

FORUM PA | 'TWIST & SHARE'



sharenl

@share_NL
#sharePA

MATRIMONIO



‘GIOCARRE = COLLABORARE’



HOME EXCHANGE



CAR SHARING



HOTEL? AIRBNB!



Waar ga je naartoe?

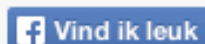
BLADER ▾



Harmen ▾



HELP ▾



0

Great Flat+Big Terrace-ROME!(+WiFi)

Appartement - Volledig huis/appartement · Viale dei Colli Portuensi, Rome, Lazio 00151, Italië

28

[Recensies](#)

Foto's

Kaarten

Kalender



U heeft een antwoord ontvangen op
21/05/2014

[Bekijk bericht](#) - Geaccepteerd

Vanaf

€124

Per Nacht ▾

Aankomst

01/08/2014

Vertrek

04/08/2014

Gasten

3 ▾

€124 x 3 nachten

€373

Schoonmaakkosten

€20

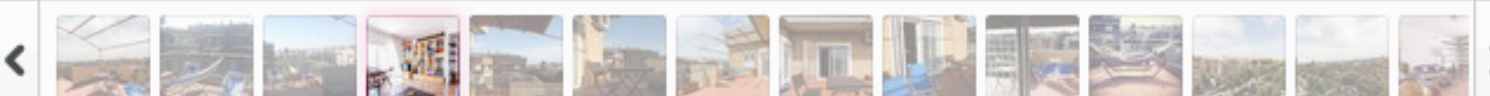
Servicekosten

€58

TOTAAL

€451

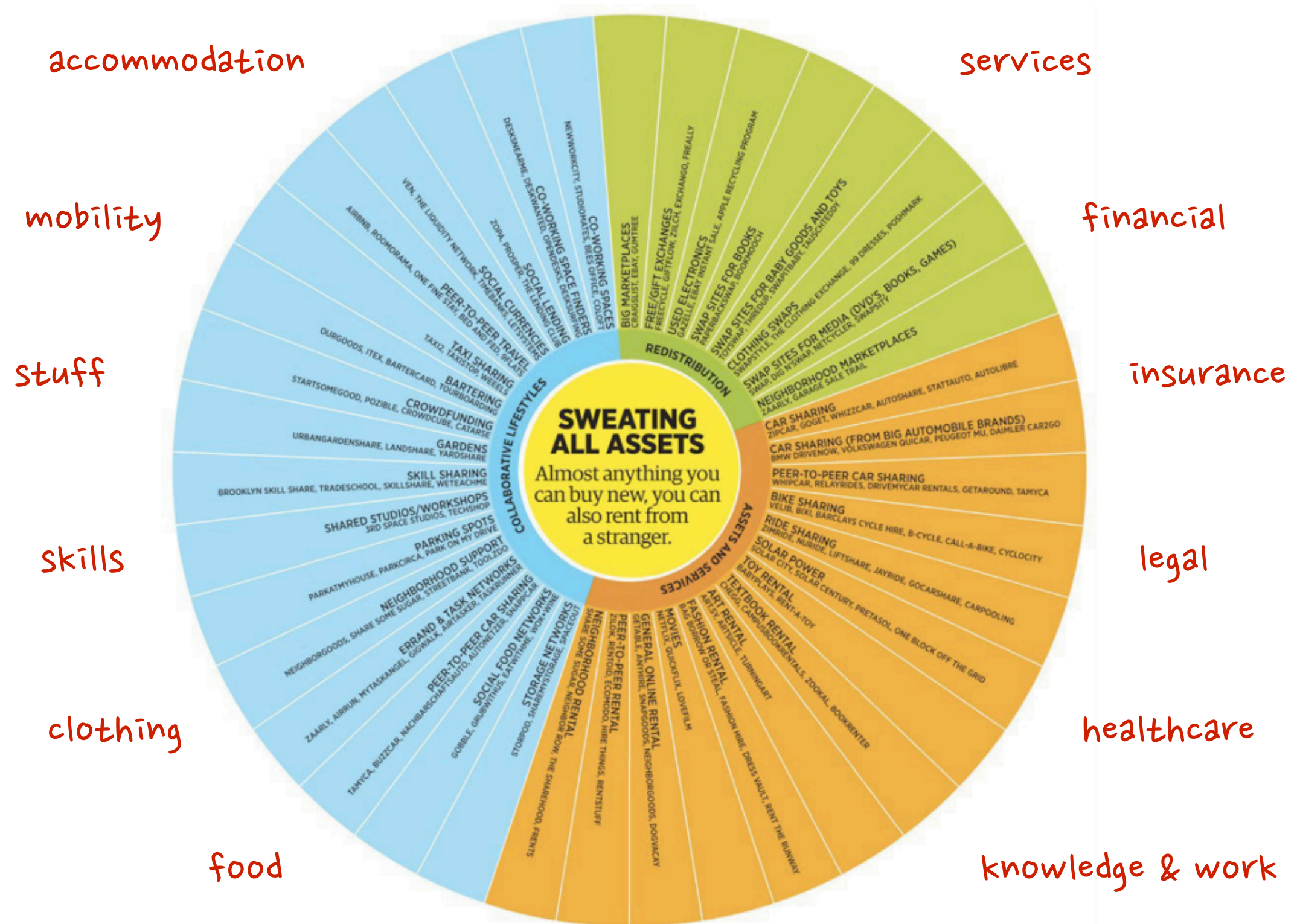
Reserveer



SOPRANNOME 'SHARE MAN'



THERE'S A LOT TO SHARE



SOME DUTCH SHARING INITIATIVES



SHARENL

Knowledge & network platform for the Dutch sharing economy

- representing sharing economy companies
- informing & inspiring consumers
- advising companies & public administration | round tables
- facilitating through knowledge & research | book
- Amsterdam Sharing City

sharenl

CO-FOUNDERS



PIETER VAN DE GLIND



HARMEN VAN SPRANG

MATER FAMILIAS: RACHEL BOTSMAN



‘Entire communities and cities are using **technologies** to do more with less by **renting, lending, swapping, bartering, gifting & sharing** products on a **scale** never before possible’

FACTORS

- technology: internet / apps
- scale: mobile / social + growing population (cities)
- access instead of ownership

‘I don’t need a drill. I need a hole in the wall’

- idle capacity: car standing still 90% of the time

Other factors are for example:

- changing values (status)
- trust: ‘The new currency of the sharing economy is trust’

FORMS

- peer-to-peer

consumer becomes 'provider'



- business-to-consumer: 'product-service system'

i.e. Car2Go. Or Philips: now selling light instead of lighting



- business-to-business

i.e. sharing idle capacity and knowledge between companies



THREE EXAMPLES FROM NL

Three very successful peer-to-peer platforms in the Netherlands:



food



stuff



cars

SHARING FOOD

 **Thuisafgehaald**

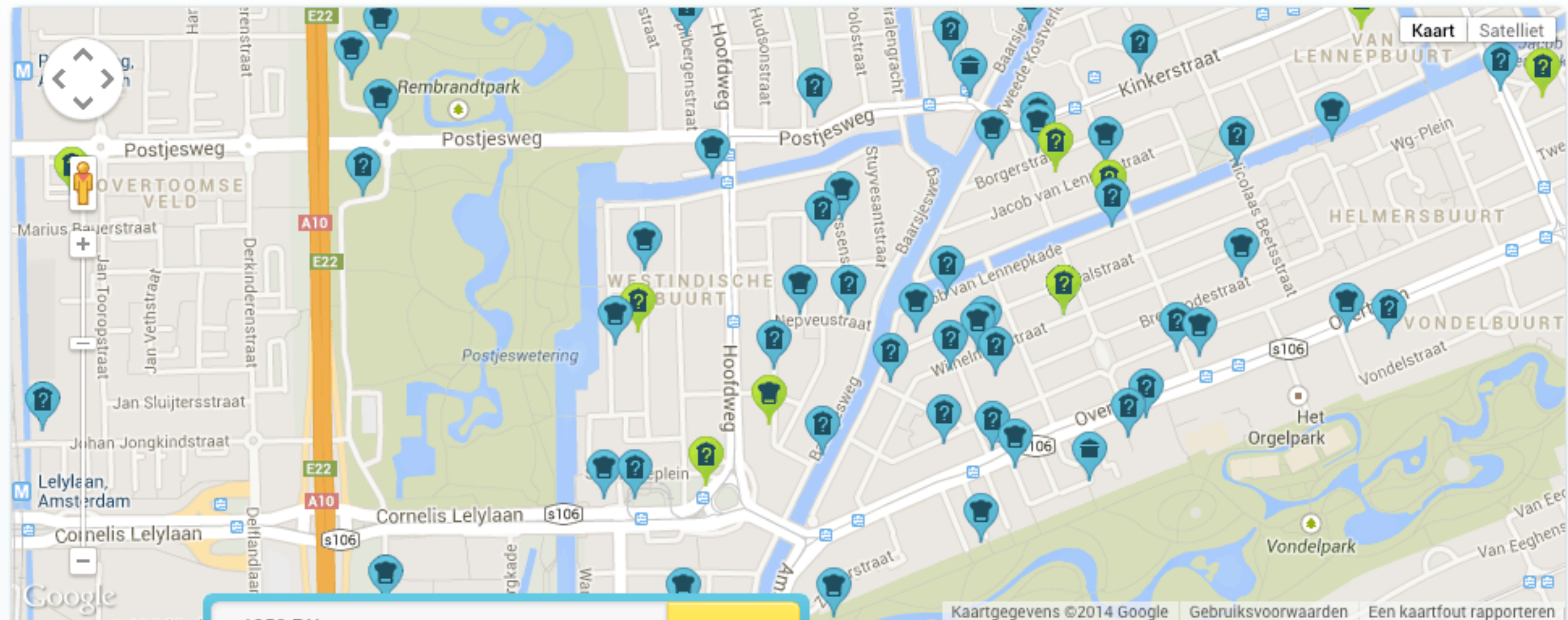
Top 20

Food Events

Maaltijden

Catering

Hoe werkt het?



1058 DX

Zoeken

☐ alleen vegetarisch

Mogelijk
gemaakt door

tivall. vegetariërs
bond

Legenda



Afhaler



Kok



Maaltijd



Verzoekmaaltijd



Vegetarisch

Aanbod (112)

Koks (58)

SHAREYOURMEAL

- visitors + 118%
- members + 66%
- transactions + 99%



SHARING STUFF



peerby beta

Mijn buurt

Mijn oproepen

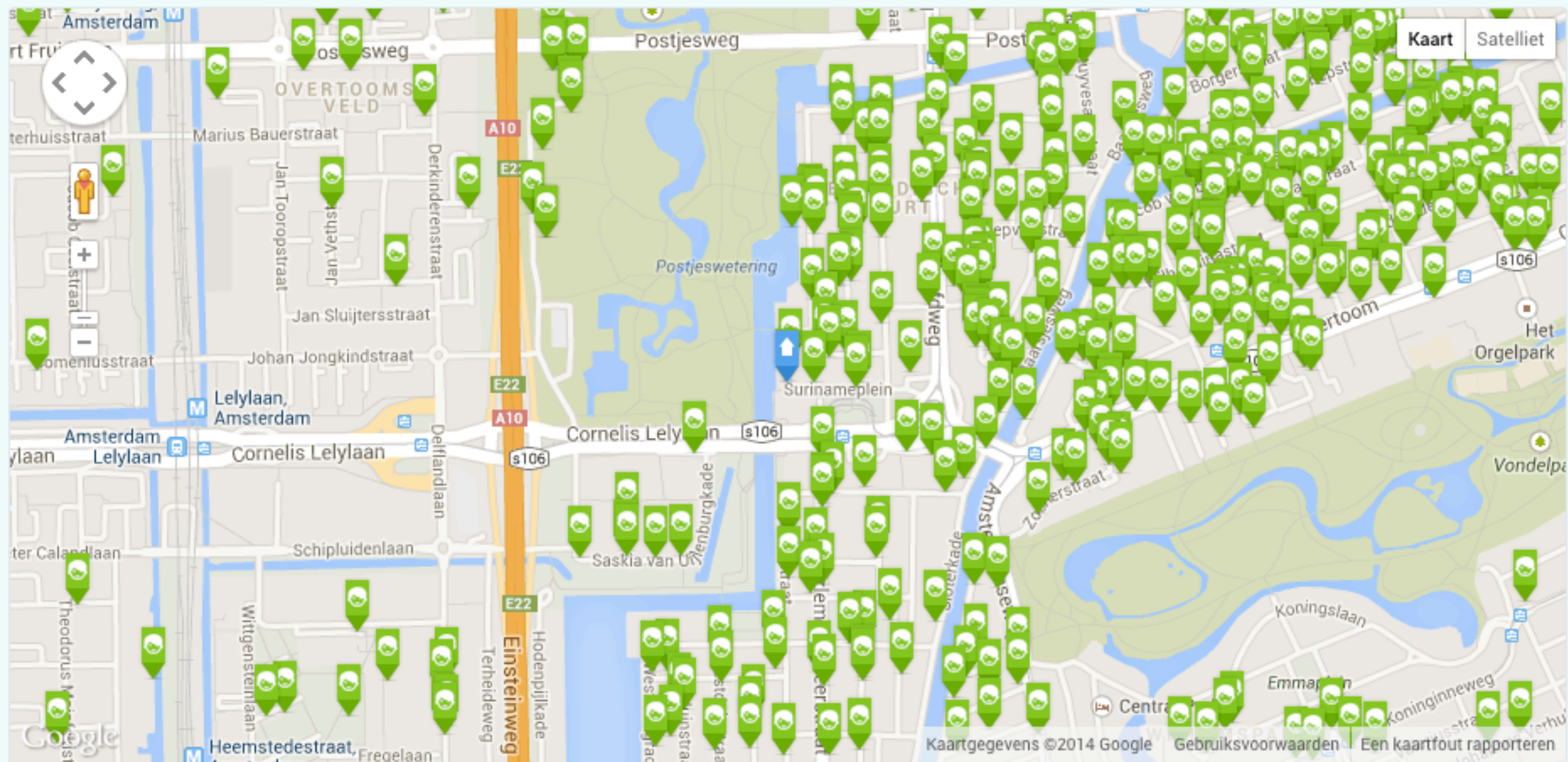
Ontvangen oproepen

Chats

Ni hao, harmenvs



Leden in je buurt




PEERBY

- visitors + 491%
- members + 423%
- transactions + 736%



SHARING CARS



[Veelgestelde vragen](#) [Hoe werkt het](#) [Registreren](#) [Inloggen](#) [Auto verhuren](#)

van tot [Zoeken](#)

[Lijst](#) [Kaart](#) [Foto's](#)

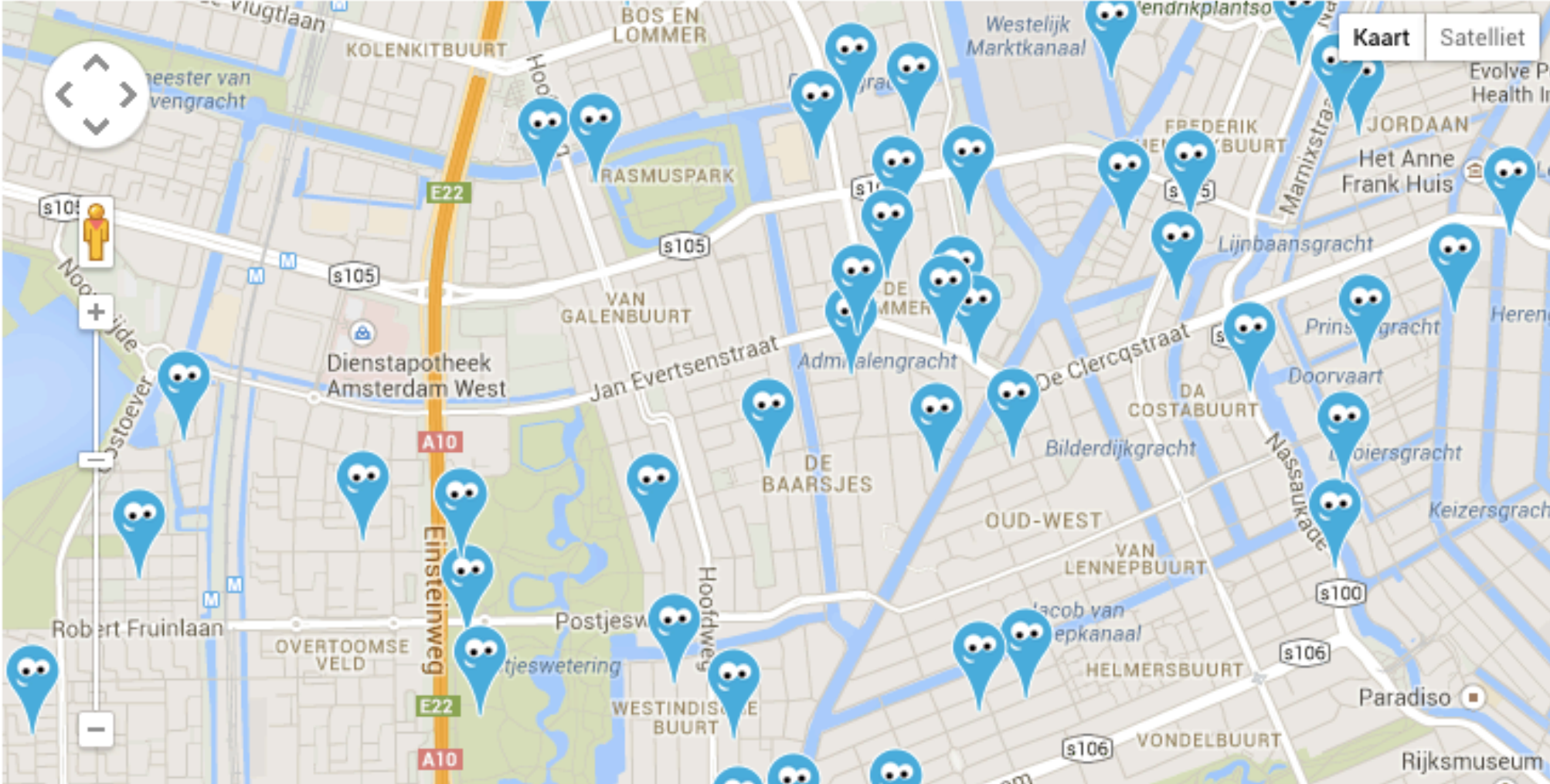
Filter op:

Type auto

- Hatchback (90)
- Sedan (22)
- Busje (13)
- Stationwagen (63)
- Mpv (22)
- Coupe (12)
- Cabriolet (14)
- Limousine (1)
- Speciaal Voertuig (1)
- Camper (2)
- Terreinvoertuig (2)

[Uitgebreid filteren](#)

450 auto's gevonden, 242 beschikbaar in postcode 1058 DX.



SNAPPCAR

- cars 8.000
- members 50.000
- growth + 15% every month

Crowdfunding campaign

- goal € 100.000
- reached € 560.000
- number of investors 481



SHARING > COLLABORATE!

sharing startups



corporations



government(s)



sharenl

legislation



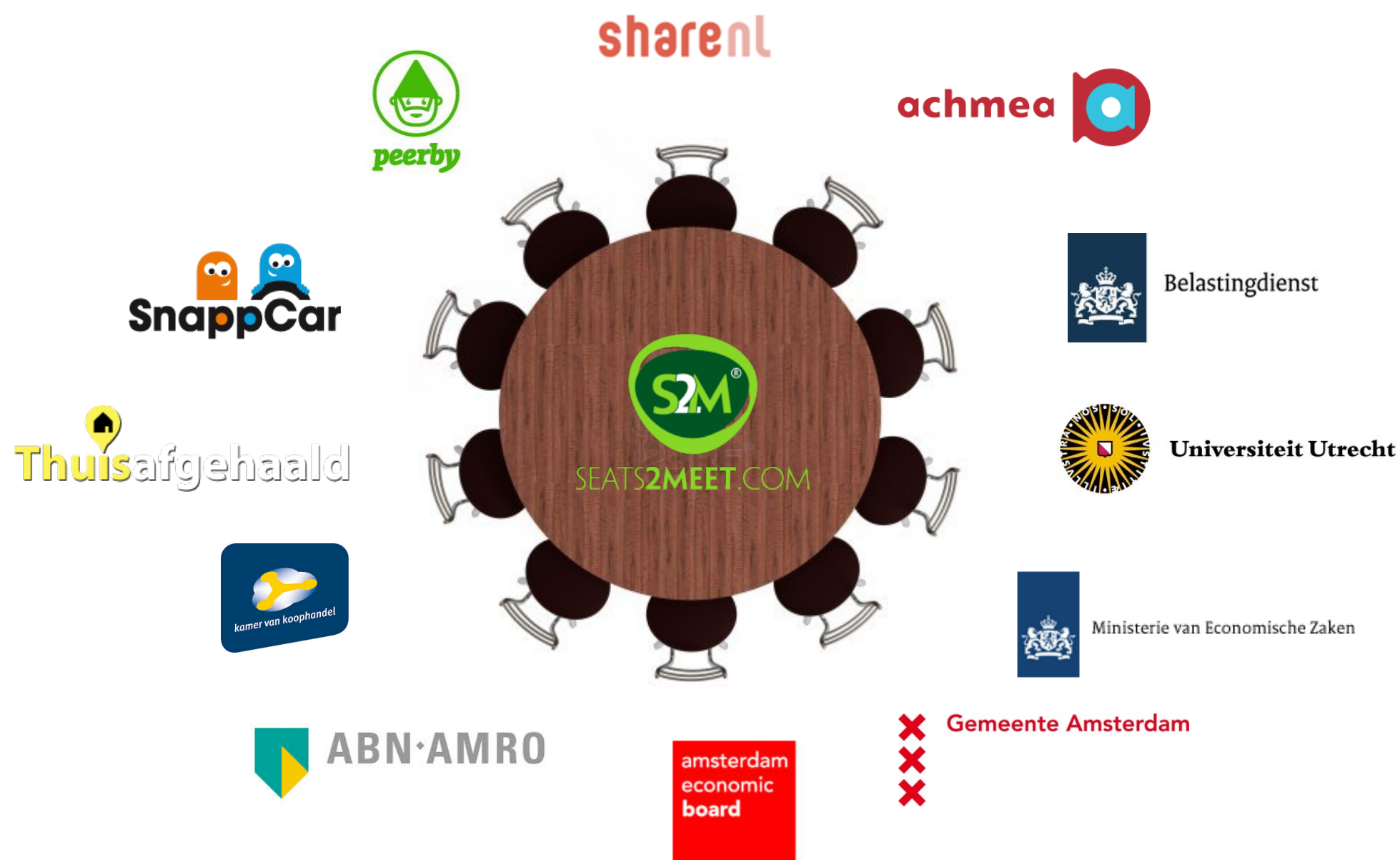
universities (research)



media & politics



ROUND TABLE



NOT SOME NAIVE IDEALISM...

‘This Round Table session proves that the sharing economy is **not some naive idealism**, but is being shaped by **very serious initiatives** which connect to developments in society and of which the **social relevance** is present and tangible on a variety of areas’

...BUT VERY SERIOUS

The global sharing economy is a new and emerging market already estimated (per year) to be worth over

\$533,000,000,000



NOT A TREND. A TRANSITION!

‘We make the transition from a 20th century based on hyperconsumption to a 21st century based on ‘collaborative consumption’ - Rachel Botsman

‘Economists and academics have predicted that this new sector will have the biggest impact on society since the Industrial Revolution’

Sharing: ‘one of the 10 ideas that will change the world’ - TIME

RESEARCH: CITY OF AMSTERDAM

N.A.P.

Willen Amsterdammers wel met elkaar delen?

Het percentage inwoners dat bereid is spullen of diensten te ruilen of (uit) te lenen

BOORMACHINE of FIETS

aanbieder
52,2%



gebruiker
50,7%



AUTO'S

aanbieder 24,6%

gebruiker
37,5%

ACCOMMODATIE

gebruiker
58%



aanbieder
13%

DIENTEN bv leren van een taal

gebruiker
52,2%



¿Cómo estás?

aanbieder
35,9%

MAALTIJDEN

aanbieder
17%

gebruiker
25,6%



Bron: shareNL - Pieter van de Glind © Chantal van Wessel / Het Parool

WILLINGNESS TO SHARE: 84% (!)

CITIES

Today's cities

- lack of social cohesion > isolated citizens
- lack of sustainability > livability
- lack of economic resilience > unemployment

Direct challenges

- housing
- mobility
- waste
- healthcare
- jobs
- etc.

SHARING CITIES

Cities from a sharing economy perspective

- abundance of unused capital
- multitude of possibilities for innovation
- resilient local economies
- boost for creative & technological industries
- sustainable growth
- better liveable cities

Problem solving capacity

- housing / mobility / waste / healthcare / jobs / etc.

SHARING CITIES

Why do we need policy makers?

- together we can solve challenges that today's cities face
- laws and regulations are often outdated:
tax / zoning / licensing / insurance
- likelihood of unfair competition with traditional industries:
- we need data
- public assets are shared assets and could be shared more to benefit citizens

AMSTERDAM SHARING CITY



AMSTERDAM SHARING CITY

Vision

- **transition** (environmental, social, economical & institutional change)
- with unprecedented levels of **urbanization** worldwide,
cities are our greatest opportunity for a sustainable future
- the sharing economy is a driver of this transition and is **key for a sustainable future**

AMSTERDAM SHARING CITY

Mission

- to create a city that is sustainable, rich in social capital and economically resilient
- to lead the way for cities around Europe / the world

AMSTERDAM SHARING CITY

Definition

A(msterdam) Sharing City recognizes the sharing economy as a vital driver towards a sustainable, rich in social capital and economically resilient future...

...and acknowledges the need to consider and incorporate sharing economy principles when recreating the political, economical and societal landscape.

TWO ROADS

Policy

- position paper to inform policy advocates
- connecting with public administration officers
- reach the city council
- connecting with the EU: Amsterdam Sharing City Model

Society: ambassador programme

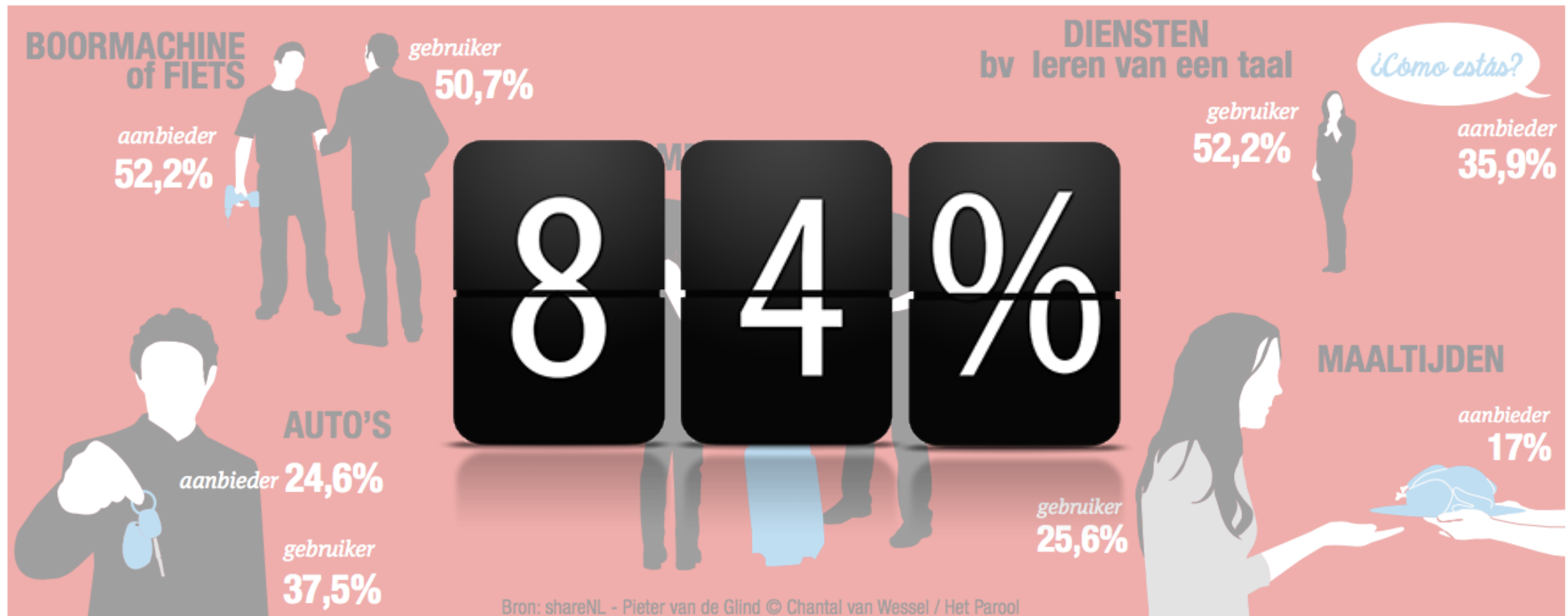
- diverse coalition of stakeholders
- a common vision
- individual stakes
- concrete contribution

1. CITIZENS WANT TO SHARE

N.A.P.

Willen Amsterdammers wel met elkaar delen?

Het percentage inwoners dat bereid is spullen of diensten te ruilen of (uit) te lenen



2. STARTUPS & ENTREPRENEURS



3. CORPORATES

DAIMLER



4. KNOWLEDGE & NETWORK



amsterdam economic **board**



5. GOVERNMENT

Private holiday rental in Amsterdam



6. AMSTERDAM HISTORY



7. NO EUROPEAN SHARING CITY YET

ASIA



UNITED STATES



EUROPE?

sharenl



AMS SHARING CITY AMBASSADORS



- government / citizens organisations / grassroot initiatives



- sharing economy companies



- corporates



- knowledge institutions (universities)



- tax & legal authorities



- media

SHARING CITY



SHARING EXPERIENCE

The Amsterdam Sharing City Model aims to allow other cities around the world to learn from the experiences in Amsterdam and to replicate its best practices.

AN OFFER YOU CAN'T REFUSE



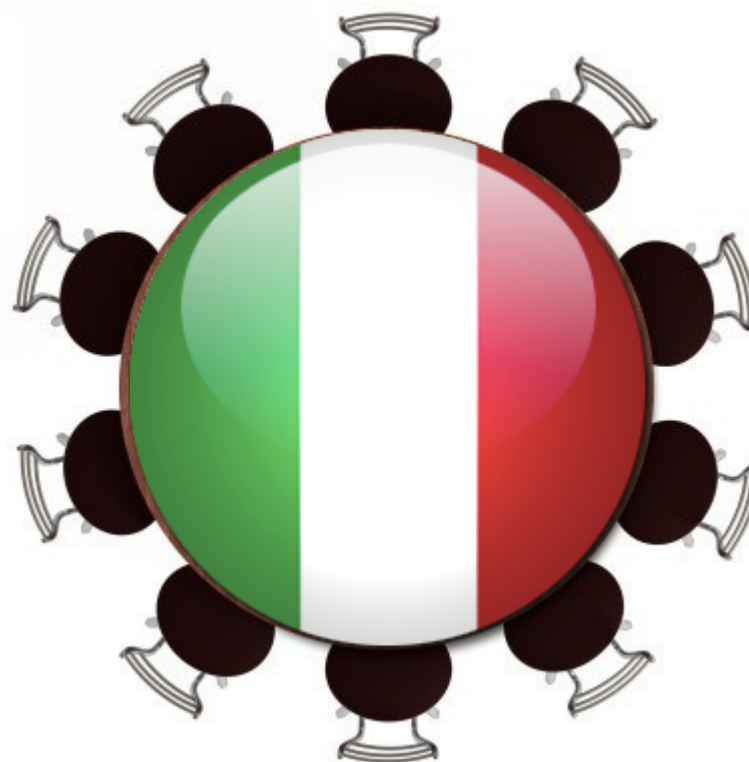
**I'M GOING
TO MAKE
AN OFFER
YOU CAN'T
REFUSE**

LET'S COLLABORATE!



TAVOLA ROTONDA

sharenl



QUISHARE



Koninkrijk der Nederlanden

XXXX Gemeente Amsterdam

INFORMAZIONI

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CONTRIBUTE TO OUR BOOK

