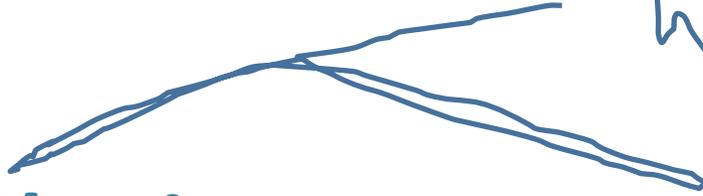


What?



# Can the Sharing Economy Advance Equity and Sustainability?

Janelle Orsi, Sustainable Economies Law Center  
Oakland, California, USA  
[www.theSELC.org](http://www.theSELC.org)



# Is this the sharing economy?

Worker Cooperatives  
Cohousing Communities  
Coworking Spaces  
Maker Spaces  
Community Gardens  
Social Enterprise  
Shared Commercial Kitchens  
Carsharing Groups  
Ridesharing  
Tool Lending Libraries  
Ecovillages  
Local Currencies  
Time Banks  
Land Trusts  
Grocery Cooperatives  
Community-Owned Solar Cooperatives  
Community-Supported Agriculture

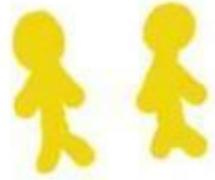




**LEVEL 1 = Casual Spontaneous One-Time**

**SUCH AS:**

- Borrow a shovel
- Share a ride
- Casual swap or barter
- Couch surf
- Ask favors/do favors
- Give/receive



**Level 2 =**

**Make Plans and Agreements**



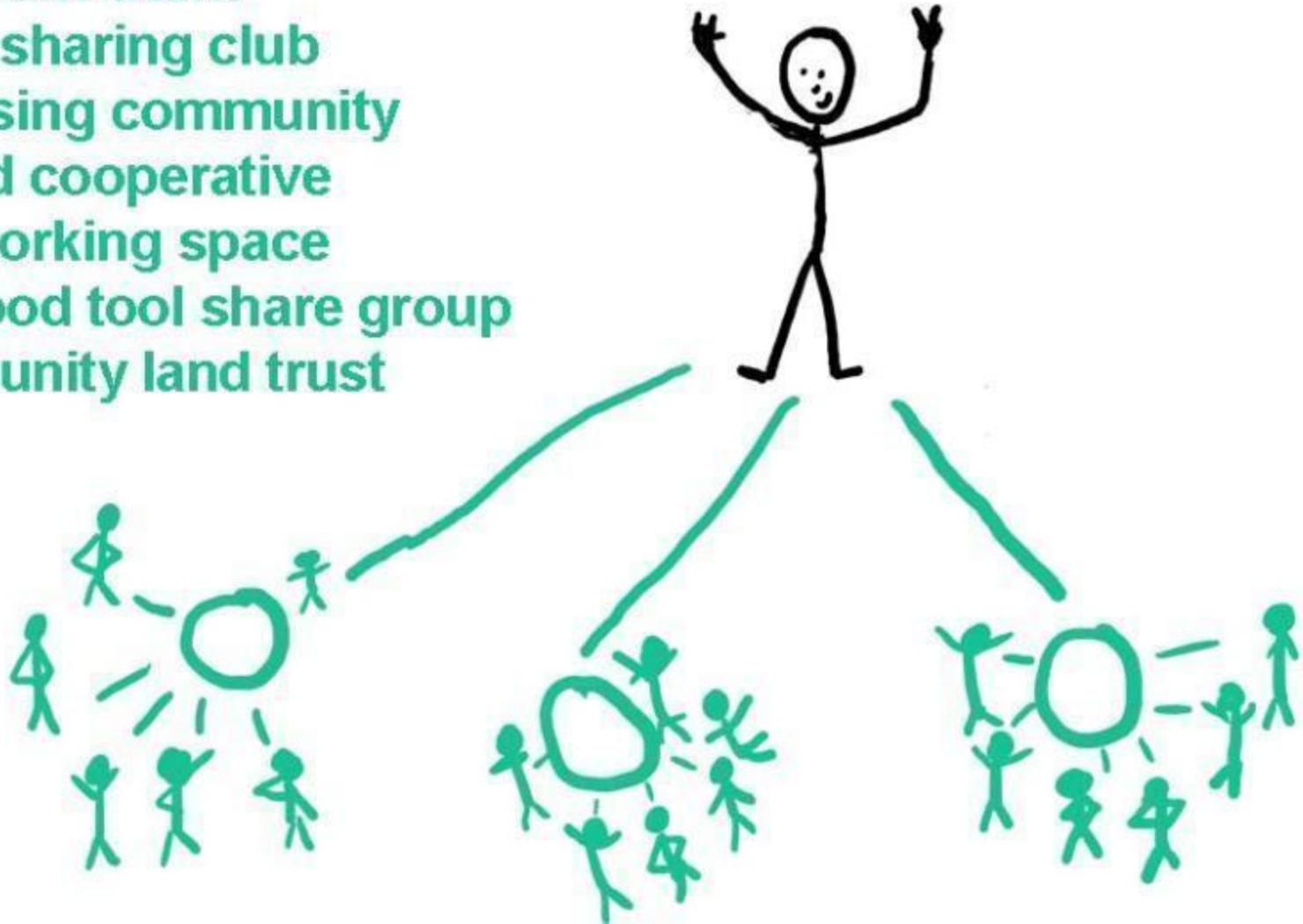
**SUCH AS:**

- Agreement to support an urban farm by purchasing produce
  - Agreement to collectively purchase goods
- Co-ownership of car, house, vacuum, or other things
  - Regular childcare exchange
- Agreement to barter goods/services
  - Share office, studio, or workshop

# LEVEL 3 = Organizations

SUCH AS:

- Time bank
- Car sharing club
- Cohousing community
- Food cooperative
- Coworking space
- Neighborhood tool share group
- Community land trust





Or is this the  
“sharing  
economy?”



***taskrabbit***



U B E R



**Welcome!  
Share  
everything!  
Earn money!**



**Welcome!  
Share  
everything!  
Earn money!**

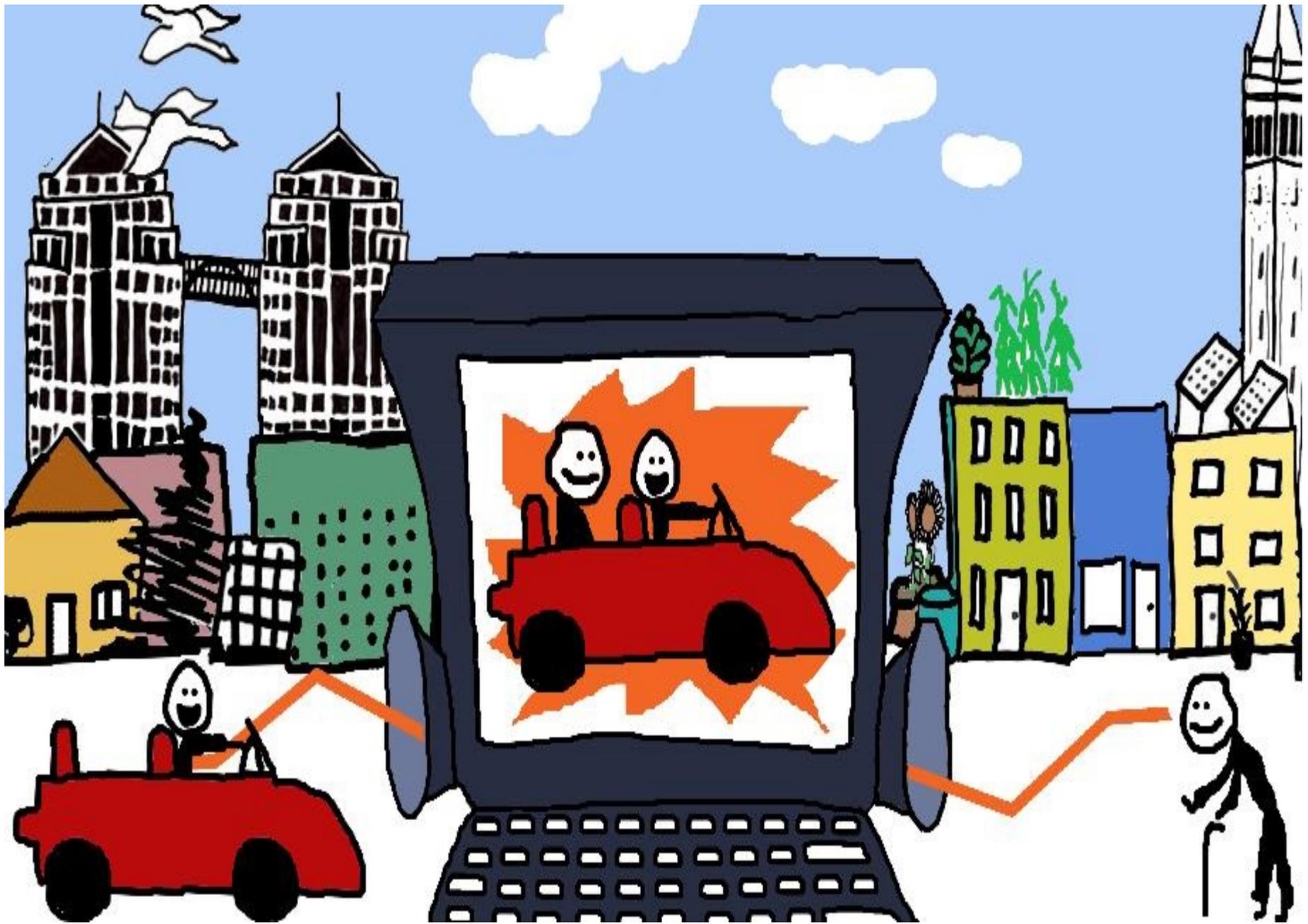


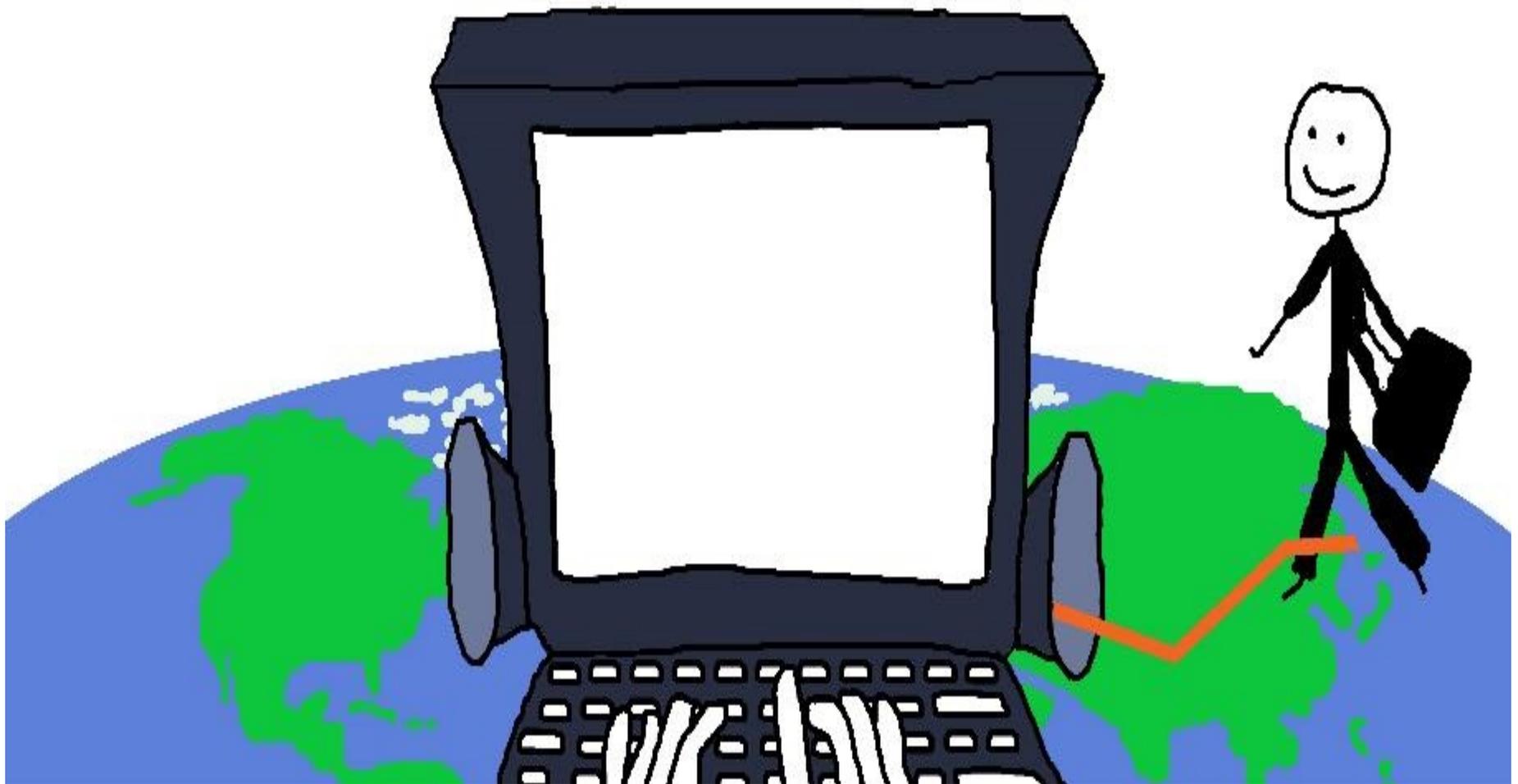
**Welcome!  
Share  
everything!  
Earn money!**

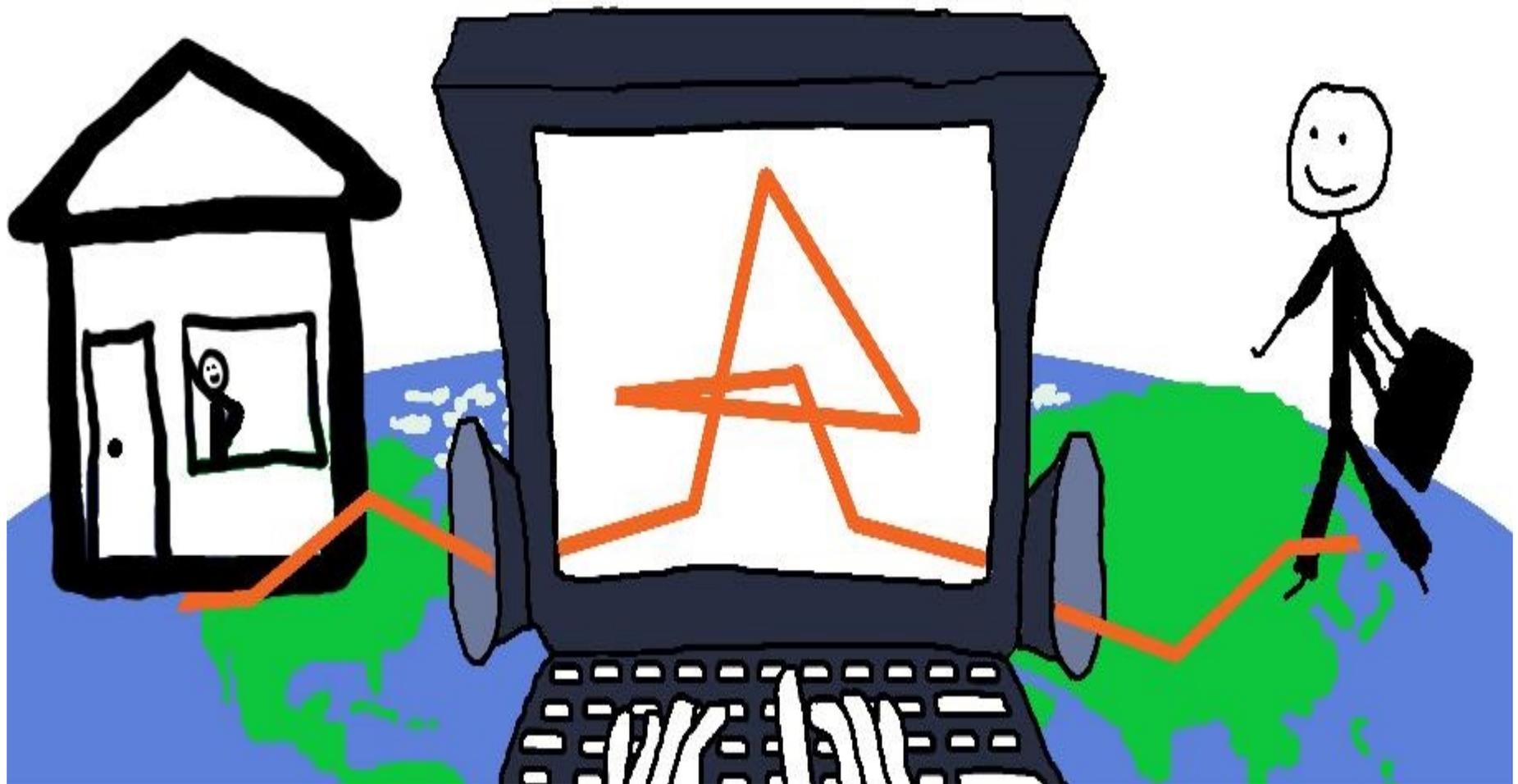


















# SWEATING ALL ASSETS

Almost anything you can buy new, you can also rent from a stranger.

## ASSETS AND SERVICES

NEIGHBORHOOD RENTAL  
SHARE SOME SUGAR, NEIGHBOR ROW, THE SHAREHOLDERS

PEER-TO-PEER RENTAL  
ZILLOK, RENTOID, ECOMODO, HIRE THINGS, RENTSTU

GENERAL ONLINE RENTAL  
GETABLE, ANYHIRE, SNAPGOODS, NEIGHBORGOOD

MOVIES  
NETFLIX, QUICKFLIX, LOVEFILM

FASHION RENTAL  
BAG BORROW OR STEAL, FASHION HIRE, DRESS VAULT, RED

ART RENTAL  
ART.5Y, ARTSICLE, TURNINGART

TEXTBOOK RENTAL  
CHEGG, CAMPUSBOOKRENTALS, ZOOKAL, BOOKRENTER

TOY RENTAL  
BABYPLAYS, RENT-A-TOY

SOLAR POWER  
SOLAR CITY, SOLAR CENTURY, PRETASOL, ONE BLOCK OFF THE GRID

RIDE SHARING  
ZIMRIDE, NURIDE, LIFTSHARE, JAYRIDE, GOCARSHARE, CARPOOLING

BIKE SHARING  
VELIB, BIXI, BARCLAYS CYCLE HIRE, B-CYCLE, CALL-A-BIKE, CYCLOCITY

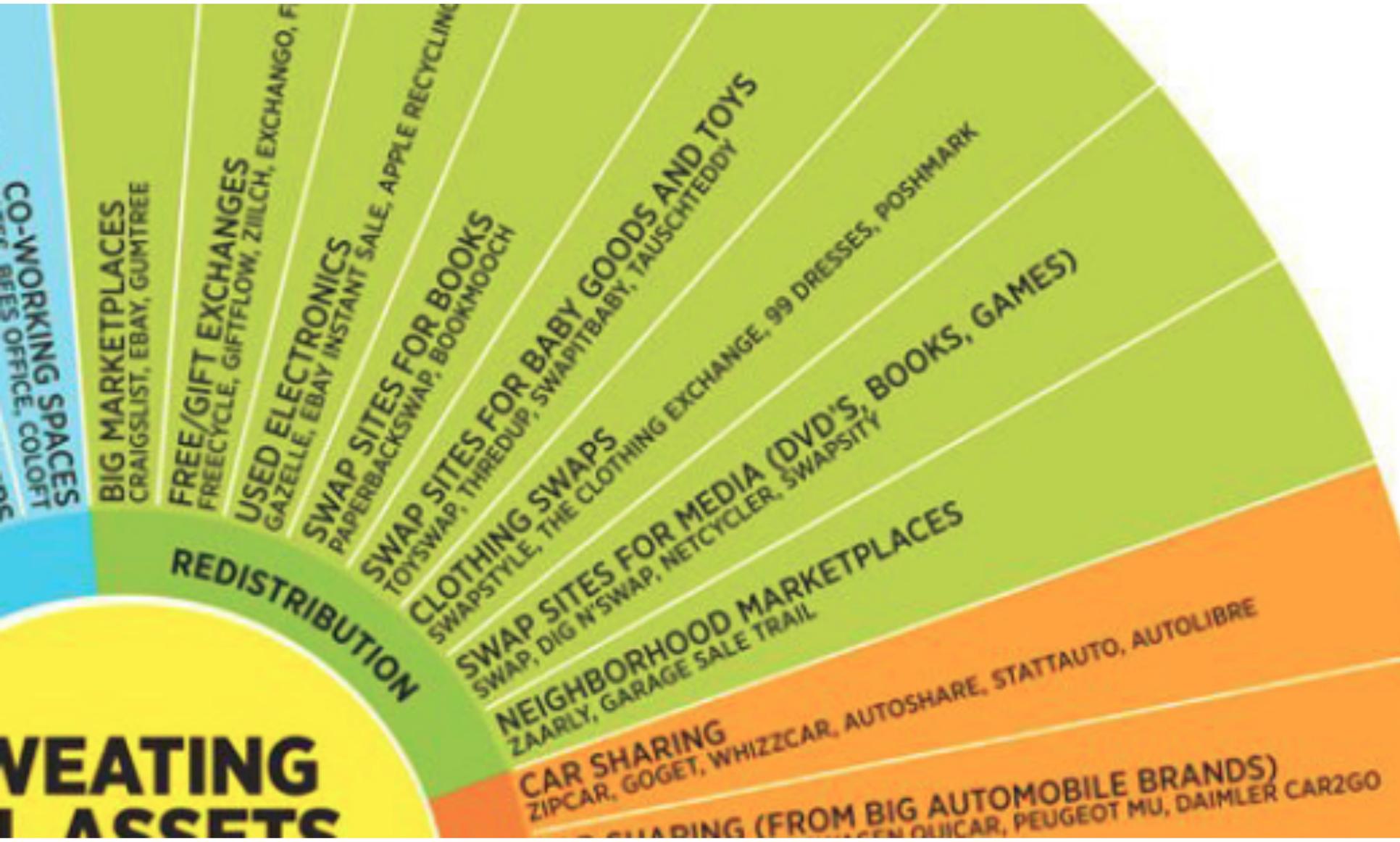
PEER-TO-PEER CAR SHARING  
WHIPCAR, RELAYRIDES, DRIVEMYCAR RENTALS, GETAROUND, TAMYCA

CAR SHARING (FROM BIG AUTOMOBILE BRANDS)  
BMW DRIVENOW, VOLKSWAGEN QUICAR, PEUGEOT MU, DAIMLER CAR2GO

CAR SHARING  
ZIPCAR, GOGET, WHIZZCAR, AUTOSHARE, STAT

NEIGHBORHOOD RENTAL  
ZILLOK, RENTOID, ECOMODO, HIRE THINGS, RENTSTU

Source: *What's Mine is Yours: The Rise of Collaborative Consumption*. HarperCollins (2010) as featured in Forbes Magazine, 2013



Source: *What's Mine is Yours: The Rise of Collaborative Consumption*. HarperCollins (2010) as featured in Forbes Magazine, 2013



Source: *What's Mine is Yours: The Rise of Collaborative Consumption*. HarperCollins (2010) as featured in Forbes Magazine, 2013

# 1) Sharing Economy Consumers

Consumers have a more diversified set of opportunities to **access resources** such as household goods, food, housing, transportation, information, and services, which contributes to a trend of making such consumers **less inclined to individually buy and own tangible assets,** and...

## 2) Sharing Economy Micro-Entrepreneurs

People have a more diversified set of **opportunities to earn income** by offering their own goods and services to others.

### 3) Sharing Economy Organisations:

**Organisations and businesses** – often through digital technology – are:

(i) acting as **intermediaries of person-to-person transactions to buy, sell, borrow, lend, or give goods and services,**

(ii) **facilitating collective ownership, management, and use of resources** such as housing, land, cars, technology, and goods.

# Roles of governments:

- 1) Study positive and harmful impacts
- 2) Remove barriers to positive activities
- 3) Regulate to mitigate harms
- 4) Prioritize “commons-based” sharing economy activities over commercial activities

# 1) Study the positives and negatives:

## **Positive Impacts:**

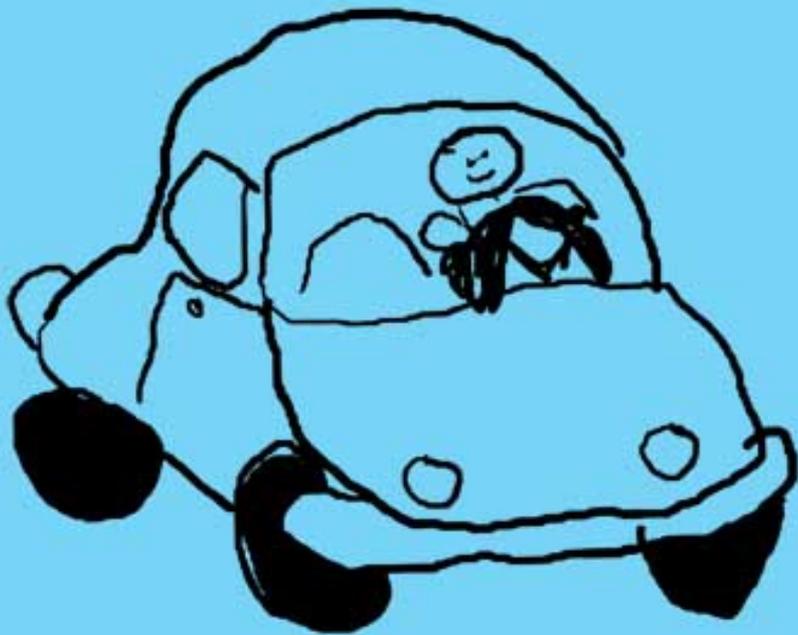
- make more efficient use of idle or underutilized resources
- reduce consumption and environmental impacts
- generate positive social connections and quality of life
- create new work and income opportunities
- meet the needs of more people

## **Unintended Consequences:**

- reinforce inequities
- create unstable and unpredictable working conditions
- threaten local traditions, customs, social practices, and small businesses
- increase consumption?
- reinforce bias based on race, nationality, and gender
- make billionaires even wealthier

2) Remove barriers...

**Personal**



**Your car**

**Commerc**

**Personal**



**Your car**

**Commercial**



**Rental Car  
Company**

# Neighborhood Car Share Club



**Personal**



**Backyard  
Gardener**

**Commer**

**Personal**



**Backyard  
Gardener**

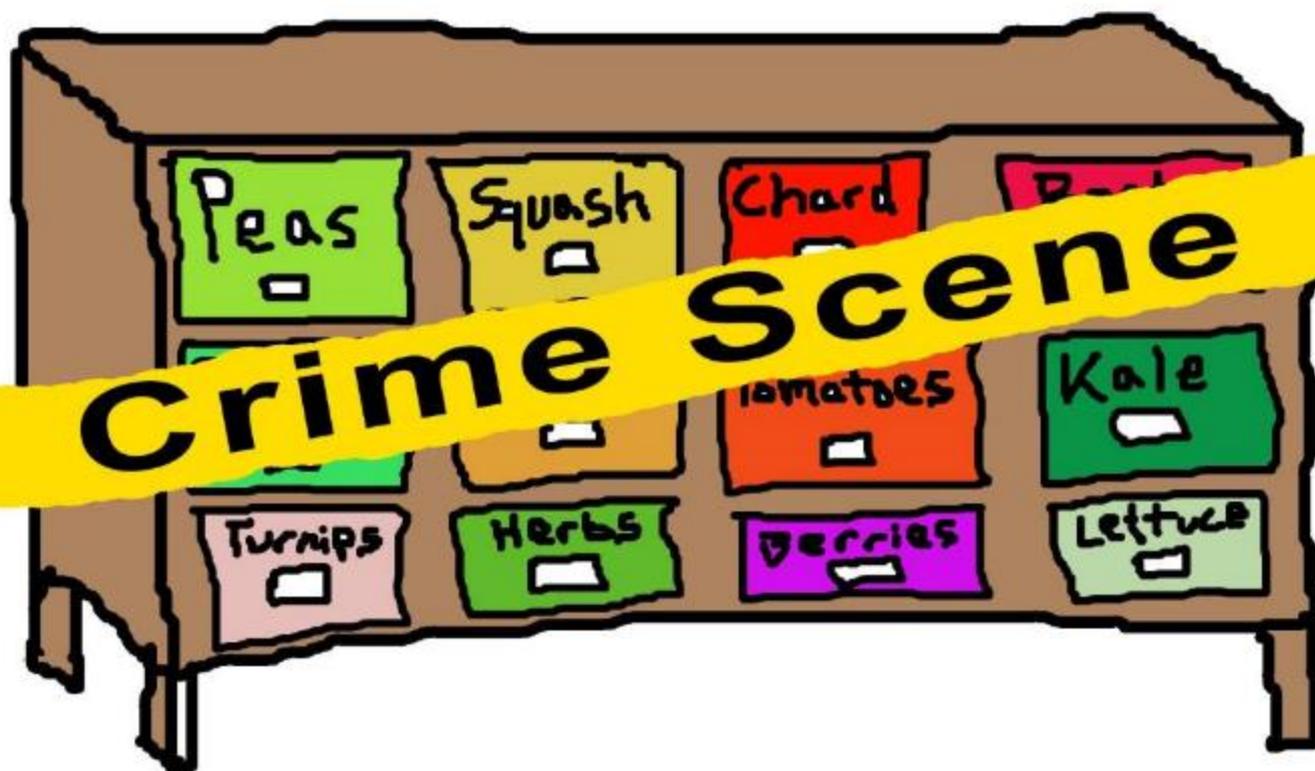
**Commercial**



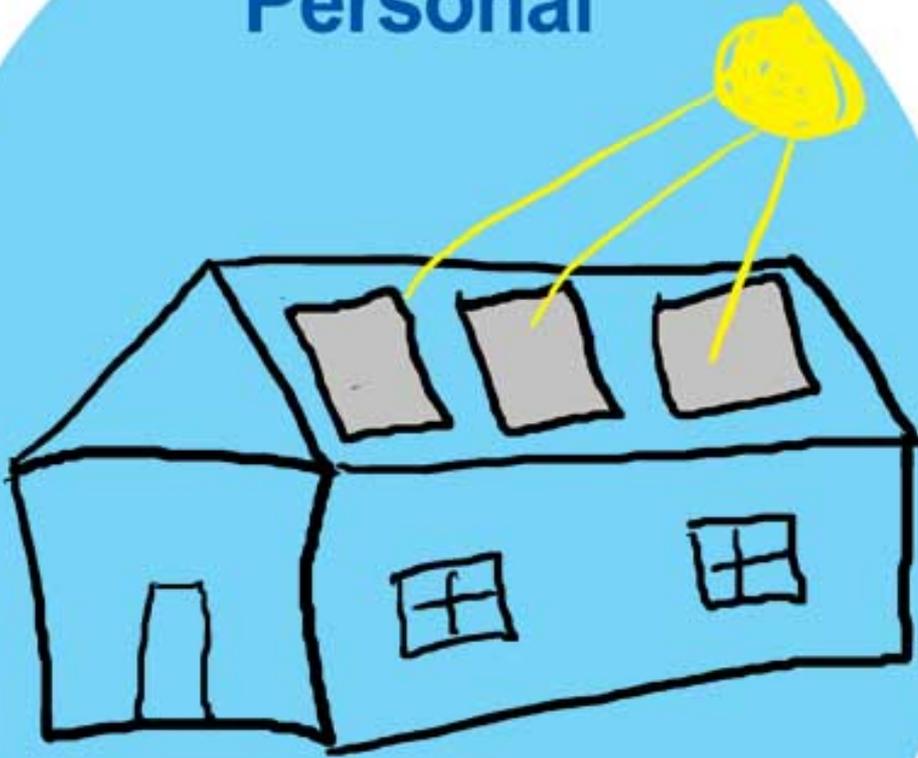
**Farmer**



# Seed Library



**Personal**



**House with  
solar panels**

**Commer**

**Personal**



**House with  
solar panels**

**Commercial**



**Public Utility**

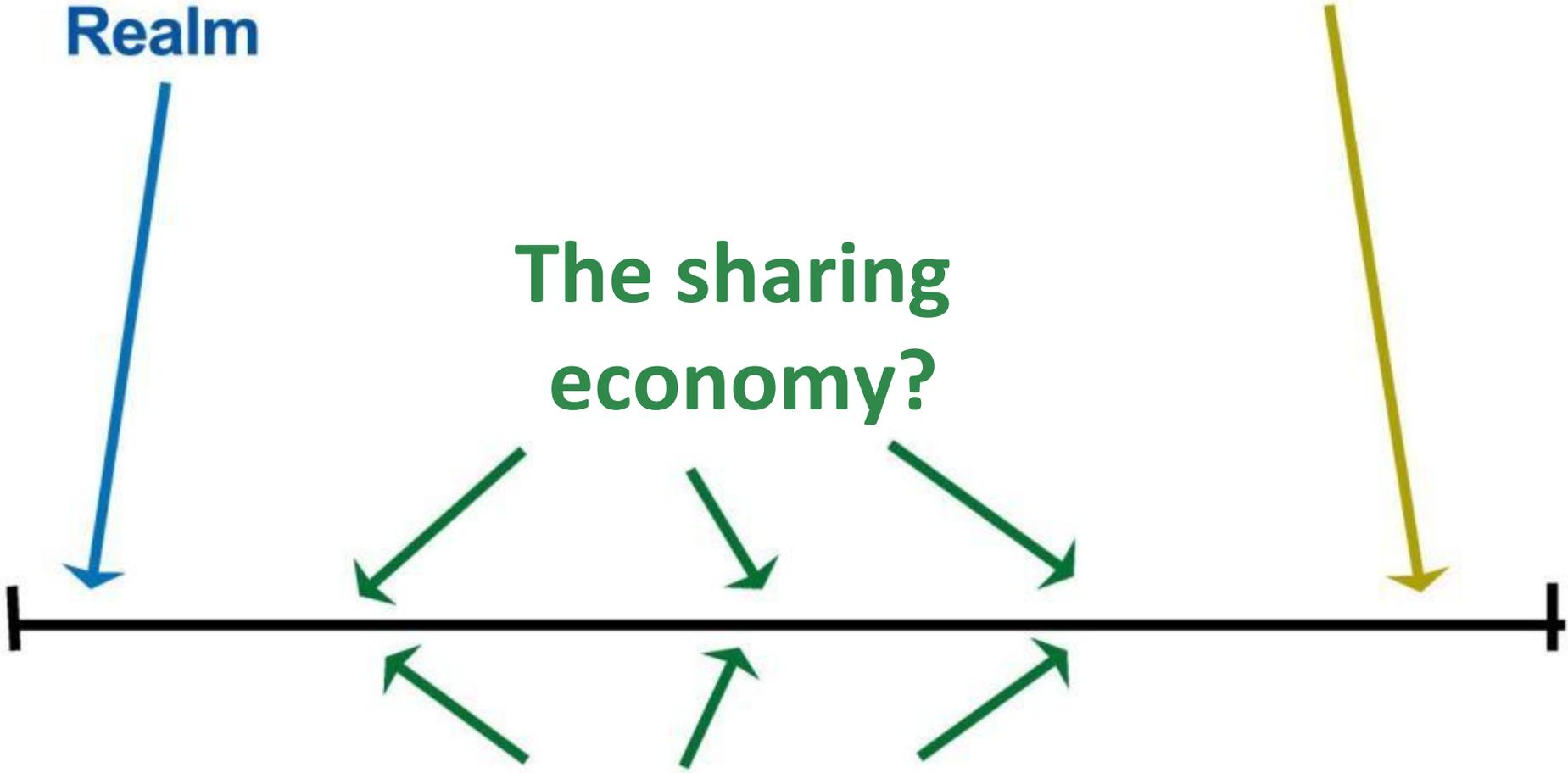
# Neighbors Sharing a Wind Turbine?



**Private  
Personal  
Domestic  
Realm**

**Commercial  
Realm**

**The sharing  
economy?**



**(The part our legal system is still confused about)**

**Personal**



**Your house**

**Commerc**

**Personal**



**Your house**

**Commercial**



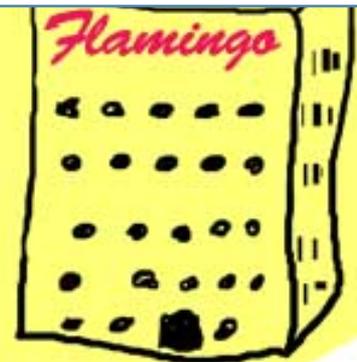
**Hotel**

**Someone who routinely hosts  
traveling musicians for money**





airbnb



### 3) Regulate sharing economy activities to mitigate harms



# Ways to calibrate the regulations:

- **Limiting number of nights:** To lower impact on neighborhood and affordable housing supply
- **Limiting amount of income:** Set income cap at a level so that people can't earn more money than they could if they rent out a room or unit to a regular tenant
- **Require presence of host:** So that neighbors aren't stuck with random strangers throwing a party next door
- **Allow people to rent out whole unit for three weeks per year:** Assuming that everyone travels and it makes sense to be able to share your unit for periods when you are away.
- **Require safety measures:** Exit signs, fire safety, local contact number.

**Personal**



**Carpool with  
your coworkers**

**Commer**

**Personal**



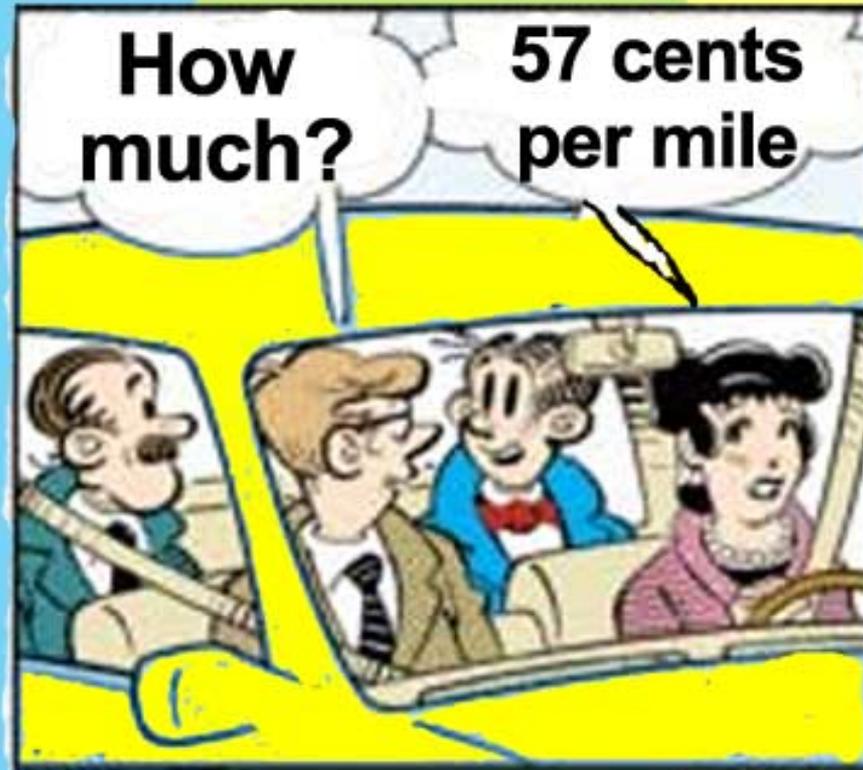
**Carpool with  
your coworkers**

**Commercial**



**Taxi Cab**

# Ridesharing for Money



Casual  
Relationship based  
Inspired more by desire to *give*

Formal  
Involves strangers  
Inspired more by a desire to *get*

**Giving a friend a ride**

**Carpooling with friends and sharing cost of gas**

**Carpooling with strangers to get in HOV lane**

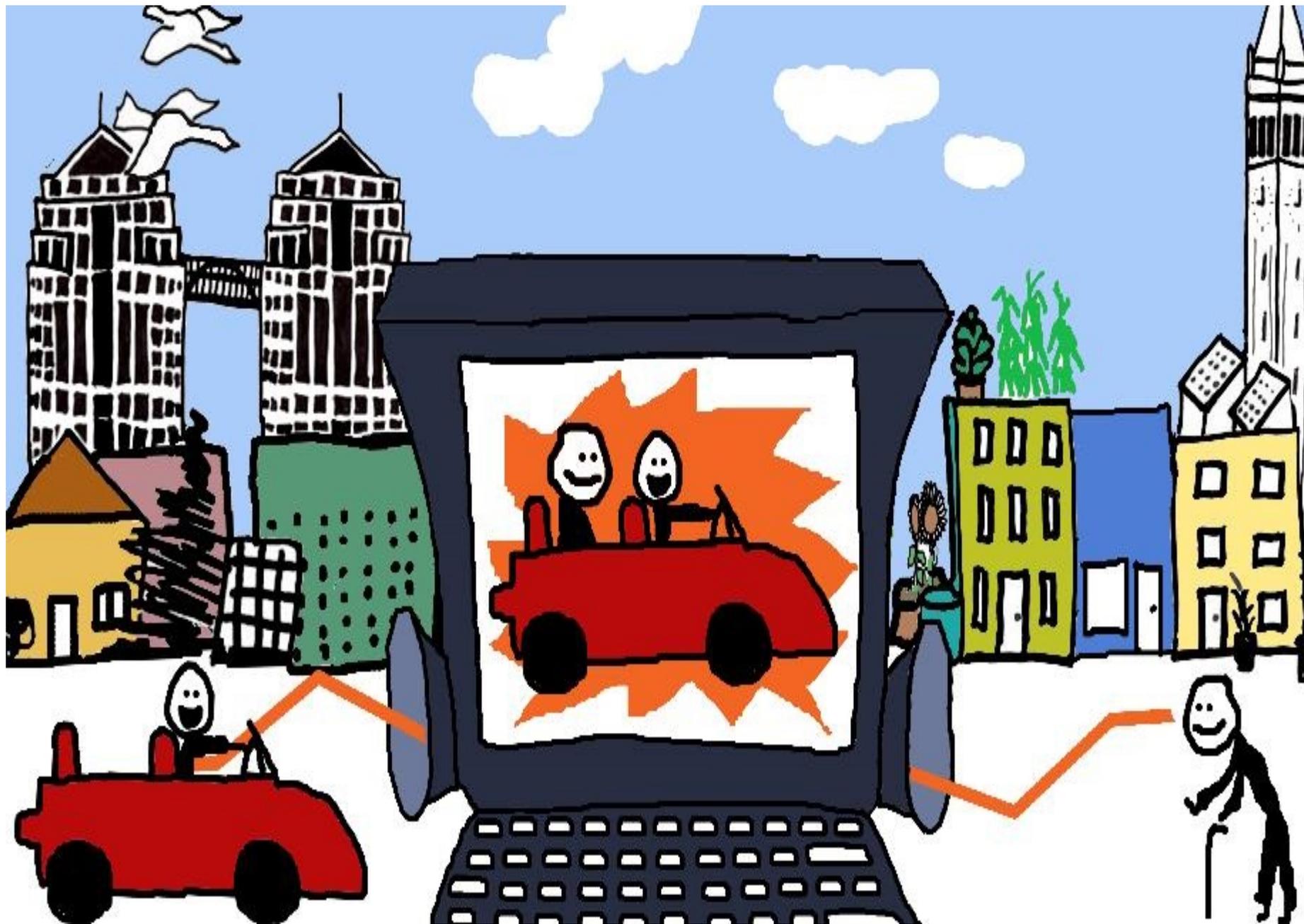
**Giving stranger a ride for a "donation."**

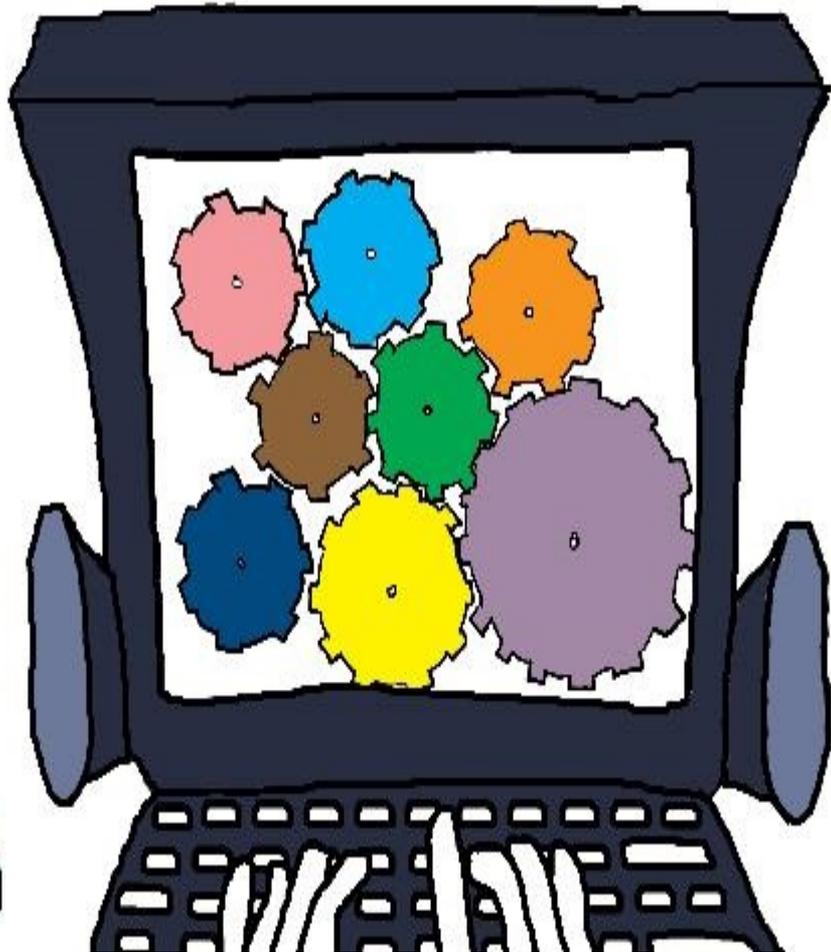
**Being a taxi driver**

# Ways to calibrate the regulations:

- **Limit amount of income per mile:** To allow people to carpool and share costs, but not to operate a taxi.
- **Require similar rules to taxis:** If people are driving to make money, then require that the licensing hurdles be similar to those of taxi drivers, in order to prevent unfair competition
- **Limit income to third parties:** I.e. platforms like Lyft should not be allowed to profit limitlessly, since the profit drive could lead Lyft to manage the marketplace in ways that maximize its profits, not that maximize earnings and good working conditions for drivers.
- **Require more insurance:** To ensure that no one is left uncompensated for an accident.

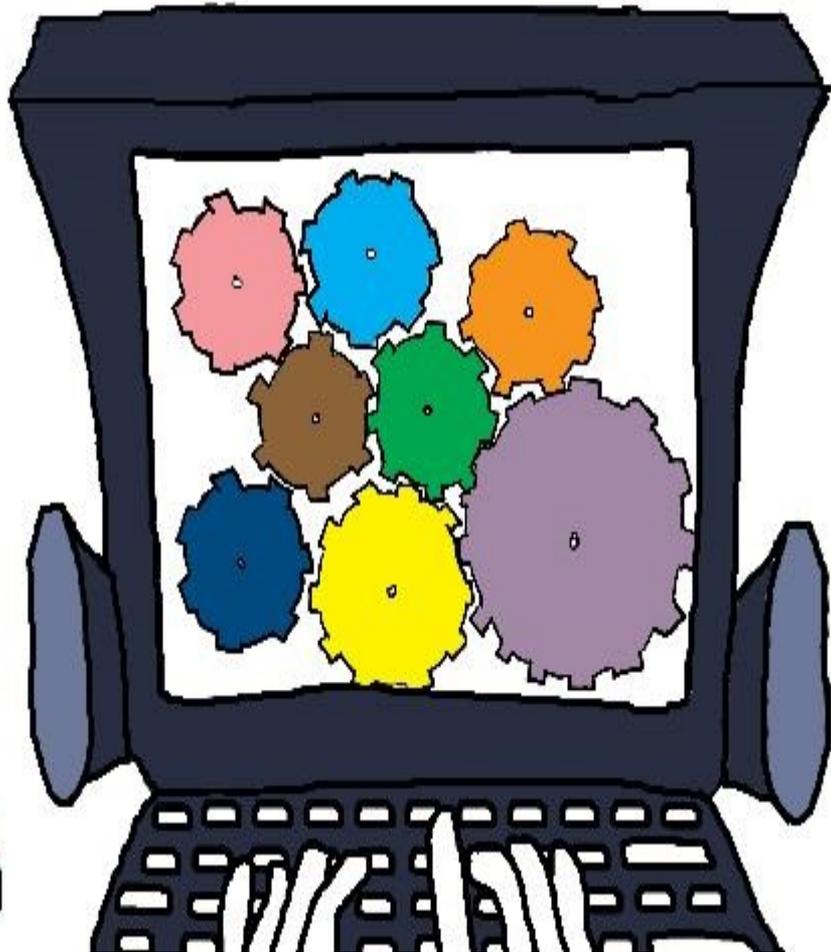
4) Support and prioritize **commons-based** sharing economy activities over **commercial** activities.

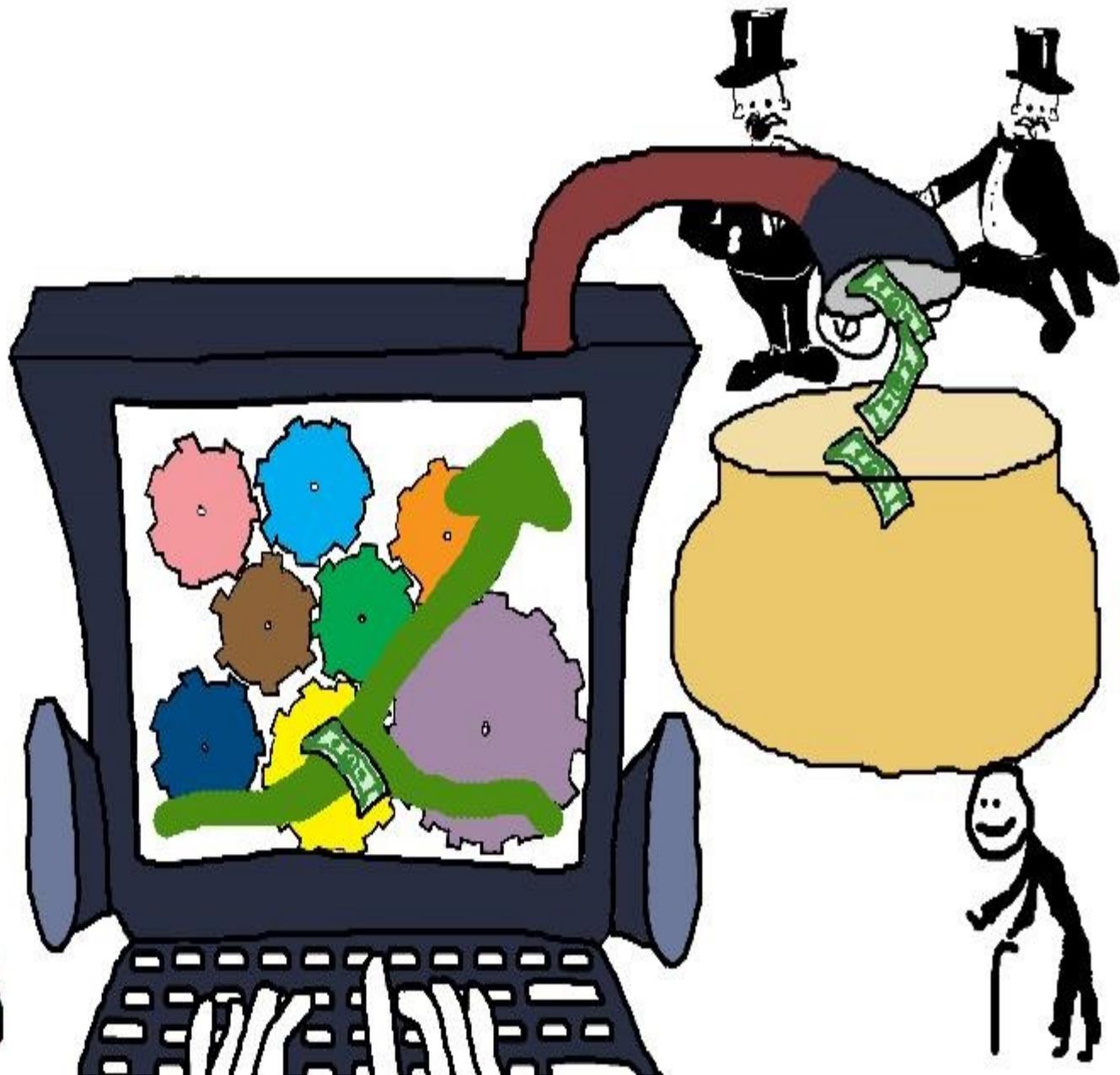




# Two fatal design flaws:







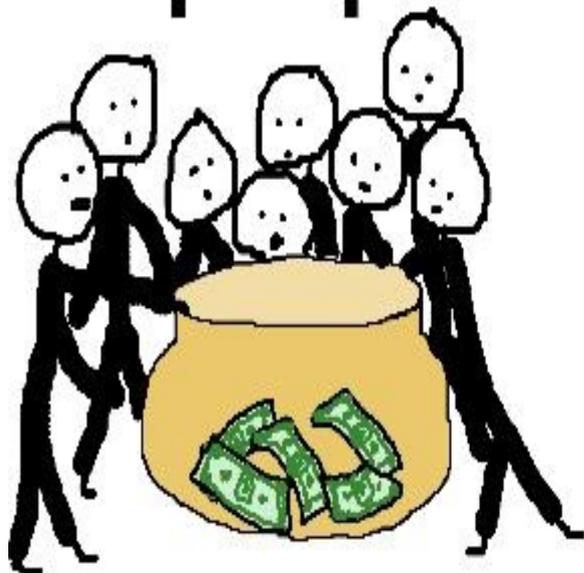


In the U.S. 20% of people control 93% of wealth.



In the U.S. 20% of people control 93% of wealth.

80%  
of people



93%  
of wealth

In the U.S. 20% of people control 93% of wealth.

80%  
of people



In the U.S. 20% of people control 93% of wealth.

80%  
of people



80%  
of people



20% of  
people



80%  
of people



80%  
of people



80%  
of people



# Wealth inequality

accelerates climate change:

80%  
of people



# Wealth inequality

accelerates climate change:

80%  
of people



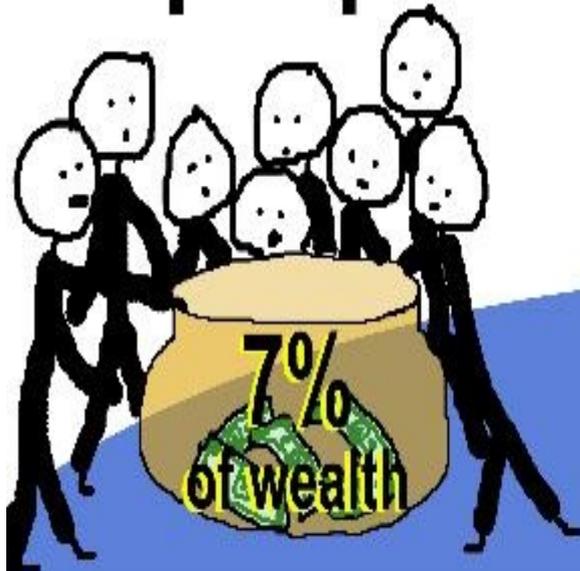
20% of  
people

30%  
of wealth

# Wealth inequality

accelerates climate change:

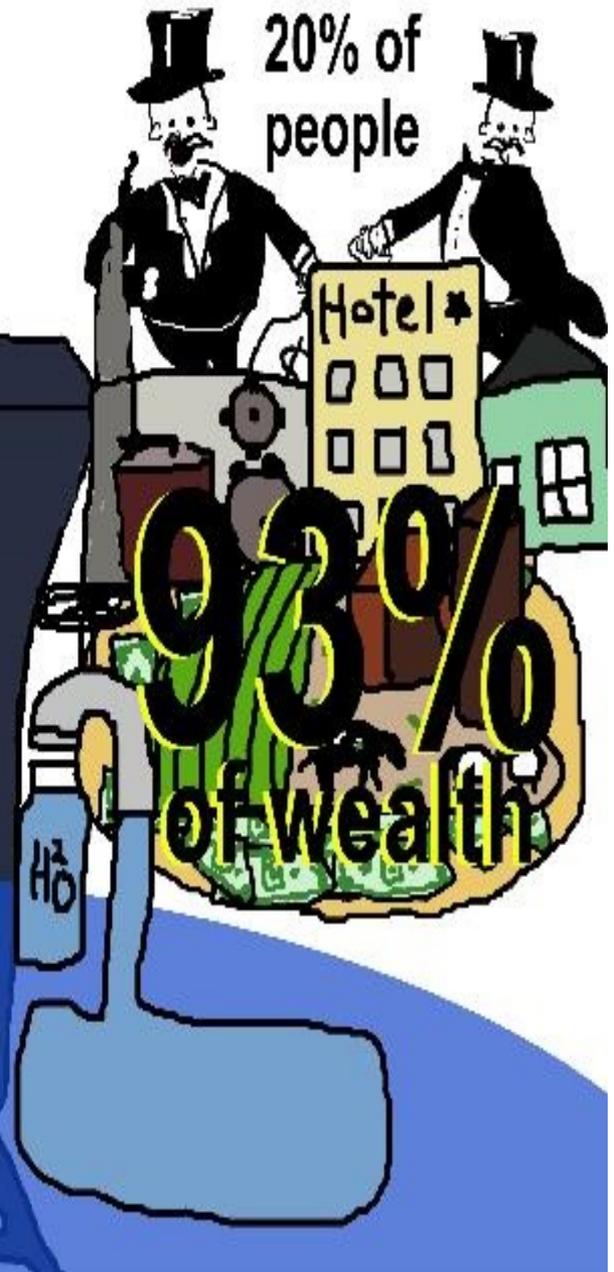
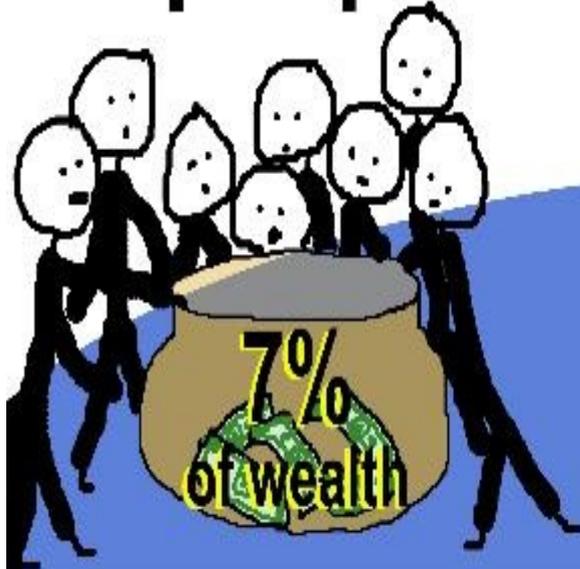
80%  
of people



# Wealth inequality

accelerates climate change:

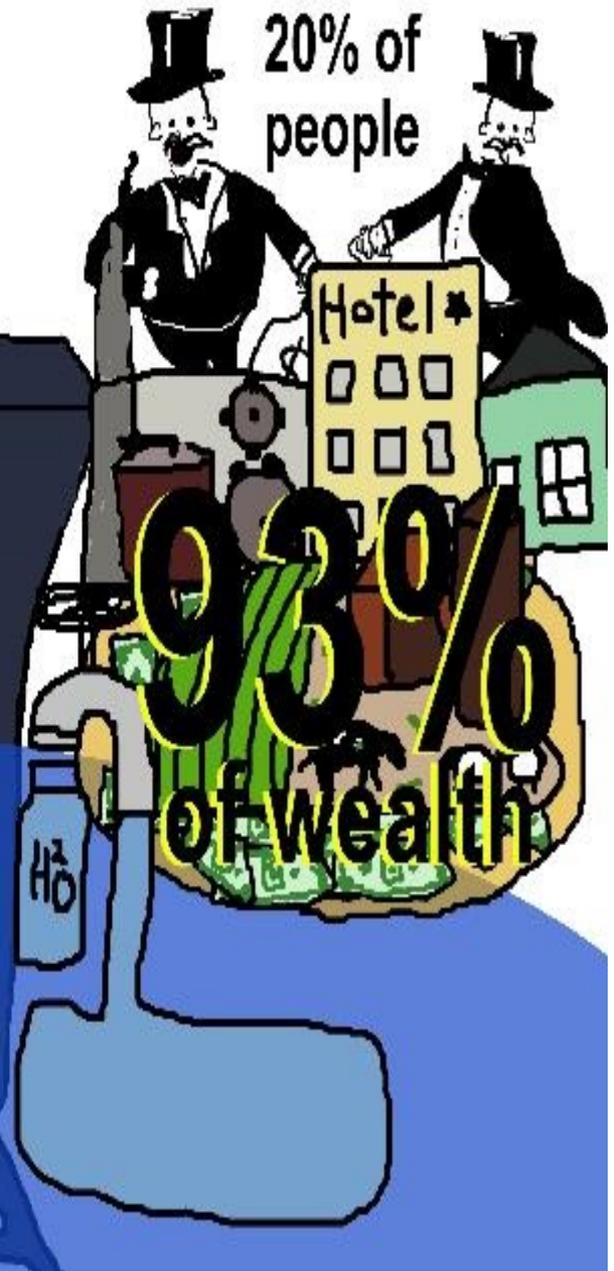
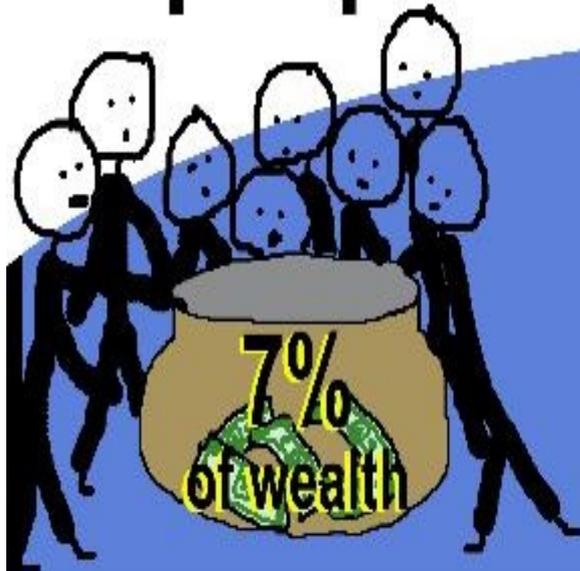
80%  
of people



# Wealth inequality

accelerates climate change:

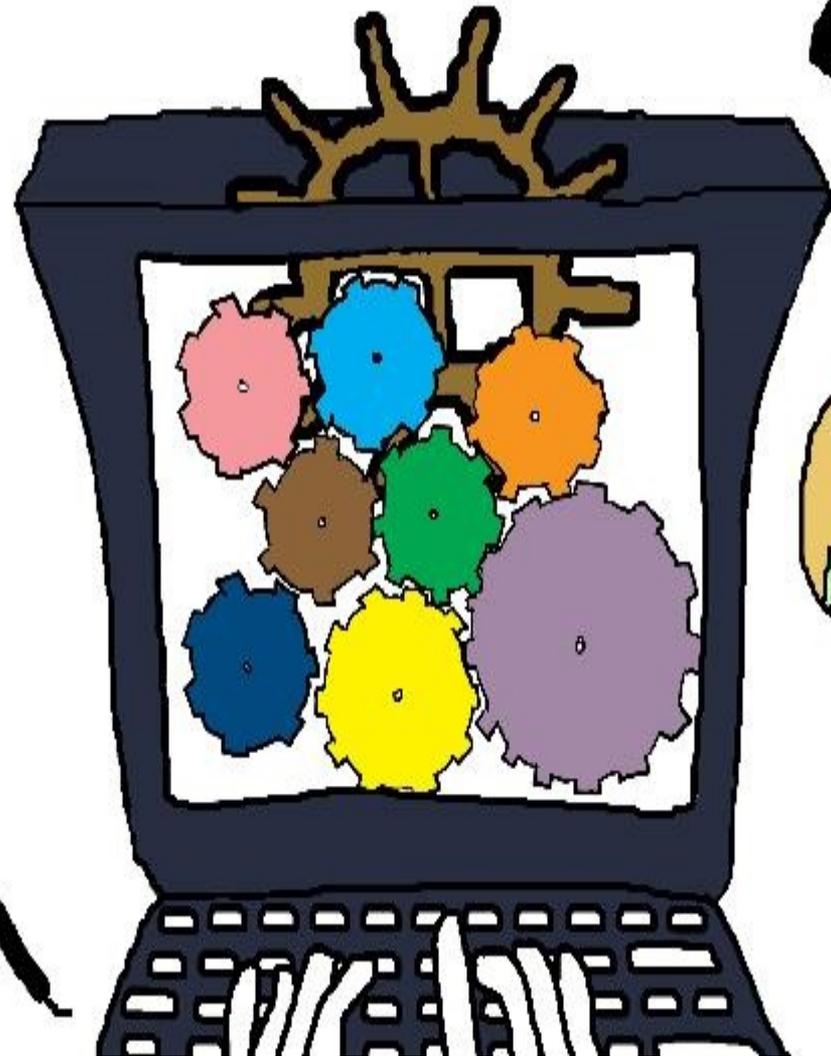
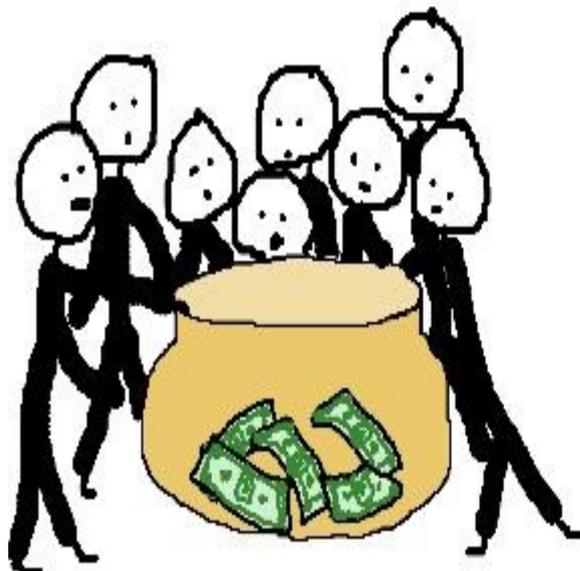
80%  
of people

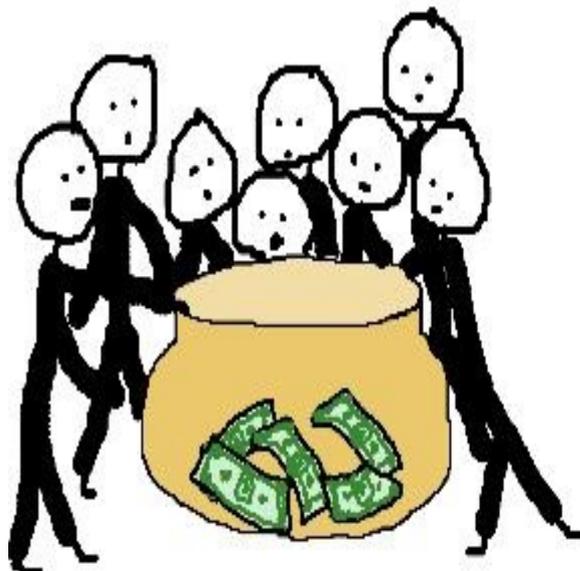


20% of  
people

93%  
of wealth

7%  
of wealth











# UBER BY NAME UBER BY NATURE

With a state-of-the-art app, a range of cars from luxurious to the more practical and door-to-door pick-ups all at an affordable price, we're the car service that's keeping London moving, proving that choice is a beautiful thing.

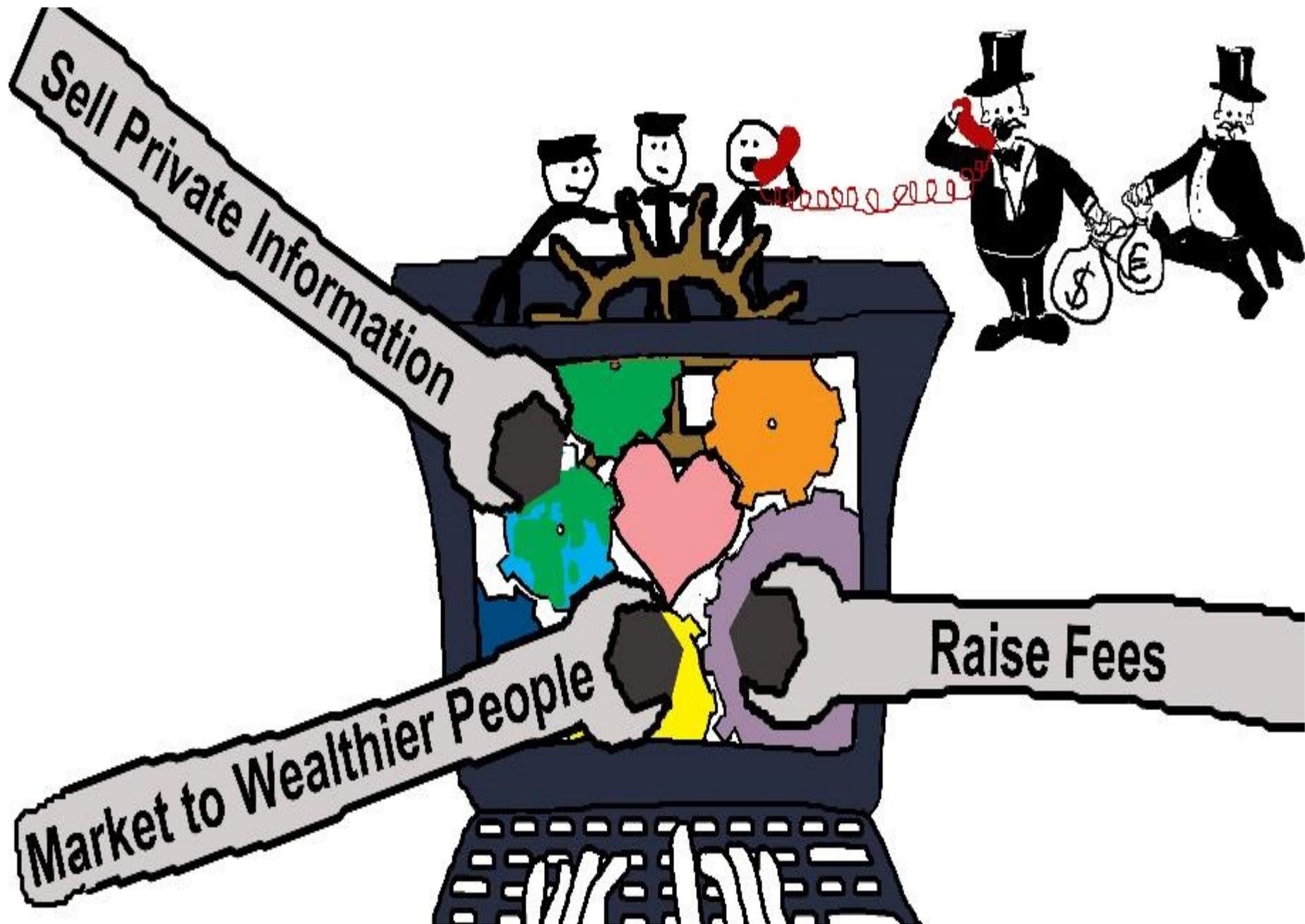
**Use the promo code: METRO for £20 off your first ride. #movingon**

# UBER

REQUEST, RIDE AND PAY VIA YOUR IPHONE OR ANDROID.



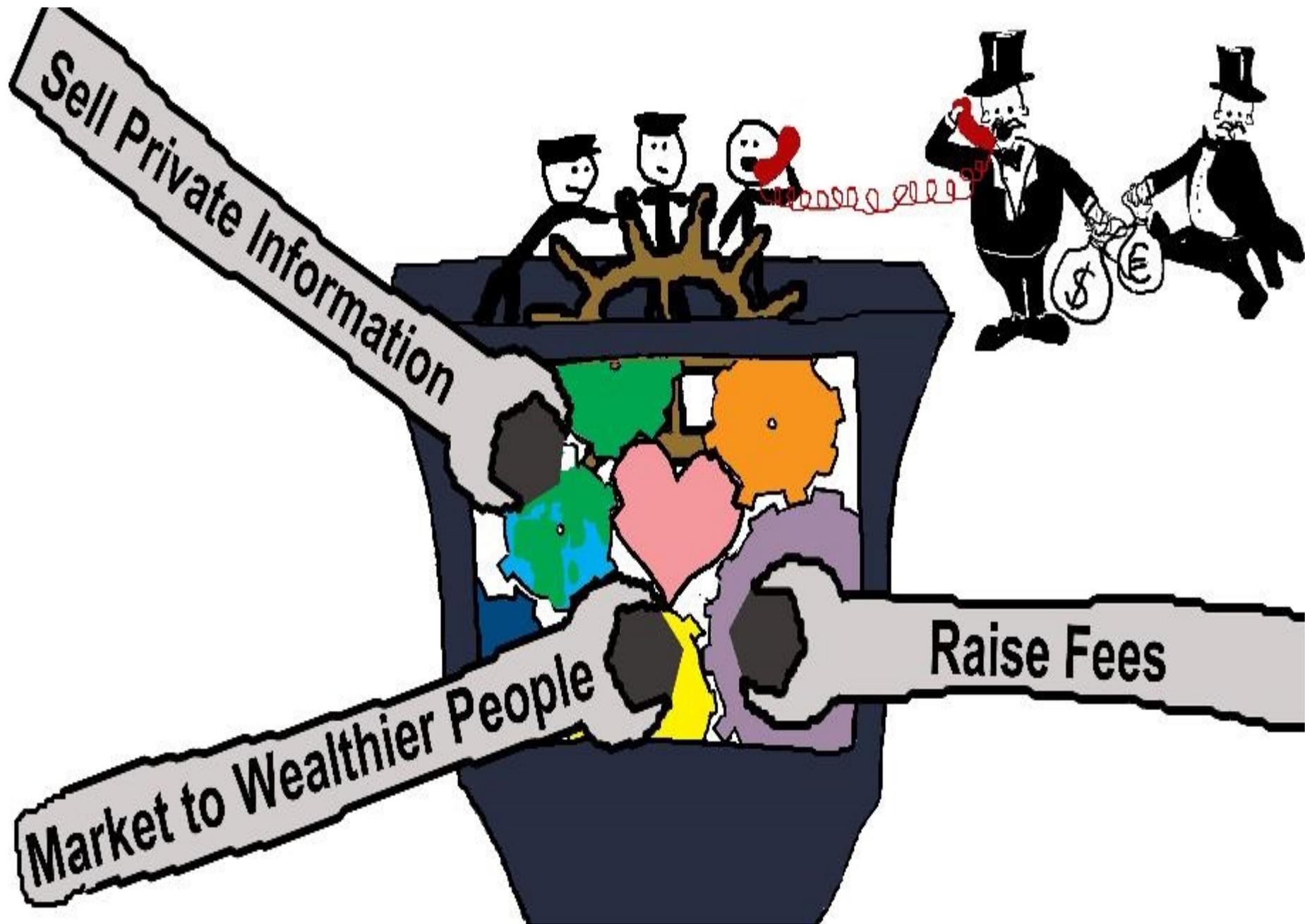




Sell Private Information

Market to Wealthier People

Raise Fees



Sell Private Information

Market to Wealthier People

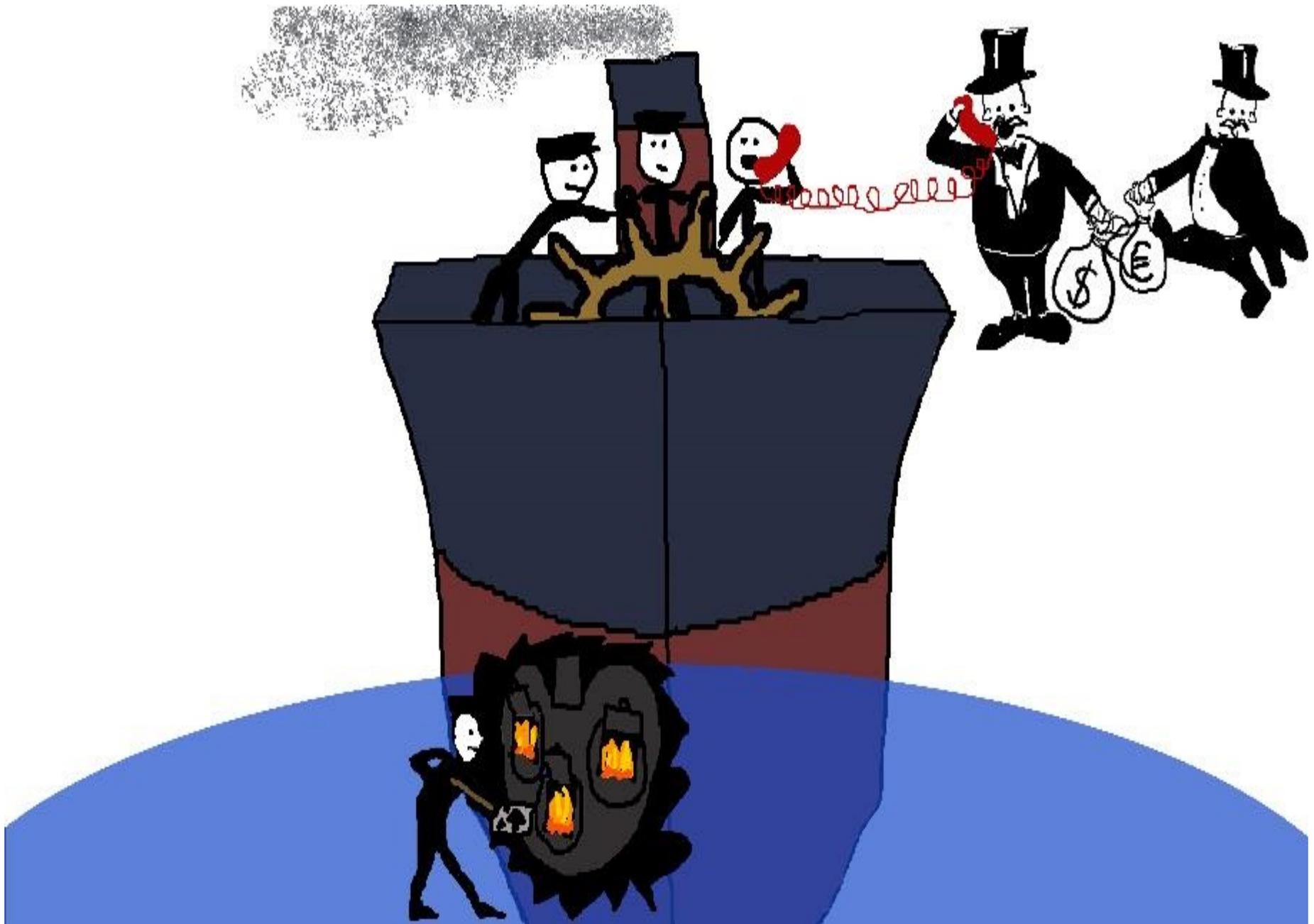
Raise Fees

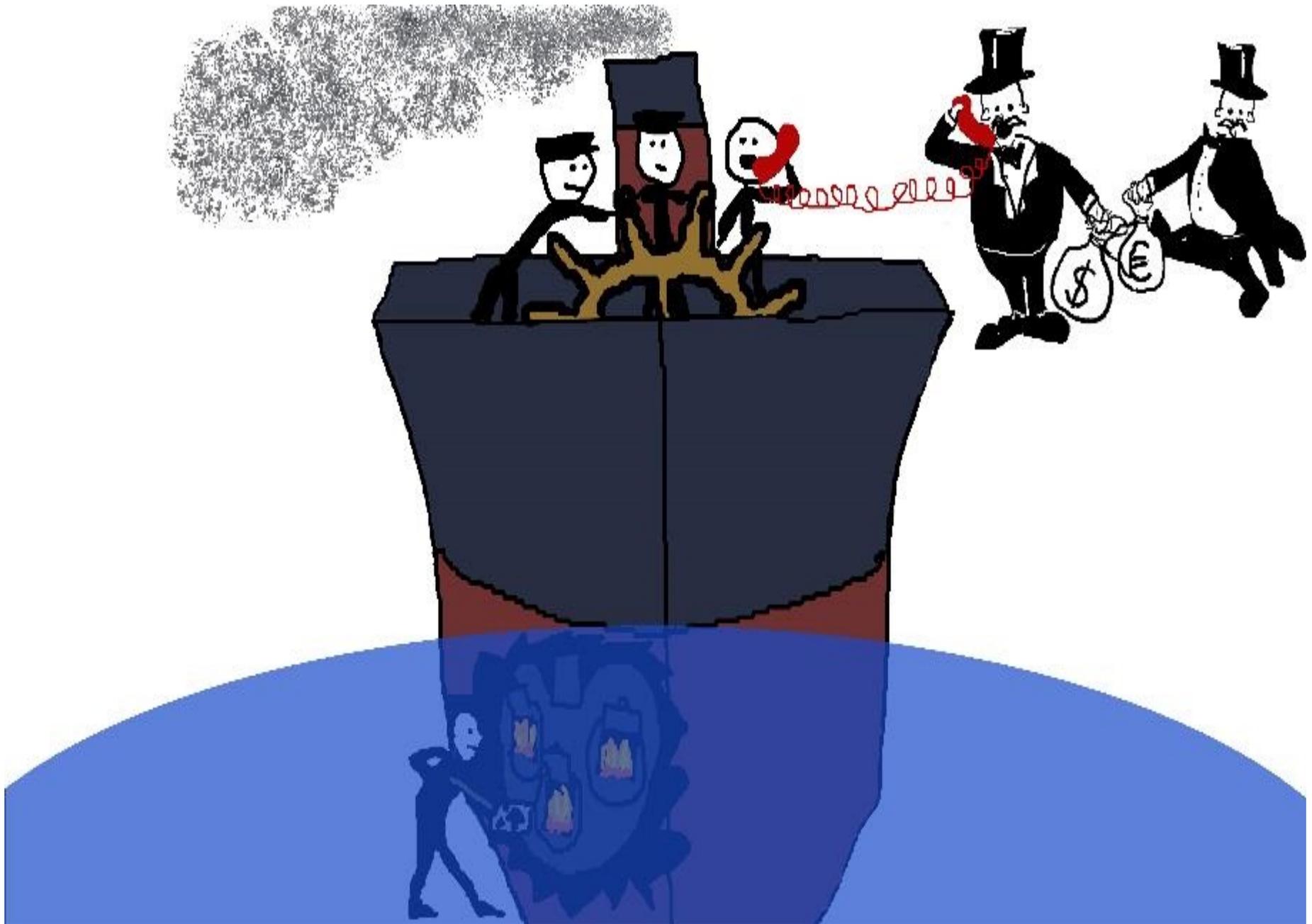


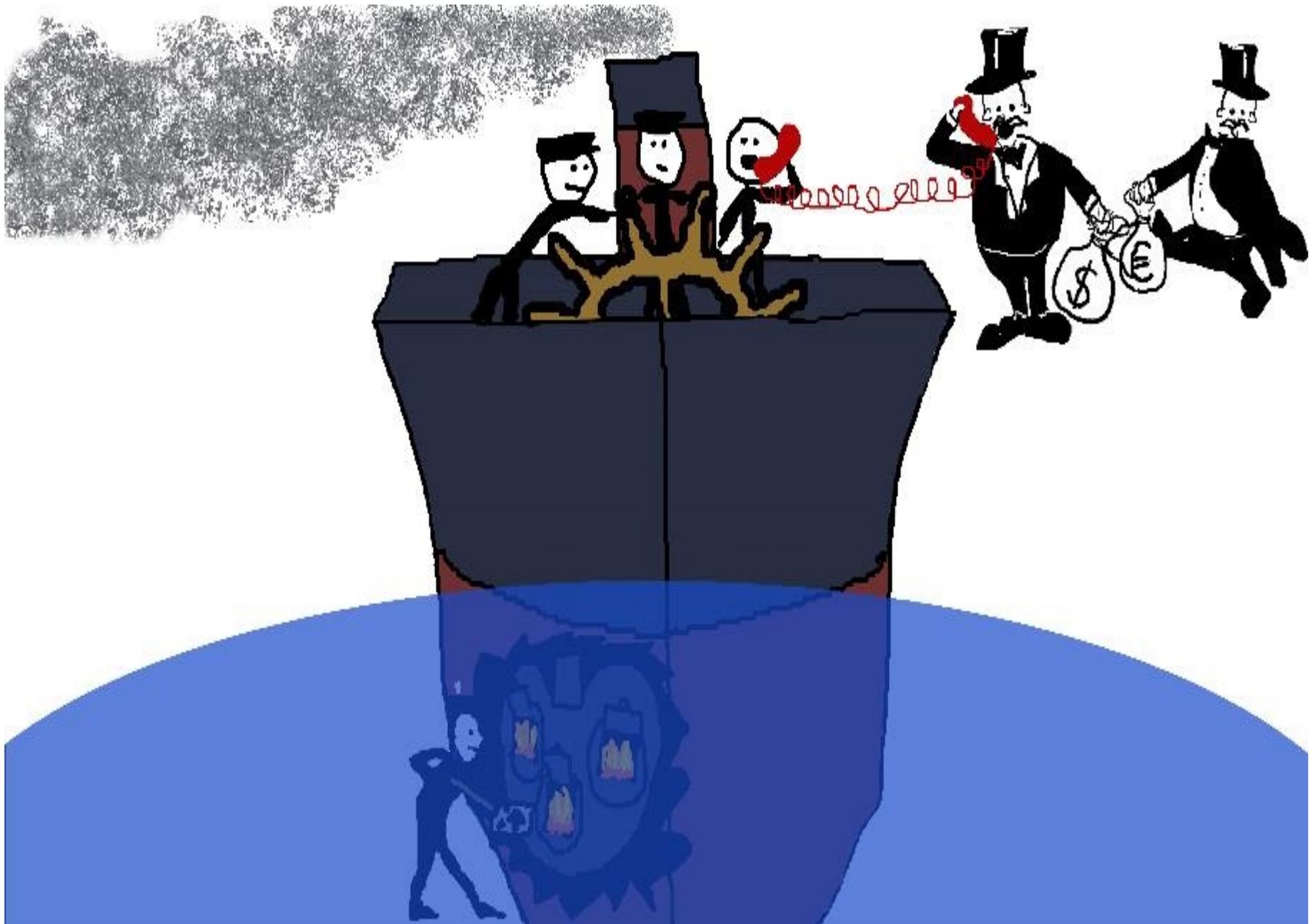














**What's next for  
the sharing  
economy?**

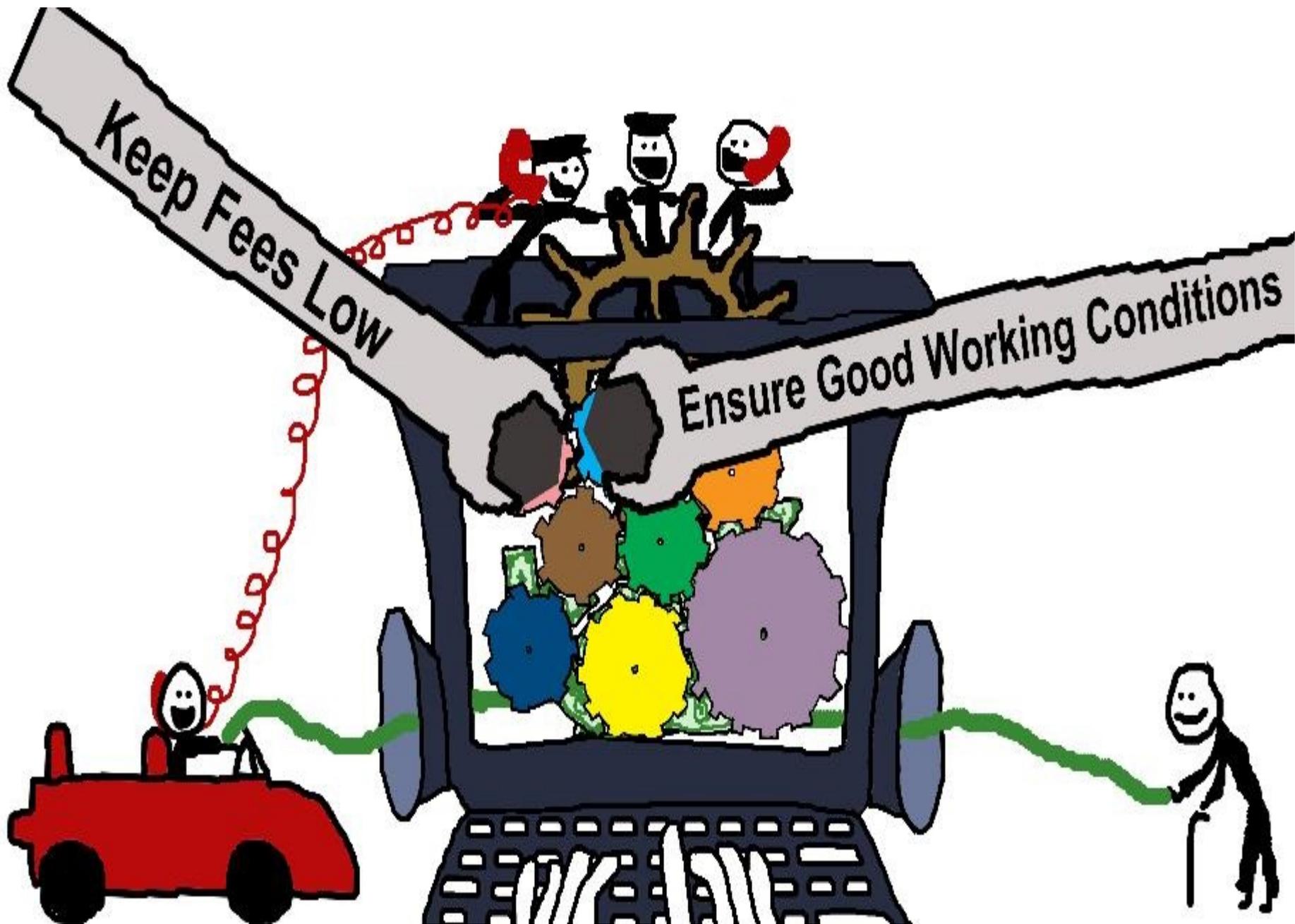
# **It is essential to support sharing economy organisations that:**

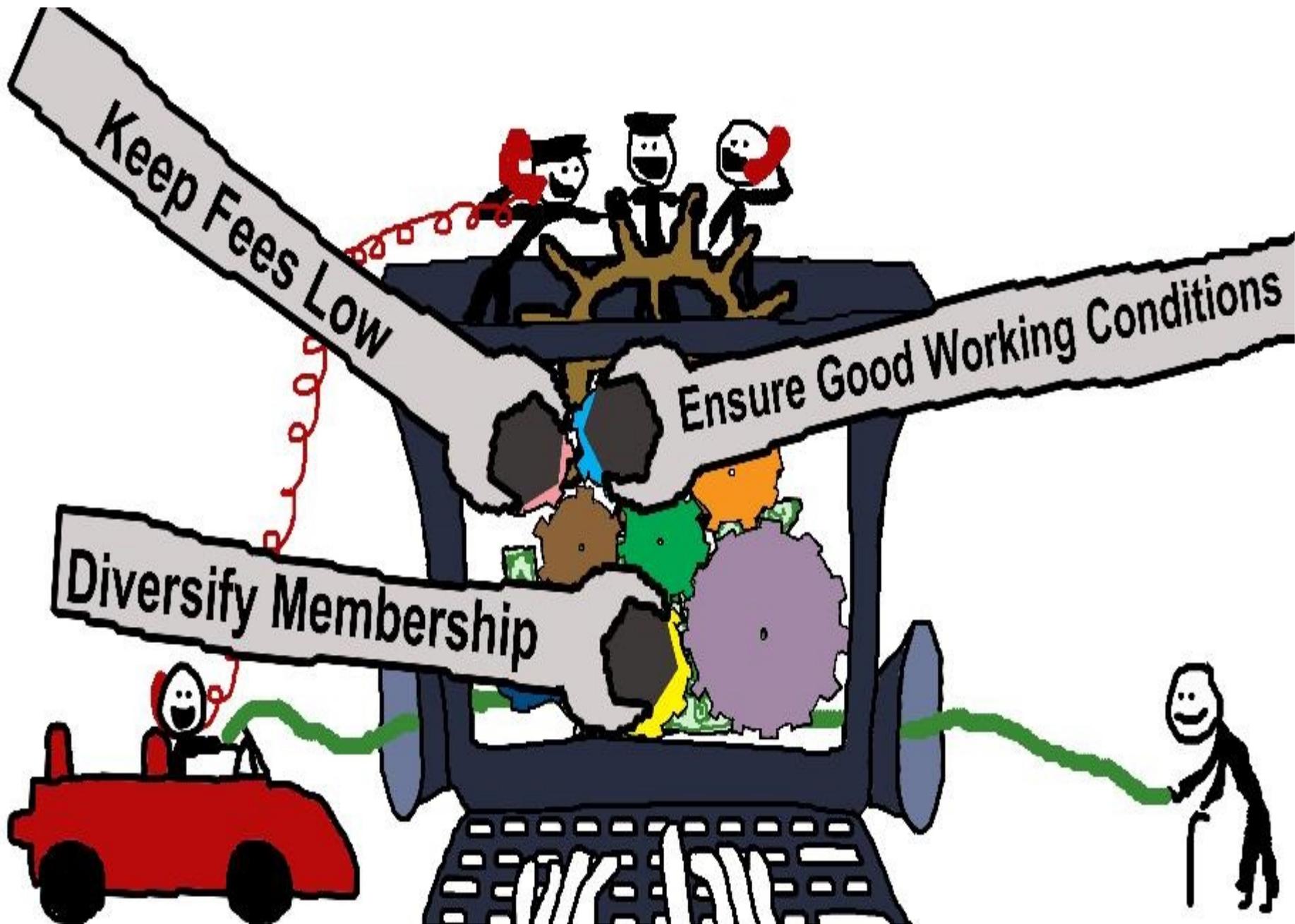
- 1. Share control**
- 2. Share responsibility for the  
common good**
- 3. Share wealth**

# **1. Share Control**







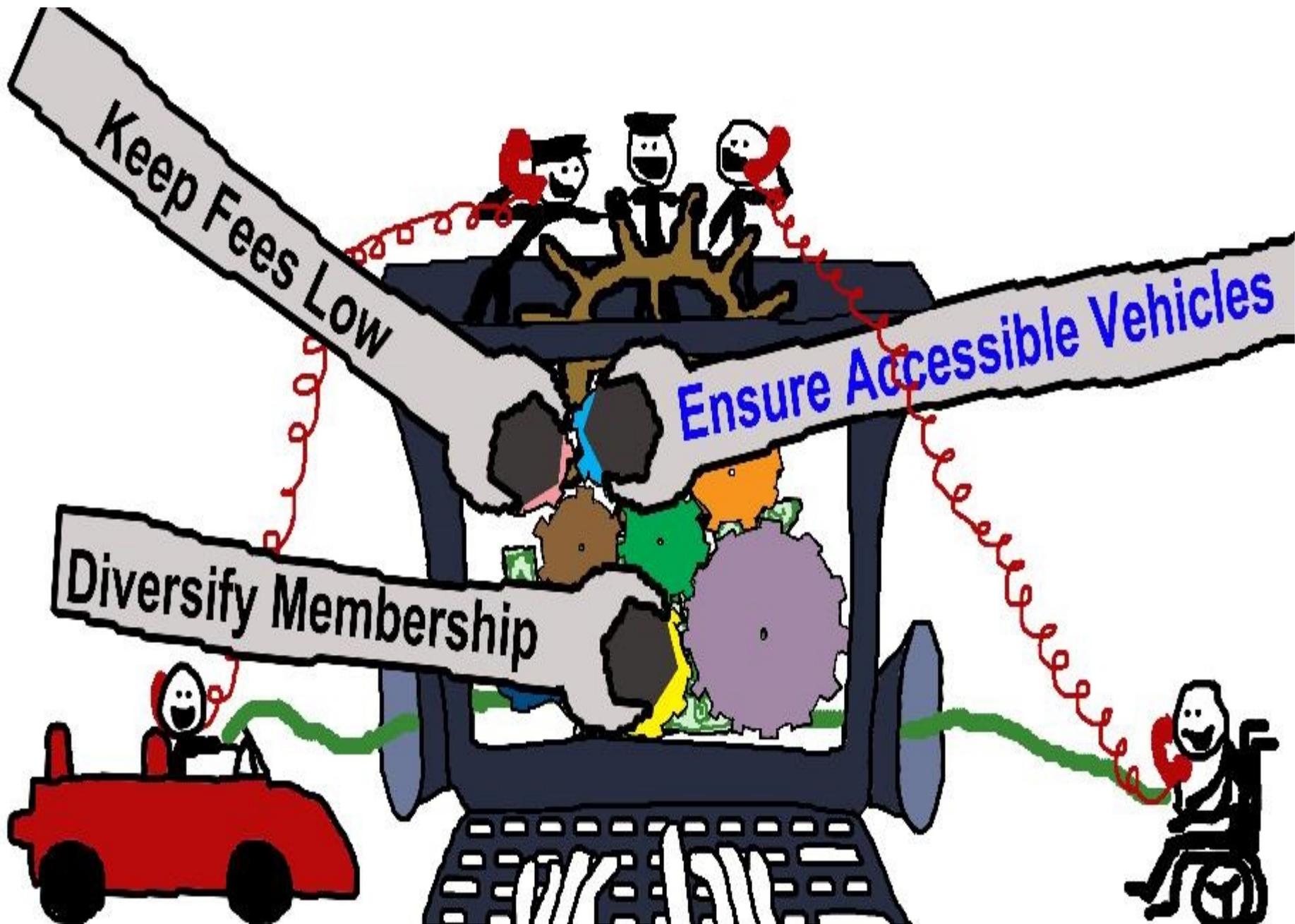


Keep Fees Low

Ensure Good Working Conditions

Diversify Membership

Keep Fees Low

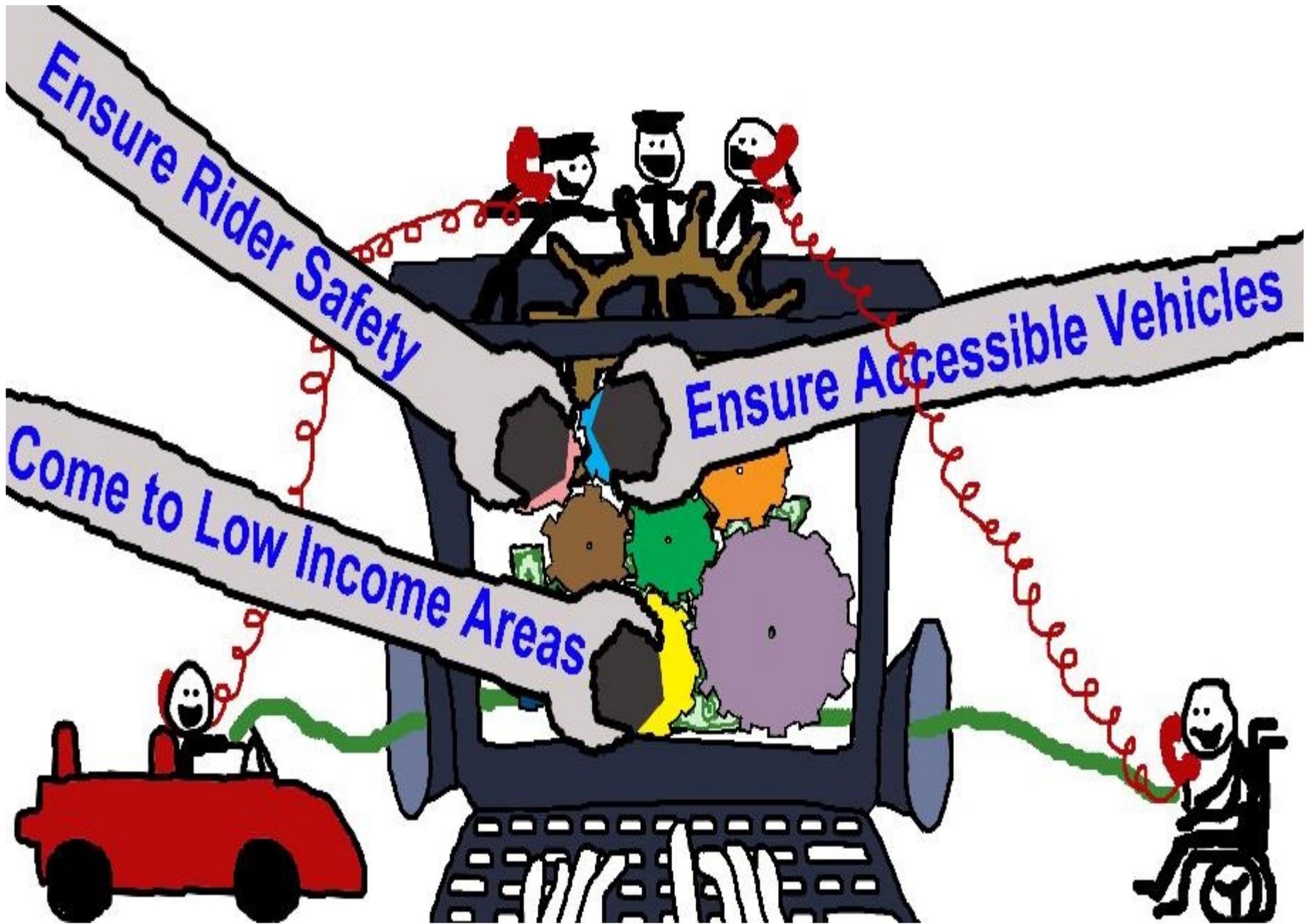


Keep Fees Low

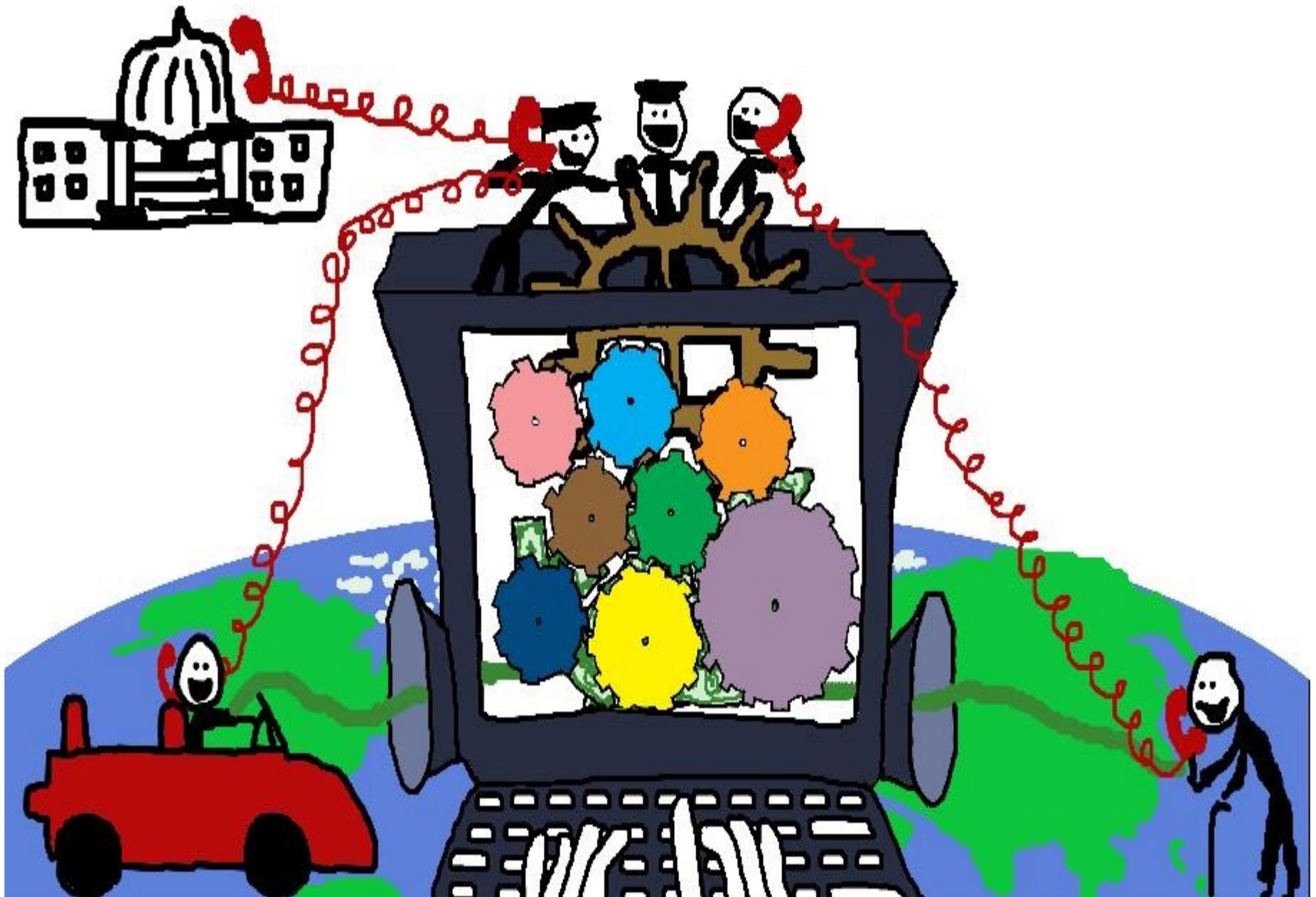
Ensure Accessible Vehicles

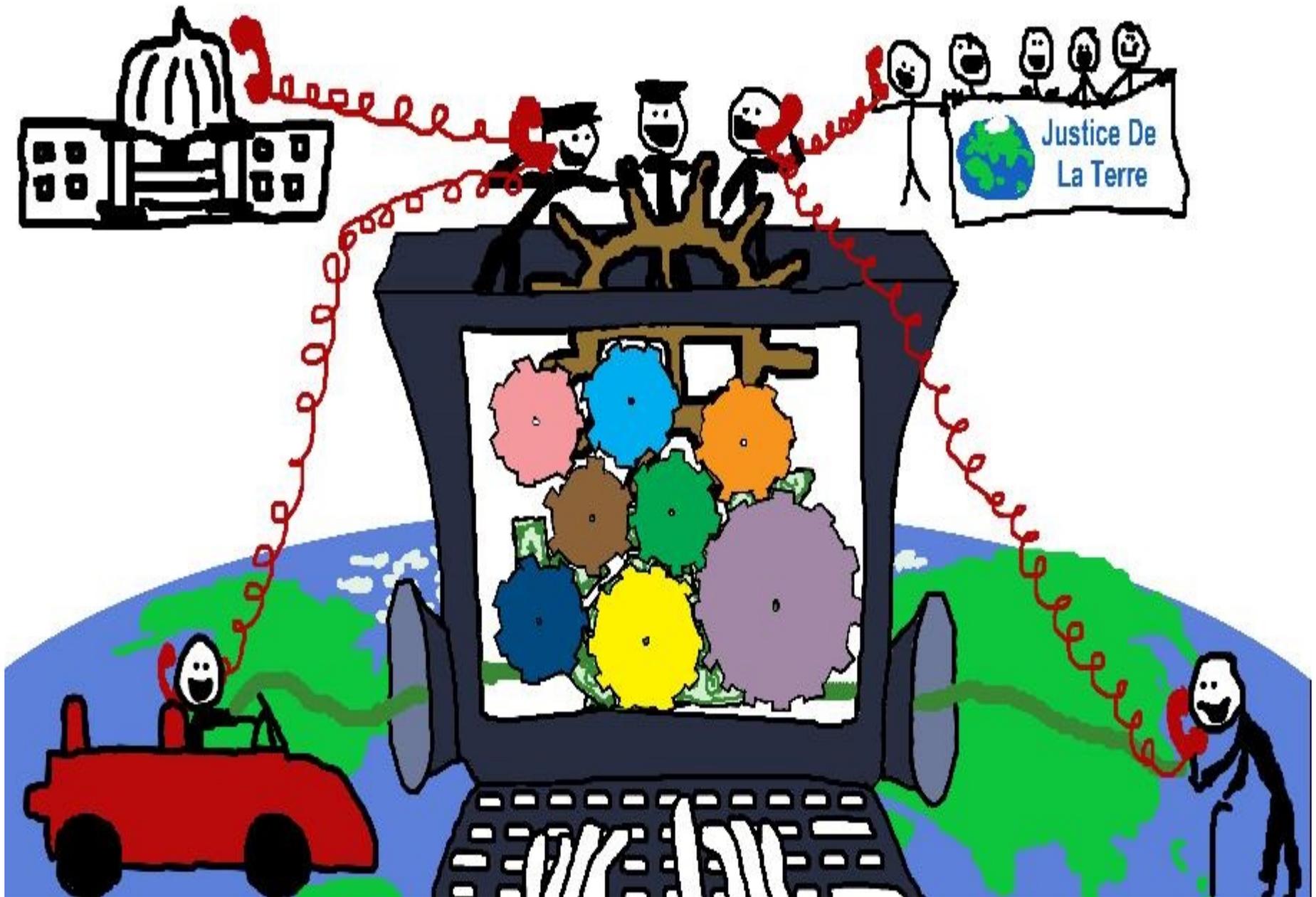
Diversify Membership





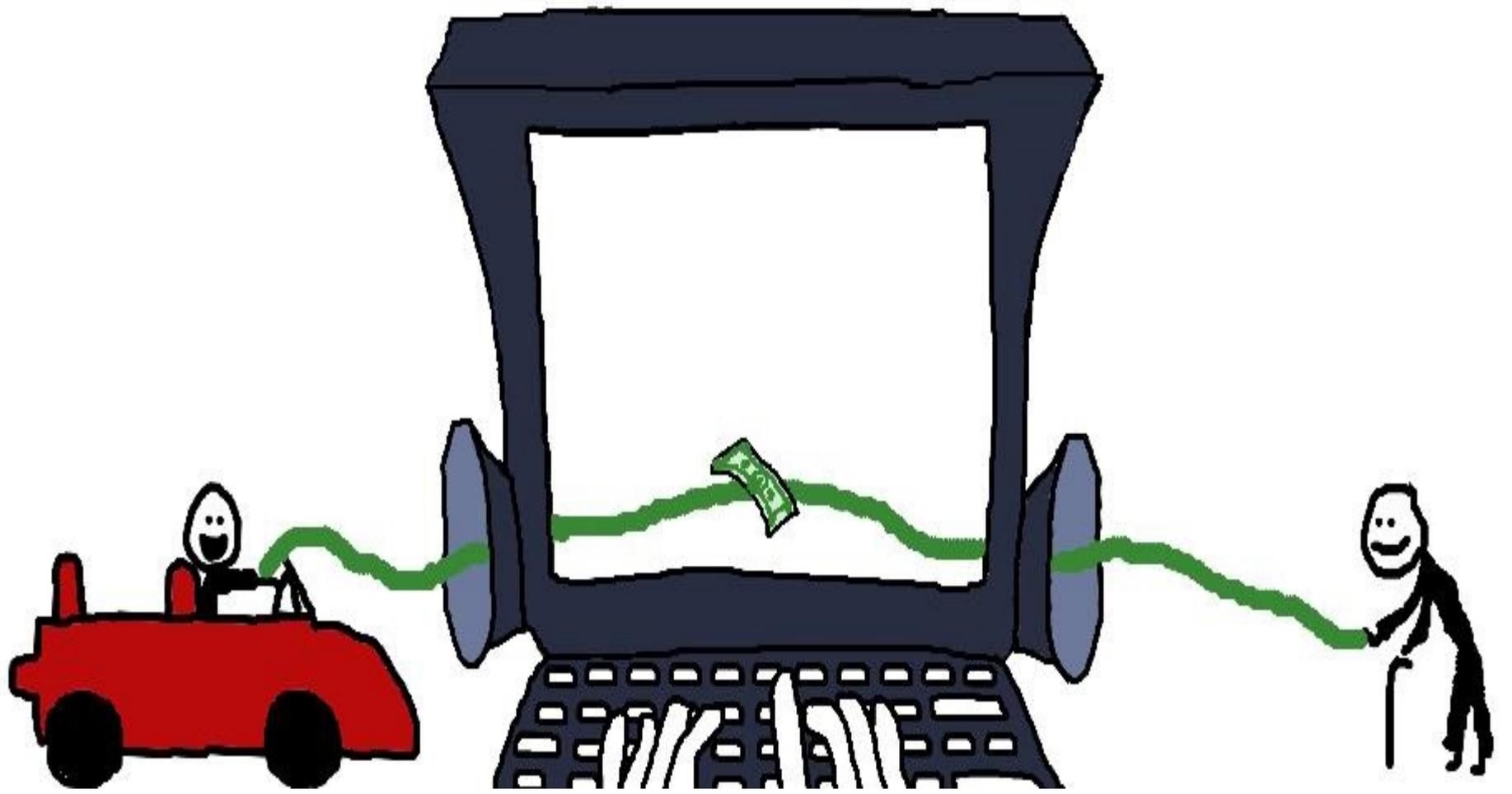
**2. Share  
Responsibility  
for the Common  
Good**







# **3. Share wealth**







## Earnings can be:

- Re-invested to grow the organisation
- Distributed to members based on their participation
  - Distributed equally among members
- Donated to projects that serve the common good





# Freelancer-Owned Cooperative



# Some people think all cooperatives are this:

That reminds me  
of something related  
that happened when  
I was a kid.....

**OMG! What  
time is it???**



# The 2 things to know about cooperatives:

1. Board elected on a one-member, one-vote basis.  
**Capital ownership doesn't determine voting power.**



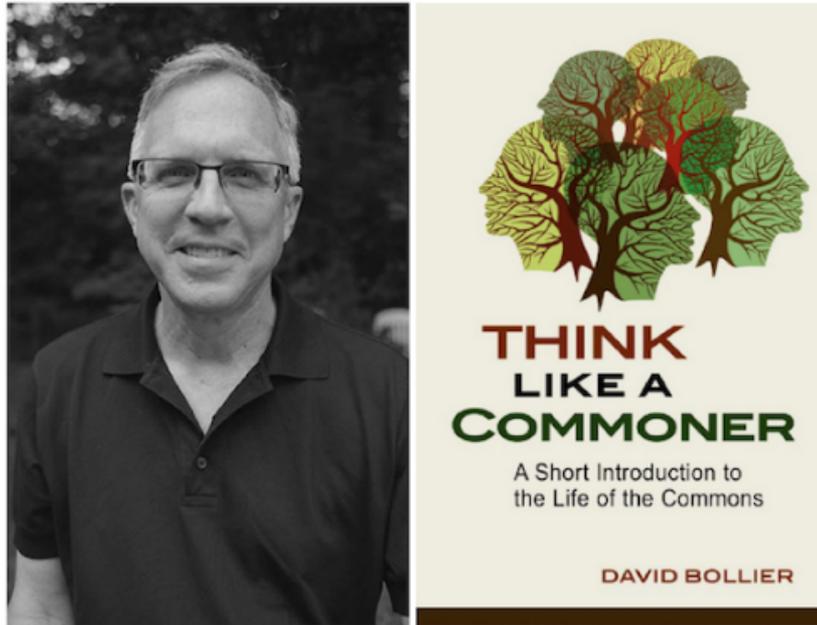
2. Profits distributed on the basis of patronage.  
**Capital ownership doesn't determine profit share.**



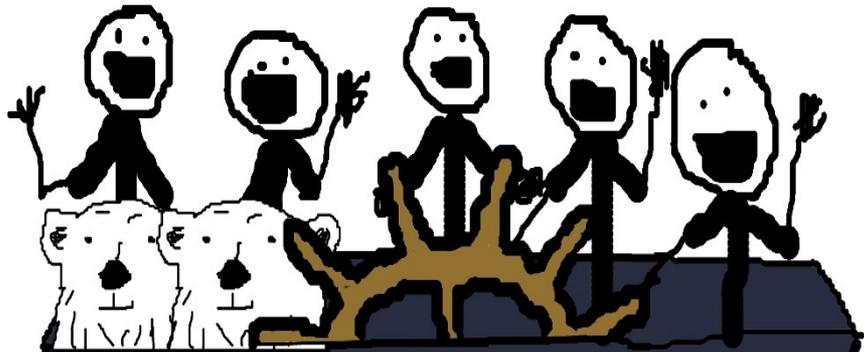
**In Sum:  
Platforms for  
sharing  
can become  
a *commons*.**



“A **commons** may arise whenever a group of people decides that it wishes to **manage a resource in a collective manner**, with a special regard for **equitable access**, use and **long-term stewardship**.” – David Bollier

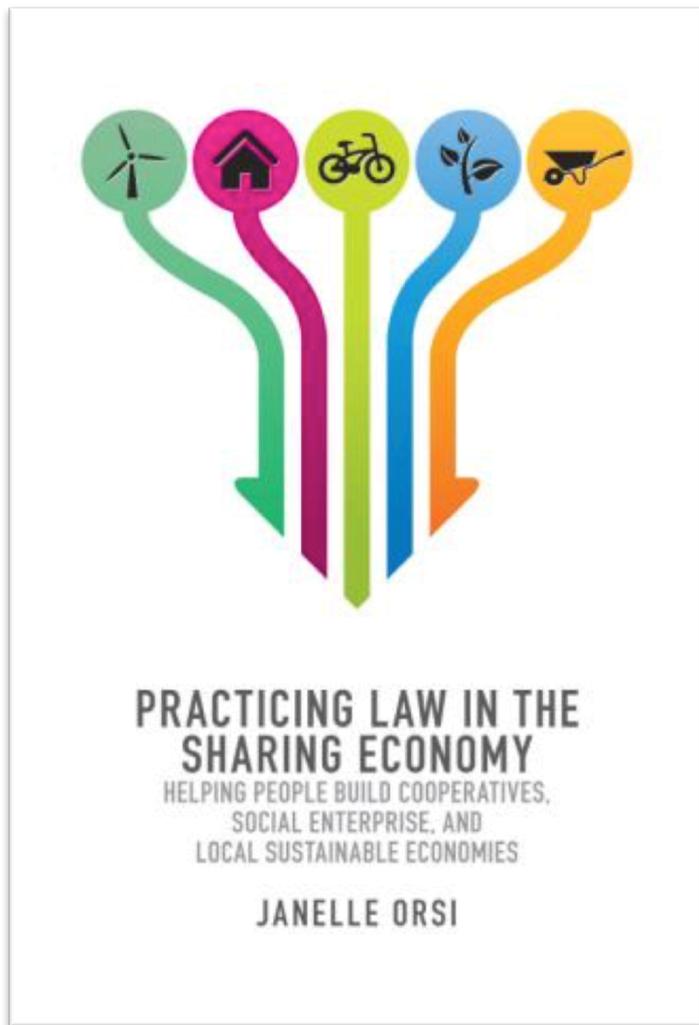






Welcome to  
the next  
sharing economy!

**Published by ABA Books**



**Sustainable  
Economies  
Law Center**

[www.theselc.org](http://www.theselc.org)

**Also see our resource libraries:**

- [UrbanAgLaw.org](http://UrbanAgLaw.org)
- [Co-opLaw.org](http://Co-opLaw.org)
- [CommunityEnterpriseLaw.org](http://CommunityEnterpriseLaw.org)
- [CommunityCurrenciesLaw.org](http://CommunityCurrenciesLaw.org)

**Discount code: PAB12SHR**