

IS A BIG UMBRELLA

'The use of digital platforms or portals to reduce the scale for viable hiring transactions or viable participation in consumer hiring markets (i.e. 'sharing' in the sense of hiring an asset) and thereby reduce the extent to which assets are under-utilised.' EU Parliament

SHARING ECONOMY

- Re-circulations of goods
 - Increased utilization of durable assets.
 - Exchange of services.(time banking)
 - Sharing of productive assets
- [Shcor,J \(2014\)](#)

COLLABORATIVE ECONOMY



Collaborative economy factsheet



- 1. Values:** European citizens wish exchange services and products not only maximizing economic utility, but maximizing social, expressive, communicative, identity and belonging impacts (more sophisticated concept of utility). [Is sharing economy is fairer, lower-carbon, more transparent, participatory and socially & culturally connected? Do we need also a critical approach?... Is this a new fade or wishful thinking?
- 2. Technology:** A big part of concert and success experiences on sharing economy are technological-platform based. Technological progress allows the business model to spread to more markets and become more convenient and flexible.
- 3. Market context:** Exchanges are not under the same conventional market regulation. They also make markets more competitive and efficient by improving matching between demand and supply. Peer to peer models. Other mechanisms to rise reputation, boost trust. (uncertainty on rights and obligations)
- 4. New business models:** Service providers (could be private individuals on an occasional basis)- collaborative platforms as interface- users of this services- End user is more involved in the production process of the service
- 5. Socioeconomic impacts and effects:.** Effects on growth capacity, productivity, Impact on existing economic activities (substitution effect) Effects on taxes. Different generational adoptions. Implications on labour definitions, salary, weakening status of workers.). Impact on social interaction, participation, sociability, equity and inclusion

- FAKE?
- ANOTHER RESOURCE FOR LOCAL/TERRITORIAL DEVELOPMENT?
- A SPECIAL/ DIFERENTIATED COMPETITIVE RESOURCE FOR EUROPEAN/MED REGIONS?
- NEW ECONOMIC PARADIGMA.?
- ANOTHER TRICK OF CAPITALISM TO SURVIVE AND REPRODUCE EXPLOITING RELATIONSHIPS BETWEEN LABOUR AND CAPITAL?

'For now, Facebook, Airbnb, the collaborative economy does not generate productivity gains as powerful as those of the industrial revolution, and we do not know how to measure what they inject in gross domestic product" Stiglitz, 2015

Probably would be more useful for our aims to define a mixed concept in between SE and CE

SHARING
ECONOMY

COLLABORATIVE
ECONOMY

Research questions and methodologies

I. STATE OF THE ART.

MET.: Bibliographic research. (Scholar Literature, reports, books)

Research questions:

- a) **Definitions.** Different approaches. Critical view
- b) **Economic implications.** Dimension of the sharing(collaborative economy). Macro Effects (change of productive model, productivity, growth). Meso-analysis (which sectors are affected), technological dimension. Micro Analysis (organizations, business models and technology (there are some studies; Nesta; EU Parliament...))
- c) **Territorial implications.** Linkages between sharing/collaborative and territorial dimensions. Global and local questions, the territorial framework for analysing SE/CE. Mapping the S/C Economy (Database)?. Specificities from MED area?
- d) **Social implications.** Changes in values needed/occurred. Impacts on social interaction, equity and inclusion
- e) **Challenges for policies.** Regulation of markets. Innovation policies. Cultural policies

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Research questions and methodologies

II. SWOT ANALYSYS.

MET.: QUASI DELPHI METHODOLOGY, TROUGH ONLINE QUITE CLOSED QUESTIONNAIRES.
30/50 EXPERTS LINKED WITH/CONNECTED BY THE PARNERS (INSTITUTIONAL, SCIENTIFIC, PROFESSIONALS, INNOVATORS, ENTREPENEURS)

Strengths: What advantages have the MED regions for using the S/C economy as a development driver?. What do MED regions better than others in the context of the S/C economy?. Which cultural/territorial anchored differential resources could be used to foster S/C Economy?

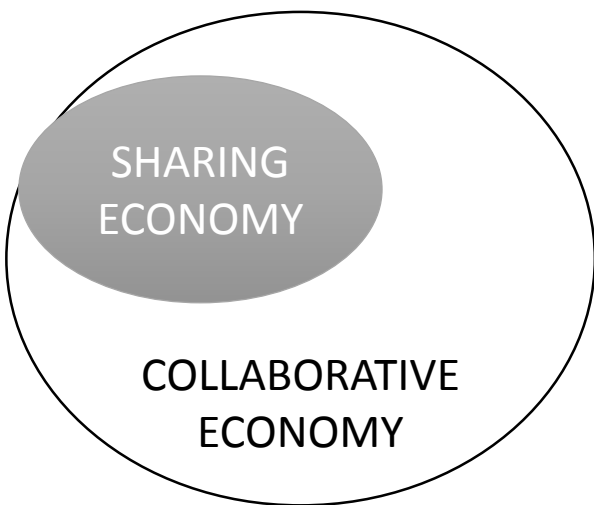
Weaknesses: What should the MED regions improve to foster the development of S/C economy? What should the MED regions avoid? What are experts perceptions of the weaknesses of the S/C economy? What factors difficult the growth of the S/C economy?

Opportunities. Which behaviours/trends in institutions, technology, social pattern, population profiles, lifestyle, local dynamics are perceived as drivers for S/C economy growth

Threats: What obstacles do the MED regions face that difficult the rise of S/C economy? What are other competitors regions doing? Is globalization threatening the position of MED regions? Do MED regions have some differentiated structural problems that brake the growth of S/C economy?

30-50 questions through LIMESurvey software (numbers and Liker's scales) and few open answers with two rounds

DELIVERABLE: REPORT 30-60 PAGES WITH THE RESULTS



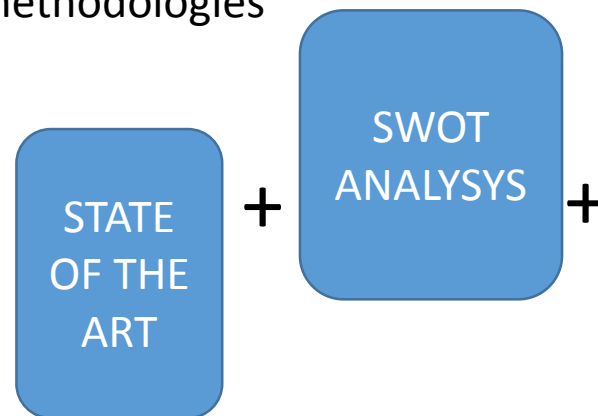
III. NEED ANALYSYS.

Step 1

IDENTIFICATION OF:

- MICRO NEEDS. (FOR INDIVIDUALS AND ORGANIZATIONS)
- MESO NEEDS. (FOR COMMUNITIES, SECTORS AND INSTITUTIONS)
- MACRO NEEDS (FOR REGIONS, REGULATIONS)

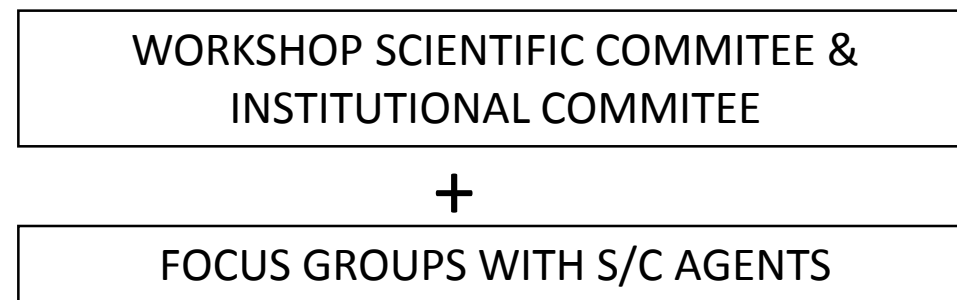
methodologies



DELIVERABLE: DETAILED CATALOGUE OF POTENTIAL NEEDED PRODUCTS AND SERVICES

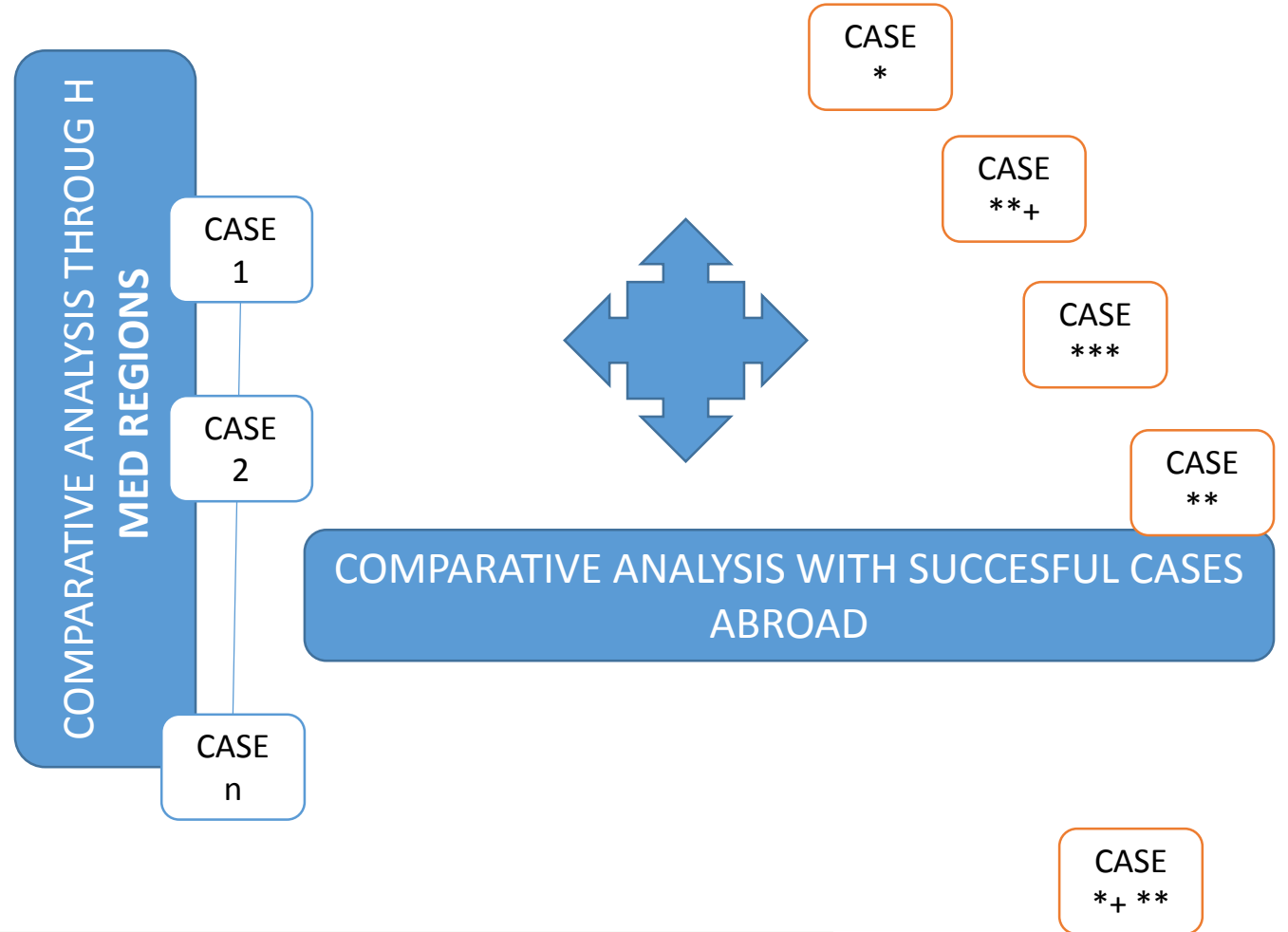
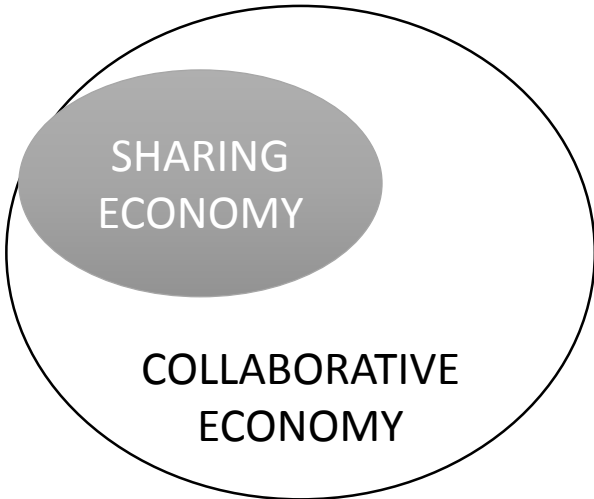
Step 2

IDENTIFICATION OF:
products & services that could solve identified needs



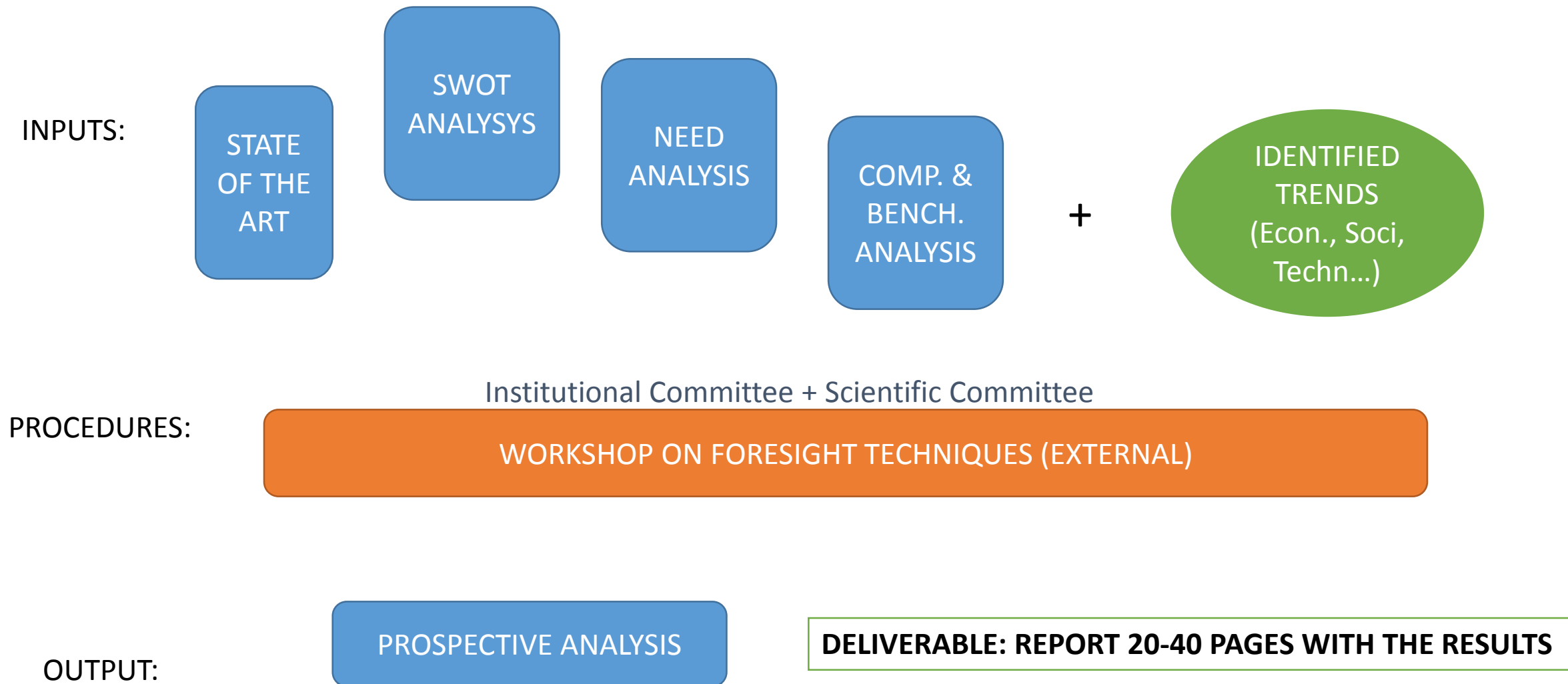
IV. COMPARATIVE ANALYSIS & BENCHMARKING.

1. IDENTIFICACION OF CASES. (SELECTION CRITERIA)
2. IDENTIFICATIOS OF PARAMETERS OF COMPARATION



DELIVERABLE: REPORT 60-100 PAGES WITH THE RESULTS

V. PROSPECTIVE ANALYSIS.



VI. DATABASE.

