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<b>PWC</b>	Consumer Insight Series - The Sharing Ec
<b>Deloitte</b>	The sharing economy - share and make n
<b>Accenture</b>	Is ownership obsolete
<b>Accenture</b>	Sharing Results: Government Innovation i
<b>EY</b>	The rise of the sharing economy
<b>Office for National Statistics</b>	The feasibility of measuring the sharing ec
<b>Leo Burnett</b>	The Sharing Economy: Where We Go Fr
<b>Piper Jaffray</b>	Sharing Economy - An In-Depth Look At It
<b>Nesta</b>	Making Sense of the UK Collaborative Ec
<b>Vision Critical</b>	The Emerging Collaborative Economy in /
<b>York University - Russell B</b>	Sharing and collaborative consumption or
<b>PWC</b>	The Sharing Economy - How it will disrupt
<b>Crowd companies</b>	Timeline of Large Brands in the Collabora
<b>Institute of Public Affairs</b>	The Sharing Economy, How Over-regulati
<b>Altimeter Research</b>	The Collaborative Economy
<b>London School of Econom</b>	Sharing, Collaborative Consumption and \
<b>ShareNL</b>	The Consumer Potential of Collaborative (
<b>Russell Belk et al</b>	You are what you can access: Sharing and
<b>Piper Jaffray</b>	An Overview of the New Peer-to-Peer 'Sh
<b>European Commission - Jo</b>	Scoping the Sharing Economy:Origins, De
<b>European Parliament Rese</b>	The Collaborative Economy - Impact and
<b>Ilaria Maselli, Karolien Len</b>	Five things we need to know about the on
<b>European Parliament Rese</b>	The Cost of NonEurope in the Sharing Ec
<b>Federal Trade Comission</b>	The "Sharing" Economy Issues Facing Pla
<b>University of Tampere</b>	The Sharing Economy: Why People Partic
<b>Debbie Woskow</b>	Unlocking the Sharing Economy an Indepe
<b>Coventry University</b>	Open Education: A Study in Disruption
<b>University of Michigan</b>	Peer-to-peer Tangible Goods Rental
<b>Transportation/Travel</b>	
<b>New York University</b>	Peer-to-Peer Rental Markets in the Sharir
<b>Transportation Sustainabil</b>	The Impact of Carsharing on Vehicle Own
<b>Transportation Sustainabil</b>	Ridesharing in North America: Past, Pres
<b>Frost &amp; Sullivan</b>	Sustainable and Innovative Personal Tran
<b>Princeton University</b>	An Analysis of the Labor Market for Uber's
<b>Roland Berger Strategy Co</b>	Shared Mobility: How New Businesses an
<b>International SOS</b>	Share Economy for Business Travel
<b>FCM Travel Solutions</b>	The Generation Effect
<b>P2P Foundation</b>	Data as a Common in the Sharing Econor
<b>Transportation Research E</b>	Bikesharing in Europe, The America, and
<b>Transportation Sustainabil</b>	North American Carsharing, 10 Year Pers
<b>Accomodation</b>	
<b>Euromonitor</b>	Travel and Tourism: Travel and the Sharir
<b>Boston University</b>	The Rise of the Sharing Economy: Estima
<b>Saïd Business School</b>	Airbnb: Building a Revolutionary Travel Co
<b>Goods</b>	
<b>Karlsruhe Institute of Tech</b>	Understanding the Sharing Economy — D
<b>Westfield</b>	How We Shop Now: What's Next
<b>Centre for Economics and</b>	Britain's Pop-up Retail Economy
<b>Finance</b>	
<b>University of Cambridge ar</b>	The European Alternative Finance Benchr

janv-15 <https://www.pwc.com/us/en/technology/publications>  
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Research and survey to comprehend consumer attitudes toward the sharing economy  
This study presents an assessment of the sharing economy in Switzerland and focuses  
This study looks at the role of government in opening up opportunities for the sharing  
Survey results analysis on government innovation to support the sharing economy  
This report aims to understand the landscape of the sharing economy in India, the as  
ONS feasibility study to explore potential ways that the sharing economy could be me  
Leo Burnett polled 4,000 adults aged 18-69 to determine how Americans perceive, ar  
This report outlines the sharing economy's fundamental enablers and secular drivers,  
Nesta in collaboration with Collaborative Lab surveyed a nationally representative sa  
Vision Critical in partnership with Collaborative Lab and Nine! Rewards, conducted th  
This paper compares sharing and collaborative consumption and finds that both are g  
This PwC report estimates the financial growth of the sharing economy.  
Crowd Companies has been tracking different ways large companies are participating  
This paper produced by the Institute of Public Affairs recommends new approaches to  
Through informative graphics and frameworks, this report explores the market forces  
This paper explores the connection between collaborative consumption and technolog  
This study by Pieter van de Glind provides empirical evidence on the motives and fac  
This paper by Russel Belk compares sharing and collaborative consumption definition  
This report selectively draws on the systematic review of a large set of data sources,  
This publication is a Working Paper by the Joint Research Centre of the European Co  
The study reveals a wide range of opportunities and threats associated with the techr  
The purpose of this essay is to take a balanced perspective on what we know about t  
This 'Cost of Non-Europe' study examines the current economic, social and legal stat  
This report describes and summarizes the ideas and issues discussed at The "Sharin  
Collaborative Consumption (CC) has been expected to alleviate societal problems su  
A report on the sharing economy containing recommendations as to how the UK could  
Does open education really offer openness, democracy and cost-effectiveness its sup  
This study presents a game-theoretic model of online tangible private goods rental. T

This study examines the economic impact of rental versus ownership in the peer-to-p  
This paper from the Transportation Sustainability Research Center from the Universit  
This report from the University of California, Berkeley explores the different ride shari  
This study from Frost and Sullivan focuses on the evolution of sustainable personal tr  
This paper the first comprehensive analysis of Uber's driver-partners, based on both  
This report discusses the dramatic growth in shared mobility in cities. It discusses the  
This paper will help you to understand the benefits, risks and legal considerations of i  
More senior, experienced business travellers leave the handling of their travel arrang  
This paper investigates the reasons why dominant sharing economy platforms remain  
This article looks at the growing trend of bikesharing. In this paper, the authors propo  
A 10 year retrospective examines North America's carsharing evolution from initial m

This study from Euromonitor outlines the drivers behind the growth in the travel sharin  
This study explores the sharing economy's long-term impact: will sharing economy pl  
At the heart of Airbnb sits a powerful idea: authentic travel experiences can be create

As P2P products and services proliferate, understanding why people participate – or  
This report unveils the five key trends that will shape tomorrow's retail industry, drawi  
A new report from EE and Cebr reveals that pop-up retailers contribute £2.1 billion to

A study on crowdfunding, peer-to-peer lending and other forms of alternative finance



s sectors

s and challenges in adopting the concept.

motivations and barriers to sharing.

g businesses.

selection of sectors. This report examines what the collaborative economy is, who is y services in the Australian Market.

asons for the current growth in these practices and their implications for businesses

visualisations describing the activities of large brands

d argues that collaborative consumption is constructed as a high-tech phenomenon i a survey of 1330 residents.

r implications on businesses with traditional models of sales and ownership.

iso provides a critical overview of key analytical, empirical, and normative dimension

stitute for Prospective Technological Studies, which carries out economic research on

wn to a number of social, political, economic, moral and ethical issues also associat

led on the individual cases before one can draw conclusions on how this new sector

ost of the lack of further European action in this field. The assessment of existing EL

n the comments received from the public. In particular, the report discusses the ecor

oordination within communities. However, beyond anecdotal evidence, there is a de

and traditional operators need to be treated fairly, particularly in terms of regulation.

attend a traditional university will have to make do with online, second rate alternati

independent of the owners of goods available in the market and in which goods are

nase of cars are each worth about \$500 billion in the US annually.

er survey of over 6000 people.

rent strategies online ride sharing systems are employing in order to reach critical m

review of market trends, types of services, their impacts and carsharing operators' str

r demographics, employment history and motivations for partnering with Uber.

sharing and shared parking), and discusses mobility solutions from new and emergir

est to do so within a travel risk management framework

ers, however, book their own travel and likes to be treated like the locals.

platform cooperativism and maximising the beneficial societal effects that can be der

ting bikesharing business models and lessons learned are discussed.

mainstreaming.

s face.

authors looked at the impact of Airbnb's entry into the Texas hotel industry focusing c

r staying in locals' homes across the world. It was this notion that galvanised the earl

ivers and impediments for participation remain unclear. Focusing on peer-to-peer rei

these trends includes "pay as you go retail", aimed at customers accustomed to the

the next 12 months. Cebr states that if barriers were lifted, double digit growth could

r-to-peer lending platforms received from 28 European countries, and captures size,

is operating and participating in it, and looks at how it can be supported and managed while still using traditional models of sales and ownership. The old wisdom that we are wh

in three main ways: technology enables collaborative consumption; technology drive

ns of the 'sharing economy'. It reviews both the rhetorical and controversial debates in information society and EU Digital Agenda policy issues, with a focus on growth, job

ed with the migration into this new way of working.

works. The political economy of the sector is made even more interesting by the fact that EU and national legislation confirms that there are still significant implementation gaps in the economics underlying how these marketplaces operate, and the platforms' approaches to the lack of understanding why people participate in CC. This article investigates people's motivations. Consumers must be protected, and trust must be strengthened in online transaction environments?

transferred directly between renters.

mass.

strategies along with an analysis of vehicle manufacturers entering into the European car

ing providers.

ived from exploiting the data generated in platforms.

on hotel room revenue and market response of hotels. The authors used a difference-in-differences design on an Airbnb user community, and made it feel more like a movement than a marketplace.

ntal services, this paper attempts to shed more light on this question by developing a framework for the sharing economy.

It will be easily achieved. The most significant barriers include lack of flexible short term

transactional volume and growth of the alternative finance markets across Europe.

d.

that we own, may need modifying to consider forms of possession and uses that do not

is offline sharing; and collaborative consumption and the world of tech start-ups have

currently surrounding the topics and the available empirical evidence in order to share  
is and innovation in the Single Market.

that the technology is developing faster than the regulation.

; and areas of poor economic performance. The subsequent examination of areas with  
to addressing consumer protection and other regulatory concerns through trust mechanisms  
motivations to participate in CC.

is. However, a degree of caution should not stop us from embracing the potential sharing

carsharing space.

ex-in-differences empirical strategy that exploits the significant spatiotemporal variation  
be right from the beginning. Through such exponential growth, how do you scale the

a questionnaire on personal motives.

contracts, finding appropriate and flexible space, obstructive business rates and rental

it involve ownership

3 common terminology.

irpen our understanding of relevant policy and regulatory issues.

here it was believed that an economic potential exists highlighted that substantial barriers exist.

aring offers for a new, more efficient and more flexible economy.

on in the patterns of Airbnb adoption across city-level markets.

'secret sauce' to build not just a new kind of hospitality experience for hosts and guests.

its, and lack of access to technology including waiting over two weeks for fixed-line internet.

riers remain, hindering the achievement of the goals set out in the existing legislative

ists but a revolutionary peer-to-peer hospitality company? This case study looks at th

nternet access.

on.

iat.

<b>Title</b>	<b>Author</b>	<b>Date</b>
<b>Peers Inc</b>	Robin Chase	2015
<b>What's Mine Is Yours: The Rise of Collaborative Consumption</b>	Rachel Botsman	2010
<b>The Connected Company</b>	Dave Gray	2015
<b>The Business of Sharing: Making It Work</b>	Alex Stephan	2015
<b>We-Commerce: How to Create, Control, and Profit from the New Business Model</b>	Billee Howard	2014
<b>The Sharing Economy: The End of Work as We Know It</b>	Arun Sundaram	2016
<b>Shareology: How Sharing is Power</b>	Bryan Kramer	2015
<b>Practicing Law in the Sharing Economy</b>	Jamie Orsi	2015
<b>The Mesh: Why the Future of Business is Collaborative</b>	Lisa Gansky	2016
<b>Future Perfect: The Case for Progress, Not Perfection</b>	Steven Johnson	2016
<b>Share or Die: Voices of the Gig Economy</b>	Malcolm Harris	2012
<b>Creating Sustainable Societies: The Role of the Commons</b>	John Boik	2012
<b>Networked: The New Social Operating System</b>	Lee Rainie and Paul Miller	2012
<b>Owning Our Future: The Emerging Economics of the Commons</b>	Marjorie Kelly	2012
<b>America the Possible: Manifesto for the 21st Century</b>	James Guston	2012
<b>Platform Revolution: How Networked Markets are Transforming the Global Landscape</b>	Geoffrey G. Parker and David J. Van de Hoven	2016
<b>Network Society and Future Scenarios</b>	Vasileios Kostas	2014
<b>Ubernomics: How To Create Economic Value in the Sharing Economy</b>	Barbara Gray	2016
<b>Sharing the Wealth: Understanding the New Economics of the Commons</b>	Gloria Carter	2015
<b>What's yours is mine: Against the Sharing Economy</b>	Tom Lee	2016
<b>Uberworked and Underpaid</b>	Trebor Scholz	2016
<b>The Gig Economy: The Complete Guide to Finding and Making the Most of Your Work</b>	Diane Mulcahy	2016

## Description

This book sets out thinking about the ways in which the economy is being transformed. What's Mine is Yours articulates for the roots of "collaborative consumption," and delves into the future of sharing. A book for collaborative economy companies to help them keep pace with today's collaborative economy. Written by one of the business leaders of the movement, The Business of Sharing is a practical guide to success. A new vision of success and long-term, purposeful profitability in the new global, sharing economy. This book sets out the transition to what the author describes as "crowd-based capitalism." Shareology explores the history, art and science of sharing, and illustrates why sharing is the future. Transactional lawyers are needed, en masse, to aid in an epic reinvention of our economic system. Most businesses follow the same basic formula: create a product or service, sell it, and make a profit. In Future Perfect, technology writer Steven Johnson argues that "peer networks" are the future. A "collection of messages from the front lines," Share or Die gives voice to the young sharing economy. A blueprint for transforming society from the ground up, Creating Sustainable Societies is a guide. A study of our "perpetual connectedness," Networked illustrates, through extensive evidence, how the sharing economy is changing our lives. Our current economic arrangement of maximizing profit for a few while income disparity grows for many is unsustainable. An honest look at the "sea of troubles" that America finds itself in, America the Possible offers a vision. Uber. Airbnb. Amazon. Apple. PayPal. All of these companies disrupted their markets and created new ones. The aim of this book is not to provide yet another critique of capitalism but rather to offer a new vision. Gray makes it clear that all is not as it seems. Just when we think we know the rules of the game, they change. An introduction to the sharing economy. Certain entrepreneurs and companies are starting to change the way we live. What's Yours is Mine isn't just about getting rides from untrained, unlicensed, and uninsured drivers. This book is about the rise of digital labor. Companies like Uber and Amazon Mechanical Turk are creating new jobs. The Gig Economy is your guide to this uncertain but ultimately rewarding world. Success is not just about making money.

d. Chase explains the concept of Peers Inc where this new type of business takes advantage into how technology-based peer communities that transforming the traditional disconnected customers, companies must become a connected company. That means developing an insider's guide to the sharing economy. From the boardroom of Sequoia Capital to the sharing economy - with advice and a reinvented business toolkit to effectively collaborate "collaborism" — a new way of organizing economic activity that may supplant the traditional economy is what gives us a unique competitive advantage as individuals and brands. It is more than an economic system. This reinvention is referred to by many names—the "sharing economy," "collaborism," and "collect money." What Lisa Gansky calls "Mesh" businesses throw this model out the window. The cornerstone of a future where collaboration and civic engagement, not profit, are the guiding principles for people that are working, in a world facing vast economic and environmental issues, is what this book lays out a plan for boosting local economies and engaging citizens in the democratic process. Evidence, that far from isolating us, the new social operating system liberates us from isolation. As city grows wider every day is the root of much injustice and many communities around the world, the third book in Speth's award-winning American Crisis series, is an optimistic look at the future. It is when they launched. Today they are industry leaders. What's the secret to their success? This book contributes to the ongoing dialogue for post-capitalist construction, and to discuss how we can move forward on the road, we find we have hit the age of economic abundance—and surprises await. The book is about taking the principle of sharing the burden to heart by stimulating a growing "sharing economy" of vetted drivers. It examines similar initiatives worldwide. Micro-financing, for example, is a key element of the social Turk promise autonomy, choice, and flexibility. One of network culture's toughest challenges is getting in it starts with shifting gears to recognize that only you control your future.

advantage of the things best accomplished through the users or “peers” and those best  
landscape of business, consumerism, and the way we live.

deeply engaging with workers, partners, and customers, changing how work is done, from  
to 10 Downing Street, Stephany meets the power brokers pulling the strings in this new  
e, co-create, and succeed in the collaborative economy landscape, and tips on how to  
corporate-centered model. As peer-to-peer commercial exchange blurs the lines between  
eant for entrepreneurs and marketers who want to make their content more valuable  
y,” “collaborative consumption,” the “grassroots economy”—and involves different work  
ne window. Instead, these companies use social media, wireless networks, and data as  
the centerpiece of human culture. Using the internet as one (though not the only) means  
to create a new economic order with sharing at its core. Edited by Shareable publishing  
atic process, understanding that doing so will enable the scaling up of these models  
restrictive groups and challenges us to develop better networking skills. Doing so, for  
id the world are creating alternative economic models. Reporting from a farmer-own  
look at what America could be. Laying out a plan for a political economy that prioritizes  
ccess? These cutting-edge businesses are built on platforms: two-sided markets that  
another world could be possible. It builds on the idea that peer-to-peer infrastructure  
ait. Gray navigates us through this journey with great insight and acuity, sharing stories  
naring economy" also known as a "mesh economy", "collaborative economy", "collaborative  
, is encroaching on banking but is more like loan-sharking than community funding.  
st critics, Trebor Scholz chronicles the work of workers in the "sharing economy," and

st accomplished through the corporation or “Inc”. Chase shows how the Peers Inc m

ow you measure success, and how performance is rewarded. It requires a new way  
ew economy.

to acquire a new set of skills that will position readers as leaders in the transformed  
tween the personal and the professional, how will the economy, government regulati  
, shareable, and for individuals who want to understand the power of sharing to grow  
ays of meeting people’s needs, participating in production, and transacting with each  
i crunched from every available source to provide people with goods and services at  
odel of decentralized, interconnectedness, he explores how network thinking could b  
her Neal Gorenflo and Shareable contributor Malcolm Harris, the book is a glimpse  
to society as a whole. Through job creation, corporate responsibility, citizen empow  
Rainie and Wellman argue, leads to expanded opportunities for learning, problem so  
ed dairy in Wisconsin, an employee-owned department store in London, a communi  
res people and the planet, Speth argues that a newly-envisioned America is possible  
it are revolutionizing the way we do business. Written by three of the most sought-af  
es are gradually becoming the general conditions of work, economy, and society, cc  
es and case studies about a new breed of “rebel with a cause” companies such as S  
orative consumption" or "peer-to-peer" economy. This economic system is built on t  
Rejigging affordable housing as tourist lodgings encourages “gentrification” – pushir  
d the free labor on sites like Facebook, to take these myths apart.

odel is changing the very nature of capitalism.

/ of thinking about your company: less like a machine to be controlled, and more like

l economy.

ion, what it means to have a job, and our social fabric be affected?

v their personal brand.

1 other. This book illustrates the nine primary areas of work that a sharing lawyer must  
t the exact moment they need them, without the burden and expense of owning them  
ie applied to a variety of institutions including politics, health care and education.

into a re-envisioned, shareable future.

erment, nonprofit funding and more, Boik presents a visionary plan.

lving and personal interactions.

ty-owned wind facility in Massachusetts and more, Kelly explores what makes these  
3.

ter experts on platform businesses, Platform Revolution is the first authoritative, fact  
onsidering peer production as a social advancement within capitalism but with variou  
Starbucks, LinkedIn, Airbnb, and Uber, whose founders relish disruption of the status  
the principle of sharing physical and technological resources amongst a group of pai  
ng long-time residents out of downtown locations and operating unregulated, unlicen

is a complex, dynamic system that can learn and adapt over time.”

ist know, including drafting agreements, structuring entities, employment regulations  
n outright. The Mesh gives companies a better understanding of what customers real

designs work and why they may hold a key to a more just future.

t-based book on platform models. Whether platforms are connecting sellers and buy  
is post-capitalistic aspects in need of protection, enforcement, stimulation and conne  
quo. Taking us through the highlights of her research, Gray reveals her discovery o  
rticipants. The attributes that are shared often include creation and production consu  
sed hotels in “quaint” neighbourhoods by destroying what made them attractive dest

, intellectual property, and much more.  
lly want.

ers, hosts and visitors, or drivers with people who need a ride, the books reveals the  
æction with progressive social movements.

f the next generation of business strategy for companies looking to create economic  
imption and trade. The premise of the sharing economy is that when goods and serv  
inations in the first place.

explain what, how, and why of this revolution and provide the first “owner’s manual” for creating abundance and rise above the competition. No secrets of any kind are shared.

ating a successful platform business.

Country	Area
Canada	Taxation
China	City government
China	City government
Denmark	Central Government
Dubai	Accommodation
Estonia	Taxation
France	Taxation
France	Reducing burdens
Italy	Status
Netherlands	Reducing burdens
Netherlands	Local government
Netherlands	Car sharing
Netherlands	Local government

Seoul	Education
Seoul	Reducing burdens and education
Seoul	City government
Seoul Seoul	Local government Unlocking data
Seoul	Financing
Seoul	Local government
Seoul	Accommodation
Seoul	Education
UK	Guidance for local authorities
UK	Taxation
UK	Taxation
UK	Financing
UK	Verification
UK	Insurance

UK	Central Government
UK	Central Government
UK	Local pilots
UK	Local pilots
UK	Research
UK	Local pilots
UK	Administrative burdens
US	Taxation
US	Transport/local government
US	Local government

**Best practice/issue**

Authorities in Canada and US have signed tax remittances with Airbnb, further providing a strong signal of legitimacy.

the Chinese government has recently declared the sharing economy a national priority in its 5 year plan. This means that the sector will enjoy government funding, research and other support. They have also established a national Sharing Economy Commission. The Chinese government has projected that it anticipates that the sharing economy will contribute to 10% of its GDP by 2020.

The 'Commission on the Sharing Economy in China' was launched by the Chinese government and includes taxi and transportation app Didi Kuaidi as one of its co-founders, as well as internet giant Tencent, tech manufacturer Lenovo and Linked In China

Danish business authority have developed an integrated strategy which they launched to support broader engagement by governments in support the collaborative economy.

In Dubai, for example, the Tourist Authority has signed an MOU with Airbnb with the goal of diversifying accommodation options, enhancing customer experience and being able to regulate in a new way - thereby tapping into new tourist channels.

With Estonia set to become the first country in Europe to fully legalize ride-sharing companies like Uber, authorities are linking up Uber drivers digitally to the tax office in a move that may set a precedent for regulating the new sharing economy.

Finance Minister has developed education materials which walks through taxation around homesharing.

The French government introduced measures aimed at reducing the taxes and financial costs of running being self-employed or running a small business in France. It is not a legal form (the legal status is still that of the entreprise individuelle), but a simplified reporting system and payment of contributions and social charges by a proportion of turnover, according to the principle of "no turnover, no dues".

The Italian Parliament has recently passed the first national 'sharing economy law' which includes amongst other provisions a universal tax platform tax incentive: a reduced rate of 10% tax on the first 10,000 euros income and a registry for collaborative economy companies.

Industry of Economic Affairs has also opened up 'The Right to Challenge' - this is where entrepreneurs are encouraged to share challenges and identify barriers to growth; and policymakers work to remove this obstacles.

Amsterdam Economic Board - supported by range of stakeholders (30 startups, banks, insurers) has committed to improving the city through supporting collaborative economy services and formulating answers to issues being faced by the collaborative economy.

Green Deal - with governments promoting innovation in car sharing collaboration. It is an agreement between a broad coalition of 30 providers of car sharing, leasing companies, insurance companies, municipalities, businesses, interest groups as well as the national government, to join forces with the aim to expand the car sharing concept and implementation.

The city council of Amsterdam has developed a Sharing City Plan focused on monitoring and seizing opportunities for platforms to be integrated into the city. Sharing city initiatives flow through all government silos and there is strong focus from policymakers on how sharing economy platforms can help meet future service demands of the population.

In Seoul, the collaborative economy is part of the school curriculum, providing an important signal to citizens of the role of the sector. The city has built a 'share hub' public information portal to make it easy for people to understand what is available and what is possible.

Seoul is ShareHub, an online platform that connects users with sharing services, educates and informs the public about sharing initiatives, and serves as the online hub for the Sharing City, Seoul project. Now a year and a half into its existence, ShareHub, which is powered by Creative Commons Korea (CC Korea), has served 1.4 million visitors since launching, hosts more than 350 articles about sharing, and has played a key role in promoting sharing policies and projects.

The city government has officially embraced the sharing economy by designating Seoul a Sharing City and is working in partnership with NGOs and private companies to make sharing an integral part of Seoul's economy.

The Seoul Metropolitan Government, for example, has 57 collaborative economy initiatives focused on community benefit. For example, the City Government has built a platform for government spaces to be used collaboratively and over 200,000 groups have used this in less than a year. Seoul's Transportation Plan for 2030 envisions the elimination of private car ownership, so any car will be shared and not owned.

1,300 data sets have been released to the public for use in business or civil society.

461 million won (\$450,000) has been invested in 27 sharing organizations or businesses. Among these are platforms that facilitate Airbnb-style homesharing, children's clothing exchanges, parking space sharing, and goods sharing. These projects resulted in 359 shared parking lots; a 68% increase in homestays; and a doubling of the amount of children's clothing shared from 18,000 to 40,000 items.

Since the launch of the Sharing City, 779 public buildings have been opened to the public during idle hours for events, meetings, and more. These buildings have been utilized over 22,000 times by Seoul citizens.

To address the housing crisis and reduce the social isolation of seniors, a program was created to match young people with idle rooms in seniors' houses. There have been 28 matches to date.

To encourage entrepreneurialism, officials launched a program to help entrepreneurs understand the sharing economy and support them in creating sharing businesses.

Encouraging local authorities to apply discounted rates to those wanting to use shared community workspaces. Action at local level to unblock bottlenecks - Eric Pickles, then Communities Secretary, issued guidance to local councils to enable driveway sharing by residents, through platforms such as JustPark. Successful car sharing schemes in a number of London boroughs where all stakeholders have worked together to promote their take up and reduce congestion from local roads.

From April 2017, individuals with property or trading income won't need to declare or pay tax on the first £1,000 they earn from each source per year. (Spring 2015 Budget)

From April 2017, there will be an additional £1,000 tax exemption for accommodation sharing

Introduction of P2P ISA wrapper, Requirements for UK banks that decline loan requests from small and medium sized enterprises (SMEs) to refer those customers on to alternative sources

Series of government funded projects, working with reputation and identity services to digitise verification of users

Work of the insurance association, BIBA, to release an insurance guide for the sector to help insurers develop sharing economy specific insurance packages and provide advice on sharing economy business models - at least ten brokers have already signed up.

Encouraging use of the sharing economy in Government departments, encouraging local authorities to apply discounted rates to those wanting to use shared community workspaces

Government has set up an Emerging Industry Action Group; which focuses on the sharing economy, which will see Government departments work with Sharing Economy UK and removing regulatory obstacles.

Encouraging use of the sharing economy in Government departments (Spring 2015 Budget)

In Leeds, a government funded experiment with local car clubs and bike-sharing available on a transport app, alongside buses, trains and taxis.

In Manchester, sharing economy services will be applied to health and social care, developing community assets, then utilising technology to better connect residents to these services via community hubs.

In response to user demand, the Office for National Statistics (ONS) has undertaken a feasibility study to provide initial recommendations on how the UK sharing economy could be measured by official statistics. Local authorities are also exploring a council-run platform to allow residents to share equipment, like vans or lawnmowers, and skills - eg: Wigan Council.

Spring Budget 2015 - Making it easier for people to share homes and spare rooms through platforms such as Airbnb, Love Home Swap and onefinestay.

Internal Revenue Service (IRS) has launched a Sharing Economy Tax Centre to help people meet their tax reporting responsibilities, and also offering tips and resources

Portland City US - For four months restrictions on taxi companies and platforms were removed, allowing them to operate freely. Based on this policy was formulated based on performance. Once restrictions were lifted, conditions were set to meet public policy needs, for example, around hours of service, serving neighbourhoods equally, disability access. Traditional services and platforms collaborated and were harnessed to meet public service demand; and consumer responses to services also improved.

Portland, Dallas, Los Angeles and a range of other cities have integrated ride sharing data into public transport interfaces. When a person needs to travel, ride sharing shows up in the same way as public transport. This allows city level government to understand movement within cities, build better transport policy and alleviate demand on existing transport systems.

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