Towards Varieties of Sharing Economy. Examining Implications for Urban Policies

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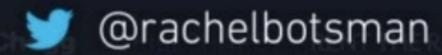


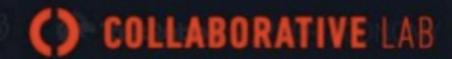


THE SHARING ECONOMY LACKS A SHARED DEFINITION

Giving meaning to the terms

created by:





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

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 | Symmerical/ 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 |

















Market

Collaboration

Reciprocity

Common pooling

Redistribution

Territorial dimension

Seoul Milano

San Francisco Amsterdam

Market Collaboration Reciprocity Common pooling Redistribution

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 | Jeong (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/