

# SHAReCONOMY

Work Sharing

Share it Yourself  
Robotics

Share it Yourself  
Fabrication

Garden Sharing

Tool  
Sharing

Food  
Sharing

Share it Yourself  
Neighborhood

Energy  
Sharing

Kitchen  
Sharing

Sport Equipment  
Sharing

Bicycle Sharing

Car Sharing

Car Sharing

Truck Sharing



**\*What is Sharing Economy's economic impact today?**

**\*How can Sharing Economy increase productivity and what is Europe's potential in this globalized economy?**

**Embassy Lab SHAReCONOMY** provides a space for an international interdisciplinary dialogue and a creative exchange on a broad range of issues related to Sharing Economy.

It brings together Dutch, German, and international experts, entrepreneurs, policy makers, digital pioneers, and creative professionals in the creative format of a lab.

Learning from the international exchange of experiences, Embassy Lab SHAReCONOMY highlights the pros and cons of Sharing Economy and addresses the transition-related issues. It also focuses on the policy challenges, examining whether new legislation is needed—and then at what level: local, national, or European.

Supported by digital technology, we are experiencing today a shift in economic transactions and thus social relationships. The access to goods is replacing ownership. Traditional commodity producers are transforming into services providers. Community-based online services provide information, enabling the optimization of resources and facilitating peer-to-peer transactions.

Sharing Economy is a common notion describing this ongoing fundamental transformation of our economies and societies, other terms being Collaborative Consumption, Peer-to-Peer Economy, Access Economy, or On-Demand Economy.

**\*Who owns the data (we share) and how to bridge the digital divide?**

**\*How can Sharing Economy foster social innovation and how to unfold its ecological potential?**

**\*What is the nature of the new employment relationships and how are the “peers” protected?**

With the help of online platforms and Social Media, reaching a large group of interested parties, Sharing Economy supports the optimization of the assets' utilization. Thus Sharing Economy's systematic mutual provision of objects and spaces, making the sharing of unused resources possible, can have a strong ecological dimension and a positive environmental impact.

Such digital platforms enable the small-scale provider. In any case, the role of the producer and consumer is fusing into the so-called “prosumer.”

By being able to deliver services, with lower costs and better convenience, Sharing Economy providers are often preferred by customers. By offering more choices and making them more transparent, Sharing Economy can also empower the consumer.

On the other hand, by reducing the need for intermediaries between the supplier and consumer, Sharing Economy is threatening existing established business models.

Sharing Economy is a threat for small locally owned companies, strengthening large remote technology companies. And Sharing Economy platforms benefit from the so-called “network effect,” becoming more valued when more people use them.

By connecting employers and laborers for short-term employment opportunities, Sharing Economy bypasses the traditional employer-employee relationships. Such a flexibilization of the labor market is at odds with today's social state instruments.

# \*How to help develop Sharing Economy's potential, while reducing its negative effects?

# \*How to give space for innovation?

Sharing Economy is one of the phenomena of a rapidly changing world. This reshaping of the world is happening faster than the reshaping of the societies and their institutions.

In general, there is a mismatch between the pace of transformation and the pace of society's ability to develop the tools to reap the benefits of these new developments while also cushioning against the negative impacts.

To address these policy challenges one needs a better understanding of the Sharing Economy's impact.

## **Organization / Contact**

Prof. Elizabeth Sikiaridi and Prof. Frans Vogelaar of Hybrid Space Lab curate the program, together with the Embassy of the Kingdom of the Netherlands in Berlin.

The program takes place in the premises of the Embassy of the Kingdom of the Netherlands in Berlin (Klosterstraße 50, 10179 Berlin) on Friday, July 7th 2017 from 3:00 pm to 6:00 pm.

It consists of talks and discussions with input from the scientific community, from social innovation, from government and policy-making, and from business as well as of networking sessions.

Embassy Lab SHAReCONOMY will be followed from 6:00 pm to 8:00 pm by a closing reception with finger food and drinks.

## **For further information**

<http://hybridspacelab.net/thinktank/shareeconomy/>

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image by Hybrid Space Lab, Elizabeth Sikiaridi/ Frans Vogelaar



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