

Towards Varieties of Sharing Economy. Examining Implications for Urban Policies

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THE SHARING ECONOMY LACKS A SHARED DEFINITION

Giving meaning to the terms

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 **COLLABORATIVE LAB**

From sharing economy to sharing economies

Two perspectives:

1. **Forms of integration** between economy and society
2. **Territorial dimension** in the analysis of the relationship between social and economic institutions

1.

Forms of integration

Forms of integration

Forms of integration	Exchange	Collaboration	Reciprocity	Common pool	Redistribution
Identity of the actors	Impersonality	Generic knowledge	Electivity	Belonging	Citizenship
Motivations of the actors	Extrinsic	Mainly extrinsic	Mainly intrinsic	Identitarian	Extrinsic
Relationship	Symmetrical	Symmetrical	Symmetrical/ asymmetrical	Asymmetrical	Asymmetrical
Nature of the constraint	Private legal	Informal	Ethical	Communitarian	Public legal
Degree of commitment	Low (easy exit)	Medium (possible exit)	Medium-high (loyalty)	High (voice)	High (voice)
Principle of allocation	Equivalence	Quasi-equivalence	Mutual positive debt	Mutuality	Justice
Means of exchange	Money	Reputation	Gratitude	Status	Authority
Form of trust	Systemic confidence	Indirect trust	Interpersonal trust	Generalized trust	Institutional trust
Characteristics of the goods	Private	Shareable	Relational	Common	Public



upwork

TIMEREPUBLIC



Market

Collaboration

Reciprocity

Common
pooling

Redistribution

2.

Territorial dimension



Seoul

Milano

San Francisco

Amsterdam



Territorial dimension

	San Francisco (focus on market/ collaboration)	Seoul (focus on collaboration/ reciprocity)	Amsterdam (focus on common pooling)	Milano (focus on common pooling/ redistribution)
Main local collective competition goods	Economic/ Technologic	Infrastructural	Cultural	Relational
Main cultural traits	Entrepreneurial mindset	<i>Jeong</i> (generalized altruism)	Freedom and openness	Solidarity
Key driver	Entrepreneurship/ Technology	Population density	Immigration	Local development
Main aim	Support the commercial SE Support start-ups tackling public challenges	Restore dissolved communities and revive sharing culture	Civic integration. Mixing socioeconomics group	Innovation and social inclusion
Public action	De-regulation	Policies	Legalization	Practices
Promoters	Sharing companies - Chief innovation officer – Office of civic innovation –	Major – Innovation Department	ShareNL – Amsterdam Economic Board	Sharexpo – Policies for Employment and Economic Development Department
Main Players	Sharing economy working group (sharing companies + city departments + community organizations)	Sharing Promotion Committee (12 members from the private sector and 3 from the government)	ShareNL + city officials + businesses	Network of local players of the sharing economy (60 operators and 42 experts)
Funding	Private	Public	Partnership public-private	Public as user of the sharing services

Milano Sharing City: the process



Milano Sharing City: activities

1. **House** of collaboration.
2. **Incubator** for sharing economy start-ups.
3. **Agreement** with Airbnb.
4. **Support** to coworking and maker spaces.
5. **Platform** of civic crowdfunding.
6. Apartment buildings' **caregivers**.
7. ...

Sharing economy and crowdfunding in Italy

(in italian):

Sharing economy: <http://www.collaboriamo.org/risorse/>

Crowdfunding: <http://www.crowdfundingreport.it/>
