

What?

Can the Sharing Economy Advance Equity and Sustainability?

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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

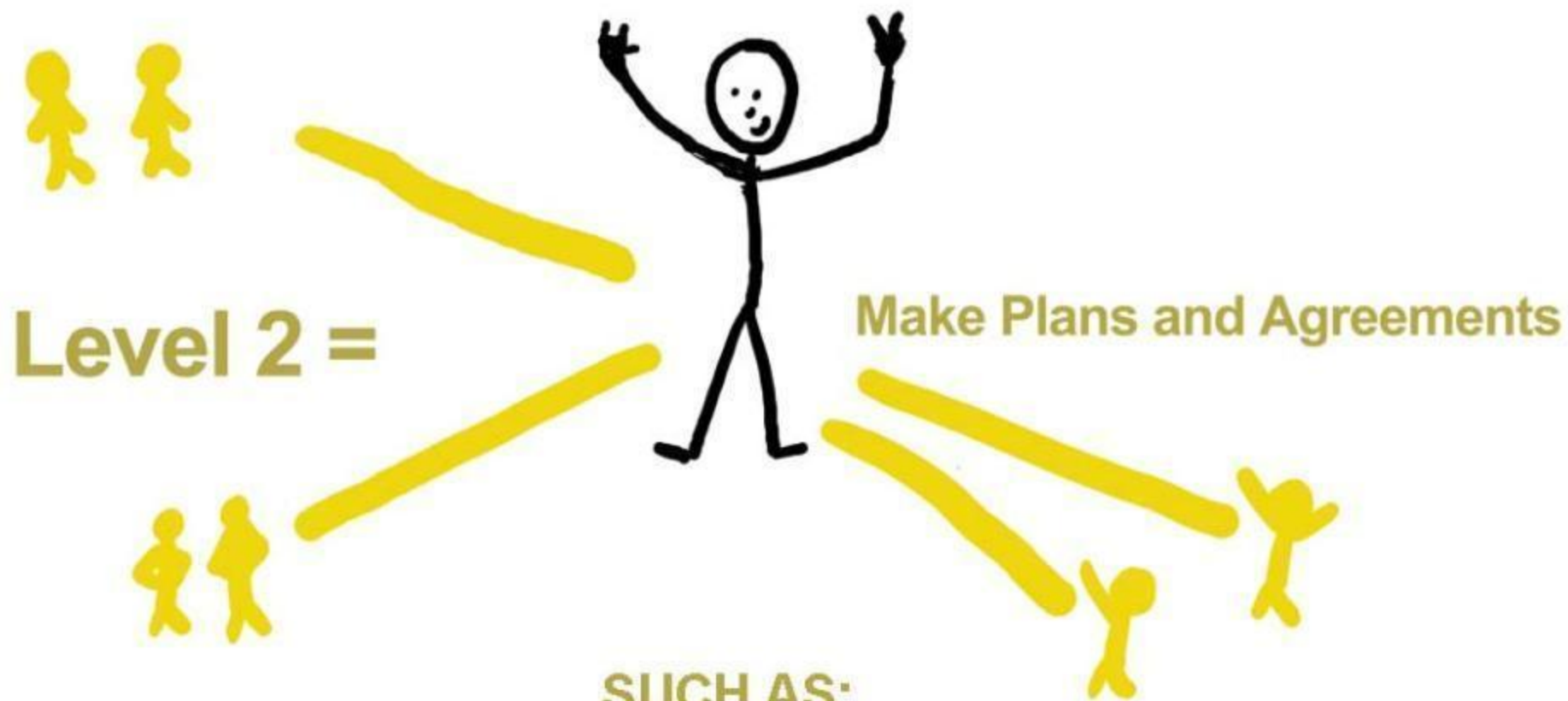




LEVEL 1 = Casual Spontaneous One-Time

SUCH AS:

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



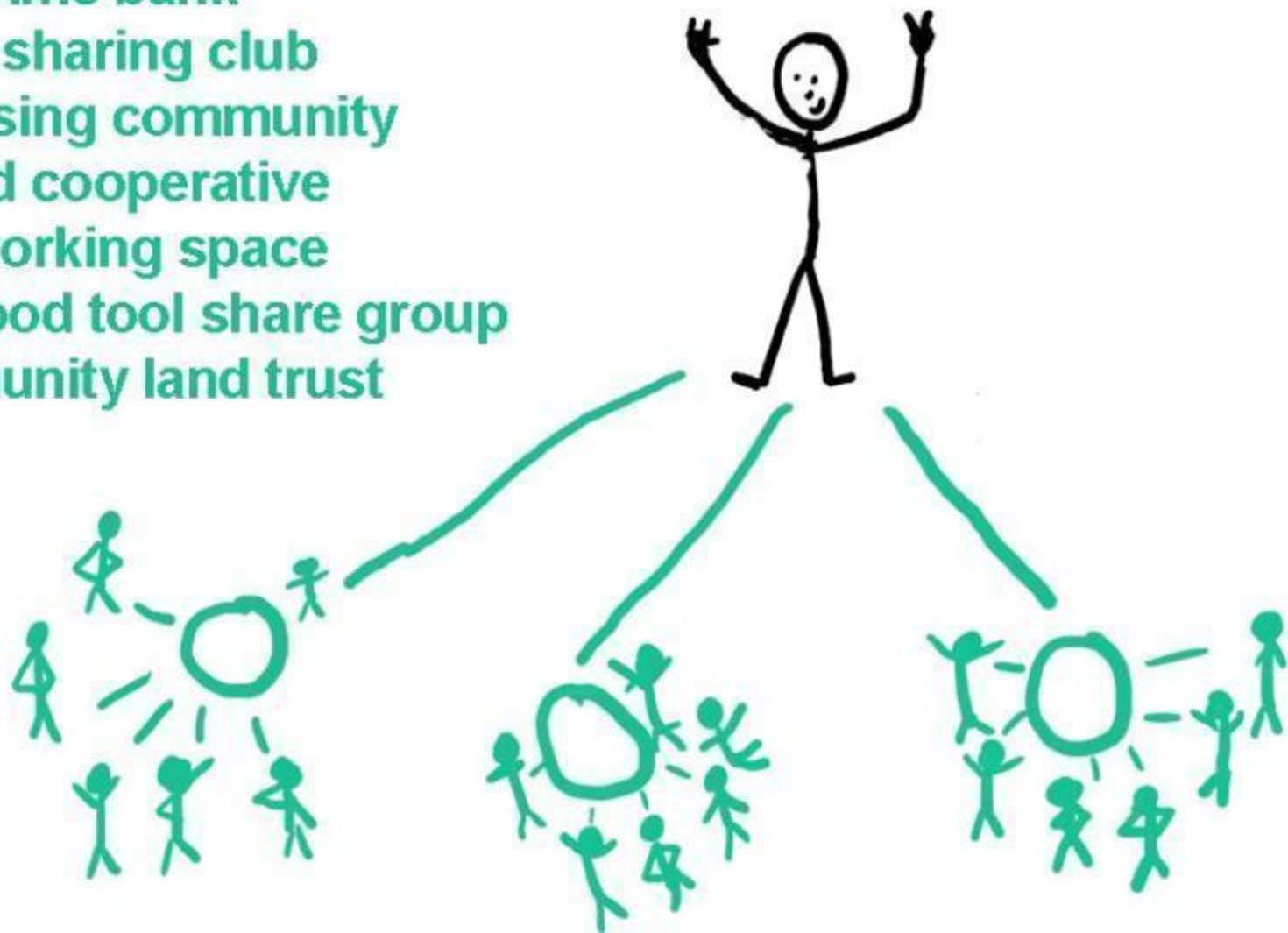
SUCH AS:

- 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

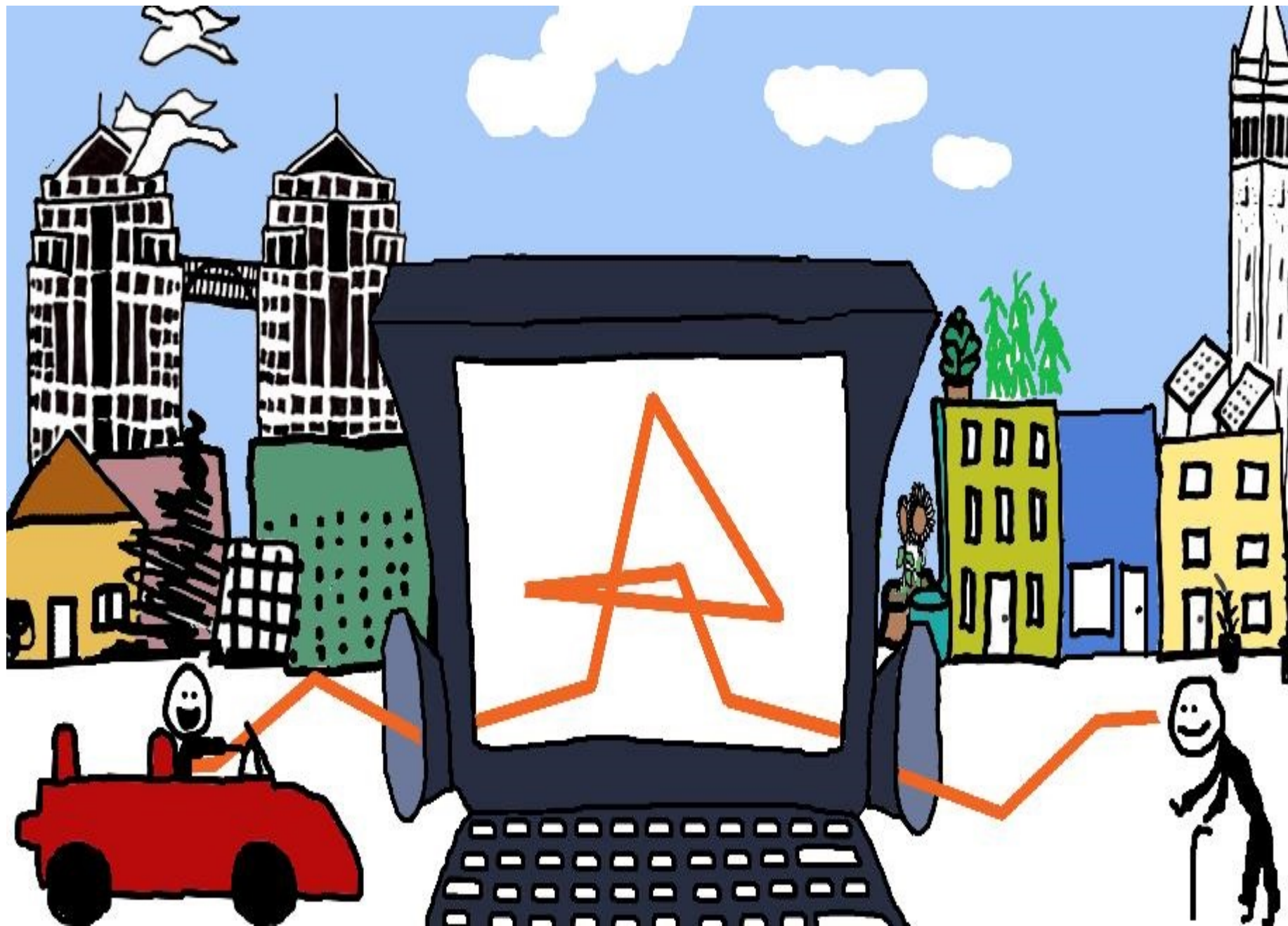


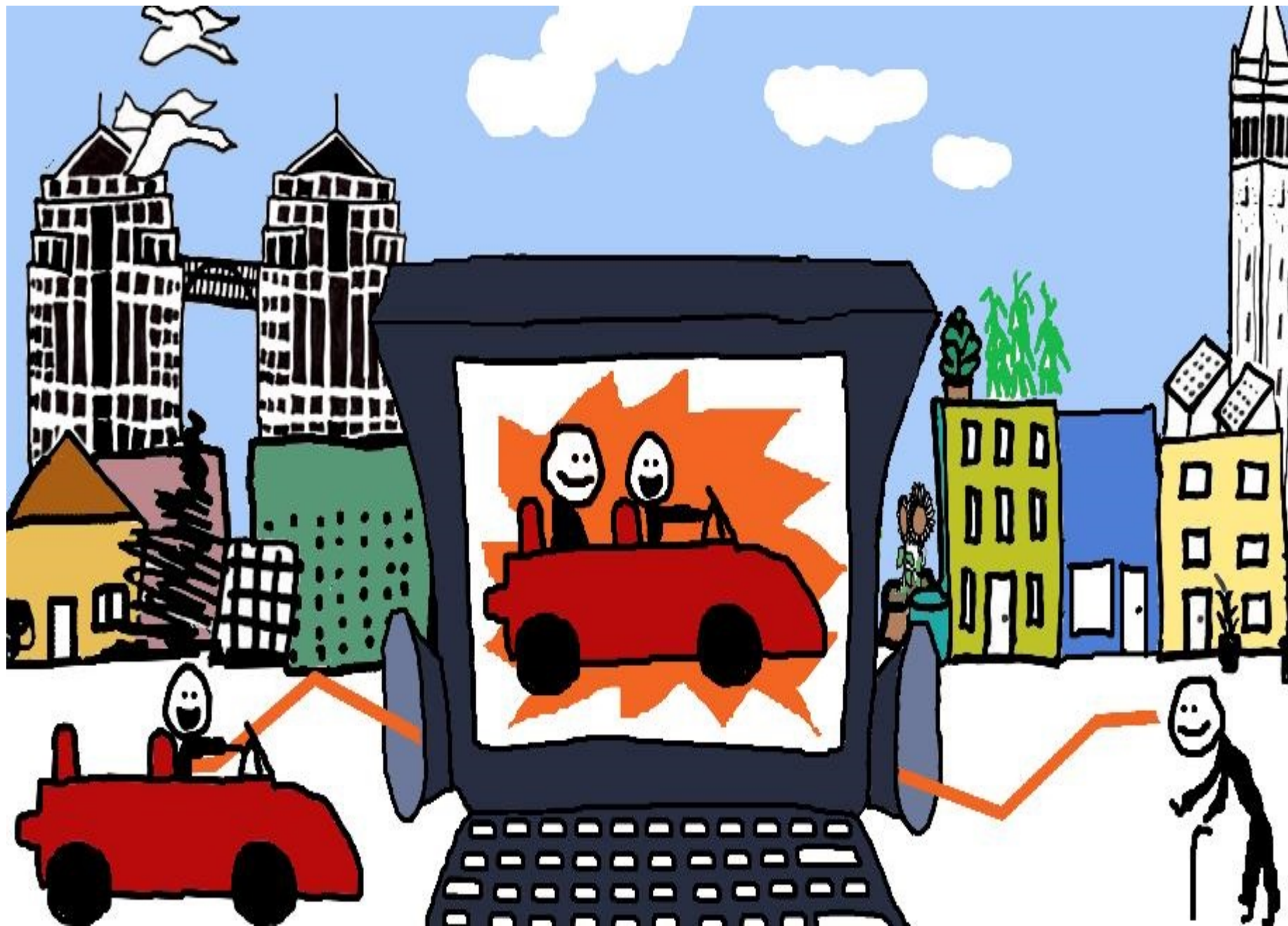


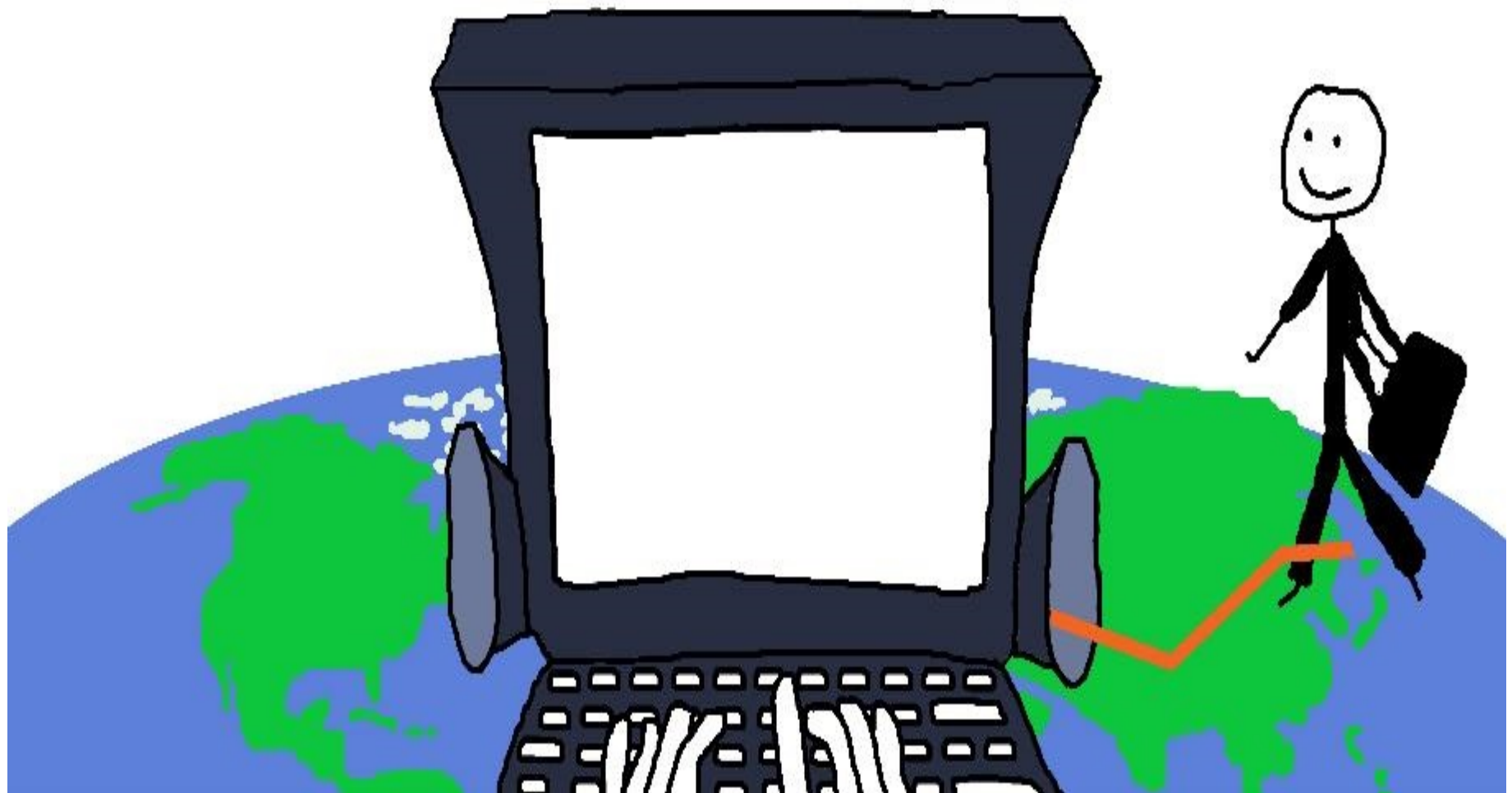






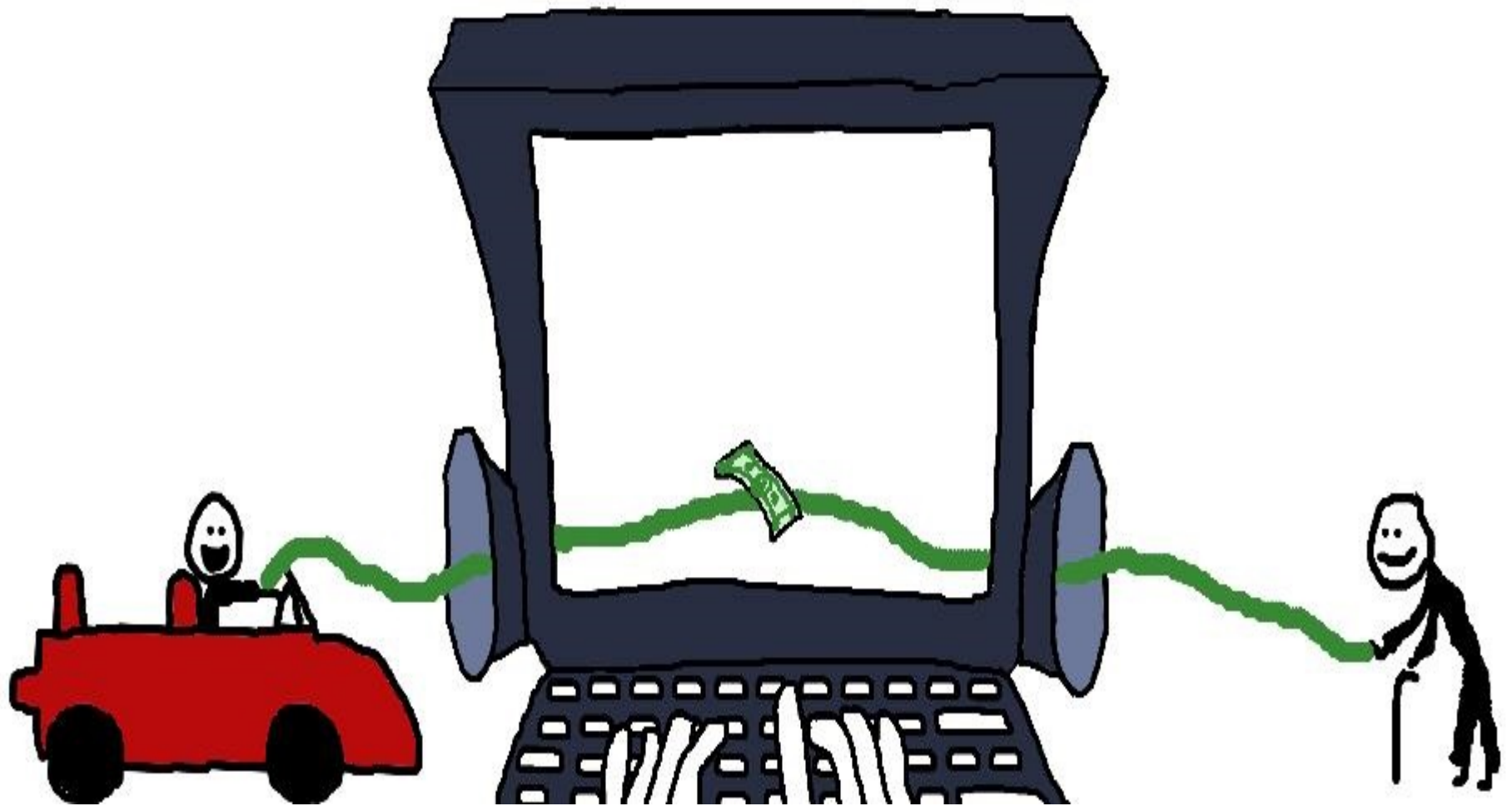


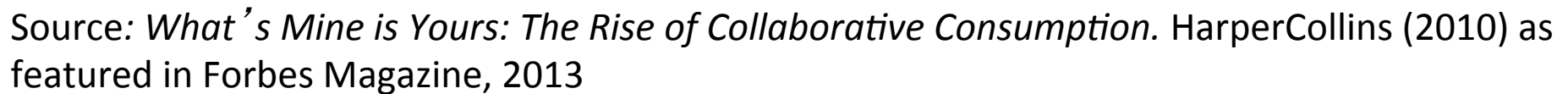






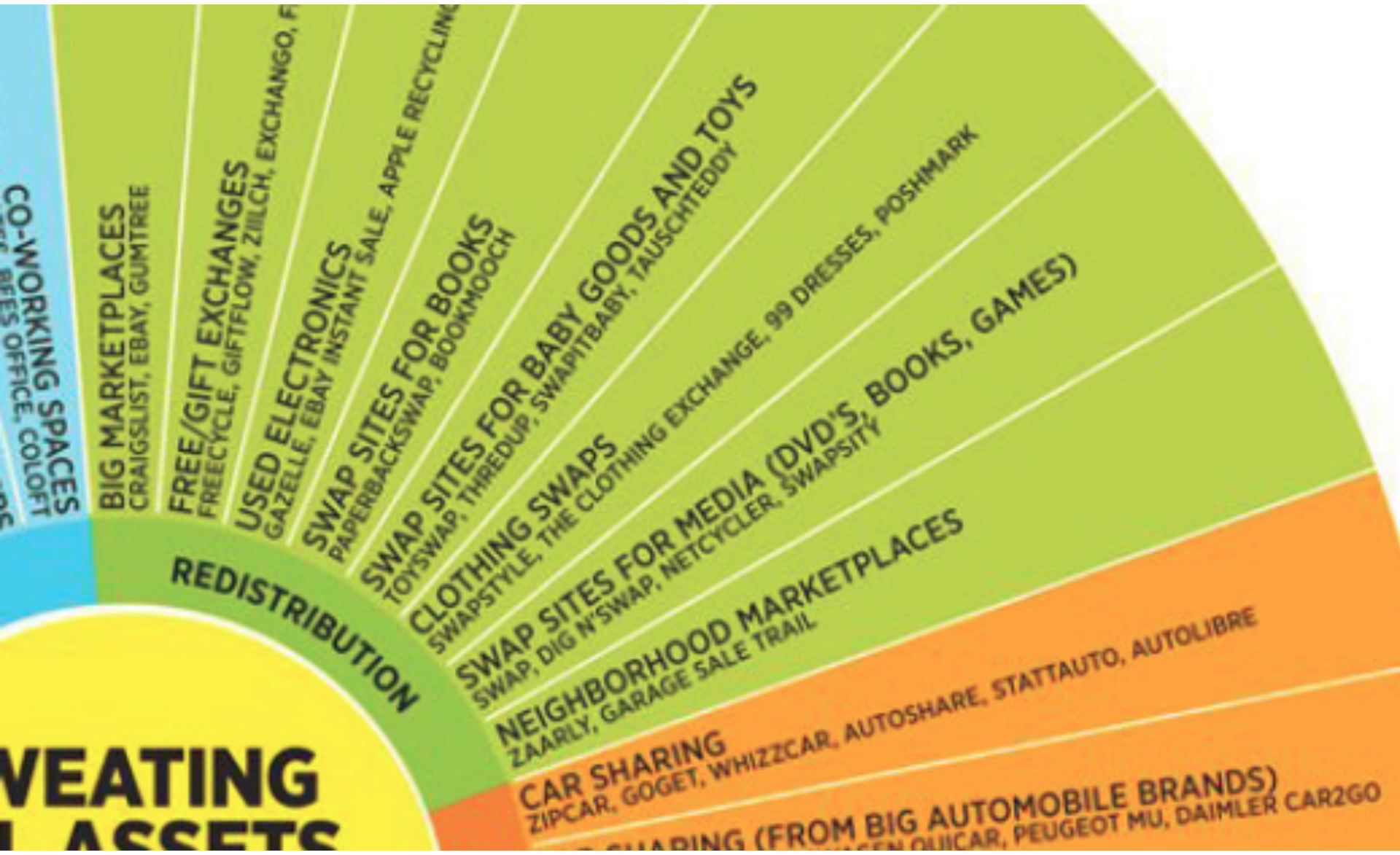








Source: *What's Mine is Yours: The Rise of Collaborative Consumption*. HarperCollins (2010) as featured in Forbes Magazine, 2013



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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:

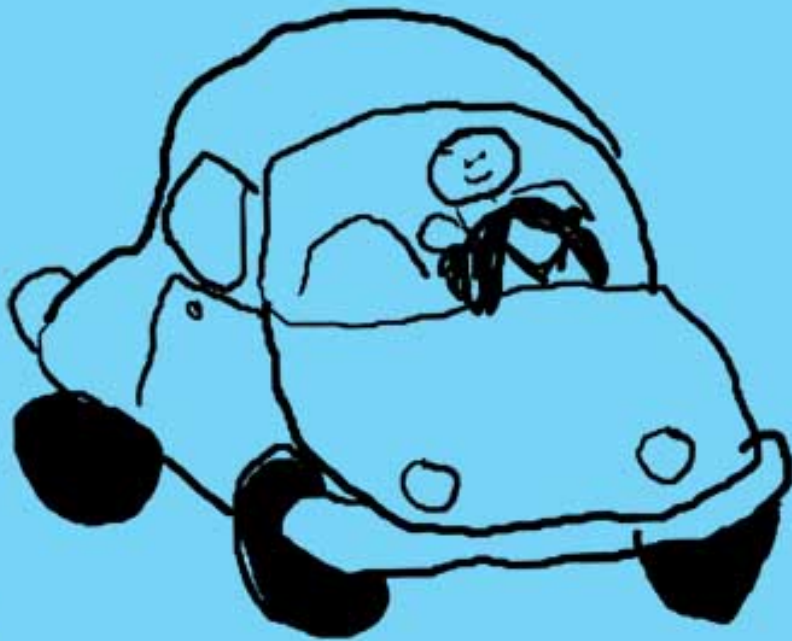
- make more efficient use of idle or underutilized resources
- reduce consumption and environmental impacts
- generate positive social connections and quality of life
- create new work and income opportunities
- meet the needs of more people

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

Commercial

Personal



Your car

Commercial



**Rental Car
Company**

Neighborhood Car Share Club



Personal



**Backyard
Gardener**

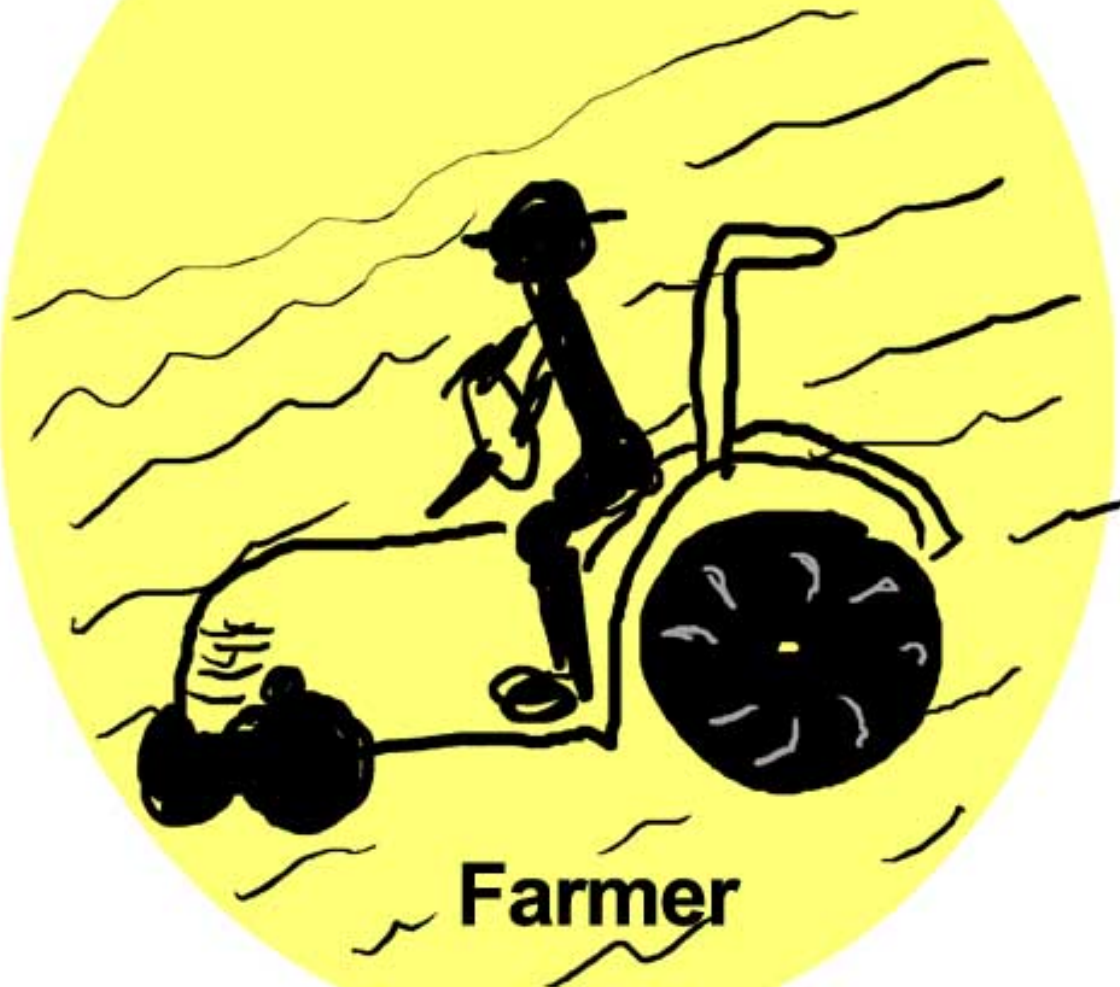
Commercial

Personal



**Backyard
Gardener**

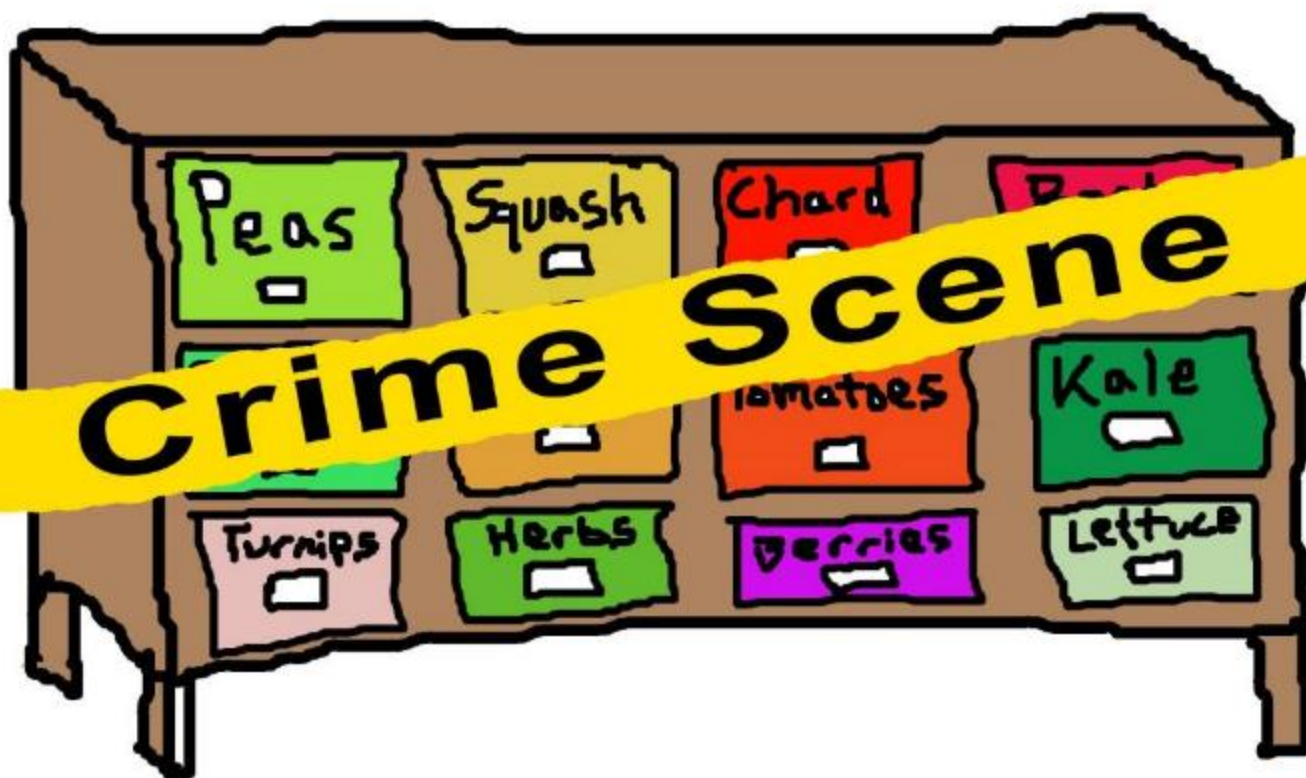
Commercial



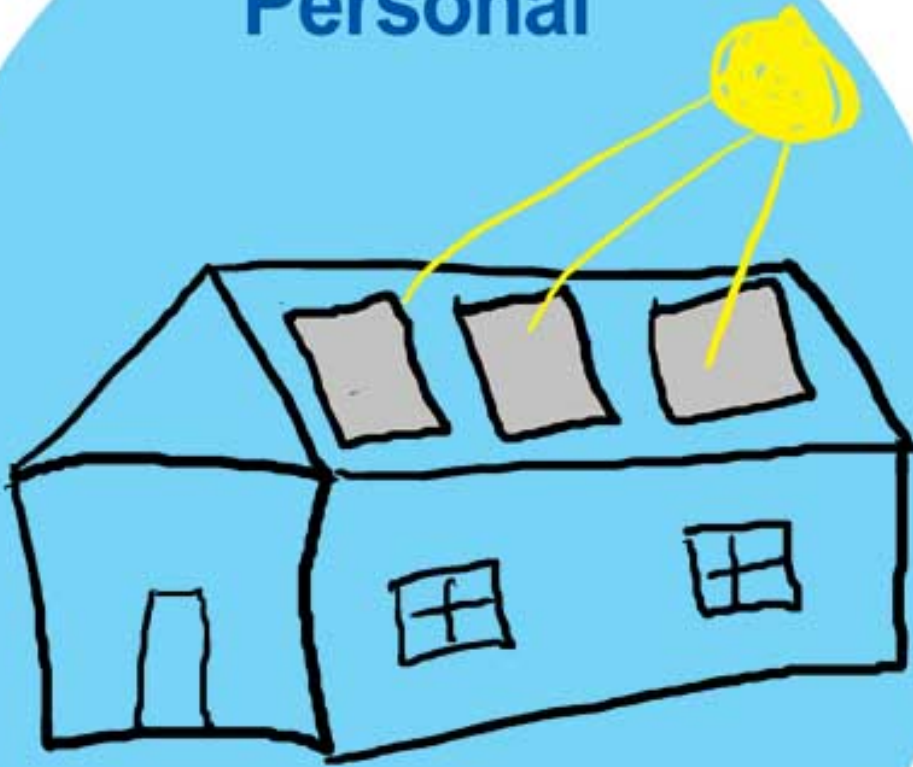
Farmer



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

Commercial

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**

Commerc

Personal



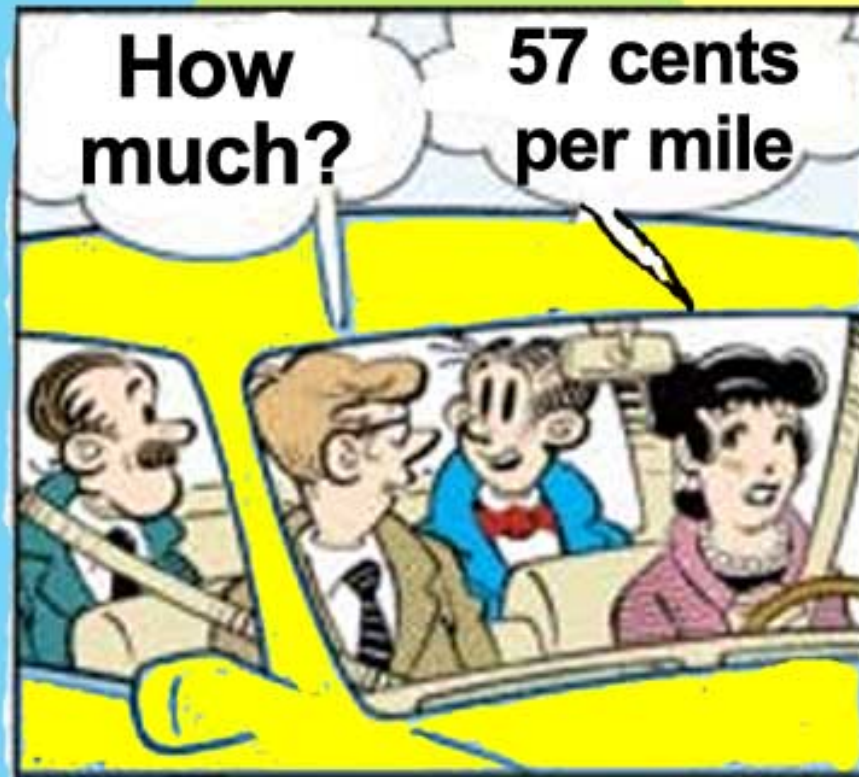
**Carpool with
your coworkers**

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

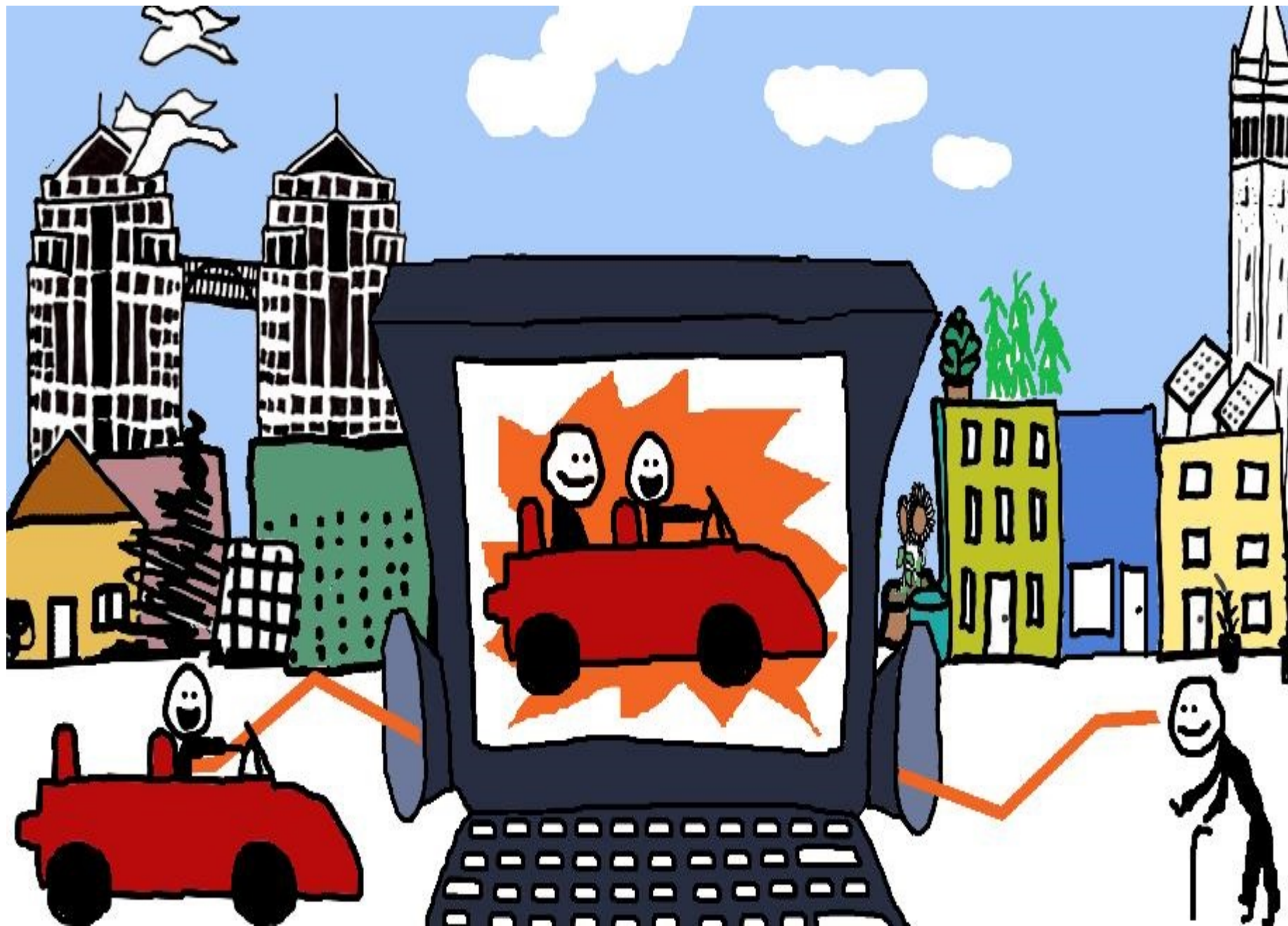
Giving stranger a ride and splitting the cost

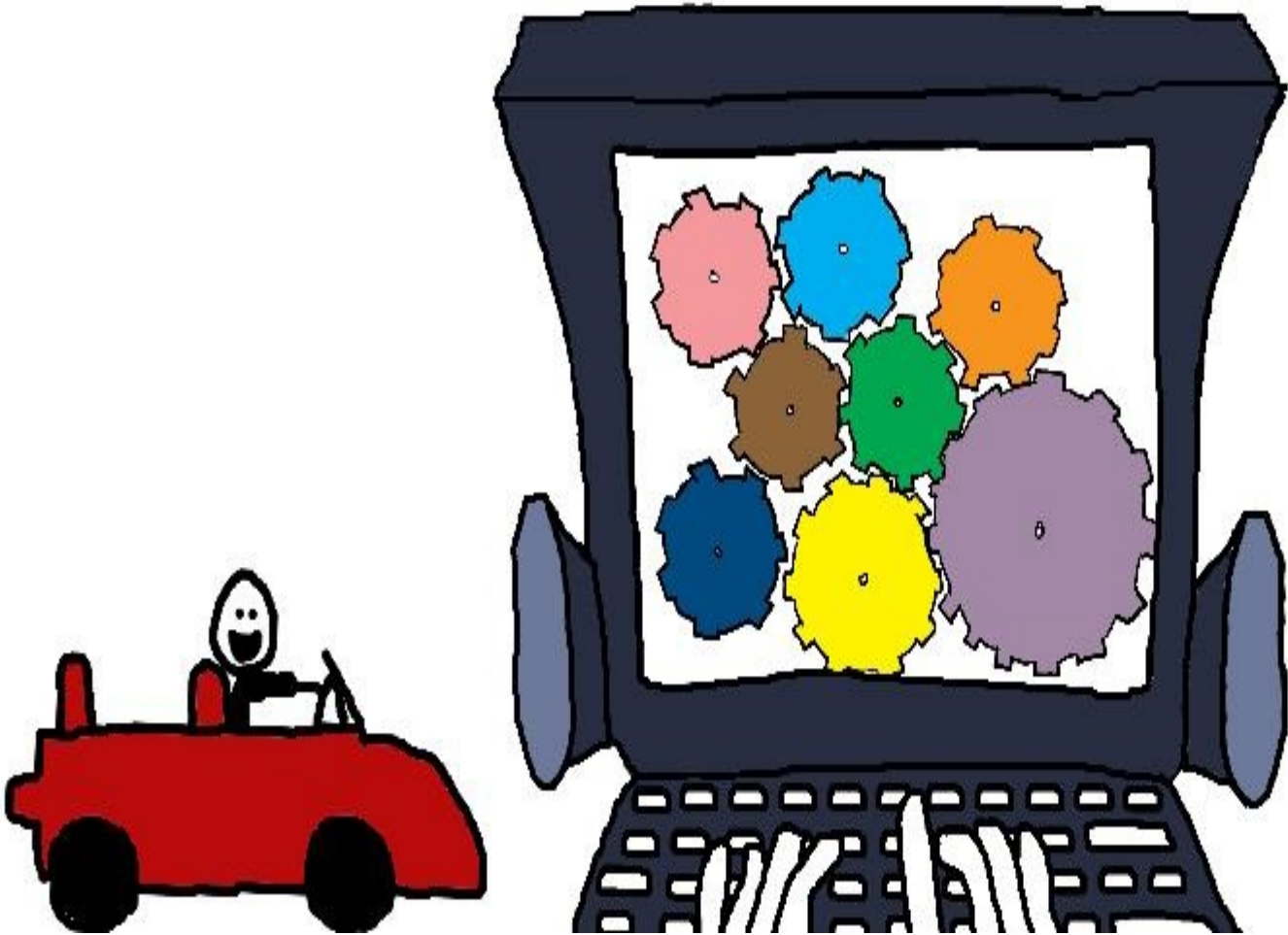
Being a taxi driver

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.

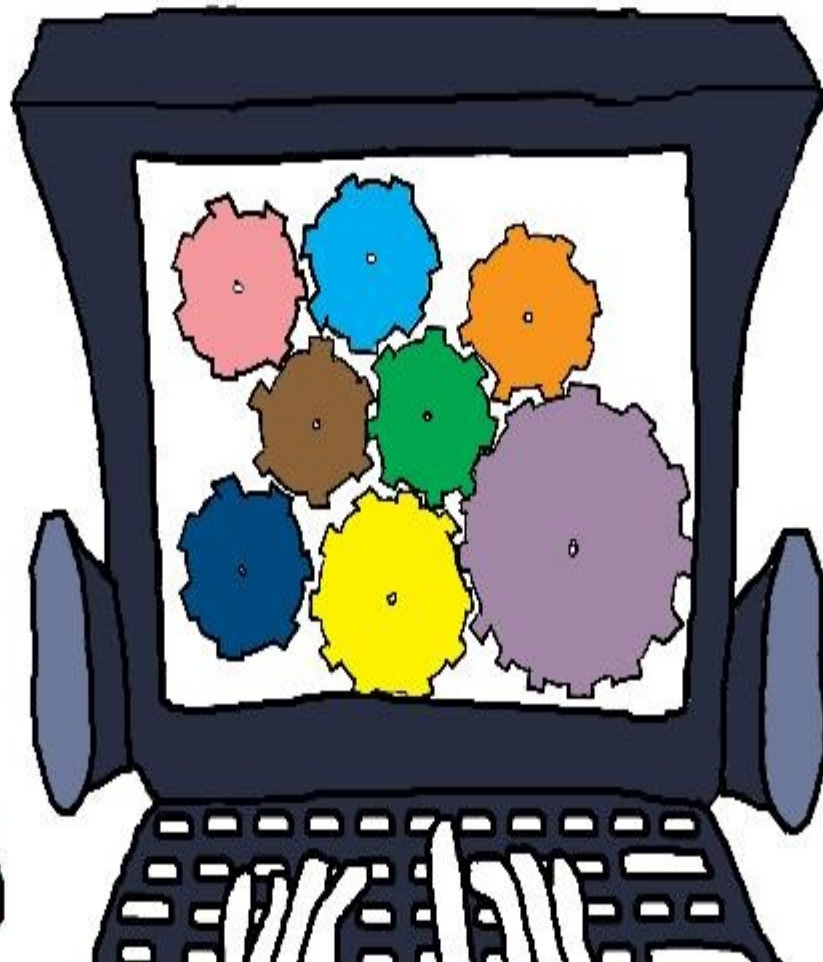
4) Support and prioritize **commons-based** sharing economy activities over **commercial** activities.

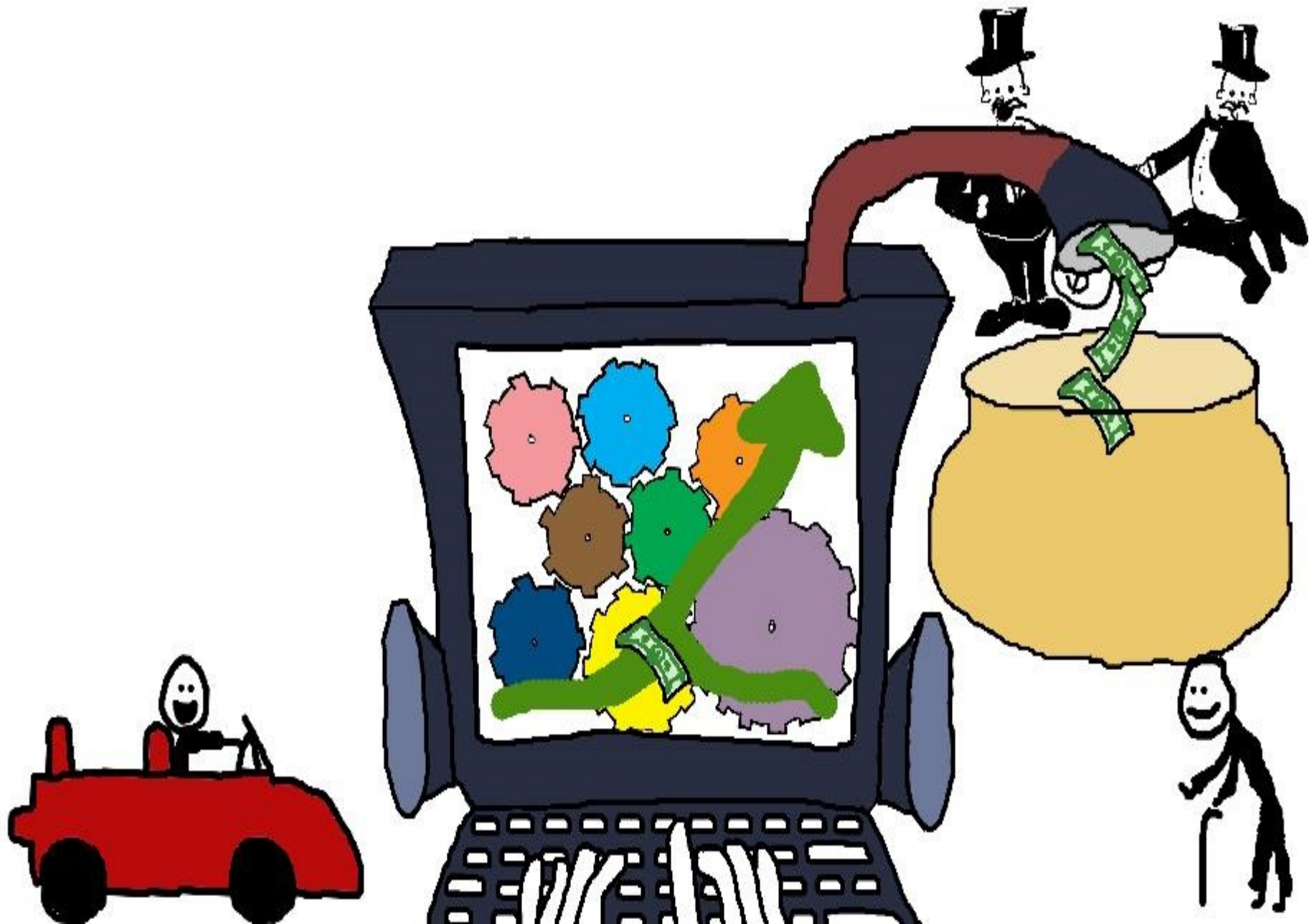


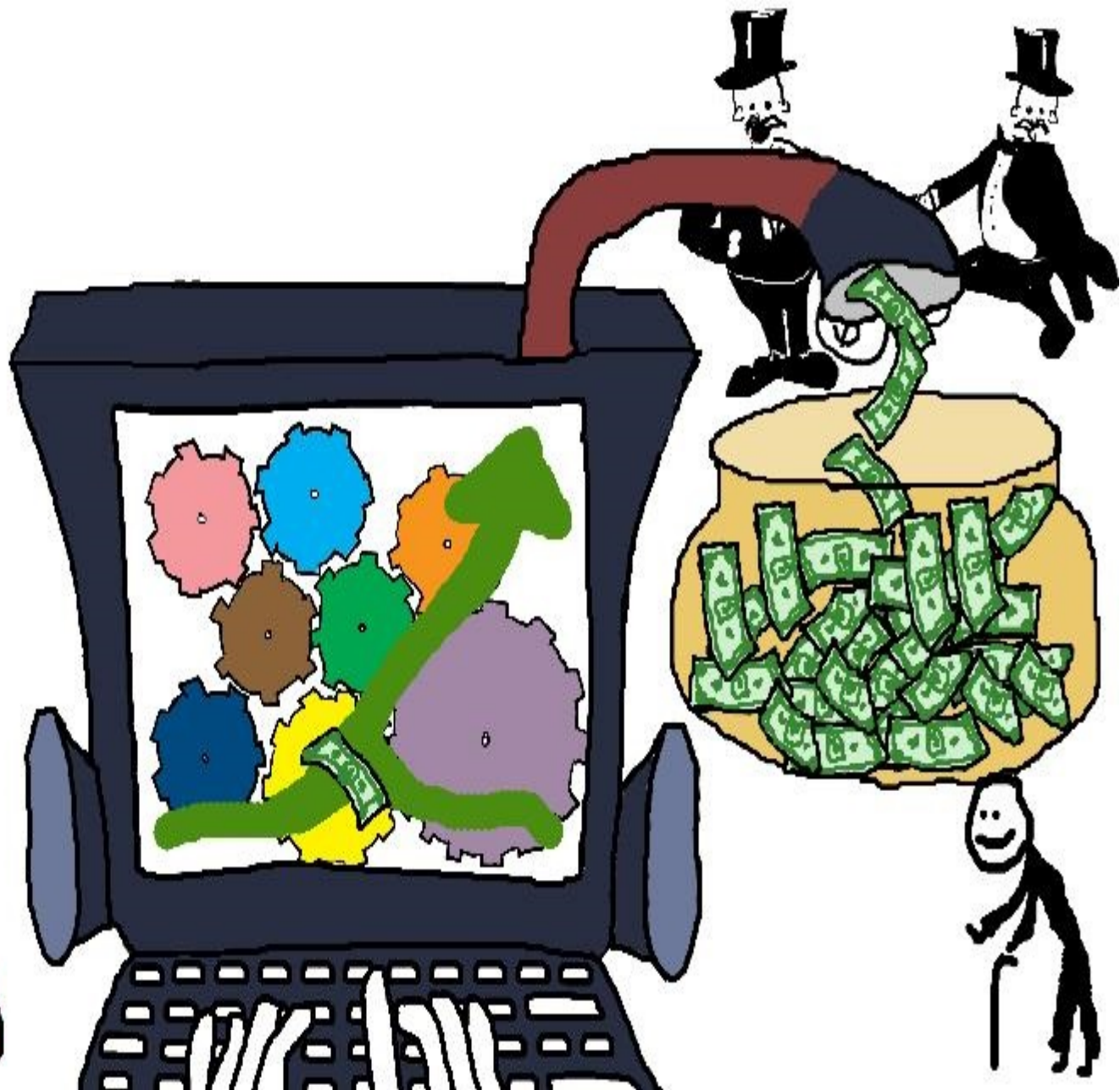


Two fatal design flaws:









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



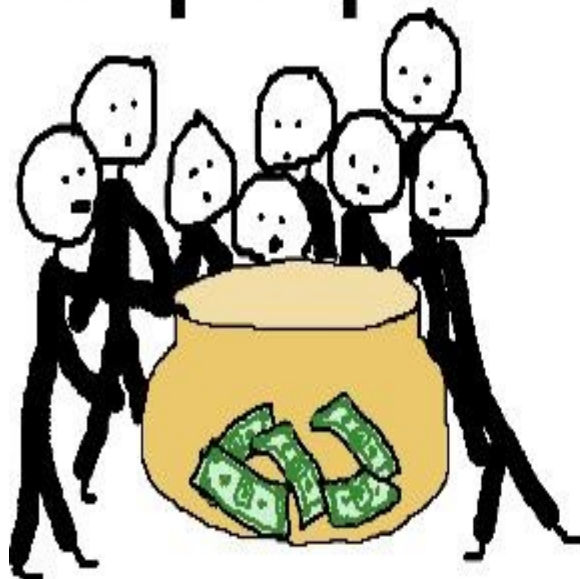
20% of
people

**SYSTEM
ERROR:**

93%
of wealth

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

80%
of people



20% of
people

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



80%
of people



80%
of people



20% of
people



80%
of people



20% of
people



80%
of people



THIS IS
BAD

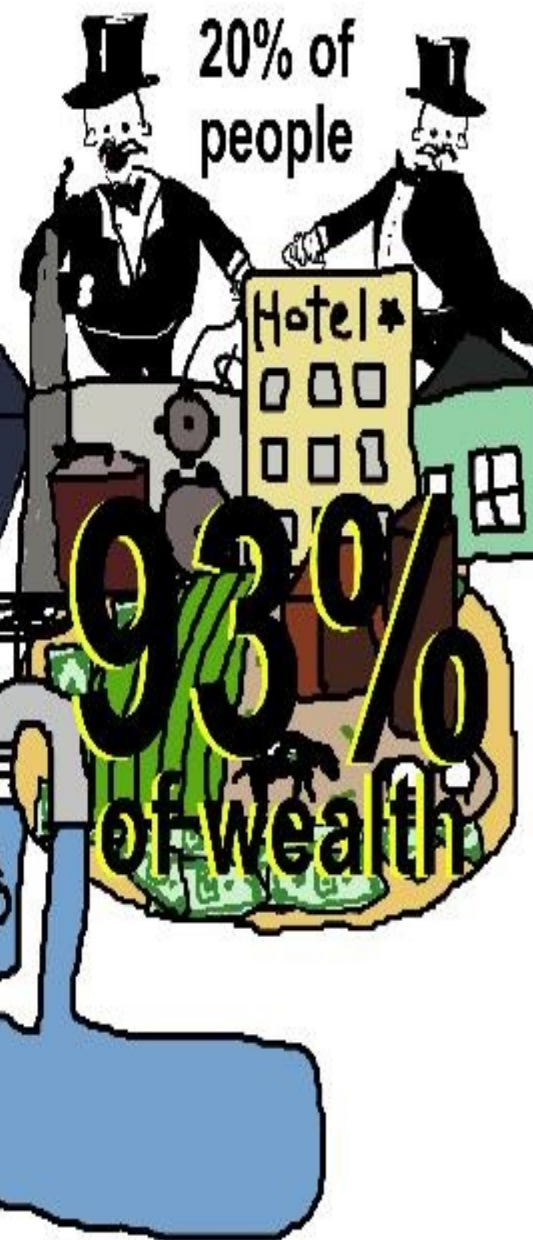
20% of
people



Wealth inequality

accelerates climate change:

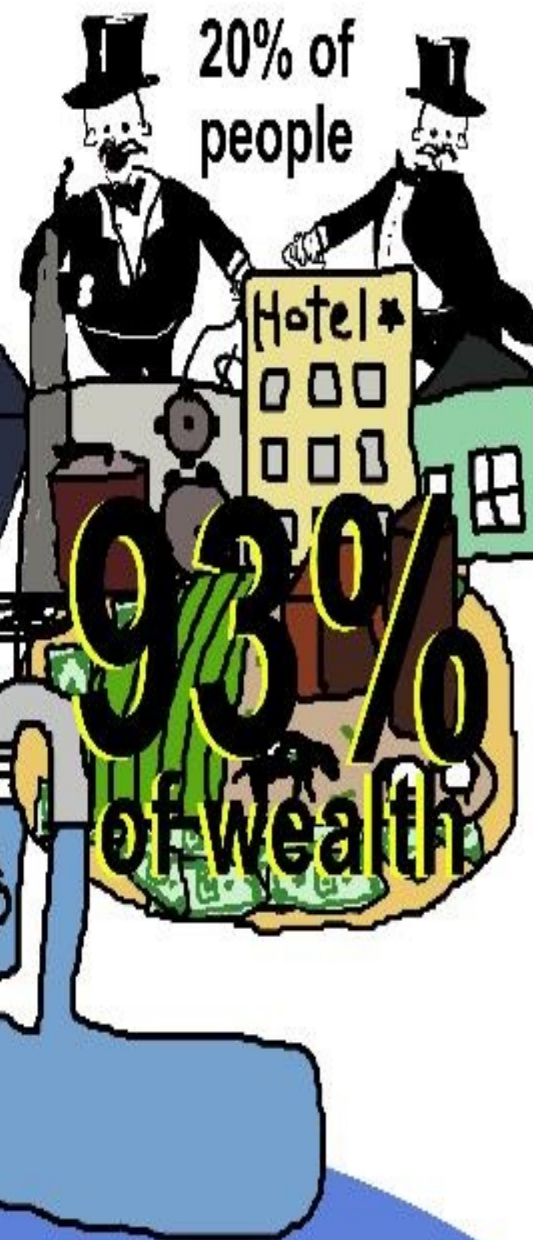
80%
of people



Wealth inequality

accelerates climate change:

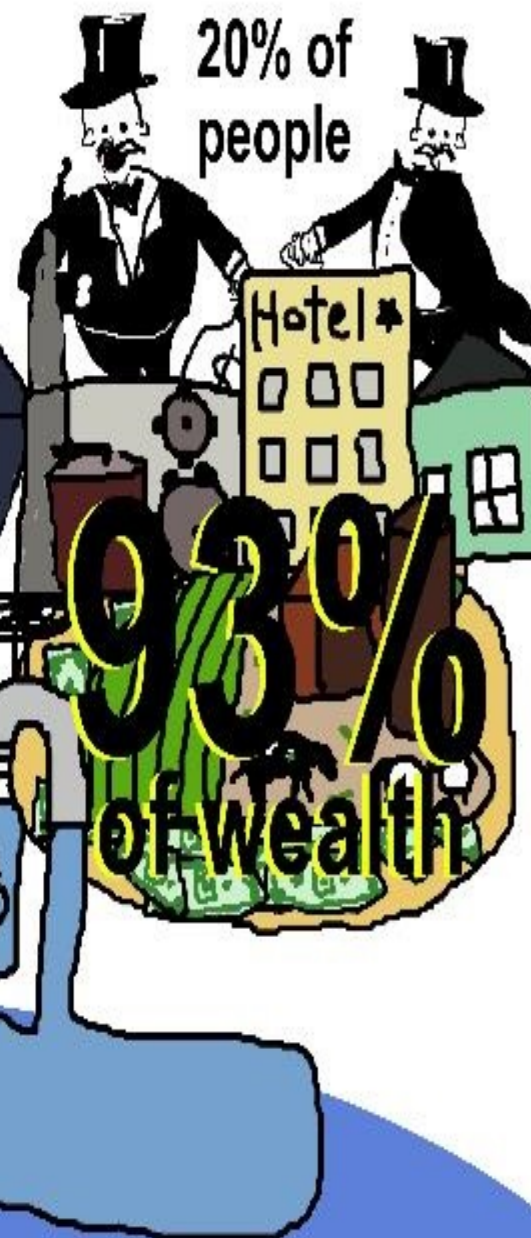
80%
of people



Wealth inequality

accelerates climate change:

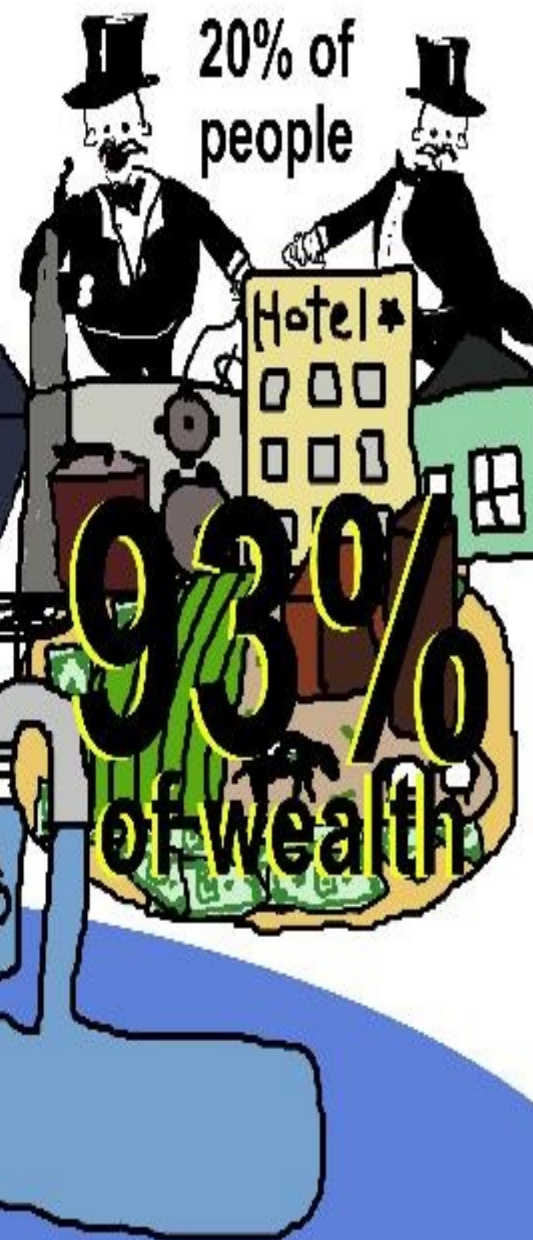
80%
of people



Wealth inequality

accelerates climate change:

80%
of people



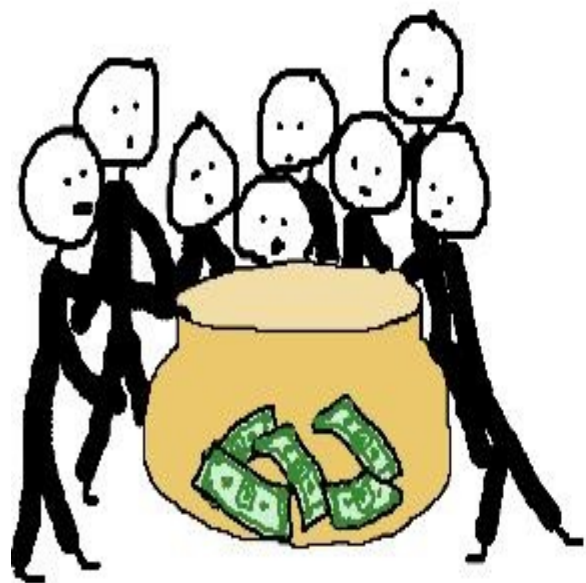
Wealth inequality

accelerates climate change:

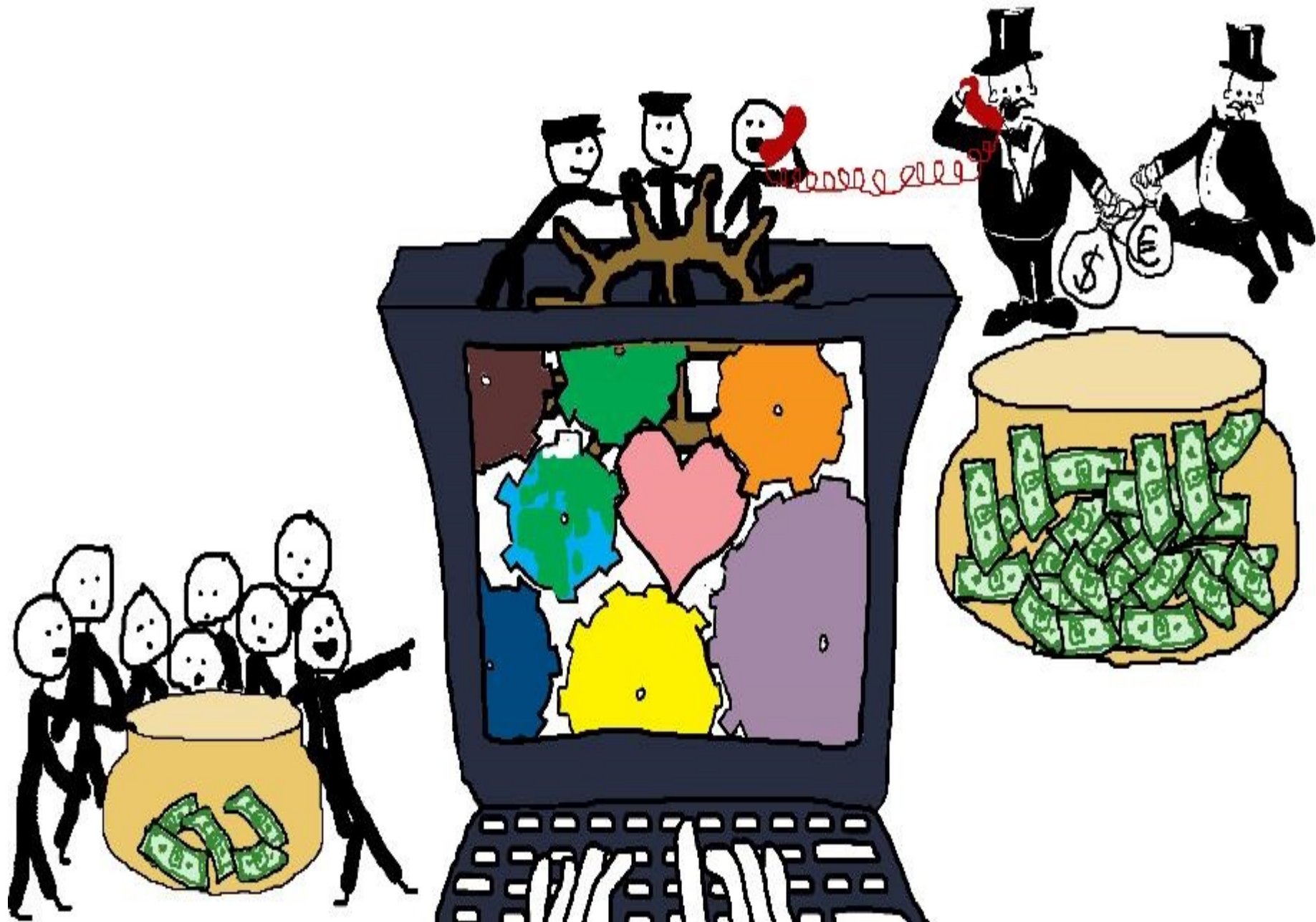
80%
of people













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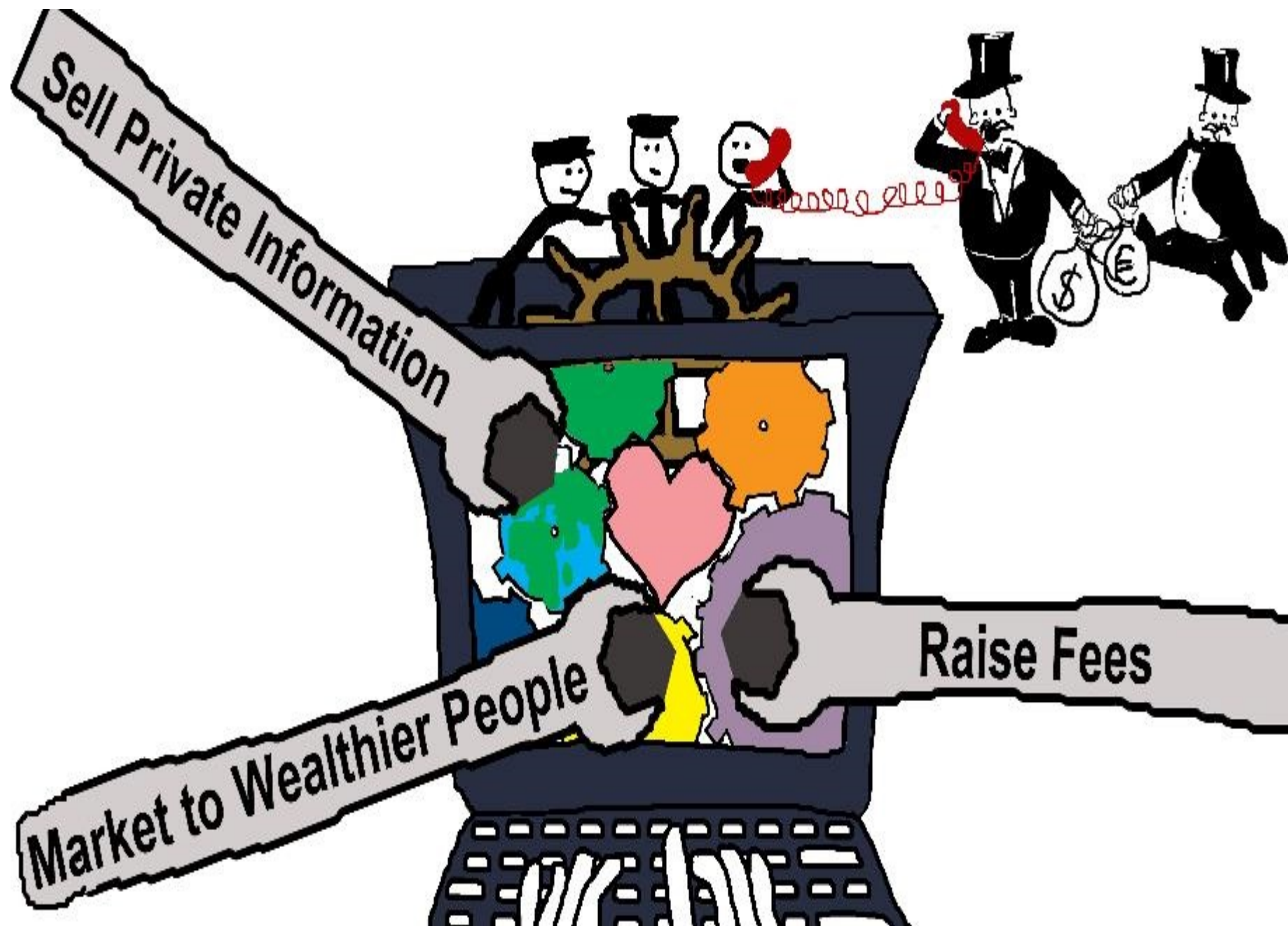
Use the promo code: METRO for £20 off your first ride. #movingon

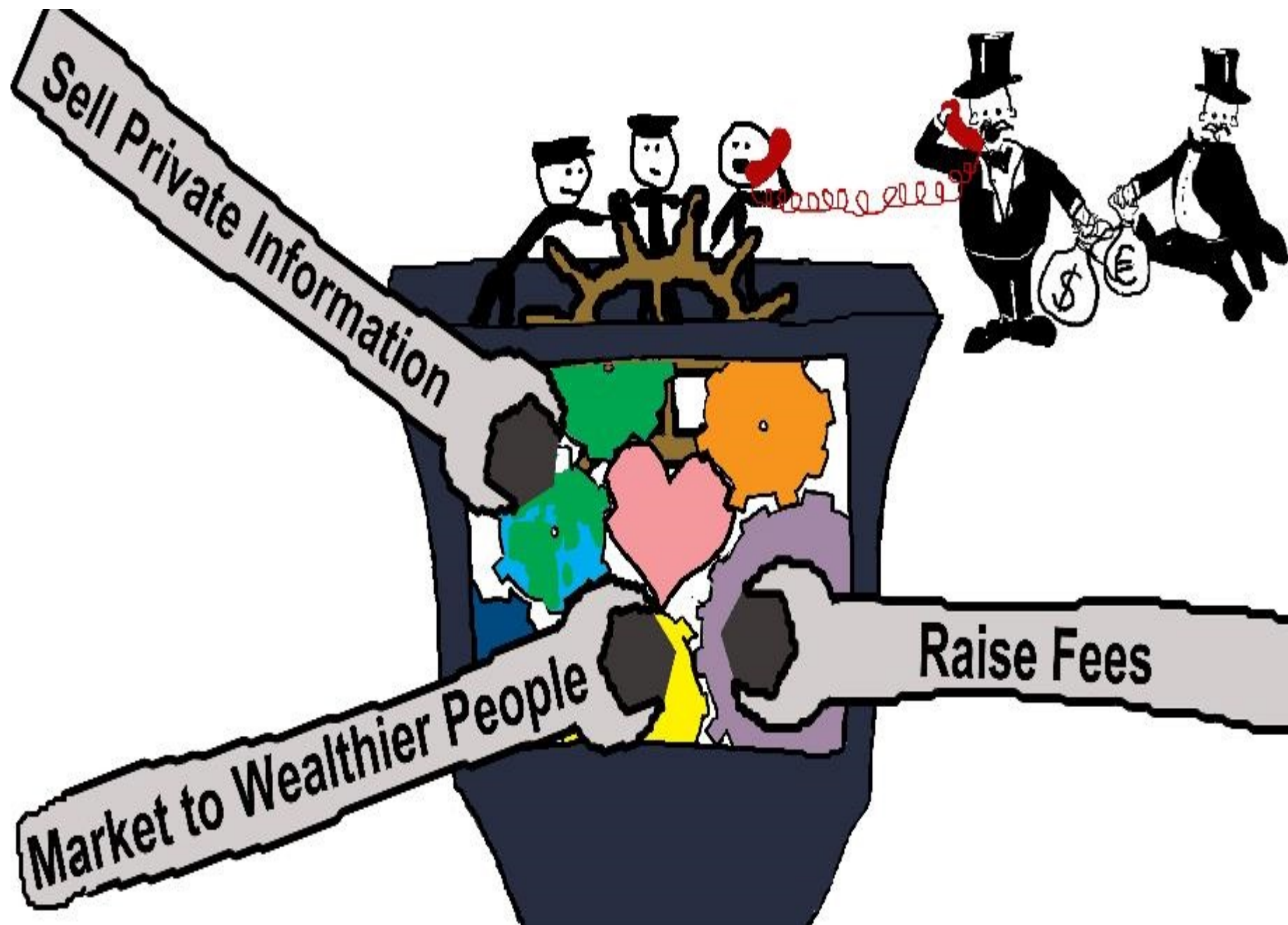
U B E R

REQUEST, RIDE AND PAY VIA YOUR IPHONE OR ANDROID.



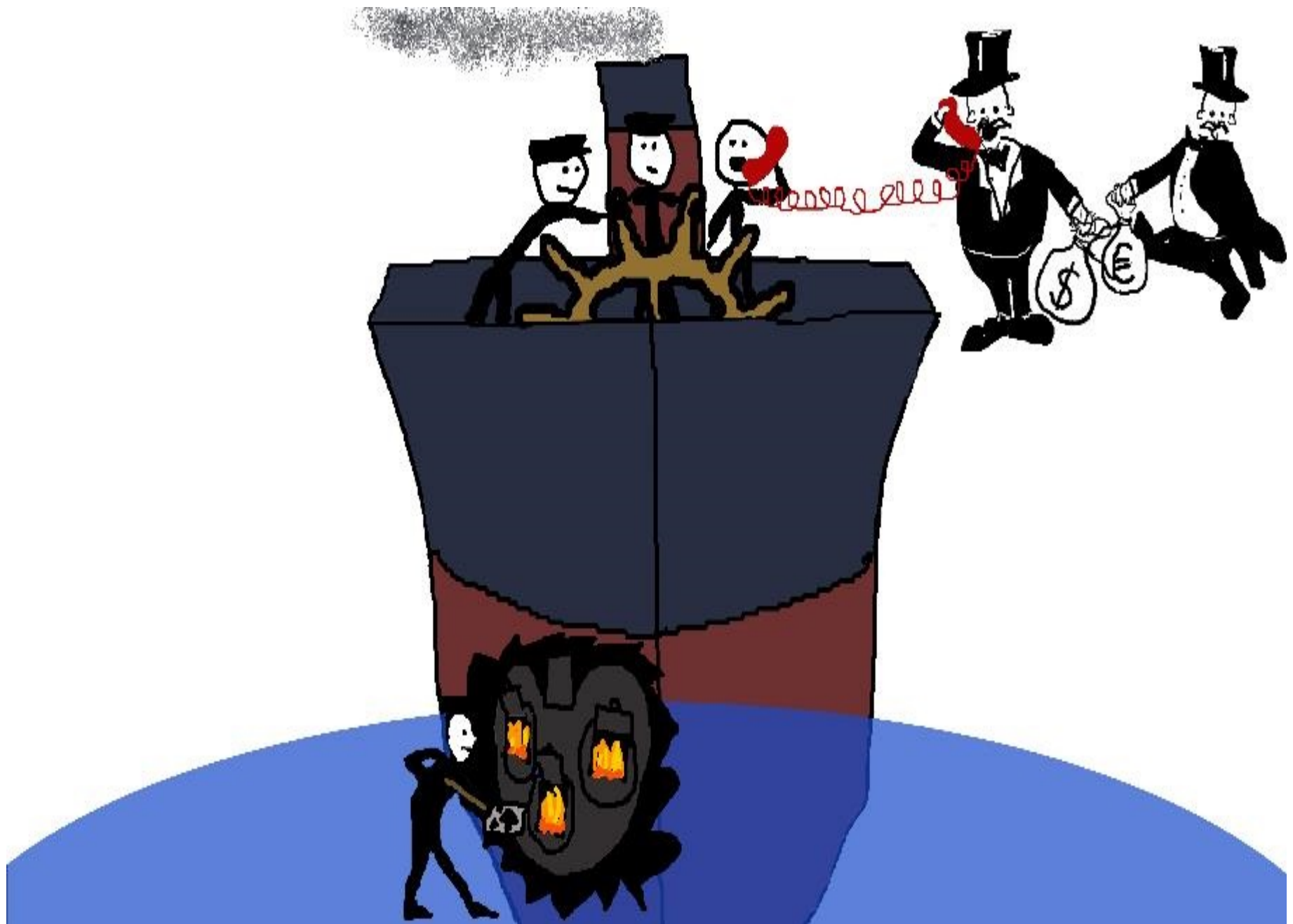


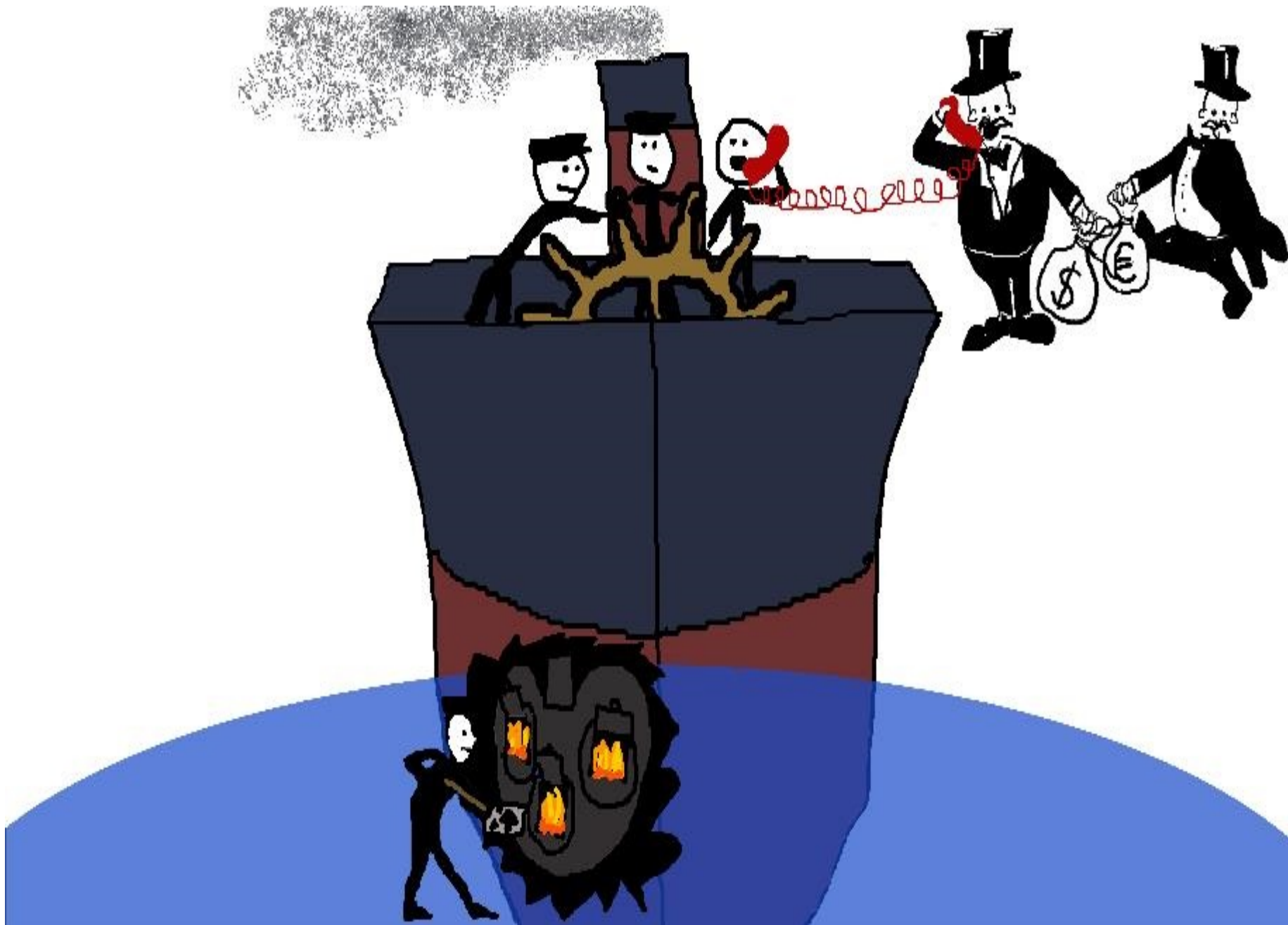


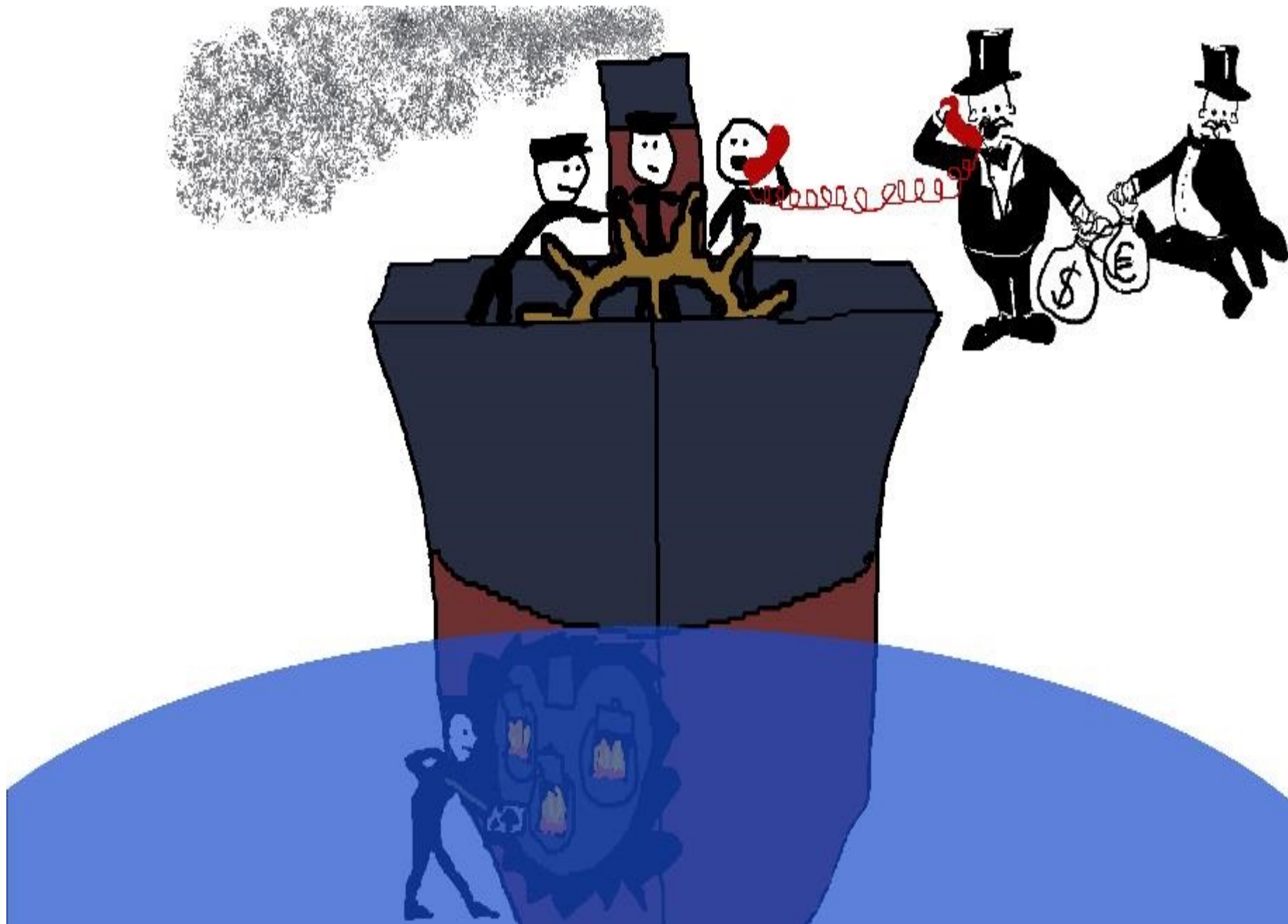


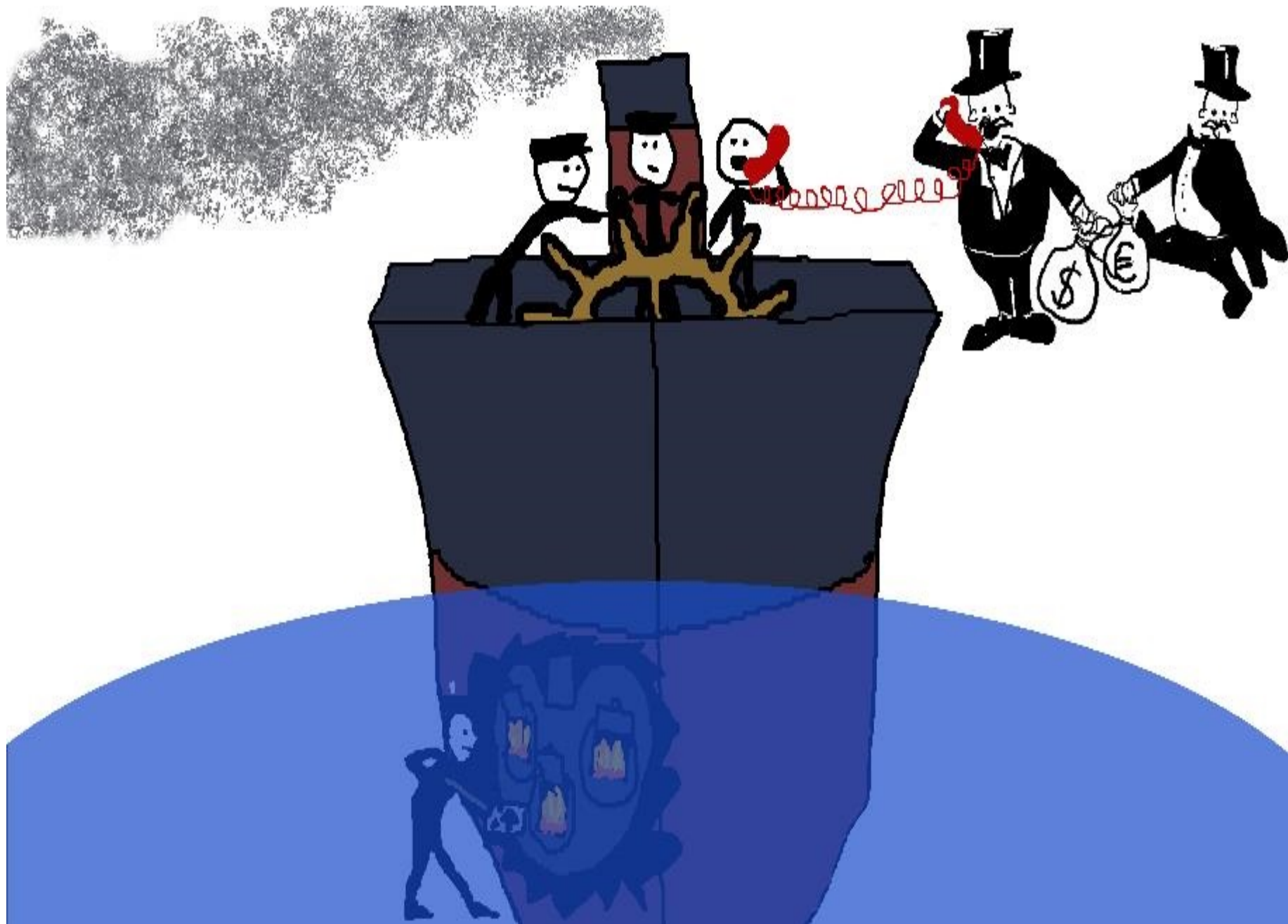














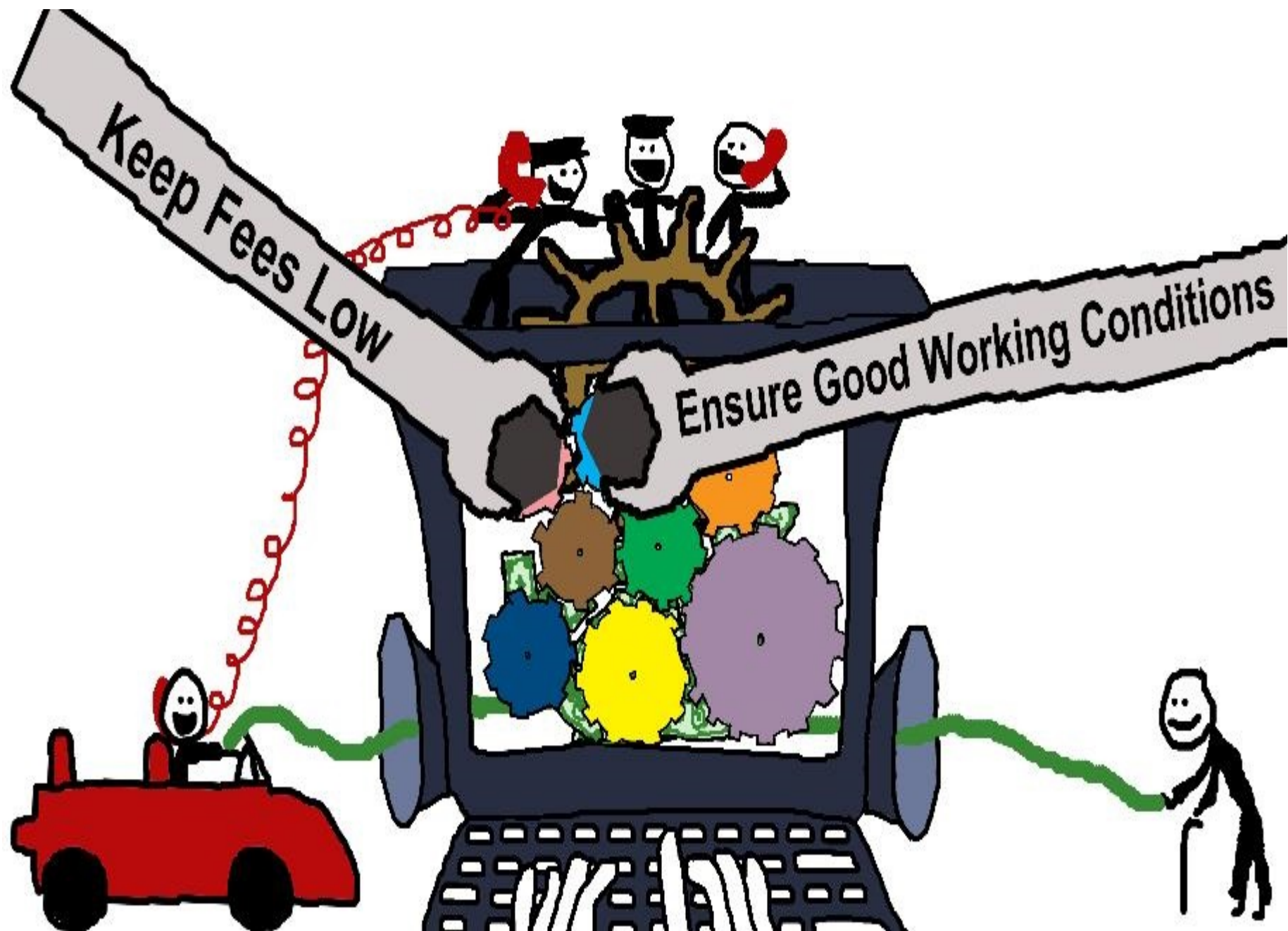
It is essential to support sharing economy organisations that:

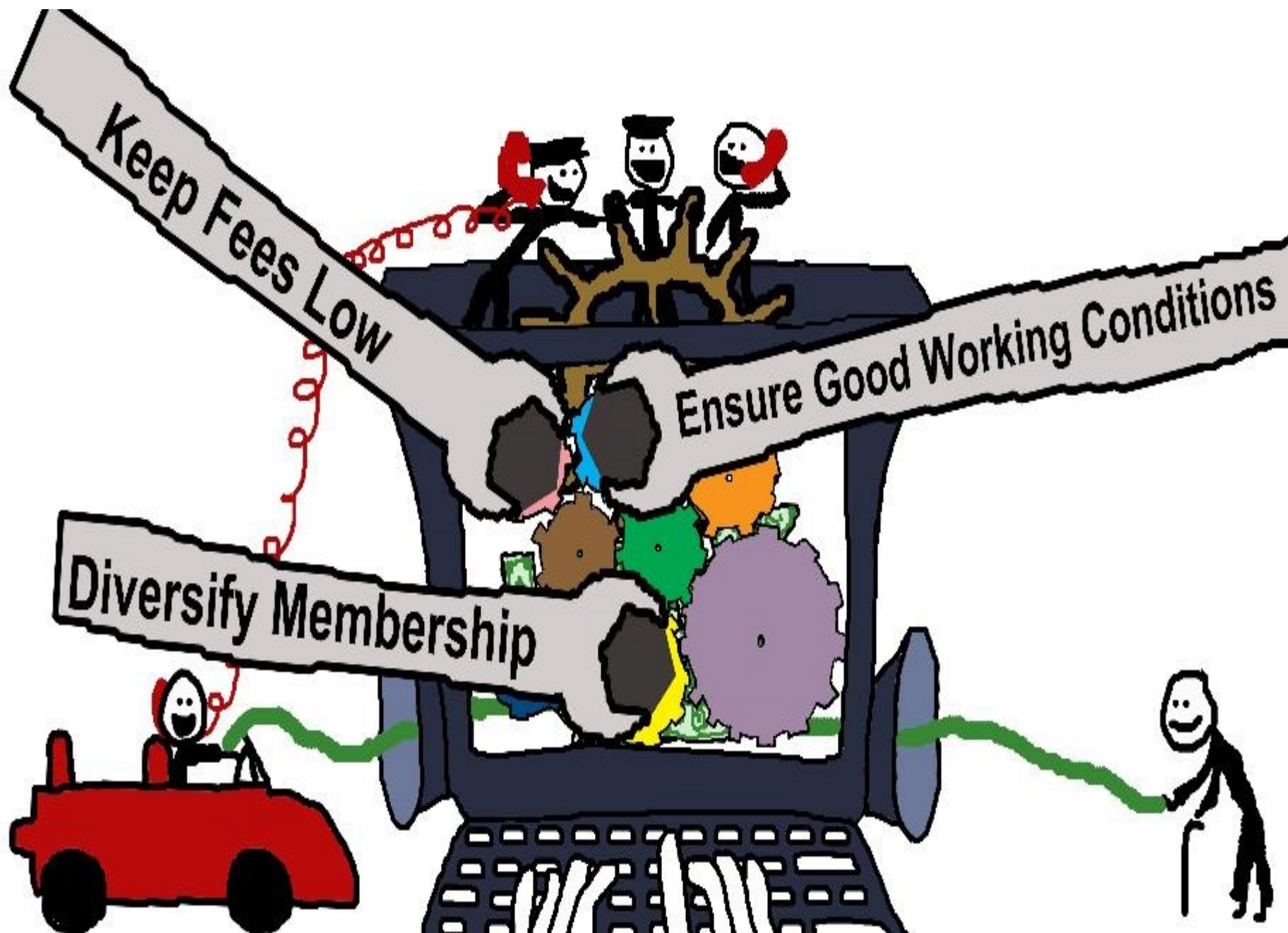
1. Share control
2. Share responsibility for the common good
3. Share wealth

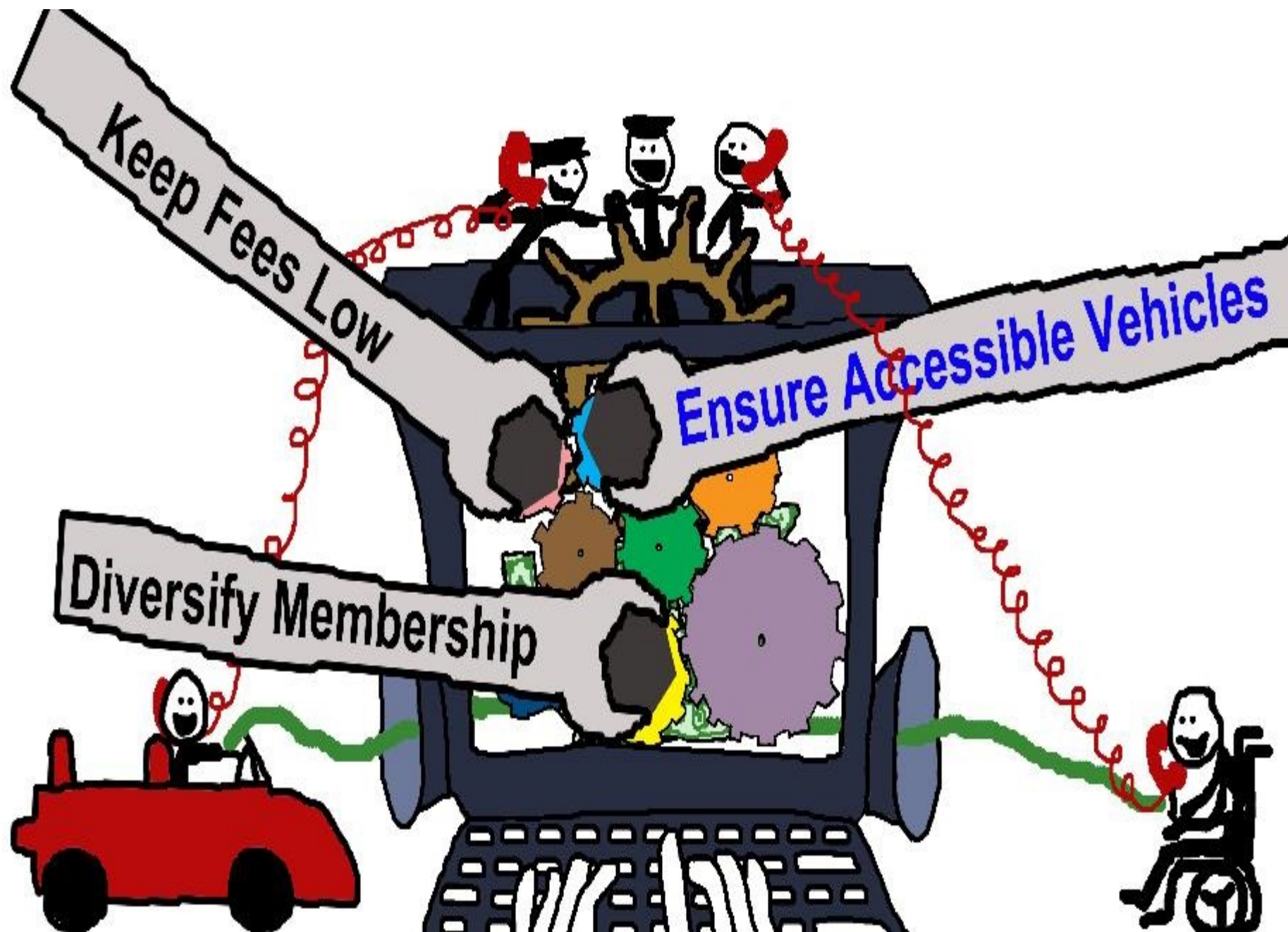
1. Share Control

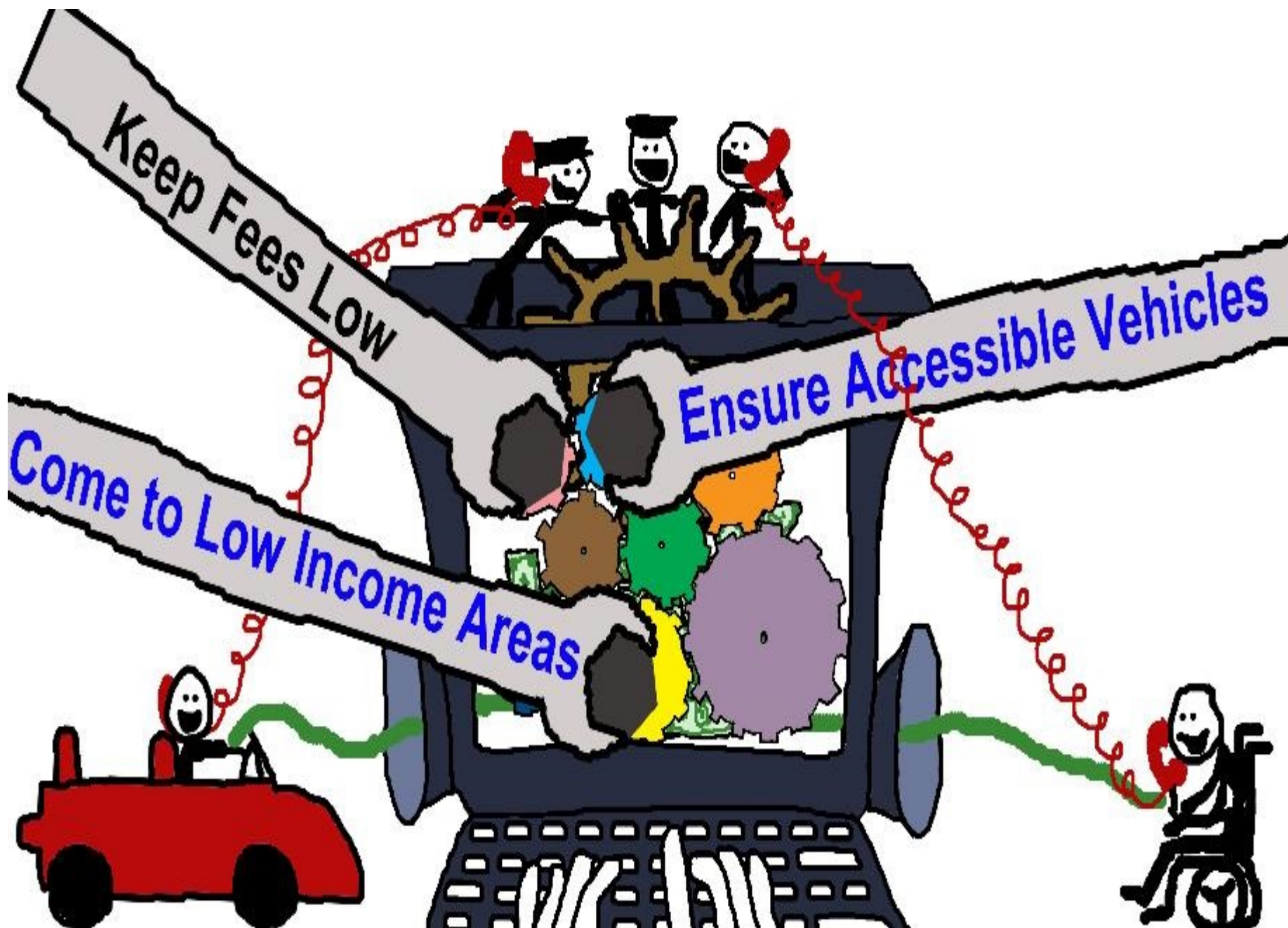


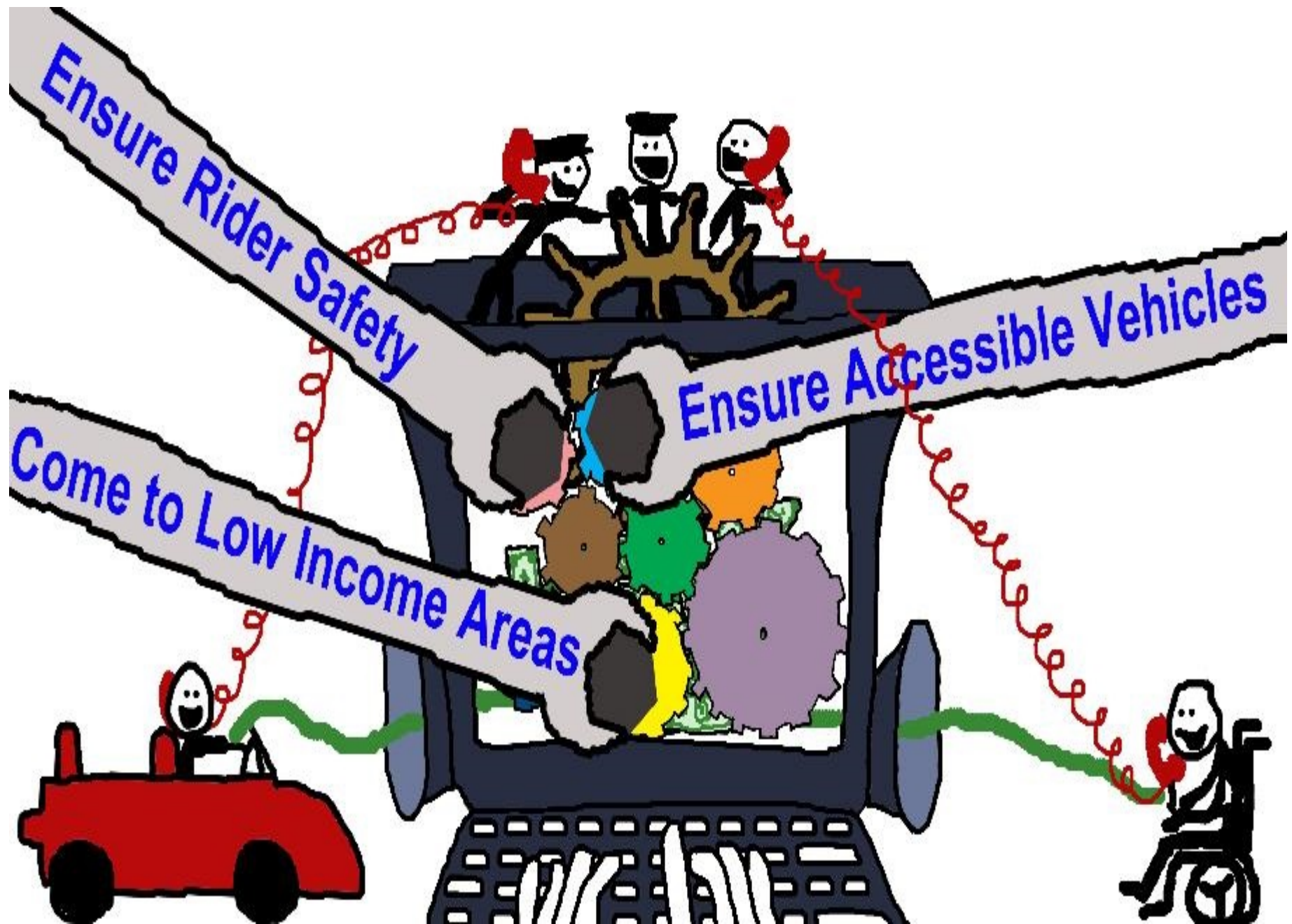




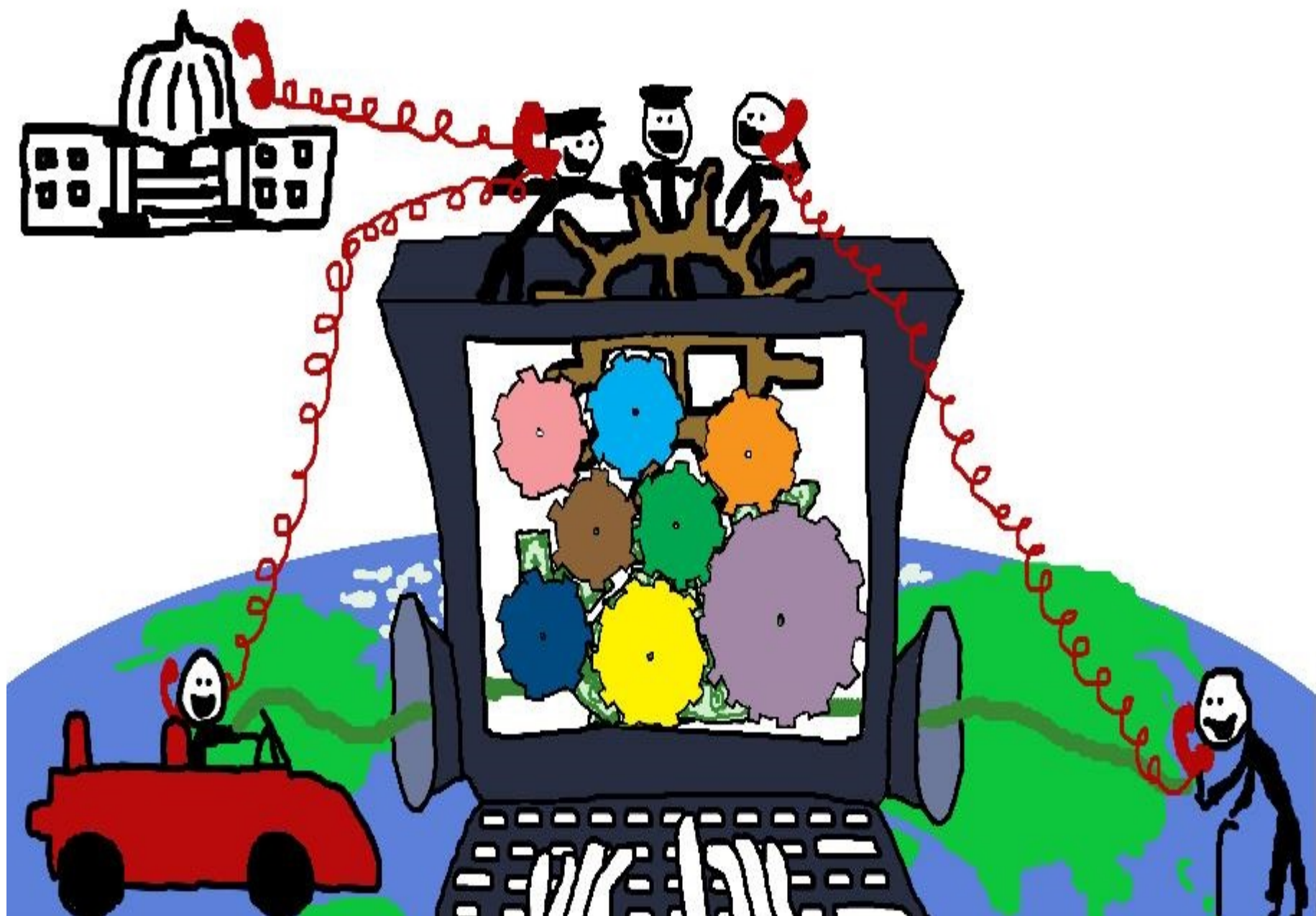


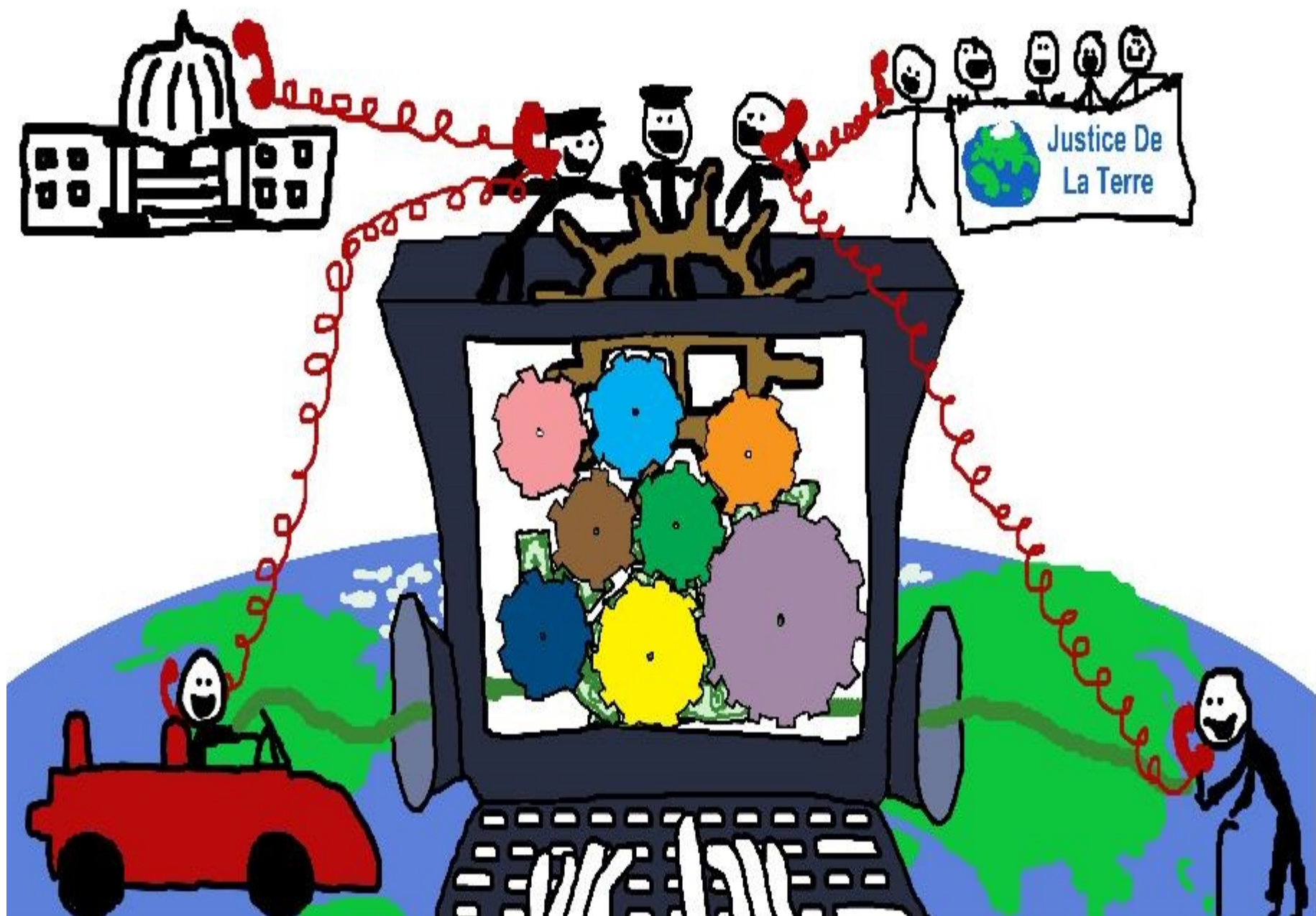






2. Share Responsibility for the Common Good







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.



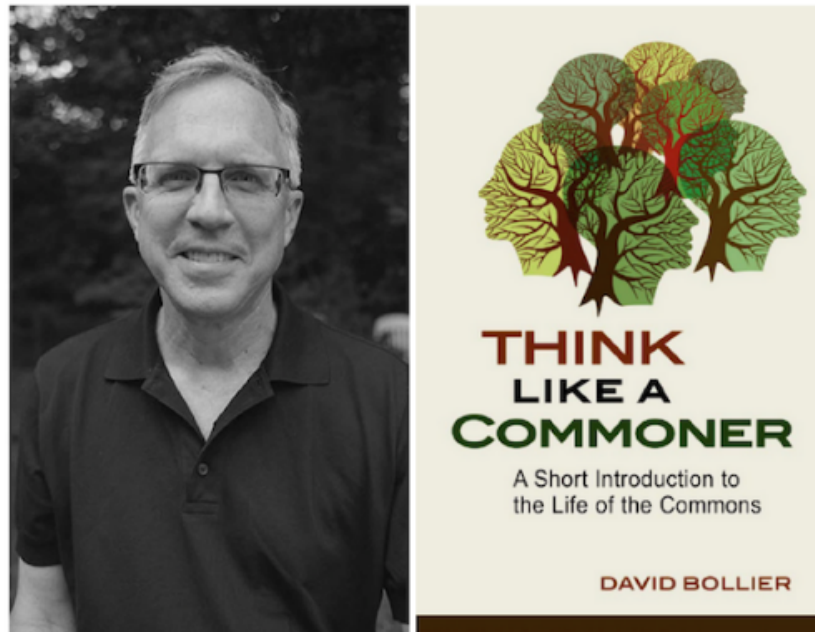
2. Profits distributed on the basis of patronage.
Capital ownership doesn't determine profit share.



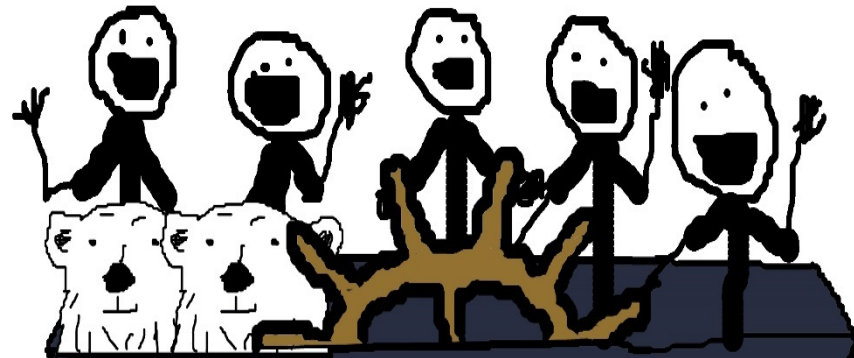
In Sum:
Platforms for
sharing
can become
a commons.



“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



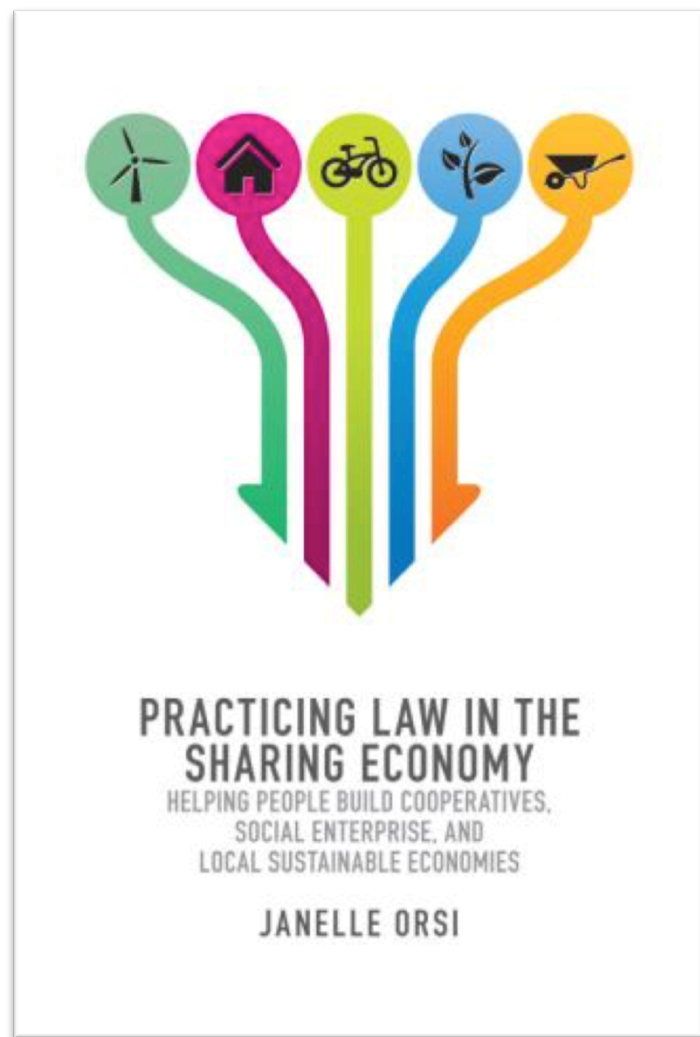




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the next
sharing economy!



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