

Making Sense of the UK Collaborative Economy

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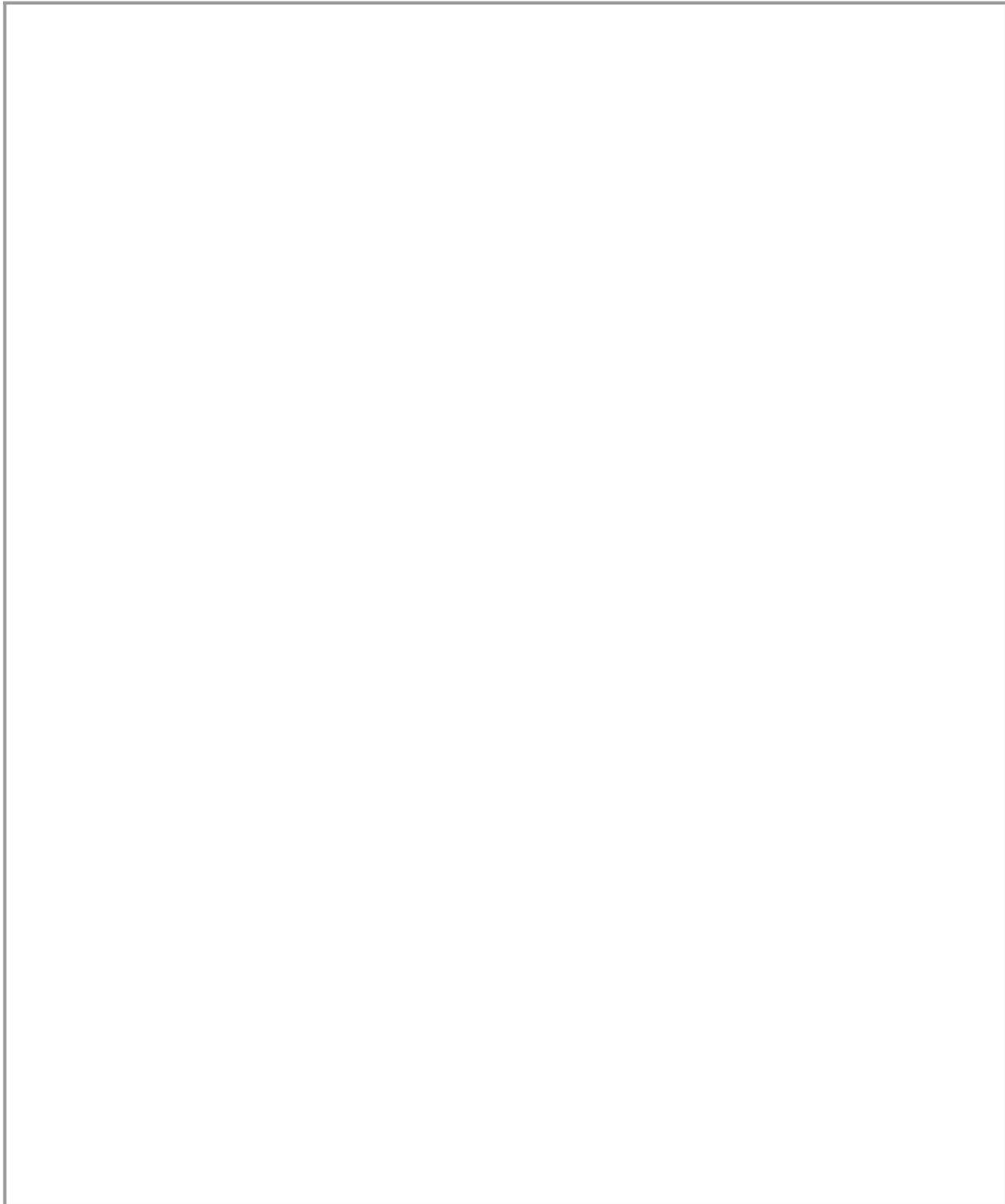
Why we chose this research?

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 sectors** 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.
