



# The potential for collaborative consumption



European Economic and Social Committee  
a bridge between Europe and organised civil society

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@AlbertCanig



HOW ARE WE  
DOING TODAY?



Privately owned cars spend  
95% of the time parked!



In Spain alone 100-120M  
empty seats every day!

A woman with short, curly brown hair and a serious expression is holding a red corded power drill. She is wearing a dark top. The background is a plain, light-colored wall. A black text box is overlaid at the bottom of the image.

Power drill is used 12 min.  
in its entire lifetime!



Over £10 B worth of unworn clothes in British wardrobes

UNUSED  
VALUE  
=  
WASTE







CHICFY



COLLABORATIVE  
CONSUMPTION

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A BUSINESS MODEL  
BASED ON SHARED  
VALUE  
+ ROCKET-CHARGED  
BY SOCIAL MEDIA



# FAB CITY SYMPOSIUM

- **Advanced research** on Digital Fabrication
- The role of **industry and corporations** in this moment of change
- The potential **social impact** of new technologies
- The **governance** of innovation and technology in future cities

Xavier Trias, Mayor of the City of Barcelona will lead the closing ceremony with other mayors from major cities of the world in participation.

Details about speakers and participants will be updated frequently on the FAB10Barcelona website and via our social media channels.



**Massimo Banzi**  
Co-Founder of  
Arduino



**Ellen MacArthur**  
Ellen MacArthur  
Foundation



**Vicente Guallart**  
Chief Architect of  
the City of  
Barcelona



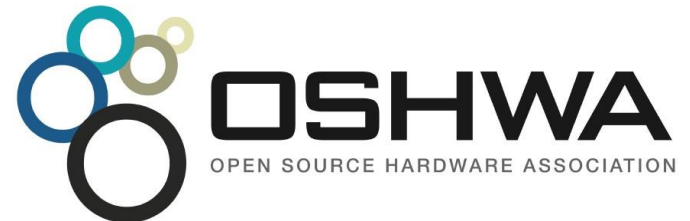
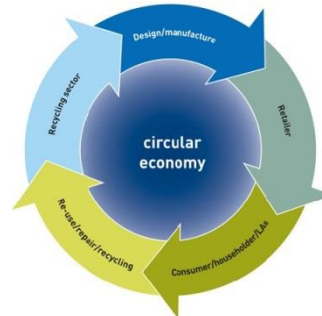
**Vincent Loubière**  
Innovation  
Manager at  
Airbus



**Alastair Parvin**  
Co-founder  
WikiHouse.  
Architectural &  
strategic designer  
with 00 London.



**Neil Gershenfeld**  
Director of MIT's  
Center for Bits  
and Atoms



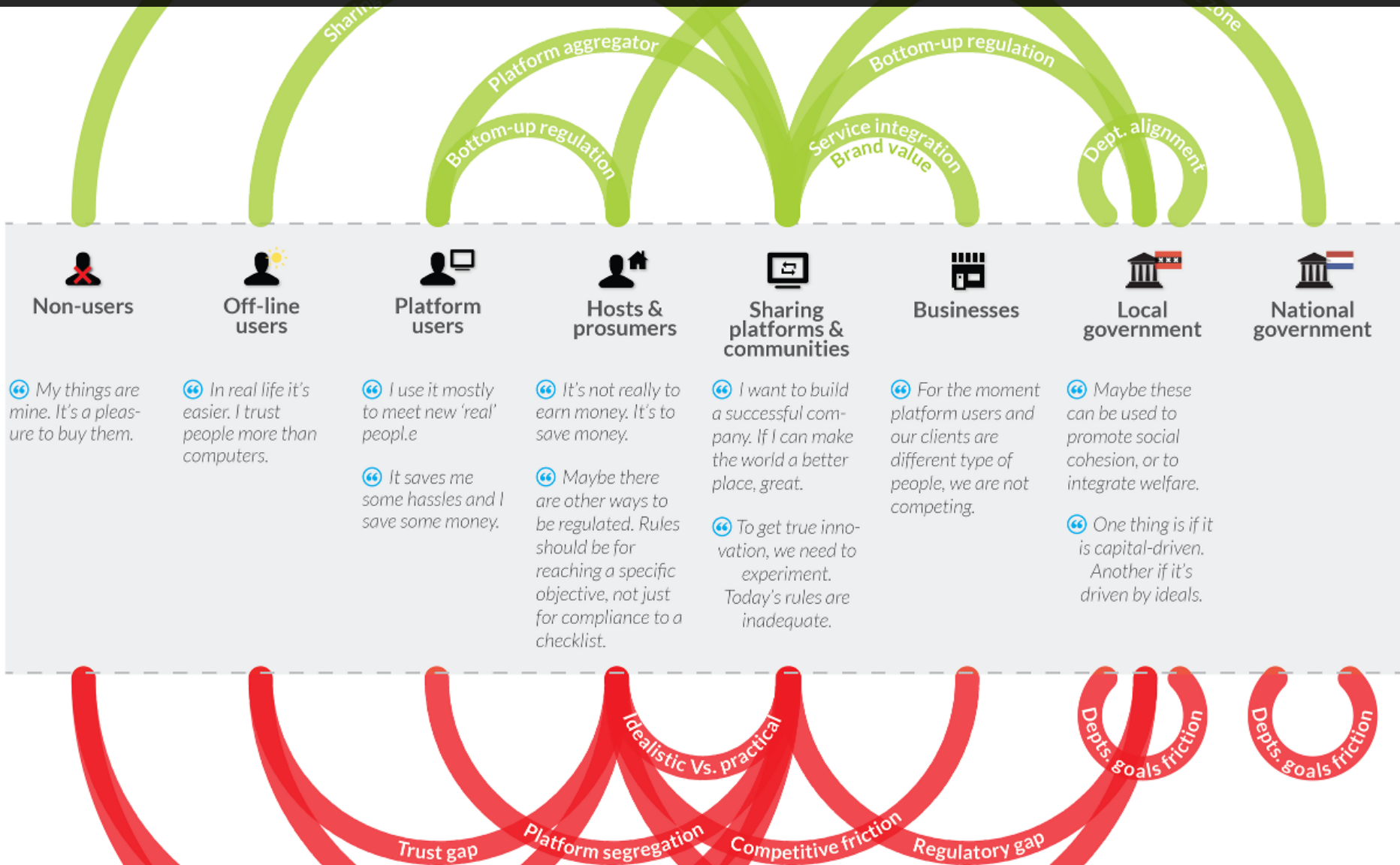
Change is good.

Change and scale  
is better

Beth Comstock  
CMO - GE

6 keys to (correctly)  
scale collaborative  
consumption

# #1 – Impact studies including new metrics (social, environmental)



# #2 – Develop policy recommendations to meet national targets



The EU's 2030 goals for climate and energy

**How can collaborative economy help to meet national targets on waste reduction, resource efficiency, sustainability and climate change?**

# #3 – Time (+patience)



**Collaborative economy  
is going through puberty**

# #4 – Constructive dialogue

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Neelie KROES

Vice-President of the European Commission

[European Commission](#) > [Neelie KROES](#) > [Blogs](#) > [Neelie KROES's blog](#)

## My view on today's taxi protests and what it means for the sharing economy

Share



Published by [Neelie KROES](#) on Wednesday, 11/06/2014

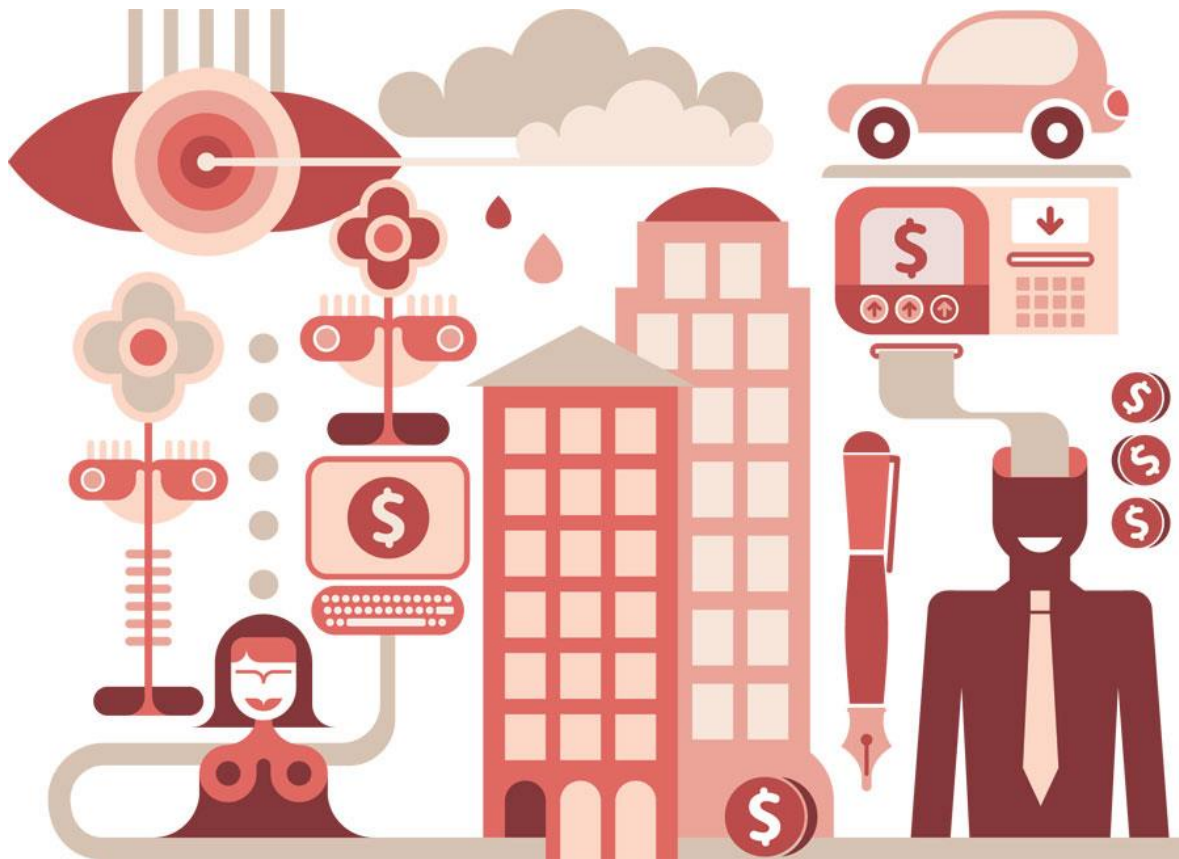
**Let me respond to the news of widespread strikes and numerous attempts to limit or ban taxi app services across Europe. The debate about taxi apps is really a debate about the wider sharing economy.**

Let me respond to the news of widespread strikes and numerous attempts to limit or ban taxi app services across Europe.

Many people know how outraged I was by the reaction of authorities and drivers to the emergence of services like 'Uber' in Brussels, Berlin, Milan, Madrid and more cities across Europe. (there are plenty of European competitors and complements by the way, like: *DJump, Taxipal, Taxify, Hailo, BlaBla and more*). But it becoming clear that there's a wider significance of this debate.



# #5 – Regulation for prosumers



**Collaborative economy = creator citizen  
able to unlock invisible wealth on our cities**

# #6 – Critical thinking

At one point, without a trace of irony, a Peers employee quoted Audre Lorde:

The master's tools won't dismantle the master's house, right?



Is it time for a “Peers Corp.”?

# OUISHARE

Thank you!

Albert Cañigueral  
[@AlbertCanig](#)



# Challenges to Overcome

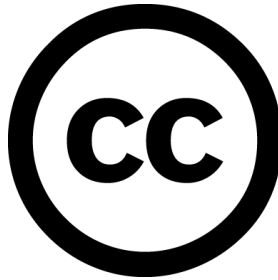
- Scaling up from the young, urban and IT savvy to a viable alternative for everyone and everywhere
- Changing consumers' habits and cultural barriers e.g. in new EU Member States with rising middle class
- Finding a level playing field with incumbents and traditional industries e.g. hotels, transportation etc
- Friction with trade unions and consumers organisations on workers and consumers rights & safety
- Liabilities and the need for targeted insurance products for sharing assets
- Fragmented start-up scene with uncertainty about funding after initial VC
- Centralisation and potential formation of monopolies (e.g. airbnb, uber) with loss of diversity and healthy competition

# Challenges to Overcome (Continued)

- EU Competition legislation inhibits certain collaboration between companies (within product chains can be seen as a cartel)
- Guidelines needed for public procurers in support of sharing economy enterprises
- Unintended macroeconomic effects: surging prices in real estates, taxes, over-regulation
- Political backing: socialistic values vs. free market capitalism
- Lack of standardized reputation systems
- Black market limitation
- Concerns over privacy and public safety for vulnerable consumer groups
- Standards on quality control and harmonisation of online terms of use
- Lock out effect (exclusivity of peer to peer communities)
- Technological novelty to meet social needs
- Mainstreaming “beyond GDP” principles

# Challenges to Overcome (Continued)

- Application of traditional industry standards in regulations
- Drawing the line between peer-to-peer sharing and conventional commercial activities
- EU legislation on product planned obsolescence still to be mainstreamed
- Disintermediation of services (when users bypass the platforms after first interaction)
- Donation system instead of actual fees, often used to circumvent legislation
- Raising taxed revenues for city councils from sharing economy providers
- Ensure economically disadvantaged citizens and neighbourhoods can benefit from sharing economy, not only convenience-seeking affluents with high disposable income
- Sharing transactions mostly happening among people with the same social/economic status



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