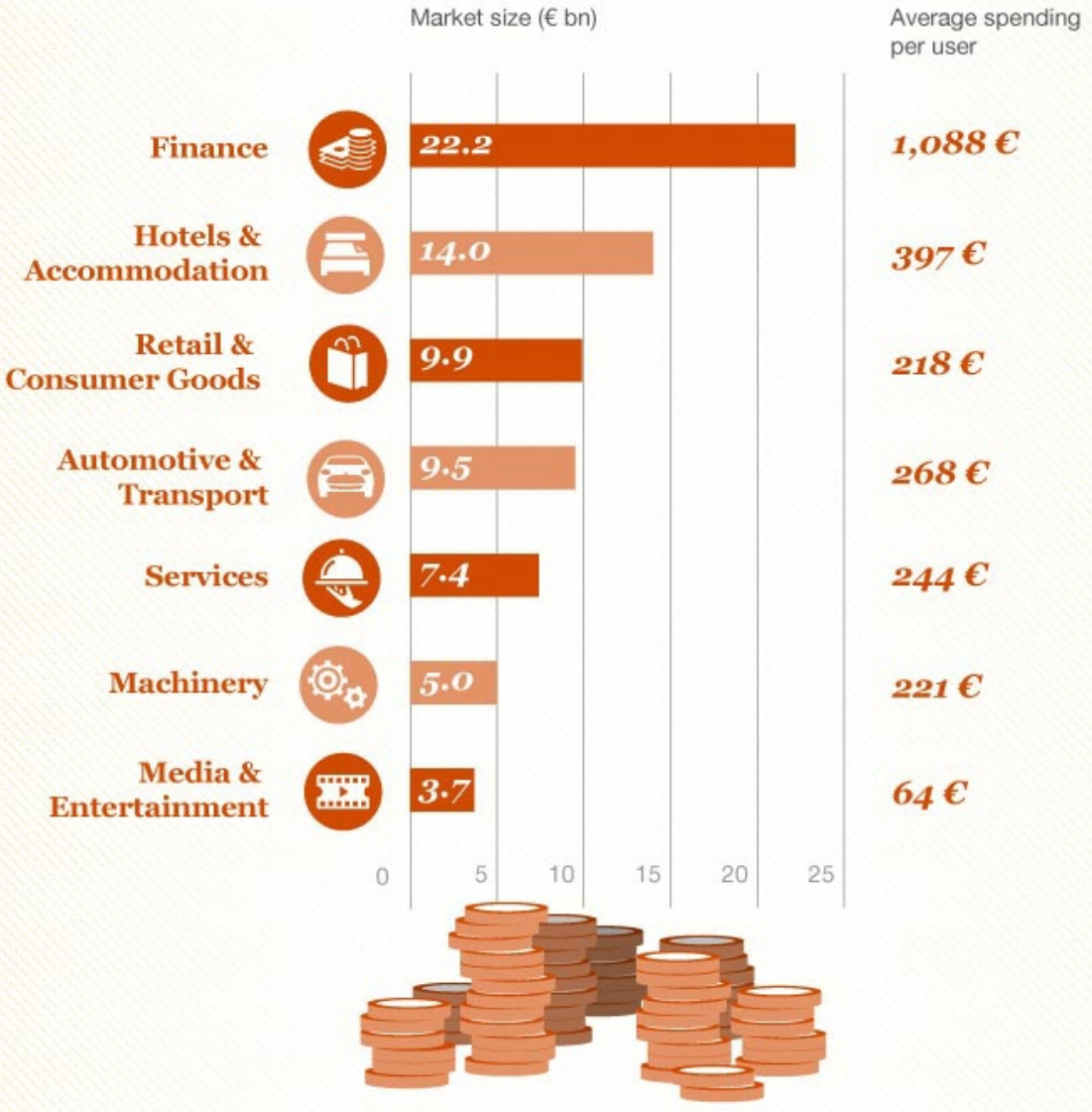
Share Economy usage by industry (across all 6 countries)





Despite the fact that the Media & Entertainment industry shows the highest rate of adoption of Share Economy offers, it is the smallest market in terms of overall spending.

Market size and average spending per user (across all six countries)



Share Economy is here to stay

The full report with a more detailed analysis of the sharing economy in the six selected markets is included below.

Reference

Retrieved from: https://www.pwc.de/share-economy

VIDEO: 'Sharing and the City' Project

Last Modified on 15/05/2018 10:34 am CEST

Why did we select this video?

Yuliya Voytenko Palgan, principal researcher and project coordinator, introduces the project 'Sharing and the City' researching the place of the sharing economy in cities worldwide. Details of the project can be found here.

When Is Ours Better Than Mine? A Framework For Understanding and Altering Participation in Commercial Sharing Systems

Last Modified on 18/06/2018 2:55 pm CEST

Authors: Cait Poynor Lamberton and Randall L. Rose
Date published: July 2012

Why did we select this research?

This paper written by Cait Lamberton and Randall Rose published in the Journal of Marketing conceptualizes commercial sharing systems within a typology of shared goods. Three studies then demonstrate that beyond cost-related benefits of sharing, the perceived risk of scarcity related to sharing is a central determinant of its attractiveness.

Key findings

The paper found that marketers do not need to compete in sharing systems on cost alone. Rather, they can consider the interdependence of consumers' own usage and that of other sharing partners. By doing so they can design aspects of their sharing systems of marketing communications to alter perceived product scarcity risk, changing propensity to participate, even if costs and key sources of utility are accounted for.

Study 1: Establishing the role of cost, utility, and risk-related elements in propensity to share in the context of a car sharing program. Focus on demonstrating empirical and theoretical distinctiveness of commercial sharing systems as opposed to systems not involving rivalry for the shared product.

Conclusion: by changing consumers' perceptions of product scarcity risk, marketers can exert significant influence on consumers' propensity to choose a

sharing system.

Study 2: Testing whether predictability of one's own usage, based on prior experience (information which marketers are likely to have access) interacts with expectations about the usage of other sharing partners to predict sharing propensity (information which can be altered via marketing message framing).

Conclusion: individuals who can obtain a lower cost per unit by sharing are more motivated to do so, but again demonstrate that perceived product scarcity risk explains sharing propensity beyond this effect.

Study 3: Manipulating participants' usage levels and similarity to potential sharing partners in an ecologically valid bike sharing system, capturing participants' perceptions of trust among potential sharing partners, and exploring the role of trust on sharing propensity, particularly relative to usage levels, similarity, and perceived risk.

Managerial & Policy Implications

Marketers should begin by learning the specific cost and utility factors that may impact propensity to participate in commercial sharing systems

- In order to change propensity to share, lower costs and raise benefits.
- Perceived substitutability has a strong effect on sharing.

Perceived risk of product scarcity is a major driver of sharing propensity in sharing systems

- Offers a non-price based method of competition for sharing system marketers.
- High volume or high volatility consumers feel threatened by other sharing partners' possible usage.
- Marketers should design sharing programs with control mechanisms or allow consumers to share with those whose use they know to be complementary as opposed to competing.

Managers of sharing systems whose target customers are likely to be similar in usage should keep in mind that sharing with similar others may not always be preferred.

- Segmentation based on demographic similarity may not be ideal
- Highlight usage heterogeneity or complementarity within demographic

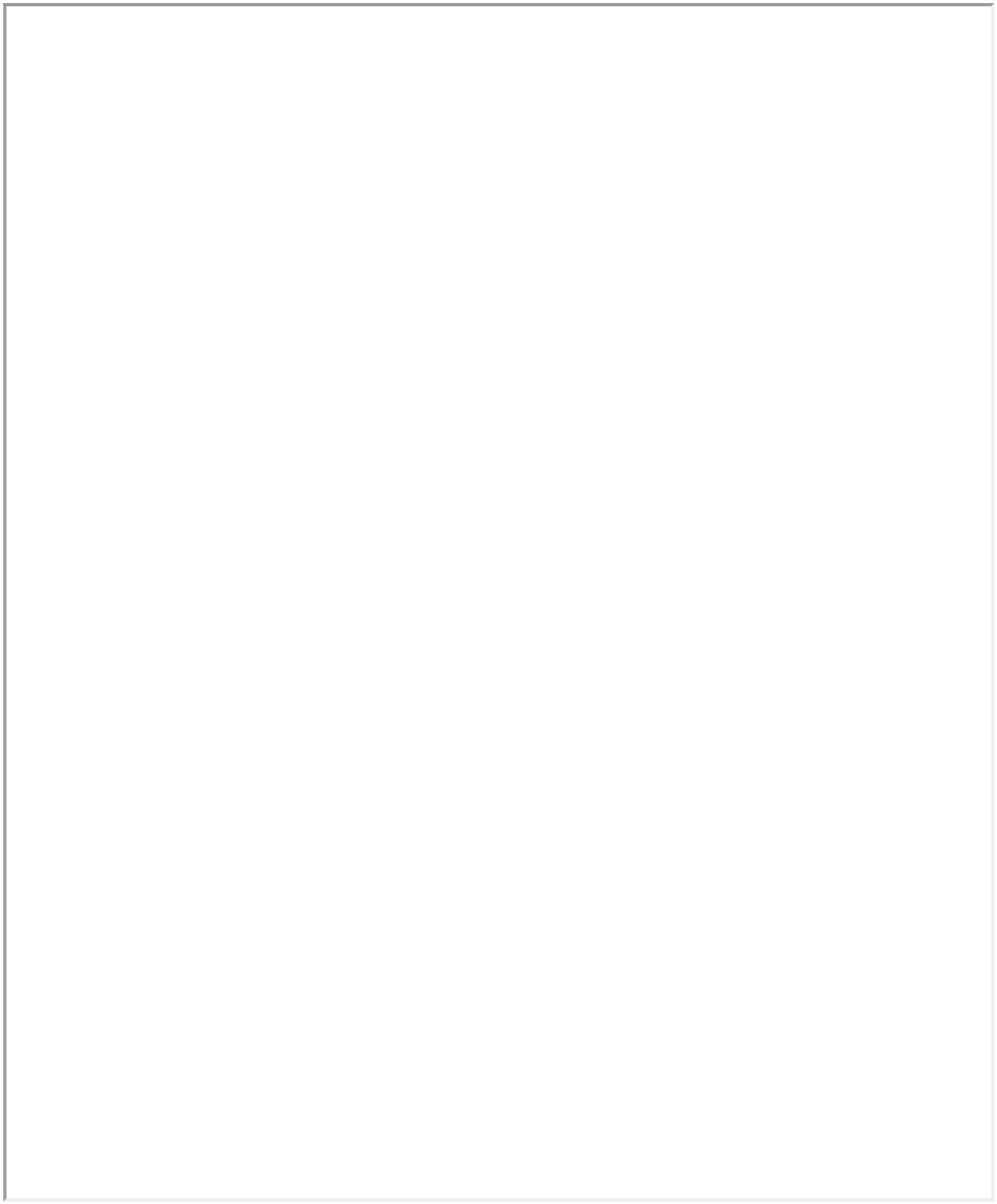
segments to reduce product scarcity concerns

Trust does not explain propensity to share in the context considered

- Marketing in terms of trust may not be optimal for promoting sharing systems
- Consumers' focus on the likelihood of product availability provides a more direct influence .

Familiarity with sharing is likely to increase sharing propensity

- Remedy a widespread lack of knowledge by taking active part in mass media discussions on sharing programs.



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Retrieved from: http://journals.ama.org/doi/abs/10.1509/jm.10.0368?code=amma-site.

A Triadic Framework for Collaborative Consumption (CC)

Last Modified on 12/06/2018 5:39 pm CEST

Motives, activities and resources & capabilities of actors

Authors: Sabine Benoit, Thomas L. Baker, Ruth N. Bolton, Thorsten Gruber, and Jay Kandampully
Date published: May 2017

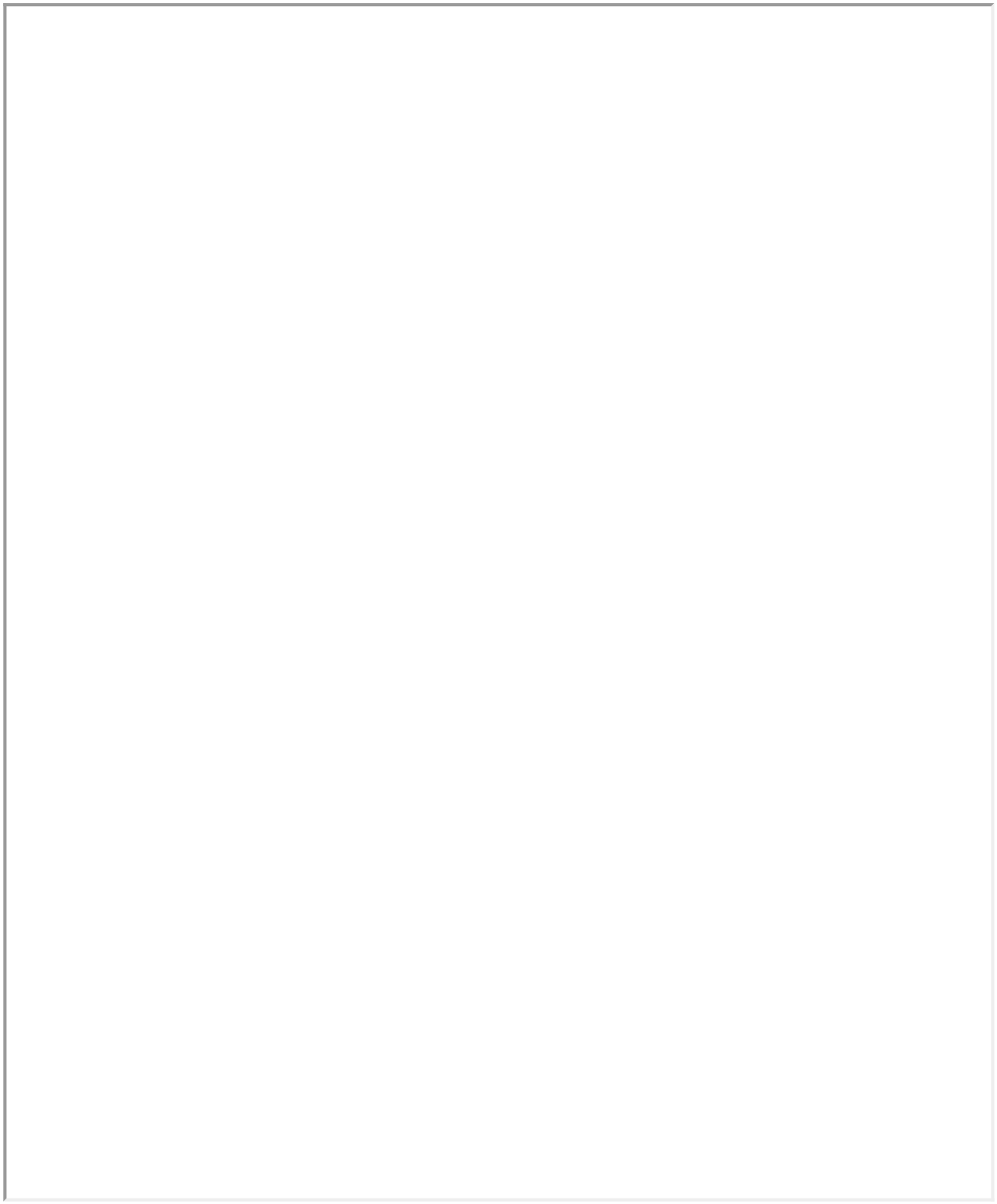
Why did we select this research?

Research on collaborative consumption (CC) is expanding in a number of different directions. This article by Benoit et al. aims to clarify the roles of the three main actors in CC – the platform provider, peer provider and customer – and delineate CC from other similar concepts.

Key findings

The study conceptualizes CC using three criteria: the number and type of actors, the nature of the exchange, and the directness of exchange. It notes that, unlike other similar forms of sharing and access-based consumption, CC is triadic (i.e. involves three actors: the platform provider, peer provider and customer), does not involve exchange of ownership, and is mediated by market mechanisms.

The study also provides a discussion of the roles of the thee main actors, as manifested in their motives for CC, their activities, and capabilities. A number of potential research areas relative to CC, sourced from leading experts and scholars, are also presented.



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The Impact of Technology-Mediated Consumption on Identity: the Case of Airbnb

Last Modified on 12/06/2018 5:52 pm CEST

Authors: Maria Festila and Sune Dueholm Müller
Date published: January 2017

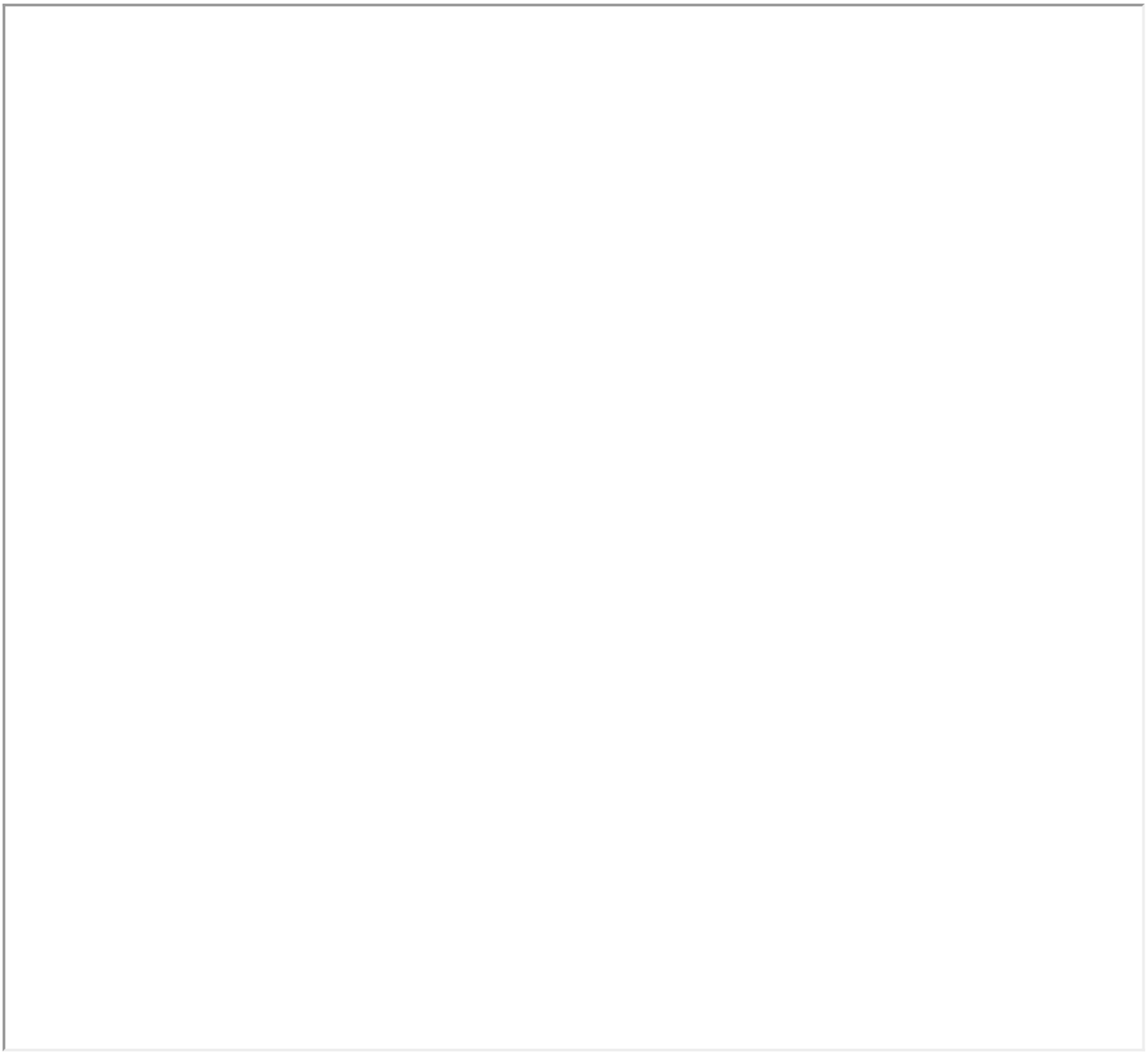
Why did we select this research?

The idea of the 'extended self' argues that possessions are major contributors to, and reflections of, our identities. In this article by Festila and Dueholm Müller, the authors ask how the rise of technology-mediated, access-based consumption influences our extended selves. That is, how do we see ourselves and how do we construct our identities when accessing platforms such as Airbnb?

Key findings

The study findings suggest that the consumption experience is meaningful and self-enriching if consumers identify with the accessed object. However, identification is compromised when there is a perceived mismatch, diminishing the consumption experience. The study finds that for Airbnb consumers, values such as community belongingness and social embeddedness are part of the Airbnb user identity projects.

Unlike previous research, the authors also find that individuals do seek to develop a perceived sense of ownership of the accessed object. As such, when consumers are highly involved in the consumption process, e.g. in searching for and selecting Airbnb homes, as well as planning their travels based on individual needs, a temporary sense of ownership emerges.



Reference

Festila, M., & Müller, S. (2017, January). The impact of technology-mediated consumption on identity: the case of Airbnb. In Proceedings of the 50th Hawaii International Conference on System Sciences. Retrieved from: http://pure.au.dk/portal/files/109047455/The_Impact_of_Technology_Mediated_Consumption_on_Identity.pdf

Ps2Share: Participation, Privacy, and Power in the Sharing Economy

Last Modified on 20/06/2018 4:52 pm CEST

Authors: Gemma Newlands, Christoph Luz, Christian Fieseler

Date: 30 April 2017

Why did we select this report?

The report provides an inclusive and all-around approach on the varied mechanisms for leveraging power over other parties in the dynamic peer-to-peer sharing economy. The relationship between platform and regulatory bodies is analyzed, trying to solve what is usually seen as a high-fragmented scenario.

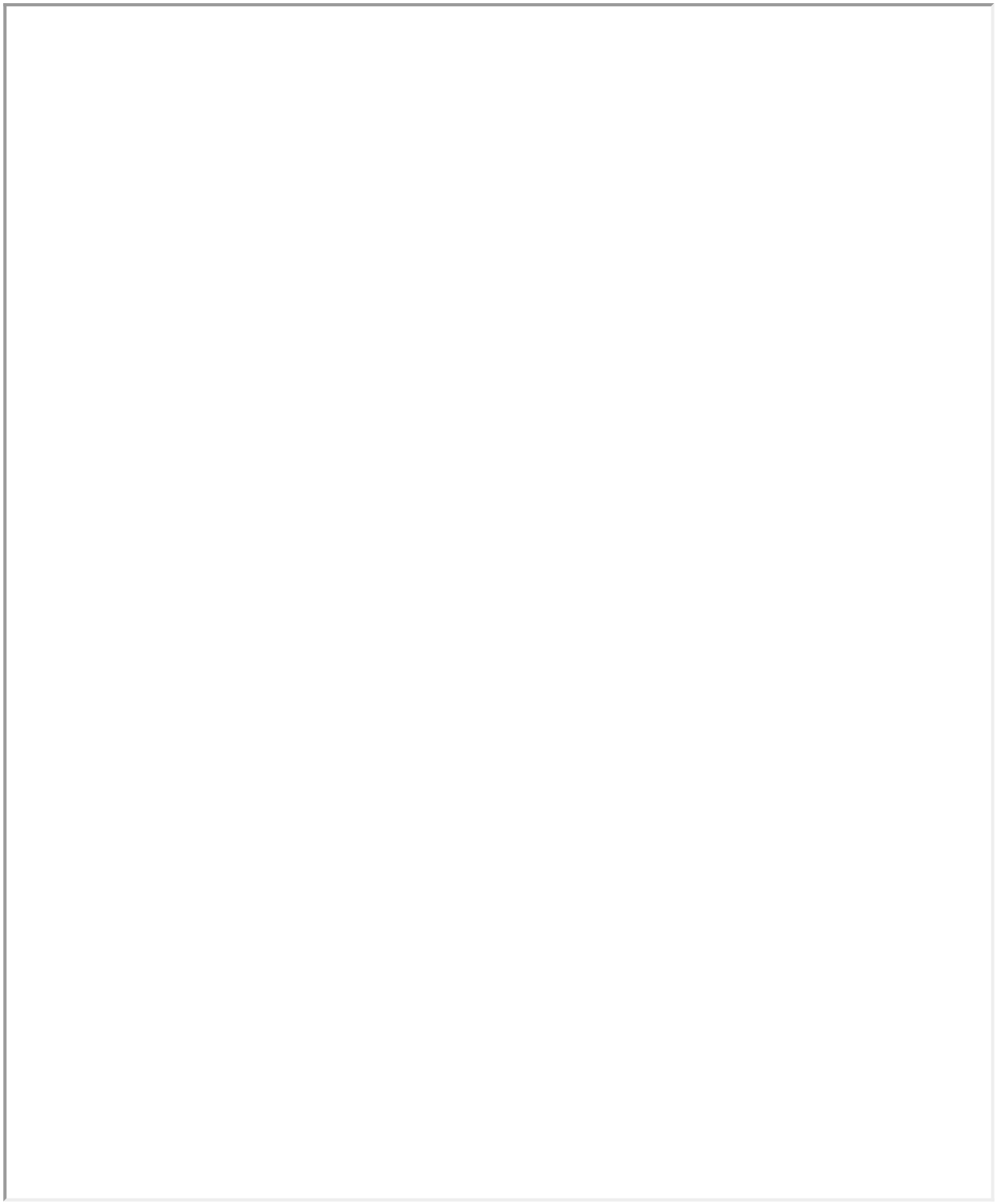
Key findings:

The report explored the control of the platform over its users, both as providers and as consumers. This control can take the form of algorithmic management, communication restriction, limitations on both formal and informal dispute resolution options, as well as a unilateral approach to determining the terms of exchange. In the face of these issues, it has been suggested that collective action, as well as stronger regulatory intervention, can be leveraged to equalize the current power imbalances.

In the sharing economy there also exist mechanisms for control between users, namely of consumers over providers, and of providers over consumers. In an abstract and impersonal sense, these control mechanisms can take effect through the sophisticated rating and review systems that platforms are utilizing to ensure trust between users, as well as to create an efficient matching process. However, as has been discussed in detail, these mechanisms are open to manipulation, bias, and discriminatory practices.

In addition, an under-studied topic of particular interest is the effect of ratings on enforcing a ‘service mentality’ onto providers. We propose that, as a field of

enquiry, the control mechanisms utilized between users should receive greater attention. Given the rhetoric of ‘sharing’, ‘peer-to-peer’, and ‘collaborative’, it is thus important to consider what power dynamics are at play in that purportedly positive relationship. In terms of propositions for future research, we suggest that attention should also be paid to the power of platforms and users of sharing services over passive third-parties who are not engaged in the service.



“Carried Away by the Crowd:” What Types of Logistics for Collaborative Consumption?

Last Modified on 12/06/2018 6:33 pm CEST

Authors: Valentina Carbone, Aurelien Rouquet, and Christine Roussat
Date published: May 2016

Why did we select this research?

Collaborative consumption keeps growing and stimulates research work within management science. So far, few scholars have studied the logistics aspects of these developments. This article by Carbone, Rouquet and Roussat aims to investigate the role played by logistics in 32 cases of collaborative consumption. Depending on the type of logistics management and the function of logistics in these initiatives, the authors identify and describe four types of logistics: peer-to-peer logistics, business logistics, crowd-party logistics and crowd-driven logistics.

Full article available in french only, for purchase.

Reference

Carbone, V., Rouquet, A., & Roussat, C. (2016). «Emporté par la foule»-Quelles logistiques pour la consommation collaborative?. Revue Française de Gestion, 42(258), 105-122. Retrieved from: https://www.cairn.info/revue-francaise-de-gestion-2016-5-p-105.htm

The Sharing Economy: Why People Participate in Collaborative Consumption

Last Modified on 12/06/2018 6:42 pm CEST

Authors: Juho Hamari, Mimmi Sjöklint, Antti Ukkonen
Date published: June 2015

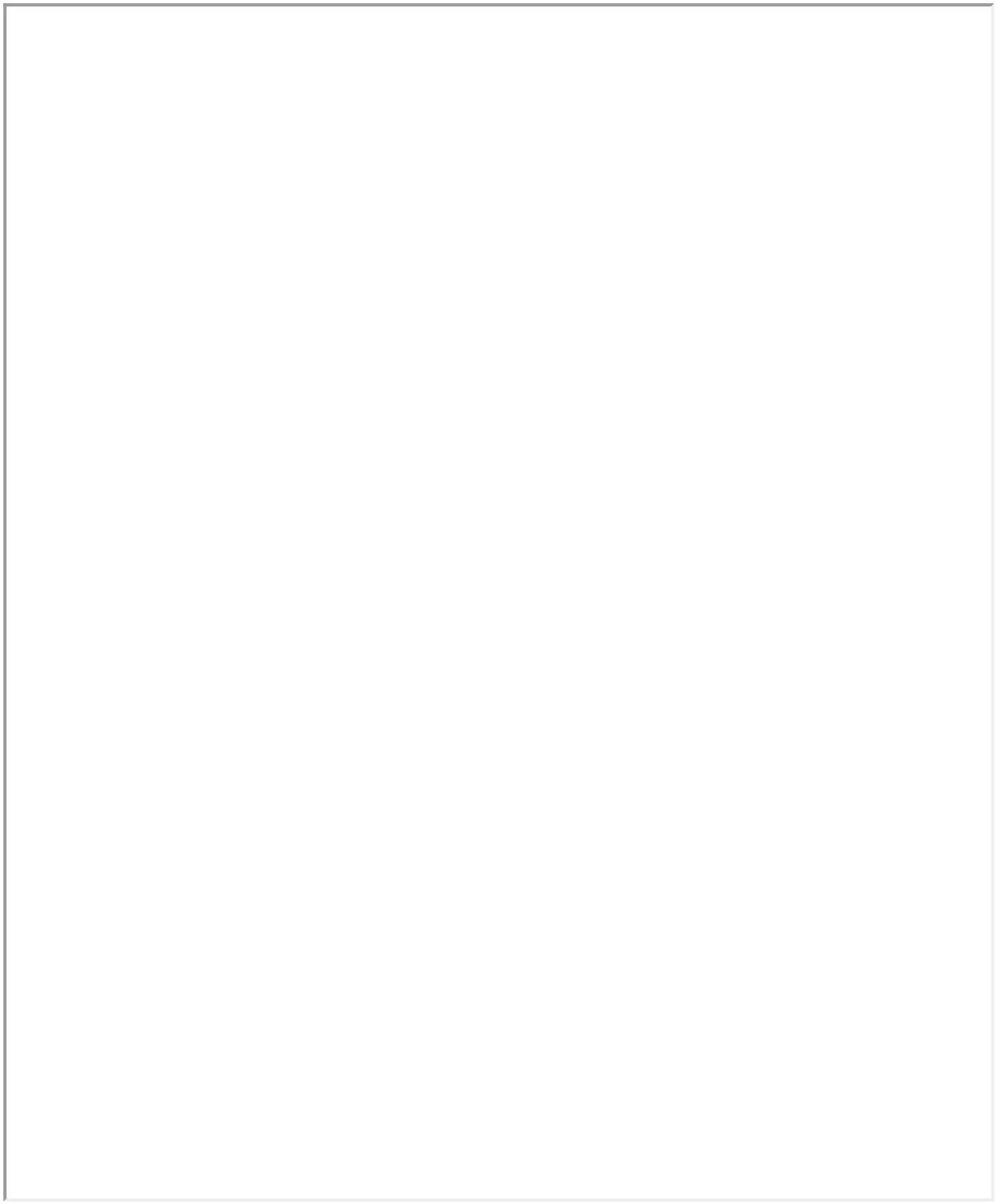
Why did we select this research?

The link between sustainability and collaborative consumption is often used to explain why people participate in the collaborative economy. This study by Hamari, Sjöklint, and Ukkonen tests the widely held assumption that individuals engage in collaborative consumption for the greater good, such as helping the environment or their community.

Society has placed high expectations on collaborative consumption, including on its potential to alleviate complex problems like pollution and poverty “by lowering the cost of economic coordination within communities.” However, as many researchers have pointed out, there remains a lack of evidence on what actually motivates people to participate in these activities as consumers.

Key findings

Through survey data and a mapping exercise of more than 250 platforms, Hamari et al. reveal several motivating factors, including sustainability, enjoyment of the activity, and economic gains. More interestingly the authors find that, although perceived sustainability benefits do contribute to positive attitudes toward collaborative consumption, they play a lesser role when people consider actual participation. On the other hand, economic benefits (saving money and time) seem to have a significant effect on behaviour, but not on attitudes towards CC. In sum, while the idea of sustainability helps shape a positive perception of collaborative consumption, people are more likely to partake for more individualistic reasons.



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https://people.uta.fi/~kljuham/2016-hamari_at_al-the_sharing_economy.pdf

Contagious Effects of Customer Misbehavior in Access-Based Services

Last Modified on 12/06/2018 7:12 pm CEST

Authors: Tobias Schaefers, Kristina Wittkowski, Sabine Benoit, and Rosellina Ferraro
Date published: February 2016

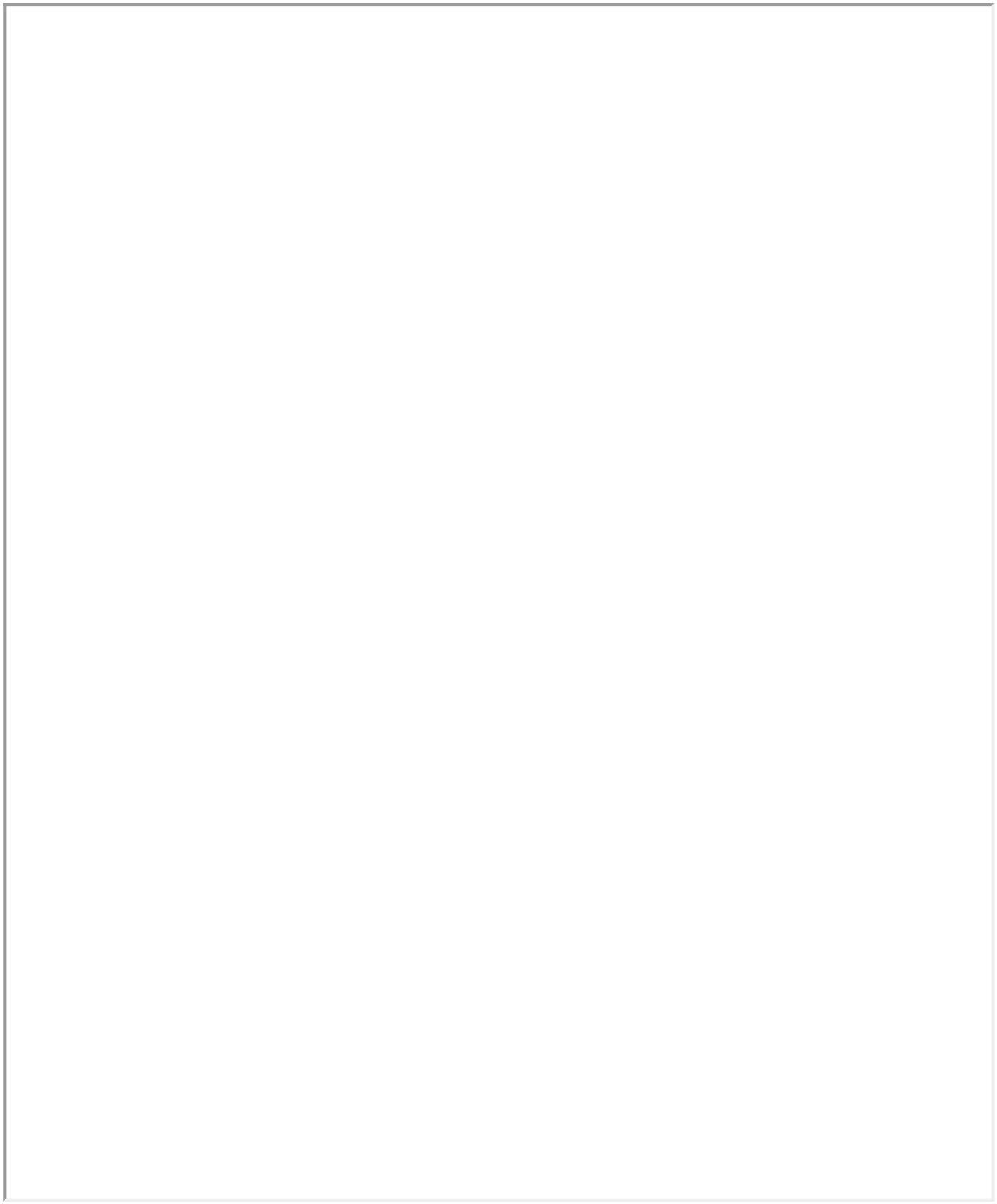
Why did we select this research?

How contagious is bad behaviour in access-based services? Does picking up a messy vehicle from zipcar, for example, mean the next driver will also behave badly? This study by Schaefers et al. finds that misbehaviour does spiral out, but also puts forward evidence-based strategies to curb bad conduct.

Key findings

- Bad behaviour is contagious in access-based services.
- Greater brand strength and lower anonymity of the accessed product's owner curb contagion.
- An increase in the communal identification among customers reverses the contagious effect, with customers more likely to remove signs of previous users' misbehaviour.

Access-based services, in which consumers have short-term access to a good while legal ownership remains with the service provider (e.g., car sharing), are by nature more prone to customer misbehaviour. Through two online experiments, Schaefers et al. show that instances of bad conduct can be spread throughout the customer group, driven by a perception of lowered social norms. However, their results also suggest that misbehaviour can be effectively contained by investing in well-respected product brands, establishing more personal relationship with customers, and, most importantly, increasing communal identification among customers.



Reference

Schaefers, T., Wittkowski, K., Benoit, S., & Ferraro, R. (2016). Contagious effects of customer misbehavior in access-based services. Journal of Service Research, 19(1), 3-21. Retrieved from: http://journals.sagepub.com/doi/pdf/10.1177/1094670515595047

Timeline of Large Brands in the Collaborative Economy

Last Modified on 18/06/2018 1:04 pm CEST

Authors: Jeremiah Owyang
Date published: October 2014

Why did we select this research?

Since 2013 Crowd Companies has been tracking different ways large companies are participating in the collaborative economy. This spreadsheet offers a timeline and also several visualisations describing the activities of large brands.

View research

Reference

Retrieved from: https://docs.google.com/spreadsheets/u/1/d/1G_Ji5g3vdSVhFeF5z_x2s4iwtJHw8kxalsaG_v-ZcxA/htmlview?sle=true#

Sharing Economy: An In-Depth Look At Its Evolution and Trajectory Across Industries

Last Modified on 05/07/2018 4:02 pm CEST

Authors: Michael Olson and Samuel J. Kemp
Date published: March 2015

Why did we select this research?

Piper Jaffray believes understanding the impact of the sharing economy on various industries at an early stage is paramount, as it has the potential to be a disruptive force in commerce designed by established businesses. This report outlines the sharing economy's fundamental enablers and secular drivers, introduces sub-sectors of the sharing economy, and examines the impact to existing businesses.

Key Findings

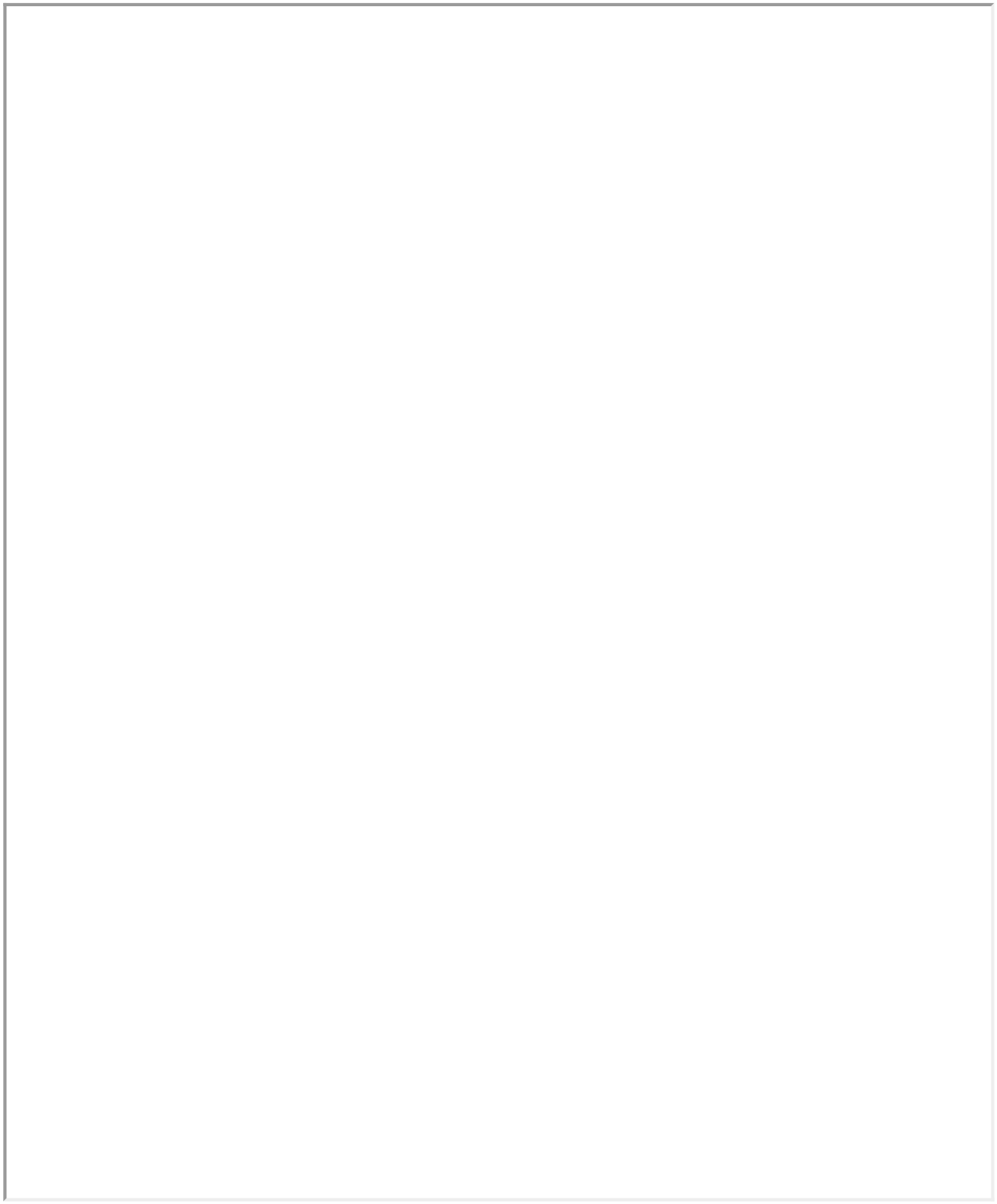
The purpose of this paper is three-fold: 1) outline the sharing economy's fundamental enablers and secular drivers, 2) introduce the reader to several sub-sectors of the sharing economy, and 3) examine the impact to existing businesses. The sharing economy is now something broadly known and its implications seem to be ever-increasing beyond the historic ride-sharing and accommodations marketplaces.

Findings:

1) Sharing economy enablers: Economics&Community, Wisdom of friends, Holistic ratings system, Payments technology, Mobile

2) Accomodation and Lodging (P2P apartment, vacation home, unique offshoots), Transportation (Ride-sharing, car-sharing etc.), Business sharing, Services (Meal sharing, home tasks, finance, insurance etc.)

3) The article provides a list of several successful companies in the sharing economy sector, from AirBnb to YourParkingSpace. The description generally includes background of the company, its role, the current revenues and the expected margins of growth.



Reference

Olson, M. J., & Kemp, S. J. (2015). Sharing economy: An in-depth look at its evolution and trajectory across industries. Piper Jaffray.

Collaborative Economy Funding (2002-Present)

Last Modified on 18/06/2018 1:12 pm CEST

Authors: Jeremiah Owyang
Date published: November 2014

Why did we select this research?

Research from Crowd Companies analyses market funding in the collaborative economy. This excel sheet contains a comprehensive list of companies that receive investment and the amount of investment.

View Research

Reference

Retrieved from: https://docs.google.com/spreadsheets/d/12xTPJNvdOZVzERueyA-dILGTtL_KWKTbmj6RyOg9XXs/edit#gid=253059398

The Sharing Economy: Where We Go From Here

Last Modified on 05/07/2018 4:10 pm CEST

Authors: Leo Burnett
Date published: November 2014

Why did we select this research?

Leo Burnett polled 4,000 adults aged 18-69 to determine how Americans perceive, and participate in, the sharing economy. It measures people's awareness, usage, motivations and barriers to sharing.

Key Findings

The research article comes up with fourteen major key findings:

1) US adults' awareness and understanding of the sharing economy are far more limited than press coverage would suggest.

2) US sentiment toward the sharing economy is mixed.

3) Diversity of sentiment is mirrored by diversity of behavior

4) Some of the most talked-about sharing brands are not yet on the radar screens of most Americans

5) When Americans do engage in sharing, they have splintered motives, often as personal in nature as they are collective.

6) Barriers to sharing are also significant and diverse, suggesting a sharing tug-of-war in America.

7) The value placed on ownership should not be underestimated.

8) The value placed on ownership should not be underestimated.

9) There is no such thing as the sharing economy. Rather it is a collection of economies, which Americans organize differently than marketers.

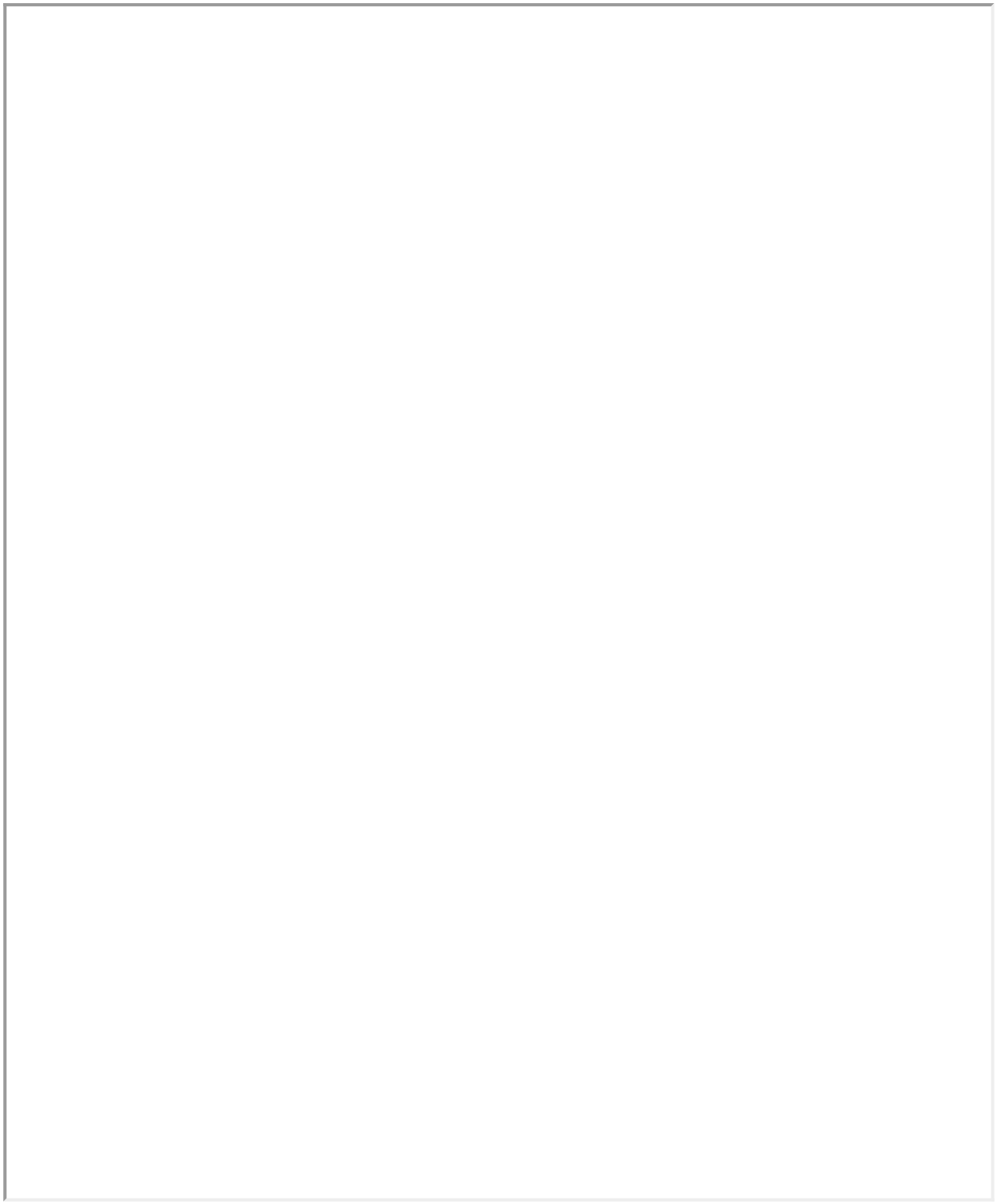
10) Despite the diversity of views, behaviors and motives, and despite a lot of low brand awareness, sharing is on the upswing in America.

11) In some quarters, however, sharing skeptics abound

12) Sharing in America already extends well beyond the young, urban stereotype.

13) When it comes to sharing, what a person says versus what they do are two different things.

14) Given the diversity of views and behaviors, sharing in the United States can only be understood and acted upon through the lens of segmentation.



Reference

Burnett, L. (2014). The sharing economy: where we go from here. Leo Burnett Company, INC.

The Collaborative Economy

Last Modified on 18/06/2018 2:19 pm CEST

Products, services, and market relationships have changed as sharing startups impact business models. To avoid disruption, companies must adopt the Collaborative Economy Value Chain.

Authors: Jeremiah Owyang, Christine Tran and Chris Silva
Date published: June 2013

Why did we select this research?

Through informative graphics and frameworks, this report authored by Jeremiah Owyang, Christine Tran and Chris Silva from Altimeter Group explores the market forces driving the rapid growth in the collaborative economy space.

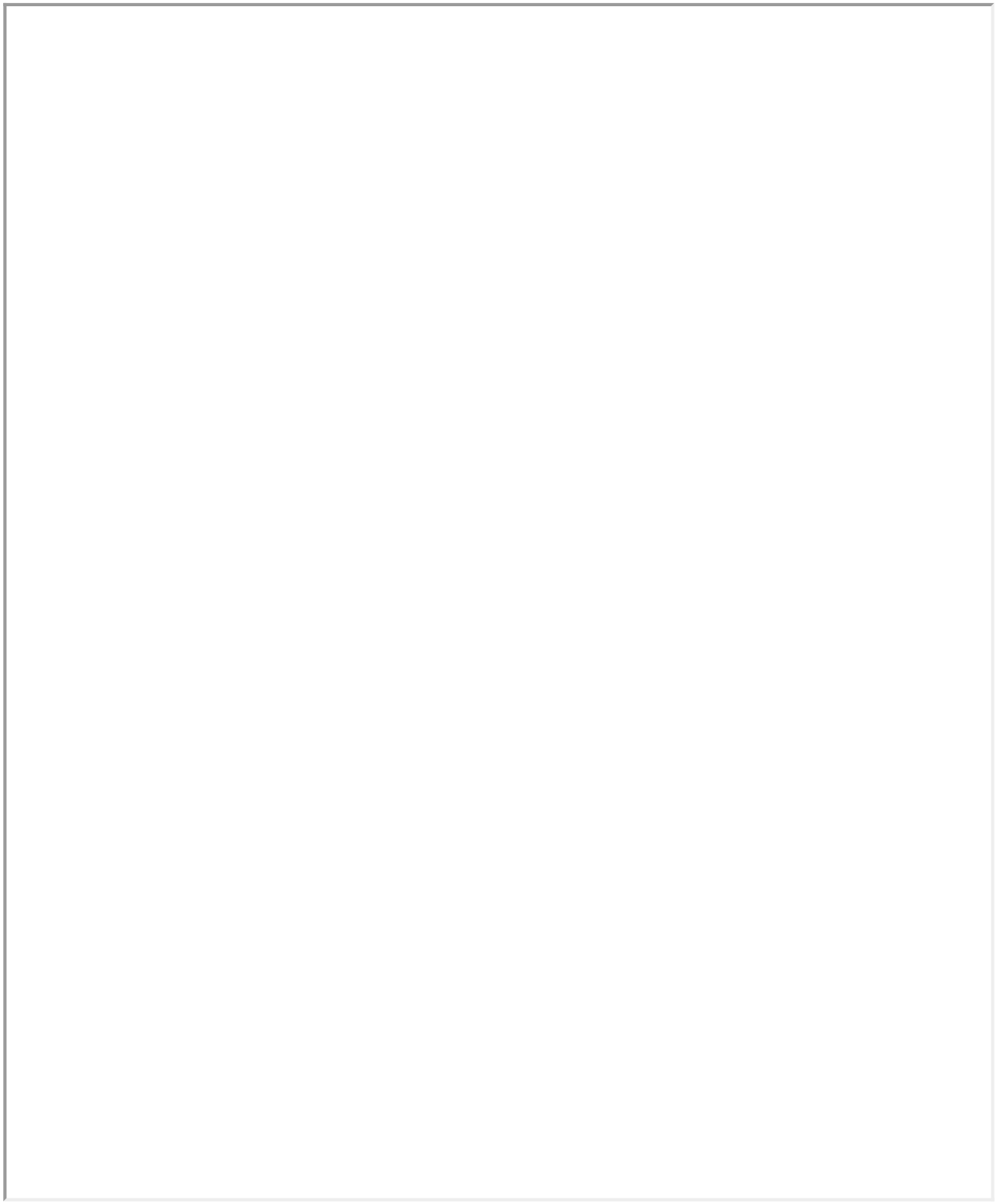
Key findings

While the collaborative economy is still in its nascent stage, the study shows that it is already disrupting existing institutions in different sectors such such as transportation, hospitality, labour, banking and more.

It suggests that large brands should rethink their business models in order to stay relevant to their customers who are increasingly bypassing traditional institutions in favour of peer-to-peer transactions.

- People's relationships with existing traditional brands are changing. Through technology, people are now empowered to transact directly with each other without going through traditional middlemen.
- The collaborative economy is not just for start-ups, there are traditional players adapting this thinking. For example, Patagonia partnered with eBay to encourage customers to buy and sell its used products. NBC has partnered with Yerdle, a startup that fosters peer-to-peer sharing.
- Altimeter suggests that large brands can move into the collaborative

economy using three different models: evolving the business as a company-as-service; connecting p2p buyers and sellers by motivating a marketplace, and providing a platform where customers can co-build or co-create the company's services.



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Owyang, J., Tran, C., & Silva, C. (2013). The collaborative economy. Altimeter, United States. Retrieved from: http://www.collaboriamo.org/media/2014/04/collabecon-draft16-130531132802-phpapp02-2.pdf

A European agenda for the collaborative economy

Last Modified on 27/11/2018 12:25 pm CET

Author: European Commission

Date: 02-06-2018

Why we did select this paper

The positive impact of collaborative economy in the EU relates to jobs and growth in the EU, if developed in a responsible manner. The success of collaborative models can represent a challenge for existing models and markets, but at the same time they promote new employment opportunities, flexible working arrangements and new sources of income (more efficient use of resource & contributing to the sustainability agenda).

Key findings

The main challenges concern issues regarding the application of existing legal frameworks, not clear role division between consumer and provider, employee and self-employed etc. This report aims at helping to reap these benefits and to address concerns over the uncertainty about rights and obligations of those taking part in the collaborative economy. It provides legal guidance and policy orientation to public authorities, market operators and interested citizens for the balanced and sustainable development of the collaborative economy, as announced in the single market strategy.

Key points discussed:

1. Market access requirements. Are collaborative economy platforms subject to the current EU legislation? How does peer-to-peer provisions of services differ? Key points to answer these questions are: a) PRICE - if the platforms sets a price for the users b) CONTRACTUAL TERMS - are there contractual

terms which set the relationship between the user and service provider c) OWNERSHIP OF KEY ASSETS

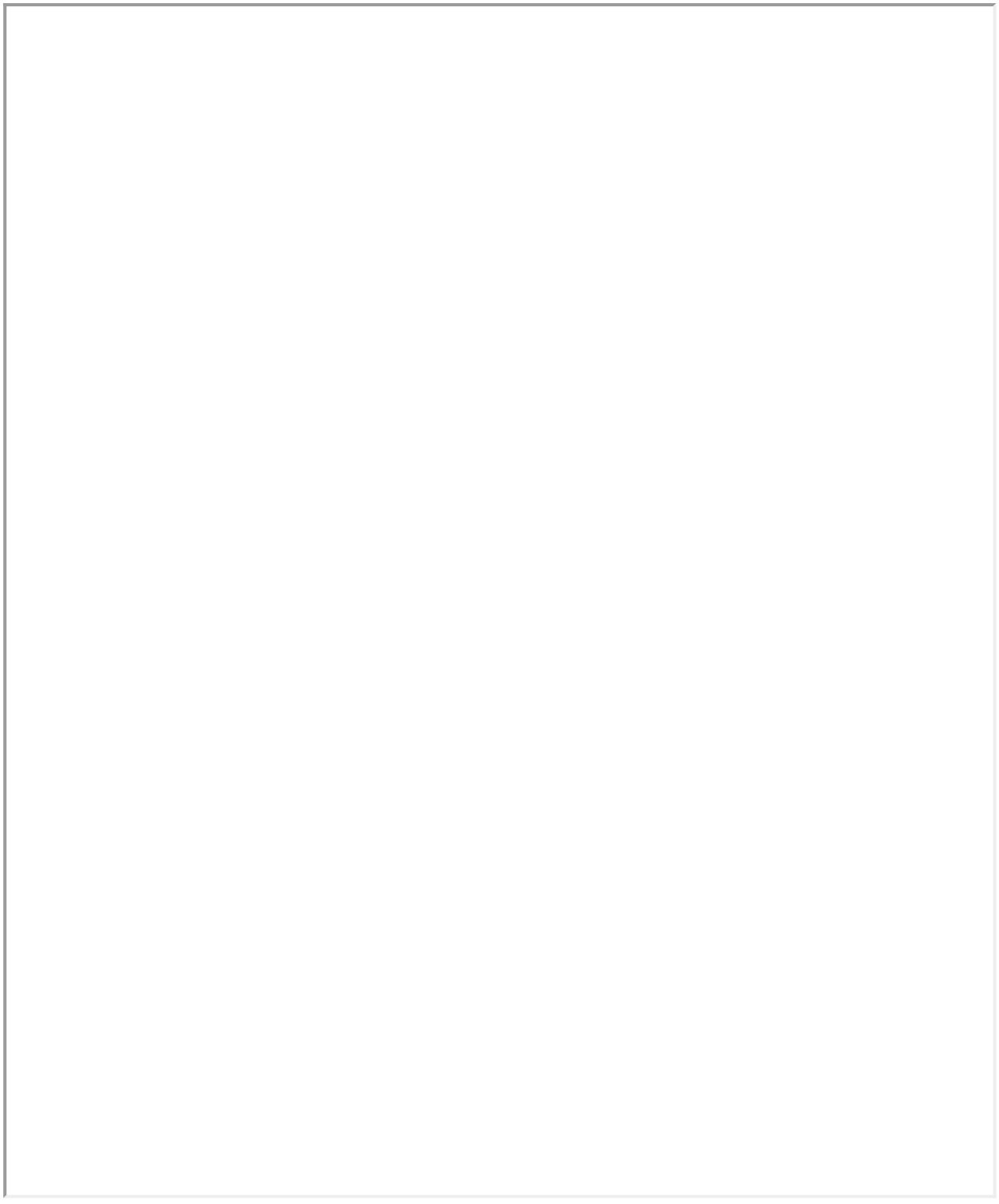
2. Liability regime. Under the EU laws, in certain conditions online platforms are exempted from liability. The exemption from liability applies on the condition that the collaborative platform does not play an active role which would give it knowledge of, control over, or awareness of the illegal information

3. Protection of users. Distinction users-consumers

4. Self-employed and workers in the collaborative economy. Criteria for the differentiation: - the existence of a subordination link; - the nature of work; and - the presence of a remuneration.

5. Taxation

6. Monitoring activity of platforms, by developing surveys for customers, mapping of regulatory developments etc.



Source: European Commission (2016). Communication from the commission to the European parliament, the council, the European economic and social committee and the committee of the regions. Brussels, ref. areas(2016)2562059

A European framework for regulatory responses to the collaborative economy

Last Modified on 17/12/2019 2:46 pm CET

Author: European Committee of the Regions

Date: 4-5 December 2019

Why we did select this research?

The Committee found that the Commission's Communication on "A European Agenda for the Collaborative Economy" did not provide comprehensive answers to some of the crucial questions raised by the collaborative economy; believes that this inaction has resulted in leaving highly political decisions up to the courts rather than the European and regional legislator. In addition, the existing EU regulatory framework – introduced before the age of collaborative economy platforms – is effectively outdated and cannot respond to the challenges posed by the collaborative economy.

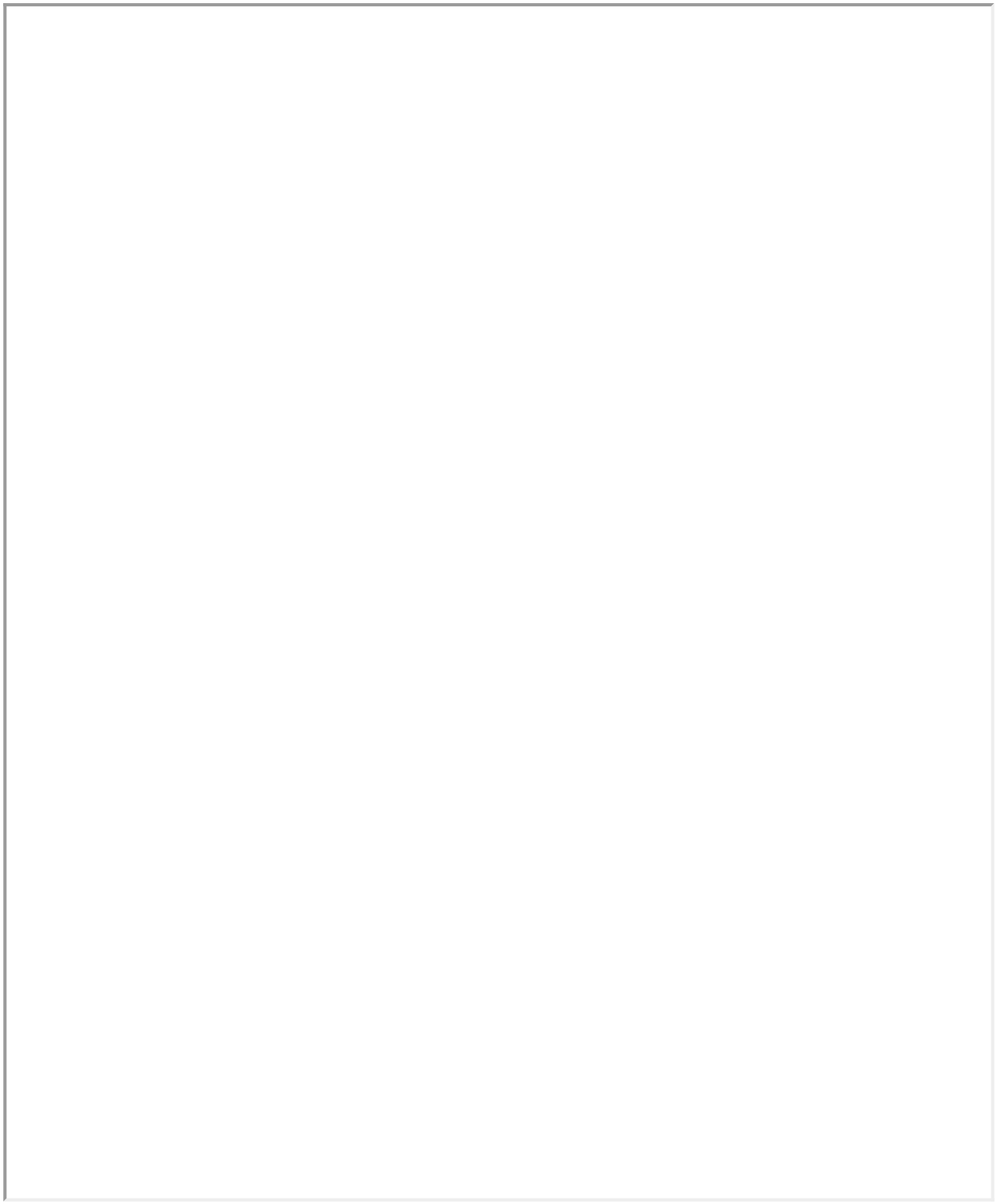
Key findings

The Committee of the Regions:

- calls on the European Parliament, the Council and the Commission to put the collaborative economy at the forefront of their priorities for the 2019-2024 term of office;
- notes that the collaborative economy is based on a triangular relationship between three categories of participants – customer, supplier and platform/intermediary – which differs significantly from the traditional "chain" model and bilateral customer-supplier relations on which the existing EU regulatory framework is based - therefore that the concrete application of EU law to these new business models is far from comprehensive and often difficult to establish;

- highlights the benefits the collaborative economy can provide when operated in a fair and regulated level playing field, such as stronger competition in many sectors with disruptive effects on incumbents resulting in a wider choice for consumers and lower costs, better employment opportunities and the positive environmental impacts stemming from a more efficient use of assets and resources;
- points out nevertheless that besides advantages, the collaborative economy also has negative impacts on traditional businesses and local communities; emphasises that an undermining of labour and consumer rights and environmental protection standards is not acceptable in the single market, and points out that the Committee is drafting a separate opinion on employment and social aspects of platform work;
- considers that online and offline economic activities should be treated equally on a level playing field in the single market;
- shares the Commission's desire, expressed in its 2016 "Agenda for the Collaborative Economy", to balance the two policy objectives of addressing current problems – and providing legal certainty – through regulation on the one hand, and encouraging innovation, new businesses and the further development of the collaborative economy on the other;

You can find the complete list of considerations for **housing**, **data**, **taxation** and **environmental impact** in the following pdf:



Reference: European Committee of the Regions (2019). A European framework for regulatory responses to the collaborative economy. COR-2019-01951-00-00-AC-TRA (EN), pp.1-10, Bruxelles.

The future of the EU collaborative economy

Last Modified on 12/10/2017 8:20 pm CEST

Using scenarios to explore future implications for employment

Authors: Anne-Katrin Bock, Laurent Bontoux, Susana Figueiredo do Nascimento, Alice Szczepanikova
Date Published: November 2016
Research Commissioned by Joint Research Centre of the European Commission

Why we select this research?

The authors of this paper move the debate towards longer-term considerations and explore the possible future developments of the EU collaborative economy in 2030, at the same time, proposing important issues related to employment that governments should be prepared for, and aware of. This research is relevant for policymakers as it addresses relevant topics, such as social protection of workers, data and reputation as well as valuable competences and skills in for platfom-mediated work.

Key findings:

The analysis by the European Commission's Joint Research Centre imagines four potential scenarios that explore challenges for platform- mediated labour markets, as well as how the collaborative economy could contribute to public service provision and social innovation. The four scenarios constructed are positioned along two dimensions – whether they are more or less community-oriented, combined with the relative strength of EU governance. Below, the key characteristics of each future scenario are briefly described:

1. **Strong Community Spirit / EU divergence**:

    - Community-owned/cooperative platforms shape the collaborative economy,

emphasising transparency and self-regulation.
- Presence of a pervasive self-organising collaborative ethos within a largely conventional economic context and with a surge in local initiatives.

2. **Strong Community Spirit / EU Convergence**:

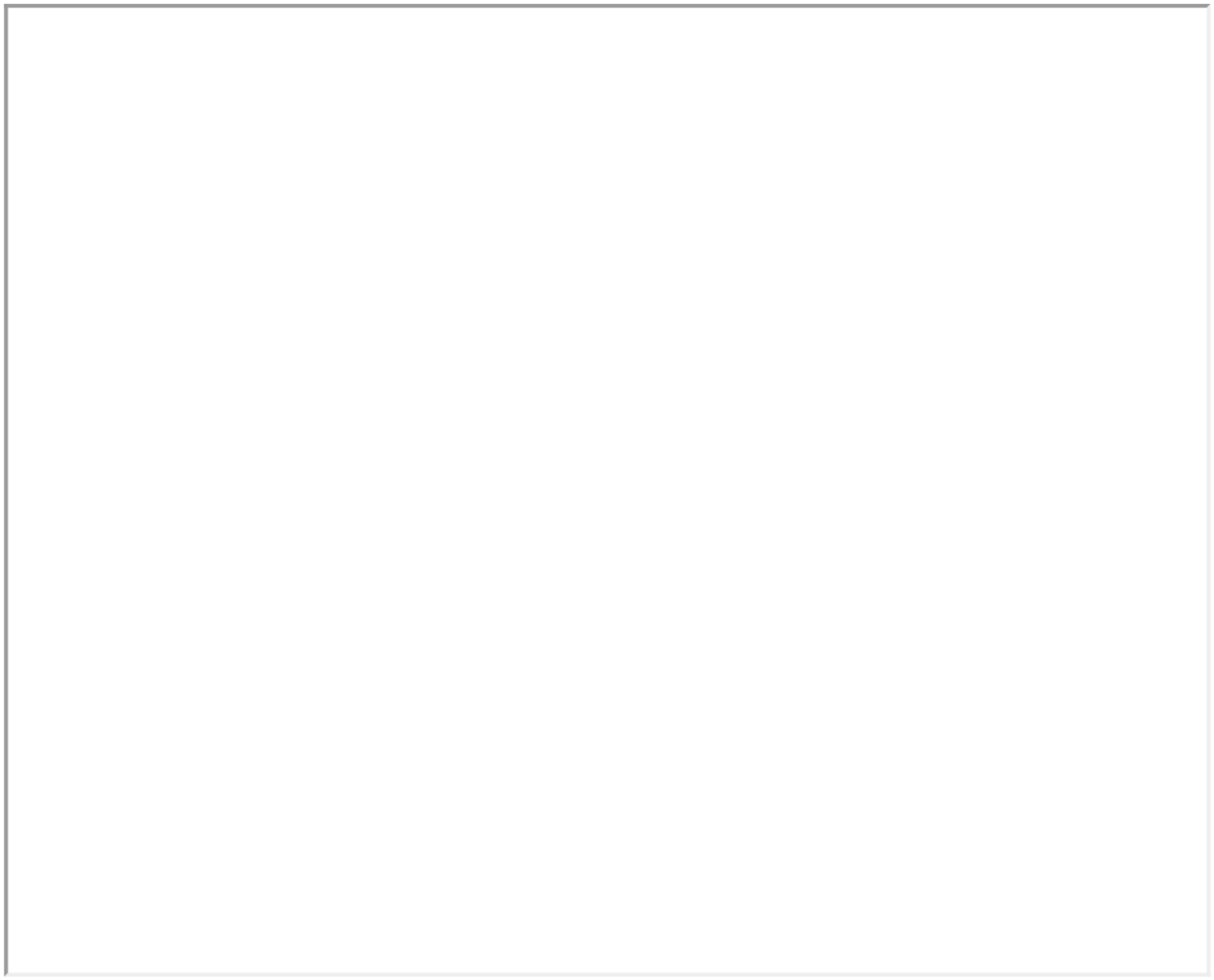
- Public authorities push for the optimum use of resources and investment in labour and expertise to build a sustainable future.
- A clear legal framework provides the boundaries for an EU-centred collaborative economy with active government involvement.

3. **An Individualistic Society / EU Convergence:**

- EU governance pushes for unfettered market access and technology as a way towards a more resource-efficient future.
- A large variety of commercial platforms thrive in global competition and in an increasingly polarised, micro-entrepreneur society.

4. **An Individualist Society / EU Divergence:**

- Weak governance combined with corporate power puts pressure on citizens to find diverse ways to ensure livelihood.
- Large, commercial platforms dominate the collaborative economy in a highly competitive environment, affected by lack of trust



Reference

Anne-Katrin Bock, Laurent Bontoux, Susana Figueiredo do Nascimento, Alice Szczepanikova;. The future of the EU collaborative economy — Using scenarios to explore future implications for employment; EUR 28051 EN; doi: 10.2760/354417

The Consumer Potential of Collaborative Consumption

Last Modified on 12/10/2017 8:10 pm CEST

Identifying the motives of Dutch collaborative consumers & measuring the consumer potential of collaborative consumption within the municipality of Amsterdam

Author: Pieter van de Glind
Utrecht University, the Netherlands
Date Published: August 2013

Why did we select this research?

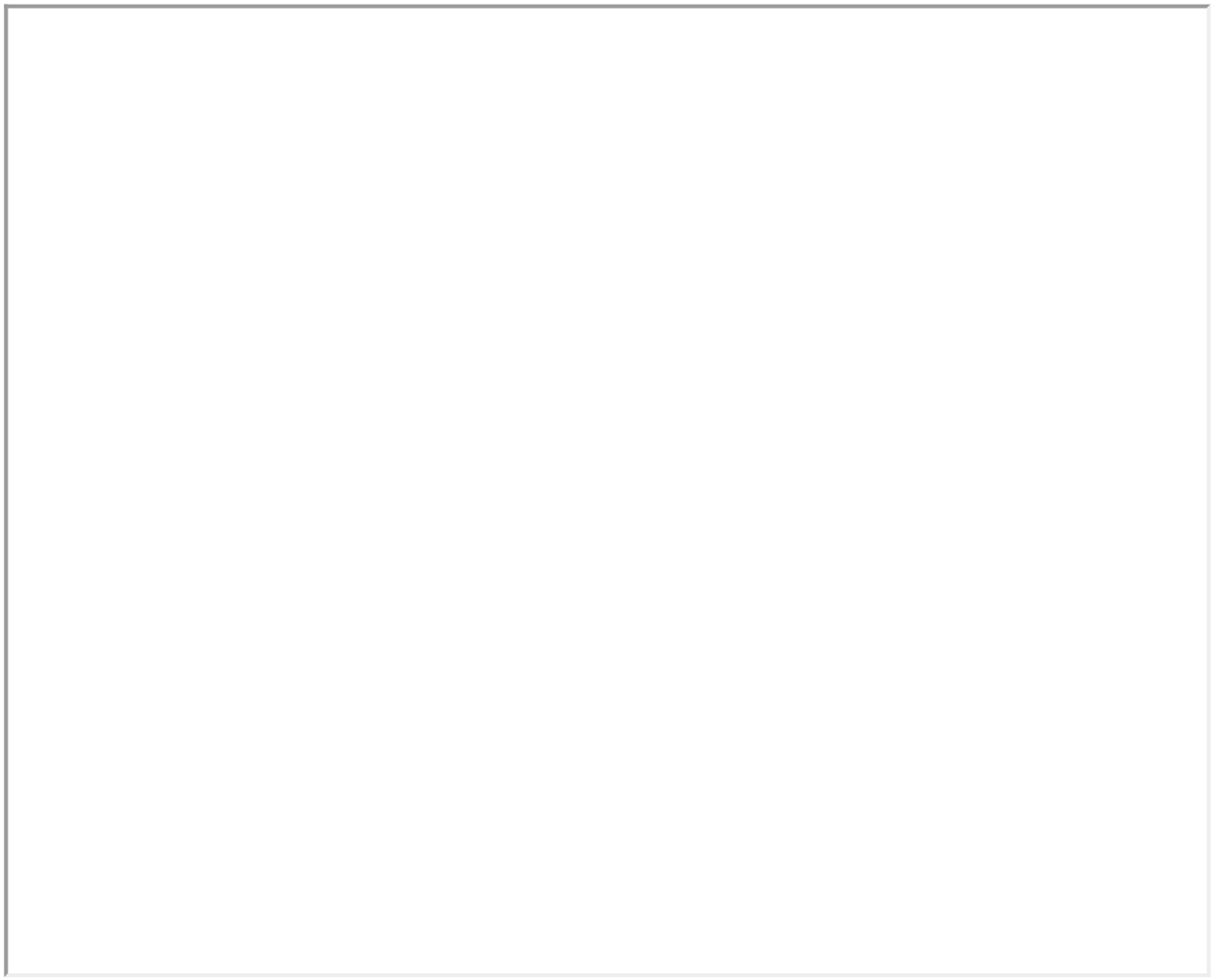
This study surveyed 1330 Amsterdam residents and answers the fundamental question: '*why do consumers take part in collaborative consumption*?'. The study provides empirical evidence on the motives and factors influencing participation in collaborative consumption in Amsterdam.

Key findings

The study confirms that people participating in the collaborative economy are driven by extrinsic motives, including practical need and financial gains, as well as intrinsic motives, such as the desire to meet new people or support a healthy environment. Other key findings, outlined below, contribute further insight into consumer behaviour and signal a groundswell for collaborative consumption in Amsterdam.

- Significantly more people, 43.8%, are willing to participate as 'takers' instead of providers, 31.9%, in collaborative consumption.
- Among those not yet taking part in collaborative consumption, there is a substantial willingness to do so. Furthermore, the study finds that

collaborative consumption is not confined to the young and digitally savvy.
- Respondents are slightly more likely to take part if the exchange mode does not involve money, especially for less expensive assets (i.e. bikes or tools).



Reference

Van de Glind P.B. (2013). *The consumer potential of Collaborative Consumption: Identifying the motives of dutch collaborative consumers & measuring the consumer potential of collaborative consumption within the municipality of Amsterdam* (Master Thesis). Retrieved from: https://dspace.library.uu.nl/handle/1874/280661

Yours, Mine, and Ours: A User-centric Analysis of Opportunities and Challenges in Peer-to-peer Asset Sharing

Last Modified on 01/07/2019 3:54 pm CEST

Authors: Mark-Philipp Wilhelms, Katrin Merfeld, and Sven Henkel
Date published: December 2017
Research commissioned by: EBS University for Business & Law

Why did we select this research?

The sharing economy is growing globally in terms of user numbers, service providers, and novel concepts. Peer-to-peer (P2P) asset sharing, or asset rental between private individuals, has attracted the attention of entrepreneurs and researchers alike. This paper engages in a detailed investigation of participation motives in the P2P car-sharing context.

Key findings

- The success of P2P sharing networks is determined by their ability to attract owners and renters with compatible participation motives.
- To position a service as an alternative to B2C sharing and product ownership, the key value propositions have to be examined from a consumer's perspective.
- A precise positioning is necessary to ensure a sufficient degree of market liquidity, regarding user numbers and transaction feasibility. After all, users report that it is frustrating not to receive any rental requests or not to find a rentable asset.
- Strategic partnerships can be of value to define a network's unique selling

proposition. Governmental agencies, product manufacturers, distributors, and B2C rental services can be valuable partners for entrepreneurs for several reasons.

- Depending on the asset to be shared, partners can be imperative at different phases of the ownership and rental process, whether it is the transfer of trust, the provision of expertise, or facilitation of the service.

- P2P asset sharing raises questions, reservations, and opposition from consumers. Entrepreneurs need to design a clear customer journey to provide customers with the necessary information, help, and advice required at each stage.

- P2P networks have to develop procedural guidelines to manage the process and clearly indicate allocation of duties between the renters, owners, and networks

- The findings reveal that the positioning of many sharing firms as a means of social collaboration for promoting community building and environmentally friendly alternatives falls short of capturing the wealth of consumers' participation motives.

References

Wilhelms, M. P., Merfeld, K., & Henkel, S. (2017). Yours, mine, and ours: A user-centric analysis of opportunities and challenges in peer-to-peer asset sharing. *Business Horizons*, *60*(6), 771-781. Retrieved from: https://www.sciencedirect.com/science/article/pii/S0007681317301027.

Sharing Economy vs Sharing Cultures? Designing for social, economic and environmental good

Last Modified on 12/06/2018 5:46 pm CEST

Authors: Ann Light and Clodagh Miskelly
Date published: March 2015

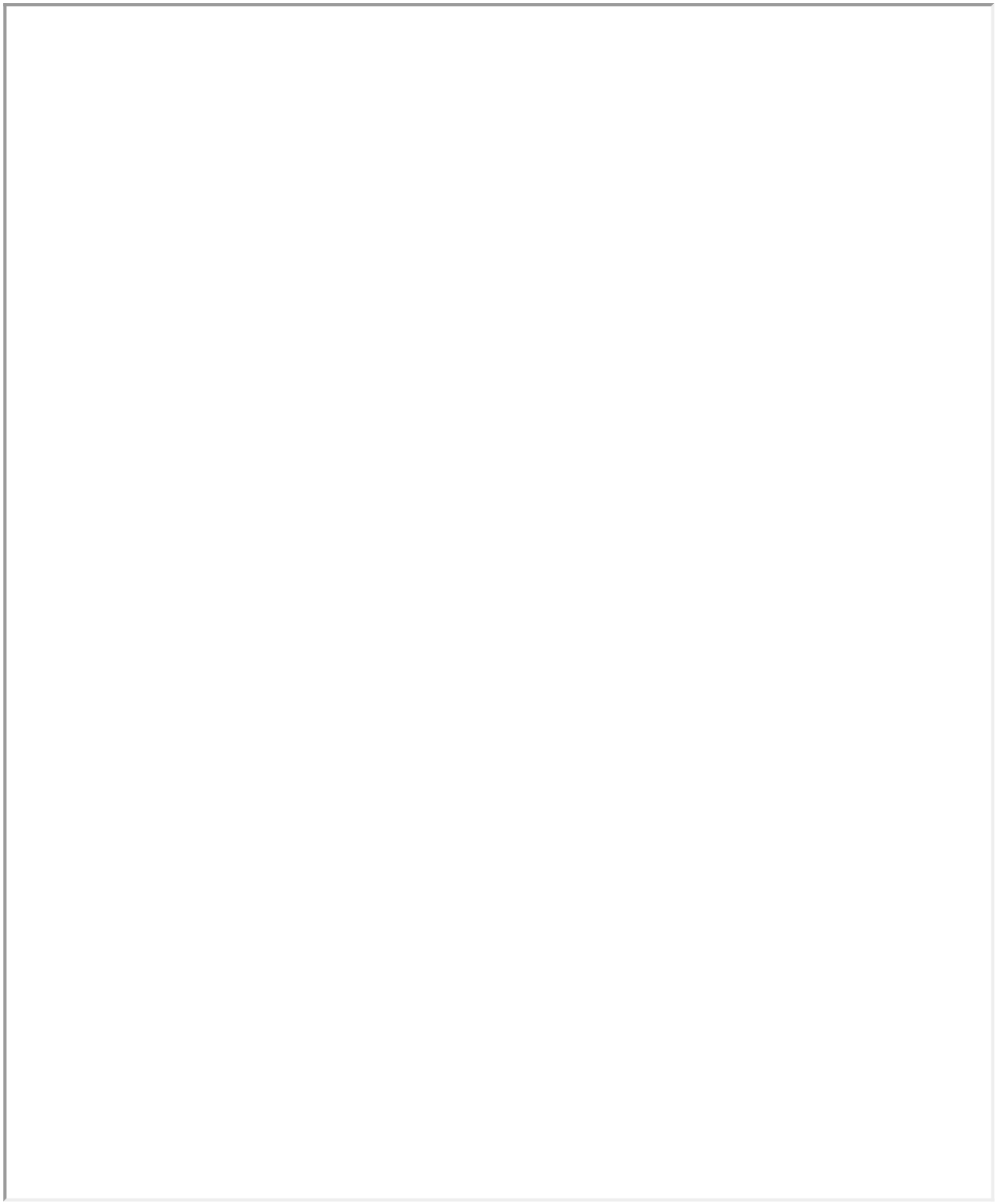
Why did we select this research?

In this paper, Light and Miskelly contrast the design and experiences of a local crowd-funding initiative with global enterprises such as TaskRabbit and Uber, which are more commonly associated with the 'sharing economy'.

Key findings

In local initiatives, the authors describe an emphasis on co-creating shared spaces for collaborative use of resources and joint ownership of projects and places. By contrast, popular sharing economy platforms often focus on renting, leasing or hiring, sometimes at the expense of community growth. A clear tension arises from the fact that while local models are much more likely to embody 'sharing' principles than an Airbnb, such initiatives are unlikely to ever to reach the scale of leading sharing economy firms.

In particular, Light and Miskelly delve into the effects of technology and ownership structures to explore this tension, and conclude that there is no one sharing economy but rather a number of sharing cultures that are emerging.



Reference

Light, A., & Miskelly, C. (2015). Sharing economy vs sharing cultures? Designing for social, economic and environmental good. Interaction Design and Architecture (s), 24, 49-62. Retrieved from: http://www.mifav.uniroma2.it/inevent/events/idea2010/doc/24_3.pdf

Digital Discrimination: The Case of Airbnb.com

Last Modified on 05/07/2018 11:35 am CEST

Authors: Benjamin G. Edelman and Michael Luca
Date published: January 2014

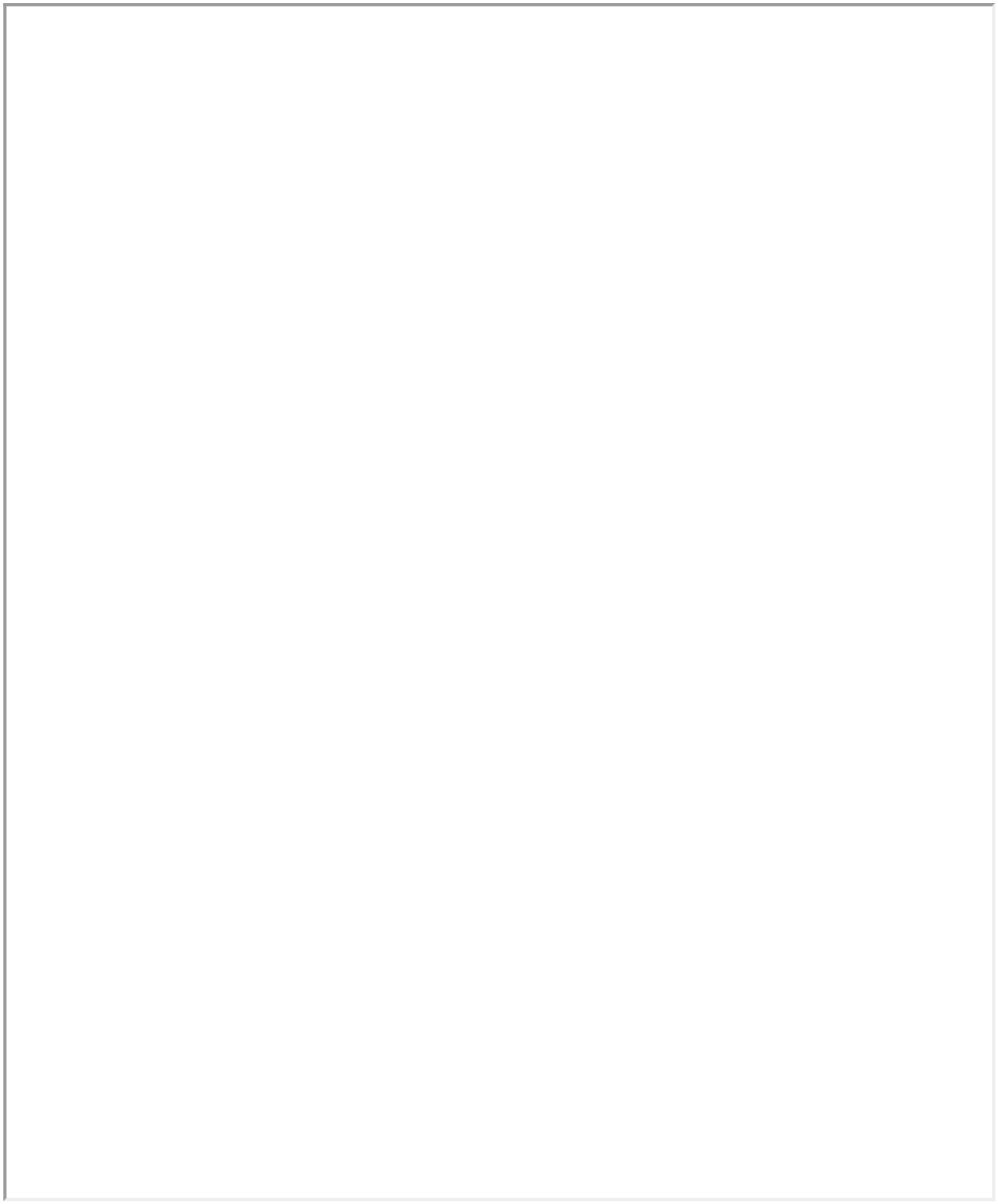
Why did we select this research?

In an effort to facilitate trust, many platforms encourage sellers to provide personal profiles and even to post pictures of themselves. However, these features may also facilitate discrimination based on sellers' race, gender, age, or other aspects of appearance. In this paper, Benjamin G. Edelman and Michael Luca test for racial discrimination against landlords on Airbnb.

Key findings

Using a data set combining pictures of all New York City landlords on Airbnb with their rental prices and information about quality of the rentals, the authors show that non-black hosts charge approximately 12% more than black hosts for the equivalent rental. Moreover, black hosts receive a larger price penalty for having a poor location score relative to non-black hosts.

These findings highlight the prevalence of discrimination in online marketplaces, suggesting an important unintended consequence of a seemingly-routine mechanism for building trust.



Reference

Edelman, B. G., & Luca, M. (2014). Digital discrimination: The case of airbnb. com. Retrieved from: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2377353

The future of the EU collaborative economy

Last Modified on 12/10/2017 8:20 pm CEST

Using scenarios to explore future implications for employment

Authors: Anne-Katrin Bock, Laurent Bontoux, Susana Figueiredo do Nascimento, Alice Szczepanikova
Date Published: November 2016
Research Commissioned by Joint Research Centre of the European Commission

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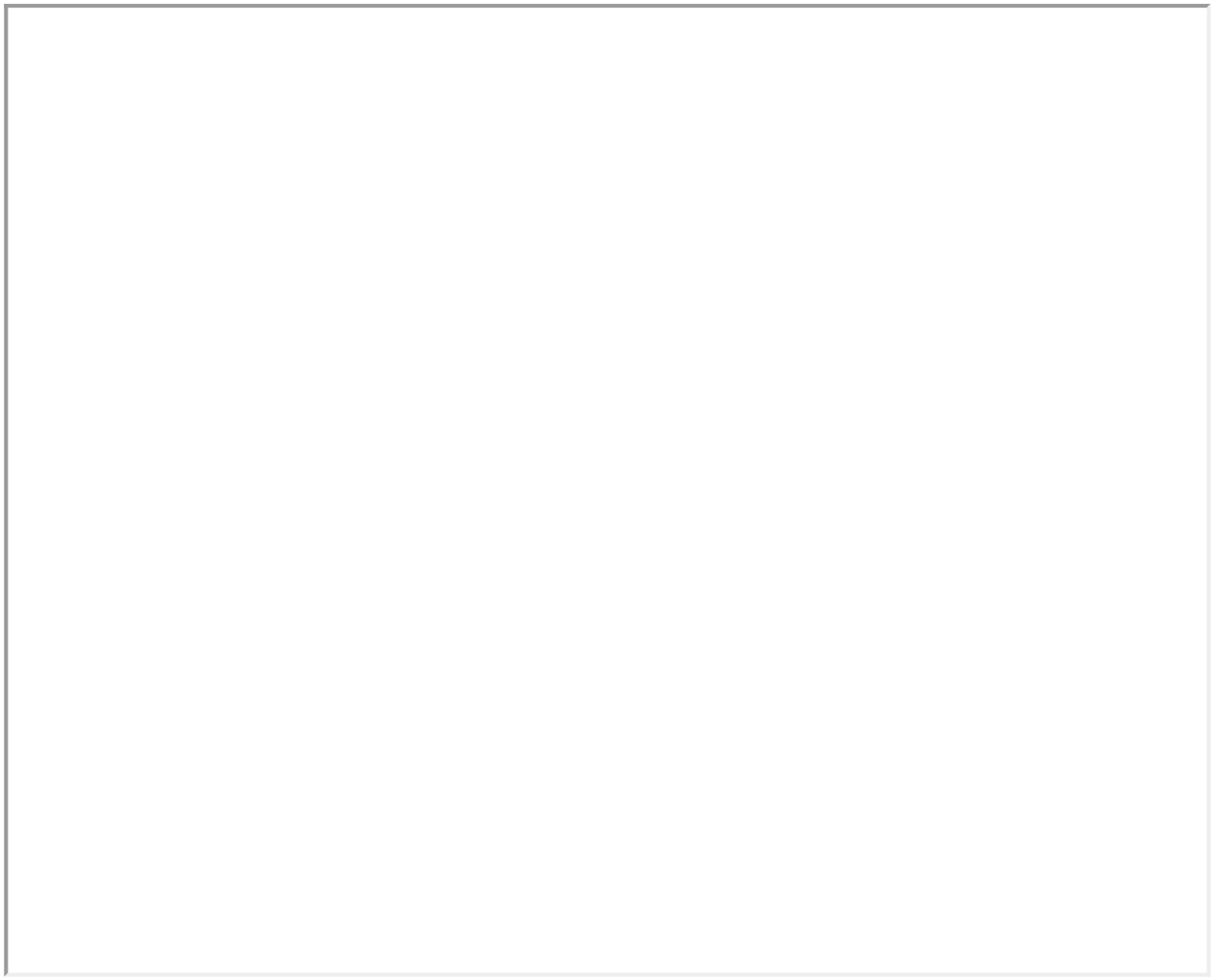

Reference

Anne-Katrin Bock, Laurent Bontoux, Susana Figueiredo do Nascimento, Alice Szczepanikova;. The future of the EU collaborative economy — Using scenarios to explore future implications for employment; EUR 28051 EN; doi: 10.2760/354417

The Consumer Potential of Collaborative Consumption

Last Modified on 05/09/2017 1:55 pm CEST

Identifying the motives of Dutch collaborative consumers & measuring the consumer potential of collaborative consumption within the municipality of Amsterdam

Authors: Pieter van de Glind
Utrecht University, the Netherlands
Date Published: August 2013

Why did we select this research?

This study answers the critical question: 'why do consumers take part in collaborative consumption?'. Based on a survey of 1330 residents the study provides empirical evidence on the motives and factors influencing participation in collaborative consumption in Amsterdam.

Key findings:

The study confirms that people participating in the collaborative economy are driven by extrinsic motives, including practical need and financial gains, as well as intrinsic motives, such as the desire to meet new people or support a healthy environment. Other key findings, outlined below, contribute further insight into consumer behaviour and signal a groundswell for collaborative consumption in Amsterdam. The study highlights:

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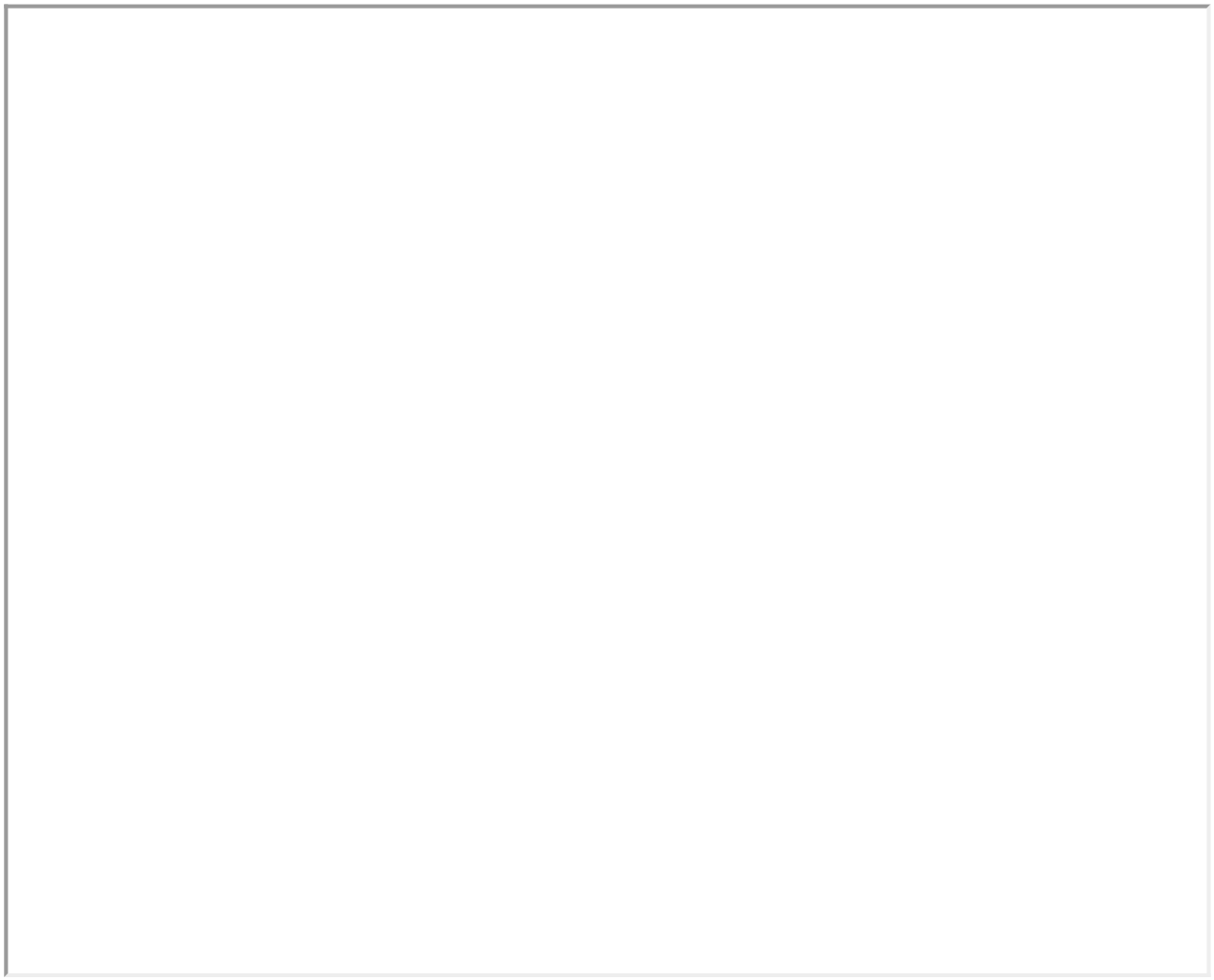

Reference:

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Beyond Uncertainties in the Sharing Economy: Opportunities for Social Capital

Last Modified on 18/12/2018 3:21 pm CET

Author: Mariana Zuleta Ferrari
Date: 20 January 2017
Published in: European Journal of Risk Regulation

Why did we select this research?

The sharing economy presents opportunities for governments in the context of social capital, the "group of informal institutions, networks, and relationships, based on norms, attitudes, and values that determine and structure social interactions, both in quantity and quality." Increased social capital has shown to lead to more effective communities and governments, as it reduces transaction cost and facilitates trade and the creation of wealth.

Key findings

The research suggests that looking further than regulatory frameworks and studying how sharing practices are rooted socially, in order to respond to arising issues, will BENEFIT in transforming risks into opportunities for growth.

focus on Opportunities for building and implementing social capital in the sharing economy and its role in the evolution of new sharing economy practices

an introduction to the sharing economy - a brief account of the main regulatory concerns - notions of risk and trust in order to lead the discussion to the notion of social capital - role and opportunities for social capital in the sharing economy platforms

sector lacks solid regulation - concerns about its potential risks - users continue to engage in sharing economy practices, as opportunities appear to outweigh the

perceived risks

- sharing economy transactions appear to be based on the idea that strangers trust each other - some authors claim that it is not possible to speak of trust with regards to online relations since basic conditions for trust - such as knowledge about past performance and about the other person's motivation as well as the belonging to a known community - might be missing
- unravel the social dynamics of reciprocity, trust, and cooperation,which makes networks stick together despite possible risks

regulation info

- most general concerns relate to market access requirements: liability issues, consumer protection, employment conditions, taxation, safety and security
- clarifications are needed in relation to the extent in which sharing economy platforms can be subjected to typical requirements for accessing traditional markets
- still suffers limitations, in terms of implementation of legislation and issues that have been insufficiently addressed
- may pose a new form of social exclusion
- based on low reputation ratings of users, who might later face difficulties to re-enter the platforms due to their reputation history

Needed to build social capital:

- establishment of different mechanisms to build trust, such as insurance policies, prior scrutiny of members and rating and review systems
- reputational systems, testimonials, and even uploading other media resources such as pictures and videos might mitigate the possible risks to participating in sharing economy platforms
- solid institutional safeguards are put in place, they will most likely act as a substitute for trust

- on one hand social capital builds trust and shared values, reducing monitoring and transaction costs
- on the other hand social capital can create the occasion for exclusion due to

the scope of the network or due to membership requirements

- bonding social capital relates to thick networks between homogenous groups of people that constraint their members within the group boundaries. bonding social capital narrows the possibilities
- bridging networks are constructed on weak ties, connecting people who belong to different backgrounds, facilitating the access of external resources and the dissemination of information. bridging social capital can generate broader identities and reciprocities, generating trustworthy relations among individuals and groups that may not have face-to-face relations
- on one hand, it is the social capital in the sharing economy, in terms of networks, norms, and shared values that facilitates the access to resources that otherwise would not be possible, or if so, at a higher cost
- on the other hand, tech promotes social capital because it connects
- strangers that otherwise would have never met
- inclusion: resources and services accessible to consumers who might be excluded from traditional markets - good ratings can facilitate
- exclusion: platform's membership requirements/users filter and limit their services based on gender, class, and racial bias
- social control: tightness of bonds enforces solidarity and trust in such ways that "render formal or overt controls unnecessary"
- is not executed by the community but by the strong bonding social capital present in these type of ties. sharing economy practices and the consequent involvement with others "increases security by sowing seeds of reciprocal obligations"
- law would step in if expectations are not met - however, being the legal framework in this field is still blurry, the deployment of social capital presents itself as an asset worth to be strengthened
- collective action: to come together to solve collective problems more easily
- reaching out: allows access to "network mediated benefits beyond the immediate family
- life improvement:
- building sense of community: with the development of internet platforms, sharing becomes easier
- platforms foster building the sense of belonging to a community
- value of social capital relies not only on the goods and services exchanged, but also on the interaction among individuals who participate in the operations
- expectation is of generalised reciprocity

Link (access required): https://www.cambridge.org/core/journals/european-journal-of-risk-regulation/article/beyond-uncertainties-in-the-sharing-economy-opportunities-for-social-capital/D4C7D64EA27020CA6720133BFF9A9A97

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Sharing Cities: Activating the Urban Commons

Last Modified on 18/12/2018 3:31 pm CET

Author: Neal Gorenflo - Shareable

Date: 2017

Neal Gorenflo's 11 Sharing Cities Principles

Neal Gorenflo, co-founder of Shareable, an award-winning news, action, connection hub for the sharing transformation. Neal has become an expert on sharing through 10 years of entrepreneurship, thought leadership, and as an avid practitioner. In this article he shares his insights and vision on sharing cities that city governments could apply, adapt, and add to, according to their local circumstances. He formulates 11 Sharing Cities principles "with no claim of comprehensiveness". These principles "should be seen as aspirations rather than instructions; guiding stars rather than a map".

Photo: Sharetribe

In 2011, Shareable, the nonprofit media outlet I co-founded two years earlier, hosted a daylong conference called Share San Francisco. We brought together 130 leaders from city government, nonprofits, and social enterprises to explore one key question: How can we amplify the city of San Francisco as a platform for sharing? After all, cities are fundamentally shared enterprises. We aimed to catalyze positive change from a set of sharing-related opportunities coalescing around cities — some particularly evident in San Francisco.

As we hoped, this event set off a chain reaction that catalyzed a global Sharing Cities movement. Today, there are more than 30 cities with active Sharing Cities programs including Seoul, Amsterdam, and Milan; a network of city governments working together under the Sharing Cities Alliance umbrella; and thousands of people working on related projects in publishing, research, and activism.

Shareable's role in this movement since has been as a convener, a news organization providing continuous coverage of the movement, and as a thought leader helping to guide its expansion. The latter is particularly important to our new book, "Sharing Cities: Activating the Urban Commons," where the core principles are covered, because the members of our Sharing Cities Network, which is made up of grassroots sharing activists, voiced the need for a practical guide that defines what a Sharing City is — and provides concrete, real-world examples. They called

on us to put a stake in the ground with a commons-based vision.

Here are the principles, written with the help of Shareable staff and our community, with inspiration from many others in the movement and beyond.

1. Solidarity

Sharing Cities represents a revived story about cities that recognizes community as the heroic protagonist in urban transformation. Aristotle, the leading philosopher during Athens' golden age, believed that the city existed for the well-being of its people. In this story, people work together for the common good rather than compete for scarce resources. This age-old wisdom challenges popular narratives that portray high technology and competitive markets as heroes in the story of cities. A Sharing City is of, by and for all people no matter their race, class, gender, sexual orientation, or ability. In other words, Sharing Cities are primarily civic, with residents focused on taking care of each other, their city, and partner cities too. Their primary function is to produce residents capable of working together for the common good, the foundational skill that makes all other things possible in society. Looking forward, and to paraphrase the Buddhist monk Thích Nhât Hanh, the next Buddha will be community. A multitude of loving, human-scale communities managed by capable residents is how we'll protect all life on earth. The solution is us.

2. Distributed architecture

Sharing Cities support a commons-oriented shift from an industrial model of urban development, which centralizes the various functions of a city in separate zones for batch processing by bureaucracies, to a networked architecture, which distributes functions throughout the city for real-time processing through open networks. The distributed model is characterized by mixed-use zoning, modular architecture, event-based use of multifunction assets, and on-site processing of energy, water, and waste. It also enables new ways to manage resources (access over ownership) and multiple types of currencies (fiat, local, reputation) and property (public, private, and community). If managed democratically, Sharing Cities' distributed architecture has the potential to dramatically increase the health, wealth, and resource efficiency of all city residents.

3. Private sufficiency, civic abundance

To quote George Monbiot, "There is not enough physical or environmental space for everyone to enjoy private luxury... Private luxury shuts down space, creating deprivation. But magnificent public amenities – wonderful parks and playgrounds, public sports centres and swimming pools, galleries, allotments and public transport networks – create more space for everyone, at a fraction of the cost." Civic abundance should include public schools, spacious squares, expansive walkable cityscape, extensive bikeways, lending libraries, Fab Labs, pocket parks, coworking spaces, cultural centers, child care co-ops, food pantries, and more. In fact, each neighborhood should have a mix of civic amenities tailored to their needs. Sharing Cities are a path to abundance and celebration, not deprivation and drabness that downscaling consumption often suggests.

4. Common needs, co-designed solutions

Sharing Cities focus on common needs and pragmatic, community-developed solutions as opposed to top-down, one-size-fits-all solutions. This requires co-design, experimentation, learning, and iteration by the community. It also requires avoiding unnecessary replication of divisive national politics at the local level, which can take the focus off common needs and solutions. To paraphrase Father Arizmendi, the founder of Mondragon cooperative: ideologies divide, common needs unify.

5. Transformation over transaction

Sharing Cities emphasize solutions that build residents' ability to work together. This is preferable to solutions that reduce provisioning to mere economic transactions. Services that build collaborative capacity can produce transformative social goods, lead to new collaborations, and help put a community on a positive, long-term trajectory. As in the case of northern Italy, a strong civic culture can last for centuries and is a precondition for long-term shared prosperity. Moreover, this emphasis creates space for individuals to develop as human beings. As Desmond Tutu has said, "a person is a person through other persons." We need each other to become fully human.

6. Local control, global cooperation

Sharing Cities create many democratic, local centers of power that cooperate globally. This cooperation can take many forms. For instance, city governments could develop an open-source urban commons technology stack together. Think Airbnb and Uber, but with locally-owned, democratically-controlled instances of

services that are also connected through a global platform. This is what futurist José Ramos calls "cosmo-localization." It's a strategy to achieve scale while building solidarity.

7. Impact through replication, not just scale

Sharing Cities can systematically encourage the documentation of local solutions so they can be adapted and replicated in other places. Here, solutions are only loosely connected. This process requires minimal technology and administrative investment. Scale is not the only path to dramatic impact. Both scale and replication strategies should be pursued.

8. Cross-sector collaboration, hybrid solutions

To thrive, the urban commons must adapt to the dense institutional web of the city. Unlike isolated rural commons, urban commons have no choice but to negotiate mutually beneficial relationships with government and the market. This must happen at the project and city scale as demonstrated by Bologna's urban commons and the Co-Bologna project. Sharing Cities' solutions are often hybrids of the commons, government, and market.

9. Systems thinking, empathy

City residents, urban planners, local politicians, and single-issue advocates need to become more aware of how different functions within a city interact with each other and are shaped by the surrounding region. For instance, the impacts of land use, transportation, housing, and jobs on each other are profound. There is an increased need for them to be planned together, and at a regional scale. Stakeholder groups must have empathy for one another and co-design urban solutions that optimize for the whole, not just one or a small cluster of issues or jurisdictions.

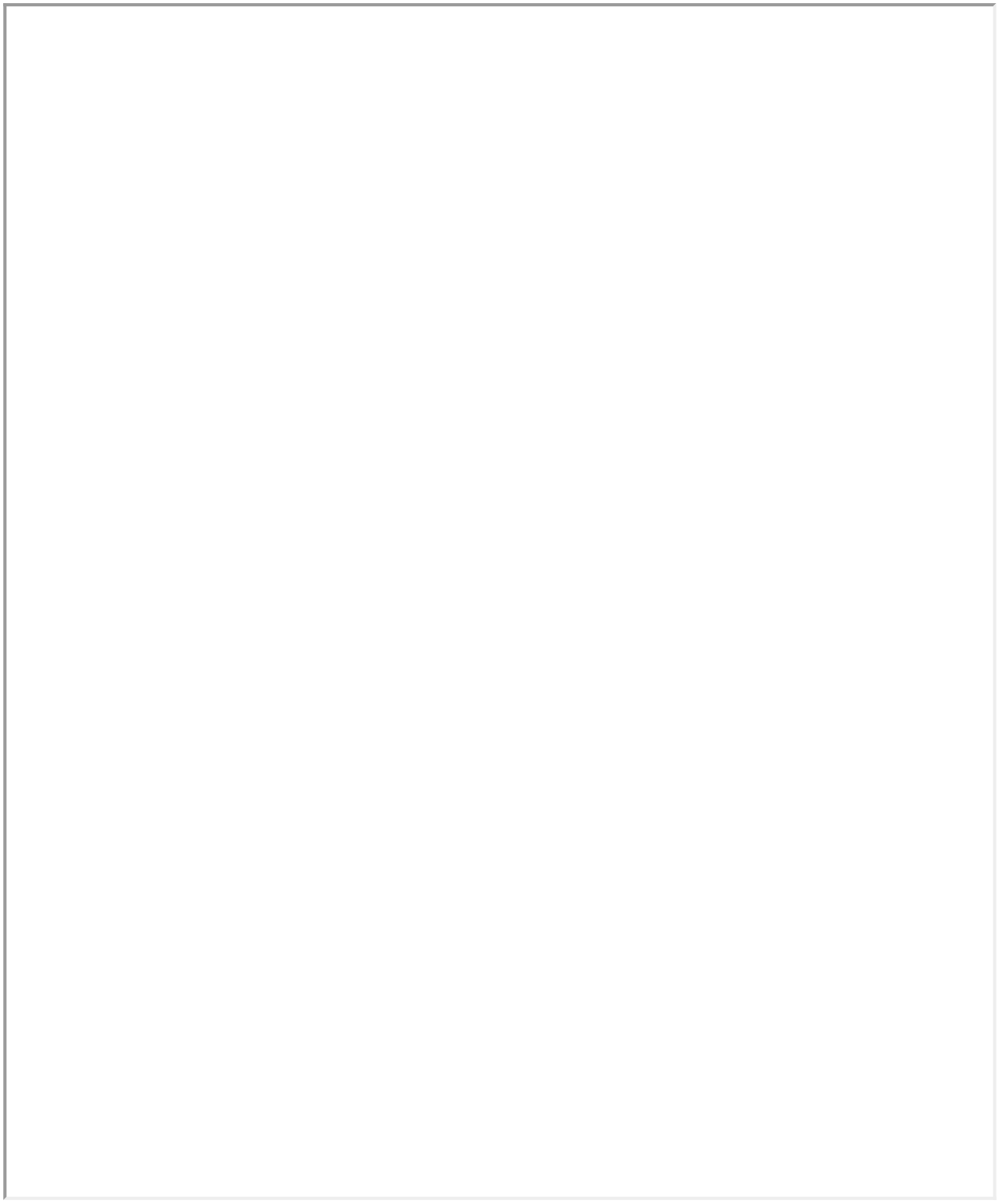
10. Build and fight

Sharing Cities must seize the immediately available opportunities for commons development. Many commons projects need little if any funding or permission to start. While political change is necessary, it's unwise to depend solely on or wait passively for it. Today's urgent challenges require immediate action. That said, a completely independent, parallel economy is not possible. The urban commons need to be fought for politically too, and that takes long-term vision and

commitment. To borrow from Cooperation Jackson's strategy, we must build and fight for Sharing Cities.

11. Competitive advantage through quality of life, security, and distinctiveness

Sharing Cities are great places to live because they foster healthy relationships and natural environments, top contributors to health and happiness. Sharing Cities enhance social and environmental resilience. In an increasingly unstable world, the advantages of a supportive community and an accessible resource base represent an attractive safety net. In addition, Sharing Cities are distinctive because the commons preserve local culture and tradition. This distinctiveness helps them compete globally. The best cities will increasingly be known by the unique, and even transformative, experiences they make possible. The 21st century version of cathedrals, which drew millions of people to European cities during the Middle Ages, will be the uplifting social interactions, safety, and everyday joy experienced in Sharing Cities. As the old Irish proverb goes, it is in the shelter of each other that the people live.



Prospects and Challenges of the Sharing Economy for the Public Sector

Last Modified on 18/12/2018 4:16 pm CET

Authors: Sukumar Ganapati and Christopher G. Reddick
Date published: 19 January 2018
Research commissioned by: Departments of Public Administration at the Florida International University and at the University of Texas San Antonio

Why did we select this research?

This study was selected as it shows mixed policy reactions to sharing economy in three prominent sectors (mobility services, accommodation sharing, and gig labor). It suggests a research agenda that e-government scholars should focus on in order to critically examine the different facets of the emerging sharing economy.

Key findings

The following key findings can be extrapolated from the research:

- The emphasis on renting could reduce waste and increase efficiency as it puts into use the otherwise dormant assets or labor, although the long-term environmental consequences are unknown due to rebound effect.
- Adaptive governance in the context of sharing economy would imply that the public agencies shift internal digital government processes (e.g. procurement) to share assets.
- Digital government could facilitate on demand sharing to use the assets at capacity. Sharing equipment, vehicles, and space hold promise on this front.
- Public agencies could also partner with sharing economy platforms to complement and supplement public services, such as transit and emergency accommodation after disasters.
- Digital government researchers should not only focus on the digital aspect, but also have to be wary of unequal impact of the economy in terms of who is

served and who is not. Just as digital divide has been a long-term concern for e-government researchers, inequality is a central concern with the sharing economy.

- The sharing economy's benefits accrue to the already well-to-do class with property, and gigs result in precarious work arrangements without benefits.
- Future policies should support the sharing economy for its innovation, while developing strategies to address the challenges. Cities could subsidize sharing platforms to encourage expansion of public goods and generate consumer surplus. Facilitating the sharing economy could make the cities more attractive as being at the cutting edge of technology.
- Municipalities could contract with sharing platforms to supplement and complement public services (e.g., sharing parking spaces, encouraging carpooling, last mile for public transit services). At the same time, from a digital government perspective, public agencies should demand more data transparency from the sharing economy platforms.
- The sharing platforms should be subject to public information disclosure, especially for the activities that are in partnership with public agencies.

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Ganapati, S., & Reddick, C. G. (2018). Prospects and challenges of sharing economy for the public sector. *Government Information Quarterly*. https://www.sciencedirect.com/science/article/pii/S0740624X17300722.

VIDEO: 5L3 Cities and the Sharing Economy

Last Modified on 04/05/2018 3:26 pm CEST

Why did we select this video?

Talk by Yuliya Voytenko Palgan on urban experimentation in cities and the potential of the sharing economy as a potential solution for contemporary issues.

Key insights

Sharing on platforms is in people's interest for consumption of products that are not common regular formal markets, such as secondhand goods, luxury and expensive goods, and rarely used products. From the suppliers side, there is an abundance of easily accessible and capitalisable idle resources in cities. Cities are predominantly facing challenges on how to maintain balance in the social, economic, and environmental domains.

ECONOMIC

Consumers can save money by not making big purchases and providers can earn money by selling/renting out resources	HOWEVER the big businesses (ie Airbnb/Uber) are disrupting established industries. questionable legality in terms of taxes etc.

SOCIAL

Sharing platforms increase social cohesion and build social capital	HOWEVER there are questions of safety, insurance, and how much people are ready to share

ENVIRONMENTAL

Capitalising idle capacity of goods that exist, reducing use of resources, waste, and emissions	HOWEVER despite the promises made, if consumers and providers use sharing platforms to save money in one area, only to spend it on other, there are limited environmental benefits

IPS-MCCY Sharing City Workshop

Last Modified on 03/10/2019 11:11 am CEST

Author: IPS Singapore

Date of publishing: July 2019

Why did we select this report?

This report summarizes the main outcomes and inisghts of the workshop held in Lee Kuan Yew School of Public Policy in Singapore. The Sharing Cities Alliance co-founder Pieter van de Glind joined the Institute of Policy Studies (IPS) and the Ministry of Culture, Community and Youth (MCCY) in a discussion to understand the sharing landscape in Singapore. It was attended by nearly 70 participants comprising policymakers, businesses, innovators, academics and representatives from the people sector

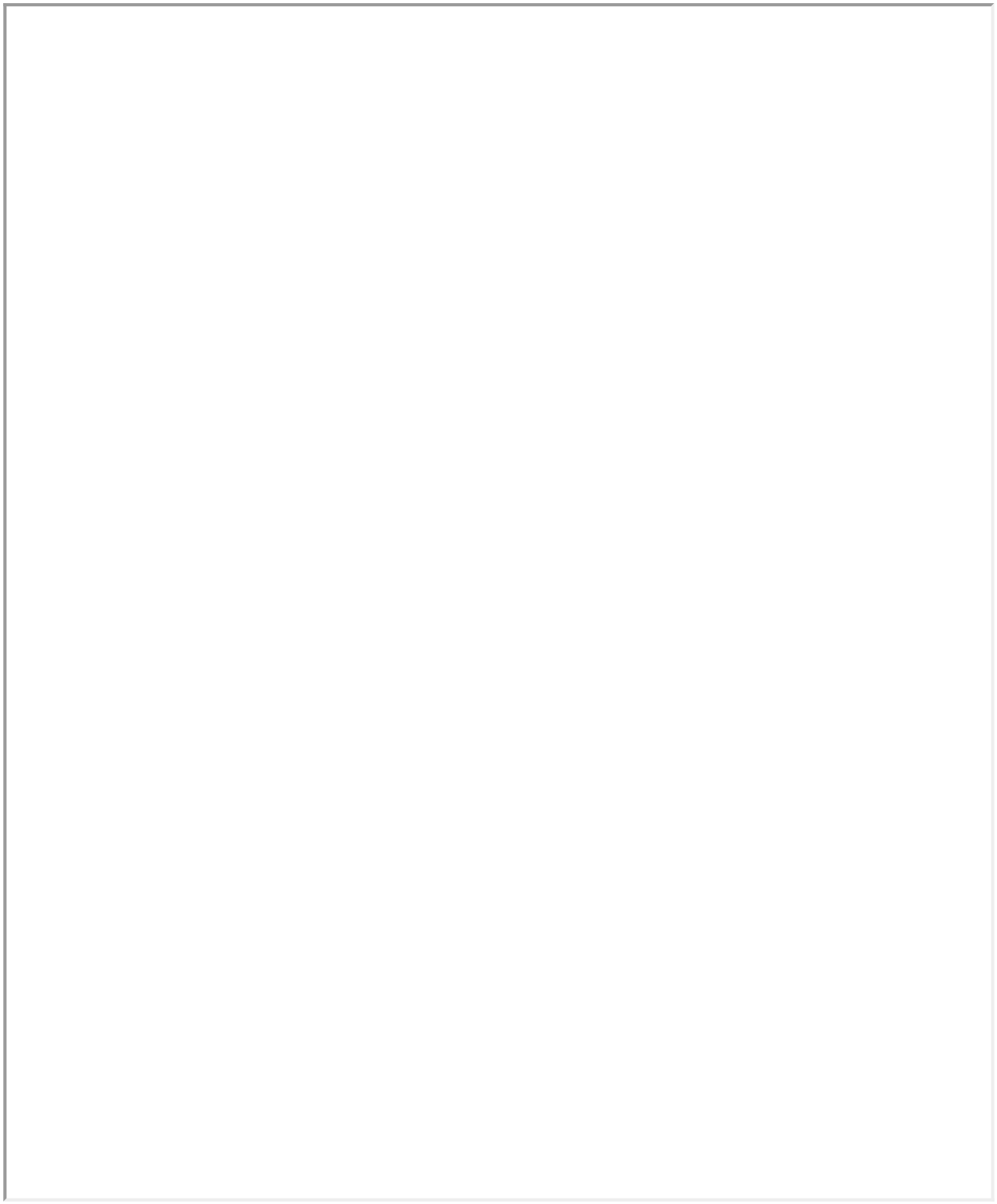
Key findings:

The workshop revolved around the following topics:

- Key Trends and Developments in the International Sharing Economy Landscape. Mr. van de Glind underlined the role that shareNL had in the creation of online sharing platforms, and the relative benefits. He envisioned Singapore as a front-runner in Asia that could create spaces for sharing communities to thrive. As a member of the Sharing City Alliance, Singapore could even host the next sharing cities summit.
- Sharing Initiatives and the Sharing Landscape in Singapore. Dr Soon then presented a map of Singapore's sharing landscape, based on the level at which sharing takes place (individual, collective or public) and motivation type (intrinsic or extrinsic). Most sharing initiatives met extrinsic needs such as cost savings and convenience, and took place at the collective level. Examples include co-working spaces and ride sharing platforms.
- Sharing Economy 2.0 — Security, Trust and Service. Mr Patrick Wong,

President of the Sharing Economy Association (Singapore) provided a brief overview of the association and how it represents members on matters relating to the sharing economy.

- Dialogue Session. From MCCY's perspective, sharing should create a sense of community. This point was echoed by Dr Soon, who added that taking a "purist stance" might omit the positive externalities that different types of sharing engender. Mr van de Glind added that there had to be a group of early adopters who were willing to experiment in order to drive more bottom-up sharing initiatives. In closing, Mr van de Glind recommended that the Singapore government articulate a "sharp definition" for sharing initiatives, one that could be expanded upon and allow for exceptions.



A Commons Transition Plan for the City of Ghent

Last Modified on 20/03/2018 11:47 am CET

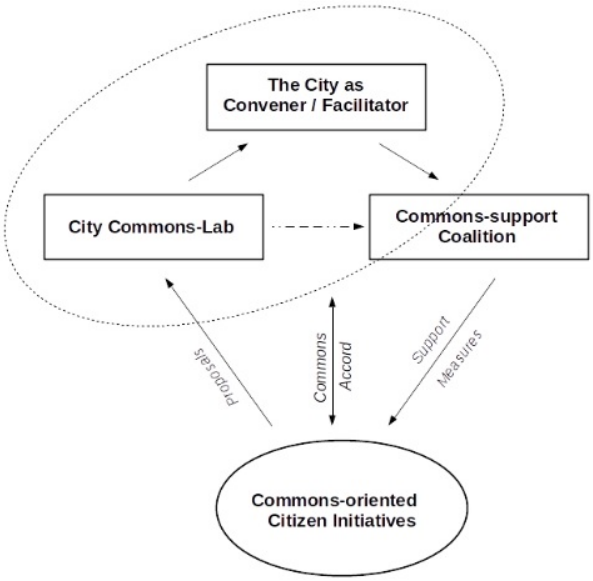
Authors: Michel Bauwens and Yurek Onzia
Date published: June 2017
Research commissioned by: The City of Ghent

Why did we select this research?

This research was commissioned by the City of Ghent to investigate the possibility of a potentially new political, facilitative and regulatory relationship between the local government of Ghent and its citizens, moving away from a 'command and control' approach, towards a 'partner city' approach. The commons is a way to describe shared, material or immaterial property that is stewarded, protected or produced by a community – in an urban context often by citizens' collectives – and managed according to the rules and standards of that community. It is distinct from state bodies – government, city, state – but also from market actors. The commons is independent of, but of course still holds relationships to, the government and the market. Examples include shared work spaces or set-up energy cooperatives. This Commons Transition Plan for Ghent can be an inspiration for- and applied to other cities as well.

Key findings

The proposal includes a public-partnership based processes and protocols to streamline cooperation between the city and the commoners in every field of human provisioning.



Graphic 7 ("proposed transition infrastructure for the city of Ghent'") shows the general underlying logic.

Commons initiatives can forward their proposals and need for support to a City Lab, which prepares a 'Commons Accord' between the city and the commons initiative, modeled after the Bologna Regulation for the Care and Regeneration of the Urban Commons. Based on this contract, the city sets-up specific support alliances which combine the commoners and civil society organisations, the city itself, and the generative private sector, in order to organise support flows.

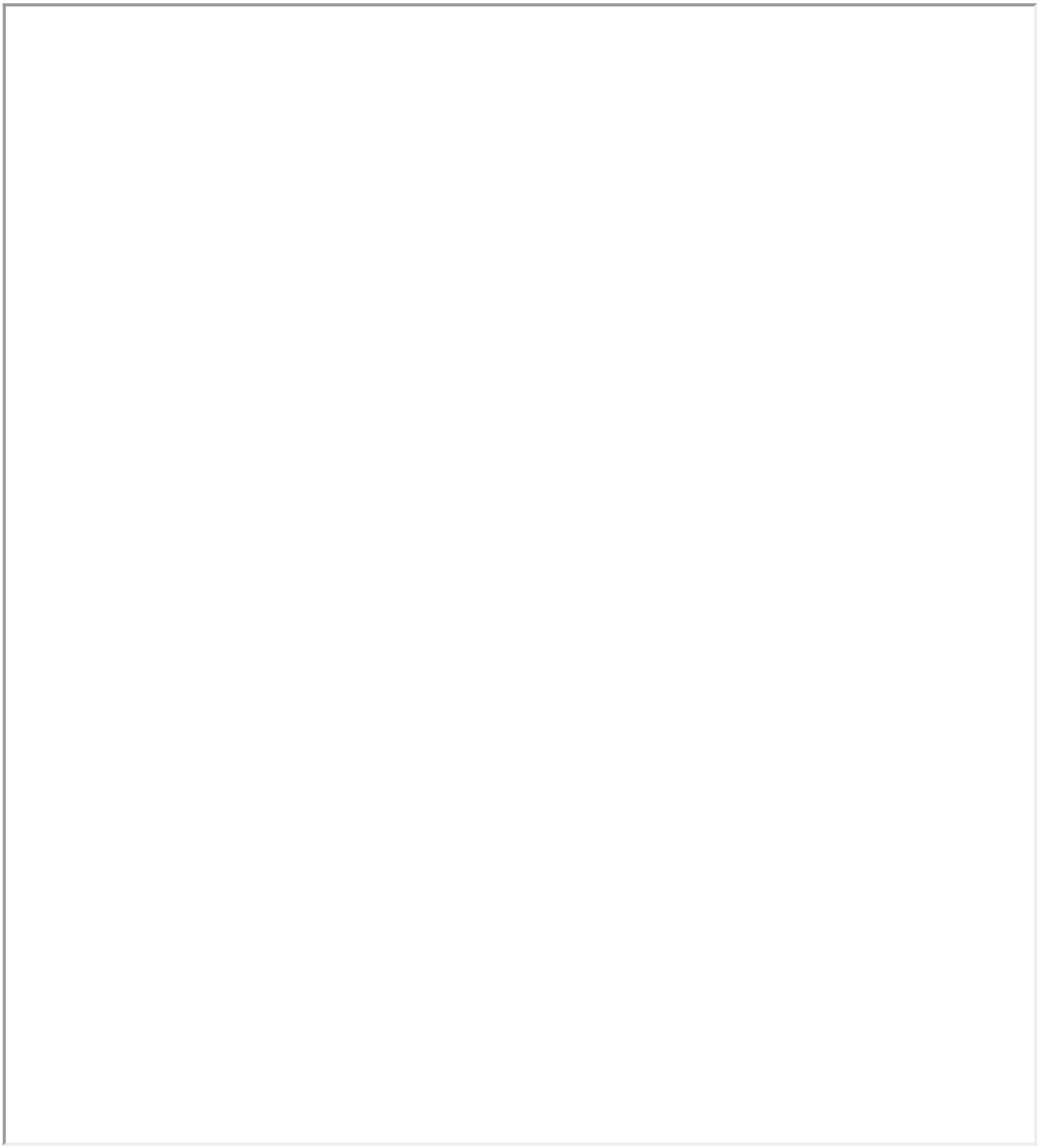
Recommendations for the Ghent's city government

(as in an executive summary by Michel Bauwens (P2P Foundation, research) and Yurek Onzia (project coordination).

- The creation of **a juridical assistance service** consisting of at least one representative of the city and one of the commoners, in order to systematically unlock the potential for commons expansion, by finding solutions for regulatory hurdles.
- The creation of an **incubator for a commons-based collaborative economy**, which specifically deals with the challenges of generative start-ups.
- The creation of **an investment vehicle**, the bank of the commons, which could be a city bank based on public-social governance models.
- Augmenting the capacity of temporary land and buildings, towards **more permanent solutions to solve the land and housing crisis** affecting commoners and citizens.
- **Support of platform cooperatives** as an alternative to the more extractive forms of the sharing economy.
- Assisting the development of mutualized commons infrastructures ('protocol cooperativism'), through **inter-city cooperation** (avoiding the development of 40 Uber alternative in as many cities).
- Make Ghent 'the place to be' for commoners by using 'Ghent, **City of the Commons' as**

an open brand, to support the coming of visitors for commons-conferences etc.

- As pioneered by the NEST project of temporary use of the old library, **use more 'calls for commons',** instead of competitive contests between individual institutions. Calls for the commons would reward the coalition that creates the best complementary solution between multiple partners and open sources its knowledge commons to support the widest possible participation.



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M, Bauwens and Y, Onzia. (2017). *Commons. Transition Plan for the city of Ghent*. Retrieved

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https://stad.gent/sites/default/files/page/documents/Commons%20Transition%20Plan%20-%20under%20revision.pdf

White Paper: Collaboration in Cities. From Sharing to 'Sharing Economy'

Last Modified on 20/03/2018 11:48 am CET

Authors: World Economic Forum, in collaboration with PwC
Date published: December 2017

Why did we select this research?

The World Economic Forum's Future has released its new white paper on the sharing economy in cities, explaining the terminology of the sharing economy, and what it means to be part of a sharing economy. The white paper illuminates the drivers for sharing, and provides recommendations for challenges and externalities; such as establishing trust and ensuring security on online platforms, and the uncertain effects of global sharing on social equality and inclusivity. It further, explores how cities can leverage the potential of the sharing economy in use of municipal goods, civic assets and spaces. The report offers 10 case studies from cities around the world on where and how sharing is changing citizens lives.

Key findings

- Sharing platforms have experienced rapid growth with a 2016 global survey showing that platform companies have a total market value of $4.3 trillion and directly employ 1.3 billion people.
- City governments are advised to leverage the potential of the sharing economy in municipal goods, municipal spaces, civic assets, municipal services and skills and talent of city residents.

To become a sharing city two main steps are encouraged:

1. Focus on **the purpose** of a sharing city. Either A) Economic/market driven sharing .Or B) Sociocultural development or environmental sustainability/purpose driven sharing.
2. Focus on **the government role(s) in a sharing city.** Which could include acting as: regulators; or enablers; or integrators; or collaborators.

Market driven sharing or purpose driven sharing brings on different challenges. Recommendations are provided in the report (pages- 16- 19). See the list of

externalities below.

Market-driven sharing (for economic reasons)	Purpose-driven sharing (for social and/or environmental reasons)
– Establishing trust and reputation. – Ensuring safety and security. – Uncertain effects of social equality. – More "exclusive" than "inclusive".	– Guiding sharing towards improving public infrastructure and services. – Accountability and transparency in collective/collaborative governance.

Recommendations for city governments:

- **understand the intricacies of the specific operating model and its implications** – whether economic (taxes, monopolies), legal (redefining labour laws that cater to freelancers) or social (protecting the rights of participants). Further, cities have to work to involve all necessary levels of government.
- **define a regulatory framework** that involves the views and concerns of all stakeholders – the sharing platforms, traditional market players and participants across different sectors.
- **gather data from sharing platforms** to assist data-driven policy making for example in transport planning, and help determine the effects of sharing in a particular sector to inform regulations. One way to address privacy concerns is to provide anonymised data to governments that could help achieve the desired results without compromising user identity.
- **define a statuary tax and/or fee structure** that clearly identifies the obligations of platforms to buyers and sellers.

As governments should deter from hampering innovation, while trying to achieve economic, social or environmental goals, it is recommended to have have flexibility in their regulatory approach.

Reference

The World Economic Forum. In collaboration with PwC (2017). *White Paper: Collaboration in Cities: From Sharing to 'Sharing Economy'*. Retrieved from: http://www3.weforum.org/docs/White_Paper_Collaboration_in_Cities_report_2017.pdf

A Fair Share - Safeguarding Public Interests in the Sharing and Gig Economy

Last Modified on 20/03/2018 11:46 am CET

Author: Koen Frenken, Arnoud van Waes, Magda Smink & Rinie van Est
Date published: 14 September 2017
Research commissioned by: Rathenau Instituut

Why did we select this research?

This report guides the readers through the recent evolution of the sharing & gig economy and the two faces it shows:

1. Generating employment, promoting entrepreneurship and encouraging innovation in existing sectors.
2. Putting pressure on public values such as consumer protection, public order and privacy.

As a consequence, the report emphasizes the need for better protection of public interests in the sharing economy and that calls for policies that promote the positive effects and limit the negative effects. In doing so, the report makes a number of specific recommendations for (city) governments.

Key findings

First, the government should clarify the legal status of sharing and gig platforms. The government should also be able to establish a trusted third party to monitor a platform in a manner that guarantees the privacy of the participants. Finally, the government should take measures to ensure that reviews on platforms are reliable and portable.

Reference

Frenken, K., A. van Waes, M. Smink & R. van Est (2017). *A fair share – Safeguarding public interests in the sharing and gig economy*. The Hague, Rathenau Instituut.

Navigating the Sharing Economy: A 6 Decision Guide for Municipalities

Last Modified on 20/03/2018 11:48 am CET

Research initiative led by: the City of Guelph
Date published: August 2017
Research commissioned by: the Large Urban Mayors' Caucus of Ontario (LUMCO)

Why did we select this research?

This report is designed to help municipalities understand this new economy, what it means on a local level and how to respond appropriately. In other words, the report navigates this new terrain to help city leaders analyze the impact of various sharing economy services on their own residents and businesses and make decisions based on local needs.

The Guide provides a brief introduction to the sharing economy and then identifies the following six decisions to guide municipalities that are anticipating or reacting to a shared economy platform in their jurisdiction.

- What type of approach is most appropriate?
- What are the primary public policy goals?
- What type(s) of sharing will be included?
- What kinds of policy actions or tools are needed?
- Design considerations
- Implementation and evaluation

The Guide includes case study examples to illustrate different ways municipalities have answered these questions, along with links to further reading materials, resources and cases.

Key insights

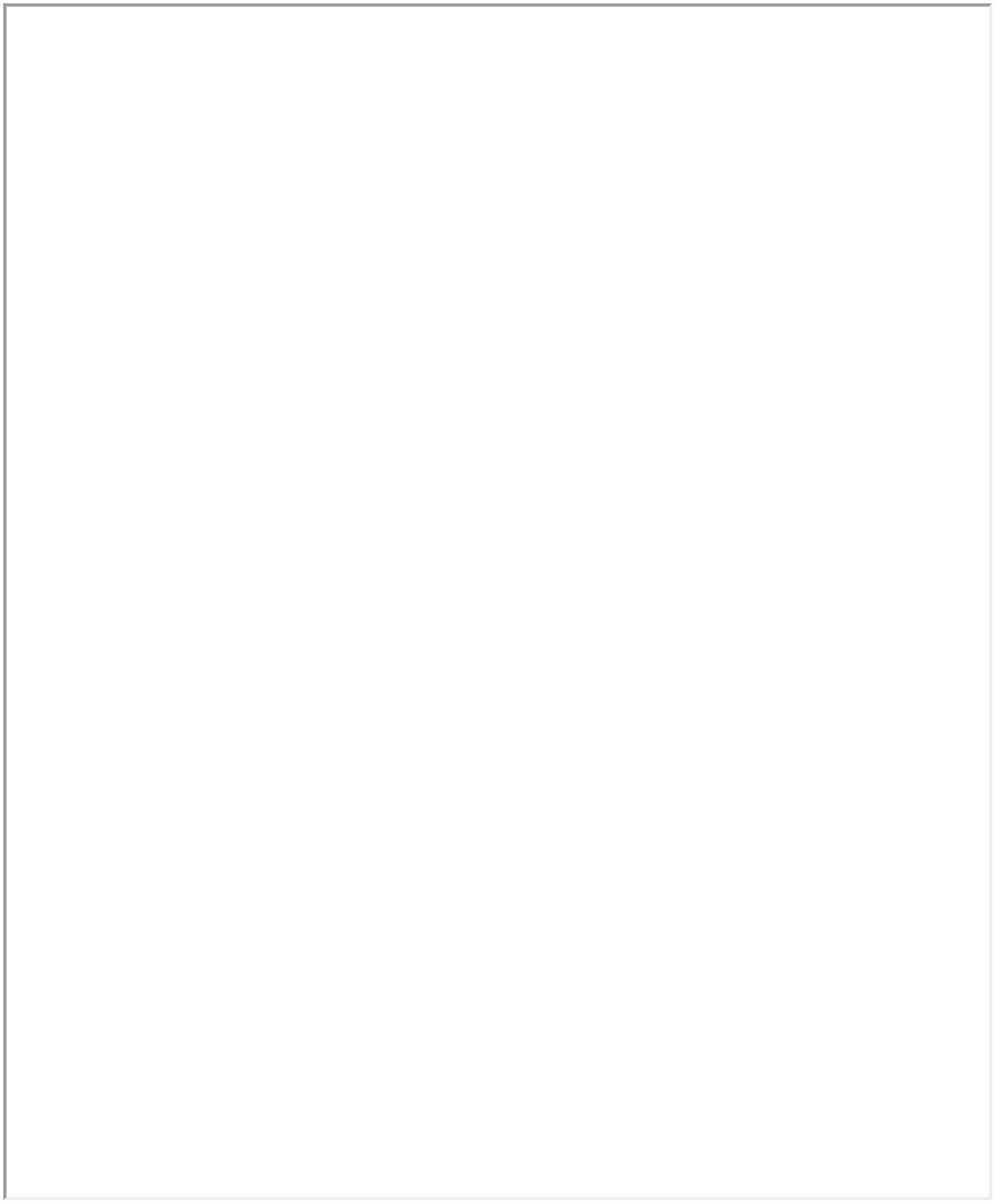
Municipalities should keep three points in mind:

1. **The sharing economy encompasses a wide range of models and sectors.** The

term “sharing economy” brings to mind private companies such as Uber and Airbnb. However, sharing itself is part of a larger tradition, the most established and promising examples of sharing are not always found in Silicon Valley and don’t necessarily involve sophisticated apps. This sector includes bike-sharing programs, community gardens and many other socially and ecologically minded ventures. Case studies in this Guide were selected to help illuminate these lesser-known but important and impactful examples.

2. **There is currently a lack of data on the impacts of the sharing economy**, especially outside of large cities, but the data that does exist points to both positive and negative impacts. The range of models and the rapid growth of sharing make it difficult to draw general conclusions about the impacts of sharing. In some cases, there just isn’t enough data to fully evaluate impacts. In other cases, concerns have been raised. This Guide does not explore specific sectors or sharing initiatives, but what is clear is that **municipalities must consider a range of potential positive and negative impacts.**
   Responding to the sharing economy has the potential to realize significant public value, including:
   • improvements in service delivery and cost reductions
   • economic development
   • a reduction in environmental impacts
   At the same time, municipalities should not ignore potential issues that may arise in the context of certain sharing initiatives, such as:
   • uneven service delivery
   • the rise of precarious employment
   • lack of independent data to accurately track the impact of sharing-driven activities
   • the erosion of consumer protections
   Municipalities will need to both evaluate impacts at a local level and take steps to ensure any sharing initiatives in their community are carefully aligned with their goals.
3. **Municipalities have a range of options available to shape the local sharing economy**. Municipalities that choose to engage with the sharing economy are not limited to establishing regulations through bylaws. Instead, there is a range of options local governments can use to craft a response that advances the public interest. Some of these tools may already be familiar to municipalities; other tools provide ample opportunity to introduce novel forms of procurement, decisionmaking and public engagement into municipal processes. The choice of tool will depend on local contexts and objectives: there is no one-size-fits-all solution. Different models of sharing necessitate

different responses, and local governments can opt to play a number of different roles depending on their policy objectives.



Shifting Perspective: Redesigning Regulation for the Sharing Economy

Last Modified on 20/03/2018 11:49 am CET

Authors: Joeri van den Steenhoven, Idil Burale, Vanessa Toye & Claire Buré
Date published: March 2016
Research commissioned by: the Province of Ontario and MaRS Solutions Lab

Why did we select this research?

> *"The key challenge for cities is not just to know how to respond, but how to help build a sharing economy that benefits the city. This requires cities to take a broader perspective and be proactive."* - MaRS Solutions Lab

This research helps city leaders/authorities better understand what a succesful strategy to address the sharing economy might entail. It answers the question how cities can design policies to become a *Sharing City* that benefits all citizens.

Key findings

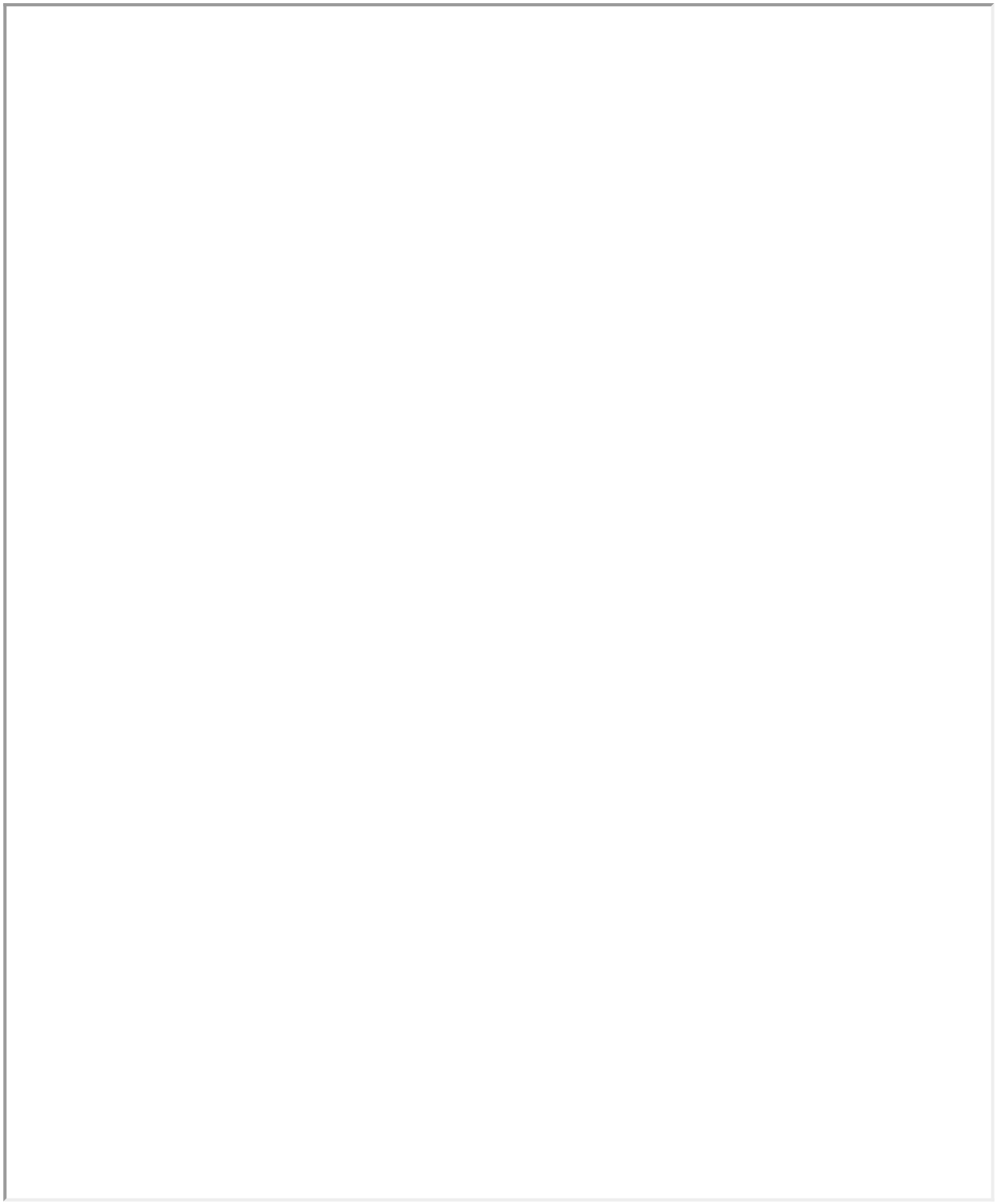
Within the report, the authors present a 5-step framework for cities to develop a sharing economy strategy.

1. **Create a vision**: Developing a vision as a city is the first step in this process. Such a vision helps to get beyond a 'whack-a-mole' responsive approach. This city vision should align with the city's identity and strengths, be time-bound and help unite partners across the city.
2. **Map the assets of the city:** The next step is mapping the underutilized assets a city might have. These are assets that sit idle but could produce value once activated.
3. **Identify opportunities:** After identifying the underutilized assets, they can be matched with the key issues that a city faces, as well as the vision it has set out for itself.
4. **Define Actions:** This step defines the actions related to each selected

opportunity. Each action should clearly state the associated objectives, actors, resources and planning.

5. **Support the strategy:** The final step is supporting the strategy with the right resources and structures to help ensure implementation. For example, establish an advisory council, learn from other cities and create a sharing economy fund.

For the accommodations sector, six key implications for regulation have been identified and the report suggests way to solve them. For transportation, the research has identified seven key issues and 24 solutions. Read the entire research:



Reference

MaRS Solutions Lab - Sharing Economy Public Design Report (2016). Retrieved from: https://www.marsdd.com/wp-content/uploads/2016/04/MSL-Sharing-Economy-Public-Design-Report.pdf

Governing Sharing Cities: A Comparative Case Study of Nine European Cities

Last Modified on 20/03/2018 11:50 am CET

Author: Lies van den Eijnden
Date published: July 2017
Research commissioned by: Utrecht University

Why did we select this research?

This comparative case study describes how and why city authorities govern the sharing economy differently. The lack of empirical research into political activities to govern the sharing economy limits the space for a rational governance debate. This master thesis addresses this lack by inquiring the policy discourse and governance actions of nine European cities with strategic plans to address the sharing economy. The study gives an elaborate description of how pioneering cities respond to the sharing economy, these in-depth case studies are very interesting for other cities and policymakers.

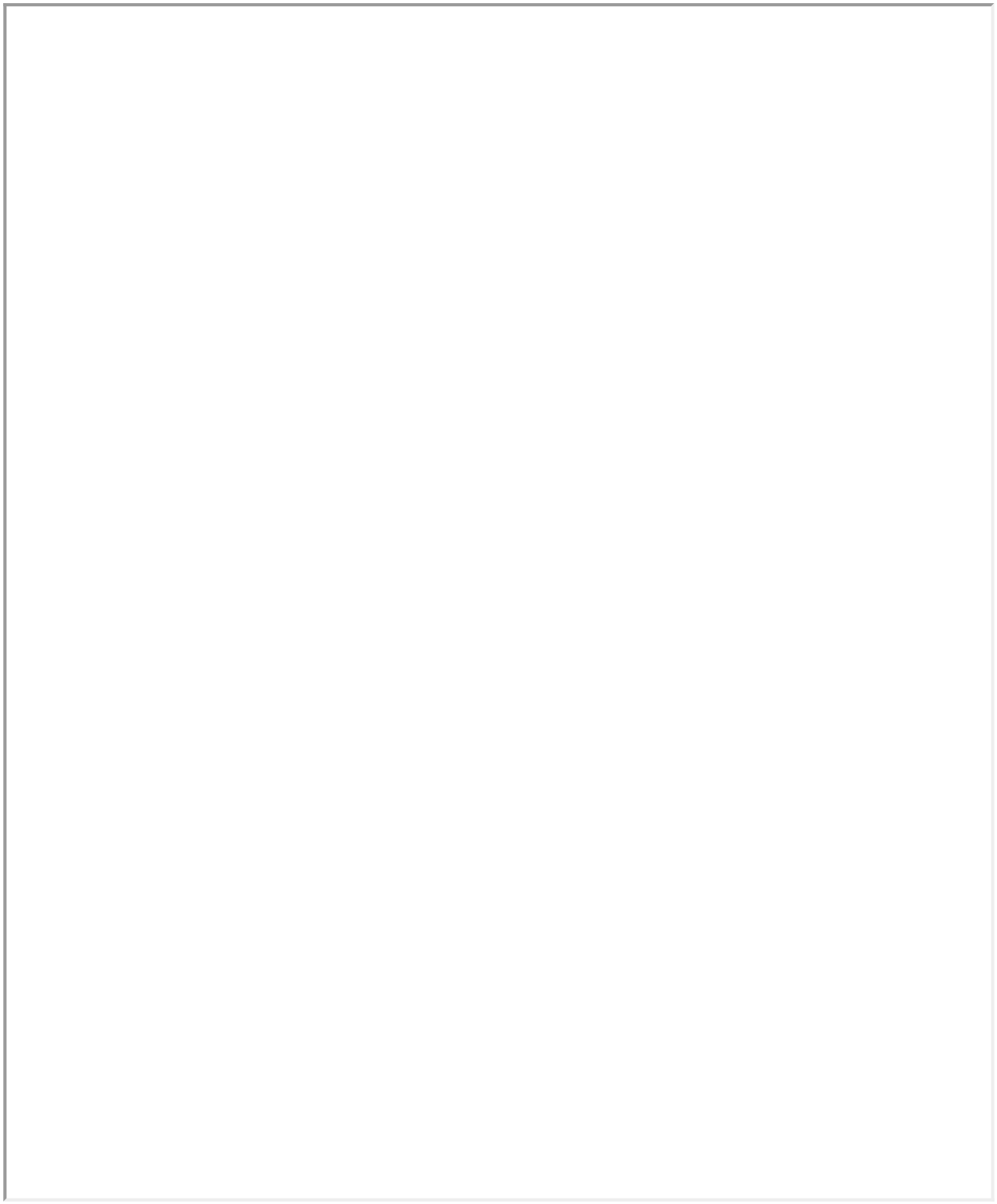
Key findings

City authorities govern the sharing economy with a patchwork of different approaches, actions and roles. How city authorities frame and govern the sharing economy is influenced by:

- **National traditions and politics**: The city authorities of Copenhagen and Vienna operate respectively in a welfare and highly regulated state and act more conservative.
- **Prior urban strategies and policies**: Especially smart city strategies revealed to guide strategic plans to govern the sharing economy.
- **The path dependent socio-cultural and economic context**: In Ghent and Barcelona past social movements influenced their current foces on the commons. Bremen and Ghent frame the sharing economy in line with their pre-existing economic specialization (automobile industry).

- **Unplanned historical events**: In Milan the Expo 2015 catalysed an early awareness and growth of the sharing economy.
- **The current political context:** Left-wing governments focus more on social and welfare aspects while right-wing governments revealed to focus on digital advancements and protecting/stimulating the local economy.

Urban governance of the sharing economy does not happen in a vacuum. Throughout history cities develop a city-specific context which influences how city authorities frame and govern the sharing economy. The city's historical, economic, socio-cultural and political pathways proved to shape discursive framings and set the stage for possible governance paths in the future.



Reference

Eijnden, L. van den (2017). *Governing Sharing Cities: A Comparative Case Study of Nine European Cities* (Master Thesis). Utrecht University.

What if Cities Could Create a Truly Inclusive Local Sharing Economy?

Last Modified on 20/03/2018 11:51 am CET

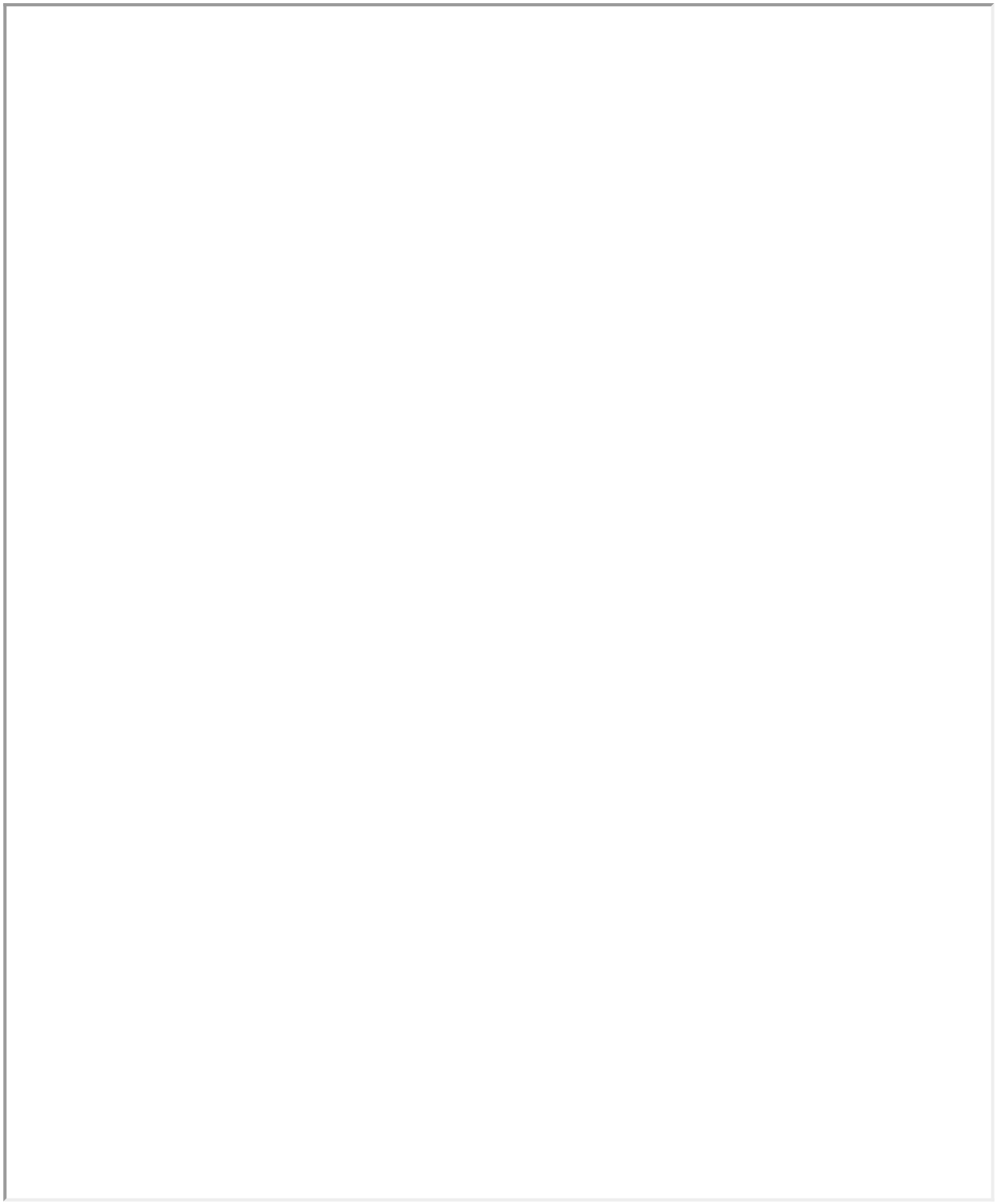
Authors: Solomon Greene and John McGinty
Date published: June 2016
Research commissioned by: The Urban Institute

Why did we select this research?

The study explores how city leaders can promote a local sharing economy that are inclusive of all their residents.

Key findings

The authors argue that cities would be better served leveraging the sharing economy to create new opportunities for the urban poor, and are well positioned to do so. They propose creating multistakeholder roundtables to map out the local sharing-economy landscape, identifying gaps and barriers to participation, and proposing strategies to make the sharing economy work for everyone.



Reference

Greene, S., & McGinty, J. (2016). What if Cities Could Create a Truly Inclusive Local Sharing Economy?.

Government-driven Sharing Economy

Last Modified on 20/03/2018 11:52 am CET

Lessons from the Sharing City Initiative of the Seoul Metropolitan Government

Authors: M. Jae Moon
Date published: June 2017
Research commissioned by: Yonsei University

Why did we select this research?

To promote the sharing economy the City of Seoul already announced the Ordinance for the Promotion of Sharing City on December 31, 2012, and launched the Sharing City Promotion Committee in February of 2013. The initiative is designed to provide public services to citizens, especially those who are economically and socially disadvantaged, as the mayor of Seoul believes that the sharing economy can be very instrumental in solving various urban problems. This research describes how the city government of Seoul is building partnerships with enterprises, non-profit organizations, and local governments to provide opportunities to those who are in need of cars and public facilities such as parking facilities, convention facilities, and public libraries. Other cities can learn a lot from Seoul's pioneering activities to support the growth of the sharing economy.

Key findings

This study shows how governments can use the sharing economy model as a caring economy model for better general public services as well as the socially disadvantaged population as Seoul demonstrates in their Nanum car sharing program. The sharing economy model can be further developed to become an innovative model for economic growth beyond social development. While the sharing economy has significant potential for both social and economic development in developing countries, the Sharing City Initiative of Seouls offers several policy implications that can be considered by governments that want to take advantage of the sharing economy model:

1. Seoul can actively promote sharing initiatives such as the Nanum car-sharing program and parking lot-sharing program because of the **well-established ICT connectivity in the city**. For example, the parking lot-sharing program enables citizens to easily identify available parking lots in real time and navigate to the selected parking lot through a linked navigation system. The success of the program relies on effective and timely provision of information on parking availability and reasonable parking fees to parking lot seekers via a mobile phone app. This suggests that the high penetration of mobile phones and promotion of high connectivity are a critical precondition to the sharing economy model. The public data-sharing initiative in Seoul also aggressively introduced and successful because of the excellent ICT infrastructure of the city.
2. A government needs to establish a **supportive legal framework** to facilitate and promote the sharing economy model because many existing rules and laws are not necessarily favorable to sharing economy activities. To strategically promote the sharing economy model, Seoul modified existing rules and often enacted new rules for promoting the sharing economy.
3. It is very important to **build partnerships with private enterprises, social enterprises, and NGOs as well as other local governments** that are willing to participate in government-driven sharing economy programs and run business models despite business risks. This is especially appealing to many social enterprises and NGOs that are more interested in the welfare of socially disadvantaged people than in the maximization of their economic gains.
4. **Government funding is often critica**l to the effective initiation of a sharing economy system when a society is not quite ready for the sharing economy. The grants to participating enterprises and NGOs were quite instrumental in nurturing the market for the sharing economy by ensuring demand in Seoul. In the case of the Nanum car-sharing program, the SMG's voucher program for the low-income and disabled population created demand, which helped to moderate the high risks of the car-sharing business.
5. It is important for a government to **promote transparency and openness by making public information available to the public.** In addition to sharing goods and services, sharing government data is an important part of the sharing economy because private and social enterprises can develop public service apps using public data. Public service apps can be an important model of cooperation between government and nongovernment actors for public services.

Reference

Moon, M. J. (2017). Government-driven Sharing Economy: Lessons from the Sharing City Initiative of the Seoul Metropolitan Government. *Journal of Developing Societies*, 0169796X17710076. Retrieved from: http://journals.sagepub.com/doi/abs/10.1177/0169796X17710076

The Sharing Economy as an Urban Phenomenon

Last Modified on 20/03/2018 11:53 am CET

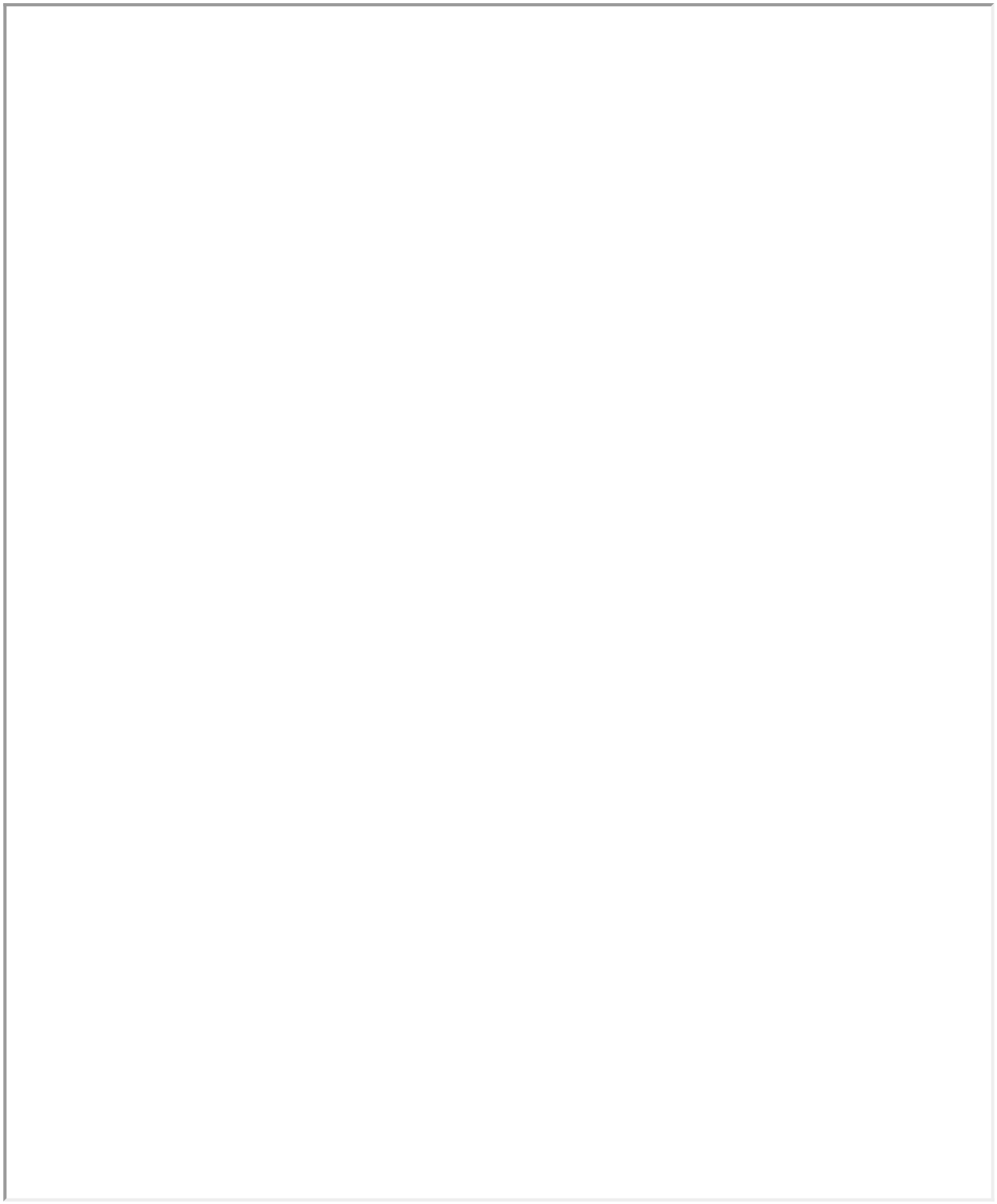
Authors: Nestor M. Davidson and John J. Infranca
Fordham University, The Bronx, New York, Suffolk University, Boston, United States
Published on: July 2016 **in Yale Law & Policy Review**

Why we select this research?

By framing the sharing economy as an urban phenomenon, this article sheds important light on the interaction between urban governance and the sharing economy. This study is highly relevant for city leaders as the authors analyse how the sharing economy is transforming cities and gives practical examples of how local governments are currently regulating the sharing economy.

Key findings

Many sharing companies flourish through a kind of regulatory arbitrage that finds value in frictions and barriers generated by urban regulatory regimes. Local governments are being pushed to be more transparent about their policy interests, creating spillover effects in regulatory regimes beyond the sharing economy. And the sharing economy is transforming cities themselves. The shift from ownership to access is altering development and mobility patterns as traditional links between transportation, housing, and labor markets and the shape of metropolitan space morph.



Reference

Davidson, N. M., & Infranca, J. (2016). The sharing economy as an urban phenomenon. *Yale Law & Policy Review*

New Era. New Plan. A Fiscal Strategy for an Inclusive, Circular Economy

Last Modified on 20/03/2018 11:53 am CET

Author: Femke Groothuis (The Ex'tax Project)
Date of publication: December 15, 2016
Research commissioned by: Deloitte, EY, KPMG Meijburg, and PwC

Why did we select this study?

It is important to realize that the main area of income for governments is related to taxing labour and much less to the use of scarce resources. We can ask whether we put the correct incentives and focus. Do we want to burden labour and employability and not so much the consumption of scarce materials? When we would have a pricing system for externalities, like carbon emissions, we can reduce other taxes, like those on labour. Why would any country be against the fact that people want to find a job? Shouldn't governments tax the things that we don't want to be used abundantly?

Key insights

This report suggest a fiscal strategy to shift from overconsumption to (re-)use of goods and from fossil dependency to low-carbon solutions. Tax reform can play an important role in stimulating the transition to a circulair, sharing city. The evidence-driven simulations presented in this report of the Ex'tax Project suggest that shifting taxes from labour to consumption and natural resources will result in more growth, more employment, and a smaller environmental footprint. The report provides evidence to support green tax reform and concrete policy action.

Reference

Groothuis, F. (2016). New era. New plan. Europe. A Fiscal Strategy For an Inclusive, Circular Economy. Retrieved from: http://www.neweranewplan.com/wp-content/uploads/2016/12/New-Era-New-Plan-Europe-Extax-Report-DEF.compressed.pdf

ISO International Workshop Agreement 27:2017

Last Modified on 22/03/2018 4:40 pm CET

Guiding Principles & Framework for the Sharing Economy

Why Did We Select This Research?

This IWA report (International Workshop Agreement, 1st edition) is prepared by the ISO and provides guiding principles and a framework for decision making and action to address key social, environmental, and economic impacts and opportunities of the sharing economy.

Key Findings

The report identifies that the sharing economy is the source of both opportunities and challenges for all stakeholders, which include customers, labor, government, environment, and the broader economic, societal, and community impacts and opportunities.

Ten guiding principles for platform operators and providers to address the opportunities and challenges are formulated, as well as a decision-making and action framework for stakeholders in the sharing economy. The document provides guidance on handling comments and complaints in order to achieve maximum effectiveness and efficiency in the management of customer feedback. Through lists of clear questions, platform operators, providers, customers, and interested parties can identify and address possible issues. Additionally, the agreement links to existing ISO guidelines for implementation.

References

International Organization for Standardization. (2017). *Guiding principles and framework for the sharing economy* (ISO/TMBG Standard No. IWA27:2017). Retrieved from: https://www.iso.org/standard/72643.html.

Political Economies and Environmental Futures for the Sharing Economy

Last Modified on 12/06/2018 5:18 pm CEST

Authors: Koen Frenken
Date published: May 2017

Why did we select this research?

In this article, Keon Frenken articulates alternative governance regimes of the sharing economy, and the kinds of environmental and social effects that can be expected under each.

Key findings

Following a brief overview of key economic trends and current evidence on the environmental impacts of online sharing platforms, Frenken suggest three possible futures for the sharing economy:

1. a capitalist future culminating in monopolistic super-platforms allowing for seamless services;
2. a state-led future that shifts taxation from labour to capital and redistributes the gains of sharing from winners to losers, and;
3. a citizen-led future based on cooperatively owned platforms under democratic control.

The three scenarios are compared based on the nature and size of expected social and environmental impacts, as well as the distribution of economic gains and political power.

Reference

Frenken, K. (2017). Political economies and environmental futures for the sharing

economy. Phil. Trans. R. Soc. A, 375(2095), 20160367. Retrieved from: http://rsta.royalsocietypublishing.org/content/375/2095/20160367

Cooperative Platforms in a European Landscape: An exploratory study

Last Modified on 12/06/2018 5:30 pm CEST

Authors: Elena Como, Agnès Mathis, Marco Tognetti, Andrea Rapisardi
Date published: September 2016

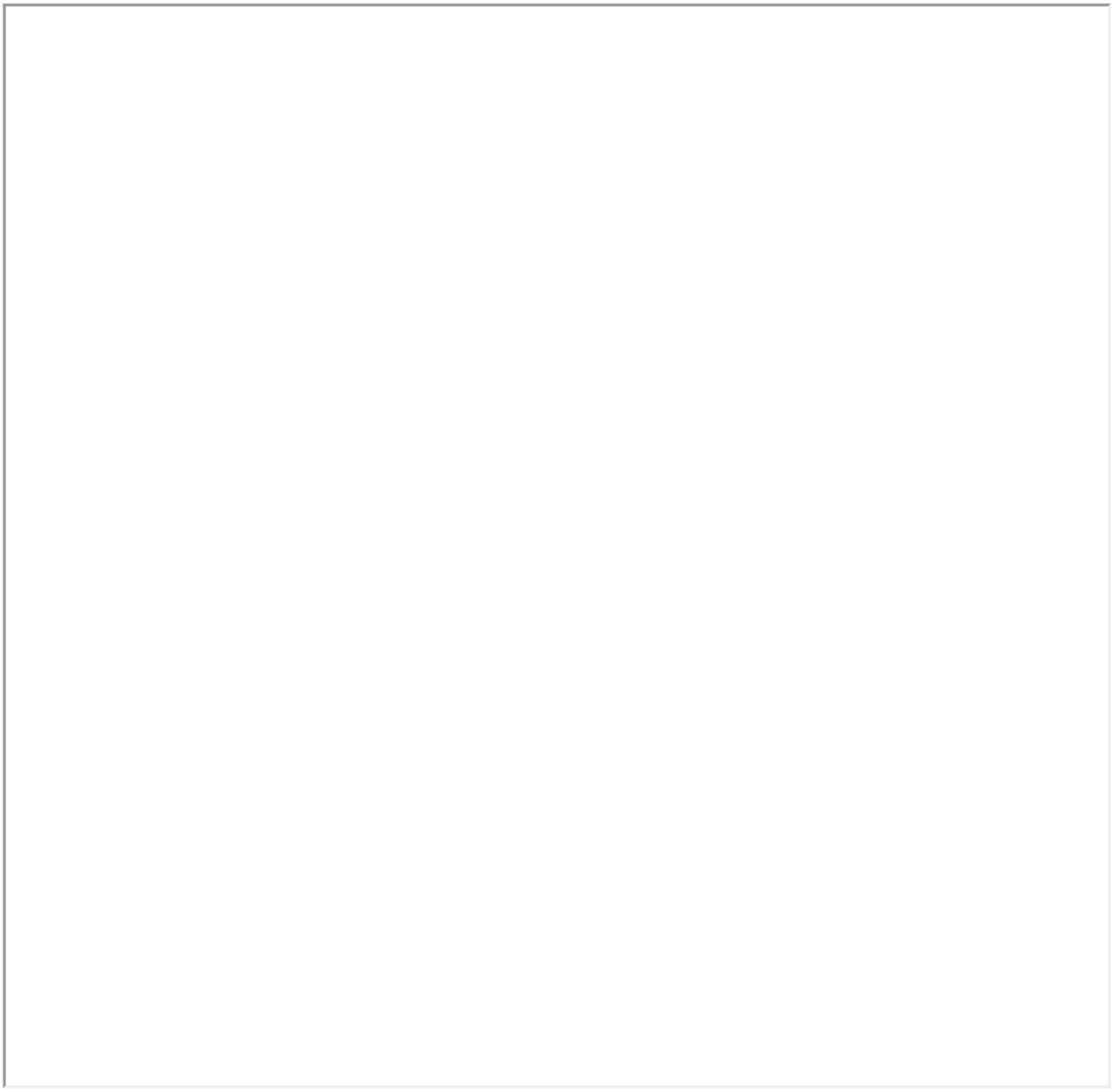
Why did we select this research?

This exploratory research from Como et al. proposes a new perspective on the relationship between cooperatives and the collaborative economy in Europe. While, so far, the platform cooperative debate has mainly focused on the need to democratize existing collaborative economy platforms, less attention has been be paid to the issue of how the collaborative economy could transform existing cooperative businesses.

Key findings

Supported by interviews with leaders of the cooperative movement and evidence on how cooperatives on the ground are actually engaging with collaborative economy innovations, the study identifies a number of opportunities and challenges for the development of new collaborative practices within cooperatives.

- In 2016 there were 38 cases in Europe of cooperatives that were adapting collaborative economy principles to develop their own projects and businesses.
- In terms of industrial sectors, the most touched by collaborative economy initiatives were mobility, energy, tourism, finance, and food.
- 32% of cooperatives developed initiatives at the local level, 20% at the regional level, 24% aim to cover the national level, and 24% that aim at an international level.
- Overall, numbers of people actually reached so far are quite low; in 40% of the initiatives fewer than 100 people participated, in 30% of cases the users have been between 100 and 1000, in 9% of the cases between 1000 and 5000, and in 9% of the cases over 5000 (reaching the peak of 100,000).



Reference

Mathis, A. COOPERATIVE PLATFORMS IN A EUROPEAN LANDSCAPE: AN EXPLORATORY STUDY. Retrieved from: https://coopseurope.coop/sites/default/files/Updated_Paper_Cooperatives%20Collab%20Economy.pdf

Solving urban zoning challenges

Last Modified on 03/10/2017 12:40 pm CEST

Interview with Guillaume Lavoie, Montreal City Councillor

Guillaume is an expert with regard to the sharing economy and authored Canada's first by-law to regulate and permet the sharing of private spaces (parking, storage, land). In this interview we posed several questions about his solution to zoning challenges in order to allow new sharing practices in cities.

Who are you?

My name is Guillaume Lavoie. I am a city councillor in Montreal, Qc, Canada. In this role, I authored Canada's first by-law to regulate and permet the sharing of private spaces (parking, storage, land). I am also a lecturer at the National School of Public Administration where I developed Canada's first course on the sharing economy and its impacts on public policy. In mid-2015, I got on the road as a guest speaker on the sharing economy, talking to government officials, policymakers, business leaders, the general public, etc. I think it's been 150+ talks or conferences since, both in Canada and abroad.

> *"All so that we can better understand the phenomenon, harvest its potential and navigate the disruption."*

Photo by Alain Roberge (LaPresse)

When did you first discover the sharing economy?

I think it was in early 2014. Funny how not that long ago it seems, and yet, three years' worth of development in the world of the sharing economy does seem like a lot of time for so much is happening, so fast. I was sitting in a meeting when I first heard the words "sharing" and "economy" as a thing. It struck me as strange. So I went back to my office and started googling and then Bang! Wow, there was avast phenomenon emerging. I instantly got fascinated by it, what it challenged in how our societies and policy ecosystem function.

Upon reflection, it connected with something very fundamental to who I am. I grew up in a most rural part of Quebec. When I was a kid, my address was Rural Road #4. So, very very rural! And for all the 'new' in the sharing economy, I saw the 'old' ways of small rural communities: sharing resources, operating and relying on a reputation system. Growing up, we were assessed by one question: 'Who's kid are you?'. This folksy question said it all. It conveyed whether we were 'good', 'trustworthy'... or not ! It did not refer to how powerful, rich or important your dad was. It spoke to the reputation of your family (and so yours as well) as a member of the community. That reputation was built over time, enriched or damaged, by each interaction with the neighbours. Back in Rural Road #4, the platform was the

church's steps. And the number of stars you had on the peer-to-peer system was the answer to the question: 'who's kid are you'.

Why is zoning an issue within the context of the sharing economy?

It's a head-to-head shock! It goes back to a key fundamentals of the traditional economy: the segregation of function. Meaning an asset or a space could served only one (pre)determined function. In urbanism, this is the very definition of zoning. And zoning is the very DNA of city policymaking and regulatory ecosystem. Put simply, zoning says where you can have residential activities and where you can have commercial ones. Each square foot has a specific purpose via its specific zoning determination (typically: agriculture, commercial, industrial, institutional and residential). One specific purpose per square foot. One, and one only.

This is where the clash is absolute with the sharing economy. In the sharing economy, you tend to view assets for what they can do or provide. Not for what they can do or provide... depending on where they are located. For example, a parking space is no more than a space that can have a car on it. It does not 'care' whether it is next to the owner's house or next to a church or a commercial center. A parking space is a parking space. But zoning qualifies parking spaces according to predetermined functions. A parking space is either commercial (if adjacent to a commercial center), or institutional (if adjacent to a church), or residential (when next to your house).

And here is where the trouble (or the fun!) starts. Let's say you found a platform to rent out your underused parking space (your own driveway) when you're not home. Or say the church wants to do the same outside of mass times. If you rent it out for even 1$, it becomes a 'commercial use'. Your driveway is zoned residential. The parking of the church is zoned institutional. Segregation of function is clear. It's one use (or zoning code)... and none of the others.

> *In short: the interaction between the sharing economy and zoning (or the core of urban policymaking) is the quintessential of 'To fit a square peg in a round hole'.*

This is not to say that the idea of zoning is outdated or wrong. On the contrary. There is a purpose for it. It is a tool to help develop a certain kind of city, to prevent nuisance, and to foster a certain kind of neighbourhood. A simple example goes

like this: how would you like to see a truck-stop being built next to your house? How about next to your children's school? Certain activities do not belong next to one another. Zoning is a very good tool for that. So, how to bring a light-touch to zoning regulation in order to welcome sharing practices - that is the question!

What is the solution you have proposed in Montreal?

I am very proud of the solution we created in Montreal in order to allow new sharing practices (ex: the sharing or private residential parking spaces) while preserving the essence of our zoning code (for an overhaul of the zoning plan is a costly, multi-year long endeavour). But it is not the solution that is complex. The real challenge (for elected officials, public servants, local business and citizens) is the migration from one mindset to another.

> *My entire approach is 'Regulate in order to better permit'.*

This means three things:

1. The recognition that it is impossible to regulate something if you are not ready to permit it. The debate in Canada on the advantages of the legalization of marijuana is a good example. Those in favour argue the state will collect millions in taxes. Perhaps. But one thing for sure is that you won't collect a dime until you legalize it first.
2. The recognition that it would be irresponsible to permit if you cannot

regulate. The city cannot just laissez-faire. There are proper reasons to have zoning (like the truck-stop example above). So there will be regulations. But we need to develop new ones in order to permit.

3. The recognition that the goal of the regulation is to 'to better' permit, i.e.: for the greater good of the city and the general welfare of its citizens. This means looking at what is best for the city. Looking to increase, foster what goes 'for' the city and curbing what goes 'against' it. Take Airbnb, it has great advantages, but there is a risk of increasing the housing crisis. Where is the line. One of mine is the 'toothbrush test'. If it is where your toothbrush usually is, we look upon it rather favourably. If it is not, then it is frowned upon with severity. To go back to our parking example, we accepted that perhaps some more people might drive on residential street to access those new private spaces, hence in theory increasing the traffic on residential streets. But we contra-balanced it with the fact that we would help reduce congestion (and C02 emissions) as people will no longer roam around to find available parking space on the curb. We also took the decision to exclude the back alleys (or alleyways) from being legal on sharing platforms for we wanted to preserve those spaces as extensions of the backyards and a place where children should be safe. More traffic there would have more cons then pros.

A general, a welfare-inspired, modern light touch approach is the spirit with which to approach regulating the sharing economy.

Is there anything else you would like to share?

The very challenge ahead is not whether the technology will exist (or this or that app). It is whether cities will be able to adjust and create regulations in order to harvest the potential of the sharing economy. This potential is huge. It is the promise for more productive, more sustainable, more entrepreneurial and more just cities. But the issue at stake is not technology. It is cultural and institutional and THAT is a huge challenge. It will be difficult and it will at times be messy. That is why I always worry about politicians who claim to be in favour of innovation. That is the wrong question to ask. The right question is: What is your (elected official, organization, etc.)’s level of tolerance to disruption?

The autonomous car is a perfect example. The question is not whether it will exist. It’s there and it works. The challenge is that, right now, I know of no jurisdiction where it is legal to freely deploy. We have yet to create the regulatory and policy ecosystem for the autonomous cars to roam around. It is not an easy proposition,

but this is the very task ahead. I guess the old Chinese proverb is true: We DO live in interesting times!

> *"Innovation does not take place with order and discipline. Show me an elected official, a policymaker, a city that is at ease with the unease of disruption and I will show you where innovation will flourish."*

Sharing Office Space City of Amsterdam

Last Modified on 03/10/2017 12:38 pm CEST

> *"Amsterdam has created a free Airbnb for city-owned buildings"*
> - Apolitical

Why did we select this case?

The trend to open up underused spaces for rent has become popular in many cities around the world. Amsterdam is opened up for collaborative economy and contributing to its sharing city initiative by encouraging collaborative enterprises as well as taking the lead in the movement with pilot projects for car sharing, tools sharing, as well as space sharing.

About the Case

What?
As a part of Amsterdam sharing city action plan, the city will launch a platform for enterprises and group of people would like to set up meetings under the condition where the purpose of their organisations must be contributing to social change.

> *"Office space will be free during office hours with the city council covering costs such as security, wear and tear, and utility bills." Kiri Scully in Iamexpat*

How?
By the end of 2017, up to 15 spaces will be made available for a start. Platform users are required to fill out details such as ‘what is your organisation’ ‘what kind of social impact is the group creating’ ‘ What’s the meeting for?’ ‘How will it contribute to the city of Amsterdam?’ Associated costs such as security and utilities will be take care of by the city government . However, minimal fee may be charged for outside office hours services.

Why?
Founders of the, idea Femke Haccou and Nanette Schippers, who work in chief of technology office of Amsterdam city government witnessed how many empty office

spaces are underused within city-owned buildings. Opening up the platform also allow the government to update their database in order to keep track of their available spaces and buildings.

Where?
In Amsterdam.

Want to know more?

- http://www.iamexpat.nl/read-and-discuss/expat-page/news/amsterdam-free-office-space
- https://apolitical.co/amsterdam-airbnb-state-assets-municipal-offices/
- http://www.sharenl.nl/amsterdam-sharing-city-projects/

Bologna's regulation for the care and regeneration of the urban commons

Last Modified on 26/07/2018 3:11 pm CEST

Why did we select this case?

Bologna's regulation for the care and regeneration of the urban commons is encouraging a new relationship between the local government and its residents. It is an interesting case as it is one of the most innovative legal/contractual experiments carried out by a municipal government.

About the case

In 2011, a neighbourhood group wanting to donate a set of benches to their neighbourhood park, which lacked seating options, contacted the City to determine how to do so. After being directed from department to department and a frustratingly long wait, they were informed that it was illegal for residents to contribute to the care of their own public spaces.

As one of Italy's most progressive cities, home to a thriving co-operative sector and Europe's oldest university, the "bench scandal" quickly spread across the city and caused an uproar among its residents. As a result, the City partnered with LabGov–an innovation lab based in Rome–whose projects investigate ways that residents can more actively participate in managing City resources rather than being passive recipients of its services. In 2014, after two years of fieldwork, three urban commons governance labs and countless contact hours, the City introduced a 30-page regulatory framework. LabGov's report "Regulation on Collaboration between Citizens and the City for the Care and Regeneration of Urban Commons" outlines how local authorities, residents and the community at large can manage public spaces and public assets together.

LabGov's director Christian Iaione sees the document as:

> *"a sort of handbook for civic and public collaboration, and also a new vision for government. It reflects the strong belief that we need a cultural shift in terms of how we think about government, moving away from the Leviathan State or Welfare State toward collaborative or polycentric governance."*

Thanks to its leadership, in a few short years Bologna went from being a city in which citizens couldn't provide basic street furniture for their own parks to one in which all manner of self-organized, commons-based projects now thrive. The City of Bologna now has more than 90 pacts of co-operation with self-nominated groups in three thematic areas: living together, growing together and making together. Projects range from urban agriculture and community gardens to co-operative childcare and the world-famous social streets, an initiative that originated in Bologna and has spread to more than 350 groups worldwide, enabling neighbourhood-level co-operation, festivals, resource swaps and more. Iaione continues:

> *"The job of city governments, and maybe every government layer, is changing. Their function is less about commanding or providing. They are increasingly acting as a platform that enables collaboration between citizens and social innovators, not-for-profit organizations, businesses and universities to unleash the full potential of urban, cultural, and environmental commons, promote a sustainable commons-oriented development paradigm, [and] updating the concept of State or government."*

Source

Text from the report: Navigating the sharing economy: A 6-decision guide for municipalities

EUROCITIES 2017 Circular City Awards: Gothenburg: The Smart map

Last Modified on 09/01/2018 2:09 pm CET

Winner Participation Category: Gothenburg's Smart map

This November, Gothenburg's Smart map (Smarta Kartan) won the EUROCITIES Participation Award for best practices within the Circular Economy Field. Celebrating its one-year anniversary the day after the awards, the concept and success of the Smart map is definitely worth sharing.

The Smart map

To help achieve its greenhouse gas target, the city of Gothenburg set challenging goals for reducing consumption-based emissions. They recognised that citizens needed to have an alternative choice to buying, and therefore turned to the sharing economy. The Smart map which was created as part of an innovative civil-public partnership, is a tool that **maps the sharing economy in Gothenburg**, and includes **over 100 sharing initiatives**.

The Smart map encourages locals and visitors in Gothenburg to live sustainably, create a sense of community, facilitate new ways of connecting, and makes it easier to share rather then own. This allows residents to hire, borrow, share and swap. In other words, it **allows citizens to directly participate in the circular economy**.

The Smart map **highlights current and upcoming activities and networks** throughout the city, such as 'bike kitchens', where you can learn to fix your own bike, as well as exchange groups, give-away shops, and digital platforms. Simultaneously, changing peoples behaviour and inspiring new services.

> *"Like all European cities we have a goal to cut greenhouse gas emissions in general but what is unique to Gothenburg is wanting to impact consumption-based emissions by influencing and inspiring citizens to think about how they consume and live their lives." Tove Lund, Planning Manager, City of Gothenburg*

Who brought the Smart map together

The city of Gothenburg co-designed The Smart map with the Collaborative Economy Gothenburg (KEG), a voluntary group, that voice and co-ordinate citizen action. Gothenburg, determined to make the most of the civil society initiatives, created several public '*map jam events*' where local initiatives engaged to help shape the project.

The KEG group meets once a month to add new initiatives proposed by residents, and to make sure it stays up to date. Any citizen or organisation can propose new initiatives on condition that it fulfils at least five of its seven criteria (ranging from being **free of charge** and **enabling access over ownership** to promoting renting, sharing, swapping, making, lending or giving).

The Impact

User experience

The Smart map offers a flexible search functionality allowing users to search for

initiatives by name, sector or activity. Visitors can simply browse and be inspired by ideas such as growing vegetables in a neighbour's garden, renting the latest fashions, learning how to mend things with 3D printing or sharing skills, and workspaces.

The Smart map has allowed people to share companionship and experiences too. Meet the Locals is one of the most popular schemes of this kind. Run by the West Swedish Tourist Board, it enables visitors to meet residents and experience Swedish lifestyle and culture from a local perspective, such as sharing their hosts' family dinners.

Success

Within six months, a survey showed that **10,000 inhabitants** visited the Smart map, many expressing that they were surprised at how easy living sustainably could be.

Attributing to this success was the involvement of KEG, which gave the initiative credibility among local activists, and engaged citizens who shared social media posts about the map and local government. By raising the visibility of the city's community resources, the Smart map has led to **more collaboration between existing sharing projects.**

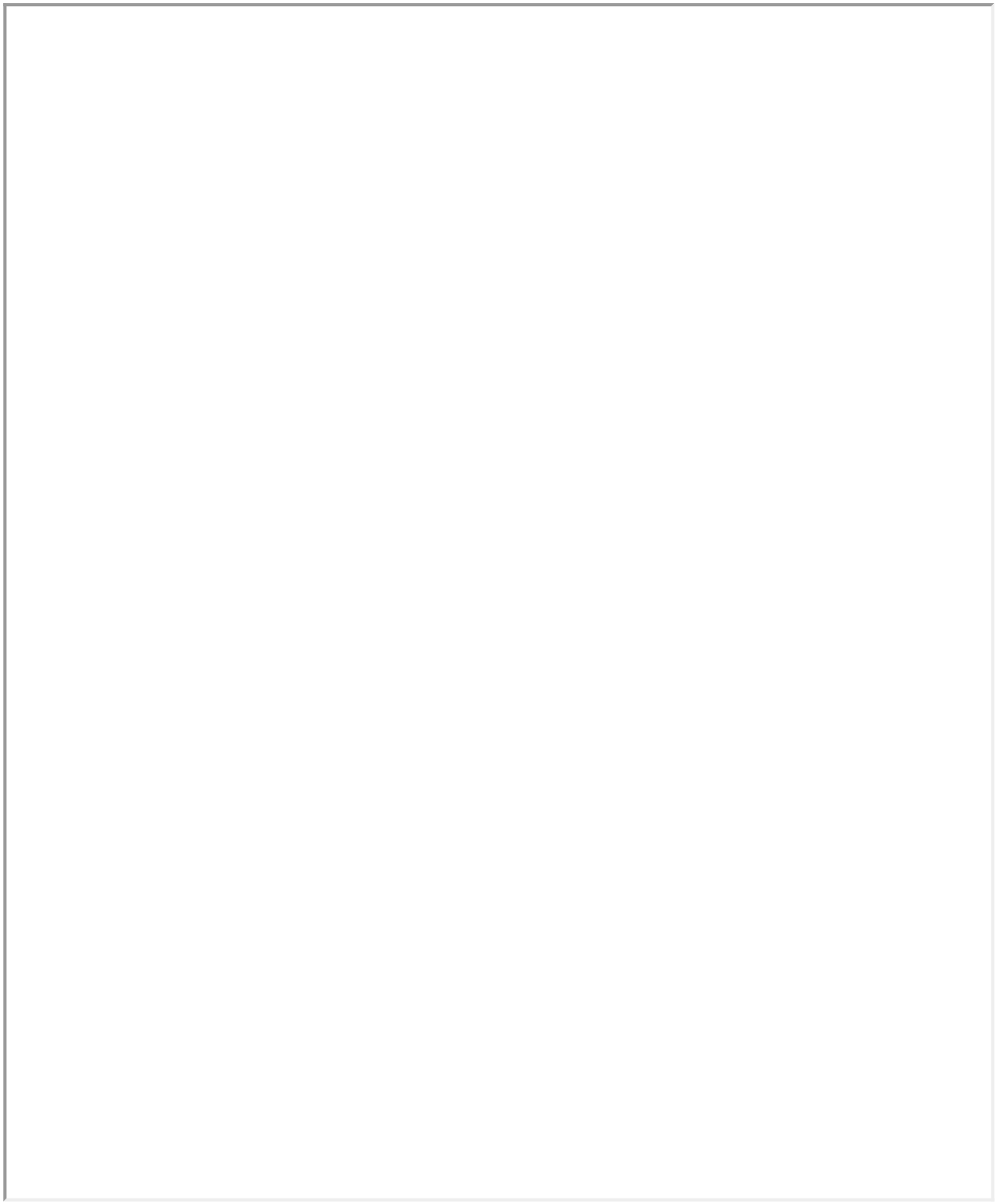
Moving Forward

Next on the agenda, is making the map open source, to allow other cities to replicate its framework, and finding new ways to support and expand sharing practices in Gothenburg.

Action Plan Amsterdam Sharing City

Last Modified on 02/02/2018 11:37 am CET

> Mayor and Executive Board of the Municipality of Amsterdam agree on the Action Plan on Sharing Economy and herewith gives space to the opportunities the sharing (or collaborative) economy offers to the city. Sharing economy is a broad concept, amongst other things it is about making more efficient use of goods, services and skills. By using online platforms, people can for example exchange, rent and borrow stuff from each other more easily. The consumer is at the centre and gets more affordable and easier access to services and goods. The Mayor and Executive Board want to stimulate the sharing economy where possible without losing sight of any excesses. Risks include an uneven playing field or a lack of social security. Thus the sharing economy is not a question of ban or authorize, but of monitor and seize opportunities where possible.



Want to know more?

- https://www.amsterdam.nl/gemeente/college/nieuws-uit-b-w/2016/nieuws-9-maart-2016/
- www.amsterdamsharingcity.com

Seoul Sharing City

Last Modified on 06/04/2018 3:21 pm CEST

The Seoul Metropolitan Government (SMG) has pursued the three goals of strengthening the competitiveness of shared businesses, spreading shared benefits, and strengthening networks in accordance with the second phase of the sharing city plan, which has been implemented since 2015.

As a result, 78 sharing companies have been designated and operated as of 2017. The number of members of SOCAR, the sharing car, has grown by a factor of over 30 (from 40,000 to 1.35 million) and Modu (meaning “together”) Company, the parking lot sharing service, has grown by more than 500 times. In order to improve understanding of and interest in the sharing economy, Seoul is carrying out various educational programs such as “Sharing Economy Startup School” in cooperation with 25 local governments and elementary/middle/high schools.

As a result of activities like the ones mentioned above, 98% of respondents answered that they have heard about one or more sharing projects promoted by the SMG in a survey on awareness of sharingpolicies of Seoul (June 2017). In particular, the policy experience and satisfaction of citizens appeared high in the field of public bicycle operation, which has been promoted actively by Seoul since last year. However, the citizens’ overall experience level on the sharing resources scattered by each local autonomous district was below 20%.

In order to improve the citizens’ accessibility to the sharing policies and projects, this year the SMG has been carrying out a project of designating “Sharing Villages”. The purpose of designating “SharingVillages” is to select places where sharing resources are concentrated as a result of the various sharingpolicies promoted by the SMG over the past 4 years, and to support such places by expanding moresharing resources and providing the expenditures necessary for the operation of the sharing resources to help citizens easily access the sharing culture in their everyday lives. In consideration of the social characteristics of Seoul, with its high ratio of large-scale apartment housing complexes, not only the villages, where smaller households are gathered, but also complexes with large numbers of apartments are all included in the designation target of Sharing Villages. In case a complex of apartment houses is designated as a Sharing Village, the idle spaces will be created as sharing places, and the sharingresources will be available to both the residents of the relevant apartment houses and local residents. The SMG will support the expenses

necessary for the creation of sharing villages and provide the necessary administrative support in cooperation with the local government. In early July, Seoul designated an area of apartment houses in Seongbuk-gu District as a Sharing Village after a screening process by committee.

In the “Sharing Apartment Houses” in Seongbuk-gu District, designated as a part of a pilot project, various sharing resources, such as shared parking lots, car sharing, public bicycles, and others will be intensively allocated. Residents’ associations will play a leading role in the active creation of sharingvillages. The project to designate sharing villages will be an important trial in testing the possibility of a sharing city, in that various kinds of sharing resources are concentrated in the relatively small area of village units. If the sharing village experiment is completed successfully, the SMG will prepare guidelines and disseminate it to other local governments.

Further, the SMG is searching for new sharing areas to lead to the rapid growth of sharing projects. One of these new areas is the sharing of the rooftops of houses.

I have learned that many activities are carried out on rooftops in other countries. Unfortunately, at the moment it is not easy to share rooftops in Korea. There are various laws and regulations regarding the use of the rooftops. With attention to the citizens’ high desire to use these rooftops, however, the SMG has plans to conduct sharing events with sharing companies by utilizing rooftop parks, which were built in the public area but have not been used. We will do as much as is allowed by the current laws.Seoul is going to hold a total of 20-30 times of events from September to November 15th this year. The SMG expects to improve citizens’ awareness of the rooftop space and to open more rooftop spaces to citizens through these events.

Finally, Seoul is primarily focusing on the project of reorganizing the sharing hub.

An integrated map information service will be introduced as one of the main contents of sharing hub reorganization. The integrated map information service is a service that assists in the provision of the various sharing resources owned by Seoul Metropolitan City, autonomous districts, sharing companies, and sharing groups. A function to search for and display the necessary services based on the user’s current location will be installed in the integrated map information service. In addition, the convenience of accessibility will be improved to help users easily access a variety of sharinginformation. In addition, a function that

provides domestic and foreign data together will be reinforced. The reorganized sharing hub will be open to the public early next year. Apart from the restructuring ofsharing hub, we are going to issue a sharing newsletter beginning this August. The SMG will do its best to send you all the news happening in Seoul once a month.

The SMG will continue to make efforts to establish and develop a model for the sharing economy at the city government level. I would like to ask all partner cities of the Alliance to share the successful policies of your cities for the third phase of Sharing Seoul, to be followed after the completion of the second phase of Sharing Seoul in 2018.

Written by Jun Hyo-kwan, Director of the Seoul Innovation Bureau of the Seoul Metropolitan Government (SMG)

Infographic Sharing City Seoul: 4 years' achievements, December 27, 2016 by Sharehub

Car-sharing project
(Since Jan 2013)

About 1.246 million members
Daily avg. 6,063 users

1,386 zones

4,156 vehicles

Seoul Bike Ddareungi
(Since Oct 2015)

0.17 million members in total

450 stations

5600 bicycles
1.13 million uses

Shared Bookshelf
(Since May 2013)

Monthly avg. 19k users

94 bookshelves in operation

Tool rental centers
(Since May 2013)

Monthly avg. 1.4k users

216 centers

Sharing of kids clothes&toys
(Since Apr 2013)

More than 0.18 million submissions(95k out of them have been sold)

Monthly avg. 55k submissions

Parking space sharing
*residential parking (Since Aug 2013)

About 1,980 parking spaces

Participated by 11 gu districts e.g. Songpa, Gwangjin, Gangdong, and Eunpyeong
Ordinances revised in 9 gu districts

Parking space sharing
*attached parking lots, etc. (Since 2007)

363 parking lots in total
9,140 parking spaces

Sharing of underused public facilities
(Since Dec 2011)

0.31 million use cases in total

1.2k spaces as of 2016

Mixed-generation house sharing
(Since Oct 2012)

428 students participated in total

324 houses in total

Open public data
(Since Jan 2011)

4,527 datasets

Seoul Photo Bank
(Since Oct 2012)

3,784 submissions in total

3,563 photos

92 videos

129 web-toons

Supporting sharing organizations/companies
(Since May 2013)

82 Sharing Companies/ Organizations designated by SMG

75 projects supported by Sharing Promotion Fund
1016 million won offered

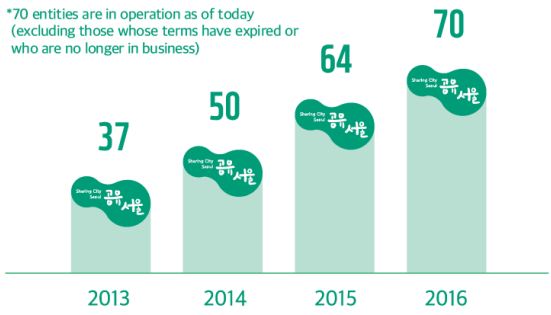
*Source: SMG's inside data

2. SMG-designated Sharing Companies/Organizations

"The number of SMG-designated Sharing Companies/Organizations has more than doubled since 2013"

Number of SMG-designated Sharing Companies/Organizations

*70 entities are in operation as of today (excluding those whose terms have expired or who are no longer in business)

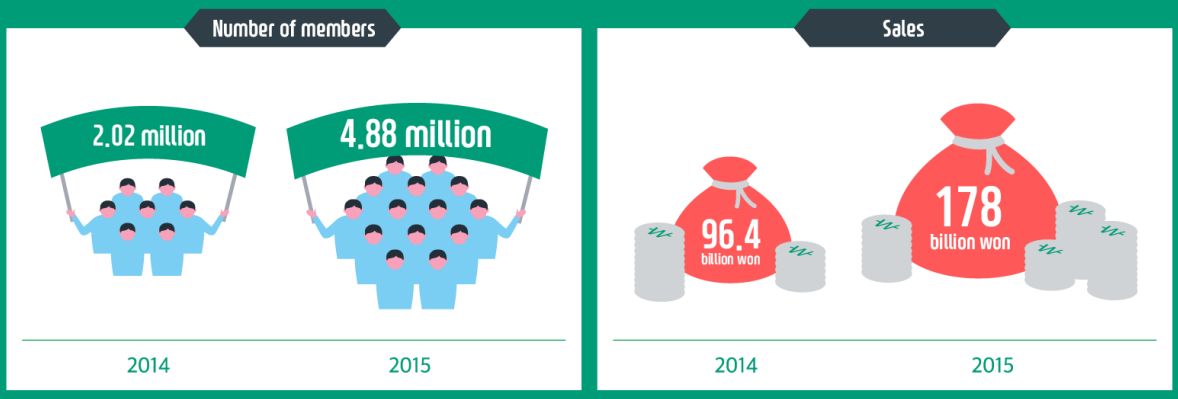


Number of Sharing Companies/Organizations in 2016 by field

"Sharing companies including Socar, Korea Carsharing, and Nscape have attracted 94 billion won in investment"

and Nspace have attracted 94 billion won in investment

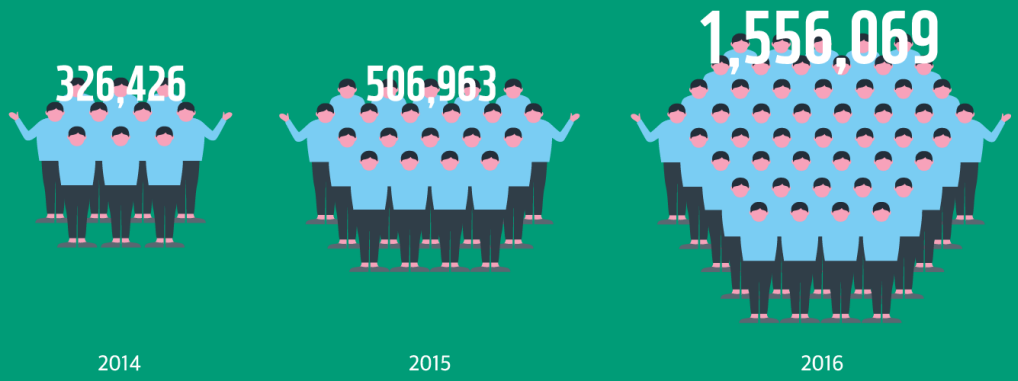
"Sharing companies/organizations' number of members and sales have doubled!"



*Source: Presentation titled "Analysis of SMG's Sharing City policy achievements and future strategies" by Jeonghwa Ban (Researcher at the Seoul Institute) at 2016 Seoul Sharing Festival

3. Citizens' participation in Sharing Seoul

"Citizens' participation in Sharing Seoul have grown about five times since 2014!"



*Source: Presentation titled "Analysis of SMG's Sharing City policy achievements and future strategies"
by Jeonghwa Ban (Researcher at the Seoul Institute) at 2016 Seoul Sharing Festival

Visit Share Hub website for more information!

www.sharehub.kr

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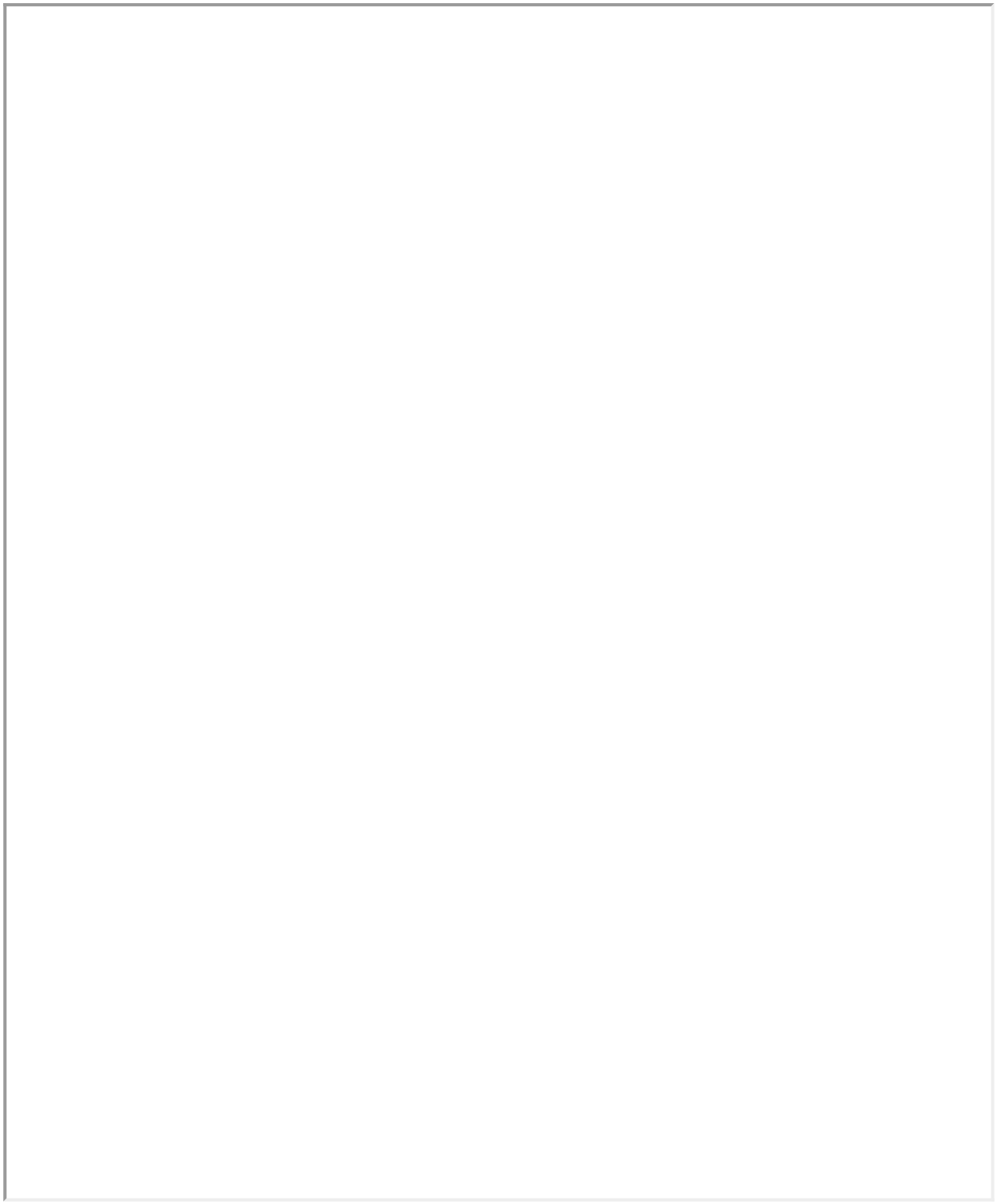
Milan Sharing Economy Guidelines

Last Modified on 14/05/2018 5:24 pm CEST

Why did we select this paper?

The City of Milan is taking steps towards developing their sharing city initiative, publishing guidelines with overarching to align with their smart city initiative, support economic and social innovation, initiate strategic collaborations which will attract investment and stimulate job creation, create a collaborative environment with all players in the ecosystem, and increase awareness of the characteristics of sharing economy platforms. The city highlights the importance of forming strategic alliances.



Urban sharing in Berlin

Last Modified on 09/07/2018 11:08 am CEST

Author: Urban Sharing - From excess economy to access economy

Date: April 2017

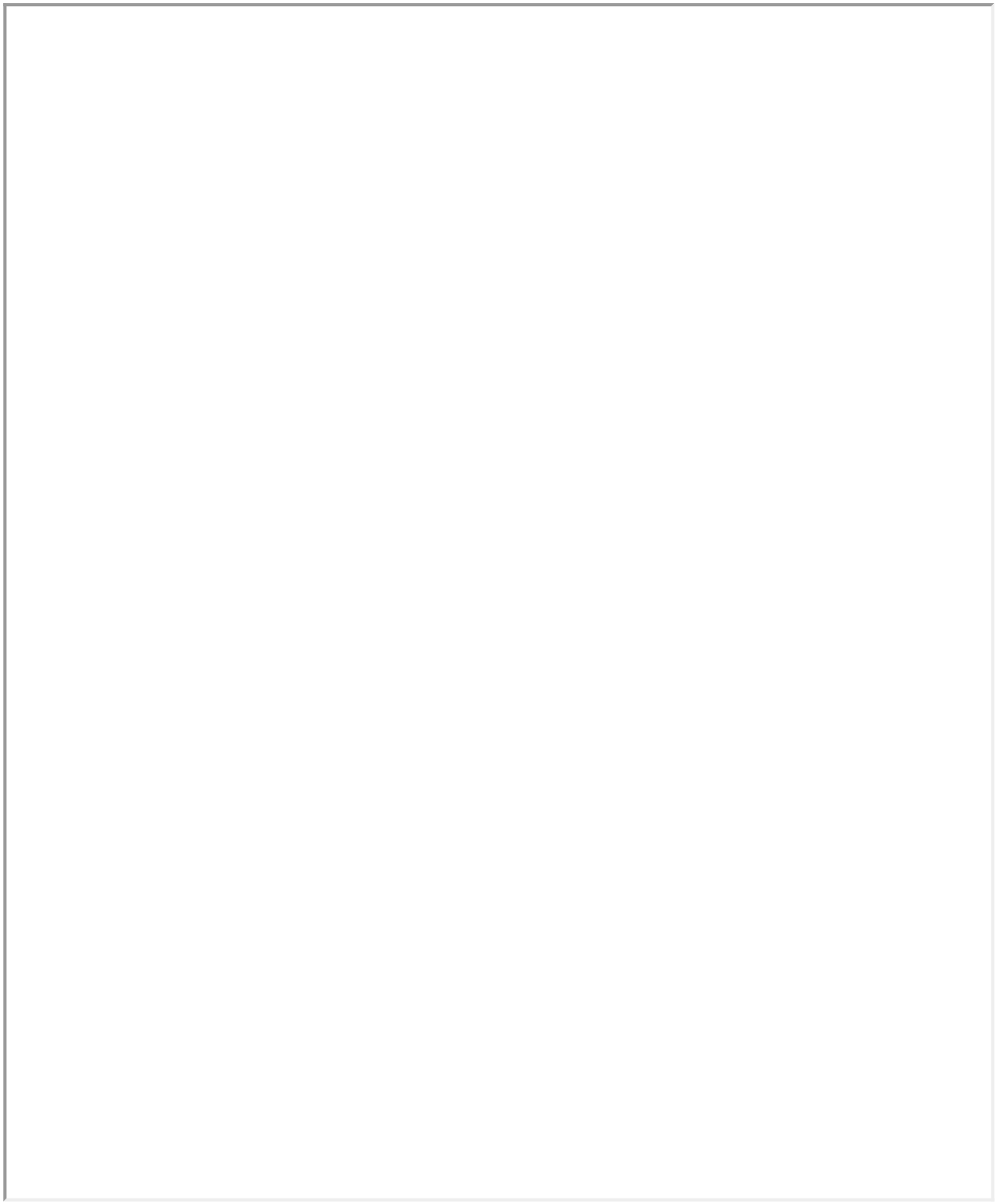
Why did we select this snapshot?

Berlin has been described as a vibrant place to live in, not just for lifestyle, education and recreational activities, but for sharing economy initiatives as well. There are instances of organisations popping up, fading, growing, and sustaining themselves in different constellations of actors and business models.

Key findings

The snapshot focuses on few but relevant sectors for sharing economy in Berlin:

- Design of sharing organisations, which differs according to the organisation's purpose (for-profit and non-profit). Some stakeholders interviewed indicated that not-for-profit and peer-to-peer organisations were more desirable in order to achieve the purported environmental and social potential of sharing.
- Accommodation sharing, for which Berlin has set up a regulation. According to this, a regulation is needed when a certain percentage of the accommodation is rented out. However, the regulation targets those commercial sharing companies that purchase vacant apartments to be placed on accommodation sharing platforms exclusively.
- Shared mobility. Among city representatives, there was less interest in understanding and supporting shared mobility. Principally, this is due to the still marginal impact of carsharing and bikesharing in terms of the total urban transportation system (in 2016): PUBLIC TRANSIT: 3.7 million rides per day, BIKE: 1.7 million rides per day, CARSHARING: 15,000 rides per day



Urban sharing in London

Last Modified on 09/07/2018 11:46 am CEST

Author: Urban Sharing - From excess economy to access economy

Date: 2017

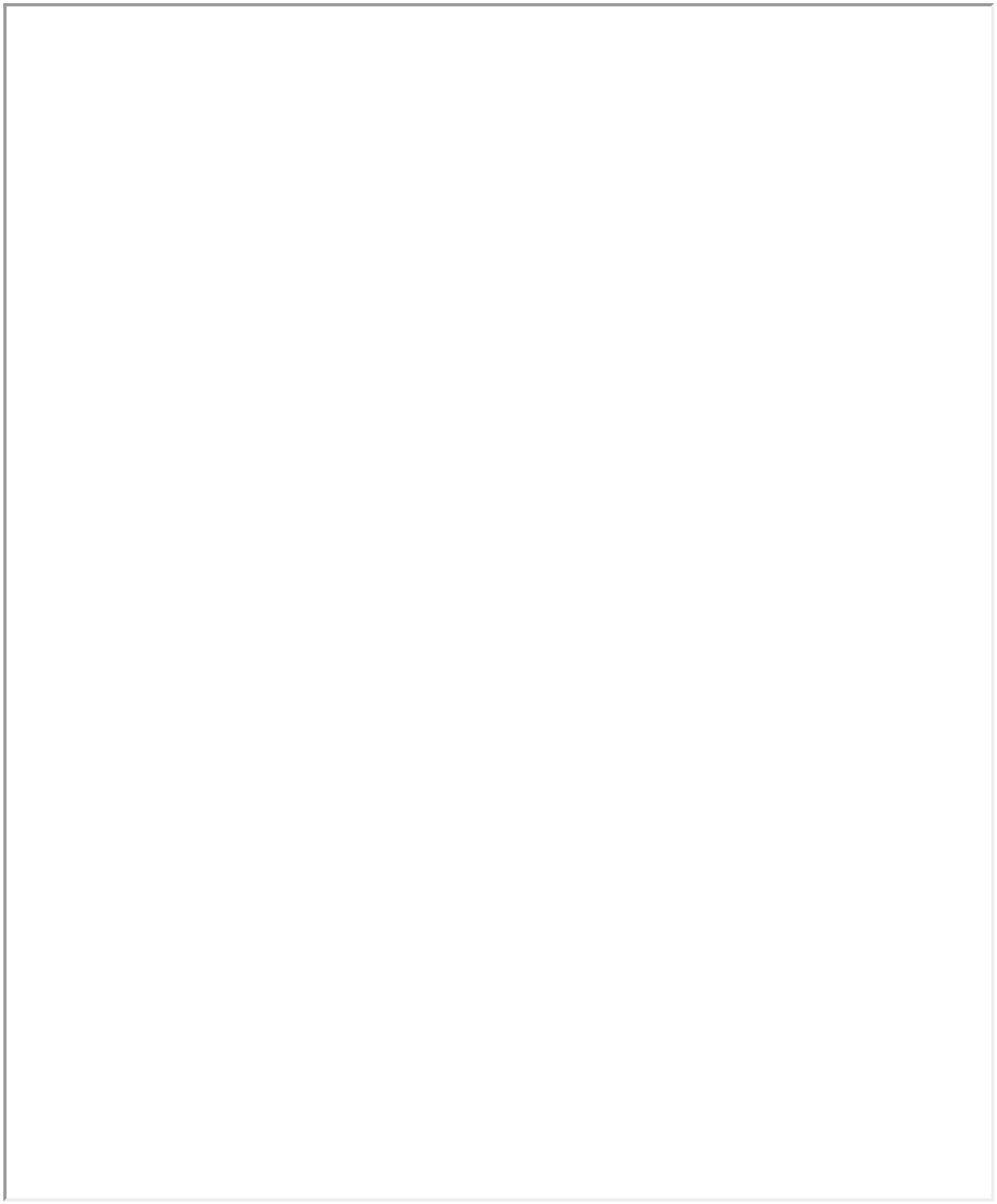
Why did we select this snapshot?

Urban sharing in London spans across a wide array of sectors, from mobility to tool and accommodation sharing. There is a variety of for-profit and non-profit sharing organisations operating in London, and the city supports or hinders them based on their merits.

Key findings

London published a Smart London Plan in 2013 as a response to its population growth, which is expected to exacerbate congestion and the resulting air pollution. The plan stresses the importance of collaboration between citizens, businesses, researchers, investors and other stakeholders. There is a strong focus on fostering the development of a strong, stable and sustainable economy and support is offered to London-based start-up companies, including sharing start-ups. London also has a strategy for air quality, water waste and climate change.

Over thirty sharing organisations from various sectors operating in London are members of the trade association “Sharing Economy UK,” established in 2015. The association lobbies on behalf of its members and requests its members to sign a Code of Conduct which asks them to act fairly and sustainably. Sharing Economy UK is a unique association acting on behalf of non-profit and for-profit sharing organisations and has no equivalent elsewhere in the world that we know of.



Urban sharing in San Francisco

Last Modified on 09/07/2018 12:31 pm CEST

Author: Urban Sharing - From excess economy to access economy

Date: 2017

Why did we select this snapshot?

The San Francisco Bay Area is seen as the cradle of the sharing economy and collaborative consumption, where large sharing platforms, such as Airbnb, Uber, or TaskRabbit originated. The city is supportive of ideas related to the gig economy, which is viewed as a major facilitator of employment in the future. The currently low unemployment rate in San Francisco (2.7%) is partially attributed to the gig economy.

Key findings

In 2012, Mayor Edwin M. Lee announced the formation of the Sharing Economy Working Group (SEWG), which mainly explored regulation of short- term rentals and its key outcome was the establishment of the Office of Short-term Rentals, which currently regulates accommodation sharing.

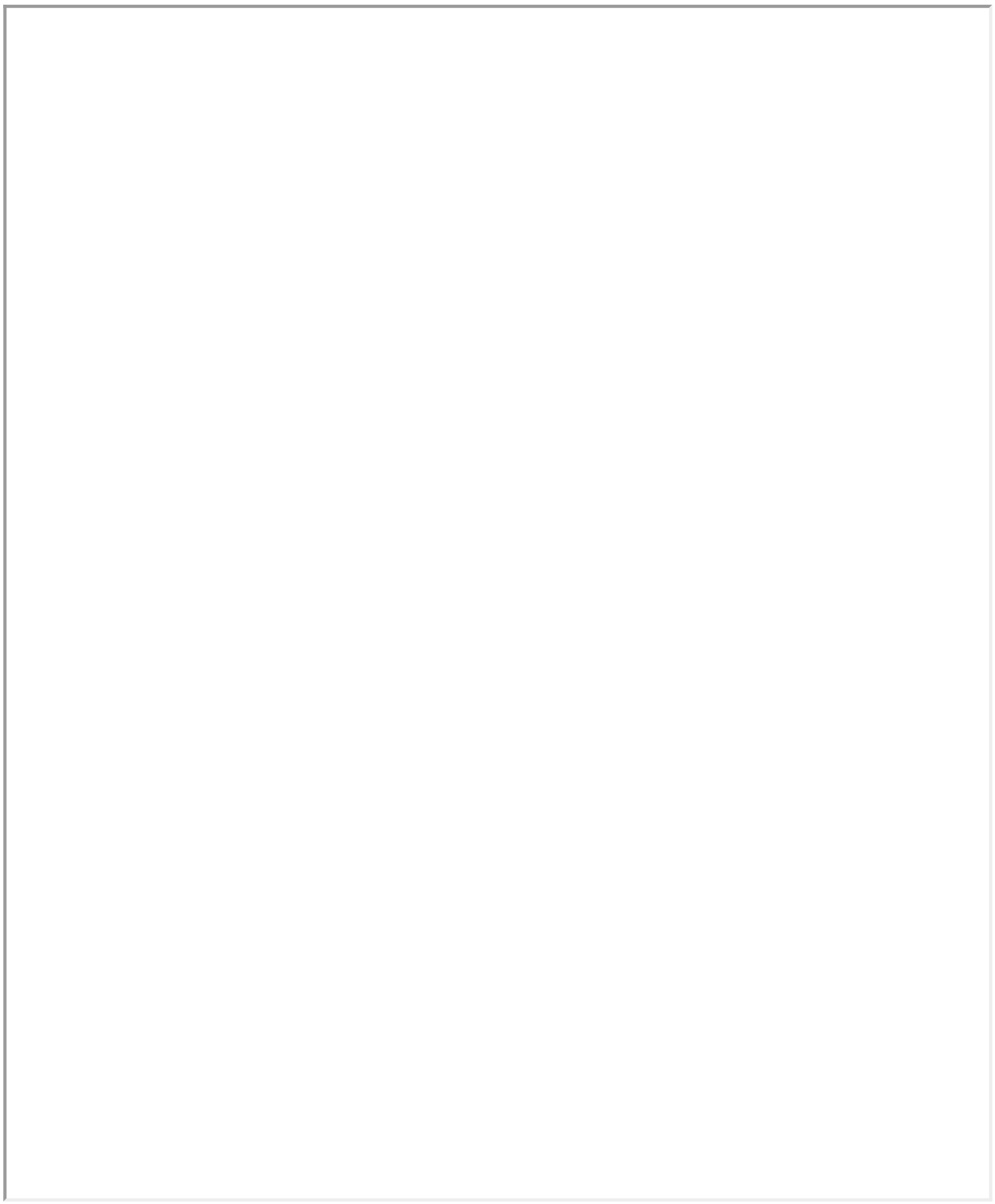
Sustainability challenges faced by the city:

- growing cost of living. housing shortage, number of cars, safety and equity

Focus areas

Mobility: mobility sharing is dominated by the TNCs Lyft and Uber, while peer-to-peer car sharing remains marginal. Lyft and Uber have become a regular transportation option for San Francisco residents and visitors. New systems for short-term e-bike and e-scooter rentals may have a significant impact on the future development and structure of TNCs. Autonomous vehicles are imminent in the near future, and have a potential to disrupt both TNCs and the public transit.

Accommodation: the accommodation sharing market, also called by the city representatives “short term rentals,” is dominated by Airbnb, VRBO and Home Away, which unite their forces in combating city regulations. According to the new regulation of 2018, the hosts 1) must be registered with the Office of Short-term Rentals; 2) must not rent out a separate unit for less than 30 days; 3) must not rent out their own homes for longer than 90 days per year.



The role of municipality in the sharing economy

Last Modified on 27/11/2018 1:08 pm CET

Author: Simo Sulkakoski

Date: September 2018

Why we did select this research

Today, local governments are becoming increasingly interested in the potential of the 'sharing economy' (SE). By enabling the consumption of resources and services through sharing as opposed to purchasing goods for ownership, urban sharing organisations (USOs) that form a key element of the SE promise to deliver economic, environmental and social benefits to cities and their citizens. However, experience has shown that not all dimensions of the SE yield positive sustainability outcomes, which raises the need for local governments to intervene in the phenomenon. The thesis provided by Simo Sulkakoski offers interesting insights on this topic.

Key findings

Cities around the world are seeking to address consumption of natural resources by exploring new ways of consuming products and services. One solution is the so-called "sharing economy" - "a consumption-production mode in a city, in which value is generated through transactions between peer actors (both organisations and individuals) offering temporary access to idling or under-utilised rivalry physical assets". The providers of sharing economy services promise to generate new economic activities and development, while justify their existence with positive impact from environmental perspective. However, SE impacts on urban

sustainability and consumption patterns are unknown. Municipalities are trying to respond and to protect their citizens from negative effects. Adopting a comparative case study approach, this thesis analyses how the Swedish municipalities of Malmö and Gothenburg govern the SE and how they relate the SE to their overall sustainability agendas.

Aim of the thesis was to analyse how Malmo & Gothenburg govern the local sharing economy and analyse the role sharing economy plays in the agenda of these municipalities. Both of the municipalities were found to recognise the SE in one (Malmö) or several (Gothenburg) of their municipality-wide steering documents but lack an official strategy for governing the SE. Importantly, the mentions of the SE in these steering documents were made in relation to a wider discussion on the sustainability work and agenda of these municipalities. Both municipalities also engage with their local SEs as direct providers of full sharing services and experimenters. Experimentation takes place primarily through the SCS-related activities. In addition, Gothenburg municipality pursues generating more sharing activity in the city by providing open data to the businesses and the civil society through a digital platform.

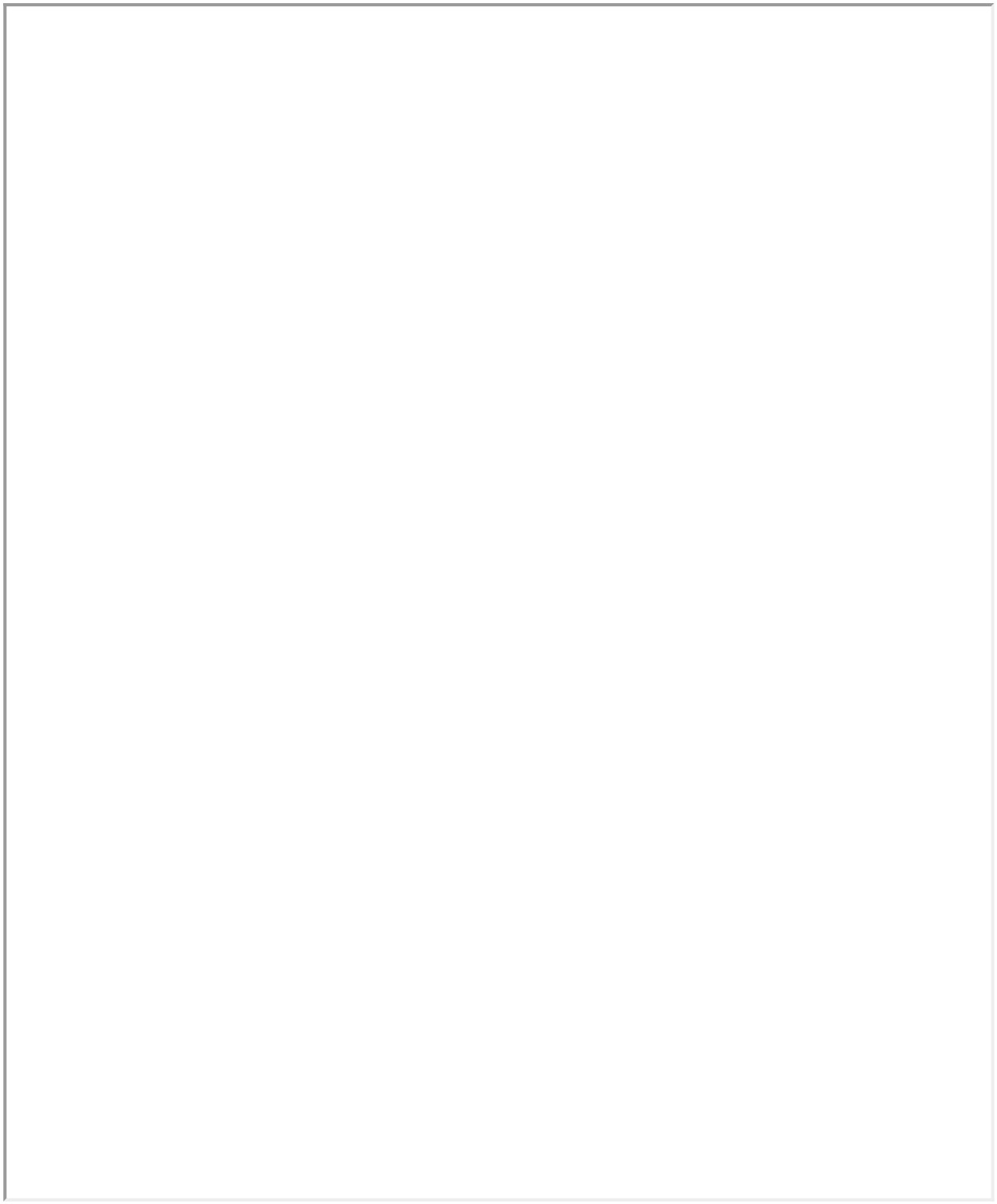
Recommendations

- Strive for an extensive and comprehensive evaluation of the impacts of the SE across the cities to determine which USOs ought to be supported, in order to facilitate the achievement of the socio-economic and environmental goals by the municipalities;

- In order to enable policy development, define the term ‘sharing economy’ and determine what to include and what to exclude in the SE definition, preferably in consultation with local sharing actors, academic partners, other cities and nation-level officials

- Develop a long-term strategy that sets a vision of the SE and SE-related goals and objectives for the municipality;

- Complement the long-term strategy with short-term action plans which outline in more detail how the municipality will work with the SE in practice



Source: Simo Sulkakoski (2018). The role of municipality in the sharing economy - Governance approaches in Malmo and Gothenburg. Lund, Sweden, September 2018.

Washington D.C. Policy Proposal to Deregulate Taxi Industry

Last Modified on 31/07/2018 10:18 am CEST

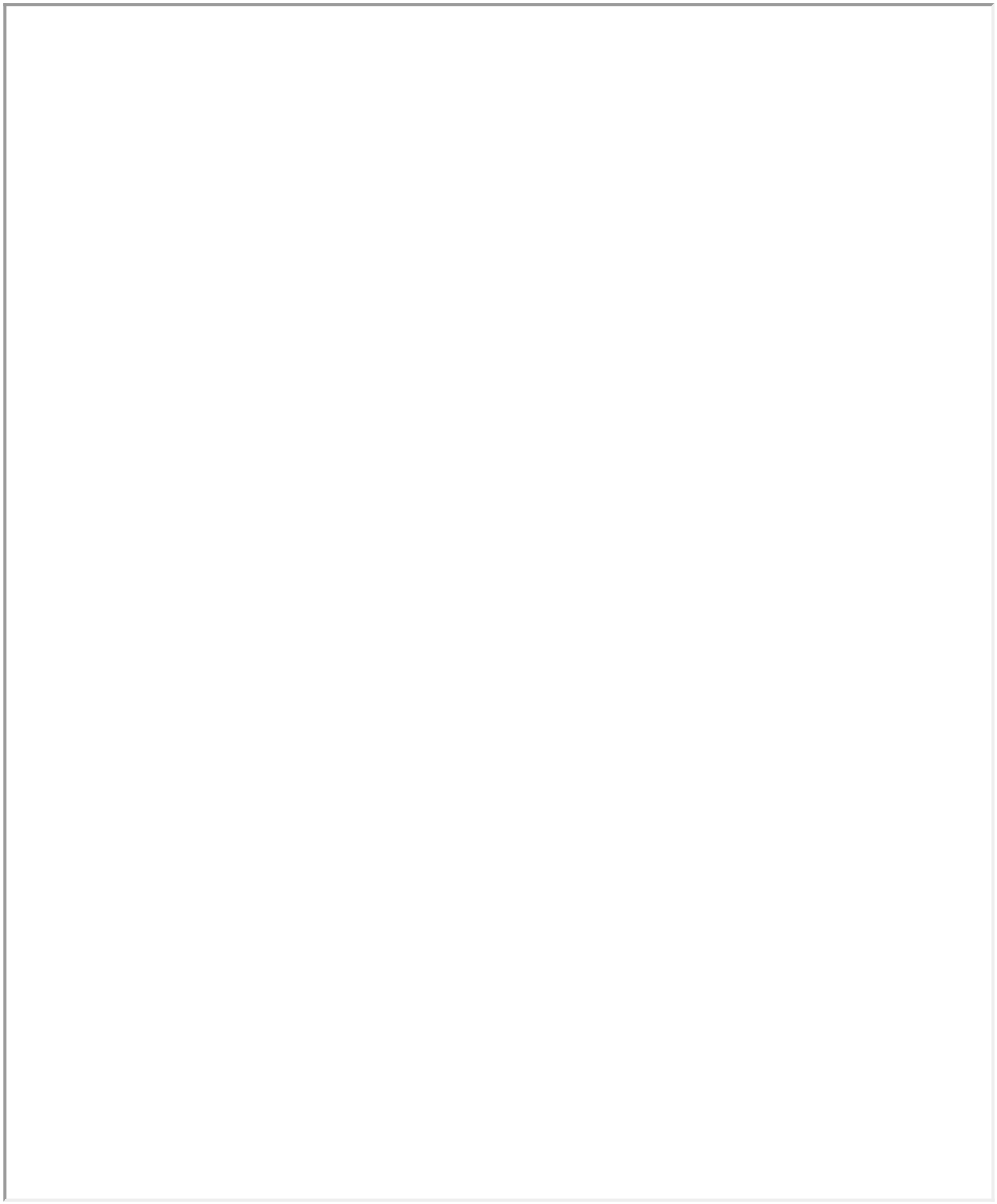
In 2016, Washington D.C. issued a policy framework to prevent an uneven playing field in the taxi industry. Martin Di Caro wrote an article about the policy in the WAMU: **Can D.C. Taxis Compete With Uber? Regulators Consider Major Deregulation**.

In the article Martin explains: “In a personal transport market now dominated by Uber, struggling D.C. taxicab companies have long complained about an uneven playing field. On Wednesday, District regulators will unveil a proposal designed to help cabbies compete for digitally-dispatched rides while satisfying consumers’ demand for convenience, safety, and lower fares."

The 17-page policy proposes a deregulation of the city’s taxi industry and the development of a new vehicle-for-hire service, called Xclass. "More than just an app, Xclass is envisioned as an open platform that would reduce barriers to entry and limit regulations once a driver enters the market. The ambitious plan would start as a pilot program.” Martin continues.

Instead of increasing regulations on Uber and Lyft Washington D.C. reduces the regulatory burden with the economic aim to best serve competition while making sure to keep protecting riders’ safety.

Policy proposal



Toronto Council Decisions: New Vehicle-for-Hire Bylaw to Regulate Ground Transportation Industry

Last Modified on 20/06/2018 2:34 pm CEST

Authors: City of Toronto

Date adopted: 3 May 2016

Why did we select this bylaw?

The report outlines a series of recommendations that, taken together, form a new framework for equitable regulation within the vehicle-for-hire industry. This framework will respond to the public's request for choice in regulated transportation options and provide an opportunity for the City to shift from prescriptive regulation to an approach based on established standards, accountability and monitored compliance through audit and enforcement.

Key findings

There are currently more than 45,000 trips per day taken by the public in unregulated vehicles-for-hire. Appropriate regulation governing this industry is a critical public safety matter. The development of this new regulatory framework ensures that these vehicle-for-hire participants are regulated, as are taxicabs and limousines, balancing the City regulatory interests with existing industry practices.

This report proposes a reset of the City's approach to regulation, and in some cases adjusts the City's role as it relates to the direct delivery of service. The proposed framework aims to address public safety and consumer protection, while also providing an opportunity to: develop efficiencies, allow competition, reduce regulatory burden for taxicabs and limousines, and implement regulations for a new 'Private Transportation Company' (PTC) licence class, which would permit and regulate private vehicles to offer transportation services, such that UberX provides.

This report proposes a new Vehicle-for-Hire Bylaw that:

• regulates taxicabs, limousines, and companies such as Uber in an equitable manner;

• reduces regulatory burden, while maintaining requirements for public safety and consumer protection;

• builds on existing plans to secure accessible vehicle-for-hire services; and

• provides opportunities for competition and innovation.

Reference

Submitted by the City of Toronto

Toronto 2015 Ground Transportation Review: Taxis, Limos and Uber

Last Modified on 20/06/2018 11:11 am CEST

Authors: City of Toronto

Date: 2015

Why did we select this bylaw?

The bylaw applies mainly to city officials and company owners which want to explore in-depth the specific regulations and compliance which apply to for-hire-vehicles, with specific focus on licensing.

Key findings

The main points discussed in the bylaw concern general provisions (Article 1), mechanical inspections of for-hire-vehicles (Article 2), Taxicab rates and fares (Article 3), taxicab brokers / owners / operators (Article 4,5,6), Limousine owners and service companies (Article 7,8), Vehicle-for-hire drivers (Article 9), Private transportation companies (Article 10), Offences and guidelines (Article 11).

Reference

Submitted by the City of Toronto

Toronto Ground Transportation Review

Last Modified on 05/07/2018 3:31 pm CEST

Published by: City of Toronto

Date: September 2015

Why did we select this document?

The report provides an overview of the recent state of the city of Toronto's taxicab and limousine industry, and Uber operations at city level. It outlines the results of the industry stakeholder and public engagement activities that were undertaken.

Key findings

The Toronto taxicab and limousine industries employs or supports approximately 25,000 individuals and families. They are represented as Standard Taxicab owners, Ambassador Taxicab owners, Toronto Taxicab Licence Taxicab owners, Taxicab drivers and Brokerages and Fleet garages who each employee hundreds of individuals. The regulations for taxicabs and limousines have undergone numerous regulatory changes throughout the years, with the most significant reforms having occurred in 1998, 2005 and 2014. The fundamental difference between the taxicab and limousine industries is the nature by which they connect with passengers. Taxicabs are the only vehicles permitted to pick-up passengers hailing on the street or wait at cabstands for passengers. Limousines must be pre-booked and must charge a minimum fare of $70/hour. As such, the industries are experiencing differing impacts as a result of the operations of Uber.

After consultation process with both public and industry, it became clear that:

- The industries are vehemently opposed to an expansion of ground transportation options, such as private vehicles-for-hire.
- The City should continue to limit the number of taxicabs allowed to operate in the City. Most jurisdictions still restrict the number of taxicabs allowed to

operate.

- The Taxicab tariff and Limousine rates should be adjusted to respond to the public's interest. Many industry participants agree that the currently mandated taxicab and limousine fares ought to be revisited.
- Technology can provide a number of public safety and convenience benefits.
- Quickly evolving technology is enabling people to "share" assets like vehicles, houses, parking spots and tools. This can be considered part of a larger movement called the 'sharing economy'. Uber's services are popular with the public, especially the younger generation. This popularity has fostered a quick expansion of these services, and has generally brought to the fore, issues the public has with the established and regulated taxicab industry.

Reference

Submitted by the City of Toronto

Unlicensed Dockless Bike Sharing

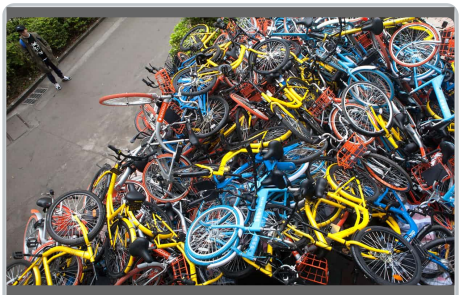
Last Modified on 20/03/2018 3:54 pm CET

Research by: the International Association of Public Transport (UITP), the European Cyclists' Federation (ECF) and its Platform for European Bike Sharing and Systems (PEBSS)
Date published: July 2017

Why did we select this research?

The arrival and rapid expansion of dockless bike share schemes in cities all over the world, has a variety of implications for a city's transport policy. There are some issues as reports from Chinese cities suggest that there is a lack of redistribution efforts by these operators, with bicycles sometimes inundating popular areas of the city, compounded by a lack of maintenance leading to discarded bikes piling up in public spaces. The paper warns:

> *"A carefully designed service area strategy for all forms of bike share systems is a critical component of a wider urban mobility strategy. Forward planning of parking spaces and other cycling infrastructure, providing orderly streets, ensuring public safety, and promoting tourism are important elements of this strategy."*



Share bikes dumped near Xiashan park in Shenzhen. Photo: Rex, Shutterstock

The paper includes a list of best practices which can help cities and relevant public authorities construct their own framework to manage the arrival of dockless bike sharing operators.

Key findings

As a result of this analysis, UITP, ECF and PEBSS have developed a list of best practices that can help cities and relevant public authorities construct their own

framework, grounded in their local context, to manage the arrival of dockless bike sharing operators:

1. **Registration, Licensing & Regulations:** Cities/Public Authorities must give green lights to shared bicycle operators working across their urban / suburban territory (ies) and ensure the regulatory framework governing the operations of these companies, such as against indiscriminate bicycle parking, is appropriate.
2. **Orderly streets:** Cities should develop a policy to encourage more bicycle use, and provide more bicycle parking areas and safe cycling infrastructure. The number of bikes to be deployed must be determined in coordination with relevant public authorities, and cities should have the power to enforce removal or charge and fine operators for the removal costs of bicycles that are illegally parked, dumped, or discarded in case they have to do it themselves.
3. **Riding (rolling) stock:** The bicycle equipment, the "riding stock", must be of sufficient quality, built to withstand the rigours of constant public use and exposure to the elements, meeting rider safety and comfort standards.

Reference

Commons position paper: Unlicensed Dockless Bike Sharing (2017). Retrieved from: https://ecf.com/system/files/Dockless_bikesharing_position_ECF_UITP_.pdf

Impact of Car Sharing on Mobility and CO2 Emission

Last Modified on 05/09/2017 3:46 pm CEST

Authors: Hans Nijland, Jordy van Meerkerk and Anco Hoen
Date published: July 2015
Research commissioned by: PBL Netherlands Environmental Assessment Agency

Why we select this research?

The study measured the isolated impact of car sharing on car ownership, car use and CO2 emissions. These facts are highly relevant for policy-makers who want to solve (urban) traffic and congestion problems.

Key findings

The study demonstrates that carsharing reduces car ownership, as a shared car mostly replaces a second or third car. Simultaneously car sharers drive around 15% to 20% fewer car kilometres than before. Lastly carsharing reduces CO2 emissions, which can be ascribed to less car use and the lower degree of car ownership.

Reference

Nijland, H., Van Meerkerk, J., & Hoen, A. (2015). Impact of car sharing on mobility and CO2 emissions. *PBL Note*, 1-12.

Explaining Car Sharing Diffusion Across Western Europe

Last Modified on 05/09/2017 3:48 pm CEST

Authors: Karla Münzel, Wouter Boon, Koen Frenken, Jan Blomme, Dennis van der Linden
Innovation Studies, Copernicus Institute of Sustainable Development, Utrecht University
Date Published: March 2017

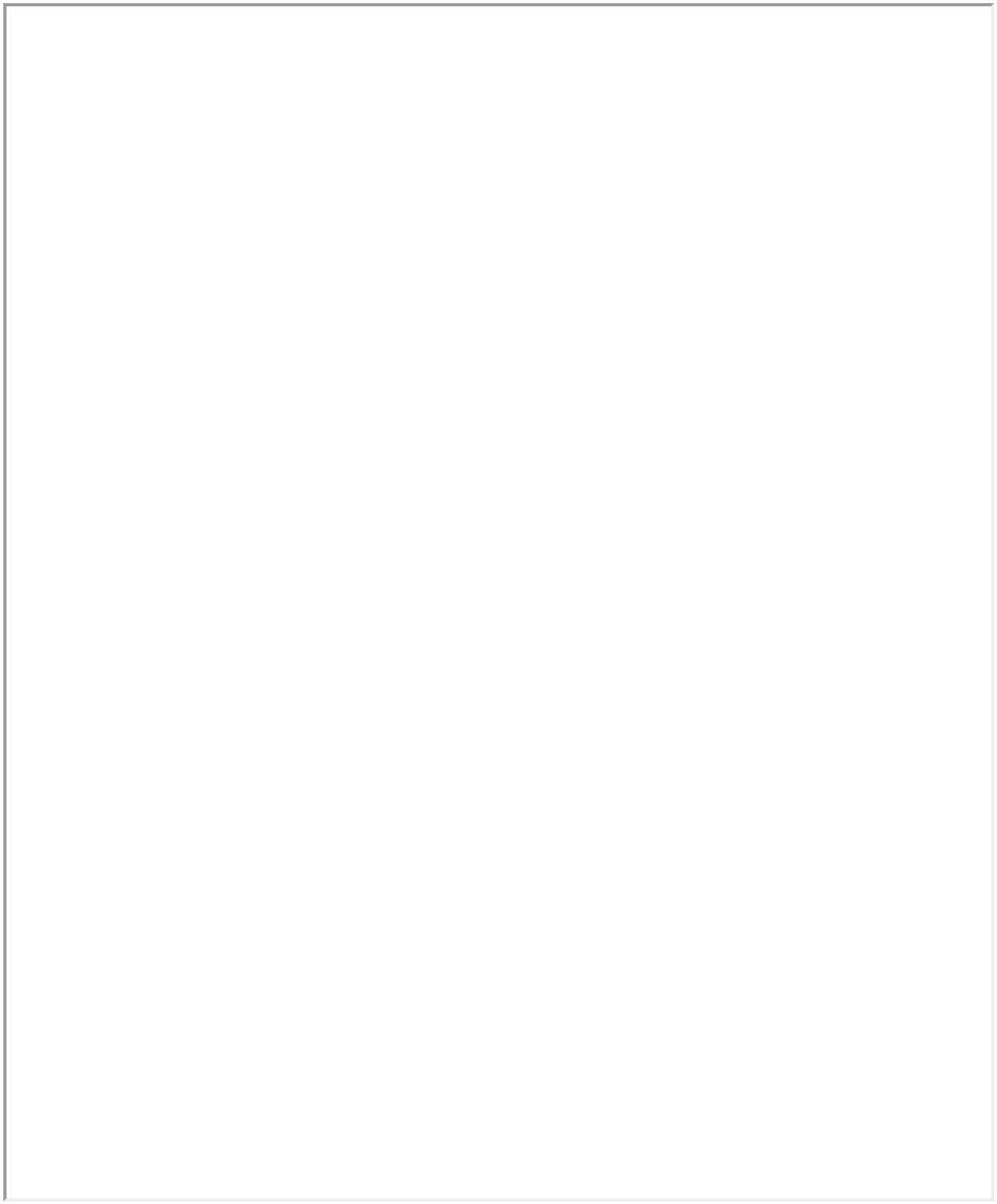
Why we select this research?

Carsharing can partially replace private ownership of vehicles with a service that allows the use of a car temporarily on an on-demand basis. It has the potential to satisfy individualized transportation demands in a sustainable and socially beneficial way and reduces urban problems like traffic and parking pressure in growing cities. This is the first study that explains the number of shared cars present in a city, while distinguishing between the traditional business-to-consumer (B2C) business model and the more recent peer-to-peer (P2P) business model.

Key findings

The authors find that carsharing per capita is highest in the largest cities. Moreover, carsharing is popular in cities with high educational level and many green party votes, and less popular in cities with many car commuters. A particularly interesting finding holds that countries also differ in the specific type of business model that is most popular. Notably, P2P sharing is especially booming in French cities, while German and Belgian cities are leading in B2C carsharing. German cities are especially leading in the Oneway carsharing type with German car manufacturer backed carsharing operators present with large fleets in several cities. In particular, P2P carsharing has been hampered by strict insurance regulations in the United Kingdom. The striking differences suggest that there is ample room for policies to support carsharing diffusion, both at the municipality level and at the national level.

All in all, the results make clear that carsharing diffusion differs substantially between cities and between countries, and between the older B2C variant and the more recent P2P variant. To understand the future potential of carsharing as an environmental innovation that supports the transition towards a sustainable mobility system, one thus needs to understand the transition process geographically and at different spatial (neighborhood, city, country) levels. It becomes clear that besides physical and socio-demographic factors, political orientations and institutions as well as national markets and industries are greatly influencing the diffusion of carsharing.



Reference

Münzel, K., Boon, W., Frenken, K., Blomme, J., & van der Linden, D. (2017). *Explaining Carsharing Diffusion Across Western European Cities*(No. 17-03). Utrecht University, Department of Innovation Studies.

Three Revolutions in Urban Transportation

Last Modified on 05/09/2017 3:50 pm CEST

Authors: Lew Fulton (UC Davis), Jacob Mason (ITDP), Dominique Meroux (UC Davis)
Date published: May 2017
Research commissioned by ClimateWorks Foundation, William and Flora Hewlett Foundation, Barr Foundation

Why we select this research?

This study from ITDP and UC Davis quantifies how major changes in urban transportation could evolve and interact on a global and regional basis. The authors considers possible outcomes, as well as transitional pathways and policies needed to get to wishful outcomes.

Key findings

There can be an 80% cut in CO2 emissions if cities embrace 3 revolutions (3R) in vehicle technology: automation, electrification, and, most importantly, ride sharing. The analysis shows how 3R synergy provides 40% reduction in urban vehicle transportation costs globally by 2050.

By encouraging a large increase in trip sharing, transit use, and active transport through policies that support compact, mixed use development, cities worldwide could save an estimated $5 trillion annually by 2050 while improving livability and increasing the likelihood of meeting climate change targets.

Each revolution addresses different societal needs, but can also lead to societal costs:

- Vehicle electrification can cut vehicle energy user and CO2 emissions. However, for electrification to have maximum benefits, power generation must be strongly shifted away from fossil fuels and deeply decarbonized. In addition, these vehicles will likely remain expensive for at least one more

decade.

- Automation can provide important safety benefits, reduce labor costs, and enable cheaper travel and more productive use of time. However, by lowering the cost of travel in terms of time and money, automation would likely induce more travel and dramatically reduce the number of jobs in transportation.
- Shared mobility, whether through shared vehicle trips or public transport, can lead to more efficient use of urban space, reduce traffic congestion, enable more walking and cycling, cut energy use and emissions, and generally improve urban livability. However, this would require large increases in load factors (passengers per vehicle trip), and a range of strong policies to achieve.

Overall, the analysis suggests that a combination of electrification, automation, and multimodal shared vehicle trips would bring by far the greatest societal benefits for every country in this study. But achieving the full 3R scenario will require unprecedented levels of policy support; it will require creativity and vigilance to ensure that not one or two, but all three, revolutions move forward and to prepare cities around the world for a new era of travel.

Reference

Fulton L., Mason J. & Meroux D. (2017). Three Revolutions in Urban Transportation. Retrieved from: https://www.itdp.org/3rs-in-urban-transport/

Shared Mobility: Innovation for Liveable Cities

Last Modified on 26/03/2018 1:20 pm CEST

Date published: 2016
Research commissioned by: International Transport Forum

Our work is based on a simulation platform that allows the exploration of different shared transport scenarios that preserve the behavioral preferences and citizens' mobility profiles of today. We develop a comprehensive simulation model that is able to reproduce as accurately as possible the interaction between users and shared mobility options in a realistic transport network and urban context.

Why did we select this research?

The report was designed to enrich policy discussion with a business perspective. They are launched in areas where CPB member companies identify an emerging issue in transport policy or an innovation challenge to the transport system.

Key findings

Traffic emissions were reduced by one third, and 95% less space was required for public parking in our model city served by Shared Taxis and Taxi-Buses. The car fleet needed would be only 3% in size of the today's fleet. Although each car would be running almost ten times more kilometres than currently, total vehicle-kilometres would be 37% less even during peak hours. The much longer distances travelled imply shorter life cycles for the shared vehicles. This enables faster uptake of newer, cleaner technologies and contributes to more rapid reduction of CO2 emissions from urban mobility. Citizens gain in many different ways. They no longer need to factor in congestion. Almost all of their trips are direct, without need for transfers.

Mobility is much cheaper thanks to the highly efficient use of capacity; prices for journeys in the city could be 50% or less of today even without subsidy. Huge amounts of space previously dedicated to parking can be converted to uses that increase livability, from public parks to broader sidewalks, and more and better

bicycle lanes. Particularly striking is how a shared mobility system improves access and social inclusion. In the simulation, inequalities in access to jobs, schools or health services across the city virtually disappeared. The transition phase from individual use of cars to shared mobility is critical to success. It is also a challenge.

Managing individual car access to the city by limiting the number of days cars can be used may provide one potential path, although it would certainly be difficult to implement. We tested a scenario in which private cars were allowed to drive in the city two working days per week. This already provides significant reductions of congestion and emissions. It also allows car owners to experience the shared mobility solutions on the other days of the week and to nudge them towards recognising that driving one's own car in the city may often not be the most convenient option.

Reference

Retrieved from: https://www.itf-oecd.org/shared-mobility-innovation-liveable-cities.

Uncovering the Values & Constraints of Ridesharing for Low-resource Populations

Last Modified on 20/06/2019 12:47 pm CEST

Author: , Tawanna R. Dillahunt, Linfeng Li, Tanya Rosenblat and Vaishnav Kameswaran

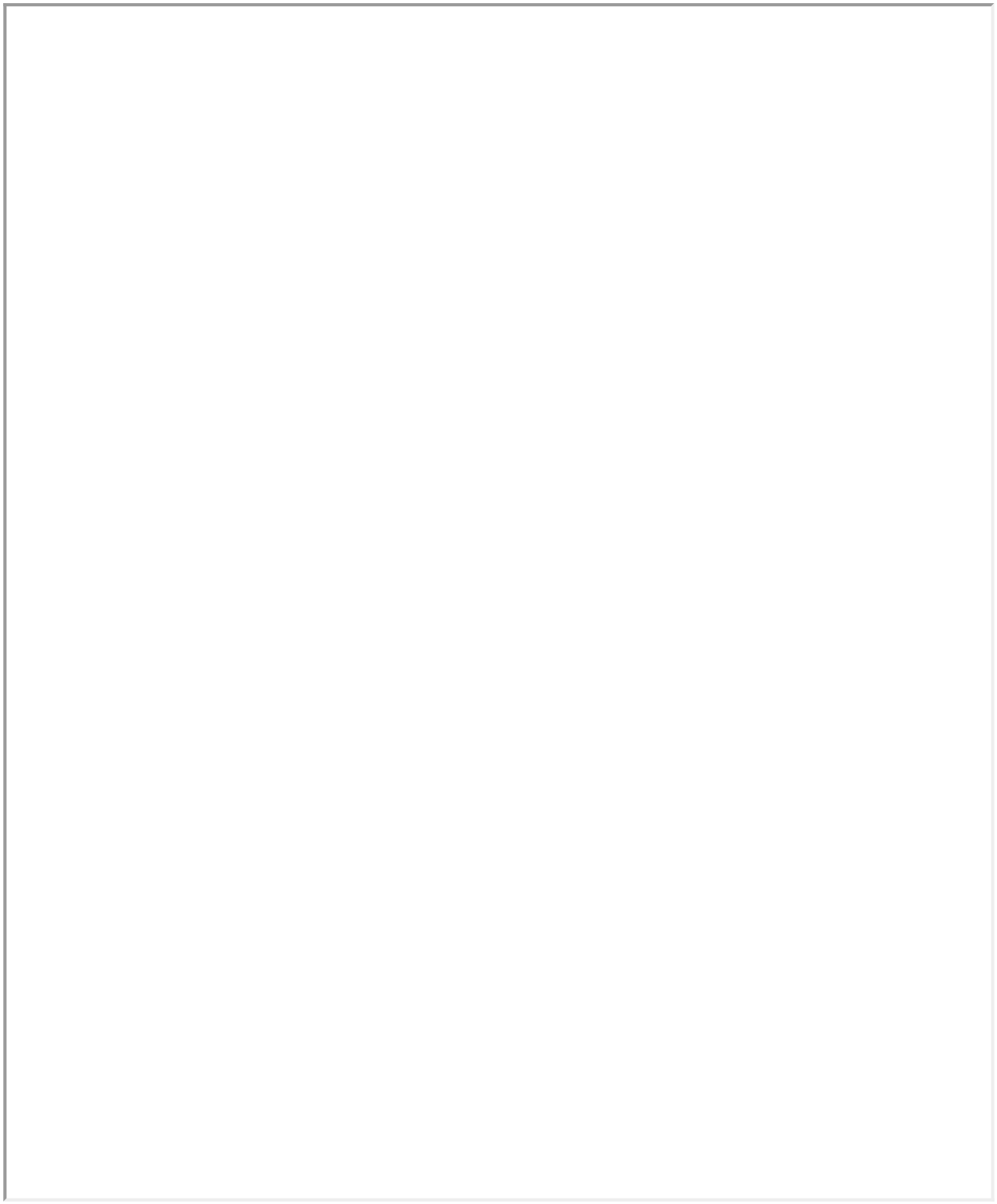
Date of publish: May 2017

Why did we select this research:

Ride-sharing is often associated to the economic (and environmental) benefits of it. Nevertheless, it is disregarded how this new option of transportation can benefit low-income and transportation-scare communities. The paper examines the positive effects of low-income coming individuals' experience with ride-sharing.

Key findings:

- Ride-sharing infrastructures are not fully prepared for low-income population (eg: dependence on credit card, as it immediately excludes people without a bank account).
- Surge pricing in given areas, as less drivers go around it (normally lower-income areas). Hence again, excluding the populations living there further.



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Dillahunt, T. R., Kameswaran, V., Li, L., & Rosenblat, T. (2017, May). Uncovering the values and constraints of real-time ridesharing for low-resource populations. In *Proceedings of the 2017 CHI Conference on Human Factors in Computing Systems*(pp. 2757-2769). ACM.

A Taxonomy for Planning and Designing Smart Mobility Services

Last Modified on 20/06/2019 12:45 pm CEST

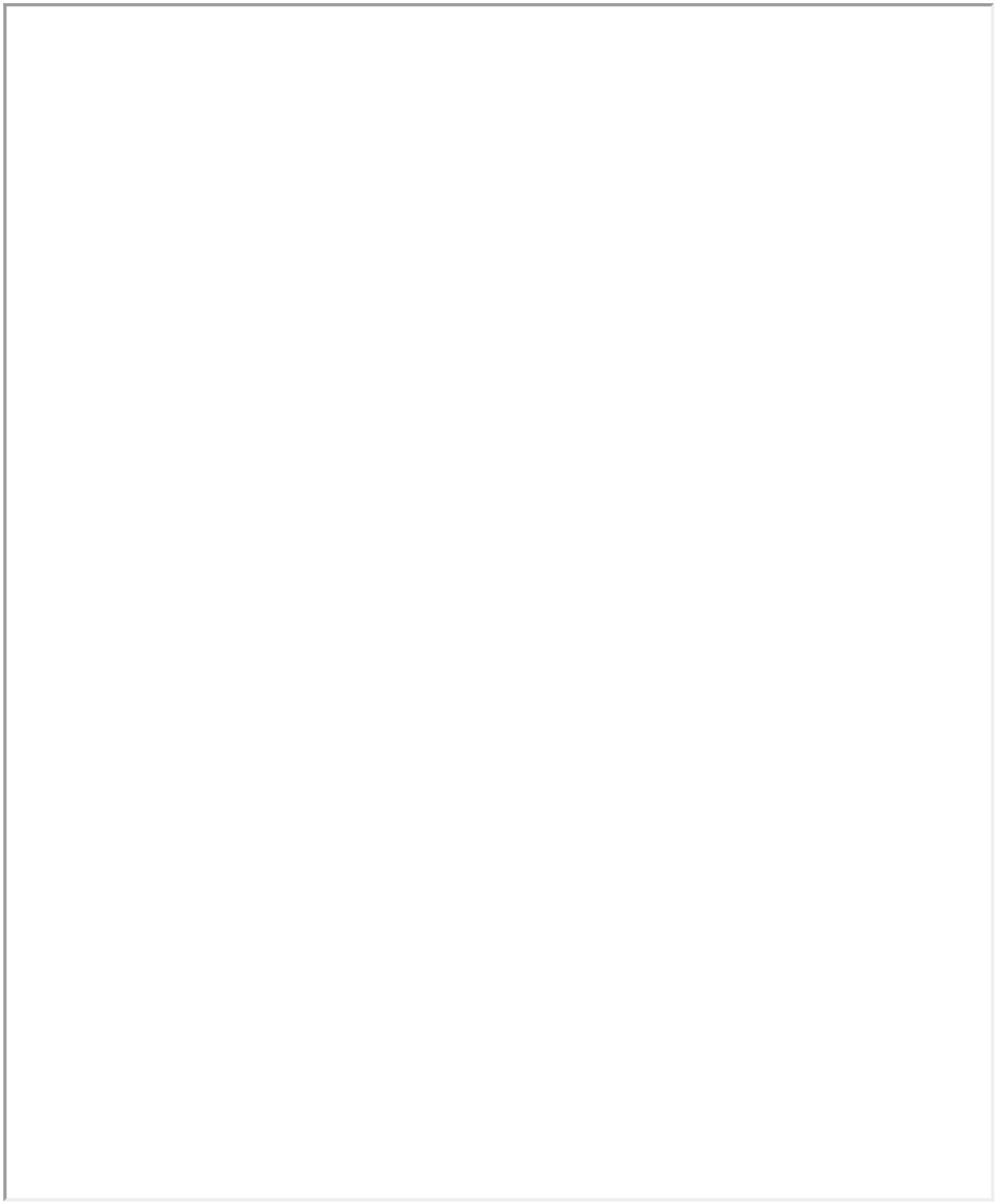
Authors: Guillermina Cledou, Elsa Estevez, and Luis Soares Barbosa
Date published: 3 January 2018
Research commissioned by: HASLab INESC TEC, Universidade do Minho and Universidad Nacional del Sur

Why did we select this research?

Ride-sharing as a part of the future of mobility in the context of growing cities and population needed to move from one point to another (specially within the city and short rides of about maximum 30 minutes). It is important to establish a common ground so policymakers have clear scenarios in which to operate and

Key findings:

- Taxonomy useful for policymakers as it enables them to identify stakeholders and the services they might need (hence providing more efficient and satisfactory services).
- Benefits entrepreneurs (allows them to study potential market opportunities).



Reference:

Cledou, G., Estevez, E., & Barbosa, L. S. (2018). A taxonomy for planning and designing smart mobility services. *Government Information Quarterly*. https://www.sciencedirect.com/science/article/pii/S0740624X16301265.

How Cities Use Regulation for Innovation: the Case of Uber, Lyft and Sidecar in San Francisco

Last Modified on 20/06/2019 12:44 pm CEST

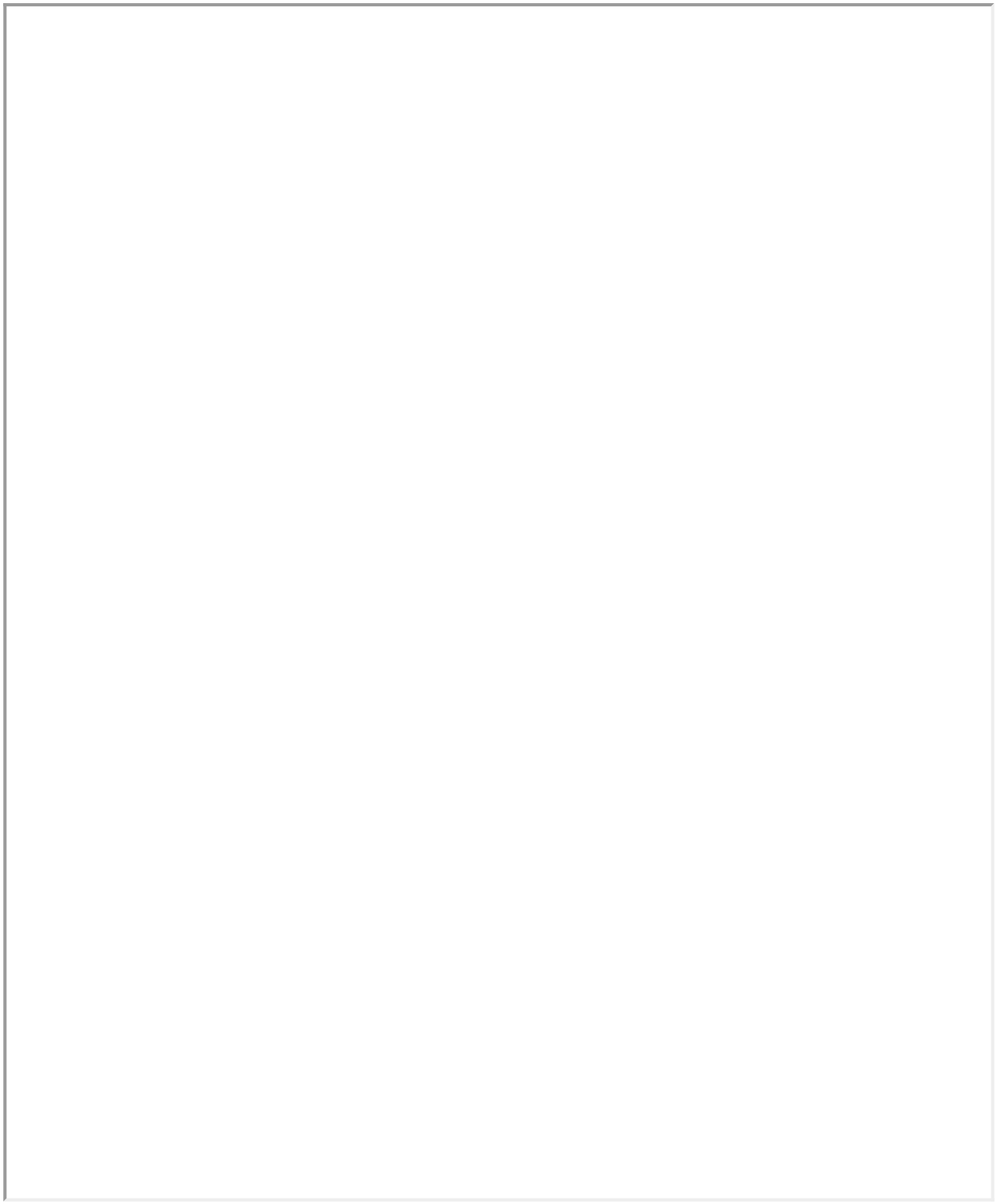
Authors: Onemiso Flores and Lisa Rayle
Date published: 8 June 2017
Research commissioned by: Harvard University and University of California, Berkeley

Why did we select this research?

Since the emergence of alternative transportation methods (Uber, Lyft, etc), a new context for politicians and the private sector has emerged. How can this be regulated? This paper explores some options through the case of San Francisco.

Key findings:

- Acknowledging the unrest among the taxi community, if done according to the regulation laws and controlling the lobby sector for this new player in the game, alternative methods of transportation can co-exist in the market.
- Very specific and contextual understanding of a given city is needed in order to provide targeted services (and hold accountable) both the provider and the user of these services.



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Flores, O., & Rayle, L. (2017). How cities use regulation for innovation: the case of Uber, Lyft and Sidecar in San Francisco. *Transportation research procedia*, *25*, 3756-3768. https://www.sciencedirect.com/science/article/pii/S2352146517305379.

Enhancing Urban Mobility: Integrating Ride-Sharing and Public Transit

Last Modified on 20/06/2019 12:44 pm CEST

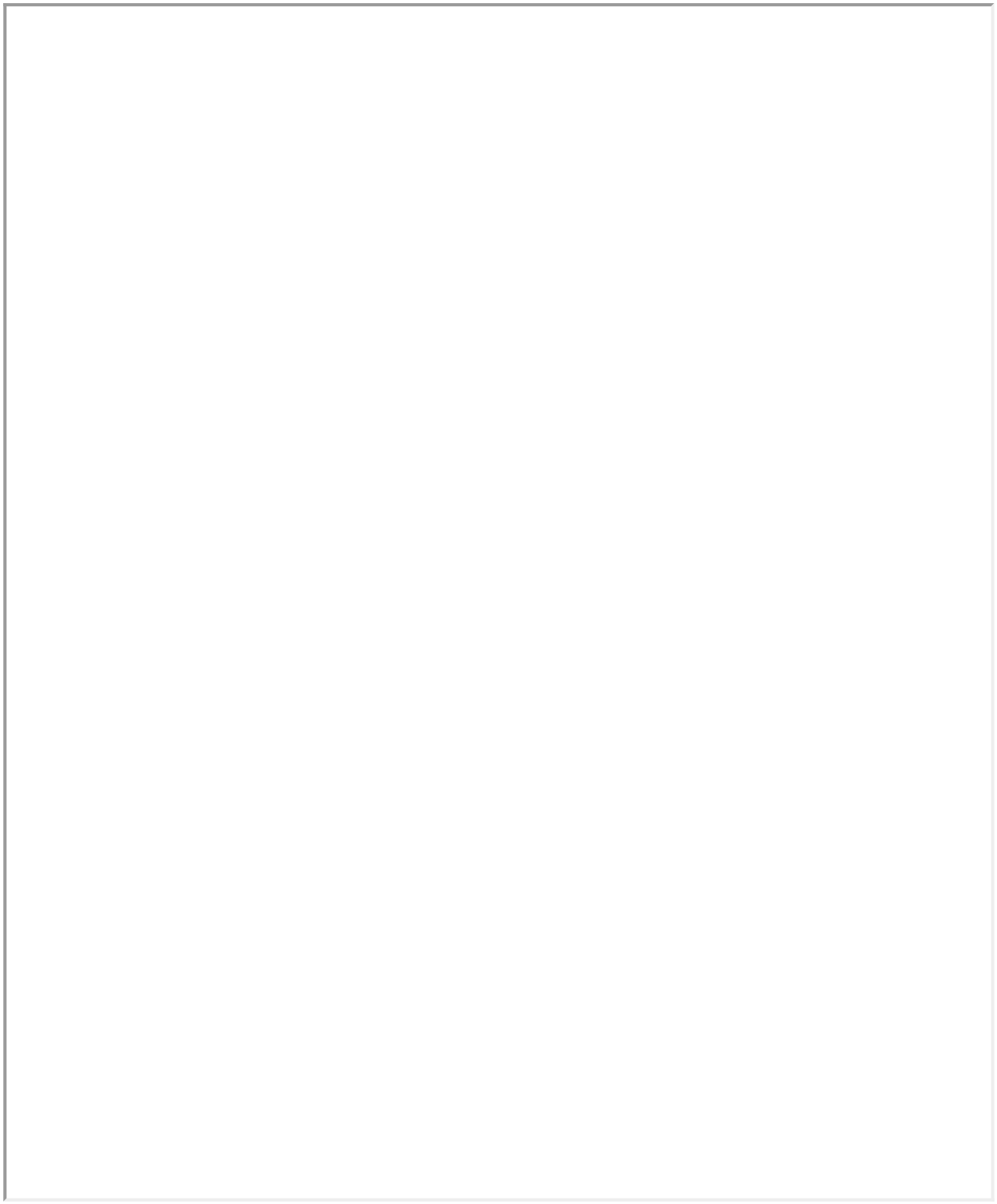
Authors: Mitja Stiglic, Niels Agatz, Martin Savelsbergh,
Date published: July 2016
Research commissioned by: Rotterdam School of Management, University of Ljubljana, and Georgia Institute of Technology

Why did we select this research?

Potential benefits of ride-sharing and ride-matching technology.

Key findings:

- Integrating ride-sharing system and public transit system have the potential to significantly enhance mobility, increase the use of public transport. Consequently, reduction of the negative externalities associated with car travel.
- Driver willingness to pick up and drop off more than one rider is a critical issue when it comes to the system performance. Need for further options so to facilitate (or even stimulate) the driver to pick up more than one passenger.



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Dynamic ride-sharing: A simulation study in metro Atlanta

Last Modified on 20/06/2019 12:43 pm CEST

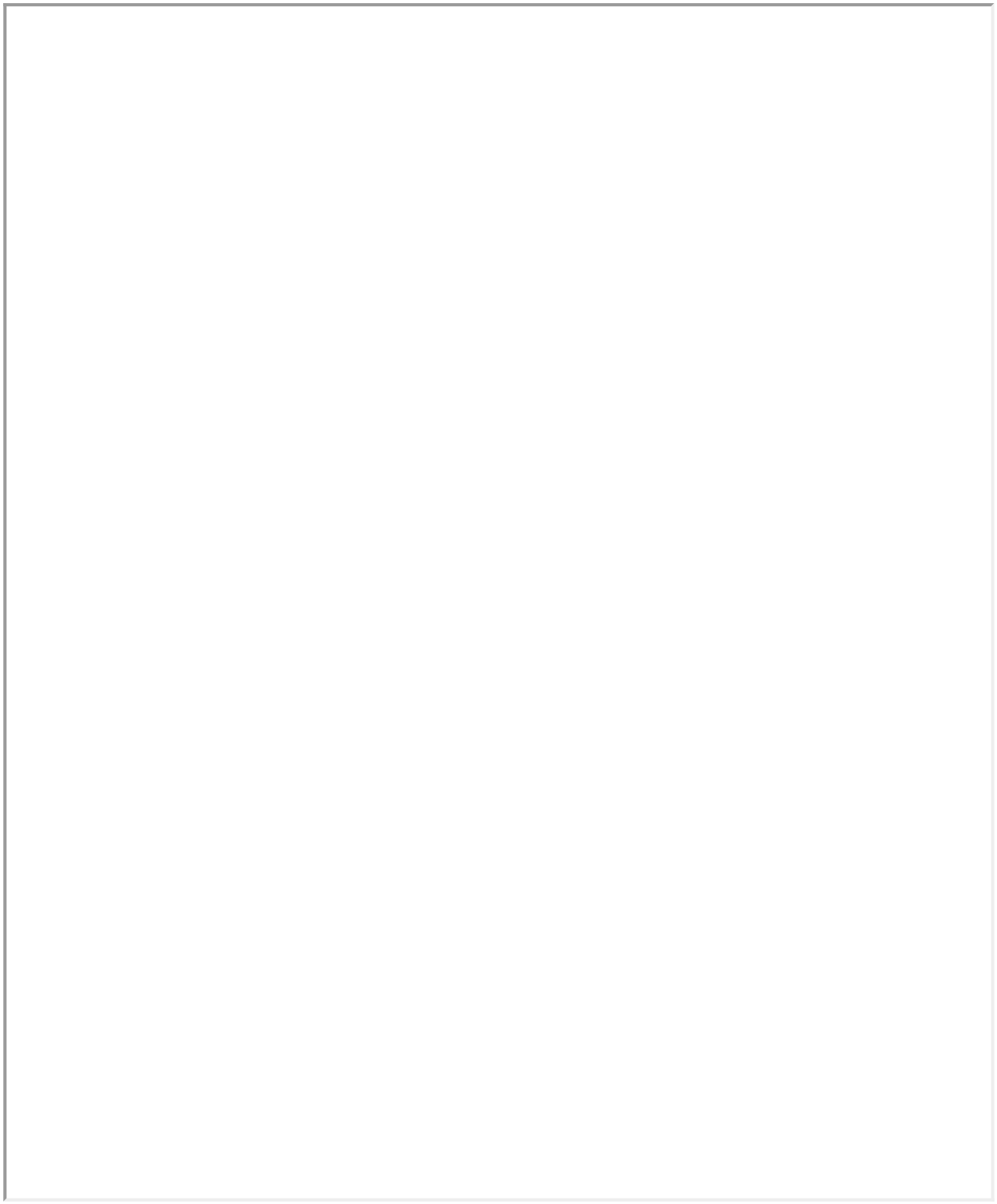
Authors: Niels A.H. Agatz, Alan L. Erera, Martin W.P. Savelsbergh, and Xing Wang
Date published: 22 July 2011
Research commissioned by: Rotterdam School of Management, Georgia Institute of Technology, and the Commonwealth Scientific and Industrial Research Organisation (CSIRO)

Why did we select this research?

Smartphone technology plays a crucial role in ride-sharing. This research deals with the problem of matching drivers and riders in this dynamic setting.

Key findings:

- Travel cost savings as the main driver for users to choose this method of transportation.
- Travel time savings to participants by providing access to high occupancy lanes.
- Dynamic ride-sharing may have potential for success in large U.S. metropolitan areas, with sustainable ride-share populations forming over time even with relatively small overall participation rates (when considering only home-based work trips).



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Agatz, N. A., Erera, A. L., Savelsbergh, M. W., & Wang, X. (2011). Dynamic ride-sharing: A simulation study in metro Atlanta. *Transportation Research Part B: Methodological*, *45*(9), 1450-1464. https://www.sciencedirect.com/science/article/pii/S0191261511000671.

Dynamic Ride Sharing Service: Are Users Ready to Adopt it?

Last Modified on 20/06/2019 12:42 pm CEST

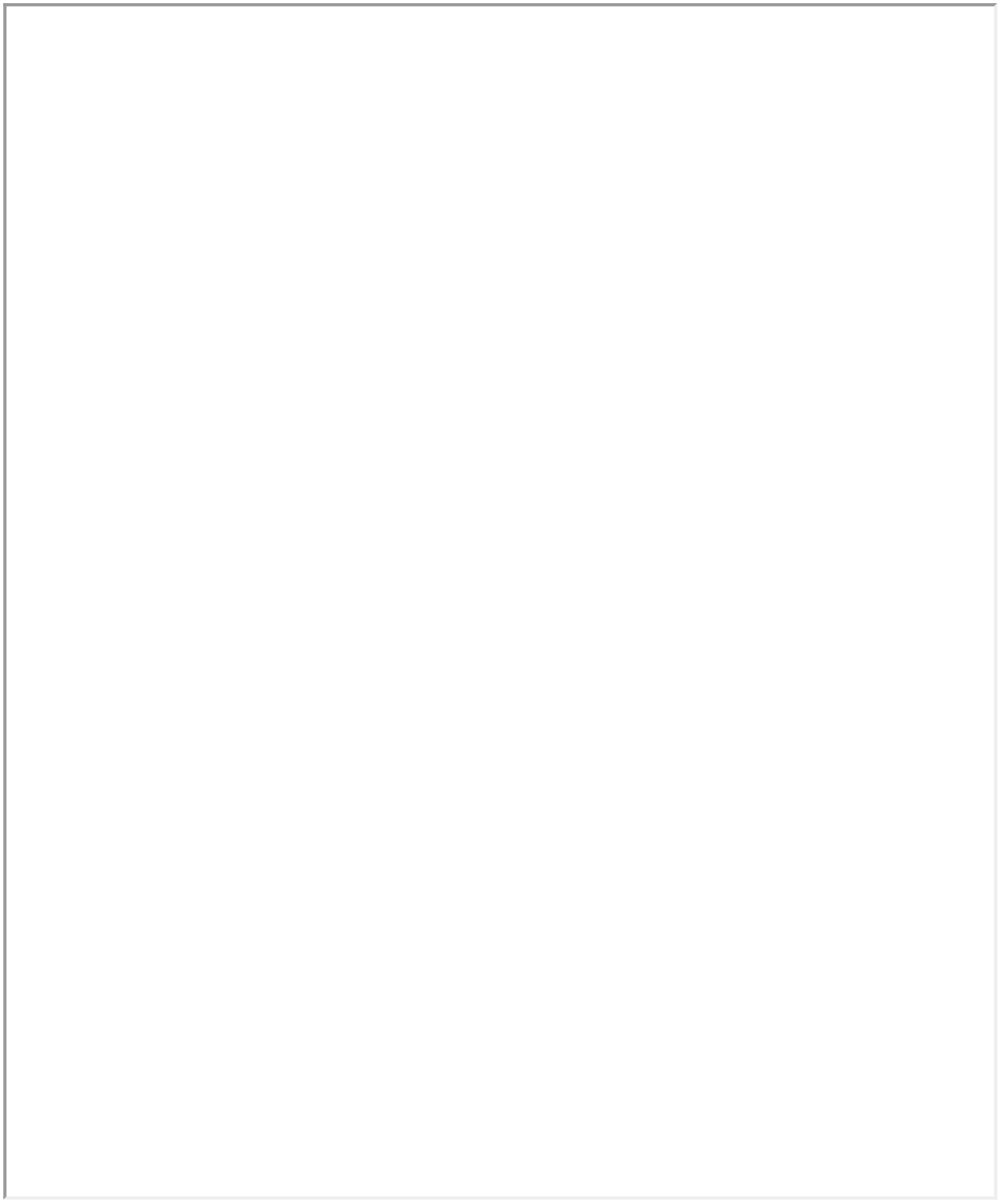
Authors: Eleonora Gargiulo, Roberta Giannantonio, Elena Guercio, Claudio Borean, and Giovanni Zenezini
Date published: 23 October 2015
Research commissioned by: Telecom Italia and Politecnico di Torino

Why did we select this research?

The sharing economy paradigm is slowly but surely changing the way in which people experience everyday life in many sectors. Transportation is not an exception.

Key findings:

- Technology getting an increasingly relevant role in everyday life. Seen as an overall good opportunity.
- Ride-sharing services must provide reliability: users are willing to keep using the service only if rides actually take place after the matching is proposed. That not being the case, they would leave the service and use traditional mobility options.



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Gargiulo, E., Giannantonio, R., Guercio, E., Borean, C., & Zenezini, G. (2015). Dynamic ride sharing service: are users ready to adopt it?. *Procedia Manufacturing*, *3*, 777-784. https://www.sciencedirect.com/science/article/pii/S2351978915003303.

Car-Sharing Services: An Annotated Review

Last Modified on 20/06/2019 12:41 pm CEST

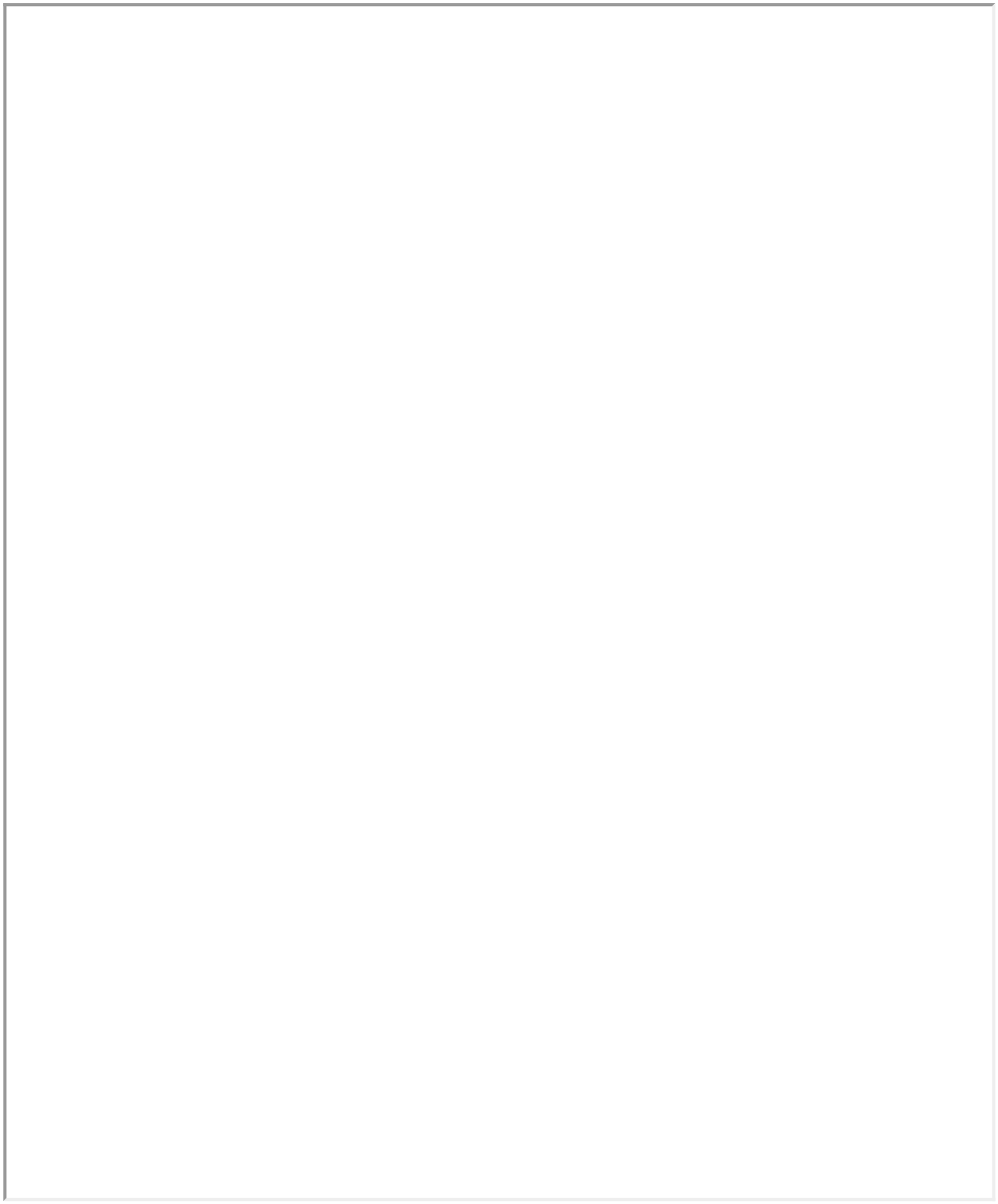
Authors: Francesco Ferrero, Guido Perboli, Mariangela Rosano, and Andrea Vesco
Date published: February 2018
Research commissioned by: ICT for City Logistics and Enterprises at Politecnico di Torino, Istituto Superiore Mario Boella, Luxembourg Institute of Science and Technology, and CIRRELT

Why did we select this research?

The increasing demand for car-sharing services has been emerging as an innovative more sustainable method of transportation. Among the consequences, there is an obvious shift in the private mobility from ownership to service use (on-demand approach).

Key findings:

- A higher usage of access-based services can increase the likelihood in ownership reduction by the customers (less people owning cars).
- Role of growing attention in environmental issues. This has been leading to an increased attention in the usage of electric and hybrid vehicles (important behavioral shift).



Reference:

Ferrero, F., Perboli, G., Rosano, M., & Vesco, A. (2017). Car-sharing services: An annotated review. *Sustainable Cities and Society*. https://www.sciencedirect.com/science/article/pii/S221067071630573X.

How can the Taxi Industry Survive the Tide of Ridesourcing? Evidence from Shenzhen, China

Last Modified on 12/06/2019 11:48 am CEST

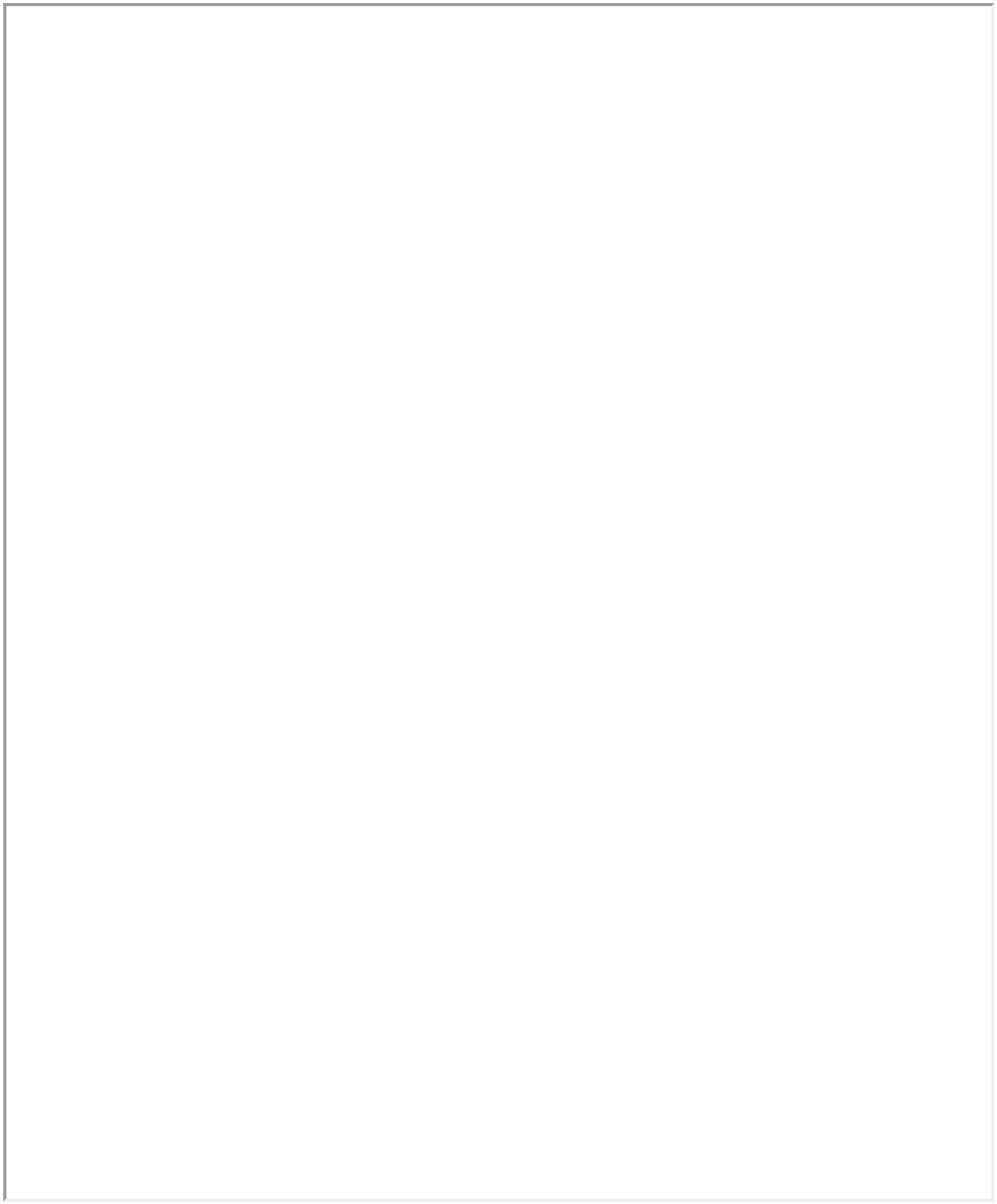
Author: Yu Nie
Date published: June 2017
Research commissioned by: Northwestern University

Why did we select this research?

What is the impact of ride-sourcing on the taxi industry and explore where, when and how taxis can compete more effectively in China? This paper deals with this question.

Key findings:

- If the distance is very short (< 50 feet), we conclude that the taxis did not move much, and hence the segment between the two points is discarded.
- A dedicated service fleet with exclusive street-hailing access will continue to co-exist with ride-sourcing and that regulations are needed to ensure this market operate properly.



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Nie, Y. M. (2017). How can the taxi industry survive the tide of ridesourcing? Evidence from Shenzhen, China. *Transportation Research Part C: Emerging Technologies*, *79*, 242-256.

https://www.sciencedirect.com/science/article/pii/S0968090X17301018.

Bike-sharing Systems and Congestion: Evidence from US Cities

Last Modified on 12/06/2019 11:48 am CEST

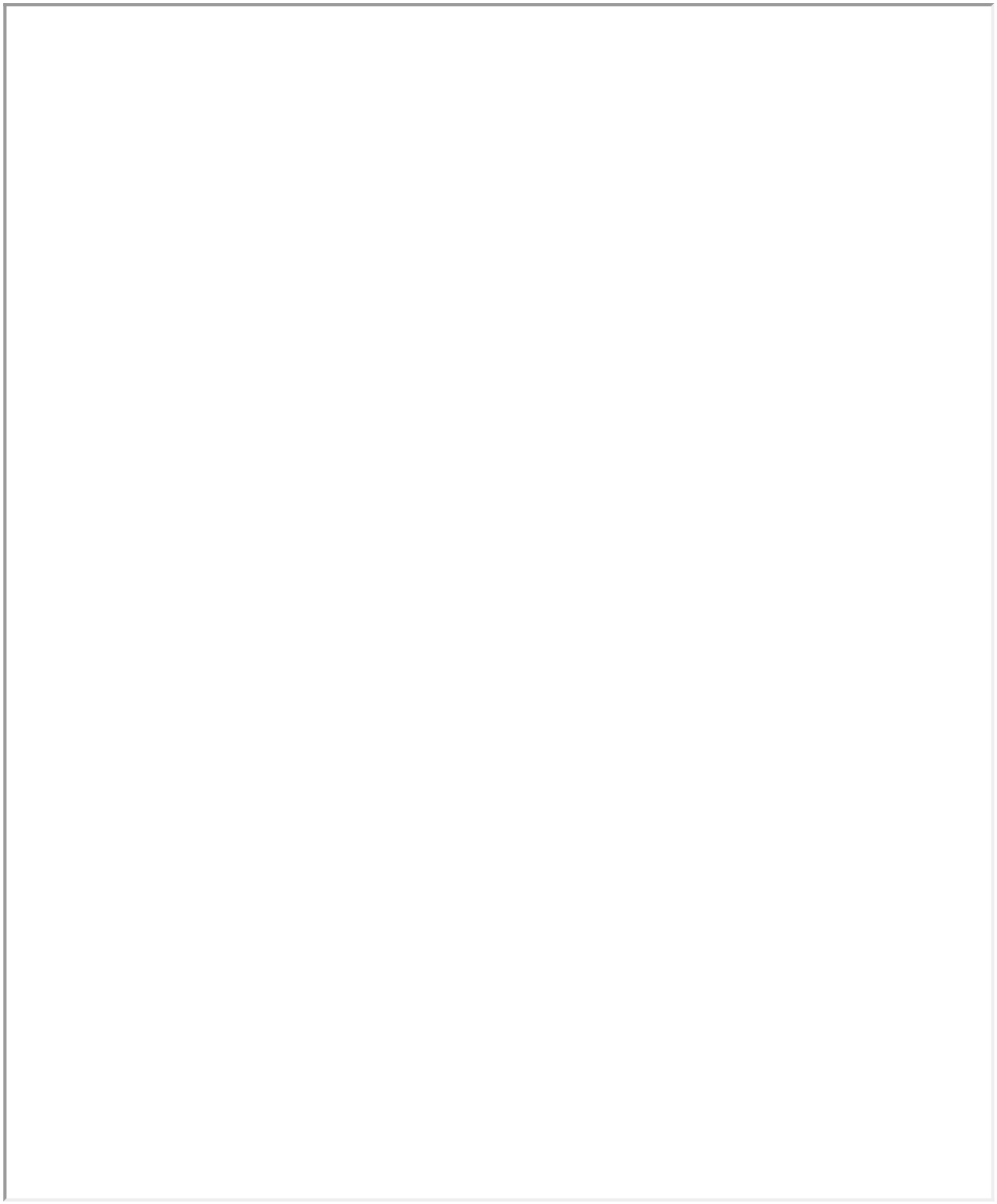
Authors: Mingshu Wang and Xiaolu Zhou
Date published: December 2017
Research commissioned by: University of Georgia and Georgia Southern University

Why did we select this research?

In the past decades, there has been a resurgence of public bike-sharing systems (BSSs). While it is claimed that social and environmental benefits are associated with the implementation of BSSs, few empirical studies have investigated the actual congestion reduction effect of BSSs on cities. To fill such gap, this paper aims to examine whether the launch of BSSs can reduce citywide congestion.

Key findings:

- BSSs benefits larger cities more than smaller ones in congestion reduction.
- Compared to smaller cities, larger cities usually have more robust public transport systems, which offers more routes and frequent services. As many of docking stations are located near public transport stops, BSSs encourage multimodal transport by providing connections with public transport systems.
- Richer cities tend to get worse off with the introduction of BSSs. Richer cities usually have greater ownership of private cars and more luxury cars. One possible explanation is that the launch of BSSs sometimes encourages extra trips which would not be made without such facilities.
- BSSs has a direct effect on reducing congestion during rush hours, which may imply a modal substitution, where people reduce car and bus use as a result of BSSs. Such finding is consistent with bike-share member surveys.



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Wang, M., & Zhou, X. (2017). Bike-sharing systems and congestion: evidence from US cities. *Journal of transport geography*, *65*, 147-154. https://www.sciencedirect.com/science/article/pii/S0966692317302715.

Examining Usage Patterns of a Bike-sharing Scheme in a Medium Sized City

Last Modified on 12/06/2019 11:48 am CEST

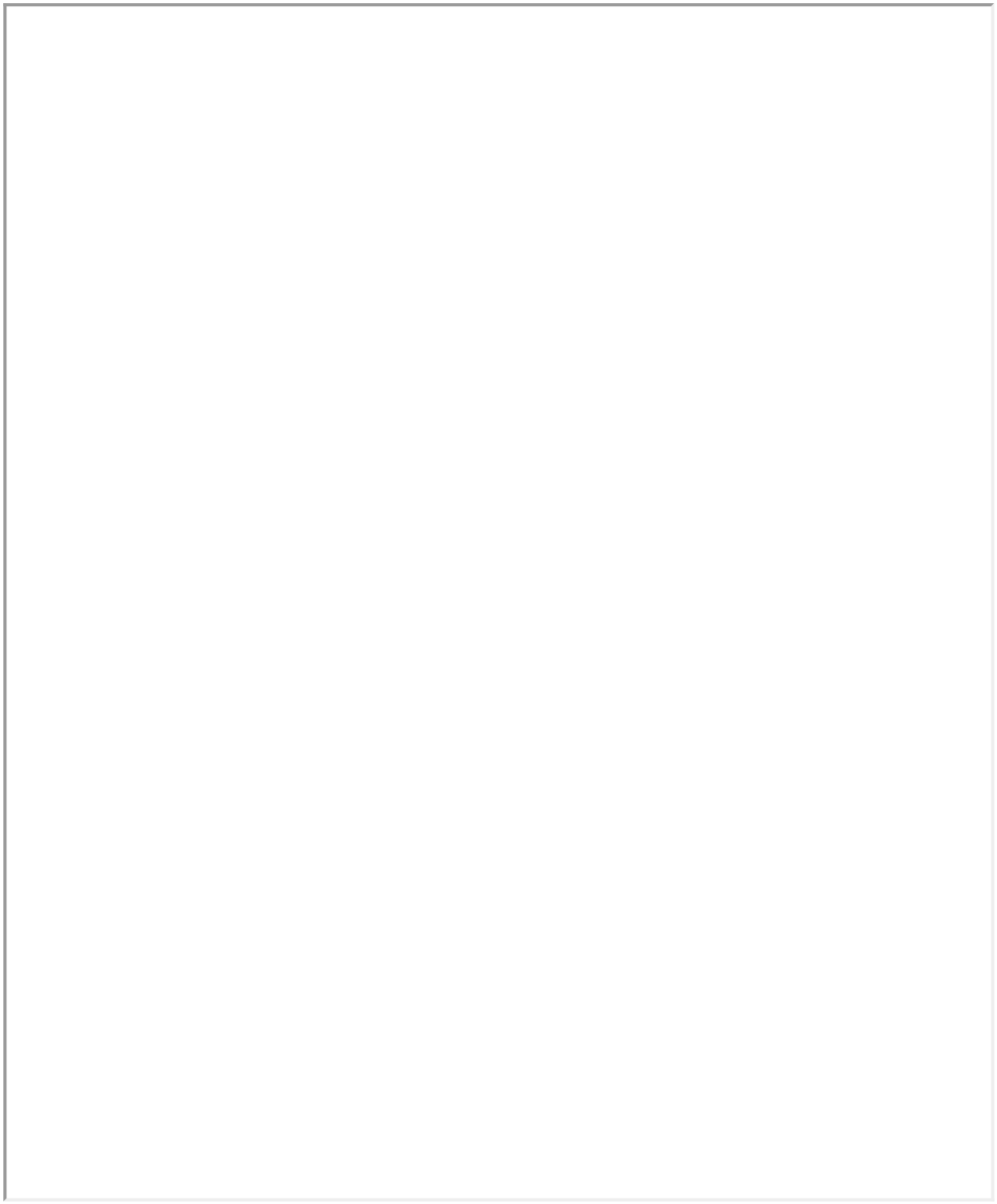
Authors: Brian Caulfield, Margaret O'Mahoney, William Brazil, and Peter Weldon
Date published: June 2017
Research commissioned by: Trinity College Dublin

Why did we select this research?

Bike-sharing is one of the fastest growing new modes of transport in the world, with more and more schemes coming online every year. This paper examines the trends in a bike-sharing scheme that has been in operation in Cork since 2014.

Key findings:

- Relevant role in attitude change (both from the citizens and municipalities, who have to build and invest in appropriate infrastructure.
- The majority of trips in the scheme were short and in most cases frequent trips. Frequent users of the scheme were shown to have the shortest travel times, suggesting that these users have incorporated the scheme in to their daily (or weekly) trips.
- Weather conditions were also found to have an impact upon usage of the scheme. During good weather conditions the number of trips and the travel time was shown to be greater.



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Caulfield, B., O'Mahony, M., Brazil, W., & Weldon, P. (2017). Examining usage

patterns of a bike-sharing scheme in a medium sized city. *Transportation research part A: policy and practice*, *100*, 152-161. https://www.sciencedirect.com/science/article/pii/S0965856416304141.

The Economic Contribution of Public Bike-share to the Sustainability and Efficient Functioning of Cities

Last Modified on 20/06/2019 12:17 pm CEST

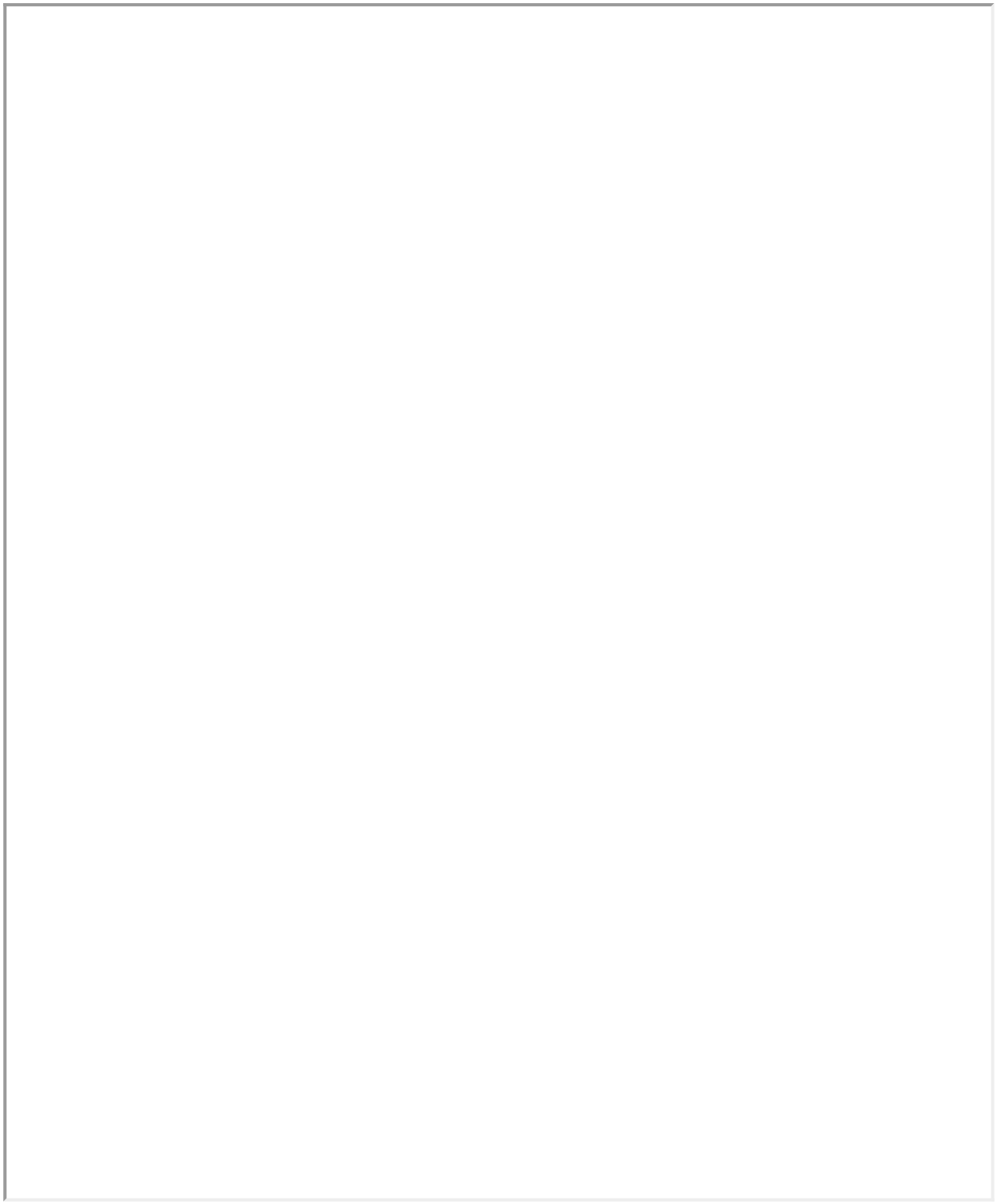
Authors: Dr. Craig Bullock, Dr. Finbarr Brereton, and Sive Bailey
Date published: January 2017
Research commissioned by: University College Dublin

Why did we select this research?

An expanding literature has explored the benefits of public bike-share schemes from various perspectives, including user characteristics, journey time savings, convenience, health benefits and reductions in motor vehicle use. However, rather few papers have examined bike-share schemes in economic terms. This research places these benefits in an economic context of private individual benefits and public good benefits.

Key findings:

- Level of modal shift from cars to bicycles has been slight (most transfers have been from public transport, walking or taxis).
- The more important benefit is realized by allowing cities to function more efficiently (achieved firstly by reducing journey time, an outcome that is both a private benefit to users and a public good benefit).
- The fundamental source of these benefits is the gain to productivity that arises from the positive relationship between journey time, urban compactness, employment and economic activity.
- Subsequent further expansion of the scheme into areas where other traffic moves more smoothly may not result in the same increase in use such that there is more of a convergence between benefits and costs.



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Bullock, C., Brereton, F., & Bailey, S. (2017). The economic contribution of public bike-share to the sustainability and efficient functioning of cities. *Sustainable cities and society*, *28*, 76-87. Retrieved from: https://www.sciencedirect.com/science/article/pii/S2210670716303080.

A Smart Real-time Ride-share for Riyadh City

Last Modified on 12/06/2019 11:49 am CEST

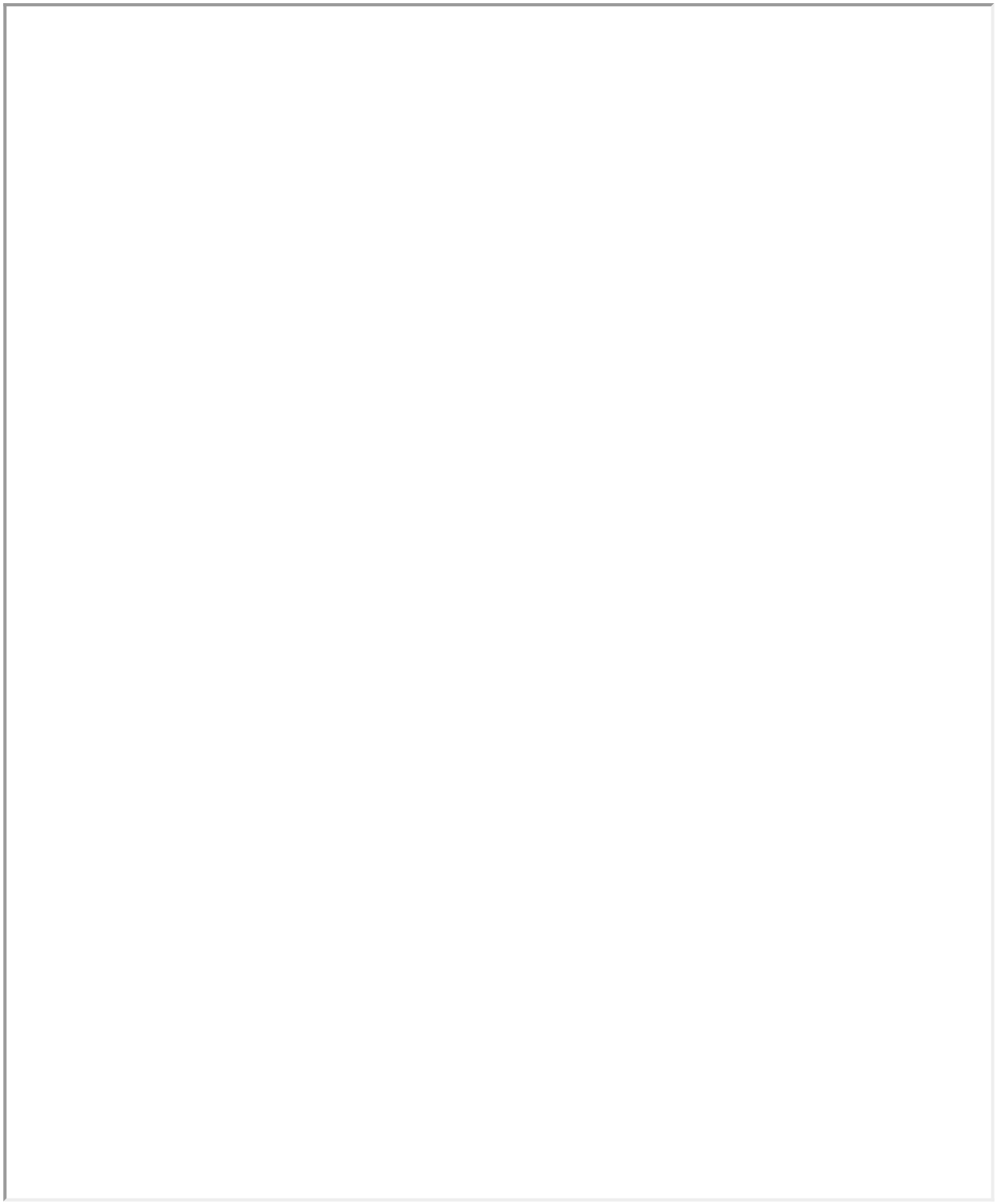
Authors: Henda Chorfi, Arwa AlAtee, Aseel AlOqeely, Laila AlMutairi, Lamia Akjhriji, and Sarah AlDossari
Date published: 3 July 2015
Research commissioned by: King Saud University Riyadh

Why did we select this research?

Traffic jam is a growing problem especially in big cities like Riyadh. Wherever, streets are congested with cars and the need of cost-effective system is increasing in order to reduce the traffic jam impact. At the same time, each car's capacity can take up to four persons but this capacity is generally underexploited.

Key findings:

- Carpooling as a potential solution for Riyadh's problem with the huge amount of cars on their roads.
- Creation of a smart vehicle ravel sharing mobile app.
- The app is based on trusted users : users are allowed to register as part of a university or a company group or validated by their administrator.
- The app proposes "female only" feature to take into account the specificity of Saudi society. Third, the application proposes, for the requester, only appropriate drivers who are chosen considering the profile matching of the requester and the supplier.
- Environmentally friendly because it provides for free a carpooling service, which reduces traffic jam, carbon emissions and the need for parking spaces.



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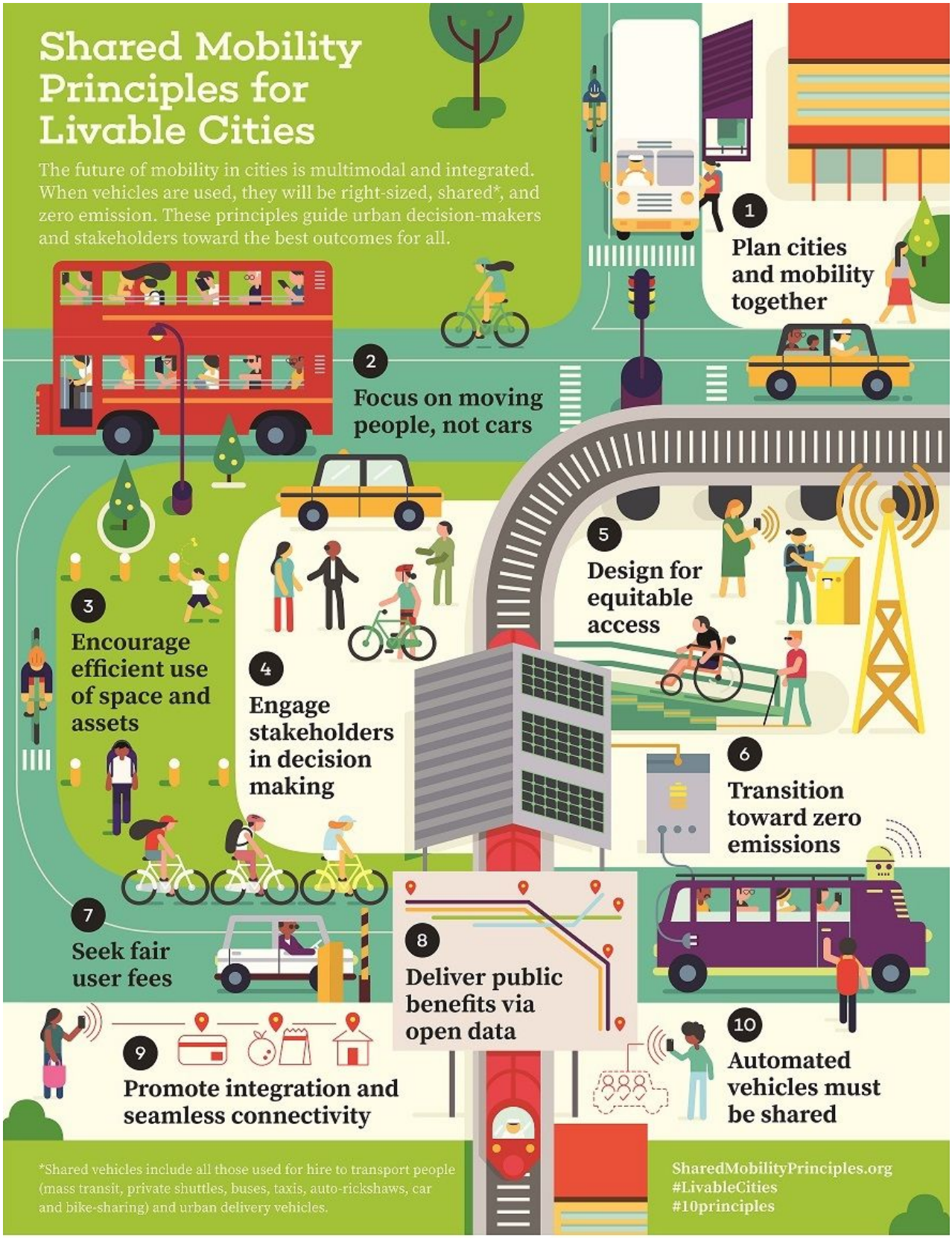
Chorfi, H., AlAtee, A., AlOqeely, A., AlMutairi, L., Akjhriji, L., & AlDossari, S. (2015). A Smart Real-time Ride-share for Riyadh City. *Procedia-Social and Behavioral Sciences*, *195*, 1932-1937. Retrieved from: https://www.sciencedirect.com/science/article/pii/S1877042815036848.

The Shared Mobility Principles for Livable Cities: An Introduction to Robin Chase

Last Modified on 20/03/2018 4:11 pm CET

How can cities ensure accessible and affordable access for everyone and prepare for a future with self driving cars? Robin Chase, a renowned mobility expert and successful entrepreneur, sheds light on these questions by proposing 10 Shared Mobility Principles for Liveable Cities. She is the co-founder and former CEO of Zipcar, the largest carsharing company in the world; as well as co-founder of Veniam, a network company that moves terabytes of data between vehicles and the cloud. She sits on the Boards of the World Resources and has received awards in the areas of innovation, design, and environment, including Time 100 Most Influential People. Scroll down to read about her thoughts and practical recommendations on how cities should move forward.



Over the last 100 years, personal cars have been cheap and easy to own, which in turn has underpriced air pollution, curb access, congestion, and even transport

infrastructure. Further, we are now on the verge of fully autonomous self driving cars. Tesla promises to be selling these cars in 2018, and BMW, Ford, and Toyota say they will have fully automated (Level 5) vehicles for sale by 2021. This demonstrates that the pace of technology-driven innovation from the private sector in shared transportation services, vehicles, and networks is rapid, accelerating, and filled with opportunity. At the same time, city streets are a finite and a scarce resource. Robin's mission is to channel the tech-driven disruption in the mobility sector to (re)build cities that are sustainable, livable, and just.

> These principles, produced by a working group of international NGOs, are designed to guide urban decision-makers and stakeholders toward the best outcomes for all.

1. WE PLAN OUR CITIES AND THEIR MOBILITY TOGETHER

The way our cities are built determines mobility needs and how they can be met. Development, urban design and public spaces, building and zoning regulations, parking requirements, and other land use policies shall incentivize compact, accessible, livable, and sustainable cities.

2. WE PRIORITIZE PEOPLE OVER VEHICLES

The mobility of people and not vehicles shall be in the center of transportation planning and decision-making. Cities shall prioritize walking, cycling, public transport and other efficient shared mobility, as well as their interconnectivity. Cities shall discourage the use of cars, single-passenger taxis, and other oversized vehicles transporting one person.

3. WE SUPPORT THE SHARED AND EFFICIENT USE OF VEHICLES, LANES, CURBS, AND LAND

Transportation and land use planning and policies should minimize the street and parking space used per person and maximize the use of each vehicle. We discourage overbuilding and oversized vehicles and infrastructure, as well as the oversupply of parking.

4. WE ENGAGE WITH STAKEHOLDERS

Residents, workers, businesses, and other stakeholders may feel direct impacts on their lives, their investments and their economic livelihoods by the unfolding transition to shared, zero-emission, and ultimately autonomous vehicles. We commit to actively engage these groups in the decision-making process and support them as we move through this transition.

5. WE PROMOTE EQUITY

Physical, digital, and financial access to shared transport services are valuable public goods and need thoughtful design to ensure use is possible and affordable by all ages, genders, incomes, and abilities.

6. WE LEAD THE TRANSITION TOWARDS A ZERO-EMISSION FUTURE AND RENEWABLE ENERGY

Public transportation and shared-use fleets will accelerate the transition to zero-emission vehicles. Electric vehicles shall ultimately be powered by renewable energy to maximize climate and air quality benefits.

7. WE SUPPORT FAIR USER FEES ACROSS ALL MODES

Every vehicle and mode should pay their fair share for road use, congestion, pollution, and use of curb space. The fair share shall take the operating, maintenance and social costs into account.

8. WE AIM FOR PUBLIC BENEFITS VIA OPEN DATA

The data infrastructure underpinning shared transport services must enable interoperability, competition and innovation, while ensuring privacy, security, and accountability.

9. WE WORK TOWARDS INTEGRATION AND SEAMLESS CONNECTIVITY

All transportation services should be integrated and thoughtfully planned across operators, geographies, and complementary modes. Seamless trips should be facilitated via physical connections, interoperable payments, and combined information. Every opportunity should be taken to enhance connectivity of people

and vehicles to wireless networks.

10. WE SUPPORT THAT AUTONOMOUS VEHICLES (AVS) IN DENSE URBAN AREAS SHOULD BE OPERATED ONLY IN SHARED FLEETS

Due to the transformational potential of autonomous vehicle technology, it is critical that all AVs are part of shared fleets, well-regulated, and zero emission. Shared fleets can provide more affordable access to all, maximize public safety and emissions benefits, ensure that maintenance and software upgrades are managed by professionals, and actualize the promise of reductions in vehicles, parking, and congestion, in line with broader policy trends to reduce the use of personal cars in dense urban areas.

Cities are advised to focus on:

1. Supporting Shared Mobility Principles
2. Fixing pricing (fair user fees)
3. Joining others working on open data standards and privacy
4. Building community! (make your town special; increase walking/biking)
5. Having community dialogue about:
    1. Retail vs. online shopping and RATS (retail automated trips)
    2. Role of AVs and shared transport

To read more about this project and or get involved, have a look at The Shared mobility principles for livable cities site.

Cities & Self-driving Cars

Last Modified on 20/03/2018 4:22 pm CET

> "Sharing is the way to make cities better and autonomous cars are just the means,"

How will self driving cars re-invent and shape our cities, and what consequences and opportunities will they bring? We reached out to Ananda Groag (ShareNL), and Anne Knol (Friends of the Earth Netherlands): shared mobility experts to give us their opinion. Read their insightful piece on what cities should take into consideration with the advent of autonomous vehicles.

Beyond the hype

The arrival of the autonomous vehicle in cities will make moving by car so easy and affordable that it might have an adverse effect on urban areas, creating more congestion, pollution and pressure on public space according to Anne Knol and Ananda Groag. Its time to think about the best way to embed autonomous cars in cities.

All over the world experts are praising the foreseen arrival of self-driving cars and policy makers are expecting a lot from this technological advancement as well. The robot car is expected to drastically change our lives and cities. It is expected that this car will be making mobility so easy, safe and affordable that we will collectively abandon car ownership and start sharing rides. This will solve traffic jams and parking problems and save us a lot of money. The cars are predicted to be fully electric too, allowing us to say goodbye to fossil fuelled cars.

Travel habits

But maybe this future scenario is not that simple. While the self-driving car certainly has a lot of potential, the assumption that everyone will automatically refrain from car ownership and start sharing cars may seem like a leap of faith. Regardless of whether people will actually want to abstain from driving themselves, we first have to ask ourselves if we are ready to change our traveling habits when the self-driving car has arrived.

To ensure a livable and bright future we need to change our current mobility system, which is heavily focused on the car; a highly polluting and space-occupying

means of transport (standing idle for 95% of the time, carrying 1.2 persons on average). Currently kilometers travelled are already increasing and with the arrival of self-driving cars, we can count on an exponential growth of car travel.

Imagine cheaper, easier and more comfortable rides with the self-driving car. Travel time will suddenly become time we can use efficiently for working or relaxation. It can take people from door-to-door, which makes it more attractive than public transport. Additionally, car travel will become accessible for new target groups such as the elderly, youth and people with reduced mobility. The easy and low price per ride will possibly even be at the expense of 'slow modes' such as cycling and walking. All of the above together will lead to a steep increase of car rides and kilometers driven.

> "A more comprehensive approach, without the car at the center of our mobility system, is needed."

Moving away from car ownership

Are we really going to abandon car ownership? Car sharing is already a possibility today enabling saving on the cost of ownership. And yet, we are not sharing on a mass scale. People remain fixed on the idea of owning a car as the only way to have the 'freedom to move' and we don't seem that eager to share rides with strangers. At the same time, cities are limited by the amount of cars they can handle, but sharing offers a way to do more with less. This means that a huge behavioral change is needed in the way we think and act on our mobility needs. The occupancy rate of cars, which is already low, may fall to zero; also referred to as 'ghost rides'. Imagine the ability of sending your autonomous car anywhere on an errand or circling the block. This may well be more efficient and cheaper than parking. Cars may even take on the forms of mobile shops or offices as an attractive alternative to expensive real-estate.

In short, without sharing, both the car and the ride, the self-driving car will not solve traffic jams and challenges with urban public space. On the contrary, it could make things worse. A decrease in numbers of cars will not be from the introduction of the self-driving car, but from sharing these cars.

Conditions

A sound discussion about an appropriate framework for the self-driving car is

needed. What are the terms under which they can operate in cities and which behavioral changes are required to incentives us to change our travel habits? Nothing stands in our way to already start benefiting from the solutions we expect self-driving cars to bring; less cars for a better city life.

We can, for example, improve cities by creating more space for walking and biking, we can encourage people to get rid of their own cars by offering alternatives and by discouraging car ownership. A more comprehensive approach, without the car at the center of our mobility system, is needed. This way the autonomous car can live up to the high expectations we have.

Ananda Groag

Ananda works at ShareNL, and is an expert at working on mobility solutions. She is the project leader of the 'Green Deal Car Sharing', the yearly Car Sharing symposium and of the autodelen.nl website. She is also currently interested in purpose of work, future of work abundance, and autonomous mobility.

Anne Knol

Anne works for Friends of the Earth Netherlands (Milieudefensie: environmental NGO) as senior advisor on transport and air pollution campaigns. Anne has a background in environmental health sciences (MSc) and a PhD in dealing with uncertainty in complex environmental health problems.

Bicycle-sharing System Socio-spatial Inequalities in Brazil

Last Modified on 20/06/2019 12:17 pm CEST

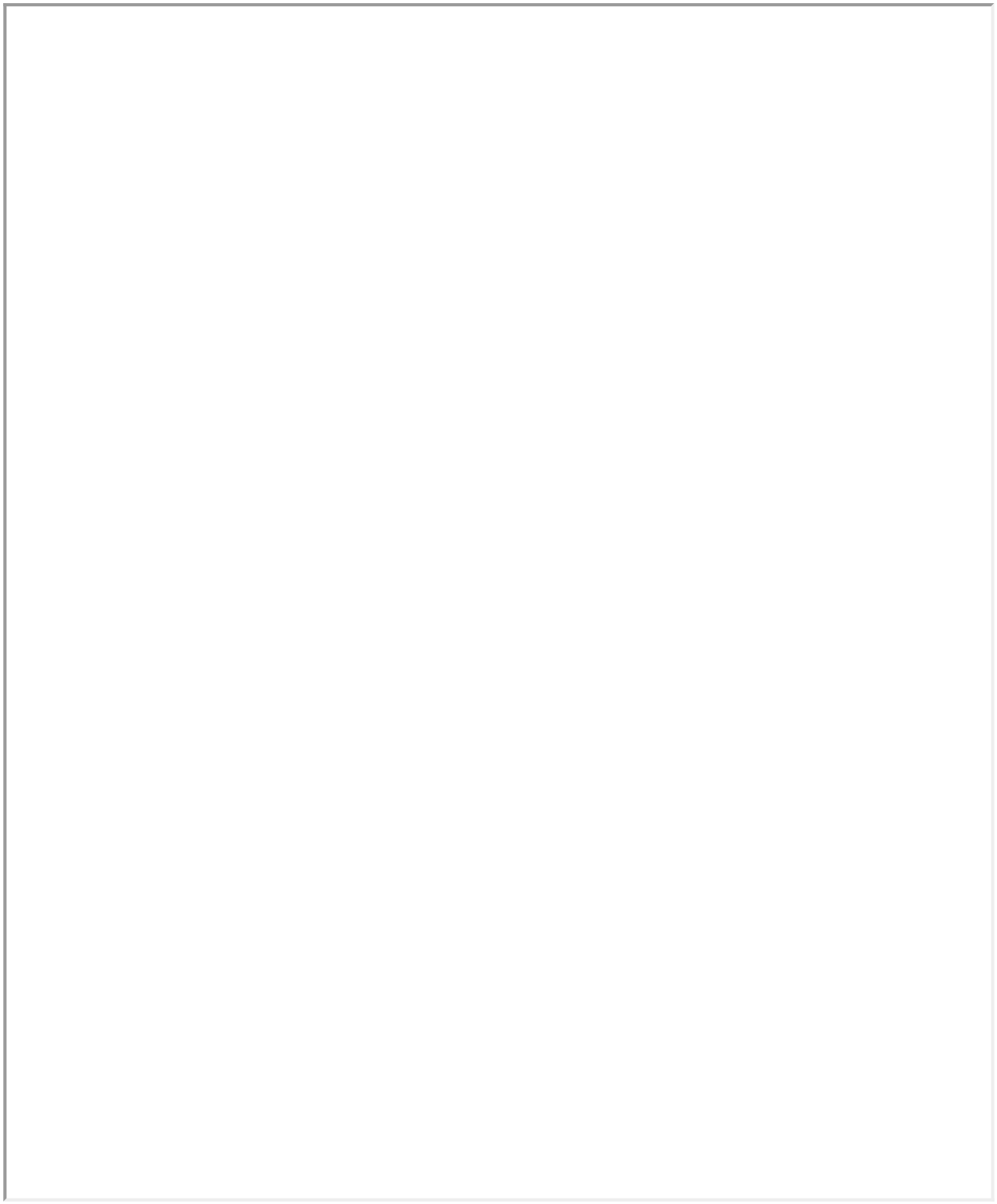
Authors: Ana Clara Duran, Esther Anaya-Boig, Joshua Daniel Shake, Leandro Martin Totaro Garcia, Leandro Fórnias Machados de Rezende, and Thiago Hérick de Sá
Date published: 10 January 2018
Research commissioned by: University of Sao Paulo, Imperial College London, Brazilian National School of Public Health, and the Brazilian Center of Analysis and Planning

Why did we select this research?

Bicycle-sharing systems have been used to promote bicycling as a viable means of transport in cities. After a sharp increase in recent years, almost 1200 cities worldwide have bicycle-sharing systems. In Brazil, bicycle-sharing systems have expanded in the last decade due to public-private partnerships promoted by municipalities

Key findings:

- Inequalities in the coverage of bicycle-sharing systems in Brazil, favoring wealthier and centrally located neighborhoods where a comparatively higher proportion of the population is white.
- Bicycle-sharing systems are not necessarily linked to municipal public transportation systems, consequently restricting access for residents who do not live close to the stations' catchment areas.
- Contractual arrangements seem to play a greater role than public input in shaping the location and coverage of bicycle-sharing systems in the country.



Reference:

Duran, A. C., Anaya-Boig, E., Shake, J. D., Garcia, L. M. T., de Rezende, L. F. M., & de Sá, T. H. (2018). Bicycle-sharing system socio-spatial inequalities in Brazil. *Journal of Transport & Health*. Retrieved from: https://www.sciencedirect.com/science/article/pii/S2214140517305431.

An Improved Approach to Evaluate Car Sharing Options

Last Modified on 12/06/2019 11:50 am CEST

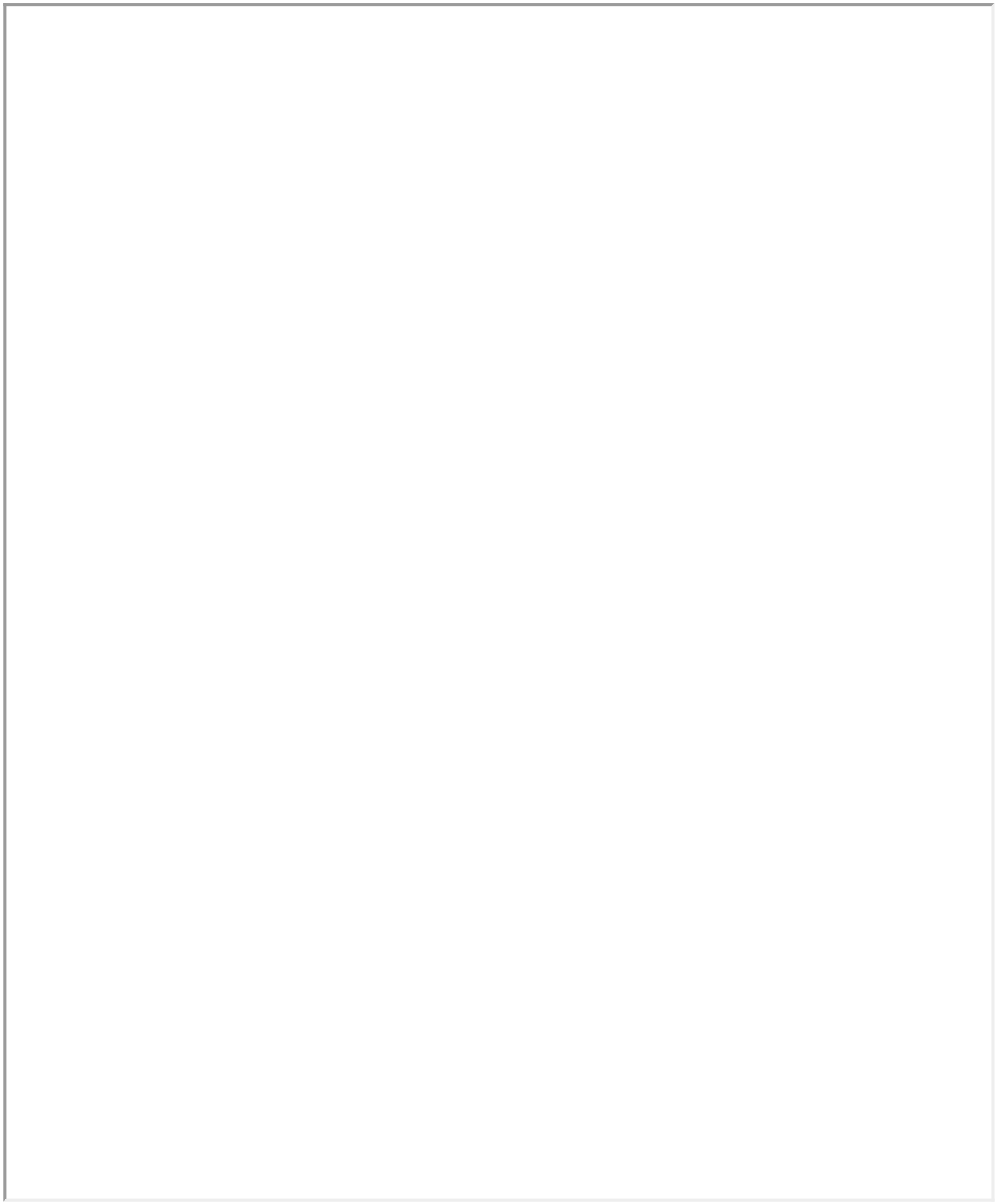
Authors: Min Qu, Suihuai Yu, and Mingjiu Yu
Date published: January 2017
Research commissioned by: Shaanxi Engineering Laboratory for Industrial Design and Delft University of Technology

Why did we select this research?

An improved approach to evaluate car sharing options under uncertain environments with the combination of Fuzzy Analytic Hierarchy Process (F-AHP) and Fuzzy Technique for Order Preference by Similarity to Ideal Solution (F-TOPSIS), which consists of three steps.

Key findings:

- Benefits of car-sharing including individual benefits with lower travel costs, reductions in vehicle kilometers, fuel, accidents and emissions, and increased average speeds.
- Drive-sharing can be recommended as the best car sharing mode from a comprehensive point of view.
- Cooperation of people from all walks of life and a thorough change in their consuming habits from ownership to sharing in order to implement a car sharing system successfully.



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Qu, M., Yu, S., & Yu, M. (2017). An improved approach to evaluate car sharing options. *Ecological indicators*, *72*, 686-702. Retrieved from: https://www.sciencedirect.com/science/article/pii/S1470160X16304101.

Behavior Patterns of Long-term Car-sharing Users in China

Last Modified on 12/06/2019 11:50 am CEST

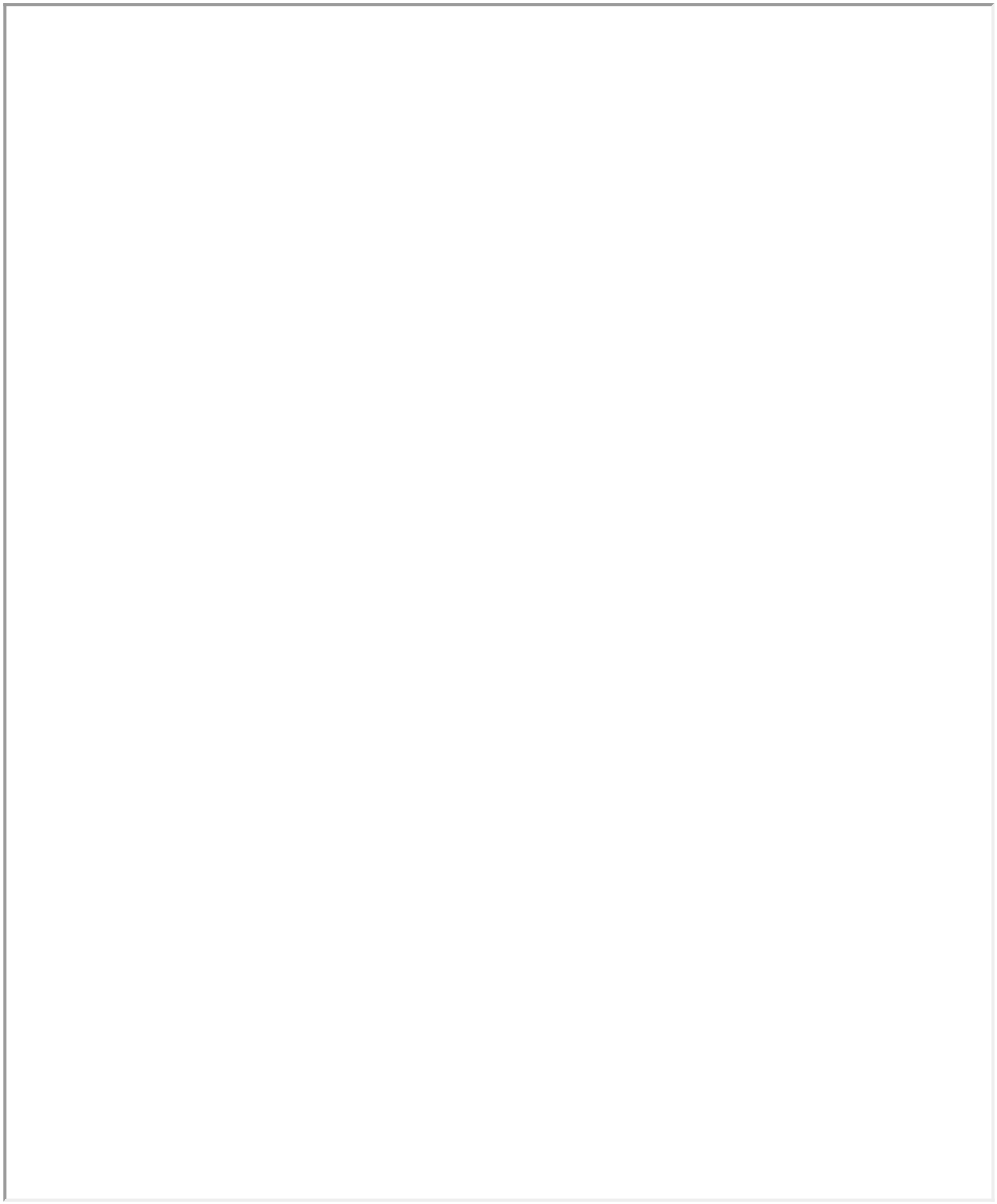
Authors: Ying Hui, Wei Wang, Mengtao Ding, and Yian Liu
Date published: 8 June 2017
Research commissioned by: Key Laboratory of Chelizi Intelligent Technology Company and Key Laboratory of Road and Traffic Engineering of the Ministry of Education, Tongji University

Why did we select this research?

This paper presents the behavior patterns of long-term users in detail on the basis of empirical data of car sharing in Hangzhou, China. Users, whose utility time are more than three months and frequency of usage are beyond once per month, have been selected as the subject investigated (long-term users) in this study.

Key findings:

- Car sharing is still in its initial phase in China.
- The behavior patterns of the highest frequency users group (for example: order interval was almost within 2 days; a higher proportion of using car-sharing on weekdays; single-use time was concentrated from 7:00 to 20:00 hours; the short time and short distance travel was more likely) were similar to the characteristics of commuting travel.
- Members considered car-sharing only as a substitute for private car or public transportation, and maybe they use car-sharing only as a transition phase before buying their own car.



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Hui, Y., Wang, W., Ding, M., & Liu, Y. (2017). Behavior Patterns of Long-term Car-sharing Users in China. *Transportation research procedia*, *25*, 4662-4678. Retrieved from: https://www.sciencedirect.com/science/article/pii/S2352146517306105.

Modeling Free-floating Car-sharing use in Switzerland

Last Modified on 20/06/2019 12:35 pm CEST

A Spatial Regression and Conditional Logit Approach

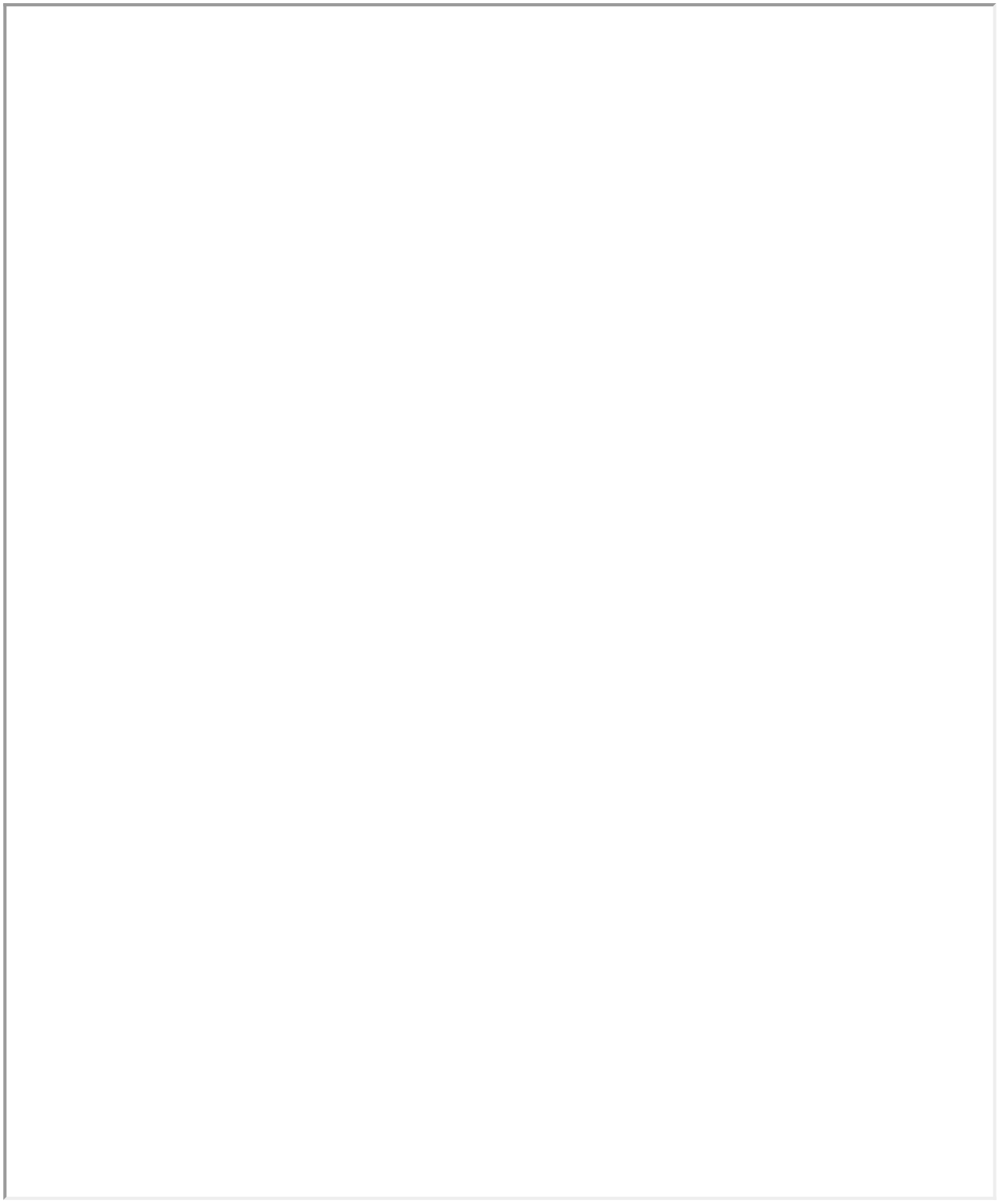
Authors: Henrik Becker, Francesco Ciari, and Kay W. Axhausen
Date published: August 2017
Research commissioned by: ETH Zurich Institute for Transport Planning and Systems

Why did we select this research?

Using spatial regression and conditional logit analysis of original transaction data of a free-floating car-sharing scheme in Switzerland, this research shows that free-floating car-sharing is mainly used for discretionary trips, for which only substantially inferior public transportation alternatives are available. In contrast to station-based car-sharing, it does not rely on high-quality local public transportation access, but bridges gaps in the existing public transportation network.

Key findings:

- Free-floating car-sharing is mainly used for discretionary trips, for which only substantially inferior public transportation alternatives are available.
- Station-based car-sharing relies on local public transportation access, whereas free-floating car-sharing bridges gaps in the public transportation network.



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https://www.sciencedirect.com/science/article/pii/S0968090X17301614.

What Drives Corporate Carsharing Acceptance? A French Case Study

Last Modified on 02/07/2019 3:33 pm CEST

Authors: Sylvain Fleury, Ariane Tom, Eric Jamet, and Elsa Colas-Maheux
Date published: February 2017
Research commissioned by: Centre for Research in Psychology, Cognition and Communication, University of Rennes 2

Why did we select this research?

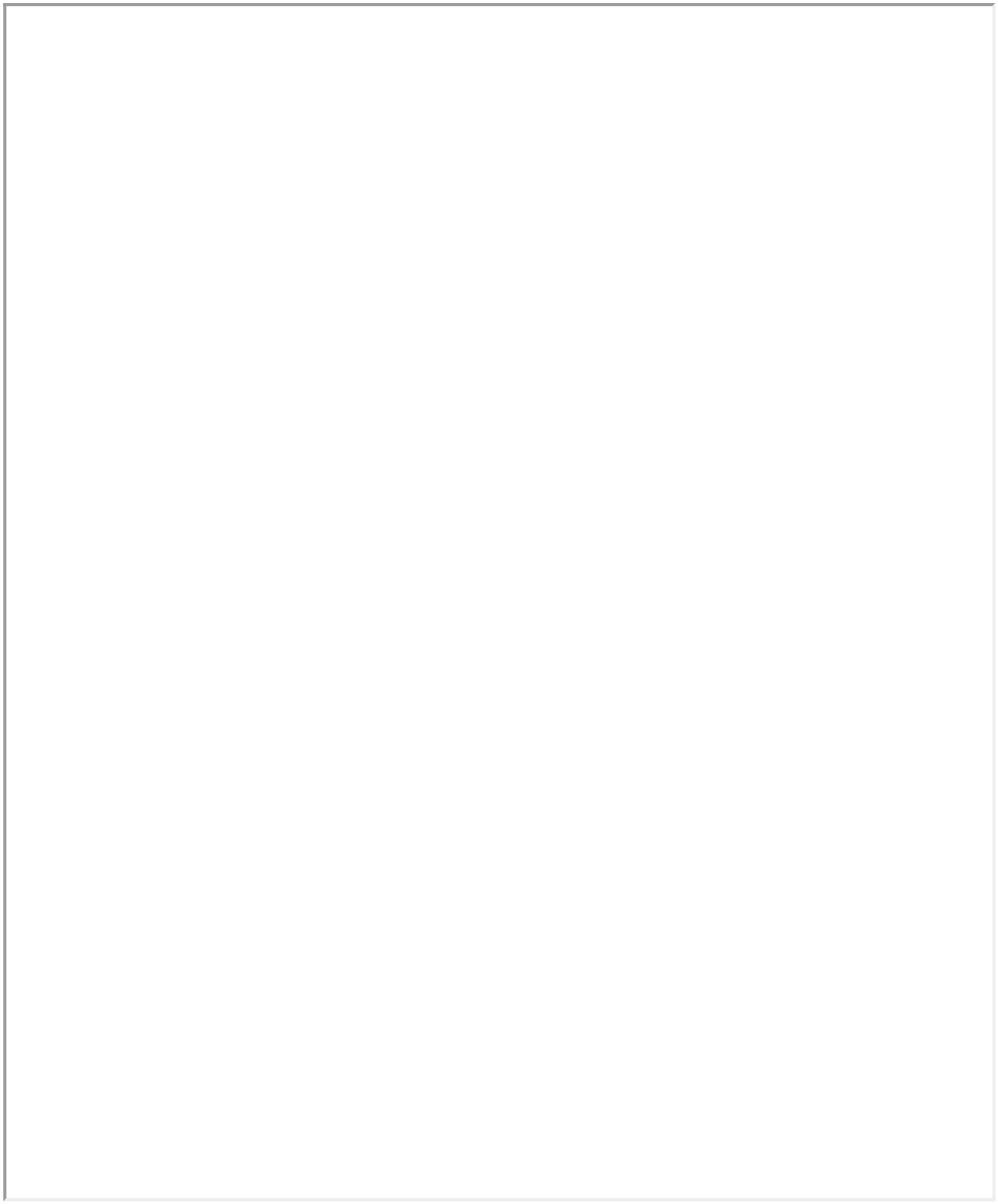
Corporate carsharing allows employees to make use of a fleet of vehicles for their business travels. It offers a means of managing vehicle fleets more optimally, bringing both economic and environmental benefits. However, this kind of use can cause concerns, and even rejection in some cases.

Key findings

- All the UTAUT* dimensions except social influence had an impact on behavioral intentions.
- Facilitating conditions strongly impacted behavioral intentions through the mediation of effort expectancy. Participants tended to consider that a carsharing service is easy to use if conditions facilitate it.
- Regarding perceived environmental friendliness, results revealed that this had only an indirect impact on behavioral intentions, mediated by performance expectancy. Carsharing was thus considered more useful if it was regarded as an environmentally friendly good practice.
- Effort expectancy was the most important factor in both the direct and indirect determination of behavioral intentions.
- According to these results, facilitating conditions strongly determine effort expectancy. One solution to enhance corporate carsharing use would

therefore be to design a simple tutorial. Furthermore, the possibility of contacting a call center when any difficulty occurs would provide reassuring potential support.

*Unified theory of acceptance and use of technology, which consists of the following variables: Perceived usefulness, Perceived ease of use, Intention to use, Social influence, Facilitating conditions



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Fleury, S., Tom, A., Jamet, E., & Colas-Maheux, E. (2017). What drives corporate carsharing acceptance? A French case study. *Transportation Research Part F: Traffic Psychology and Behaviour*, *45*, 218-227. Retrieved from: https://www.sciencedirect.com/science/article/pii/S1369847816306118.

Free-Floating Carsharing: City-Specific Growth Rates and Success Factors

Last Modified on 12/06/2019 11:50 am CEST

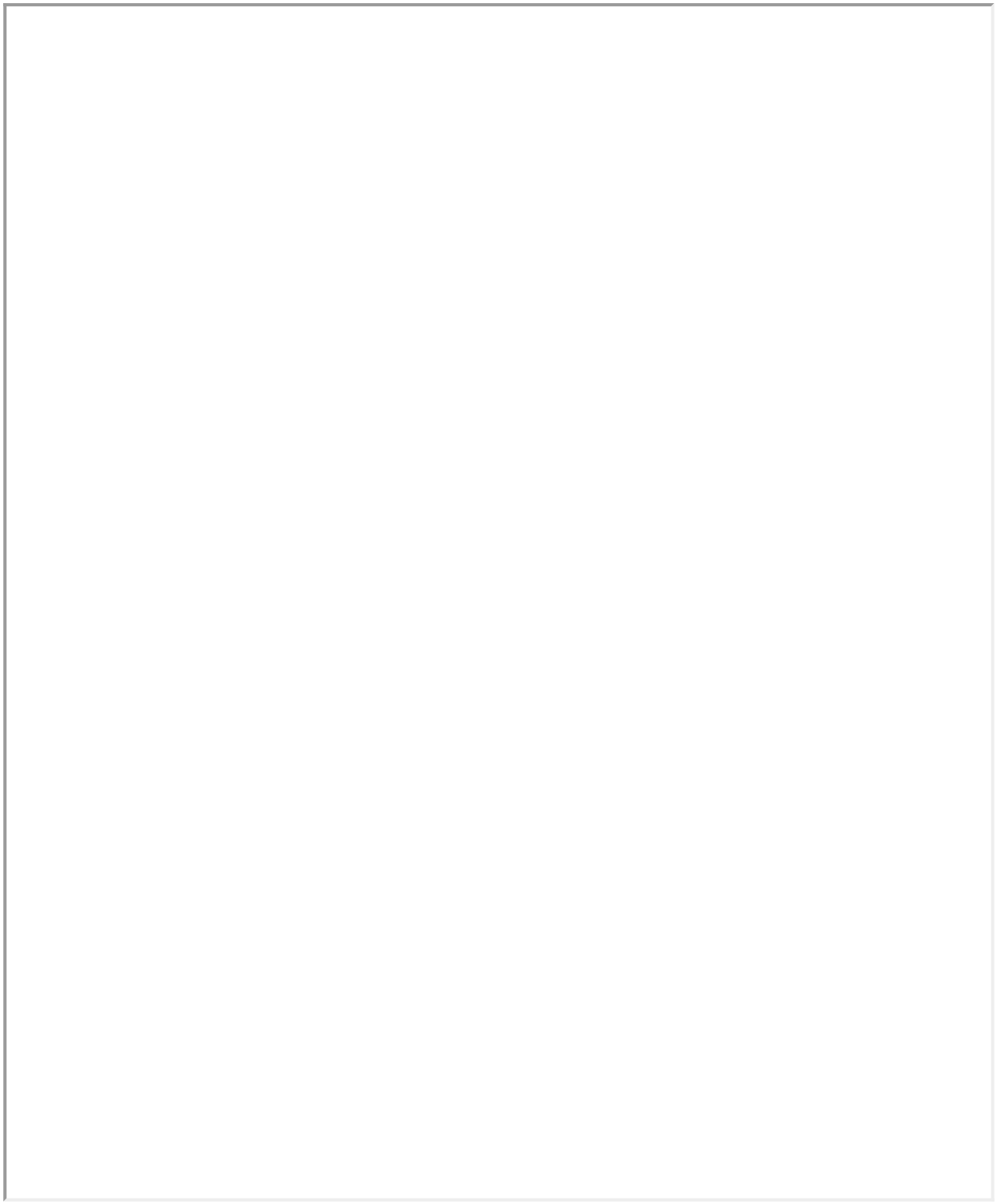
Authors: Katherine Kortum, Robert Schönduwe, Benjamin Stolte, and Benno Bock
Date published: 28 December 2016
Research commissioned by: Transportation Research Board Washington D.C. and InnoZ

Why did we select this research?

Free-floating car-sharing, a relatively new market segment within car-sharing, is expanding through Europe and North America. This type of system allows users to book a car at any point and any time within a specified area.

Key findings:

- Using the actual data from existing operations, it is clear that car-sharing is continuing to become a more integral part of city transportation networks.
- Use increases in proportion with the service's duration, indicating that more residents are using car-sharing, existing members are increasing their use of the car-sharing vehicles, or both.



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Kortum, K., Schönduwe, R., Stolte, B., & Bock, B. (2016). Free-floating carsharing: City-specific growth rates and success factors. *Transportation Research Procedia*, *19*, 328-340. Retrieved from:

https://www.sciencedirect.com/science/article/pii/S235214651630878X.

Shared Mobility Simulations for Helsinki

Last Modified on 12/06/2019 11:50 am CEST

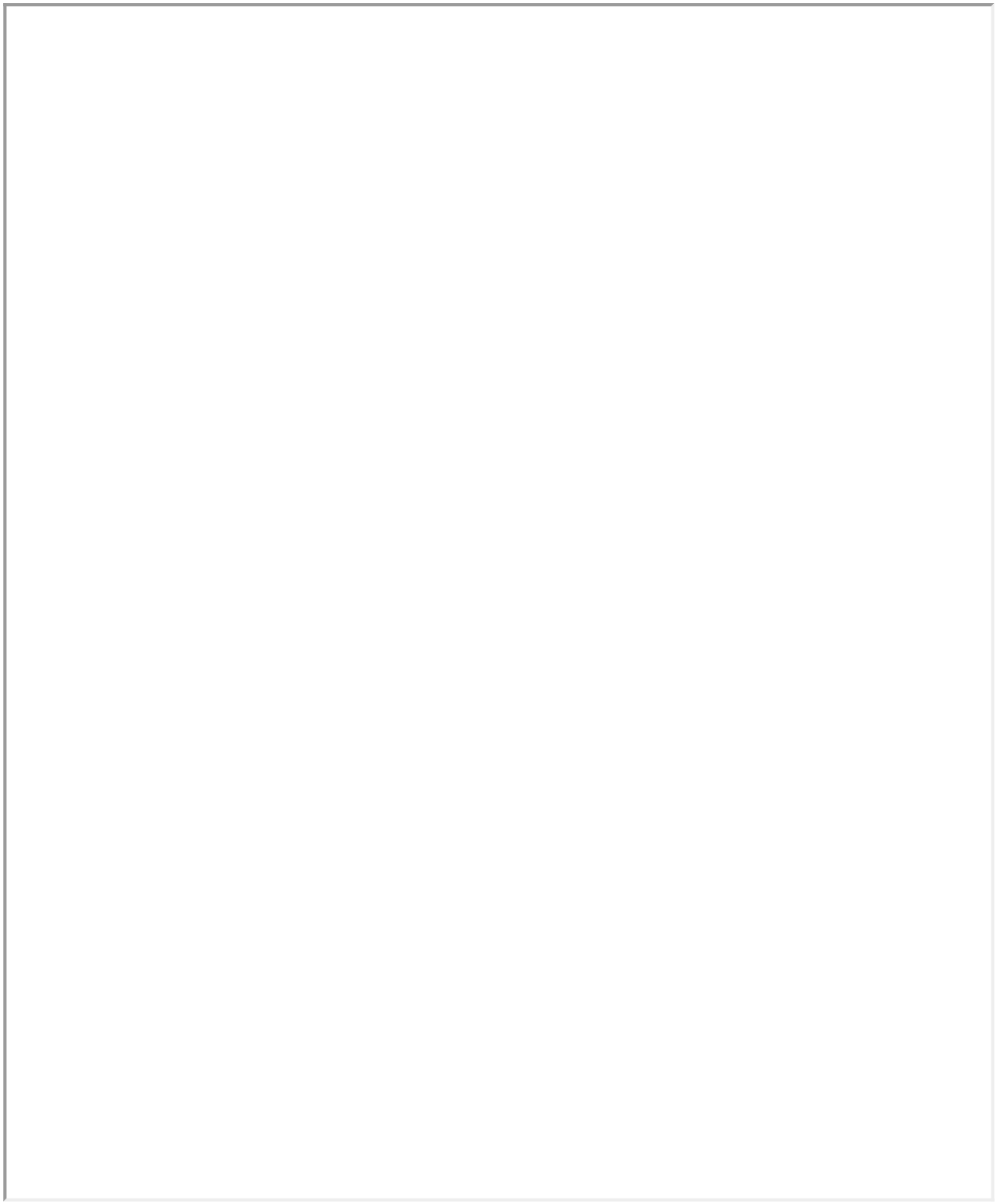
Authors: International Transport Forum, OECD
Date published: 2017

Why did we select this research?

New types of ride-sharing services have been gaining ground in recent years, especially in urban areas. These services may be precursors to more optimized shared mobility solutions that could deliver better outcomes for citizens. This report examines how the optimized use of new on-demand shared transport modes can change the future of mobility in the Helsinki Metropolitan Area in Finland.

Key findings:

- Increases in accessibility and quality of service, and it would signify a relevant modal shift away from car (with an electric fleet, CO2 emissions could be further reduced).
- The increased flexibility and comfort provided by the shared mobility solutions are particularly suited to attract this type of trips (radial axis connecting the outer areas to the core).



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Retrieved from:

https://www.itf-oecd.org/shared-mobility-simulations-helsinki

https://www.itf-oecd.org/sites/default/files/docs/shared-mobility-simulations-helsinki.pdf

Transition to Shared Mobility: How Large Cities can Deliver Inclusive Transport Services

Last Modified on 11/04/2018 12:29 pm CEST

The Case of Lisbon

Date published: 2017
Research commissioned by: International Transport Forum

Why did we select this research?

This ITF report demonstrates the potential for optimized, shared mobility systems to deliver efficient transport services, reduced congestion, and lower environmental impacts while providing better spatial accessibility and being generally cost-competitive with current options. The research simulated replacing all car and bus based trips in a mid-sized European city (Lisbon) with two new mobility options, and identified several key points for transitioning to a shared mobility model, with a focus on inclusion of individuals with special mobility needs.

Key findings

The focus of the research was addressing how cities can implement the transition to shared mobility and how they can manage difficulties in expansion. Simulating different configurations of shared mobility simulations fed with detailed mobility data for the Lisbon metropolitan area, the research found that total vehicle kilometers during peak hours reduced by 55% in the larger metropolitan area, while only reducing 44% in the inner city region. Co2 emissions reduced 62% for the metropolitan area in comparison to 53% in the city. Total parking space reduced 95% in both regions.

Furthermore, the report identifies that cities should:

START TO INTEGRATE SHARED MOBILITY SOLUTIOINS INTO EXISTING

URBAN TRANSPORT PLANS

Changes in traffic, emissions, and prices as a result of the implementation of shared mobility is more significant for the metropolitan area than just the core city

LEVERAGE SHARED MOBILITY TO INCREASE USE OF EXISTING HIGH-CAPACITY PUBLIC TRANSPORT

New forms of shared mobility can act as feeders to existing high-capacity public transport networks, such as shared taxis or taxi buses, leading to increased use.

DEPLOY SHARED MOBILITY SERVICES IN A PHASED WAY THAT MAXIMISES PUBLIC ACCEPTANCE

Phased pathway deployment of shared mobility services could target early adopters in an uncontroversial manner, achieve results that are publicly visible, then move onto the next phase for maximum public acceptance.

OPTIMISE OVERALL EFFICIENCY WHILE ASSURING A HEALTHY LEVEL OF COMPETITION IN THE MARKET

The way dispatch services for shared vehicles are organized most strongly affects the overall efficiency.

LIMIT EXCLUSIVE OCCUPANCY OF SHARED VEHICLES TO AVOID THE EROSION OF TRAFFIC REDUCTION AND CO_2 EMISSIONS BENEFITS

Implementation of the measures considered for the first phase of deployment can deliver positive results for the central city when accompanied by a scheme of partial access constraint for private cars of non-residents.

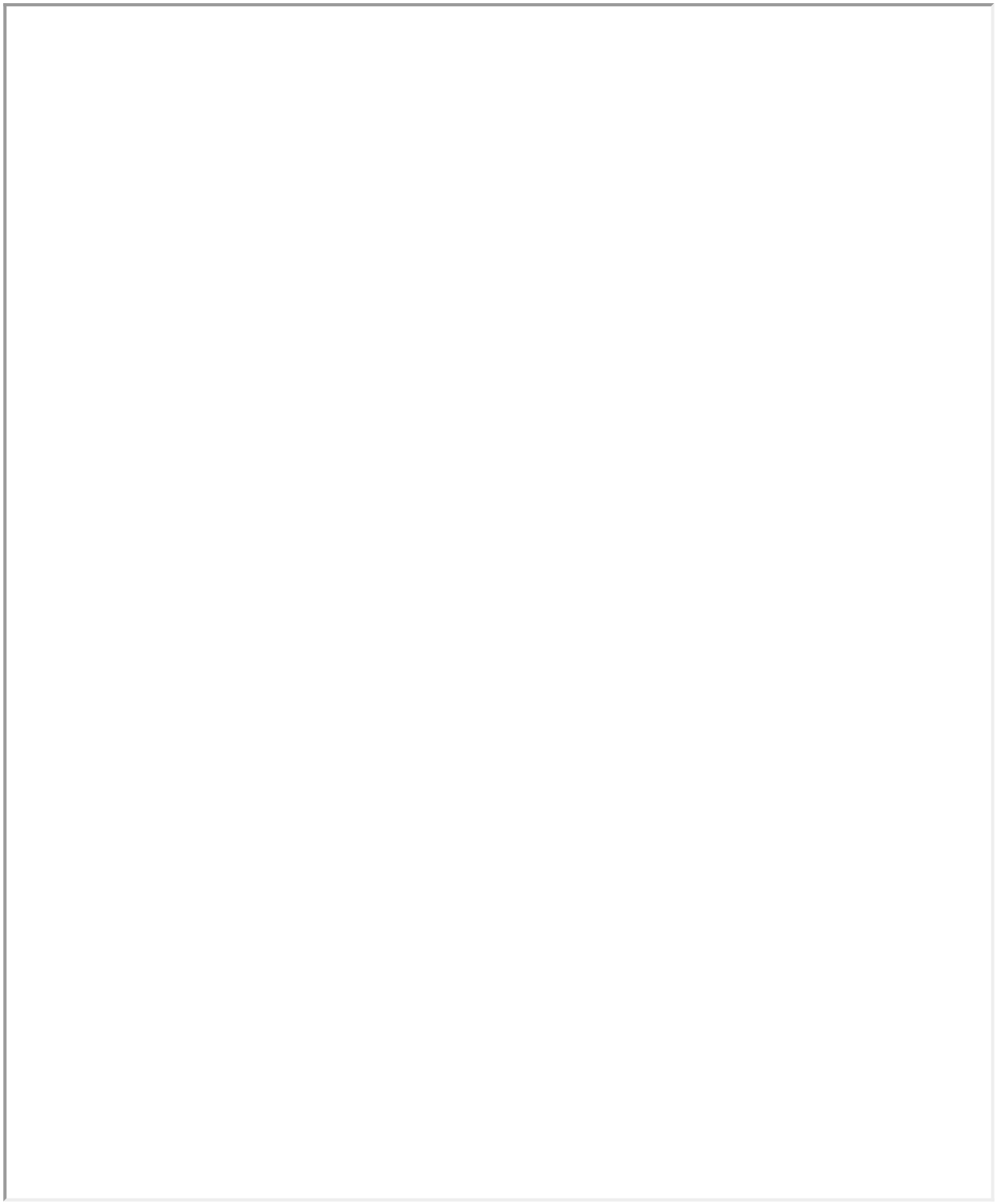
LEVERAGE THE SIGNIFICANT POTENTIAL OF IMPROVED TERRITORIAL ACCESSIBILITY CREATED BY SHARED MOBILITY

Makes access to jobs and other public services easier and more equitable in the wider agglomeration.

MAKE SHARED MOBILITY SERVICES FULLY ACCESSIBLY TO CITIZENS WITH REDUCED MOBILITY

As a tool to improve accessibility for citizens with physical and cognitive disabilities,

the simulations for this study indicate a small price increase for each passenger if the entire fleet of shared taxis serving all clients were adapted to accept wheelchairs, compared to a scenario with no service for clients with impairments. The price is still lower than the current equivalent price of regular taxis and public transport.



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Retrieved from: https://www.itf-oecd.org/transition-shared-mobility.

VIDEO: Urban Mobility System Upgrade

Last Modified on 15/05/2018 11:03 am CEST

Date published: 6 March 2015
Research commissioned by: International Transport Forum

Why did we select this video?

An extension of the International Transport Forum report Urban Mobility Systems Upgrade, the video below provides an engaging summary of the key insights.

Reference

Retrieved from: https://www.youtube.com/watch?v=j9kK0RHl-LI.

Urban Mobility Systems Upgrade: Case of Lisbon

Last Modified on 14/06/2018 1:33 pm CEST

Date published: 31-05-2015
Research commissioned by: International Transport Forum

Why did we select this research?

This report explores the potential outcomes of the eventual use of self-driving cars shared by potential users, which would represent a radical change in the current mobility system at urban level.

Key findings

A TaxiBot system (self-driving cars that can be shared simultaneously by several passengers) with high-capacity public transport will result in 6% more car-kilometres travelled than today, because these services would have to replace not only those provided by private cars and traditional taxis but also all those provided by buses.

A TaxiBot system with high-capacity public transport will result in 6% more car-kilometres travelled than today, because these services would have to replace not only those provided by private cars and traditional taxis but also all those provided by bus.

In all cases examined, self-driving fleets completely remove the need for on-street parking. This is a significant amount of space, equivalent to 210 football fields or nearly 20% of the kerb-to-kerb street space in our model city. Additionally, up to 80% of off-street parking could be removed, generating new opportunities for alternative uses of this valuable space.

Policy perspective

For small and medium-sized cities it is conceivable that a shared fleet of self-driving vehicles could completely obviate the need for traditional public transport. Shared self-driving car fleets will directly compete with urban taxi and public transport

services, as currently organised. Such fleets might effectively become a new form of low capacity, high quality public transport. This is likely to cause significant labor issues.

In all fleet-mixing scenarios, overall vehicle travel will be higher. Also, vehicle numbers will increase in three out of four peak hour scenarios. Nonetheless, even in mixed scenarios, shared self-driving fleets could be a cost-effective alternative to traditional forms of public transport, if the impacts of additional travel are mitigated.

Reference

Retrieved from: https://www.itf-oecd.org/node/14579

Regulation of For-Hire Passenger Transport: Portugal in International Comparison

Last Modified on 12/06/2019 11:51 am CEST

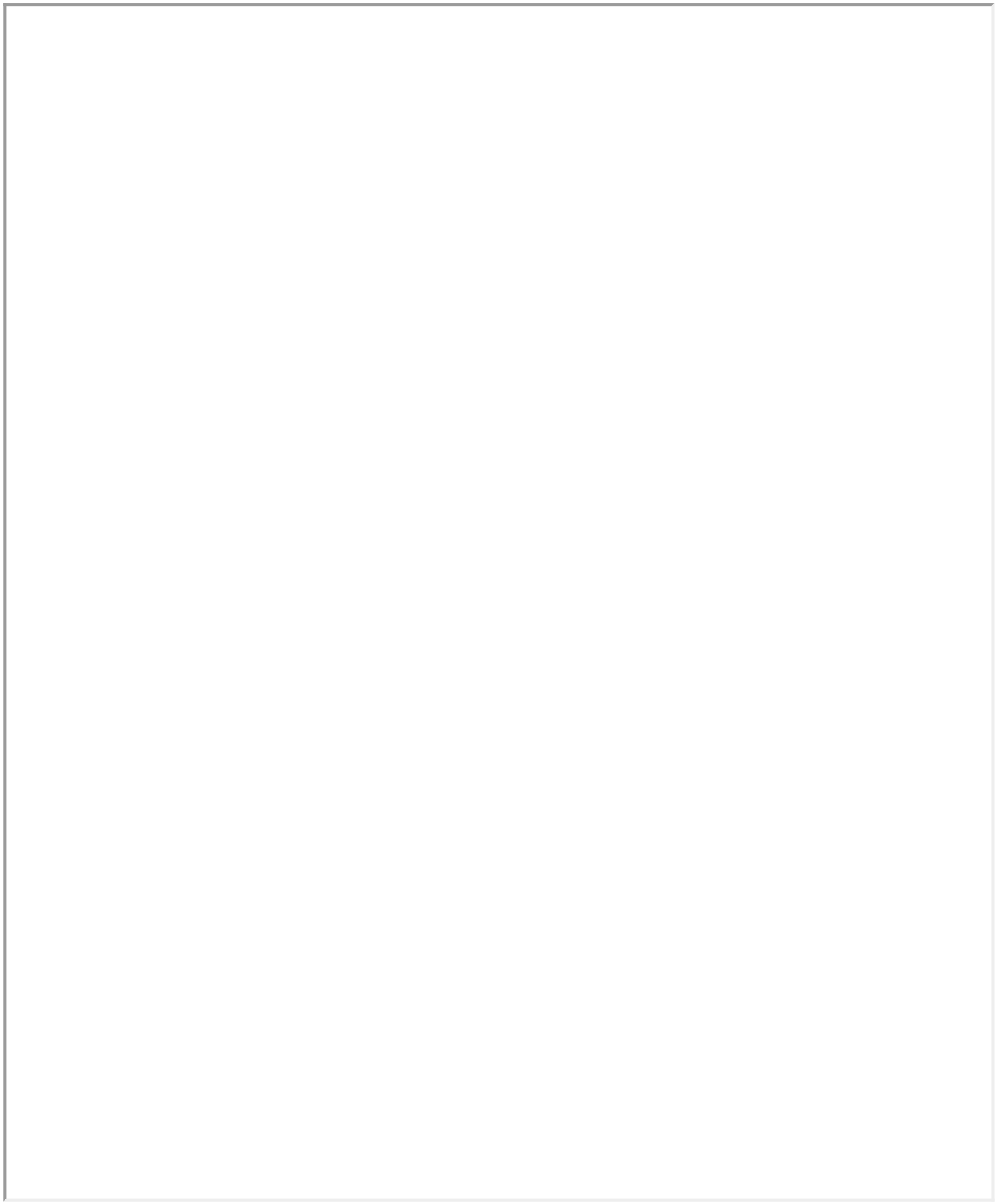
Date published: 2016
Research commissioned by: OECD

Why did we select this research?

This study provides input for the ongoing policy-making process to possibly revise regulations that were developed before the arrival of new app-enabled demand-responsive mobility services and platforms in Portugal.

Key findings:

- Lightening the regulatory controls on entry and fares for dispatched taxi service.
- Introducing new types of regulation on CTAs than have currently been deployed in most markets.
- Regulators should increasingly seek to leverage data-led regulation as a way of providing a lighter and more flexible approach to achieving public policy objectives.



Reference

Retrieved from: https://www.itf-oecd.org/node/20175

App-Based Ride and Taxi Services: Principles for Regulation

Last Modified on 13/06/2018 2:01 pm CEST

Date published: 2016
Research commissioned by: OECD - International Transport Forum

For-hire passenger transport services are an essential component of well-functioning metropolitan areas. But the markets for taxis and other for-hire vehicles have historically been subject to imperfections that regulators have tried to correct or at least attenuate. The current regulatory frameworks surrounding forhire transport reflects this history.

Why did we select this research?

The arrival of innovative app-based ride services, generically referred to as Commercial Transport Apps (CTAs) has caught authorities off-guard, as CTAs typically do not fall under established regulatory structures. This research provides an overview of the different stakeholders involved and to seek points of consensus on regulating for-hire ride services and identify persistent tensions that should be addressed. It also sought to provide public authorities with insights on the regulation of innovation amidst uncertainty.

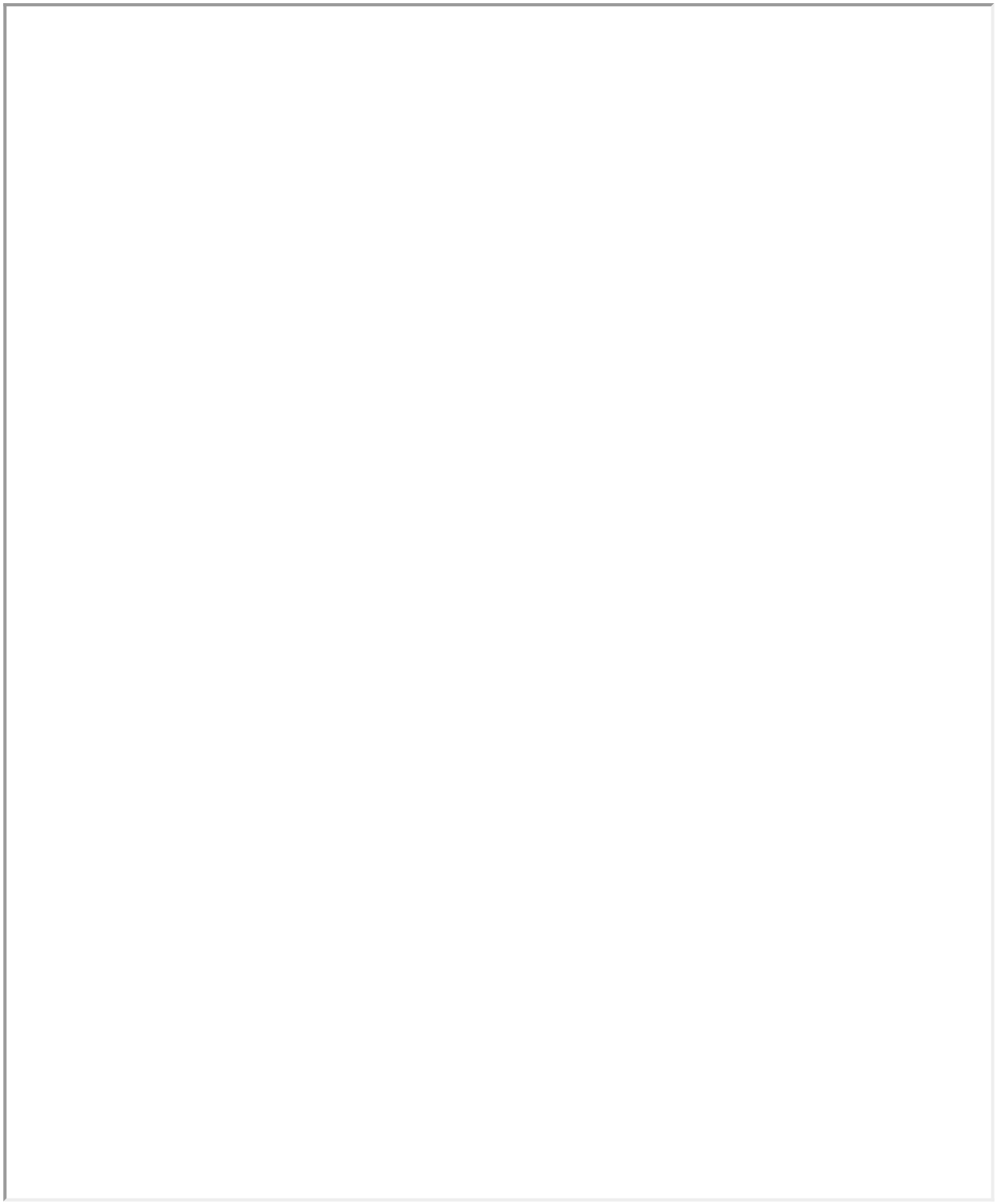
Key findings

Ride-hailing apps are popular because they often provide better consumer value than most existing services. For those able to access them, the service platforms deployed by CTAs cut transaction costs, improve the allocation of available capacity and reduce information asymmetries between drivers, fleet operators and passengers.

Regulatory distinctions amongst different forms of for-hire transport are becoming less relevant, as for costumers there is little difference in the service provided by taxis and CTAs, although street hailing retains certain characteristics that currently warrant special regulatory treatment.

Regulation of for-hire passenger transport, therefore, is still necessary, but it needs to adapt. Active regulatory oversight is required in order to ensure public safety, consumer protection and tax compliance. Oversight is also needed to moderate traffic and to ensure consumer and driver protection.

Policy should enable the development of innovative services to contribute towards public policy objectives such as equitably improving mobility, safety, consumer welfare and sustainability. Regulators should avoid creating different categories of for-hire transport providers. If differentiations are required (to correct inherent inefficiencies in some markets, for instance street-hail taxis), these should be made explicit, substantiated and frequently reviewed.



Reference

Retrieved from: https://www.itf-oecd.org/node/20047.

Shared Mobility Simulations for Auckland

Last Modified on 13/06/2018 4:27 pm CEST

Date published: 2017
Research commissioned by: OECD - International Transport Forum

Why did we select this research?

The simulations in the case study provides indicators for the performance of shared modes including service quality, efficiency and cost competitiveness. The model also measures impacts on accessibility, existing public transport, parking space requirements, congestion and emissions. The simulations were complemented by a survey and focus group with citizens of Auckland to investigate the preferences of potential users and identify early adopters, as well as to help tailor shared services and develop strategies for raising awareness and interest in such new services and their benefits.

Key findings

If all of today's private car trips were instead provided by shared mobility services, the total distance driven by all vehicles would halve, as would emissions and congestion. Even if only a subset of car users switch to shared mobility services, this can deliver reductions in total kilometres driven and CO2 emissions of around 15%. CO2 emissions could be significantly further reduced if the fleet is comprised of electric vehicles.

The shared mobility scenarios resulted in a drastic improvement in equitable access to opportunities in the Auckland area. A full-scale implementation improved the access to jobs by a factor of more than three. Shared mobility makes jobs and services more easily accessible, especially in areas that currently have a low frequency of public transport services. The focus group and survey results showed that citizens are not only willing to share vehicles, but favor sharing trips with the highest possible number of people, as long as seating is guaranteed. The potential

early adopters of shared mobility services are younger (below 25 years) and older (above 65 years) transport users, as well as citizens who live far from the city centre and are not well served by existing transport services.

Shared mobility services can provide significant benefits to the Auckland region. On-demand Taxi-Bus and Shared Taxi services could replace private car trips and thus reduce emissions, congestion and the need for parking space. Shared mobility would also result in better access to opportunities for citizens, and make access more equitable for inhabitants of areas not well-connected to public transport. A shift to shared mobility requires the alignment of other policy tools such as pricing, regulation and licensing, land-use and infrastructure design.

Reference

Retrieved from: https://www.itf-oecd.org/shared-mobility-simulations-auckland.

Autonomous Shared Mobility-On-Demand: Melbourne Pilot Simulation Study

Last Modified on 12/06/2019 12:10 pm CEST

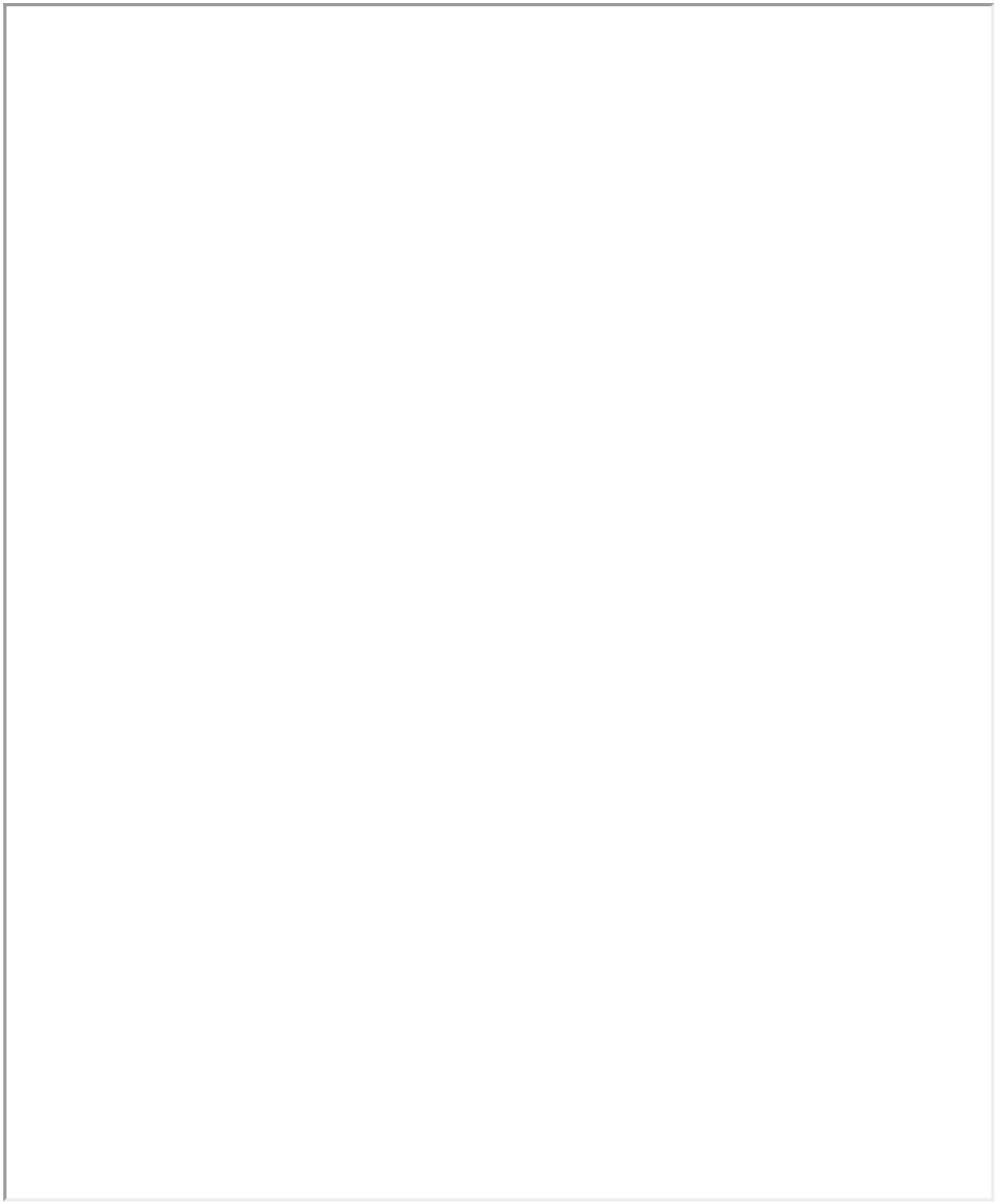
Authors: Hussein Dia and Farid Javanshour
Date published: May 2017
Research commissioned by: Swinburne University of Technology

Why did we select this research?

Feasibility of using agent-based simulation tools to model the impacts of shared autonomous vehicles.

Key findings:

- Incorporating shared autonomous cars can significantly reduce the total number of vehicles required to meet the transport needs of a community.
- Decreased the parking requirements which would free up this space for other purposes.
- Likely to be some negative impacts such as increased total km of travel, but these were less significant and can potentially be mitigated if all future self-driving vehicles are electric.



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https://www.sciencedirect.com/science/article/pii/S2352146517301709.

Uber versus Taxi: A Driver's Eye View

Last Modified on 05/07/2018 4:18 pm CEST

Authors: Joshua Angrist, Sydnee Caldwell, and Jonathan Hall
Date published: October 2017
Research commissioned by: Massachusetts Institute of Technology and Uber

Why did we select this research?

Drivers who drive only a few hours should find leasing unattractive, but high-hours drivers earn more by paying a fixed lease rather than proportional fees. The paper takes this insight to compare the economic benefits and costs of ride-share work and traditional taxi driving. Specifically, it has been asked how much Uber drivers must be compensated for the loss of ride-share work opportunities if the goal is to leave them as well off as they were when they were driving for Uber. This provides interesting insights on drivers' behavior in relation to ride-hailing transport.

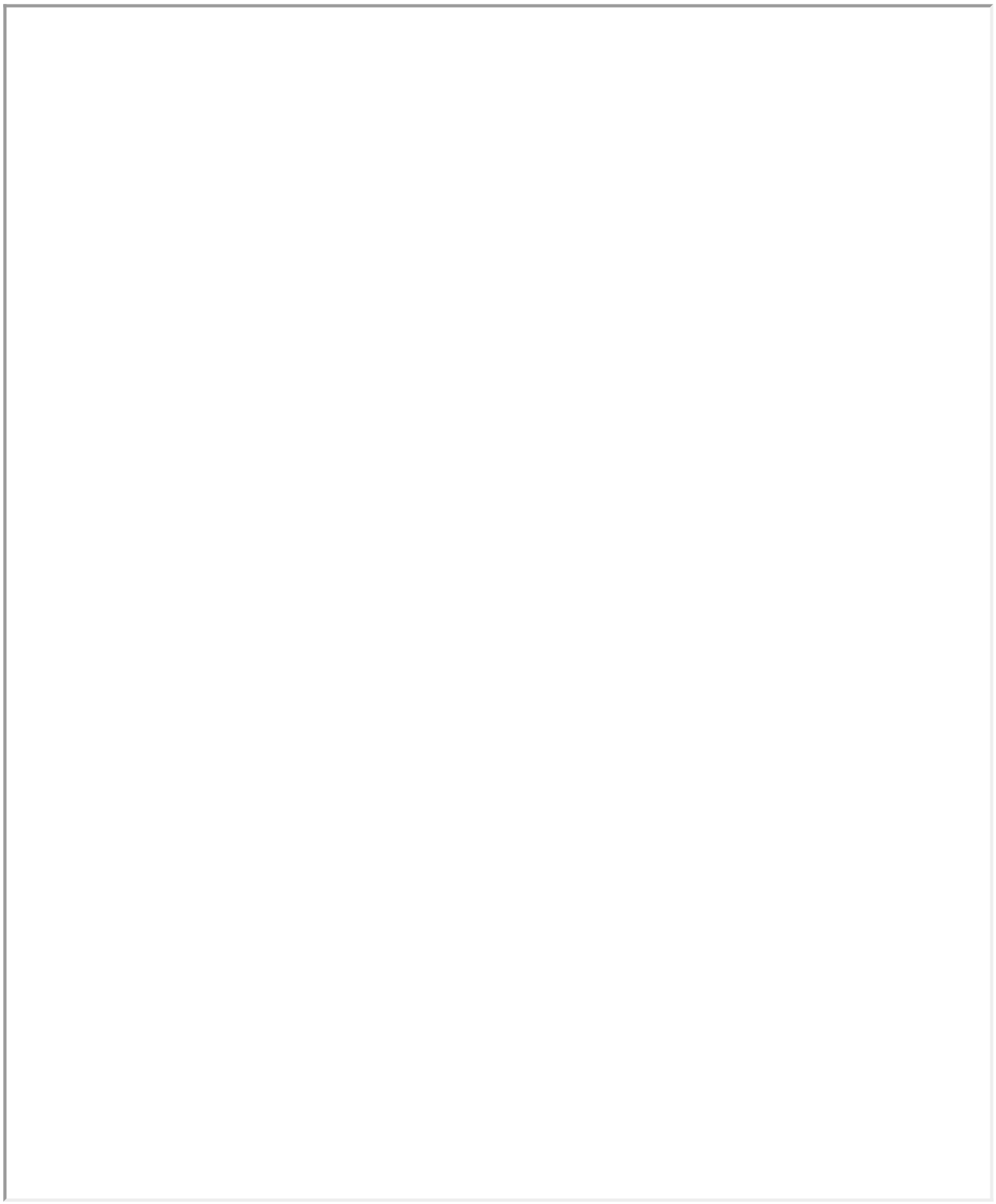
Key findings

Driver surplus from ride-hailing is decreasing in the temporal arch taken into account, which makes Taxi contracts more attractive since elastic drivers gain more from higher wag. In principle, the experimental Taxi scheme evaluated here creates enough additional surplus to allow drivers and platform owners to negotiate a lease-based contract.

The notion of an efficient bargain between workers and firms in an industry with rents has occupied labor economists for decades. As is the case with any system that taxes output, the social cost of the Uber contract arises from the wedge the Uber fee inserts between wages and effort.

Looking down the road, a natural direction for further research on ride-hailing labor markets is an exploration of how the Taxi-Uber contractual contrast varies as a function of market structure, such as the presence of competing ride-hailing services. More competition presumably means a more elastic labor supply response to individual platform operators, which should make Taxi contracts more

attractive.



Reference

Angrist, J., Caldwell, S., & Hall, J. Uber versus taxi: A driver's eye view.

Retrieved from: https://voxeu.org/article/uber-versus-taxi-driver-s-eye-view.

Car-sharing in the Netherlands: trends, user characteristics and mobility effects

Last Modified on 12/06/2018 5:03 pm CEST

Date published: December 2015
Research commissioned by: Kim - Netherlands Institute for transport policy analysis

The goal is to gain insights into the trends in the use of different forms of car-sharing, the factors that influence these trends and associated opportunities and constraints, and to explore the possible effects of these developments on car ownership, mobility, sustainability, the use of space and economic welfare.

Why did we select this research?

The report provides insights about the car-sharing market in the Netherlands, and what can be learned from other countries' example. The government's perspective is taken, and useful insights are provided about the effects that car-sharing can have on the travel behavior of the Dutch population, and thus on the accessibility and sustainability of the transport system in the Netherlands.

Key findings

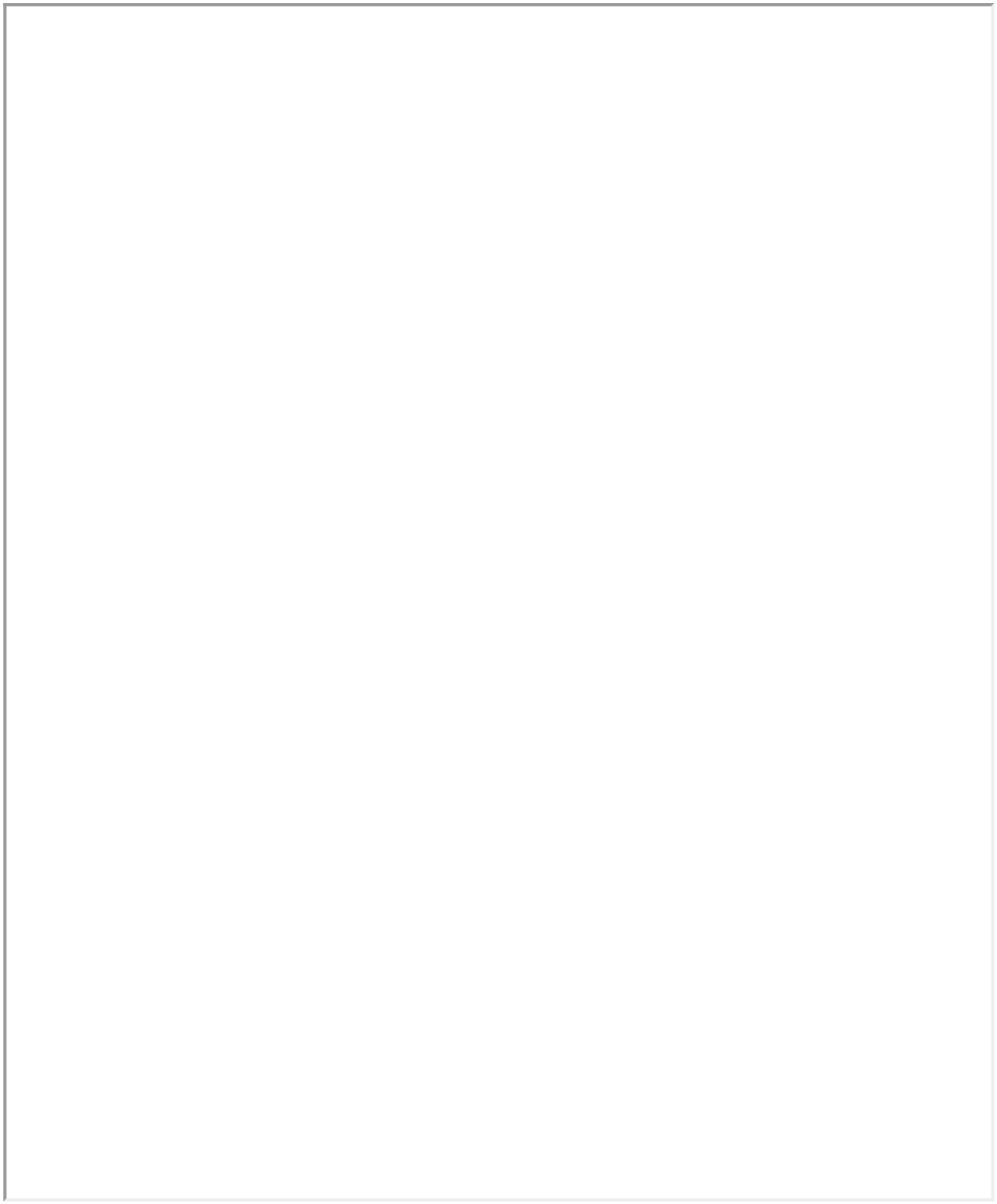
The number of shared cars in the Netherlands has increased rapidly over the past few years. In the Netherlands there are currently more than 14,000 shared cars available for use by private individuals, 15% of which are ‘traditional’ rental cars and 77% are ‘peer-to-peer’ cars. About 1% of the Dutch population aged 18 and over has used one or more types of car-sharing service. This amounts to about 90,000 car-sharers in the Netherlands, who account for 0.02% of all car trips made in the Netherlands. Car-sharers drive about 80% of the total distance they did before they started car-sharing. Because car-sharing leads to a reduction in car ownership, it reduces the associated CO2 emissions in the Netherlands by an average of 8–13%. It also reduces the amount of parking space by an estimated

120,000 m2, about the area of 24 football pitches.

A total of six key factors were identified for car-sharing successfully implementation: 1) clear local parking policy in favor of car-sharing 2) variety of shared-cars on offer in relation to high-density areas 3) convenience and flexibility of the service 4) coordination and linkage with public transport 5) marketing to specific target groups 6) set up car-sharing services as social enterprises or cooperatives

Interesting insights come from the Austrian example, where research showed that car-sharing was only interesting to households that drive fewer than 15,000 km per year in their own car. This limits the group of potential users to 69% of households. However, besides rational arguments there are also more diffuse (saving money), subjective reasons for car-sharing are considered, such as the car always being available.

About 8% of Dutch households participate in the sharing economy, which accounts for less than 0.01% of Dutch GDP. The Dutch appear to be more attached to their possessions than other Europeans. Even if it is not known how the growth curve of car-sharing will grow, the report gives an indication of the future potential of car-sharing in the Netherlands, which would mean a seven-fold increase in the current number of shared cars. If the number of people per shared car remains the same, about 10% of drivers would then be using car-sharing schemes. This in turn amounts to a reduction in CO2 emission of 0.2-0.3 megatonnes.



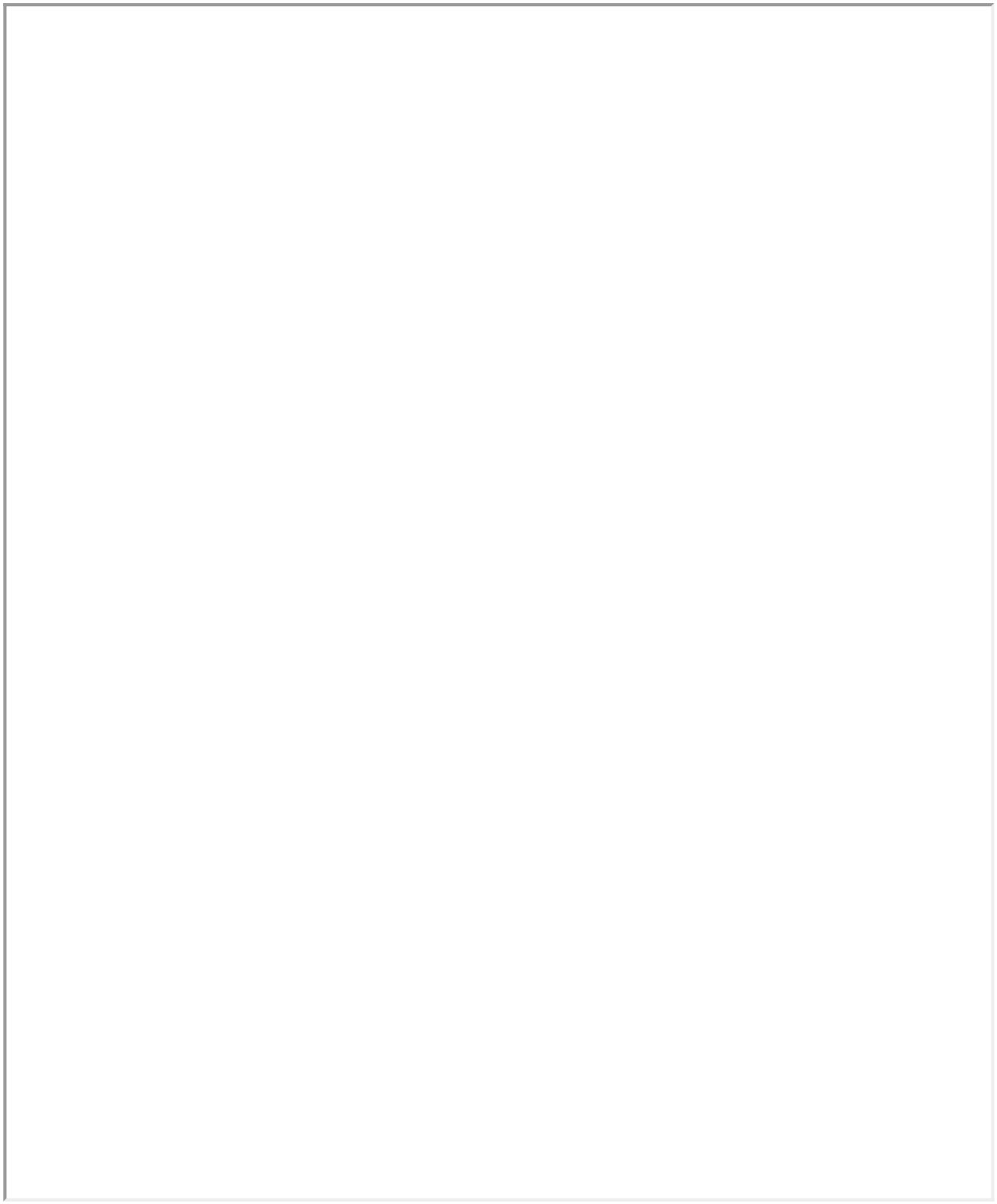
An Analysis of the Labor Market for Uber's Driver-Partners in the United States

Last Modified on 18/06/2018 2:03 pm CEST

Authors: Jonathan Hall and Alan Krueger
Date published: January 2015

Why did we select this research?

This paper from Princeton University provides the first comprehensive analysis of Uber's driver-partners, based on both survey data and anonymized, aggregated administrative data.It explores Uber driver demographics,employment history and motivations for partnering with Uber.



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Hall, J. V., & Krueger, A. B. (2015). An analysis of the labor market for Uber's driver-partners in the United States. ILR Review, 0019793917717222. Retrieved from: http://journals.sagepub.com/doi/abs/10.1177/0019793917717222

Inside the Sharing Economy: Understanding consumer motivations behind the adoption of mobile applications

Last Modified on 18/06/2018 3:16 pm CEST

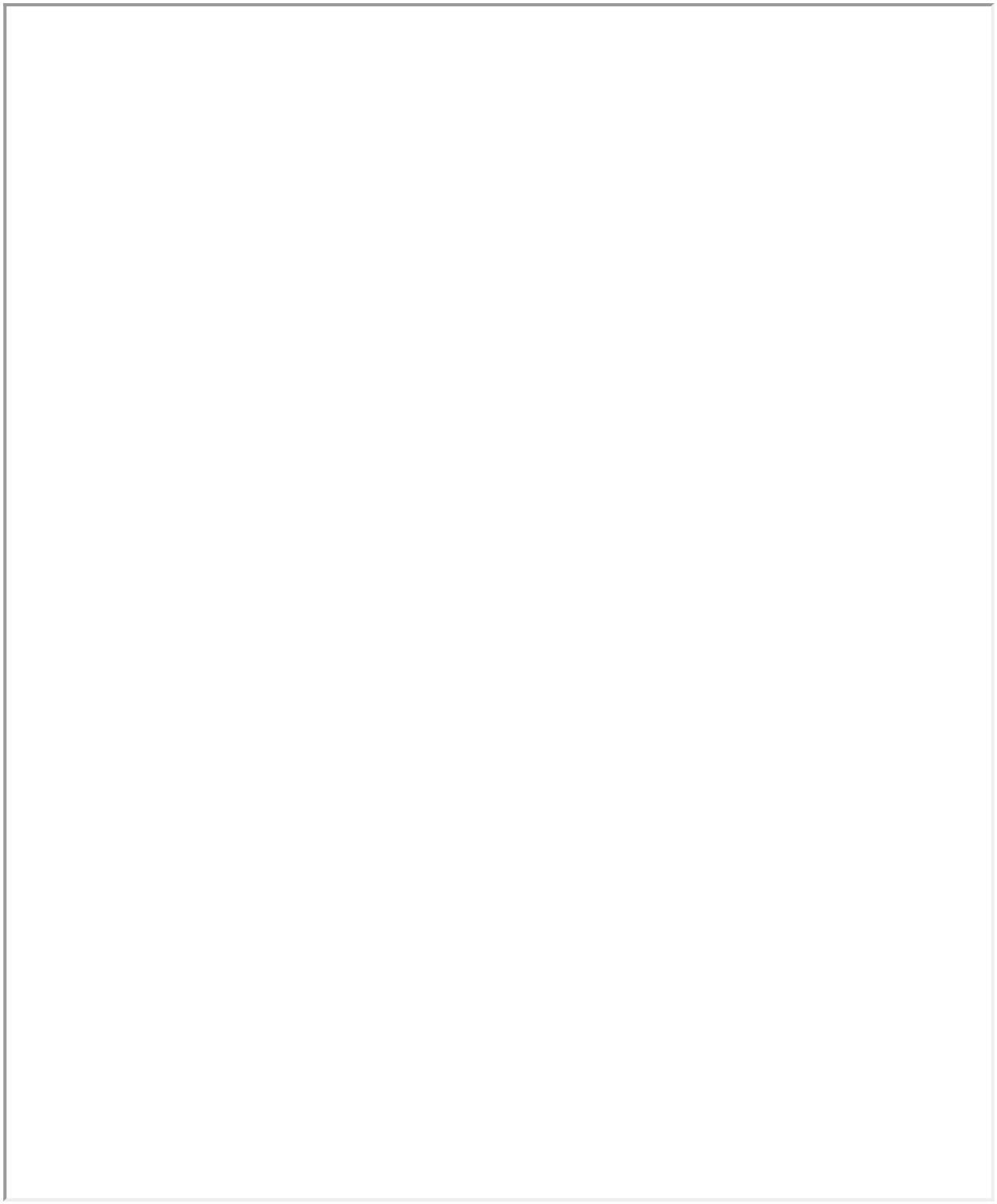
Authors: Ge Zhu, Kevin Kam Fung So, Simon Hudson
Date published: November 2017

Why did we select this research?

This paper by Zhu et al. aims to investigate what motivates consumers to adopt ridesharing applications. Using social cognitive theory as the theoretical framework, the study develops a value adoption model to illustrate important factors that influence adoption of ridesharing applications.

Key findings

The results indicate that self-efficacy is a fundamental factor that has a direct effect on consumers' perceptions of value and an indirect effect on behavioral intentions. Second,
it also demonstrates that functional value, emotional value and social value are critical
antecedents of overall perceived value of ridesharing applications. On the other hand, learning
effort and risk perception are not significant perceived costs for consumers in adopting ridesharing
applications.



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Zhu, G., So, K. K. F., & Hudson, S. (2017). Inside the sharing economy: Understanding consumer motivations behind the adoption of mobile applications. International Journal of Contemporary Hospitality Management, 29(9), 2218-2239. Retrieved from: https://www.emeraldinsight.com/doi/full/10.1108/IJCHM-09-2016-0496

The Emergence of the Sharing Economy: The Response Strategies of Pre-existing Taxi Industry Affected by Uber's Disruption

Last Modified on 18/06/2018 3:21 pm CEST

Authors: Kibum Kim, Jeong-Dong Lee
Date published: October 2016

Why did we select this research?

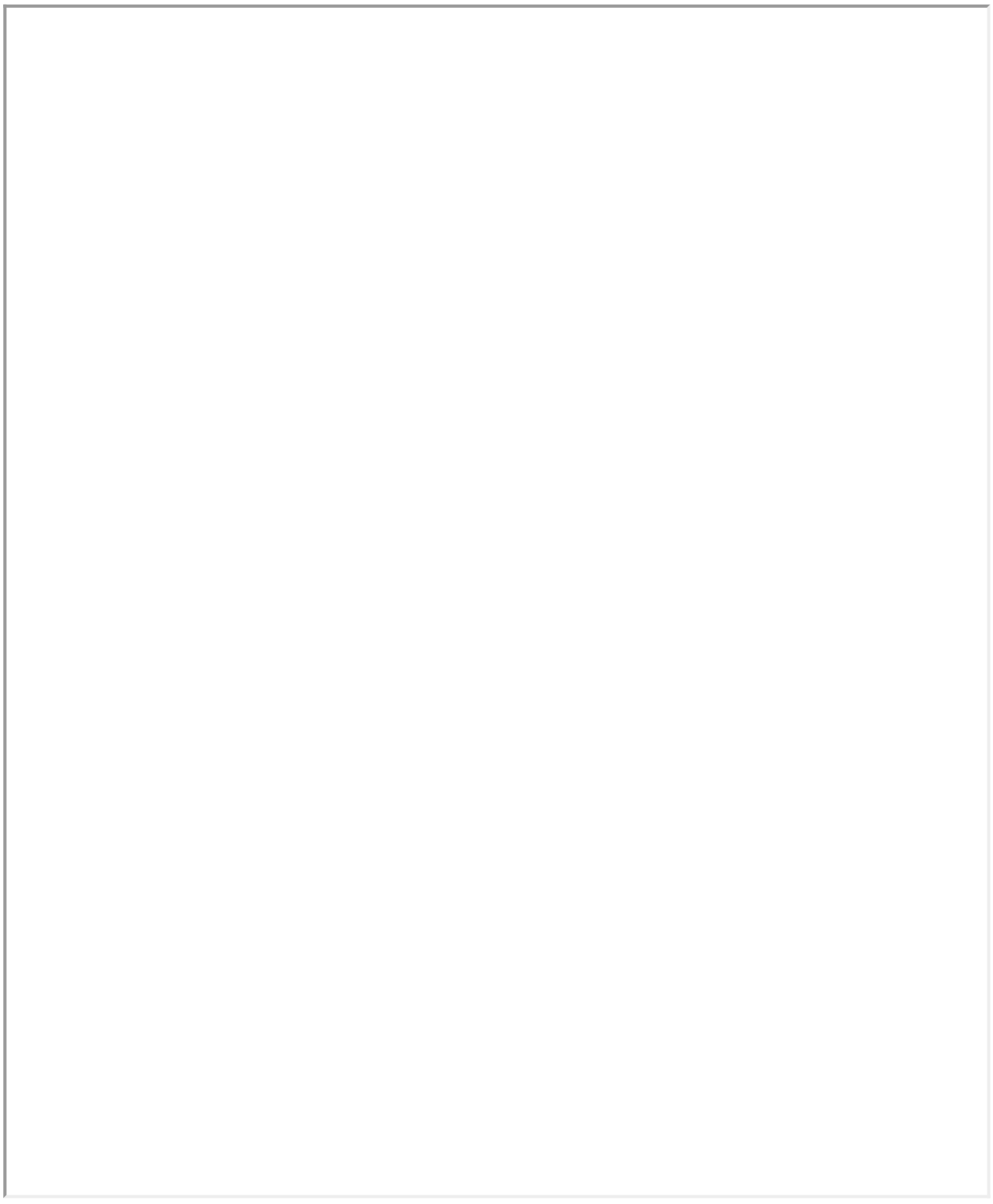
The tension between sharing economy firms such as Uber and incumbent industries has been palpable for a number of years in cities across the globe. In their research, "The emergence of the sharing economy: the response of pre-existing taxi industry affected by Uber's disruption", Kim and Lee take a closer look at one of Uber's biggest markets, New York City, to empirically assess the impact of the firm on the local taxi business.

Key findings

Relying on taxi data provided by the New York City Taxi and Limousine commission going back to 2009, the authors compare several dimensions of taxi trips records before and after Uber's entry in 2011. Overall, their study finds that greater competition from Uber has led to an increase in consumer welfare, without a corresponding decrease in taxi revenues.

1. Daily trips and revenues per taxi have not decreased since Uber has entered the market.
2. However, Uber has crowded out yellow taxis from central Manhattan. In response, taxis have changed the way they do business, by completing more trips in surrounding and historically undeserved boroughs. Taxis have also improved their service quality, as observed through an increase in tipping amounts.

3. Sharing economy and existing economy can complement each other and lead to consumer welfare.



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Kim, K., & Lee, J. D. (2016). The Emergence of the Sharing Economy. STI Policy Review, 7(2), 60-84. Retrieved from: http://stipolicyreview.stepi.re.kr/sub/issues01_view.asp?idx=22

The New Collaborative Mobility Actors: From Promises to Challenges for Public Authorities

Last Modified on 18/06/2018 3:29 pm CEST

Authors: Laua Brimont, Damien Demailly, Mathieu Saujot, and Oliver Sartor
Date published: June 2016

Why did we select this research?

In this IDDRI paper, Brimont et al. examine how public authorities can work with "collaborative mobility actors" (also known as carsharing firms) to reduce the environmental and financial costs of private vehicle travel.

Key findings

In particular, the authors highlight the potential of collaborative mobility actors to reduce dependence on cars in suburban and rural areas, where public transport is often lacking and the dispersion of living spaces (home, workplace, school, shops, etc.) limits the options of walking or cycling. To counter these challenges and promote collaborative mobility in less densely populated areas, as well as in cities, the study suggest public authorities should focus on "six pillars." These include:

- Communication with users
- Fiscal framework clarification and financial incentives
- Road system planning with better integration of shared car uses
- Effective experimentation and evaluation
- Adapting mobility governance
- Public financing for collaborative mobility

Reference

Retrieved from:
http://www.iddri.org/Publications/Collections/Analyses/ST0216_LB%20et%20al_collaborative%20mobility.pdf

Using Big Data to Estimate Consumer Surplus: The Case of Uber

Last Modified on 18/06/2018 3:50 pm CEST

Authors: Peter Cohen, Robert Hahn, Jonathan Hall, Steven Levitt, and Robert Metcalfe
Date published: August 2016

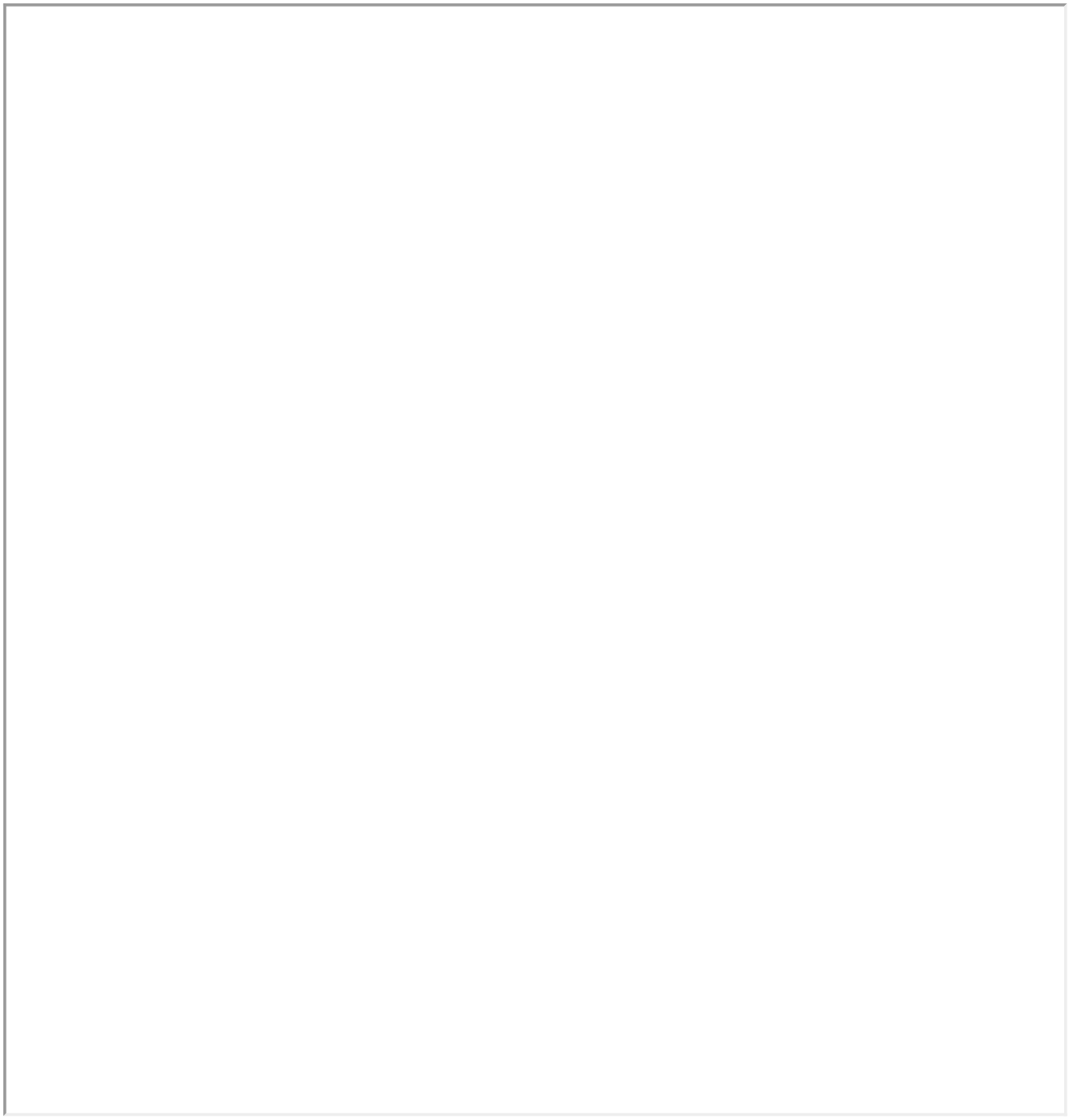
Why did we select this research?

Data generated by online peer-to-peer platforms offer an unprecedented level of detail on individual behaviour, allowing economists to measure actual demand more accurately than ever before. In this paper, Peter Cohen et al. exploit the richness of Uber's data to measure the impact of the UberX service on consumer welfare in the U.S.

Key findings

Using a sample of nearly 50 million UberX consumer sessions from Uber's four biggest U.S. markets (Chicago, Los Angeles, New York, and San Francisco) combined with the company's surge pricing algorithm, the authors find higher than expected demand inelasticity. In other words, despite the availability of other options, including public transport or taxis, consumers show a relatively strong preference for UberX even at higher prices. With many cities currently seeking to strike the right balance for ride-sharing regulation, this research provides useful insight on the potential impacts of such decisions on consumer welfare.

- Consumer demand for UberX is inelastic, despite the existence reasonably close substitutes (e.g. competitors, taxis, public transportation, driving one's self).
- In 2015 the UberX service generated about $2.9 billion in consumer surplus in Uber's four biggest markets, which together account for more than 40% of all bookings. Overall consumer surplus generated by the UberX service in the United States in 2015 was estimated at $6.8 billion.
- For each dollar spent by consumers, about $1.60 of consumer surplus is generated. This estimate of consumer surplus is two times larger than the revenues received by Uber drivers and six times greater than the revenue captured by Uber after the driver's share is removed.



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Cohen, P., Hahn, R., Hall, J., Levitt, S., & Metcalfe, R. (2016). Using big data to estimate consumer surplus: The case of uber (No. w22627). National Bureau of Economic Research. Retrieved from: https://cbpp.georgetown.edu/sites/cbpp.georgetown.edu/files/ConsumersurplusatUber_PR.PDF

Greenhouse Gas Emission Impacts of Carsharing in North America

Last Modified on 18/06/2018 3:54 pm CEST

Authors: Elliot W. Martin and Susan A. Shaheen
Date published: December 2011

Why did we select this research?

With transportation accounting for 30% of greenhouse gas (GHG) emissions in the U.S. alone, carsharing has been heralded by many as a tool for mitigating pollution and environmental degradation. Using statistical analysis, this study by Martin and Shaheen evaluates just how much carsharing members contribute to GHG emission impacts, within North America.

Key findings

The authors conduct an online survey with members of major carsharing organizations and evaluate the change in annual household emissions (e.g., impact) of respondents that joined carsharing. The results show that a majority of households joining carsharing are increasing their emissions by gaining access to cars. However, individually, these increases are small. In contrast, the remaining households are decreasing their emissions by shedding vehicles and driving less. The collective emission reductions outweigh the collective emission increases, implying that carsharing reduces GHG emissions as a whole. Martin and Shaheen note that, as carsharing continues to thrive, this balance and overall benefits of shared vehicles is likely to change in the near future.

- The average observed vehicle kilometers traveled per year declined by 27%.
- While the majority of carsharing participants show a (small) increase in their annual emissions, the cumulative carsharing emission change is negative, the equivalent of −0.84t GHG/year per household.
- Carsharing appears to enable members to converge to a shared vehicle low-mileage lifestyle. Car-less households converge to this lifestyle by increasing

emissions, and car-holding households converge by decreasing emissions.

Reference

Martin, E. W., & Shaheen, S. A. (2011). Greenhouse gas emission impacts of carsharing in North America. IEEE Transactions on Intelligent Transportation Systems, 12(4), 1074-1086. Retrieved from: http://ieeexplore.ieee.org/abstract/document/5951778/

Ride On! Mobility Business Models for the Sharing Economy

Last Modified on 18/06/2018 3:59 pm CEST

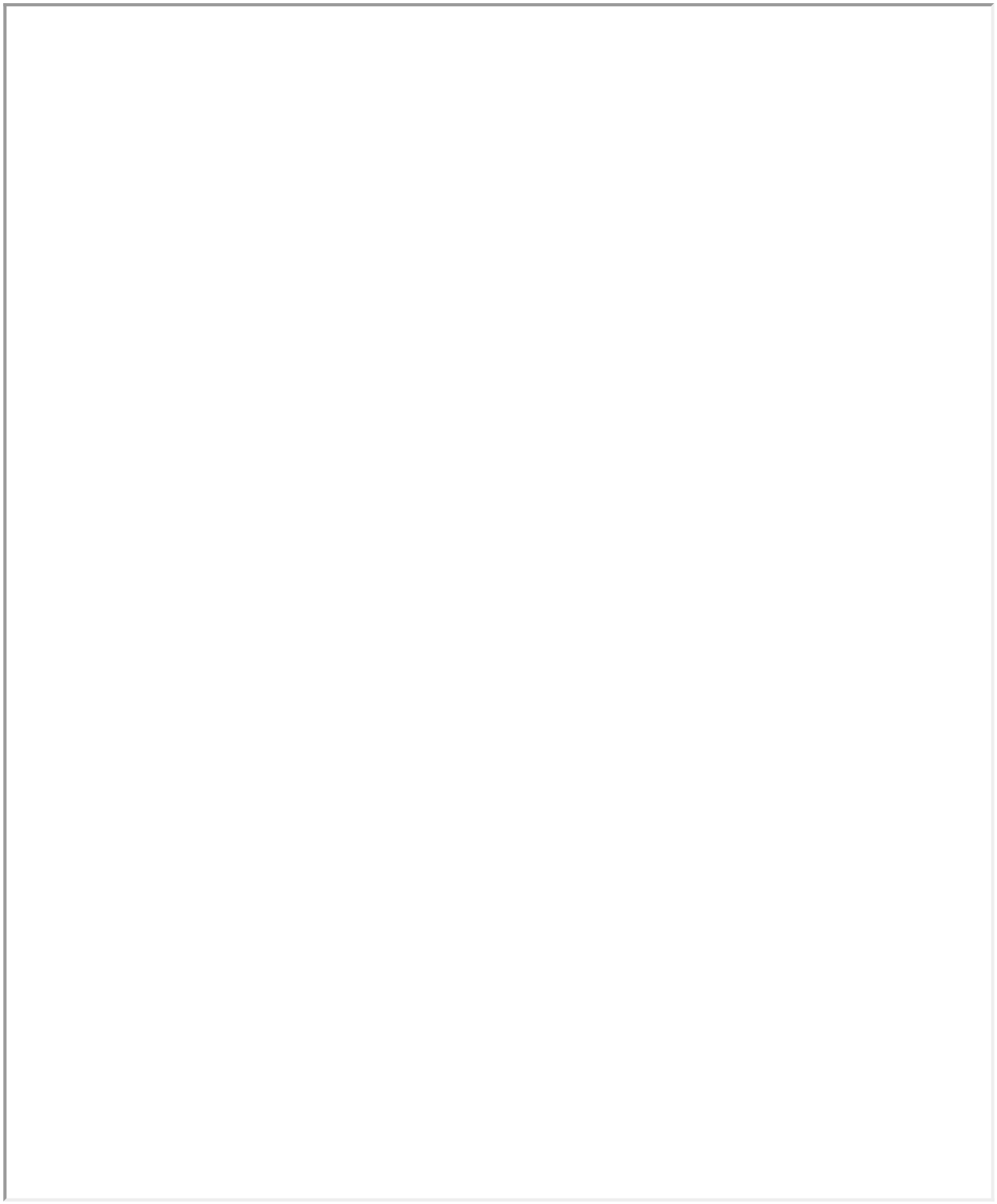
Authors: Boyd Cohen and Jan Kietzmann
Date published: September 2014

Why did we select this research?

This paper written by Boyd Cohen and Jan Kietzmann, discusses the existing shared mobility business models in order to uncover the optimal relationship between service providers and local governments to achieve the common objective of sustainable mobility.

Key findings

The findings the pair have gathered show private or public models to be fraught with conflicts, and the authors point to a merit model as the most promising alignment of the strengths of agents and principals.



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Cohen, B., & Kietzmann, J. (2014). Ride on! Mobility business models for the sharing economy. Organization & Environment, 27(3), 279-296. Retrieved from: http://journals.sagepub.com/doi/abs/10.1177/1086026614546199

Shared Mobility: How New Businesses are Rewriting the Rules of the Transportation Game

Last Modified on 18/06/2018 4:03 pm CEST

Authors:
Date published: July 2014

Why did we select this research?

This study from Roland Berger Strategy Consultants discusses the dramatic growth in shared mobility in cities. It discusses the drivers for this development, the four growth areas (car sharing, bike sharing, ride sharing and shared parking), and discusses mobility solutions from new and emerging providers.

Reference

Freese, C., Schönberg, A. T., & Horstkötter, D. (2014). Shared mobility-How new businesses are rewriting the rules of the private transportation game. Roland Berger Strategy Consultants, München. Retrieved from: https://www.rolandberger.com/media/pdf/Roland_Berger_TAB_Shared_Mobility_20140716.pdf

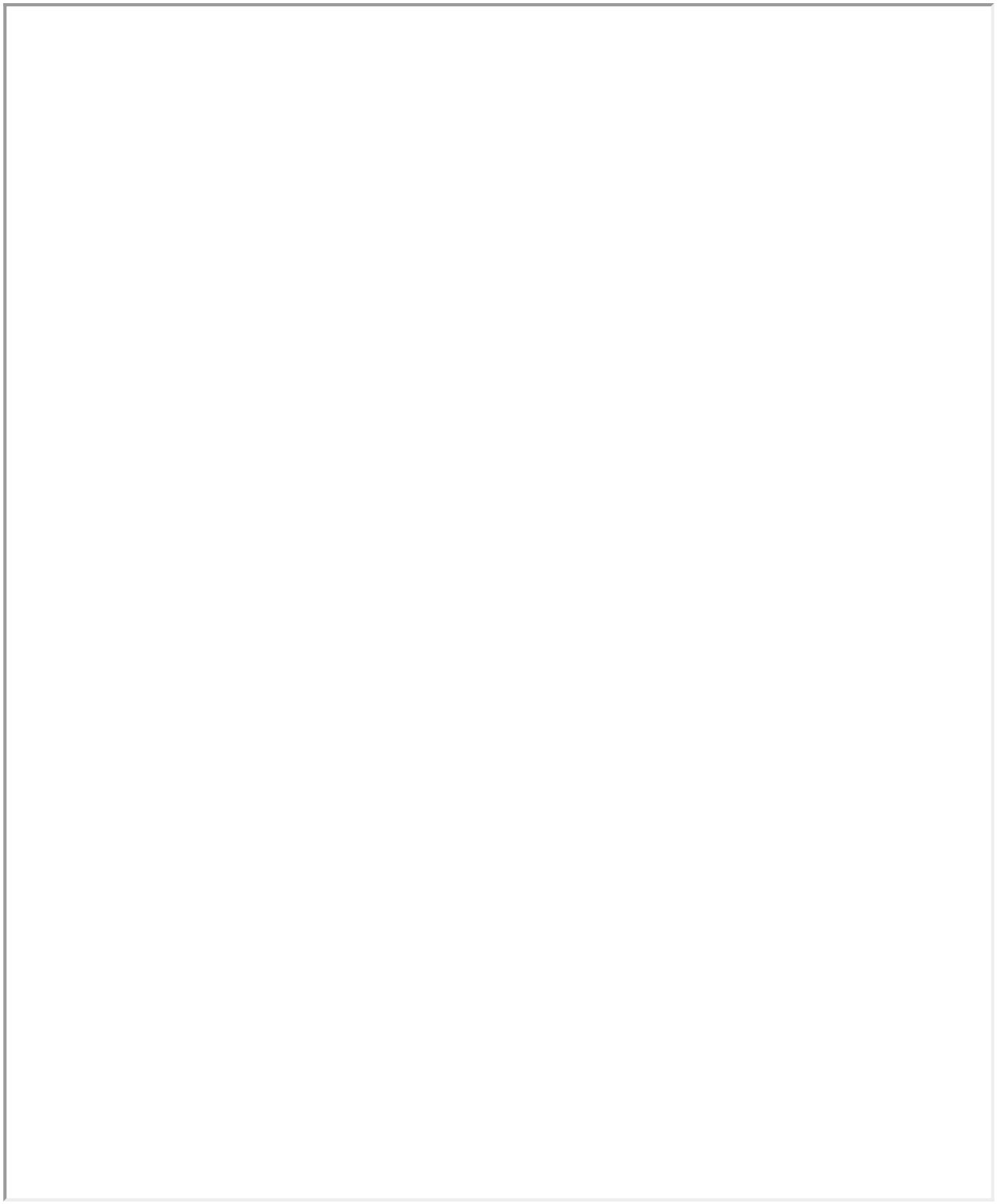
Peer-to-Peer Carsharing: Exploring Public Perception and Market Characteristics in the San Francisco Bay Area, California

Last Modified on 18/06/2018 5:06 pm CEST

Authors: Ingrid Ballús-Armet, Susan A. Shaheen, Kelly Clonts, and David Weinzimmer
Date published: January 2014

Why did we select this research?

The Transportation Research Board surveyed 300 people from 14 locations in San Francisco and Oakland to determine their attitudes toward and perceptions of carsharing, peer-to-peer carsharing, and the sharing economy. The paper discusses awareness, willingness of respondents to share their vehicles and motivations for to participate in peer-to-peer carsharing.



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Ballús-Armet, I., Shaheen, S., Clonts, K., & Weinzimmer, D. (2014). Peer-to-peer carsharing: Exploring public perception and market characteristics in the San Francisco Bay area, California. Transportation Research Record: Journal of the Transportation Research Board, (2416), 27-36. Retrieved from: http://trrjournalonline.trb.org/doi/abs/10.3141/2416-04

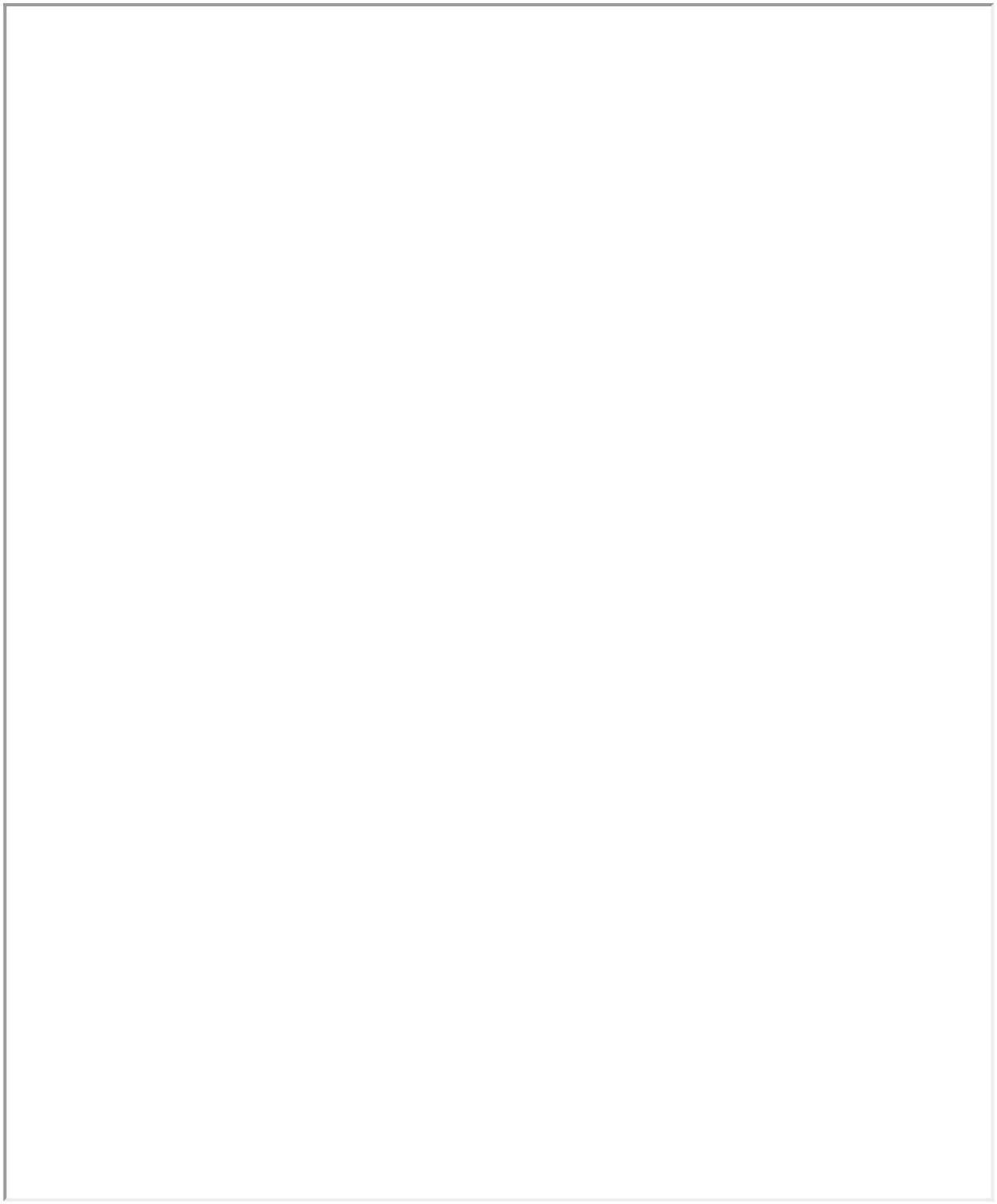
Ridesharing as a Complement to Transit

Last Modified on 18/06/2018 5:48 pm CEST

Date published: 2012

Why did we select this research?

This report from the Transit Research Board's Transit Cooperative Research Program explores current practices in using ridesharing to complement public transit and highlights ways to potentially enhance ridesharing and public transit.



Reference

Murray, G. (2012). Ridesharing as a Complement to Transit(Vol. 98). Transportation Research Board.

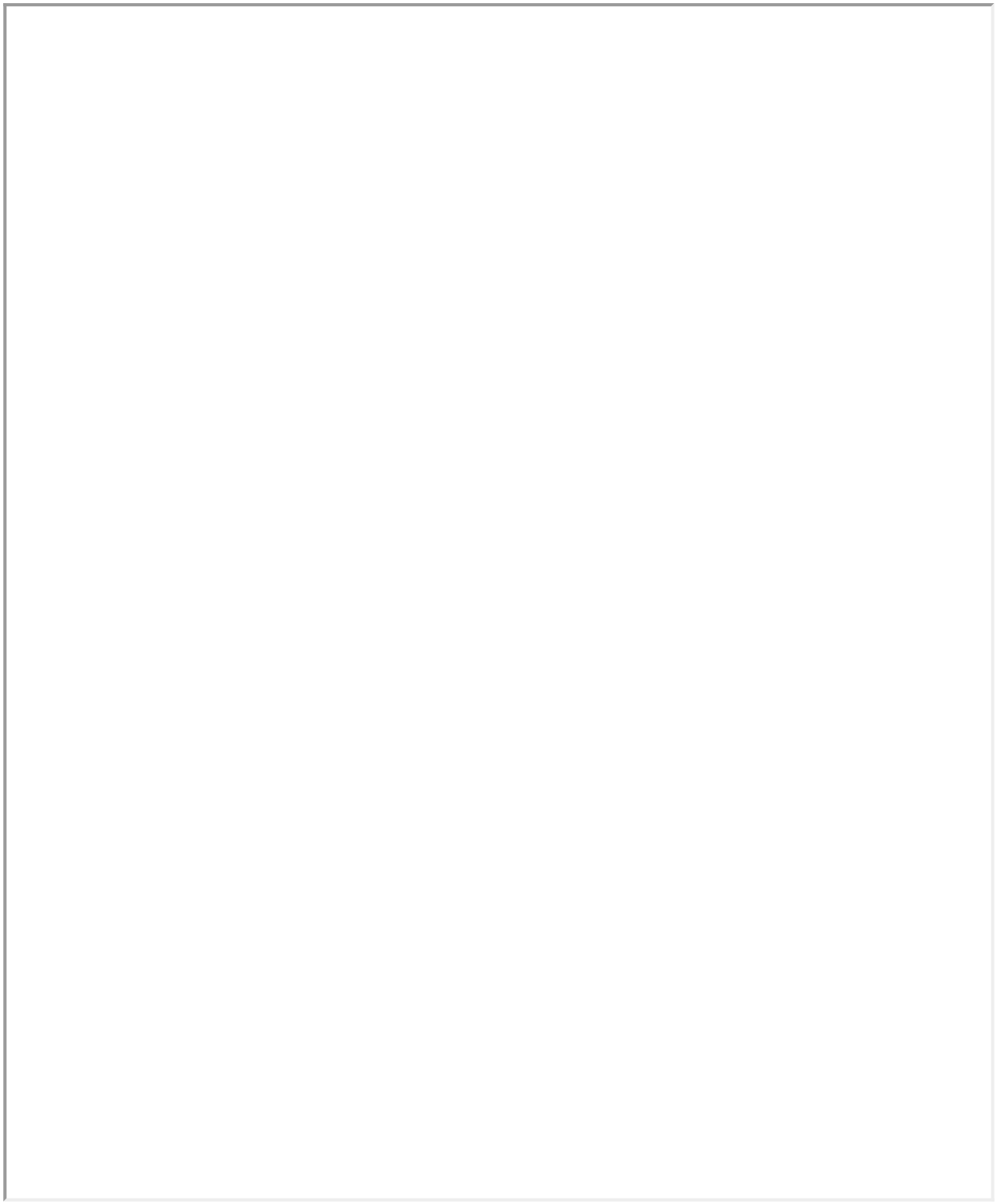
Ridesharing in North America: Past, Present, and Future

Last Modified on 19/06/2018 12:20 pm CEST

Authors: Nelson D. Chan and Susan A. Shaheen
Date published: November 2011

Why did we select this research?

This report from the University of California, Berkeley explores the different ride sharing programs in North America. It also discusses ride sharing evolution and the different strategies online ride sharing systems are employing in order to reach critical mass.



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Chan, N. D., & Shaheen, S. A. (2012). Ridesharing in north america: Past, present, and future. Transport Reviews, 32(1), 93-112. Retrieved from: http://www.tandfonline.com/doi/abs/10.1080/01441647.2011.621557

Bikesharing in Europe, The America, and Asia: Past, Present, and Future

Last Modified on 19/06/2018 12:25 pm CEST

Authors: Susan Shaheen, Stacey Guzman and Hua Zhang
Date published: March 2010

Why did we select this research?

This study from the Transportation Research Board discusses the growth of different bikesharing programs across the world as a result of the increase in interest in sustainable transportation alternatives. The study shows a range of the business models bikesharing programs use as well the providers. It also discusses the social and environmental impacts of using bikesharing programs.

Reference

Shaheen, S., Guzman, S., & Zhang, H. (2010). Bikesharing in Europe, the Americas, and Asia: past, present, and future. Transportation Research Record: Journal of the Transportation Research Board, (2143), 159-167. Retrieved from: http://trrjournalonline.trb.org/doi/abs/10.3141/2143-20

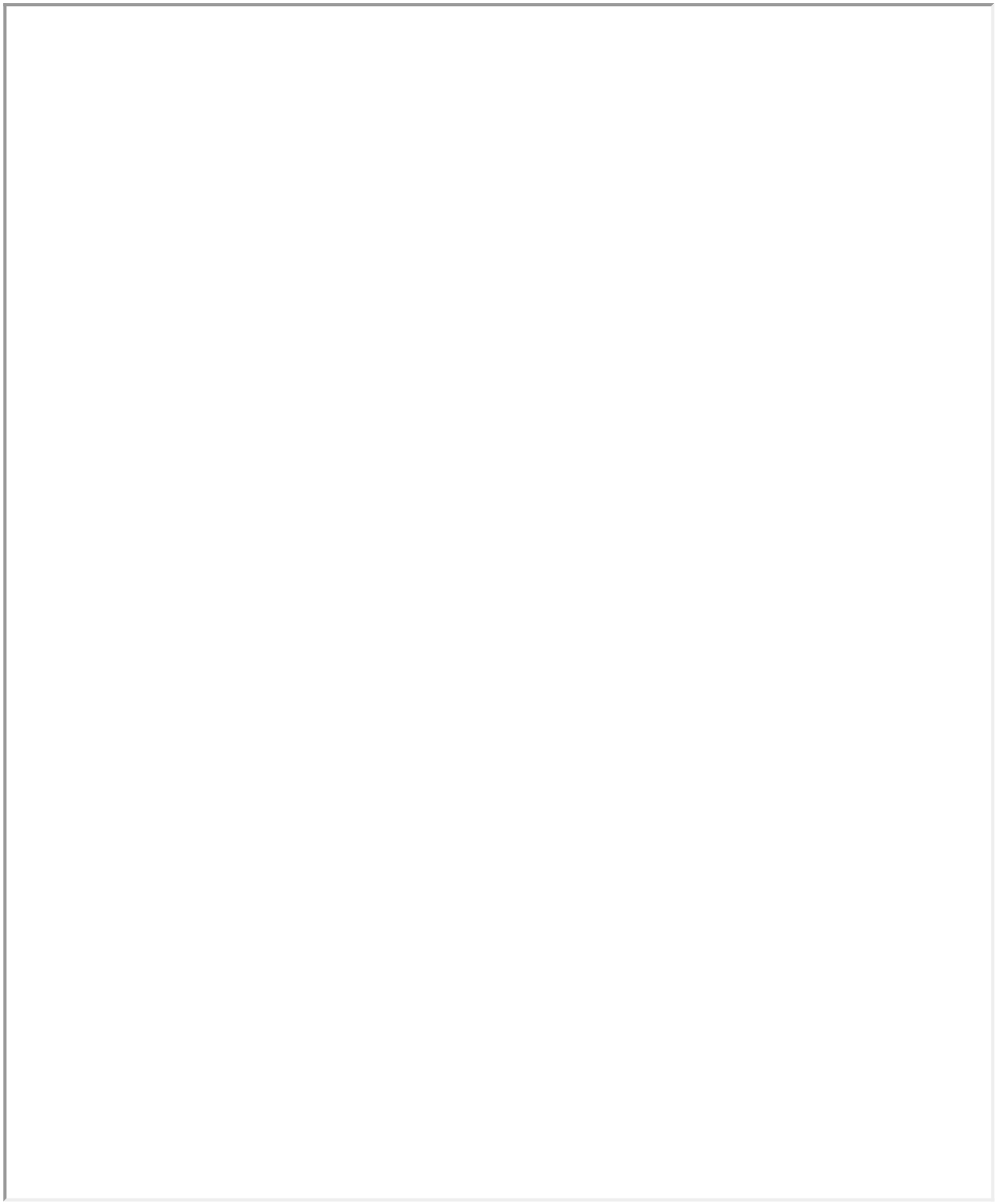
The Impact of Carsharing on Vehicle Ownership

Last Modified on 19/06/2018 12:28 pm CEST

Authors: Elliot Martin and Susan Shaheen
Date published: March 2010

Why did we select this research?

This paper from the Transportation Sustainability Research Center from the University of California, Berkeley presents the results of a North American carsharing member survey of 6,281 people. The authors establish a “before-and-after” analytical design with a focus on carsharing’s impacts on household vehicle holdings and the aggregate vehicle population. It determines how many vehicles carsharing programs have taken off the road.



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Shared and self-driving cars - A game changer in real estate and area development?

Last Modified on 12/06/2019 12:12 pm CEST

Date published: May 2017

Research commissioned by: Wilfrid Donkers and Wouter de Wit

Why did we select this research?

Changes in travel patterns are a reality in our current days. Platforms such as Uber, BlaBlacar or Lyft amongst many others have been a game changer in this area. Up until which point this changes will have a positive impact to the current challenges posed by traditional commuting? Which new challenges to area development and real estate will shared and self-driving cars have?

Key findings:

1. Commuting continues to be an important part of the journey for most working citizens worldwide. Consequently, a great amount of time is used by these citizens just to move from one point to another, despite infrastructure improvements.

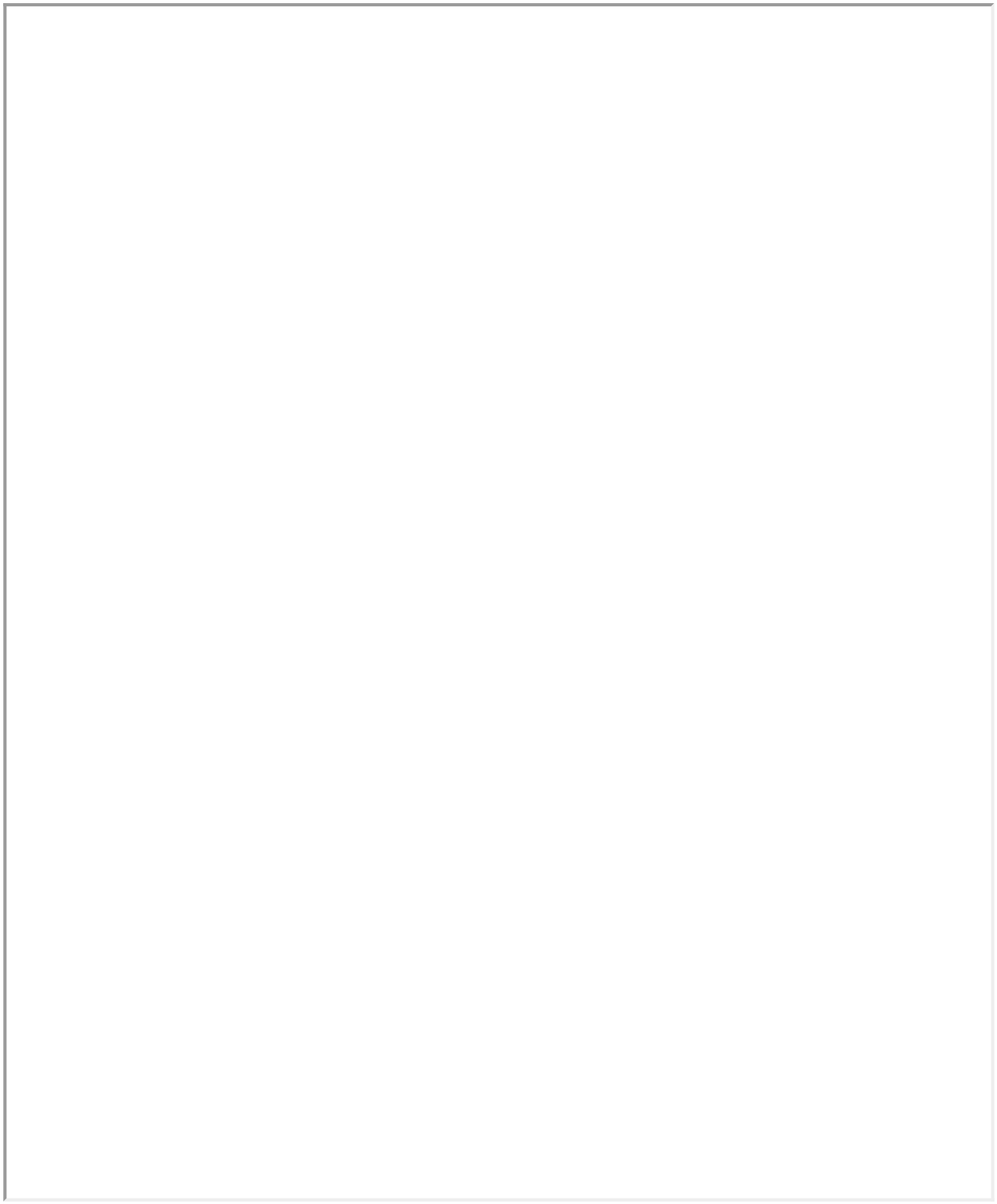
2. With the introduction of the concept of shared and self-driving cars, people do not have to drive and hence they can do other things. As a consequence, the time they perceive as commuting time can be almost zero.

3. At the same time, Europe (specially) is undergoing a phase of (re)urbanization, where citizens are reducing their reliance on cars and shifting it towards public transportation, ride-sharing or cycling.

4. Such shift leads to the imperative need for city layouts and new policies to deal with the changing traveling patterns (special focus with high volume of pick up and drop off points).

5. With this reduction of car ownership, a consequent reduction of needed parking capacity would follow. In turn, this would create the availability of valuable city space, which generates new opportunities for new potential uses.

6. Lastly, if commuting and mobility become easer and faster, what are the implications this would have over real estate prices and the traditional importance of location?



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Retrieved from: https://www2.deloitte.com/lu/en/pages/real-estate/articles/real-estate-development-shared-cars.html

The Implications of the Sharing Economy for Transport

Last Modified on 20/06/2019 12:50 pm CEST

Authors: Craig Standing, Susan Standing and Sharon Biermann.

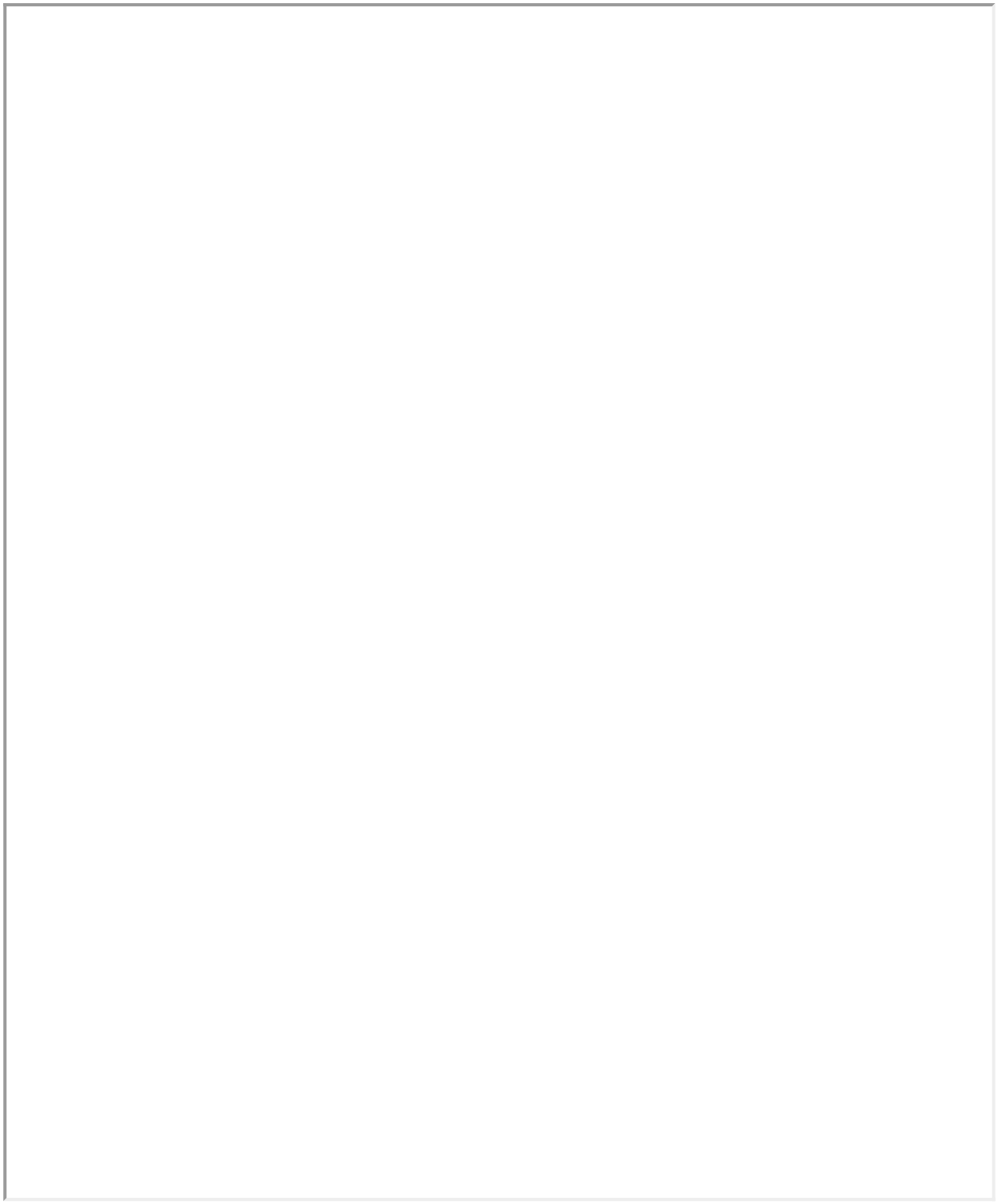
Date of publish: March 2018

Why did we select this research?

When it comes to transportation, the need for a change of paradigm has become more and more urgent through the years, as an unsustainable number of citizens use their private cars for short commutes (home-work). This has an impact on cities and the livelihood of those. Furthermore, effects on climate due to car's emissions and quality of live as well. The paper discusses the potential for shared methods of transportation to be a part of the solution, as well as the much needed holistic approach to this challenge.

Key findings:

- Need for establishing sharing economy business models to transportation.
- Further investigate citizen's willingness and readiness to take part of car-sharing in a local context.
- Invest in awareness-raising of car-sharing benefits.
- Importance of understanding community context and personal needs to create the adequate incentives.



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economy for transport. *Transport Reviews*, *39*(2), 226-242.

Smart Mobility in Smart City: Action Taxonomy, ICT Intensity and Public Benefits

Last Modified on 20/06/2019 1:52 pm CEST

Authors: Clara Benevolo, Renata Paola Dameri and Beatrice D'Auria

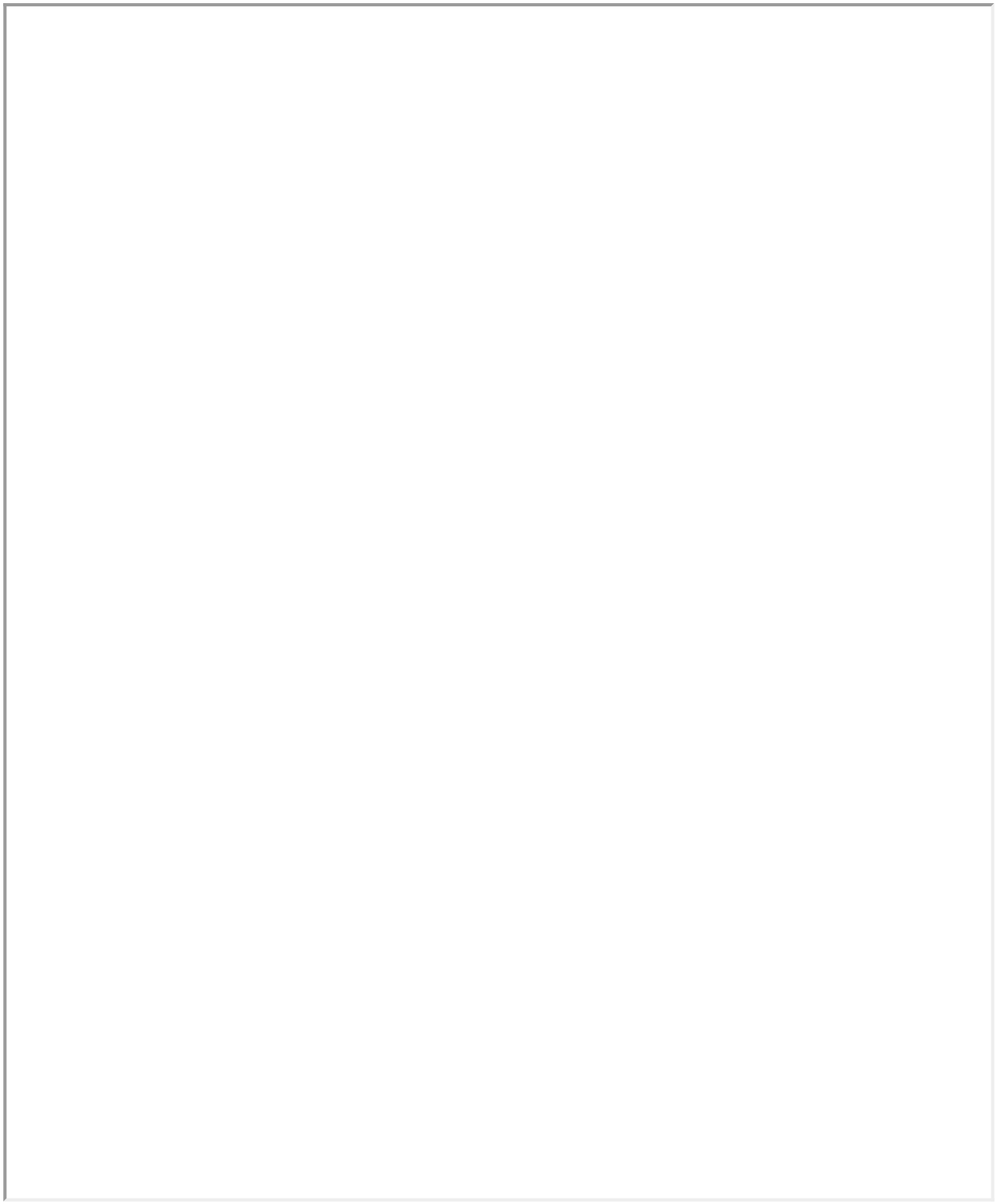
Date of publish: 2016

Why did we select this research:

Metropolitan areas are full of challenges due to a fast-growing population, and hence any kind of vehicles (from bikes to cars to public transportation needs), increase. Moving from one point to another is a key feature of modern city life. Therefore, the traditional approach to mobility does no longer serve the purpose. As cities are getting smarter mobility needs to do so as well.

Key findings:

- Smart mobility as the only real solution to a (more) sustainable way of moving.
- Public mobility and infrastructure changes needed to adapt mobility to a smarter city (bicycle lanes, integrated traffic lights, restricted (or limited) traffic zones, columns to recharge electric vehicles, etc.
- Private and commercial vehicles (car-sharing initiatives). This point though highlights the still dependance on car ownership feeling.
- Infrastructure and policies supporting urban mobility.
- Intelligent Transportation Systems (ITS)



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Benevolo, C., Dameri, R. P., & D'Auria, B. (2016). Smart mobility in smart city. Action taxonomy, ICT intensity and public benefits,[w:] Empowering organizations. Enabling platforms and artefacts, eds. T. Torre, AM Braccini, R. Spinelli.

The Making of a Smart City: Best Practices Across Europe

Last Modified on 20/06/2019 12:56 pm CEST

Authors: European Comission

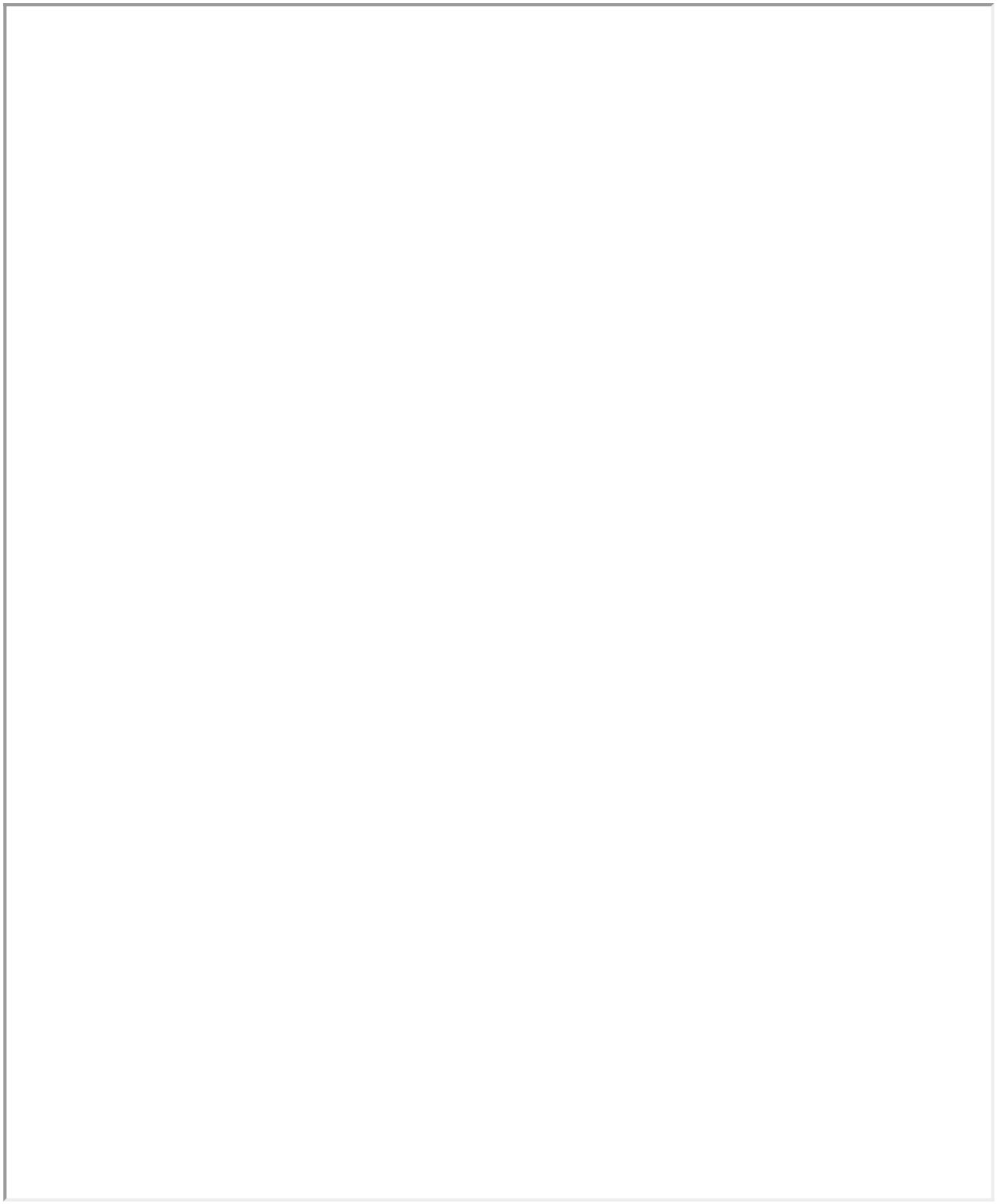
Date of publish: 2017

Why did we select this research?

Sustainable and feasible transition towards greener and smarter cities is a trend that has been observed across many European cities. To achieve such a shift to be done, municipalities all around Europe have to closely work with the citizenship and the private sector. Each case is exceptional and unique. Nevertheless, some lessons can be of great example to other cities. This report includes 80 different cases, including best practices that have the potential to be replicated.

Key findings:

- Mobility and transport, around Europe, are tackled by: the development of charging infrastructure and setting up facilities for alternative fuels; car sharing; bicycle infrastructure; and urban freight logistics.
- Focus on enabling more sustainable mobility, which have a positive effect on human wellbeing too.
- Behavioural changes are needed among the population (still too much attached to the concept of car ownership). Need for finding ways to appeal and engage.



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Contagious Effects of Customer Misbehavior in Access-Based Services

Last Modified on 20/06/2019 12:56 pm CEST

Authors: Tobias Schaefers, Kristina Wittkowski, Sabine Benoit, and Rosellina Ferraro

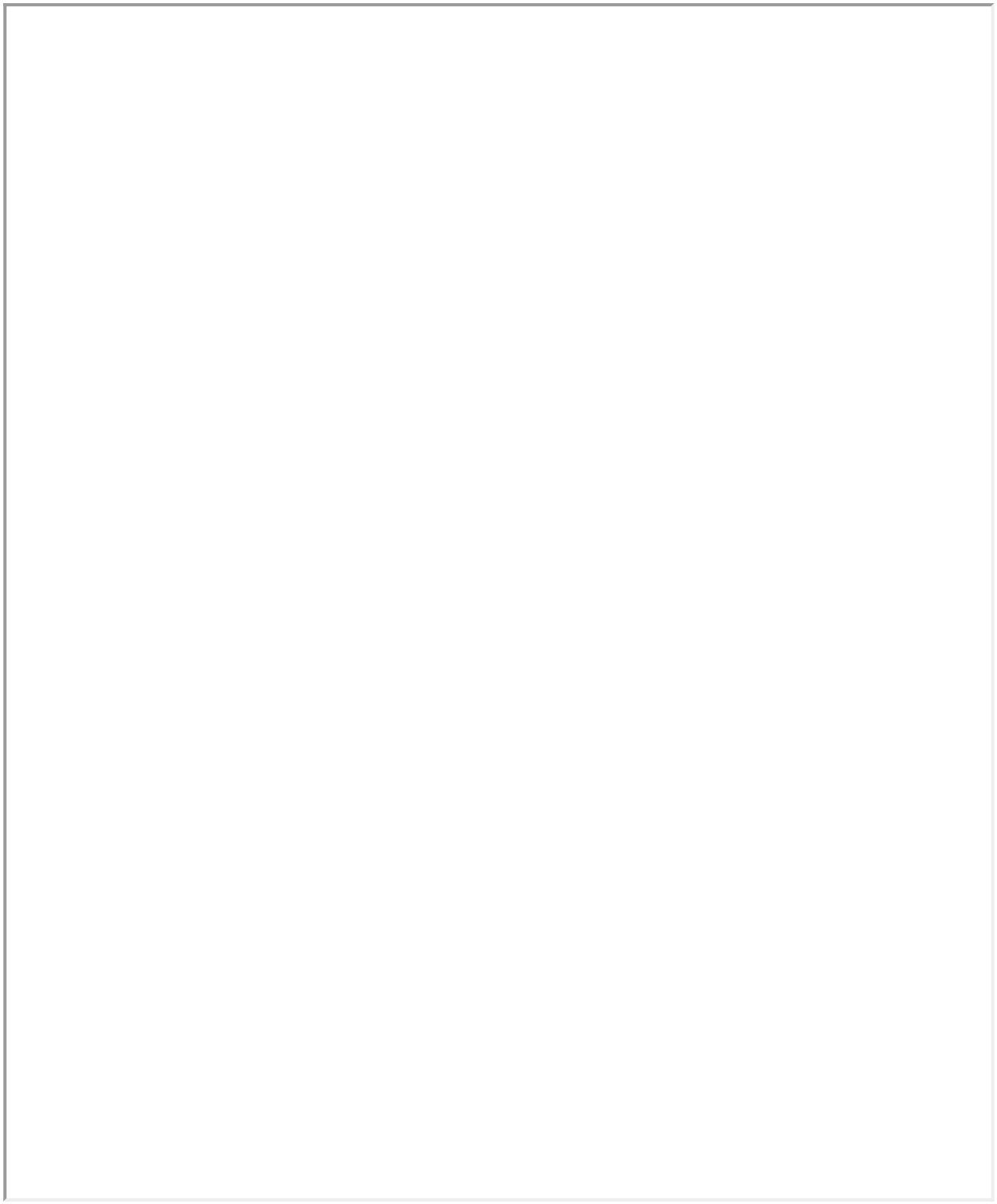
Date of publish: February 2016

Why did we select this research?

How contagious is bad behaviour in access-based services? This study finds that misbehaviour does spiral out, but also puts forward evidence-based strategies to curb bad conduct. Access-based services, in which consumers have short-term access to a good while legal ownership remains with the service provider (e.g., car sharing), are by nature more prone to customer misbehaviour. Through two online experiments, Schaefers et al. show that instances of bad conduct can be spread throughout the customer group, driven by a perception of lowered social norms. However, their results also suggest that misbehaviour can be effectively contained by investing in well-respected product brands, establishing more personal relationship with customers, and, most importantly, increasing communal identification among customers.

Key findings:

- Bad behaviour is contagious in access-based services.
- Greater brand strength and lower anonymity of the accessed product's owner curb contagion.
- An increase in the communal identification among customers reverses the contagious effect, with customers more likely to remove signs of previous users' misbehaviour.



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Sustainable and Innovative Personal Transport Solutions – Strategic Analysis of Carsharing Market in Europe

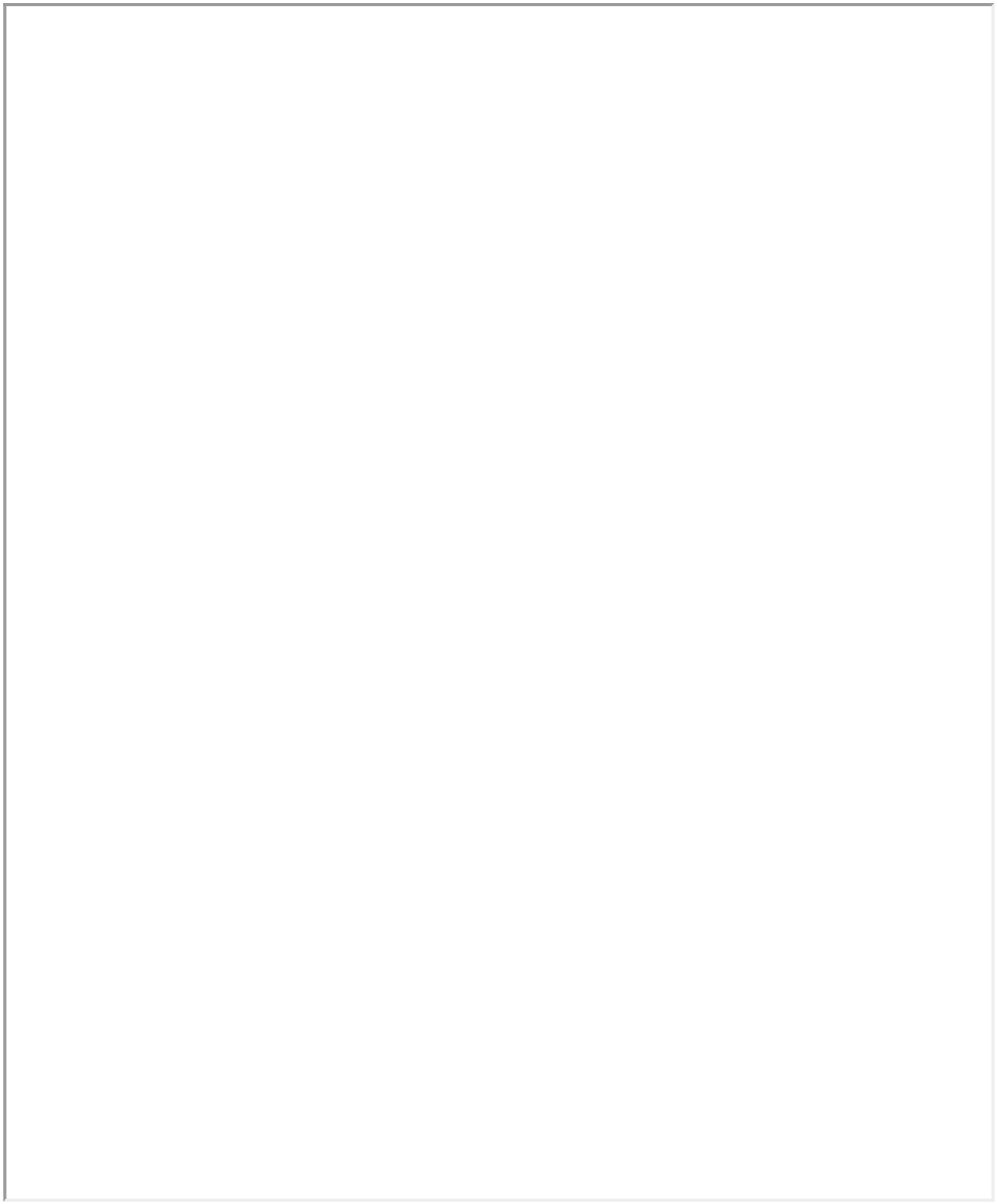
Last Modified on 20/06/2019 12:50 pm CEST

Authors: Frost & Sullivan

Date of publish: January 2010

Why did we conduct this research?

This study from Frost and Sullivan focuses on the evolution of sustainable personal transportation market, especially the carsharing market in Europe. It provides an overview of market trends, types of services, their impacts and carsharing operators' strategies along with an analysis of vehicle manufacturers entering into the European carsharing space.



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Urban Mobility in the Smart City Age

Last Modified on 20/06/2019 12:49 pm CEST

Authors: Schneider Electric, ARUP and The Climate Group

Date of publish: June 2014

Why did we select this research?

Smart cities are changing the traditional understanding of cities in which citizens used to be "users" and now are moving towards being stakeholders. Amongst this and other changes, mobility is one of the stars. This report provides some refection on how mobility could be tackled in the rise of smart cities, taking sustainability as the cornerstone role in which such policies would develop.

Key findings:

- Operational efficiency and traveller experience need to meet to provide the best service.
- Smart technologies as the potential way to generate new value and at the same time make mobility more sustainable.
- Growth pressure calls for more efficient and faster methods of transportation (never neglecting the sustainable aspect of it).
- Smart solutions need to be included in urban planning from now on (role of technology and data).

Reference:

Schneider Electric, *Urban Mobility in the Smart City Age.* White paper.

https://www.schneider-electric.com/en/download/document/998-2095-06-07-14AR0_EN/

Sustainability and Shared Mobility Models

Last Modified on 20/06/2019 12:35 pm CEST

Author: Georgina Santos

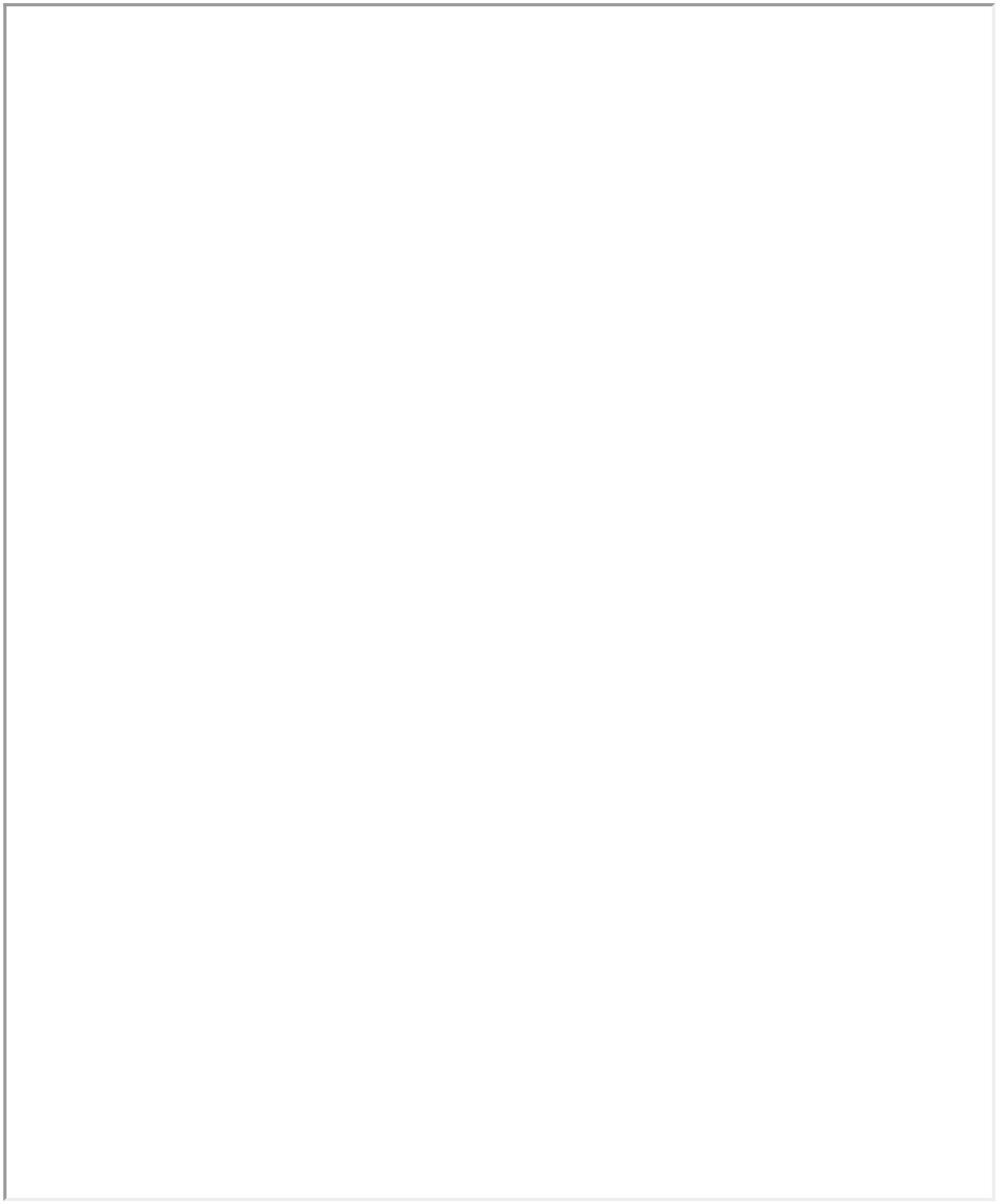
Date of publish: September 2018

Why did we select this research?

Shared mobility or mobility in the sharing economy is characterized by the sharing of a vehicle instead of ownership, and the use of technology to connect users and providers. Four models can be said to be emerging: (1) peer to peer provision with a company as a broker, providing a platform where individuals can rent their cars when not in use; (2) short term rental of vehicles managed and owned by a provider; (3) companies that own no cars themselves but sign up ordinary car owners as drivers; and (4) on demand private cars, vans, or buses, and other vehicles, such as big taxis, shared by passengers going in the same direction.

Key findings:

- (Limited) evidence showing that peer to peer and short term rental models will never replace the modes currently used for commuting trips.
- Although apps are clearly helping boost the short term rental model, the (again, limited) evidence shows that households may give up a second or third car rather than become car-less and completely rely on these services.
- On demand private vehicles' model, which entails individuals not only sharing a vehicle, but actually traveling together at the same time, is promising in terms of congestion and CO2 emissions reductions, but also the most challenging one, given the dis-benefits in terms of waiting and travel time, comfort, and convenience, relative to the private car.



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Institutional Entrepreneurship in the Platform Economy: How Uber Tried (and failed) to Change the Dutch Taxi Law

Last Modified on 12/06/2019 12:12 pm CEST

Authors: Peter Pelzer, Koen Frenkenb and Wouter Boon

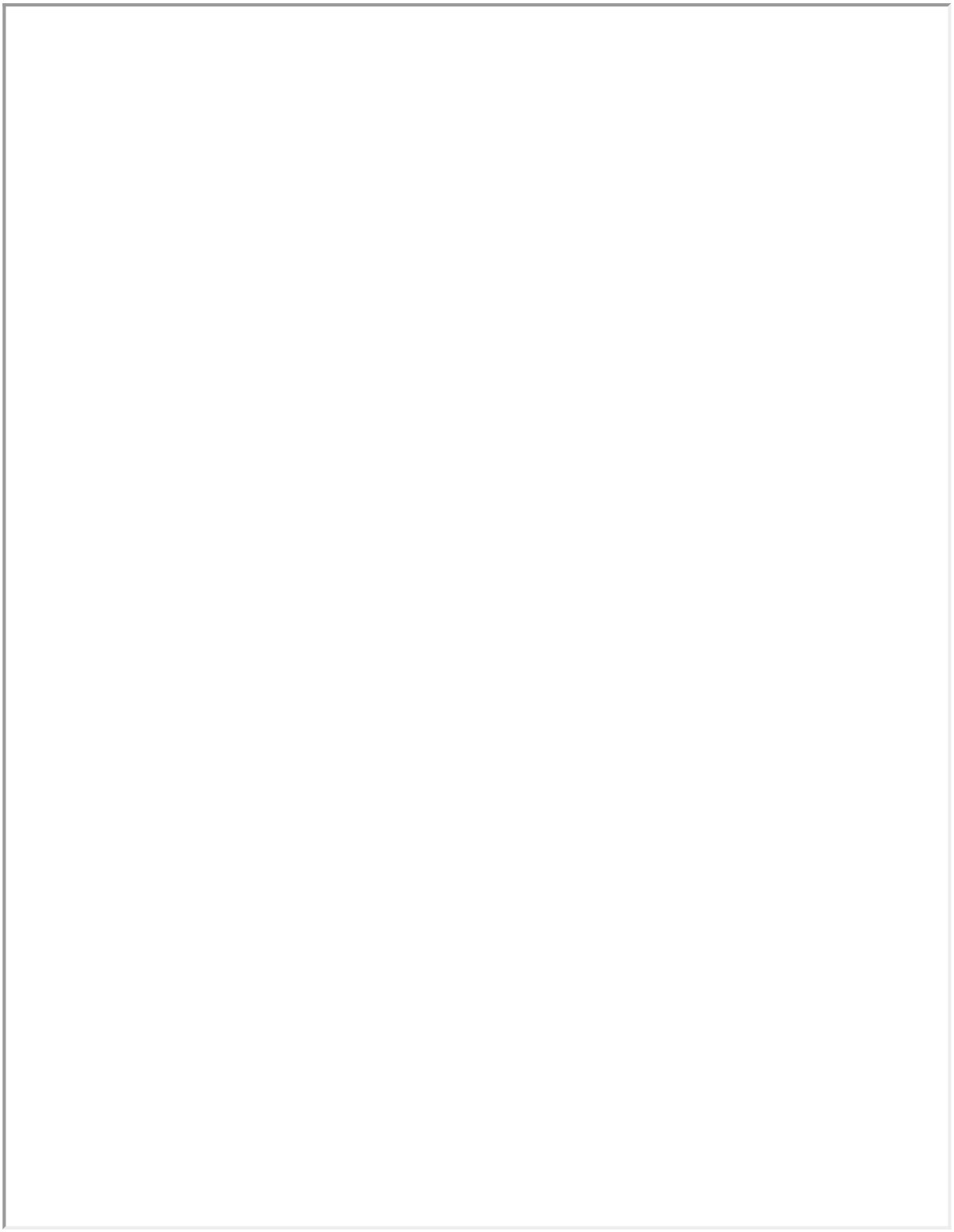
Date of publish: 2019

Why did we conduct this research?

Operating outside the traditional transactional platform is bound to create some tensions, as no previous experience nor knowledge on how to properly (and legally) do that is available. This is the purpose of this paper: to explore the strategies that new platforms such as Uber tried to use (and failed) in order to get the approval from the Dutch government. Institutionalization seems to be the main reason why Uber did not manage to align with the government and hence, be legitimized.

Key findings:

- Uber failed to change the Dutch taxi law because it tried to apply simultaneously five different strategies. This created incoherence.
- Too much focus on pragmatic legitimacy.
- The traditional taxi lobby took advantage of this incoherence and was successfully keep the status quo.



Reference:

Pelzer, P., Frenken, K., & Boon, W. (2019). Institutional entrepreneurship in the platform economy: How Uber tried (and failed) to change the Dutch taxi law. *Environmental Innovation and Societal Transitions*. Utrecht, the Netherlands.

The Sharing Economy and the Future of Personal Mobility:New Models Based on Car Sharing

Last Modified on 20/06/2019 12:15 pm CEST

Author: Olga Novikova

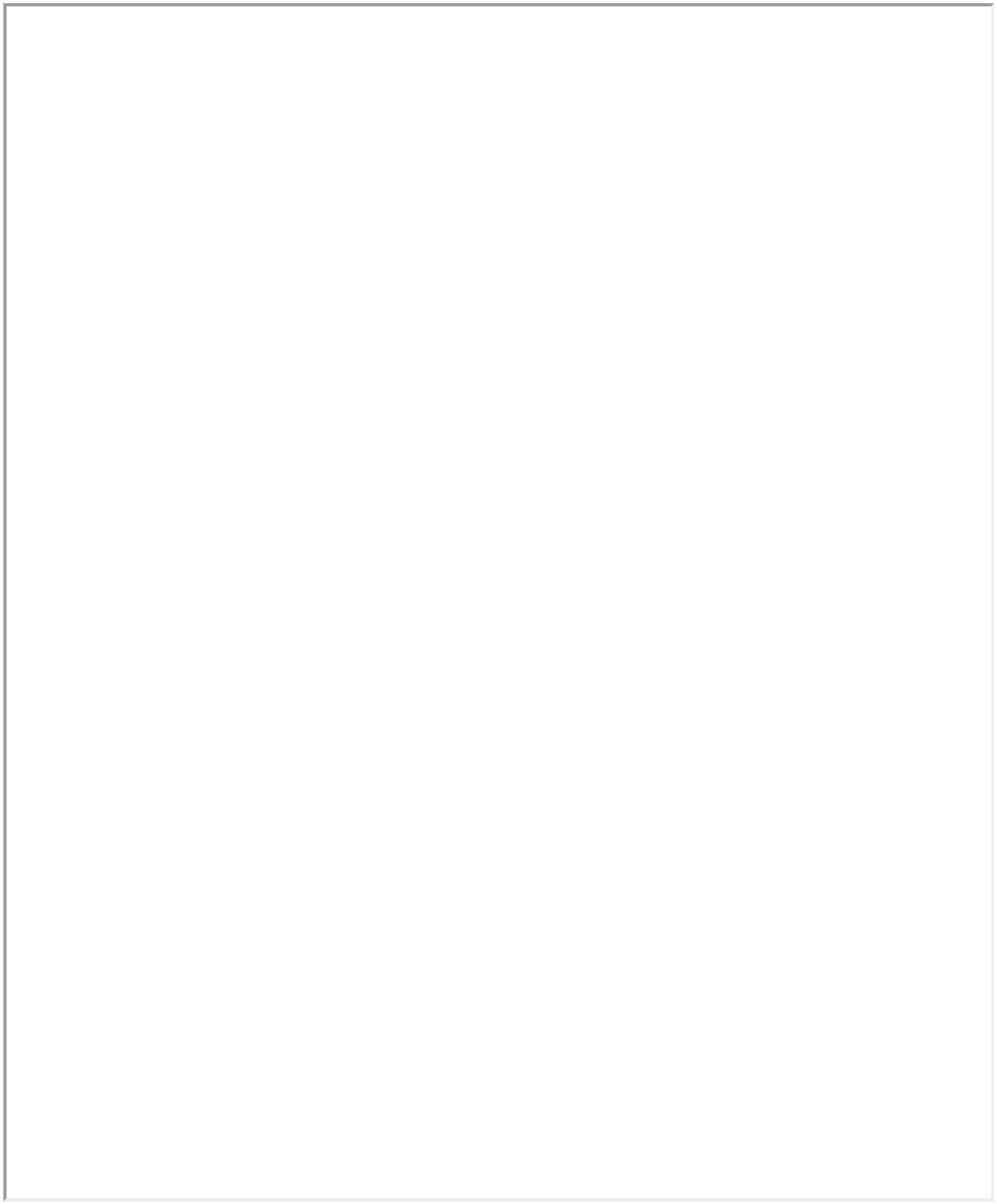
Date of publish: August 2017

Why did we select this research?

How has the sphere of personal mobility been affected by the growth of sharing economy? Most of research analyses show the sharing economy has shaped personal mobility, yet this article studies the opposite relation by taking into account innovative mobility based models that represent solutions on the intersection of shared mobility, physical infrastructure, and integrated-mobility schemes..

Key findings:

- Based on sharing, various models of new mobility modes can be established: lease-to-share, car-sharing business model for car manufacturers, collaboration of car-sharing companies and real-estate developers, self-driving car and end to classic car sharing or peer-to-peer, new mobility schemes, and lastly, future integrated mobility models.



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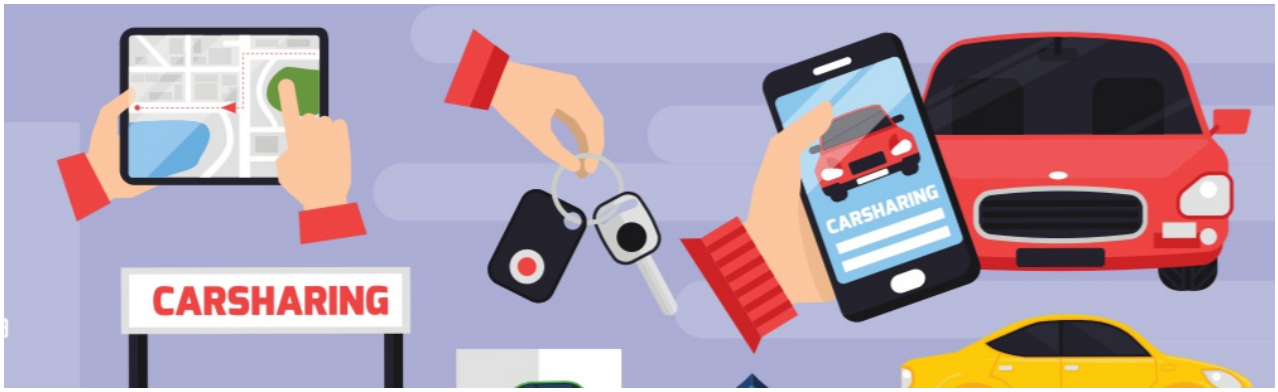
Novikova, O. (2017) The Sharing Economy and the Future of Personal Mobility: New Models Based on Car Sharing. *Technology Innovation Management Review.*

How municipalities in Ontario have responded to ride-hailing companies

Last Modified on 03/10/2017 2:10 pm CEST

Why did we select this case?

A number of municipalities in Ontario have amended vehicle-for-hire/taxi bylaws to account for new companies like Uber and Lyft. This includes Ottawa, Toronto, Kitchener-Waterloo, Hamilton, Mississauga, London, Innisfil, Oshawa and Windsor. Other cities can learn from their local responses to ride-hailing companies.



Most bylaws refer to ride-hailing companies as transportation network companies (TNCs) or private transportation providers (PTPs). They are characterized as technologically innovative business models for private transportation. A TNC, as defined by Mississauga's Public Vehicle Licensing Bylaw, "includes any person that licenses, administers, owns, has control over or operates an App used to connect drivers with passengers for transportation services."

About the case

What type of approach have Ontario municipalities taken?

The rapid growth of TNCs, particularly of Uber, meant most municipalities were reacting to their arrival. The majority of these municipalities have focused on reviewing and revising existing bylaws. There are a limited number of examples where municipalities have combined these bylaw reviews with other policy options that look to utilize TNCs to address municipal priorities.

What were their primary public policy goals?
Most municipalities placed primary emphasis on:

- ensuring public safety and consumer protection
- promoting consumer choice and competition
- fostering regulatory flexibility and innovation
- establishing a fair playing field with existing service providers

Some municipalities also discussed the impacts on accessibility for Ontarians with disabilities and the economic consequences for taxi drivers, such as lower plate values and income.

The following considerations that received less consideration:

- environment impacts, including congestion, vehicle use and emissions
- employment impacts, such as job displacement and job security

What type(s) of sharing are currently included in bylaws?
Most existing Ontario bylaws address ride-hailing, where a customer hires a driver to take them exactly where they need to go. They do not explicitly reference on-demand commercial ride-sharing companies, such as UberPool or RideCo., where separate fares are combined into a single car/journey. The exception is Waterloo, which covers these services. Carpooling—where regular drivers offer lifts to passengers going to the same destination as them—is covered by provincial legislation, so it has not been included in bylaws. However, some municipalities have taken steps to support the activity (e.g., the City of London's Regional Rideshare Program). To date, the emphasis is on forms of sharing in transportation that leverage underutilized assets and/or connect consumers and service providers using digital platforms. Discussions have not focused on companies or organizations that explicitly aim to address social and environmental goals—such as fostering community relationships or reducing consumption—or that include provisions for co-operative ownership.

What policy tool was deemed the best?
Bylaw reviews have been the most common and highprofile response, as detailed in the section below. In addition, TNCs are increasingly featured in municipal transportation master plans across the province. They are viewed as a potential complement to public transit, helping to reduce reliance on personal automobiles. Recently, both Innisfil and Milton have partnered with ride-sharing services as a

means of filling gaps in the conventional public transit system.

How did they answer key design questions?

Generally, North American municipalities have favoured bylaws that introduced a new licensing category model. The main elements of this approach are as follows:

- requiring TNC vehicles to carry insurance, undergo regular inspections and bear a TNC identifier
- requiring TNC drivers to obtain a permit and pay applicable licence fees
- requiring TNC drivers to submit criminal background checks and driving records, which are administered by the TNC and audited by the municipality
- requiring TNCs to collect records and report data to the municipality
- easing regulations on taxis (e.g., reducing fees and training requirements, permitting more variable pricing)

There are some notable exceptions, such as Waterloo, which capture ride-hailing companies under existing taxi cab and limo regulations. This approach is more common in Europe, where Uber tends to operate with a limo licence. Many European countries have banned ride-hailing services that fail to comply with existing regulations. This includes UberPop, which uses unlicensed drivers. A number of European countries have also invested heavily in enforcement against ride-hailing companies that operate illegally. Few municipalities have put limits on the number of TNCs, although Seattle is a notable exception. However, almost all municipalities have limits in place on taxi cabs. While some municipalities are discussing changing their limits, virtually no municipality is considering an open-entry market for taxis.

How did they plan for implementation and evaluation?

TNCs rely on sophisticated technology to manage their businesses, creating significant amounts of data on ridership, point of origin and destination, etc. Many municipalities have begun to build data-sharing arrangements into their bylaws to help them understand the impacts of these TNCs. Most recently, Mississauga's pilot project required participating TNCs to supply information about the number and location of trips originating in the city. While impacts within individual Ontario municipalities are unclear to date, many municipalities have commissioned reports that examine potential impacts more generally. The City of Vancouver, for instance, commissioned research from the University of British Columbia. The resulting report, "Transportation Network Companies and the Ridesourcing Industry," concluded:

- Uber reduces the market share and plate value of the taxi industry .
- Uber is associated with better customer service, including improved coverage for underserved areas. It might also improve taxi service. The effect on accessible transportation is less clear.
- Uber, as well as taxis, may or may not complement public transit.
- Ride-hailing may reduce drunk driving but might encourage distracted driving.
- The environmental impacts are unclear; there is inconclusive evidence regarding the impact on vehicle use, congestion and greenhouse gas emissions.

Source

Text and images from the report Navigating the sharing economy: A 6-decision guide for municipalities.

Milan's Comprehensive Shared Mobility Strategy

Last Modified on 08/09/2017 4:10 pm CEST

Why did we select this case?

Milan has one of the highest rates of car ownership in Europe, with over 51 cars for every 100 inhabitants, and consequently the city faces a tremendous traffic volume and congestion challenges. To address these issue, Milan has implemented one of the most comprehensive mobility plans in the world. Their Sharing Mobility Strategy won several awards including the National Award for Innovation 2014 and the EUROCITIES award for innovation in November 2015. Additionally, Milan combined its shared mobility strategy with other transportation measures like congestion charging and creating more room for walking.

About the case

What?

Like a lot of cities Milan faces traffic growth caused by economic and population growth. To reduce congestion and the unprecedented traffic volume, a comprehensive strategy was initiated in January 2012. With the city government and the private sector as main actors, the strategy was not only intended to offer attractive sustainable transport options but also promote new behavior patterns. Their sustainable urban strategy features new service delivery models encompassing different interconnected elements. These include a congestion charge, sharing mobility schemes and pedestrianisation.

How?

As a result of a referendum demonstrating a high demand to address the traffic concerns, Milan introduced a congestion charge scheme in 2012. The scheme's restricted traffic zone is home to nearly 25% of Milan's businesses and around 500,000 people come into the area every day.

Following research to identify the fastest route to spread adoption of car sharing, the first of three privately managed 'free-floating' car sharing schemes was introduced in August 2013. As opposed to the city's existing schemes (whose cars can only be collected and returned to specific stations), the free-floating alternative gave people the flexibility to pick up and drop off cars wherever they wish. There

are now 2,000 sharing cars on the streets of Milan, all can be located by mobile app.

Additionally, Milan's free-floating car fleet now includes 100 electric cars. Batteries are monitored and recharged by the scheme provider wherever a car is parked and drivers can also choose to make use of the charging systems available at the citiy's network of 27 outdoor 'gigital islands'. The idea behind this new scheme includes free parking for electric cars to make them the most attractive option and annual parking and charging payments of €1,100 per car made to the municipality by the scheme's provider.

Introduced in 2008, going green bike sharing schemes, have transformed this mode of transport from a leisure activity to an important means of travel in Milan. Growth in cycling continues to be encouraged through advances such as the 2014 launch of an electric bike sharing scheme. As batteries are automatically recharged when and where necessary by the provider, this scheme operates seamlessly alongside traditional bike schemes.

Public shared BikeMi bicycles in Milan

In 2015 Milan also launched a scooter sharing scheme. This is another example of smart scheme integration: car sharing scheme members are automatically eligible

to rent scooters and receive free driver training, benefits designed to actively promote this cheaper, greener form of transport. Another example of the purposeful interconnection of all elements of Milan's mobility strategy is the fact that the €5 daily congestion charge does not have to be paid by those driving electric cars.

Why?
The Sharing Mobility Strategy has been implemented to reduce traffic in the city centre and to create more space for walking and shared mobility. The goal of the strategy was to reduce the city's high level of private car ownership and to improve the air quality in the city.

Success factors

The success is not merely caused by the ease of car sharing through the free-floating car scheme or by the strict congestion charge. The key to its success is the comprehensive strategy and collaboration. Public institutions, transport companies and civil society cooperated to implement the Sharing Mobility Strategy and managed to interconnect all elements the strategy. The smart integration of all elements allows people to easily use the different shared modes of transport interchangeably while especially stimulating the sustainable electric options.

Impact of the idea

Currently, Milan's car sharing schemes (5 operators; Car2Go, GuidaMI, Share 'n Go, Enjoy, E-vai) have 200,000 subscribers and bike schemes have 37,000 subscribers , renting 10,000 bicycles a day. The comprehensive strategy has created rapid change. In the first year alone, the amount of private cars on the road was reduced by 13,000. Today, traffic in the city center is reduced by nearly 30%, or by around 40,000 cars a day.

The strategy has reduced road congestion by 28%. Additionally, spaces once reserved for traffic are now freed up for new uses including a 150,000m2 pedestrian zone which is also open to cyclists. Citizens can now enjoy more cultural and creative pedestrian sites.

Sources and more information

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- Paper: Governance Models for Sharing Cities: SEOUL AND MILAN. When cities enter in sharing mode! By Monica Bernardi, Davide Diamantini.
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Car sharing in the city of Bremen

Last Modified on 08/09/2017 3:31 pm CEST

Why did we select this case?

Bremen is a pioneer city when it comes to car sharing. Already back in 1990 the first car sharing initiative started. A few years later the city included car sharing in their public transport pass (Bremer Karte). In 2009 Bremen was the first city to introduce a municipal car sharing action plan, the city has won many awards and is attracting a lot of attention as an exemplary city in their approach to stimulate car sharing and sustainable transport.

A car-sharing station with bike racks in Bremen (Citylab)

About the case

What?

Bremen in Northwestern Germany is a city with 550.000 inhabitants. It is the 10th biggest city of Germany. It is a historical, medieval city but also has a sea harbour at 60 km distance. The city is reachable for sea ships through a wide river. Bremen is a compact city with narrow historical streets and the city is quite flat. This makes the city not car-dependent and friendly to other modes of transport like walking and cycling.

Bremen has a strong vision and ambitious plans to reduce daily city journeys made by car as well as car ownership in the city. Even though 60% of the daily journeys are not made by car, they still think 40% is too much. It is noteworthy that their municipality looks at the full picture and has anchored their shared mobility plans into their sustainable urban mobility plans. Open data (data sharing) is also part of their sustainable mobility plan and Bremen has a very interactive way of involving citizens in their plans.

Stimulating car sharing

At the end of 2016, Bremen had 260 cars and 12.600 users. This means 45 users per shared car. Their main ingredients for growth are:

- Visible Space for Car-Sharing stations (on-street) enhancing awareness of this alternative.
- Make car sharing stations into mini mobility points, meaning a dense network of 2-car stations in densely built neighbourhoods
- Integration new developments (housing projects and city development)
- Integration with Public Transport (multimodal)
- (Own) Fleet Management
- Awareness + Information
- Amendment of parking regulations for new construction projects in order to integrate car sharing from the beginning.

City/neighbourhood planning

The city of Bremen has a parking norm for housing development of 0,8 cars per house and 2 bike parkings per house. A parking space generally costs about € 30.000-40.000. Not investing this money lowers building costs and makes living in the city cheaper. Sometimes project developers are forced to integrate car sharing. In other cases, if the developer decides to build with a different (lower) norm, they get choices. They pay the city a one off fee (equal to the saved building costs) or use the budget to offer the inhabitants either 1. public transport vouchers, 2. membership of car sharing (so only usage is paid by inhabitants) or 3. investment into the building of car sharing stations. In a newly to be developed area: Hulsberg, they have lowered the norm from 0,8 to 0,4. There will be no street parking at all, but two garages at the edges of the area.

Open data / data sharing

With its traffic management centre, the City of Bremen has access to an extensive pool of data on traffic volumes, disruptions and construction sites in the road network. The city wants to make this data available to third parties as an incentive to develop Internet services and apps that can be used by citizens via smartphone or navigation device. Following a similar motivation, they believe that traffic data (e.g. motor vehicle traffic, local public transport, regional passenger rail, taxi, car sharing) should be made available by the City of Bremen and the state of Lower Saxony — if possible in real time. Such a pool of data creates the possibility to generate a multi-mobility route planner, which would offer users the opportunity to call up and compare different route options and mobility chains.

So far the following has happened: The project with Lower Saxony has been deferred in preference of a national project, the MDM (Mobilitätsdatenmarktplatz), to which Bremen has been contributing along with all the other Länder – the focus of that project is on motorised transport. Bremen has also been contributing to a project called DELFI (electronic passenger information for public transport) as well as a voluntary initiative of the Federal Transport Ministry called the mCloud (Mobility Cloud).

Multi-mobility planner and card

Bremen has concentrations of businesses within the boundaries of Bremen and just outside of them such as the University and Technologie Park, the big Mercedes Plant, the “Güterverkehrszentrale” (freight village) and the typical shopping centres (Ikea and co). There are comprehensive strategies for improving commuter accessibility to these centres and the city in general using rail, public transport, high-speed cycling connections and bridges. These strategies or mobility management actions geared toward these centres from are not managed by the municipality/public side – except for the public transport ‘Job Ticket’ available to companies and all organisations in public service. The mobility management that does take place is initiated from the side of the businesses. The University of Bremen, for instance, has developed a mobility management strategy which also includes car sharing. Bike sharing was deemed as having no potential, because most staff and students already have their bike on campus when they need it.

How?

Bremen’s sustainable urban mobility plan is based on a good process; a thorough analysis of the city’s transportation strengths and shortcomings, developing of test scenario’s that were examined on effects and costs related (and some other influencers that could not be left out) after which choices on measures and an implementation plan was made. Different stakeholders and knowledge partners as well as citizens were involved in the process. Even in the analysis phase, travellers and citizens were involved through asking their opinion about “where are things running

badly?" and "where are things running smoothly". A website was set-up to collect all opinions on a map and with a voting system, so other citizens could help prioritise feedback. A game was developed to let Bremenites experience the complexity of certain choices and decisions city planners take. Finally several scenario's were evaluated, including measuring all goals and subgoals as well as important information and budget.

Why?
Bremen's main reasons/goals for the whole mobility strategy:

- To enable social inclusion of all people and to strengthen the equality of all transport users
- Increase transport safety and security
- Offer and optimise alternative transport options in the entire city
- Improve the connection of the systems and services for walking, cycling and public transport between Bremen and the surrounding region
- Strengthen Bremen as an economic centre by optimising commercial transport
- Reduce the effects of transport on people, health and the environment in a lasting and perceptible way

Michael Glotz-Richter, the city's senior project manager for sustainable mobility, is a firm believer in car sharing, because:

> "a distinct advantage of car sharing is that it relieves public street space of parked cars in a relatively inexpensive manner — thus promoting higher quality local mobility in densely built neighbourhoods." - Michael Glotz-Richter

Eventually the city wants to give way to other modes of transportation than cars, which should be doable as Bremen is a city of short distances, meaning it has great potential to strengthen walking and cycling.

Succes factors

- The station based car sharing model has proven to be a success. Every new car sharing station means removal of private street parking (residence permits) and visibility of shared cars.
- Bremen has a good relation with the main operator, Cambio.
- Bremen has a a very good transit system and an ingrained cycling culture. As Michael emphasized:

> "We are a real cycling city, and I need a car only from time to time. Then it's really a stop-gap. The paradox of car-sharing is that it works best in places where you don't really need to drive." Michael Glotz Richter

Challenges

- It became even more clear in the plan making process that bicycle transport plays a major role in Bremen. However in the cross-city comparison on the use of public transport, Bremen shows room for improvement. One reason for the relatively low use of public transport — apart from the settlement pattern of the city — is the comparatively slow travel speeds in public transport.
- The share of traffic from outskirts of town remains a big issue. Interest in electrical cars remains low, because diesel is so cheap. Car drivers complain about a shortage of parking and bikes about not getting preference in traffic.
- The existing station distribution and planned network densification are geared toward neighbourhoods close to the city centre, whereas neighbourhoods in the outskirts are connected selectively or not at all to car sharing. The car sharing network in Bremen is not yet comprehensive, but expansion is planned.

Impact of the idea

- A survey among members of the main operator (Cambio) shows that 33% of all users have replaced their private car with car sharing. Bremen has found that each shared car replaces 15 cars, which means that with 12.600 users, a total of 4000 private cars replaced
- The target for 2020 is to get to 20.000, which would mean 6000 cars replaced.

Sources and more information:

1. SUMP plan Bremen: http://www.bauumwelt.bremen.de/sixcms/detail.php?gsid=bremen213.c.5586.de
2. Article: https://www.citylab.com/transportation/2014/12/how-bremen-germany-became-a-car-sharing-paradise/383538/
3. Fact sheet shared mobility: http://www.care-north.eu/sites/default/files/CN+%20Fact%20Sheet_Shared%20Mobility.pdf

The City of Copenhagen's Bicycle Strategy

Last Modified on 08/09/2017 4:33 pm CEST

Why did we select this case?

Copenhagen is ranked 2nd on the global sharing city Shared Mobility City Index and also 2nd on the West Europe Shared Mobility City Index. Copenhagen set itself the goal to be the world's first climate neutral city in 2025, an ambitious and audacious goal. Their focus is on reducing CO2, improving health of the inhabitants through shared mobility and by building a super cycle highway. Their Bicycle Strategy presents an interesting case as the city is the world's moste bike friendly city in the world.

Bicycle rush hour in Copenhagen - photo by Jeff Peel

About the case

What?

Copenhagen has the goal to become '*the world's best bicycle city by 2025*'. Cities increasingly acknowledge cycling as a central element of a sustainable transport

policy. Although, Copenhagen was already known for their culture of cycling before the city launched its strategy, the significant increase of bicycle usage shows that infrastructure and planning are critical elements to support and stimulate widespread cycling.

How?
There have been two main elements in the implementation: planning and infrastructure. Planning is an integrated feature of urban development and urban governance in Copenhagen. Copenhagen's city plans in the 21th century, dealing specifically with cycling include:

- The Copenhagen Cycle Policy (2002-2012)
- The Copenhagen Transport and Environment Plan 2004
- Copenhagen Bicycle Strategy (2011-2025)
- The Copenhagen Cycle Priority Plan (2006-2016)

The Bicycle Strategy specifies targets, in particular, the key goal of increasing the number of daily bicycle trips in Copenhagen to 240,000 by 2025, from a baseline of 110,000 in 1970 and 150,000 in 2015. The Priority Plan addresses implementation; and Transport and Environment Plan deals with questions of funding for bicycle infrastructure.

The large-scale cycling infrastructure in Copenhagen enhances the ease, safety and enjoyability of cycling considerably. It includes:

- A network of bike paths separate from both vehicle traffic and pedestrians.
- Dedicated bicycle traffic lights, allowing cyclists to leave intersections before cars.
- Specific colored bike paths where cars and bikes share road space.
- Ongoing and extensive commitment to create new bike paths and expand existing ones, especially popular routes.

Why?

The goal is part of the city's health plan, the environmental goal of making the city CO2 neutral by 2025 and to enhance overall liveability in the city.

Success factors and challenges

The recipe for success in Copenhagen was integrating cycling into urban and

transport planning and policy, and committing substantial resources in order to make cycling safe, time-efficient and enjoyable. The success lays in good governance; the combination of long-term ambitious planning and the implementation of an extensive bicycle infrastructure. Another important factor is the political commitment to increase bicycle use in Copenhagen.

What did not work?

One of the key elements: the electric-driven bike-sharing scheme GoBike city bike program has not worked out as planned. The bikes have proven to be difficult use and most of the few customers who have used them expressed dissatisfaction. Probable causes are the fact that most people have their own bike in Copenhagen. The goal was to have 1860 shared bikes in 105 docking stations. But growth stopped at 400 bikes and 27 docking stations, due to delivery issues from the operator. In april 2015 there were only 387 registered accounts. The average bike ride was 6,6, km. Officials behind the project expected that each bicycle would be used three times a day by local commuters. Instead they were used primarily by tourists and each available bicycle has been used less than once a day. The situation has greatly improved. End of 2016 there was a growth from the year before from 169,834 rides, to 700,000 rides. The secret to success was awareness promotion. 60% of the users are locals, the rest are tourists. They seem to be most popular for commutes, as train and metro stations are the most popular drop-off places.

What makes stimulating bicycle usage challenging:

To get more cyclists on the road, issues of safety - especially during peak hour traffic, need to be addressed. Additionally, cyclists want to travel at their preferred speed. This will require widening cycle paths and increasing the barriers separating cyclists from cars. The same issue occurs in Amsterdam where many accidents between bikes happen and the growth of electrical bikes creates an even bigger gap between different travel speeds.

Impact

From the City of Copenhagen's Bicycle Strategy 2011-2015:

- 150,000 people cycle to work or educational institutions every day (45% of the inhabitants)
- The number of kilometres cycled in Copenhagen has risen by around 30%

since 1998.
- The bicycle's modal share for trips to work or educational institutions has risen to over a third since 1998.
- The bicycle is now the most popular transport form for commuting in Copenhagen.

Sources and more information:

1. SMCI, Shared Mobility City Index 2016, available at http://sharedmobilityindex.com/payment_php/sampledownload.php
2. City of Copenhagen, The City of Copenhagen's Bicycle Strategy, 2011-2025, available at http://kk.sites.itera.dk/apps/kk_pub2/pdf/823_Bg65v7UH2t.pdf
3. CPH Post, Copenhagen eyeing wider bicycle paths, February 24th, 2017 available at http://cphpost.dk/news/copenhagen-eyeing-wider-bicycle-paths.html
4. CPH Post, Copenhagen's city bikes an expensive failure, April 17, 2015 available at http://cphpost.dk/news/copenhagens-city-bikes-an-expensive-failure.html
5. Metropolis case-study, THE CITY OF COPENHAGEN'S BICYCLE STRATEGY. Available at http://policytransfer.metropolis.org/case-studies/cycling-in-copenhagen
6. Koglin, T., 2015, Organisation does matter - planning for cycling in Stockholm and Copenhagen, Transport Policy, 39, 55-62.

The Walking School Bus

Last Modified on 09/02/2018 12:31 pm CET

Why did we select this case

The Walking School Bus, reinvents the transportation mode of taking children to school, saving parents stress and time and reducing traffic pressure. This case study is a good example of how a simple, low cost community initiative can have a great impact on various dimensions.

About the case

As parents worry about their children safety while walking or cycling to school, parents in turn land up driving their children to educational centres on a daily basis. This subsequently creates traffic congestion, puts more pressure on parents and guardians, and also decreases physical activity for students. Conceived by Australian creative planner and urbanist David Engwicht in 1992, the Walking school Bus is an initiative that involves an adult volunteer (often parents) walking children on a set route, to and from school, who collect children from various stops. This is a free service, and all children are welcome, regardless of whether their parents are involved as volunteers. This provides a simple, low cost measure.

Other benefits for children include, socialising with other children while they walk, making it into an activity, and learning the rules of the road. This system also saves parents time and stress, it reduces fuel cost, and emission, and frees up road space. This initiative often has the support of a local authority and/or the school, but can be self-organised and run by parents and students. Another version of this is the bicycle train, where the mode of transport is a bike. The Walking School Bus has has become a global phenomenon, widely adopted in the U.K. and other parts of Europe, Australia, New Zealand, and the U.S. To learn more about how to set this up in your city, read the Australian Governments Walking School Bus guide.

Results

In 2010, Western Australia had established 39 active Walking School Bus routes at 26 primary schools. Routes are approximately six miles, and surveys revealed that there were more than 10,000 "trips" made in the first three terms of the year. During the same period, these efforts saved nearly 3.5 tons of greenhouse gas emissions.

Want to know more?

http://www.travelsmart.gov.au/schools/pubs/guide.pdf

http://www.walkingschoolbus.org

Review Of Neighborhood Ride Service By Taxicab (NRS) Pilot Program

Last Modified on 20/06/2018 12:51 pm CEST

Authors: Ernest Chrappah, Jaques P. Lerner, James M. Cooper

Date: 22 June 2017

Why did we select this article?

This article provides a review of a neighborhood ride service implemented by the city of Washington in the summer of 2016. The service was considered to be successful by users, and opportunities for improvement were identified.

Key findings

Taxicab van services differ from traditional taxicabs in that they carry multiple passengers at separate fares, and may be tailored to demand. Such a service may be called “micro-transit” in that it effectively provides an intermediate service between traditional taxicabs and small bus services and has similarities to both. This report assesses the effectiveness of a range of shuttle routes and service patterns 5 , concluding that city-center taxicab shuttles operating to and from Union Station are likely to operate commercially without significant subvention in the long run.

There are also social benefits that accrue from the shuttle service, as each provide an increase in the level of mobility and access of their users – above the commercial benefit realized by the operator. This report concludes that NRS routes less likely to achieve break-even are those which appear complex and convoluted, and those which operate circuits or serve differing roads on the outward trip compared to the return trip. Further, routes shorter than three miles in each direction appear more likely to break even, with short city-center routes able to break even the quickest.

In light of the review in this report, it has been concluded that the following factors should be considered in developing future taxicab shuttle routes:

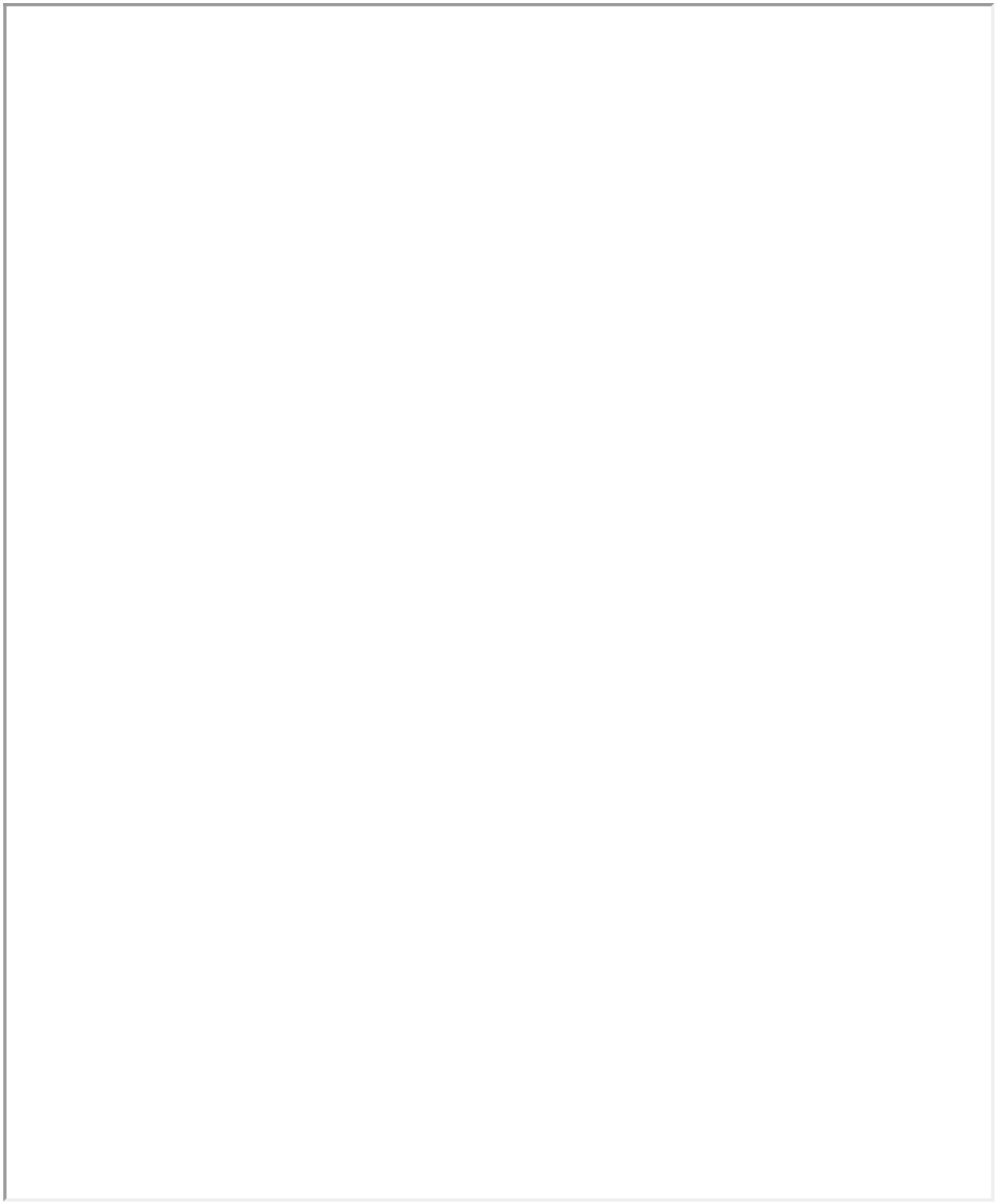
• Routes should generally be limited in length to three miles in each direction;

• Wherever possible, shuttles should avoid circuitous routes and those that serve different streets in each direction;

• Some flexibility of fare should be reserved to operators, to allow for higher fares where necessary to support the viability of the service;

• Stops and termini should be recognizable and include street furniture (signs and poles);

• Each stop or terminus should provide customers with sufficient information on how to use the service



Munich on-demand public mobility service

Last Modified on 24/07/2018 2:32 pm CEST

Author: Cities Today - connecting the world's urban leaders

Date: 30th May 2018

Why did we select this article?

Munich's transport policy is in line with the latest trends worldwide, namely car-pooling services available through on-demand online booking.

Key findings

The Munich Transport Company (MVG) is expanding its individual public transport network by introducing an on-demand public transport service: the MVG IsarTiger. The flexible ride-pooling service can be requested on-demand by customers by booking a ride via an app on their smartphone, with technology behind this program coming from Door2Door (a global provider of mobility solutions for on-demand economies and smart cities).

The new mobility offering is convenient, safe and environmentally friendly. By maximising the use of automotive vehicles within the city (most of which stand idle an average of 23 hours a day), the project will help Munich accelerate its long-term goals of having fewer cars on the roads and creating better quality of life for its citizens.

Read the full article here:

https://cities-today.com/industry/munich-launch-demand-public-mobility-service/?utm_source=cities-today&utm_medium=newsletter&utm_campaign=180608&utm_source=Weekly+Briefing&utm_campaign=95eb2c6ff9-EMAIL_CAMPAIGN_2018_06_20_08_36_COPY_04&utm_medium=email&utm_term=0_66f83a82bb-95eb2c6ff9-171476666

D.C. Prepares to Launch Transportation as a Service

Last Modified on 19/10/2018 11:16 am CEST

Author: Route Fity

Date: October 5, 2018

Why did we select this article?

We selected this article because of Washington D.C.'s long-term commitment in boosting for-hire vehicles occupancy rates, while also improving low-income residents' access to transportation and in reducing congestion from traffic. Therefore, we consider it a best practice example in this field.

Key findings

The transportation sector is changing rapidly, with increasing popularity of services as Urber and Lyft, or self-driving taxis experiments that are likely to revolutionize the entire category. In this scenario, the city of Washington wants to start now to help fill the seats of the vehicles on the road, while also helping provide better transportation options for low-income residents. The idea is to create a transportation-as-a-service model for taxis and ride-hailing drivers to tap into and provide discounted options for eligible residents.

“The mayor has been making investments to help our communities be more livable and to prime D.C. for the future,” said Ernest Chrappah, Department of For-Hire Vehicles director. “Mobility at its core enables people to go to work and be productive members of a community; it promotes independent living.”.

- A TaaS pilot project has been implemented in the city. The pilot framework involves establishing a single access point for qualified residents to book and pay for the nearest for-hire vehicle at an affordable rate for travel within city limits. To start, eligible individuals will be low-income or those in need of transportation to medical appointments, such as people with disabilities and seniors. Later service

will be expanded to those who currently spend more than 65 percent of their disposable income on travel.

- A mobile phone won't be necessary to book rides, but many of the same on-demand options should be available.

- During and after the pilot, users will be surveyed to determine if their health outcomes have improved or if they've missed doctor visits. In terms of quantitative data, the district expects to able to predict how many cars an expansion of TaaS might get off the road - reducing congestion. The city will also keep track of the number of trips made and economic impacts like the rise in incomes of participating drivers.

https://www.routefifty.com/smart-cities/2018/10/dc-launch-transportation-service/151839/

Reference: Dave Nyczepir (2018), *Government Executive*'s *Route Fifty. Washington D.C:*

On the Road with an Autonomous Passenger Shuttle: Integration in Public Spaces

Last Modified on 20/06/2019 1:56 pm CEST

Authors: Grade Eden, Benjamin Nanchen, Ramdolf Ramseyer and Florian Evéquoz

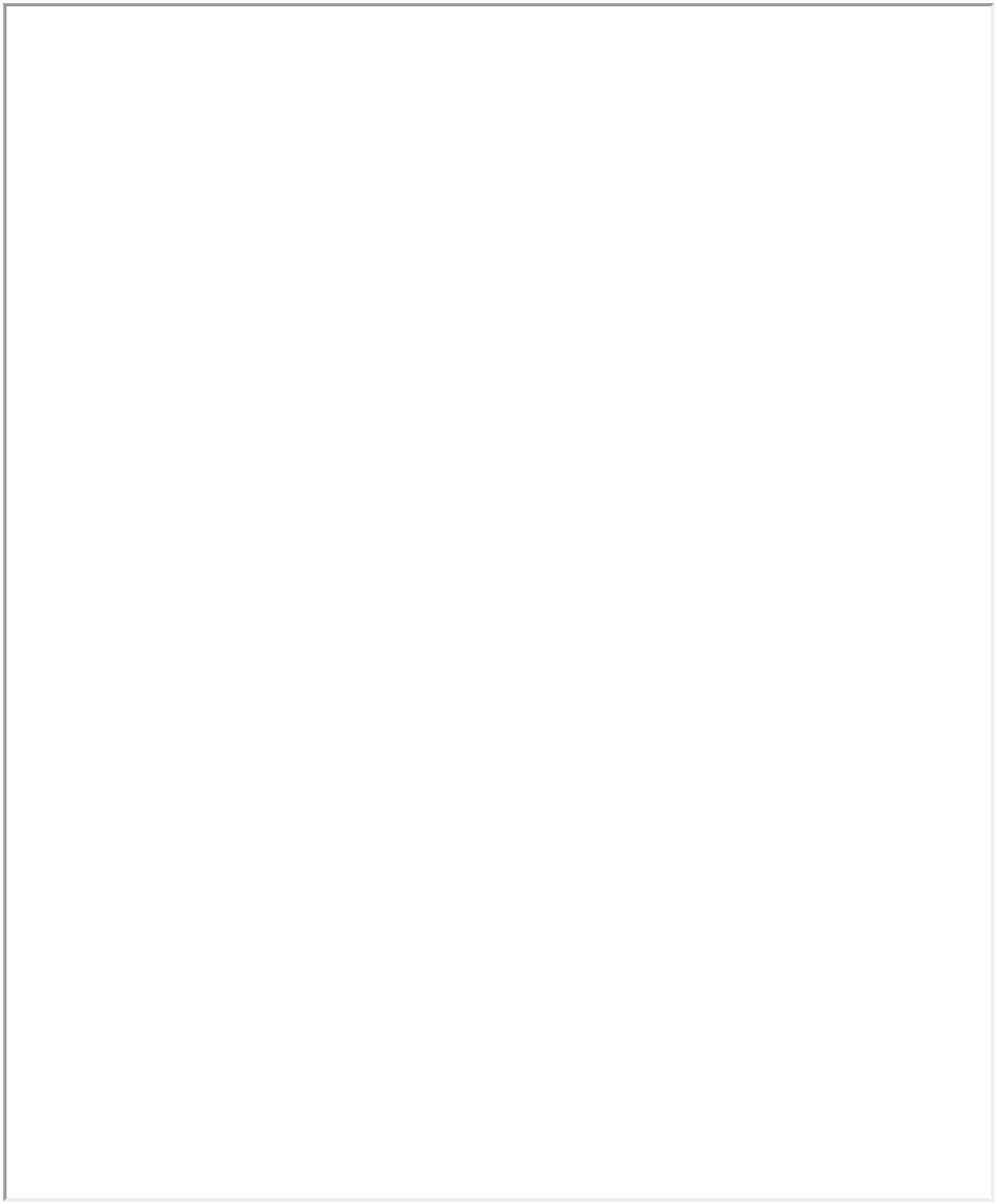
Date of publish: May 2017

Why did we select this research?

Autonomous vehicles (AVs) present a great deal of advantages when it comes to safely moving people within cities, specially those who might have some difficulties in taking other means of transport, such as the youngest and the oldest. Nonetheless, adapting public roads to this new methods of transport, as well as successfully achieving a change in citizen's mentality presents itself like a tough task.

Key findings:

- Semi-structures interviews with users, shopkeepers, pedestrians and other vehicle users, as to understand in which context the Smart Shuttle will operate. Also to see what perspective does people have regarding it.
- Interview with Smart Shuttle users, to understand how and when they would use it (and in turn improve the service).



Reference:

Eden, G., Nanchen, B., Ramseyer, R., & Evéquoz, F. (2017, May). On the road with an autonomous passenger shuttle: integration in public spaces. In *Proceedings of the 2017 CHI Conference Extended Abstracts on Human Factors in Computing Systems* (pp. 1569-1576). ACM.

Dockless bike share code of practice: For Operators in London

Last Modified on 04/10/2017 12:21 pm CEST

Responding to the growing number of dockless bike-share firms operating in London, Transport for London (TfL) has published a code of practice for operators. The code outlines requirements and recommendations that operators will be expected to follow. Announcing the code, TfL said:

> *"Dockless cycle hire has potential to make cycling more accessible and attractive for Londoners. While we welcome responsible bike hire initiatives, dockless bike operators need to work with TfL and London boroughs to make sure that schemes do not have a negative impact on other cyclists, road users and pedestrians or result in unlawful highway obstruction."* - road.cc

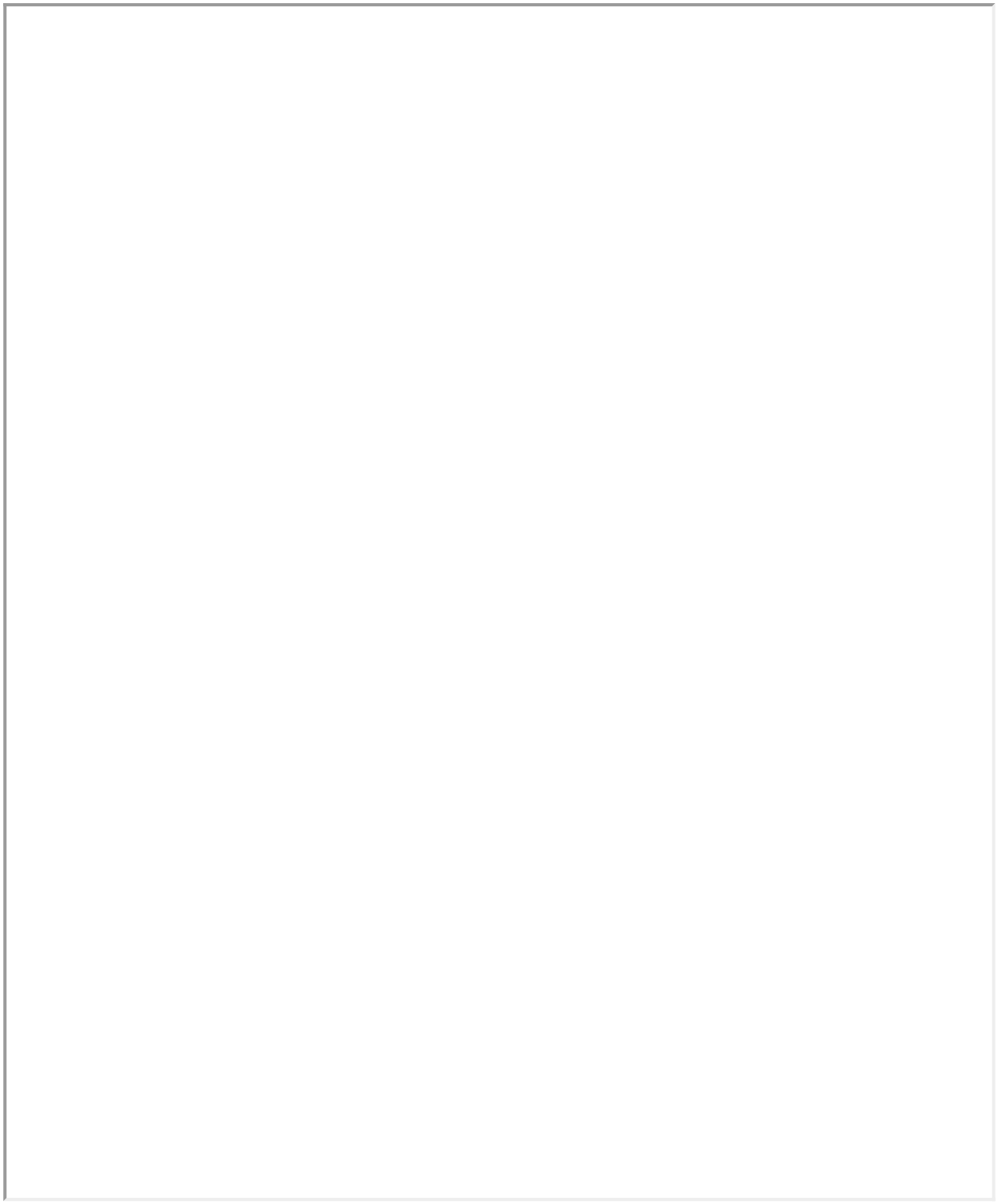
The TfL code states that:

- bikes must not cause 'nuisance or obstruction' and operators will be treated as responsible for the use of any bike they own or manage.
- when clustering of bikes occurs, operators must have the capability to remove and redistribute them.

Operators are asked to:

- maintain their bikes regularly, such that they meet all legal requirements, and where a bike is considered a danger, TfL is asking that it be removed from service within two hours.
- provide cycling advice to users via their mobile apps and to share anonymised data about usage with TfL and local authorities.
- to operate within strict geographic controls.

Read the entire code of practice here:



Supporting car-sharing co-operative Modo

Last Modified on 03/10/2017 3:15 pm CEST

Vancouver's car-sharing co-operative Modo is a pioneer in consumer-run transportation solutions. Launched in 1997 with only 16 members, today Modo has a fleet of more than 500 cars and a membership of 16,000 users. Its app and web platform conveniently allow members to use vehicles at $4/hour, with rates set by the memberowners themselves, who get a vote as shareholders.

Municipalities in British Columbia's Lower Mainland have engaged with Modo in a number of ways:

- **providing parking** by including permits and dedicated on-street spaces where only Modo vehicles can park
- **amending development bylaws** to give developers the option of reduced parking requirements if they participate in car-sharing programs
- **participating in car-sharing** through paid agreements to provide car-sharing options to City employees in place of regular fleet vehicles

Source:

From the report: Navigating the sharing economy: A 6-decision guide for municipalities

Policy proposal Washington D.C. to deregulate taxi industry

Last Modified on 05/07/2018 12:12 pm CEST

Published by: City of Washington D.C. (District of Columbia)

Date: March 2016

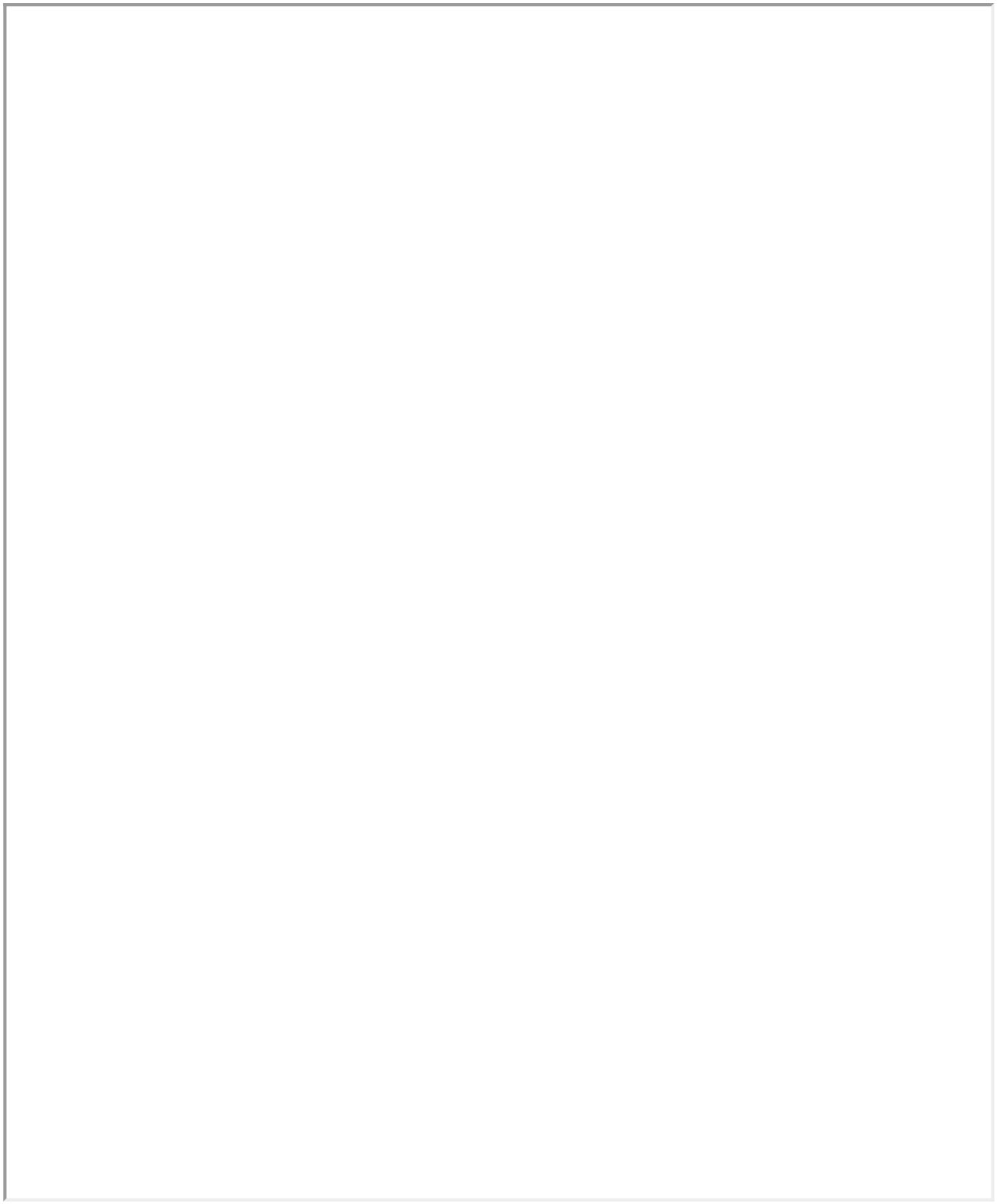
In 2016, Washington D.C. issued a policy framework to prevent an uneven playing field in the taxi industry. Martin Di Caro wrote an article about the policy in the WAMU: **Can D.C. Taxis Compete With Uber? Regulators Consider Major Deregulation**.

In the article Martin explains: “In a personal transport market now dominated by Uber, struggling D.C. taxicab companies have long complained about an uneven playing field. On Wednesday, District regulators will unveil a proposal designed to help cabbies compete for digitally-dispatched rides while satisfying consumers’ demand for convenience, safety, and lower fares."

The 17-page policy proposes a deregulation of the city’s taxi industry and the development of a new vehicle-for-hire service, called Xclass. "More than just an app, Xclass is envisioned as an open platform that would reduce barriers to entry and limit regulations once a driver enters the market. The ambitious plan would start as a pilot program.” Martin continues.

Instead of increasing regulations on Uber and Lyft Washington D.C. reduces the regulatory burden with the economic aim to best serve competition while making sure to keep protecting riders’ safety.

Policy proposal



Airbnb Usage Across New York City Neighborhoods: Geographic Patterns and Regulatory Implications

Last Modified on 20/10/2017 8:35 pm CEST

Authors: NYU Stern Professor Arun Sundararajan, NYU Wagner Professor Ingrid Gould Ellen, NYU Wagner PhD student Xiaodi Li, and economists Peter Coles and Michael Egesdal of Airbnb.
Forthcoming, Cambridge Handbook on the Law of the Sharing Economy
Date published: October 12, 2017

Why did we select this research?

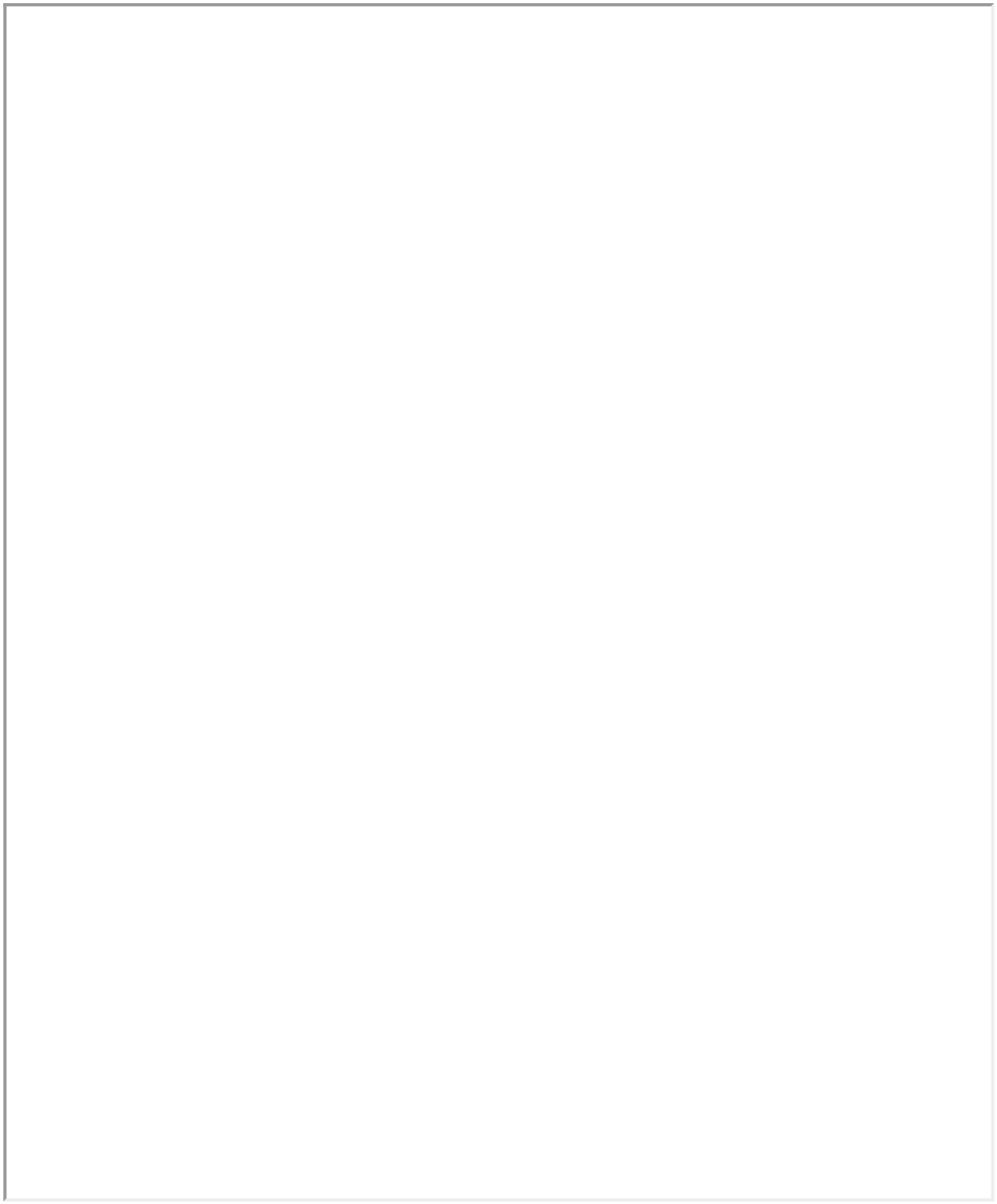
All over the world, (local) governments are trying to institute an appropriate regulatory response. At the same time, emperical evidence about usage patterns, geographic considerations, and the economic impact of both long- and short-term rentals in this new space is lacking. This research combined proprietary data from Airbnb with data from the American Community Survey, Zillow, and TripAdvisor, between 2011 and 2016. Based on this empirical evidence, the researchers outline the advantages and disadvantages of different regulatory approaches to discourage the conversion of long-term to short-term rentals.

> *"We do not advocate for a specific regulatory approach. Rather, we use an economic lens to identify approaches that preserve value while minimizing negative spillovers on neighborhoods."*

Key findings:

- As Airbnb has grown, **usage has become increasingly common outside of Manhattan and in lower income neighborhoods with few hotels,** where hosts are also more likely to offer "individual room" (rather than "entire home") listings. The fraction of booked "entire home" listings in neighborhoods with below-median average household income grew from **17%** in 2011 to **27%** in 2016 and the fraction of booked individual room listings in these neighborhoods grew from **41%** in 2011 to **50%** in 2016.

- **Short-term rentals do not appear to be as profitable in New York City relative to long-term rentals** as many assume, and they have become relatively less profitable over time. In 2016, the average unit would have needed **216 days** as a short-term rental to match the annual average revenue it would have earned as a long-term rental, with average break-even levels ranging from under 190 days in Brooklyn and Queens to 237 days in Manhattan.
- **The significant variation across neighborhoods and in modes of use suggests a need for a regulatory approach that addresses this variation.** Higher taxes and fees on high-usage units (that would also generate revenue for the city) or short-term rental caps and licenses for uncapped units are examples of such approaches.



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Coles, Peter A. and Egesdal, Michael and Ellen, Ingrid Gould and Li, Xiaodi and Sundararajan, Arun, *Airbnb Usage Across New York City Neighborhoods: Geographic Patterns and Regulatory Implications* (October 12, 2017). Forthcoming, Cambridge Handbook on the Law of the Sharing Economy. Available at SSRN: https://ssrn.com/abstract=3048397

Want to know more?

Contact Professor Sundararajan at digitalarun@nyu.edu, Janine Savarese in NYU Stern's Office of Public Affairs at 212-998-0202 or jsavarese@stern.nyu.edu. You can also contact Professor Ellen at ingrid.ellen@nyu.edu or contact Shannon Moriarty at the NYU Furman Center at 212-998-6492 or shannon.moriarty@nyu.edu. To contact Airbnb, you can reach out to contact.press@airbnb.com.

Short Changing New York City: The Impact of Airbnb on New York City's Housing Market

Last Modified on 05/09/2017 3:06 pm CEST

Authors: Héber Manuel Delgado-Medrano and Katie Lyon (Principal Authors)
Date Published: June 2016
Research commissioned by: Housing Conservation Coordinators Inc., MFY Legal Service

Why did we select this case?

Affordable housing is a number one priority for many cities. This study is one of the few that examines the impact of short-term rental on housing prices. The study would help you answer questions like 'Are short term lets hurting the local housing market?' 'What are the connections between housing price and availability of Airbnb?'

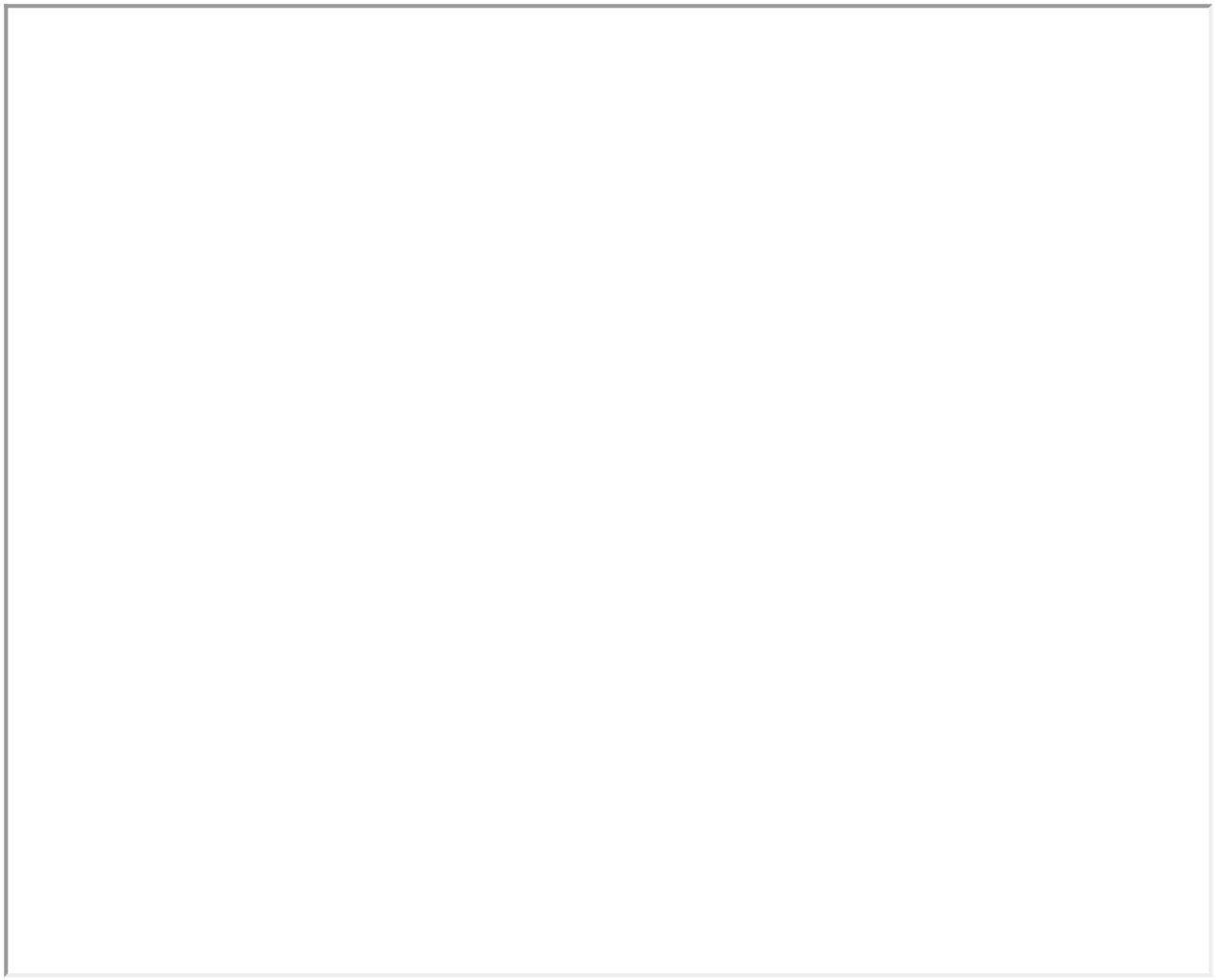
Like major cities around the world, New York city has limited capacity to provide affordable housing. Although housing price have increased dramatically, household income does not rise in the same direction. As New York is the largest marketplace for Airbnb, the authors of this report examined the extent of Airbnb's impact on New York local housing market by using an occupancy model which was developed by advanced artificial intelligence and machine learning based on Airbnb data.

Be aware: "Findings from the report are based in part on proprietary information provided by third party entities as well as from primary research and a variety of public data sources, as described in Section 2 of this report. BJH did not verify the accuracy of information provided to it by third parties."

Key findings

- 90 per cent of all Airbnb listing are concentrated in Manhattan and Brooklyn, with 53 per cent located in one of five 'macro-neighbourhoods'
- Over 30 percent of accommodation listings in New York City are classified as Commercial.

- 16 per cent of all listings are classified as ‘Impact Listings’, units that are most likely to result in the reduction in the supply of residential units, adding to the issue of excessively low vacancy and rising prices.



Reference

Delgado-Medrano, H.M. and Lyon, K.(2016). *Short Changing New York City: The Impact of Airbnb on New York City’s Housing Market.* BJH Advisors LLC, New York, USA. Retrieved from: http://www.mfy.org/wp-content/uploads/Short-Changing-New-York-City.pdf

Housing Affordability Impacts of Airbnb in Portland

Last Modified on 05/09/2017 3:08 pm CEST

Authors: Mike Wilkerson, Lorelei Juntunen, Emily Picha, and Tina Morgan (from ECONorthwest)
Date Published: Fall 2016
Research commissioned by: Airbnb

Why we select this research?

There is no to very little independent research available on the impact of accommodation sharing on housing prices. This ECONorthwest, Airbnb commissioned report provides some insights on the situation in Portland. A potential weakness of the report is the fact that it is based entirely on data released by to ECONorthwest Airbnb.

Key findings:

The results of the analysis shows that Airbnb's activities in Portland do little to worsen our current affordability crisis. If all of Airbnb's entire home unit hosts were to suddenly decide to stop renting on Airbnb, it would do very little, if anything, to affect the trends that are driving rising rents. This analysis, conducted by Airbnb, points to ways in which Airbnb relates to
long-term affordability goals:

- Lodging tax revenues can help to fund affordable housing.
- Short-term rentals provide income and housing security to many hosts.
- Portland's neighborhood business districts benefit from the spending from short-term rental guests.
- Housing market dynamics are more complex than Airbnb.
- Short-term rental units can help to spur the creation of infill development.

Reference

Wilkerson, M., Juntunen, L., Picha, E. & T. Morgan (2016). *Housing Affordability Impacts of Airbnb in Portland.* Retrieved from: https://www.airbnbaction.com/wp-content/uploads/2016/10/PDXAirbnbAffordability10-19-2016-FNL-2.pdf

When Tourists Move In: How Should Urban planners Respond to Airbnb

Last Modified on 01/07/2019 4:23 pm CEST

Authors: Nicole Gurran and Peter Phibbs
Date published: 5 January 2017
Research commissioned by: The University of Sydney

Why did we select this research?

The online accommodation platform Airbnb has expanded globally, raising substantial planning and regulatory concerns. Housing affordability pressures afflict the world's major cities, while spare capacity within existing dwellings lies untapped. The share economy can address both of these problems by releasing latent space within existing buildings through services such as Airbnb. Critics, however argue that Airbnb has enabled tourism accommodations to penetrate residential neighbourhoods, which creates conflicts between visitors and residents, displacing permanent accommodation in high-demand cities and exacerbating affordability pressures for low-income groups.

Key findings

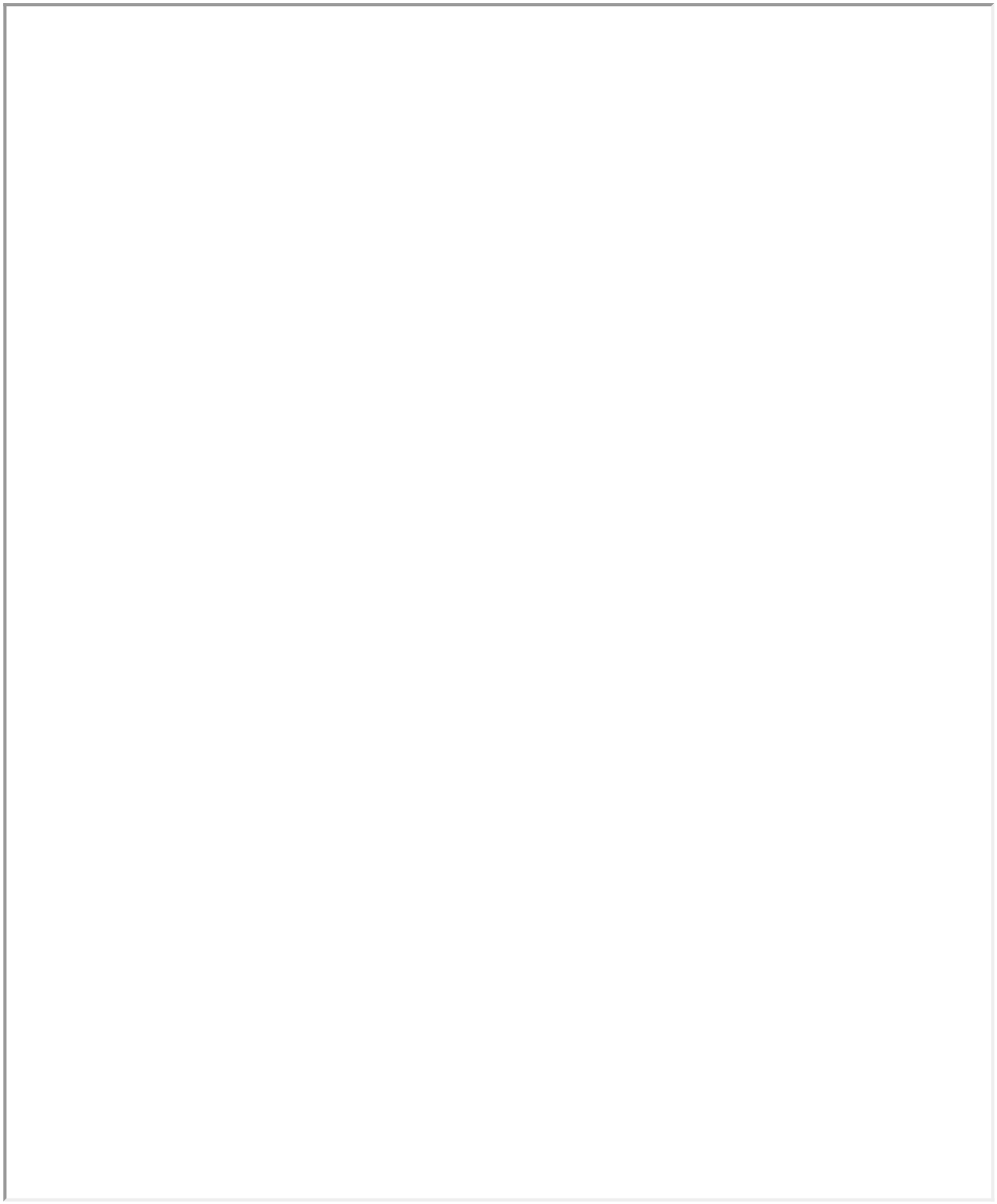
- Planners and policymakers in cities with increasing numbers of Airbnb rentals need to review how well local planning controls manage the neighbourhood nuisances, traffic and parking problems that may be associated with them while acting to protect the permanent rental housing supply.

- Local planners need to ensure that zoning and residential development controls distinguish between different forms of short-term Airbnb accommodation listings and their potential impacts on neighbourhoods and housing markets

- In areas of high Airbnb visitation, there is growing concern over tourist behavior in residential neighbourhoods and apartment buildings, particularly when whole homes or apartments are offered by absent hosts on a

permanent or semipermanent basis.

- All planning efforts should be supported by a strong policy framework for monitoring the impact of Airbnb rentals on the availability and cost of lower-cost permanent rental accommodations, and ongoing research and analysis to fully understand implications for local neighbourhoods and housing markets.



References

Gurran, N., & Phibbs, P. (2017). When tourists move in: how should urban planners respond to Airbnb?. *Journal of the American planning association*, *83*(1), 80-92. https://www.tandfonline.com/doi/full/10.1080/01944363.2016.1249011?src=recsys

Circular Economy in Cities Evolving the model for a Sustainable Urban Future

Last Modified on 20/06/2019 12:11 pm CEST

Author: World Economic Forum

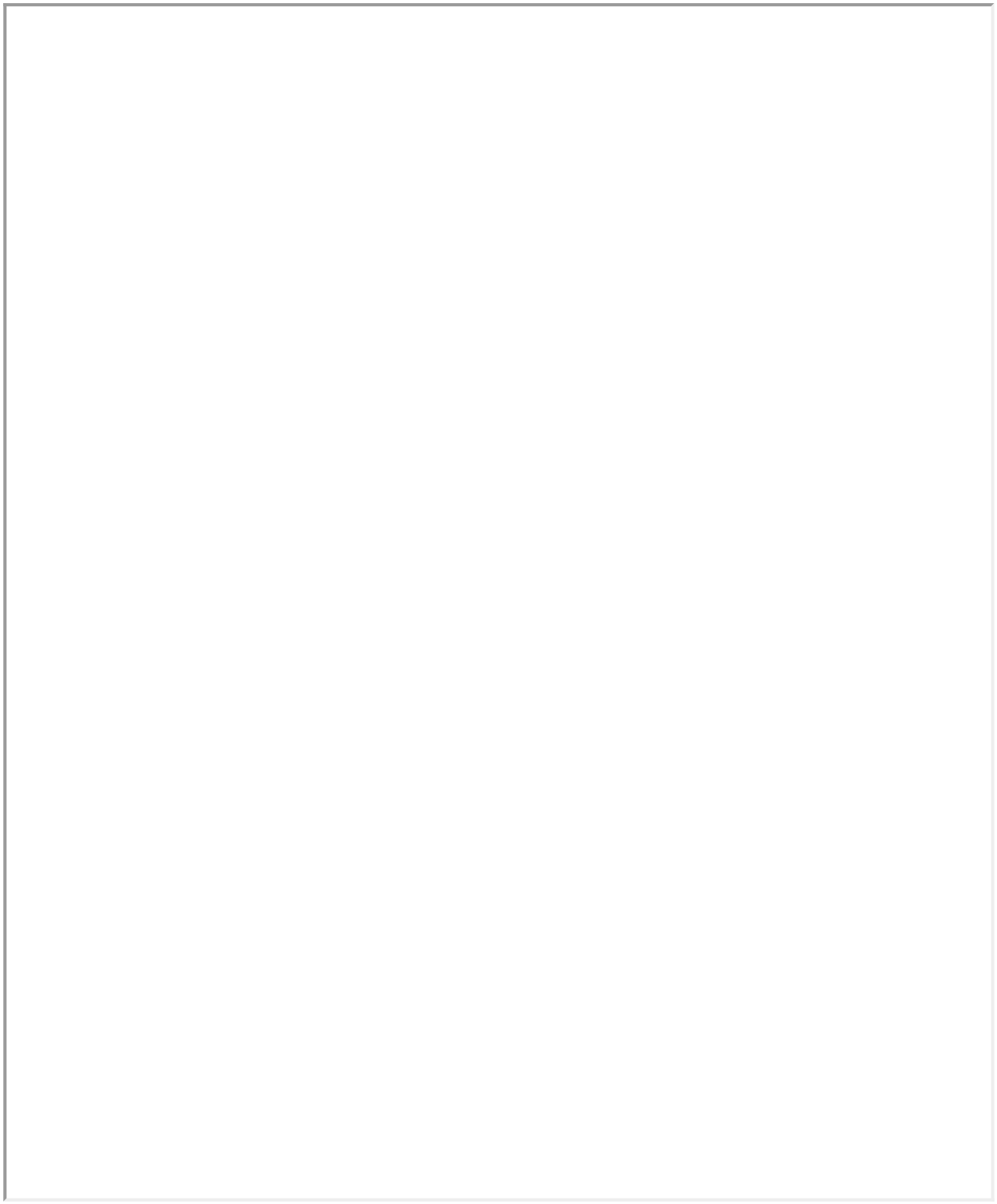
Date of publish: 2018

Why did we select this research?

The role of cities in the rapidly evolving environment we currently live in, is crucial. In order to guarantee the most sustainable transition possible, cities have the chance to embrace the circularity approach and by extension the whole system can be potentially reverted. In order to successfully achieve such transition towards a circular economy, a multisectorial and multistakeholder approach is needed, together with integrated action over the long-term in different areas of local administration.

Key findings:

- Need for prioritization of a systematic transition from the linear paradigm of production and consumption to a circular model (keeping materials in use for as long as possible and maximizing their economic value).
- Collaboration and common efforts are required across the value chain (involving individuals, the private sector, different levels of government and civil society).
- Role of the private sector by making available the necessary infrastructure, and formulating policies and regulations that incentivize innovation without imposing burdens that dampen growth.



Reference:

Circular Economy in Cities: Evolving the Model for a Sustainable Urban Future, World Economic Forum in collaboration with PwC, 2018

Understanding the Sharing Economy: Drivers and Impediments for Participation in Peer-to-Peer Rental

Last Modified on 18/06/2018 1:00 pm CEST

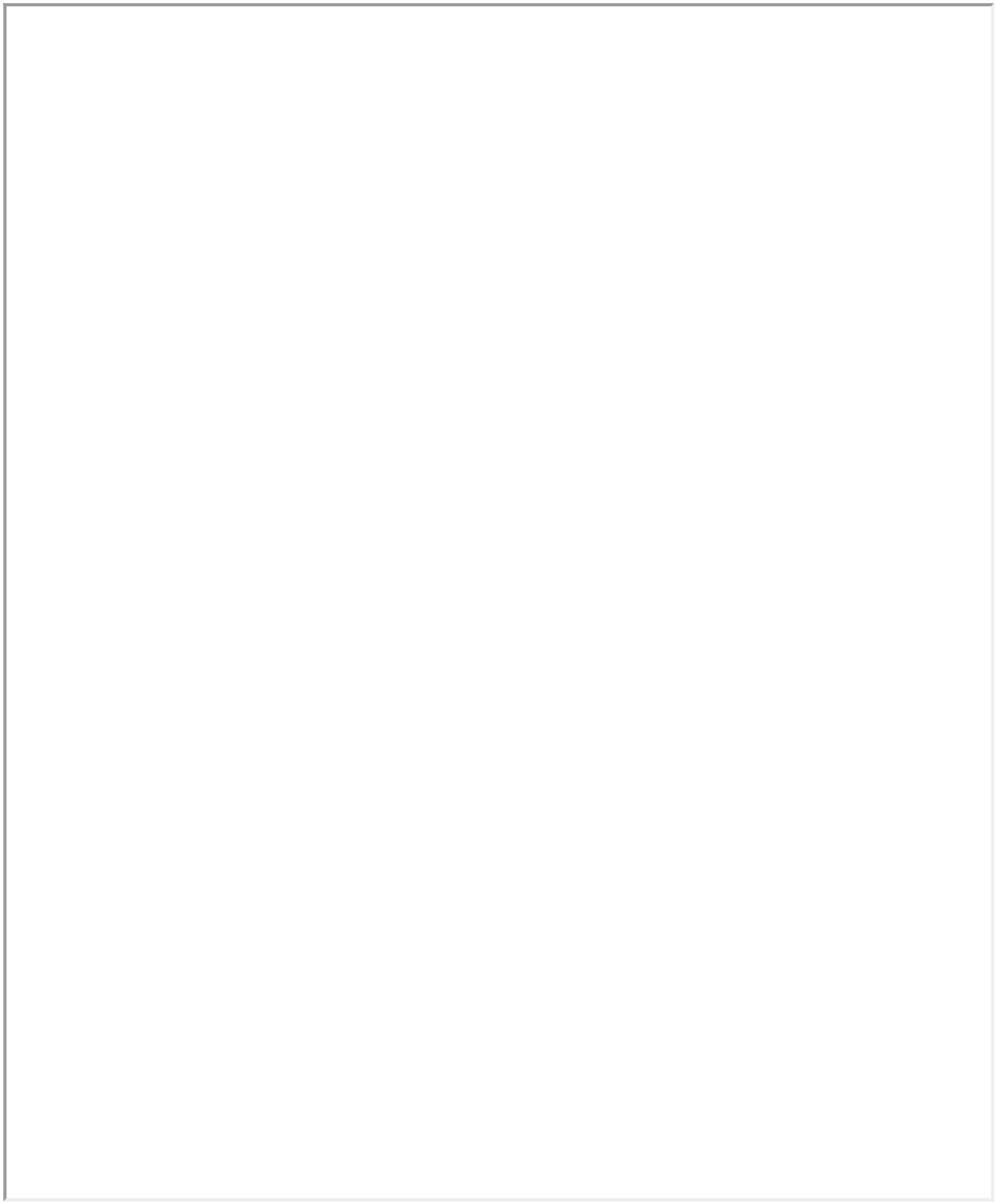
Authors: Florian Hawlitschek, Timm Teubner, Henner Gimpel
Date published: January 2016

Why did we select this research?

As P2P products and services proliferate, understanding why people participate – or don't – in the sharing economy is becoming increasingly important. However, the drivers and impediments for participation remain unclear. Focusing on peer-to-peer rental services, Hawlitschek et al. attempt to shed more light on this question by developing a questionnaire on personal motives.

Key findings

Based on insights from a survey of more than 600 people and literature review, the authors identify 17 factors to measure motivations for participating in the sharing economy. In doing so, they assess a broader spectrum of motivations than any preceding work, taking into account differences between provision and use, users and non-users, and different domains of 'sharing'. The study also offers a useful overview of existing research on user motivations and provides a strong theoretical foundation for future research in the field.



Reference

Hawlitschek, F., Teubner, T., & Gimpel, H. (2016, January). Understanding the Sharing Economy--Drivers and Impediments for Participation in Peer-to-Peer Rental. In System Sciences (HICSS), 2016 49th Hawaii International Conference on (pp. 4782-4791). IEEE. Retrieved from: https://www.computer.org/csdl/proceedings/hicss/2016/5670/00/5670e782.pdf

Reshaping Urban Development Through The Shared Economy

Last Modified on 12/06/2019 12:17 pm CEST

Date: January 2019

Author(s): Inspire.com

Why did we select this article?

The article provides a clear overview on the relationship between the concepts of community and sharing economy, and how the latter has influenced the resurgence of city living with its massive impact on society, economy and the environment. The sharing economy and its success was surely due to business and peer 2 peer transactions, but also thanks to the ability to create a sense of community enrichment and creating a better quality of life; leading to new forms of cooperation.

Key findings

The transition to shared spaces in cities finds its roots to the need for optimize the use of resources and space, in order to make cities more liveable and more sustainable at the same time. Some forms of shared spaces are:

- **Communal gardens and multi-purpose outdoor space.** Fueled partially by the farm to table movement, more community gardens have sprung up in big cities. These allow people to get hands-on with their food and connect with their their neighbors who care for the gardens. Communal gardens are often started in lower-income neighborhoods because the land is cheaper.
- **Co-working spaces.** Instead of trying to compete for space at a crowded coffee shop, freelancers and small businesses have leveraged co-working spaces in cities where rents are high, but clients are plentiful.
- **Diversifying peer-to-peer services.** Following the success of Airbnb, Lyft and Uber, other peer-to-peer services have surfaced across multiple industries. Turo is a service that functions a lot like Airbnb, but for cars. This allows consumers to bypass the traditional car rental service to rent directly from a private party.
- **Co-living spaces.** WeLive is an apartment complex in Arlington, Virginia that makes up for the lack of square footage in the individual units by offering large communal spaces. In addition to a shared living room for movie nights, there's a yoga studio and professional-grade communal kitchens.

Taking Sharing Further: Budget Transparency & Connected Communities

Another way that cities are starting to become more sharing-focused is through the city budgeting process. Cities can set aside specific funds within their larger budgets so that local residents can vote on how that money should be used in their cities. It opens up the gates of transparency and gives power back to the people who are directly affected by city policies. It all ties back to this theme of working together in cooperation within a city instead of operating in isolation.

We're in this together as a society: why shouldn't everyone work towards a future that is connected, shared and sustainable? The more we work together, with technology as a means to do so, the brighter that future will be.

Source: https://www.helloinspire.com/blog/smart-tech/shared-economy-enabling-community-enrichment

Sustainability of Sustainable Real Property Development

Last Modified on 12/06/2019 12:18 pm CEST

Authors: Kwame Addae-Dapaah, Loiw Kim Hiang, and Neo Yen Shi, Sharon

Date published: 2009

Why did we select this research?

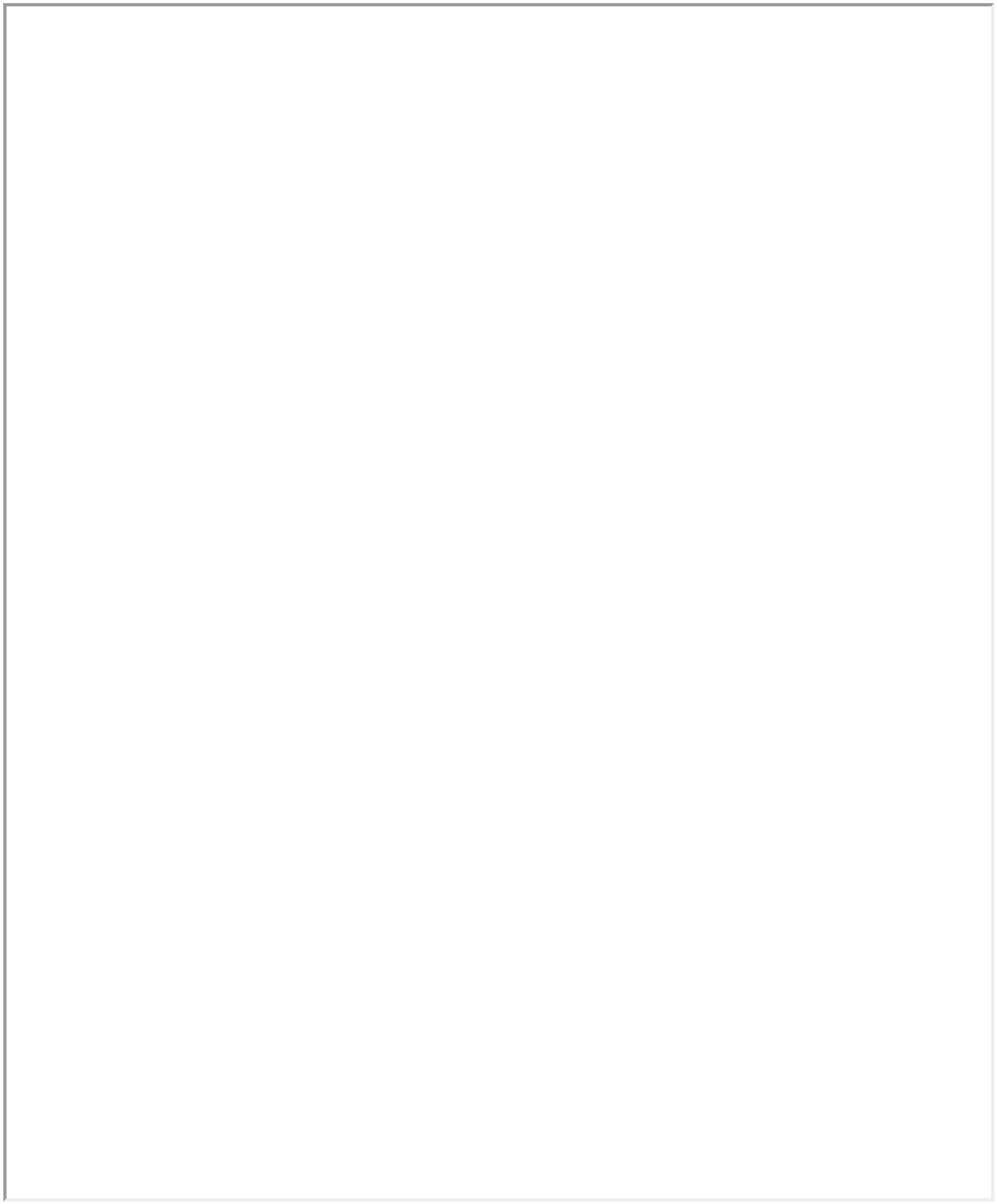
The constant need for area development in Singapore is permanently pointing at one issue: green buildings as a solution. Even though the market is aware of the wide range of benefits of such buildings, there is a great credibility gap that does not allow for this type of buildings to be the ones popping up in Singaporean real estate market.

Key findings

- Location and accessibility remain to be the top priorities for both developers and consumers, hence real estate proves to retain its main essence.

- Despite the government's efforts to push through a green agenda, the private sector remains reluctant to a greener approach to real estate.

- There is still the assumption that green buildings have higher costs in general (from design, materials used and maintenance). There is still a lot of room for the green building market to prove itself not only to be more environmentally friendly but also economically attractive and efficient on the long term.



Reference

Addae-Dapaah, K., Hiang, L. K., & Sharon, N. Y. S. (2009). Sustainability of sustainable real property development. *Journal of Sustainable Real Estate*, *1*(1), 203-225.

Urban Developer BPD Advances the Sharing Economy

Last Modified on 20/06/2019 2:12 pm CEST

Authors: Pieter van de Glind, Edward Zevenbergen and Sander Klaver

Date of publish: April 2017

Why did we conduct this research?

The fact that we as a society share, is no more questionable. We do not only share things (gardening tools, clothes we do not need at the moment, or even our car) with our friends but with people we have never seen before. The fact that we are transitioning towards a sharing economy is no longer questionable.

Key findings:

- Despite people liking the concept of sharing, there are clear boundaries which are not negotiable, eg: spaces within one's home is a clear "no-go" (people are still too fond of their privacy)
- *Holon House* project in Amsterdam (movable walls which make it a living building according to the necessities of its residents).
- *APPartments* housing project (Amsterdam) which is totally based on the principles of sharing economy. The plan is so strikingly unique because of the seven pillars it bases on the livability of the potential residents: share & connect; coffee & host; work & connect; meet & do; pop up market; share; mobility.

Reference:

ShareNL [https://www.sharenl.nl/nieuws/urban-developer-bpd-advances-the-sharing-economy]

Cities of Tomorrow

Last Modified on 20/06/2019 10:39 am CEST

Author: Enel

Date of publish: October 2018

Why did we select this research?

Circular economy plays (and has the potential to do so even more) a crucial role in cities, where most of the population lives worldwide. In order for cities to be able to cope with the raise in population, transport and demands of such increase, many things need to be reshaped. The way we consume being on the top of the list.

Key findings:

- Innovation and sustainability at the center of the strategy.
- Use of renewable sources, the increased service life of assets and the promotion of the so-called end of life phase are actions that lead to benefits in terms of new solutions, innovation, cost and risk reduction.
- Openness and inclusion generate discussion with all stakeholders and the development of skills and ideas coming from the entire ecosystem.

Reference:

Cities of Tomorrow. Circular Cities, Enel, 2018.

Collaboration for Circular Economy: Linking sustainable public procurement and business models

Last Modified on 12/06/2019 12:18 pm CEST

Authors: Lozano, R. & Witjes, S.

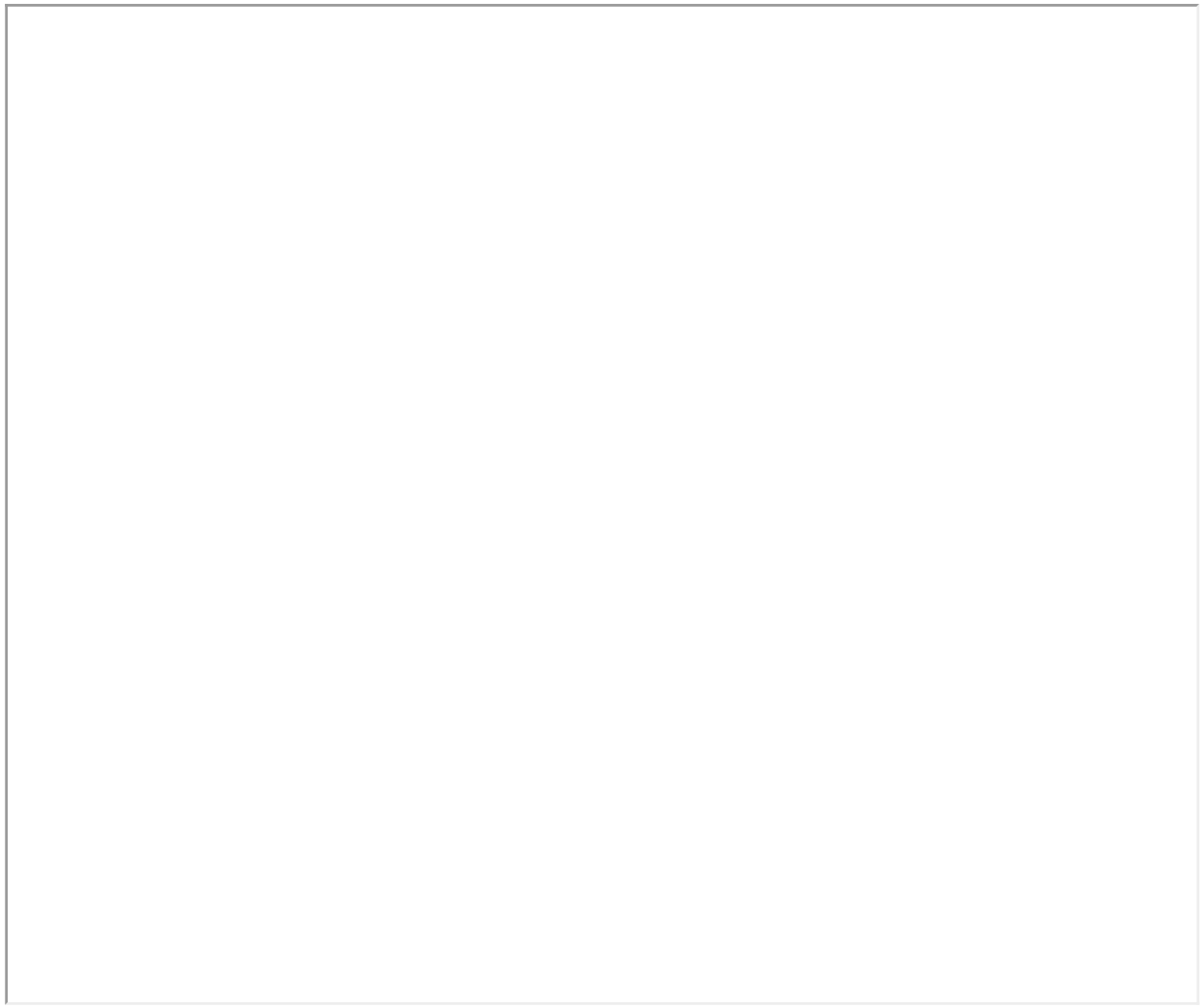
Date Published: 2016

Why did we conduct this research?

Contributing to sustainable development has been a strategic goal of business and government thinking for decades; however, one of the major challenges for this has been integrating this goal into an economic model that also delivers environmental and social benefits. Integrating CE principles in Public Procurement (PP) is one of the options to create fundamental change and contributing to making societies more sustainable. In the EU, PP on goods and services accounts from between 16% and 40% of GDP, which represents a huge opportunity to transition the European economy to a more sustainability oriented society. Given the purchasing power of public organisation, considerable demand for sustainable products and services can therefore, be promoted.

Key Findings

- The framework, its validation, and application on the case studies show that technical and non-technical specifications can motivate suppliers and procurers to develop products or services starting from the definition of customer required value, through the development of a possible PSS aiming for more resource efficiency.
- Integrating sustainability into the procurement process specifications and the organisational system of companies will have to be adjusted on four levels: product, process, business model, and strategy.
- Private and public companies addressing sustainability need support with addressing sustainability issues in collaboration with internal and external stakeholders at all levels.
- More focus on learning processes, such as feedback points, sharing knowledge and experience, can help companies realise greater financial and organisational benefits from their involvement in circular procurement processes.
- Collaboration with other companies, leading to alliances in the value chain, network or the wider society, is an important first step towards contributing to CE.
- Creativity, flexibility, and cooperation of legal advisors and lawyers are key to challenge current procurement legislation. To enable a focus on the division of the responsibility of the value chain actors for the life cycle of the product or services now and in the future, lawyers have to change their focus from a contract that will be signed to ensure future risks from happening towards an agreement for long term collaboration between different actors.



Reference

Lozano, R. & Witjes, S. (2016) Collaboration for Circular Economy: Linking sustainable public procurement and business models. Utrecht University, Faculty of Geosciences.

https://www.pianoo.nl/sites/default/files/documents/documents/linkingsustainablepublicprocurementandbusinessmodels september2016.pdf

Circular Economy in the building sector: Three cases and a collaboration tool

Last Modified on 12/06/2019 12:18 pm CEST

Authors: E., Quist, J. & Bocken, N.

Date Published: December 2017

Why did we conduct this research?

The Circular Economy (CE) gained significant traction in business and academia. While in the building sector issues around energy efficiency are being widely explored, CE is still a relatively new topic. This article reports on three CE pilots in the Dutch building sector and develops a collaboration tool for developing and operating circular buildings and their supply chain collaborations.

Key Findings

- CE in supply chain collaboration starts with vision development. The cases show that clients have a key role in redefining their requirements based on needs instead of specified requirements. Vision development can contribute to supply chain collaboration by involving stakeholders with relevant knowledge to refine the client's vision and ambition together.

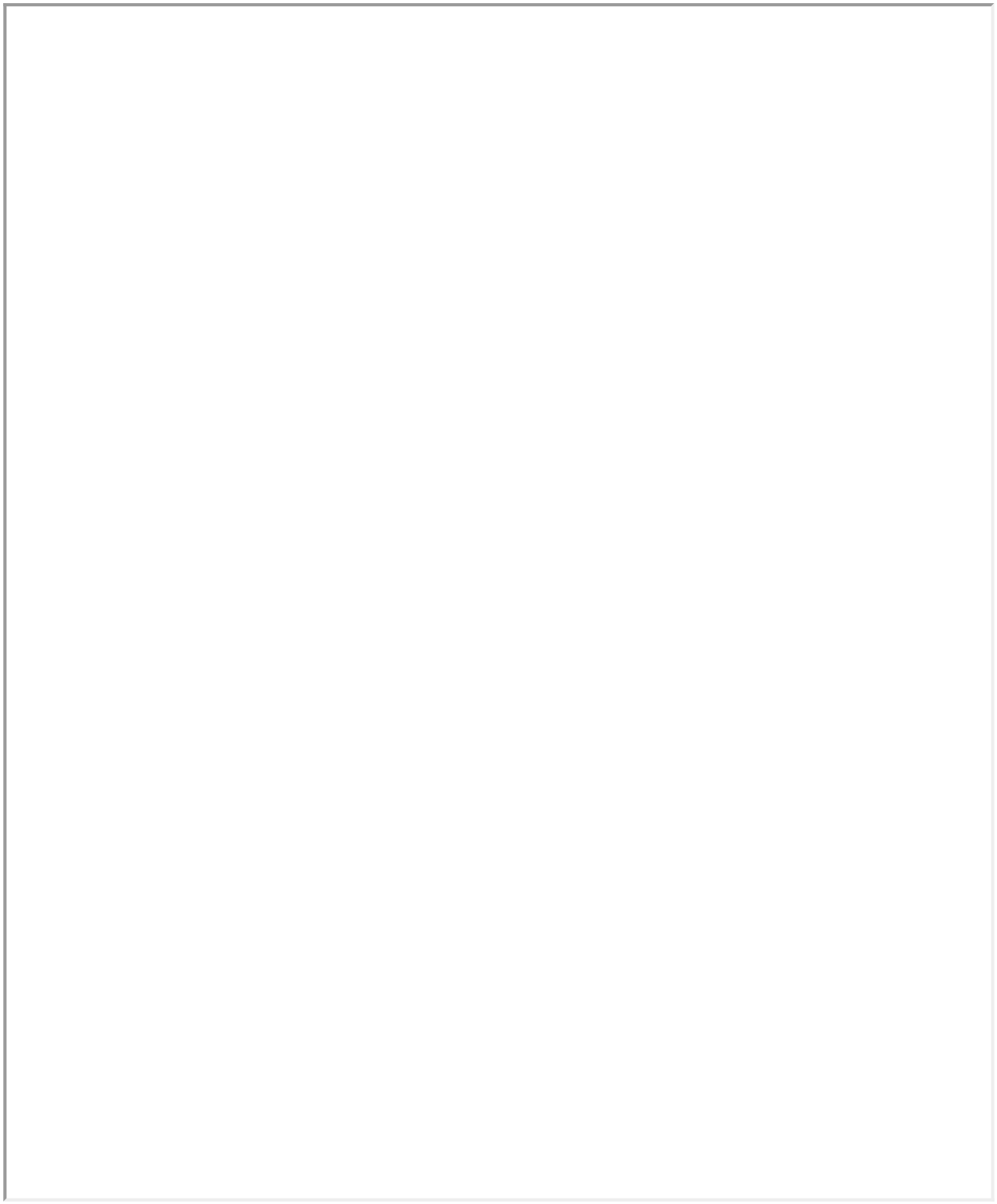
- Higher order actor learning is essential to embed new collaborative approaches among supply chain partners. This relates to the pioneering phase of CE in the building sector: actors need to learn to broaden their scope to include end-of-life options for a building.

- An essential activity in the network dynamics is facilitating supply chain collaboration by bringing all partners together - from suppliers to designers, demolishers and waste companies. This calls for trust between supply chain partners, especially among the ones that are normally not involved in the

design process

- New types of sustainable business models have been identified in circular building pilots. These can be seen as important enablers for the implementation of collective approaches for supply chain collaboration in closing and slowing resource loops. In these business models, circular and sustainable value creation are actively sought.

- A new process design is required in which a variety of disciplines along the supply chain is integrated upfront for developing the vision in co-creation with clients.



Reference

Leising, E., Quist, J. & Bocken, N. (2017) Circular Economy in the building sector: Three cases and a collaboration tool. Journal of Cleaner Production, Vol. 176: 976-989.

https://www-sciencedirect-

com.proxy.uba.uva.nl:2443/science/article/pii/S0959652617329402

Home Sharing Between Elderly and University Students

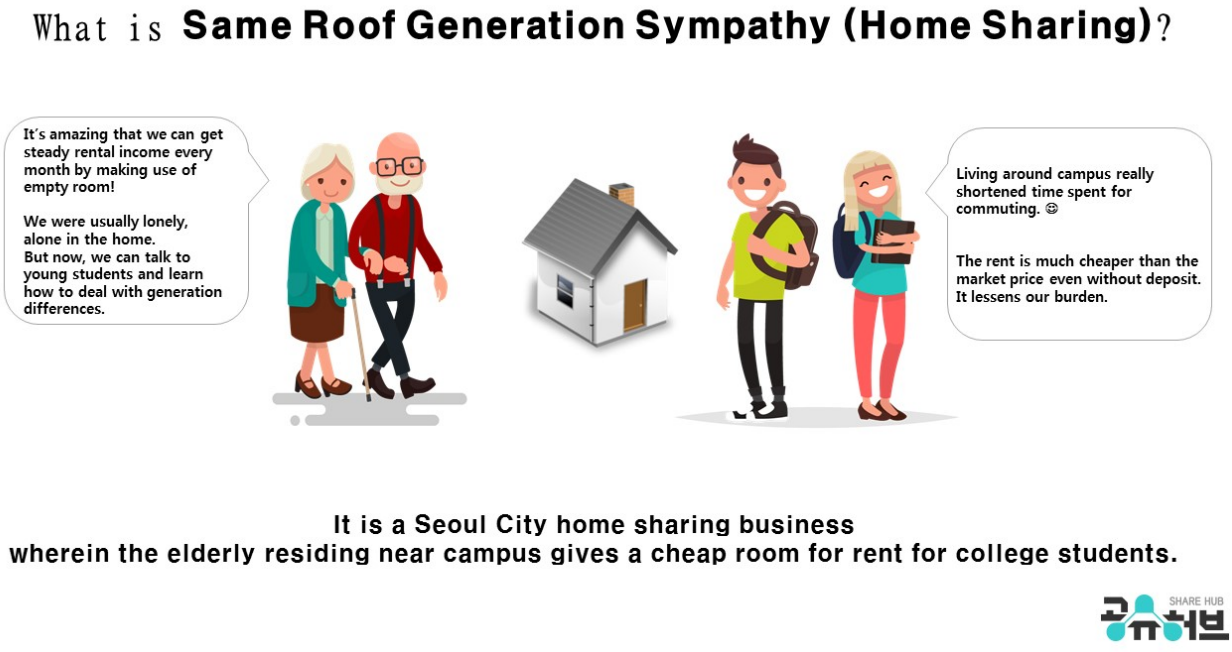
Last Modified on 23/02/2018 11:29 am CET

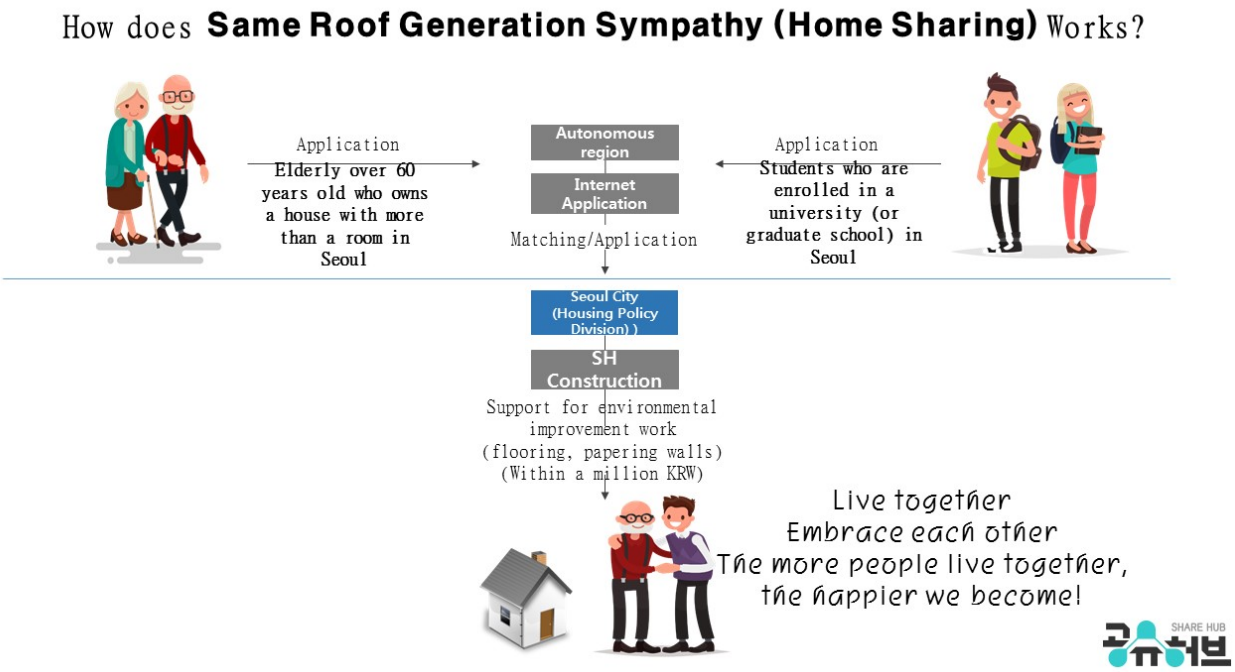
Why did we select this case?

Senior citizens often suffer from social isolation, which studies demonstrate adversely impacts both their mental and physical health. Meanwhile, students are increasingly finding that accommodations near college campuses are substandard or unaffordable. Seoul introduced a win-win policy that solves the elderly welfare and youth housing problem through the sharing economy through a home sharing system between elderly and college students. Similar projects have been started in other cities as well. These cases show how sharing practices can increase social cohesion in cities.

About the Case

The project is called the Same Roof Generation Sympathy. This home sharing of different generations, has various goals such as resolving the loneliness of the elderly, securing rental income, and stabilizing housing for young people. The following images (derived from ShareHub) illustrate how it works.





Similar intergenerational-living programs have been introduced in other cities as well, including in Deventer, the Netherlands, Lyon, France and Cleveland, Ohio. The Humanitas Retirement Village, in Deventer is a long-term care facility, which offers free accommodation to students in exchange for 30 hours of their time per month to help the older residents. Currently, six students are residents in the village. This arrangement provides a mutual benefit: rent-free accommodation for students and a younger demographic to help support the care of, and foster interactions with, older residents. As part of their volunteer agreement, students teach residents various skills – such as using email and social media – and provide companionship. While these exchanges are important, it is living in such proximity that helps relationships and connections develop, eases loneliness, and makes a positive contribution to the mental health of the seniors.

Resources

Reed, C. (2015, April 5). Dutch nursing home offers rent-free housing to students. *PBS NewsHour*. Retrieved from http://www.pbs.org/newshour/rundown/dutch-retirement-home-offers-rent-free-housing-students-one-condition/

Jansen, T.R. (2015, Oct 2). The nursing home that's also a dorm. *City Lab.* Retrieved from http://www.citylab.com/housing/2015/10/the-nursing-home-thats-also-a-dorm/408424/

Carter, J.S. (2015, March 26). Dutch nursing home lets students live free. *RN Drive*.

Retrieved from http://www.abc.net.au/radionational/programs/drive/dutch-retirement-home-lets-students-live-rent-free/6351450

Jewish Community Housing for the Elderly. (2016, March 14). Humanitas in Rotterdam Offers Extension of JCHE Model. Retrieved from http://www.jche.org/insight-reader/items/humanitas-in-rotterdam-offers-extension-of-jche-model-397.shtml.

Relaxnews. (2014, December 7). Intergeneration' retirement home sees students live alongside the elderly. *CTV News*. Retrieved from http://www.ctvnews.ca/health/intergenerational-retirement-home-sees-students-live-alongside-the-elderly-1.2136659

Accommodation Sharing: Matching Refugees with Homeowners

Last Modified on 23/02/2018 11:30 am CET

Why did we select this case?

In the midst of a global refugee crisis, the influx of refugees into cities especially in Europe, presents major challenges. Managing this fraught situation is of paramount importance. While much public focus has been on the role of national and supranational institutions, it is municipalities who are responsible for planning, delivering, and, in some cases, financing the housing, education, and full integration of new arrivals. Especially, affordable housing for refugees is a challenge for many cities. Online platforms are able to aggregate and activate existing housing capacity from individuals and communities, thereby (partly) reducing the pressure on governmental services and potentially smoothening the integration of new citizens.

About the Case

What?
Online platforms such as Refugees Welcome and Airbnb are giving locals the opportunity to offer a part of their living space to refugees. Refugees Welcome is a bottom-up initiative that operates as a non-profit organization. Airbnb is a limited company who offers Airbnb.com/welcome at zero financial costs.

How?
Refugees Welcome works with a buddy system that connect home owners to refugees and assist in crowdfunding the rent. Airbnb.com/welcome works with partner NGO's who screen both parties and assist with the matching process.

Why?
Refugees Welcome was founded to help solve the refugees crisis in a way that allows newcomers to live within existing communities. Airbnb.com/welcome, according to Airbnb, was launched because existing Airbnb users asked for the possibility, and the company decided to make it possible. People who want to offer a home do have to create an Airbnb profile.

Where?

Refugees Welcome is active in: Germany, Portugal, the Netherlands, Northern-Ireland, Canada, Austria, Spain, Poland, Czech Republic, Australia, Greece, Sweden, Italy and Romania. Airbnb is setting up partnerships with NGO's from the following countries: France, Canada, Greece, Germany, Italy, Spain and the United States. But anyone from any country can offer its home.

Impact of the Idea

- Refugees Welcome has thus far enabled +1000 matches.
- Airbnb.com/welcome has served during 65 emergencies and matched thousands of homes with those in need.

> 'Why shouldn't refugees be able to live in flatshares or houses instead of camps? We thought so too and found a way to make it happen.' - Refugees Welcome

Want to know more?

- http://www.refugees-welcome.net/
- https://www.airbnb.com/welcome/refugees
- https://medium.com/@joegebs/opening-more-homes-to-people-in-need-4e8e975cf14c

‘Mietshäuser Syndikat’ Fosters Self-organized Housing Projects

Last Modified on 09/02/2018 11:53 am CET

Why did we select this case?

The founders of "Mietshäuser Syndikat" (tenements syndicate) connect successful co-housing projects in Germany to support self-organised, social housing projects, suggesting an effective template for dealing with housing in cities.

About the case

The founders of "Mietshäuser Syndikat" (tenements syndicate), a network of co-housing projects in Germany, found that many self-organised co-housing projects were falling due to challenges in the early phases with legal issues, finances, and group dynamics. In addition to this, many co-housing projects did not have the capacity to support each other.

In response to this The Mietshäuser Syndikat was created to support self-organised, social housing projects, by linking successful established projects with emerging ones to give guidance while simultaneously reducing re-commercialization by ensuring all inhabitants co-own all real estate assets of all co-housing projects.

For a co-housing initiative to join The Mietshäuser Syndikat certain requirements need to be met "The co-housing project needs to be self-organized by its residents, and a house and a financing plan must be on hand. Once the co-housing project establishes a secure financial basis, it needs to support new projects that are in the critical, cost-intensive early phases, the same way it received help when it began. The MHS Association represents all inhabitants of all co-housing projects and has a veto right when it comes to reprivatization and commercial exploitation of individual projects. Regarding any other issue concerning the residents, loans, rents, and renovation, the co-residents themselves make decisions on behalf of their own cohousing association" (Sharing Cities, Activating the Urban commons).

Results

Since 1983, the network has grown to consist of 111 cohousing projects with a total

of about 3,000 residents.

Twenty-one initiatives throughout the country are in the process of joining the network.

Spin-offs like “habiTat” in Linz, Austria, have been established in other countries.

Resources

https://www.syndikat.org/en/

New Zealand Appeals to Public to Identify Rentals, Marae and Land to be Used for Homeless

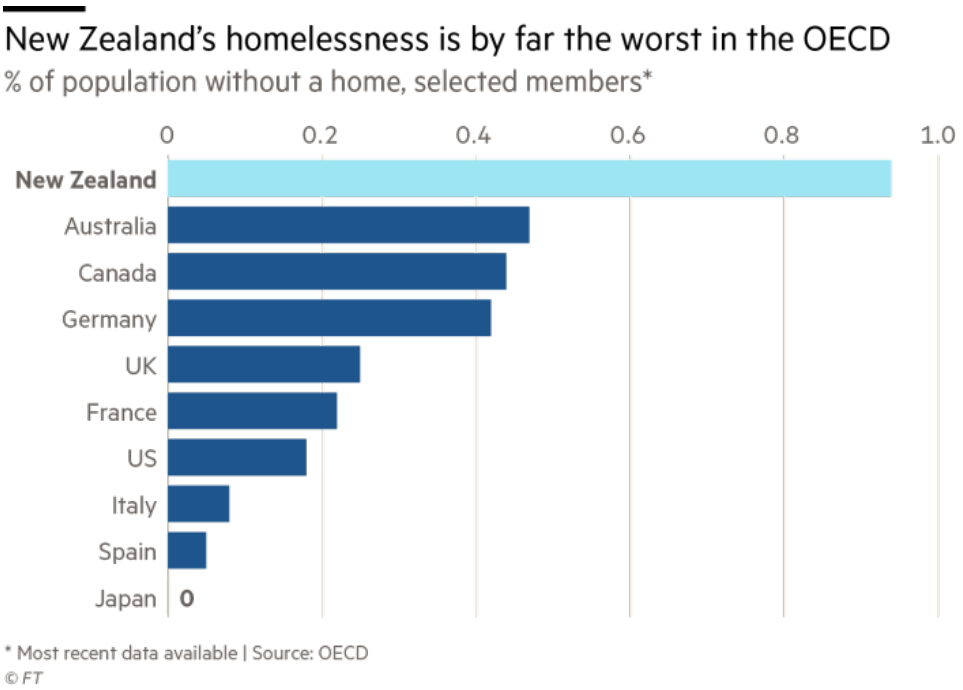
Last Modified on 15/05/2018 4:38 pm CEST

Why did we select this case?

Homelessness is a major urban issue that has the potential to be resolved with the use of accommodation sharing platforms. The New Zealand government is approaching homelessness from this direction by calling for help from the public to identify and share otherwise unitilised assets to be inhabited by those seeking social housing.

About the case

New Zealand government will be putting $100m into tackling the escalating homelessness issue before the winter of 2018. There are, as of May 2018, 40,000 homeless or with insecure housing situations in New Zealand, 6,200 of which are seeking social housing, fuelled by lower interest rates and rapidly escalating rents that have resulted in many lower income individuals unable to attain home ownership.



> "We can't do this alone...If you know of properties that might be available over winter, such as seasonal worker accommodation or private rental homes, we'd like to hear about those." - Housing Minister Phil Twyford

Their aims are to increase short-term and long-term housing options for the homeless and those with insecure housing and increasing social service funding. Of the $100m, $37m that had been allocated to this concern but not spent by the previous government will go toward finding 1,500 short-term emergency housing units. Property owners that identify potential properties are to be paid market rent while their asset is in use. The remaining $63m will be allocated to the Housing First programme, that, unlike most housing initiatives, has no housing readiness conditions. Any issues regarding sobriety, physical health, or mental health are to be resolved with the appropriate holistic support once the individual has a secure residence.

Want to know more?

'Govt. Appeals to Public to Identify Rentals, Marae, and Land Which Can Be Used For Homeless'

https://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=12045040

‘There is No Reason Why There Should be Homelessness in a Country Like NZ’

https://www.independent.co.uk/news/world/australasia/new-zealand-shelter-homeless-winter-deadline-jacina-ardern-a8338041.html

'New Zealand Looks to Ban Foreigners from Buying Houses'

https://www.ft.com/content/66c16b5e-d8b5-11e7-a039-c64b1c09b482

Housing First programme

https://www.msd.govt.nz/about-msd-and-our-work/work-programmes/social-housing/housing-first.html

Quayside, Toronto

Last Modified on 12/06/2019 12:21 pm CEST

Date: 9 November 2018

Author: Sidewalk Toronto

Why did we select this research?

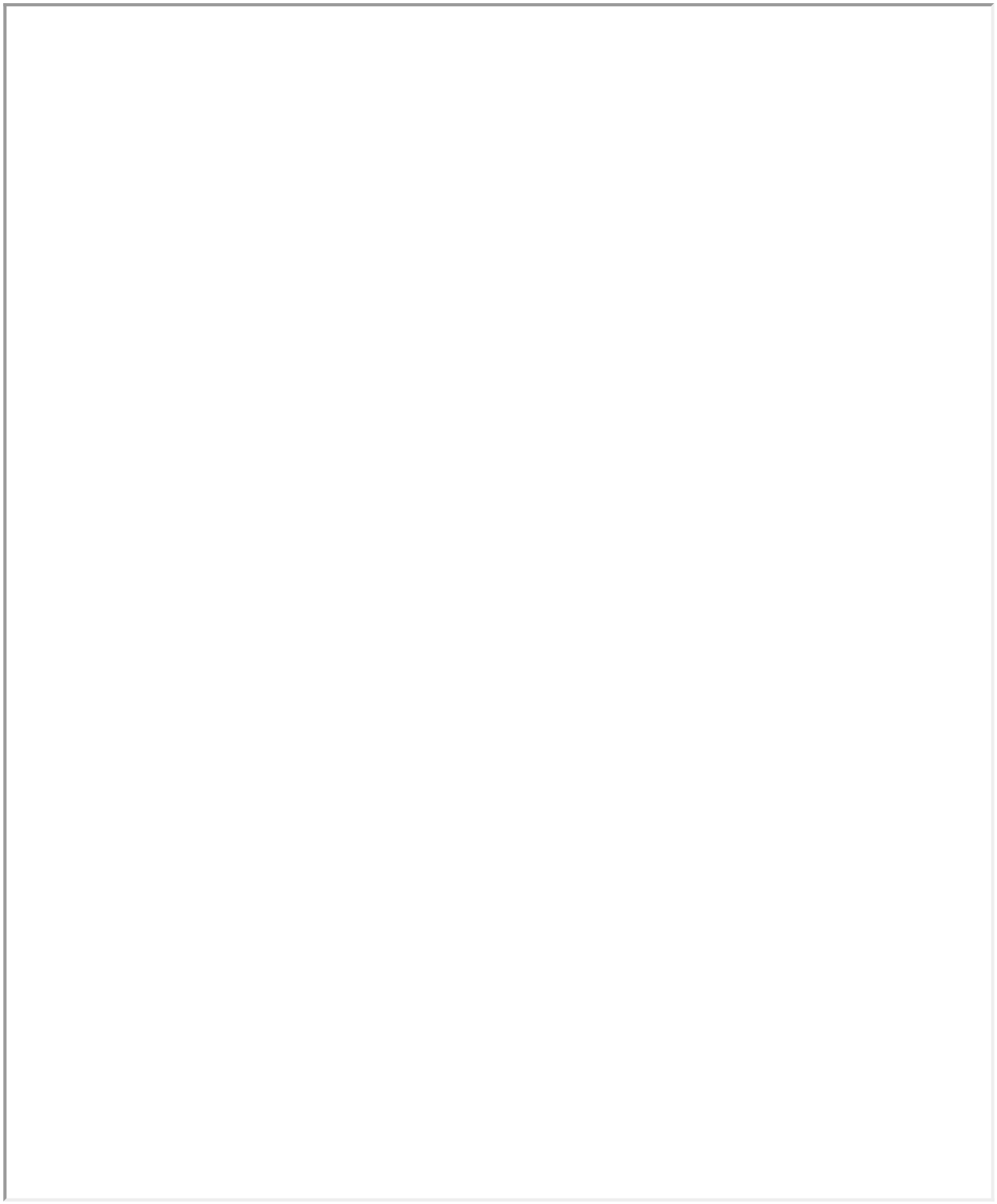
Quayside has been presented to Torontonians as the ultimate solution to tackle the obvious challenges posed by urban growth. This futuristic neighbourhood in Toronto aims at being a front-runner and standard-setting example for housing affordability, mobility, sustainability and economic opportunity for cities worldwide. It is also interesting to analyze particular cases because they can provide insight and new perspectives into current challenges faced by cities and how to solve them in the most sustainable way.

Key findings:

1. Initiative to create a new mixed-use complete community on Toronto's waterfront. Combination of new and innovative urban design and digital technology to create a people-centered neighbourhood (Master Innovation and Development Plan, which basically is a public engagement process. This includes partnerships with indigenous communities).

2. Re-thinking how to build cities in the 21st century and re-definition of urban life understanding. Conversion of urbanism and technology to lead to positive change which involves new ways of processing, planning, technology and community

3. 27 recommendations included in the report, ranging from how to deal with privacy and data protection (which is, for the time being, the aspect that has been receiving the harshest criticism and biggest concerns), to transportation or social infrastructure.



Source: https://sidewalktoronto.ca/wp-content/uploads/2018/11/SidewalksTOFellowsReport_Final_webcopy.pdf

Ireland - Vacant Homes

Last Modified on 12/06/2019 12:20 pm CEST

What is it?

Vacant homes is an Irish website that shows all vacant houses in Ireland (information that had been introduced previously by the owner of the empty property). The point behind this site is to decrease the number of empty houses around the country, in such a way that no new houses have to be built and hence housing demands do no hinder environmental sustainability further.

Another purpose of this website is to raise awareness of the situation of empty housing, and therefore, if someone knows about an empty house, it can be raised and VACANTHOME compromises to try to reach such owner to see if that property can be put back in the housing market so someone else can actually make use of it.

How does it work?

The website has a very simple and clear layout, which makes it very intuitive for the user and goes directly to the point. There are various option bars to choose from, varying from the type of property, the nearest village or the geolocation. Once these details have been chosen upon, a couple of pictures of the property have to be uploaded, together with answering some more questions about the state of the property itself. Once all this information has been uploaded, the user can check the situation of the property listed on real time.

Official website:

https://vacanthomes.ie/

Chicago buildings

Last Modified on 12/06/2019 12:20 pm CEST

What is it?

Vacant and Abandoned Building Finder is an American website that assists both people and organizations in finding abandoned buildings in Chicago that can have a potential negative effect on the neighborhoods surrounding them.

How does it work?

With a very intuitive and simple layout, the website is divided between left and right. On the one side it can be seen the buildings per se (they are open and unsecured, been damaged by fire or some groups use it (homeless, gangs, etc) and on the other side, such buildings are potted on a map of the city. By clicking on the selected building, all the details about that property are displayed. A very interesting feature of this website, is that not only information on the buildings per se is provided but also about the neighbourhood, so it provides a framework for understanding the setting where the building is located, so poverty rate, population or unemployment are shown among other data.

Official website:

http://chicagobuildings.org/about.html

Rule of compensation in Paris

Last Modified on 15/09/2017 9:04 am CEST

Why did we select this regulation?

Affordable housing is already a challenge for many cities. Online platforms are able to aggregate and activate existing housing capacity from individuals and communities, but if properties are being taken out of the housing market to be used as a hotel the total housing supply drops.

The city of Paris obligates everyone who rents out their accommodation for a longer period than 120 days a year, to compensate for the loss to the regular rental market by acquiring a commercial property and turning that into a residential property.

About the case

Hugh Schofield wrote about the stricter regulation Paris City Hall implemented in a BBC article.

> 'Faced by a growing number of complaints, City Hall has toughened its rules. There was already a so-called "rule of compensation", designed to maintain the stock of residential properties in Paris. Under this, an owner who turns a residential flat into a commercial flat (by using it for holiday lets) has to compensate for the loss to the regular rental market by acquiring a commercial property and turning that into residential. In theory this should be a major deterrent, because it means that an investor in holiday lets has to buy two properties instead of one. In practice the rule was not being observed. However rather than scrap it, the City Hall has now decided to make it even stricter.' - Hugh Schofield

Want to know more?

- https://www.ft.com/content/6f774046-bbb2-11e6-8b45-b8b81dd5d080
- https://parispropertygroup.com/blog/2017/airbnb-hosts-paris-will-register-property-beginning-december-2017/

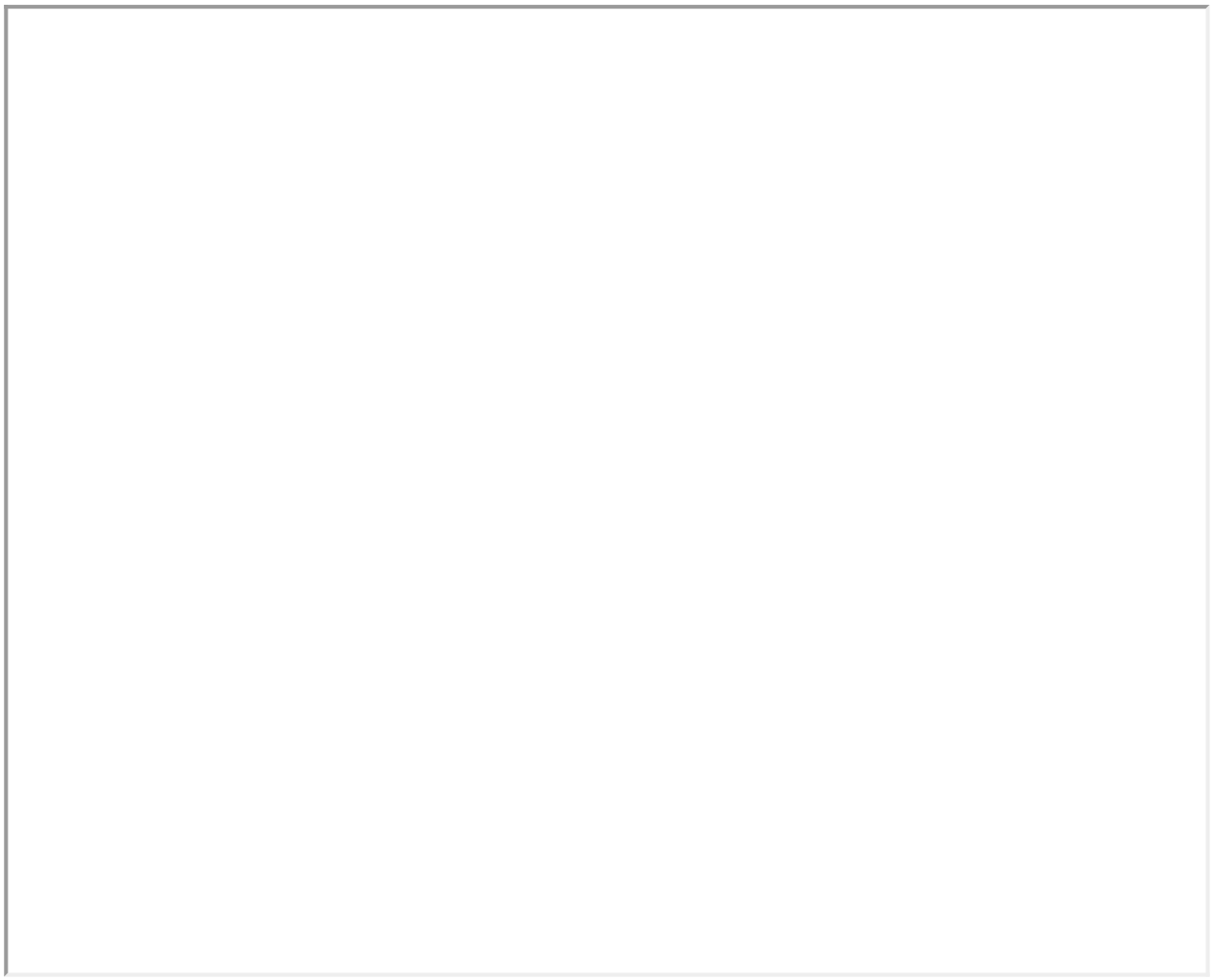
MoU Short-term Rental Santa Barbara

Last Modified on 16/04/2019 2:17 pm CEST

Why did we select this MoU?

This memorandum provides an interesting look at the considerations of a county. It “summarizes the various concentration methods used for short-term rentals, provides examples of studies on housing affordability, speaks to the enforcement of TOT certificates by the Tax Collector, and summarizes the Montecito Planning Commission’s direction.”

MoU Santa Barbara County



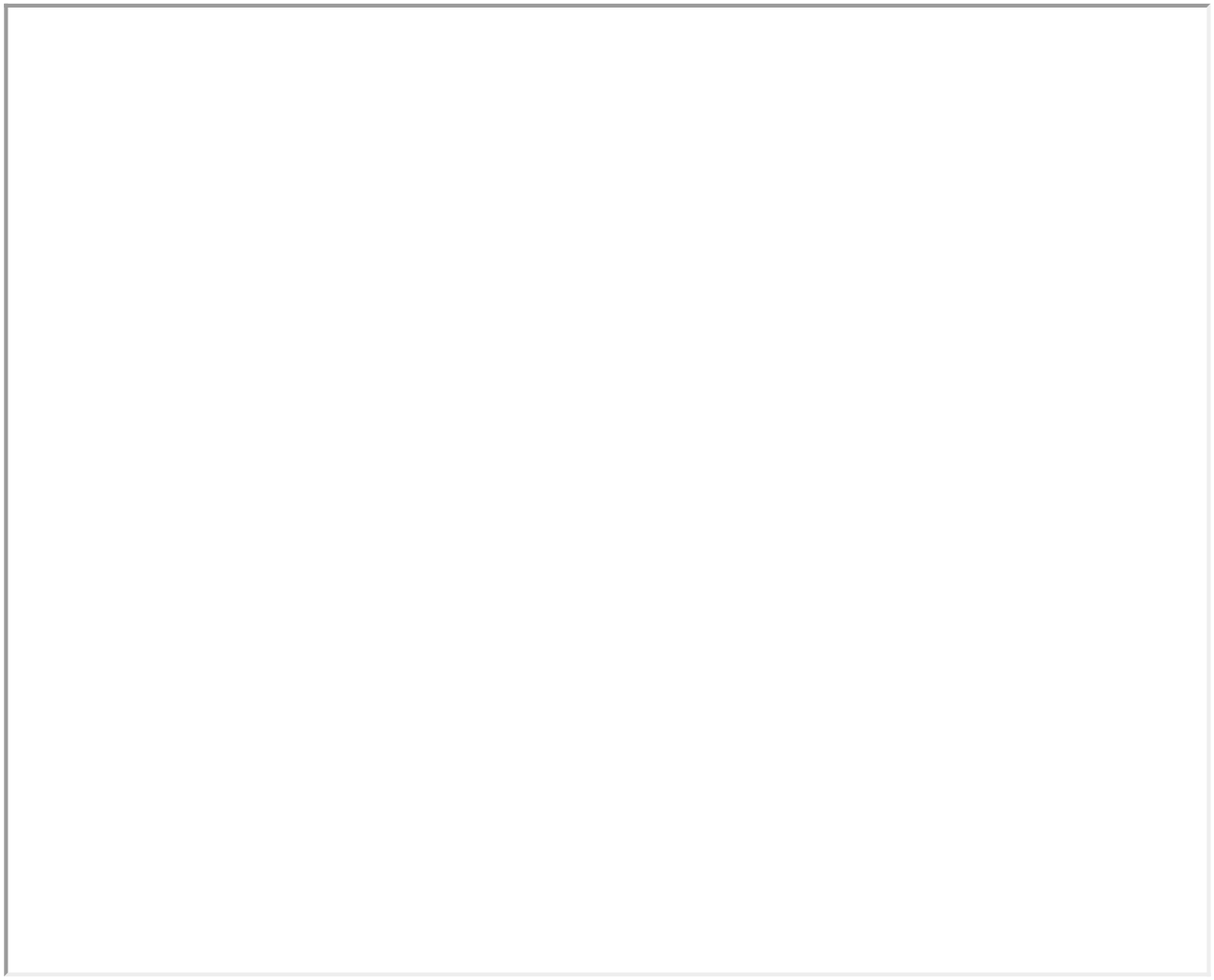
MoU Safety and Neighbourhood Quality

Last Modified on 14/09/2017 4:45 pm CEST

Why did we select this MoU?

Several cities have signed a MoU with Airbnb on ‘responsible hosting’ to guarantee safety and neighbourhood quality. The MoU presented here can help (city) governments in developing a strategy to make homesharing save and to ensure neighbourhood quality.

MoU Dubai and Airbnb



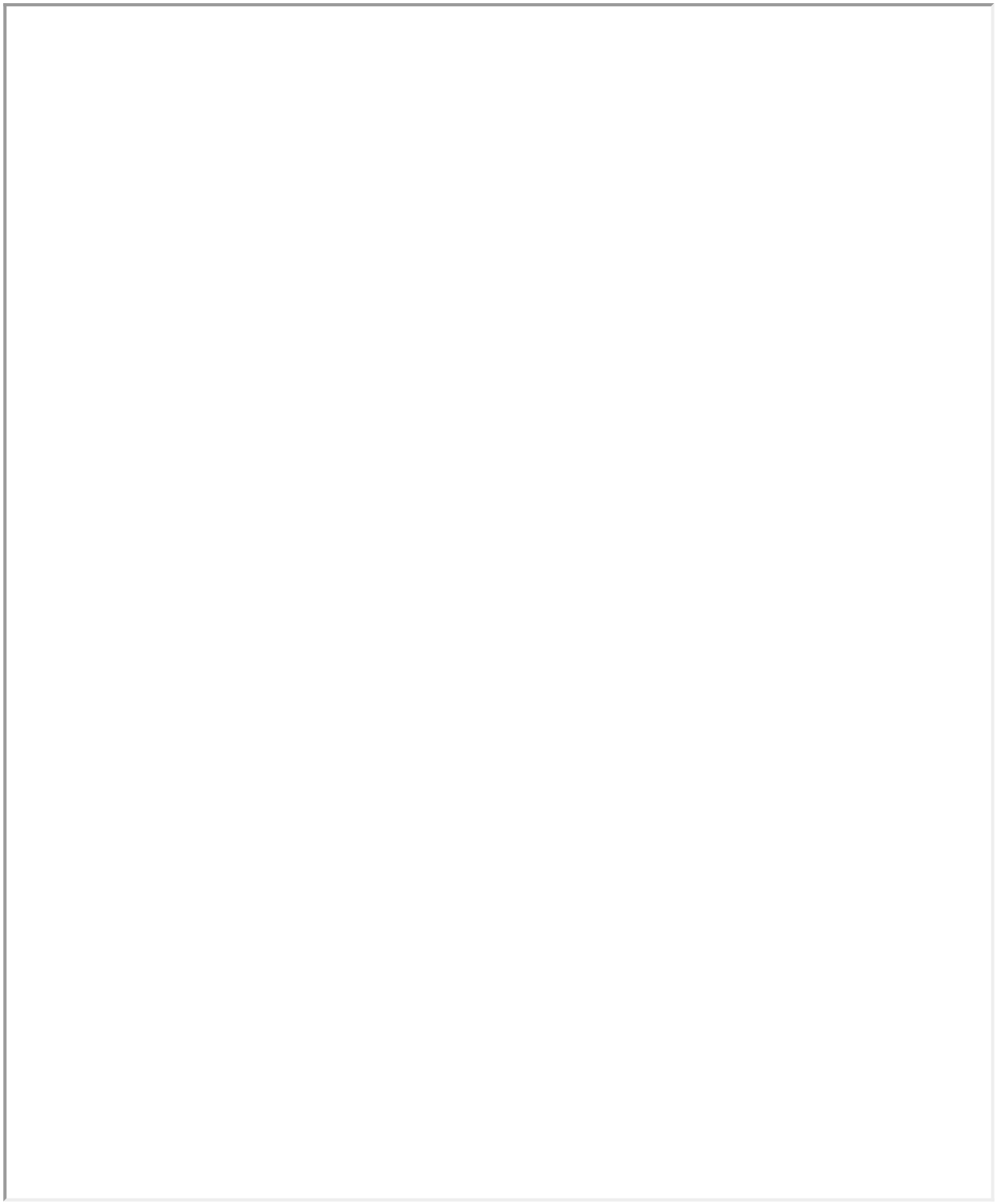
MoU Portland and Airbnb Emergency Management

Last Modified on 02/05/2018 1:08 pm CEST

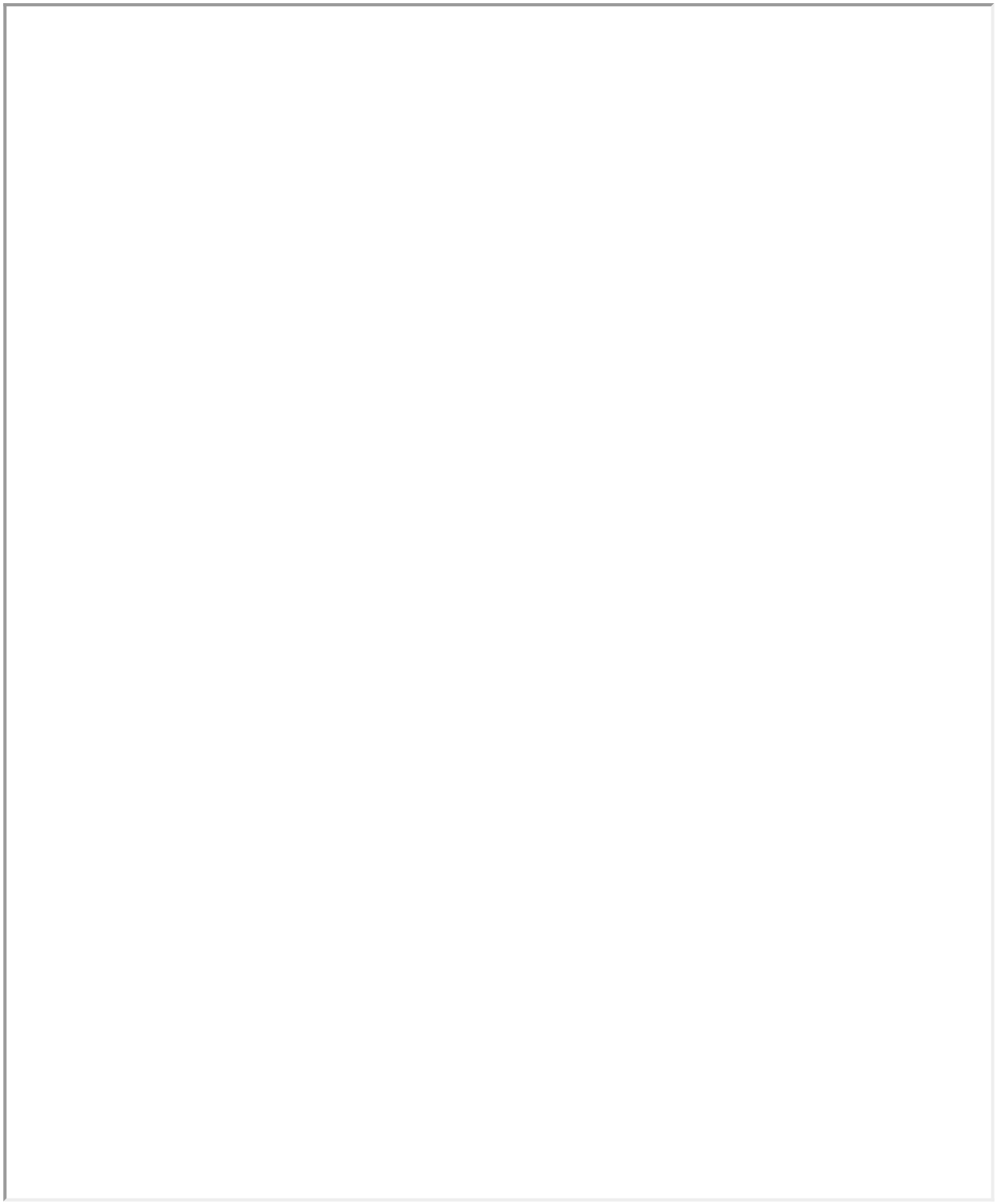
Why did we select these MoU's?

The MoU's presented here can help city governments in developing their emergency management plans.

MoU Portland and Airbnb



MoU Seatle and Airbnb



Online seminar: Airbnb Regulations in Cities

Last Modified on 19/03/2018 1:24 pm CET

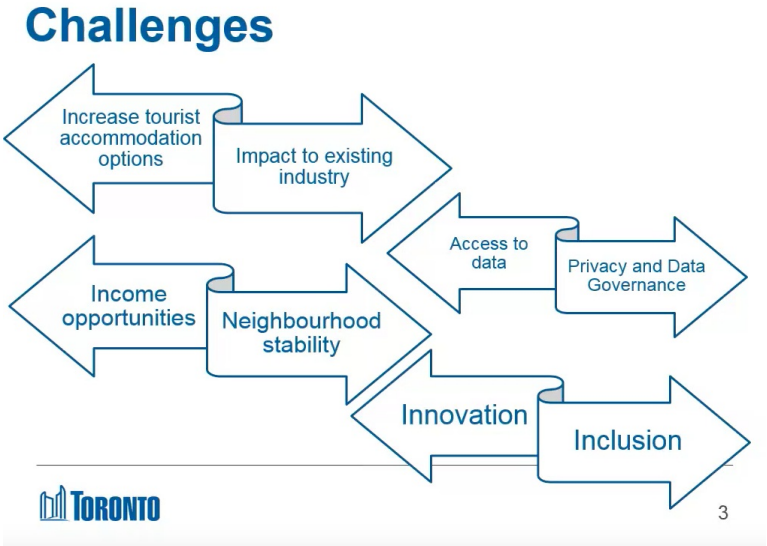
As Airbnb and competing platforms have quickly grown in popularity, the short-term rental market has attracted considerable attention in cities around the world. New forms of mixed-use real estate challenge a variety of existing regulatory structures, from zoning laws to housing codes and tax policies. As Toronto's city council recently approved a new set of Airbnb regulations, this seminar was hosted by Tracey Cook, Executive Director of Municipal Licensing and Standards in Toronto.

On the 1st of March 2018, city officials from Washington D.C, New York City, Amsterdam, Haarlem, and Montreal participated in our second online seminar to learn from and reflect on Toronto's approach to regulating Airbnb and similar holiday rental platforms. Here are some key take aways from this seminar.

Toronto's Approach

Open opportunities for tourists and the hotel industry - level the playing field.

Enable innovation and still enable inclusion - people can participate and neighbourhoods are not unduly impacted.

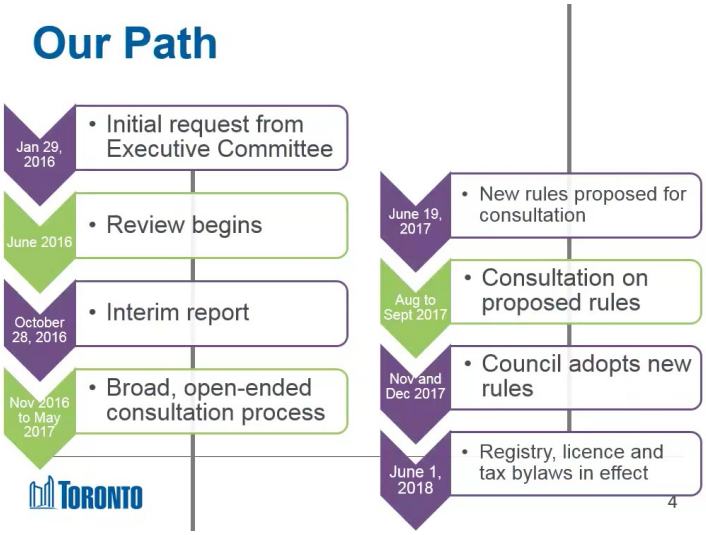


Substantial consultations - engaging users of the app (good response rate), which gave us a full breadth of the community's interests and issues with short-term

rentals.

Guiding Principles for Regulation

- Allow people to share their own homes
- Minimise negative impacts on housing affordability and availability
- Enable diversity of tourism accommodations
- Maintain community stability
- Minimise nuisance
- Rules need to be fair and easy to follow



The Recording

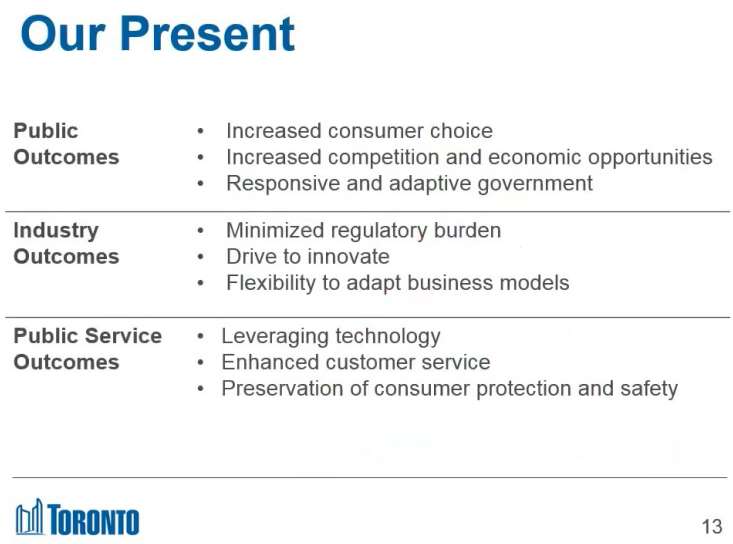
Watch and listen to the entire online seminar here:

Your browser does not support HTML5 video.

Summary of New Rules

- Simple online registration, potential for ”Pass Through Registration” with companies
- Operators must declare address as their principal residence, meaning where you ordinarily reside
- Corporations cannot have principal residences
- One principal residence per person
- Limit the number of nights rented to a maximum of 180 per year for entire homes while away
- Can share home for unlimited number of nights (up to three rooms)
- Companies must provide data on all short term rental activity they facilitate
- Allow anyone to do short-term rentals in their homeRegister those operating a short-term rental ($50/year)
- License any short-term rental company (like Airbnb, VRBO or FlipKey) ($5000 to apply and $1/night booked)
- Tax those operating a short term rental (4%)

> *“Its the best time in history to be in government. I love the change. I love the challenge”*
> *- Tracey Cook*



Toronto Licensing and Registration Regulations for Short-Term Rentals

Last Modified on 20/06/2018 12:04 pm CEST

Author: Carleton Grant (City of Toronto)

Date: 14 November 2017

Why did we select this article?

This report recommends a registration and licensing program for short-term rental activity in Toronto. It recommends that anyone doing a short-term rental in their home must register with the City and any companies that facilitate short-term rental activity, like Airbnb, must be licensed. Therefore, it provides a good example of compliance to short-term rentals regulations.

Key findings

The recommended short-term rental regulations were developed based on the following principles: permit people to rent their homes for short periods; minimize negative impacts on housing affordability and availability; enable greater diversity in tourism accommodations; maintain community stability, including in vertical communities; minimize nuisances; and create regulations that are fair and easy for people and companies to follow. This report recommends that a bylaw governing short-term rentals be enacted to include that:

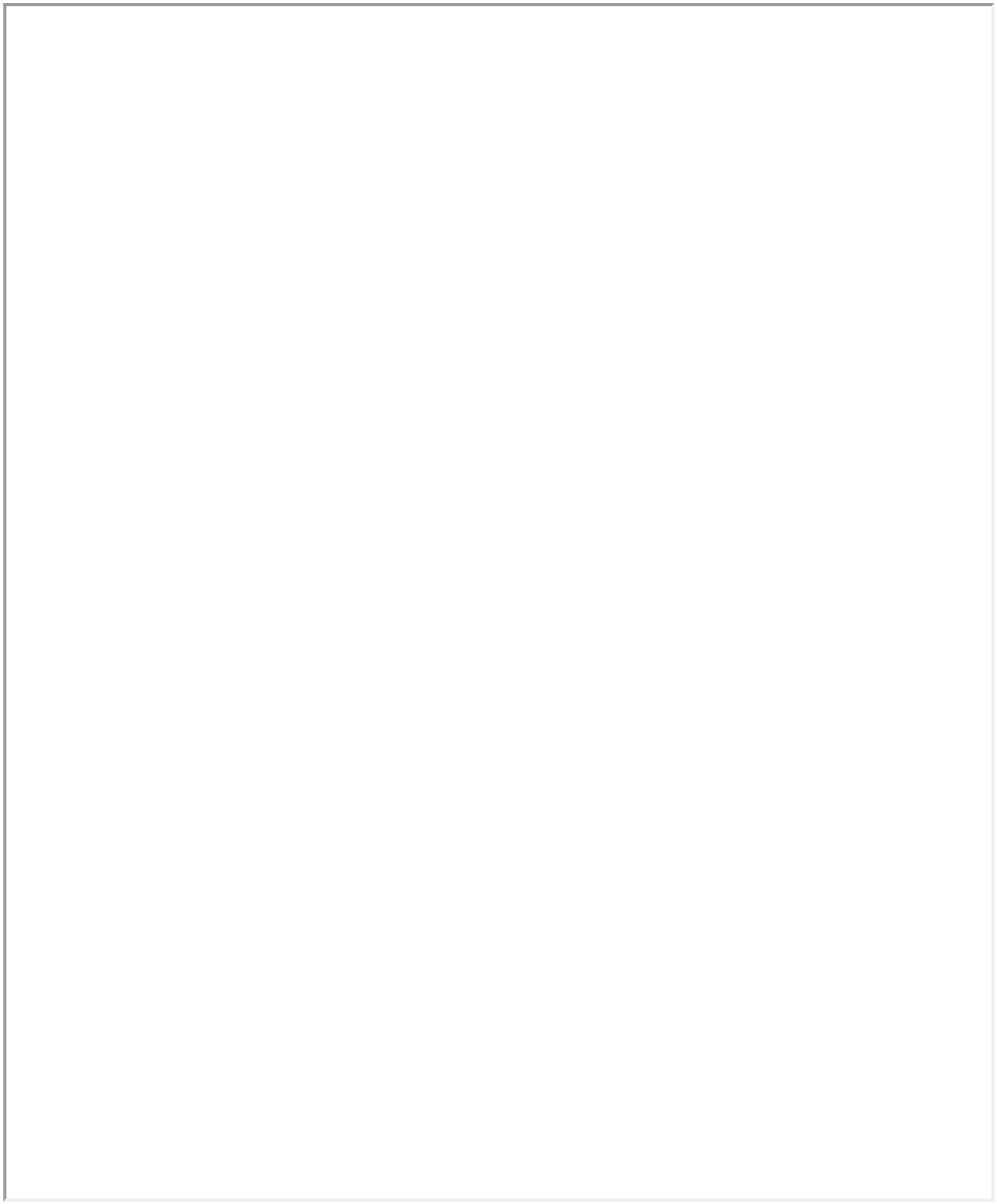
• People who want to advertise or offer short-term rentals in their homes must be registered with the City.

• People may rent their entire home while they are away for a maximum of 180 nights per year.

• People may share their home for an unlimited number of nights when renting up to three rooms and/or one secondary suite.

• People must post their City-issued registration number in all advertisements for their short-term rental.

A separate Municipal Code Chapter in the city of Toronto has been established for short-term rentals, defining short-term rental companies which are subject to regulations (and the relative stakeholders involved). In addition, the main guidelines for registering and de-registering a company, with the general licensing provisions and fines criteria are provided.



Internet of Things, Blockchain and Shared Economy Applications

Last Modified on 20/09/2017 1:20 pm CEST

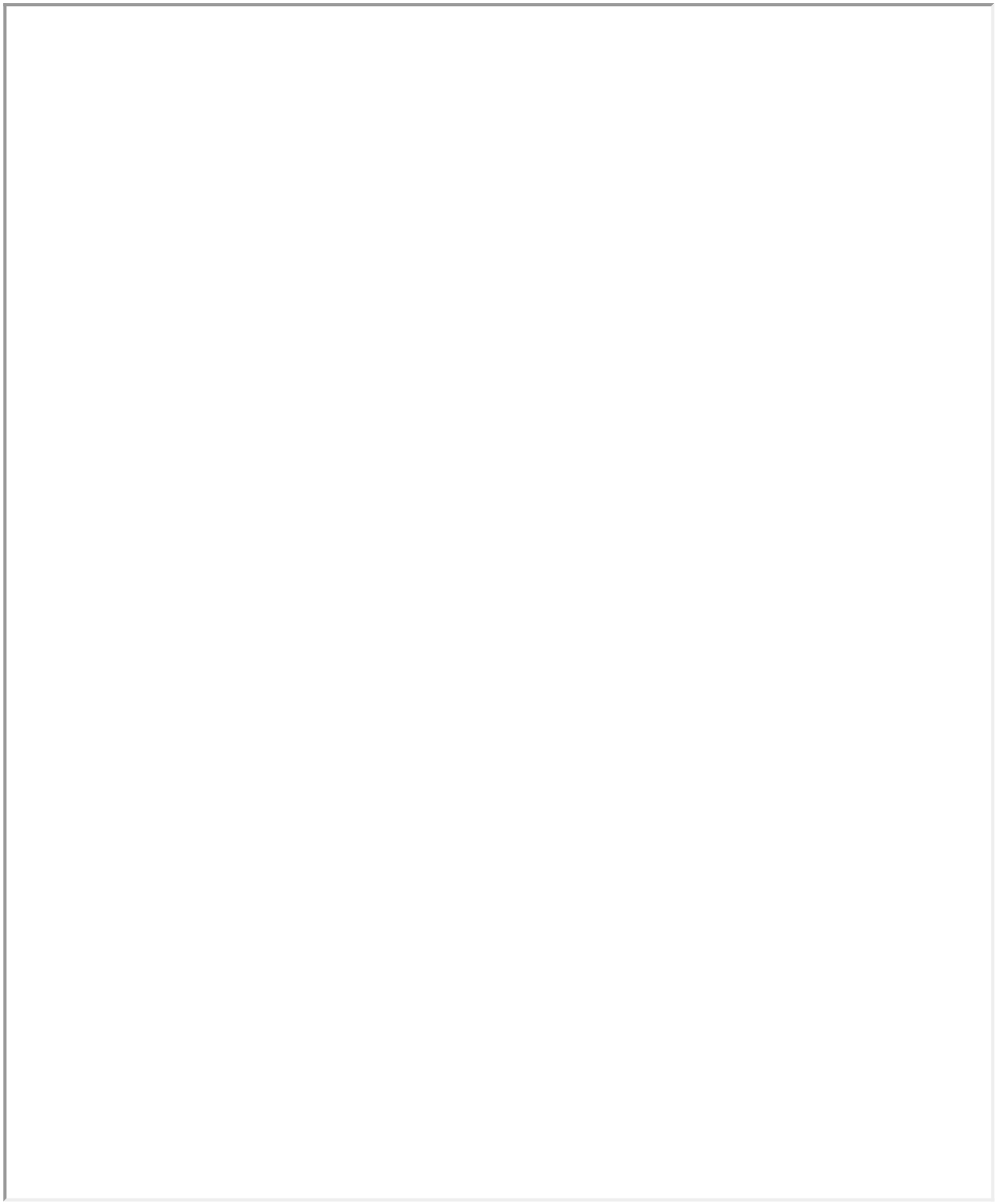
Authors: Steve Huckle, Rituparna Bhattacharya, Martin White and Natalia Beloff
University of Sussex, United Kingdom
Published on: September 2016 **by** Elsevier

Why we select this research?

Several illustrative case scenarios – including peer-to-peer automatic payment, foreign exchange platforms, and digital rights management – are explored to demonstrate the potential presented by the Internet of Things (IoT) and blockchain. The research is part of broader efforts to understand how these technologies could contribute to more equitable power and wealth distribution among participants in the sharing economy, which is highly relevant for city leaders and policymakers.

Key findings

- By using IoT, the sharing of physical assets can be facilitated through embedded sensors and network connectivity, which enable our various 'things' to collect and exchange data.
- By integrating bockchain technology into the IoT architecture, we can keep an immutable ledger of all shared transactions, allowing us to share with each other without a trusted 'middle man.' This means we can therefore operate in a truly decentralised sharing economy.



Reference

Huckle, S., Bhattacharya, R., White, M., & Beloff, N. (2016). Internet of things, blockchain and shared economy applications. *Procedia Computer Science*, *98*, 461-466.

Blockchain-based sharing services: What blockchain technology can contribute to smart cities

Last Modified on 20/09/2017 1:54 pm CEST

Authors: Jianjun Sun, Jiaqi Yan and Kem Z. K. Zhang
School of Information Management, Nanjing University
Published on: 13 December 2016 in *Financial Innovation*

Why did we select this research?

The notion of smart city has grown popular over the past few years. It embraces several dimensions depending on the meaning of the word “smart” and benefits from innovative applications in information and computing technology to attract businesses and make the city competitive.

But when city leaders focus on technology rather than people, smart also threatens to exacerbate inequality and undermine the social cooperation essential to successful cities. Scholars increasingly emphasize that true smart cities will be those that deploy modern technology in building a new urban commons to support communal sharing. This study explains how emerging blockchain technology can contribute to support communal sharing in cities.

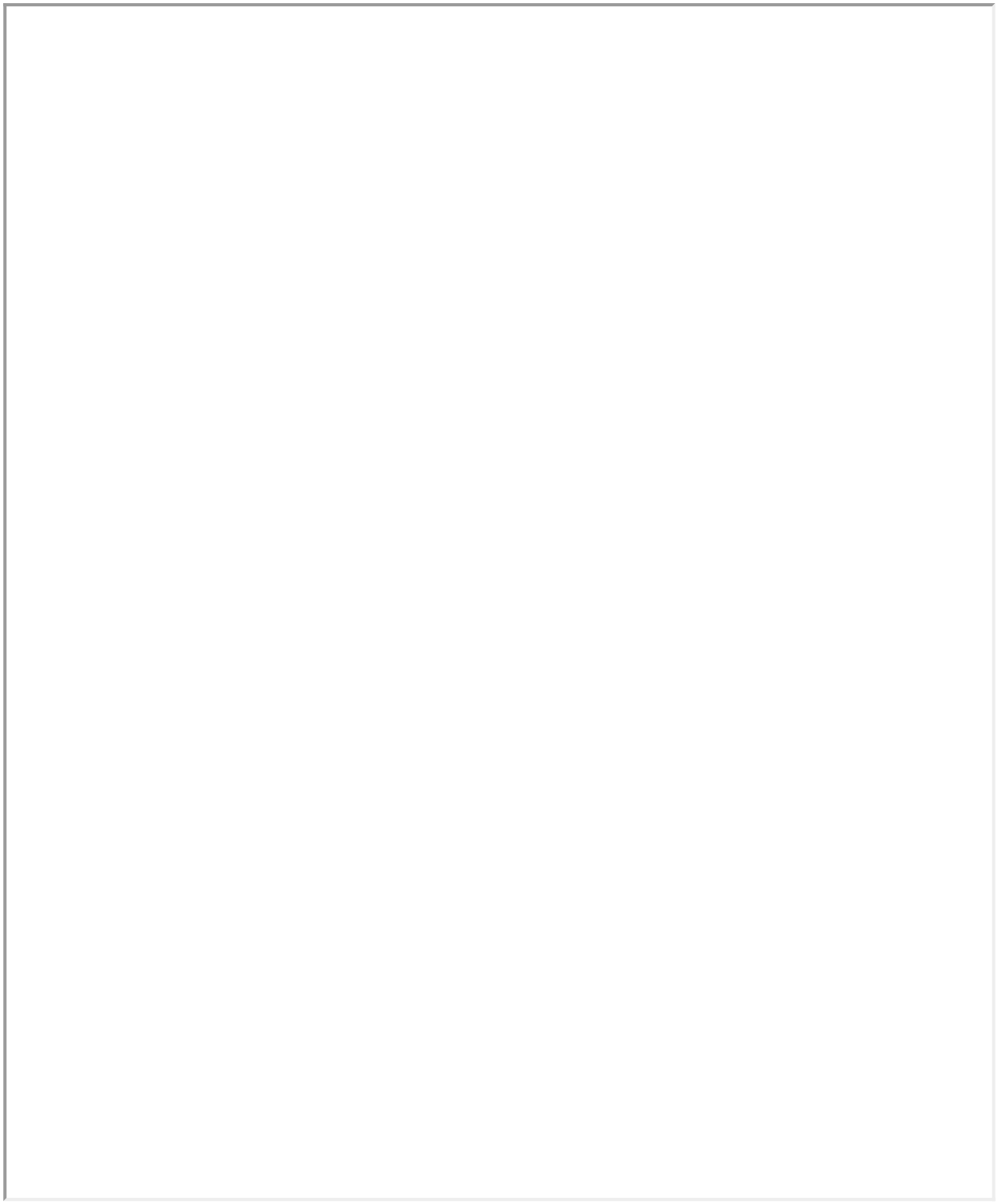
Key findings:

The authors state that blockchain technology provides a viable alternative to eliminate intermediaries. As blockchain lowers operational costs, it increases the efficiency of a sharing service.

> 'With blockchain technology, the world’s most fundamental commercial interactions can be re-imagined; the door to invent new styles of digital interactions in trust-free sharing services has been opened.'

In blockchain-based sharing services, **trust** is not placed in an individual, but rather **distributed** across the entire population. **Security** in blockchain-based service

computing is a significant backbone of trust-free sharing services. Security is comprised of confidentiality, integrity, and availability; it requires the concurrent existence of: (1) the availability for authorized actions only; (2) confidentiality; and (3) integrity where “improper” means “unauthorized”. As the blockchain is decentralized, the availability of blockchain data does not rely on any third parties. With private and public key cryptography, part of a blockchain’s underlying protocol, confidentiality becomes virtually indisputable. Integrity is ensured since the blockchain can be regarded as a distributed file system where participants keep copies of files and agree on changes by consensus. The history of blockchain-based applications such as Bitcoin and Ethereum has proven the sustainability and continuous improvement of security in blockchain-based service computing.



Reference

Sun, J., Yan, J., & Zhang, K. Z. (2016). Blockchain-based sharing services: What blockchain technology can contribute to smart cities. *Financial Innovation*, *2*(1), 26.

Using Big Data to Estimate Consumer Surplus: The Case of Uber

Last Modified on 18/06/2018 3:50 pm CEST

Authors: Peter Cohen, Robert Hahn, Jonathan Hall, Steven Levitt, and Robert Metcalfe
Date published: August 2016

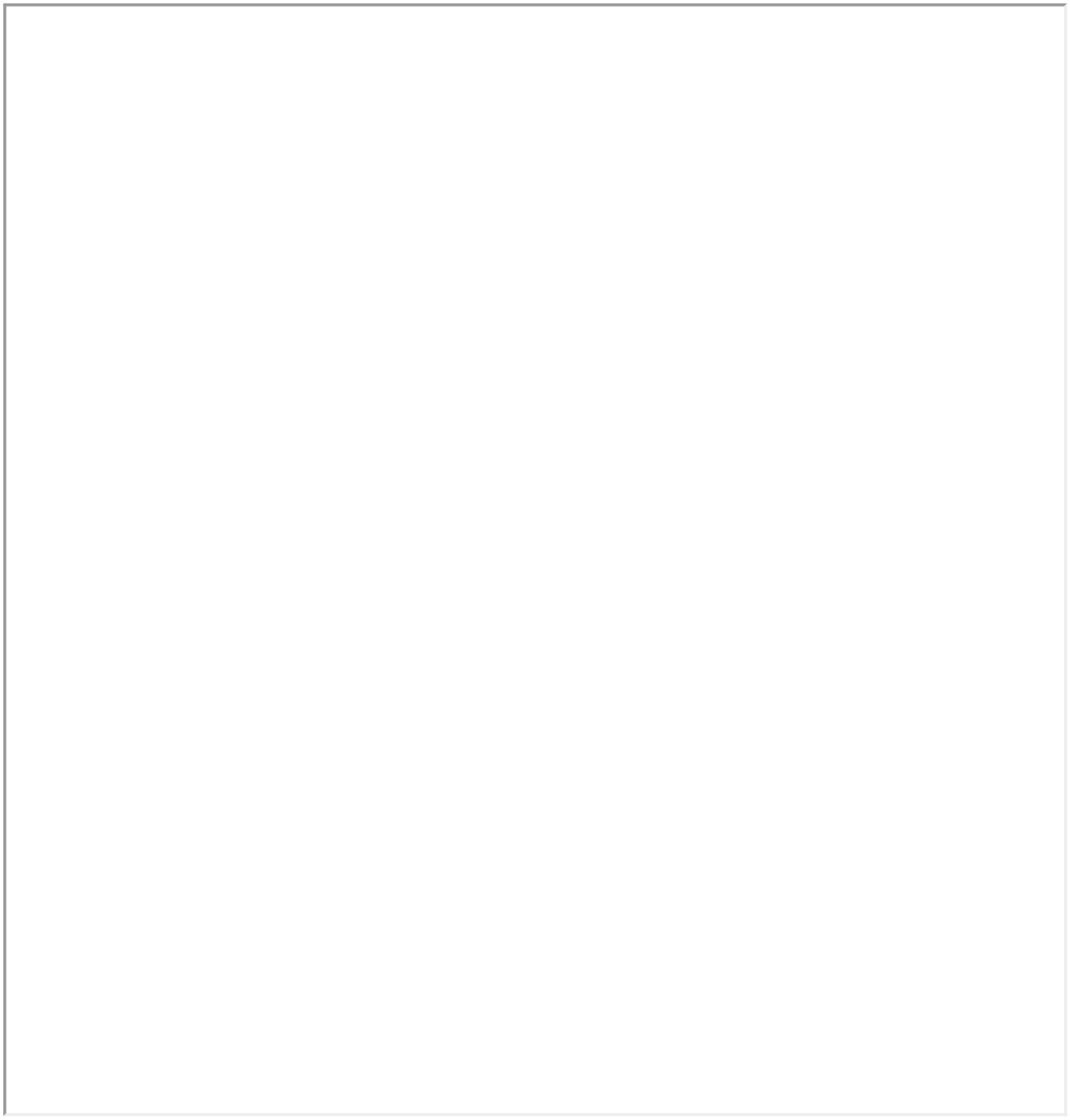
Why did we select this research?

Data generated by online peer-to-peer platforms offer an unprecedented level of detail on individual behaviour, allowing economists to measure actual demand more accurately than ever before. In this paper, Peter Cohen et al. exploit the richness of Uber's data to measure the impact of the UberX service on consumer welfare in the U.S.

Key findings

Using a sample of nearly 50 million UberX consumer sessions from Uber's four biggest U.S. markets (Chicago, Los Angeles, New York, and San Francisco) combined with the company's surge pricing algorithm, the authors find higher than expected demand inelasticity. In other words, despite the availability of other options, including public transport or taxis, consumers show a relatively strong preference for UberX even at higher prices. With many cities currently seeking to strike the right balance for ride-sharing regulation, this research provides useful insight on the potential impacts of such decisions on consumer welfare.

- Consumer demand for UberX is inelastic, despite the existence reasonably close substitutes (e.g. competitors, taxis, public transportation, driving one's self).
- In 2015 the UberX service generated about $2.9 billion in consumer surplus in Uber's four biggest markets, which together account for more than 40% of all bookings. Overall consumer surplus generated by the UberX service in the United States in 2015 was estimated at $6.8 billion.
- For each dollar spent by consumers, about $1.60 of consumer surplus is generated. This estimate of consumer surplus is two times larger than the revenues received by Uber drivers and six times greater than the revenue captured by Uber after the driver's share is removed.



Reference

Cohen, P., Hahn, R., Hall, J., Levitt, S., & Metcalfe, R. (2016). Using big data to estimate consumer surplus: The case of uber (No. w22627). National Bureau of Economic Research. Retrieved from: https://cbpp.georgetown.edu/sites/cbpp.georgetown.edu/files/ConsumersurplusatUber_PR.PDF

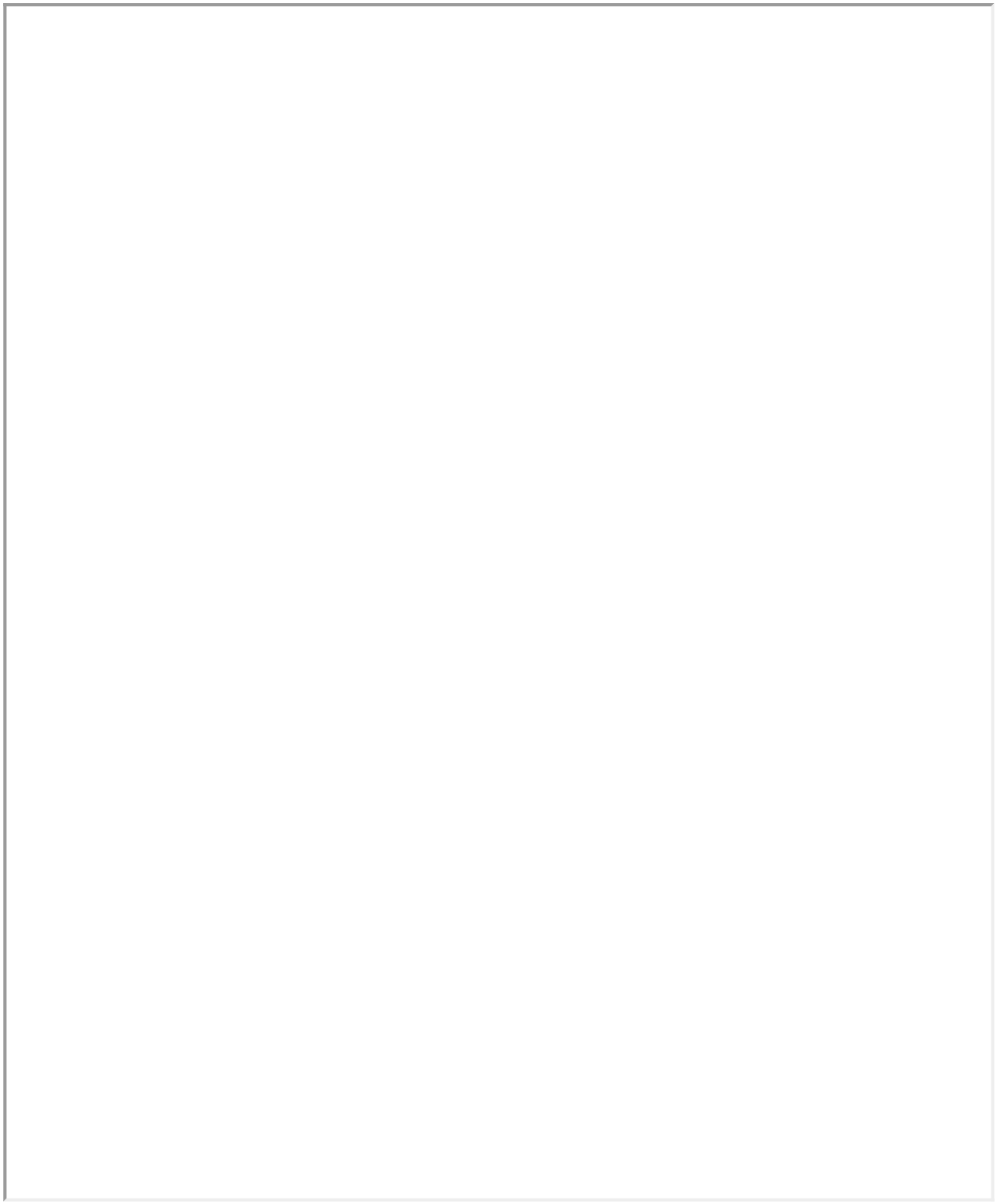
Sharing, Collaborative Consumption and Web 2.0

Last Modified on 18/06/2018 2:13 pm CEST

Authors: Nicholas A. John
Date published: July 2013

Why did we select this research?

This paper published by the London School of Economics explores the connection between collaborative consumption and technology. The author examines 63 newspaper articles about collaborative consumption and argues that collaborative consumption is constructed as a high-tech phenomenon in three main ways: technology enables collaborative consumption; technology drives offline sharing; and collaborative consumption and the world of tech start-ups have common terminology.



Reference

John, N. A. (2013). Sharing, collaborative consumption and Web 2.0. Media@ LSE Working Paper, (26).

Applying blockchain technology in multi-sided platforms to enable business model innovation: An explorative case study on decentralized sharing platforms

Last Modified on 18/10/2018 2:17 pm CEST

Authors: F.C. Ribbens

Date published: October 2018

Why did we select this research?

The competitiveness between businesses is continuously increasing and multi-sided platforms seek to reduce cost, increase efficiency and improve the quality of products and services. A multi-sided platform is a technology solution that solves coordination problems in market exchange by facilitating direct interactions between two or more distinct groups of individuals, where each group is affiliated with the platform. Blockchain technology improves the value proposition of multi-sided platforms. The transactions between individuals in the sharing economy involve access to a good or service in exchange for money. Interacting individuals always required a trusted third party that intermediates in the exchanges of value. A multi-sided platform needs to be decentralized to benefit from the technical capabilities of blockchain technology. We selected this research because it contributes to the future of multi-sided platforms within the sharing economy.

Key findings

The research objective of this thesis are:

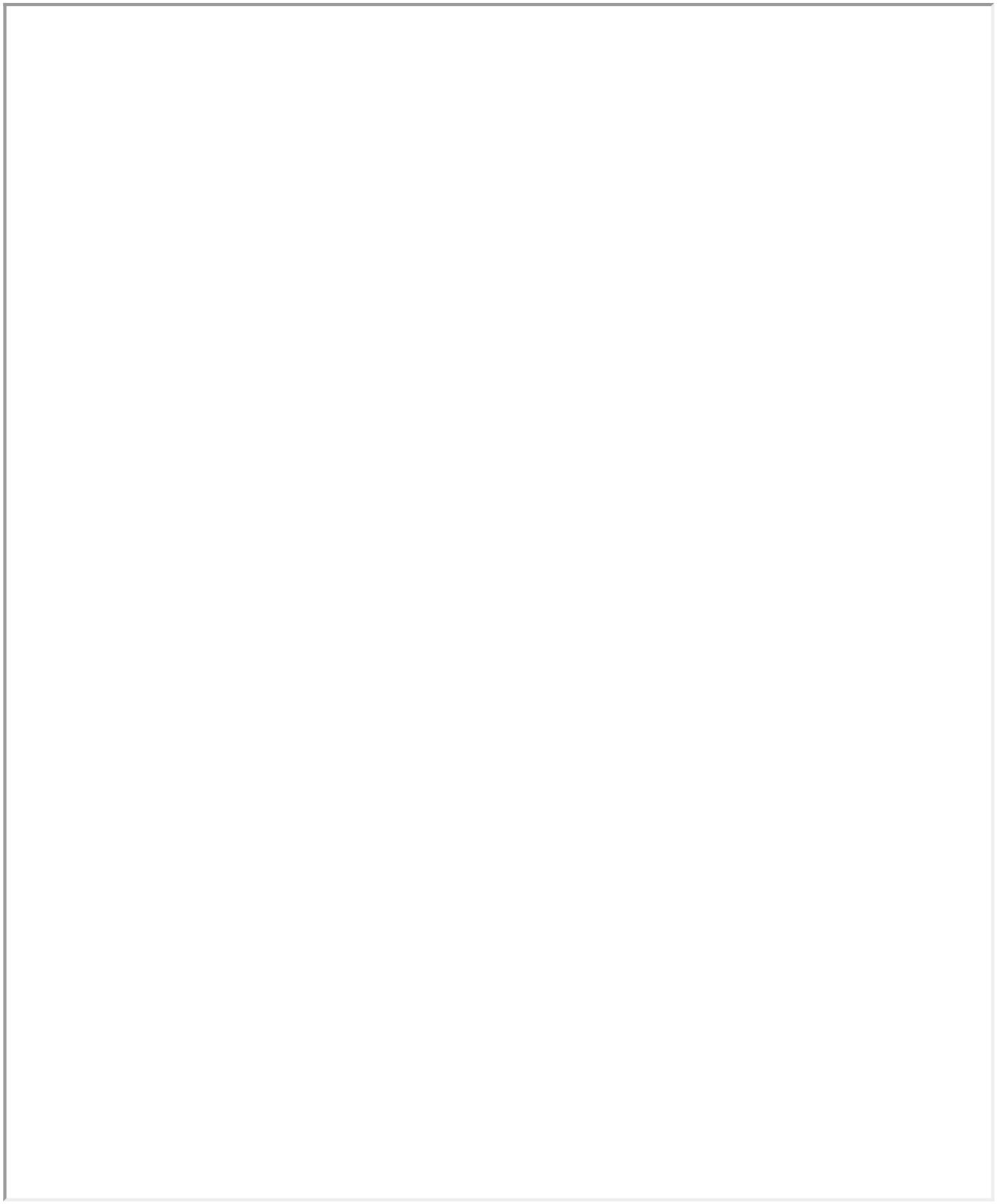
- to explore the impact of blockchain technology on peer-to-peer multi-sided platforms by designing a decentralized business model that allows users to share goods with each other

- to evaluate the viability and feasibility of the decentralized business model that is designed by using blockchain technology as a driver for innovation of peer-to-peer multi-sided platforms.

The specific recommendations are meant for executives of the Dutch company Peerby. The recommendations describe how blockchain technology could be used to innovate its current business model. The main findings can be summarized in the following points:

- Blockchain technology is only valuable for decentralized sharing platforms, which is why blockchain technology is not suitable for centralized peer-to-peer multi-sided platforms. Blockchain technology can be used to change the value proposition of peer-to-peer multi-sided platforms, by decentralizing the business model. The value proposition of a decentralized business model brings more value to users than centralized business models.
- Blockchain technology can be used to change the technical architecture and business functions of peer-topeer multi-sided platforms, by means of a token system and smart contracts. Smart contracts allow automation of business processed via programmable logic that is stored on a blockchain. It is possible to 62 automate processes without using blockchain technology, however, this does not offer the technical capabilities of blockchain technology.
- Users need to engage in value activities that contribute to the expansion of the value network. These activities are related to the business functions. Users offer the main resources and capabilities that a decentralized platform needs. Three value activities are identified that are impacted by blockchain technology. Users must engage in value activities in order to create positive network effects. Therefore, multi-sided platforms focus on managing the resources and capabilities of users.
- The core value activity involves normal transactions between individuals. Furthermore, decentralized sharing platforms need to be open for external relationships. Collaborating with third parties is important for the offering of complementary services. This is known as horizontal differentiation, which is strategy that is relevant for both centralized and decentralized sharing platforms.
- Decentralizing business processes of multi-sided platforms result in the elimination of transaction costs. The transaction costs are eliminated, because there is no longer a third party that is involved in the process. This cost reduction could be used to decrease the transaction fees that users pay to use the service. The revenue model for peer-to-peer multi-sided platforms

is usually based on such transaction fees. There is some inconsistency whether transaction fees should be completely eliminated, because then the core revenues of the business model disappear. In this scenario, the decentralized business model should find new ways to earn income.



Reference: Ribbens F.C. (2018). Applying blockchain technology in multi-sided platforms to enable business model innovation: An explorative case study on decentralized sharing platforms. Pp 1-134, Delft University of Technology.

Open Government Data. Towards Empirical Analysis of Open Government Data Initiatives

Last Modified on 12/06/2019 12:27 pm CEST

Author: Barbara Ubaldi

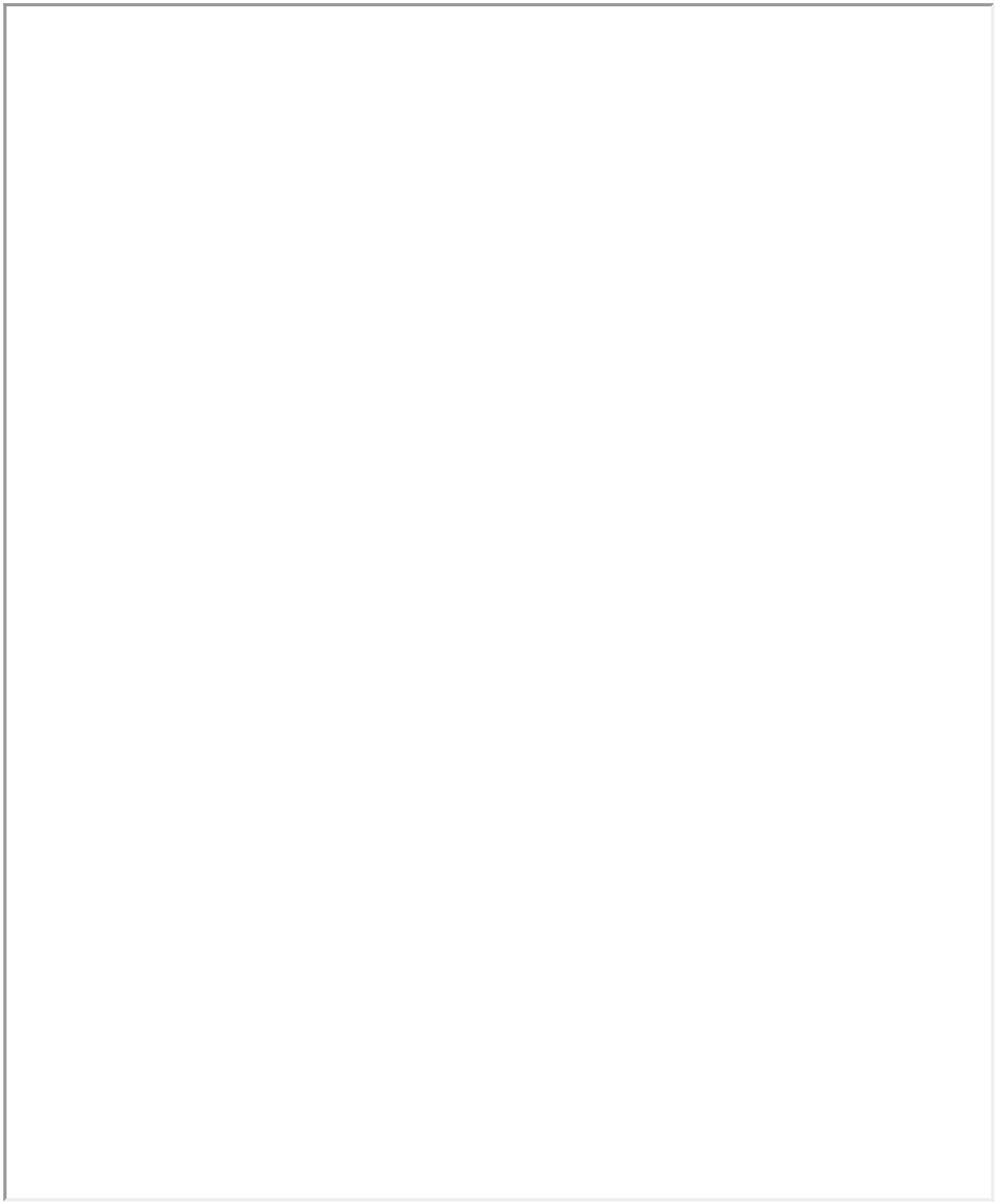
Date of publish: May 2013

Why did we conduct this research?

Open government data (OGD) has been on the rise for the past 10 years now. Even though it might seem a great idea at first, it is vital to build a framework and establish the limits of doing so, for the sake of citizen's privacy rights and in order to protect this data to be sold to third parties or being misused. The paper explores through the challenges and opportunities that building an analytical framework would provide and the impact that doing so would have both on policy-makers and citizens.

Key findings:

- Open data could have a huge impact on transparency at all levels, as well as improve decision making (both for citizens as decision-makers).
- Potential capacity for economic growth, greater entrepreneurship and social innovation (having easiest access to a greater range of datasets would foster evidence-based decisions. Flourishment of tailored-made solutions to citizens' existing problems).
- Capacity to both empower citizens as well as civil servants (which would in turn foster innovation, efficiency and effectiveness in government services).
- When it comes to the key dimensions for implementation, the paper highlights six main challenges that would need to be sorted out, these being: policy, technical, economic and financial, organizational, cultural and legal.



Reference:

Ubaldi, B. (2013), “Open Government Data: Towards Empirical Analysis of Open Government Data Initiatives”, OECD Working Papers on Public Governance, No. 22, OECD Publishing, Paris.

Understanding Smart Cities: An Integrative Framework

Last Modified on 12/06/2019 12:27 pm CEST

Authors: Hafedh Chourabi, Taewoo Nam, Shawn Walker, J. Ramon Gil-Garcia, Sehl Mellouli, Karine Nahon, Theresa A. Pardo and Hans Jochen Scholl.

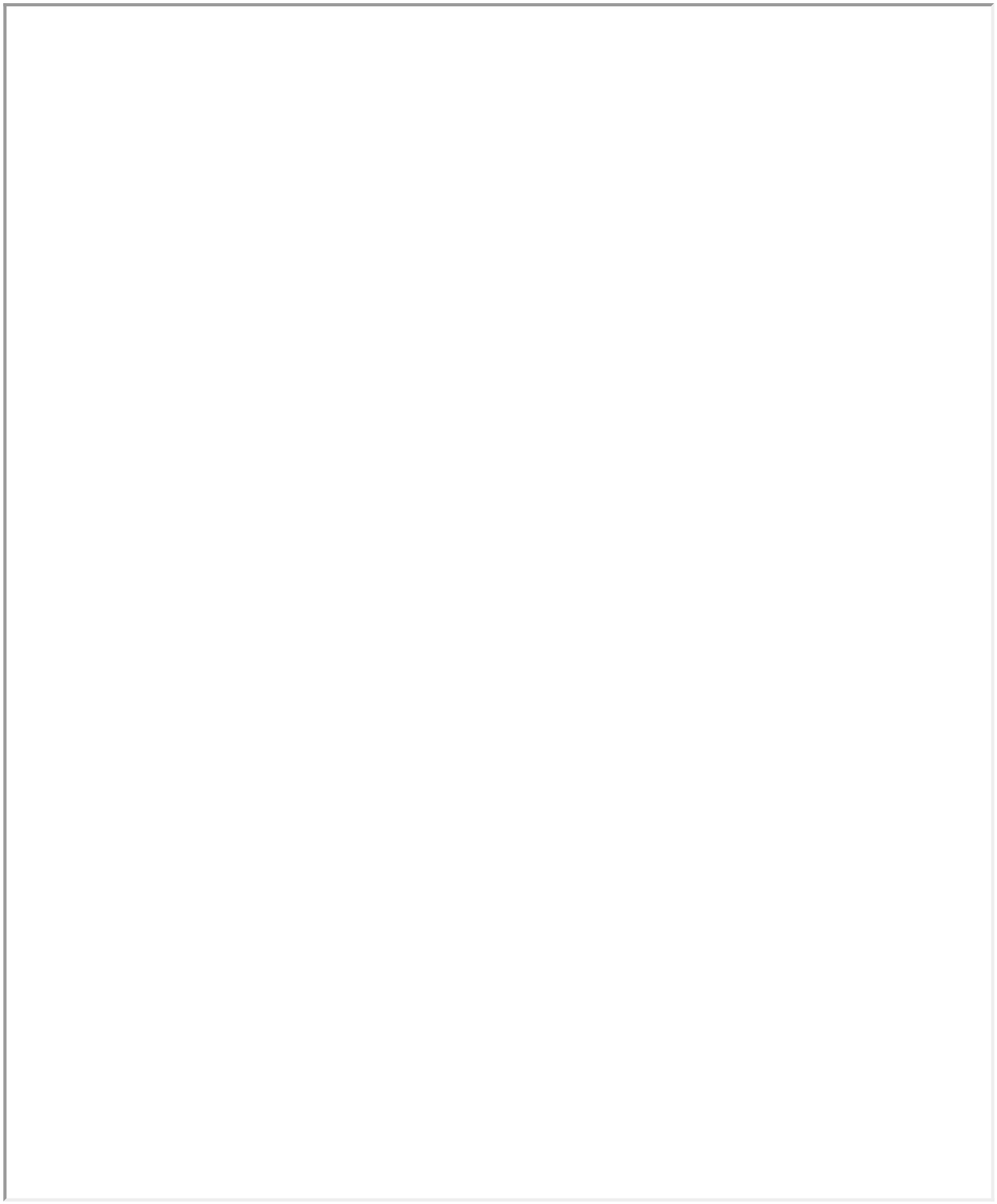
Date of publish: January 2012

Why did we conduct this research?

The increasing interest for cities worldwide to actually become "smart cities" offers great potential towards increased efficiency, sustainability and citizen's engagement with the place where they actually do enjoy their lives. Nevertheless, there is a clear need for framing what the main challenges cities are currently facing so adequate and sufficient strategies can be properly planned. This paper creates a framework that encompasses eight clusters of factors that characterize smart cities and its design initiatives.

Key findings:

- Collaboration, communication and data-exchange as basic factors as to successfully achieve smart governance.
- ICT is at the core of smart governance, hence stressing the transition towards technology-based governance is key when talking about smart cities. This becomes essential when engaging with citizens, and the consequent impact this has on citizen participation and increased transparency (in both directions).



Reference:

Chourabi, H., Nam, T., Walker, S., Gil-Garcia, J. R., Mellouli, S., Nahon, K., ... & Scholl, H. J. (2012, January). Understanding smart cities: An integrative framework. In *System Science (HICSS), 2012 45th Hawaii International Conference on* (pp. 2289-

2297). IEEE.

The real-time city? Big Data and Smart Urbanism

Last Modified on 12/06/2019 12:27 pm CEST

Author: Rob Kitchin

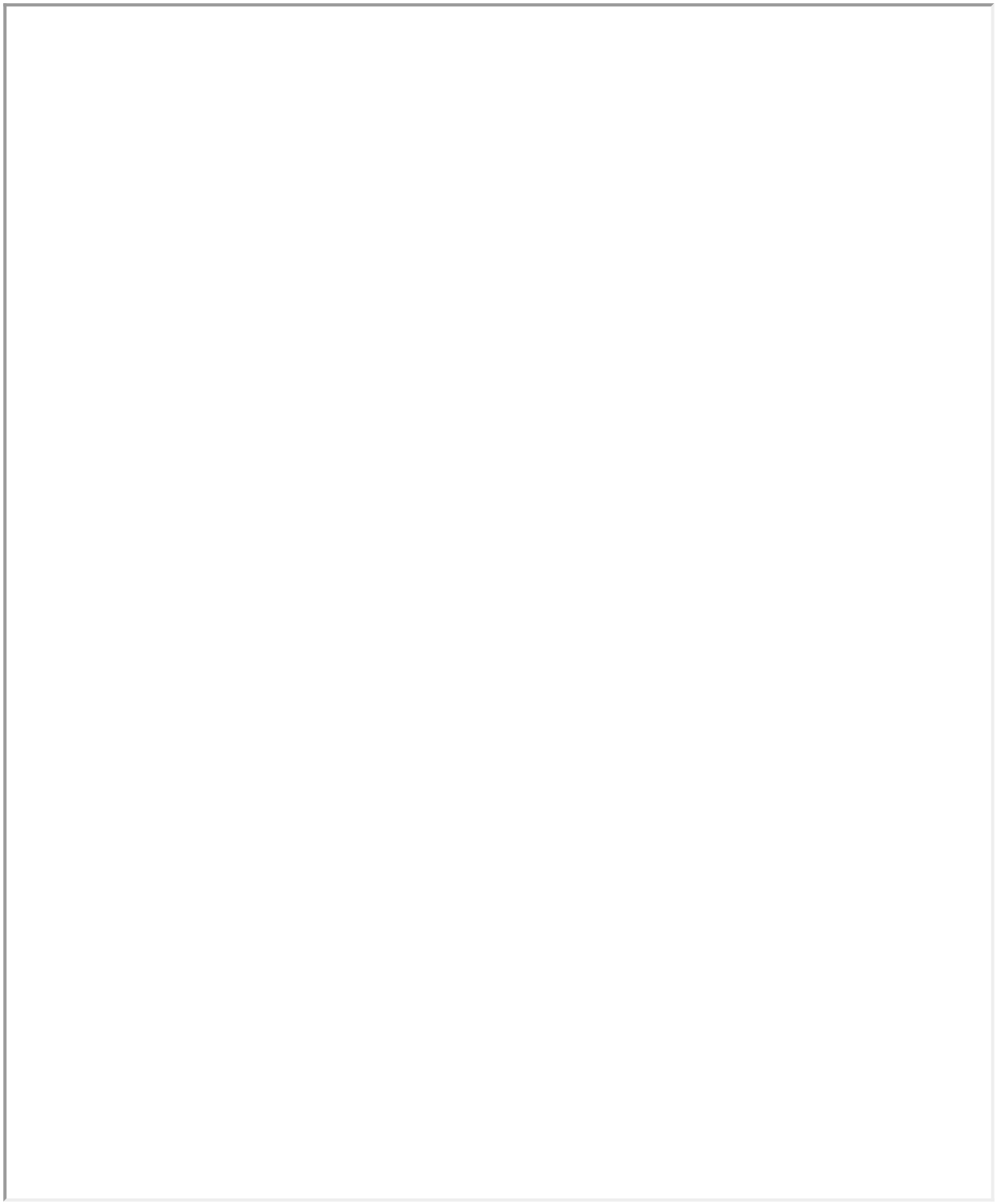
Date of publish: November 2013

Why did we conduct this research?

With the obvious growth in interest and attraction towards smart cities, local governments are increasingly aiming at collecting citizen's data as to be able to provide the services and facilitations that characterize smart cities. Nonetheless, despite strong arguments defended by smart city advocates, great concerns arise too. This paper provides both insights and a critical thought on five arising concerns: the politics of big urban data, technocratic governance and city development, corporatization of city governance and technological lock-ins, buggy, brittle and hack- able cities, and the panoptic city.

Key findings:

- Production of sophisticated data as to understand, monitor, regulate and plan a city.
- Great variety of data, which grows exponentially as the city expands (both in citizens and devices, networks, sensors, etc). Need to interconnect these data and establish relationships amongst it.
- New business opportunities for business (analyzing such data), and potential partnerships with key partners in the governance realm.
- Potential to empower citizens and their decision-making capacity
- Big data can promote a more efficient and effective city management. Nevertheless, there is still persisting the question regarding how to assess whether data is veridical and how it is interpreted and acted upon.
- Concerns regarding the potential for technocratic governance, corporatization and neoliberalization of city management, with ethical issues regarding surveillance, dataveillance and control.



Reference:

Kitchin, R. (2014). The real-time city? Big data and smart urbanism. *GeoJournal*, *79*(1), 1-14.

Smart Cities With Big Data: Reference Models, Challenges, and Considerations

Last Modified on 12/06/2019 12:27 pm CEST

Authors: Chiehyeon Lima, Kwang-Jae Kimb and Paul P. Maglio

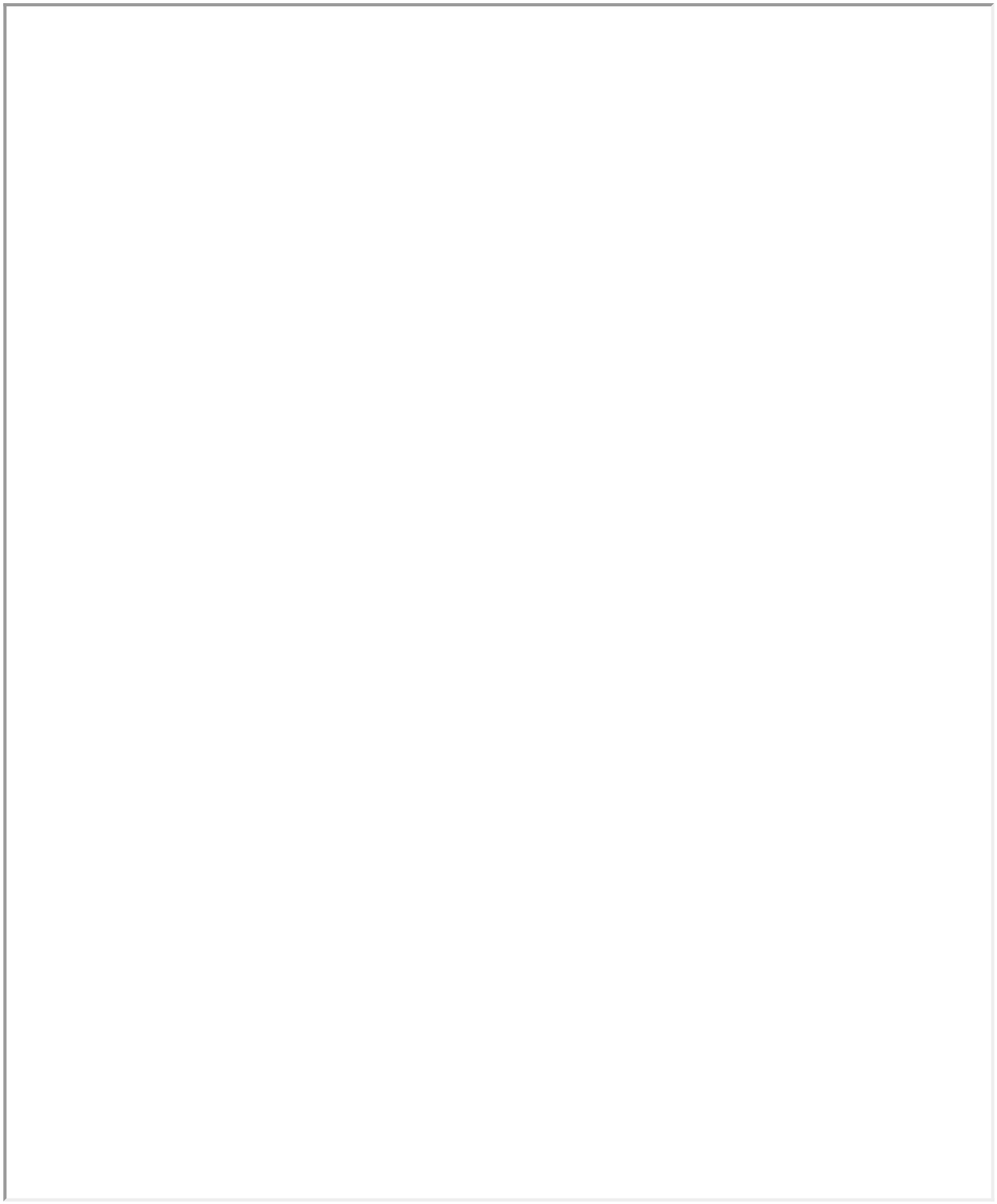
Date of publish: 2018

Why did we conduct this research?

Big data has established itself as one of the key elements needed for cities to transition towards becoming smart(er). This large amounts of information can allow great targeted options to customers, but collecting the data is not enough, as this data must be transformed accordingly. The paper proposes considerations for urban data collection, management, and analysis that can assist in addressing such challenges.

Key findings:

- Using big data helps towards the creation of packs of information that stakeholders will use later on in order to produce better processes and in turn create value.
- Need to establish synergies between data-related stakeholders (which will minimize conflicts amongst them as well).
- Use a data-oriented perspective in designing services.



Reference:

Lim, C., Kim, K. J., & Maglio, P. P. (2018). Smart cities with big data: Reference models, challenges, and considerations. *Cities*.

Privacy, Security and Data Protection in Smart Cities: A Critical EU Law Perspective

Last Modified on 12/06/2019 12:26 pm CEST

Author: Lilian Edwards

Date of publish: January 2016

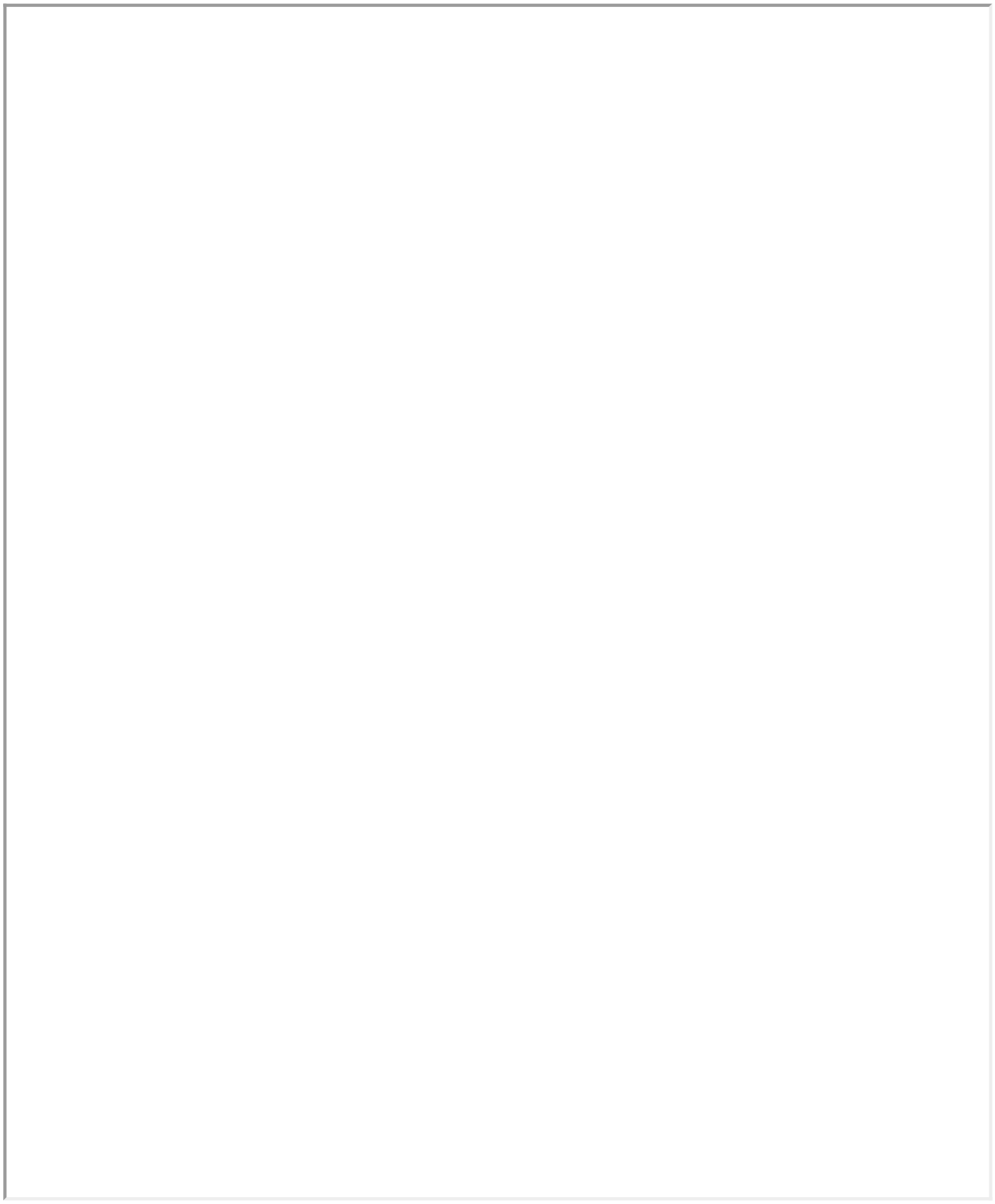
Why did we conduct this research:

The great potential of smart cities seems to be clear: more sustainable, citizen-focused areas where people are increasingly able to thrive. Nevertheless, the potential threat posed by the power of those holding the large amounts of data of these citizens cannot be neglected. Edwards explores those less attractive aspects of smart cities.

Key findings:

- Smart cities integrate the three greatest current threats to personal privacy: the Internet of Things(IoT); "Big Data" ; and the Cloud (and for which there is still no effective regulation).
- The dependence on technological infrastructures, big data, the IoT and the Cloud; together with the financing and therefore “ownership” (normally by public-private partnerships) of smart cities pose a great threat to citizen's privacy.
- The author proposes four further points in which both research and legislative involvement is needed in order to successfully build safe smart cities (from the privacy perspective), being these the investigation of: the potential for a smart city PIA or DPIA; the technical and social potential of methods of giving “pre-consent” or “sticky consent” to deal with the constraints of the IoT; legislation for algorithmic transparency and researching ways of making algorithmic data comprehensible to consumers; and moving (at least partially) away from consent or “notice and choice” as a

main mechanism for validating data collection and processing.



Reference:

Edwards, Lilian, Privacy, Security and Data Protection in Smart Cities: A Critical EU Law Perspective (January 5, 2016). European Data Protection Law Review (Lexxion),

2016, Forthcoming.

Security and Privacy in your Smart City

Last Modified on 12/06/2019 12:26 pm CEST

Authors: A. Bartoli , J. Hernandez-Serrano , M. Soriano, M. Dohl, A. Kountouris and D. Barthel

Date of publish: December 2011

Why did we conduct this research?

Smart cities are not only becoming increasingly attractive to residents but governments as well, as population growth and the increase in living costs because of that are pressing for smarter solutions, which guess it, smart cities have the potential of solving by creating more liveable spaces in a more sustainable way. Nevertheless, privacy and security remain a challenge for these new approach to cities and new way of living. The paper provides two key observations to be considered in order to achieved such objective.

Key findings:

- Identity and privacy management continue to be key. Need to separate the data collected from a user with the user per-se (eg: by applying pseudo-nomination).
- Technology security systems to be integrated.
- High levels of security (for the users and the user's data).
- Need to ensure reliable and efficient mechanisms in order to complete cyber security with low energy costs.

Reference:

Bartoli, A., Hernández-Serrano, J., Soriano, M., Dohler, M., Kountouris, A., & Barthel, D. (2011, December). Security and privacy in your smart city. In *Proceedings of the*

Barcelona smart cities congress (Vol. 292).

Smart Cities: Privacy, Transparency, and Community

Last Modified on 12/06/2019 12:26 pm CEST

Authors: Kelsey Finch and Omer Tene

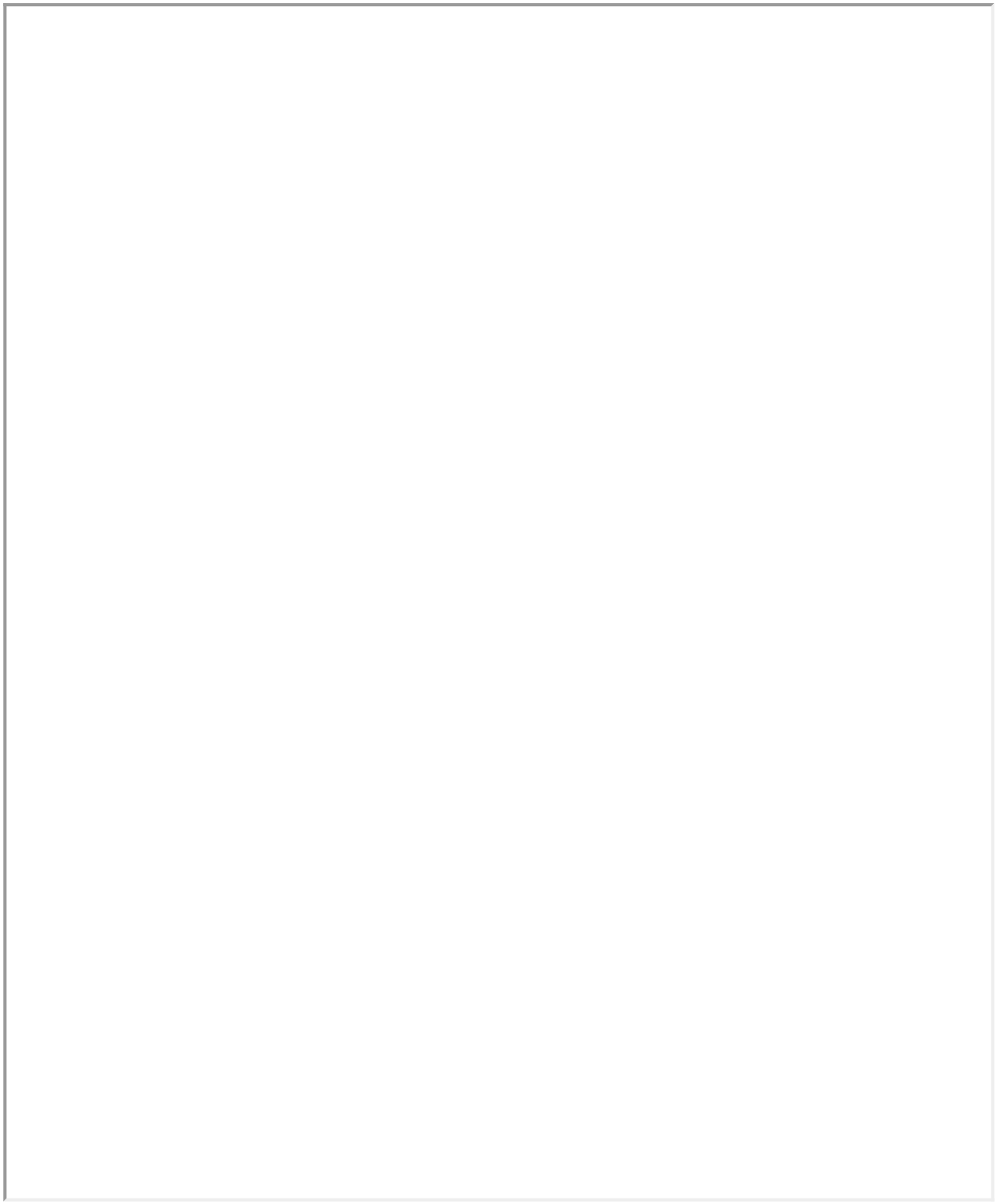
Date of publish: April 2018

Why did we conduct this research?

Cities nowadays are increasingly dominated by technology, be it network sensors that allow us to know the amount of traffic in the area we work or live, or the levels of pollution on the hill we normally go for a job every evening. A great deal of the data collected at smart cities are focused on non-human factors (pollution levels, electrical outages, etc), it is increasingly agreed amongst the literature that data will tend to be also focused on the daily activities of citizens (home energy usage, commuting time and patterns, etc). Consequently, together with the increase of connectedness within a city, an increase of collected data by the city governments would follow as well. This paper deals with how communities can take at their advantage the benefits of a data-rich society while lessening the threats to individuals' privacy and their civil liberties.

Key findings:

- Given that citizens have a higher control of their own data for their own purposes, a culture of data-driven decision-making, civic participation, and empowerment takes place.
- In the contrary scenario, where citizens do not trust in that their data will be protected, a fear towards smart cities would grow and a collective feeling of surveillance would arise.
- City officials as responsible to properly deal with citizen's data, protect it and be the ones in charge of setting security and privacy standards.
- Need for city officials, technology providers, and other stakeholders to work with community organizations (as to ensure civil liberties).



Reference:

Tene, O., & Finch, K. (2018). Smart Cities: Privacy, Transparency, and Community.

Cloud Based Big Data Analytics for Smart Future Cities

Last Modified on 12/06/2019 12:26 pm CEST

Authors: Zaheer Khan, Ashiq Anjum, Kamran Soomro and Muhammad Atif Tahir.

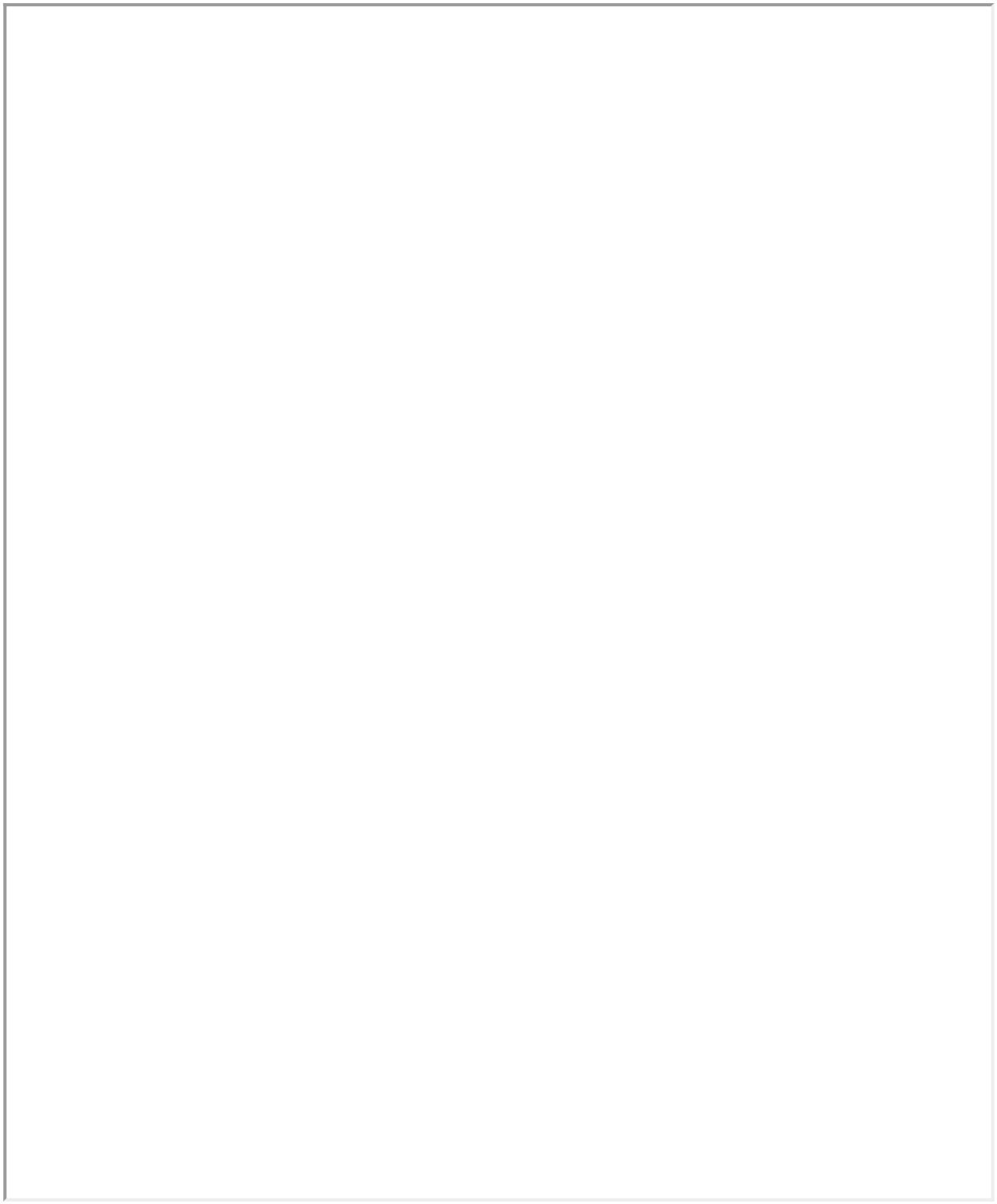
Date of publish: December 2013

Why did we conduct this research?

Huge sets amounts of data are being generated and used on the cities' daily basis, be it for environmental, meteorological or transport-related issues amongst many, many others. Nevertheless, the potential increase in the collection and processing of such data seems too much to handle in little too time for the traditional approach. The paper calls for a new approach in which data is established in data sets and set with other correlating ones, as to gain a broader perspective and be able to identify the real needs through the correlated information.

Key findings:

- Big data analytics can provide excellent input about real-time necessities within a city, nevertheless such has to be done with extreme care when collecting, preparing and semantically linking the data.
- Need to engage with domain experts in order to pinpoint basic relationships and dependencies between different data elements (importance of establishing relationships and correlations).
- Creation of MapReduce as an exemplification how cloud infrastructure can be used to analyse a sample set of Bristol Open Data.



Reference:

Khan, Z., Anjum, A., & Kiani, S. L. (2013, December). Cloud based big data analytics for smart future cities. In *Proceedings of the 2013 IEEE/ACM 6th international conference on utility and cloud computing* (pp. 381-386). IEEE Computer Society.

Cyber Security Challenges in Smart Cities: Safety, Security and Privacy

Last Modified on 12/06/2019 12:26 pm CEST

Authors: Adel S. Elmaghraby and Michael M. Losavio

Date of publish: February 2014

Why did we conduct this research?

Innovations in technology have not only changed the way we move or communicate but also the way we live, and smart cities are the vivid prove of that. The fact that infrastructure is being changed according to the information collected from citizens and their patterns, their priorities and necessities is what characterizes such cities. Nevertheless, all this information comes from citizens, hence raising two key and intertwined issues: privacy and security.

Key findings:

- Legal and technical security measures are going to be needed in order to protect citizen's privacy (specially with their relationship with the government)
- Need for consideration regarding criminal offences (and criminal offenders) and the potential easy access to the victim's information (hence facilitating the perpetrators information that would help them commit a given crime). The paper highlights the importance to further reflect upon this point.

Reference:

Elmaghraby, A. S., & Losavio, M. M. (2014). Cyber security challenges in Smart Cities: Safety, security and privacy. *Journal of advanced research*, *5*(4), 491-497.

Building Smart Cities with Large Scale Citizen Participation

Last Modified on 12/06/2019 12:26 pm CEST

Authors: Karim Benouaret, Raman Valliyur-Ramalingam and François Charoy

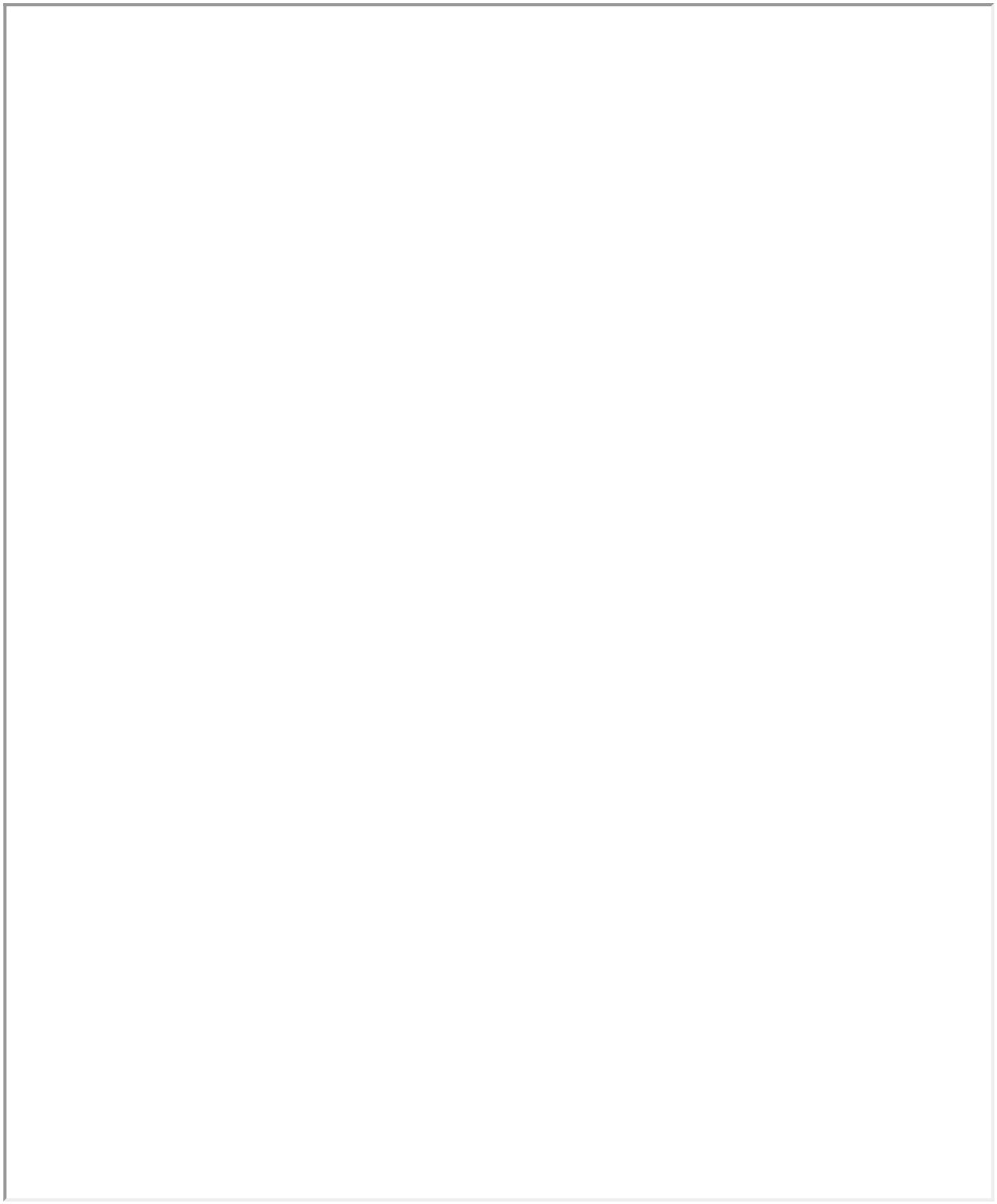
Date of publish: March 2013

Why did we conduct this research:

The raise of smart cities (or cities becoming smarter), has been portrayed as features in parking lots that recognize where there is or there is no more free space, smarter traffic lights, or just the fact of having an active tansportation rail on the side (bikes, skates, etc). Nevertheless, smart cities go beyond that; they are also supposed to improve and increase citizen's participation in the city's everyday life. Doing this can be achieved, among many other ways, by promoting and strengthening citizen participation. This paper proposes a framework that shows that data collection, selection and assessment can be done in a way that benefits and promotes citizen participation in a way that they can actually contribute to urban development.

Key findings:

- The paper proposes three different strategies (Buffer, Deadline and FIFO) which work complementarily given different settings and challenges each city faces at any given moment.
- As shown in the paper, the reasons behind justifying using one strategy or another greatly vary also on the time and resources allocated to each challenge, and again, highlighting the possibility of complementarity among strategies.



Reference:

Karim Benouaret, Raman Valliyur-Ramalingam, François Charoy. CrowdSC: Building Smart Cities with Large Scale Citizen Participation. 2013. [https://hal.archives-ouvertes.fr/hal-00803702/document]

The City as a Platform: How the Digital Networks Are Changing Urban Life and Governance

Last Modified on 12/06/2019 12:25 pm CEST

Author: David Bollier

Date of publish: 2016

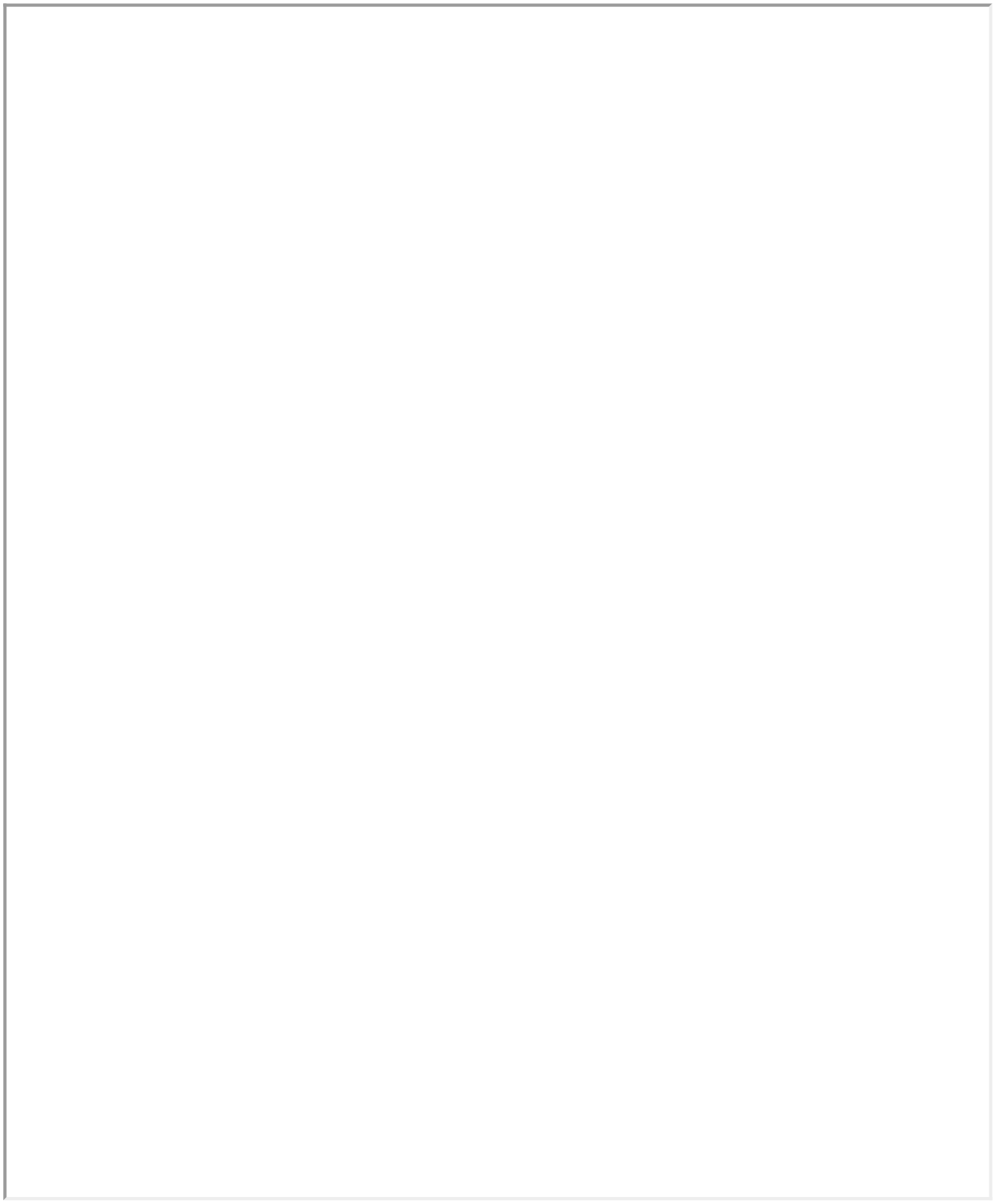
Why did we conduct this research?

With the emergence of the sharing economy, city governments felt the need to evolve as well, as to be able to provide proper legal frameworks of action for such new interactions between users, providers, and those in between. Municipalities becoming increasingly active in the sharing and platform economy can start with simple steps as providing better and faster interconnections both between citizens and citizen-municipality ones. Nevertheless, there has been seen the raise of some cities becoming platforms themselves. The paper analyzes how this transformation has been becoming a reality, taking as the starting point the 2015's City Innovative Summit in San Francisco, where the topic was the center of attention.

Key findings:

- City as platform can be one of the solutions to deal with issues such as lack of citizen engagement.
- Cities as platforms are still a disruptive approach to governance and a deeply challenging approach to a very rooted set of norms and systems (how cities should be run).
- How to develop cities that are capable of constantly learn and evolve (need for a cultural change).
- Public trust as a must (privacy and data protection).
- Ethic use of the collected data.
- Shift from governing to "dictate and control" to "facilitate and empower"
- Citizens and their concerns are at the core of politics, and everything is built

after this. Establishment of open spaces where citizens can engage with the city's life and contribute to projects and new ideas.



Reference:

Bollier, D. (2016). The city as platform: How digital networks are changing urban life and governance. *Washington, DC: The Aspen Institute*.

Platform Technologies and Socio-Economic Development: The Case of Information and Communications Technologies (ICTs) in Nigeria

Last Modified on 12/06/2019 12:25 pm CEST

Author: Bubou, G.

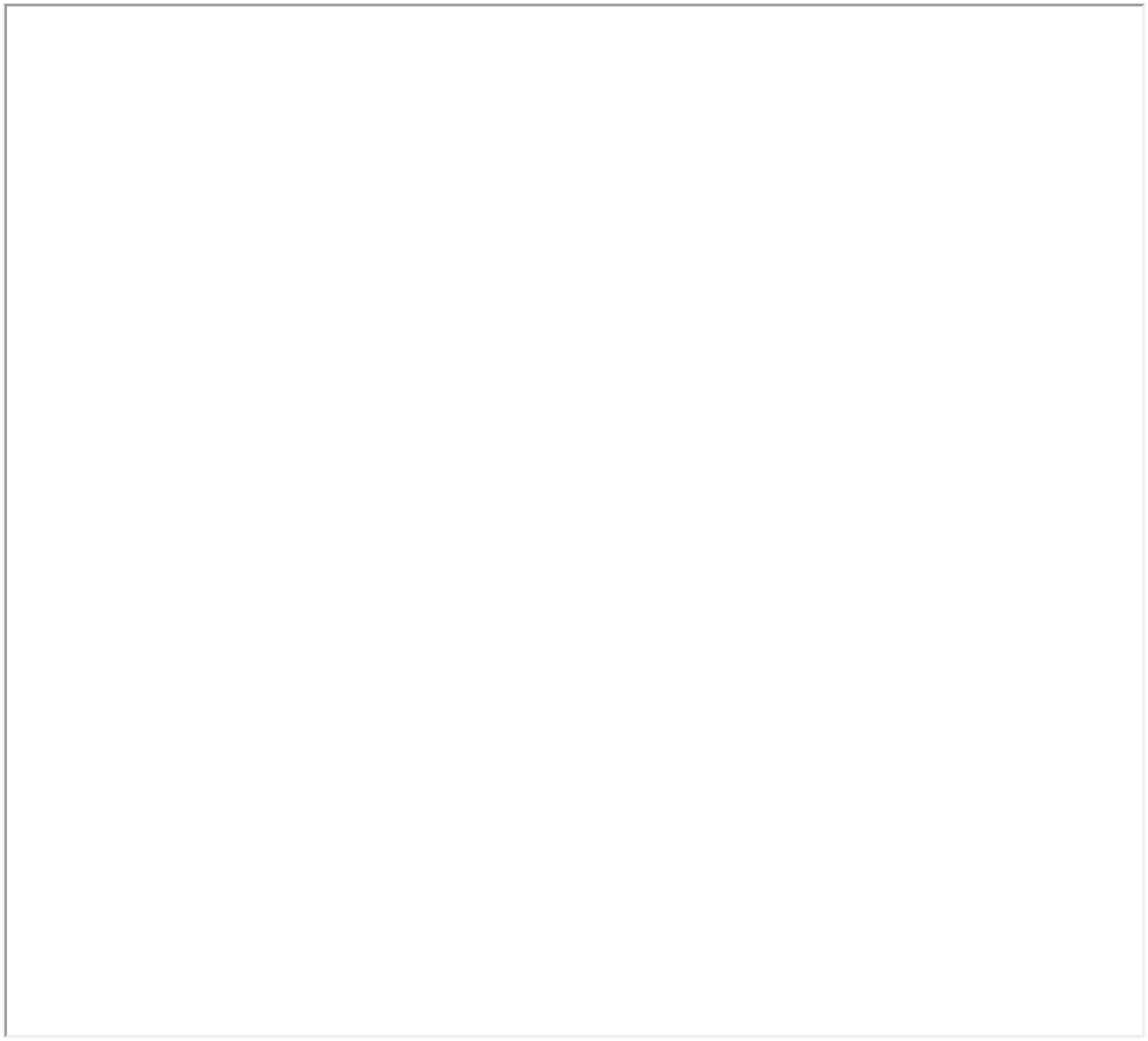
Date Published: June 2011

Why did we select this research?

ICTs have redefined human existence in recent times, with profound effects on socio-economic, political and cultural aspects of society and have become indispensable tools in the implementation of national development plans. Information and Communications Technologies (ICTs) portend as a possible avenue through which global competitiveness can be improved.

Key Findings

- Wide-scale adoption, adaptation and application of platform technologies can enhance socio-economic transformation of citizenry and the enhancement of global competitiveness of a nation
- With ICT becoming the third largest contributor to Nigeria's GDP as well as the largest provider of employment, coupled with general improvements in the living standards of the people, Nigeria's socio-economic development has indeed improved remarkably since the liberalisation of and subsequent massive investment in the telecoms industry in the country.
- The new techno-economic paradigms such as ICTs, biotechnology and nanotechnology, and the emergence and spread of these new paradigms, be considered as a necessary strategic starting point to rethink development policies for the 21st century



Reference:

Bubou, G. (2011) Platform Technologies and Socio-Economic Development: The Case of Information and Communications Technologies (ICTs) in Nigeria. International Journal of Emerging Technologies and Society, Vol. 9(1): 35-49.

https://web-b-ebscohost-com.proxy.uba.uva.nl:2443/ehost/detail/detail?vid=0&sid=7a985101-36f5-4016-8c13-1767599fa80e%40sessionmgr103&bdata=JnNpdGU9ZWhvc3QtbGl2ZSZzY29wZT1zaXRl#AN=63479456&db=a2h

Open Data Platform Improves City Infrastructure

Last Modified on 10/04/2018 12:04 pm CEST

Why we chose this case

The Human Ecosystem Project in Bologna, shows how cities can use data creatively to empower its citizens and its city, through the use of open data.

About the Case

While data gathering from cities social media networks are usually used for commercial use, or for state intelligence, neither offer transparent open data to their citizens. In response to this, the City of Bologna created a platform which gathers public information from social media to understand what citizens are thinking, and feeling about their city, at a given place and time. This platform allows researchers, city officials, and its community to identify patterns about how the cities infrastructure is functioning and how it can be improved. The analysed data is also available to the public, through interactive exhibitions (Bologna's Urban Center) showing series of visualisations that show behaviour and opinions among the people of Bologna.

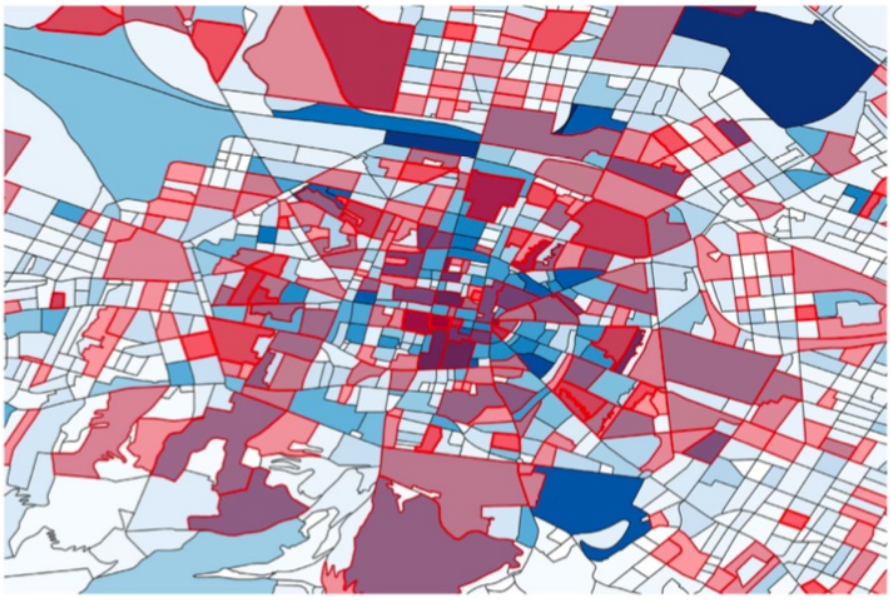


Figure 20. Zooming into the city; the geographical distributions of expressions about collaboration in the city (in blue) matched by the presence of projects or organisations of the collaboration pacts for "Collaborare è Bologna" (in red), in the center of the city.

Impact

Due to the projects sucesss, The Human Ecosystems platform has subsequently been implemented in São Paulo (Brazil), and New Haven (U.S).

Want to know more?

https://www.he-r.it/wp-content/uploads/2017/01/HUB-report-impaginato_v1_small.pdf

Blockchain Technology Aids Homeless New Yorkers

Last Modified on 10/04/2018 12:05 pm CEST

Why did we select this case

Blockchain for Change shows the potential of using block chain through their smart phone and app: Fummi, to help homeless people in New York access essential resources and services at discounted prices. Most importantly, it allows homeless people to attain a digital identity making access to bank accounts, loans, and government services easier.

About the case

Recognising that more than 60,000 people spend the night in shelters in New York with no digital identities. *Blockchain for Change* has two main aims. Firstly it means to provide homeless people with essential services at a discounted price, where the app has an internal ecosystem for payments, and services mining costs. Secondly, it intends to help service providers (private and public) to connect more efficiently with the homeless.

> *"The ultimate goal is to create a store of value for people, so they can mitigate some of the savings and income volatility that [follows] this demographic." (Calvin Bradley)*

Blockchain for Change collaborated with Life Wireless, to provide phones to low-income groups using federal subsidies. and NYC service providers, to create blockchain identities for individuals. While Blockchain for Change first step is its

New York pilot, by the end of the second quarter of 2018, they aspire to have distributed 200,000 Fummi-enabled phones.

Want to know more?

https://www.fastcompany.com/40500978/this-new-blockchain-project-gives-homeless-new-yorkers-a-digital-identity?

https://blockchainforchange.org

Dubai: building a city on blockchain technology

Last Modified on 25/09/2017 10:33 am CEST

Why did we select this case?

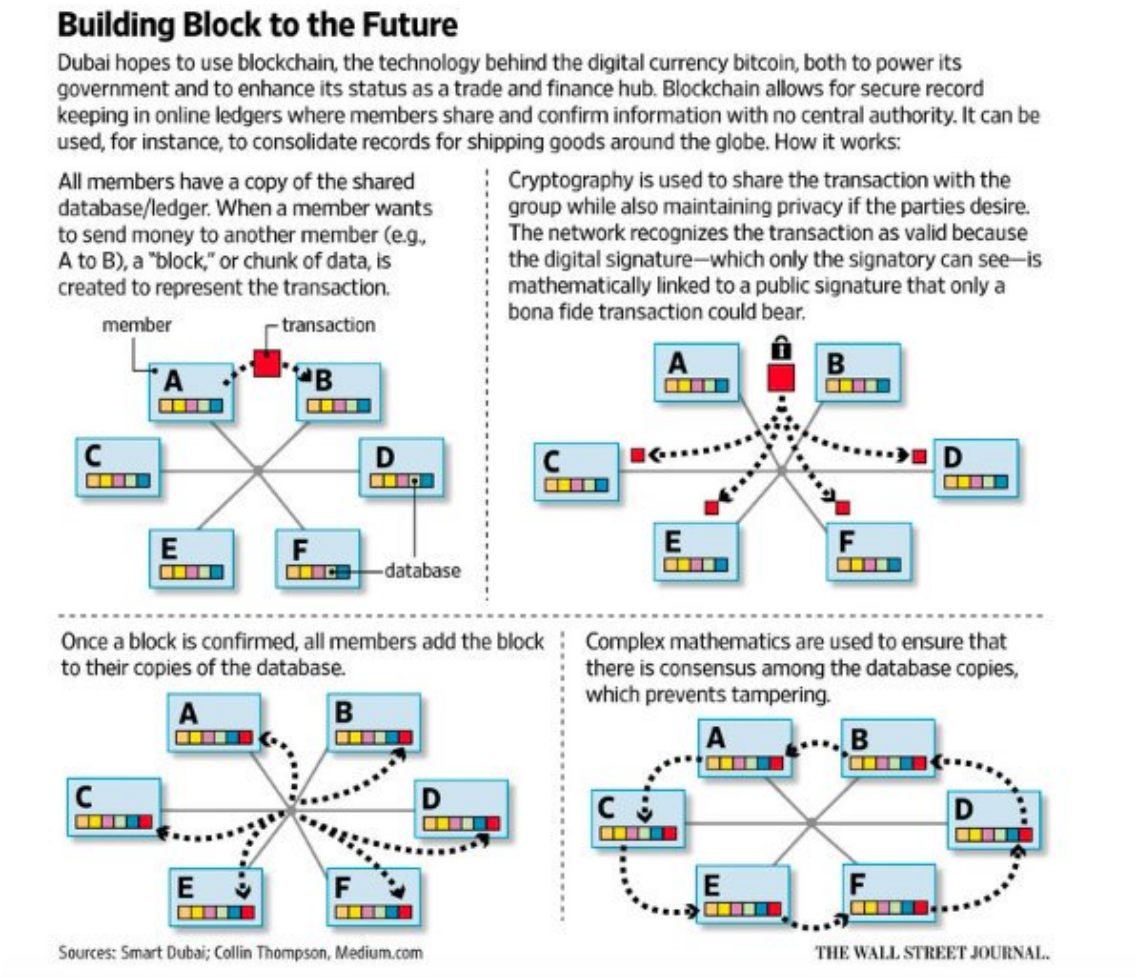
Blockchain technology has the potential to make both business and government services more efficient. The city of Dubai is taking the lead, as it is the first city to back the technology on a government level.

About the case

The goal of Dubai's government is to stimulate the majority of the emarte's businesses to use blockchain. The director general of Smart Dubai is a government office tasked with facilitating innovation in the emirates stated:

> 'We want to make Dubai the first blockchain-powered government in the world by 2020'. - Aisha Bin Bishr

Blockchain has the potential to increase transparancy, speed up transactions and help reduce fraud such as money laundering. But it also faces various challenges to broad implementation.



In the Wall Street Journal Lohade explains that implementing the blockchain is a **public-private effort**.

> 'In March, Smart Dubai kicked off a citywide effort to implement blockhain. Over the coming months, it will conduct workshops with key government, semigovernment and private organizations to identify and prioritize the services that can be most enhanced by blockchain.'

Lohade adds that the first steps are already taken by key Dubai entities.

> 'The Department of Economic Development, a government agency, usually the first stop for any company planning to do business in Dubai.
>
> The department, to start with, is working on shifting its entire business registration and licensing services to blockchain.'

Want to know more?

- https://www.wsj.com/articles/dubai-aims-to-be-a-city-built-on-blockchain-1493086080?

utm_campaign=Revue%20newsletter&utm_medium=Newsletter&utm_source=revue

- http://www.smartdubai.ae/dubai_blockchain.php
- http://smartdubai.ae/story0531.php

Interview: blockchain projects for governments

Last Modified on 07/01/2018 1:52 pm CET

Blockchain technology is heralded as the next chapter of the information and network society and is perceived to have an enormous impact on our economy, trade and the public sector. The technology provides a framework for governments to reduce fraud, corruption, error and the cost of paper-intensive processes. We interviewed Marloes Pomp, project leader of thirty blockchain projects within the Dutch government to uncover the potential of this technology for governments and city leaders.

What is the blockchain?

Several years ago the bitcoin made mainstream news. This was mainly due to the rising value of the digital currency. Not many people spoke about the underlying technology, the blockchain and the distributed ledger. But the bitcoin, a virtual currency, is merely the tip of the iceberg. Bitcoin is one of many (potential) applications of the blockchain technology.

What are some of todays applications of the blockchain?

1. Renew accreditation systems, for example surrounding Massive Open Online Courses (MOOCS) in South Africa where students from the 'lower' ranked universities are granted access course work from top universities. The same goes for programmes in Dallas and San Francisco where vulnerable groups are assisted in the job market by way of work-learning courses.
2. The World Food Program works on a blockchain project which transforms the way in which humanitarian agencies deliver aid. Blockchain is a digital ledger technology used as a trusted way to track the ownership of assets without the

need for a central authority, which could speed up transactions while lowering the chance of fraud or data mismanagement. Crucially, its peer-to-peer nature removes the need for verification from costly intermediaries such as banks or other institutions.

How does the blockchain relate to the sharing economy?

To get fair deals in a sharing economy requires some kind of collective representation, altered ownership model, or regulation from the government. A future in which peers are formed into collective bargaining blocs - a little like labor unions, can be envisaged. As well as a future in which peers own the Inc. structure which represents them, or a future in which the government regulates sharing economy companies quite strictly to ensure a fair deal for all. Governments level the playing field between powerful institutions and ordinary people in many areas. The sharing economy may continue to pose challenges which cause governments to pay attention and take action.

When the cost and complexity of running a sharing economy market for cars, housing or some other resource drops by 90% or 95% because of automated contracting infrastructure on blockchains perhaps the natural economic equilibrium will favor many small actors working together in networks rather than larger single corporate bodies. The implication here is that as the Nobel prize winning economist Ronald Coase predicted, as transaction costs drop, flexible markets replace natural monopolies at every scale with a corresponding increase in the baseline efficiency of the whole economy.

A sharing economy deal, organized by one person at a time, might involve five or even eight participants: a buyer, a seller, a cleaner, an insurer, a dispute resolution service, an auditor, a regulator from the government and perhaps additional pre-paid services like tow truck cover for a car rental.

Making these agreements at an individual level is simply too expensive, but in a smart contract environment it could be as simple as sending an email: software ensures that the deals are efficiently set up and reliably executed. So the blockchain has the potential to make the sharing economy more mature.

You have catalysed and curated a number of blockchain

pilots in the Netherlands. What are the most interesting results coming out of this?

- Don't start large blockchain projects at this stage. The technology is still too immature and knowledge within the public administration should be enhanced first. My advise is to start small, invest in developing knowledge, do small projects and experiments to create the first building blocks.
- Establish rules and standards for blockchain code that is created with government funding. This code should be completely open source. Make sure that vendor lock-ins aren't possible in any form (e.g. service contracts, apps built on top of open source code). This also requires the public service to open-up, to make transparent and honest arrangements with all suppliers.

In 2018, you will be taking the blockchain pilots to the global stage. Why should city, and other governments join and start their own pilots?

Governmental organisations are trying to find answers to the question how to deal with the sharing economy. On the one hand they want to contribute to its promise of a sustainable, social and inclusive economy, while on the other hand they need to reinvent public services in order to continue to safeguard public interest. For both the opportunities and the challenges of the sharing economy, blockchain offers possibilities.

During the sharing economy pilot projects we investigate the opportunities of blockchain available for the new sharing and collaborative economy.

> *"The blockchain has the potential to redefine the relationship between government and the citizen in terms of data sharing, transparency and trust."* - **Marloes Pomp**

Want to know more?

- https://www.blockchainpilots.nl/home-eng

Peerby Impact Assessment

Last Modified on 18/01/2018 11:19 am CET

Authors: Except Integrated Sustainability
Published: 2015
Research commissioned by: Creative Commons, Peerby

Why did we select this research?

This study is highly relevant for people who are not yet convinced of- or want to know more about the precise positive impact of peer-to-peer sharing platforms such as Peerby have on cities.

Key findings

The results show that sharing items has significant positive environmental, social and economic impacts.

- Sharing can extend the life cycle of a product by making underutilized products accessible to people who live in close proximity.
- The lower demand for products reduces energy, water, CO2, fuel, waste and transport needed for production.

Reference

Impact assessment Peerby by Except(2015).

The Serendipity Machine

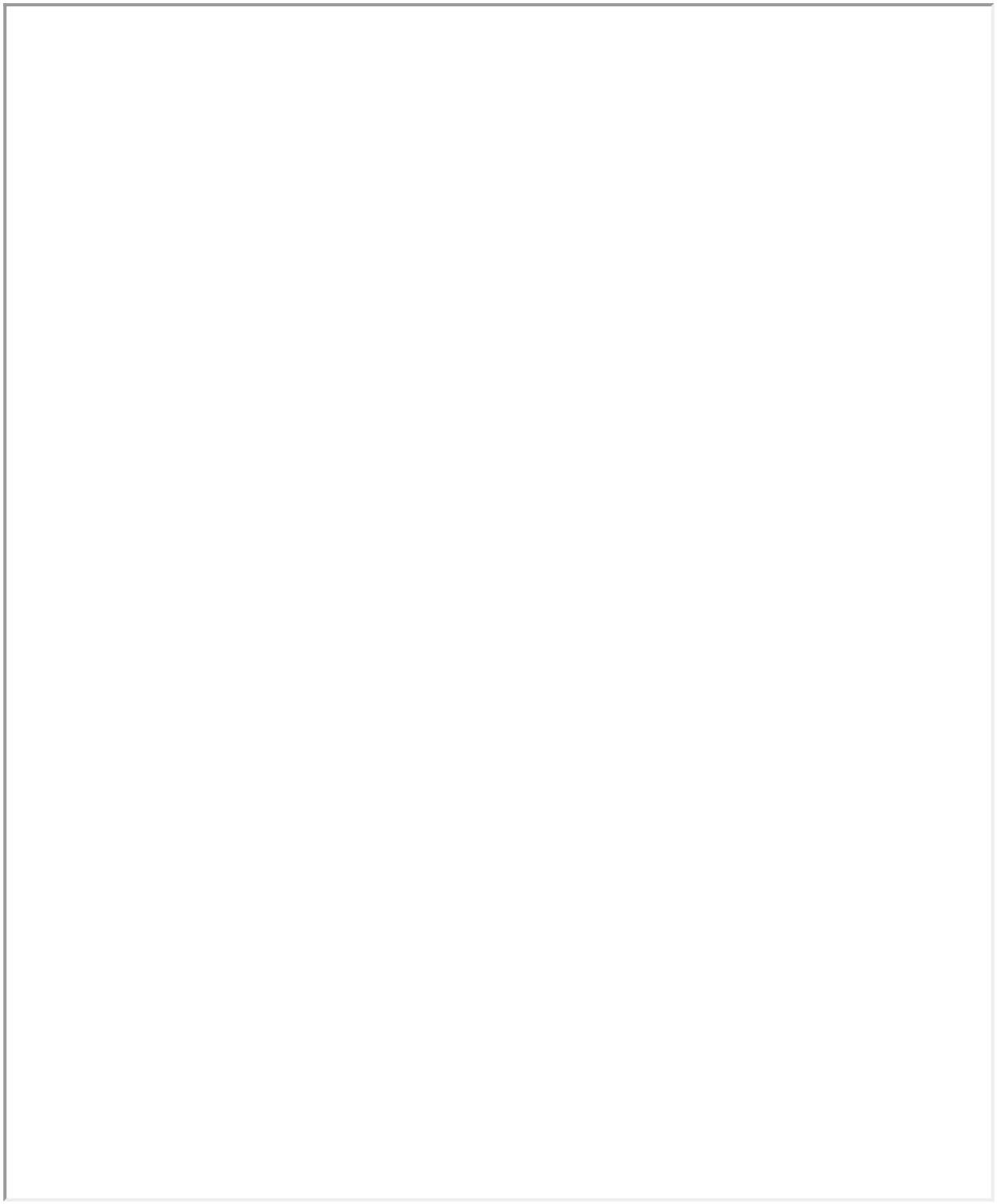
Last Modified on 28/08/2017 1:46 pm CEST

Why did we select this case?

In many cities coworking spaces are growing in popularity. At these coworking places people can meet new people, learn new things, share ideas and collaborate on projects. In essence, the Serendipity Machine facilitates more relevant encounters at coworking places and beyond (e.g. libraries and train stations). In other words, the technology creates an ecosystem in which valuable knowledge and expertise can effectively be shared in places all around the city. The resulting professional connections as well as the lower barriers to find jobs are interesting developments for city governments.

About

The Artificial Intelligence algorithm has already connected people at Seats2meet (open coworking space) in The Netherlands for several years. Since June 2017 the Serendipity Machine can be bought by everyone. Users who answer questions such as '*What are you working on*' and '*What do you need today*' when they check into the app, are matched to people nearby, who are also open to share their knowledge and expertise.



Want to know more?

- About the serendipity machine: http://serendipitymachine.com/
- About seats2meet: https://seats2meet.com/en
- Contact: myown@seats2meet.com

Wellington Digital Divide

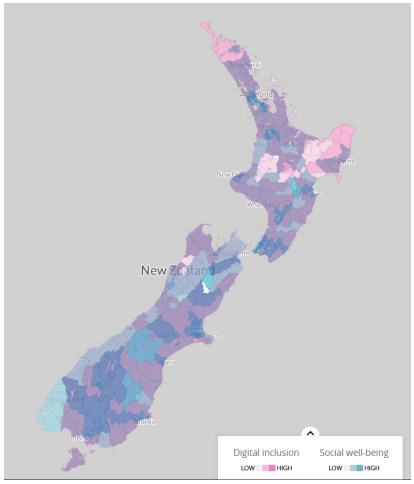
Last Modified on 11/04/2018 12:38 pm CEST

Why did we select this case

New Zealand's InternetNZ and 20/20 Trust have developed two complementing databases, one for mapping the digital divide throughout the country and another for mapping digital inclusion resources.

About the case

Digital Divide provides a geographical representation of where the most digitally disadvantaged are mapped based on the following factors:



- **Digital inclusion** based on:
  - Infrastructure (% households able to receive broadband)
  - Access (% households with access to internet)
  - Skills (frequency of engagement in ICT activities and necessary ICT skills)
- Social well-being based on the New Zealand Index of Socioeconomic Deprivation that takes into account:
  - People under 65 with no Internet access at home
  - People 18-64 receiving a means tested benefit
  - People living in equivalised households with income below an income threshold
  - People aged between 18-64 who are unemployed
  - People aged 18-64 without any qualifications
  - People not living in their own home
  - People under 65 living in a single parent family
  - People living in equivalised households below a bedroom occupancy threshold
  - People with no access to a car

Digital Inclusion is the complementary resource that offers visibility to digital

inclusion projects and resources in New Zealand, with the following goals:

- make it easy for people to find digital inclusion projects and resources near them
- encourage greater take up of, and support for, digital inclusion initiatives
- encourage cooperation and knowledge sharing between projects

Resources are categorised as computer access, computer training, digital inclusion organisation, digital inclusion project, research and resources, or wireless/wifi. The Digital Inclusion Map is an initiative as a result of 20/20's digital divide manifesto strategic goals. Their initiative aligns with the New Zealand government's digital economy strategy.

Want to know more?

Digital Divide: https://digitaldivide.nz/

Digital Inclusion: https://digitalinclusion.nz/

https://2020.org.nz/blog/2017/08/17/map-digital-divide-new-zealand/

https://idealog.co.nz/tech/2017/08/new-interactive-map-shows-digital-divide-new-zealand

http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=229843

https://internetnz.nz/news/nz%E2%80%99s-digital-divide-now-display

https://2020.org.nz/blog/2017/08/29/digital-inclusion-release/

New Zealand 20/20 Trust Digital Inclusion Manifesto

Last Modified on 11/04/2018 12:58 pm CEST

Why did we select this manifesto?

The 20/20 Trust is an organisation focused on digitally disadvantaged groups, geared towards increasing the inclusion of New Zealanders in the digital world by leading projects and working directly with communities towards affordable access to digital devices and services, basic ICT skills, safe transactions and engagement online, as well as the creation and publishing of digital content.

About the manifesto

The manifesto identifies a digitally included person as one who has motivation to use the internet, access to the internet, core digital skills, and trust in online services. The 20/20 Trust details the following eight goals for digital inclusion and includes actions that governments can take in that direction:

1. All people living in New Zealand are able to fully participate in the digital world.
   No-one left behind
   What governments can do: Lead and resource a national Digital Inclusion Agenda
2. All New Zealanders have equitable access to digital technologies and online services to enhance their lives, irrespective of geographic location or ability.
   The Internet is even more vital for isolated or disabled people
   What governments can do: Fund rural school-based local wi-fi and assistive technology
3. 'At-risk' families are supported with access to the internet and the necessary skills to make effective use of online services.
   These families are high consumers of online government services
   What governments can do: Start national upskilling programme for intermediary organisations
4. Children have access to future-focused digital learning opportunities, including online access from their homes and digitally literate whānau to support their learning.
   You can't do homework research without Internet

What governments can do: Reinstate / increase funding of programmes for at-risk families with school-aged children

5. School leavers are equipped with work-ready skills, including digital skills.
   Social media skills are NOT workplace skills
   What governments can do: Mandate digital skills component in all 'ready for work' programmes
6. New Zealand businesses employ digitally skilled people to improve productivity.
   End the 5-year NZ 'productivity recession'
   What governments can do: Invest in workplace-based digital skills training
7. New Zealanders can use their digital skills to maintain a healthy lifestyle and respond positively to social challenges.
   Online services improve personal health care and services
   What governments can do: Offer digital skills and access to those in need of health advice, with DHBs and PHOs
8. New Zealand seniors have access to digital technologies and the digital skills to remain connected with their families and communities.
   Seniors are asking for help to go online and stay connected
   What governments can do: Fund community and home-based digital literacy programmes for seniors

Want to know more?

https://2020.org.nz/manifesto/

https://2020.org.nz/wp-content/uploads/2017/08/Digital-Inclusion-Manifesto.pdf

Tel Aviv - The Smart City

Last Modified on 12/06/2019 12:28 pm CEST

Authors: Tel Aviv-Yafo

Date of publish: June 2016

Why did we select this snapshot?

Tel Aviv-Yafo is a city that never sleeps, and consequently the challenges it constantly faces neither do so. Being a reference city in a wide variety of aspects, it is worth exploring the approaches that the city has undertaken to solve such challenges and the practices that have been already put in place to offer to its residents and visitors the best experience possible.

Key findings:

The official report published by the city provides an overview on how the city tries to act as an arena where "residents, business, third sector organizations and the Municipality itself can collaborate, while making use of cutting-edge technologies that enable learning, creativity and sharing to achieve social and economic prosperity". To succeed in being a truly smart city, Tel Aviv-Yafo takes as four main visions as its final objective to achieve: for the city to be is for all its residents; to have a resident-oriented government; to have an appealing urban environment; to be a financial and cultural center.

- Engagement projects have been put in place in order to increase (and strengthen) citizen's engagement with the city and all the services it can provide them. Some examples include: provision of online municipal services, open archive or open data.

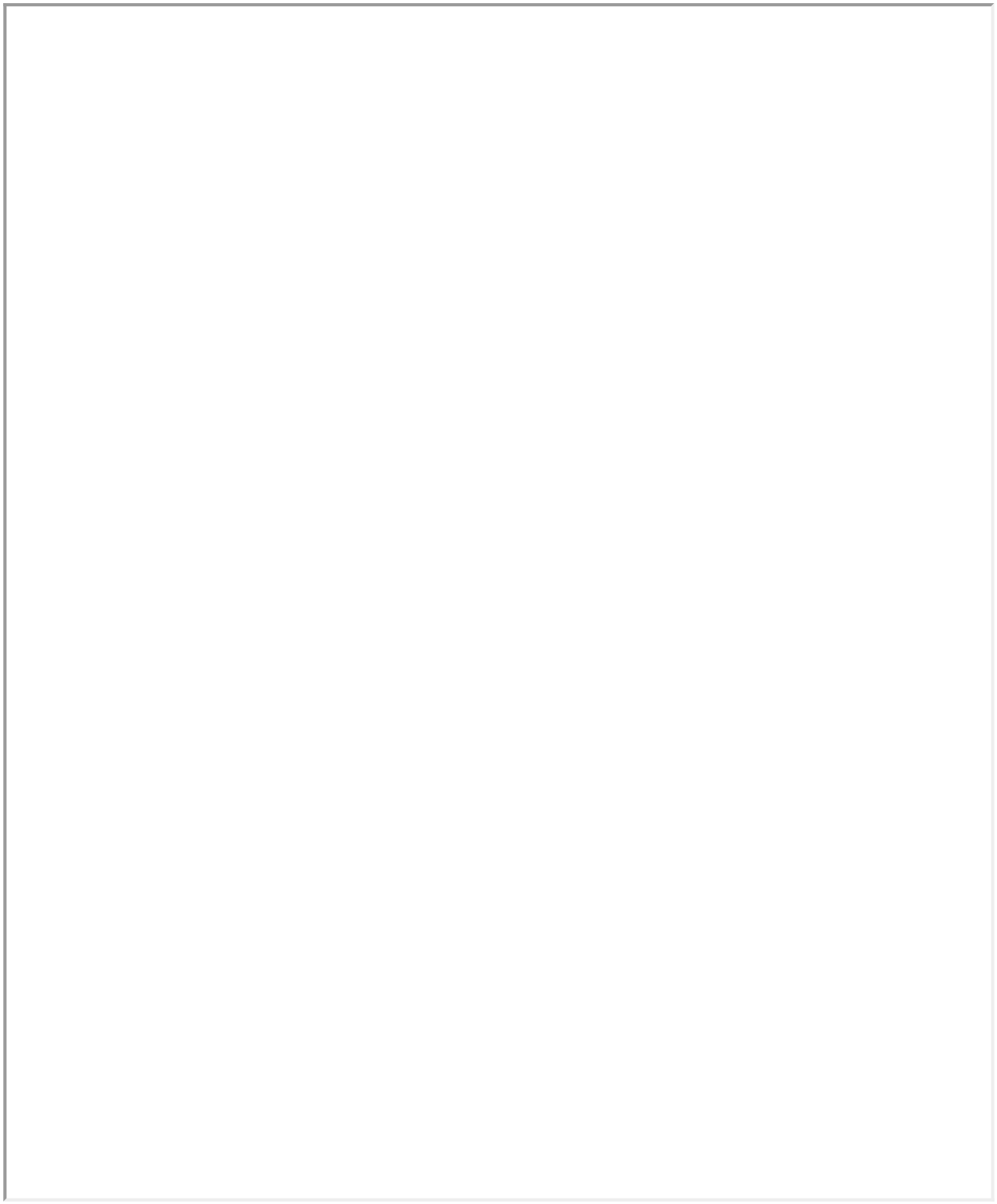
- The Municipality has 11 eco-related programs and initiatives raging from community gardens, municipal recycling, green construction to conserving water. Additionally, they do have smart food policies (regarding production and consumption of sustainable food).

- Community and entrepreneurship is encouraged through affordable municipal housing, assistance in establishing communities, open entrepreneurship centers and Municipality-run youth and young adult centers.

- Traffic and parking is also tackled in the initiative, by the creation of bike paths (to date, more than 100km) and Tel-o-fun, Tel Aviv's bike rental project, which is composed of 1,500 bikes that have been rented more than 3 million times so far. Furthermore, Tel Aviv also counts with smart parking services and the payment of certain parking areas through the cell phone.

- Technology is heavily used on their "Rediness" pillar, as the Municipality has over 200 cameras installed in public spaces to increase the sense of security amongst its residents

- The paper provides a detailed list of indicators composing each of the four pillars (a city for all residents; resident-oriented government; an appealing urban environment and a financial and cultural center".



Retrieved from: Tel Aviv government

https://www.tel-aviv.gov.il/en/WorkAndStudy/Documents/SMART%20CITY%20TEL%20AVIV.pdf

International Case Studies of Smart Cities - Tel Aviv, Israel

Last Modified on 20/06/2019 2:16 pm CEST

Authors: Eran Toch and Eyal Feder

Date of publish: June 2016

Why did we select this research?

Tel-Aviv's initiative DigiTel launched five years ago has been worldwide acknowledged as a turning point for smart cities. Many preach that this huge success is due to Tel Aviv's bottom-up approach to building and constantly improving the city: getting its citizens to be an asset of the city, and to take ownership and take part by engaging. The paper navigates through the main steps that the city has taken in order to be a leading smart city nowadays.

Key findings:

- Unique approach: focus on residents instead of physical infrastructure.
- Close collaboration with start-ups (After Silicon Valley, Tel Aviv has the highest concentration rate of start-ups per citizen) and the private sector, which allow them to receive continuous feedback.
- Its success might be due to the fact that projects started at the small scale, by implementing specific plans with the trust of all stakeholders involved.
- One of the most pressing challenges for the city though, follows from the previous point: lack of integration among projects.

Reference:

Toch, E., & Feder, E. (2016). *International Case Studies of Smart Cities: Tel Aviv, Israel*. Inter-American Development Bank.

How are citizens involved in smart cities? Analysing citizen participation in Japanese “Smart Communities”

Last Modified on 20/06/2019 2:11 pm CEST

Authors: Benoit Graniera and Hiroko Kudob

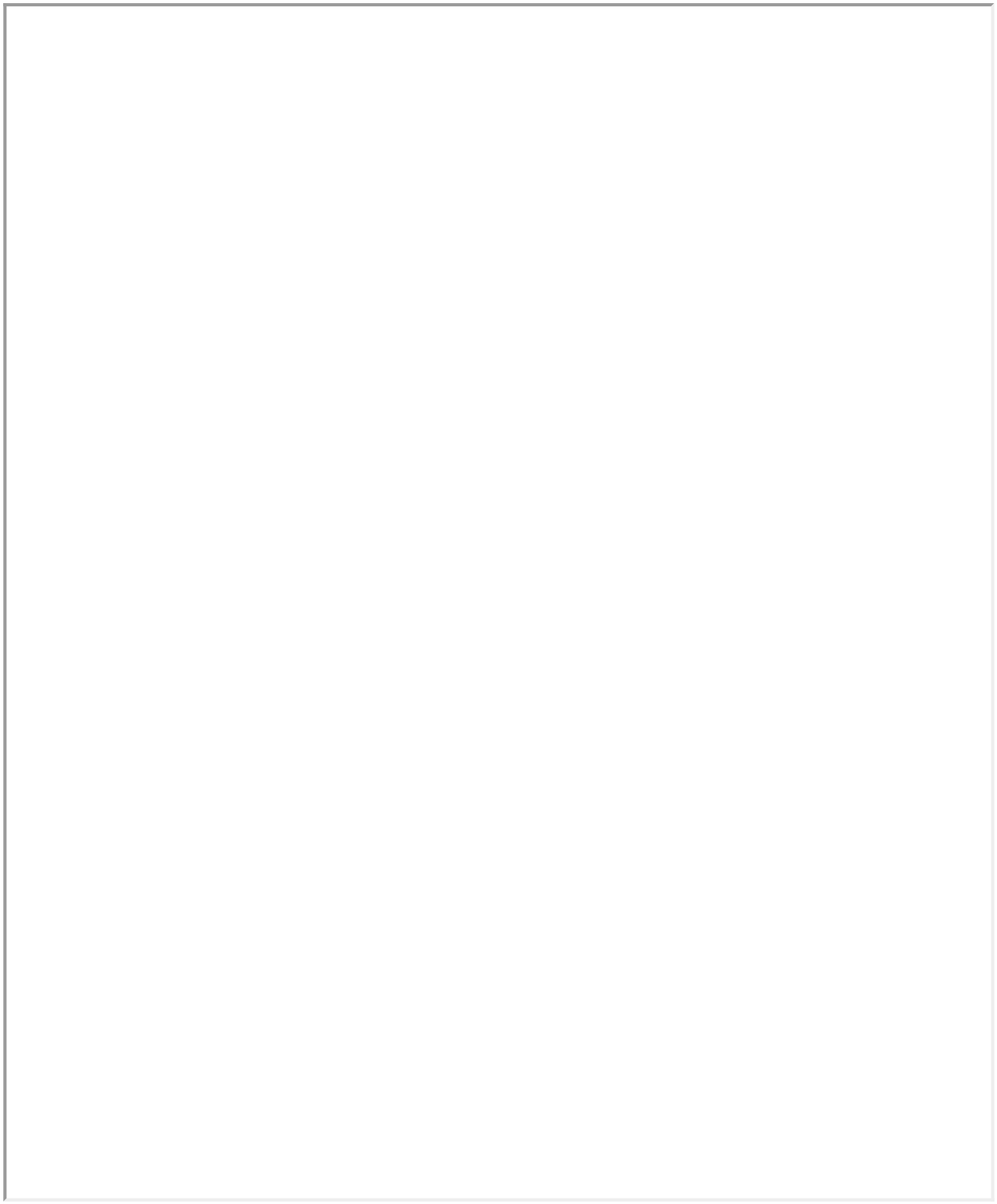
Date of publish: February 2016

Why did we conduct this research:

To better understand how the dynamics within smart cities or smart communities work in a specific context, be it in this case the Japanese one. The paper investigates the role of Japanese citizens within smart communities as well as using this participation as a policy instrument achieving acceptance. An analysis on the model of the Japanese approach to smart city governance is provided as too.

Key findings:

- Due to smart communities in Japan being so new, no grounded extrapolations can be made, so no assumptions can be made yet.
- Citizen participation is a clear feature of smart communities. One key point to explain this is the heavy presence of technology in smart communities, which help to communicate more effectively as well.
- Citizen's behaviour changes due to the "real-time" responses.
- Citizen involvement in smart cities can be viewed as a disciplinary strategy and perceived as a means rather than as an end in itself.



Reference:

Granier, B., & Kudo, H. (2016). How are citizens involved in smart cities? Analysing citizen participation in Japanese ``Smart Communities''. *Information Polity*, *21*(1), 61-76.

Sustainability Framings of Accommodation Sharing

Last Modified on 05/09/2017 2:05 pm CEST

Authors: Yuliya Voytenko Palgan, Lucie Zvolska and Oksana Mont
International Institute for Industrial Environmental Economics (IIIEE) at Lund University
Published on: December 2016 **in:** Environmental Innovation and Societal Transitions

Why we select this research?

Most of the researches on accommodation sharing tend to examine the topic as an isolated sector without considering that it comprises of rental, reciprocal and free platforms. This paper has taken all components of accommodation sharing into account which will help you understand the existing function of accommodation sharing platforms and how they contribute to different aspects of sustainability.

Key findings

The article investigates how accommodation providers, platform operators, and consumers play their parts in the framing of social, economic, and environmental sustainability of accommodation sharing and sharing economy in general. Overall, the study has proven that unlike non-profit platforms, profit platforms make use of the term sustainability to draw more attention from consumers and accommodation providers. There are also variation of sustainability framing across all platforms. This is an indication that the platforms could play vital role in the progress of sustainability in a city.

Reference

Palgan, Y. V., Zvolska, L., and Mont, O.(2017). *Sustainability Framings of Accommodation Sharing*, Environmental Innovation and Societal Transitions 23, 70-83., Elsevier B.V.Web

Airbnb: Why Tourists Choose It and How They Use It

Last Modified on 05/09/2017 2:09 pm CEST

Author: Daniel Guttentag
Ryerson University and University of Waterloo
Date Published: August 2016

Why did we select this research?

This study may help you understand why short-stay platforms have come up in the first place. None of the platforms would still exist today if they would not satisfy a consumer need. Note that this study focused on the guests, not the providers of short-stay platforms.

This study finds out why people are choosing peer to peer services over hotels by data collection and analysis based on an online survey of over 850 Airbnb guests in 2015. It aimed to identify Airbnb users into categories such as money savers, collaborative consumers, and home seeker. This study answers questions like: Who are the users of Airbnb? Why do they choose Airbnb over hotels? What is the criteria for users' decision making?

Key findings

- The majority of Airbnb users choose the platform as a substitute for traditional accommodation.
- 80% of Airbnb users choose the platform for leisure trip. Only 4% of the guests use the service for business trips.
- Majority of the guests (70%) choose to rent an entire home/entire apartment over staying with a host which suggest contradicting ideas from 'sharing economy'.
- In contrast to the advertisement, Airbnb benefit rely on local experiences, instead, guests are attracted by practical factors such as the cost, location, and amenities.
- 26% of travelers to spend longer time in a destination when staying with Airbnb accommodation.

Reference

Guttentag, D. (2016). *Why tourists choose Airbnb: A motivation-based segmentation study underpinned by innovation concepts.* Ph.D. thesis, The University of Waterloo, Waterloo, ON, Canada. Retrieved from: https://uwspace.uwaterloo.ca/bitstream/handle/10012/10684/Guttentag_Daniel.pdf?sequence=1&isAllowed=y

Up in the Air: Harmonizing the Sharing Economy Through Airbnb Regulations

Last Modified on 05/09/2017 2:14 pm CEST

Author: Johanna Interian
Published on: May 2016 **in** Boston College International and Comparative Law Review

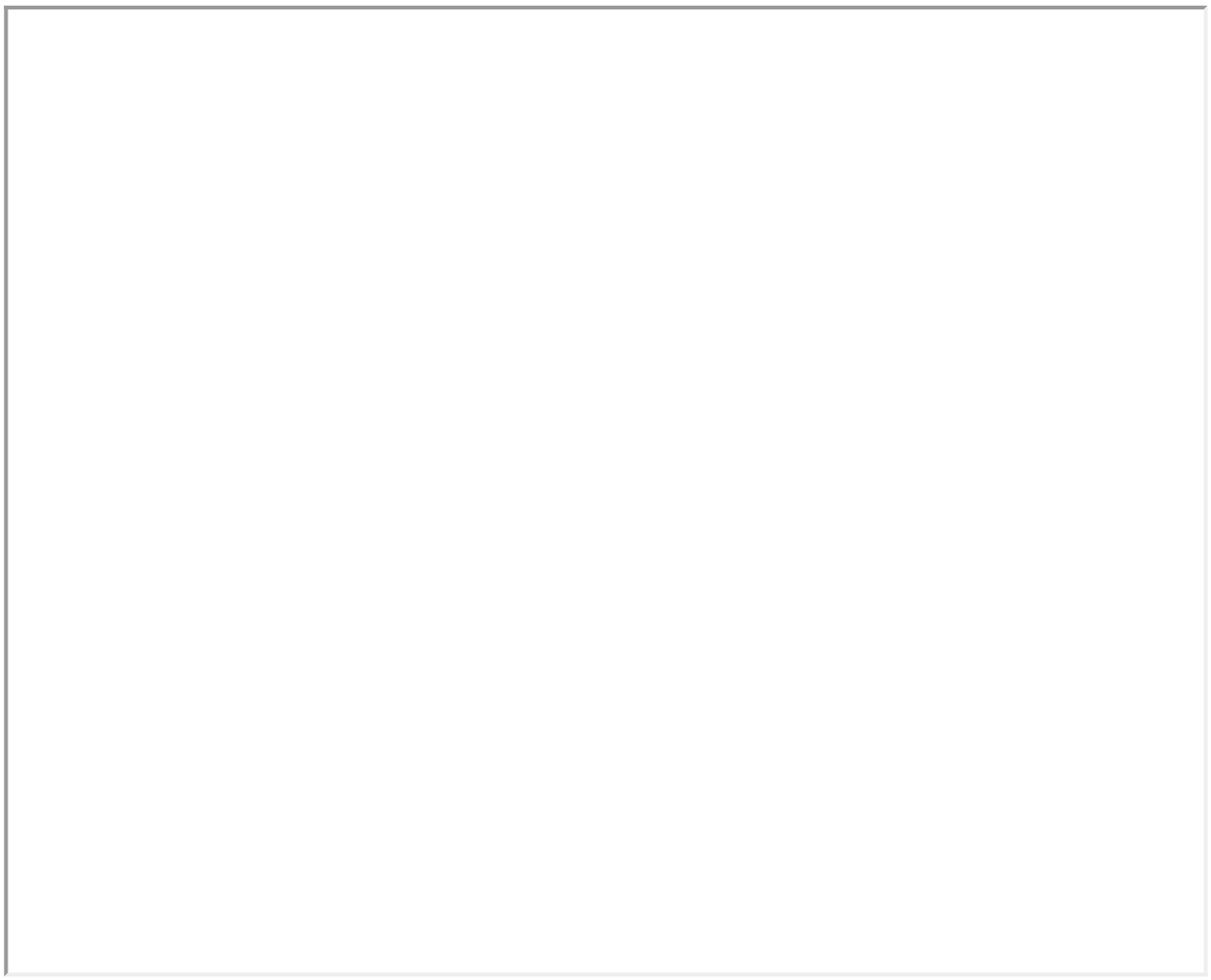
Why we select this research?

This research focuses on Airbnb as a leader in accommodation sharing and argues that Airbnb should be held liable for limited actions of hosts that are consistent with the externalities typically associated with transient home sharing. The report discusses the regulations implemented in various jurisdictions in both the United States and Europe following the arrival of Airbnb. It presents a discussion of the various legal frameworks that typically govern relationships resembling, though not squarely matching, those between Airbnb, its hosts, and its guests. This is highly relevant for policy makers all around the world.

Key findings

The authors argue that Airbnb's simultaneous uniqueness and resemblance to traditional legal relationships calls for the application of limited duties and regulations. The company should be held liable for ensuring basic compliance by using reasonable measures similar to what already has been implemented in numerous European cities. Airbnb should continue its initial efforts in ensuring host compliance with local laws, but this should not be limited only to remitting taxes and complying with housing rules. Airbnb boasts that its platform connects people while simultaneously disclaiming any responsibility between it, its users, and the communities that its operations affect. The technology-powered sharing economy presents unprecedented opportunities for producers and consumers to enjoy a more efficient and productive coexistence. The benefits it may offer, however, do not validate the deterioration of systems that have been put in place to ensure safety and to promote a thriving and accessible residential housing

market. Web-based platforms have become fixtures in our daily lives, and although they produce benefits, they can also undermine legal frameworks intended to promote safety, competition, and stable communities. In particular, the pervasiveness of Airbnb calls for updates to the laws—both federal and local—that govern behaviors and transactions on the company's platform.



Reference

Johanna Interian (2016). *Up in the Air: Harmonizing the Sharing Economy Through Airbnb Regulations*, 39 B.C. Int'l & Comp. L. Rev. 129. Retrieved from: http://lawdigitalcommons.bc.edu/iclr/vol39/iss1/6

Analytical paper on market access requirements in the short-term accommodation rental sector in Barcelona, Berlin and Amsterdam

Last Modified on 05/09/2017 2:22 pm CEST

Date Published: June 2016
Research commissioned by: the European Commission (Internal Market, Industry, Entrepreneurship and SMEs of the European Commission)

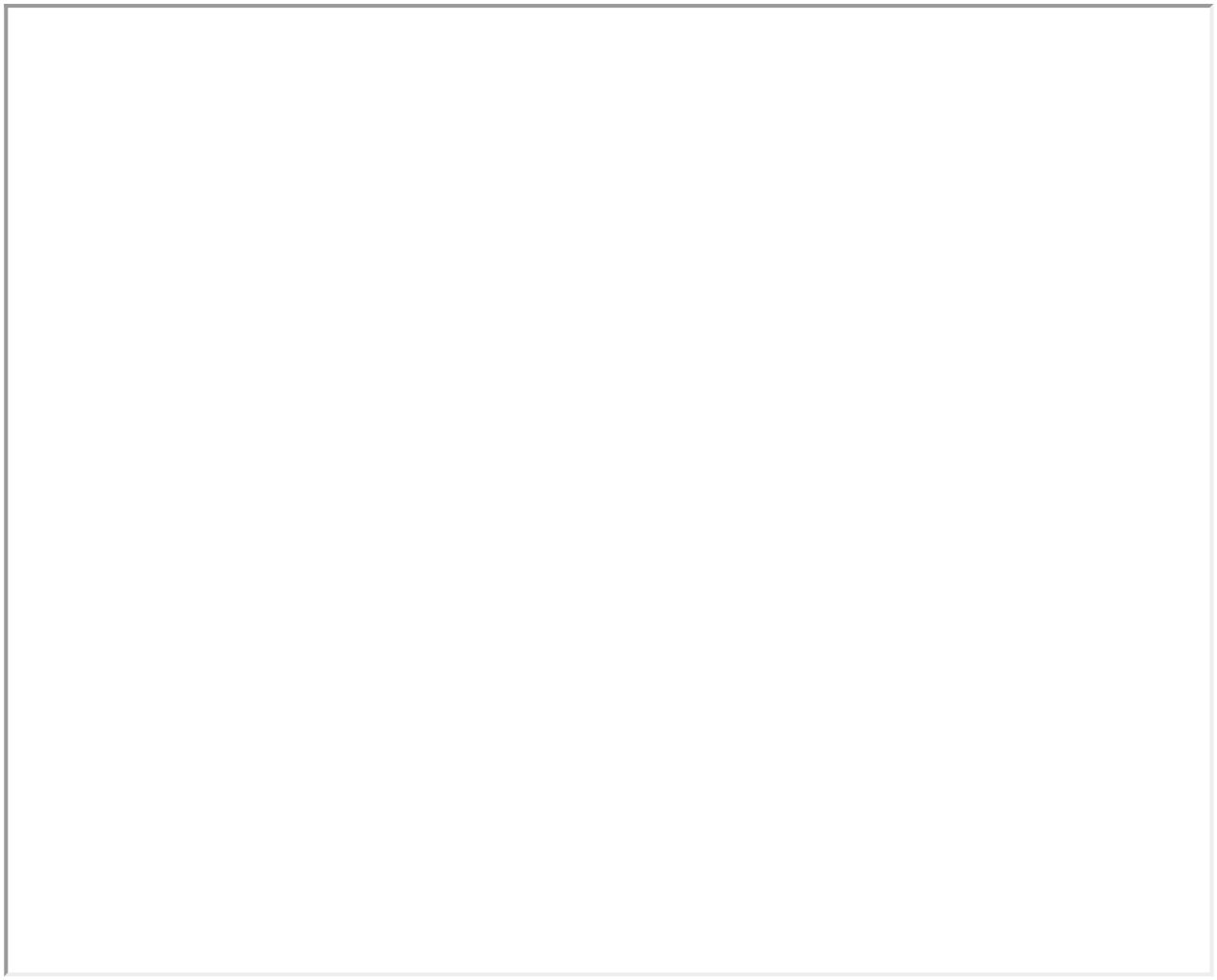
Why did we select this research?

These series of analytical papers on market access requirements in the short-term accommodation rental sector can help city governments understand how EU law applies to the accommodation sharing sector.

Key findings

This paper explores rules and regulation on accommodation sharing in **Barcelona, Berlin, and Amsterdam**.

- Home swapping activities attract no interest from regulators in either city. Therefore, none has specific rules for home swapping. This seems to be in line with the Services Directive and ECJ case law on the freedom to provide services stating that 'services' are normally provided against remuneration.
- In all three cities, the touristic rental of private dwellings and/or private rooms has been regulated both by local zoning authorities and by tourism regulators. These regulations include several measures which may qualify as restrictions to the freedom to provide services within the internal market. Therefore, each such measure may need to be assessed under the necessity and proportionality tests established in the applicable EU case-law.



Reference

European Commission (2016). *Analytical paper on market access requirements in the short-term accommodation rental sector in Barcelona, Berlin and Amsterdam*. Retrieved from: http://ec.europa.eu/DocsRoom/documents/16948/attachments/1/translations

Analytical paper on market access requirements in the short-term accommodation rental sector in Paris, Rome, Milan and London

Last Modified on 05/09/2017 2:25 pm CEST

Author: Guido Smorto
Comparative Law Department University of Palermo
Date Published: March 2016
Research commissioned by: the European Commission

Why did we select this research?

These series of analytical papers on market access requirements in the short-term accommodation rental sector can help city governments understand how EU law applies to the accommodation sharing sector.

Key findings

Peer to peer service leaves challenges for policymakers in dealing with tourism planning, local economy, and whether or not to redesign the existing regulations on traditional businesses. Data from Paris, Rome, Milan, and London are analysed in this paper to examine collaborative economy framework in accommodation sector. The paper discovered that France and Italy have not altered their regulations to response to the fast growing peer to peer businesses.

Obstacles for the progress of collaborative economy may also derive from inconsistent legislation framework that were found within different layer of authority (national, regional, municipal) in Italy.

Old legislation should be adjusted because peer to peer services involve a number of non-professional individuals. Existing legislation could be imposing disproportionate costs on non-professions and limited their opportunity. At the same time, there is a possibility that services provided by non-professional individuals may not be considered sufficient value to the customers.

Reference

European Commission (2016). *Analytical paper on market access requirements in the short-term accommodation rental sector in Paris, Rome, Milan and London*. Retrieved from: http://ec.europa.eu/DocsRoom/documents/16949/attachments/1/translations

Home-Sharing in the Digital Economy: The Cases of Brussels, Stockholm, and Budapest

Last Modified on 05/09/2017 2:30 pm CEST

Authors: Sofia Ranchordás, Zsuzsanna Gedeon and Karolina Zurek
Leiden & Yale Law School, Central European University and Stockholm University
Date Published: March 2016
Research commissioned by: the European Commission, DG Grow

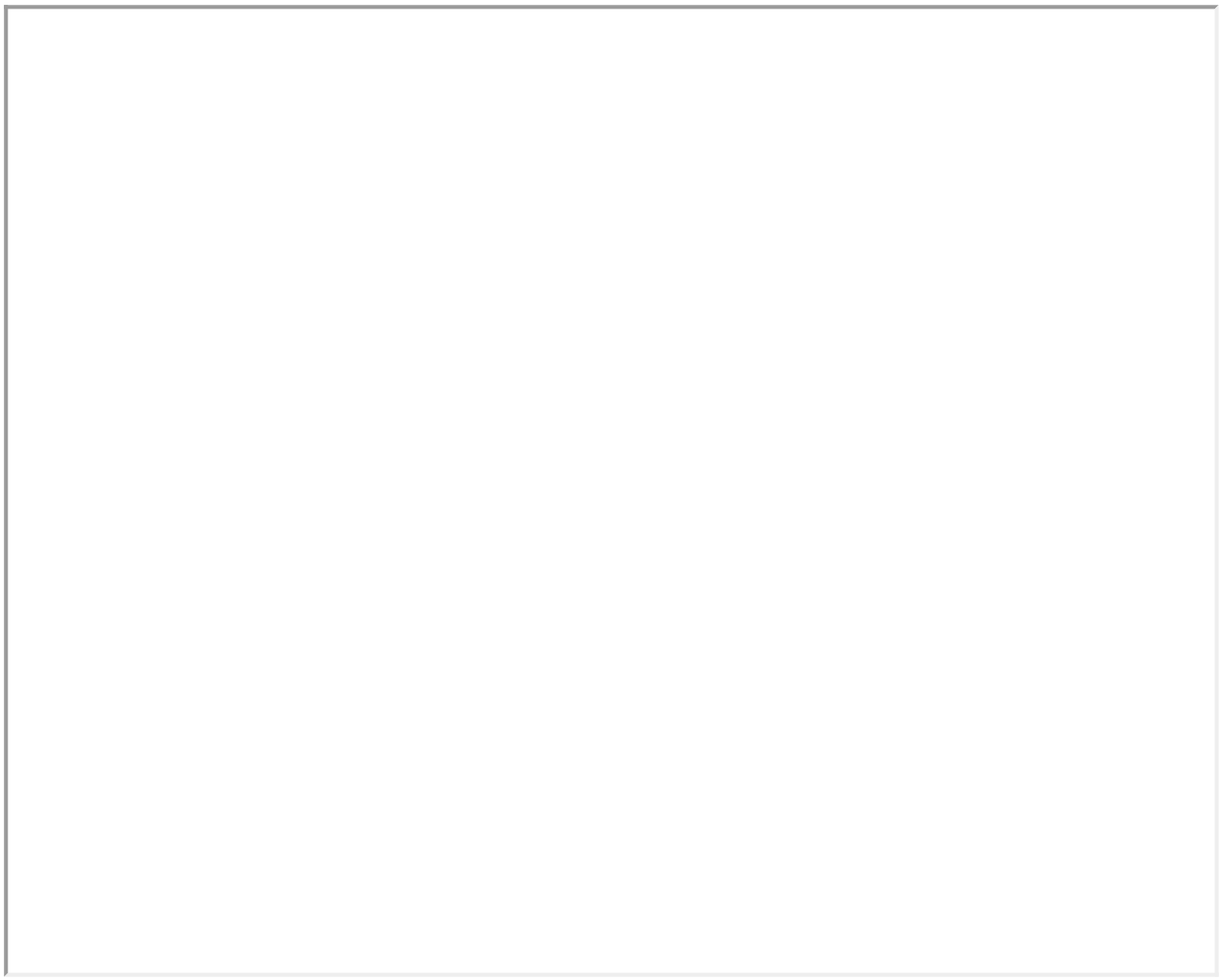
Why did we select this research?

This analytical paper on market access requirements in the short-term accommodation rental sector can help city governments understand how EU law applies to the accommodation sharing sector.

Key findings

Digital platforms have replaced the value of ownership which in turns disrupted the traditional consumption pattern. Although, there are extensive benefits from collaborative economy and access-based consumption, regulators have received complaints from neighbors and landlords in relation to homesharing businesses. This paper provides an overview of general housing challenges, local culture and tax policies of Stockholm, Budapest, and Brussels as well as examine legislation in the 3 capitals to find out whether they are compatible with the EU law. Hosts of tourists accommodation is Brussels are now required to comply with the recently amended regulations that includes thorough details regarding the precise way of taking care of their guests and how the leased bedroom should be decorated. Stockholm on the other hand has not change their regulation. It is mandatory for all accommodation providers to acquire authorisation from housing association. The city is highly concerned with illegal activities(i.e. human trafficking) that may occur through Airbnb and the danger exposed to neighborhoods. Detailed regulations on home sharing has long been operated in Budapest. Service provides are required to register with local notary prior to renting their underused space to tourists. They also need to submit tax collection statements to tax authority on a regular basis.

Although, the overall registration procedure is complex, it has not been escalated particularly for digital platform.



Reference

Sofia Ranchordás, Zsuzsanna Gedeon and Karolina Zurek (2016). Home-Sharing in the Digital Economy: The Cases of Brussels, Stockholm, and Budapest. Retrieved from: http://ec.europa.eu/DocsRoom/documents/16950/attachments/1/translations

Impulse paper on specific liability issues raised by the collaborative economy in the accommodation sector

Last Modified on 05/09/2017 2:34 pm CEST

Paris - Amsterdam - Barcelona

Authors: Rosalie Koolhoven, Neppelenbroek, Santamaria, Verdi (Working Group on the Collaborative Economy)
University of Groningen, the Netherlands
Date Published: March 2016
Research commissioned by: the European Commission

Why did we select this case?

This report can help city governments understand how EU law applies to the accomodation sharing sector.

Key findings

This study explores liability issues of accommodation sharing in Barcelona, Paris, and Amsterdam. In general, all 3 cities are working to find out, prepare, and overcome challenges from accommodation sharing. The paper pointed out that Intermediation (i.e., Airbnb) gives rise to unfair competition between such platforms and professional agents who had to acquire certain qualification to participate in the industry. The author also suggest that more studies should be conducted on the issue of safety regulations in peer to peer service providers.

There are unclear boundaries that must be discussed and distinguished between professional service providers and peer to peer service providers, as well as, whether E-commerce law imposed on webshops should upheld by accommodation providers.

Reference

Koolhoven, R. (2016). *Impulse paper on specific liability issues raised by the collaborative economy in the accommodation sector*. Retrieved from: http://ec.europa.eu/DocsRoom/documents/16946/attachments/1/translations

Effectiveness of automated limits on Airbnb platform in Amsterdam

Last Modified on 05/09/2017 3:09 pm CEST

Authors: Yuliya Voytenko Palgan, Lucie Zvolska, Oksana Mont
Date Published: May 2017
Research commissioned and executed by: Airbnb

Why we choose this article?

This article is a shortened version of a data release by Airbnb that demonstrated the impact of the automated limit installed after the MoU that was signed December 2016.

Key findings

Airbnb introduced on 1 March 2017 automated limits to help ensure entire home listings are not shared for more than 60 days a year, unless hosts confirm they have a proper licence. According to the company, the data in this article shows the progress of their working are helping hosts to act in the best interests of Amsterdam. Summary of the data are as follows:

- At the present, there are 18,000 active listings available to be booked on Airbnb in Amsterdam.
- 79% are entire home listings and are therefore subject to the 60 day automated limit, unless they have proper authorisations (e.g. short stay licences or hotel licenses).
- Of the entire home listings that have taken a booking already for 2017, only 5% are booked above 60 days, while only 1% of all entire homes listings are booked over 90 days. This 5% includes hosts who have confirmed they are licensed to share their entire home for over 60 days and hosts who accepted bookings over 60 days before the introduction of our automated limits. These latter hosts have now been blocked to accept further bookings this year.
- When comparing this to the same time last year, we see that 13% of entire home listings had received bookings above 60 days, while 3% of all entire homes listings were booked over 90 days.

Summary of Airbnb statement:

“This is the evidence that, following our agreement with the City of Amsterdam, the percentage of entire homes that are being shared for over 60 days was reduced by almost two thirds compared to last year.The updated data clearly shows the effectiveness of our measures to address local housing concerns without impacting the vast majority of regular local families who occasionally share their homes.The automated limits have also been welcomed by our host community in Amsterdam as a simple and easy solution to ensure home sharing grows responsibly. Amsterdam would be a better place for everyone if City Hall concluded similar agreements with other accommodation platforms instead of making it harder, not easier, for people to follow the rules.”

Source

Derived from: https://amsterdam.airbnbcitizen.com/new-data-release-amsterdam/

“I Don’t Think My Landlord Will Find Out:” Airbnb and the Challenges of Enforcement

Last Modified on 01/07/2019 3:16 pm CEST

Authors: Rebecca Leshinsky
Date published: 15 February 2018
Research commissioned by: Royal Melbourne Institute of Technology & Western Sydney University

Why did we select this research?

Whilst short-term rentals (STRs) are not new to cities, the past few years have seen extraordinary growth in their use by tourists and business people. The STR sector has become contentious, with claims that it has heavily disrupted established housing and tourism industries.

Key findings

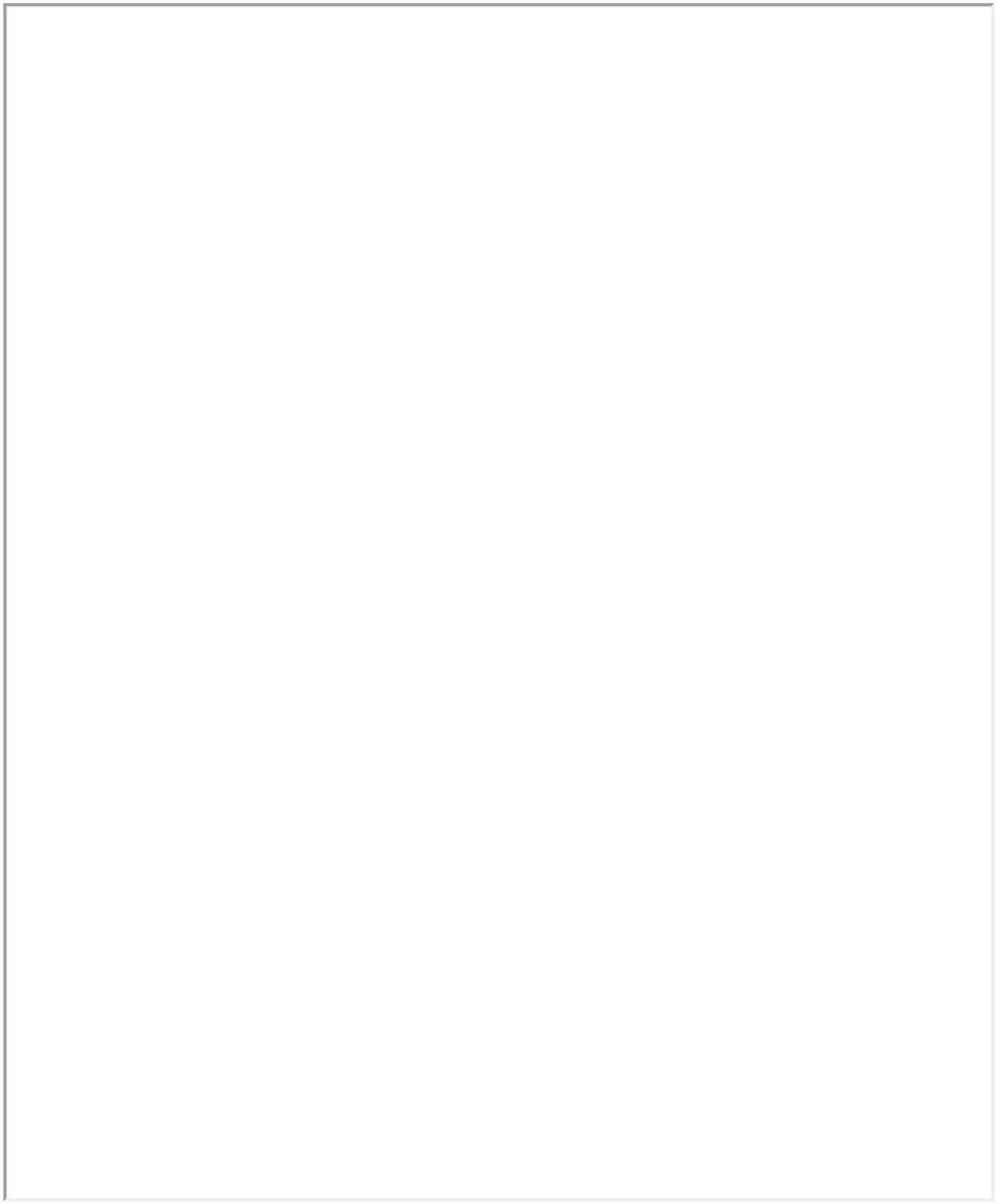
- Legislation, when drafted well and supported by sounds policy, should operate effectively, reducing the need for lengthy and expensive enforcement processes.
- The authors suggest that cities that enforce regulation targeting individual hosts with fines, like Berlin and Santa Monica, have the biggest impact on the number of Airbnb listings in those cities.
- Airbnb professionals, were most affected by steep fines and caps. Some cities have attempted to target Airbnb itself. Findings from the study suggest that it is inconclusive, however, whether this approach has a real impact on the number of Airbnb listings.
- The bottom line is that it is difficult to know who is listing properties (address are nog included on websites such as Airbnb) and for what period of time, as

well as what actually transpires in terms of stay length etc. this makes it more difficult to pass effective legislation, and under such circumstances, where there is a default enforcement process to accompany such legislation, such a process may not even be able to adequately support STRs that are legally operating in the platform economy.

- Enforcement in general is expensive and time-consuming, and STRs only add another degree of complexity, given how difficult they are to detect

- Challenges also exist with getting STR companies such as Airbnb on board, and on finding ways to discourage investors from “hotelisation”, which can impact on long-term tenants’ opportunity this paper elaborates on the planning implications of the STR market by examining where planning enforcement is situated within STRs. to remain in rental properties.

- Enforcement requires resources and these are limited at the municipal level. Taxpayer funds may be better spent on traditional land use and planning breaches e.g. illegal use or building permit breaches. Practical economics may suggest that there is no point in allocating scarce city funds for STR enforcement. STR regulation may in fact have been hastened by cities. Understandably in times of affordable housing shortages, municipalities have been looking for strategies to keep rental properties on the long-term market



References

Leshinsky, R., & Schatz, L. (2018). “I Don’t Think My Landlord Will Find Out:” Airbnb and the Challenges of Enforcement. *Urban Policy and Research*, 1-12. https://www.tandfonline.com/doi/full/10.1080/08111146.2018.1429260?src=recsys

When Guests Trust Hosts for Their Words: Host description and trust in sharing economy

Last Modified on 02/07/2019 2:21 pm CEST

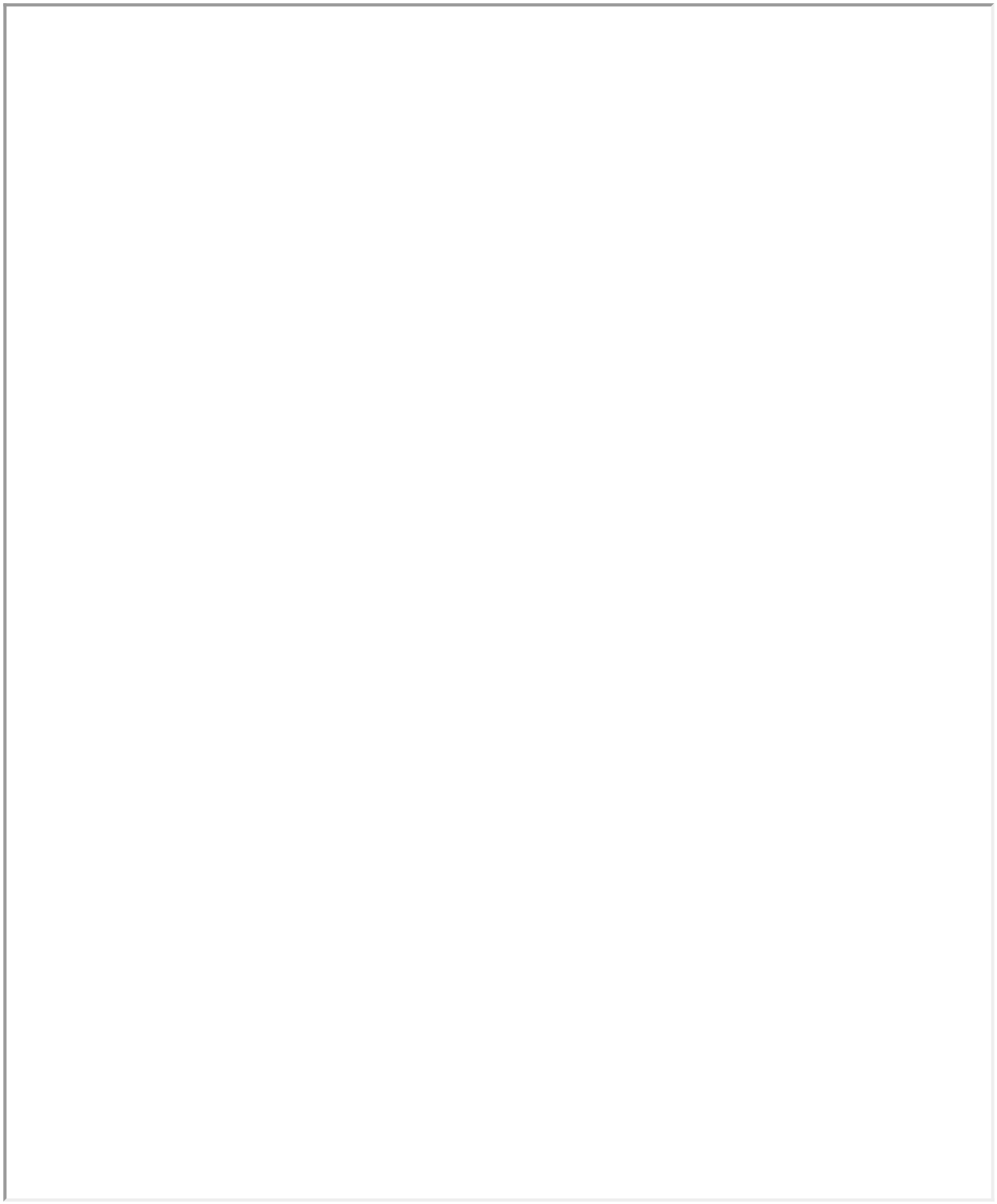
Authors: Iis P. Tussyadiah and Sangwon Park
Date published: 22 February 2018
Research commissioned by: Hong Kong Polytechnic University and the University of Surrey

Why did we select this research?

Peer-to-peer accommodation business continues to grow significantly and generates substantial impacts in the tourism and hospitality industry, making it one of the top priorities for research in the field. This rising significance of sharing economy in the tourism and hospitality industry calls for an extensive investigation into the unique processes of peer exchanges and service experiences.

Key findings

- Trust between prospective guests and hosts has a significant role in this new service system. For peer-to-peer accommodation hosts, being considered trustworthy by potential guests is key to thrive in this business.
- A host who is portrayed as well-traveled and eager to meet new people is considered more trustworthy and desirable compared to those who disclose their profession as a personal identity.
- For tourism destinations, the important implication of this study is that residents who are renting out their property to tourists act as destination “ambassadors” and should be considered as additional resources in tourism management



References

Tussyadiah, I. P., & Park, S. (2018). When guests trust hosts for their words: Host description and trust in sharing economy. *Tourism Management*, *67*, 261-272. https://www.sciencedirect.com/science/article/pii/S0261517718300268.

Regulatory Aspects Affecting the Collaborative Economy in the Tourism Accommodation Sector in 28 EU Member States

Last Modified on 19/12/2018 11:07 am CET

Date published: 4 May 2018
Research commissioned by: European Commission

Why did we select this research?

The report published by the European Commission offers an updated look at the shared tourism accommodation sector, including peer to peer short term rental platforms and home exchange platforms, and its relationship with local regulations. Finds from the case studies of eleven cities are cross-analysed and combined with data from other areas throughout Europe to identify wider trends.

Key findings

355,000+ properties available for short-term rental (79% entire properties and 17% private or shared rooms.

Real estate and housing availability

Average long term rental market prices have increased in most eu cities considered

local stakeholders tend to associate rising long term rent prices with an increse in the short term rental offer, arguing that price rise often occur in the more touristic areas where the short term rental offer is higher

other causes for the rise in long term rent prices

- local specificities: ie average income growth, unemployment rates, or rates of housing ownership

- population fluctuations affecting housing availability

- existing imbalance before 2008 aggravated by the slow recovery of the construction sector post-crisis

PIETER No causality between rising housing prices and an increase of holiday rental activity: "Housing availability is primarily established as the difference between the rate of housing construction and the rate of population increase.”

Traditional accommodation providers

Collaborative short-term rental platform listings tend to be cheaper than hotel rooms

traditional accommodation operators are not negatively impacted by the collaborative accommodation offer, as overall both types of actors benefit from the increasing tourist flow

Occupancy rate is lower for collaborative economy listings compared to hotels

CoMPLEMENTARITY between two: both of them meet different types of demands

- collab econ supply meets demand of a different target group

Income and tourism indicators

Income providers earn from their collaborative economy activity accounts for a minor part of their monthly revenue and tends to be seasonal - bc lower rices in the short term rental market, occassional nature, limits imposed on number of days providers can rent property

avg revenues increase year on year

COLLABORATIVE SHORT TERM RENTAL PLATFORMS TEND TO HAVE A POSITIVE IMPACT ON TOURISM - INCREASING THE NUMBER OF INCOMING TOURISTS OVERALL

ATTRACTIVENESS OF SHORT TERM RENTAL OR HOME EXCHANGE OFFER DID NOT SEEM TO DETER TRAVELLERS FROM BOOKING HOTELS - NUMBER OF HOTEL BOOKINGS ALSO INCREASED THROUGHOUT THE PERIOD

2. The income that providers in the collaborative & #sharingeconomy earn accounts for a minor part of their monthly incomes.

Impacts on local communities

IMPACT OF THE COLLABORATIVE ACCOMMODATION SECTOR ON LOCAL ECONOMIC GROWTH IS CHALLENGING TO ASSESS

WHILE COLLAB ECON GUESTS TEND TO SPEND IN LOCAL BUSINESSES AND STAY LONGER, THEY TEND TO SPEND LESS THAN THE AVERAGE TOURIST.

MOST CASE STUDY REPORTS CONCLUDE THAT THE INCREASE IN THE NUMBER OF SHORT TERM RENTALS CUMULATED WITH THE HIGH PERCENTAGE OF ENTIRE PLACE LISTINGS, MAY HAVE PUT PRESSURE ON THE LOCAL HOUSING SUPPLY

CLEAR CORRELATIONS ARE CHALLENGING TO ESTABLISH- OTHER FACTORS SHOULD BE TAKEN INTO ACCOUNT (scarcity of the number of dwellings for residential use, rise of prices due to economic and financial crisis

counter the housing supply shortage with the construction of new dwellings for residential purpose, promotion of sustainable home sharing, or cap the number of short term rentals and hotels allowed

MIXED VIEWS FROM INHABITANTS REGARDING THE COLLABORATIVE ECONOMY IN THE ACCOMMODATION TOURISM SECTOR.

ACADEMIC RESEARCH AND COLLAB PLATFORMS HIGHLIGHT ADVANTAGES FOR LOCAL RESIDENTS, LOCAL STAKEHOLDERS SEE NEGATIVE IMPACTS ON PEACEFULNESS OF NEIGHBOURHOODS OR HOUSING PRICES.

MAJORITY OF INHABITANTS PERCEIVE TOURISM POSIVITIELY AND NEGATIVE OINIONS ARE HIGHER IN AREAS WITH HIGH TOURIST PRESSURE

3. The findings suggest complementarity between the accommodation industry and the collaborative & #sharingeconomy providers.

4. The majority of the citizens perceive tourism positively, negative opinions are higher than average in areas with more tourists. The European Commission has just published a study on the regulatory environment for collaborative & #sharingeconomy operators in the tourism accommodation sector.

Future developments

in certain cities the short term rental market has already been regulated but in most cases ITS TOO EARLY TO ASSESS EFFECTIVENESS OF REGULATORY CHANGES

PLANS TO REGULATE THE COLLABORATIVE ECONOMY IN THE ACCOMMODATION SECTOR

- plans to extend cooperation with collaborative short-term rental platfroms at the local level and enforce existing agreements

- new cities plan to set up online registers of short term accommodation providers

- another new development is an attempt to create an alternative to already established collaborative short term rental platforms.

Reference

Retrieved from: https://publications.europa.eu/en/publication-detail/-/publication/da0708b8-5277-11e8-be1d-01aa75ed71a1/language-en

The following are detailed reports for specific urban areas in eleven member states:

Amsterdam

Athens

Barcelona

Berlin

Brussels

Florence

Lisbon

London

Paris

Prague

Stockholm

Description of the Regulatory Environment Surrounding the Collaborative Economy in Tourism Accommodation

Last Modified on 13/06/2018 2:37 pm CEST

Study on the Assessment of the Regulatory Aspects Affecting the Collaborative Economy in the Tourism Accommodation Sector in the 28 EU Member States

Date published: 4 May 2018
Research commissioned by: European Commission

Why did we select this research?

The main focus is on short term rentals of touristic dwellings, their market access requirements, liability, and taxation rules overview of the regulatory environment in the EU surrounding the collaborative economy in the tourism accommodation sector.

Key findings

Market access requirements for collaborative economy providers are illustrated:

a) in most member states there *are* authorisation/licencing and/or registration (or other) requirements applicable to collaborative economy shot term rental service providers

b) grouped the member states into three different groups:

1. member states where authorisation licenses schemes in place relating to and aimed at collaborative economy in particular or stemming form the

accommodation tourism sector

2. member states where there are registration schemes relating to/aimed at collaborative economy in particular or stemming from the accommodation tourism

3. member states where the legal framework includes general requirements related to business/economic activity

I is still not very clear in most circumstances whether a regulation is applicable to the collaborative economy either the regulations addressed at traditional providers apply or the collaborative economy is left completely unregulated there are no total bans on provision of short term accommodation - certain rules are restrictive tho.

Main restrictions discussed regarding sub letting without the landlords consent - usually from landlord and tenant law, not just collaborative economy, restrictions on number of days for which a property can be used for collaborative economic rentals, max number of hosts in an area, the number of properties restricted per provider, number of beds per property, min size, situation of property, hygiene, furnishing, internet etc

None of the member states has legislation in place regulating which assets specifically can be used for collaborative economy purposes - rules determining which assets can be used in collaborative econ were determined by traditional reg - mostly there is reg on what assets can be rented out though

MARKET ACCESS REQUIREMENTS FOR COLLABORATIVE ECONOMY PLATFORMS

- Notable absence of specific regulatory regimes addressing online collaborative platforms in the accommodation sector. no authorization or registration requirements for platforms.

- May need to submit to certain laws if classified within the generally broad definition of travel agency/tourist agency

- Need to be clarified whether or not online collaborative platforms n accommodation services satisfy conditions of the legislation to be deemed travel agencies/tourist agencies

REGULATORY ENVIRONMENT FOR LIABILITY ISSUES FOR PROVIDERS OF ACCOMMODATION SERVICES IN THE COLLABORATIVE ECONOMY, AND

COLLABORATIVE PLATFORMS PROVIDING INTERMEDIATION SERVICES

Generally no speific national rules addressing contractual or extra contractual liability in the collaborative economy. There is no distinction between peer and professional in a collaborative economy sense - only traditional distinction with fixed vs non-fixed participant. There is also no specific insurance obligations on providers - where there are insurance obligations they are related to civil liability insurance for damage caused by the provider or insurance for occupational injuries. There are no obligations placed on collaborative economy platforms, although consumer law would naturally apply to the extent that they conclude contracts with consumers

Reference

Retrieved from: https://publications.europa.eu/en/publication-detail/-/publication/784303f0-5271-11e8-be1d-01aa75ed71a1/language-en/format-PDF/source-70370550.

Racial Discrimination in the Sharing Economy: Evidence from a Field Experiment

Last Modified on 12/06/2018 7:18 pm CEST

Authors: Benjamin G. Edelman, Michael Luca, Dan Svirsky
Date published: December 2015

Why did we select this research?

Many sharing economy platforms are moving toward reduced anonymity to facilitate trust in online transactions. However, in an experiment involving 6400 Airbnb hosts, Edelman et al. find that greater availability of personal information can, and does, result in racial discrimination.

Key findings

According to the findings of their study, potential African American guests receive a positive response (i.e. their request for lodging is accepted) roughly 42% of the time, compared with a 50% positive response rate for potential White guests. This penalty against African American guests is particularly noteworthy when compared to the discrimination-free setting of competing platforms such as Expedia. Discouragingly, this penalty is also consistent with the racial gap found in other contexts, ranging from labour markets to taxis.

- Requests from guests with distinctively African-American names are roughly 16% less likely to be accepted than identical guests with distinctively White names.
- Discrimination against those with African-American names persists regardless of the hosts own ethnicity or gender. Discrimination also persists in high and low priced units, and in diverse and homogenous neighbourhoods. Discrimination does not appear to decrease with greater host experience.
- Discrimination is costly – Airbnb hosts who reject African-American guests are able to find a replacement guest only 35% of the time.

Reference

Edelman, B., Luca, M., & Svirsky, D. (2017). Racial discrimination in the sharing economy: Evidence from a field experiment. American Economic Journal: Applied Economics, 9(2), 1-22. Retrieved from: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2701902

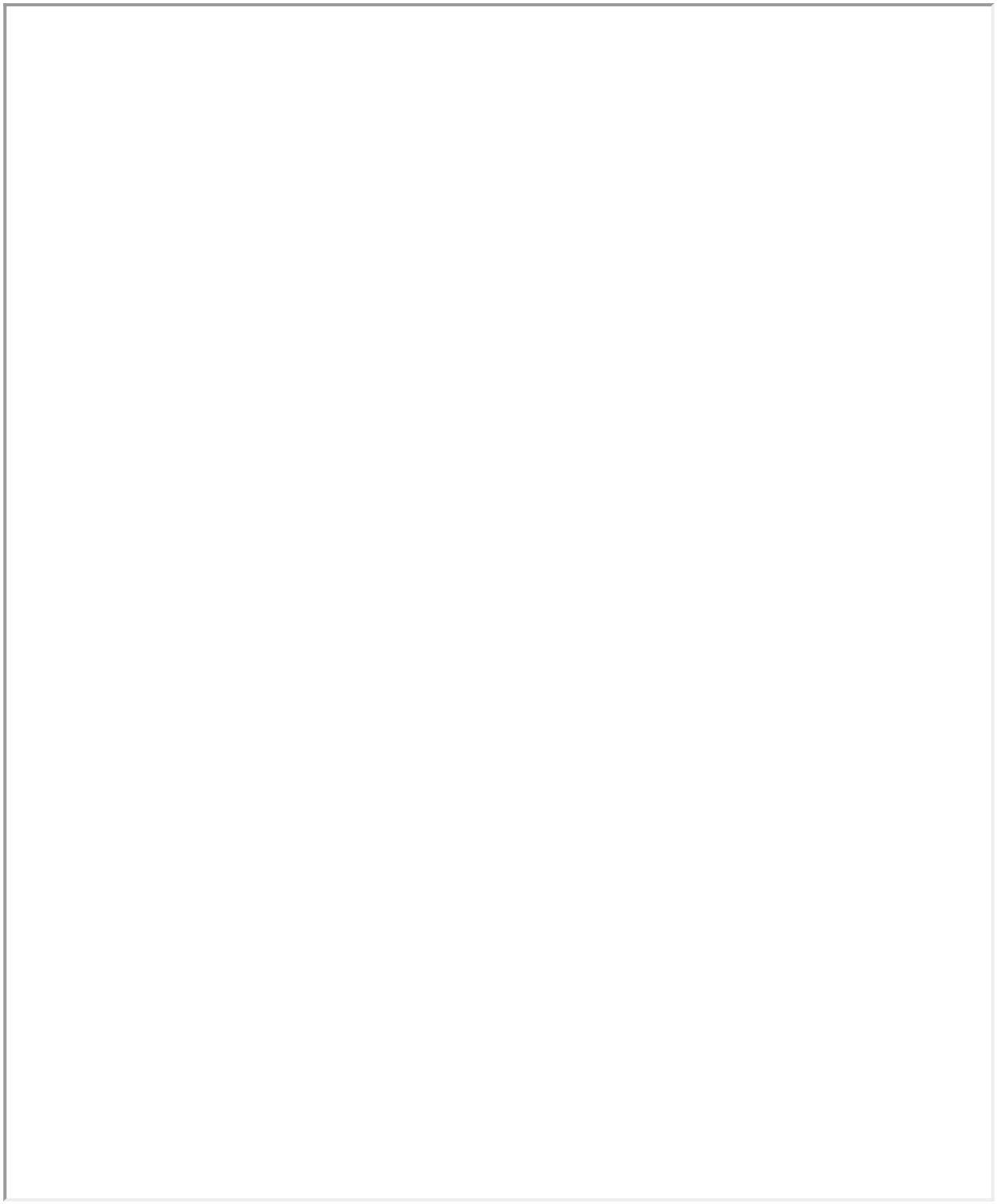
Travel and Tourism: Travel and the Sharing Economy

Last Modified on 18/06/2018 2:10 pm CEST

Date published: September 2014
Research commissioned by: Euromonitor

Why did we select this research?

This study from Euromonitor outlines the drivers behind the growth in the travel sharing economy. It also explores the opportunities and threats peer-to-peer travel brands face.



Overview of accommodation sharing platforms

Last Modified on 05/09/2017 3:19 pm CEST

Why did we select this case?

The supply of accommodation sharing platforms is diverse, both when looking at business models and when looking at how the types of transactions occurring. It is important to know about the diversity of accommodation sharing platforms because it may keep you from tarring them all with the same brush. If you are aware of the differences you will be better able to shape accommodation sharing in your city.

About the case:

There has been a significant rise in short-term rentals through platforms such as Airbnb, Homestay, Love Home Swap and many others. These sharing platforms became very popular, as they offer tourists cheaper accommodation and allow tourists to stay outside the hotel district and explorate different neighborhoods. Travelers seek to live like locals, and the cheaper accommodation makes them stay longer, while in turn residents get the opportunity to gain more economic value out of their property. We'll briefly discuss the most popular accommodation sharing platforms:

The regulars

The typical online platform facilitating accommodation sharing operates with a rental model, with the platform taking a percentage of the rent. Good examples are Airbnb (market leader), OneFineStay (luxury homes), Wimdu (budget) and 9flats, Homeaway (including VRBO), Houstrip and Waytostay. In addition, long existing accommodation platforms such as Booking.com, Expedia and organizations like Tripadvisor are expanding into accommodation sharing.

The money free platforms

"Home Exchange" and Love Home Swap are platforms, in which people can swap homes for short breaks or longer holidays after enabling users to upload pictures and descriptions of their homes. The direct swap between different people encourages a high level of trust. The platforms' business model is a membership fee from the users. Couchsurfing has been connecting travellers, who share their

couch/spare bedrooms for free, since 2004. Being active in 200.000 cities and with 14.000.000 users it is of considerable size.

Broadsabroad.net/ is women only Couchsurfing type of platform. One out of many variants of accommodation sharing that have emerged recently.

The aggregators

Tripping screens most of the platforms mentioned above and provides an overarching search engine for consumers to find to best deal.

Alternative organizational models

Even though the largest accommodation platforms are commercial entities there has been an uptake in alternative business models. Most initiatives are still small and the bulk of new activities is coming from the world of 'platform cooperativism' with new accommodation sharing platforms like Fairbnb.

Agreement Amsterdam and Airbnb

Last Modified on 15/09/2017 11:10 am CEST

Why did we select this case?

This case study describes the agreement between Amsterdam and Airbnb. The deal is often used as an example case for other cities who want to regulate the operations of Airbnb.

About the case

In 2014 the city of Amsterdam signed an agreement with Airbnb. In the agreement, as updated per November 2016, the municipality made clear that housing in the city should primarily cater to its citizens and not be rented out like hotels (City of Amsterdam, 2016). Airbnb blocks bookings on its platform after an Amsterdam host has rented out his accommodation for sixty days in a year. Airbnb, as of May 2017, claims it's automated limit system has already reduced disobeyance of the 60-day rule with 66%. Another part of the agreement includes that Airbnb collects tourist taxes, which amount to 5% of the total booking fee, from Amsterdam hosts and remits these to the municipality. From 2018 onwards, a 6% tourist tax will apply in the most popular areas of the city and a 4% tourist tax in less popular areas, while a general 6% tax will apply to peer-to-peer short term lets. In addition some requirements have been in place for sharing short stays since 2013, that is: the property is the hosts' primary residence; they are the owner of the property or obtain permission from their landlord; the property meets fire safety requirements; hosts pay taxes on their income; and that short-term rentals do not cause their neighbours disruption.

To prevent that hosts rent out their accommodation for more than sixty days, the municipality encourages citizens to use its 'Meldpunt Zoeklicht' hotline to report illegal activity and disruption. Another method the municipality uses is called 'web scraping', through which it compiles its own data from the Airbnb website. If the municipality finds any information suggesting illegal practices, it contacts Airbnb, which shares information with them pertaining to that specific apartment, so that the municipality can check whether illegal practices may indeed be taking place. Furthermore, the municipality has introduced a registration obligation, which will be in force from the 1st of October, 2017 and requires hosts to inform the municipality each time they rent out their property. Along with this, the municipality has stepped up its enforcement efforts by increasing the height of

maximum fines, tripling its enforcement budget, and through undercover inspection of short-term rentals.

Want to know more?

- https://www.amsterdam.nl/nieuwsarchief/persberichten/2016/persberichten-1/amsterdam-and-airbnb/
- https://www.amsterdam.nl/wonen-leefomgeving/wonen/bijzondere-situaties/vakantieverhuur/ [in Dutch]

Contact City of Amsterdam: Femke Blokhuis - F.Blokhuis@amsterdam.nl

City of Milan and Airbnb Agreement on Provision of Hospitality Services

Last Modified on 02/05/2018 2:29 pm CEST

Why did we select this agreement?

The City of Milan entered an agreement for partnership and collaboration with Airbnb in 2015 in order to mediate the effects of short-term holiday rentals, while increasing awareness of characteristics and implications of the sharing economy as well as observing and analysing effects and impacts of space-sharing.

Agreement Between Airbnb and Milan

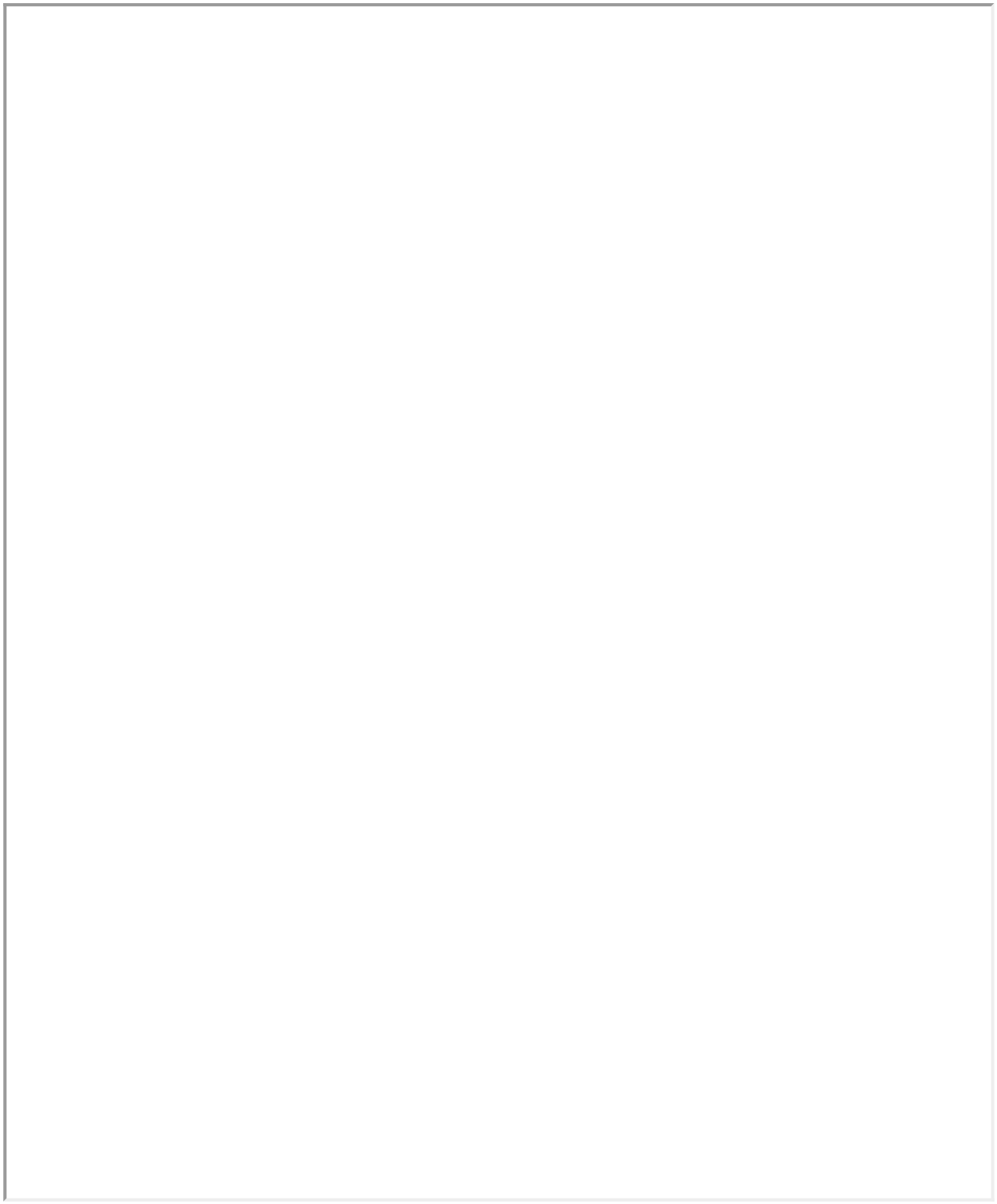
AIRBNB SHALL

- help the city to collect and transmit relevant information to both citizens and visitors of the city of Milan; issues relating to local public transport, tourist information (including information about the tourist tax), campaigns to raise environmental awareness and so on are simply examples and should not be considered as an exhaustive list;
- initiate "digital literacy" programs, which enable those in society at risk of marginalisation to learn how to use computer tools (software, digital platforms, etc.), independently, in order to create an opportunity for social inclusion and reduce the so-called "digital divide"
- based on anonymous, aggregated data gathered from the Airbnb platform, work together with the city of Milan council to carry out studies and research aimed at measuring the economic, social, and environmental impact of this form of collaborative tourism, especially for the Milan metropolitan area, and produce a report similar to those already prepared by Airbnb for other cities of the world;
- initiate collaboration with local government to coincide with major events (fashion week, furniture fair etc): projects will also be decided on an ad hoc basis, for limited periods, in conjunction with major events, such as fairs and exhibitions: transmit to its community relevant information for citizens and visitors and/or invite its community to mobilize to respond to social needs of public interest;
- evaluate and agree on action aimed at managing a critical situation that could involve the Milan metropolitan area in the event of a natural calamity or a

national emergency, as declared by the Environmental Agency and/or relevant authorities

CITY OF MILAN SHALL

- work together with Airbnb in the activities mentioned in the previous bullet points;
- display the logo/trademark/trade name of Airbnb on any material envisaged in the publicity of this agreement and in all subsequent promotional activities put in place as a result of this present agreement, depending on separate common decision taken with Airbnb when the occasion requires these;
- give full visibility to the agreement in conferences and talks, and in networking and inall related events, depending on separate common decisions taken with airbnb when the occasion requires these;
- spread information in the occurrence of a natural calamity, through its own channels, regarding the availability of temporary accommodation, provided by airbnb hosts, for citizens who are victims of the calamity, or of an emergency, as provided for by the disaster tool project, which allows hosts who wish to do so internationall, to open their homes for free to those in temporary need of accomodation;
- promptly inform of any event which may in some way affect the normal progress of the agreement, considering the fact that any changes must be agreed with Airbnb;
- deploy a group of its own professionals, belonging to a cross-sector working group, to help contribute to the realisation of the activities described above;
- work closely with airbnb in the definition of the content and the creativity of social campaigns to be devised and aimed at external players;
- act, within the scope of its autonomy and legal constraints, with the maximum transparency and compliance with the law on privacy in the use and storage of any personal data shared with Airbnb



Want to know more?

- https://www.airbnbcitizen.com/airbnb-partners-with-milan-and-cadmi-to-provide-free-accomodations-for-medical-patients/

Taxing, regulating and monitoring short-term rental

Last Modified on 15/09/2017 10:14 am CEST

There has been a significant rise in short-term rentals through platforms such as Airbnb, and many others. These sharing accommodations are increasingly popular, as they offer tourists cheaper accommodation, while also allowing them to stay outside the hotel district enabling the exploration of different neighborhoods. Travelers seek to live like locals, and the cheaper accommodation makes them stay longer, while in turn residents get the opportunity to gain more economic value out of their property.

Why does it need your attention?

The trend of short-term rentals has significant impacts on cities and there are ongoing debates about all kinds of topics: increased housing for short-term rentals could limit the housing supply. The decreased availability of houses for city residents, may drives up real estate prices and could contribute to gentrification processes. Businesses, which are focussed on providing for local people are replaced with businesses, which serve tourist purposes. This disturbs existing neighborhoods and the social cohesion in neighborhoods. Landlords focus more short-term rentals, considering the financial incentives it offers, while neighboring residents worry about tourist misbehaviours such as increased noise, illegal parking, overuse of shared facilities in apartment buildings, nuisance, damage to common property and safety and security issues. Last there is the discussion about how to create a level playing field for all short-term rentals providers.

Approaches

Regulations hope to guarantee more safety, fairer competition, better consumer information and counteract the housing crisis for residents in the region. There are multiple approaches to take, such as limiting the number of days an apartment is available for short-term rentals: distinguishing between residential activity and commercial activity; introduction of taxation or permits; allowing only hosted vs. non hosted rentals. However these approaches lead to various controversies, such as their implication to privacy, i.e. in the case of having the online platform share data; discussions about who is responsible for the content on online platforms.

Cities must be aware of the fact that different cities have different communities, meaning that ready made solutions might not be successful and effective in their own city, i.e. highly dense cities such as New York and San Francisco must take stricter measures to prevent an affordable housing crisis compared to less dense ones. Through the sharing of learnings, cities however get more insights on possible impacts and chose an appropriate regulation themselves.

Guarantee consumer safety

Cities are balancing out old and new ways to guarantee consumer safety in accommodation sharing. Consumer safety is a priority for every city, yet most cities are still figuring out how to protect consumer safety in accommodation sharing.

Maximum number of guests

Chicago limits the amounts of units available for short-term rental per building and requires platforms to pay a per unit fee in addition to a licensing fee to operate in Chicago through their vacation rental ordinance.

Amsterdam has put a maximum of four persons on the number of guests in a single accommodation.

Consumer safety in city regulations

Amsterdam covers basic safety issues such as fire safety in the city's rulesfor holiday rental. If multiple apartments in one building are rented out simultaneously, extensive fire safety rules apply.

Brussels obligates all accommodation providers to comply to the full set of rules and requirements.

Maintain a level playing field

The blurring lines between traditional accommodation providers and people renting out their property incidentally prove new challenges for governments to create a level playing field that is fair to all stakeholders. Here is how different cities are creating their versions of a level playing field.

Drawing a line between incidental and professional

Most cities are making a distinction between full apartments (un-hosted) and rooms or a portion of a property (hosted). The latter is often already subject to rules and regulations that apply to bed and breakfasts including getting a license.

The short-term rental of full properties are creating the biggest challenges with regard to maintaining a level playing field. The solution most cities are taking now is to create two playing fields, one for incidental rental and one for year round professional rental. Usually cities draw a line based on a certain number of days per year. San Francisco and London, 90 days; Copenhagen; 7 weeks, Amsterdam, 60 days; Paris, 120 days; New York, 30 days.

The city of Amsterdam signed an agreement with Airbnb, restricting short term rental to a maximum of sixty nights per year without a license, in 2014. In the agreement, as updated per November 2016, the municipality made clear that housing in the city should primarily cater to its citizens and not be rented out like hotels. The city has evaluated the effectiveness of the city's policies on accommodation sharing and short stay (you can read the evalutation here).

Monitoring the situation

Cities are constantly looking for new ways to get a clear picture of the local accommodation sharing situation. Installing new rules and regulations is one thing, enforcing those is something else and in order to do that, monitoring is essential.

Gathering data from platforms

Airbnb blocks bookings on its platform after an Amsterdam host has rented out his accommodation for sixty days in a year.Amsterdam has required Airbnb (and other platforms) to automatically prevent whole appartments to be rented out for more than 60 days per year. Airbnb share's data in bulk with the city so that it can check the effectiveness of these measures. Here's airbnb's communication.

Similarly, in London cooperates with Airbnb, to prevent misuse and therefore automatically removes listings, which have exceeded the maximum number of 90 days (Guardian, 2016)

In Paris Airbnb provide hosts, who appear to operate illegally, with a reminder to follow the set home-sharing rules. It does not however disclose the names of hosts (BBC, 2014).

San Francisco limits un-hosted homesharing to 90 per year, while not restricting hosted sharing at all. The city however requires an in-person registration at the city office by appointment, which is valid for 2 years and requires a $250 registration fee. Hosts are required to hand-in quarterly reports of all stays. The city has introduced a new department to handle hosts registrations and investigations. The

regulations furthermore requires online short-term letting platforms to police their websites and remove unregistered hosts. The regulatory effort, through introducing registration for hosted stays and requiring quarterly reports on the stays, pose an extra effort to hosts (SFmayor.org, 2014).

Gathering data through the law - registration obligation

On July 19th, 2017 the Amsterdam government decided that they will install a registration obligation which will be in force from the 1st of October, 2017. It requires hosts to inform the municipality each time they rent out their property (City of Amsterdam, 2017).

San Francisco limits un-hosted homesharing to 90 per year, while not restricting hosted sharing at all. The city however requires an in-person registration at the city office by appointment, which is valid for 2 years and requires a $250 registration fee. Hosts are required to hand-in quarterly reports of all stays. The city has introduced a new department to handle hosts registrations and investigations. The regulations furthermore requires online short-term letting platforms to police their websites and remove unregistered hosts. The regulatory effort, through introducing registration for hosted stays and requiring quarterly reports on the stays, pose an extra effort to hosts (SFmayor.org, 2014).

Gathering data through research

Through its own Research and Statistics Department, Amsterdam has gathered data that was used to evaluate the effectiveness of the city's policies on accommodation sharing and short stay.

Preventing nuisance

Tourists staying in private homes may cause nuisance to the neighbourhood. This problem of nuisance can be solved. There are several ways of how neighbours including the homeowner, the online platforms and local governments can prevent and/or deal with nuisance issues.

The first thing most cities do is declare any nuisance illegal. Right now most online platforms promote responsible hosting to both homeowners and renters in a soft way. To our knowledge there is not yet a city that requires homeowners to communicate rules preventing nuisance to their guests.

Keeping it personal

Amsterdam requires that property that is rented out is the hosts' primary

residence, or that their is permission from the landlord. This way neighbours are able to talk to the homeowners about any nuisance issues (Holiday rental rules Amsterdam). Several cities, including Amsterdam and Brussels require permission from co-owners of a building before a space can be rented out.

Protecting a local balance

The city of Chicago requires hosted short-term lets to be registered and levies a 4% surcharge on all short-term rentals. The city limits the amounts of units available for short-term rental per building and requires platforms to pay a per unit fee in addition to a licensing fee to operate in Chicago (vacation rental ordinance Chicago, 2016).

Amsterdam has put a maximum of four persons on the number of guests in a single accommodation. The city will also try to equal the spread of tourists across the city through smart taxing. From 2018 onwards, a 6% tourist tax will apply in the most popular areas of the city and a 4% tourist tax in less popular areas. (Holiday rental rules Amsterdam).

Dealing with nuisance

The city of Amsterdam has installed a hotline that connects citizens directly to a upholders when nuisance is experienced.

The city of Chicago requires online short-term letting platforms to establish hotlines for neighboring residents to provide a stage for complaints through their vacation rental ordinance.

Taxes

Several cities are finding ways to collect taxes from citizens who rent out their homes. Collecting taxes from a large number of small accommodation providers can be a real challenge. However, the technology that is enabling people to rent out their home is also potentially lowering the transaction costs of collecting taxes, and beholds the potential for tax collection innovation beyond the sharing economy.

Tourist tax collection

Since 2014 Airbnb has been collecting tourist taxes for the city of Amsterdam. The tax amounts to 5% of the total booking fee, from Amsterdam hosts and remits these to the municipality. From 2018 onwards, a 6% tourist tax will apply in the most popular areas of the city and a 4% tourist tax in less popular areas (Holiday rental rules Amsterdam).

After Amsterdam, many cities have followed. For instance Paris, where Airbnb has been collecting a €0,83 tourist tax per night since October 2015. As of November 2016, Airbnb is automatically gathering tourist taxes for +200 cities and aims to do it for a total of 700 cities that represent 90% of the platforms turnover (Financial Times, 2016).

Some cities, like Brussels require citizens themselves to hand over the information and pay local tourist taxes (Brussel Ordinance Tourist accommodation, 2016).

The city of Chicago requires hosted short-term lets to be registered and levies a 4% surcharge on all short-term rentals. This money is used to fund services for the homeless (check out the CASE STUDY). In addition the city requires online platforms to be a yearly $10.000,- fee plus a $60,- per unit to get a license to operate in the city (vacation rental ordinance Chicago, 2016).

San Francisco passed a law in February 2015 that requires an in-person registration at the city office by appointment, which is valid for 2 years and requires a $250 registration fee pay a 14% Occupancy Tax (San Francisco Government website).

Income tax

Many countries have installed a tax-free zone for holiday rental. United Kingdom: £7500.

Norway is making a distinction between occasional rental which is tax-free, and professional and more frequent rental which is subject to regular taxation (Skatteetaten, 2017).

Denmark operates with a variable tax-free amount. It depends on the question if the property is owned or being sub-let, as well as the property value or yearly rent. In case of home ownership, rental incomes up to 1.33% of the property value or below 24.000 DKK (+/- $ 3500,-) are tax-free. In the case of rent, sub-letting incomes up to 2/3rds of the yearly rent are tax-free. (More information: Contact Copenhagen!)

Part of Denmark's government is considering to demand an automatic reporting system requiring online platforms to automatically disclose the income of hosts to the tax authorities. The tax minister has rejected this because it would be legally impossible. However there are still voices in government pushing for this to happen and ALEX will keep track of it. (Avisen, 2016). Similar developments are happening in Norway (Norwegian Government, 2017) and France (Paris Property

Group, 2017).

In Brussels all income through holiday rental is subject to income tax and the Tax Special Inspection Unit is actively looking for fraudsters on holiday rental websites (The Brussels Times, 2015).

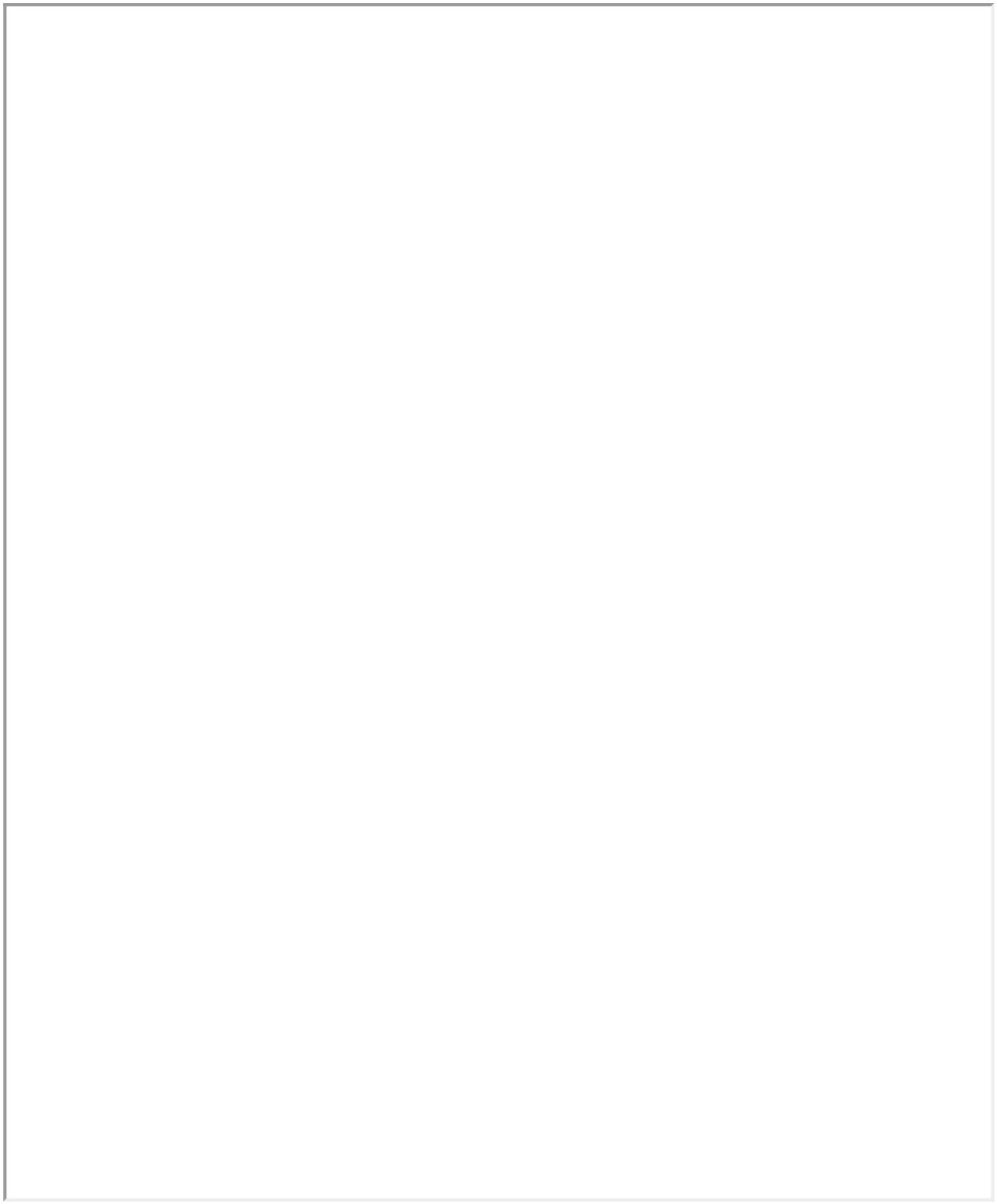
MoU Collecting Tourist Tax

Last Modified on 15/09/2017 11:11 am CEST

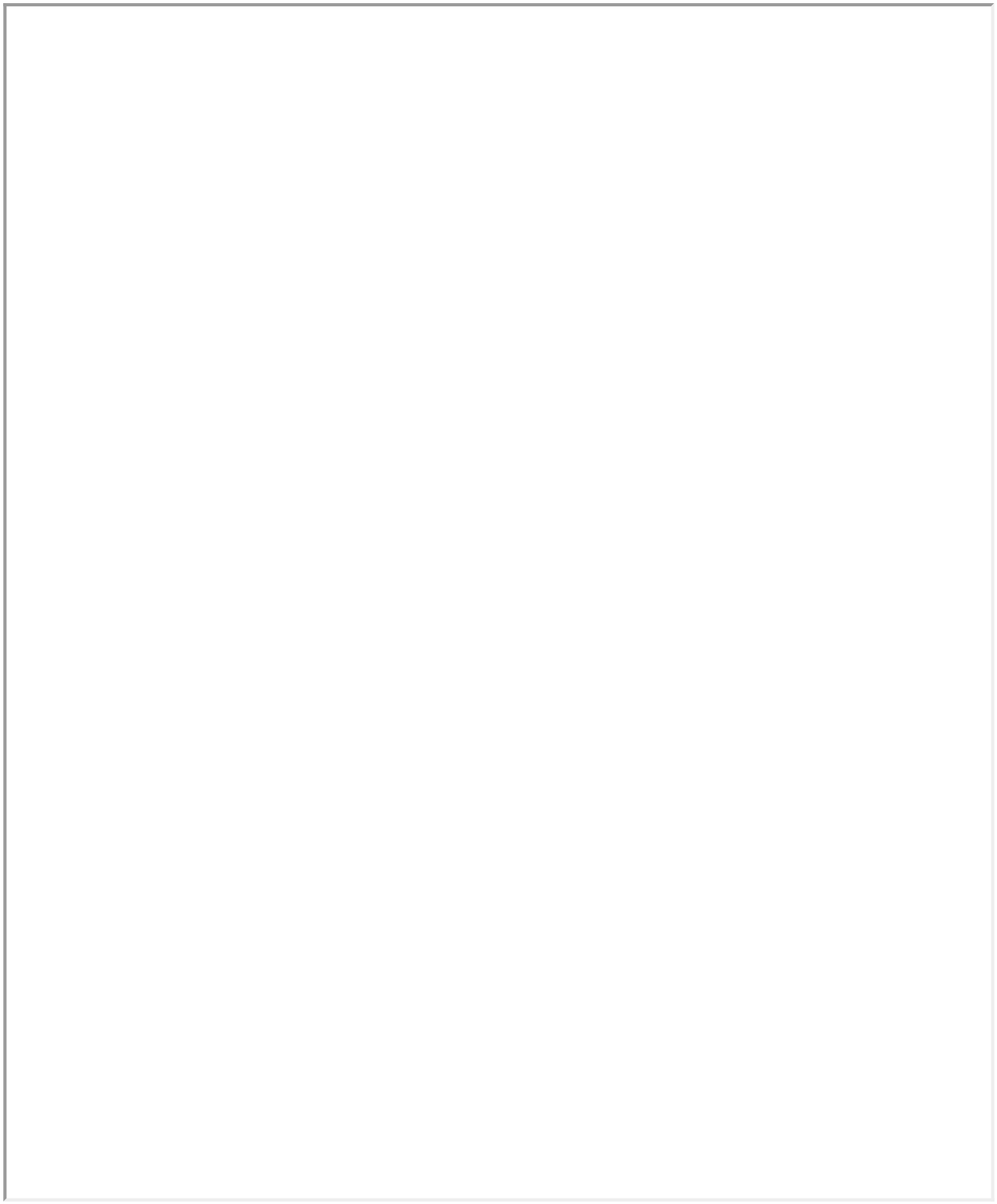
Why did we select these MoU's?

The MoU's presented here can help city governments with developing tourist tax collection through online platforms.

MoU Broward County and Airbnb



MoU Miami-Dade and Airbnb



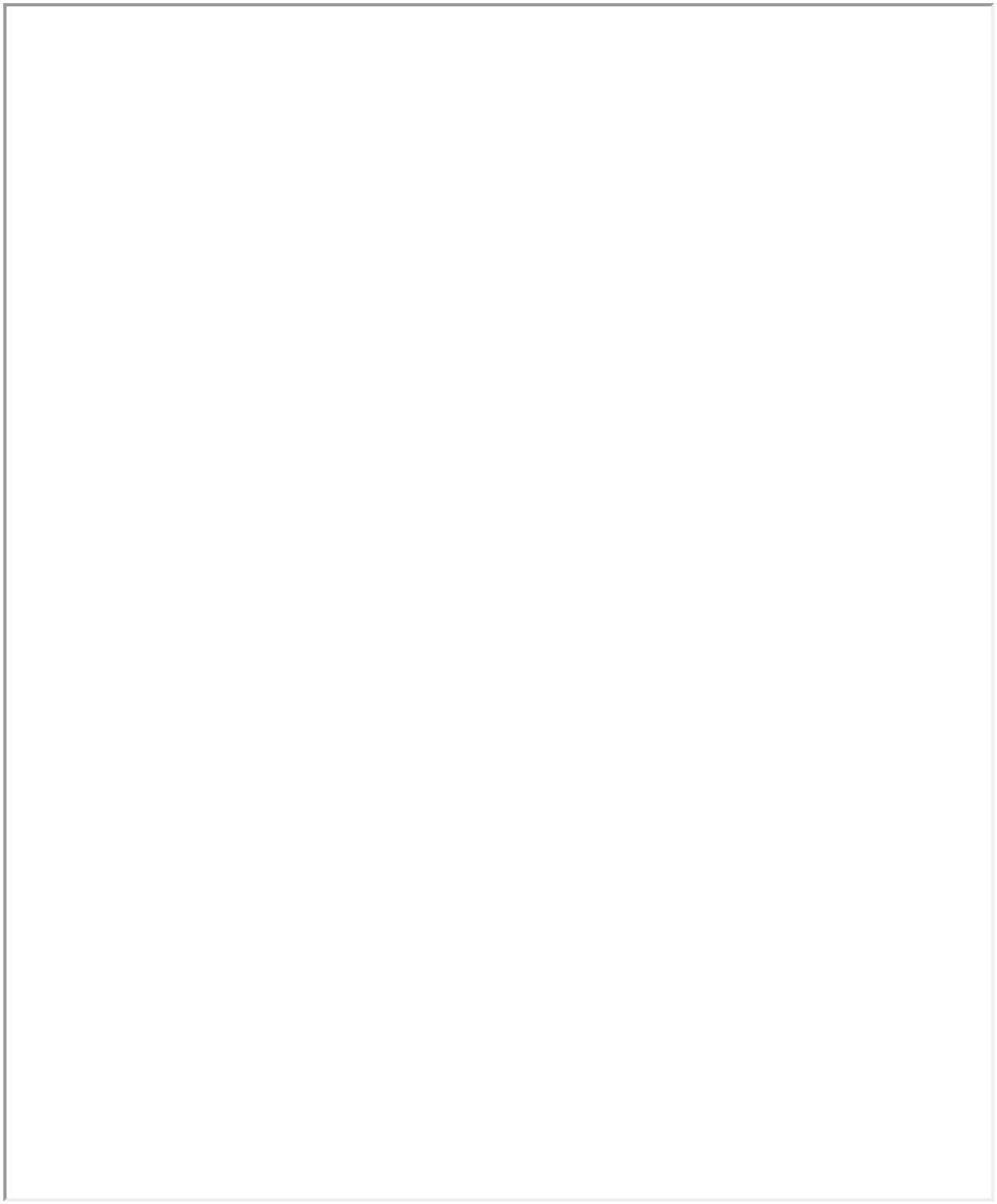
MoU Agreement Amsterdam and Airbnb

Last Modified on 15/09/2017 11:07 am CEST

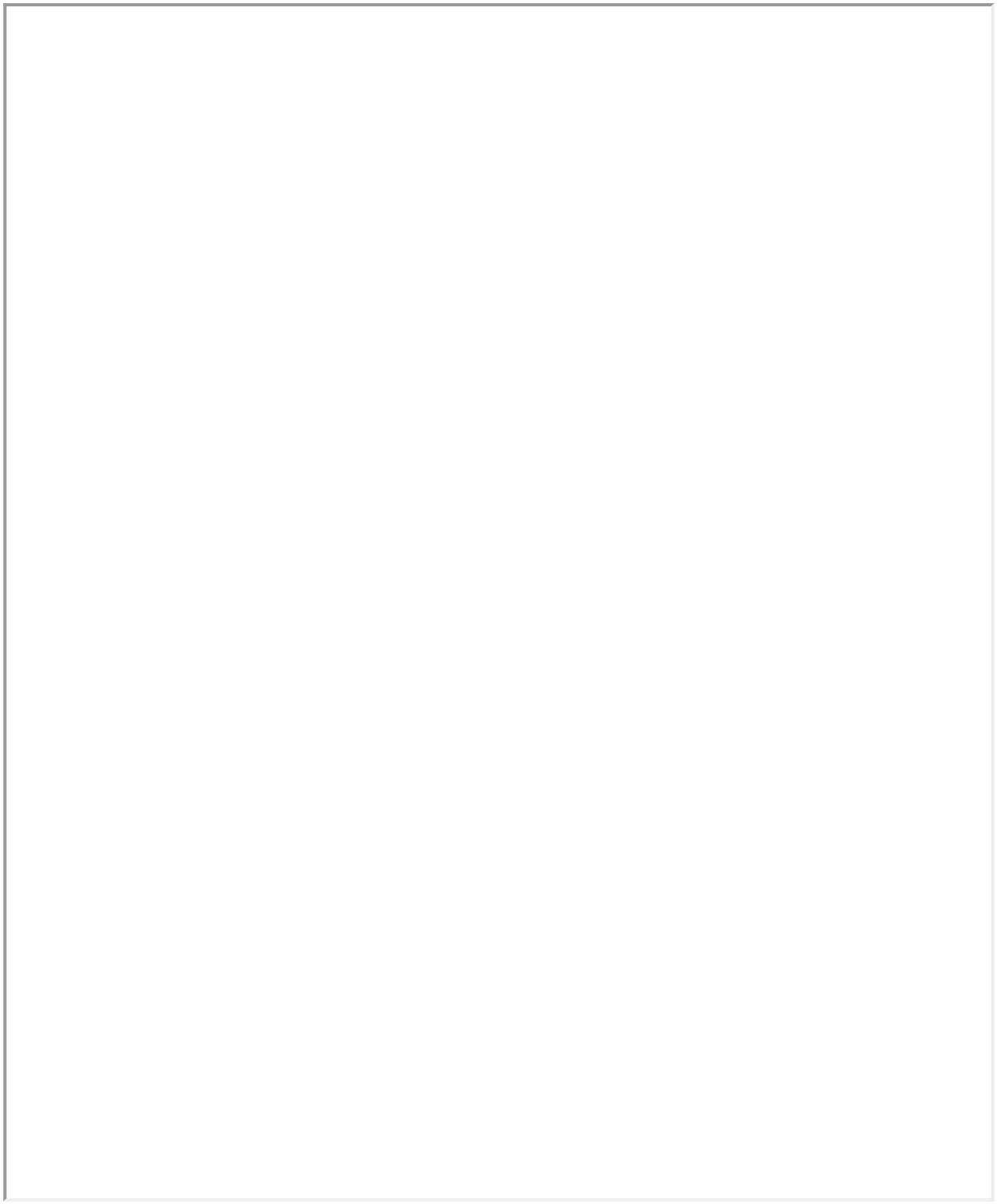
Why did we select these MoU's?

Amsterdam has made a comprehensive agreement with Airbnb on multiple issues. This MoU is relevant for (city) governments who are seeking to deal with different issues (safety, taxes etc.) related to accommodation sharing/short-term rental.

MoU Amsterdam and Airbnb (November, 2016)



MoU Amsterdam and Airbnb (December, 2014)

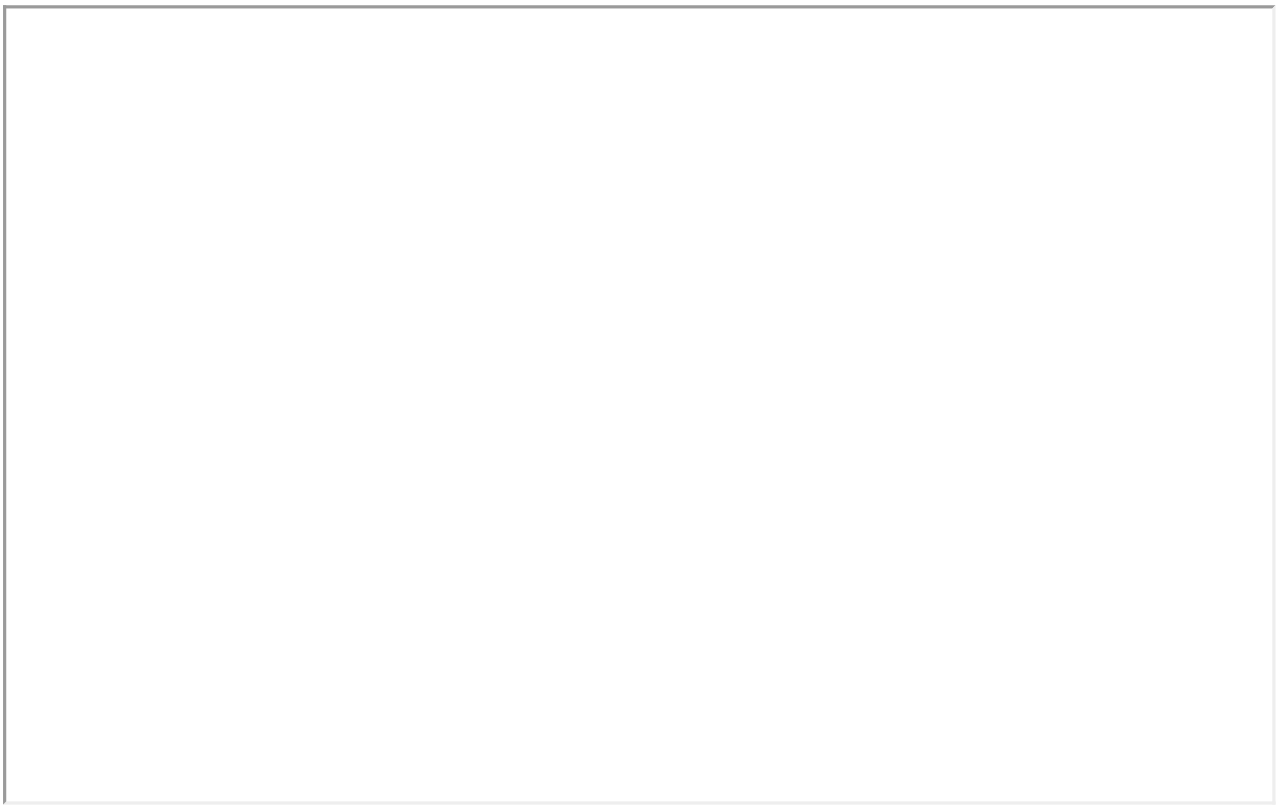


Evaluation of Short-term Rental Rules in Amsterdam

Last Modified on 06/04/2018 2:11 pm CEST

Why did we select this evaluation?

This evaluation (in Dutch) provides many insights on how existing efforts are playing out in the city. It described holiday rental, short stay and Bed & Breakfasts, and evaluates how the rules are playing out in practice, including law enforcement. Also collaboration with online platforms, tax and communication to citizens are described. The report closes with a comparison to other cities and the next steps that will come from city hall.



Source

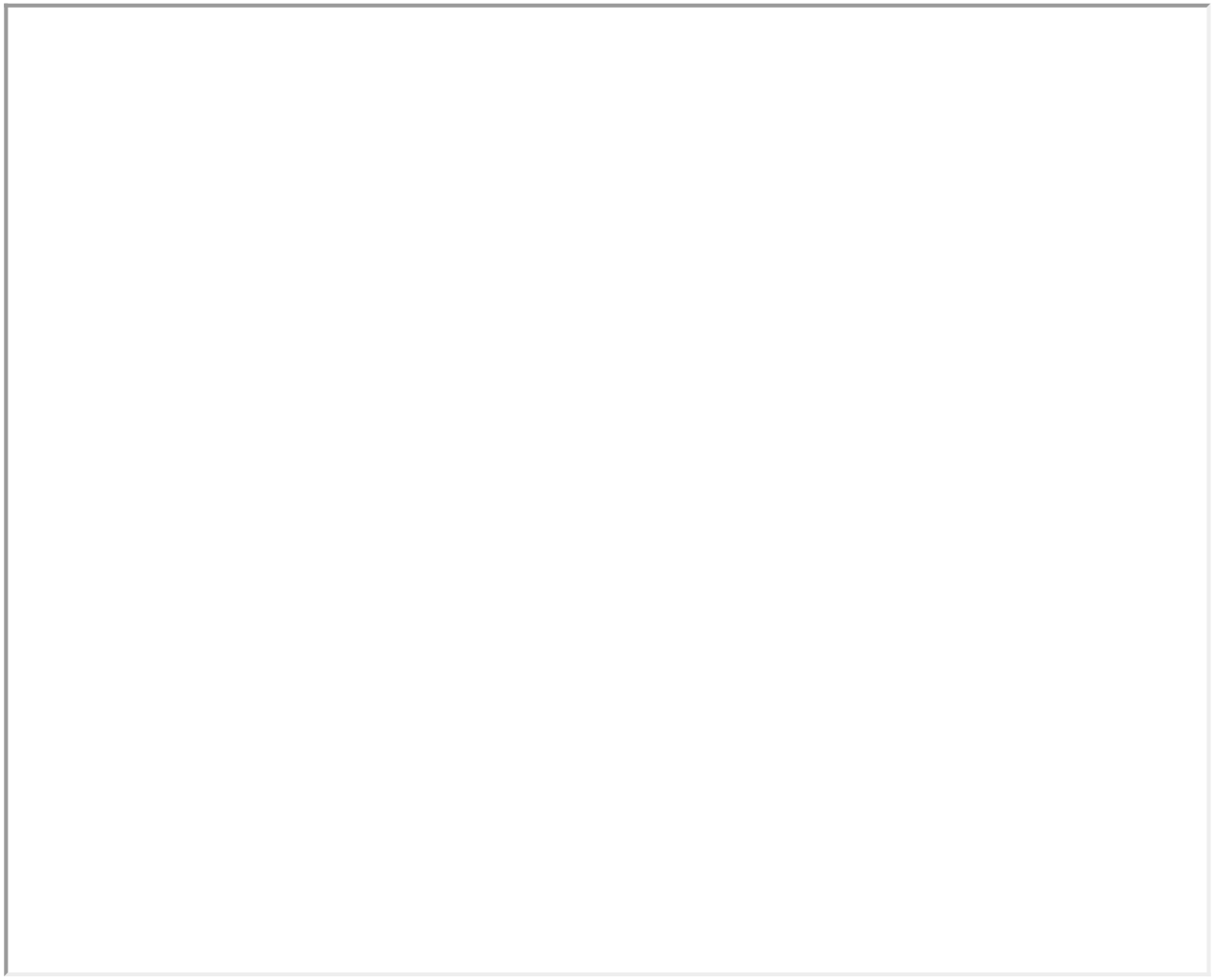
Retrieved from:
https://www.amsterdam.nl/publish/pages/593837/evaluatie_toeristische_verhuur_van_woningen_2016.pdf

Communicating (new) regulations

Last Modified on 15/09/2017 11:13 am CEST

Why did we select this communication document?

Adjusting rules is one thing, making sure everybody knows them is another thing. When looking at online fora, we notice that especially in cities with more complex rules and requirements, there is a lot of confusion among homeowners and renters about the rules and regulations. It is important for city governments to be very specific and clear about the (adjusted) rules and regulations with regard to accommodation sharing. This communication document from Amsterdam can be used as an example for other cities.



Tackling Food Waste through a sharing economy approach: an experimental analysis

Last Modified on 06/09/2017 10:22 am CEST

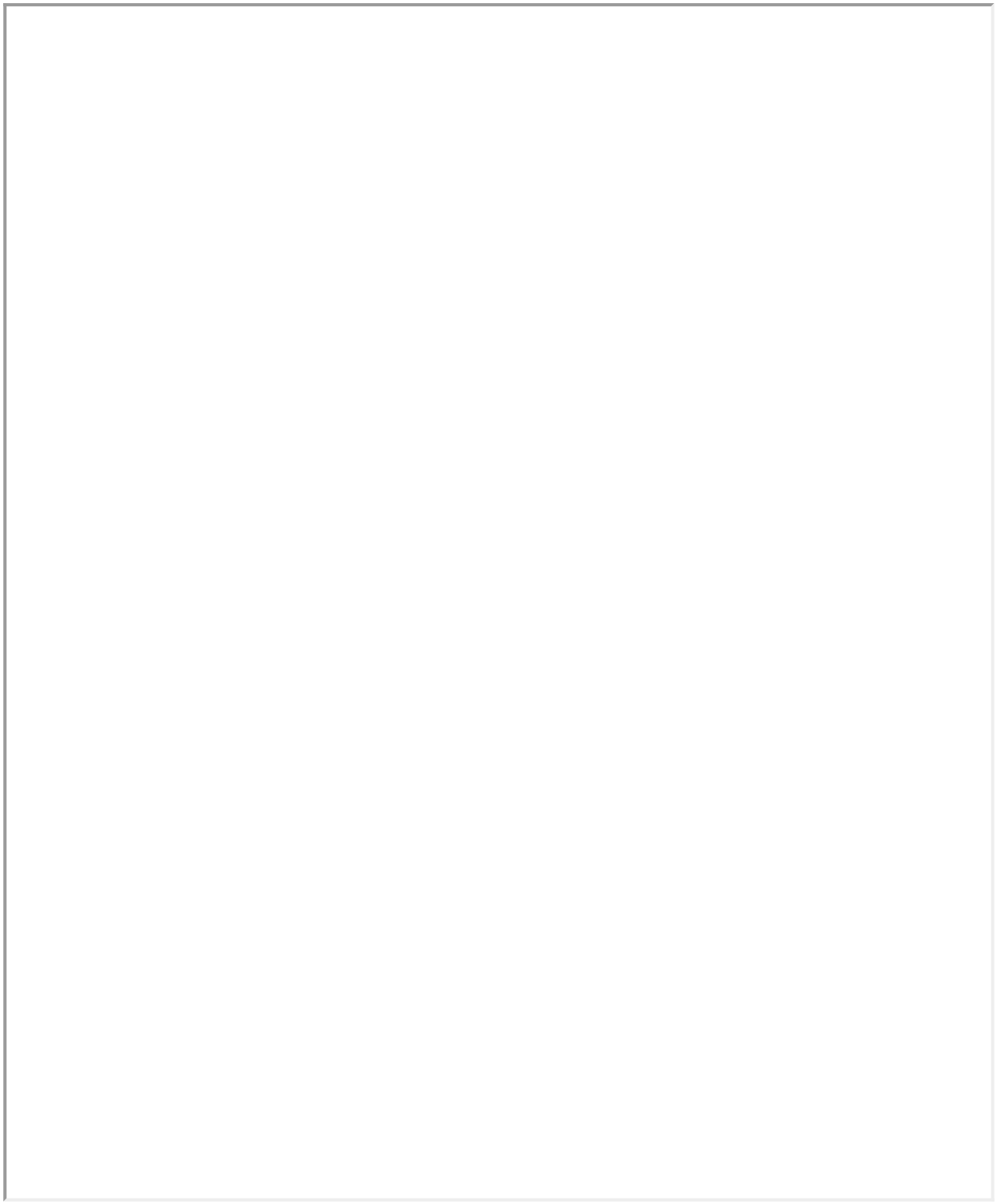
Authors: Piergiuseppe Morone and Pasquale Marcello Falcone and Enrica Imbert and Marcello Morone and Andrea Morone
Unitelma Sapienza, University of Rome, University of Ancona, University of Bari, University of Castellon
Date Published: 10 April 2016

Why did we select this research?

Food sharing could represent an effective way to tackle food waste at the consumers' level, with both environmental and economic potential positive effects. Currently, several initiatives and start-ups are being developed in the US and Europe, involving the collection and use of the excess of food from consumers and retailers and the promotion of collaborative consumption models. Nevertheless, there is still little empirical evidence testing the effectiveness of introducing sharing economy approaches to reduce food waste. This experimental research shines light on this relatively unexplored relationship.

Key findings

Sharing practices associated with food purchase and consumption might lead to a reduction in the amount of organic food mostly for those families (or groups of individuals) showing a certain degree of environmental and economic awareness, adequate domestic skills and collaborative behaviors.



Reference

Morone, P., Falcone, P. M., Imbert, E., Morone, M., & Morone, A. (2016). *Tackling food waste through a sharing economy approach: an experimental analysis.*

Food Waste in the Sharing Economy

Last Modified on 02/07/2019 4:31 pm CEST

Authors: Timothy J. Richards and Stephen F. Hamilton
Date published: February 2018
Research commissioned by: California Polytechnic State University and Arizona State University

Why did we select this research?

Wasting food is one of the rare problems that affect our ability to achieve economic goals in terms of food security, environmental sustainability, and farm-financial security. Most of the ideas proposed to this point involve either behavioral nudges or administrative regulations that are either too paternalistic or piecemeal to represent viable solutions. In the upstream stages of the food economy, commercial peer-to-peer mutualization systems (CPMSs), that seek to match farmers and distributors to consumers for fresh produce items, represent a potentially important market-based solution to more efficiently allocate food at higher levels of the food system by stimulating price realization for products that are edible, but contain defects in size, color, shape and size; the so-called market for “ugly food”.

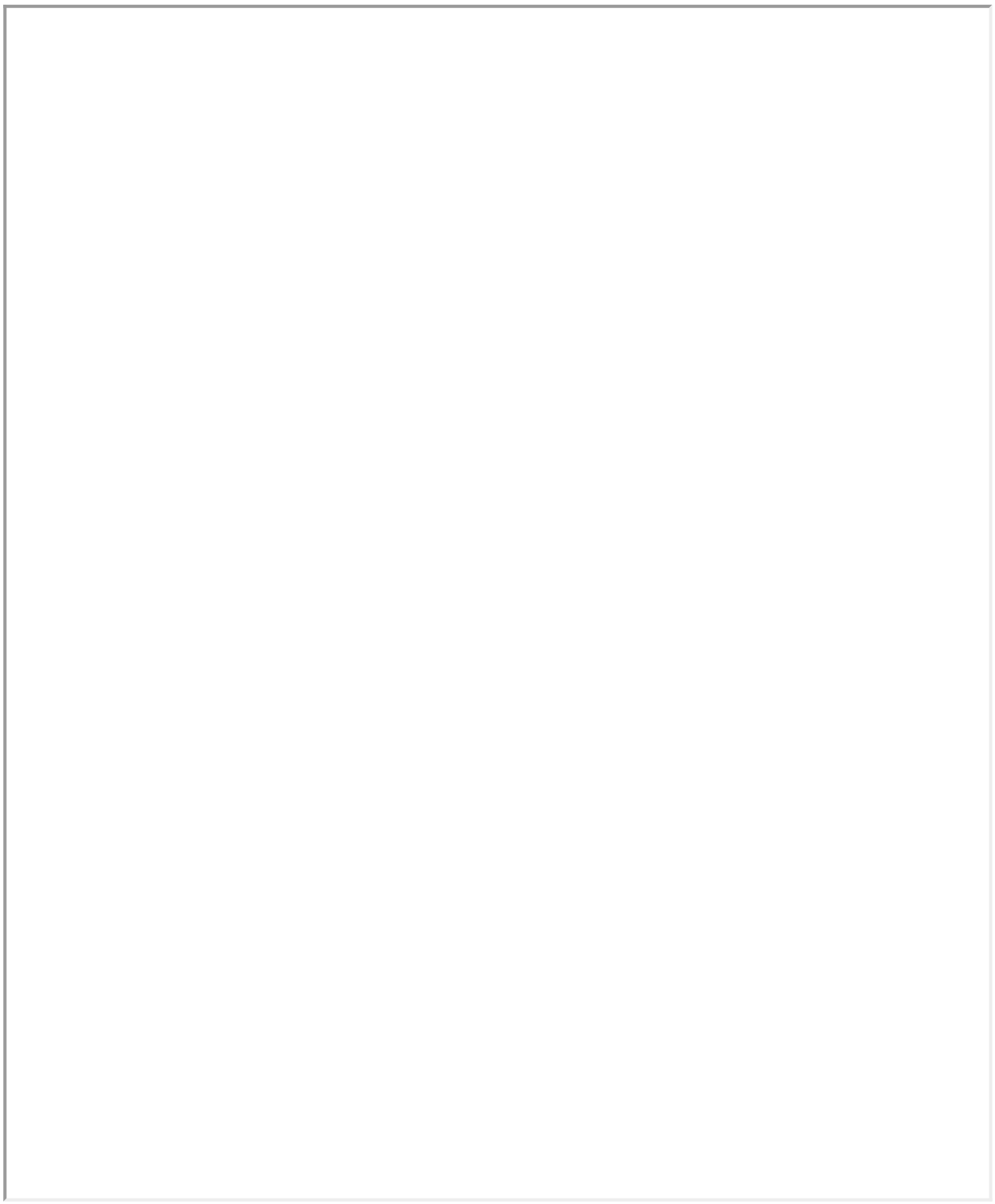
Key findings

- Controlling for prices and the attributes of the items they are purchasing, consumer demand for deliveries through the Imperfect Produce website rise in the variety of items they offer.

- There may indeed be a market solution to an issue that has otherwise been regarded as largely intractable, resulting from behavioral errors by millions of agents in the economy, each with limited ability to solve the errors-in-planning that result in either surplus harvest, or food that perishes before it can be used.

In the case of Imperfect Produce, users of the food surplus website are attracted

by the variety of items on offer, and suppliers are attracted by the number of consumers on the site. If the fundamental economics of two-sided markets continues to work as we have shown here, then greater expansion of the concept beyond surplus harvest to leftover perishables from retail stores, household compost and restaurant-waste are indeed possibilities.



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Richards, T. J., & Hamilton, S. F. (2018). Food waste in the sharing economy. *Food Policy*, *75*, 109-123. Retrieved from: https://www.sciencedirect.com/science/article/pii/S030691921730790X.

Seva Cafe organizing peer-to-peer food sharing

Last Modified on 15/09/2017 1:42 pm CEST

Why did we select this case?

Seva Cafe started as a pay-it-forward experiment to facilitate peer-to-peer food-sharing, it turned into a full operation, running seven days a week and serving around 60 guests daily. This case reflects an interesting initiative as the inititiaters turned the assumption of scarcity into abundance and successfully facilitate sharing food with strangers.

About the case

Seva Cafe launched in 2006 in Ahmedabad, India, as an experiment in peer-to-peer generosity and sharing food.

The whole organization is run on a daily basis by seven to eight volunteers who make and serve meals to guests. Based on the model of gift economy, the meals are served as an unconditional gift, with no price. Guests may choose to pay or volunteer with the organization, but they aren't required to do either. The bill at Seva cafe reads "0/-" with only this footnote,

> “Your meal was a gift from someone who came before you. To keep the chain of gifts alive, we invite you to pay it forward for those who dine after you.” - Seva Cafe

The entire financial process and operation is completely transparent and run by the energy of giving. Seva Cafe is also famously known as “Karma Kitchen” in many countries. It is part of a larger trend of pay-it-forward restaurants.

Resources

- https://www.plattershare.com/article/seva-cafe-where-your-meals-are-free
- http://www.karmatube.org/videos.php?id=169

California's Urban Shared Agricultural Zones

Last Modified on 22/03/2018 4:38 pm CET

Urban Agriculture Incentive Zones (UAIZ)

The state of California passed a bill for a program providing tax incentives to owners of vacant land in cities, in exchange for converting their land to agricultural use.

Why Did We Select This Case?

California is taking first steps in tackling urban issues through sharing solutions in food and common space, and have extended the bill despite limited initial response from landowners as it takes time for initiatives to be adopted and normalised.

Source

About the Case

The state of California passed the bill on the 28th of September 2013. San Francisco was the first city to adopt the Urban Agriculture Incentive Zone program on the 7th of August 2014, followed by several other cities. In the State Assembly Bill No. 551, an Urban Agriculture Incentive Zone is defined as “an area within a county or a city and county that is comprised of individual properties designated as urban agriculture preserves by the county or the city and county for farming purposes.” In order for land to be eligible for the UAIZ program it must be within the limits of a city with a population of minimum 250,000, be between 1/10 of an acre and 3 acres in size, have no permanent habitable structures, and only be put to agricultural use, which includes community gardens, nurseries, education centers, crops, and animal husbandry.

This initiative especially addresses two significant challenges to farmers, availability of land and secure land tenure. The program relieves tax burdens on landowners as they apply for reduced property tax assessments when partaking in the UAIZ program.

Community development and resource sharing is supported as UAIZ land must include interaction with the public in the plan for their farm or garden, either as educational activities or as an open community garden. As a result, community regeneration and development is encouraged.

> "In a 130-day temperate growing season, a 10x10 meter pot can provide most of a household's total yearly vegetable need, including much of the household's nutritional requirements for vitamin A, C and B complex and Iron." - Halton Region Sustainable Food Security Report

Gardening and farming provides the city with vibrant green space, ecological benefits, and opportunities for recreation. The initiative creates jobs in urban farming, incubates micro-businesses, and increases accessibility of nutritious health food and food security, as well as education about fresh food production. The zones increase food resources and contribute to food security for neighbourhoods wishing to localise and reduce food waste as a result of the transportation shrinkage. Access to healthy food options provides community health benefits by lowering rates of obesity, diabetes, and heart disease.

Putting the land to use can reduce blight and illegal dumping on vacant properties. The program limits and closely regulates the use of pesticides and fertilisers on the produce and maintains landowner compliance with the contract through annual

inspections by the County Agricultural Commissioner, as well as the Recreation and Parks Department.

Impacts & Outcomes

San Diego, Los Angeles, Sacramento, San Jose, Santa Clara, and Long Beach have joined the UAIZ program while Chula Vista and other counties are considering taking part. A bill extending the act beyond 2019 to 2029 has been passed unanimously (assembly bill no. 465) on the 28th of September 2017. While the government remains optimistic, the rate at which landowners join the program has been slower than expected. Currently only a few parcels are registered as Urban Agriculture Incentive Zones in California. Furthermore, the media has questioned whether this incentive program is ideal given the priorities of cities, such as San Francisco, that are experiencing housing crises and climbing rent.

Sources

Bill: https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201320140AB551

Extending bill: http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201720180AB465

http://www.sfgate.com/bayarea/article/S-F-property- owners-to-get-tax-break-from-5725876.php
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http://www.spur.org/news/2017-05-01/urban-agriculture-incentive-zones-four-years
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https://repository.usfca.edu/cgi/viewcontent.cgi?referer=https://www.google.nl/&httpsredir=1&article=1165&context=thes

San Diego: http://www.sdfsa.org/blog/2018/2/13/press-release-urban-agriculture-incentive-zone-officially-approved-today-by-city-of-san-diego

Los Angeles: http://www.nycfoodpolicy.org/urban-agriculture-incentive-zones-act-

los-angeles-urban-food-policy-snapshot/
http://planning.lacounty.gov/assets/upl/project/uaiz_ord-final.pdf
http://planning.lacounty.gov/assets/upl/project/uaiz_faq.pdf

Urban farming vs. Housing crisis:
https://www.theatlantic.com/business/archive/2014/09/how-urban-farming-is-making-san-franciscos-housing-crisis-worse/379438/

More than profit: a collaborative economy with a social purpose

Last Modified on 23/03/2018 4:34 pm CET

Authors/prepared by: Nesta
Date published: July 2016
Research commissioned by: The European Commission

Why did we select this research?

While for-profit companies in the sharing economy have actively sought to demonstrate their impact and lobby for favourable conditions, comparatively little has been said about the specificities of socially driven initiatives and platforms. These initiatives need more attention from policymakers, researchers and funders. The insights of this research are highly relevant as the authors identify key opportunities and challenges facing the social purpose sharing economy and propose recommendations to encourage social impact.

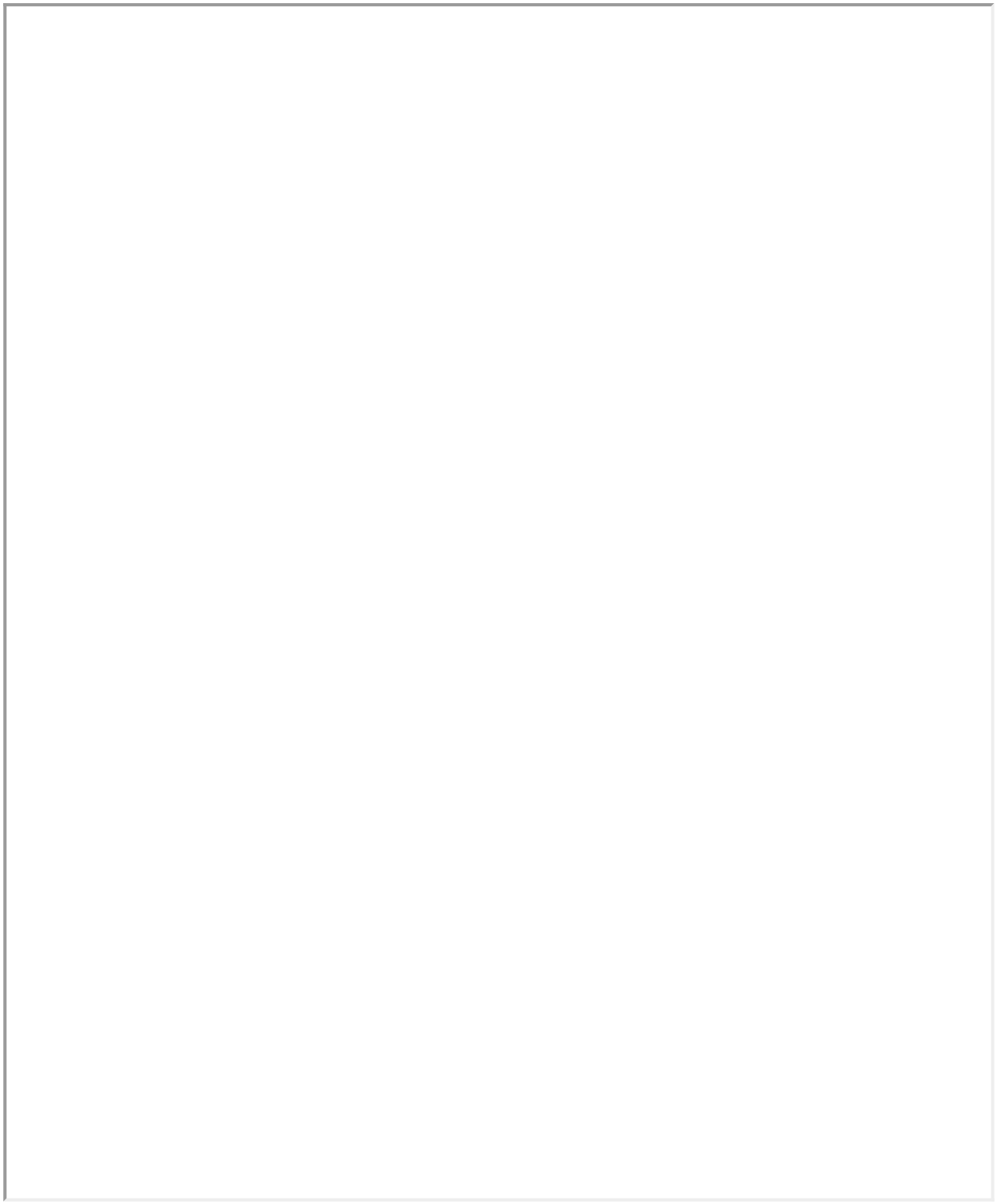
Key findings

Opportunities include reducing cost of delivering and increasing the scale and reach of initiatives that address social challenges. Alongside this, examples from our study have demonstrated how collaborative models can help develop more flexible solutions to niche or local needs, while involving new people, assets, and skills. The main challenge is to ensure access and equality in the collaborative economy, as online collaborative economy market places favour those with disposable income or assets as well as those who have digital skills.

The authors have identified a number of recommendations to support and encourage the development of Europe's social purpose collaborative economy. These include the following:

- Identify barriers to uptake of social purpose collaborative economy models, and consider how they can be addressed. Invest in infrastructure solutions that make it easier for organisations to engage with and use collaborative models to address social challenges.

- Capture and spread best practice across Europe and promote collaboration between collaborative economy practitioners and movements/organisations with a social mission. Building on this, invest in supportive infrastructures such as training and skills development common infrastructures, spaces and other forms of support to enable more people and organisations to develop the skills and capacity needed to make the most of collaborative economy models.
- Fund research and pilots that develop an understanding of both the social and financial impacts of social purpose models and establish metrics which measure impact more systematically.



Reference

European Commission (2016). *More than profit: a collaborative economy with a social purpose. Preliminary review of how collaborative economy models can help address social challenges in Europe and the characteristics of current activities.* Retrieved from: http://ec.europa.eu/DocsRoom/documents/18443.

Diversifying and De-Growing the Circular Economy: Radical Social Transformation in a Resource-Scarce World

Last Modified on 20/06/2019 12:04 pm CEST

Authors: Kersty Hobson and Nicholas Lynch

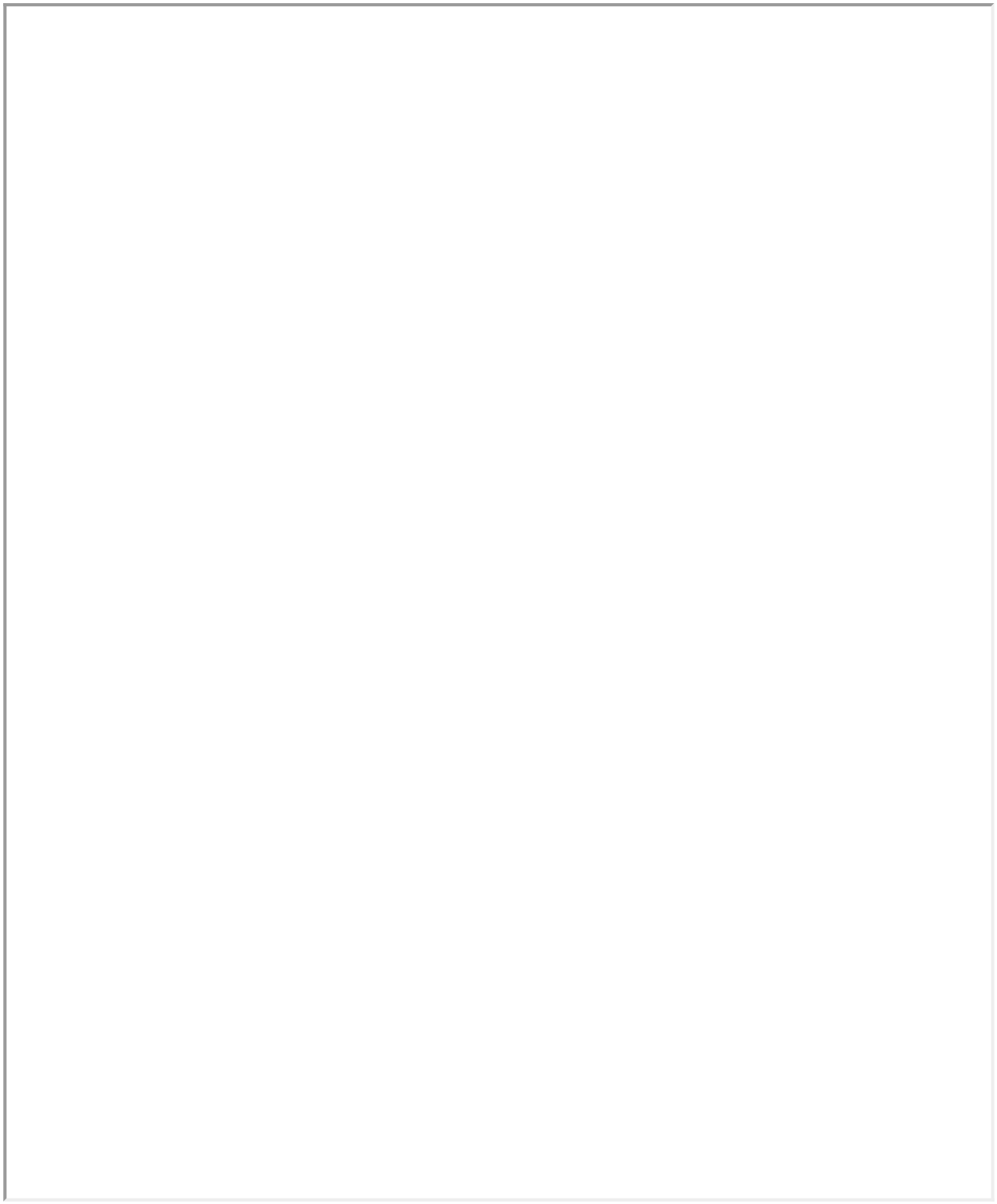
Date of publish: June 2016

Why did we conduct this research?

A change in the consumption and behavioral pattern is obvious if we aim for a real future for all. Nevertheless, for some, the approach of circular economy falls into a "radical" approach. This paper breaks down such assumptions and explains why it does indeed fit in the new era.

Key findings:

- Society of hyperconsumerism.
- The social and cultural meanings of ‘exchange’ require further exploration and expansion.
- Need for building a ground for non-monetary forms of sharing and swapping goods, ideas and experiences, many of which will be pivotal to a truly transformative agenda.



Reference:

Service Startups and Creative Communities: Two Sides of the Same Coin?

Last Modified on 20/06/2019 11:29 am CEST

Authors: Spyros Bofylatos and Ida Telalbasic

Date of publish: April 2019

Why did we select this research?

Service Startups and Creative Communities are both organizations that adopt service dominant logic to create innovative services, and can either facilitate the transition towards sustainability or they can support the unjust, neoliberal 'gig economy' that commodifies work and further elongates social inequalities.

Key findings:

- Existence of a divide due the two organizations embodying different systems of values, which guide the design decisions and the way they are governed on an organizational scale.
- The service system perspective plays a significant role in determining the directions of the systems of values embodied within aforementioned systems. Re-conceptualizing products, as a means for values to be experienced, and not embodied, fosters the shift from the materialistic towards the ideational.

Reference:

Service Startups and Creative Communities, two sides of the same coin?, The Design Journal, April 2019
[available at:
https://www.researchgate.net/publication/332654206_Service_Startups_and_Creative_Communities_Two_Sides_of_the_Same_

Platform Inequality: Gender in the Gig-Economy

Last Modified on 12/06/2019 11:13 am CEST

Authors: Arianne Renan Barzilay and Anat Ben-David

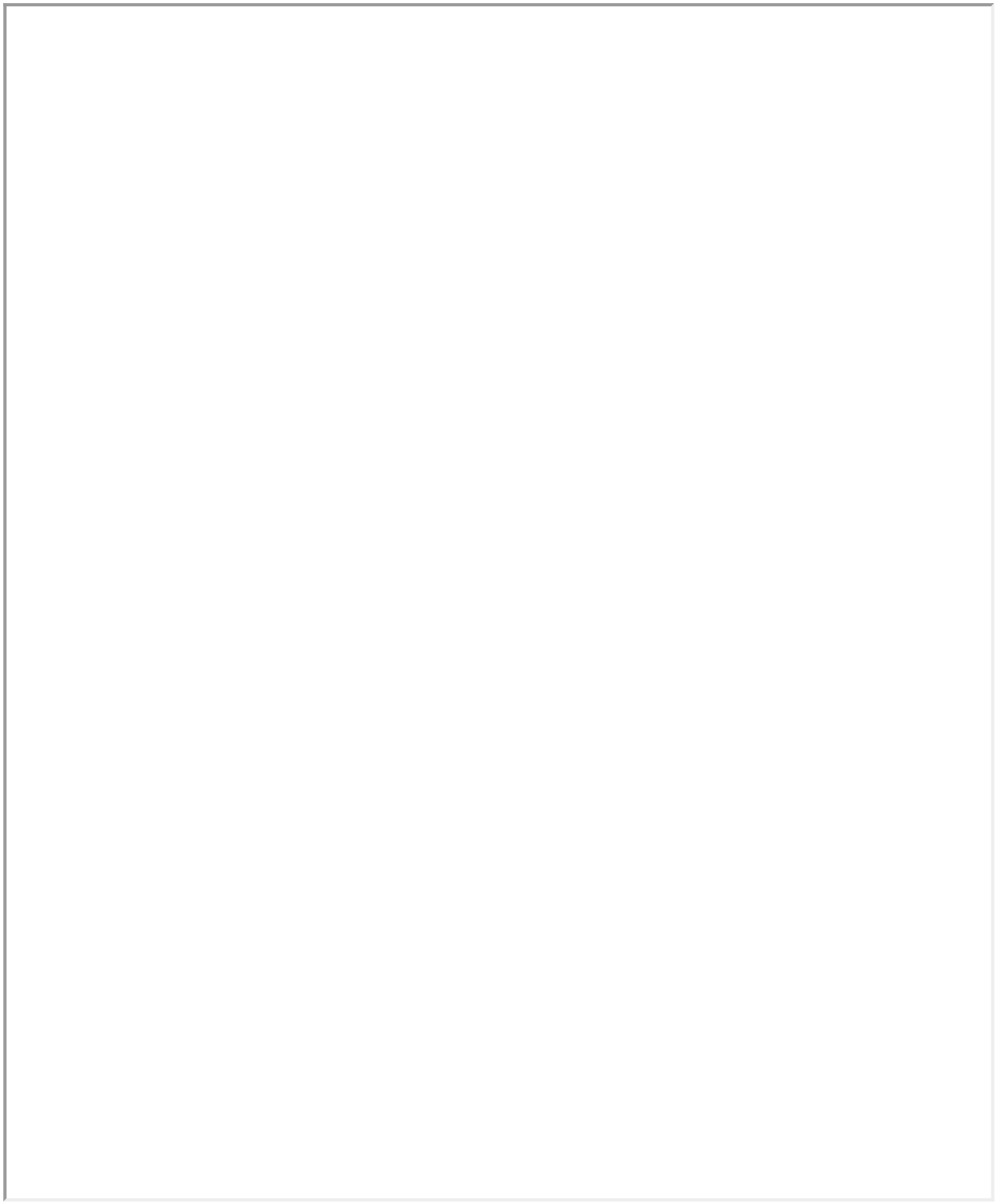
Date of publish: February 2017

Why did we select this research?

Platform-facilitated labor is creating many changes in the labor market, and hence establishing fundamental challenges to the future of work and are generating contestation regarding the proper classification of laborers as employees or independent contractors. In this momentum of change, gender-related questions cannot be undermined.

Key findings:

- Gender inequality is re-configured and reproduced through platform facilitated labor, casting doubt on the liberating and equality enhancing promise platform-facilitated labor carries for women.
- Gender inequality is reproduced on platforms. Consequently, there is a need for beginning to contemplate legal, social and technological mechanisms to mitigate this phenomenon.



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Barzilay, A. R., & Ben-David, A. (2016). Platform inequality: gender in the gig-economy. *Seton Hall L. Rev.*, *47*, 393.

Respecting Human Rights in the On-Demand Economy: Closing the New Governance Gap

Last Modified on 20/06/2019 11:39 am CEST

Author: Natour, F.

Date Published: April 2016

Why did we select this research?

We are in the midst of a dramatic economic revolution, a revolution that is driven by rapidly evolving technology, the rise of big data, and changing attitudes towards both employment and services. This article seeks to apply a business and human rights lens to these new economic models. There is a striking parallel between the rise of the on-demand economy and the rapid globalization of the economy in the 1980s and 90s, with respect to human rights. Rapid globalization exposed governance gaps where global, national and local institutions and regulatory frameworks were ill-equipped to address human rights impacts stemming from rapidly expanding economic activities globally.

Key Findings

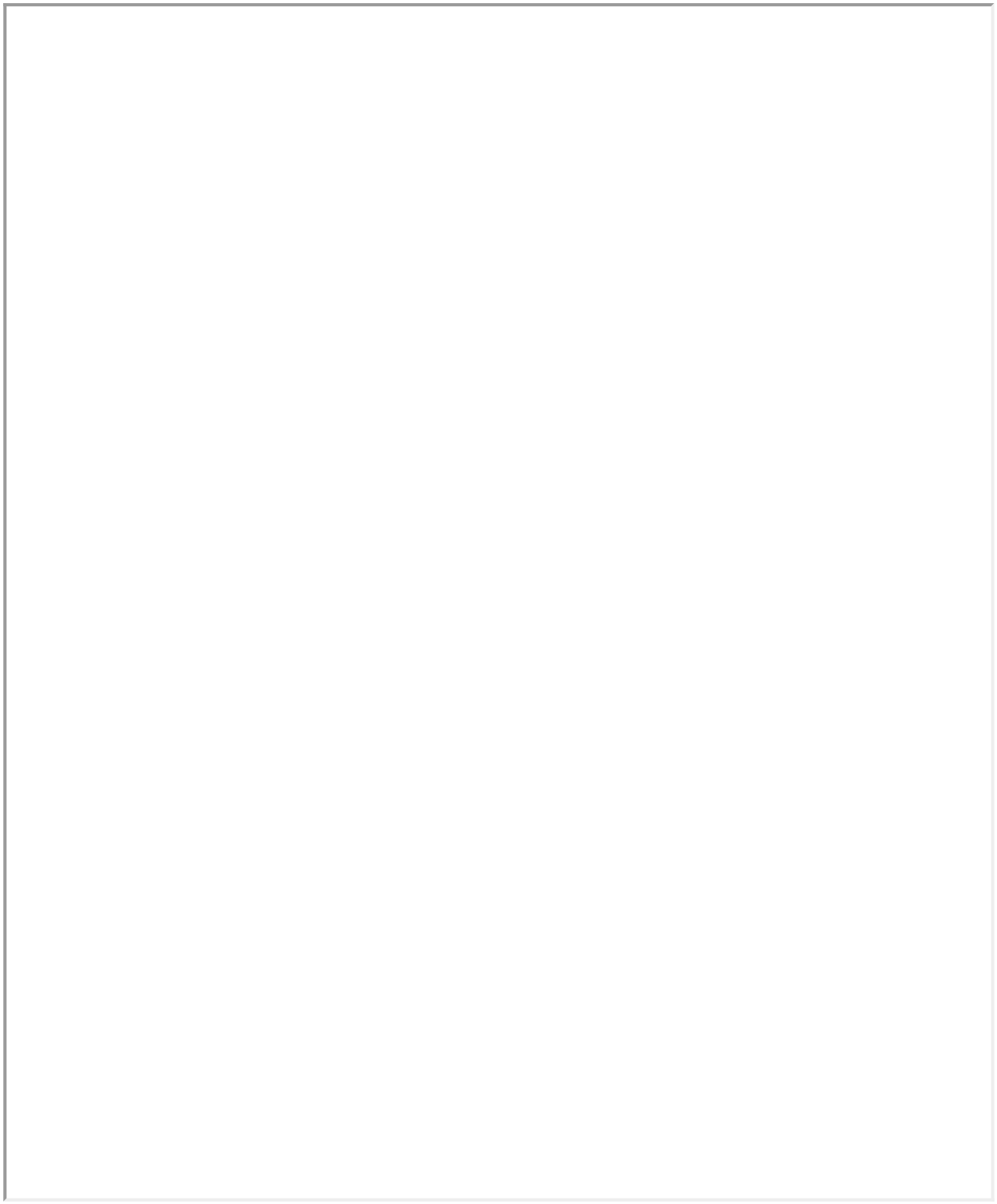
- Legal protections of employees' social security and insurance benefits are becoming less relevant as a growing percentage of the workforce, willingly or unwillingly, transitions to independent contractor status in the "gig" economy. while , for some, working as an independent contractor might be preferable, for others, this shift could impact the workers' rights to protection against unemployment and to the right to security in the event of unemployment, sickness or disability.

- New models in the on-demand economy have the potential to create significant new economic opportunities.

- Many of the new platforms can be used to address humanitarian challenges, quickly facilitating assistance to people in need.

- For the on-demand economy, the UN GPs can provide a useful framework to delineate the responsibility of different actors to address human rights concerns, and to determine how companies can effectively manage human rights risks.

- Companies have a responsibility to respect which exists independently of the state duty to protect human rights of its citizens. For companies in the sharing and on-demand economies, meeting the responsibility to respect requires more than advancing specific human rights causes such as non-discrimination or humanitarian innovation. While noeworthy and laudable, such efforts should lead to, rather than substitute for a comprehensive and proactive human rights due diligence approach.



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Free accommodations for medical patients

Last Modified on 08/08/2017 9:46 am CEST

Why did we select this case?

The partnership is a great example of how city governments can collaborate with sharing platforms to solve urban challenges such as affordable housing for medical patients.

About the Case

What?
In March 2016, the municipality of Milan, Airbnb and CADMI (House of Hospitality for Abused Women) launched the new initiative to provide medical patients with a place to stay. In this collaboration:

- Airbnb will donate travel coupons to be used to cover short-term accommodation for families travelling to hospitals in Milan.
- CADMI will offer work opportunities to women who are in the process of recovering from a past of abuse. These women will manage the requests coming from the families and support them in booking their Airbnb listings.
- Airbnb hosts will offer a 50% or more discounted rate for these special guests to help reach even more families.

Within 24 hours of launching the initiative, more than 100 hosts expressed interest in participating.

How?
Program Overview:

- Guests will be family members of patients receiving care or medically independent patients traveling for treatment.
- Guests will be vetted and assisted by a local nonprofit organization, I Sei Petali. I sei Petali will work with CADMI to empower and support women who are victims of domestic violence, including by involving these women in the coordination of travel logistics for the patients or their families, helping these women to reinstate themselves in the society.

- The average length of stay is 3 nights and the maximum length is 7 nights. The average number of guests are 2.
- All reservations will take place through the Airbnb platform and be covered by its terms of service.

Why?
In 2015 more than 200,000 people travelled to Milan for medical reasons. For many of these individuals and their family members, finding an affordable place to stay while receiving care was a major challenge and financial barrier.

Want to know more?

- https://italy.airbnbcitizen.com/airbnb-partners-with-milan-and-cadmi-to-provide-free-accomodations-for-medical-patients/
- https://act.airbnbaction.com/page/signup/milan-host-survey-en

City-as-s-Platform: The Rise of Participatory Innovation Platforms in Finnish Cities

Last Modified on 20/06/2019 11:42 am CEST

Author: Anttiroiko, A

Date Published: July 2016

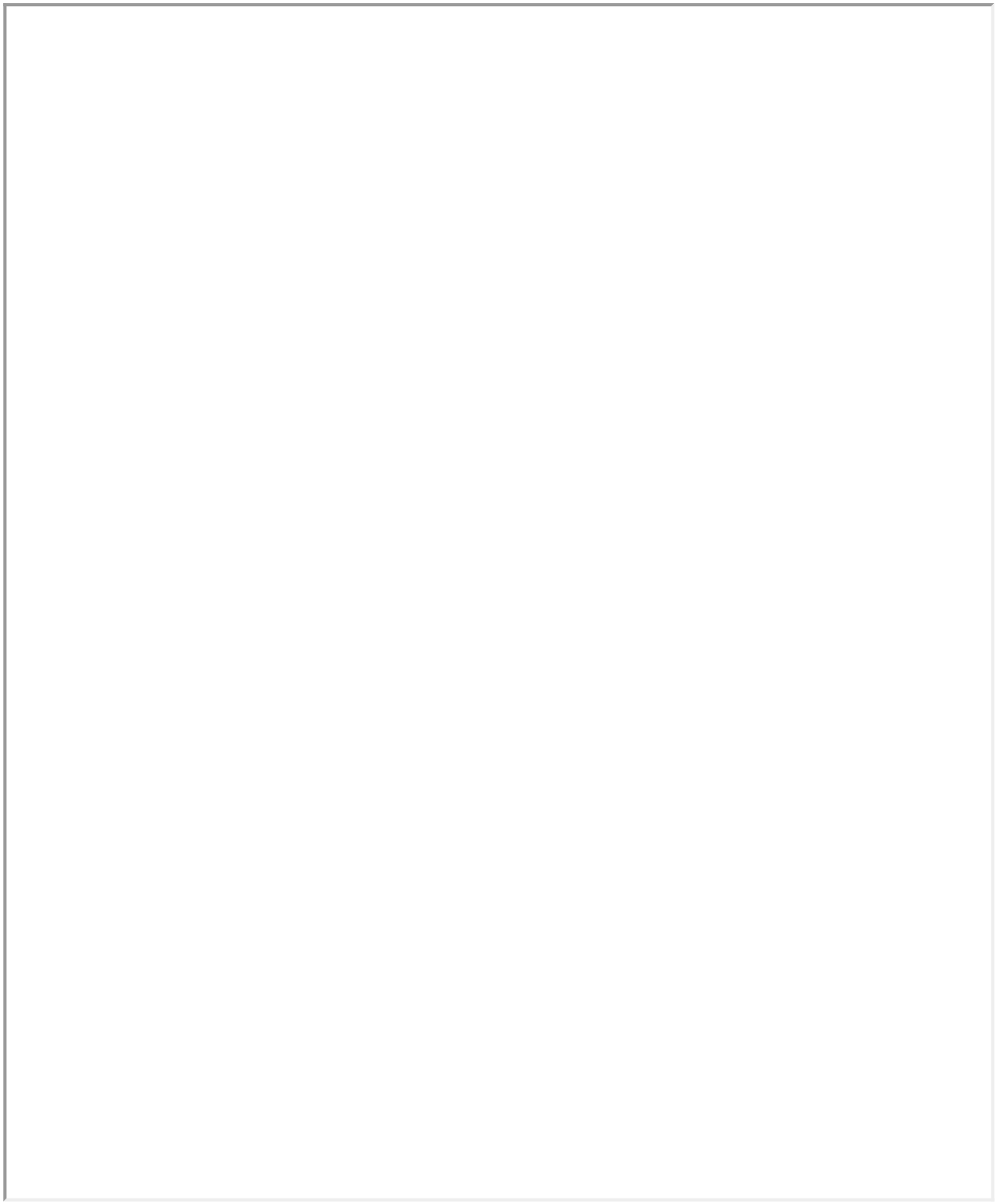
Why did we select this research?

This paper investigates the forms and implications of citizen involvement in publicly-supported participatory innovation platforms that facilitate urban economic development in the welfare society context. Platforms are used to support both urban revitalization and economic development, of which the former is based on representative and the latter on instrumental modes of participation. Platforms are well integrated with city governments, even though they vary greatly in terms of organizational forms and scopes. Democratic culture, welfarism, and redistributive policy provide contextual support for platformization by strengthening social inclusion, taming the growth machine, and easing the tensions between pro-growth and anti-growth coalitions.

Key findings

- Participatory innovation platform is an outcome from a range of intersecting trends, for which Nordig welfare societies seem to provide fruitful soil
- The role of citizen, user and stakeholder participation in smart environments and platforms in major Finnish cities contributes to urban economic development by enhancing broadly understood productive smartness.
- Citizens' roles vary from user involvement in product development to the use of citizens' right to take initiatives and bring their concerns to open platforms.

- When participatory innovation platforms become the norm in local development, they gradually reshape the entire city. In the welfare society context democratic culture and institutionalized solidarism provides support to such a transformation, not only in the form of broad civic participation but also at the level of material relations, for asymmetries of micro-level innovation processes and their outcomes are counterweighted by macro structures of solidarity. Such conditions are conducive to the emergence of a smart city that is co-created by its citizens or, as we may call it, the City-as-a-platform



Reference

Anttiroiko, A. (2016) City-as-a-Platform: The Rise of Participatory Innovation Platforms in Finnish Cities. Sustainability, Vol. 8: 1-31.

Collaborative Economy Environmental Impact and Opportunities

Last Modified on 03/08/2017 2:53 pm CEST

Authors: shareNL
Date published: February 2016
Research commissioned by: the Ministry of Infrastructure and Environment in the Netherlands

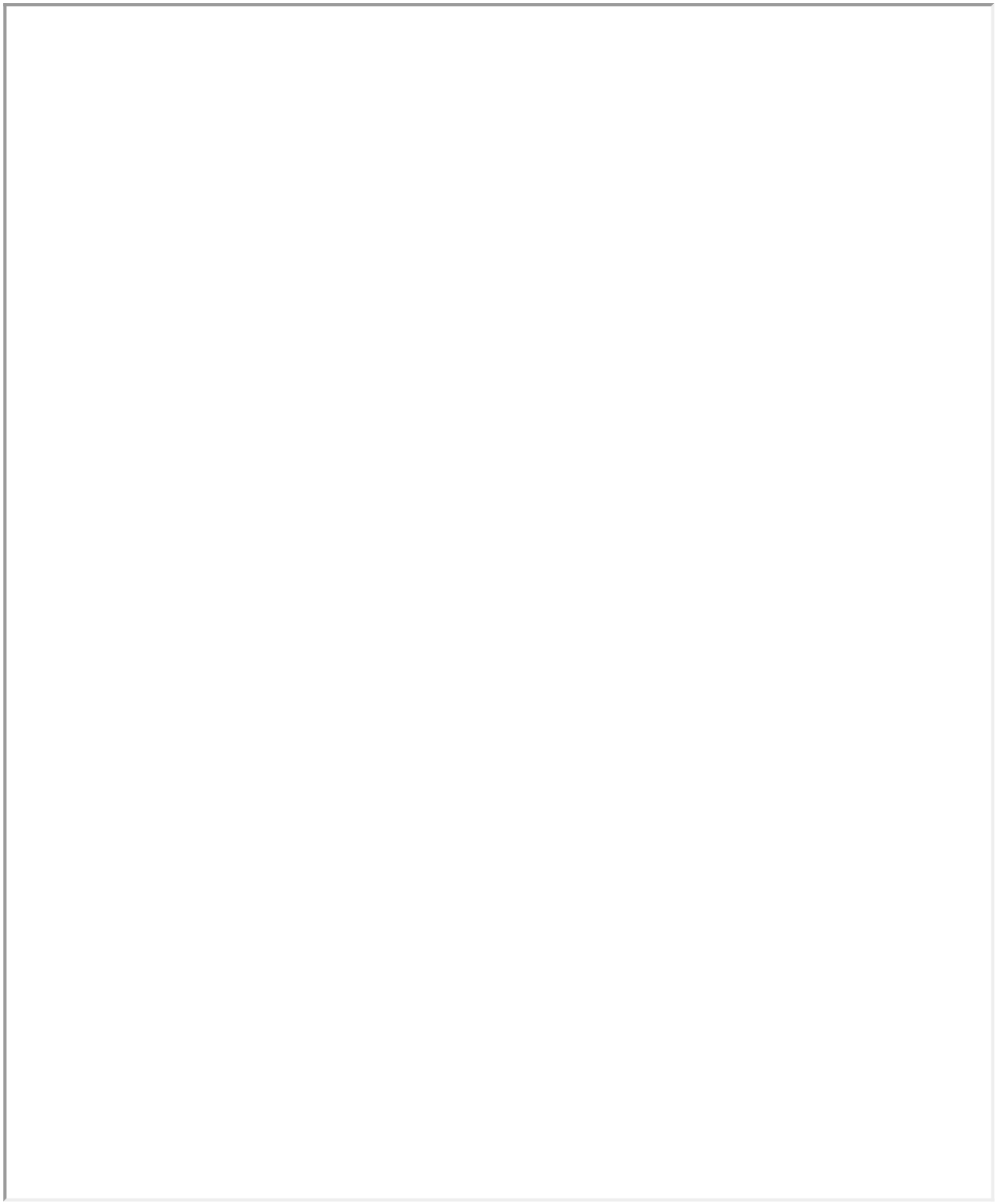
Why did we select this research?

In addition to providing insights into the impact and opportunities of the collaborative economy the report also highlights several issues which require actions from governments in order to stimulate the positive environmental impact of the collaborative economy.

Key findings

The main conclusion is that the sharing of goods has significant positive environmental impact because underutilised capacity is exploited to accommodate consumption needs. Their advice to governments is as followed:

1. Provide room to experiment, to learn, and to provide information.
2. Stimulate sustainable sharing and limit the sharing of polluting goods.
3. Change the behaviour of consumers to be more sustainable, within the production chain and the government.
4. Facilitate cooperation between different actors and monitor developments in the collaborative economy.
5. Enhance the financing opportunities to support platforms with the potential to have a significant sustainability impacts in their first development phases.
6. Make use of the capacity of the sharing platforms during adaptation to climate change and peak use.



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shareNL (2016). ‘Collaborative economy environmental impact and opportunities.’ Retrieved from: http://www.sharenl.nl/nieuws/collaborative-economy-environmental-impact-and-opportunities

Want to know more?

Collaborative Economy Impact and Opportunities full report in Dutch.pdf

Circular Economy

Last Modified on 20/06/2019 12:12 pm CEST

Authors: Walter R Stahel

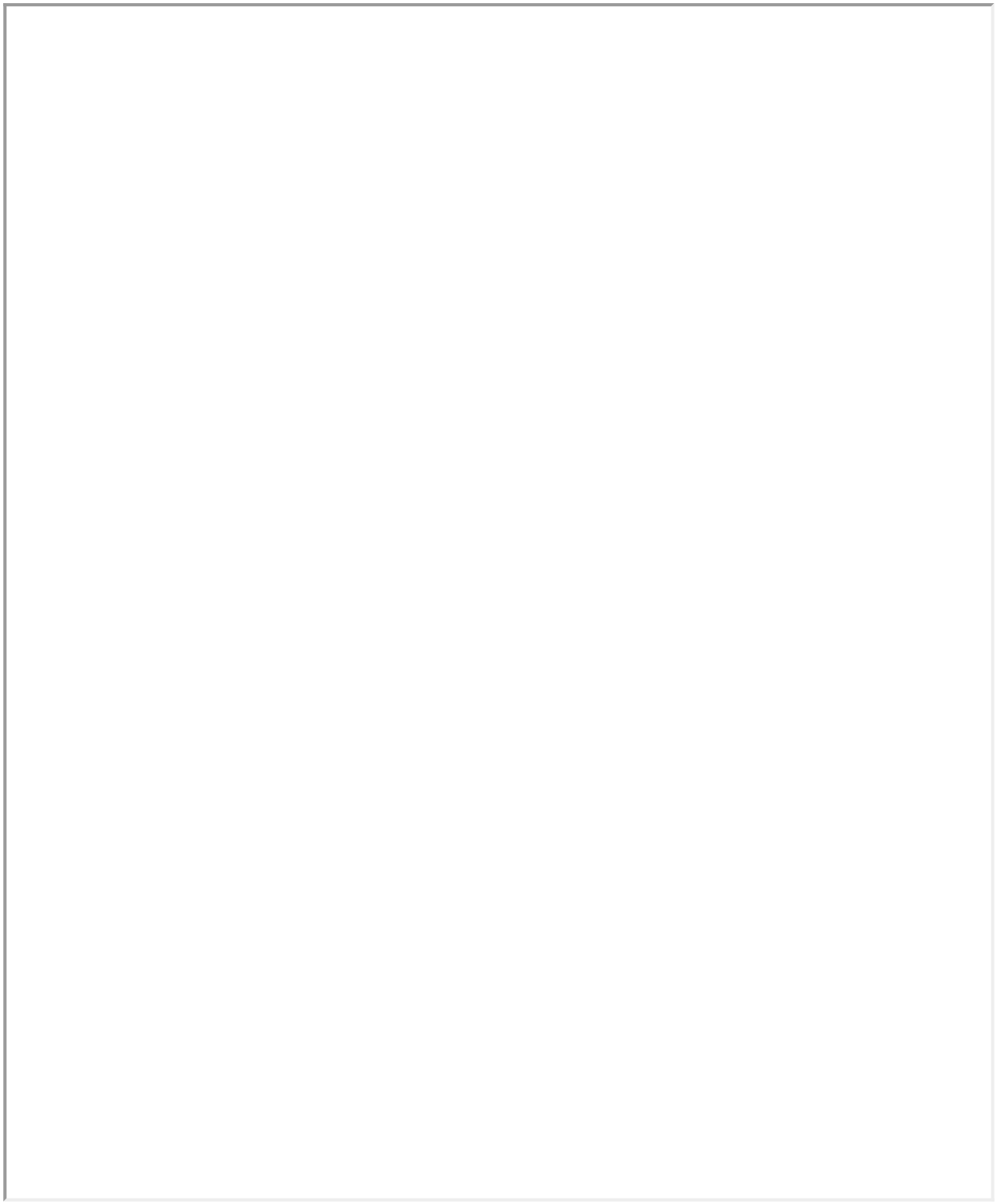
Date of publish: March 2016

Why did we select this research?

Circular economy business models fall in two groups: those that foster reuse and extend service life through repair, remanufacture, upgrades and retrofits; and those that turn old goods into as-new resources by recycling the materials.

Key findings:

- Research and innovation are needed at all levels (social, technological and commercial). Economists and environmental and materials scientists need to assess the ecological impacts and costs and benefits of products.
- Communication and information strategies are needed to raise the awareness of manufacturers and the public about their responsibility for products throughout their service lives.
- Role of policy and policymakers preparing the new playground rules (like internalization of external costs, such as emissions and pollution, should be rewarded; stewardship should overrule ownership and its right to destroy).
- The role of internet and The Internet of Things (in which everyday objects are digitally connected) and Industry 4.0 (intelligent technical systems for mass production) will boost such a shift, but also demand a policy review that considers questions of ownership and liability of data and goods.



Reference:

Stahel, W. R. (2016). The circular economy. *Nature News*, *531*(7595), 435.

Link:

https://www.researchgate.net/publication/298909366_Circular_economy

Sharing Cities and Sustainable Consumption and Production: Towards an Integrated Framework

Last Modified on 05/09/2017 5:45 pm CEST

Authors: Pablo Munoz and Boyd Cohen
Universidad del Desarrollo, Santiago, Chile, EADA Business School Barcelona, Spain, Sustainability Research Institute, University of Leeds, Leeds, UK
Published on: October 2016 **in** Journal of Cleaner Production

Why did we select this research?

The research highlights 18 different sharing economy projects around the globe and proposes a Sharing Cities-Sustainable Consumption and Production typology. More specific, it develops a better understanding of the role the sharing economy can have to accelerate sustainable consumption and production patterns in cities. The typology and insights can be used as a tool to support policy development.

Key findings

The 18 studied sharing activities demonstrate that sustainable consumption and production activities can be described as a hybrid of both consumption and production.

Particularly in the context of the sharing economy, there are a growing number of activities which involve users collaborating for the purposes of sustainable consumption and production together. These so-called “maker communities” bring user communities together to co-design, co-finance, co-produce, co-distribute and consume collectively or individually. These hybrid activities challenge established institutions, could be very disruptive to incumbent industries and have the potential to transform local economies in innovative and more sustainable ways.

Reference

Cohen, B., & Muñoz, P. (2016). Sharing cities and sustainable consumption and

production: towards an integrated framework. Journal of Cleaner Production, 134, 87-97. Retrieved from: http://www.sciencedirect.com/science/article/pii/S0959652615010641

The role of values in collaborative consumption: insights from a product-service system for lending and borrowing in the UK

Last Modified on 05/09/2017 5:50 pm CEST

Authors: Laura Piscicelli, Tim Cooper & Tom Fisher
Nottingham Trent University, UK
Published on: June 2015 **in** Journal of Cleaner Production

Why did we select this research?

The uptake of product service systems that enable collaborative consumption on the market is still limited. Also, research suggests that a number of start-ups have collapsed and many others are encountering serious difficulties in establishing themselves due to a lack of resources to scale-up (e.g. consumer base, money, trusted brand). This research examines which values cause inadequate acceptance and prevent such alternative forms of consuming from becoming mainstream.

Key findings

The paper examines values empirically through a case study of Ecomodo, a UK-based online marketplace where people can lend and borrow each other's objects, spaces and skills. The case study suggests that this product service system is appealing only to a (still) limited number of consumers sharing a certain, distinct, value orientation. Individual values may be considered partly responsible for a failure in wider acceptance, adoption and diffusion. The following values are highlighted as barriers:

- Tradition (i.e. maintaining and preserving cultural, family, or religious traditions) seems to play against collaborative consumption insofar as the sharing economy and product service systems that enable these alternative business models are intrinsically disruptive of the status quo. The innovative solutions they propose often radically challenge mainstream conventions, displacing ingrained habits and well-established courses of actions.

- Security (i.e. safety in one's immediate environment and stability in the wider society) suggests the relevance of concepts such as reliability and trust in other people to collaborative consumption. By their own nature, collaborative consumption models rely on social connections and interactions between strangers. Hence building trust is essential for the sharing economy to thrive and, perhaps, serve as an engine for rediscovering neighbourhoods and local communities.
- Power (i.e. power through control of material and social resources) brings out issues of private ownership of material possessions. In many cases collaborative consumption involves individuals sharing their idle or underused possessions with each other. If a prerequisite for the existence of a number of these models is an end to exclusivity of use, this form of material attachment represents a real barrier to the acceptance of potentially sustainable product service systems such as Ecomodo.

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The Environmental Impact of Sharing: Household and Urban Economies in CO_2 Emissions

Last Modified on 05/07/2018 4:46 pm CEST

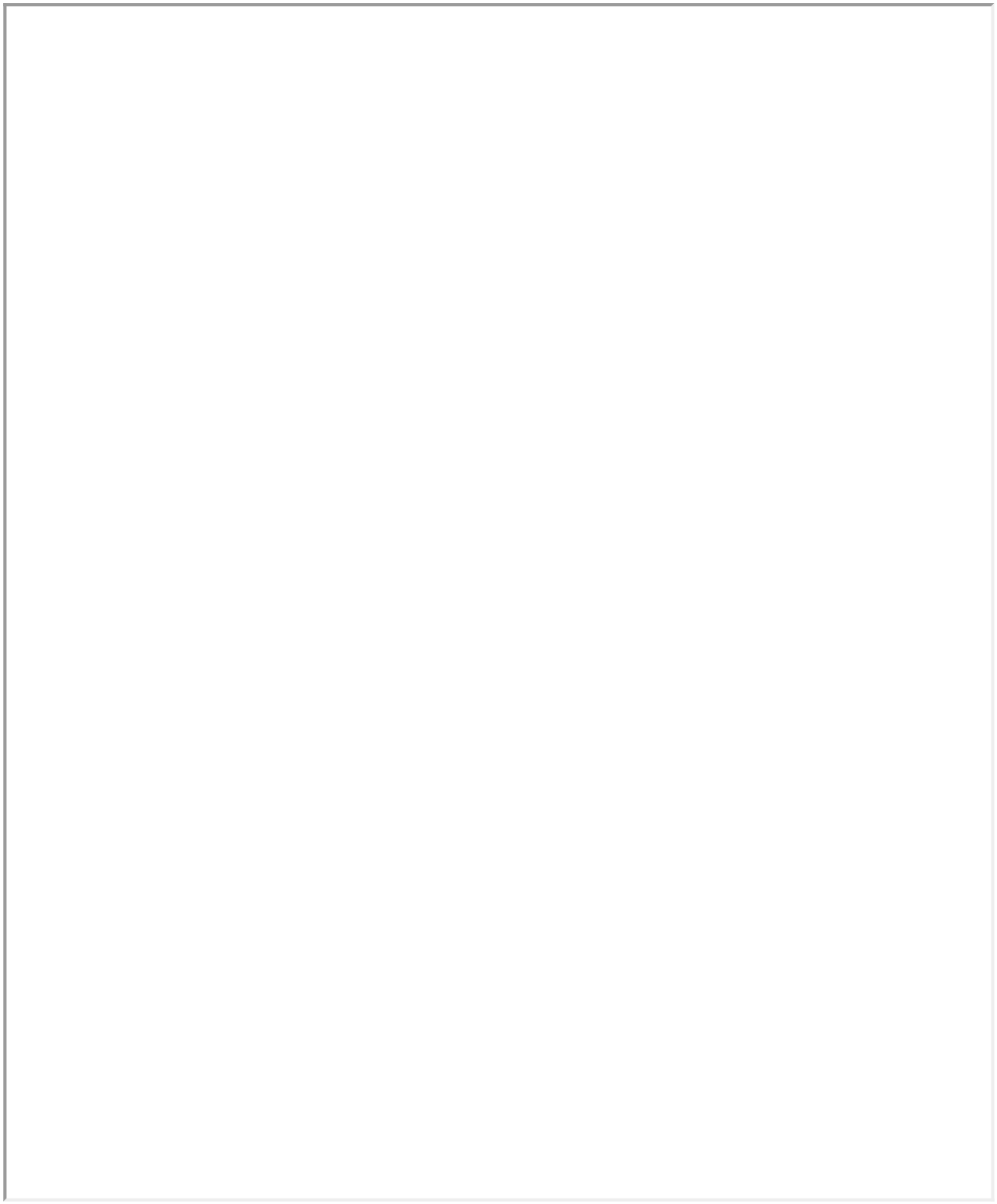
Authors: Anders Fremstad, Anthony Underwood, Sammy Zahran
Date published: November 2016
Research commissioned by: Colorado State University and Dickinson College

Why did we select this research?

The paper pursuits the ambitious goal of constructing a dataset of CO_2 emissions at the household level and leverage a unique measure of residential density to estimate household and urban economics. This research fits in the challenging domain of evaluating the environmental impact of sharing economy practices.

Key findings

Studies find that per capita carbon dioxide emissions (CO_2) decrease with household size and urban density, so the demographic trends of declining household size and dense urbanization produce countervailing effects with respect to emissions. Results show that dense urban areas have per capita emissions 23 percent lower than rural areas, and that adding an additional member to a household reduces per capita emissions by about 6 percent. It is also shown that household economies are about twice as large in rural as compared to dense urban areas. These results suggest that the carbon benefits of dense urbanization have the potential to offset the effects of declining household size.



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Energising Peer-to-peer Urban Futures – Challenges for Urban Governance

Last Modified on 19/07/2018 1:54 pm CEST

Authors: Sirkka Heinonen, Marjukka Parkkinen, Joni Karjalainen, and Juho Ruotsalainen
Date published: 11 September 2017
Research commissioned by: Finland Futures Research Centre

Why did we select this research?

The relationship between urban governance and citizens has to be revisited as citizens and their peer-to-peer networks emerge as central actors in creating the city space. Renewable energy is a key driver, since it enables citizens to produce their own energy. No more can urban governance alone define, produce, and create a liveable eco-smart city. This paper states that new perspectives are needed to help urban planners, city residents, and stakeholders anticipate and shape urban futures cooperatively.

Key findings

The paper presents findings on the transformation towards a renewable energy based future as well as towards the liveability and economic viability of city centers, based on two futures research projects (ENCORE and Neo-Carbon Energy). The horizon scanning phases of these foresight projects focused on futures images, emerging issues, and weak signals, illustrative of approaches of peer-to-peer, renewable energy and/or ecological awareness. Described then as case studies, those of ENCORE were organized around three core themes that influence the liveability of an urban environment:

1) meaningful environment,

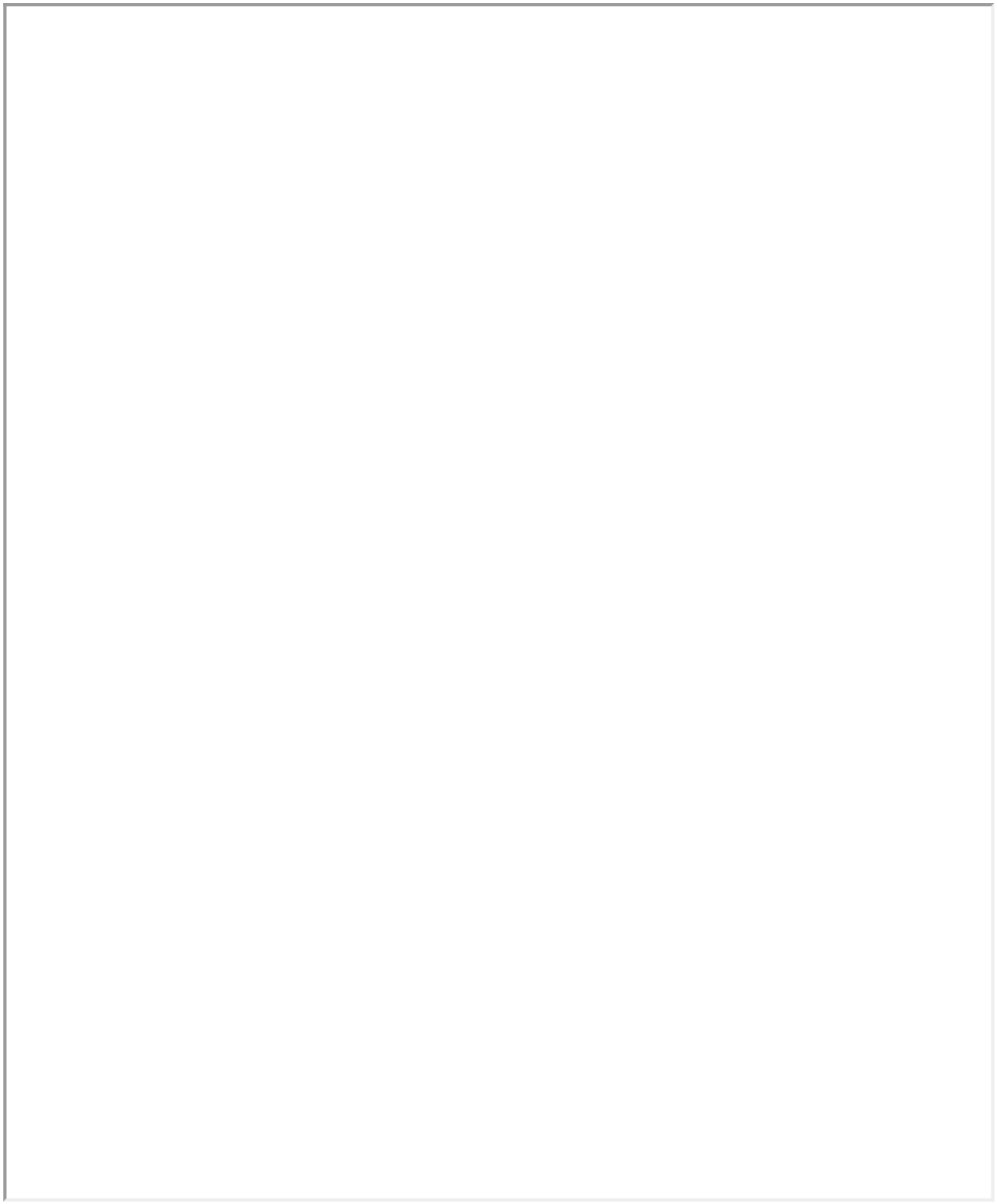
2) grassroots approaches, and

3) hybrid spaces.

Many cases could have fitted more than one of these three intertwining themes. To conclude, a conceptual model of anticipatory hybrid governance was presented with a view to potential benefits, limitations, and outlined certain open questions.

Systemic use of holistic foresight knowledge is critical for understanding emerging urban futures. The scanning of weak signals allows a detection of early signs of possible changes that may carry even long-term impacts for urban transition. Even if future-oriented planning will always have ‘unknown unknowns’ as an ultimate aim to explore, it is worthy to be aware of the ‘known knowns’ and ‘known unknowns’, too. In this case, cross-fertilisation between the two different foresight efforts was needed for many reasons.

Anticipation requires future-orientation, with a capacity to act. So far, when urban governance has anticipated trends and variables, it has struggled in designing for the future to mitigate potential conflicts. The proposed model opens aspirational alternatives and aids urban governance to reinvent itself.



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Peterboroughs Circular City Roadmap

Last Modified on 20/06/2019 12:02 pm CEST

Author: Future Peterborough

Date Published: May 2018

Why did we select this research?

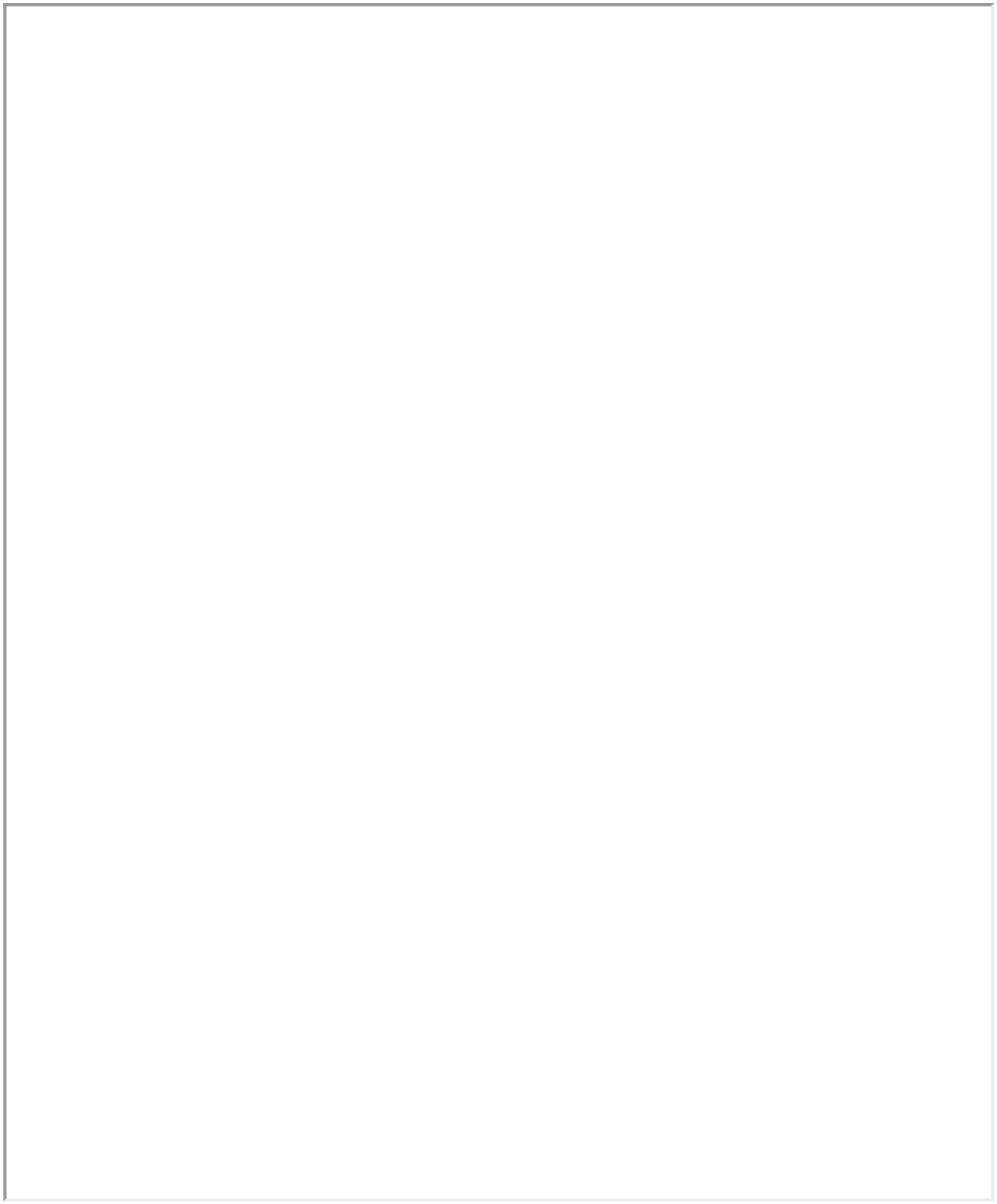
The circular economy provides cities with a framework to deliver sustainable growth and to build greater resilience with businesses and communities. This research focuses on the practical implementation, monitoring and measuring of circular initiatives and policies in Peterborough through the 'Circular City Roadmap' . The roadmap consists of an introduction to our circular city vision, aims and objectives; a framework to develop the enabling conditions and measure progress, demonstration projects, a list of organisations and next steps

Key Findings

- Using the 7Rs - rethink, redesign, repurpose (reuse & share), repair, remanufacture, recycle and recover - make the concept of circularity real to local people and businesses
- Use Systems Thinking: provides a simple, yet powerful representation of the interdependent nature of city systems and helps to think about the relationships between the different social and technical aspects. All urban components need to be aligned in order to create a circular city.
- It is necessary to place city systems within their context, which include: financial/economic circumstances, regulatory frameworks and stakeholders because cities and their environment engage in a reciprocal relationship.
- Useful to use the Circular City Maturity Model to measure progress/current situation of developing the enabling conditions for a circular city.
- Designing a 'Performance Monitoring Framework' is useful to measure and

direct progress towards becoming a circular city. In this framework the system components (Circular Goals, Circular People, Circular Infrastructure, Circular Technology, Circular Culture, Circular Processes & Procedures, Environment, Stakeholders, Regulatory Framework, Economic Conditions) are explained and justified.

- Develop demonstration projects in order to: Build an evidence base, to inspire, to make progress



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The Circular Economy – A New Sustainability Paradigm?

Last Modified on 20/06/2019 12:00 pm CEST

Authors: Martin Geissdoerfer, Paulo Savaget, Nancy Bocken and Erik Jan Hultik.

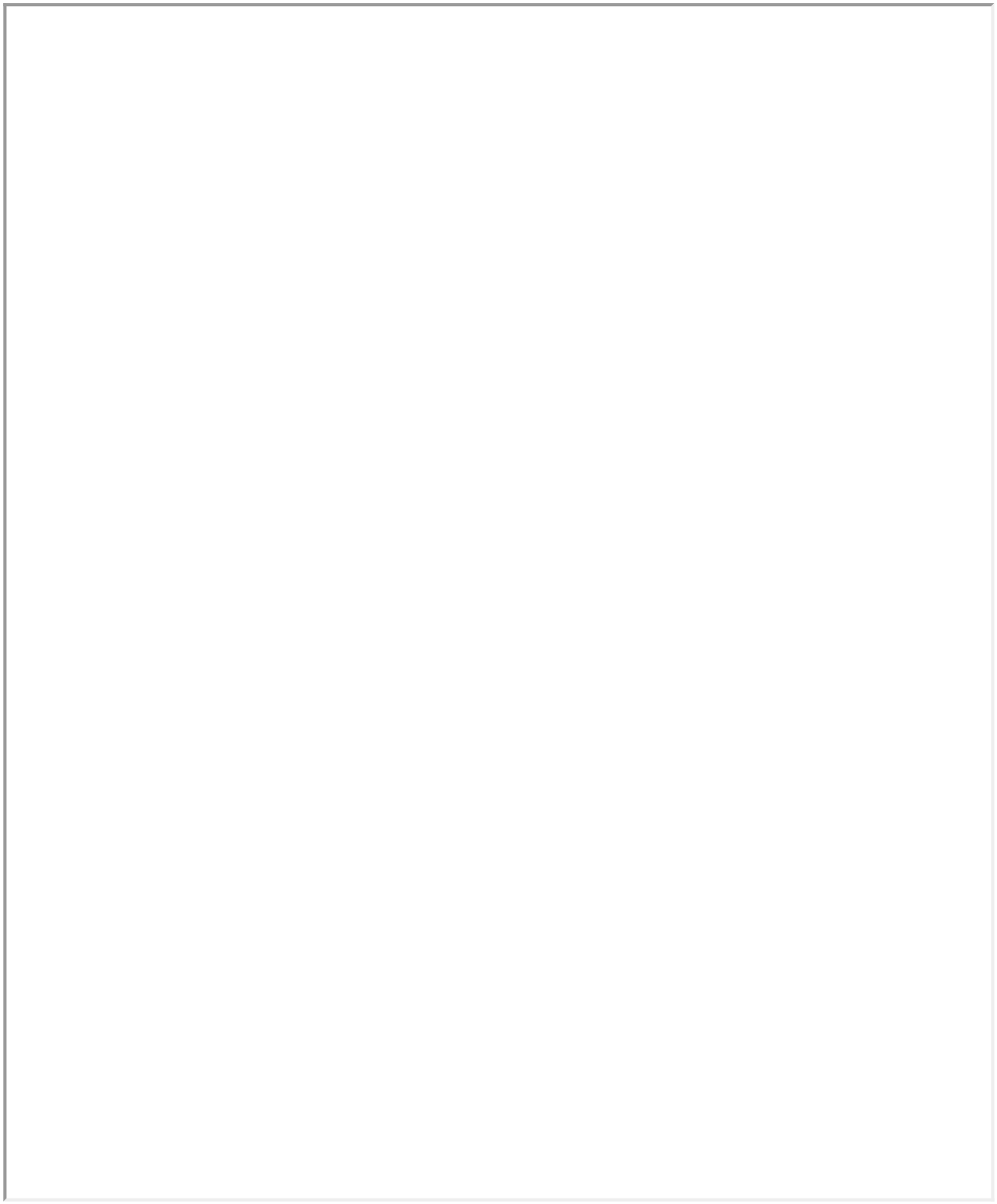
Date of publish: February 2017

Why did we conduct this research?

Even though the circular economy idea has been increasingly gaining momentum in the last decade, there is still not enough knowledge on how it fits into the sustainability paradigm. This paper aims at clearing the air between these two concepts; how they relate to and what their synergies and differences are.

Key findings:

- Since sustainability concerns are increasingly incorporated into both the agendas of policymakers and the strategies of companies, and at the same time, the circular economy is a term on the raise too, there are high chances for both concepts to co-exist and retrofit each other.
- The idea behind sustainability is not to just settle goals but about opening scopes for expectations and lifestyle changes, which very much align with the reasoning behind the circular economy as well.



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Geissdoerfer, Martin, Paulo Savaget, Nancy M.P. Bocken, and Erik Jan Hultink. 2017. “The Circular Economy – A New Sustainability Paradigm?” Journal of Cleaner Production 143: 757–768.

Circular Economy: The Concept and its Limitations

Last Modified on 20/06/2019 11:59 am CEST

Authors: Jouni Korhonen, Antero Honkasalo and Jyri Seppälä

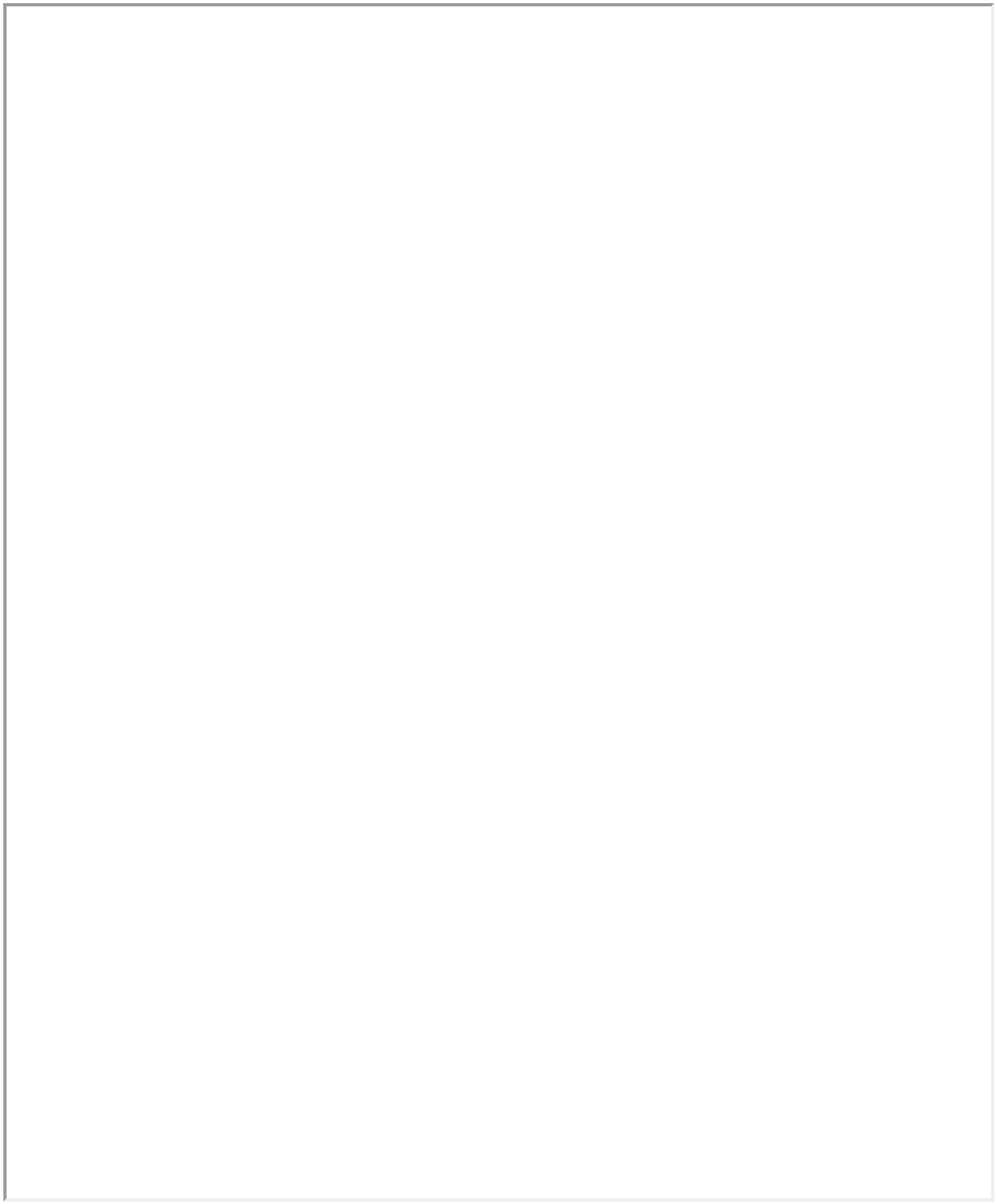
Date of publish: January 2018

Why did we select this research:

The concept of circular economy has been gaining momentum for the past decade, yet it has been in the past few years that higher and higher levels of interest have been shown towards it. Nevertheless, it seems that no accurate agreed understanding of the concept and its true implications are yet on the table. This article focuses on this.

Key findings:

- There is a clear and real potential for circular economy to succeed in all the three dimensions of sustainable development: economic, environmental and social.
- Circular economy highlights the importance of high value and high quality material cycles in a new manner. It also shows the possibilities of the sharing economy alongside sustainable production for a more sustainable production and consumption culture (behavioral change on consumers and consequently, on producers). Pressuring power to change market dynamics.
- Nevertheless, there are some limits and challenges in the concept of circular economy regarding environmental sustainability. For instance those concerning the definition of circular economy system boundaries and challenges in the governance and management of the circular economy type interorganizational and inter-sectoral material and energy flows.



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Defining the Sharing Economy for Sustainability

Last Modified on 20/06/2019 11:57 am CEST

Authors: Steven Kane Curtis and Matthias Lehner

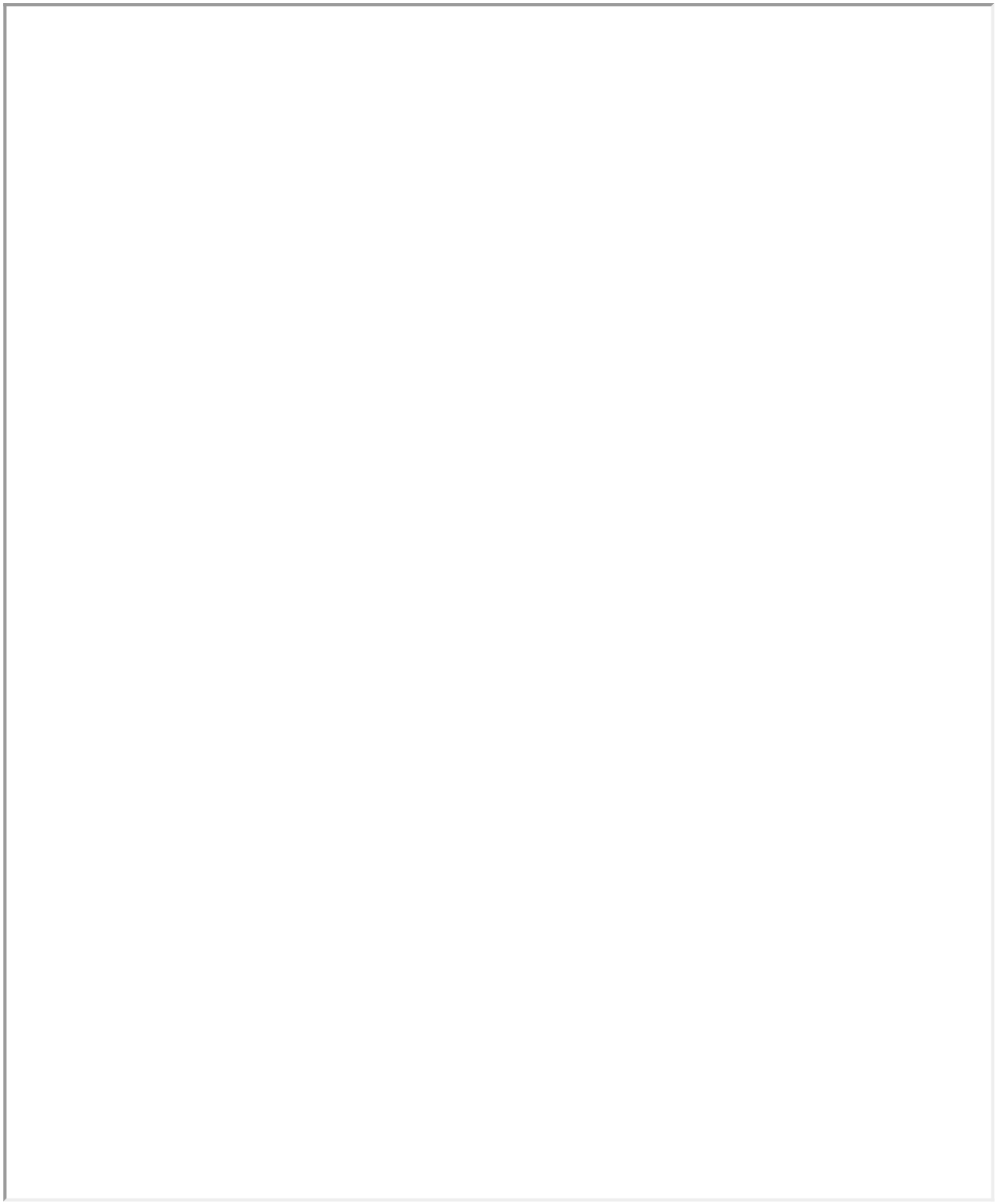
Date of publish: January 2019

Why did we select this research?

The need for an agreed definition of the sharing economy from the perspective of sustainability science in order to indicate sharing practices that are consistent with the sustainability claims attributed to the sharing economy is much needed in this emerging perspective. The aim of this scientific paper is to precisely do so.

Key findings:

- Sharing economy as a re-shaper of the meaning (and relevance) of ownership.
- Sharing economy has the potential to promote the institutionalization of sharing as a sustainable consumption practice.
- Still plenty of room for researches to establish a common ground for research based on discourse analysis.



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Curtis, S. K., & Lehner, M. (2019). Defining the Sharing Economy for Sustainability. *Sustainability*, *11*(3), 567.

The Circular Economy, Design Thinking and Education for Sustainability

Last Modified on 20/06/2019 11:57 am CEST

Author: Deborah Andrews

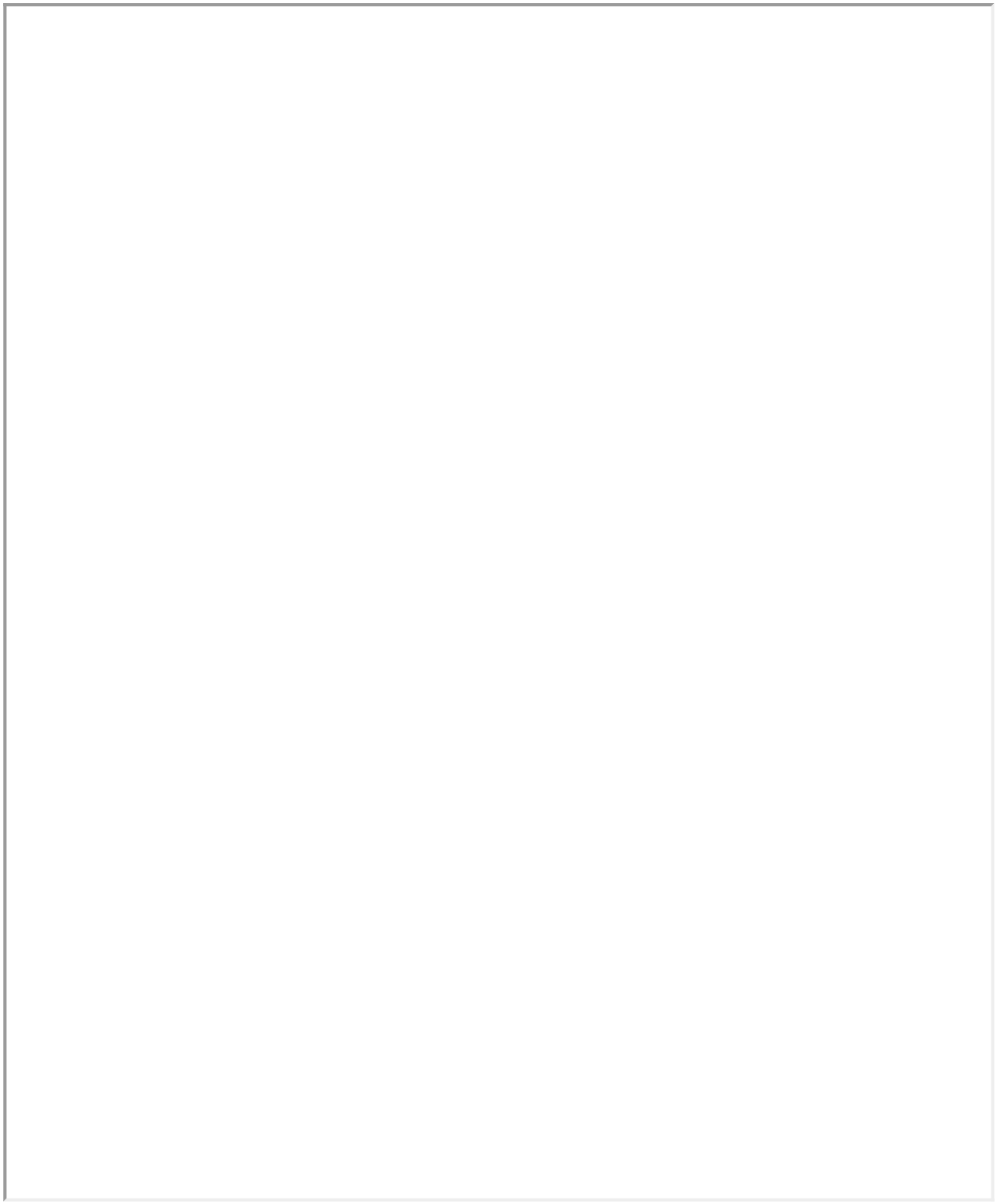
Date of publish: April 2015

Why did we select this research:

Some barriers have to be passed in order to move from the "linear approach" to the circular economy one, in which all steps of the production and consumption process lead to the next one in a sustainable way (meaning that the single-use approach to anything is ditched). This paper focuses on the importance of design (more particularly, sustainable design).

Key findings:

- Designers must now respond to very different social, economic and environmental needs and adopt a holistic approach to problem solving; they must change their design thinking and practice and lead the development of the Circular Economy by creating products and services that match all inherent criteria of this model.
- Learning about sustainability in order to practice sustainable product design can make an impact on the behavior of students in their personal lives and therefore it can be considered education for sustainability (larger impact at the end).



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Andrews, D. (2015). The circular economy, design thinking and education for sustainability. *Local Economy*, *30*(3), 305-315.

Creating a Circular Economy Precinct

Last Modified on 20/06/2019 11:56 am CEST

Authors: Melita Jazbec and Andrea J Turner

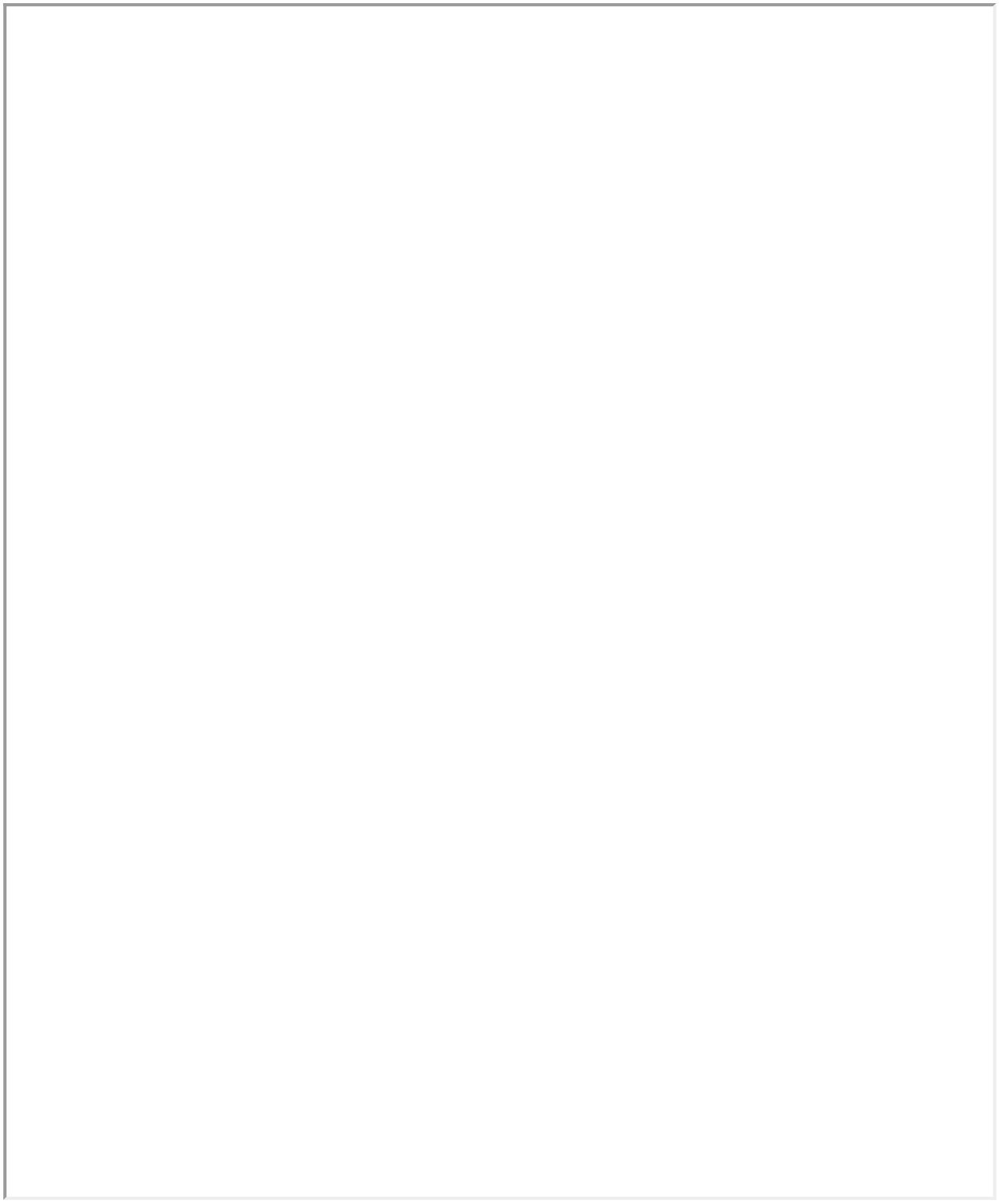
Date of publish: November 2018

Why did we select this research?

This report aims to assist Sydney Water (SW) with both internal and external dialogue on the potential of creating a circular economy precinct in Sydney including organics processing from wastewater and additional organics waste streams. This report can be used to set the grounds, or be an inspiration and guiding line for similar projects in other ares of the world.

Key findings:

- Smart cities maximize social and environmental capital in the competitiveness of urban areas using modern infrastructure, highly efficient resource management and active citizen participation.
- The more costly it is to move a flow (losses, expense around transport) and the more spatially ubiquitous that flow is (e.g. energy and water in form of sunlight and rain), the higher the priority for that flow locally.
- The design approach of circular precincts therefore aims to reduce the volumes of local flows (demand-side management), find local supply synergies (heat cascades, material cascades) and supply of local flows in a renewable fashion.



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Jazbec, M., and Turner, A., 2018 Creating a circular economy precinct, report prepared by the Institute for Sustainable Futures, University of Technology Sydney, for Sydney Water

Towards a Circular Economy: The Role of Dutch Logistics Industries and Governments

Last Modified on 20/06/2019 11:06 am CEST

Authors: Nicole van Buren, Marjolein Demmers, Rob van der Heijden and Frank Witlox

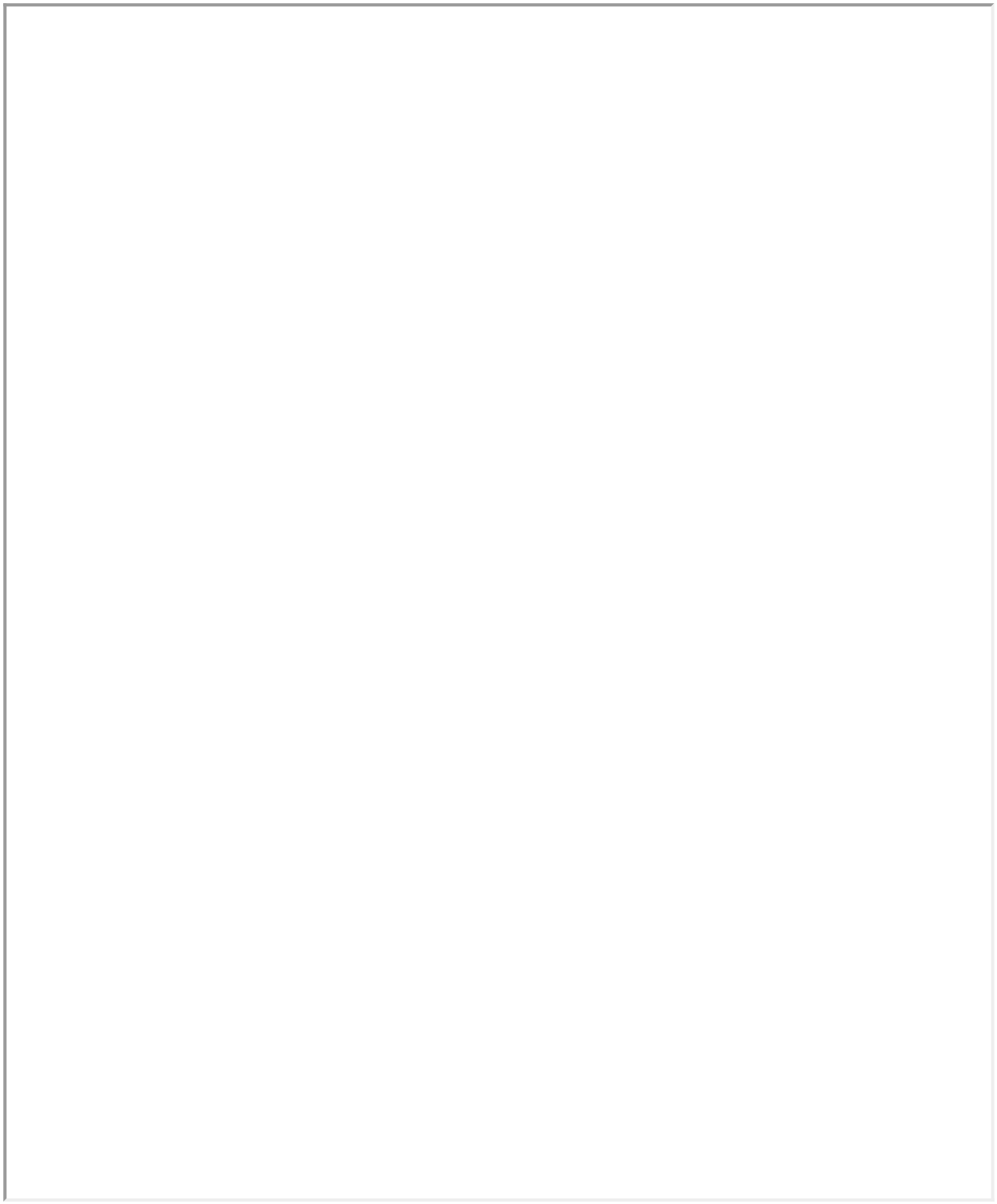
Date of publish: July 2016

Why did we select this research?

This paper focuses on the Dutch logistics industry and how this industry can contribute to the broader Dutch agenda to realize a more circular economy. The article digs into the specific transition agenda for the logistics industry in relation to a circular economy, the barriers that may exist which might hamper such a transition, and how public policy-makers are dealing with and can tackle these barriers.

Key findings:

- Circular economy is a system change that is necessary because it will make Europe less dependent on raw materials (European economics will benefit and the environmental problems of Europe will be reduced).
- Institutional and economic barriers have to be taken down and at the same time, consumers, producers and logistics companies have to be encouraged and supported in changing their social and personal behavior.
- Communication of the success and advantages of those initiatives is essential to make the system change work.
- Overall, in The Netherlands, more and more companies, authorities, citizens and research institutions are working intensively together trying to implement the circular economy, which has resulted in interesting new initiatives (behavior change).



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van Buren, N., Demmers, M., van der Heijden, R., & Witlox, F. (2016). Towards a circular economy: The role of Dutch logistics industries and governments. *Sustainability*, *8*(7), 647.

The Behavior of New Generations Consumers Related to the Circular Economy

Last Modified on 20/06/2019 10:45 am CEST

Authors: Elena Simina Lakatos, Laura Bacali, Alina Oana Ciomos, Mihaela Gabriela Rosca, Cristina Mateiciuc

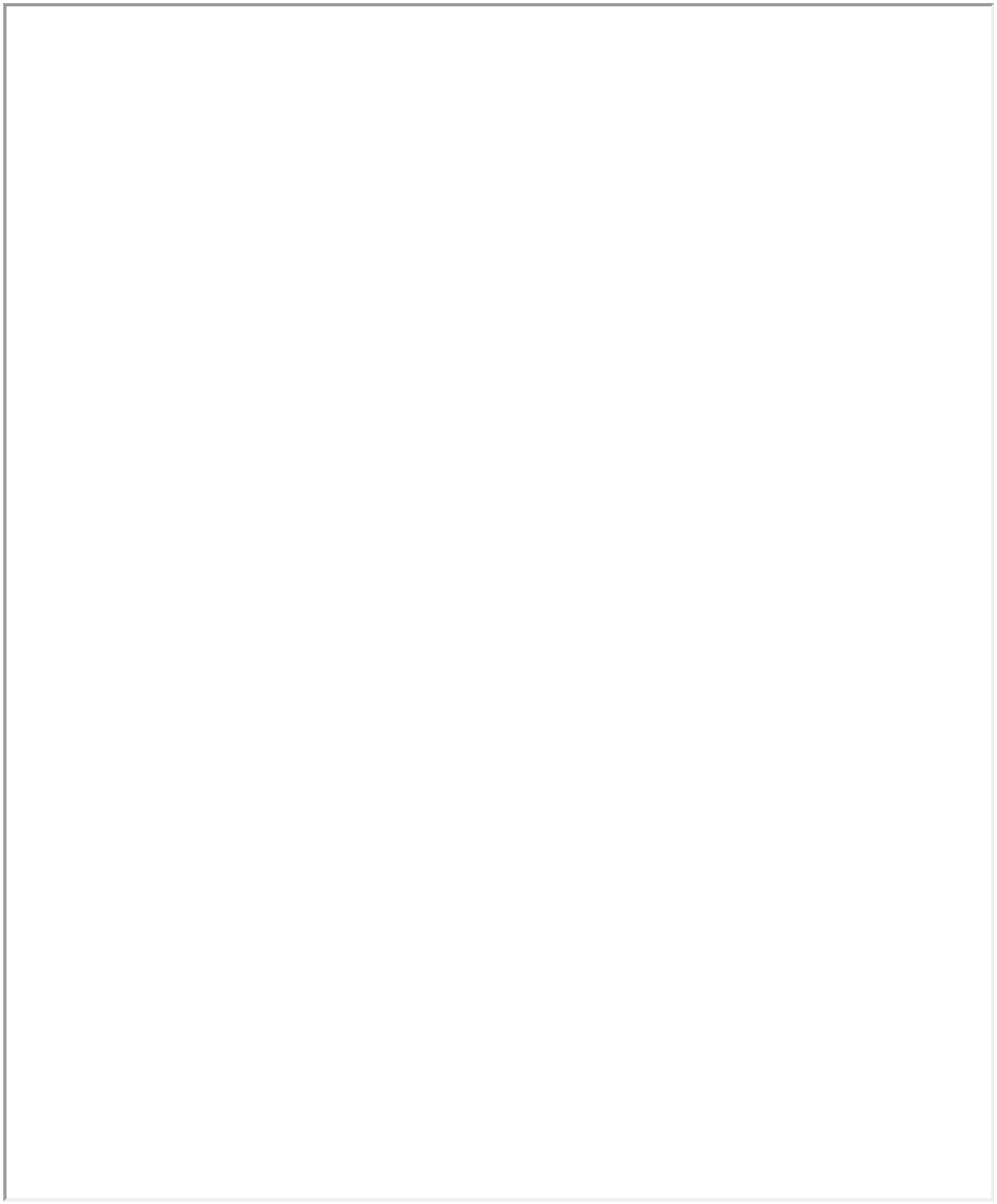
Date of publish: December 2018

Why did we select this research?

Circular economy has been presenting itself as a potential solution to the unsustainable growing consumption pattern worldwide. But are the people prepared to change the ways they consume? In a society where the care for the environment is very important, how easy is it to switch consumption patterns into more sustainable ones? Are new generations revolutionary in this sense? This paper explores these questions.

Key findings:

- Agreement of the importance of ecological activities. Amongst these, the sample used in the paper realized about the importance of some behavioral aspects (bringing used stuff such as lightbulbs or finished batteries to collection centers; separate waste from plastic and other materials; use the bicycle or public transport instead of car).
- Recycling and upcycling. Also, taking part in donations (clothes, old toys, books, etc), as to become aware of the further cycle of life that any object can have. Social integration can increase through programs like this.



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Circular Economy, Sustainable Cities, and Partnerships

Last Modified on 20/06/2019 10:43 am CEST

Author: Pedro Neves

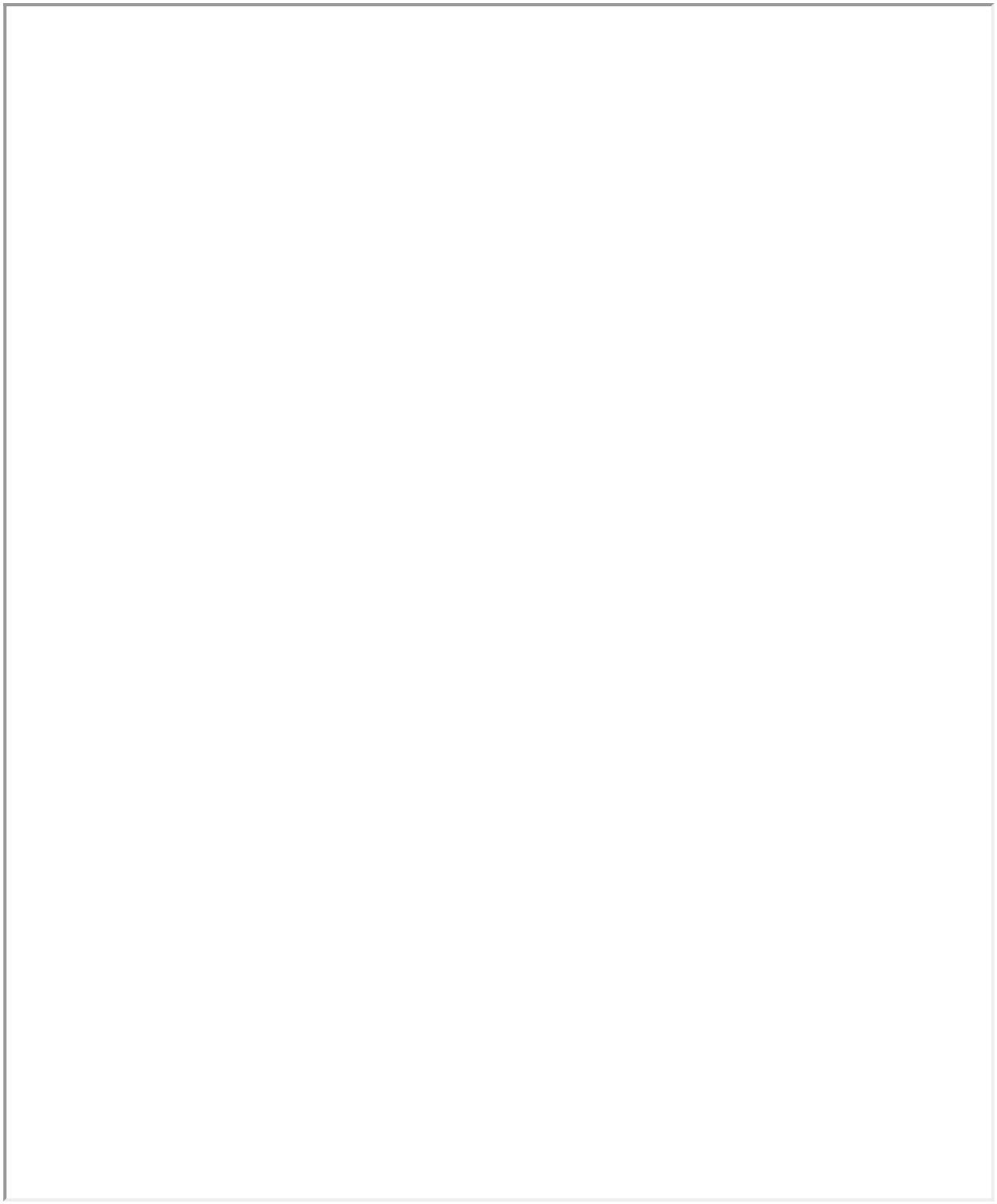
Date of publish: August 2018

Why did we select this research?

This paper explores how the circular economy can be applied to sustainable cities and institutions, and how partnerships can be used to implement them on real life. The paper does so by analyzing the characteristics that make the circular economy successful, (going beyond product design and waste management optimization), this research looked for its application in urban development and management.

Key findings:

- The circular economy is aligned with Goal 12 in particular and aligned with SDGs and can be used for products as well as cities. Partnerships are a way to involve multi stakeholders over implementation (and make sure that policies target real problems over private interests).
- The circular economy has the complete potential to shape cities and turn them into sustainable hubs where (gender) equality, decent jobs, a reduction of inequalities among "social classes", peace and justice is achieved.
- Nevertheless, to achieve such changes, a deep mind-shift on how humans perceive, relate and impact the environment, changes in how we produce and consume is needed (role of behavior change).



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Pedro Neves, *Circular Economy, Sustainable Cities, and Partnerships, Ph.D. Development Studies _ ISEG + IGOT + ISA + ICS, August 30, 2018.*

Transition to Circular and Sustainable Economy Through Design

Last Modified on 20/06/2019 11:28 am CEST

Authors: David Camocho, José Vicente and Ana Margarida Ferreira

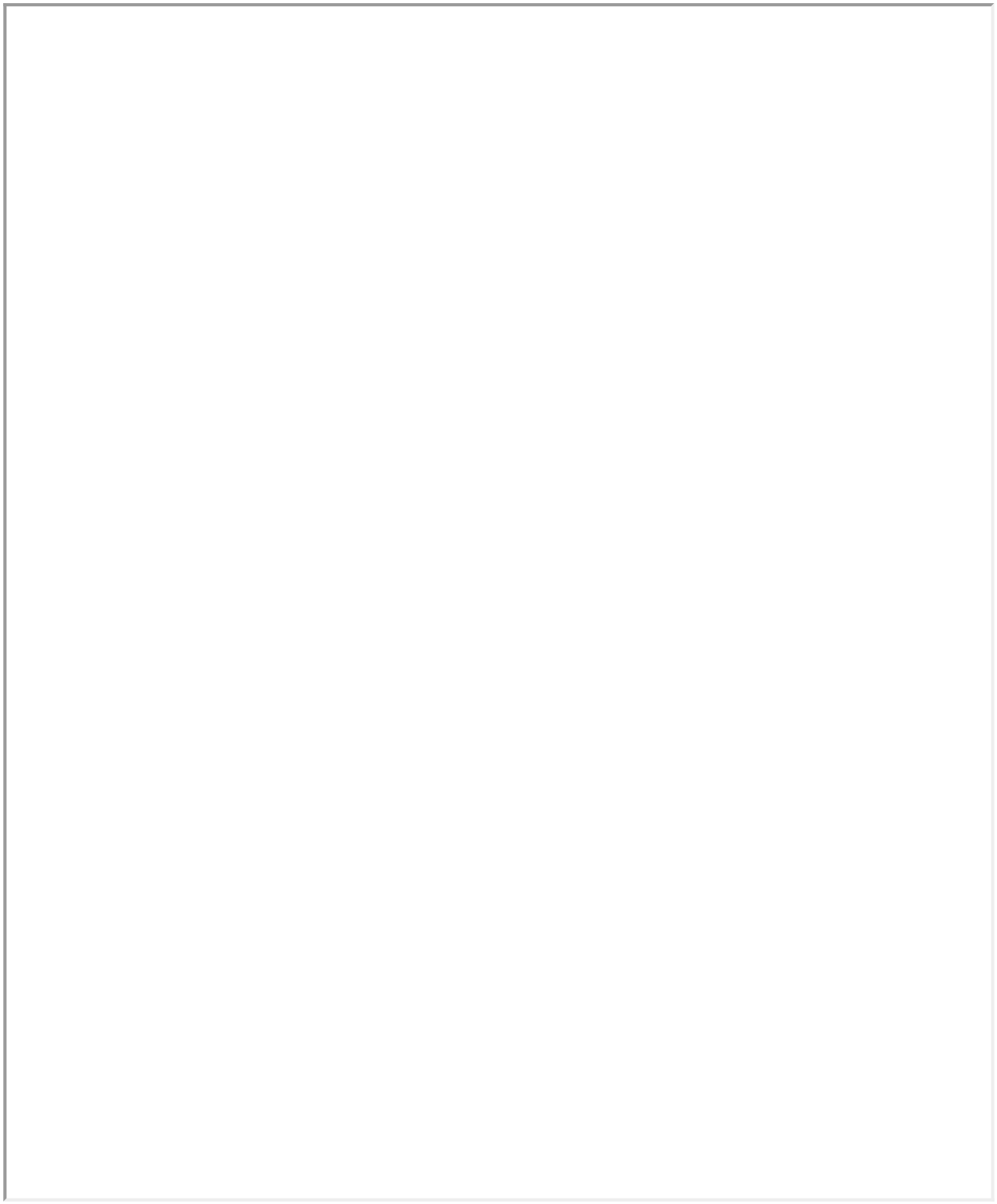
Date of publish: June 2018

Why did we select this research?

Circular economy is gaining attention in Europe and around the world as a potential way for our society to increase prosperity and sustainability by reducing the dependence on primary materials and energy. To implement the model, designers, product developers and companies need to be able to apply the circular economy principles and criteria in practice in a simple and efficient way.

Key findings:

- Need for a definition of a strategy, supported by methods and tools that will support a more efficient design practice. On the other hand, this needs to be aligned with European and national policies and in order to contribute to a more sustainable future.
- To achieve the highest level of efficient design, there is a clear-cut need for a common ground in which not only designers but also product developers feel the capacity to innovate within an ecologically safe space.



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CAMOCHO, David, VICENTE, José and FERREIRA Ana Margarida, *Transition to Circular and Sustainable Economy Through Design,* Conference Paper, Conference: Design Doctoral Conference'18: TRANSgression (Lisbon, June 2018)

Conceptualizing the Circular Economy: An Analysis of 114 Definitions

Last Modified on 20/06/2019 11:27 am CEST

Authors: Julian Kirchhe, Denise Reike and Marko Hekkert

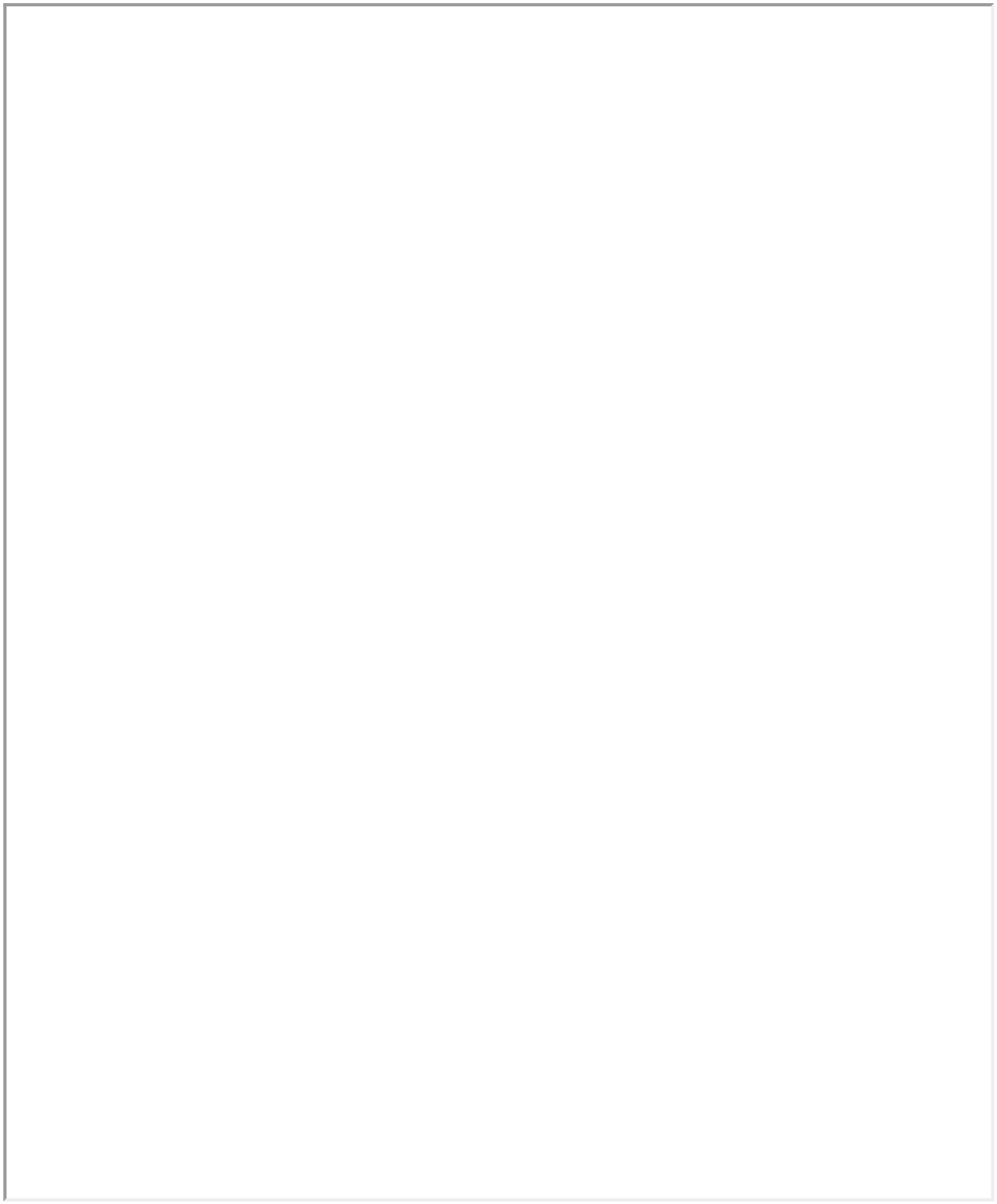
Date of publish:

Why did we select this research?

The circular economy is most frequently depicted as a combination of reduce, reuse and recycle activities, whereas it is oftentimes not highlighted that circular economy necessitates a systemic shift. We further find that the definitions show few explicit linkages of the circular economy concept to sustainable development.

Key findings:

- The circular economy replaces the 'end-of-life ' concept with reducing, alternatively reusing, recycling and recovering materials in production/distribution and consumption processes. It operates at three different levels (micro level: products, companies, consumers; meso level: eco-industrial parks; and macro level: city, region, nation and beyond). The aim to accomplish sustainable development, thus simultaneously creating environmental quality, economic prosperity and social equity, to the bene fit of current and future generations.
- The circular economy must be understood as a fundamental systemic change instead of a bit of twisting of the status quo to ensure its impact.
- More research on the consumer perspective could help to highlight pathways to enhance their contribution to circular economy.



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Correlations in the European Circular Economy

Last Modified on 20/06/2019 11:50 am CEST

Authors: Mihaela Mihai, Daniela Manea, Emilia Titan and Valentina Vasile

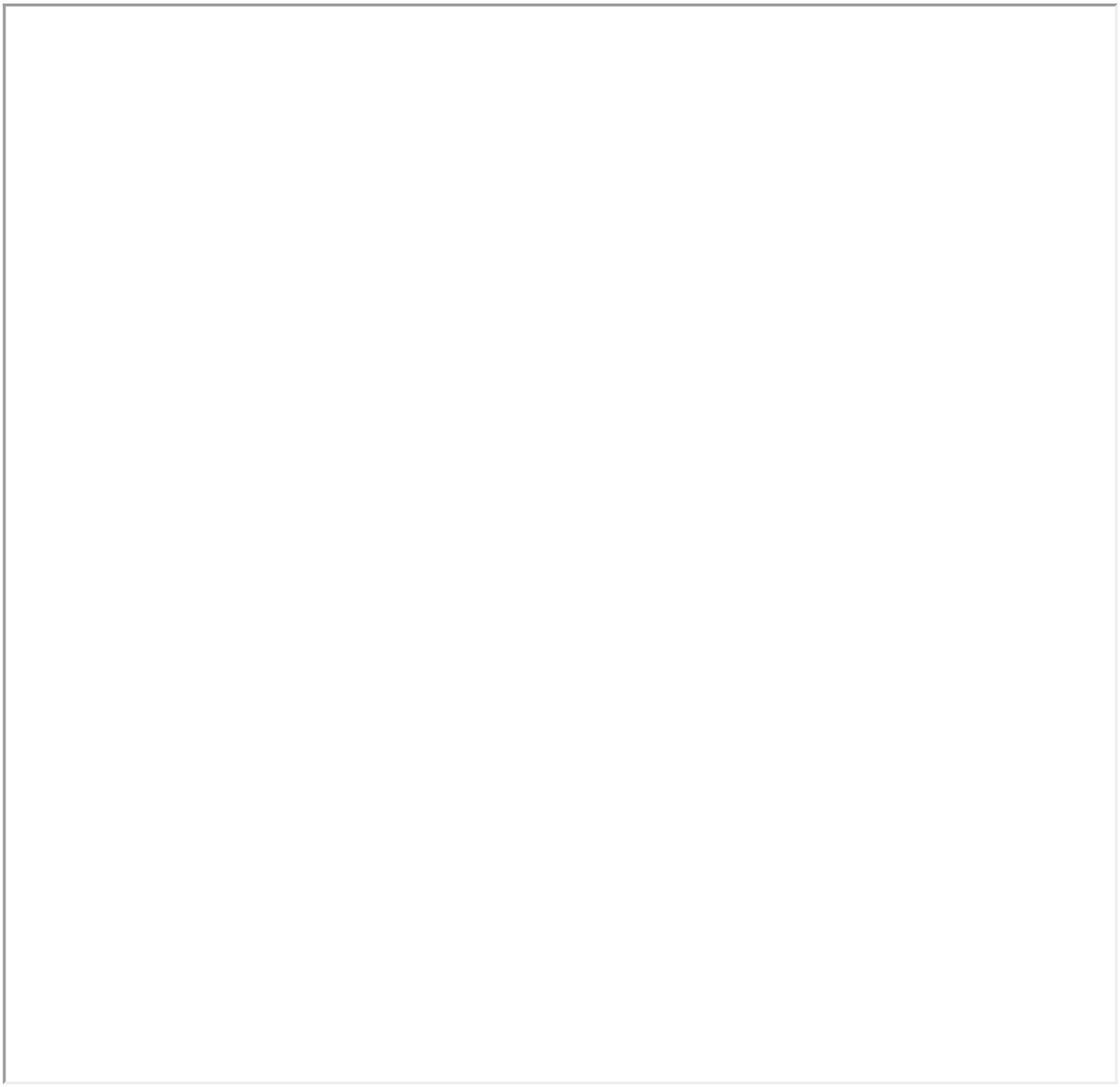
Date of publish: December 2018

Why did we select this research?

The circular economy records higher economic benefits, but with minimal consumption of resources and less harmful to the environment. This paper takes as a starting point a theoretical approach, the authors create a model with various variables (for energy sector, using GDP per capita, the share of renewable energy, gas emissions and unemployment rate in relation to the active population), showing the related link for Europe, over the 2007-2015 period, using panel analysis.

Key findings:

- The strongest link for European countries is between GDP and unemployment rate, and the link is inverse, as we find in economic theory. Between unemployment rate and share of renewable energy there is an inverse link, the lower the share, the higher the unemployment rate.
- For circular economy, when increase the renewable energy, the GDP increases, too and the unemployment rate and the level of the gas emissions decrease.
- In the circular economy, the growth of renewable energy conduce to GDP growth, and unemployment rate and the level of gas emissions to decrease.
- Much of the total energy consumption is used in the manufacturing industries, with a large gap between energy demand and energy supply. The solution is energy conservation and renewable energy.



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Mihai, M., Manea, D., Titan, E., & Vasile, V. (2018). CORRELATIONS IN THE EUROPEAN CIRCULAR ECONOMY. *Economic Computation & Economic Cybernetics Studies & Research*, *52*(4).

Link:

https://www.researchgate.net/publication/329757890_Correlations_in_the_European_Circular_Economy

An Introductory Note on the Environmental Economics of the Circular Economy

Last Modified on 20/06/2019 11:50 am CEST

Author: Mikael Skou Andersen

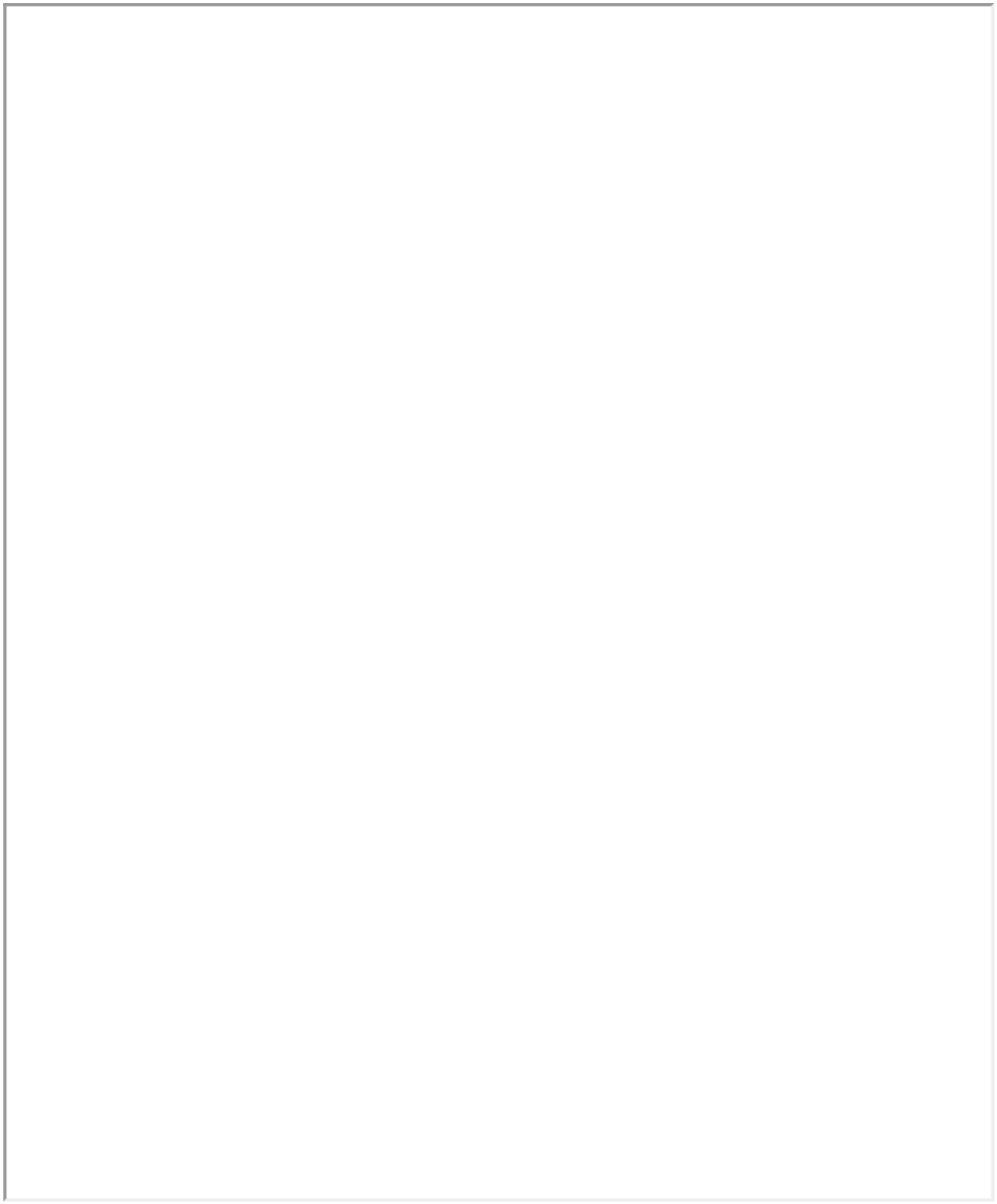
Date of publish: December 2006

Why did we select this research?

The environment not only provides amenity values, in addition to being a resource base and a sink for economic activities, it is also a fundamental life-support system. Environmental economists have suggested that, taking these four functions as an analytical starting point, unpriced or underpriced services should be internalized in the economy. In Europe significant advances have been achieved in the pricing of externalities by means of truly interdisciplinary analysis which accounts in detail for the environmental consequences. The circular economy can be the next step.

Key findings:

- The challenge in accounting for external effects is very much related to the necessity to transcend disciplinary orientations and to combine the knowledge and data available in various subfields.
- The establishment of a future trajectory for a circular economy will require that this approach be extended so that the broader issue of sustainability can be addressed more comprehensively.



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Andersen, M. S. (2006). AN INTRODUCTORY NOTE ON THE ENVIRONMENTAL ECONOMICS OF THE SHARING ECONOMY. Sustainability Science, Volume 2, Issue 1. pp. 133-140.

Link:

https://link.springer.com/article/10.1007/s11625-006-0013-6

Potential of Circular Economy in Sustainable Buildings

Last Modified on 20/06/2019 11:49 am CEST

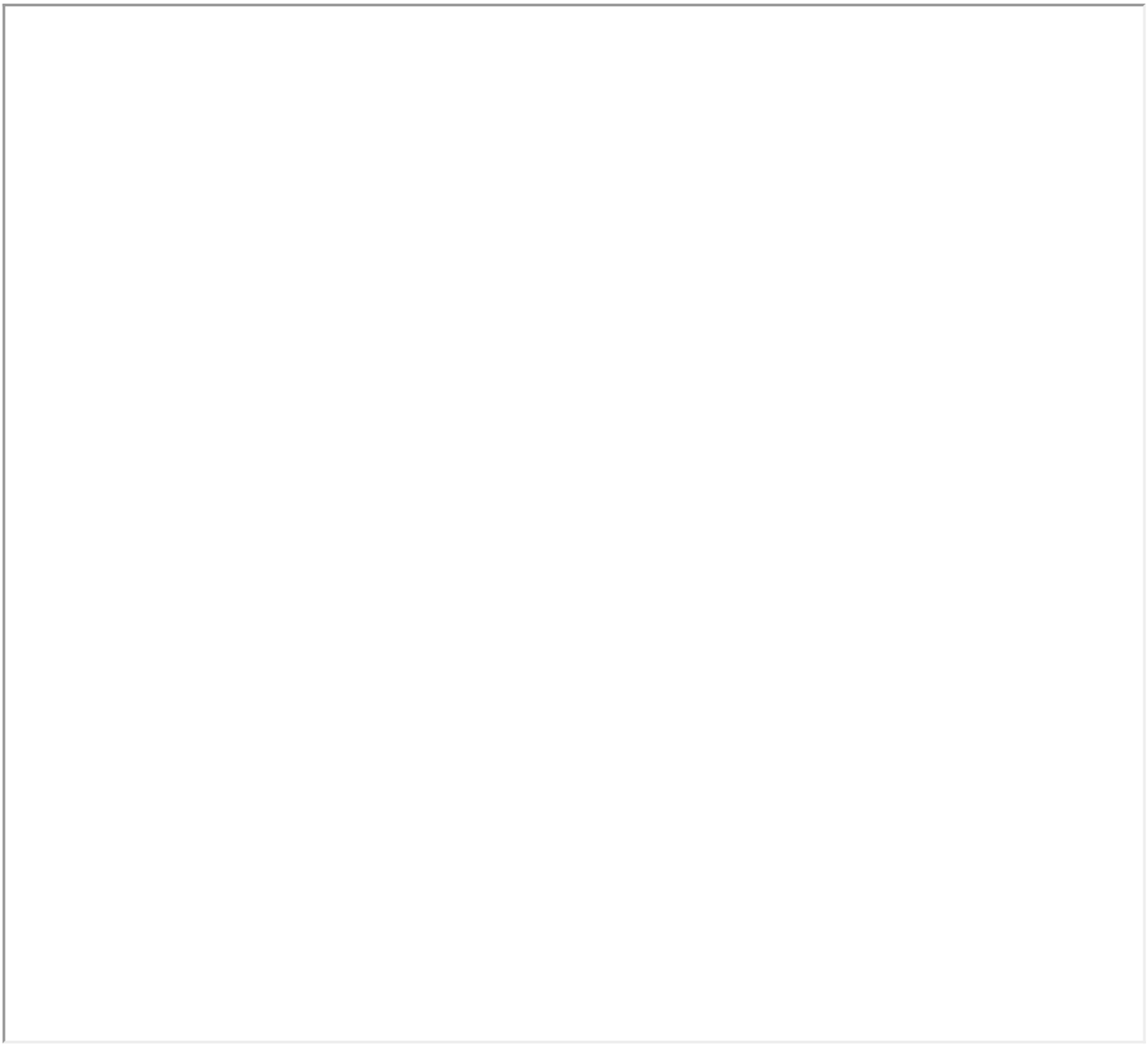
Authors: Leonora Charlotte Malabi Eberhar, Harpa Birgisdottir and Morten Birkved
Date of publish: February 2019

Why did we conduct this research?

The building industry contributes to resource scarcity by consuming vast amounts of natural resources and produces in addition large amounts of waste, both contributing to a considerable portion of the environmental impacts induced by the demands of a growing world population. Manufacturing of most building materials require large amounts of material and energy resources. These materials are nevertheless either down-cycled or ends up as waste after demolition. The need for improved resource efficiency will increase parallel to the growing human demands to ensure that future needs. Circular economy principles can potentially facilitate minimizing the aforementioned pending issues emanating from the building industry through recirculation of building materials.

Key findings:

- High complexity of the supply chain as well as focus on short-term goals such as short-term profit that misfit the long-term goals of sustainability.
- Potential environmental impact saving as well as economic benefits could be further increased through a higher degree of reuse, which was confirmed through a case study designed for disassembly.
- The buildings' overall environmental impact savings could potentially be improved through optimized materials choice combinations (wood, steel and glass, thereby enabling easier disassembly for both reuse and recycling).
- Certain circular economy principles that fit better together with certain building types, materials and components, advocating combination of different life cycle design and construction strategies specific for different material and component groups and their inherent characteristics.



Reference:

Eberhardt, L. C. M., Birgisdottir, H., & Birkved, M. (2019, February). Potential of Circular Economy in Sustainable Buildings. In *IOP Conference Series: Materials Science and Engineering* (Vol. 471, No. 9, p. 092051). IOP Publishing.

Link:

https://www.researchgate.net/publication/331314147_Potential_of_Circular_Economy_in_Sustainable_Buildings

Circular Economy for Sustainable Development

Last Modified on 20/06/2019 11:50 am CEST

Authors: Annukka Berg, Riina Antikainen, Ernesto Hartikainen, Sari Kauppi, Petrus Kautto, David Lazarevic, Sandra Piesik and Laura Saikku

Date of publish: October 2018

Why did we select this research?

As a new paradigm for economic development, the circular economy has significant environmental, economic and social benefits at the global scale. The circular economy concept highlights the notion of replacing the 'end-of-life' in current production and consumption practices by reducing, reusing, and recycling products and materials in production, distribution and consumption processes.

Key findings:

- Radical policy changes needed (systems of extended producer responsibility should be reformulated to support their original goals of sustainable material use and eco-design).
- Investments in current infrastructures of production and waste management. The transition towards cyclical closed loop systems is not only a question of environmental policies. It will require a re-assessment of all public policies and investments, and a fundamental reform of the economic model as a whole.

Reference:

Berg, A., Antikainen, R., Hartikainen, E., Kauppi, S., Kautto, P., Lazarevic, D., ... & Saikku, L. (2018). Circular Economy for Sustainable Development.

Link:

https://helda.helsinki.fi/bitstream/handle/10138/251516/SYKEre_26_2018.pdf?sequence=1&isAllowed=y

Circular Economy Pathways for Municipal Wastewater Management in India

Last Modified on 20/06/2019 11:49 am CEST

Authors: Rudresh Kumar Sugam, Kangkanika Neog and Abhishek Jain
Date of publish: July 2017

Why did we conduct this research?

With rising spatial and temporal scarcity of water, municipalities are confronted with the challenge of identifying innovative yet cost-effective solutions to meet rising demands of urban, industrial, and agricultural communities.

Key findings:

- Direct benefits through recovered resources from wastewater could make an economically attractive case for practitioners to adopt circular economy pathways to manage wastewater.
- Beyond economics, wastewater management should be looked at from a sustainability viewpoint, as it has multi-dimensional benefits.
- Providing financial and land resources and creating an enabling environment would be the major roles for the government.
- NGOs can positively influence public at large through awareness-building initiatives; government can help in designing socially acceptable solutions, certification, and authorization; entrepreneurs can help in designing technological interventions according to the needs; and financial institutions can support the initiatives through long-term patient capital.
- Regarding successful institutional frameworks, viability gap funding or blended finance model could boost public-private partnerships, where the private sector could work under BOOT mode, sharing equal risks

Reference:

Asolekar, S., Biniwale, R. B., Chandran, K., Chaudhuri, R. R., Heemskerk, F., Jain, A. K., ... & Lakshmi, K. V. (2016). Circular Economy Pathways for Municipal Wastewater Management in India: A Practitioner's Guide. *Circular Economy Pathways for Municipal Wastewater Management in India: A Practitioner's Guide*.

Link:

https://www.2030wrg.org/circular-economy-pathways-for-municipal-wastewater-management-in-india-a-practitioners-guide/

Challenges of Circular Economy in Croatia

Last Modified on 20/06/2019 11:49 am CEST

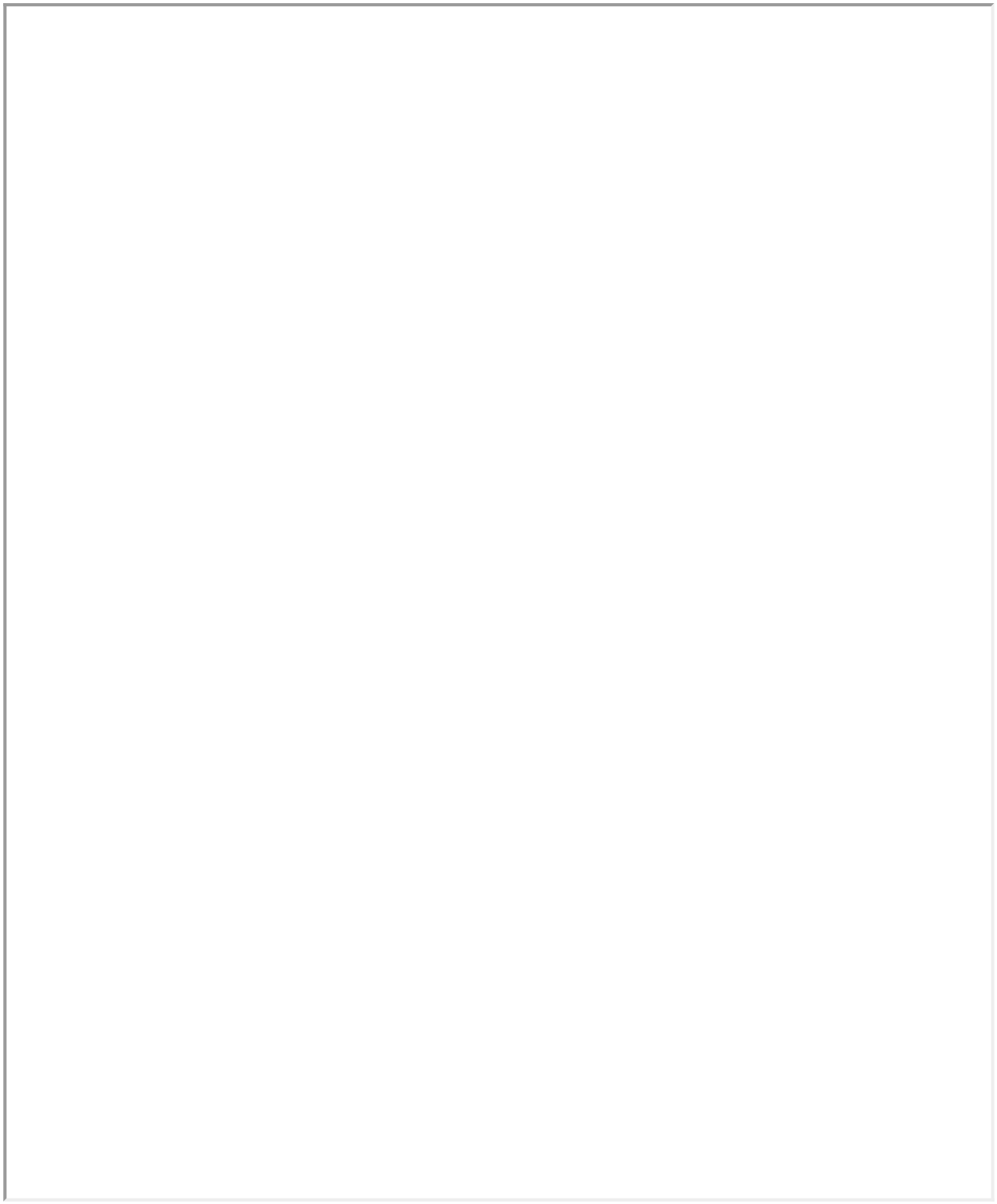
Authors: Ana Andabaka, Marija Penava and Tomislav Gelo
Date of publish: September 2018

Why did we select this research?

Unlike the rest of the European Union which is considered the greenest region of the world, Croatia is lagging behind. The shift towards circular economy is yet to begin and this paper is considering the most important steps Croatia will have to make to accelerate the transition process

Key findings:

- Clear and consistent communication across governmental departments is crucial for circular economy concepts' success.
- Developing regulatory framework in full compliance with EU regulations, introducing economic instruments, providing professional training, improving product design and encouraging innovations require portfolio of carefully chosen policy measures to initiate the circular economy transition process in Croatia.
- The most urgent challenge for the Croatia lies in waste management, which requires on radical changes – namely leaving behind old practices and focusing on separate waste collection. Much more needs to be done in the area of information provision and education on the local level.



Reference:

Andabaka, A., Beg, M., & Gelo, T. (2018). Challenges of circular economy in Croatia. *International journal of multidisciplinarity in business and scienc*, *4*(5), 115-126.

Link:

https://hrcak.srce.hr/index.php?show=clanak&id_clanak_jezik=302286

Concept and Practice of the Circular Economy

Last Modified on 20/06/2019 11:49 am CEST

Author: Athanasios Valavanidis

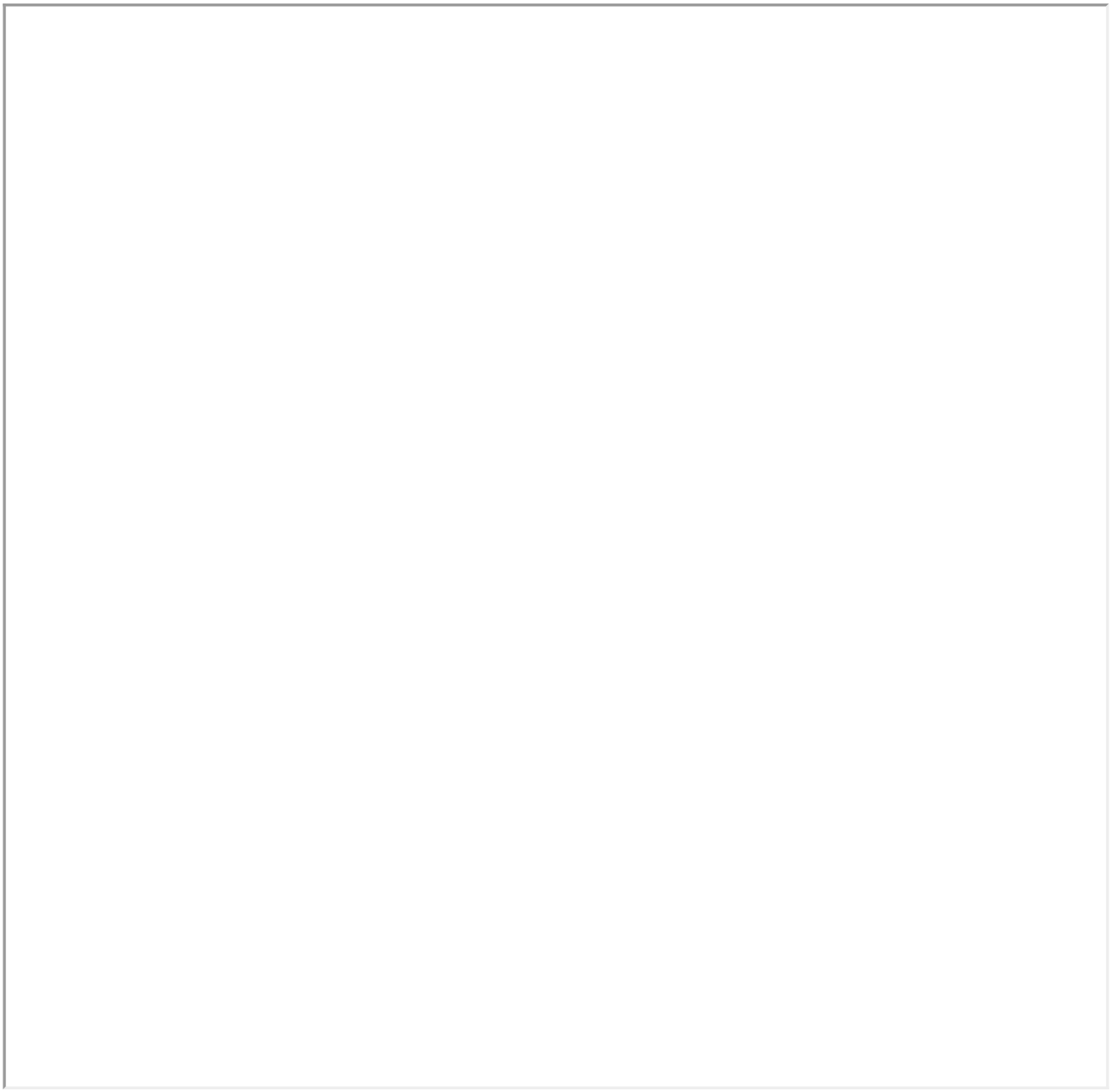
Date of publish: July 2018

Why did we select this research?

The emergence of the concept of circular economy has brought, both among its proponents and those not so much inclined towards it, a new ground for discussion. This paper presents pioneering circular economy solutions that benefit the environment, the climate and the economy. Case studies and examples of companies that design their products in such a way that the lifetime of the products is extended and materials or components can be reused and recycled at a high value in the economy.

Key findings:

- Idea of economy as a circular system is seen as a prerequisite for the maintenance of the sustainability of human life on Earth.
- Despite the challenges the circular economy faces, it is increasingly receiving attention worldwide as a way to overcome the current production and consumption model based on continuous growth and increasing resource throughput.
- Promotion of the adoption of closing-the-loop production patterns within an economic system, the circular economy aims to increase the efficiency of resource use, with special focus on urban and industrial waste, to achieve a better balance and harmony between economy, environment and society.



Reference:

VALAVANIDIS, Athanasios, *Concept and Practice of the Circular Economy,* July 2018 [http://chem-tox-ecotox.org/concept-and-practice-of-the-circular-economy/]

Link:

https://www.researchgate.net/publication/326625684_Concept_and_Practice_of_the_Circular_Economy

Mushroom Cultivation in the Circular Economy

Last Modified on 20/06/2019 11:46 am CEST

Authors: Daniel Grimm and Han A. B. Wösten

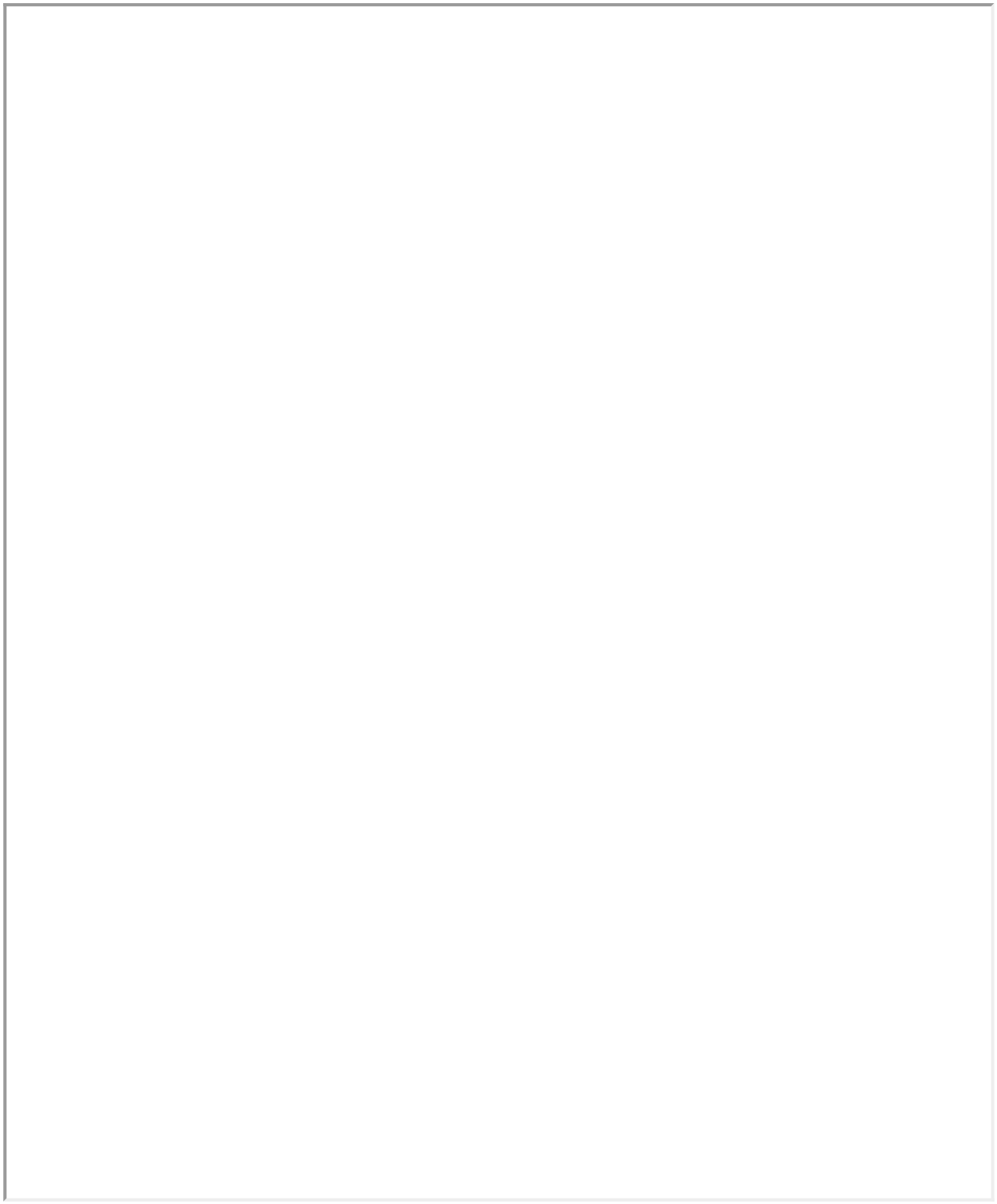
Date of publish: July 2018

Why did we conduct this research?

This review discusses the applications of SMS (Spent Mushroom Substrate) to promote the transition to a circular economy. SMS can be used as compost, as a substrate for other mushroom-forming fungi, as animal feed, to promote health of animals, and to produce packaging and construction materials, biofuels, and enzymes. This range of applications can make agricultural production more sustainable and efficient, especially if the CO2 emission and heat from mushroom cultivation can be used to promote plant growth in greenhouses.

Key findings:

- Demand for mushrooms expected to increase, and consequently, increase of SMS too.
- The most circular option will depend on geographical location, being for instance dependent on the local presence of waste streams, fertilizers, and food and feed resources.
- Waste stream of greenhouses could be used for mushroom and SMS production, while the CO2 and heat resulting from these processes could be used to stimulate plant growth in green houses. The impact can be high since doubling the atmospheric CO2 content in greenhouses increases plant growth by 33%



Reference:

Grimm, D., & Wösten, H. A. (2018). Mushroom cultivation in the circular economy. *Applied microbiology and biotechnology*, *102*(18), 7795-7803.

Circular Economy and Waste to Energy

Last Modified on 20/06/2019 11:44 am CEST

Authors: E.C. Rada, M. Ragazzi, V. Torretta, G. Castagna, L. Adami, and L.I. Cioca

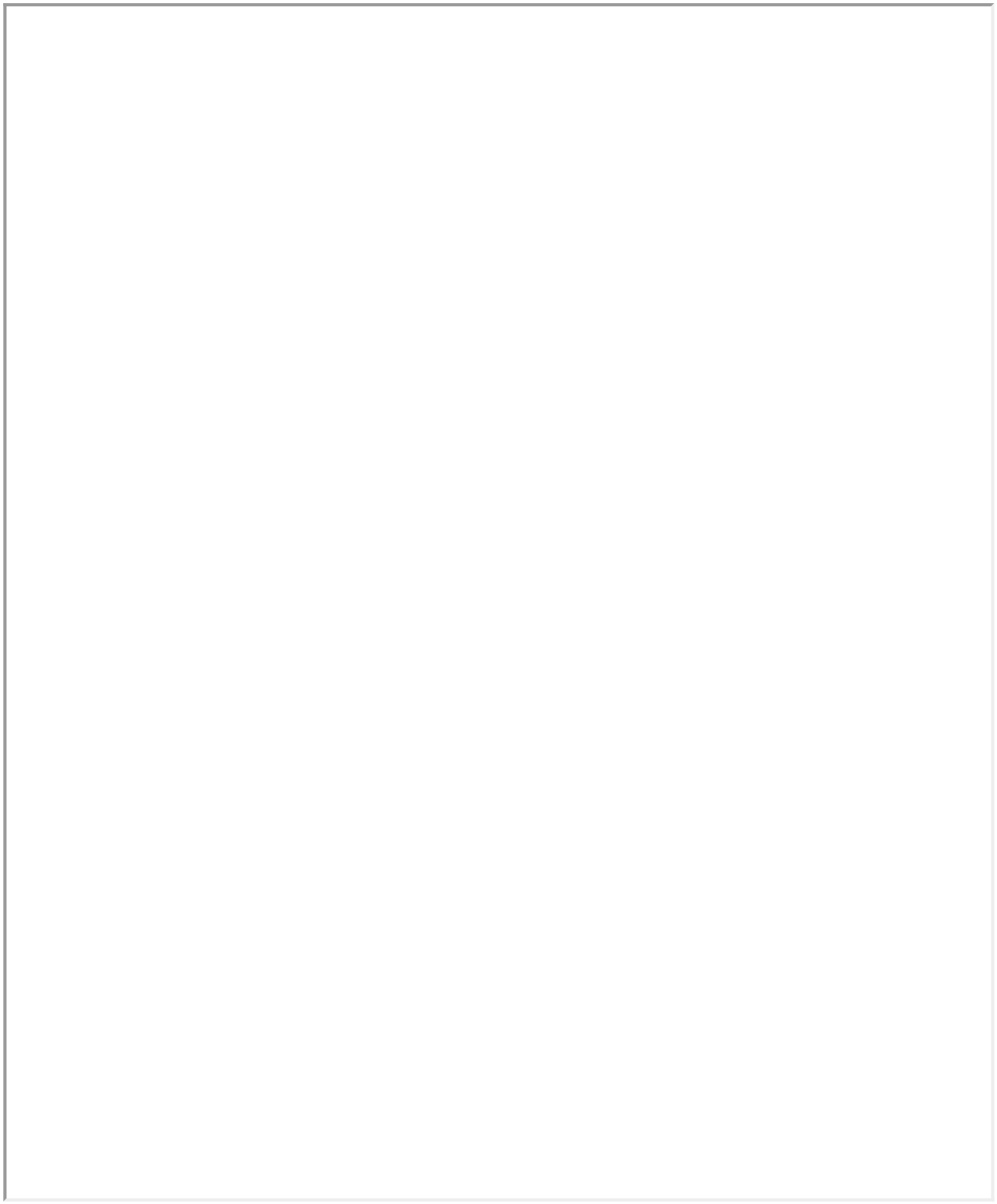
Date of publish: May 2018

Why did we conduct this research?

Since 2015, the European Union has been introducing virtuous goals based on the rejection of linear economy in favour of circular economy strongly founded on materials recovery. This paper analyzes the effects that circular economy principles introduced in the European Union context will have on the thermochemical waste treatment plants design.

Key findings:

- Risks of the adoption of a pure gasification, in which the syngas is the objective product but for which problems regarding its use in gas turbine are yet to be solved, are limited.
- The lower excess air that characterizes indirect combustion opens to a potential adoption of solution to extract CO2 (for industrial use) from the off gas.
- The recovery of materials can't be maximized where the separate waste collection is not optimized. At the same time, in that scenario, a power increase of the thermal plants of the region is required in order to avoid the landfill disposal.



Reference:

Rada, E. C., Ragazzi, M., Torretta, V., Castagna, G., Adami, L., & Cioca, L. I. (2018, May). Circular economy and waste to energy. In *AIP Conference Proceedings* (Vol. 1968, No. 1, p. 030050). AIP Publishing.

The Role of Resource Efficiency Towards Circular Economy

Last Modified on 20/06/2019 11:44 am CEST

Author: Helena Gervasio

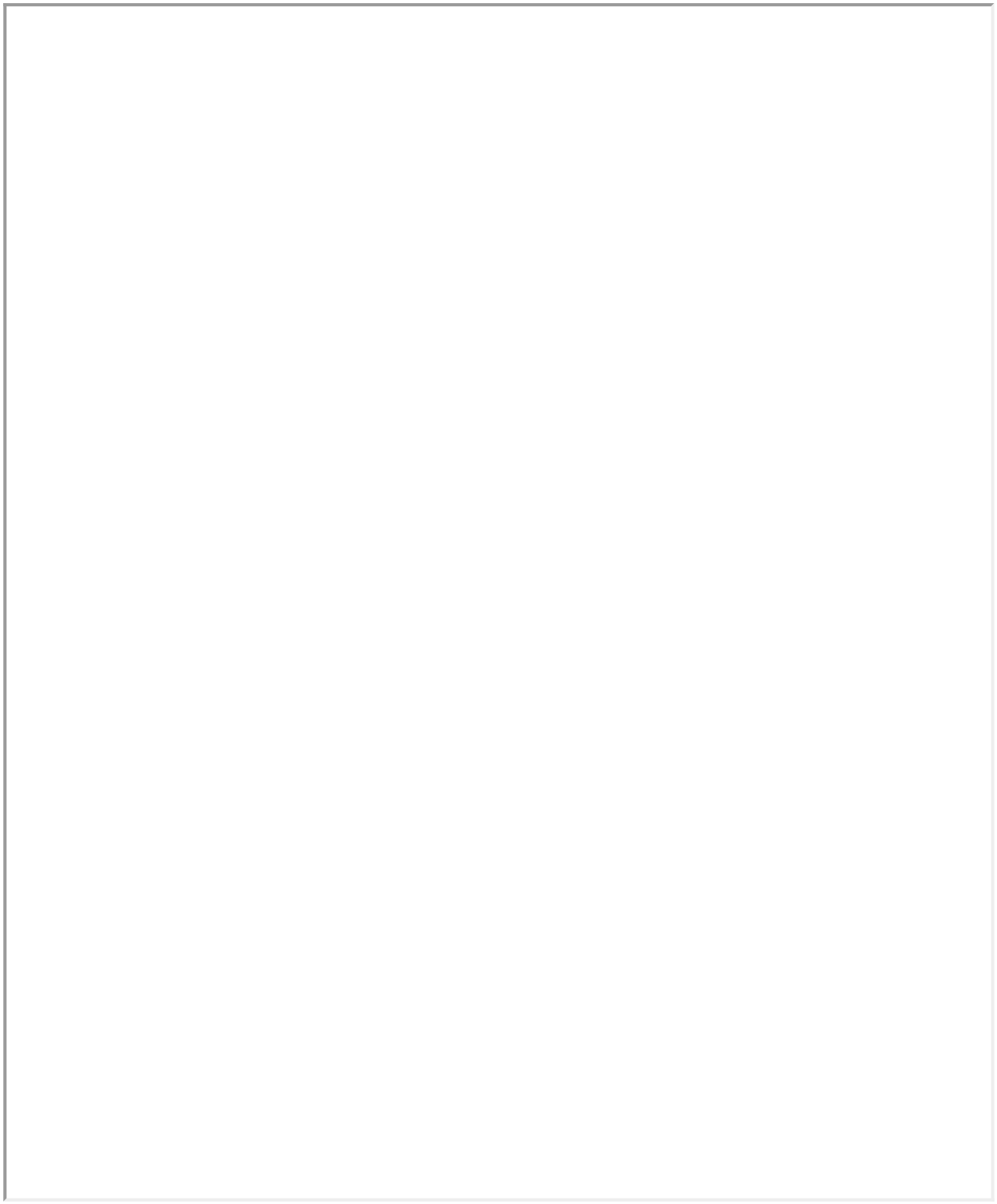
Date of publish: January 2019

Why did we conduct this research?

The use of natural resources for building construction represents, in terms of mass, one of the biggest challenges in resource consumption. The main aim of this paper is to present the developed approach, which is based on the benchmarking of the environmental performance of buildings, in a life cycle perspective

Key findings:

- Performance based approach for sustainable design developed in the project EFIResources enables to assess resource efficiency throughout the complete life cycle of buildings and aims for the harmonization between structural design and sustainability design of buildings.
- Providing a reference value for the environmental performance of buildings, it enables an easier interpretation of the performance of any given building and the identification of best practices, thus motivating the pursuit of measures leading to an enhanced building performance.
- Introduction of benchmarks provides a transparent yardstick to measure the environmental performance of buildings and will allow to effectively reduce the potential environmental impact of the building stock, so that the targets foreseen by the EU may become tangible in a realistic horizon of time.
- Need to promote the production of building data and environmental information about materials and processes, to allow for the consistent implementation of LCA-based approaches.



Reference:

Gervasio, H. (2019, January). The role of resource efficiency towards circular economy. In *IOP Conference Series: Earth and Environmental Science* (Vol. 225, No. 1, p. 012057). IOP Publishing.

The Place of Waste: Changing Business Value for the Circular Economy

Last Modified on 20/06/2019 11:45 am CEST

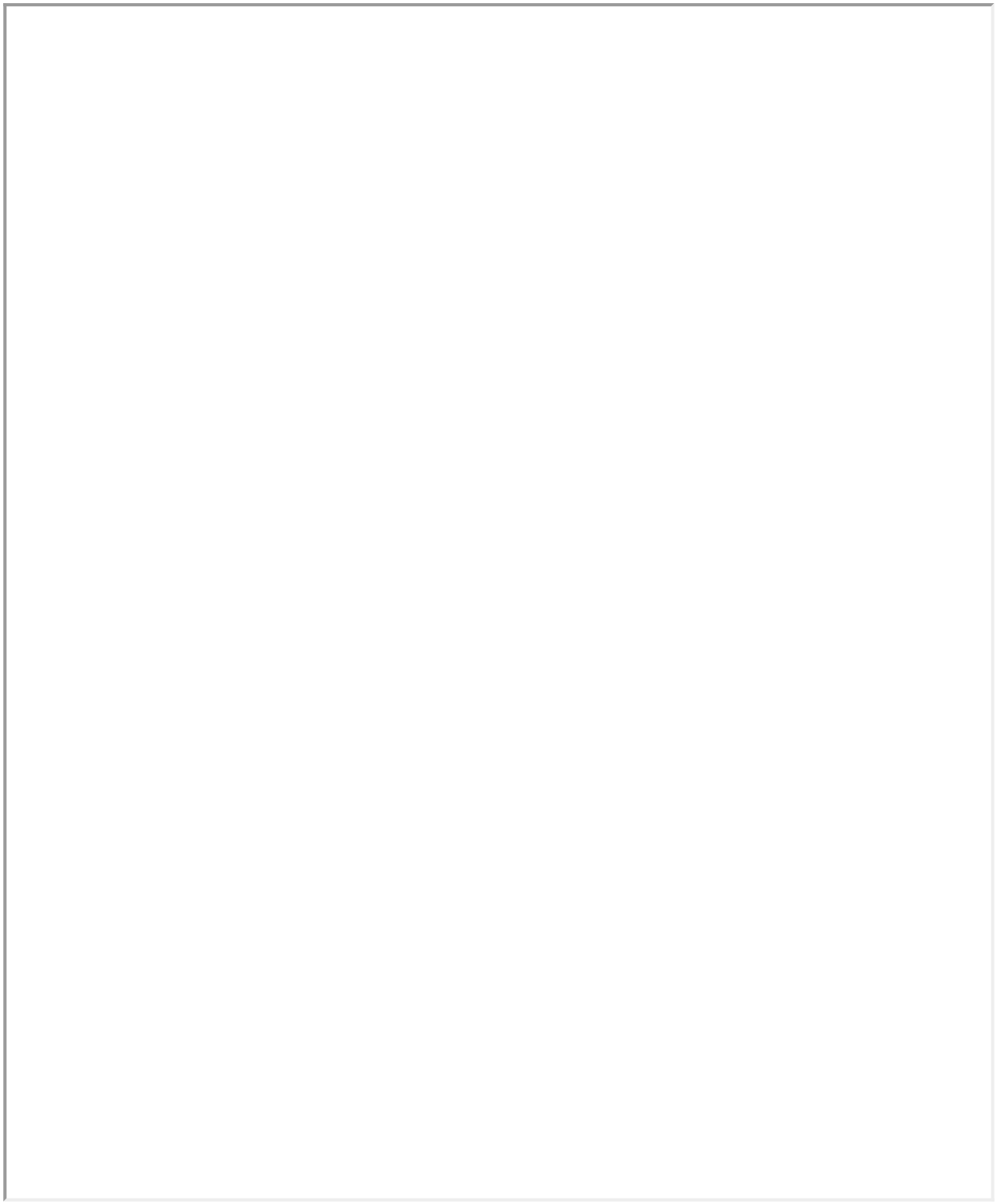
Authors: Robert Perey, Renu Agarwal, Suzanne Benn and Melissa Edwards
Date of publish: July 2018

Why did we conduct this research?

This research identifies exemplar business organizations that had each changed their business models to resolve the tension of waste as a burden and/or resource. Synthesizing these cases, the paper found these organizations applied systems thinking to reframe their product and service offerings and developed material circular flows in their business models

Key findings:

- Ecological sustainability principles underpinning the linked discourses of systems thinking and the Circular Economy conceptualized waste as a resource, viewed as intrinsically valuable.
- Waste conceptualized as a burden within the system was simultaneously viewed as a resource as it strategically became a new income-generating stream because firms identified new agents or products in their production and consumption systems for which this waste was now a valuable resource.
- Reconceptualization of waste as a resource triggered explicit strategies of disruptive innovation to existing supply chains in several of our case organizations that consolidated the implementation of their new business models based on Circular Economy logic and in one instance created a new recycling standard of practice for their industry.



Reference:

Perey, R., Benn, S., Agarwal, R., & Edwards, M. (2018). The place of waste: Changing business value for the circular economy. *Business Strategy and the Environment*, *27*(5), 631-642.

Assessing Circularity Interventions: A Review of EEIOA-based Studies

Last Modified on 20/06/2019 11:45 am CEST

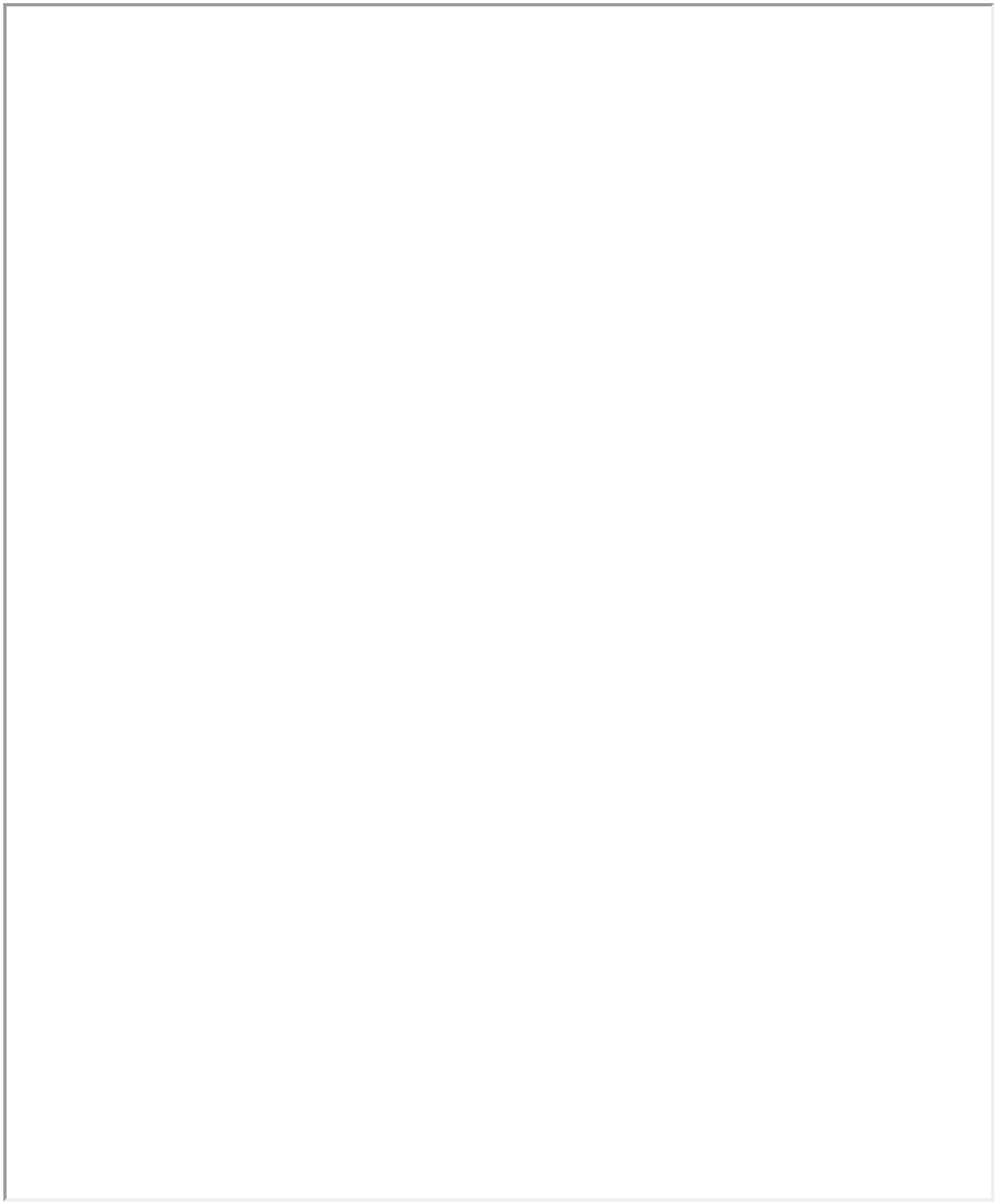
Authors: Glenn A. Aguilar-Hernand, Carlos Pablo Sigüenza-Sanchez, Franco Donati, João F. D. Rodrigues and Arnold Tukker
Date of publish: December 2018

Why did we conduct this research?

This article brings the current state of EEIOA-based studies (Environmentally extended input–output analysis) for assessing circularity interventions up to date and is organized around four categories: residual waste management, closing supply chains, product lifetime extension, and resource efficiency.

Key findings:

- Causality sequence of modelling circularity interventions. For residual waste management, a waste treatment action can be modelled by augmenting the values of waste absorbed by a certain waste treatment sector, which in turn requires more inputs from the rest of the economy in order to process the new amount of waste disposal.
- Closing supply chains can be assessed by adjusting input and output coeffcients for industries that adopt closed-loop strategies, which are related to the replacements of virgin materials with secondary circular flows. In addition, these interventions require to specify new sectors in the EEIOA model if the circular activities are not explicitly expressed.
- Important to consider a potential rebound effect of prolonging product lifetime caused by the expenditures on other product or service categories from the savings on final demand.



Reference:

Aguilar-Hernandez, G. A., Sigüenza-Sanchez, C. P., Donati, F., Rodrigues, J. F., & Tukker, A. (2018). Assessing circularity interventions: a review of EEIOA-based studies. *Journal of Economic Structures*, *7*(1), 14.

Circular Cities: Challenges to Implementing Looping Actions

Last Modified on 20/06/2019 11:46 am CEST

Author: Joanna Williams
Date of publish: January 2019

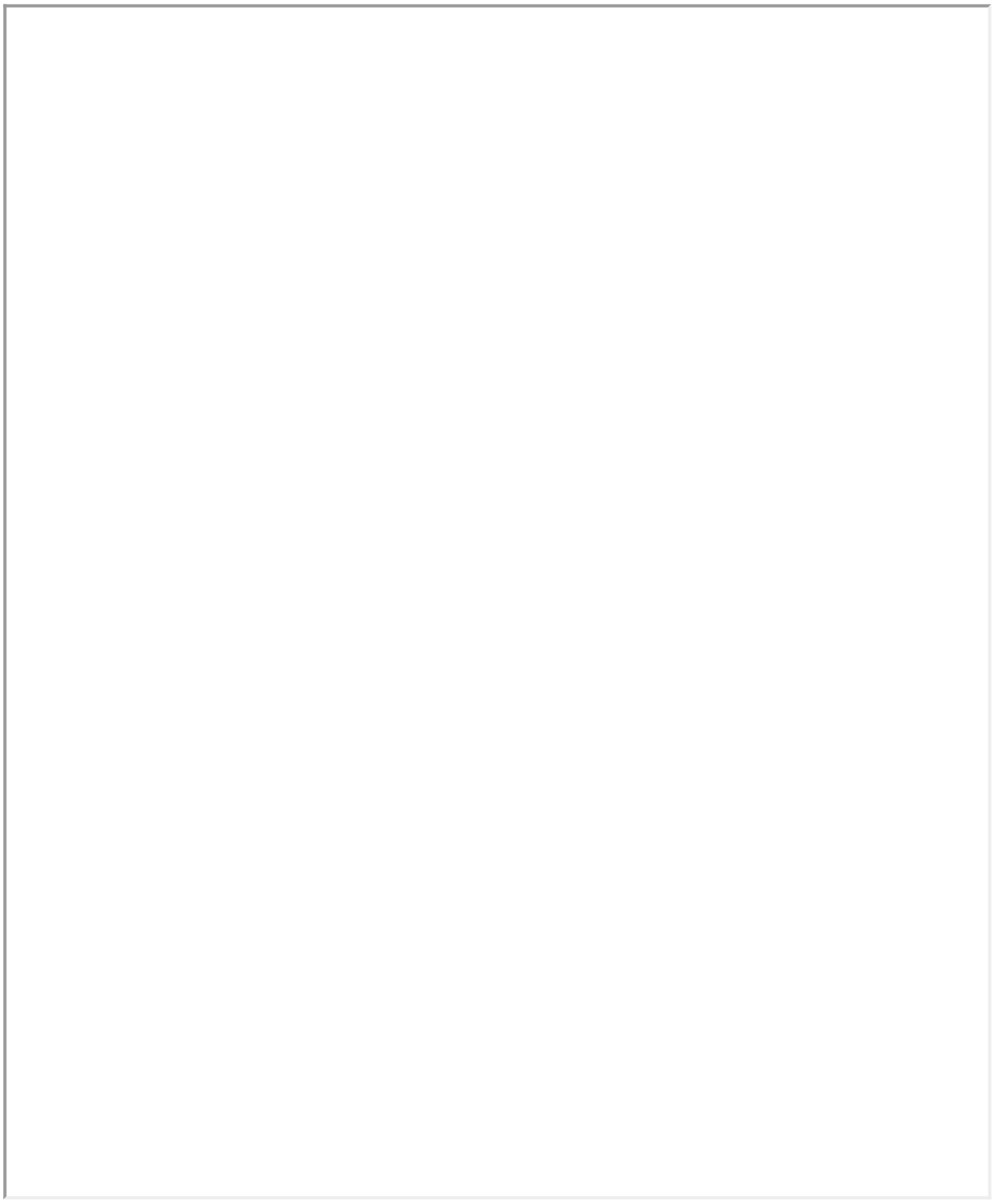
Why did we select this research?

Looping actions—reuse, recycling and recovery of resources (materials, energy, water, land and infrastructure)—can help to address resource scarcity and wastage in cities. Using a mixed methods approach, the paper identifies 58 challenges to looping actions across eight themes. It also establishes the challenges to implementing a nexus solution.

Key findings:

- Need for systemic cultural change in society and the restructuring of the economy to support looping activities.
- Difficulties in developing the levers—regulatory, institutional, educational, technical and political—needed for that transformation to occur.
- There must be political support for looping actions. Addressing resource "waste" in cities will need to be a priority in order to overcome conflicts with other political agendas.
- A multi-scaler, cross-sectoral regulatory framework for the management of resources will be needed to encourage looping actions and prevent conflicts. Introducing a management hierarchy across all resource types (similar to the 3 R's) could help implementation.
- Urban form which supports looping actions, for example by providing space for looping activities, mixed-uses to enable urban symbiosis, using a flexible/adaptable infrastructure which can be modified to meet the new requirements of urban citizens, should also be adopted. This socio-technical transformation could be achieved over the long-term through a process of urban renewal which engages the urban population, but only if there is the

political will.



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Williams, J. (2019). Circular Cities: Challenges to Implementing Looping Actions. *Sustainability*, *11*(2), 423.

Strategies for Circular, Prefab Buildings from Waste Wood

Last Modified on 20/06/2019 11:46 am CEST

Authors: A. Klin, E. Roswag-Klinge, L. Radeljic and M. Lehmann

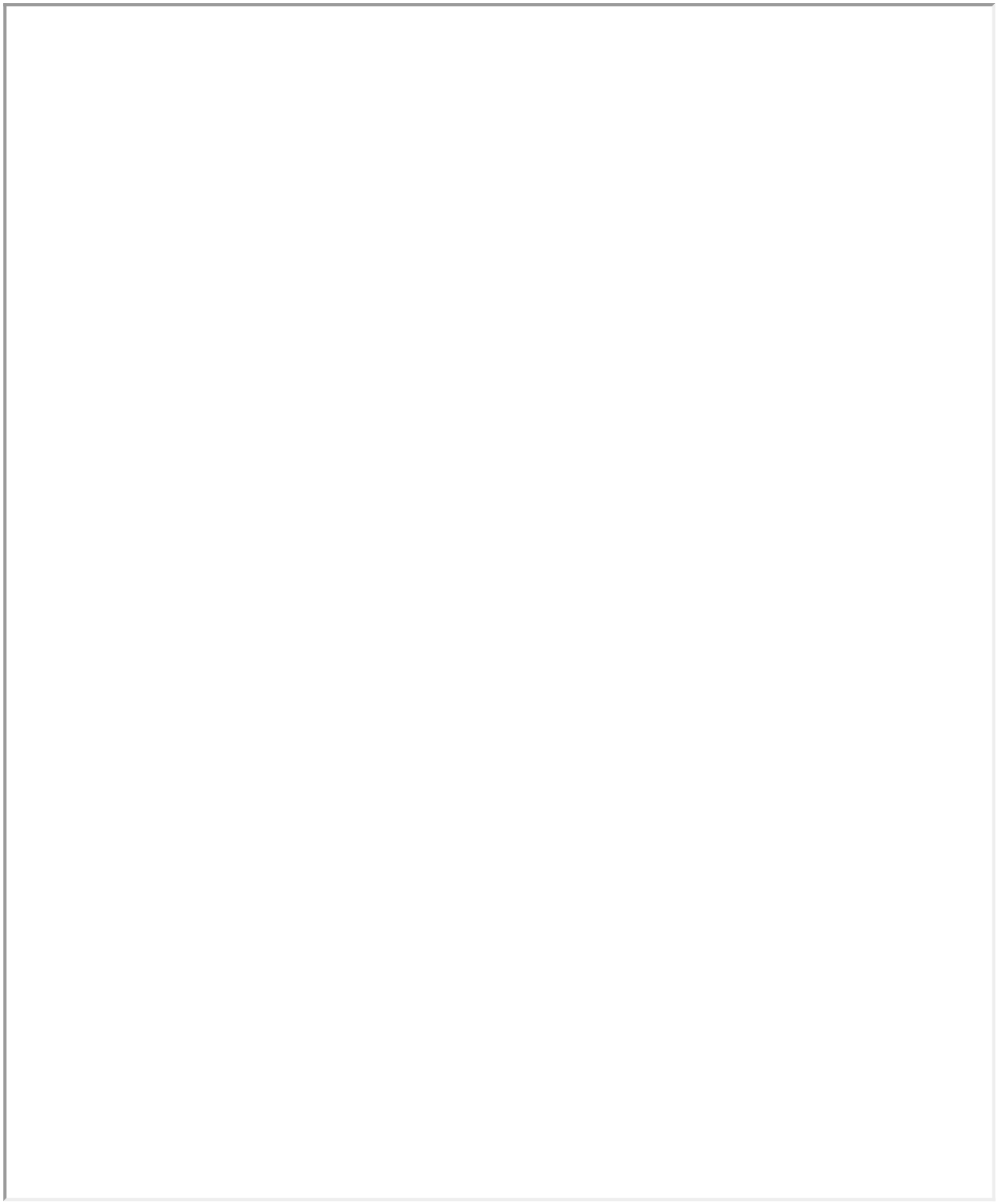
Date of publish: January 2019

Why did we conduct this research?

The paper explains how to maximize timber elements and materials from existing buildings for the reuse or the recycling for new construction, aiming to bring waste wood back into the building cycle.

Key findings:

- Material efficient building deconstruction involves the planning, designing and implementation stage.
- Building stock is not designed for deconstruction, which makes selective dismantling much more challenging. Design concepts for new constructions should therefore follow the concept of circular construction and allow for easy and speedy dismantling to increase the rate of building elements to be reused in future times.
- The use of standardized cross sections can be helpful to avoid storage costs and increase the market acceptance for salvaged timber.
- New material and construction concepts must be developed to allow the reuse and adaptation of buildings. In addition, today's planning process of new timber structures needs to take possible disassembly and reuse into account.



Reference:

Klinge, A., Roswag-Klinge, E., Radeljic, L., & Lehmann, M. (2019, January). Strategies for circular, prefab buildings from waste wood. In *IOP Conference Series: Earth and Environmental Science* (Vol. 225, No. 1, p. 012052). IOP Publishing.

Circular Glasgow: a vision and action plan for the city of Glasgow

Last Modified on 20/06/2019 11:44 am CEST

Authors: Glasgow Chamber of Commerce and Circle Economy

Date Published: June 2016

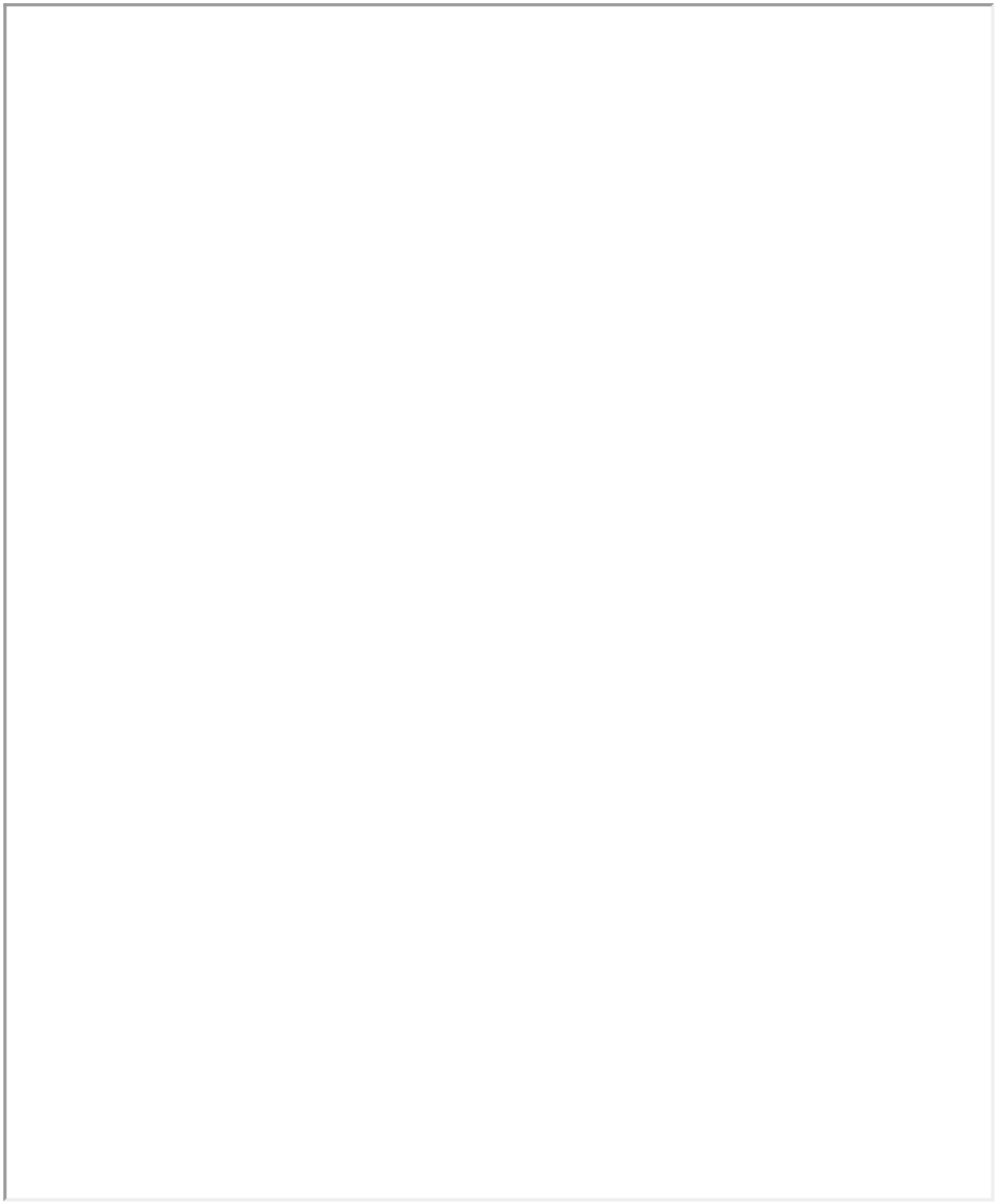
Why did we conduct this research?

The circular economy is a radical solution that advocates a fundamental change in our current economic system, reducing the environmental burden on the planet. This report provides an analysis of Glasgow, which shows that healthcare, education and manufacturing sectors are the three most crucial sectors in initiating a path towards a circular economy. Besides a theoretical analysis, the report provides a spatial analysis which identifies important players and locations that need to be involved in the transition towards a circular economy.

Key Findings

- A growing world population, combined with the finite supply of resources, will lead to scarcity and strong price fluctuations. More and more companies are, therefore, opting for the transition to a circular economy. Including companies in this transition phase is therefore important.
- In order to switch to a circular economy model it is vital to identify and initiate change in areas where there is strong political and economic support.
- The food and beverage industry, a sub-sector of manufacturing, is one of the biggest consumers of resources and one of the largest waste producers and should therefore be included in the early stages of transformation towards a circular economy.
- Business owners and managers need to adopt new business models to capture the benefits of a circular economy.

- Circular strategies will require investment in new technologies, innovations or learning to operate in a new and more complex environment.
- Solid preparation is needed in order to support the transition from circular innovations to implementing action plans with sustainable results.



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Glasgow Chamber of Commerce (2016) Circular Glasgow: a vision and action plan for the city of Glasgow. Circle Economy, Amsterdam.

https://www.circle-economy.com/wp-content/uploads/2016/06/circular-glasgow-report-web-low-res.pdf

Circular Economy Scotland

Last Modified on 20/06/2019 11:44 am CEST

Author: Dustin Benthon

Date Published: January 2015

Why did we select this research?

The growing recognition of the economic value being lost in waste have raised business interest in the circular economy. This report provides an analysis of how Scotland could help to make its economy more circular, by including institutions into a 'targeted, challenge-led, innovation strategy'.

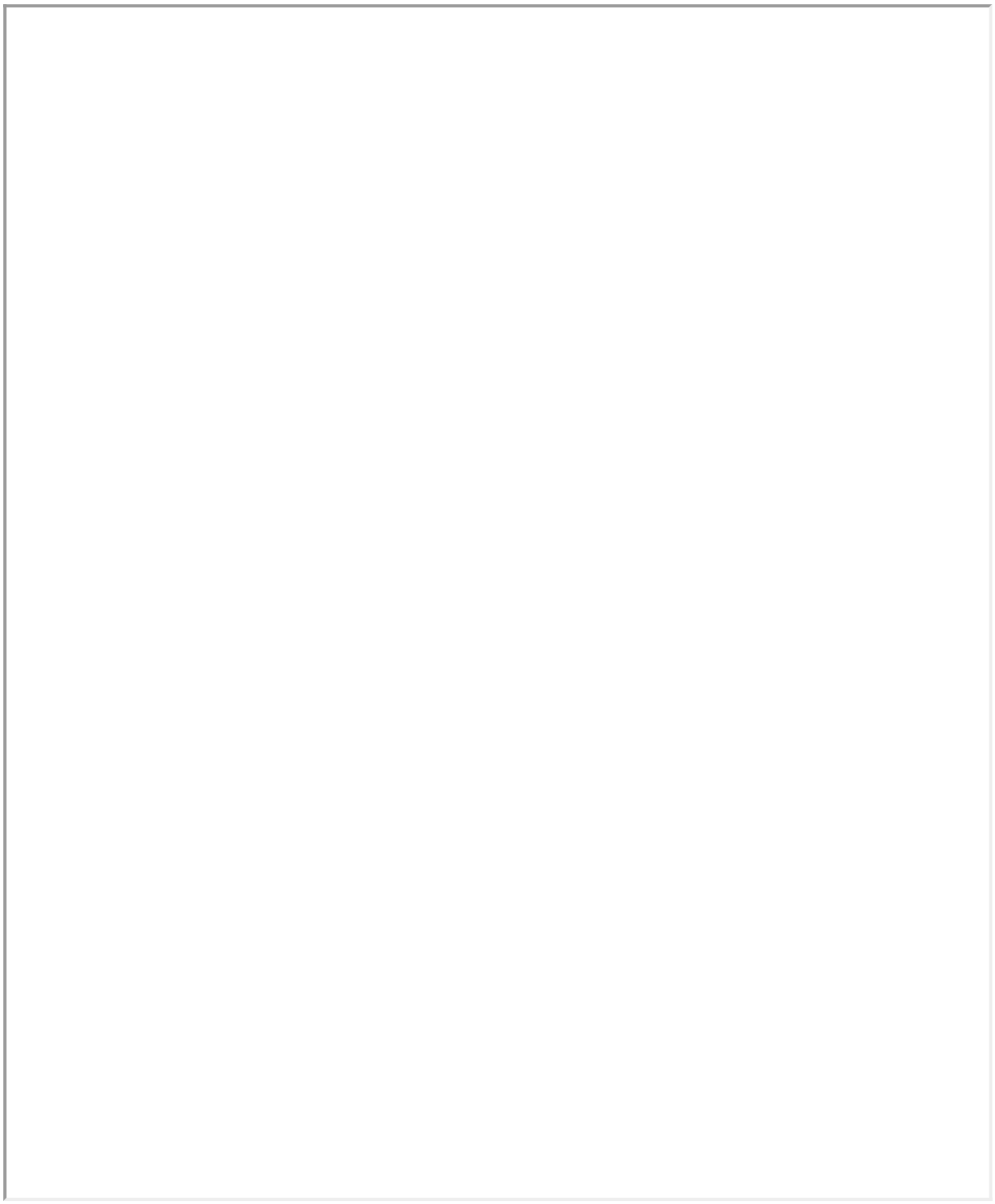
Key Findings

- Scotland needs a targeted, challenge-led innovation strategy
- Achieving a more circular economy will mean governing differently. More collaboration, both within and across sectors, needs to be underpinned by more entrepreneurial institutions, whether led by the state or industry.
- The circular economy presents two types of opportunity, which each require a different approach:

1. Resource efficiency opportunities, characterised by the diffusion of near commercial or established technologies and increased collaboration within broadly established business models
2. Circular economy opportunities, characterised by innovation, to establish and commercialise novel technologies, and by some degree of business model integration along supply chains and between sectors

- Achieving a circular economy in Scotland will involve a combination of diffusing established but not yet common business practices and technologies, and the development of radically new technologies and

business models.



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Dustin Benthon (2015) Circular Economy Scotland. *Report published by the Green*

Alliance.

https://www.green-alliance.org.uk/resources/Circular%20economy%20Scotland.pdf

Incumbents and Business Model Innovation for the Sharing Economy: Implications for Sustainability

Last Modified on 20/06/2019 11:26 am CEST

Authors: Francesca Ciulli and Ans Kolk

Date of publish: December 2018

Why did we select this research?

The sharing economy is definitely filled with environmentally friendly emerging companies, young people fighting for a purpose and old companies trying to improve what they once thought was good enough. Nevertheless, the fact that traditional well-established players are getting an increasing interest on this new way of making business (and a positive impact) cannot be ignored. In this paper, the authors talk about the potential of these big corporations to shape the circular and sharing economy.

Key findings:

- Incumbents (established companies) may position their current practices and to explore the options at their availability to enter the sharing economy.
- Start-ups in the sharing economy, the entry of incumbents may represent both an opportunity and a threat.
- Partnering with an incumbent or being acquired by one may allow sharing start-ups to thrive in the market. Yet, an incumbent entering the sharing economy may also threaten a start-up's mar- ket share, spur mission drift or, due to the incumbent's bargaining power, create unbalanced relationships.
- The sharing economy is still a relatively new phenomenon, and its dynamics and effects are not fully clear yet.
  Due to their size and financial and economic power, incumbents may significantly affect the sustainability of the sharing economy.

Reference:

Ciulli, F., & Kolk, A. (2019). Incumbents and business model innovation for the sharing economy: Implications for sustainability. *Journal of cleaner production*, *214*, 995-1010.

How sustainable is the sharing economy? On the sustainability connotations of sharing economy platforms

Last Modified on 20/06/2019 11:43 am CEST

Authors: Geissinger, A., Laurell, C., Oberg, C. & Sandstrom, C.

Date Published: September 2018

Why did we conduct this research?

This paper describes and classifies the sustainability connotation of sharing economy platforms. The platforms here refer to the intermediary functioning to create the accessing or exchanges, payments, and evaluations among the peers or companies. Based on how the sharing economy has spread into different sectors of the economy, and also as a result of the different development paths of the sharing economy, it is relevant to address similarities and differences among different platforms.

Key Findings

- The development of the sharing economy on the meta-level does not reflect a homogeneous development from sustainability towards non-sustainability, although research has indicated a shift from sharing and accessing to acquire and consuming.

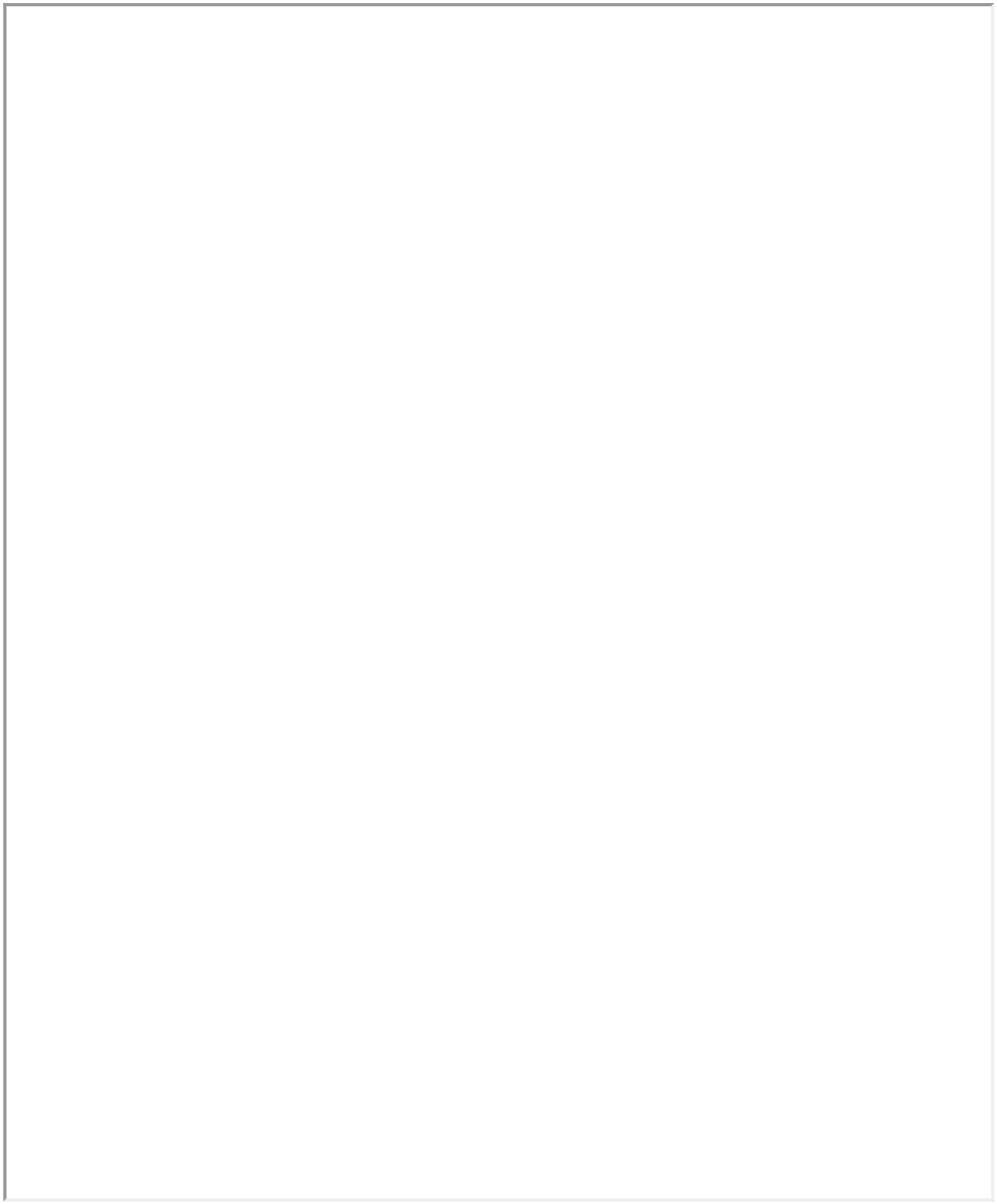
- Sustainability-oriented platforms are still emerging in the sharing economy. These are strongly connected to specific sectors, while the findings also point at how dominating role model sharing economy platforms put less emphasis on sustainability orientations.

- The development from accessing and sharing to acquiring and consuming

may rather be the consequence of the development of individual platforms than an overall development in the sharing economy.

- The sustainability orientation of sharing economy platforms as new platforms emerge, suggests following the legal requirements of those traditional sectors of the economy that they establish themselves in.

- The sharing economy does not drive a sustainability movement, but rather adjusts to those circumstances it aims to become a part of. Expectations for the future would be that sustainability orientations of sharing economy platforms would continue as the sharing economy spreads into new sectors, but then be based on legal requirements connected to these specific sectors, while further developments of individual platforms may put sustainability orientations beyond (and even as part of) such legal requirements at risk.



Reference

Geissinger, A., Laurell, C., Oberg, C. & Sandstrom, C. (2018) How sustainable is the sharing economy? On the sustainability connotations of sharing economy platforms. *Journal of Cleaner Production*, Vol. 206: 419-429.

Global Pathway for Equitable Online Platforms and Improved Climate Action

Last Modified on 09/07/2019 2:25 pm CEST

Authors: Niek Bouw, Mathe Gunnik, Louis vn Haasbergen, Laurien Maasdam

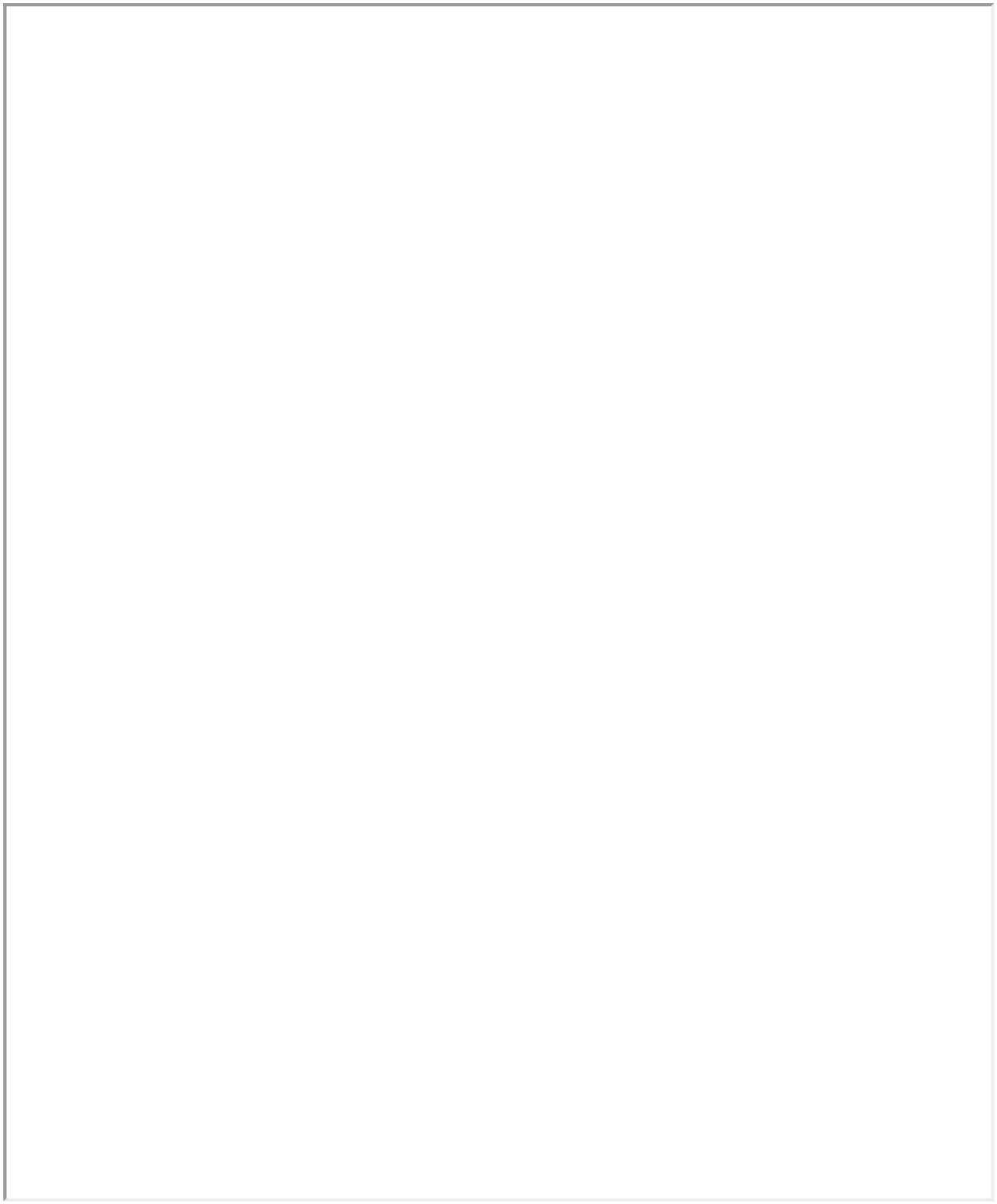
Publication date: May 2019

Why did we select this research?

Innovations are highly important for the economic development of nations, but how can we ensure economic growth is also following a sustainable trajectory, including lower climate impact as well as social equality? Platform economies are one such innovation which are currently growing rapidly, but are infamous for breaking social paradigms and can have a large influence on climate action. This infographic provides some insights on possible pathways for platforms to be equitable and their links with SDGs.

Key Insights:

- Problems of the platform economies (impact on climate change, economical and societal impacts)
- New system (designign new regulations, international scope)
- Institutionalization & impact on SDGs
- Best case examples from leading cities



MEETING THE SUSTAINABLE DEVELOPMENT GOALS REQUIRES STRONG CIRCULAR ECONOMY POLICIES

Last Modified on 18/11/2019 11:52 am CET

Author: ecopreneur.eu - European Sustainable Business Federation

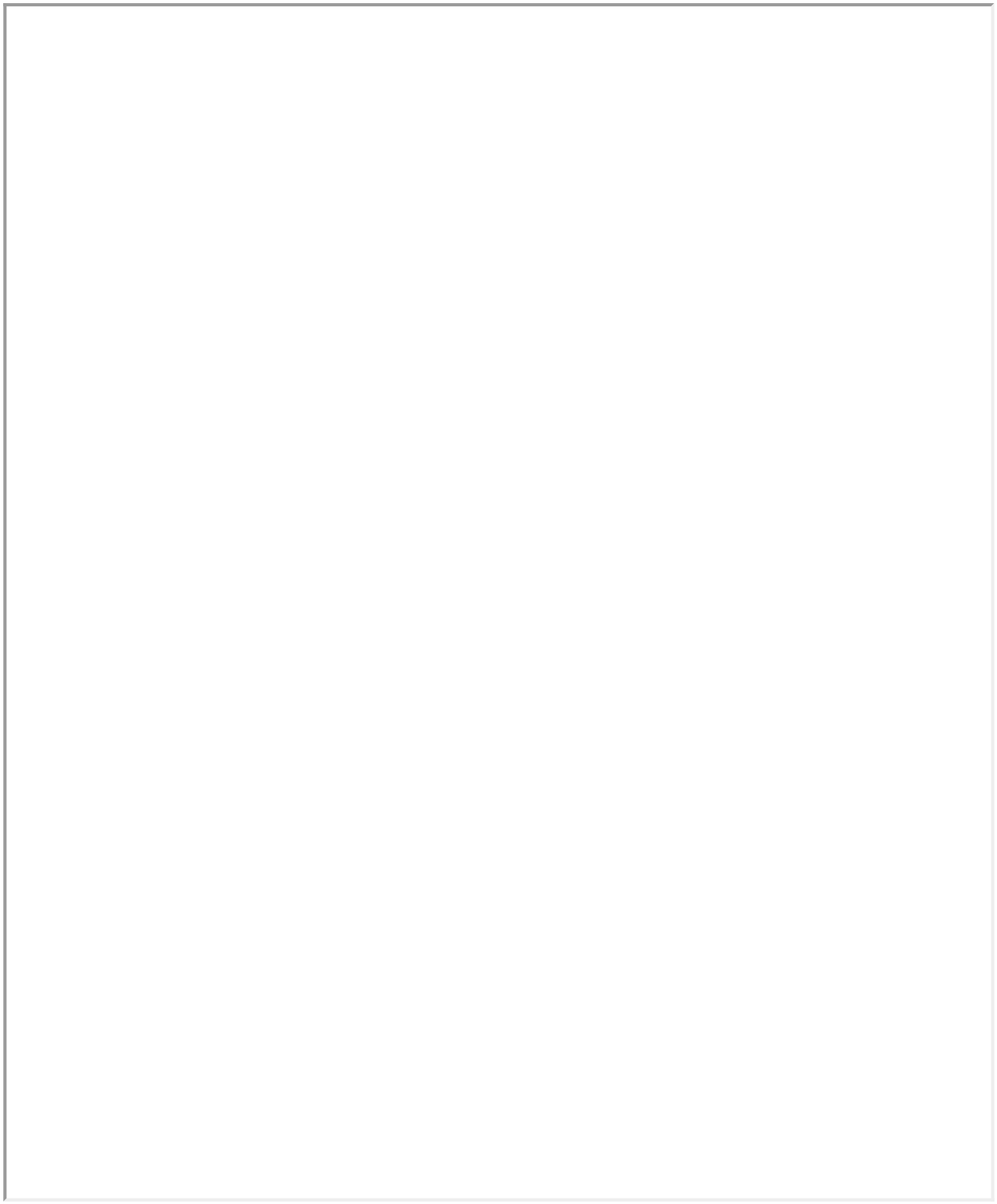
Date: November 2019

Why we did select this research?

In 2019, various stakeholders including the European Parliament urged the European Commission to develop an SDG implementation strategy, including the integration of monitoring and assessment of progress on the SD. What is actually needed to meet them?

Key points:

- There is a strong link between the SDGs and the circular economy. Circular economy practices can be applied as a 'toolbox' for achieving a sizeable number of SDG targets.
- It is impossible to obtain all SDGs by global accelerated economic growth or by a stronger focus on achieving them, and that tougher interventions are needed that address the problems head-on.
- The measures proposed to introduce circular economy at the EU level are financial incentives (extended producer responsibility, low VAT and a tax shift from labour to resources), procurement, innovation, regulation, trade policies and voluntary actions.
- Implementing these measures during the next policy cycle requires rapid political action by all EU and member states institutions.



Reference: Ecopreneur.eu (2019). Meeting the climate goals requires strong circular economy policies. Retrieved from https://ecopreneur.eu/wp-content/uploads/2019/09/EcopreneurEU-Climate-and-CE-paper-2019.pdf

The European Green Deal

Last Modified on 16/12/2019 1:53 pm CET

Author: European Commission

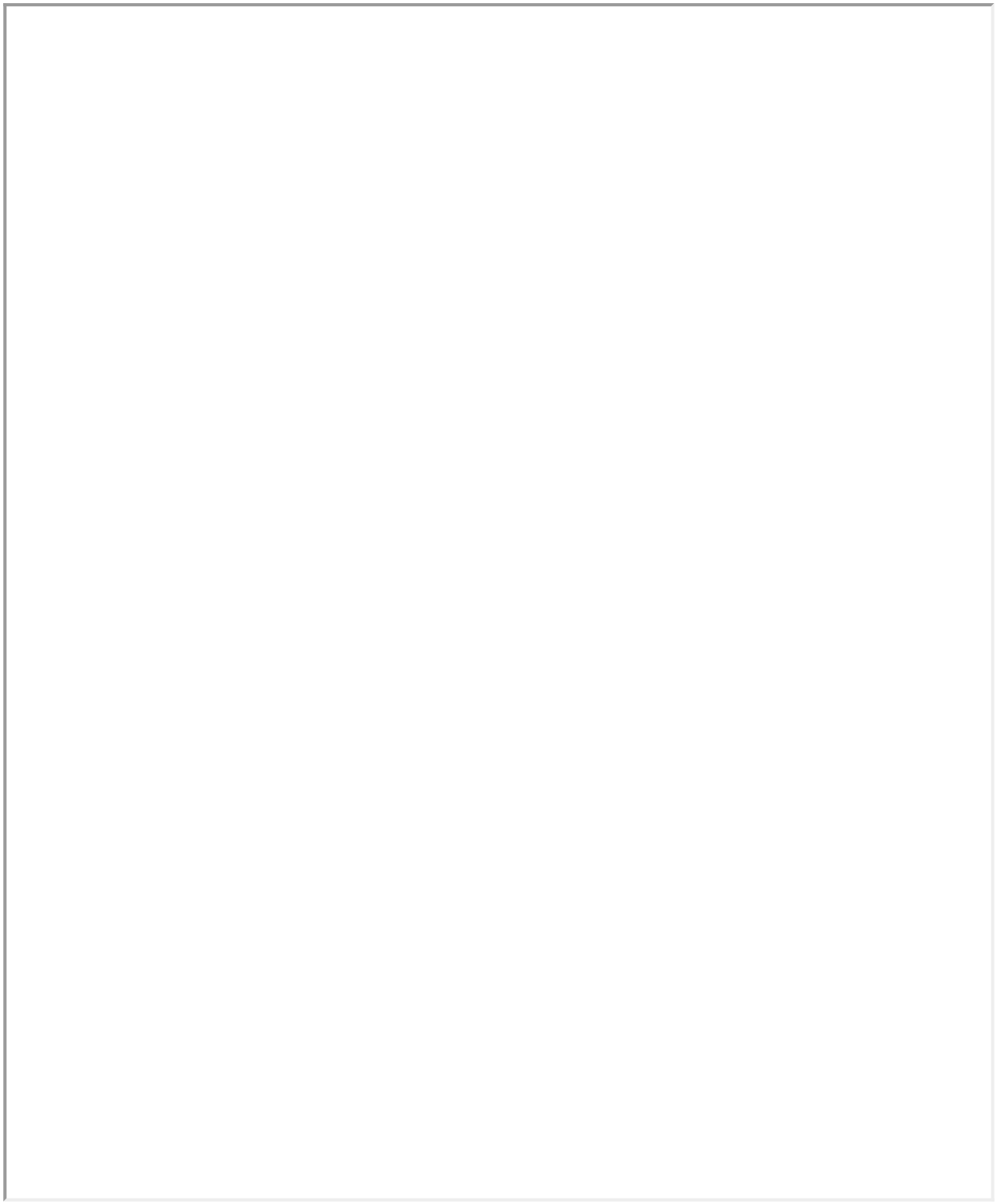
Date: December 2019

Why this report was selected?

Various sources have reported that global CO2 emissions from fossil fuel is on course to record to an all time high in 2019. An epidemic that undermines the performance of several sustainable initiatives based on collective ambitions such as the UN's Agenda 2030 and Sustainable Development Goals. The EU is in response, looking to implement planned and effective measures to amplify it's contributions and to protect it's citizens from the environment-related risks and impacts posed by climate change. Resulting in a deal, the European Commission publishes, '**European Green Deal'**, containing the EU's revamped commitments.

Some key points:

- A zero pollution ambition for a toxic-free environment
- Preserving and restoring ecosystems and biodiversity
- A fair, healthy and environmentally friendly food system
- Accelerating shift to sustainable and smart mobility
- Building and renovating in an energy and resource efficient way
- Mobilizing industry for a clean and circular economy
- Supplying clean, affordable and secure energy
- EU's Climate ambitions to increase for 2030 and 2050



Reference:

EUROPEAN COMMISSION. *COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE EUROPEAN COUNCIL, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE*

REGIONS “The European Green Deal.” https://sustainabledevelopment.un.org/post2015/transformingourworld (December 13, 2019).

Tool library De Deelkelder

Last Modified on 03/08/2017 2:07 pm CEST

Why did we select this case?

By offering access to tools and facilitating offline social interactions tool libraries complement online sharing platforms. De Deelkelder reaches people outside the digital community, these people might benefit the most from (cheap) access to tools and social interactions. The offline, neighbourhood-based aspect enables De Deelkelder to reach new target groups such as elderly or people with restricted internet connection. The fact that tool libraries also involve these people makes this case particularly relevant for city authorities. As the low membership fees or prices for lending make it challenging for these libraries to sustain themselves, city governments can play an important role in providing space, granting subsidies or other help for tool libraries.

About the case

What?

DeDeelkelder is founded in 2015. It is a social franchise with the aim to shift away from a culture where consumer's own tools (from lawn mowers to beamers), toward a culture where consumers share access to tools. To boost the circular- and collaborative economy De Deelkelder provides a physical space where people can share tools within the neighbourhood. The tool library offers a wide range of tools, including power generators, equipment for construction as well as renovations. In addition, they also organize workshops and events to enable people to learn from- and collaborate with each other. Thus, De Deelkelder not merely aspires to enhance sustainable practices but also foster social cohesion in the neighbourhood.

How?

Tools are gathered by the founders of the library through donations and investments. To borrow tools from the tool library people have to become a member of the community. Members pay a small yearly membership fee (10,- euro) and additional cost to gain temporary access to specific tools in the library. People with a premium membership (130,- euro) can borrow 5 items each year without additional costs and get a discount to attend workshops. De Deelkelder is meant for everyone who wants access to tools and/or additional services such as do-it-yourself workshops.

Why?
A few of the fastest growing societal problem are the uneven distribution of wealth, consumerism, inefficient use of resources and environmental degradation. When the founders of De Deelkelder moved in together, they experienced these problems themselves. That was the moment they realized how insufficient our society is organized at the moment. “Take a drill, for example, research shows that it is used on average for only 13 minutes.” Their mission is to give people access to things they only need occasionally, such as a barbecue, tools, projectors, speakers and camping gear, so they can save money and avoid having to store items.

According to the founders of De Deelkelder tool libraries have a threefold impact: economically, socially and environmentally. Tool libraries reduce the cost of- and enable cheaper access to tools. Sharing of goods strongly enhances the sense of community among library users, volunteers and staff and regular social interactions create social cohesion. Tool libraries help to reduce environmental waste and decrease the collective environmental footprint. Their plan is to build an ecosystem of “Libraries of Things”.

Impact

A short study from Zero Waste Scotland, reveals the environmental benefits of sharing and tool libraries. The study explains how tool libraries maximize the capacity of one single unit, which in turn reduces the overall consumer demand for products and materials. The decreased demand in turn results in reduced greenhouse gas emissions from resource extraction, manufacturing, transportation and ultimately disposal. However, the study also emphasizes that tool libraries can facilitate additional consumption of materials, which can result in more carbon emissions.

Want to know more?

- http://www.dedeelkelder.nl/
  E-mail: michiel@dedeelkelder.nl
- http://www.zerowastescotland.org.uk/
- http://edinburghtoollibrary.org.uk/story/

Goods sharing platform Peerby

Last Modified on 03/08/2017 2:11 pm CEST

Why did we select this case?

The distributive power of the internet allows people to share their goods in ways that that were previously virtually unmarketable. This resulted in a strong rise of online sharing platforms such as Peerby, Neighborgoods, Yerdle, Streetbank and SnapGoods. These peer-to-peer good sharing platforms connect people, provides them with access to a large variety of goods and facilitate social interactions. By supporting these platforms cities can foster sustainable, social and entrepreneurial practices in their city.

Peerby is the world's leading platform for sharing goods, in terms of the number of different things on their platform, the number of participating members, and the frequency of sharing between members (New York Times, 2015). The platform has active sharing communities in the Netherlands, Belgium, and twenty more European and American cities. Additionally, Peerby has been nominated the second circular business from the World Economic Forum as the platform reduces CO2 emissions, waste and the use of resources (Peerby, 2017). The jury also recognized the social impact since Peerby fosters both online and offline social interactions. Thus platforms such as Peerby do not only have the potential to boost sustainable consumption and cheap access to a large variety of goods but also to increase social cohesion in the city.

About the Case

What?

Peerby is an online platform that enables consumers to borrow and rent the things they need from others in their neighborhood. For three years Peerby has been working towards a world where sharing items is a serious alternative to buying. The platform started with a lending service for neighbors in 2012 that offers access to $1Bn worth of products in over 20 cities in Europe and the United States. By the end of 2015 a new rental service named Peerby Go was added to the platform. Peerby Go enables access to household items from people nearby. The rental service offers a curated catalogue of products with guaranteed availability, delivery and insurance. In January 2017, 200.000 people used Peerby globally (Peerby, 2017).

In May 2016, Peerby launched a crowdfunding campaign. In only four days the

amount of $2.2 million was reached. The size and speed of the investment constitute a Dutch record. Peerby succeeded in securing 669% of its target amount. The majority of funders are part of the Peerby community. People mainly use Peerby for social and sustainable motives and less for economic reasons as the majority of the goods that are shared do not have a high economic value.The crowdfunding campaign proved to be an compelling way for Peerby's community to support the startup to grow (Peerby, 2016).

How?

Peerby both has a website and an iPhone or Android app on which people can request the item they are looking for. The tech start-ups sends a message to the closest Peerby neighbors if they have the requested item. As a consequence, people are likely to get a reply within 30 minutes.

Why?

80% of the stuff people have are not used more than once a month. By connecting people who live in close proximity, citizens can save time, money and storage space and product lifecycles can be expanded. Additionally as social interactions are facilitated communities can be strengthened.

Where?

Peerby started in Amsterdam and at the moment Peerby has members in every neighborhood throughout the Netherlands. But their impact reaches beyond the Netherlands. There are already Peerby communities in twenty cities in Europe and the US where people are sharing things with each other.

Impact

Sustainable impact

The analyses of Except Sustainable Integration in the research folder shows that sharing things reduces CO2 emissions and the use of resources. The production and consumption of goods produce 12.5% of all CO2 emissions. With every product that is shared, we produce less waste, use less water, burn less fossil fuel, and reduce the particulate matter content of the air.

Social impact

According to a study by True Price in 2014 Peerby generated about €30 in social capital per individual transaction and topped the list of the most important sharing platforms to increase social capital in the Netherlands.

Want to know more?

- https://www.peerby.com/
- Peerby (2016). 'Startup Peerby raises $2.2 million from users.' http://press.peerby.com/125333-startup-peerby-raises-2-2-million-from-users
- Peerby (2017). 'Internationale erkenning voor spullendeel-platform Peerby'. http://pers.peerby.nl/141756-internationale-erkenning-voor-spullendeel-platform-peerby
- https://www.youtube.com/watch?v=ysBLrBahcI0
- https://www.oneplanetcrowd.com/en/project/138624/description
- New York Times (2015). 'Sharing Economy Goes Hyperlocal With a Growing Market for Household Items.' https://www.nytimes.com/2015/09/03/business/smallbusiness/sharing-economy-goes-hyperlocal-with-a-growing-market-for-household-items.html?_r=0

Sport equipment platform Sharewood

Last Modified on 31/01/2018 12:11 pm CET

Why did we select this case?

By connecting people who own underutilized sport gear with locals and travelers who need the gear Sharewood embraces the philosophy of sharing economy and eco-tourism. They offer a win-win solution, because owners earn an alternative source of income while renters have access to a larger variety of sport equipment and the chance to meet local people with the same passion. This case is especially relevant for touristic cities that face temporary high demands of sports equipment. For example, skis during the winter or surf gear during summer. The platform enables a better utilization of the locally available sport gear, this can boost outdoor sports activities by making the gear better and cheaper accessible.

About the Case

What?
Sharewood is a peer-to-peer marketplace where people can rent and borrow sport gears such as bikes, surfboards, skis and tents from other people nearby. The platform allows people to both select the gear they need for outdoor activities and to provide their own underutilized gear.

How?
On the platform everyone can list their gears for free or a fee and make a profit. Sharewood also allows professional rental shops to get in touch with international travellers, families and groups. The platform holds a small percentage of the renting transactions. In case of damage to the owner's equipment, the platform will refund the owner up to € 3.000.

People who want to borrow sport gear can chose the things they need on the site. The platform shows the specific gear and the location. After choosing the gear that best suits the user needs they can send a request to the owner. The platform provides the opportunity to chat with the owner so the users can discuss the precise pick-up location and time.

Why?

The mission of Sharewood is threefold:

1. Allow a more efficient use of resources as a lot of people own sport gear and most of the time it is underutilized.
2. Foster micro-entrepreneurship by offering owners an alternative source of income.
3. Connect locals and tourists with the same passions to share sport equipment and useful suggestions for outdoor activities in the neighborhood.

Where?
At the moment Sharewood is active in the following cities in Italy: Bari, Cesena, Ferrara, Gallipoli, Napoli, Monza, Milano, Livigno, Lucca, Pietrasanta, Madonna di Campiglio and Marilleva.

Want to know more?

- https://gosharewood.com/en
  Email: valeria@sharewood.io

London: Circular and Sharing Economy Study Local Plan Supporting Study

Last Modified on 20/06/2019 11:46 am CEST

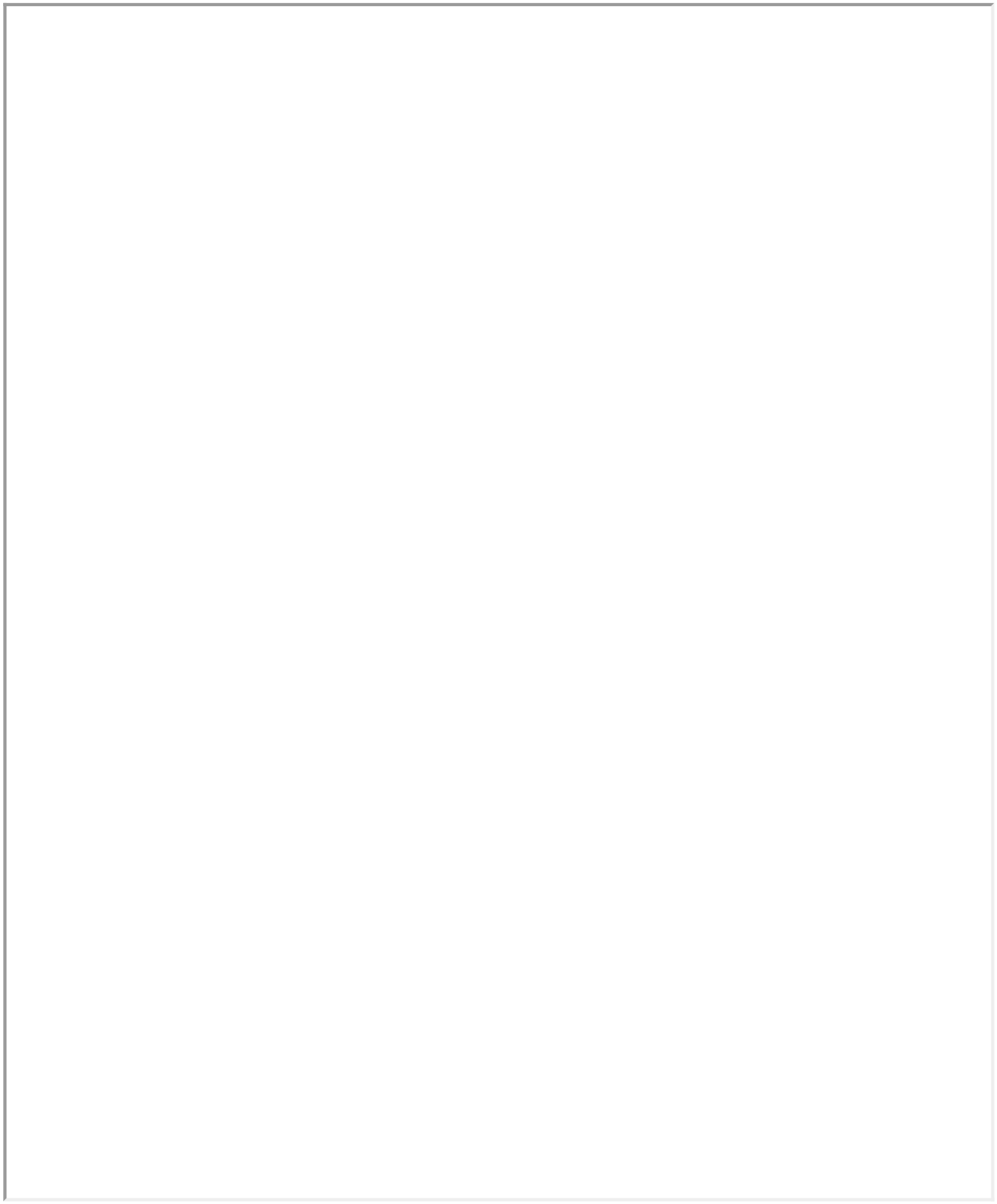
Author: Arup Associates
Date of publish: April 2017

Why did we conduct this research?

This report develops the understanding and planned approach to adoption of circular and sharing economy principles as they apply to the development of Old Oak and regeneration proposals for Park Royal (London). The Old Oak and Park Royal regeneration project is expected to create 25,500 new homes and 65,000 jobs. A circular economy approach to this process has the potential to create significant cost savings and revenues, to support environmental protection, reduce resource use and waste, and contribute to creating healthy and successful business and residential communities

Key findings:

- The circular economy has the potential to create employment opportunities, cut waste, raise standards of living, improve air quality, and enhance public health and social equality.
- Brings both economic benefits and costs which can be borne by different people or organizations.
- On the value creation side, direct financial revenue can be generated from the sales of products and services associated with circular economy initiatives, for example locally-produced food or ride-sharing services. Increased flexibility, sharing of spaces and resources, and increased lifecycle may have positive externalities, which increase productivity of an investment or businesses in the area.



Reference:

Arup Associates (2017) Circular and Sharing Economy Study. *REP01(2)*

Sharing Cities: Exploring the Emerging Landscape of the Sharing Economy in Cities in Sweden

Last Modified on 20/06/2019 11:28 am CEST

Authors: Mccormick, K. & Leire, C.

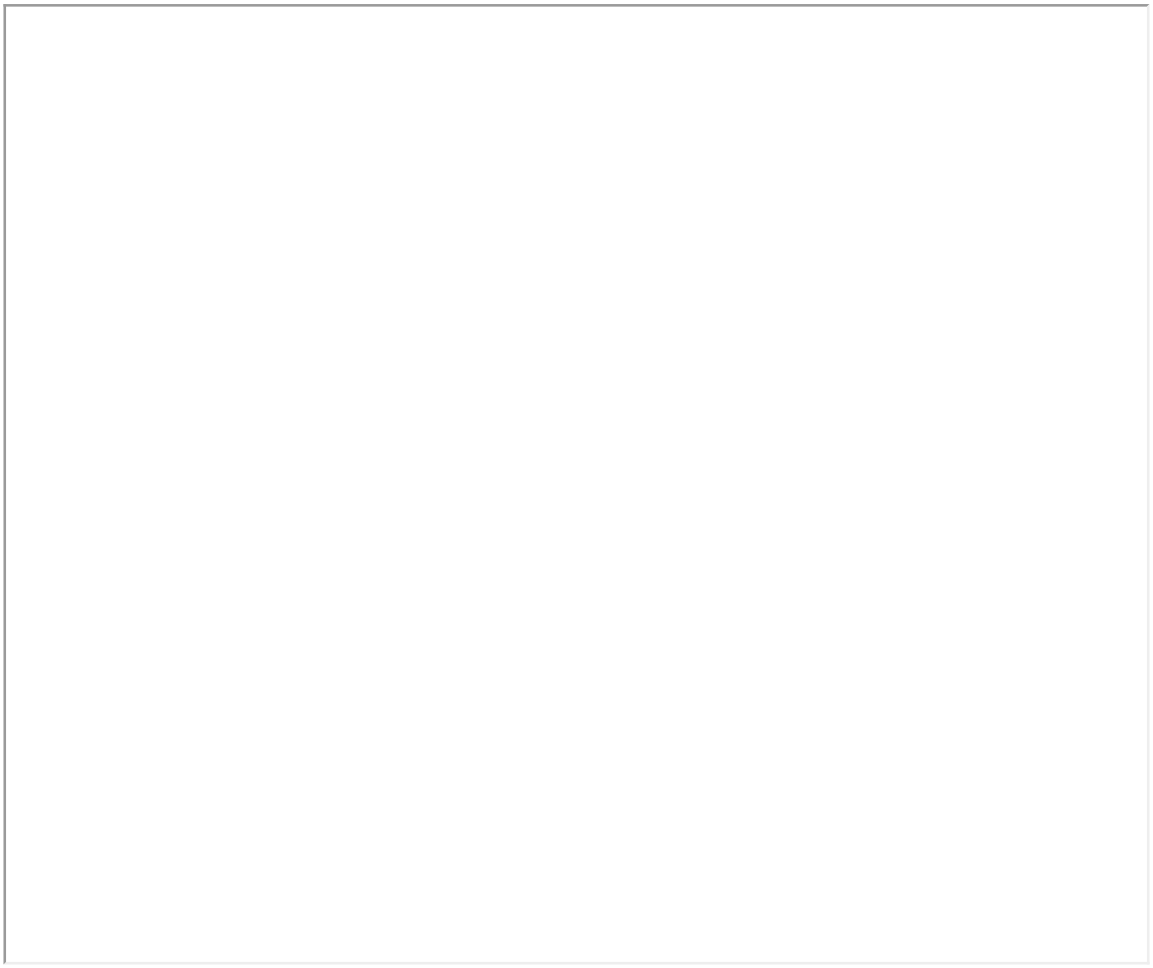
Date Published: 2019

Why did we select this research?

The sharing economy offers innovative solutions for sharing, renting and replacing under-utilized assets, often using digital platforms, visualization technology and ICT that informs about supply and demand. This report, written by Sharing Cities Sweden provides an overview of current existing test-beds in Sweden. These test-beds are taking the form of urban living labs that are embedded in the real environment.

Key Findings

- There are five principal mechanisms defined in which municipalities govern the sharing economy: regulating, self-governing, providing, enabling and collaborating.
- To develop new forms of housing and business models, it can be useful for the municipality to cooperate with all the actors who invest in the area, including the builders.
- It is important to realize that there can be negative impact from some sharing economy initiatives
- Ownership of projects should not lie with one player. It is important to constantly define what the municipality can do in each collaboration.
- A sharing economy can provide a more vibrant and safer city
- It is proven to be useful in Gothenburg to include the sharing economy in city planning.
- It is important to promote cooperation between citizens in local actors, to encourage a discussion.



Reference

Mccormick, K. & Leire, C. (2019) Sharing Cities: Exploring the Emerging Landscape of the Sharing Economy in Cities. Lund University

https://portal.research.lu.se/portal/files/62622818/Sharing_Cities_Exploring_the_emerging_landscape_of_the_sharing_economy.

Smart Map Gothenburg

Last Modified on 21/11/2019 11:00 am CET

Author: City of Gethenburg

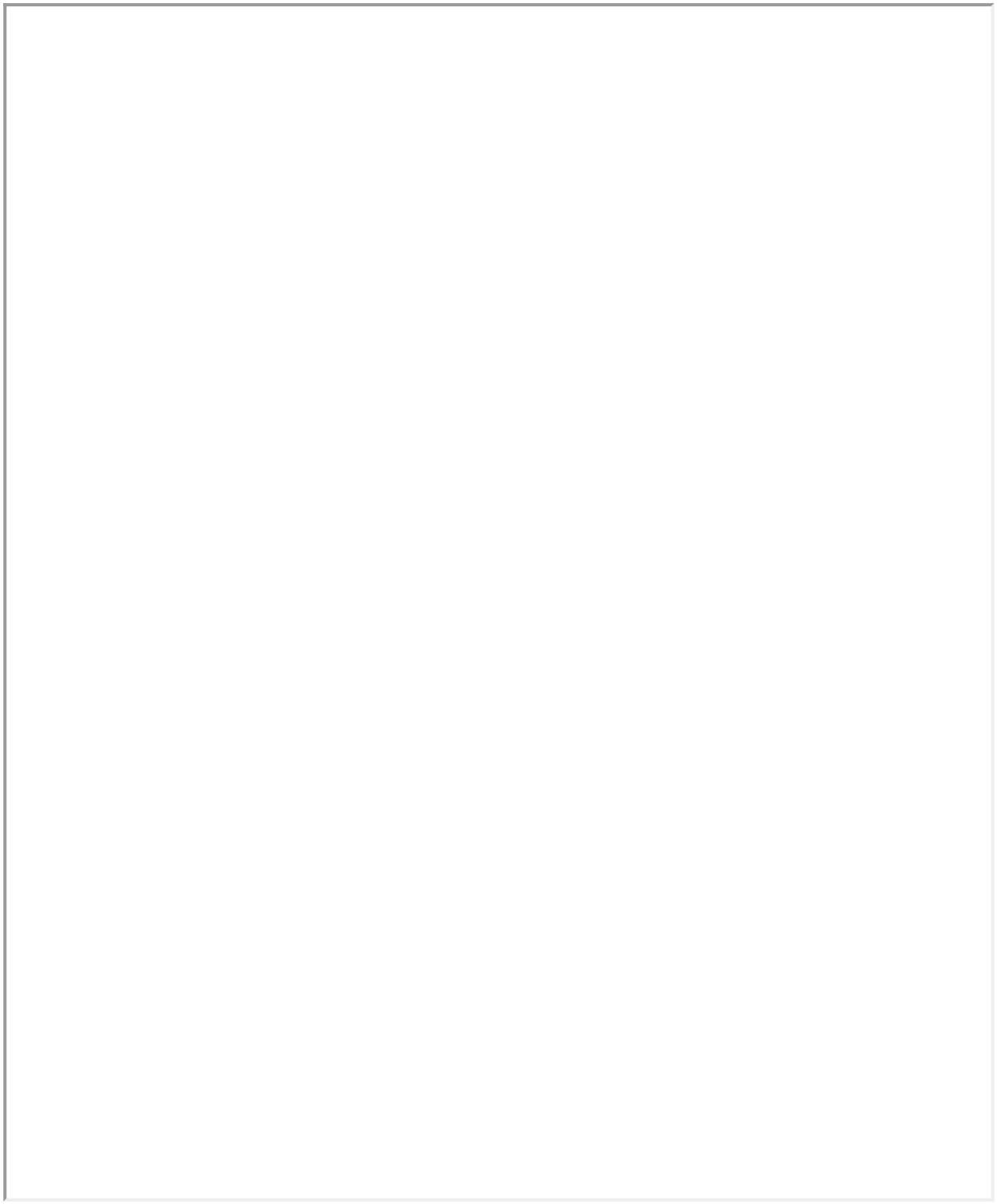
Date: November 2019

Why did we select this flyer?

A few years ago, the city of Gothenburg and Kollekogbg created a Smart map (Smarta Kartan) which features more than 100 organizations active in the sharing economy field.

Key points:

- To help achieve its greenhouse gas target, the city of Gothenburg set challenging goals for reducing consumption-based emissions.
- The Smart map which was created as part of an innovative civil-public partnership, is a tool that **maps the sharing economy in Gothenburg**, and includes **over 100 sharing initiatives**.
- The Smart map encourages locals and visitors in Gothenburg to live sustainably, create a sense of community, facilitate new ways of connecting, and makes it easier to share rather then own. This allows residents to hire, borrow, share and swap. In other words, it **allows citizens to directly participate in the circular economy**.
- The Smart map **highlights current and upcoming activities and networks** throughout the city, such as 'bike kitchens', where you can learn to fix your own bike, as well as exchange groups, give-away shops, and digital platforms. Simultaneously, changing peoples behaviour and inspiring new services.
- The city of Gothenburg co-designed The Smart map with the Collaborative Economy Gothenburg (KEG), a voluntary group, that voice and co-ordinate citizen action.



City of Cape Town - Climate Change Policy

Last Modified on 06/01/2020 11:31 am CET

Author: City of Cape Town

Date: July 2017

Why did we select this policy?

This document sets both the guidelines and the priorities of the City of Cape Town in response to climate change. Addressing climate change in any city, but especially a city of high inequality like Cape Town, is as much political and economic as it is technical. Agreeing on what is needed is not easy and responding to climate change in an effective manner will, therefore, require partnerships, deliberation, negotiation, learning and leadership.

Key insights:

- the City's response to climate change will focus both on preparing for change at the local level to reduce risks and build adaptive capacity to projected climate change impacts, and contributing to global efforts to reduce GHG emissions.
- the economic impacts of climate change will be extensive, raging from ambient and air quality, to infrastructure and transport, the insurance sectors etc.
- The City is already working extensively to prepare for change at the local level to reduce risks and build adaptive capacity, to contribute to global efforts to reduce GHG emissions and to build a more resource efficient and resilient Cape Town.
- Anticipating, reducing, responding to and coping with identified impacts

necessitates an integrated approach across the City. This relies on strong leadership to maximise collaboration across line functions and to strategically harness resources where they are available.

In the long-term, the City will work to ensure the following:

- All City-led projects or programmes have incorporated climate change considerations into their design and implementation.

- The City accesses and uses both the best available technologies and most up to date climate science data, assessment and monitoring tools39, information and knowledge as well as local and context-relevant knowledge to better manage resources, monitor progress and inform decision making.

- The City implements and enables a compact urban form, with development that is resource efficient, well located and well connected, in order to grow within the limits of available resources and enable social and economic inclusivity.

- The City incorporates climate change adaptation in the construction and maintenance of service delivery infrastructure so as to minimise future impacts.

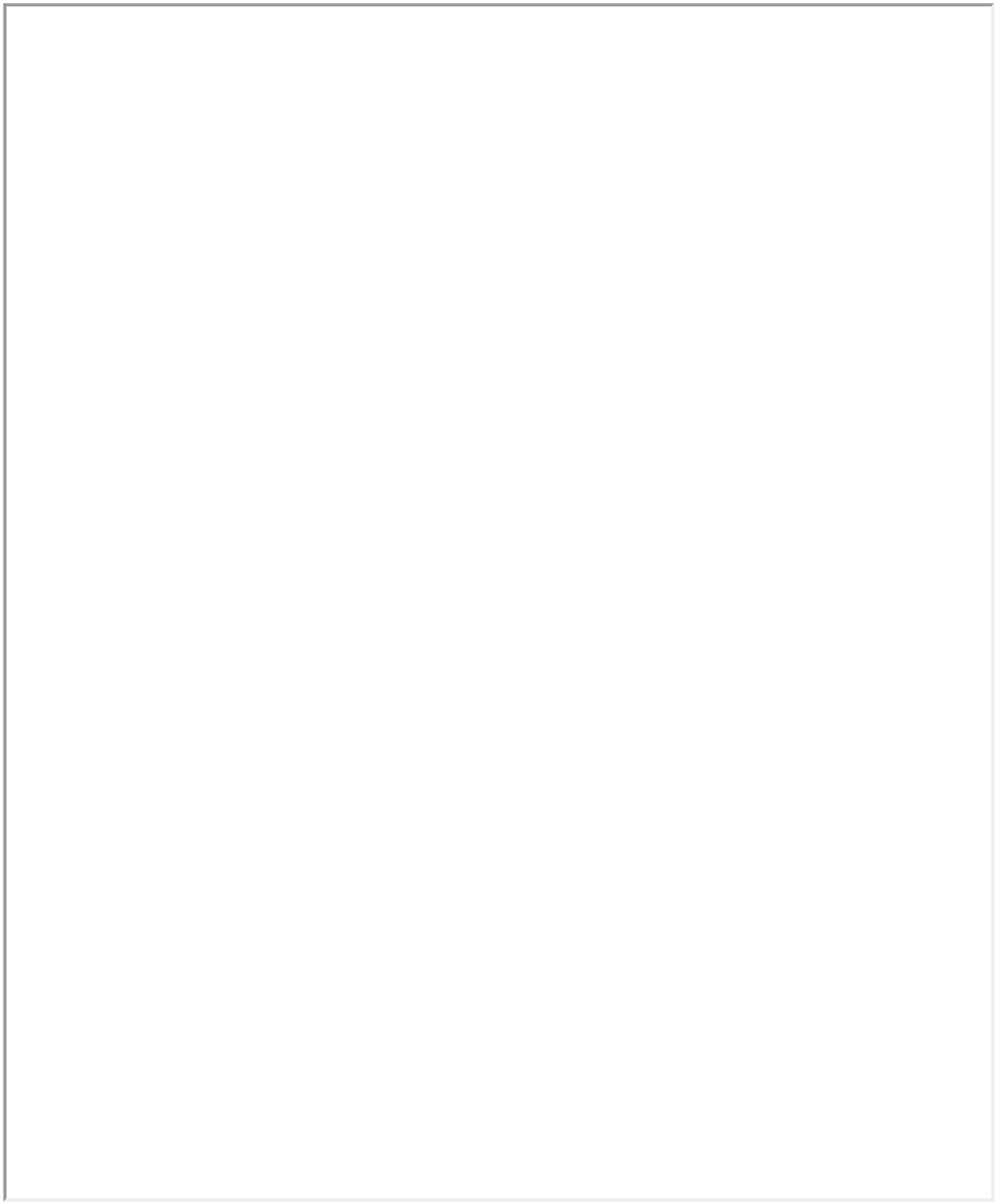
- Disaster risk management takes a proactive approach and is integral to climate change response efforts.

- Social and economic development are optimised and made more inclusive through the effective management of climate change risks and resources including recovery from climate related disasters.

- Cape Town’s natural ecosystems are protected, managed and made resilient so that they can act as effective buffers to climate change impacts and provide benefits of ecological infrastructure in support of current and future physical infrastructure.

- Cape Town’s businesses and citizens, particularly the most vulnerable communities, are made more aware of and are able to withstand the impacts of climate change.

- Climate change is seen as a shared risk to Cape Town and all citizens work collectively to address climate change.



Reference: City of Cape Town (2017). CLIMATE CHANGE POLICY (POLICY NUMBER 46824). Pp. 1-62, Cape Town

Randstad: Sustainable Growth in the Age of Cities

Last Modified on 03/07/2018 2:47 pm CEST

Authors: Pieter van de Glind, Harmen van Sprang, Pieter de Jong
Date published: 2018

What will make a city competitive in 2030? Read all about the future of work and sustainable growth in cities in this new white paper written by our co-founders Pieter van de Glind and Harmen van Sprang together with Pieter de Jong (shareNL). Learn about the age of value ecosystems with practical recommendations that every city should consider.

Preface

Cities are hubs for human and economic development. For urban development to be sustainable and inclusive, access to information, education and decent work are key. So what should cities do to make sure that they stay both competitive and inclusive for all residents?

As part of the Flexibility@work series, our 2018 publication “Sustainable growth in the age of cities” explores how cities have grown from being silo-oriented to the complex ecosystems they are forming today. We find a similar pattern in the development of businesses, citizens and indeed labor relations. The networks connecting people across continents are becoming denser, faster, and more extensive every year. Mutual dependence and transnational connections of cities, businesses and citizens alike lead to a need for policies that cater to these complex ecosystems.

Cities are attractive to both high- and low-income individuals. That is why large cities often have high levels of inequality. Much of this inequality can be traced back to residents’ potential on the labor market, which is highly affected by technological advancements. Routine jobs are the most vulnerable to technological advancement. While in most advanced economies, highly skilled non-routine work has increased considerably, routine jobs are generally disappearing, regardless of skill level. Interestingly, non-routine low- skilled jobs are also on the increase,

particularly in sectors that are still hard to automate, such as care and personal services.

This is demonstrated in the first part of this Flexibility@work publication, where research by Maarten Goos et al. shows how every new highly skilled job in technology can be a catalyst for up to five new unrelated jobs, both low- and medium-skilled. This publication also demonstrates how most of these new jobs are created in cities where there is a large low- skilled workforce present that can be upskilled.

In the future of work, a competitive city's value proposition is not confined to its ability to attract businesses. A competitive city offers opportunities to all residents, seeks to reduce inequalities, and protects the vulnerable. Skills, including soft skills, are essential for an inclusive urban labor market, or as the OECD put it in 2016: "Labor market and skill policies as well as tax and benefit schemes will need to be adapted to promote skills adaption as well as labor mobility while at the same time ensuring that work, even low-paying work, provides a sufficient income to escape poverty".

By investing in education, labor mobility, and targeted public-private partnerships, cities can be both competitive and inclusive for all their residents. Only then can we create the skilled workforce and agile, inclusive labor market that will be key to sustainable urban development (Jacques van den Broek).

Introduction

Cities are our future. Whether you are an economist, sociologist, business leader, researcher, or politician, cities are on your radar and you will have heard the following numbers and repeated them dozens of times: 200 years ago, most people lived in rural areas; 100 years ago, urbanization had started and twenty percent of the world's population were living in urban areas; 10 years ago, more than half of the world's population were living in cities; and by the middle of the 21st century, seven out of every ten people on earth will be living in cities. Global businesses are already beginning to plan strategy from a city, rather than a country, perspective. Cities generate more than 80% of global GDP (Economist, 2013). Cities are at the forefront of human progress. However, historically some cities have been doing better than others. What is causing this differenceand what

will make cities competitive in the future?

The current rise of the platform economy marks the emergence of a new era. In this section, drawing on the latest predictions about future labor markets and by extrapolating underlying patterns from the past into the future, we endeavor to paint a picture of what this new era and the cities within it will look like. We identify the characteristics sprouting from those underlying patterns in order to understand what will make cities competitive in this new age. Along the way, we will come across the age of silos, starting at the industrial revolution and ending at the digital revolution; the age of value chains, starting at the digital revolution; and the age of value ecosystems, which has only just begun, but will be prominent across OECD countries by 2030.

First set of recommendations

- A clear vision and mission plan on how to platformize the city government, allowing some parts of the organizational structures to become porous and other parts to become fluid.
- A plan that enables public officials to easily engage in collaborative co-creation with other stakeholders. This will allow the governmental organization to solve public challenges and meeting public goals in shifting coalitions of diverse stakeholders.
- A vision and execution plan on how the city government will enable optimum access for andamong all actors within the city as well as within its metropolitan area, its rural surroundings and the rest of the world, enabling economic and socio-economic ecosystems to add value to the city.
- An urban planning strategy that governs and invests in both the physical and the digital infrastructure.
- A long-term plan to enable anyone who works for the city government in any form to learn the right skills to operate the city as a value ecosystem.
- The proper implementation of these recommendations will create the basis of the next set of recommendations.

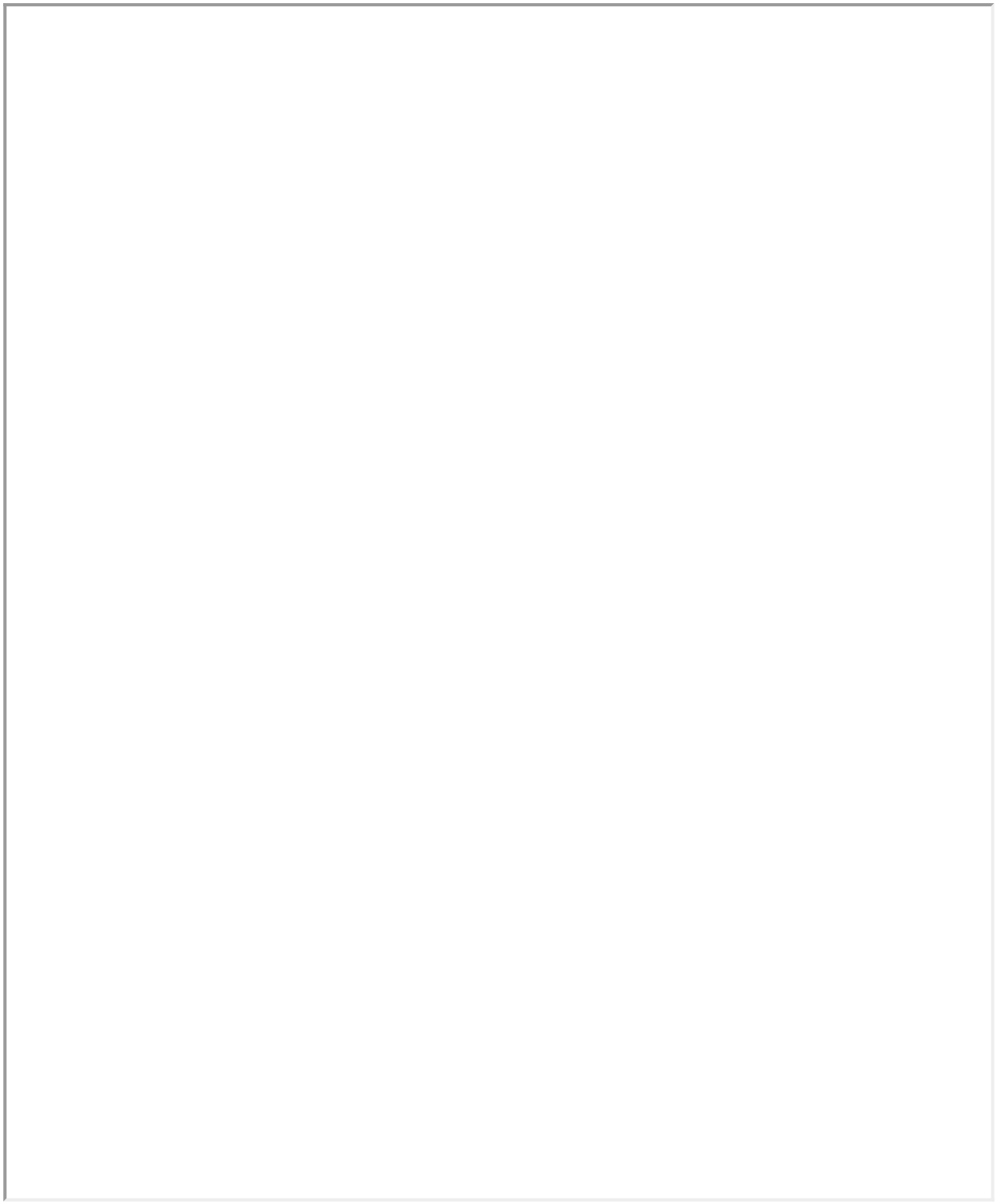
Second set of recommendations

- Developing skilled workers locally by optimizing access to opportunities for learning and work experience for all.
- Creating a dashboard that tracks current skills levels and needs and predicts skill shortages, enabling cities to steer learning priorities.
- Shaping a culture that inspires citizens to play with automation.Polarization is

the biggest threat to competitive cities. It is not guaranteed that citizens will have equal access to social and economic opportunities. In the most competitive cities, inclusivity is not a solidarity principle, but an economic requirement. The more that jobless people are encouraged to engage in work, the more they are likely to make the leap to medium- and high- skilled work roles, and the better the local labor supply becomes. This will in turn attract more world-class innovation to the city. We therefore recommend that cities draw up strategies for all residents of all skill levels, and to make the value that is available in the city accessible to all, giving every individual the best possible chance to pursue self-actualization. This requires:

- A plan to reshape the current configuration and functions of the city's physical and digital public infrastructure, turning physical spaces into city hubs that are seamlessly connected with fully digitalized public services, while providing optimal online and offline access to social services.
- Providing a solid economic basis for all citizens, while also providing a perspective of next steps.
- A set of 'journeys' for citizens at different life stages and of different skill levels that allows them to choose where they want to go and where to find the assets, skills, organizations, and people they need to get there. These journeys can be accessed both digitally and at the various city hubs. and to make the value that is available in the city accessible to all, giving every individual the best possible chance to pursue self-actualization.
- Developing a joint strategy of social innovation to steer towards an inclusive local labor market by taking action to constantly improve the position of the most vulnerable on the labor market.

Ultimately, the productivity of cities as value ecosystems and the ability of online platforms to connect needs and haves efficiently will allow cities to provide all their citizens with access to everything they need to live a happy, connected and sustainable life.



The emergence of peer production: challenges and opportunities for labour and unions

Last Modified on 08/09/2017 5:25 pm CEST

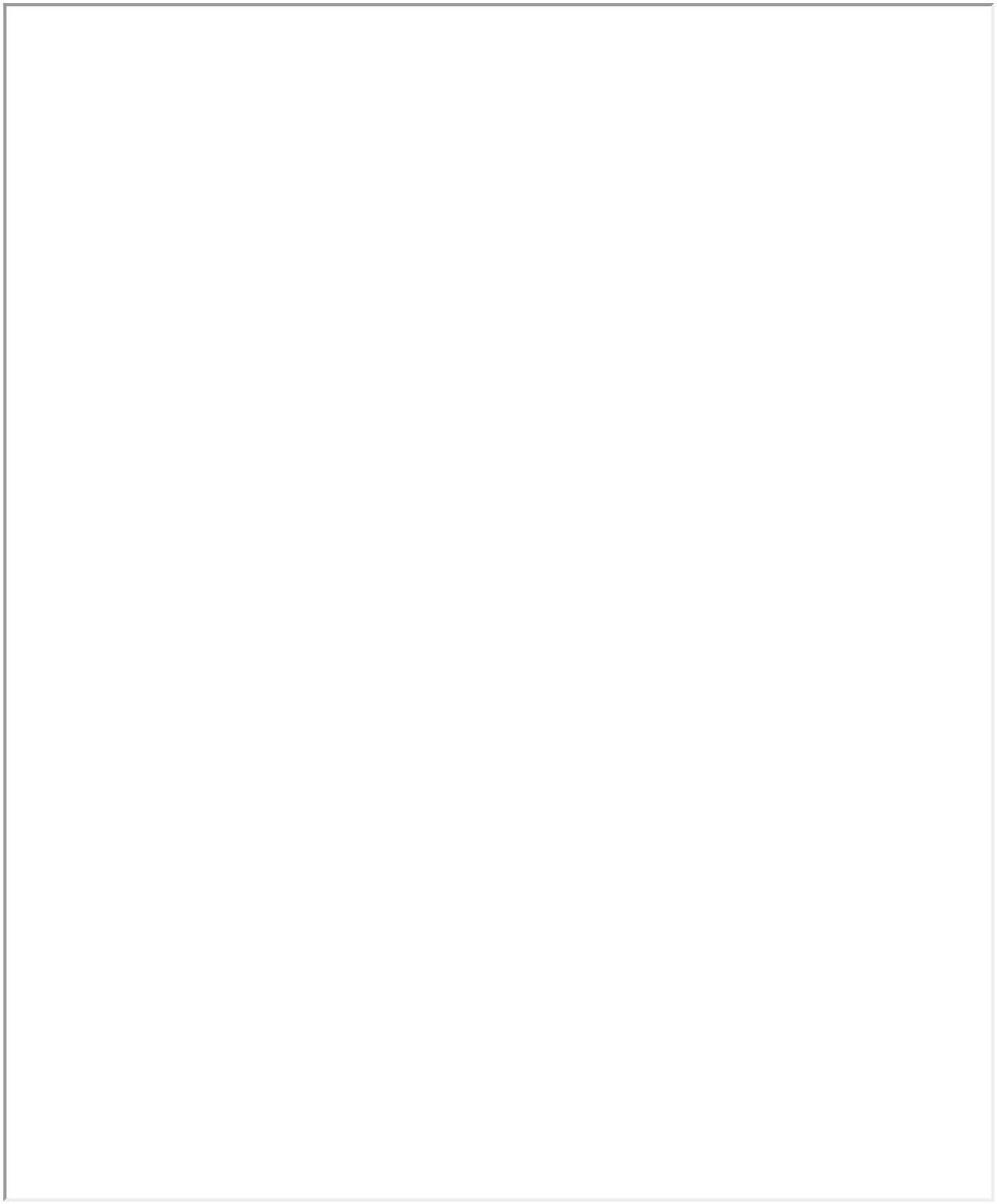
Authors: Michel Bauwens and Vasilis Niaros
P2P Foundation
Published on: March 2017 **in** ETUI Policy Brief

Why did we select this policy brief?

This policy brief addresses the challenges and opportunities caused by the emergence of peer production (including commons-based peer production as well as platforms such as Uber or AirBnB) for the labour movement and workers in this evolving econom. This is a vital subject for policy makers as this emergence is accompanied by many negative social and environmental externalities and important potential advantages, such as a greater opportunity to choose meaningful and autonomous work, as well as other ecological benefits.

Key insights

- It is vital that the labour movement and trade unions demand strong regulatory safeguards.
- Positive responses that have been emerging include the creation of generative entrepreneurial coalitions, platform cooperatives and labour mutuals.
- This policy brief recommends approaches that support a new cohort of autonomous workers and consider them as an integral part of the existing labour and union movements.
- A productive model that combines global open design communities with distributed manufacturing should be explored as a potential framework for local re-industrialisation and the creation of a substantial amount of blue-collar jobs.



Reference

Bauwens, M., & Niaros, V. (2017). The Emergence of Peer Production: Challenges and Opportunities for Labour and Unions. Retrieved from: http://www.p2plab.gr/en/wp-content/uploads/2017/03/Labour-and-Unions.pdf

Coworking in the city

Last Modified on 06/09/2017 9:38 am CEST

Author: Janet Merkel
Published in: November 2015 **in** Ephemera Journal: Theory and Politics in Organisation

Why we select this research:

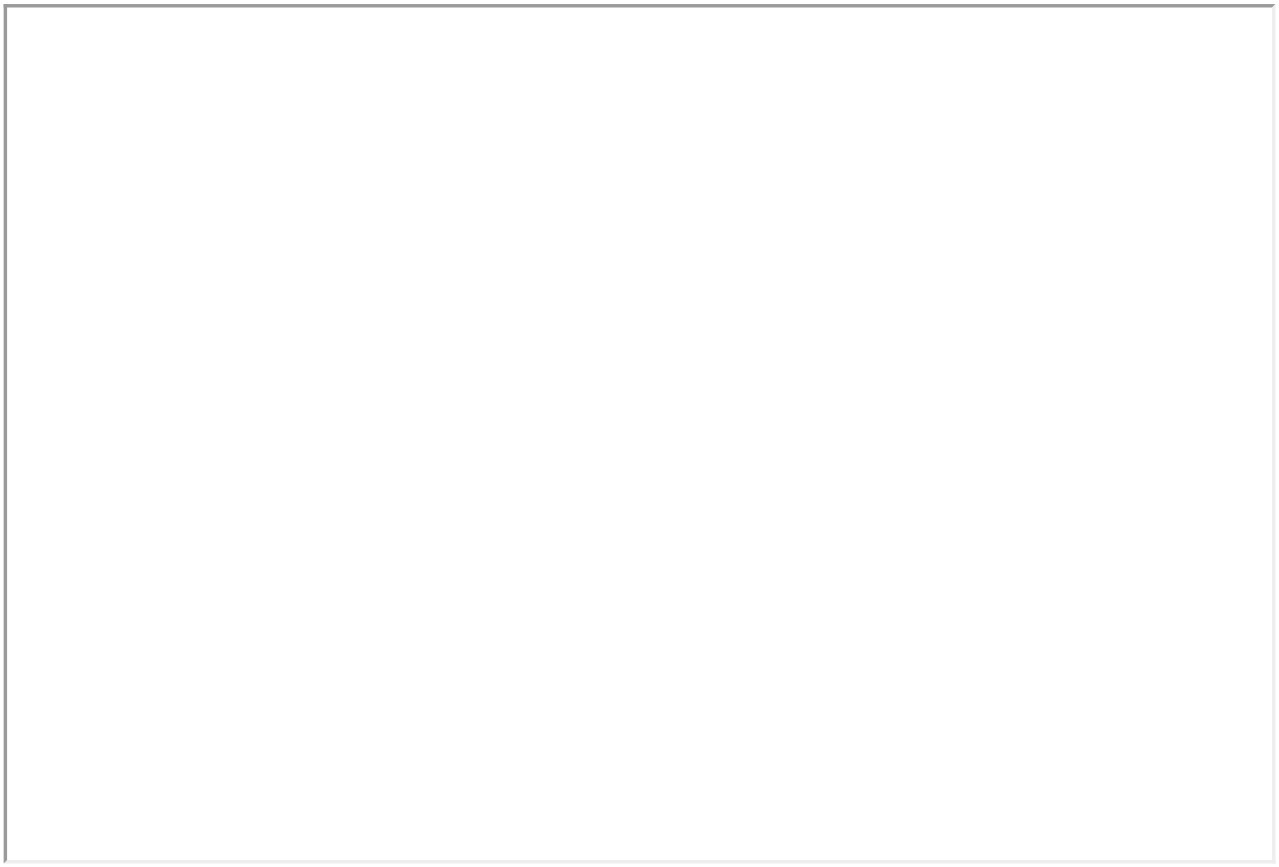
The content of this paper contains information collected through 25 semi-structured interviews with coworking hosts in Berlin, London, and New York. The research provides insights into the coworking phenomenon from the host's perspective in three major cities which could help you understand how social structure is evolving from coworking community.

Key findings

The practice of coworking can be performed in unique physical settings that is not limited to shared office space. Since empirical research shows that co-workers often work individually together without much interaction, coworking hosts play an important role in translating values of coworking space and in facilitating teamwork. Indirectly, hosts are also responsible for shaping cultural dynamic of a city by building community around co-workers and provide them with financial flexibility.

This way, unfamiliar physical territory transforms coworking into a new type of sociomaterial infrastructure for cities. Therefore, coworking becomes a new challenge for policymakers in order to deal with emerging social practice (i.e. labour organisation) in contemporary form of urbanism.

- 58% of co-workers used to work at home before they joined a coworking space.
- 84% of co-workers joined coworking space for the opportunity to interact and communicate
- Social interaction (84%), random encounters and opportunities (82%), and sharing of information and knowledge (77%), are the most attractive features of coworking space.



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Merkel, J. (2015) Coworking in the city. Ephemera, 15(2), pp. 121-139. Retrieved from: http://search.proquest.com.proxy.library.uu.nl/openview/c2c53aa22159771909baa7070741263a/1?pq-origsite=gscholar&cbl=1806338

Crowdfunding in Europe: Determinants of Platform Creation Across Countries

Last Modified on 15/02/2019 9:46 am CET

Authors: Gary Dushnitsky, Massimiliano Guerini, Evila Piva, Cristina Rossi-Lamastra
University of California, Berkeley
Published on: January 2016 **in** California Management Review

Why we select this research?

While the crowdfunding phenomenon has attracted considerable practitioner and scholarly attention, existing research predominantly reflects a U.S.-centric perspective. This research examines crowdfunding platform creation in 15 European countries.

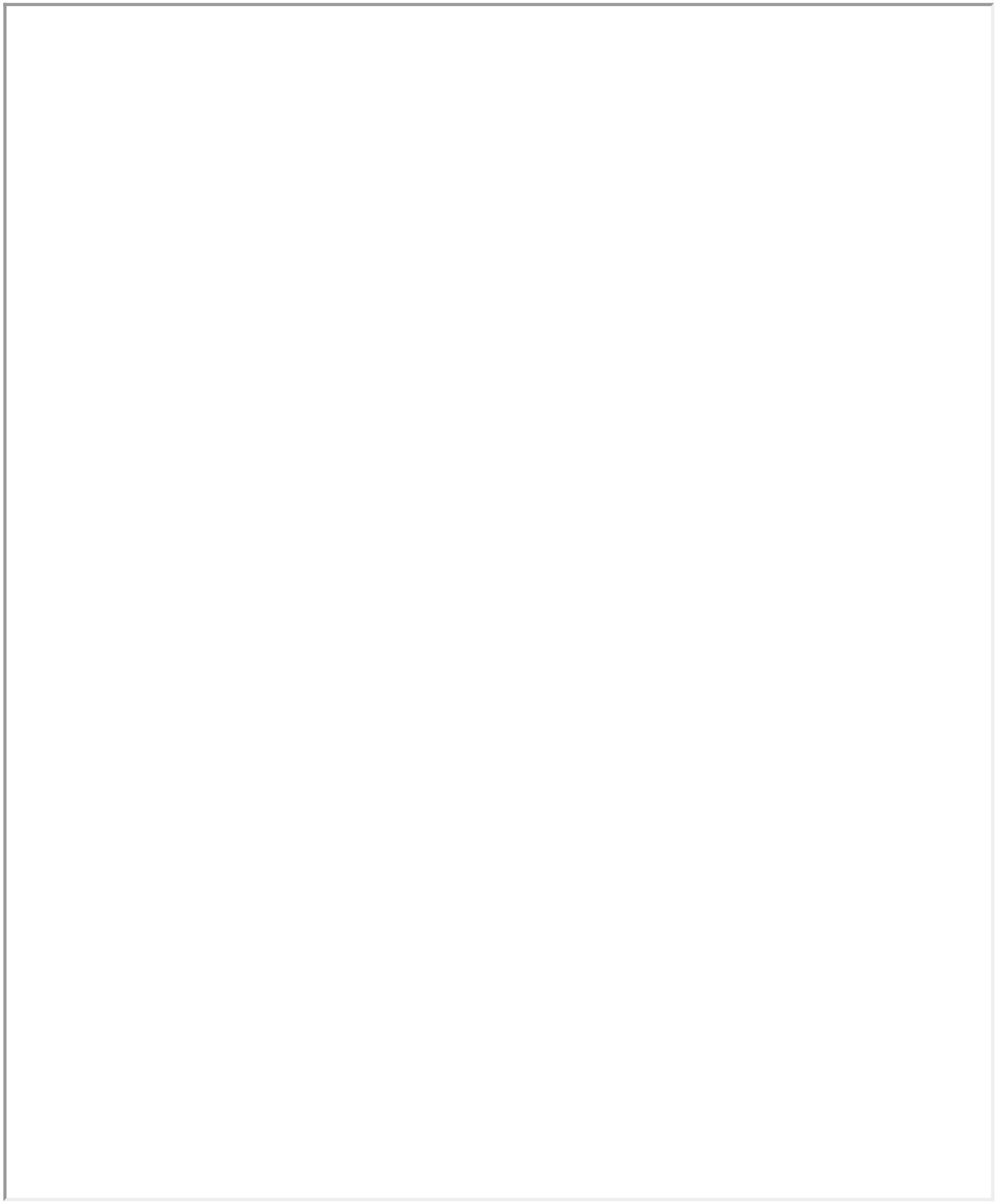
Key findings

Despite the omnipresent reach of the internet, national boundaries shape the evolution of the European crowdfunding industry. Specifically, crowdfunding platform creation varies across countries and distinct national patterns emerge for crowdfunding activity in general. Moreover, econometric analyses suggest that country level factors influence platform creation in European countries, with interesting variations across four crowdfunding models: Donation, Reward, Lending, and Equity.

- Europe's 24 national boundaries play a significant role in shaping the creation of crowdfunding platforms.
- Crowdfunding is associated not only with economic and entrepreneurial activity, but also with the existence of supportive legal environments as well as certain culture traits.
- There are significant differences in the creation of platforms across the four dominant crowdfunding models. For instance, Lending platforms are sensitive to the level of competition in their segment as well as to certain

cultural and legal traits.

- Contrary to the assumption that crowdfunding is driven solely by startups, this study reveals the important role of incumbent organizations, one that may increase as the crowdfunding industry continues to grow and mature.



Reference

Dushnitsky, G., Guerini, M., Piva, E., & Rossi-Lamastra, C. (2016). Crowdfunding in Europe: determinants of platform creation across countries. *California management review*, *58* (2), 44-71.

Sharing Risks, Sharing Rewards: Who Should Bear the Risk in the Sharing Economy?

Last Modified on 14/05/2018 9:51 pm CEST

Date published: 10 April 2018
Research commissioned by: Lloyd's London

Why did we select this research?

Traditional insurance, mostly centered around commercial and personal products, is now evolving to meet needs of disruptive business models and responding to changes in the way assets and services are being consumed. The sharing economy has resulted in multi-party relationships between consumer, provider, and platform, blurring the line between who is liable for assets, both tangible and intangible.

Lloyd's surveyed 5000 consumers from the U.S.A., U.K., and China, in addition to representatives from 30 sharing platforms on their perception and management of risks related to the sharing economy. The greatest threats relating to the sharing economy are intangible, especially trust and reputation

Key findings

Chinese consumers engage most with the sharing economy, both as consumers and providers of products and services, likely as a result of perception of lower risks. Americans reported lowest engagement and more risk: 49% have never used a sharing economy product or service.

Consumers expect to be protected when they use or share services

97% consumers believe sharing platforms provide protection for users/providers
28% actually check if sharing platforms have insurance

Consumers consider the platform as the service provider and expect them to take responsibility, 53% believe the platform should be offering protection

Sizeable untapped market and insurance is a potential driver of growth

16% consumers have shared a product/service via sharing economy platforms
70% of those who don't share would be more likely to **if they knew they were protected**

Insurance is a potential driver for growth

Insurance is the key DRIVER of consumer confidence and trust, which would lead to growth within sharing platforms.

78% providers say would get more customers with insurance

Top Risk Concerns of Consumers

1. Personal safety
2. Quality of service
3. Damage to assets
4. Theft
5. Lack of sufficient safeguards

Top Risk Concerns of Asset Providers

1. Theft or damage to assets
2. Agreements falling through more easily
3. Potential liability for customers
4. Employment status and protections

Risks for platform providers are predominantly regulatory as most existing regulations predate the sharing economy, which can create uncertainty. Flexible and responsive regulations that can match the pace of technological innovation. Furthermore, assets in sharing economy are often intangible and fragmented in ownership and usage, insurance providers, users, and regulators need to come to a consensus regarding who is responsible.

Reference

Retrieved from: https://www.lloyds.com/news-and-risk-insight/risk-reports/library/technology/sharing-risks-sharing-rewards

Cities are Crowdfunding More, But is it Fair to Ask the People to Pay?

Last Modified on 15/05/2018 10:51 am CEST

Authors: Anoush Darabi
Date published: 8 May 2018

Why did we select this research?

The article looks at whether citizens, who already pay taxes, contribute to civic development over crowdfunding platforms are paying for what governments should be financing.

Key findings

Initiatives on crowdfunding platforms that are focused on civic oriented activity are not a replacement for city-funded projects. Instead, they provide an opportunity for communities to engage in developing their urban spaces and for governments to increase the impact of public investment. Public revenue is in a state of decline, leading to more city officials to focus on big infrastructure projects over smaller civic initiatives, crowdfunding may guide government spending towards investing in projects that would typically not receive funding. Cities are using crowdfunding to increase the impact of public investment and make use of both donation based and investment based crowdfunding platforms.

Reference

Retrieved from: https://apolitical.co/solution_article/cities-are-crowdfunding-more-but-is-it-fair-to-ask-the-people-to-pay/.

The rise of the “just-in-time workforce”: On-demand work, crowd work and labour protection in the “gig-economy”

Last Modified on 06/09/2017 10:37 am CEST

Author: Valerio De Stefano
Bocconi University, Milan, Italy
Published on: October 28, 2015 **in** Comparative Labour Law & Policy Journal

Why did we select this research?

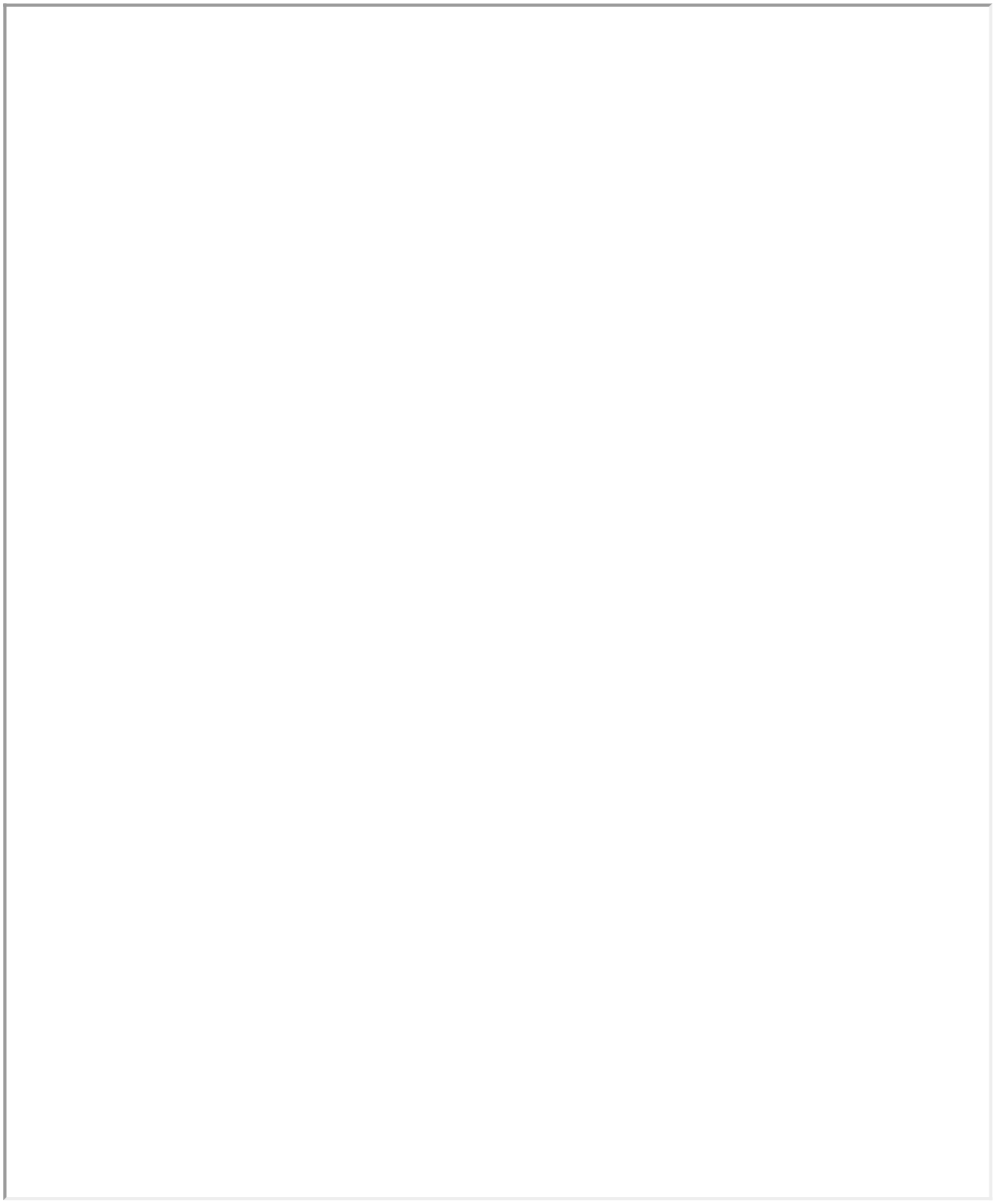
The challenges the gig-economy poses to the world of work are enormous: simplistic and hastened responses aimed at deregulation and shrinking workers’ protection must be avoided if opportunities stemming from the gig-economy and future technology-enabled developments in the economy are to be seized for everyone. This study is highly relevant as it discusses the implications of activities in the gig-economy and some policy proposals are critically analysed.

Key findings

The study argues that while the gig-economy provides a number of benefits, including good matching of job opportunities and flexible working schedules, it is also leading to a severe commodification of work. The implication of this, De Stefano explains, is that gig-economy workers experience heightened difficulty in acceding to Fundamental Principles and Rights at Work, as defined by the International Labour Organisation. The author then investigates the specific issues concerning misclassification of employment relationships that surround the gig-economy, while also critically reviewing the proposal of introducing a new category of workers between ’employees’ and ‘independent contractors’.

De Stefano suggest that a new category of employment would not solve most of the labour issues related to the gig-economy, and would indeed increase complexity and uncertainty for businesses and workers in this sector. Instead the author proposes a series of policy changes, including stronger advocacy for gig

work to be fully recognised as work, measures to allow for portability of workers good ratings from one platform to another, and some universal protections regardless of employment status.



Reference

De Stefano, V. (2015). The rise of the 'just-in-time workforce': On-demand work,

crowd work and labour protection in the'gig-economy'.

VIDEO: How Member Activity Patterns on Crowdsourcing Platforms Develop Over Time

Last Modified on 03/06/2018 6:50 pm CEST

Why did we select this video?

Mark Boons explains how users interact with crowdsourcing platforms and the role of a user on the crowdsourcing platforms. He explores whether every user is equally valuable in their contributions and if this is consistent over time, in addition to other aspects of crowd logic.

The rise of coworking space: A literature review

Last Modified on 05/09/2017 6:33 pm CEST

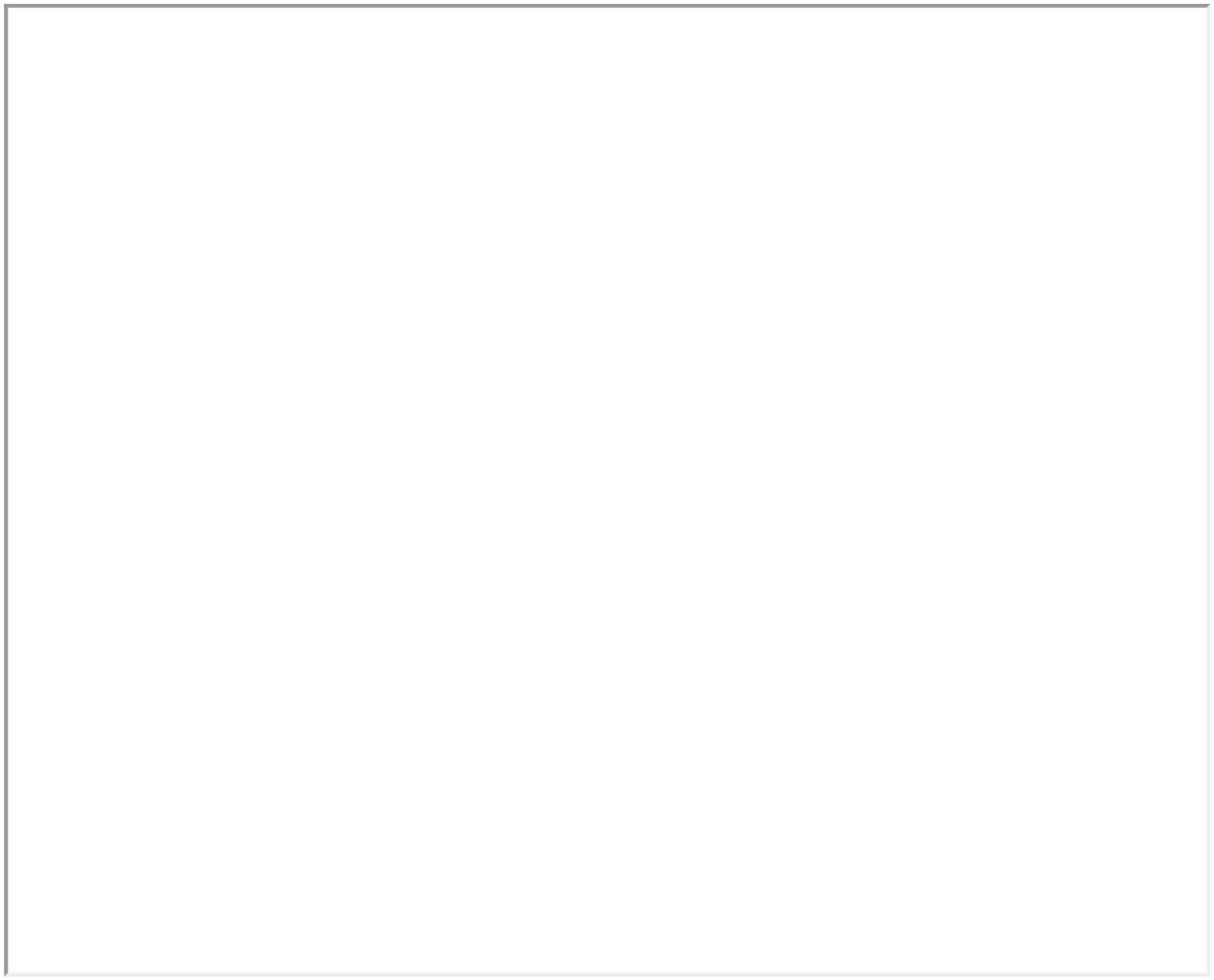
Author: Alessandro Gandini
Published on: October 2015 **in** Ephemera Journal: Theory and Politics in Organisation

Why we select this article?

Coworking space is an important element of the expansion of creative industry which is the driving force for a city's economic development. Up to date, there are very few academic researches that focus entirely on investigating the topic of space sharing and coworking space in particular. The author gives critical reflection on the phenomena, predicts its future direction and directly answers why each individual prefer coworking space over traditional offices.

Key findings:

Unlike traditional organisation, coworking motivates skill enhancement, trust building, and better communication between knowledge workers by decreasing competitive framework and increase opportunity for collaborative practice in the workplace. Freelancers and entrepreneurs find coworking highly beneficial and convenient for their networking activities. Although, this may not lead to securing the stability of their income, coworking presents boarder transformation in the world of knowledge economy based on the socialisation of value production.



Reference

Gandini, Alessandro (2015) *The rise of coworking spaces: a literature review.* Ephemera : Theory and Politics in Organization, 15 (1). pp. 193-205. ISSN 2052-1499

User Behavior in Crowdfunding Platforms – Exploratory Evidence from Switzerland

Last Modified on 12/06/2018 4:39 pm CEST

Authors: Michael Beier and Kerstin Wagner
Date published: January 2016

Why did we select this research?

Crowdfunding is becoming more commonplace, but understanding of user behaviour (of both project initiators and backers) remains fairly limited. Through an investigation of nearly 500 projects and more than 10,400 donations on Switzerland's most popular crowdfunding platform, this study by Beier and Wagner aims to shed light.

The results show that the first days of a campaign are crucial. Moreover, the early interaction patterns on the project page initialize developments like herding effects for the remaining campaign duration. The study also shows how project initiators can adapt to backer behavior to increase their funding chances.

Key findings

- Successful projects generate a significant share of their intended funding goal just in the first days of a campaign.
- Average amount of donations tends to increase over the course of a campaign, as backer numbers decline during the same period.
- Projects that miss their funding goal, do so by a large margin. 62% of the unsuccessful projects achieve less than five percent of the funding goal at the end of the campaign. In contrast, there are very few unsuccessful projects (2%) that finally reach more than 50% of their funding goal.
- Successful crowdfunding campaigns started on Monday or Tuesday tend to develop much better in the first ten days than the other successful campaigns. Successful projects started on these days achieve more than 40% of the funding goal on average. However, additional conditions for successful campaigns have to be fulfilled, otherwise the effect does not hold.

Reference

Beier, M., & Wagner, K. (2016, January). User Behavior in Crowdfunding Platforms--Exploratory Evidence from Switzerland. In System Sciences (HICSS), 2016 49th Hawaii International Conference on (pp. 3584-3593). IEEE. Retrieved from: https://www.researchgate.net/publication/294581447_User_Behavior_in_Crowdfunding_Platforms_-_Exploratory_Evidence_from_Switzerland

Creating communities of innovation

Last Modified on 19/09/2017 3:05 pm CEST

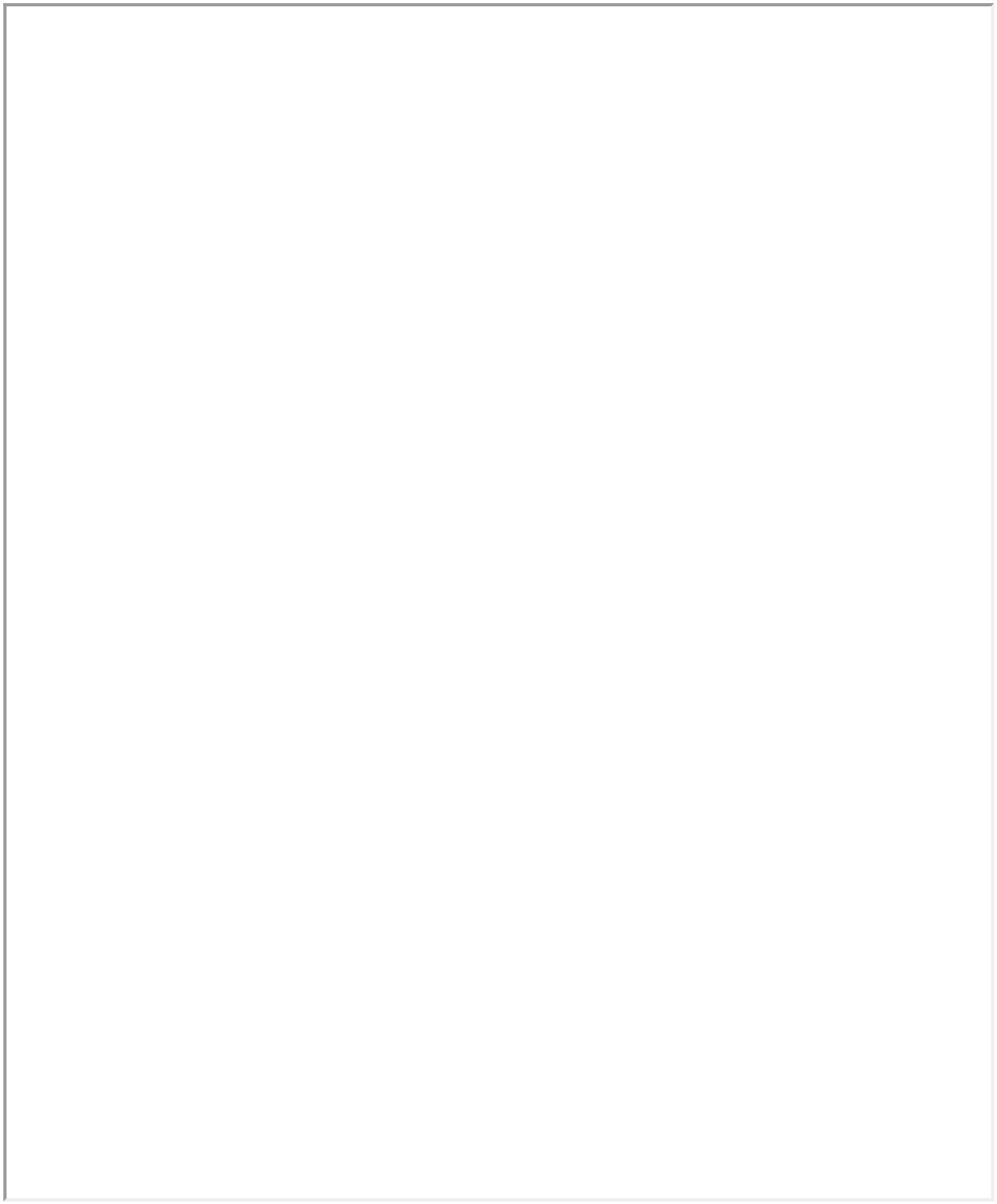
Authors: Vareska van de Vrande and Michiel Tempelaar
Rotterdam School of Management, Erasmus University.
Year: 2016

Why did we select this research?

The report presents the results of a large-scale survey among the users of Seats2meet (S2M), a provider of co-working spaces in the Netherlands. The study investigates the potentials of co-working spaces to act as communities for innovation.

Key findings:

According to the results from this study performed by researchers from Erasmus University coworking leads to positive outcomes for the workspace users. Coworking contributes to improving current products and services (34%), expanding customer networks (30%) and the development of business skills (38%). Additionally, working at Seats2meet can also help in finding a job or a temporary assignment, as indicated by 16% of the respondents. These outcomes show that the value of a co-working space go beyond providing a suitable place to work.



Reference

Vrande, van de V. & Tempelaar, M. (2016). Creating communities of innovation. Erasmus University.

Crowdfunding, a New Tool for Territorial Policies for Sustainable Development?

Last Modified on 18/06/2018 3:42 pm CEST

Authors: Laura Brimont
Date published: June 2017

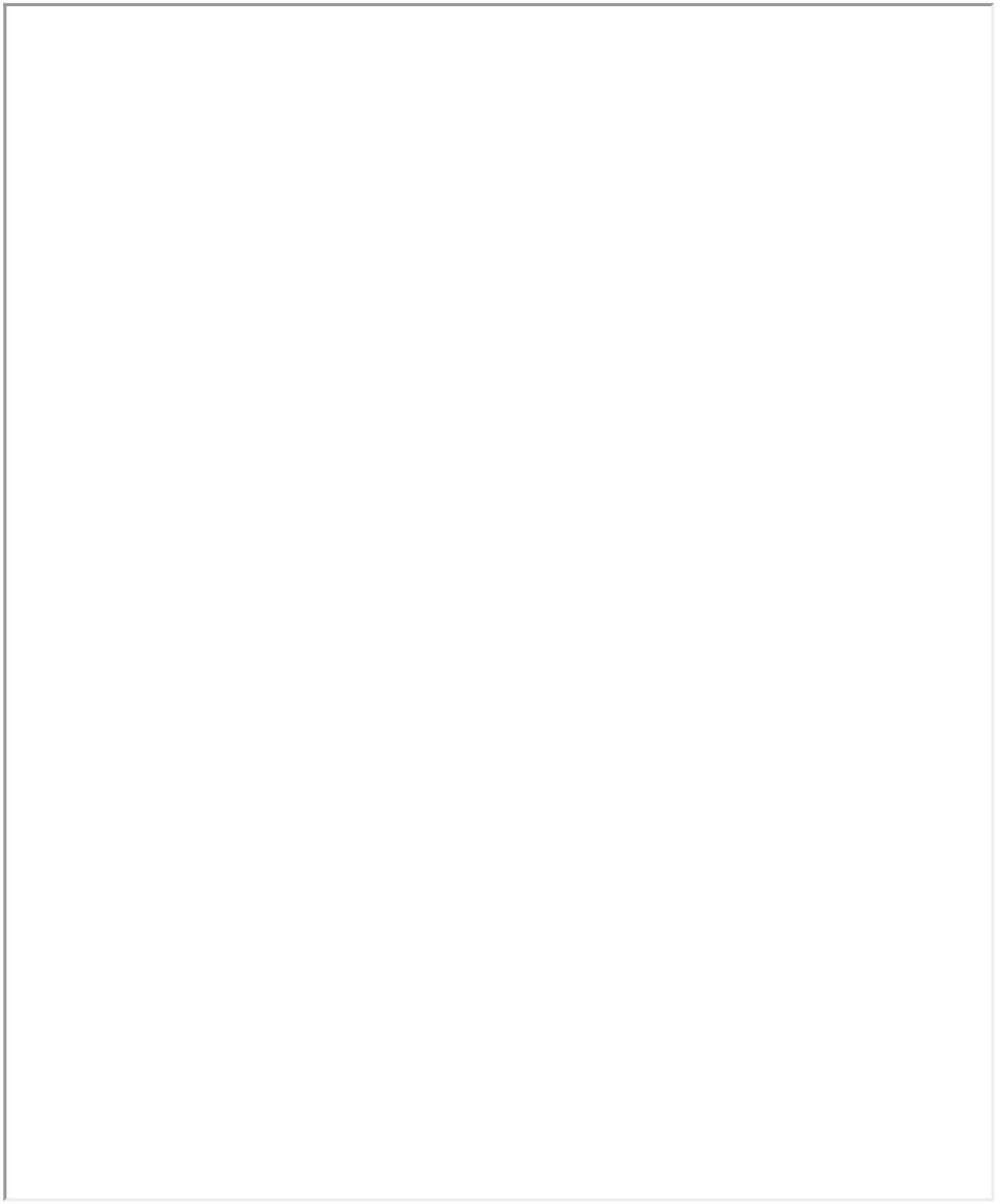
Why did we select this research?

This Issue Brief explores the uses of crowdfunding by local authorities and analyzes how it can be useful for territorial policies for sustainable development. Whether it is a tool for territorial animation or to finance projects carried by the community, crowdfunding is more than a financing tool: it is also a tool for territorial communication and citizen participation. By showing its relevance for sustainable development policies, this brief also provides ways to strengthen its potential.

Key findings

- Local authorities use crowdfunding to support projects led by other actors, but also to finance their own projects. The first use mainly concerns crowdfunding as a gift, while the second can also be crowdfunding on loan or investment.
- In both cases, crowdfunding is more than a financing tool: it is also a tool for territorial animation and communication (use 1) and mobilization of local actors and citizens around iconic projects supported by the community (use 2).
- Sustainable development is a relevant sector to use crowdfunding: the values it carries are an asset for a successful collection, which in turn helps to raise awareness and involve citizens. Thus, the first initiatives to use crowdfunding in loans for community projects concern the ecological transition.
- Crowfunding, however, is not a magic wand: it produces eviction effects, and does not necessarily allow citizens to contribute to the construction of projects, especially if citizens are not associated with governance (which,

certain forms of crowdfunding). As part of a political process seeking to strengthen local democracy and inclusion, it could be hybridized with other digital citizen participation tools, such as crowdsourcing or the participatory budget.



Reference

Retrieved from:
https://www.iddri.org/sites/default/files/import/publications/ib0317_26juin.pdf

Circular Advantage. Innovative Business Models and Technologies to Create Value in a World without Limits to Growth

Last Modified on 20/06/2019 11:48 am CEST

Author: Accenture

Date of publish: 2014

Why did we select this research?

The current “linear” approach to satisfying demand (built on the principles of ‘take, make, waste’) has been proving to be incompatible with sustainability. Together with an increasing aware society, the models of both production and consumption need to change. For businesses, this leads to one inescapable conclusion: Continued dependence on scarce natural resources for growth exposes a company’s tangible and intangible value to serious risks. The circular economy appears to be the much looked for answer.

Key findings:

- Key importance of finding the opportunities for adopting circular economy approaches in each business value chain, and what can be done to shape each company’s journey in a positive (sustainable) way.
- Identify how can circular business models help rethink how to deliver each company's value.
- Indentify the technology trends (science, engineering and digital) that really matter to each business when it comes to circular economy and what is their potential to disrupt the value chain.
- To develop a proactive strategy (built on a clear understanding of the motivation to leave behind the linear model and underpinned by the business models, technologies and capabilities critical to success) companies can create superior value and capture advantage (Circular Advantage).

Reference:

Accenture strategy, *Circular Advantage. Innovative Business Models and Technologies to Create Value in a World without Limits to Growth,* 2014

Link:

[https://www.accenture.com/t20150523T053139__w__/us-en/_acnmedia/Accenture/Conversion-Assets/DotCom/Documents/Global/PDF/Strategy_6/Accenture-Circular-Advantage-Innovative-Business-Models-Technologies-Value-Growth.pdf]

Makerspaces and Contributions to Entrepreneurship

Last Modified on 19/07/2018 11:29 am CEST

Author: Eric Joseph van Holm
Date published: 26 July 2015
Research commissioned by: Georgia State University and Georgia Institute of Technology

Why did we select this research?

Entrepreneurship is essential to the growth and dynamism of countries and regions, forcing policy makers to search for levers to generate new firms within their municipalities. This paper studies the rising of maker movements (democratization of access to and information on using too), which became a predominant lifestyle with implications for public concern. The research explores makerspaces and how they theoretically contribute to business generation and sustainment.

Key findings

Each makerspace (defined as a place in which people with shared interests, especially in computing or technology, can gather to work on projects while sharing ideas, equipment, and knowlede) is unique and how it contributes to its local community is shaped by its founders and members. Some makerspaces have a more entrepreneurial focus and offer services similar to incubators or co-working spaces with the additional benefit of onsite tools. Alternatively, others spaces emphasize the open access of tools and applying new learned skills to community projects. Many spaces fall between those two extremes. Others lie somewhere off that spectrum as well.

The challenge of all of these spaces clustering under common names is identifying a specific organization's purpose. In the future, there may be a need for greater refinement in the names used to identify whether a space caters to entrepreneurs

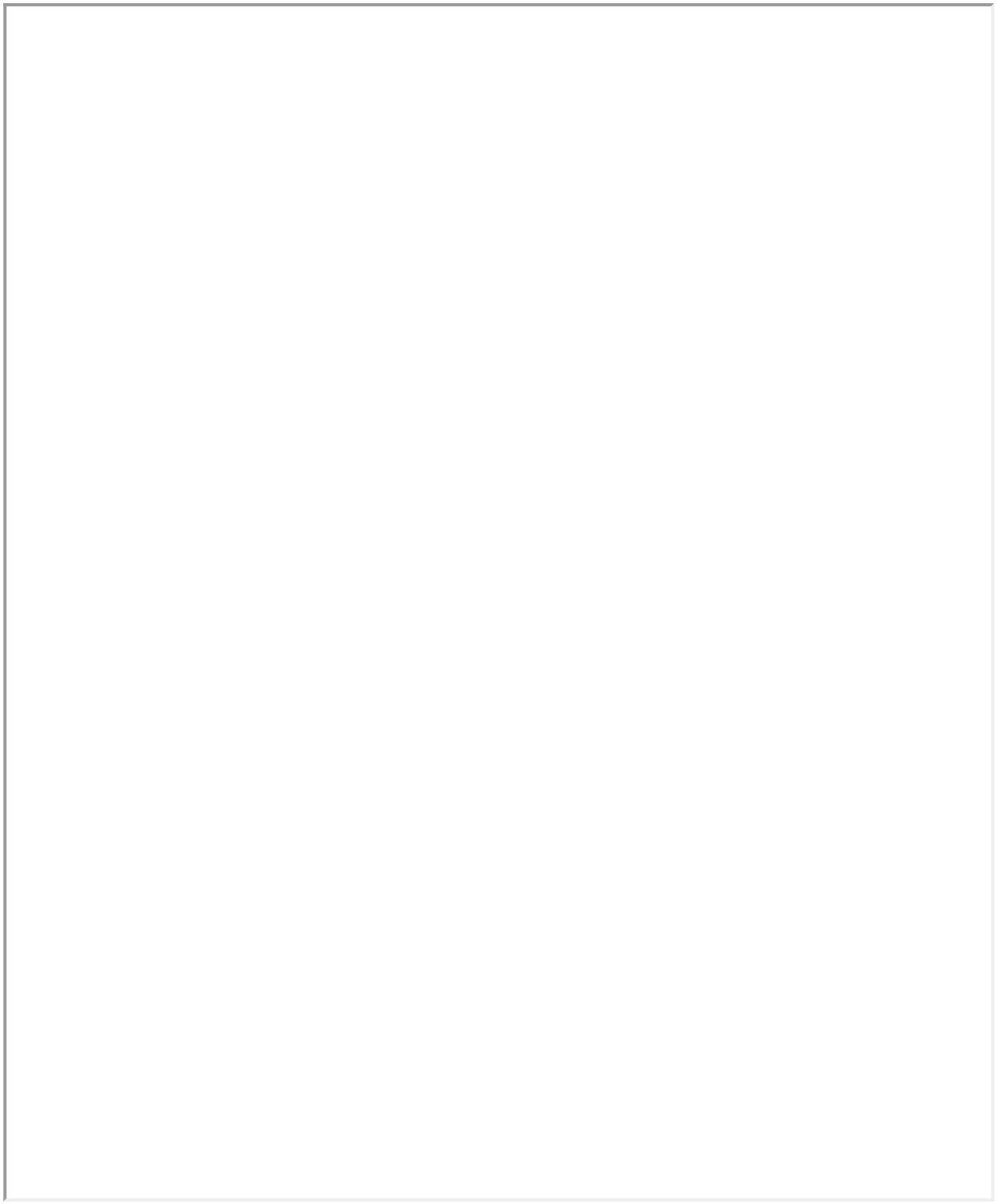
(perhaps IncuMaker), versus a traditional makerspace that caters to the public. The makerspaces contributions, according to the research, are said to be:

- generating entrepreneurs,

- creative environment, as makerspaces provide a flexible, creative environment to aid innovation and provide support as members transform products from idea to reality,

- prototyping, as makerspaces allows members to find design issues early through the active development of the product as its first users and make adjustments accordingly.

Contributing to entrepreneurship may not even be the primary impact of makerspaces, which also have the potential to contribute to community development, education, and sustainability. In the United states makerspaces are focused towards gender issues and the environment, while spaces opening in refugee camps likely have very different concerns. The strength of the maker movement exists in its openness and flexibility; its influence in all these areas is deserving of thorough theorization and study as well.



References

Van Holm, E. J. (2015). Makerspaces and contributions to entrepreneurship. *Procedia-Social and Behavioral Sciences*, *195*, 24-31. https://www.sciencedirect.com/science/article/pii/S1877042815036460.

Platform Cooperativism

Last Modified on 12/06/2018 6:27 pm CEST

Authors: Trebor Scholz
Date published: January 2016

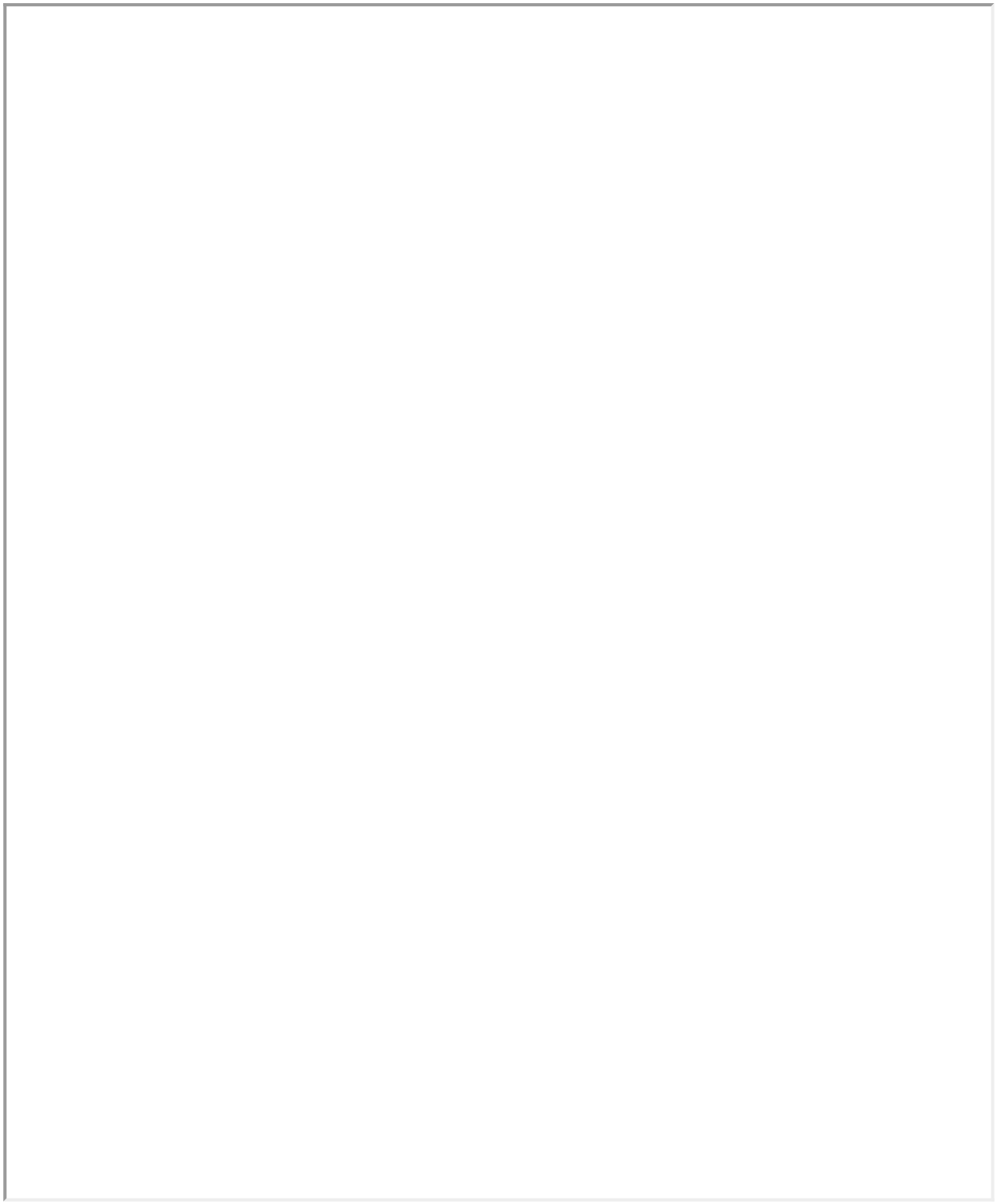
Why did we select this research?

Sharing economy platforms are frequently maligned for their tenuous relationship with 'employees'. In this article, Trebor Scholz explores the emerging ideas and challenges behind platform cooperativism, an approach to building a fairer, more worker-friendly sharing economy.

Key findings

Platform Cooperativism is a relatively new idea, borne out of the traditional worker co-operative model, and updated to address issues posed by the digital age. Scholz defines Platform Cooperatives as businesses that "clone the technological heart" of firms such as Uber, Task Rabbit or Airbnb, but are owned and operated by unions, cities, worker-owned co-ops or other forms of cooperatives. In this way, they aim to distribute benefits more broadly than today's mainstream sharing economy platforms.

Scholz provides examples of existing platform cooperatives and draws on these as well as an imagined ideal to describe 10 principles of platform cooperativsim, including ownership, decent pay, transparency and data portability, and co-determined work. The author also explores how challenges, such as efficient self-organization and management of workers or intense competition from established multinationals, pose risks to uptake and sustainability of platform cooperatives.



Reference

Scholz, T. (2016). Platform cooperativism. Challenging the corporate sharing economy. New York, NY: Rosa Luxemburg Foundation. Retrieved from: http://www.rosalux-nyc.org/wp-content/files_mf/scholz_platformcoop_5.9.2016.pdf

Independent Work: Choice, Necessity, and the Gig Economy

Last Modified on 12/06/2018 7:07 pm CEST

Authors: James Manyika, Susan Lund, Jacques Bughi, Brussels Kelsey Robinson, Jan Mischke, Deepa Mahajan
Date published: October 2016

Why did we select this research?

To better understand the independent workforce and what motivates the people who participate in it, McKinsey Global Institute surveyed more than 8,000 people across Europe and the US on their income, professional satisfaction, and aspirations for work in the future.

Key findings

The report, Independent work: Choice, necessity, and the gig economy, finds that up to 162 million people in Europe and the United States—or 20% to 30% of the working-age population—engage in some form of independent work. While demographically diverse, independent workers largely fit into four segments: free agents, who actively choose independent work and derive their primary income from it; casual earners, who use independent work for supplemental income and do so by choice; reluctants, who make their primary living from independent work but would prefer traditional jobs; and the financially strapped, who do supplemental independent work out of necessity.

- Digital platforms are transforming independent work, building on the ubiquity of mobile devices, the enormous pools of workers and customers they can reach, and the ability to harness rich real-time information to make more efficient matches. Today these online marketplaces are used by 15 percent of independent workers.
- More than 50% of independent workers in all survey countries are supplemental earners (traditional jobholders who do independent work on

the side). Four in ten supplemental earners derive less than 10 percent of their income from independent work.

- Low-income households are more likely to participate in independent work—and to do so for lack of better alternatives. About half (48 percent) of the earners with less than $25,000 in household income participate in independent work, and 37 percent of them do so out of necessity.
- There is gender parity in independent work – equal shares of men and women (39%) participate in independent work – but men are more likely to be free agents and women are more likely to be supplemental earners.

Reference

Manyika, J., Lund, S., Bughin, J., Robinson, K., Mischke, J., & Mahajan, D. (2016). Independent work: Choice, necessity, and the gig economy. McKinsey & Company. October. Retrieved from: https://www.mckinsey.com/featured-insights/employment-and-growth/independent-work-choice-necessity-and-the-gig-economy

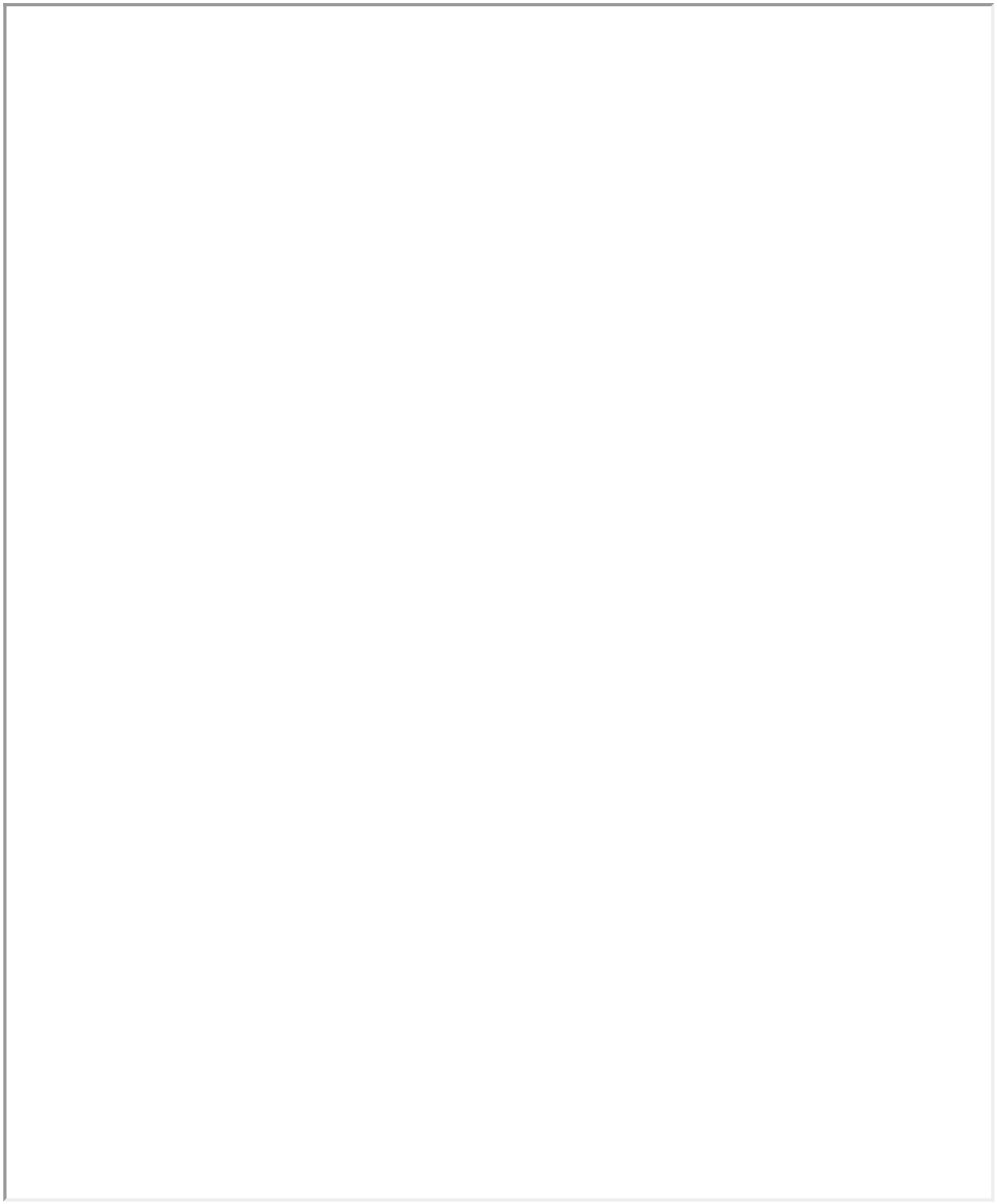
An Analysis of the Labor Market for Uber's Driver-Partners in the United States

Last Modified on 18/06/2018 2:03 pm CEST

Authors: Jonathan Hall and Alan Krueger
Date published: January 2015

Why did we select this research?

This paper from Princeton University provides the first comprehensive analysis of Uber's driver-partners, based on both survey data and anonymized, aggregated administrative data.It explores Uber driver demographics,employment history and motivations for partnering with Uber.



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Hall, J. V., & Krueger, A. B. (2015). An analysis of the labor market for Uber's driver-partners in the United States. ILR Review, 0019793917717222. Retrieved from: http://journals.sagepub.com/doi/abs/10.1177/0019793917717222

World Development Report 2019 - The changing nature of work

Last Modified on 24/10/2018 5:59 pm CEST

Author: The World Bank

Date: 2018

Why did we select this article?

The 2019 World Development Report is unique in its transparency. It studies how the nature of work is changing as a result of advances in technology today. Overall, technology brings opportunity, paving the way to create new jobs, increase productivity, and deliver effective public services. With the rise of digital platforms, technological effects reach more people faster than ever before, and technology is changing the skills that employers seek. Workers need to be better at complex problem-solving, teamwork and adaptability. Because this report has benefited from thousands of comments and ideas from development practitioners, government officials, scholars, and readers from all over the world, it holds an unique value.

Key findings

The Report analyzes the above-mentioned changes and considers how governments can best respond. The overall analysis considers the way work is changing, and how technology is affecting the job market. More in the specific, the following topics are covered:

- The changing nature of firms (new firms and competitive markets)
- Building human capital (why governments should get involved and which measures would help)
- Lifelong learning (tertiary education and adult learning outside the workplace)
- Returns to work
- Strengthening social protection (social assistance & insurance, labor regulation)

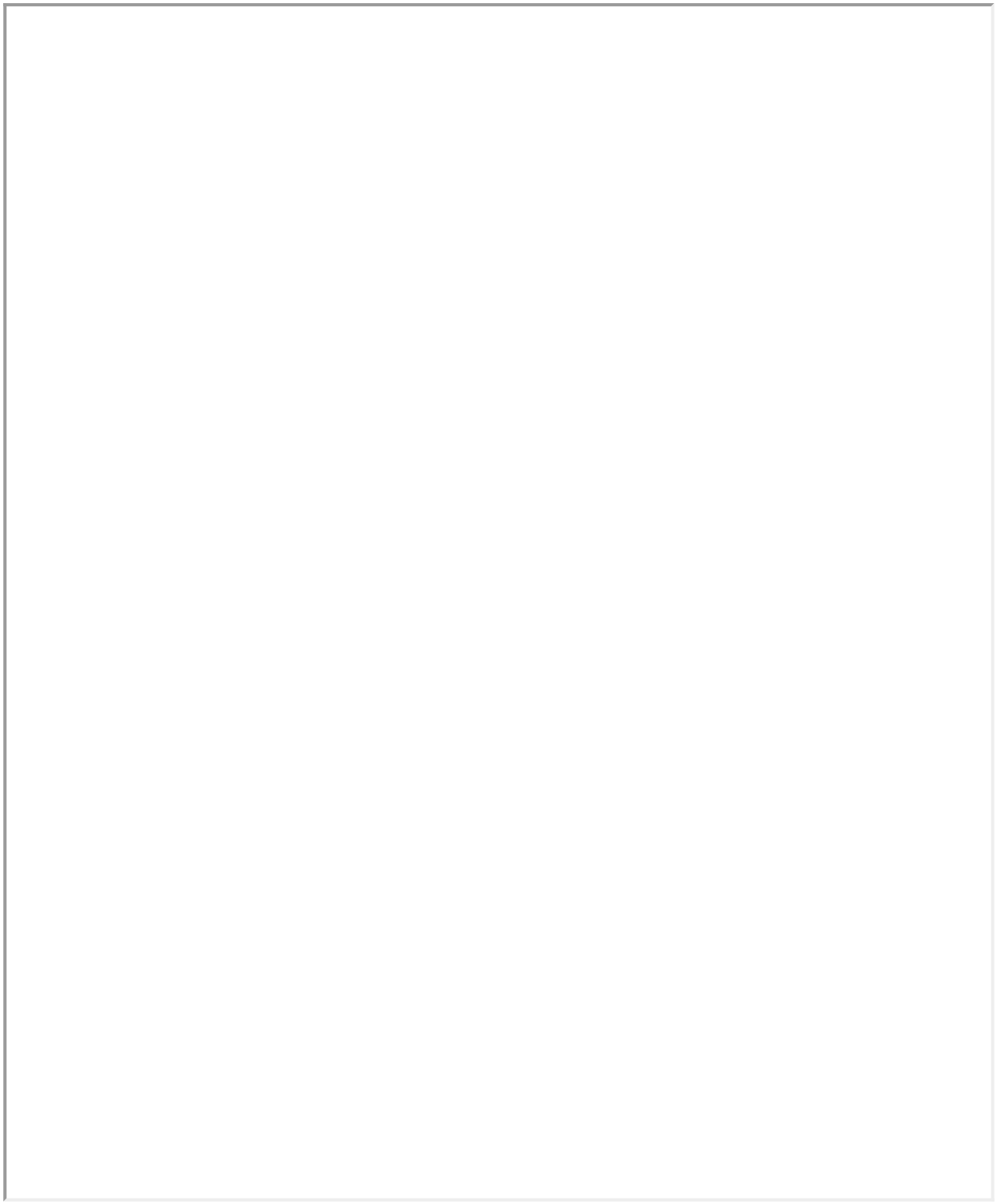
- Ideas for social inclusion (creating a new social contract & financing social inclusion)

The main outcomes of the report:

- Investing in human capital must be a priority for governments in order for workers to build the skills in demand in the labor market.

- In addition, governments need to enhance social protection and extend it to all people in society, irrespective of the terms on which they work.

- To fund these investments in human capital and social protection, the Report offers some suggestions as to how governments can mobilize additional revenues by increasing the tax base



Reference: The World Bank (2018). World Development Report 2019 - The changing nature of work. pp. 1-151, Washington D.C.

Matching the crowd - combining crowdfunding and institutional funding to get great ideas off the ground

Last Modified on 20/06/2019 11:43 am CEST

Authors: Baeck, P., Bone, J. & Mitchell, S.

Date Published: October 2017

Why did we select this research?

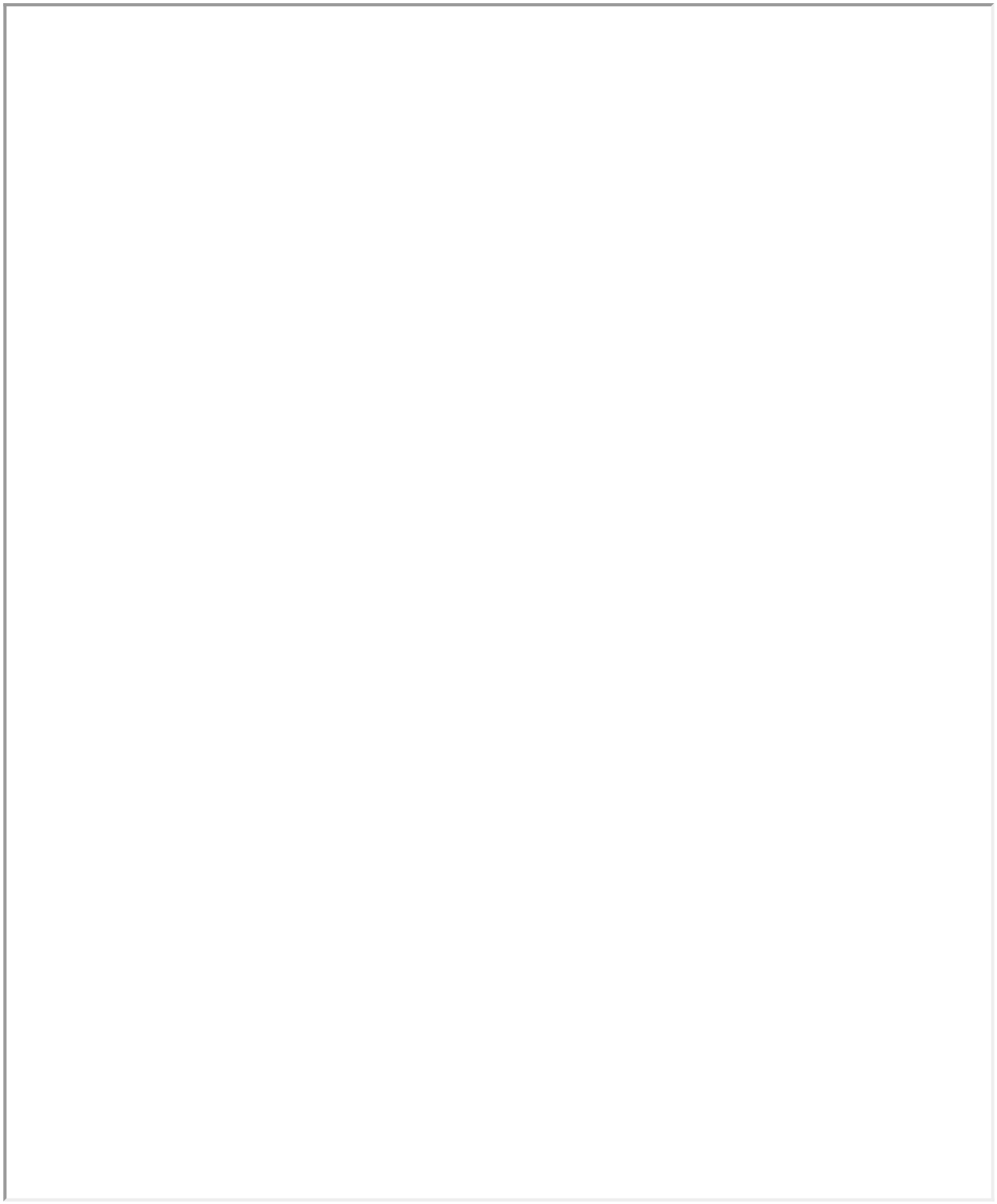
Matched crowdfunding has emerged over the past few years as a new way to leverage support to get ideas and projects off the ground. The rise of matched crowdfunding has spread quickly among crowdfunding platforms, with many dedicating part of their business model to securing these institutional funds to distribute There are now examples of matched crowdfunding being used by a diverse range of funders - including local and national governments, trusts and foundations, businesses with a focus on corporate social responsibility and universities and schools

Key Findings

- Crowdfunding can help arts and heritage projects achieve significant financial and non-financial benefits. Match funding can help increase the uptake of crowdfunding within those sectors.
- The real value in matched crowdfunding is in the opportunity to leverage more than money. 85% of fundraisers reported receiving non-financial contributions such as voluntary work offers and campaign design advice.
- Crowdfunding is often heralded as a tool that can help fundraisers easily attract a global audience. However, as demonstrated in this arts and heritage

pilot, crowdfunding is primarily a way for fundraisers to connect with local people and their money

- Marketing and capacity building are a requirement to increase the uptake of specifically targeted match funds
- While matched crowdfunding attracts a diverse mix of backers it risks being dominated by a few large donors
- Crowdfunding works best as one of a number of tools to fund and develop projects
- While this study showed that matched crowdfunding in general encreases the average size of backer contributions and helps projects reach their fundraising targets, the impact of the bridging versus the top-up matching method was inconclusive



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The promise of the Sharing Economy among Disadvantaged Communities

Last Modified on 20/06/2019 10:41 am CEST

Author: Dillahunt, T. & Malone, A.

Date Published: 2015

Why did we select this research?

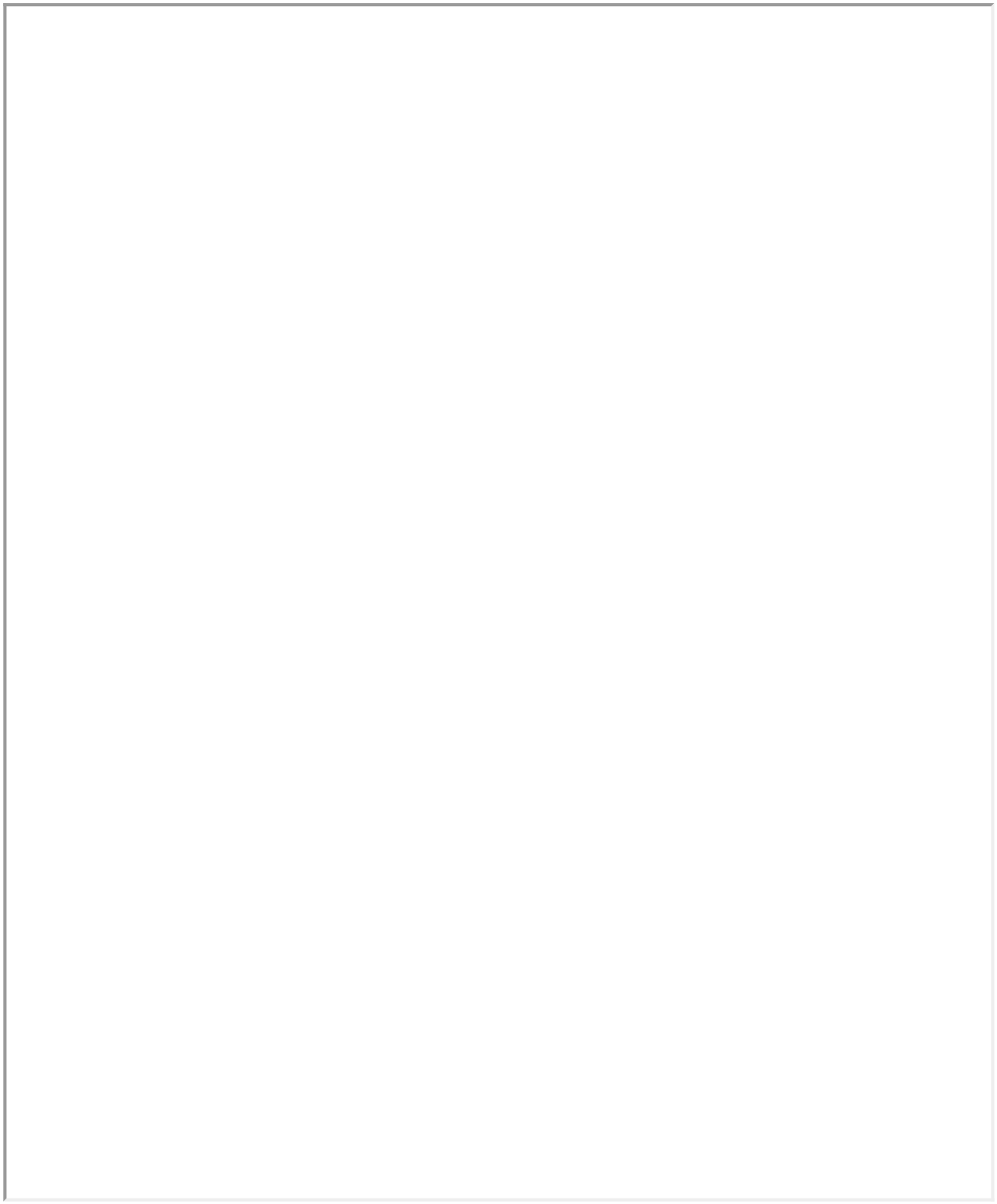
Past research states the importance of networking and having the right connections to find employment. However, in lower-income areas, individuals are often disconnected from outside communities and even experience distrust within their own communities. Considering these disconnections, lack of trust, unemployment, and low-income, the sharing economy could potentially play a positive role in the economic development of disadvantaged communities.

Key Findings

- Promise for potential benefits of the sharing economy in disadvantaged communities. All participants believed that the sharing economy applications could help with employment and/or saving money.
- Participants were aware of sharing economy applications
- Idling capacity or access to spare resources was not identified as a major concern
- A sharing economy is not new to disadvantaged communities, but what is new, is that they have trust in technology to support the sharing economy
- Participants distrusted aspects of the sharing economy related to monetary transactions and to sharing their personal data
- Participants described having more trust if a personal connection referred

them to the application or service

- A need for balanced reciprocity, collective efficacy and income generation for the sharing economy to work best among marginalized communities.
- Individuals in disadvantaged communities requested linking ties to foster economic development. The promotion of vertical associations and a link to financial capital could lead to economic growth.



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Good Work: the taylor review of modern working practices

Last Modified on 20/06/2019 11:42 am CEST

Authors: Taylor, M.

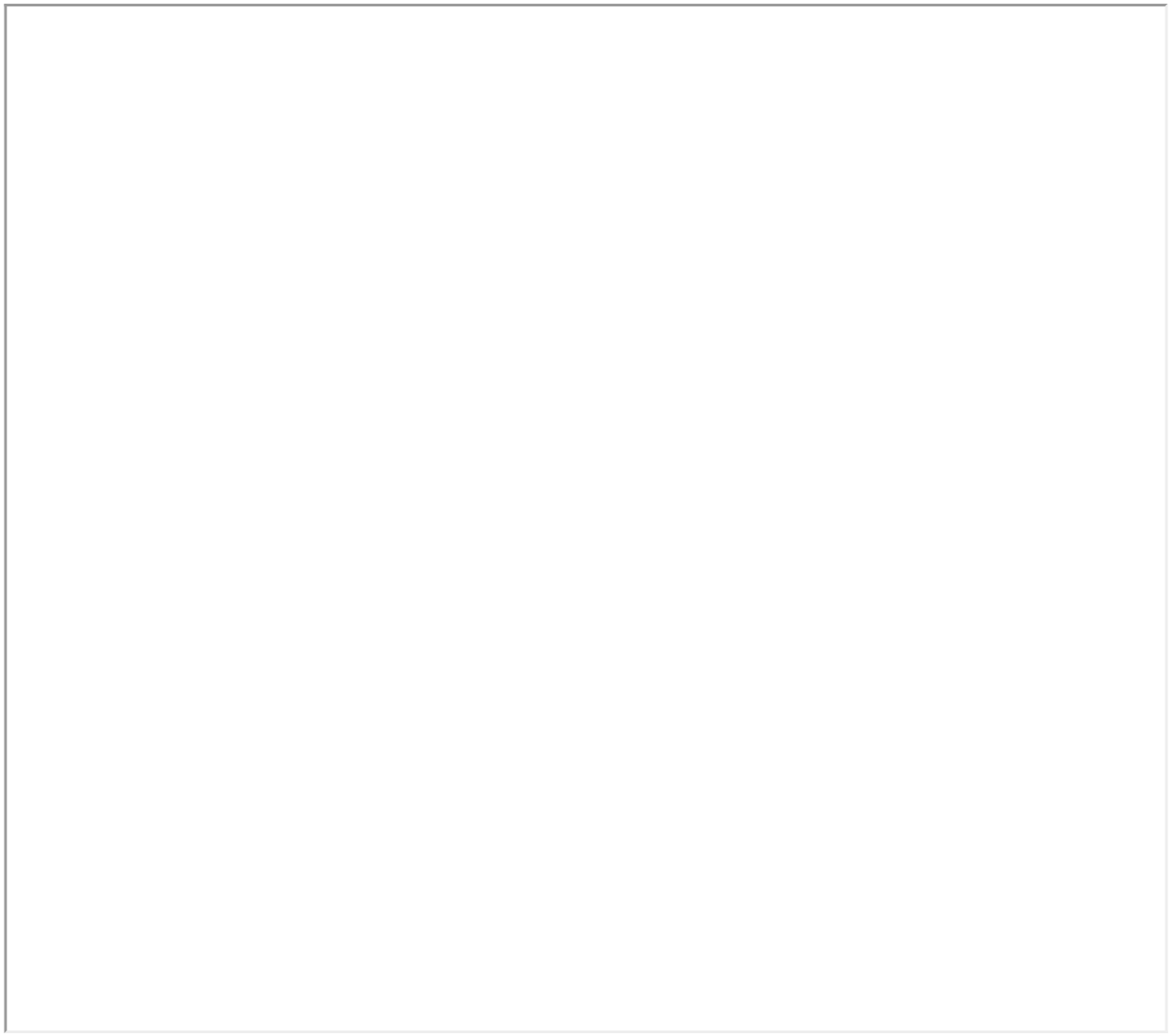
Date Published: July 2017

Why did we select research?

The labor market is changing, self-employment is rising, innovative forms of working are causing questions about established norms and how our current legislative framework should be adjusted. This report reviews the changing landscape of employment in the UK and provides an action plan.

Key Findings

- Genuine flexibility, whereby individuals and employers are able to agree terms and conditions that suit them both, above a statutory basic minimum, is both the key strength of the UK labour market and also a core component of fair and decent work
- Societies should be bolder in designing flexible jobs that allow people to remain and progress in the labour market as their personal circumstances change. This is good for health as well as the economy
- Public agencies need to work more closely together at a local level to understand how to keep people in work and to support them to progress
- There must be ministerial responsibility for quality work in addition to responsibility for the quantity of work
- More effort has to be placed on measuring quality of work through agreed metrics and better data, with a focus on particular sectors
- Government has to remain vigilant and proactively engage where market conditions could lead to a greater risk of exploitation
- Government needs to ensure the forthcoming modern Industrial Strategy makes the most of the opportunities a more productive workforce can deliver, especially in lower paid, and lower skilled sectors
- Automation and Artificial Intelligence (AI) have the potential to support the development of quality work.



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A good gig? The rise of on-demand domestic work

Last Modified on 20/06/2019 11:38 am CEST

Authors: Hunt, A. and Machingura, F.

Date Published: December 2016

Why did we select research?

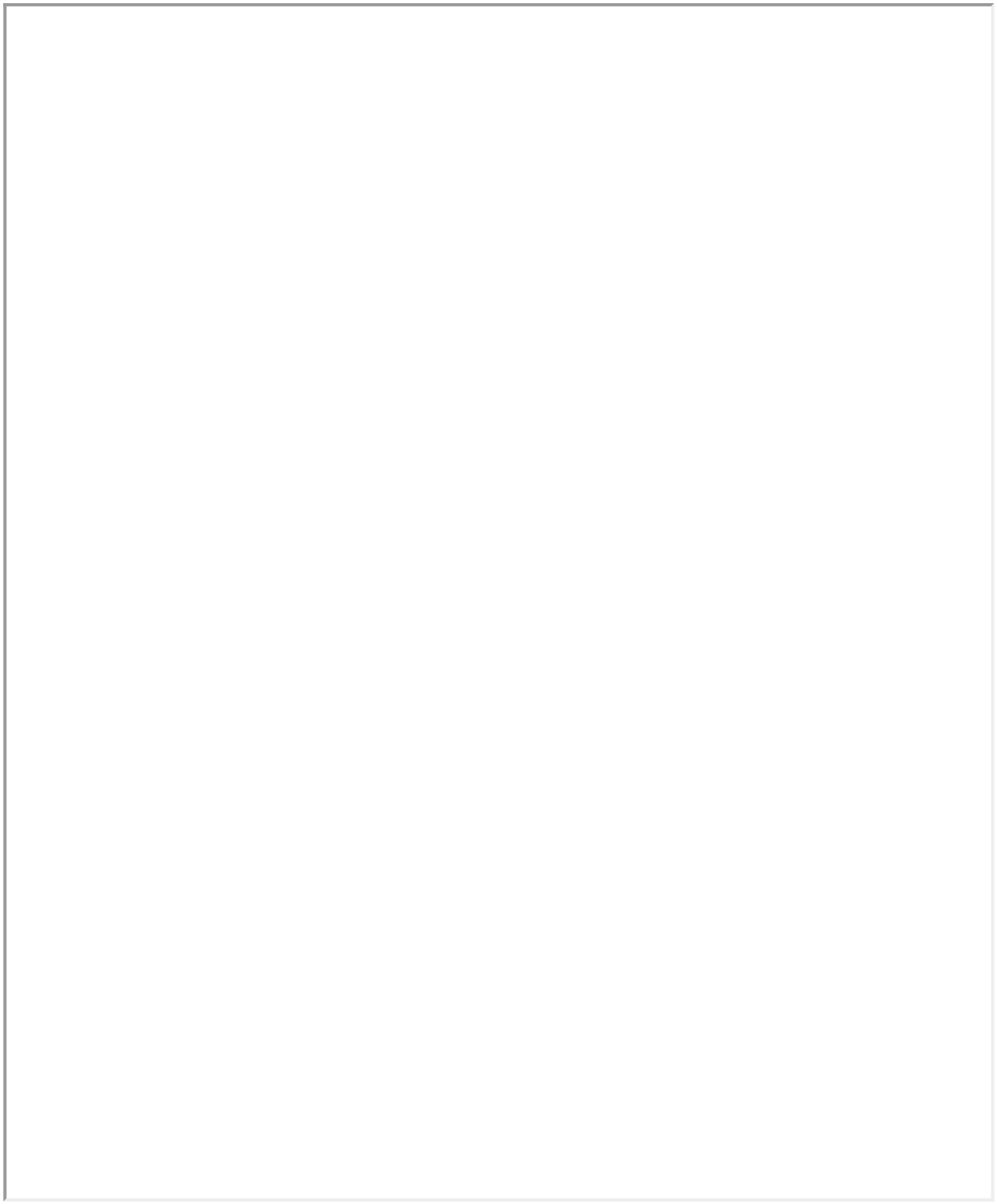
There are an estimated 67 million domestic workers globally, 80% of whom are women. Many of them work in low-paid, insecure and exploitative conditions. Technology-focused companies linking households to domestic workers through 'on-demand' platforms are attempting to disrupt the traditional sector, claiming to offer rapidly accessible, cheap domestic services to households, and flexible, well-remunerated economic opportunities to domestic workers. This paper presents a scoping study which explores the rise of on-demand domestic work platforms and the experiences of households and domestic workers using them.

Key Findings

- The on-demand economy for domestic work is growing rapidly in developing countries. The potential benefits and risks attached to this burgeoning area of domestic work may affect women disproportionately
- On-demand platforms offer some benefits to domestic workers, such as choice over working times, tracking of hours worked and wages earnt. And potentially better remuneration compared with other forms of domestic work
- The research identifies low and insecure incomes, discrimination, further entrenchment of unequal power relations within the traditional domestic work sector, and the erosion of established labour and social protections as key challenges

- On-demand companies have adapted to developing country contexts, notably by taking steps to engage workers by overcoming digital and financial divides

- The infancy of the on-demand domestic work economy in developing countries means it is not too late to raise standards. This will involve proactive efforts by companies to ‘design-in’ good practice, as well as by government to ensure an integrated future policy, legal, practice and research agenda.



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Does the sharing economy increase inequality within the eighty percent?; Findings from a qualitative study of platform providers

Last Modified on 20/06/2019 11:39 am CEST

Author: Schor, J.

Date Published: Unknown

Why did we select this research?

The sharing economy has generated controversy for its effect on labor conditions, wages and the distributions of income and wealth. This paper presents evidence for a previously unrecognized effect: increased income inequality among the bottom 80% of the distribution.

Key Findings

- Sharing economy participants are highly educated, often professionals, and are using the platforms to increase their earnings. Their activity is crowding out less advantaged, lower educational attainment workers who have traditionally done much of manual work that more privileged sharing providers are now doing.
- At times when employment and income are scarce, standard economic reasoning expects a cascade effect in labor markets, as more educated people take jobs and opportunities that they would not accept in better times
- The common-good discourse of the sharing economy reduced cultural barriers that might impede this downward slide, and lengthened the status distance that middle class whites have been willing to travel for opportunity.
- The sharing economy cannot be separated from the labor market context in which it operates. While most discussion of the sector has considered it in isolation, platforms' ability to attract providers will depend significantly on alternative labor market opportunities.

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Schor, J. (N.D.) Does the sharing economy increase inequality within the eighty percent?; Findings from a qualitative study of platform providers. *Boston University*

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The Sharing Economy and Consumer Protection Regulation: The Case for Policy Change.

Last Modified on 20/06/2019 10:42 am CEST

Authors: Koopman, C. Mitchell, M. & Thierer, A.

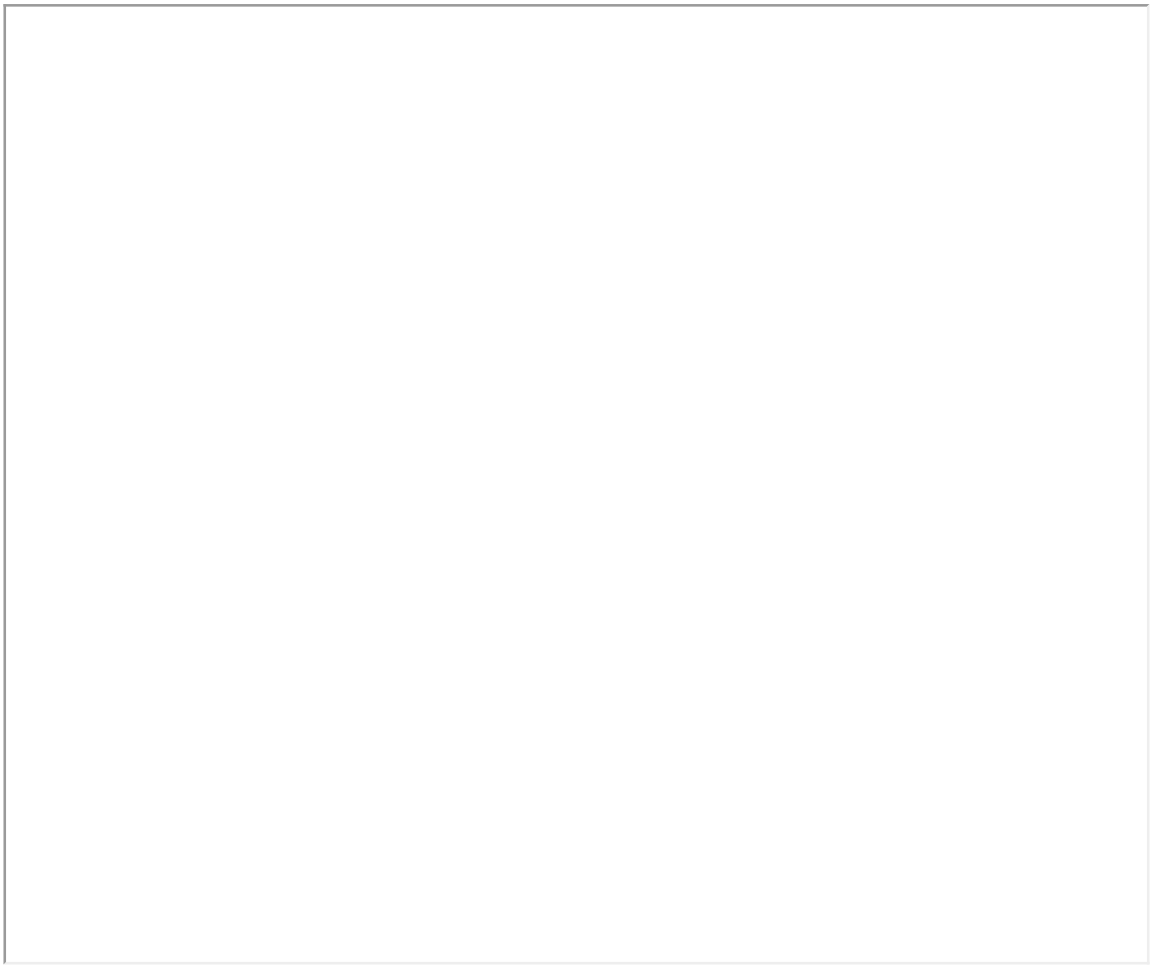
Date Published: May 2015

Why did we select this research?

The rise of the sharing economy has been rapid and transformative. It has changed the way many Americans commute, shop, vacation, and borrow. It has also disrupted long-established industries and has confounded policymakers unsure of how or even whether to regulate these new markets.

Key Findings

- While many regulations are initially justified with the hope they will serve the public interest, the reality is many persist even when they no longer correct any identifiable market failure. As generations of economists, historians, and other scholars have noted, powerful and politically well-connected incumbents have an incentive to “capture” the regulatory system that is supposed to constrain them. This is because, by limiting entry or by raising rivals’ costs, regulations can be useful to the regulated firms. Though regulations often make consumers worse off, they are often sustained by political pressure from consumer advocates because they can be disguised as ‘consumer protection’.
- Regulation often undermines competition, resulting in higher prices, fewer choices, lower quality service, or some combination thereof. In particular, if firms are insulated from competition from new entrants, they can obtain some measure of monopoly or pricing power. This diminishes consumer welfare while enhancing producer profit.
- The internet helps entrepreneurs accomplish several things that regulation has failed to achieve. Specifically, it allows innovators to offer an expanded range of goods and services, greatly expands the information available to consumers, and provides strong reputational incentives for firms to improve the level of service being provided.
- The internet and information technology gives the public access to a broader range of goods and services.
- The internet and information technology offer consumers more information about products and services and empower consumers to come together and act on that information.
- Information technology has facilitated the creation of countless reputational feedback mechanisms across the online ecosystem - such as product rating and review systems - that give consumers a more powerful voice in economic transactions.



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The Future of Work in the 'Sharing Economy'. Market Efficiency and Equitable Opportunities or Unfair Precarisation

Last Modified on 20/06/2019 11:40 am CEST

Authors: Cadognone, C., Abadie, F. & Biagi, F.

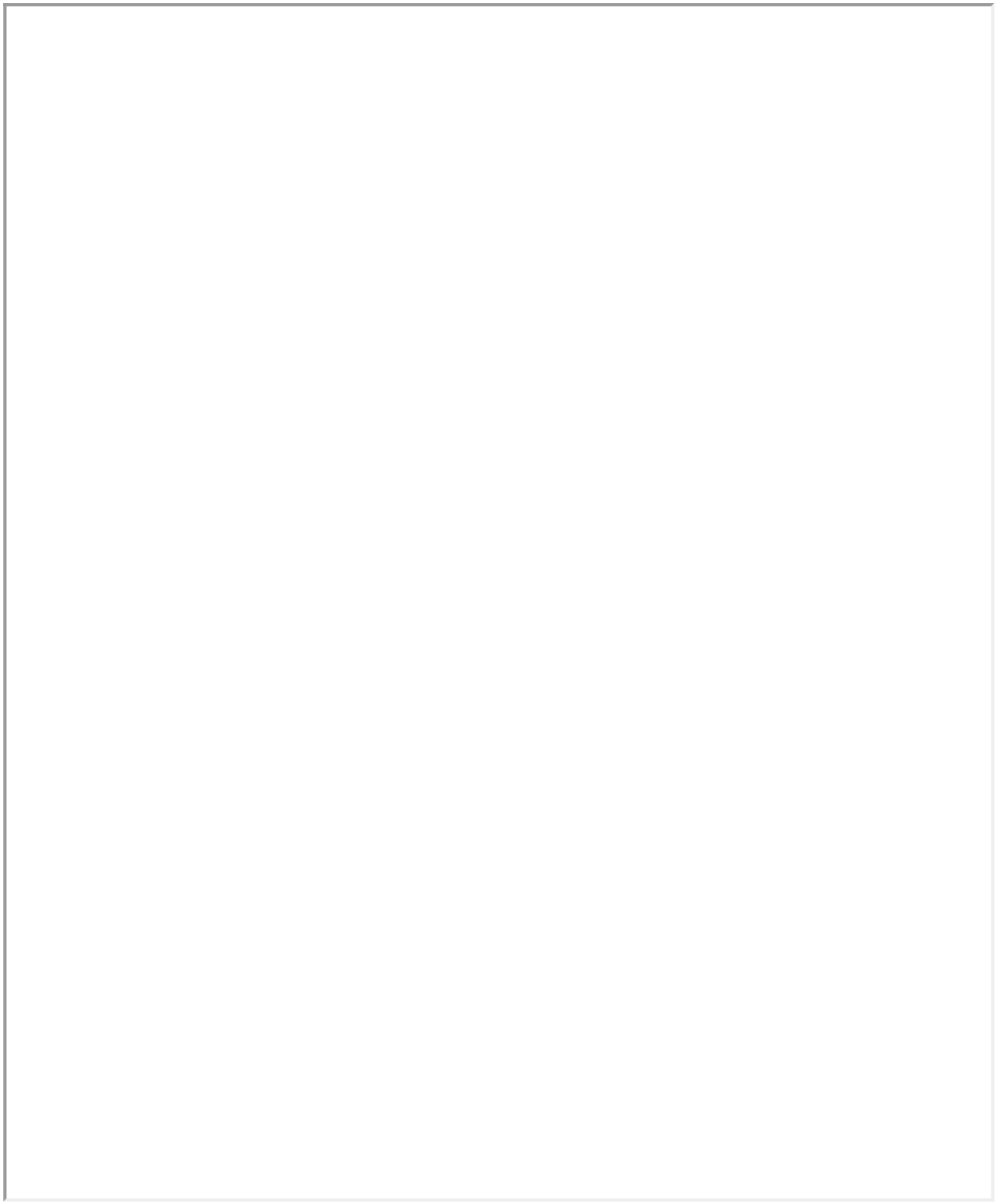
Date Published: 2016

Why did we select this research?

This essay attempts to disentangle the rhetoric and controversy that has characterised the sharing economy debate. It looks at the available empirical evidence in order to enable a more rational debate - at least in the discussion of policies, if not in the public arena. The paper defines and conceptualises digital labour markets, describes their functioning and the socio-demographic profiles of the participants, and review their economic and social effects.

Key Findings

- Individuals engage in these activities primarily for money, for a large segment of them this work is their primary source of income, and most are under-employed and self-employed and fewer are unemployed and inactive
- Matching frictions and hiring inefficiencies are widespread and even the OLMs are far from being globalised online meritocracies
- A behavioural approach to big data exploration should be further applied because there is emerging evidence of heuristic and biases contributing to hiring inefficiencies.



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The Health of Workers in the Global Gig Economy

Last Modified on 20/06/2019 11:29 am CEST

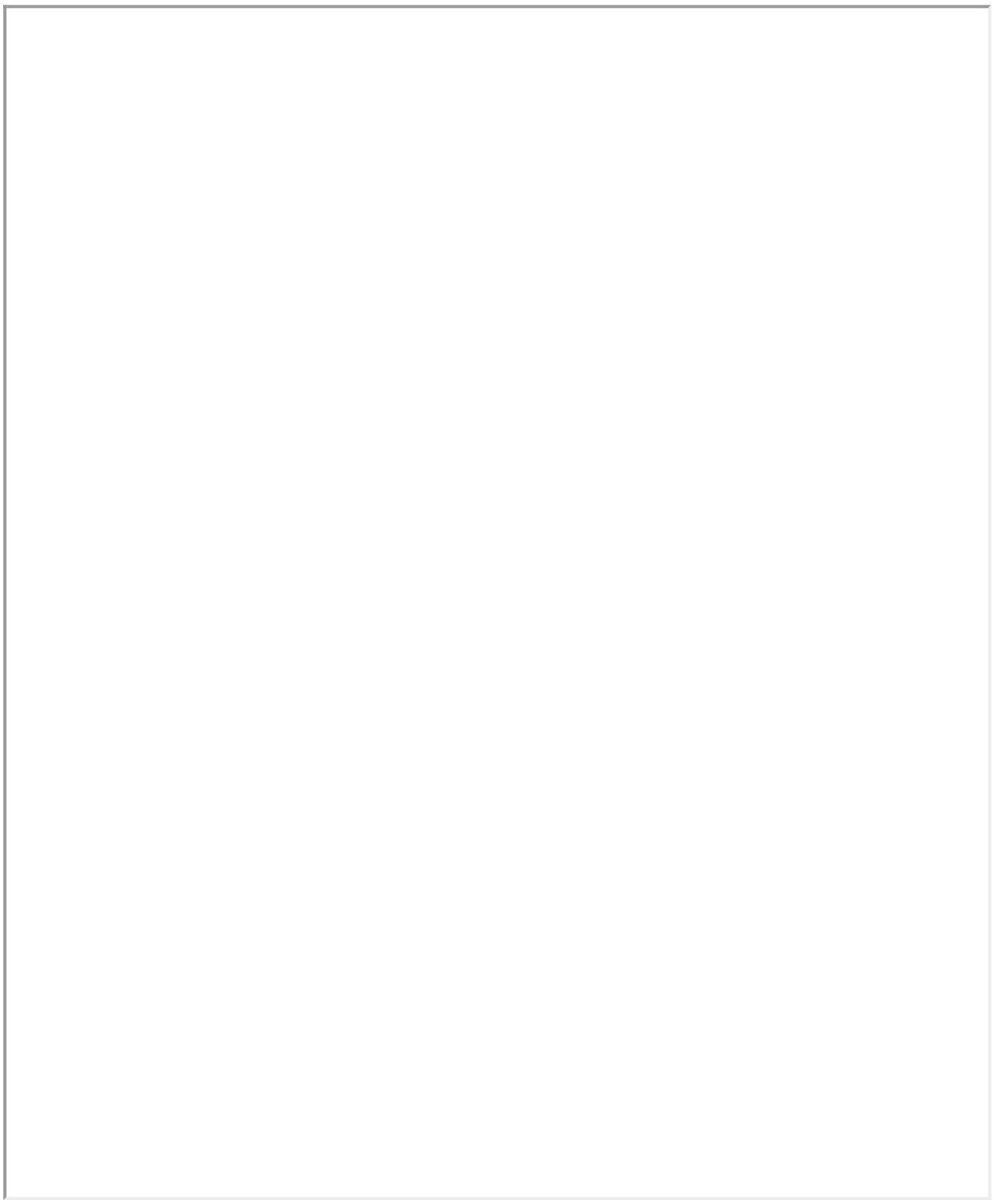
Authors: Uttam Bajwa , Denise Gastaldo, Erica Di Ruggiero and Lilian Knorr
Date of publish:December 2018

Why did we select this research?

The *gig* economy is a reality that connects consumers with contractors (or workers) through online platform businesses to perform tasks (hence the *gigs*). This innovation in technology provides businesses and consumers access to low-cost, on-demand and tailored labour. Nevertheless, gig workers' experiences are more complex within this new system, where there is tendency of suffering from labour-related abuses.

Key findings:

- The short-term nature of this work (*gigs)* generates a tendency of creating precarious employee-employer relationships.
- Workers are vulnerable to the economic and social demands of providing their own tools and equipment, limited opportunities for training and career growth, low wages, no job or income security, and wage discrimination against certain groups, particularly women.
- Psychological distress of precarious work and lack of health and social insurance coverage in countries without publicly funded health systems (like in the United States).
- When it comes to online labour market (work that does not require providing services in-person), businesses can hire workers anywhere in the world, which creates a race to the bottom for lowest remuneration.
- As independent contractors, gig workers lack stability and benefits associated with being an employee.



Reference:

Bajwa et al. Globalization and Health (2018) 14:124 https://doi.org/10.1186/s12992-018-0444-8

The Emergence of the Sharing Economy: Implications for Development

Last Modified on 20/06/2019 11:29 am CEST

Authors: Hira, A. & Reilly, K.

Date Published: 2017

Why did we select this research?

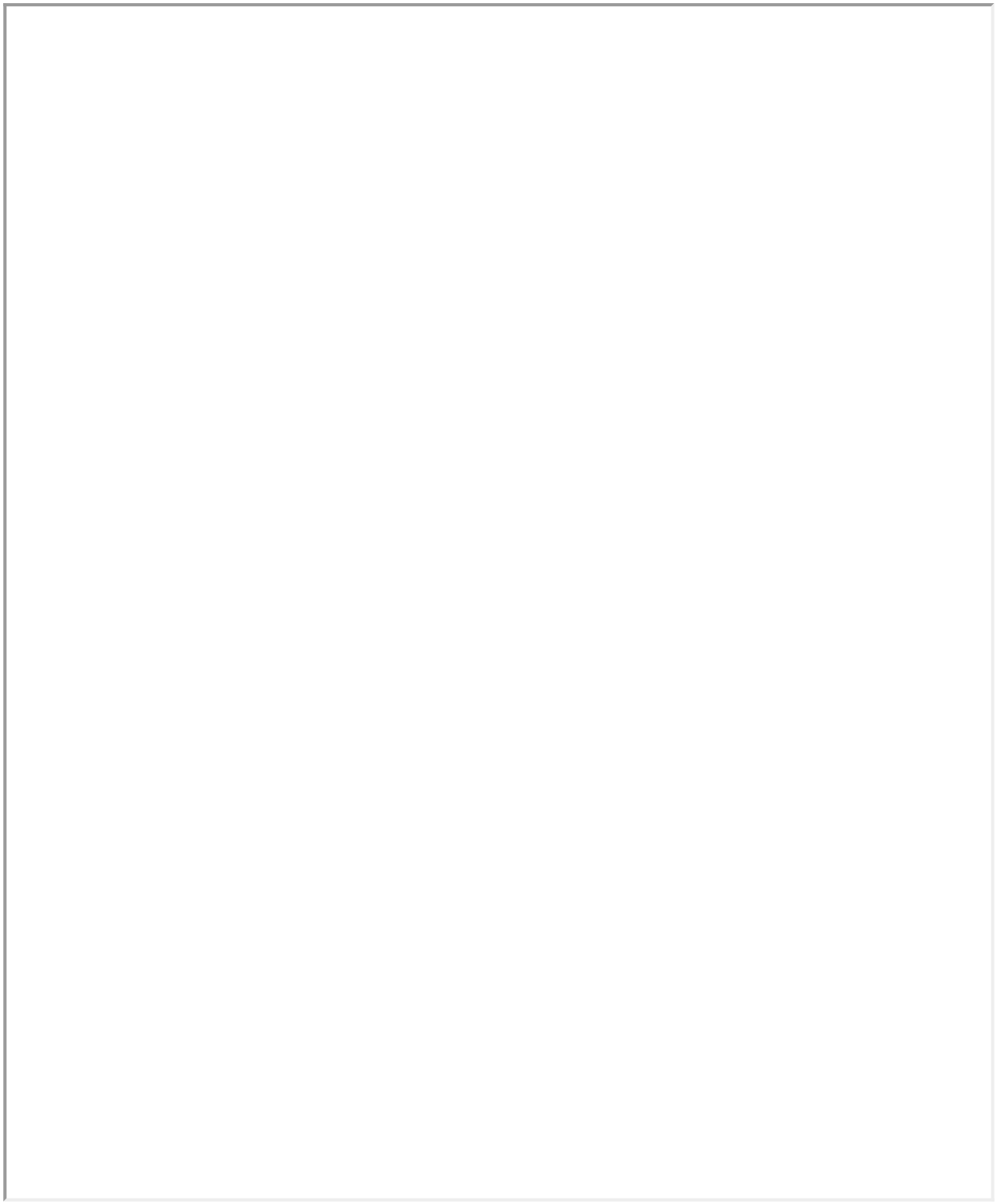
There is a particular hope that the sharing economy will start to create access and mobility for what is referred to as 'the bottom of the pyramid', or the approximately 4 billion people who live on less that $8/day and have only indirect participation in formal economies due to lack of collateral, education and perhaps other factors. The sharing economy can make it easy for people to leverage the excess capacity in their material goods for either community development or financial gain and the sharing economy can also make available goods or services that might not otherwise be available given the high transaction costs involved in sharing.

Key Findings

- There is an urban-rural divide considering access to the sharing economy in terms of literacy and internet. Given this divide, it remains to be seen whether and how the sharing economy will disrupt incumbent industries and what level of income mobility new sharing economy jobs can offer.
- At the level of individuals it is interesting to consider how the sharing economy enables or constrains the potential for upward mobility, and through this, greater security and stability.
- The sharing economy may offer avenues to resolve chronic system-wide problems, such as poor regulatory compliance and corruption.

- Questions can be raised about the appropriate form of sharing platforms for developing country contexts. What kind of sharing platforms is most likely to facilitate upward mobility at the bottom of the pyramid?

- The sharing economy has been propelled by exciting new technologies. The easy with which individuals can now connect, exchange, share information, and cooperate is truly transformative. That's the promise of the sharing platforms about which virtually everyone agrees. But technologies are only as good as the political and social context in which they are employed. Software, crowdsourcing, and the information commons give us powerful tools for building social solidarity, democracy and sustainability. Now our task is to build a movement to harness that power.



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Hira, A. & Reilly, K. (2017) The Emergence of the Sharing Economy: Implications for Development. Journal of Developing Societies, Vol. 33(2): 175-190.

Users' motivations to participate in the sharing economy: Moving from profits toward sustainable development

Last Modified on 20/06/2019 11:39 am CEST

Authors: Gazzola, P., Vatamanescu, E., Andrei, A. & Marrapodi, C.

Date Published: November 2018

Why did we select this research?

In order to expand and provide a more nuanced perspective regarding the current research on users' (i.e. providers') motivations to participate in the sharing economy, the present paper aims to offer a more comprehensive overview of the variation in these underlying forces. The multifaceted framework acknowledges the sharing economy as a self-propelling construct and has a diverse and dynamic ecosystem that is worth investigating as such, leaving the gray areas and the related controversies in terms of macroeconomic, government, workforce, and regulation-based issues open for scholars interested in contributing to the clarification of this kind of discussions.

Key Findings

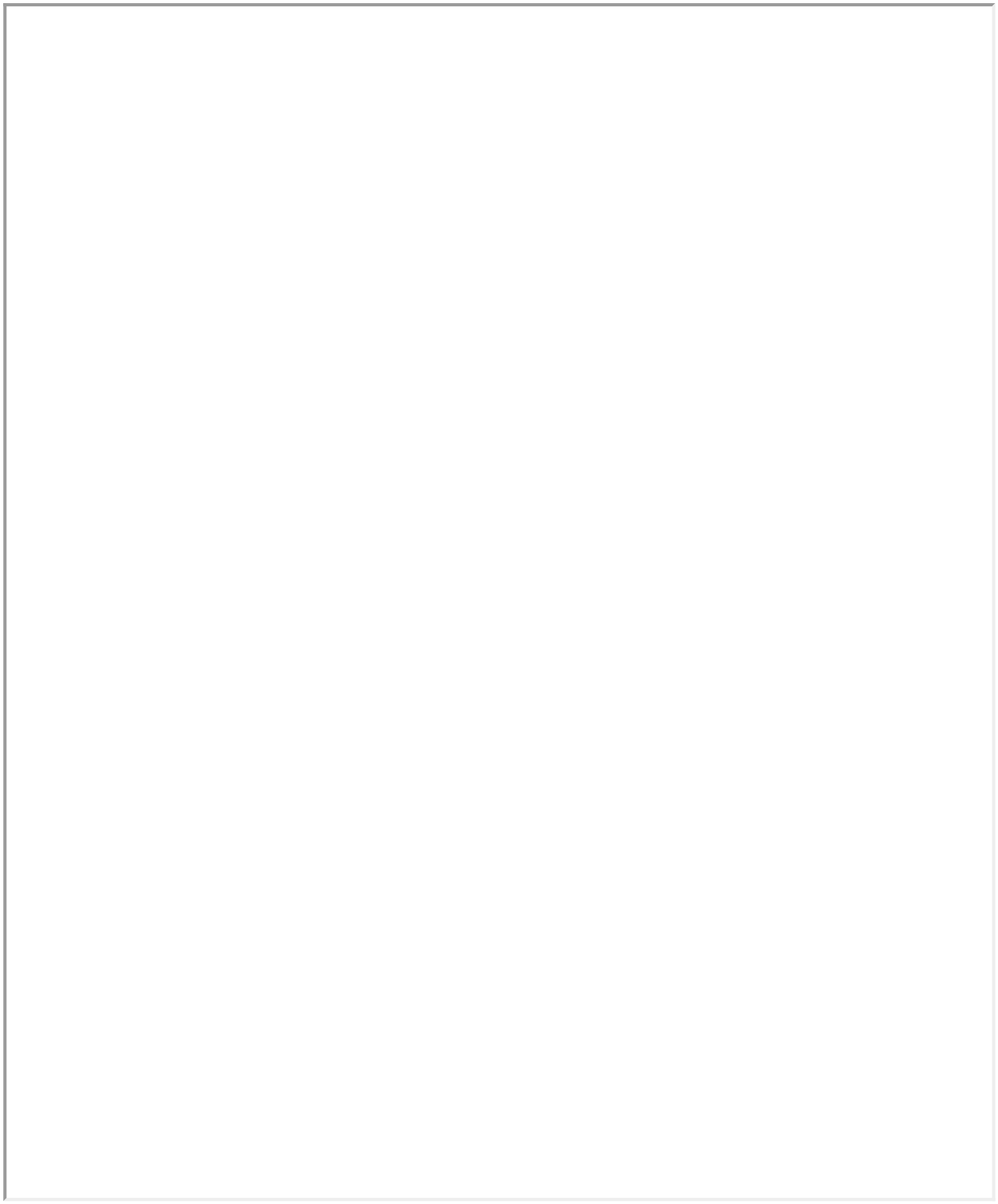
- Users' participation in the sharing economy is influenced by both extrinsic and intrinsic motivations, including monetary and nonmonetary drivers, sustainable development and social responsibility concerns, and the level of knowledge and familiarization with the sharing market. Further, all of these factors account for the variation in profit level, as derived from sharing economy initiatives.

- In contrast to the theoretical arguments regarding the influence of product availability and practicality in terms of easier access to resources and various offers of products and services, the results of the present research suggest that the relationship between these drivers and participation and profit

making in the sharing economy are statistically insignificant

- The pivotal message for platform administrators is to approach their business through the lens of sustainable development and to improve their sustainability blueprint at both individual and societal levels as propelling factors for long-term economic gains.

- The study pinpoints the imperative for a company's vision and mission to focus on both sustainable development and profit and the exigence for business owners to integrate sustainability and social responsibility into all of their strategic endeavors.



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Gazzola, P., Vatamanescu, E., Andrei, A. & Marrapodi, C. (2018) Users' motivations to participate in the sharing economy: Moving from profits toward sustainable development. Corporate Social Responsibility Environmental Management, 2018: 1-11

Gig Economy and the Future of Work: A Fiverr.com Case Study

Last Modified on 20/06/2019 11:39 am CEST

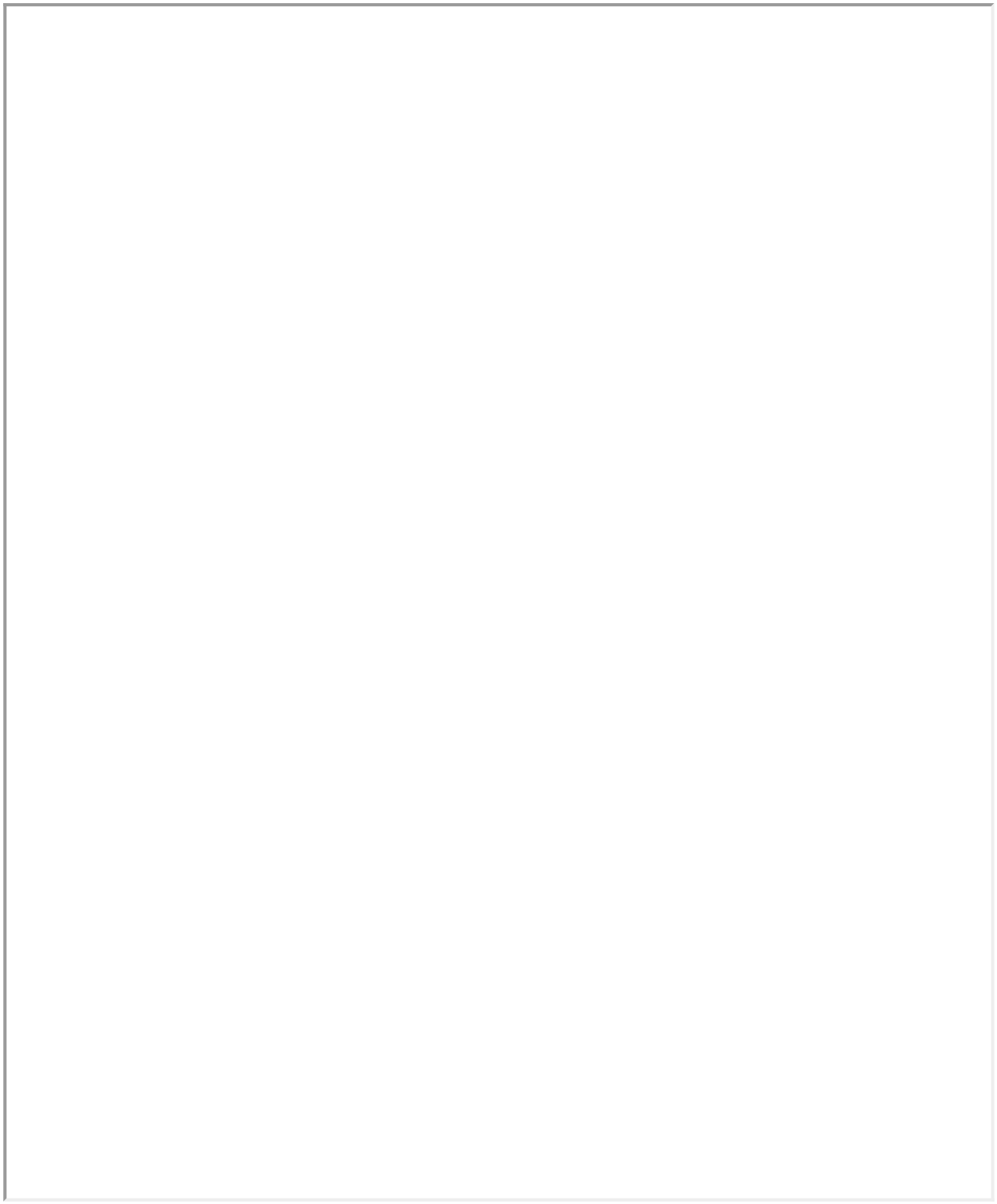
Authors: Daryl D. Green, Jack McCann, Thao Vu, Nancy Lopez and Samuel Ouattara
Date of publish: November 2018

Why did we select this research:

Case study on Fiverr, a digital platform that offers freelance services posted by lean entrepreneurs.

Key findings:

- Gigs are more likely to be found in some occupations versus others because work that requires a single task, like writing a business plan, is probably a better fit to this type of work.
- The hottest point is freelancers' health benefits compared with traditional nine-to-five employees.
- As a potential testing solution, the creation a new system in freelancers' benefits management. In the current scenario of this issue, focusing on freelancers' benefits can impress the global online market.



Reference:

Green, D. D. (2018). Gig economy and the future of work: a Fiverr. com case study. *Management and Economics Research Journal*, *4*(2018).

Welcome to the Gig Economy: neoliberal industrial relations and the case of Uber

Last Modified on 20/06/2019 11:39 am CEST

Author: Zwick, A.

Date Published: July 2017

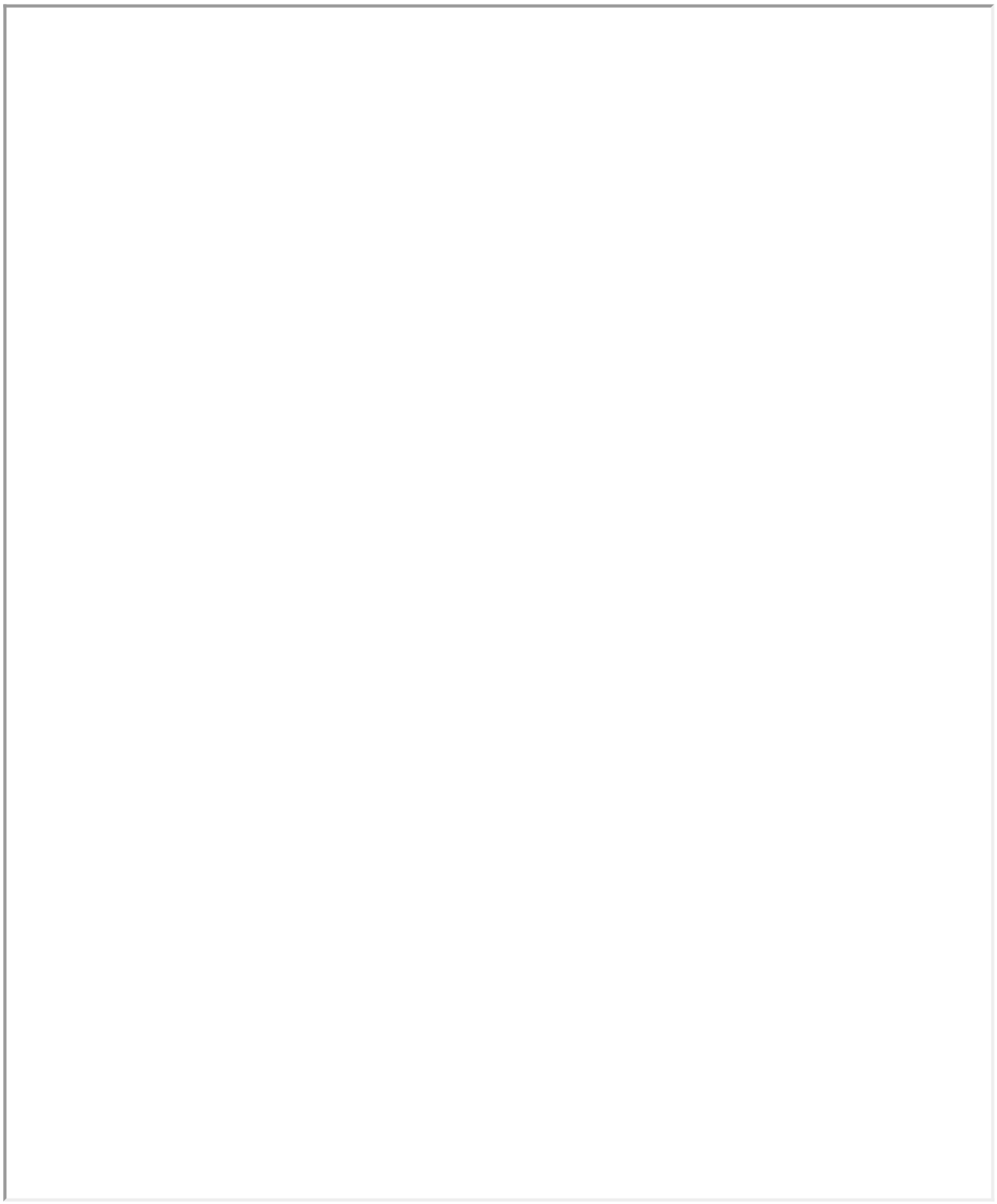
Why did we select this research?

“Sharing Economy” companies have such widespread adoption of neoliberalism’s industrial relations that a new moniker - “The Gig Economy” - has taken root. This paper uses Uber as a case study to discuss how Sharing Economy entities are merely the latest iteration of companies to enact the neoliberal playbook, including (a) (mis)classifying workers, (b) engaging in regime shopping, and (c) employing the most economically vulnerable, rather than giving rise to a new world of work altogether. The result is a crowding out of middle-class employment by precarious ‘gigs’ that lack legal protections and benefits.

Key Findings

- Over the last few decades, a pattern has developed where the winners are consumers and financial stakeholders, whereas the losers are the middle-class incumbent job holders in the industry being disrupted.
- Until new legislation is passed, Uber drivers maintain a more precarious economic situation than their conventional taxi driver peers.
- The case of Uber highlights how Gig Economy employers have exacerbated the disconcerting trends under neoliberal industrial relations. Uber engaged in misclassification of its workers, withdrawing from cities that did not acquiesce to their demands, and economically vulnerable workers, all with the intention to push down wages and to avoid paying benefits.

- Uber, though the largest Gig Economy employer, is by far from the only sharing economy company employing the neoliberal playbook. It preceded their existence and will last long after the company folds. But the trends they've accelerated, and the concerns which are raised because of it, are only going to become more pertinent as internet technology platforms continue to revolutionize the world of work.



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Crowdfunding platform Spacehive

Last Modified on 15/09/2017 1:13 pm CEST

Why did we select this case?

There are a lot of urban areas that have the potential to become lively community hubs but sit empty due to little or no funding. Tapping into the power of crowdfunding to raise money for civic projects might be an interesting option for cities.

About the case

Spacehive is a crowdfunding platform for civic projects. Similarly as other crowdfunding sites, Spacehive facilitates the process of fundraising, complementing conventional methods (investment funds, loans from individuals or banks, grants from foundations and local governments) that may be inaccessible or excessively difficult. The projects are oriented to the needs of the people who initiate them, the people they hope to serve, and the people who fund them.

> 'Spacehive provides a single portal where people with project ideas can build support from their community, ensure their plans are viable, pitch for funding from the crowd and our partners at the same time, and share the impact they've created.' - Spacehive

One of the succesful projects of Spacehive is the Peckham Coal Line.

> 'The Coal Line will transform walking and cycling connections around Peckham, changing the lives of residents and businesses by bridging busy roads and creating a more direct link between two high streets.' - Spacehive

In other words, the idea is to create a linear park that is a pleasant route to walk or cycle in Peckham (a London district). The people who helped fund the project expect to benefit by being able to use the park themselves. Spacehive is not available for soliciting loans or investments, meaning that funders do not expect a financial return.

Wolfgang Hoeschele explains in the book Sharing Cities: Activating the Urban Commons, that the Spacehive's projects have to go through ordinary public

approval processes to ensure that they are of public benefit.

> 'The Spacehive platform itself receives 5 percent of the donated money in order to fund its own operations. This overhead charge makes this site possible. The original investment funds to develop the site came from social investment funds, primarily Big Society Capital and Si2 Fund. Ultimately, benefits will also accrue to the investors in those funds. The risk if a project fails is that funders get no benefit in return for the money they donated, and that project initiators fail to accomplish their goals. In order to minimize risk to funders, Spacehive works with Locality to provide a verification service which checks if the project idea is viable and can be delivered once the funding target has been met. The delivery manager for the project must agree to Spacehive's terms and conditions which ensure the money raised will solely be spent on delivering the project as described.' - Wolfgang Hoeschele

Where
London, U.K.

The impact

- In May 2016, Spacehive reported that they raised £4.9 million ($6.4 million) since its inception in 2012.
- 47% of theit projects got funded
- Their average project raised £26,900 ($34,970)
- The London Mayor's Office has teamed with Spacehive to support community-driven initiatives throughout the city.

Resources

- Peckham Coal Line: https://www.spacehive.com/peckhamcoalline
- Report on alternative finance trends in Europe: http://ec.europa.eu/finance/generalpolicy/docs/crowdfunding/150304-presentations-ecsf_en.pdf
- Partnership London Mayor's office and Spacehive: https://www.london.gov.uk/what-we-do/regeneration/funding-opportunities/crowdfund-london
- Book Sharing Cities: Activating the Urban Commons: https://www.shareable.net/sharing-cities

Uses of Crowdfunding by Local Authorities in France

Last Modified on 18/06/2018 3:49 pm CEST

Authors: Laura Brimont
Date published: May 2017

Why did we select this case?

This case study aims to explore the uses of crowdfunding by local authorities in France: what is this tool for and can it serve? For what types of projects is it used, and to what extent is it used for sustainable development projects? What are the motivations of the communities? What are their partnerships with platforms? What are the obstacles and difficulties they face? To what extent does crowdfunding re-examine the role of local authorities?

About the case

Two types of crowdfunding use by local authorities

In France, local authorities are starting to use crowdfunding, either as a territorial animation tool to support projects led by other actors, or to finance their own projects. The first use mainly concerns crowdfunding as a gift, while the second can be crowdfunding as a loan or investment.

Benefits going beyond financing

For both uses, crowdfunding is much more than a financing tool. It is also a communication tool on territorial dynamism (usage 1) and emblematic projects carried by the community (use 2). It is also a tool for mobilizing actors and / or citizens.

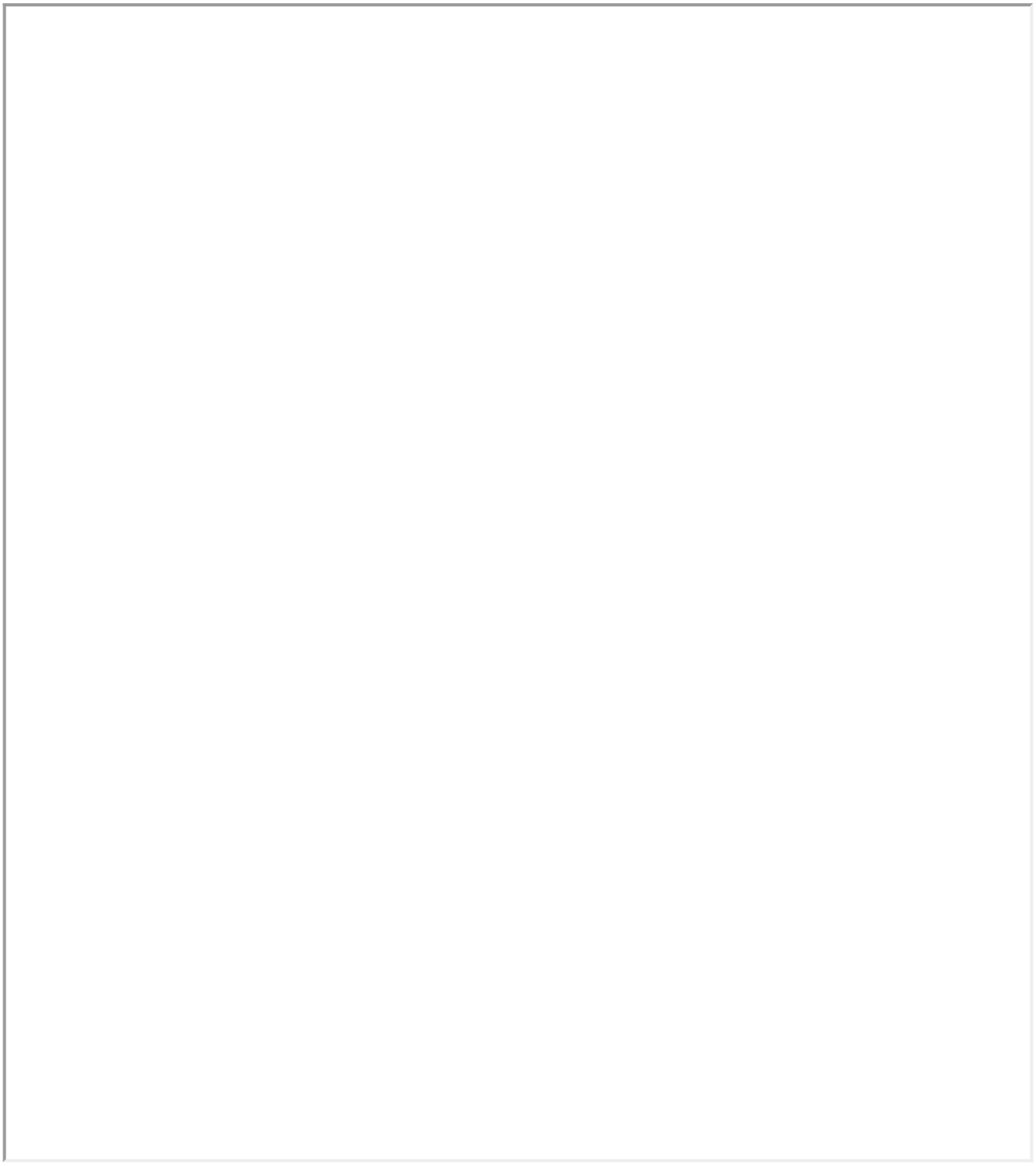
A tool with a zone of relevance

If crowdfunding is a multifunctional tool, it can not be used for any type of project. For the first use, its relevance zone is close to that of any project proposed on a crowdfunding platform, even if the focus on the territorial anchoring and collective interest dimension is more important. For the second use, and especially for donation crowdfunding, the

area of relevance is guided by the question of social acceptability: crowdfunding should not be used for projects that are part of the traditional missions of the community and which must be financed primarily by the compulsory tax.

Hybrid the crowdfunding to make it more inclusive

More than a financing tool, crowdfunding thus appears as a tool for participation and citizen engagement complementary to existing tools. Like any participatory tool, it produces eviction effects. In addition, it allows citizens to finance, but not to contribute to the construction of projects of collective interest. As part of a wider political effort to strengthen local democracy and inclusion, crowdfunding can be hybridized with other digital citizen participation tools, such as crowdsourcing or participatory budgeting.



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https://www.iddri.org/sites/default/files/import/publications/st0917_crowdfunding_lb.pdf

Responding to Gig Economy Implications on New York City's Workforce

Last Modified on 01/10/2017 11:32 am CEST

Interview with executives from the New York City Office of Labor Policy & Standards

The Office of Labor Policy & Standards (OLPS) serves as New York City's focal point for labor issues and workers in the city, giving a dedicated voice in city government to the issues facing workers. OLPS enforces key municipal workplace laws, conducts research, and develops policies that are responsive to the rapid evolving economy and issues affecting workers in New York City. Read all about their perspective and response to the rising Gig Economy in their city.

What is the Gig Economy and how big is it in New York City?

There is no fixed definition for the "gig economy," a term that has been used loosely to describe unstable work where a worker lacks a long-term job with one employer that takes on employer responsibilities, sometimes including freelancers, other workers classified or misclassified as independent contractors, workers hired through staffing agencies or subcontractors and dispatched to the job site of another company, temporary workers, day laborers, and on-call or involuntary part-time workers. Recent analysis by our office to measure the size of one part of this workforce – independent contractors – shows that there are currently 293,000 independent contractors who are contracting as their main job and who are not incorporated as their own business in New York City.

> *"The total universe is much larger. The retail sector and food and drink service sectors, two groups marked by on-call and involuntary part-time scheduling, have 422,000 and 320,000 workers in New York City respectively, for example."*

There is evidence that contingent work may be on the rise nationally. According to a report issued last year, the percentage of workers engaged in alternative work arrangements – defined by the report's authors as including temporary help agency workers, on-call workers, contract workers, and independent contractors or freelancers – rose from 10.1 percent in February 2005 to 15.8 percent in late 2015.[i]

The platform-based or "on-demand" economy, in which companies dispatch workers via an on-line platform or app, still constitutes only a small slice of the overall U.S. workforce (about 0.4%) but has recently been in the spotlight over the companies' labor practices and disputes with regulators.[ii]

What are the challenges the Gig Economy causes for New York City?

Workers' and their families' well-being is severely compromised when they don't have steady hours or paychecks that allow them to budget for and plan their lives, or when the company they work for does not provide traditional employment protections and benefits, such as workers' compensation insurance, unemployment insurance, or health insurance (in the US, employers are generally required to provide the first two to their "employees," and employers above a certain size must offer health insurance). "Gig" work also correlates with lower health and safety standards for both workers and the public, because a company is not generally as invested in protecting workers with whom it has only a temporary or attenuated relationship.

> *"Some - though not all– companies use low-road subcontractors or wrongly label their employees independent contractors specifically to evade their legal responsibilities under wage and hour and other workplace laws."*

Gig workers who are called into work at the last minute or who are picking up side jobs to make ends meet may be missing their kids' doctor appointments or school events, or not taking care of their own health, damaging the city's social fabric. And

the city's economy suffers when workers can't count on a steady income, aren't be able to spent money in and support their neighborhood stores or pay rent on time, and may have to turn to emergency services.

> *"New York City must confront these challenges now to ensure low-road gig economy practices do not become the norm."*

Why is it important to solve these challenges?

In September 2017, our office released a report titled "The State of Workers' Rights in New York City," which details emerging gaps in labor protections and offers policy solutions to these growing concerns. This report summarizes the testimony of 110 workers given during a public hearing in April 2017 that was convened by Department of Consumer Affairs in collaboration with the New York City Commission on Human Rights and the Mayor's Office of Immigrant Affairs. The workers made clear that the contingent work practices that we have long associated with low-wage gig work are now pervasive in higher-paying and white-collar jobs, which we have counted on to provide steady middle-income jobs to New York City. Day laborers, retail workers, fast food workers, writers, producers in the TV industry all complained that their employers dodge responsibility for paying them fair wages and providing decent jobs, instead attempting to pass blame to a higher-level multinational corporation or a general contractor, and some even have trouble finding *any* employer to call to task.

What is the role of NYC?

New York City must pursue all innovative strategies to prevent employers from dodging their existing legal responsibilities to workers, to reduce the business

incentives of breaking the law, and to protect workers from abusive contingent work practices through new workplace protection laws. Concurrently, the city must encourage the development of good business models, whether by supporting companies that strive for higher standards than their industry counterparts or the development of worker-owned cooperatives and other alternative business forms that empower workers.

> *"The city also has a role to play in supporting unions, worker centers, and other groups organizing to protect workers and defend low-income communities."*

Finally, by fighting to protect the rights of its immigrant residents, promote access to healthcare, expand affordable housing, and provide and expand high quality public education to all New Yorkers (including early childhood education), the city is helping to meet the needs of its most vulnerable workers.

What are the strategies of NYC to solve these challenges?

Some of the strategies of the Office of Labor Policy and Standards include:

- A set of innovative measures to combat wage theft (when employers do not pay workers what they are owed for their work);
- OLPS is taking proactive measures to investigate industries with high levels of complaints and characterized by nonstandard work structures; in July 2017, OLPS launched an investigation into nearly 40 home healthcare agencies across the city that represent upwards of 33,000 workers. The shift to this strategic enforcement model will help address many of the wage and hour abuses that workers voiced in their testimony.
- In 2017, OLPS is set to implement the City's Fair Workweek legislation that takes aim at abusive, contingent practices in the retail and fast food industries by requiring that fast food employers give workers advance notice of their work schedules, including, at the start of their employment, an estimate of their hours and schedules, and regular written and accurate schedules from then on.;
- We take complaints about workplace laws and investigate claims under those laws we enforce. For other issues, we connect workers to relevant government agencies, legal service providers, and resources to help them access and protect their rights and get critical services;

- OLPS is dedicated to defending the rights of paid care (home care and domestic) workers, improving the quality of paid care jobs, and strengthening the paid care system. Our Paid Care Division is responsible for developing policies and programs that apply to paid care workers; conducting public outreach and information campaigns for paid care workers, employers, and care recipients; engaging in and promoting research on the paid care industry; and coordinating with appropriate stakeholders to provide development programming and training, and;
- Implementing a new law, The Freelance Isn't Free Act, the first of its kind in the country that gives freelance workers the right to a written contract, to timely payment for their work, and meaningful remedies if the hiring party does not comply, including attorneys' fees and double damages. This law will hopefully help start to reset the financial incentives employers may see in misclassifying workers who are really employees as independent contractors.

> *"Our experience in NYC is that coordinating among NYC agencies as well as collaborating with other cities is valuable in helping us build our programs, develop smart policies that make sense at a local level and that put the interests of working people front and center, and contribute to broader policy debates at the state and federal level."*

Sources

[i] Lawrence Katz & Alan Krueger, "The Rise and Nature of Alternative Work Arrangements in the U.S., 1995-2016 (March 2016), https://krueger.princeton.edu/sites/default/files/akrueger/files/katz_krueger_cws_-_march_29_20165.pdf .

[ii] "Paychecks, Paydays, and the Online Platform Economy: Big Data on Income Volatility," (JP Morgan Chase Foundation, Feb. 2016), https://www.jpmorganchase.com/corporate/institute/document/jpmc-institute-volatility-2-report.pdf

The opportunities and challenges to work in the 21st century

Last Modified on 01/10/2017 11:34 am CEST

Darren Sharp is the director of Social Surplus, a strategy consultancy that works with governments and communities to activate the sharing economy in cities. He is the Australian editor of Shareable, Melbourne coordinator of the Shareable's city network and is undertaking doctoral research on urban experiments for sustainability transitions. We interviewed him to hear his concerns and perspective on worker protection and empowerment from an urban perspective.

What are important worker protection concerns emerging with the rise of the sharing economy?

While millions of people working in the gig economy as freelancers, drivers and task runners enjoy great flexibility they also have to contend with little to no worker protections. Gig workers in general are not classified as employees which means they have to maintain their own equipment, pay for their own insurance and retirement, and take on an unequal burden of risk with no safety net. There are growing calls for legislation to compel platform owners to contribute towards a 'portable benefits fund' which would follow freelancers and gig workers from job to job and provide a degree of protection that employees take for granted like sick leave and holiday pay. Data has also become a key asset class of the 21st century and building block for the sharing economy. Data ownership tied to citizen rights and city sovereignty is becoming a priority area to ensure democratic governance of public infrastructure and strengthen the urban commons. This is especially important with the advent of the Internet of Things (IoT) as platforms begin to function more like utilities that provide essential services in transportation, housing and energy.

> *"Workers don't have any control over the algorithms which determine*

> *what jobs they get, and platform owners are not responsible for the welfare of the people creating value in these two-sided marketplaces."*

How are cities currently addressing these concerns?

New York City's Worker Cooperative Business Development Initiative

WCBDI is a way to reduce poverty and income inequality through support of worker-owned cooperatives. Municipal investment through WCBDI across 10 partner organizations provides support for existing worker cooperatives, has kick-started the creation of new worker cooperatives, and assisted small businesses convert to worker-owned models.

Seoul's Sharing City program

The program supports the creation of high-value jobs in the local sharing economy that leverage the city's advanced ICT infrastructure and open access to a range of shared assets for residents, businesses and tourists. Seoul supports sharing enterprises through subsidies from taxes paid by citizens and reviews corporate and not-for-profit entities that provide sharing services. It designates them as sharing enterprises/organizations if they commit to solving urban problems through sharing via the economy, welfare, culture, environment and transportation sectors.

Procomuns

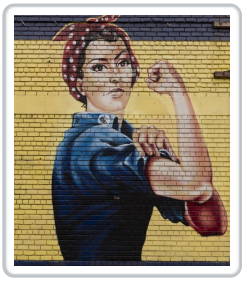
Procomuns has developed and proposed over 120 related policy recommendations which have been embraced by Barcelona's city council, including specific measures related to work. The goal of these policy recommendations is to promote fair, respectful and nonexploitative working conditions through the elimination of labor exploitation, sexual harassment, and gender gaps.

DECODE

DECODE is a €5m EU-funded project to develop open data commons pilots in Barcelona and Amsterdam using blockchain technologies to give people ownership of their data and use IoT devices to share assets for mutual benefit without the need for intermediary platforms.

How can the sharing economy empower workers and increase prosperity?

The sharing economy can be harnessed to allocate value on a more equitable basis. Trebor Scholz, from the New School, developed the term 'platform co-operative' to describe a new category of enterprises that are concerned with protecting the financial interests of people who create value in the sharing economy through collective ownership and democratic governance. Scholz has developed 10 principles for platform cooperativism: 1) Collective ownership; 2) Decent pay and income security; 3) Transparency and data portability; 4) Appreciation and acknowledgement; 5) Co-determined work; 6) A protective legal framework; 7) Portable workers protection and benefits; 8) Protection against arbitrary behavior; 9) Rejection of excessive workplace surveillance; and 10) The right to log off. The emerging platform cooperatives sector is giving gig workers the ability to become part-owners of the platforms they rely on for their livelihoods. Read here how New York City empowers its workers.



Can you give some examples?

Examples of successful platform co-ops include Modo, a Vancouver, Canada-based carsharing cooperative, Stocksy United, an artist-owned cooperative that sells stock-photography online, and Green Taxi Cooperative in Denver, Colorado that distributes profits back to its 800 driver-member-owners. Platform co-operatives address concerns for social equity and worker's rights through new digital platforms that promote solidarity and create a fairer future of work.

> *"Cities can leverage the sharing economy to increase prosperity and address inequality by enacting stronger worker protections, building support for portable benefits, data sovereignty, and the development*

> *of platform co-operatives."* - Darren Sharp

Coworking space Seats2meet

Last Modified on 19/09/2017 3:19 pm CEST

Why did we select this case?

Seats2meet constitutes an example of a company that enhances the benefits of coworking communities and digital technologies through the creation of an offline knowledge sharing network with location based services. By making more physical spaces available for independent workers, Seats2meet facilitates social encounters and connection within the city.

About the Case

What?
Seats2meet was launched in 2005 by Ronald van den Hoff and Marielle Sijgers. The company covers different type of physical spaces including shared offices, business centers, golf course, hospitals, museums, or cafes. Overtime, Seats2meet has expanded their roles from running an online tool for space reservation to creating mobile application, building the Serendipity machine, as well as organising global meetups.

How?
Through the platform, users can find their preferred location, reserve time, sign in at the coworking space and sign out when their time is over. Venue participants offer their space to coworkers at no cost. However, there is a small amount of fee to be charged when users register for a premium service or wish to hold an event or a meeting.

Why?
The founders believe that value can be added in any physical space, if it is connected to the knowledge community. In this sense, values are not only limited to economic profit gained from seats reservation but the diversity of knowledge and skills that coworkers are able to share with each other.

Where?
Utrecht based, worldwide network.

PHOTO: FLICKR USER SEBASTIAAN TER BURG

Impact

According to the results from this study performed by researchers from Erasmus University coworking leads to positive outcomes for the workspace users. Coworking contributes to improving current products and services (34%), expanding customer networks (30%) and the development of business skills (38%). Additionally, working at Seats2meet can also help in finding a job or a temporary assignment, as indicated by 16% of the respondents. These outcomes show that the value of a co-working space go beyond providing a suitable place to work.

Want to know more?

- Site seats2meet: https://seats2meet.com/en
- Contact: myown@seats2meet.com
- About the serendipity machine: http://serendipitymachine.com/

Library at the Dock: A Makerspace in Melbourne

Last Modified on 19/09/2017 5:59 pm CEST

Why did we select this case?

Rapid technological advancements have an enormous impact on the future of work. The types of jobs that will last through automation and Artificial Intelligence (AI) in the coming century will be those where people can apply their creative and critical thinking skills to solve complex problems with the help of technology. To give people a chance at developing these skills, local governments play a vital role. This case study reflects an example of how city governments can enable citizens to develop necessary skills for the 21th century.

About the case

Library at The Dock is a cultural community space built into the Victoria Harbor, running a range of free classes to help the community learn video editing, coding and 3D printing.

> 'The Makers' space is an informal area for community to run activities that create, develop skills, and workshop. This could be gaming events, screen printing, craft or 3D printing.' City of Melbourne

The library also hosts Mini Make Days. During this event people from across the city get the opportunity to discover the latest trends in the maker movement.

'Mini Make Day is a Maker event that brings Melbourne's Maker Culture to Library at the Dock, an experimental library of the future that houses a fully functional Makerspace and technological session.' Gil Poznanski (founder Mini Make Day)

The makerspace is staffed by a team who encourage the entire community, including young children, students and elderly, to become better makers by learning new skills that can bring to life a range of electronic, technological and art projects.

Photo from Mini Make Day Library at the Dock

Resources

- http://www.melbourne.vic.gov.au/community/hubs-bookable-spaces/the-dock/library-at-the-dock/Pages/makers-space-gameplay-and-design-lab.aspx
- http://www.thekoshertonystark.com/project/mini-make-day-library-at-the-dock/

Store Share

Last Modified on 19/09/2017 3:28 pm CEST

Why did we select this case?

This case presents an interesting way to re-create value by combining space sharing together with economic activities that happen on a daily basis. It also shows that collaborative economy is approachable and adaptable for all groups of citizens.

About the Case

What?
Store Share is a platform that allows users to rent empty space within a store on hourly rate. Within one store, there could be two or more operators, selling different products within shared space. The matchmaking service that Store Share provides allow two or more operators to work collaboratively within the same space.

How?
Users can identify their preferences and conditions on the platform. There are flexible options in terms of how users would like to rent the space for example,

1. Part-time shop Sharing service: A part-time shop means space is shared on a non-operating time. Store owners and new entrepreneurs operate the entire space at two different time.
2. Shop in Shop: This service allows space owners to share some idle space in a store. Therefore, store owners and new entrepreneurs operate their stores in the same space at the same time.

Why?
Fixed cost reduction is given to the owner of the space while start ups could reduce their financial burden by saving cost from permanent rental agreement or construction of a new store.

Where?
Seoul, South Korea.

Want to know more?

- Site: http://www.storeshare.co.kr/content/content.php?cont=company
- Contact: storeshare001@gmail.com

Women.nyc

Last Modified on 20/06/2018 2:00 pm CEST

Authors: New York CIty Council

Date: 2017

Why did we select this article?

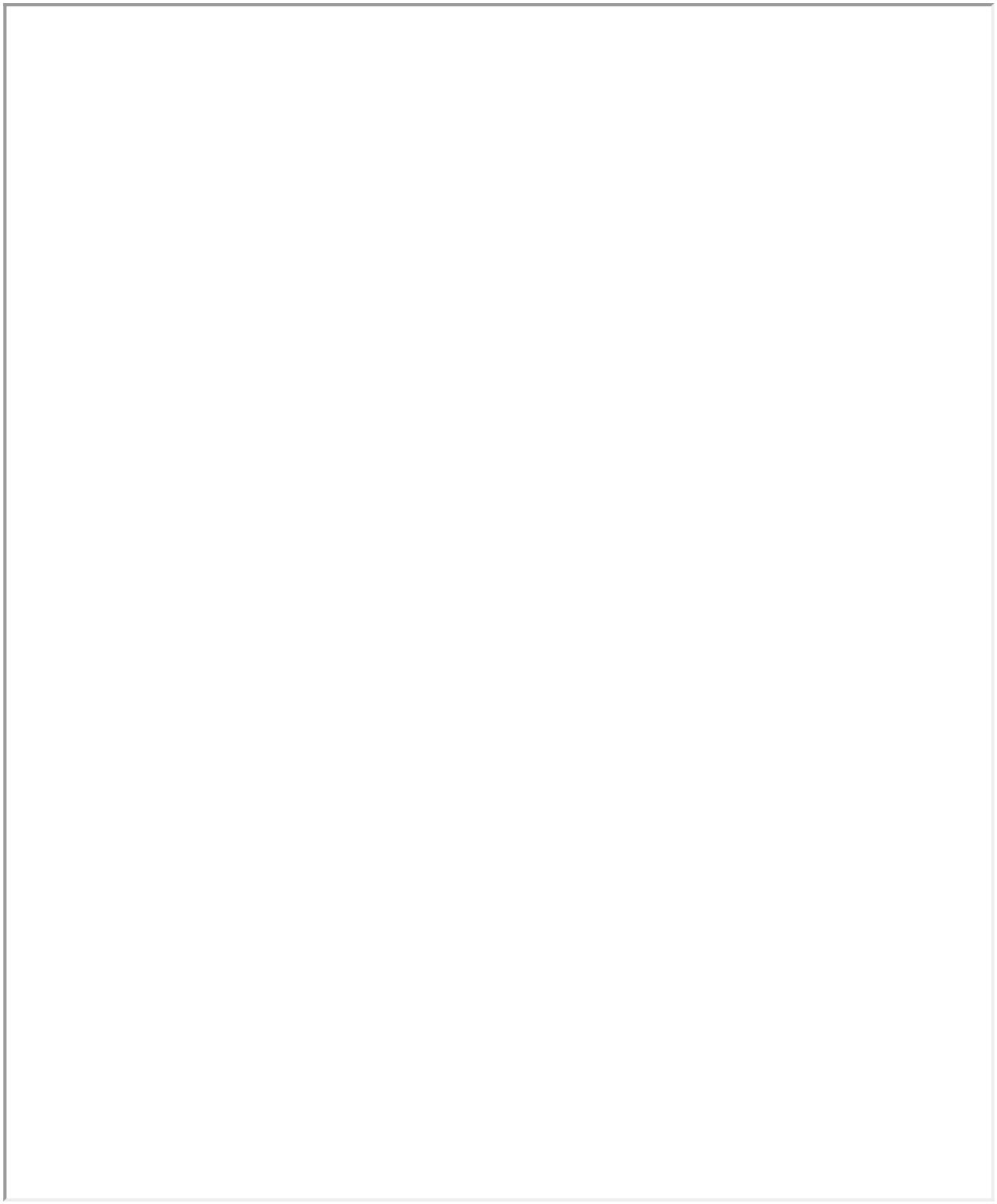
The article shows in a few slides the main approach the city of New York is undertaking to help women to succeed, to find equitable opportunities and to help them with loans, housing and parenthood. It provides data and facts about what has been reached so far and the goals for the future.

Key Findings

New York is considered to be one of the best cities in the world for women, as it has the smallest wage gap in the USA and it has invested $ 800 million in women-owned business over the last 3 years.

How did the city make it? By launching crow-funding partnerships to support women entrepreneurs, started the first loan program for women entrepreneurs, and made opportunities more accessible to minority and women business enterprises (MWBE). In addition, the city provided six weeks of fully-paid parental leave to city employees, a first in NYC history, increased minimum wage to $15 an hour for all city employees, including those contracted with social services agencies, it prioritized gender equity in the administration; 52 percent of senior leadership positions are held by women and finally increased pay for teachers and nurses by nearly 20 percent.

Women.nyc is needed because close to 50 percent of entry-level employees are women, but they only hold 17 percent of C-suite jobs. Moreover, only three percent of Fortune 500 CEOs are women, and as of 2017, women earn just 82 percent of what their male counterparts take home.



An Earnings Standard for New York City's App-based Drivers: July 2018 Economic Analysis and Policy Assessment

Last Modified on 20/06/2019 11:42 am CEST

Authors: James A. Parrott and Michael Reich

Date of publish: July 2018

Why did we select this research?

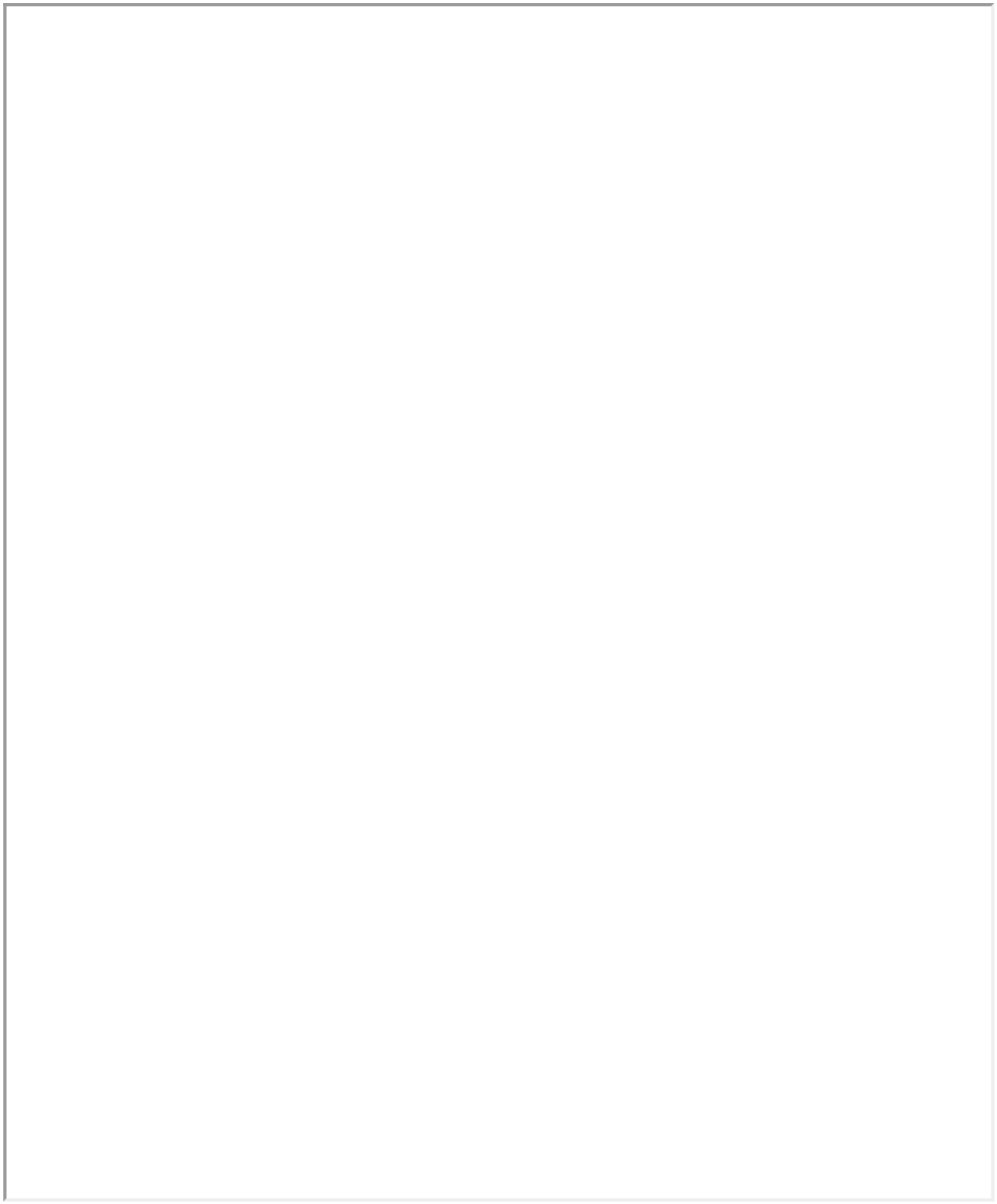
The concerns about reports of low earnings (after costs) among drivers working for the large app-based for-hire vehicle (FHV) companies, have sparkled to the New York City Taxi and Limousine Commission (TLC) the wish to establish a minimum driver pay standard. The policy would set an earnings floor of $17.22, the independent contractor equivalent of a $15 hourly wage, with an allowance for paid time off. Hourly pay is low in large part because the industry depends upon a ready availability of idle drivers to minimize passenger wait times.

Key findings:

- The transportation app industry in New York City shares characteristics of the industry in other dense world-class cities, such as London, Paris, and San Francisco.
- The policy design is innovative because the companies for the first time will pay a cost to maintain increasing pools of low-utilized drivers; the policy compels the companies to allocate rides in a manner benefitting the drivers. This policy will also be a model in setting the first pay standards for independent contractors in the United States.
- Inefficiencies and inequities: incentives to increase the number of drivers without regard for the consequences on driver pay; low driver utilization per driver working hour; and commissions that generate large mark-ups over local operating costs for the dominant industry firms. Only recently have the

companies begun to increase their proportion of shared rides.

- Pay standard includes a paid time off component, in consideration of the long hours worked by many drivers, and the beneficial effect paid time off would have on passenger, pedestrian, and driver safety (the pay increase would amount to about $6,345 per year for drivers now below the standard, equivalent to a 22.5 percent increase in their net compensation, after paying for vehicle expenses).



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Parrot, J. A., & Reich, M. (2018). An earnings standard for New York City's app-based drivers: Economic analysis and policy assessment. *Report for the New York City*

Taxi and Limousine Commission. https://static1. squarespace. com/static/53ee4f0be4b015b9c3690d84, *5*, 1530542764109.

Driver Pay Protections Explainer: Rules Effective Feb. 1, 2019

Last Modified on 20/06/2019 11:42 am CEST

Author: New York City Taxi and Limousine Commission

Date of publish: January 2019

Why did we select this research?

The minimum pay standard will significantly increase earnings for the majority of drivers working for the High-Volume companies (a rule that the Taxi and Limousine Commission adopted in December 2018 and that by beginning of February 2019 has been into force). The goal is for drivers to get a minimum pay for each trip.

Key findings:

- Time, distance and utilization are the three components that provide drivers a minimum pay for each trip.
- Time: drivers are compensated for all the time spent on the road.
- Distance: all major expenses borne by drivers are covered.
- Utilization: share of time drivers spend with passengers and incentivizes companies to more efficiently utilize their driver pool.

Reference:

NYC Taxi and Limousine Commission, *Driver Pay* [https://www1.nyc.gov/site/tlc/about/driver-pay.page]

More Than a Gig. A Survey of Ride-hailing Drivers in Los Angeles.

Last Modified on 20/06/2019 11:42 am CEST

Authors: UCLA Institute for Research on Labor and Employment and UCLA Labor Center

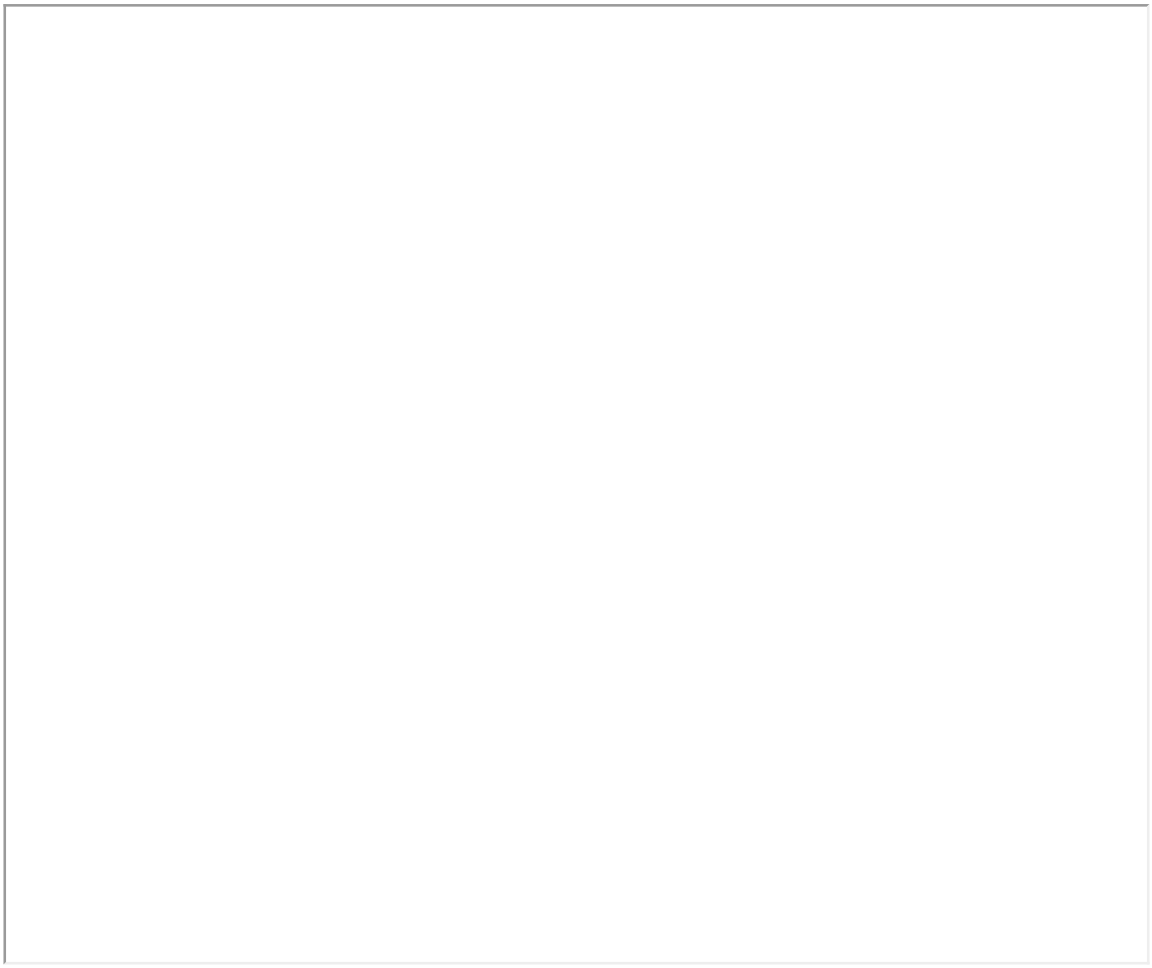
Date of publish: May 2018

Why did we select this research?

Because of its high population density, an increased demand for service work, and an emergent desire for more independent working conditions, Los Angeles is an ideal site for on-demand ride-hailing companies. Nevertheless, the increase of TNCs (Transportation Network Companies) and other online labor platforms has prompted concerns about the future of essential employment laws, the quality of available work, and whether an economy that works for everyone is attainable. On top of that, uneven regulation has allowed technology companies to flourish in the gray areas of workers' rights.

Key findings:

- Despite gig workers in Los Angeles valuing flexibility, they also require a measure of predictability, safety, and income security, protections long available to other workers.
- Technology is neutral and does not inherently mitigate the rights of workers; automation, for example, holds the potential to create new and better jobs. Uneven regulation, however, allows technology companies to flourish in the gray areas of workers' rights. The role of policymakers must, therefore, be to find a balance.
- Ensure job quality, fair wages, and the health and safety of TNC drivers (provide universal benefits for every worker; give drivers the option to become company employees with benefits; allow TNCs drivers to organize and collectively bargain).
- Encourage fair, accessible, and equitable uses of platform work (support worker-owned platforms; begin to address the forthcoming displacement of workers by technology).



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UCLA Institute for Research on Labor and Employment UCLA Labor Center and UCLA Labor Studies Minor, *More Than a Gig. A Survey of Ride-hailing Drivers in Los Angeles,* May 2018.
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New York City passes nation's first minimum pay rate for Uber and Lyft drivers

Last Modified on 20/06/2019 10:41 am CEST

Author: Fernandez Campbell, A.

Date Published: December 2018

Why did we select this research?

City officials in New York passed the nation's first minimum pay rate for drivers who work for ride-hailing apps, ending a contentious two-year battle to make sure drivers can earn a decent living.

Key Findings

- Because Uber and Lyft drivers are considered independent contractors and not employees, they are not subject to the city's minimum hourly wage. The new rules essentially get around that loophole and ensure that drivers are earning at least the minimum wage, with a few dollars extra to cover payroll taxes and some paid time off.
- This change represents the most aggressive effort to regulate Uber since the Silicon Valley tech giant upended urban transportation in 2011.
- Concerns about Uber's business model and work culture have renewed focus on the tech company, and New York City may pave the way for other cities to provide much-needed oversight of the company's business practices.
- Since the start, the ride-hailing industry has exploded, and the problems that have come with it are harder to ignore. New York City now plays a central role

in the economic experiment of the gig economy.

- Not all parties agree. Some state that this rule will undermine competition by allowing certain companies to pay drivers lower wages and disincentives driver from giving rides to and from areas outside Manhattan.

Reference

Fernandez Campbell, A (2018) New York City passes nation's first minimum pay rate for Uber and Lyft drivers. VOX.

https://www.vox.com/2018/12/5/18127208/new-york-uber-lyft-minimum-wage

Sharing Cities Magazine - June 2018

Last Modified on 12/06/2019 11:31 am CEST

Author: Sharing Cities Alliance

Date of Publish: June 2018

What is the main topic of the magazine?

Entrepreneurship is a a key feature of the new approach to work, which does also really fit with the sharing and platform economy. In this edition of the magazine, it is explored the role of cities when fostering so. In this occasion, the case of Milan is analyzed, together with several insights from the sharing economy world

Key findings:

- Participation in the planning of policies is key as to come up with policies that fit the citizen's wants and needs.
- Trial and error approach.
- European Commission report on the collaborative and sharing economy operators in the tourism accommodation sector.

Transforming the city centre and its outskirts into a laboratory for emerging hybrid economies, the Municipality of Milan takes a distinctive approach when it comes to the sharing economy. With an active mix of trade, agriculture, craftsmanship, food, volunteering, art, and culture, Milan is supporting initiatives including many protagonists of urban regeneration projects using technology as a means of improving efficiency, collaboration, and social impact. Their main purpose is to develop a strategy to combine economic innovation and social inclusion by interpreting new trends and seizing opportunities through international exchange. We asked Renato Galliano, the Director of Urban Economy and Employment, to share the details of their policies - scroll down to discover how Milan stimulates entrepreneurship in their sharing economy.

We are always committed to share as much as possible. However, materials originating directly from the interaction between our partner cities (such as online seminars, meetings, events and magazines) remains confidential and accessible only to partner cities. Click here to learn more about joining the Sharing Cities Alliance or contact us directly at info@sharingcitiesalliance.com

These are previews of the original articles. Full content is available members only. If you would like more information or would like to join, get in touch with us.

JOIN THE SHARING CITIES ALLIANCE

Sharing Cities Magazine - April 2018

Last Modified on 12/06/2019 11:18 am CEST

Author: Sharing Cities Alliance

Date of Publish: April 2018

What's the main topic of the magazine?

Fostering social inclusion is a key aspect of the sharing economy. To discover how to do so, this edition of the Sharing Cities Magazine is of great help, through particular cases such as the Amsterdam approach. On top of that, the magazine also deals with the democratization of the sharing economy (if such thing is possible), by interviewing Sharetribe's co-founders Antti Virolainen and Junho Makkonen.

Key findings:

- The profile of people willing to share is highly educated woman between 25-40.
- To foster those not falling into this category, one solution that Amsterdam has come to is with the "Amsterdam City Pass". This guarantees free (or largely discounted) pass to a great variety of activities (museums, swimming pool, restaurants), as to foster and promote that people from lower income backgrounds to participate in the city's life.
- If the sharing economy is to be democratized, platforms need to be accessible and usable for everybody.

"The goal of this seminar was to collaboratively learn how city governments can expand the reach of the sharing & platform economy and thereby enhance the social inclusion of their residents. A good example is the City Pass project in Amsterdam. In this project, Amsterdam connected the City Pass holders to sharing platforms, ensuring that many elderly citizens and citizens with a lower income, could potentially benefit from the sharing economy. On the 11th of April, city

officials from our partner cities joined the hosts Nanette Schippers, Sharing Economy Program Manager, and Irene Wever, who are involved in the City Pas project, to hear all about the Amsterdam approach."

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Sharing Cities Magazine - March 2018

Last Modified on 29/04/2019 1:38 pm CEST

Author: Sharing Cities Alliance

Date of publish: March 2018

What's the main topic of this magazine?

With all the changes that cities are undergoing worldwide, the future of mobility and transportation is expected to change as well. In this edition, we feature an interview with mobility expert Robin Chase, and much more content on the topic & sharing initiatives worldwide.

Key findings:

- 10 shared mobility principles by Robin Chase.
- Shared mobility and self driving cars. This new paradigm needs to be accompanied by a change in citizens' habits, in which the car is shifted from being at the center to being of radial need.

"How can cities ensure accessible and affordable access for everyone and prepare for a future with self driving cars? Robin Chase, a renowned mobility expert and successful entrepreneur, sheds light on these questions by proposing 10 Shared Mobility Principles for Liveable Cities. She is the co-founder and former CEO of Zipcar, the largest carsharing company in the world; as well as co-founder of Veniam, a network company that moves terabytes of data between vehicles and the cloud. She sits on the Boards of the World Resources and has received awards in the areas of innovation, design, and environment, including Time 100 Most Influential People. Scroll down to read about her thoughts and practical recommendations on how cities should move forward."

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Sharing Cities Magazine - February 2018

Last Modified on 12/06/2019 11:18 am CEST

Author: Sharing Cities Alliance

Date of Publish: February 2018

What's the main topic of this magazine?

With the sharing economy, new concepts such as urban commons arise. Shareable's role in this movement since has been as a convener, a news organization providing continuous coverage of the movement, and as a thought leader helping to guide its expansion. The latter is particularly important to their new book, "Sharing Cities: Activating the Urban Commons," where the core principles are covered, because the members of our Sharing Cities Network, which is made up of grassroots sharing activists, voiced the need for a practical guide that defines what a Sharing City is — and provides concrete, real-world examples.

Key findings:

- Interview with Neal Gorenflo, who exposes the 11 principles for sharing cities, and which should be seen as goals per se rather than strict steps to follow.
- Automated vehicles and how we should focus beyond the hype of it and seek to establish a political agenda to deal with it and foster shared mobility with the aim of reducing car ownership.

"Neal Gorenflo, co-founder of Shareable, an award-winning news, action, connection hub for the sharing transformation. Neal has become an expert on sharing through 10 years of entrepreneurship, thought leadership, and as an avid practitioner. In this article he shares his insights and vision on sharing cities that city governments could apply, adapt, and add to, according to their local circumstances. He formulates 11 Sharing Cities principles "with no claim of

comprehensiveness". These principles "should be seen as aspirations rather than instructions; guiding stars rather than a map"

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Sharing Cities Magazine - November 2017

Last Modified on 12/06/2019 11:17 am CEST

Author: Sharing Cities Alliance

Date of publish: November 2017

What's the main topic of this magazine?

A crucial piece for the sharing economy to be such a success are consumers, but, up until what extent there are frameworks providing them a safe space to operate? What is the level of protection they can appeal to? Another relating issue is how to preserve market fairness.

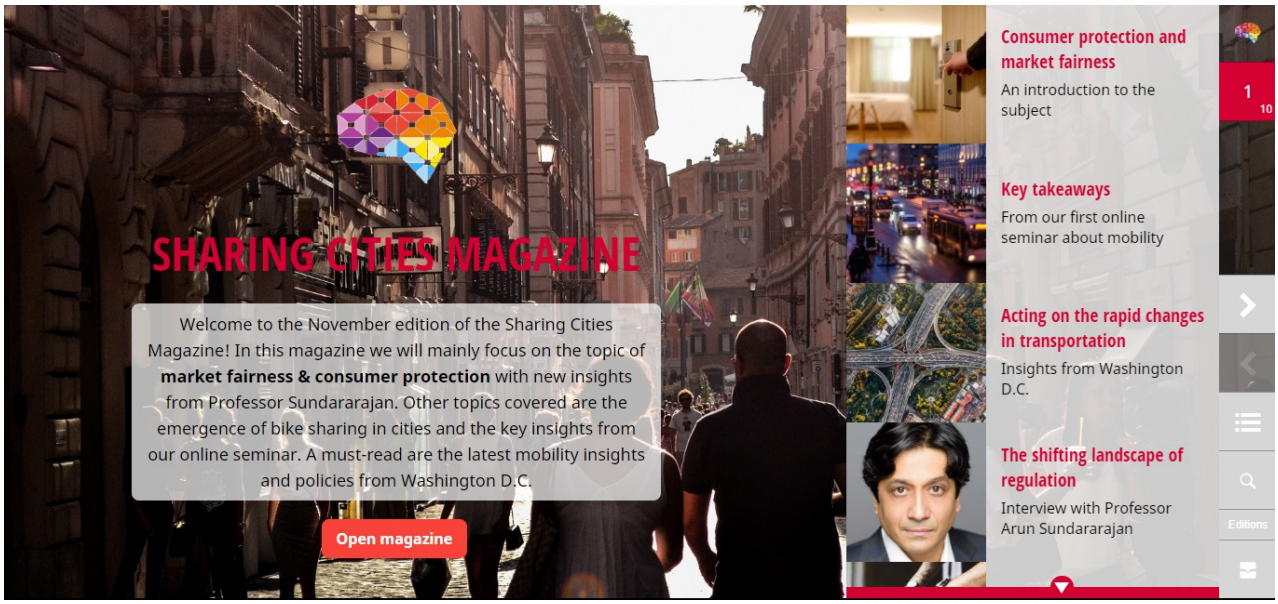
Key findings:

- Consumers have always traditionally enjoyed certain levels of protection from those providing them any kind of service (from hotels to restaurants to traditional taxies). With the sharing economy, the most common system to evaluate (post-experience) is through the reviews system. Nevertheless, this can only happen once the consumer has already had the experience, which is still a tricky issue to solve for the platforms, some of which remove a provider with large negative feedback.
- Market fairness is a tricky arena as well, as these emerging platforms can be misused and providers that do no hold the required licenses for certain activities (such as alcohol licenses for example) can keep on participating in the system. Governments play a crucial role here, as to establish new adaptive regulations to ensure that nothing is done out of the law.
- Changes in urban mobility, learnings from the case of Washington D.C, city which is quickly adapting and has created a five steps approach to deal with the amounts of cars on their streets: leveraging data, creation of a digital platform, pilot transportation as a service, promotion of electric vehicles and infrastructure and preparation for autonomous vehicles.
- Interview with professor Arun Sundarajan, who explained that in order to

properly protect costumers, there is the need to tackle each sector individually, so a better understanding is possible and hence accurary can be guaranteed.

- Interview with Arnould van Waes from the Innovation Researcher at the Copernicus Institute of Sustainable Development at Utrecht University about the emergence of bike sharing systems in cities.

"Why do consumers participate in the sharing & platform economy? How can we ensure equal treatment and access for consumers? And how can we preserve market fairness for traditional businesses? In this magazine we will touch upon these questions to create a better understanding of how the sharing & platform economy affects consumer protection and competition and how (local) governments can respond appropriately."



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Sharing Cities Magazine - October 2017

Last Modified on 14/05/2019 12:15 pm CEST

Author: Sharing Cities Alliance
Date of publish: October 2017

Why did we conduct this research:

Governing the sharing economy is one of the most complicated issues around this new approach to traditional economics. Also, data is a key feature of the sharing economy. Hence, is it possible to link both? Can data collection improve the decisions citizens take when it comes to policy-related decisions and city services? Policymaking from now on will have to re-think its approach and take into further consideration all the potential information enclosed in citizen's data.

Key findings:

- The Barcelona case. Creation of a framework with various criteria to help them distinguish among initiatives that have a positive impact from those that are considered to be business as usual, or even have a negative effect on the city. In this approach, cooperatives and neighborhood projects, are privileged.
- Insights from the Rathenau Instituut regarding data collection and its capacity to protect the public interest.
- Sharing platform data helping to improve city services, the cases of New Orleans and Airbnb; New York City and Uber/Lyft; and Toronto and Alphabet.

What type of policy approaches are appropriate to govern the complexities of the sharing economy? How can the use of sharing platform data improve policy decisions & city services? Which pioneering (city) governments encourage (sharing) platforms to share their data and how? In this magazine we will touch upon these questions to create a better understanding of what the sharing & platform economy means on a local level and how to respond appropriately.

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Sharing Cities Magazine - September 2017

Last Modified on 14/05/2019 12:16 pm CEST

Author: Sharing Cities Alliance
Date of publish: September 2017

Why did we conduct this research:

Worker protection and empowerment are two extremely important topics, yet some times when talking about the sharing economy are not paid enough attention. As the sharing economy has been flourishing quickly, equally quick regulation and worker protection laws are needed in order to ensure that this new approach to work is safe and sustainable for the future.

Key findings:

- Creation of legal and regulatory frameworks are needed. As eventually, people picking various side-jobs to make ends meet eventually harms not only the broader economic system but the personal life of such workers, who can spend less time with their families or enjoying themselves (which at the end of the day, is a key feature when having happy and fulfilled societies).
- Role of cities in supporting workers and workers' unions, specially in low-income communities.
- Potential for the sharing economy to empower workers by 10 principles, among which stand out collective ownership or co-determined work.

How exactly are labor platforms instigating new forms of employment and self-regulation? What institutional norms, values, and rights are they disrupting or displacing, and to what extent should they be allowed to do so? Does the convenience and innovative character of their services require or justify a new regulatory framework or are existing regulations sufficient? In this magazine we'll touch upon these questions to create a better understanding of the opportunities

and challenges that the sharing & platform economy poses on the future of work.

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Sharing Cities Magazine - Summer Edition 2017

Last Modified on 14/05/2019 12:16 pm CEST

Author: Sharing Cities Alliance

Date of Publish: Summer 2017

Introducing the Alliance

The Sharing Cities Alliance is a new independent foundation that fosters city-to-city learning by connecting cities from all continents, empowering city governments to continuously address the sharing economy. A phenomenon that has an increasing impact on cities. On the positive side, the sharing of goods and services among citizens and local businesses benefits the local economy, improves social cohesion and boosts sustainability and overall quality of life. But there are challenges as well. The blurring line between public and private activities may lead to friction between different stakeholders and forces cities to reconsider policies and regulations (i.e. taxation, licensing and zoning).

The sharing economy, empowered by upcoming technologies such as Blockchain and Internet of Things has the potential to open up the abundance of cities, giving more people access to affordable mobility, education, care, food, housing and more. But to get there, technology alone is not enough. We are committed to empower city governments so that they can shape the sharing economy in such a way that it improves the quality of life for their citizens. Together, the cities that join the alliance are moving towards our future cities where all citizens have access to everything they need to live a happy, a connected and a sustainable live.

Harmen van Sprang & Pieter van de Glind

co-founders of the Sharing Cities Alliance

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Sharing Cities Magazine - October 2018

Last Modified on 14/05/2019 12:16 pm CEST

Author: Sharing Cities Alliance
Date of publish: October 2018

Why did we conduct this research:

Given that the Sharing Cities Summit takes place in November, this edition of the magazine prepares the readers on the basics to be

Key findings:

- Explanation of what the Sharing Cities Summit and the Smart City Expo World Congress.
- Fostering new opportunities and new markets for businesses and platforms: can such have a positive spillover effect over cities?
- Opening data: potential for increasing transparency, efficiency, creating social and commercial value as well as making governance more participatory.
- China's approach to sharing economy: where the challenges are similar but practices different.

In November 2018 the third Sharing Cities Summit took place in Barcelona, aiming at bringing together Mayors, Deputy Mayors and city leaders from cities from around the world. The Cities Council Encounter provided a space to discuss how the continuous growth of the sharing economy impacts lives in and economic development of cities, and what innovative measures can be taken to face the challenges and opportunities they involve. This event took place the day before the start of the Smart City Expo World Congress (SCEWC), which included a dedicated space for several tracks, in both Congress and Exhibition Areas. Scroll down to read more about the program.

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Sharing Cities Magazine - January 2019

Last Modified on 14/05/2019 12:17 pm CEST

Author: Sharing Cities Alliance
Date of publish: January 2019

Why did we conduct this research:

Cities from around the world are undergoing an undeniable transformation, and inevitably, area development has to adapt to such changes. In this magazine, we explored some innovations taking place in three different cities: Malmö, Toronto and The Hague. Each case provides a unique approach to the topic, which we think are of great value for the international community.

Key findings:

- Data protection and privacy arise as two concerns deeply rooted in both the citizens and some of the project developers themselves.
- Key role of the local governments to deal with potential gentrification.
- Need for the establishment of frames for collaboration between platforms and governments.

"The pixels on the draw boards of urban planners are getting smaller. Yet most of them still have a hard time in not drawing straight lines. Cities have traditionally divided their territories into well ordered zones fitting to strait forward functions. Industrial, commercial and residential use of space each having a separate piece of the city. Meanwhile more and more space has gotten reserved for mobility, mainly cars and parking lots. But then came the sharing economy.."

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Sharing Cities Magazine - February 2019

Last Modified on 14/05/2019 12:17 pm CEST

Why did we conduct this research:

The sharing and platform economy do have a direct potential impact on the role of cities per se (institutions). In this edition of the magazine, we have taken the example of DigiTel, Tel Aviv's ambitious digital platform where more than half of the city's citizens have already signed up.

Key findings:

- The role of data (and its protection) has to be at the core of any platform.
- Cities and citizens are changing, and hence, the traditional understanding of governance should evolve too. By this, transforming cities as platforms where interaction is at the core is a significant improvement that cities worldwide should aspire too. Nevertheless, all the challenges arising from this should be carefully studied. The case of DigiTel is an excellent first example.
- Data collection, open data and privacy are permanent concerns for both municipalities and citizens.

What do we see at the intersection of Sharing and Smart Cities? The 2018 Sharing Cities Summit in Barcelona was connected to its massive Smart City Expo. As such, it has been the perfect occasion to define an answer to this question. Walking around at the Expo you see a thousand different ways to collect and manage data and how these can be used to manage assets and resources efficiently. This is typical for Smart Cities. In contrast, the Sharing Cities Summit and the Sharing Cities track at the Expo were focussed on how citizens and organizations can collaborate to create a city where all citizens have access to what they need to live a happy, connected and sustainable life. The contrast is clear: smart cities are more about sensors, sharing cities are more about people. Yet naturally, these two ways of urban development find each other in some of the world's most interesting projects that all have one thing in common: approaching the city as a platform.

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Sharing Cities Magazine - March 2019

Last Modified on 14/05/2019 12:17 pm CEST

Author: Sharing Cities Alliance
Date of publish: March 2019

Why did we conduct this research:

Amongst the many transformations that cities worldwide are undergoing, the way people move is one of the most relevant ones. Transportation is found in every citizen daily life, in a way that almost no other service provided by cities is. Hence, transformative cities must match their transportation systems and services and provide better, faster, safer and more sustainable means of transport. In this edition of the Alliance magazine, we dig into Washington D.C.'s transformative policies and its approach to this relevant topic.

Key findings:

- Transportation is still very heavily related to cars (shift from private to for-hire car services such as Uber or Lyft). This poses the challenge of congestion and pollution.
- Improvements in the public transport networks is still required. At the same time, the behavioral aspect of it (incentivize citizens to stop linking comfort, status and convenience to traditional cars and shift).
- The unknown status of new emerging transport companies (Uber, Grab, etc) goes hand in hand with lacking adequate regulation, which in turn, create an uncertainty atmosphere among citizens.
- Aumomated Vehicles (AVs) are still under-construction (and the legislation regulating them as well), but they must be considered a real possibility in the coming years.

"As a regulator, digital equipment allowed us to collect transportation data that before was unreliable and only existed on paper"

Eric Fidler, CIO DFHV Washington DC

This March, the Sharing Cities Alliance was pleased to have Eric Fidler, CIO at Department For Hire Vehicles in Washington, D.C. as the host of our online seminar. Transportation (or: Mobility) is one of the most well-known and developed fields within the sharing economy. Cities around the world are already shaping their mobility systems, in order for them to fit in the new ecosystem. And this is also the case of Washington, D.C. In this seminar, Eric talked about how D.C. adopted new emerging technologies and platforms, how it is promoting electric vehicles (with the consequent infrastructural changes), and how the city is leveraging big data in order to measure transportation and customer expectations among other topics. Last week, he took some time to answer a few questions.

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Sharing Cities Magazine - May 2019

Last Modified on 14/05/2019 12:17 pm CEST

Author: Sharing Cities Alliance
Date of publish: May 2019

Why did we conduct this research:

The 'gig' economy has been an increasing reality in our current cities. Despite the reasoning for this new type of work to flourish, we cannot undermine the working conditions of these 'gig' workers. In this month's edition, we explore the labour rights conditions' of gig workers, how institutions such as the European Parliament have been taking a step further in order to guarantee minimum rights and how leading cities do so to, more particularly, the case of New York City and the Taxi and Limousine Commission.

Key findings:

- New playing rules have to be established in order to adapt to new economic ways, not only to guarantee the quality of services provided but also the rights of those providing such services.
- Despite general guidelines have to be drawn in order to guide each city and each specific sector, tailored solutions and frameworks have to be settled.
- There is still a long road ahead, so industry, law makers and workers must come together to established satisfactory rules of the game for all.

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Sharing Cities Magazine - April 2019

Last Modified on 14/05/2019 12:18 pm CEST

Author: Sharing Cities Alliance
Date of publish: April 2019

Why did we conduct this research:

Sustainability has become, in the recent years, almost like a fashion trend. But in this edition of the Alliance magazine, we dig besides this trendy approach and investigate the real relation between circularity and sharing in cities as approaches to sustainability.

Key findings:

- Use the relationship between the Sustainable Development Goals (SDGs) to the advantages of sharing and circularity in cities, as to foster and encourage real sustainability both within and amongst neighbourhoods.
- Breaking down the SGDs and approaching them bottom-up, as opposite as the business as usual top down approach as to successfully benefit from such guidelines and the national and city level.
- Encourage neighbourhood-based projects as a way to foster circularity within cities. In turn, sustainability is more likely to follow and stay in that given community.

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Amsterdam: Social Inclusion

Last Modified on 14/05/2019 3:10 pm CEST

Author: Sharing Cities Alliance

Date of publish: April 2018

What's the main topic of this seminar?

The main subject of the seminar was to discuss how to build an inclusive sharing economy. Since the sharing economy has so much potential in re-inventing the way in which we consume and produce, these benefits can also be extended to improving social inclusion within cities.

Key findings:

- City Pass Pilot project in Amsterdam was the cornerstone in which the seminar revolved around to.
- Nanette Schippers, the Sharing Economy Program Manager of the city of Amsterdam, and Irene Wever, who is involved in the City Pass pilot where the protagonists of the seminar.
- Amsterdam's sharing economy approach: Encouraging sharing initiatives and intervening when necessary.
- 300k/800k Amsterdam inhabitants feel loneliness, usually as a result from poverty.
- Role of City Pass in improving (and how to achieve so) people coming from lower incomes' life.

"How has the city of Amsterdam embraced the sharing economy? How is entrepreneurship, sustainability and social cohesion embedded in the city's plans? In this seminar all these questions are touched upon with the objective of creating a better understanding of how the sharing & platform economy affects

citizens and how (local) governments can respond appropriately."

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Toronto: Airbnb Regulations in Cities

Last Modified on 14/05/2019 3:11 pm CEST

Author: Sharing Cities Alliance

Date of publish: March 2018

What's the main topic of this seminar?

It is undeniable that Airbnb and other fast-growing short-term rental platforms have been a game changer. In part due to this new revolution, interest in cities around the world (from tourists) has grown exponentially too, as it makes traveling easier, cheaper and (somehow) safer. Since this method of stay is new, also new regulations are required to ensure that both ends of the deal (the hosts and the tenant). This seminar was hosted by Tracey Cook, Executive Director of Municipal Licensing and Standards in Toronto.

Key findings:

- Toronto's perspective on the topic.
- Discussion on the guiding principles for regulation (laws, compliance and punishments if violation of such occur).
- Taxation system behind short-term stays.
- The role of hotel industry and hotel associations. Realization that a new participatory approach was needed in order not to provide the clash taxi-Uber path.

"What opportunities do platforms such as Airbnb bring to the city? Do the positives compensate the negatives of increased tourism in cities? What is the role of local governments? What compliance checks are needed in order to properly regulate short-term rental spaces? In this seminar all these questions are touched upon with the objective of creating a better understanding on the role of sharing & platform economy when it comes to regulating Airbnb in cities around the world, and how (local) governments can respond appropriately."

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Washington D.C.: Acting on the Rapid Changes in Transportation

Last Modified on 14/05/2019 3:11 pm CEST

Author: Sharing Cities Alliance

Date of publish: November 2017

What's the main topic of this seminar?

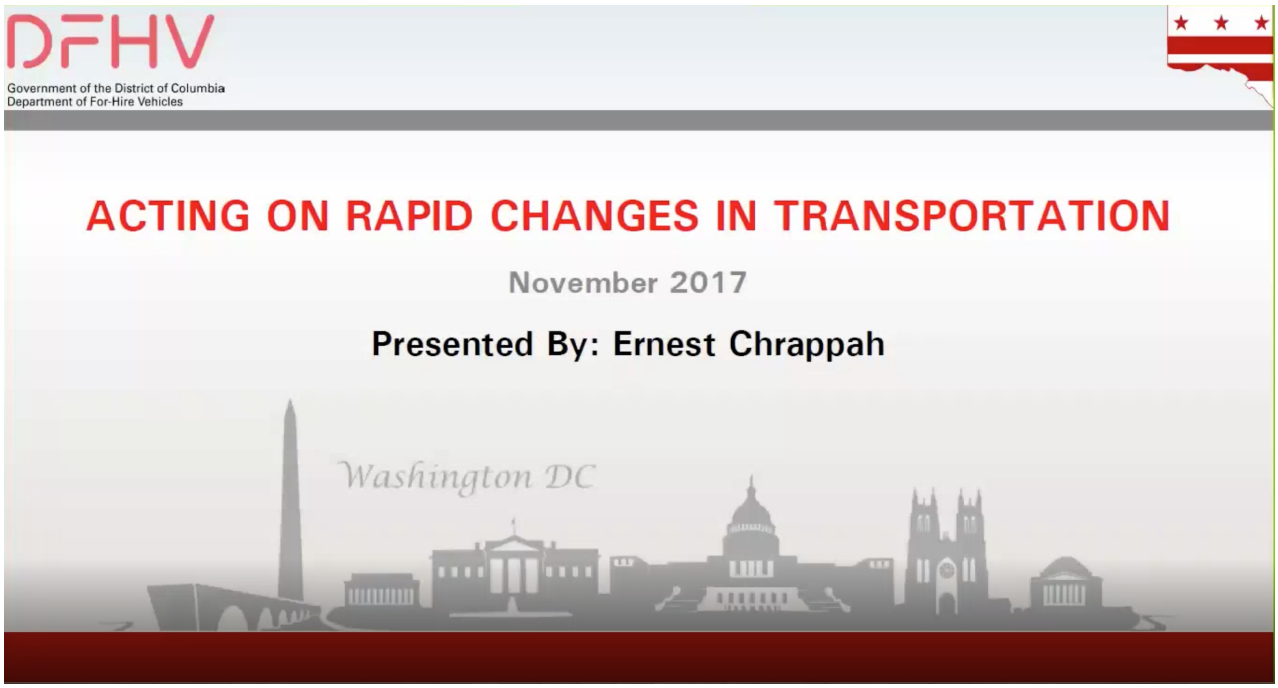
Probably transportation is the first topic coming to mind to most of the people to whom you ask to give you an example of what sharing and platform economy is. They might probably think about Uber, Lyft, Grab, etc. Despite transportation being indeed one of the most talked about issues within the sharing and platform economy, it goes way beyond ridehailing. In this seminar, Washington D.C.'s approach to the fast changes in the transportation sector is discussed.

Key findings:

- Role of data and how leverage it as a crucial aspect to take into account.
- Importance of promoting alternative transportation methods (special focus on electric vehicles and more sustainable means of transport).
- Role of municipalities and local governments when it comes to providing appropriate and high quality infrastructure.
- Preparing for the way ahead: Automated Vehicles (AVs). Regulation, citizen perspective and the needed technology behind.

"How to create adequate policy frameworks for adapting cities to the much needed transportation transition? What is the role of the government when it comes to shaping citizens view on transportation transition? To what extend is the high dependency on data safe? In this seminar all these questions are touched upon with the objective of creating a better understanding of how the sharing & platform economy affects transportation and how (local) governments can respond

appropriately."



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Gothenburg: Innovative Ways to Stimulate Participation in the Sharing Economy

Last Modified on 14/05/2019 3:11 pm CEST

Author: Sharing Cities Alliance

Date of publish: May 2018

What's the main topic of this seminar?

The main objective of the seminar was to discuss how to promote both citizens of Gothenburg and visitors to live in a more sustainable way (mainly encouraging sharing over the concept of ownership). The seminar was co-hosted by the Swedish city of Gothenburg and their Gothenburg's Smart Map, a very innovative tool with regards to sharing. The online seminar was hosted by Tove Lund, Coordinator of the Testbed Sharing City Gothenburg and Emma Öhrwall and Jonathan Mattebo Persson, both co-founders of Collaborative Economy Gothenburg.

Key findings:

- Role of citizen participation when it comes to creating sharing initiatives and promoting (and improving them).
- What should be the stand of local governments and civil servants towards this new approach to a more sustainable economy.
- Behavior aspects of engagement. Both short and long term benefits and challenges of initiatives such as the Gothenburg Smart Map.

"*What would be the ideal outlook of a public-private partnership? How can the role of citizens within the city's priorities be further encouraged? How to create socially sustainable and inclusive cities?* In this seminar all these questions are touched upon with the objective of creating a better understanding of how the sharing &

platform economy affects citizen participation and engagement, and how (local) governments can respond appropriately."

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Barcelona: Stimulating Entrepreneurship

Last Modified on 14/05/2019 3:12 pm CEST

Author: Sharing Cities Alliance

Date of publish: June 2018

What's the main topic of this seminar?

The main goal of this seminar was to discuss different ways in which city governments can prompt entrepreneurship and impel the local sharing economy. This seminar was a platform for the participants to share policies and programs that have successfully supported sharing and platform economy entrepreneurs. The seminar was co-hosted by the Alliance as well as members from the Barcelona city council, the Free Knowledge Institute (FKI) and Procomuns & Dimmons (UOC), who took upon the example of how Barcelona is achieving such goal.

Key findings:

- Need for a network of cities from which to learn from. Exchange of experiences, best practices and transference of know-how as a key aspect of successful programs.
- Specific role of cities within the sharing ecosystem.
- Relevance of being inclusive.

"In this seminar all these questions are touched upon with the objective of creating a better understanding of how the sharing & platform economy affects citizens and how (local) governments can respond appropriately."

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Gothenburg: Sharing Cities State of Play

Last Modified on 14/05/2019 12:24 pm CEST

Author: Sharing Cities Alliance

Date of publish: November 2018

What's the main topic of this seminar?

The main goal of this seminar was to do a little "check up" on how the cities member to the Alliance, know how they were doing in general terms. Hence, the exchange of inputs revolved around the principle achievements of the cities, as well as the challenges they were facing and consequently, the potential opportunities for collaboration amongst them.

Key findings:

- Extremely important to be able to measure both progress and challenges. Being able to establish some indicators to measure the impact of initiatives.
- Sharing best practices and challenges as a way to strengthen the network and the cooperation among cities.
- Discussion on the future of work.

" Can platforms be democratized? If so, how? What are the risks and threats of this new phenomenon of sharing? How can local governments ensure that cities do not fall into big corporations? In this seminar all these questions are touched upon with the objective of creating a better understanding of how the sharing & platform economy affects citizens and how (local) governments can respond appropriately."

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Seminar: Toronto, Sweden and The Hague: Area Development in the Age of Sharing Economy

Last Modified on 22/05/2019 12:48 pm CEST

Author: Sharing Cities Alliance

Date of publish: January 2019

What's the main topic of this seminar?

The main goal of the seminar was to talk about area development in the era of the sharing economy. The seminar revolved around three case studies: Toronto's Quayside, Malmö's Sege Park and The Hague's Bink Eliand.

Key findings:

- Need to establish a common ground regulating sharing economy?
- What is the role of consumers in this new age where sharing is the trend?
- What is the role of data and who should own it (if someone was to do so)?
- Gentrification and its consequences.

" What is the role of data in the shift towards a sharing economy? How can it be ensured that citizens do not become part of any bigger corporations' experiments? How to avoid monopolies? In this seminar all these questions are touched upon with the objective of creating a better understanding of how the sharing & platform economy affects citizens and how (local) governments can respond appropriately."

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Tel Aviv: Digitel: City as a Platform

Last Modified on 14/05/2019 3:12 pm CEST

Author: Sharing Cities Alliance

Date of publish: February 2019

What's the main topic of this seminar?

The main purpose of this seminar was, for the city of Tel Aviv, to present their innovative tool Digitel, Tel Aviv's approach to the city as platform. The seminar was co-hosted by Liora Shechter, CIO of Tel Aviv.

Key findings:

- Change in the unidirectional way that the relationship between government-citizen used to be.
- Adapting the institutions to the new technologies.
- Aiming at improving citizen engagement (hence boosting the communities feeling of belonging too).
- Potential role of city governments to become an enabler for the maximum fulfillment and enjoyment of its citizens.

" What is the role of city governments when fostering social inclusion? Has the government the right to use data and create tailored information with it? How can a city government act as a platform? What alternative shapes can the sharing economy within cities have? In this seminar all these questions are touched upon with the objective of creating a better understanding of how the sharing & platform economy affects citizens and how (local) governments can respond appropriately."

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Washington D.C.: Transportation in D.C.

Last Modified on 14/05/2019 3:12 pm CEST

Author: Sharing Cities Alliance

Date of publish: March 2019

What's the main topic of this seminar?

The main objective of this seminar was to discuss transportation in transition, and the way ahead in Washington, D.C. The seminar was co-hosted by Eric Fidler, the Chief Information Officer at Department of For-Hire Vehicles.

Key findings:

- PFH (private for hire) cars has had a huge impact, both on the regulation and consumer behavior side.
- Role of data in the transportation revolution.
- Infrastructure and technology go hand in hand.
- Electric vehicles and AVs (automated vehicles).
- Sustainability and efficiency at the core. Values (shift on the concept of ownership) and behavior as key aspects to play with.

"How can public services be taxed in a way that support more sustainable practices? To what extent can local governments decide on higher issues such as taxation? Would the de-congestion systems already in place (such as in London or Stockholm) work in other cities? How? In this seminar all these questions are touched upon with the objective of creating a better understanding of how the sharing & platform economy affects citizens and how (local) governments can respond appropriately."

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The Hague: A Sharing and A Circular City

Last Modified on 14/05/2019 3:13 pm CEST

Author: Sharing Cities Alliance

Date of publish: April 2019

What's the main topic of this seminar?

The main objective of this seminar was to talk about sharing and circularity within cities, more specifically in the case of the Dutch city of The Hague. To do so, we COUNTED with Jay Navarro Oviedo, an expert on circular economy and currently working at the municipality of The Hague, as well as being a member of the EU Urban Agenda partnership on circular economy.

Key findings:

- Extreme prominent role of communities as factors towards change.
- Need for recognition of urban specific challenges. Relation of such to sustainability and creating more sustainable cities and aware citizens.
- Economic benefits of establishing circularity as a guiding policy principle.

"How can municipalities enable an arena where its citizens and communities feel empowered and motivated to bring change? What other incentives can be used instead of the business as usual approach (money based)? What are the benefits (if any) for cities to push towards creating circularity within? How can that be done? In this seminar all these questions are touched upon with the objective of creating a better understanding of how the sharing and circular economy affects citizens and how (local) governments can respond appropriately."

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New York City: Minimum Pay, the New Way?

Last Modified on 20/06/2019 4:36 pm CEST

Author: Sharing Cities Alliance

Date of publish: May 2019

What's the main topic of the seminar?

The Seminar turned around the topic of gig workers and how to ensure a fair share for them. Based on the recently established standard in NYC for drivers, the city does now ensure a minimum wage for its drivers. This step has turned to be crucial for cities around the world, as it sets a first step towards protecting those at the other side of the gig economy: the gig workers.

Summary of the seminar:

- Ability to identify the problem and the aspects worsening it. Celine Zakaryan and Dawn Miller exposed the NYC case with data so the participants could understand the magnitude of the standard and how such tool was reached.
- Role of data when establishing the standard (and complying to it). So data management and analysis as a key factor to succeed.
- Strong relationships to ensure the success of the standard. Ability to connect with parties that might not be directly involved in the standard but that have somehow a relationship with it (or can provide valuable input)

"How has the city of New York managed to set a minimum wage for its drivers? How has this become embedded in the city's policies and priorities? In this seminar all these questions are touched upon with the objective of creating a better understanding of how the sharing & platform economy affects citizens and how (local) governments can respond appropriately."

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Sharing Cities Summit 2016: Amsterdam

Last Modified on 14/05/2019 3:15 pm CEST

Author: Amsterdam

Date of publish: 2016

What's the main topic of the Summit?

Experts and policymakers coming from 10 cities from around the world gathered together in Amsterdam to discuss about this new pathway, and the challenges and opportunities. This first initiative (First Round Table) was aimed at establishing some working common ground between the experts to discuss upon to, and to be followed by a Second Round Table to be held in NYC.

Key findings:

- Disruptive nature of the sharing economy. Potential effects over city dynamics and effect of such on citizens.
- How to monitor the potential positive and negative impacts, and how to deal with that information.
- Pilot project.

AMSTERDAM SHARING CITY

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Sharing Cities Summit 2017: New York

Last Modified on 14/05/2019 3:15 pm CEST

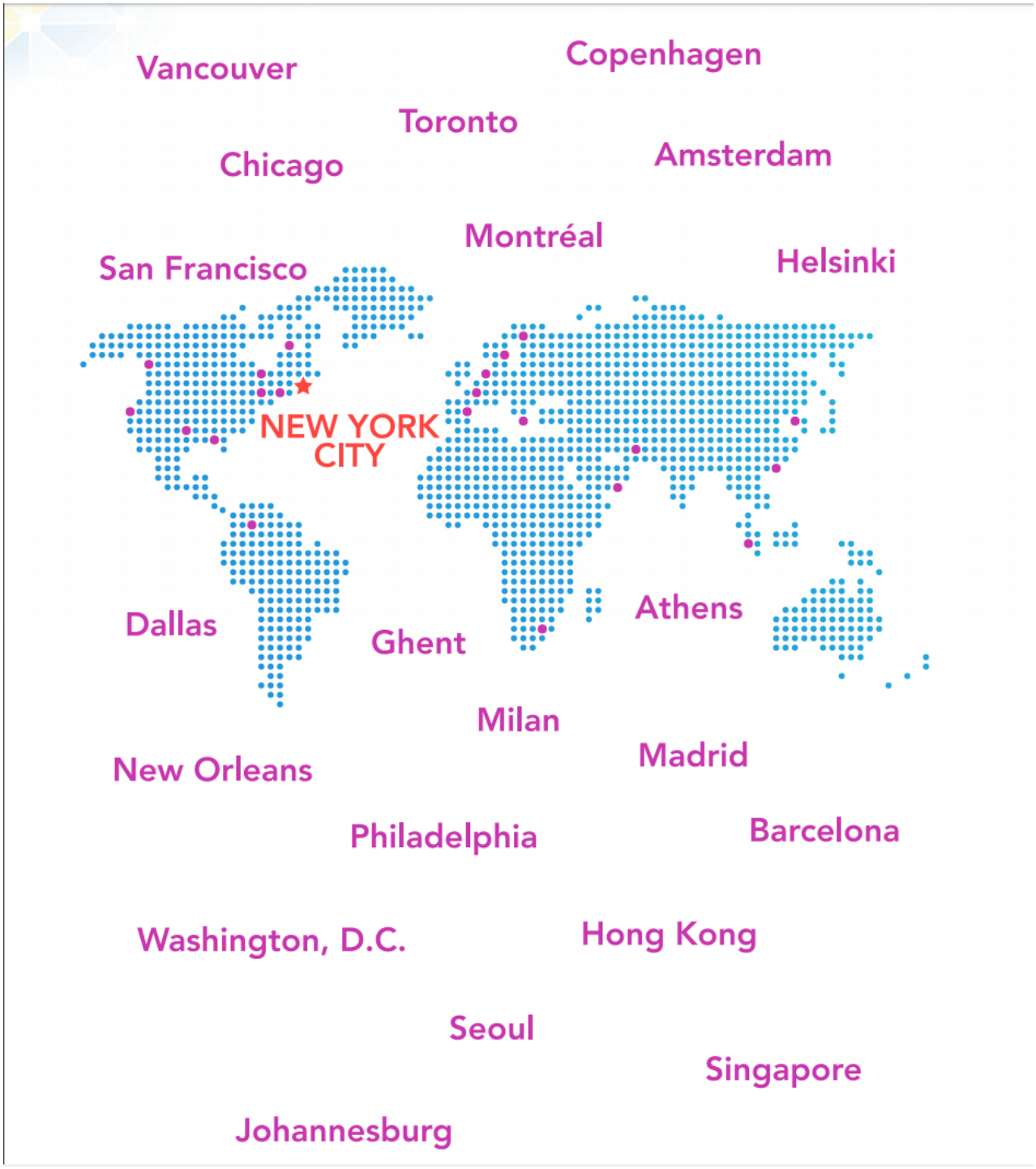
Author: New York City
Date of publish: 2017

What's the main topic of the Summit?

The purpose of the Summit is to provide a platform to debate about the most relevant issues cities face as the sharing economy increases its role in urban life. The summit gathered mayors and representatives from 22 cities, 13 countries and 4 continents. In addition, a series of principles were established as guidelines for sharing cities to get inspiration from.

Key findings:

- Data collection and its role in policy making. How to encourage safe data collection.
- How to protect consumers and market fairness.
- Empowerment and worker protection.



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Sharing Cities Summit 2018: Barcelona

Last Modified on 14/05/2019 3:15 pm CEST

Author: Barcelona

Date of publish: 2018

What's the main topic of the Summit?

Gathering of city mayors, experts on sharing economy and other key players in the field. This cities council meeting provided an arena for discussion on how the continuous growth of collaborative economies impacts the life and economic development of cities.

Key findings:

- Innovative measures to be taken as to face the challenges and opportunities of the sharing economy.
- Data and its role both within the city and amongst cities.
- Role of technology.

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