



Schools Beyond Regions and Borders (2021-2024)

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The sharing economy: myth or model of cooperation?

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Word cloud
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What words come to mind when I say 'sharing economy'?

Review answers



The Rise of the Sharing Economy, 2013





What is the sharing economy?

The sharing economy refers to a **collaborative economy** model in which the organization of production, distribution and consumption of goods and services are based on social relationships that have sharing at their core.



What is the sharing economy?


In this model, economic activities are characterized by **openness**, **decentralization** and **horizontal peer-to-peer relationships**.

Due to their characteristics, these activities sometimes integrate and other times replace action strategies based on **hierarchy** and **market competition**.



What is the sharing economy?

They make use of **new digital technologies** that, in addition to facilitating the circulation of information, support the production, financing and exchange of goods and services.



Do we need the drill or the hole in the wall?

Consumers in the sharing economy grant each other temporary access to underused physical goods in exchange for money (or, in some cases, through donations).

The time of use of the object is very limited and how in the moments of non-use (i.e. the majority of its life) it can be shared with **strangers**, exploiting its usability more efficiently.



Sharable goods

Goods, such as the drill, to be **sharable**, must not be used continuously by their owner and must offer the opportunity to be lent, rented or sold to other consumers.

It can be said that most consumer goods have these characteristics: houses (or parts of them), cars, boats, clothes, books, toys, household appliances, various tools.



Environmental sustainability

The sharing economy is also presented as a way to reduce **environmental impact** by encouraging consumers to be more responsible.

It promotes a lifestyle that favors habits of reuse and extended use of items, along with the spread of practices related to non-ownership and the co-creation of products and services.

How does all this happen?

1. **Service providers** who share goods, resources, time, or skills. These can be private individuals offering services on an occasional basis (peers) or professional service providers acting within their professional capacity.
2. **Users** of these services.
3. Intermediaries who connect providers and users through an online platform, facilitating transactions between them (collaboration platforms).



How does all this happen?

The innovative scope of the sharing economy does not simply lie in the act of sharing, but also in the **ability to generate** sharing between individuals outside their social circle through technology (Frenken, Schor 2017).

Digital platforms of the sharing economy mediate and facilitate sharing between strangers through the matching of supply and demand and the construction of a review system based on horizontal peer-to-peer relationships. In this context, social relationships are freed from the limits due to local contexts of interaction and mutual knowledge, and restructured at more abstract levels.

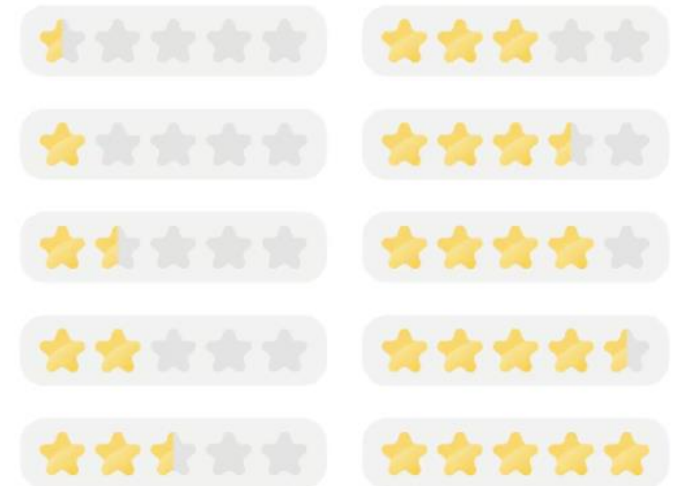
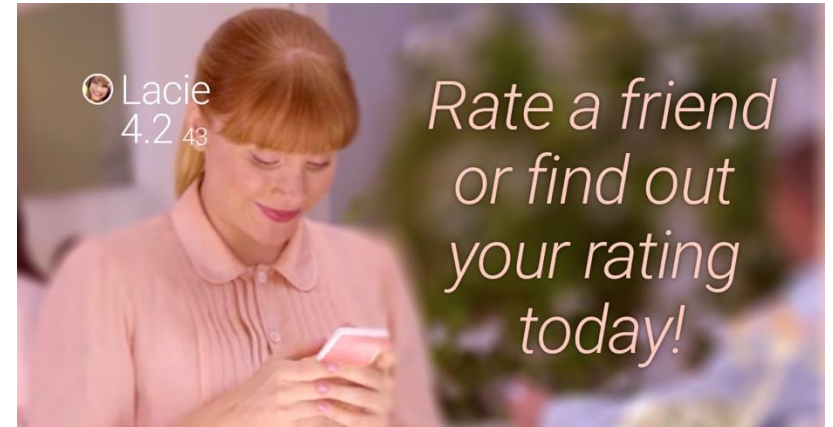


@alemgro

Why do we trust?

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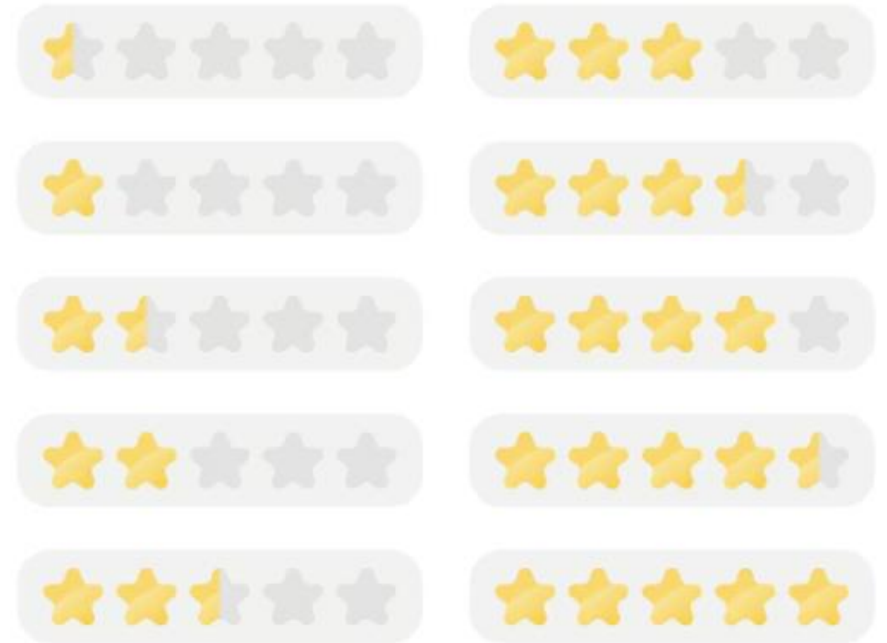
Digital platforms of the sharing economy mediate and facilitate sharing between **strangers** through the matching of supply and demand and the construction of a review system based on horizontal peer-to-peer relationships



Why do we trust?

Trust in the sharing economy is inextricably linked to (good) reputation, and is a fundamental precondition as much as the existence of ICT infrastructures

The more ratings there are on the platform, the greater the probability of generating a “network effect”, thanks to which the value of reputation grows proportionally to the number of people with whom one has collaborated





Word cloud ▾

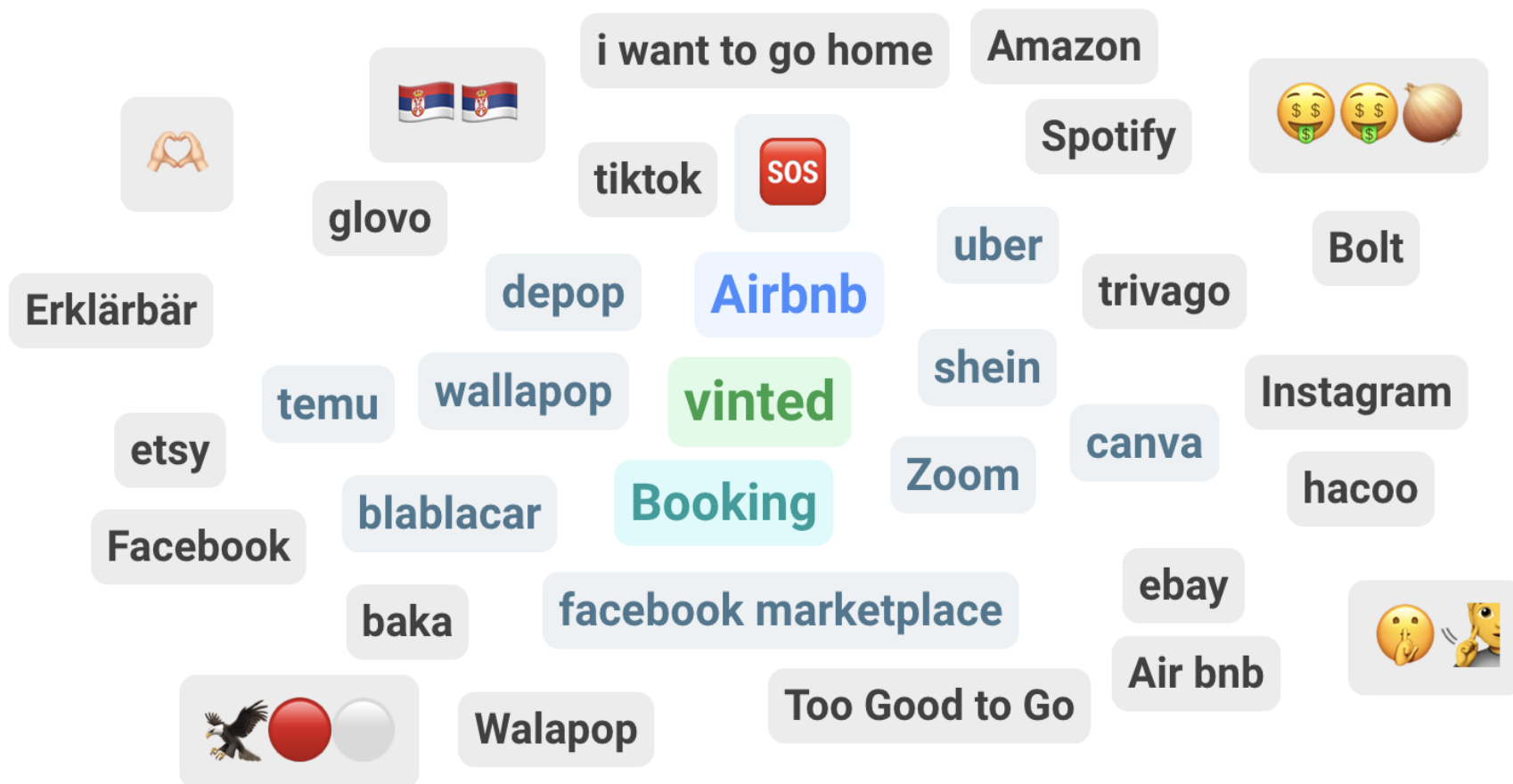
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What platforms (or mobile Apps) do you know that work this way?

Review answers

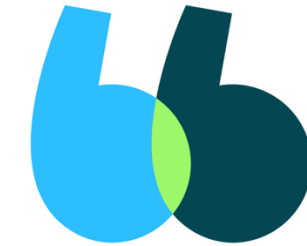


Collaborative activities

Collaborative activities that fall under the term sharing economy include the:

- **recirculation of goods** (as occurs on Craigslist, Ebay and other platforms for exchanging objects)
- **increased use of durable goods** (Airbnb, Couchsurfing, Zipcar, Lift etc.)
- **Exchange of services** between peers (TimeRepublick and other time banks)
- **Sharing of spaces** to develop production (coworking, Fab Lab, makerspace, hackerspace) and the sharing of knowledge resources within virtual spaces (crowdsourcing).

Etsy



BlaBlaCar



couchsurfing



airbnb

The sharing economy is myth

The perception of the revolutionary scope of the new economy is initially shaken by the criticisms, both in the public and academic spheres, of the so-called 'gig economy' generated by platforms that intermediate work.



The sharing economy is myth

The platform originally originally aimed to offer users the opportunity to share part of their trip by staying at the homes of people who lived in the place they were visiting.

For those who hosted, in addition to the potential earnings, it was a new experience of sociality.

The service therefore allowed the use of an underused asset and gave the opportunity to have a new experience of sociality and encounter.



The sharing economy is myth

However, a few years after the creation of Airbnb, a significant part of the houses were no longer inhabited by the owners, and the platform had become a tool for earning income from a property owned.



The use and growth of the platform have given rise to a series of conflicts within cities:

- between the residents of the neighborhoods and the owners of apartments made available on Airbnb
- is between hoteliers and property owners
- between users (hosts and guests) and the platform itself

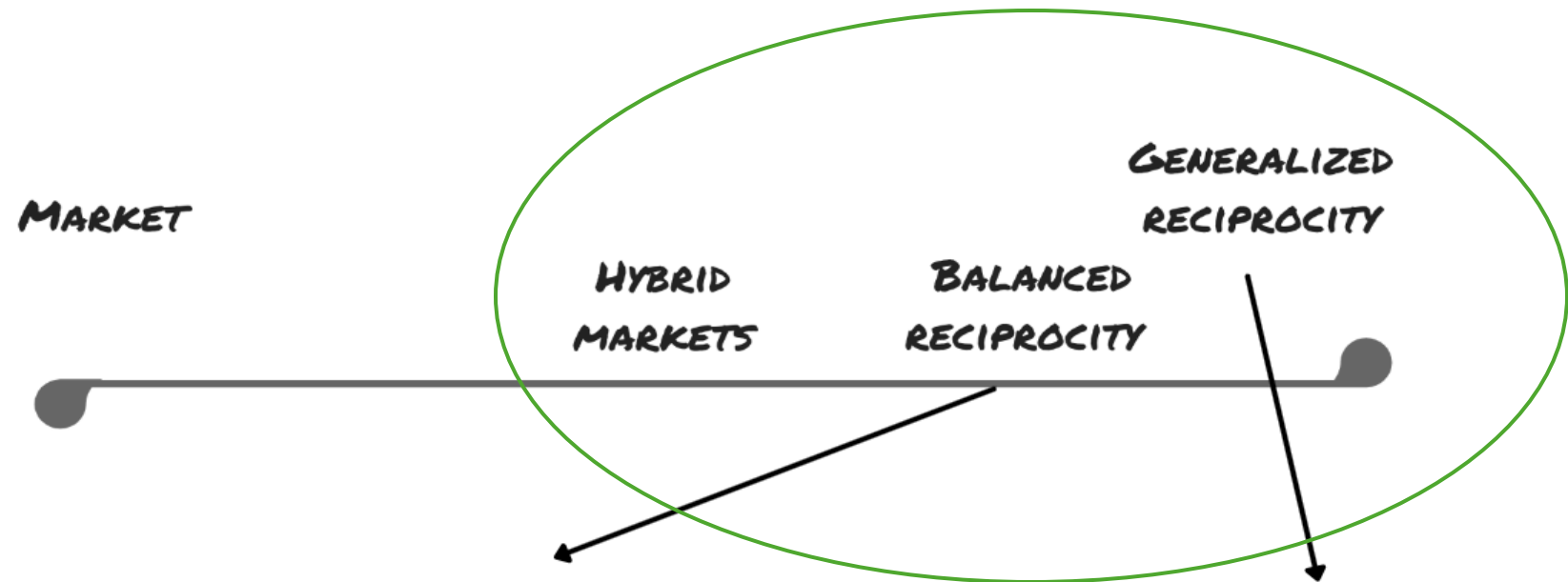
The sharing economy: myth or model of cooperation?

- The sharing economy has undeniably led to innovative ways of regulating economic activities, not only in the realm of consumption but also in production and services, fostering both profit and non-profit relationships, and creating mixed exchange methods that blend market principles with those of reciprocity.
- The digital platforms act as intersection points where the identities and social, cultural, and economic resources of people from specific local communities (relatives, acquaintances, friends) intersect with those of people from different regions or backgrounds, creating a kind of "global neighborhood." At the same time, the collaborative economy takes on various forms, spaces, and functions depending on the territorial context.
- Although the sharing economy has not fully realized its original ambitions, the collaborative economy—of which it is a part—remains an important laboratory for social and economic innovation, capable of redefining methods of exchange and reciprocity in contemporary society.

Q&A: list of platform

- (a) the products that people no longer need or that they do not use continuously (forms of bartering or exchange of used items book crossing): Peerby.com; FB Group Te lo regalo se te lo vieni a prendere (in English: I'll give it to you if you come and get it); BabyQuip; Toycycle; ShareMyBag; Sistery; DrexCode
- (b) the sharing of private means of transport: BlaBlaCar; Lyft; Rentgrata; RidersShare; Karos; Zipcar; BePooler
- (c) platforms that facilitate an increase in the use of durable goods or objects and properties purchased and not fully exploited: Airbnb; Couchsurfing; Swimply; AirGarage; Family Home Swap; Djeepo; SHAREBOAT
- (d) social eating services or collaborative purchase: Shelf.com; OLIO (olioex.com); La Ruche qui dit Oui!; DailyChef
- (e) the exchange of intangible assets (such as skills) and experiences: TimeRepublik; Barterchain; TaskRabbit; SidelineSwap; Inspitrip; WiGo Trips
- (f) sharing resources in order to develop production: Indiegogo; Honeycomb; MamaCrow; kickstarder; GoFundMe
- (g) sharing spaces in order to develop production. This group includes the practices of sharing tools and collaboration practices between users that are generated within spaces such as hackerspaces, maker spaces, Fab Labs and coworking.

Q&A:



1. identity remains a fundamental aspect;
2. new (and innovative) social relationships are generated;
3. there may be asymmetry in the relationship between platform and users;
4. the relationships are also expressive-experiential;
5. money can be one of the purposes of the exchange;
6. membership implies recognition of the person as part of a community

1. identity is a fundamental aspect;
2. new (and innovative) social relationships are generated;
3. there is no asymmetry in the relationship between the platform and the users;
4. the relationship is based on expressive-experiential orientations and motivations;
5. money isn't the main purpose of the exchange;
6. membership implies recognition of the person as member of a community.