



TOWARDS MORE SUSTAINABLE CONSUMPTION

Benefits and Concerns of the Collaborative Economy

Marco Torregrossa
Founder and Managing Director
Euro Freelancers

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Collaborative or Participative Consumption

13.535 €

**Amount of savings which I generated from 1 Jan
to 25 Sept 2013 by using collaborative
consumption**

... but how?

Car Sharing

~ 3.500€ saved instead of owning a car

Co-working Space

~ 2.700€ saved instead of renting an office

Home Exchange

~ 2.225€ saved instead of going to hotels

Peer 2 Peer Money Lending

~ 1.600€ earned compared to banks saving accounts

Peer 2 Peer Staffing

~ 1.350€ saved instead of using employment agencies

Peer 2 Peer Learning

~ 1.250€ saved instead of enrolling to a university course

Items Renting (6)

~ 910€ saved instead of buying 6 items

Total = 13.535 €

How did I use this saving?

Let's look at some hypothetical scenarios

...

Did I **increase my consumption rate** because of cheaper items obtained through sharing?



Did I **increase the number of long distance travels** because of cheaper accommodation through home sharing?

Did I **increase the number of car trips** and kilometres driven because of cheaper car use through car sharing?



Did I **increase my energy consumption** at work because of cheaper office rent through co-working spaces?

Of course I didn't. But ...

... I could have!

Sustainability of CollCons (Potential Indirect Effects)

- **Rebound effects** (offset the sustainability benefits)
- **Increased and faster consumption**, if sharing is used as trial before buying new items
- **Increased disposal** of old items in exchange of newer ones, if shared items are cheaper and with lower quality
- **Increased transport**, distribution, logistics and related CO₂ emissions (e.g. delivery of items from home to home)
- **Increased environmental costs** if CollCons becomes mainstream

Sustainability of CollCons (Direct Effects)

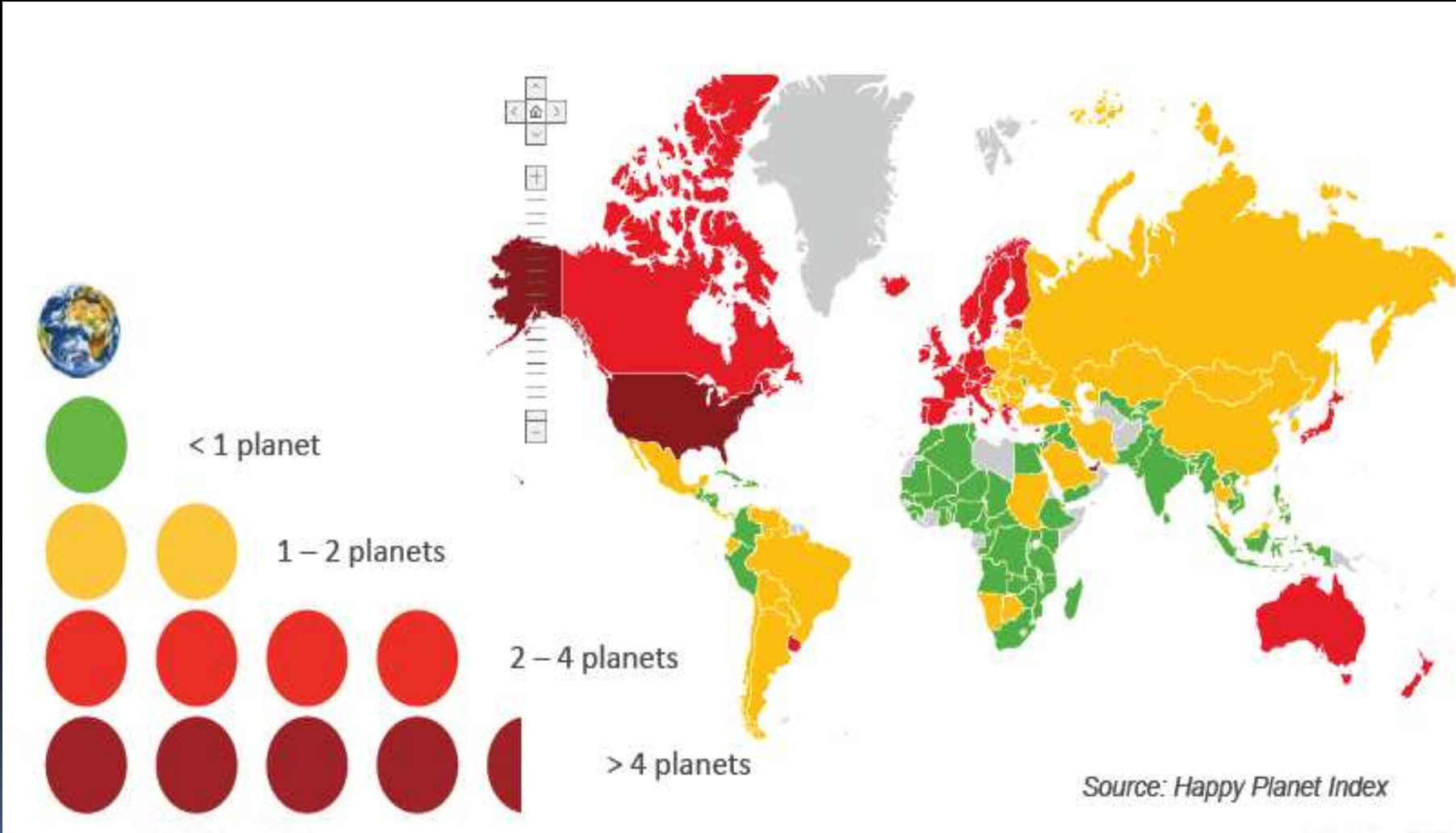
Environmental

- Favours eco-design for multi-user experiences, durability and repeat customisation for shareable products
- Less resource use and CO₂ emissions, if number of new products manufactured is reduced
- Higher demand for good quality products, if products are to be lend or leased, repaired, upgraded multiple times

Social

- Enhances social interaction, community building and trust
- Access to high quality products also for low income consumers
- Lowers barriers to entrepreneurship
- Helps learning new skills

Global Consumption Trends



Way Forward for Sustainability and CollCons

- **Behavioural change**, awareness raising campaigns and capacity building to reduce the rebound effect
- **Measurement systems** with key performance indicators for the long-term positive sustainability impacts of CollCons
- **Environmental performance standards** with high benchmarking potential
- **Environmental impact assessment** studies on sharing assets above all in large cities

Way Forward for Sustainability and CollCons

- **Green public procurement** favouring CollCons enterprises
- **Mandatory requirements** for sustainable products (e.g. minimum recyclability, reusability, upgradeability and durability)
- **Awards scheme** for the most sustainable CollCons concepts
- **One CollCons regional cluster** in the EU to accelerate the innovation process
- Transferability of best practices and **public investments for pilot projects** on sustainable collaborative consumption

EU Sustainability Policies and CollCons

- Sustainable Consumption and Production Action Plan
- Resource Efficiency Roadmap
- Social Innovation Europe Initiative
- Digital Agenda for Europe
- European Innovation Partnership on Smart Cities
- Horizon 2020 Programme
- EU Products Lifetime and Consumers Information
- EU 2020 Strategy



**European Sharing
Economy Coalition**

1. Mainstream the Sharing Economy

By campaigning to raise awareness and improve visibility.

2. Sustain the Sharing Economy

By advocating for fair and sensible regulations, ensuring the Sharing Economy becomes a political priority at European level.

3. Scale Up the Sharing Economy

By promoting leadership and best practice exchange, aiming towards scalability and transferability in the EU Member States.

4. Finance the Sharing Economy

By raising EU funding to kick start relevant pilot projects and platforms all over Europe, above all in cities.



“You don't need specific skills to share [and consume collaboratively], every single one of us has a sharing potential which is unlimited, that's why it's such a powerful tool”.

- Benita Matofska, The People Who Share





Thank You!

Marco Torregrossa

+32 (0)486 71 30 26

marco.torregrossa@euro-freelancers.eu

Learn more and sign up:

euro-freelancers.eu/european-sharing-economy-coalition