

I-SHARE

sharenl

@share\_NL

@P\_vd\_Glind

# RACHEL BOTSMAN



## WHAT'S MINE IS YOURS

HOW COLLABORATIVE CONSUMPTION  
IS CHANGING THE WAY WE LIVE

Rachel Botsman and Roo Rogers



# HOMES | AIRBNB



# RIDES | BLABLACAR

10 rides available

Rearrange by

Schedule ▾

Price



**Nelu S**  
28 years old

★★★★★ 1 rating



**Tomorrow - 13:00**

Paris → Barcelona

📍 cento paris

📍 plasa Catalunya

Car: PEUGEOT 206 ★★★

**€70**

per passenger

3 seats left



**Pablo C**  
24 years old  
Intermediate

★★★★★ 2 ratings



**Tomorrow - 21:05**

London → Paris → Barcelona → Alicante

📍 Paris, France

📍 Barcelona, Spain

Car: VOLKSWAGEN PASSAT ★★★★★

**€70**

per passenger

4 seats left



# MEALS | SHAREYOURMEAL



# COOPERATIVES | RISK SHARING

2006

B ta Broodfonds

2009

First Broodfonds officially launched.

2013

35

2014

70

2015

161

Members (total): 6385

Members sick: 79 (during 2014)



# ACHTUNG!



Strong **definitions** are important!

# SHARENL | DEFINITIONS

## collaborative economy

An economic system of decentralized networks and marketplaces that unlock the value of underused assets by matching needs and haves, in ways that bypass traditional institutional middlemen.



**COLLABORATIVE LAB**

**sharenl**

# SHARENL | DEFINITIONS

## sharing economy

An economic system based on sharing or renting underutilized assets directly from individuals for monetary or non-monetary benefits.

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# SHARENL | DEFINITIONS

## on-demand economy

An economic system that matches jobs with a supply of independent contractors, thereby providing labor or services on-demand.

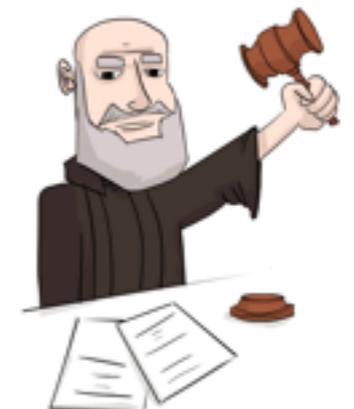
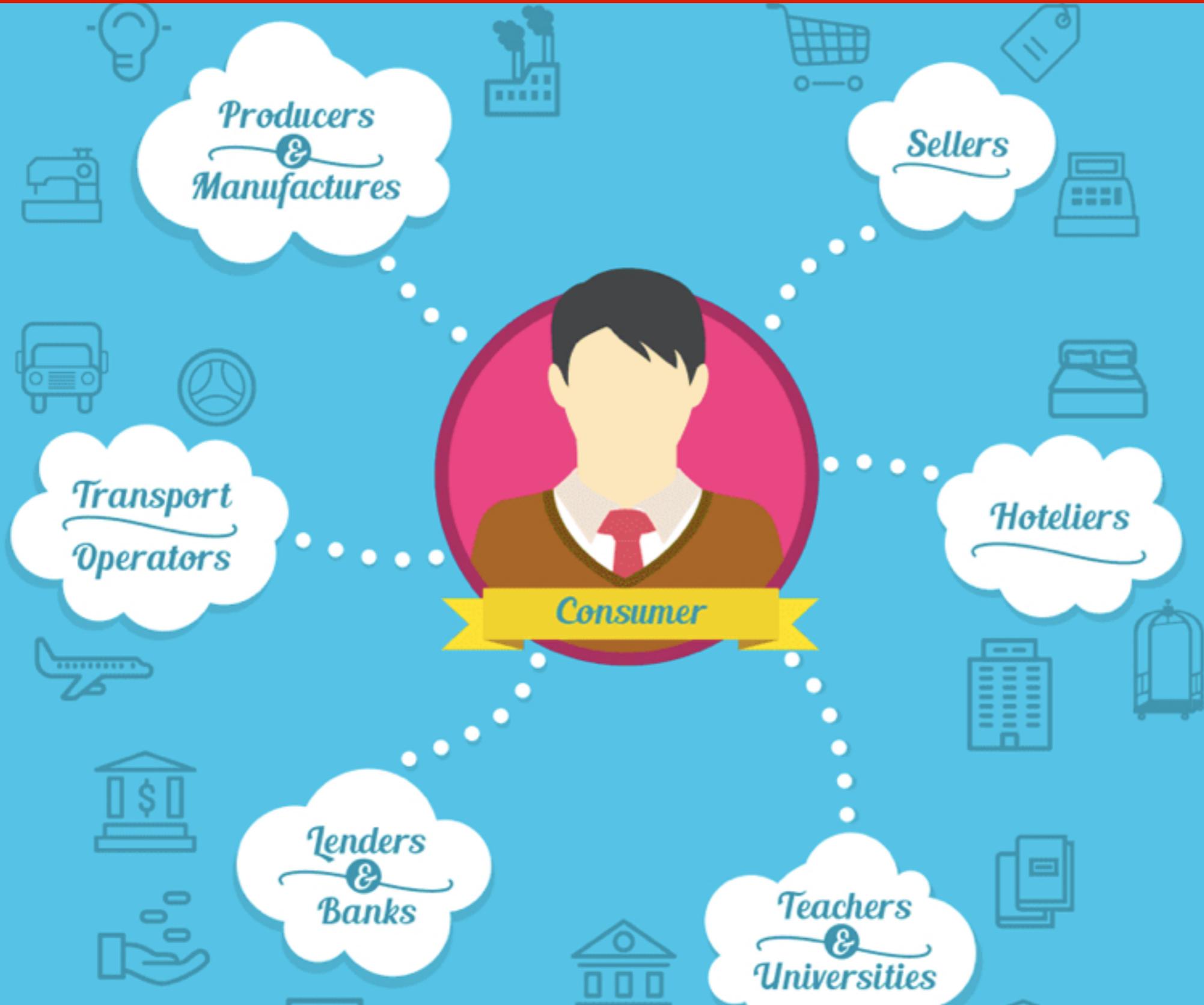
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# ACHTUNG!



There is a new **consumer** and a new **currency**!

# A NEW CONSUMER



# A NEW CURRENCY

‘In a networked world, **trust** is the most important currency.’

Eric Emerson Schmidt, former CEO Google Inc.

To what extent can **peer trust**  
replace **institutional trust**?



# SHARENL

The Dutch independent knowledge- and network platform for the collaborative economy.

**sharenl**

# SHARENL

## Mission

To develop the collaborative economy.

**sharenl**

# SHARENL | PARTNERS

sharing startups

citizen(s)

corporations

government(s)



legislation

research institutes

media & politics

# CONSUMER RESEARCH (AMSTERDAM, 2013)

84% is willing to take part in at least one example of the collaborative economy (N = 1330)

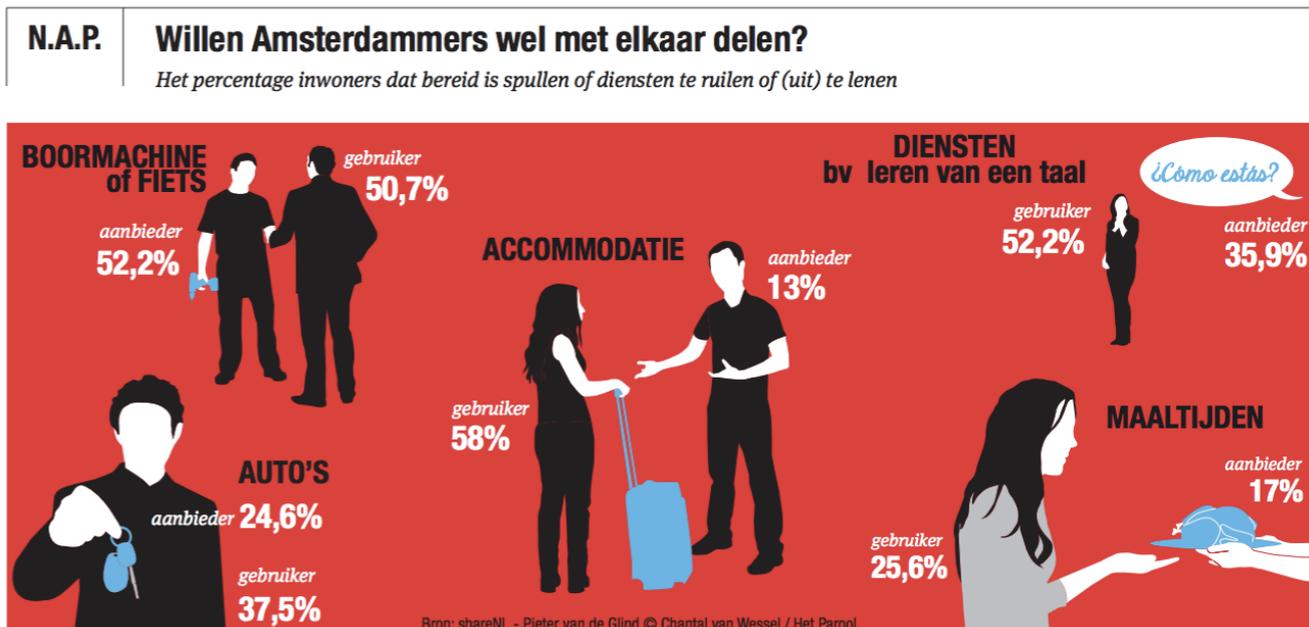


**Gemeente Amsterdam**  
Bureau Onderzoek en Statistiek

# CONSUMER RESEARCH (AMSTERDAM, 2013)

## Motives

- Social: helping & meeting
- Financial: saving & earning money
- Sustainable: more efficient use of resources



**Gemeente Amsterdam**  
Bureau Onderzoek en Statistiek

# CONSUMER RESEARCH SINCE 2013

**Awareness** is increasing.

**Adoption** is still low to moderate in most markets.

The indicated **willingness** to take part in the collaborative/sharing economy is consistently high.

# ACHTUNG!



Not all 'popular' research is 'good' research...

# ACHTUNG!



Not all 'popular' research is 'good' research...  
And not all 'good' research is 'popular' research...

Welcome to the Collaborative Economy Library  
Curating the highest-quality research being done on the collaborative economy, every week

What do you want to learn about?



MARKET  
UNDERSTANDING



TRANSPORTATION



SPACES



UTILITIES



GOVERNMENT



IMPACT



FINANCE



COMMUNITY



LEARNING



GOODS



TRUST AND SAFETY



Saïd Business School  
UNIVERSITY OF OXFORD



COLLABORATIVE LAB

Nesta...

sharenl

# ACHTUNG!



Bringing researchers the right **questions**, and bringing good research to the right **desks** is important!

# THE 'OLD' AND THE 'NEW' CRASH



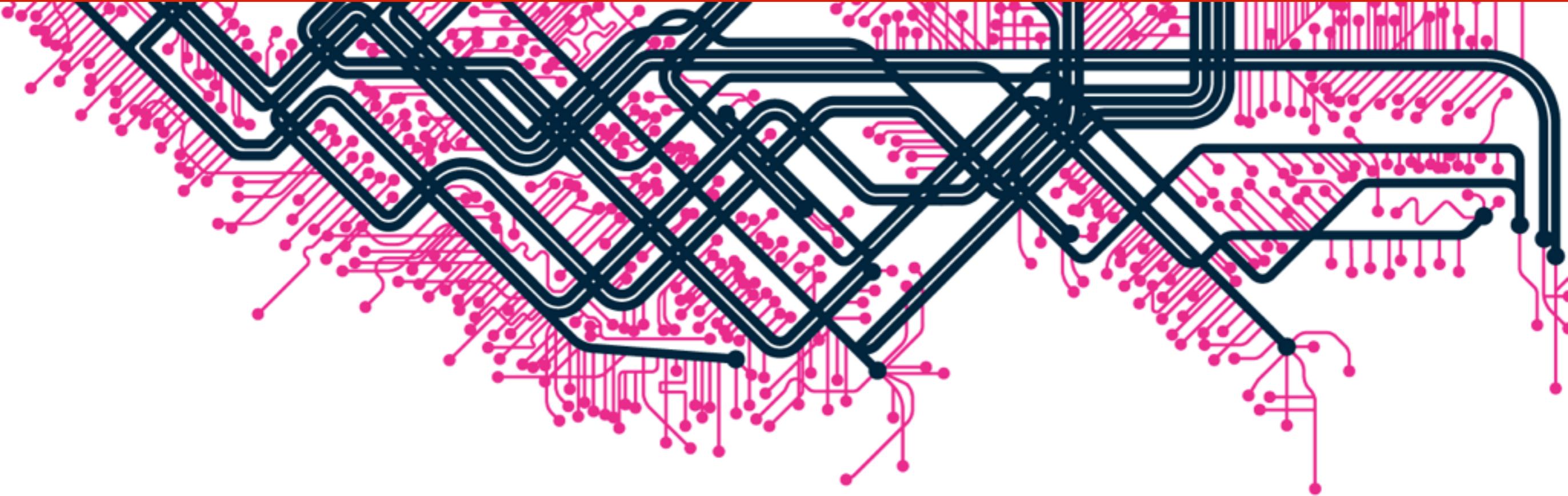
# THE 'OLD' AND THE 'NEW' COMBINE



‘Be Mate is a collaborative community created for today’s travelers looking for unique accommodation without giving up the services of a hotel.’

[bemate.com](http://bemate.com)

THE 'OLD' AND THE 'NEW' COMBINE



# FRIENDS WITH TRANSIT

Exploring the intersection of Lyft and public transportation.

<http://take.lyft.com/friendswithtransit/>

# NEW BUSINESS OPPORTUNITIES

Energie rechtstreeks  
van de boer.

Maak direct een schatting:

 Rijtjeshuis

 3 bewoners

Bereken



*“Energie kun je nu direct bij  
ons kopen; Energiebedrijven  
hebben we niet meer nodig.”*

Bernard en Karin Kadijk

**Boer** in Middenmeer



**Voordeliger, duurzamer,  
In 2 minuten geregeld.**

Bekijk de boeren

# vandebron

# NEW BUSINESS OPPORTUNITIES



## Identité Numérique Développeurs



Documentation technique ▾

Exemples d'usages

Questions / Réponses

Intégrer l'API

Communiquer

Actualités



INTEGREZ LE SERVICE  
D'AUTHENTIFICATION :

**IDENTITE NUMERIQUE**

SUR VOTRE SITE !

Intégrer l'API»



# NEW BUSINESS OPPORTUNITIES



# INTENSIVE AUTOMATISATION I ROBOTS



# INTENSIVE AUTOMATISATION II THE BLOCKCHAIN



Centralized



Distributed



Decentralized



# ACHTUNG!



What lies ahead?

# WHAT LIES AHEAD?



A social world?

An efficient world?



# WHAT LIES AHEAD?

A combination of social and efficient?



# WHAT LIES AHEAD?



Cooperatives and local ownership?

Venture capital and  
central ownership?



# WHAT LIES AHEAD?

A combination between central and local ownership?

The screenshot shows a crowdfunding campaign for SnappCar on the OnePlanetCrowd platform. The header features the OnePlanetCrowd logo and the slogan "Invest and Enjoy!". Navigation links include "bekijk alle projecten", "zo werkt het", "over oneplanetcrowd", and "webshop".

The main project title is "SnappCar - Slim en sociaal rijden" by SnappCar. A video thumbnail shows two men sitting at a table in front of a SnappCar logo. To the right, a progress bar indicates that 560% of the goal has been reached, with a total of €560,125.00 raised from a goal of €100,000.00. There are 481 investors.

Below the video, there are navigation tabs for "Home", "Investeerders (481)", "Updates (9)", "Reacties (36)", and "Plaats banner". A text block states: "SnappCar is succesvol in Nederland en klaar voor de volgende stap: Europa. Hiervoor is groeigeld nodig en hoe groter de investering van de crowd, hoe sterker we staan. Daarom bieden we iedereen nu een unieke (en laatste) kans om mede-aandeelhouder te worden." Below this, it says "DIT PROJECT IS SUCCESVOL AFGEROND, KIJK [HIER](#) WELKE PROJECTEN NU LIVE STAAN".

On the right side, there are social media sharing options for Twitter, Facebook, and LinkedIn. Below that, there is a section titled "Kies je investering" with two options: "Investeer € 25,00" (with a note "(€ 25,00 Koop)" and "3 kortingscoupons á 10 euro") and "Investeer € 50,00".

# WHAT LIES AHEAD?



Positive environmental impact?

Negative environmental impact?



# WHAT LIES AHEAD?

A combination of positive and negative environmental impacts?



WHAT LIES AHEAD?



# THANK YOU!

Pieter van de Glind & Harmen van Sprang



share

WAAROM DE DEELECONOMIE  
DE TOEKOMST HEEFT

business contact

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