

# Platform cooperatives in the Collaborative economy

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# Why platform cooperatives?

alternatives to corporate platforms

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digitalization and evolution of existing coop models

# If it is such a good idea, why aren't there more?



## *Less known and attractive as a legal form:*

- Not remunerative for entrepreneurs and investors
- Poorly known/perceived as “old” by the youth
- Other forms are faster and easier to scale
- ...

## *Not easy for existing coops to evolve into platform/collaborative model:*

- Lagging behind on digitalisation
- Lack of skills
- Limited investments
- Competition with for profits/ multinationals
- ...

+ country and context specific issues...

## Wishlist for the future

- Awareness
- Coop-friendly policies
- Dedicated funding schemes
- Acting as a network
- Spin-off from big coops
- Experimentation of new “distinctive” models

## Download the paper

“Cooperative platforms in a European landscape: an exploratory study”

<http://bit.ly/2ckCpFa>

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## Tell us about your platform coop

<http://bit.ly/1UxrPLL>

# Thank you!

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