



The collaborative economy

OUI SHARE

Albert Cañigueral @AlbertCanig
#OuiShare



20 years of innovation in two sentences

« The past decade was about finding new collaboration and innovation models on the web.

The next decade will be about applying them to the real world »

Chris Anderson





COLLABORATIVE CONSUMPTION



CONTRIBUTIVE PRODUCTION



OPEN KNOWLEDGE

(gov, data, culture, science, ...)

J'aide à améliorer la démocratie depuis mon jardin, sur ma tablette



PEER-TO-PEER FINANCES

knok

Cookening

airbnb



BlaBlaCar

HUB

freecycle.org

Etsy

Djump

carpooling.com
CLICK. RIDE. SAVE.

Sharetribe
SHARE WITH YOUR COMMUNITY

WHY
own.it

social
car

LA RUCHE QUI DIT OUI!



FABLAB

MAKER
SPACE



ARDUINO



MakerBot
INDUSTRIES

Maker Faire
THE EUROPEAN EDITION

openPicus

WIKISPEED

open
source
ecology

Linux



CC creative
commons

Open
Government
Partnership



WIKIPEDIA



open source
hardware

KissKiss
BankBank.com

ulule

WIR Bank

SEEDRS



EUROPEAN
CROWDFUNDING
NETWORK

GOTEIO

Funding Circle

Zopa

prêt d'union
Prêtez. Empruntez. Entre particuliers.

friendsurance

ShareLex
SHARING LAW FOR CHANGE



Hack your phd

KANTOX
FX peer hedging

prestiamoci

Aligned with EU 2020 objectives

People



Planet

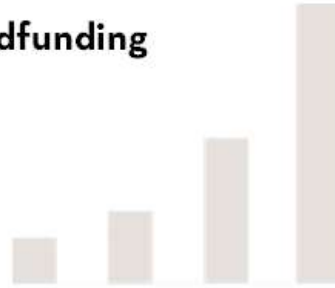


Profit

It is already happening



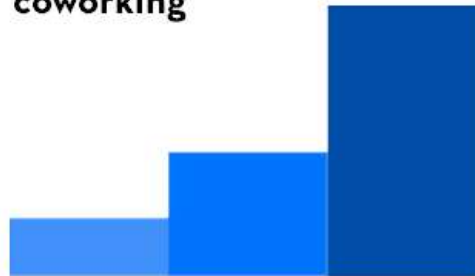
crowdfunding



airbnb



coworking



KICKSTARTER



couchsurfing



“It is time to start caring about sharing” – The Economist



Challenge #1

People vs. profit

Collaborative consumption is dead,
long live the real sharing economy



BY NEAL GORENFLO
ON MARCH 19, 2013

 Like 518

 Tweet 452



SHAREABLE

But the "sharing economy" we usually hear about in the media is built upon a business-as-usual foundation. If the high-profile companies like [Airbnb](#), [Lyft](#), [Über](#), [Sidecar](#), and [TaskRabbit](#) are to fulfill the dream and promise of the sharing economy, they need a new business model. For now, these companies are privately owned, venture-capital funded corporations. That's a problem for both economic and legal reasons.

Challenge #2

Innovation vs. regulation



April

Sidecar, Lyft, Uber, And Other Ridesharing Companies Get Cease And Desist Letter From San Francisco International Airport

by [April Siese](#) | April 5, 2013 10:05 am | in [Business](#) | [2](#) ●

July

SFO Arrests Uber, Lyft and Sidecar Drivers

Rideshare companies are not permitted to offer their services at SFO.

Posted by [Stacie Chan](#) (Editor) , July 29, 2013 at 08:37 PM

Challenge #2

Innovation vs. regulation

July

How Uber, Lyft, and Sidecar are saving Bay Area commuters during a major public transit strike

Business & Finance : Venture Beat

3 months ago



When a huge Bay Area transit strike leaves 400,000 looking for ways to get into work, alternative transport companies rise to show their worth.

[read more](#)

California Regulator Passes First Ridesharing Rules, A Big Win For Lyft, SideCar, And Uber

Thursday, September 19th, 2013

Share

76

Like

848



The California Public Utilities Commission has unanimously approved new regulations around ridesharing services such as Lyft, SideCar and UberX (as initially noted in a number of [reports on Twitter](#)).

Challenge #2

Innovation vs. regulation

FRIDAY, SEP 20, 2013 01:45 PM RDT

Millennials will not be regulated

Can you hear that new California sound? It's the "sharing economy" marching relentlessly forward. You can't stop it

BY ANDREW LEONARD

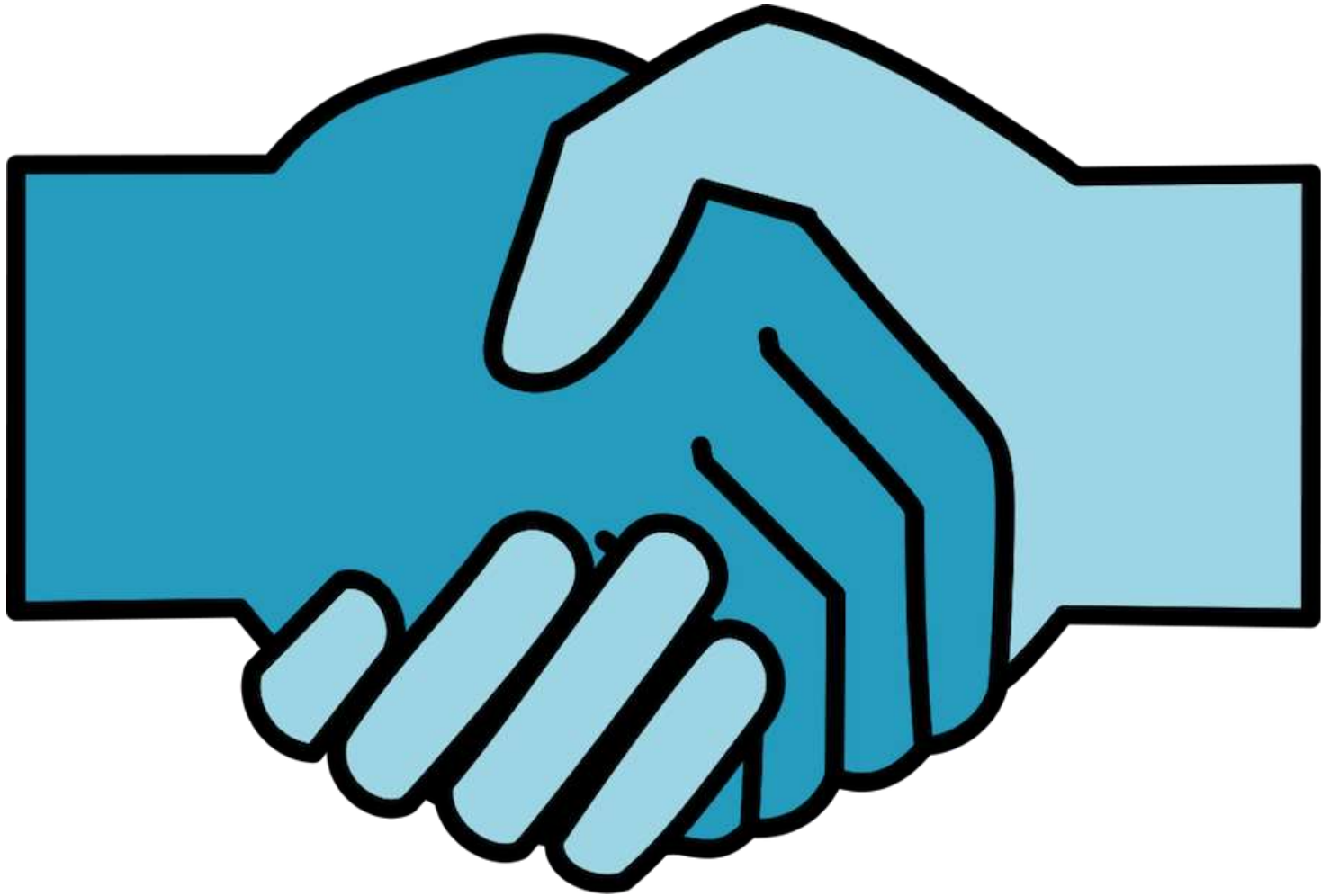
 Seguir 344

Irresistible momentum accrues when consumer demand intersects with new technologically enabled possibilities and ample investment capital. We've got our networked supercomputers in our pockets and we're going to use them.

* * * So love it or hate it, the sharing economy won't be stopped. * * *

<http://bit.ly/wontberegulated>

While rebuilding trust among citizens





About OUIShare

OUI SHARE

Louise Hain @louise_hn
#OuiShare

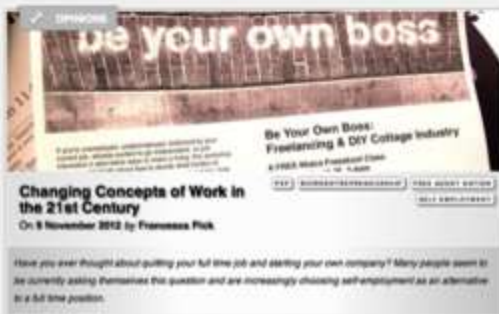


OUI SHARE

a global network of peers connecting and supporting citizens, local governments and companies to build a more collaborative and sustainable society

We are: entrepreneurs, makers, designers, journalists, social hackers, researchers, public officials, engaged citizens, ... and many more.

PARIS | LONDON | BERLIN | BARCELONA | ROME
MADRID | BRUSSELS | AMSTERDAM | MUNICH
BUENOS AIRES | RIO DE JANEIRO | PORTO ALEGRE
SANTIAGO | ATHENS | MONTREAL | BILBAO
LYON | TORINO | LILLE | MILAN | THE HAGUE
LISBON



SEARCH ON OUI SHARE

EVENTS



OUI SHARE .net

Since July 2012

200+ articles (FR/EN/ES)

60+ contributors

40.000 unique visitors/month

9,000 Facebook fans

5.300 Twitter followers

150 Twitter mentions/day

Think tank = unique deep insights on collaborative economy

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**Build
community**

60+ OuisShare Drinks
15+ OuisShare Talks
4 OuisShare Remix
1 OuisShare Fest
... and countless meetups

In more than 56 cities from France, Spain, Italy, Germany, Belgium, UK, Netherlands, Siria, Brasil, Argentina, Chile, etc.

presents
LAUREN AND TALK
"STARTUPS IN THE COLLABORATIVE CONSUMPTION WORLD"

COMMUNITY Collaborator

OUI SHARE
presents
LONDON DRINKS
A GET-TOGETHER DEDICATED TO THE COLLABORATIVE ECONOMY
FEATURING
OUI SHARE CO-FOUNDERS

OUI SHARE
presents
BUENOS AIRES

OUI SHARE
presents
MUNICH
TOGETHER DEDICATED TO COLLABORATIVE ECONOMY
TALK
"PROTECT USING OPEN HARDWARE TO CLEAN THE OCEANS"

OUI SHARE
presents
AMSTERDAM DRINKS
FEATURING
SHARE NL
+ OPEN PITCH SESSION FROM LOCAL COLLABORATIVE PROJECTS
POWERED BY
leetchi API

OUI SHARE
لقاء دمشق
مدخله عبر الانترنت مع ميشيل باوبنيس، مؤسس مؤسسة P2P
مسرحة الاقتصاد التعاوني
جلسة المشاريع المفتوحة
بإشراف أحمد سفيان بهيم - ممثل اويسشير
برعاية
WIKI LOGIA
التوقيت 10-2 | آيار 11 | مزة غربية - IT Plaza

OUI SHARE
presents
JANEIRO DRINKS

FEATURING
BENFEITORIA | HUB RIO | P2P FOUNDATION | ENGAGE
PITCH SESSION
de Octubre | AIRBNB PASSEIG DE GRACIA | 19:30 H
SPONSOR: **airbnb**

Paris, OuiShare Fest, 2nd-4th May



1st major event dedicated to the collaborative economy in Europe

100 speakers from 30 countries

10 satellite events

3,500 attendees

OUI SHARE

EUROPE TOUR

2 MONTHS OF GET TOGETHERS FOR THE COLLABORATIVE ECONOMY ALL AROUND EUROPE

europetour.ouishare.net #OSEUTour



CLICK, RIDE, SAVE.



BlaBlaCar



KissKiss BankBank.com



MANGOPAY

Payment for Marketplaces



OUI SHARE
NORDIC TOUR
PART OF OUI SHARE EUROPE TOUR
COPENHAGEN DRINK
A GET TOGETHER FOR THE COLLABORATIVE ECONOMY
presentations: Ouishare, Airbnb, MindMedit
+ open pitch session of local projects
Sept. 5th at 18h
Founders - Indiekaj 12
POWERED BY
europetour.ouishare.net #OSEUTour

OUI SHARE
NORDIC TOUR
PART OF OUI SHARE EUROPE TOUR
OSLO DRINK
A GET TOGETHER FOR THE COLLABORATIVE ECONOMY
presentation by the Ouishare Team
+ open pitch session of local projects
Sept. 9th at 17h
SoCentral, Sentralen
Øvre Slottsgate 3
POWERED BY
europetour.ouishare.net #OSEUTour

OUI SHARE
SPAIN Tour
PARTE DEL OUI SHARE EUROPE TOUR
BARCELONA DRINKS#3
Encuentro de iniciativas colaborativas + OPEN PITCH
spaintour.ouishare.net #OSEUTour
25 Sept - 20:00h
MOB Barcelona
C/Bailén, 11
POWERED BY

OUI SHARE
MÜNCHEN
PART OF OUI SHARE EUROPE TOUR
15. Oktober
Sharing Economy Messe
+ Panel Diskussion
DEtour.ouishare.net #OSEUTour
POWERED BY
Im HUB Munich
Messe: 17 h Panel: 19.30 h
Göttinger Straße 8

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Advocacy

Bercy, June 25th 2013



The collaborative economy: benefits for public interest goals and tools for the State support



MINISTÈRE DU REDRESSEMENT
PRODUCTIF

MINISTÈRE DÉLÉGUÉ
CHARGÉ DES PME
DE L'INNOVATION ET DE
L'ÉCONOMIE NUMÉRIQUE

Bordeaux, July 4th & 5th 2013



2 days parallel workshops:
Proposing local actions for better share of resources

Rocher
de Palmer
Lyon
4-5
JUILLET

BORDEAUX
FORUM DE
L'ÉCONOMIE
COLLABORATIVE

« En route vers de nouveaux territoires économiques » 3/4

Michel Bauwens

Public Policy Findings

Raising interests of public officials (local) around CC but Embryonic knowledge of the topic (implications/ regulation/ development)

- ✓ Looking to support local projects through territorial crowdfunding and/or incubator project.
- ✓ Identifying the right levers: which models, under which conditions to upscale collaborative consumption?
- ✓ Finding the equilibrium between new models and traditional businesses (competitive advantage).
- ✓ Enhancing public money allocation: reaching higher social impact initiatives with better distributed mechanisms.
- ✓ Demonstrating , with research data/ successful examples, the benefits of the collaborative economy on strengthening local resilience and attractiveness of the region.

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**Research and
education**

Developing and supporting open academic work

Bachelor Thesis

Building Trust in Peer-to-Peer Marketplaces:
An Empirical Analysis of Trust Systems for the Sharing Economy

Francesca Pick

CONSUMERISM WITH A CONSCIENCE: CAN COLLABORATIVE
CONSUMPTION REACH A TIPPING POINT?

JOSH ALIDINA

The consumer potential of Collaborative Consumption

Identifying (the) motives of Dutch collaborative consumers
& Measuring the consumer potential of Collaborative Consumption within the
municipality of Amsterdam

Barcelona - ESADE , May 13th 2013





Next steps

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Albert Cañigual [@AlbertCanig](#)
[#OuiShare](#)



Develop EU wide research



- Non-users
- Off-line users
- Platform users
- Hosts & prosumers
- Sharing platforms & communities
- Businesses
- Local government
- National government

“ My things are mine. It's a pleasure to buy them.

“ In real life it's easier. I trust people more than computers.

“ I use it mostly to meet new 'real' people.

“ It saves me some hassles and I save some money.

“ It's not really to earn money. It's to save money.

“ Maybe there are other ways to be regulated. Rules should be for reaching a specific objective, not just for compliance to a checklist.

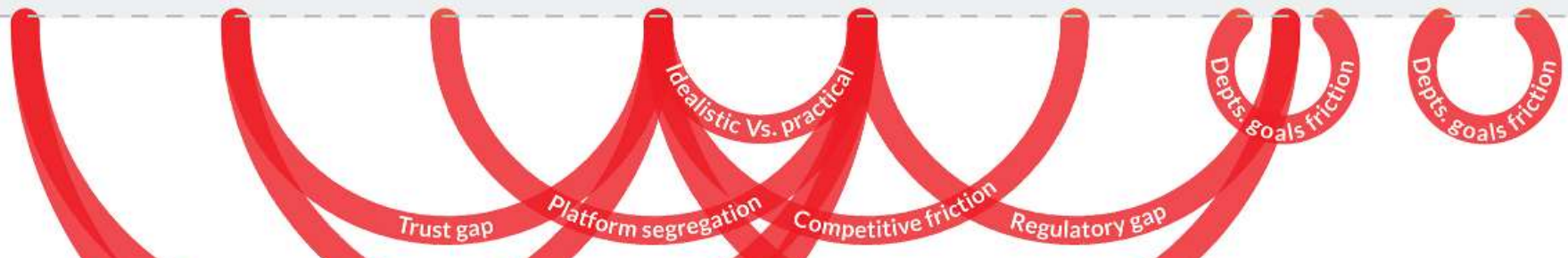
“ I want to build a successful company. If I can make the world a better place, great.

“ To get true innovation, we need to experiment. Today's rules are inadequate.

“ For the moment platform users and our clients are different type of people, we are not competing.

“ Maybe these can be used to promote social cohesion, or to integrate welfare.

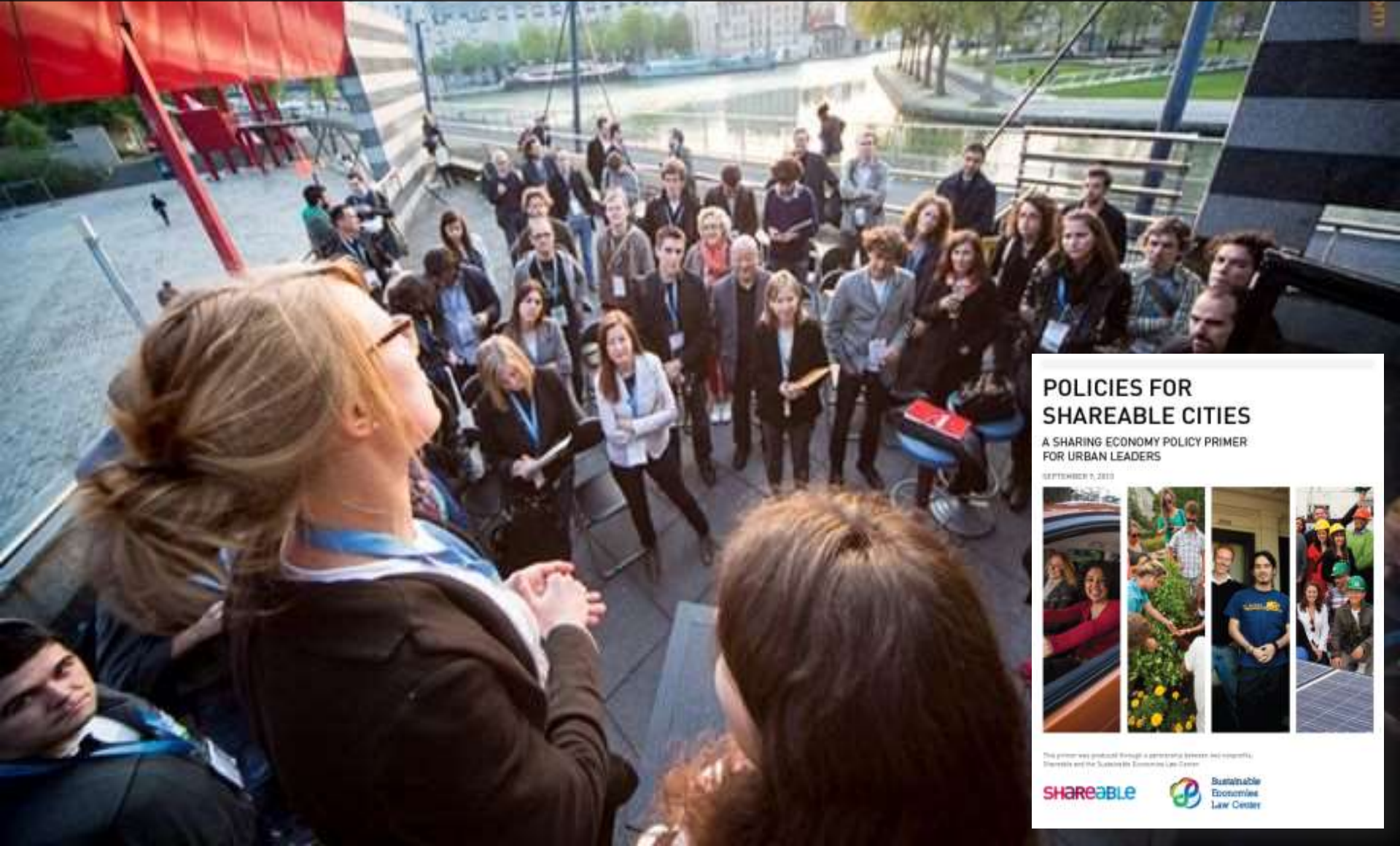
“ One thing is if it is capital-driven. Another if it's driven by ideals.



Distributed incubator for collaborative economy projects



Public policy for #ShareableCities in EU



POLICIES FOR SHAREABLE CITIES

A SHARING ECONOMY POLICY PRIMER FOR URBAN LEADERS

SEPTEMBER 9, 2013



This primer was produced through a partnership between two nonprofits, Shareable and the Sustainable Economic Law Center.

SHAREABLE



Sustainable
Economic
Law Center

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Thank you!



Special thank you



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<http://wikispeed.com/> and <https://www.parlement-et-citoyens.fr/>
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