



open DOORS - Designing a network of cOOperating cReative communities for developing a Sharing economy

Interreg MED Programme

Priority Axis 1: Promoting Mediterranean innovation capacities to develop smart and sustainable growth

Specific objective: 1.1 To increase transnational activity of innovative clusters and networks of key sectors of the MED area

Study Methodology Guide

Study Methodology

Some conceptual notes

Deliverable	3.1.1
Work package No. and Title	WP3 Studying
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Title and number of connected deliverables	
Explain Deliverable Dependency/ Connection	
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Reference of the document and the link (if available)	



Project co-financed by the European
Regional Development Fund

PART I. Contents and definition

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

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

COLLABORATIVE
ECONOMY



Collaborative
economy
factsheet



- Values:** European citizens wish to exchange services and products, not only maximizing economic utility, but also social, expressive, communicative, identity and belonging impacts (more sophisticated concept of utility). [Is sharing economy fairer, lower-carbon, more transparent, participatory and socially & culturally connected? Do we also need a critical approach?.... Is this a new trend or wishful thinking?
- Technology:** A large part of concert and success experiences in sharing economy is based on technological platforms. Technological progress allows the business model to spread to more markets and become more convenient and flexible
- Market context:** Exchanges are not carried out under 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 boost reputation and trust. (uncertainty regarding rights and obligations)
- New business models:** Service providers (could be private individuals on an occasional basis)- collaborative platforms as interface- users of this services- End users are more involved in the production process of the service
- Socioeconomic impacts and effects:** Effects on growth capacity, productivity, impact on existing economic activities (substitution effect), effects on taxes; Different generational adoptions; Implications in terms of labour definitions, salary, weakening status of workers; Impact on social interaction, participation, sociability, equality and inclusion.

- FAKE?
- ANOTHER RESOURCE FOR LOCAL/TERRITORIAL DEVELOPMENT?
- A SPECIAL/ DIFFERENTIATED COMPETITIVE RESOURCE FOR EUROPEAN/MED REGIONS?
- NEW ECONOMIC PARADIGM?
- 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, it would be more useful for our purposes to create a mixed concept that falls 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.** Scale 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 by Nesta, the EU Parliament...))
- c) **Territorial implications.** Links between sharing/collaborative economy and the territorial dimension. Global and local questions; territorial framework to analyse SE/CE. Mapping the S/C Economy (Database)? Specificities from the MED area?
- d) **Social implications.** Changes in values needed/occurred. Impacts on social interaction, equality and inclusion
- e) **Policy challenges.** Market regulation. Innovation policies. Cultural policies

Probably, it would be more useful for our purposes to create a mixed concept that falls between SE and CE

SHARING
ECONOMY

COLLABORATIVE
ECONOMY

Research questions and methodologies

II. SWOT ANALYSIS

MET.: QUASI-DELPHI METHODOLOGY THROUGH ONLINE SEMI-CLOSED QUESTIONNAIRES.
30/50 EXPERTS LINKED WITH/CONNECTED BY THE PARTNERS (INSTITUTIONAL, SCIENTIFIC, PROFESSIONALS, INNOVATORS, ENTREPRENEURS)

Strengths: What advantages do MED regions have when it comes to using the S/C economy as a development driver? What do MED regions do 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 MED regions improve to foster the development of the S/C economy? What should they avoid? What perceptions do experts have regarding the weaknesses of the S/C economy? What factors could hinder the growth of the S/C economy?

Opportunities: Which institutional trends/behaviours, technologies, social patterns, population profiles, lifestyles and local dynamics are perceived as drivers for the growth of the S/C economy?

Threats: What obstacles will MED regions have to surmount to develop the S/C economy? What are other competitor regions doing? Is globalization threatening the position of MED regions? Do MED regions have some differentiated structural problems that inhibit the growth of the S/C economy?

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

DELIVERABLE: 30/60-PAGE REPORT ON RESULTS

III. NEEDS ANALYSIS

Step 1

IDENTIFICATION OF:

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

methodologies

STATE
OF THE
ART

+

SWOT
ANALYSIS

+

WORKSHOP: SCIENTIFIC COMMITTEE &
INSTITUTIONAL COMMITTEE

+

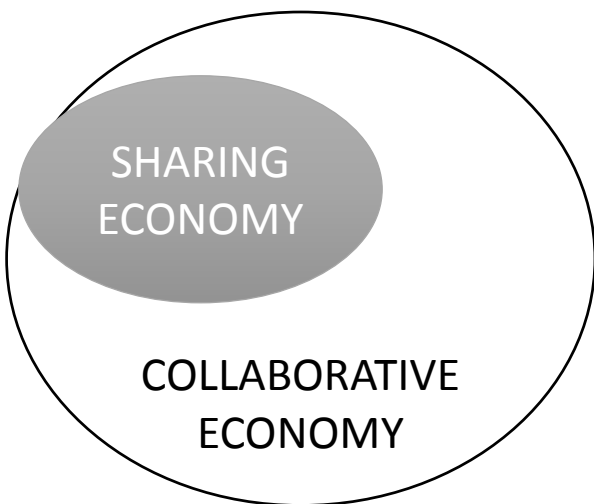
FOCUS GROUPS WITH S/C AGENTS

**DELIVERABLE: DETAILED CATALOGUE OF
POTENTIAL NEEDED PRODUCTS AND SERVICES**

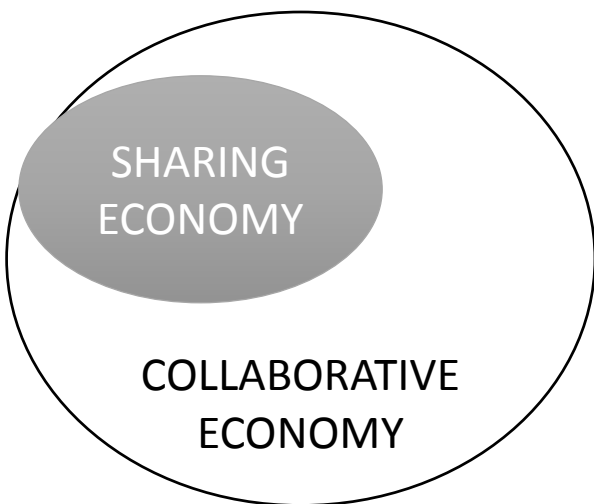
Step 2

IDENTIFICATION OF:

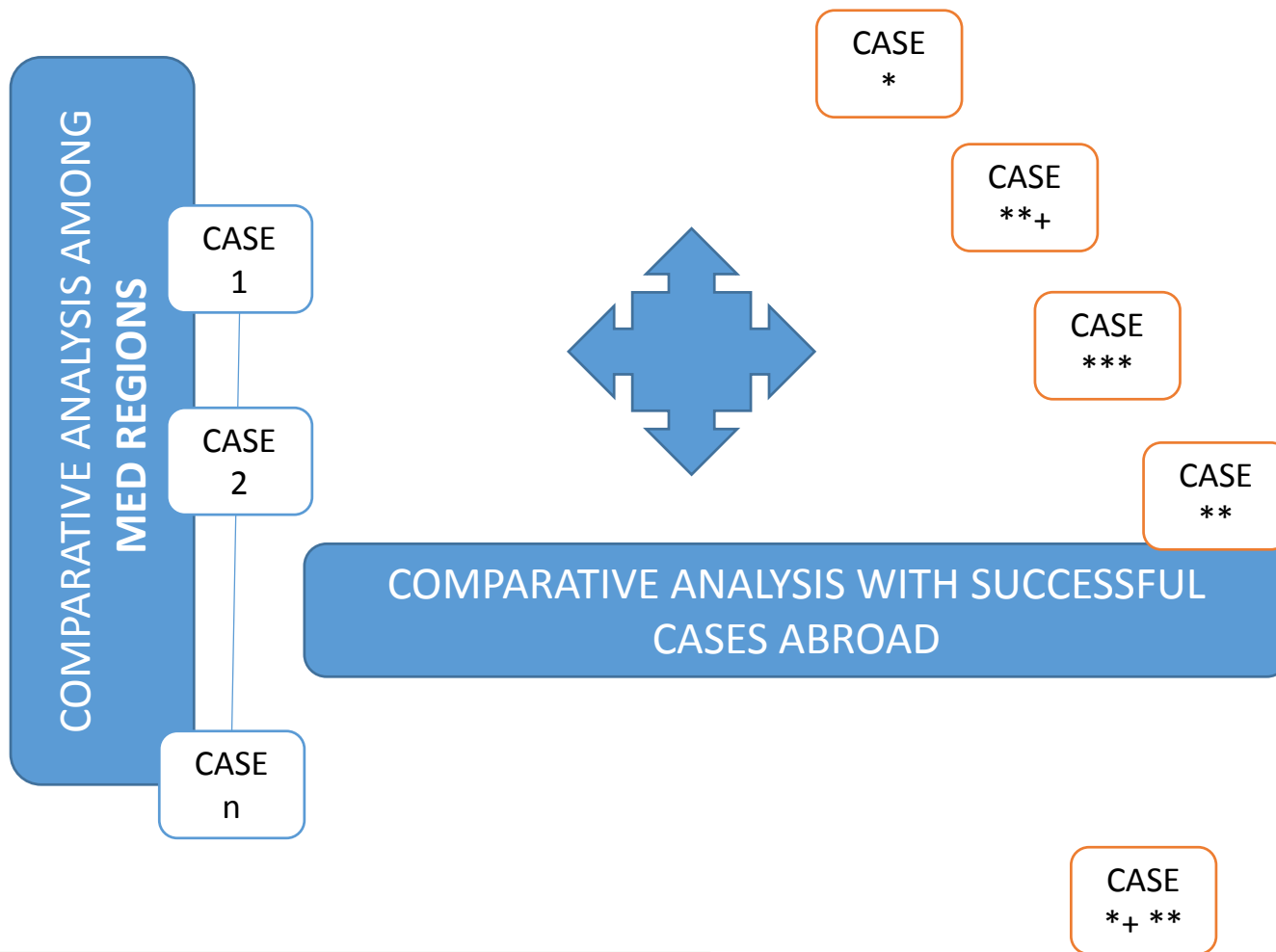
products & services that could solve
identified needs



IV. COMPARATIVE ANALYSIS & BENCHMARKING

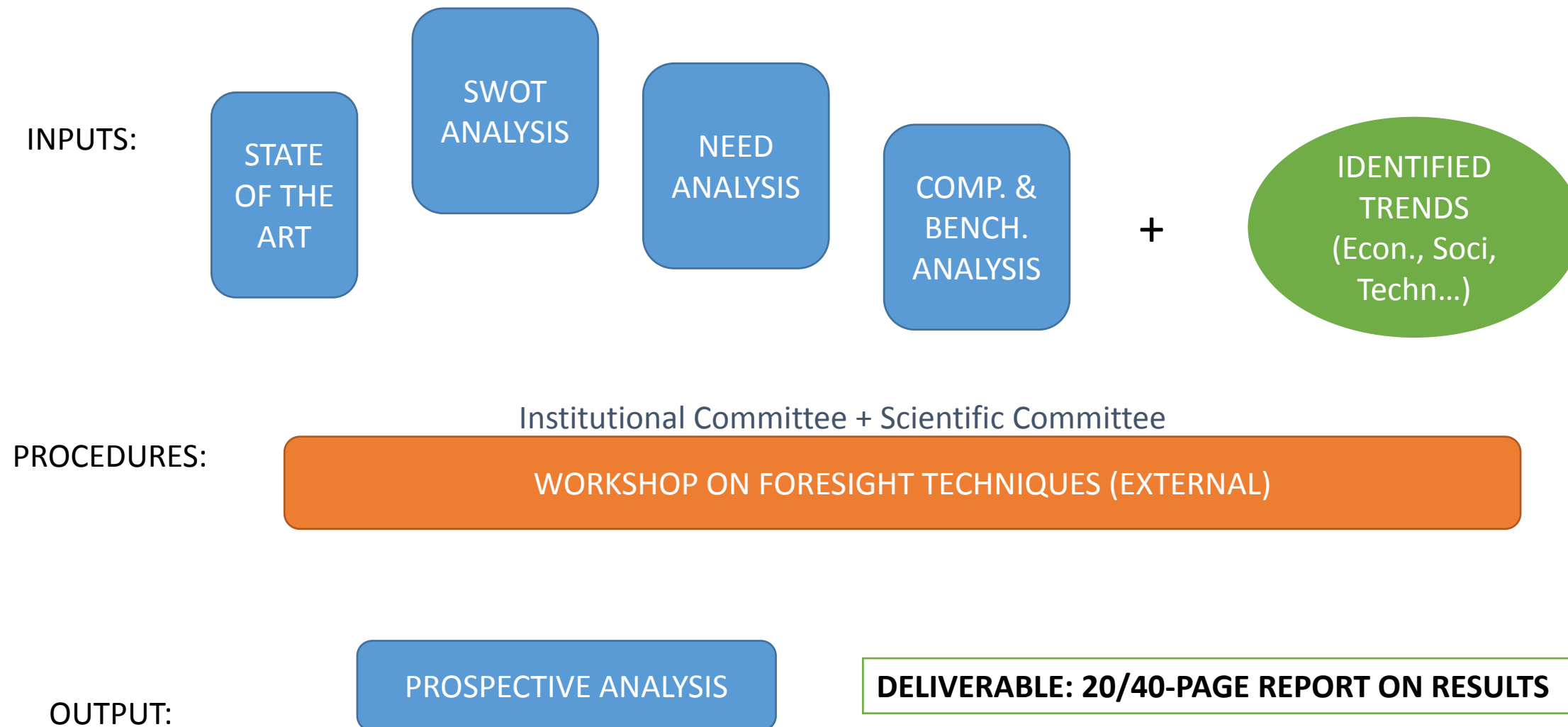


1. IDENTIFICATION OF CASES (SELECTION CRITERIA)
2. IDENTIFICATION OF PARAMETERS FOR COMPARISON

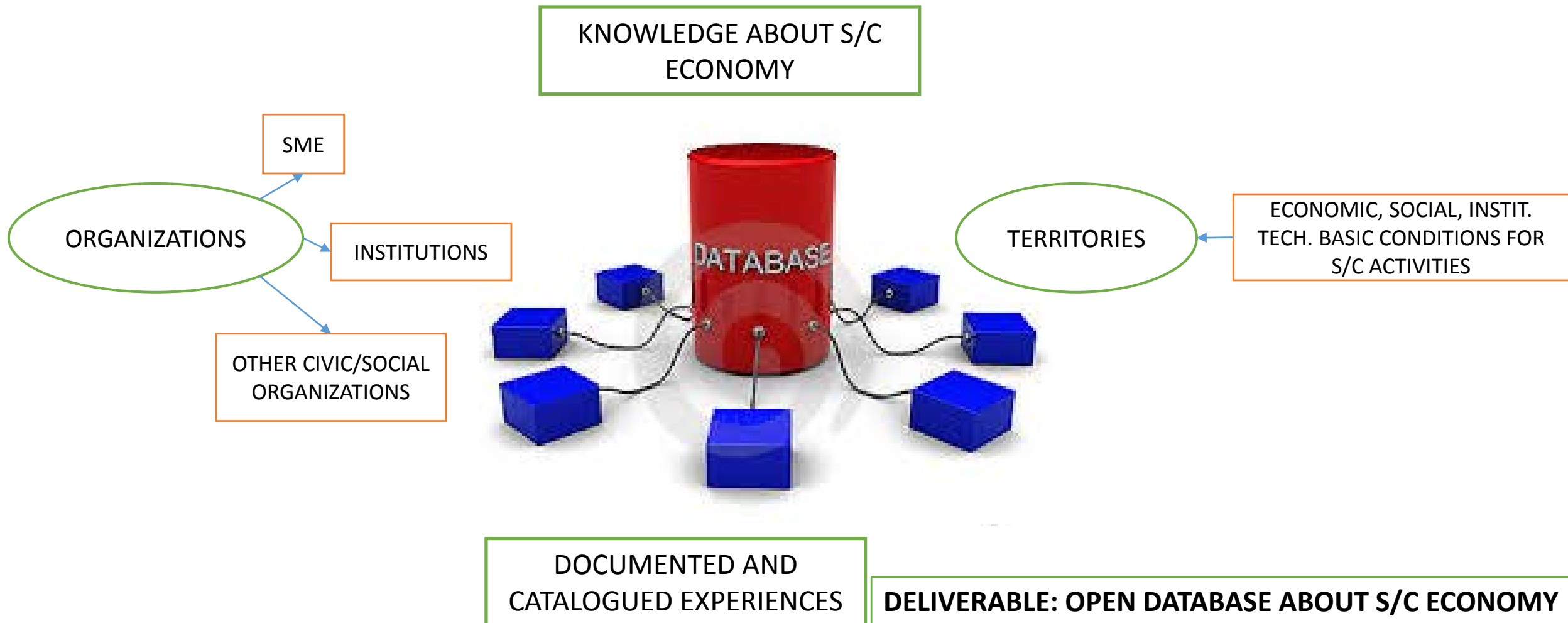


DELIVERABLE: 60/100-PAGE REPORT ON RESULTS

V. PROSPECTIVE ANALYSIS.

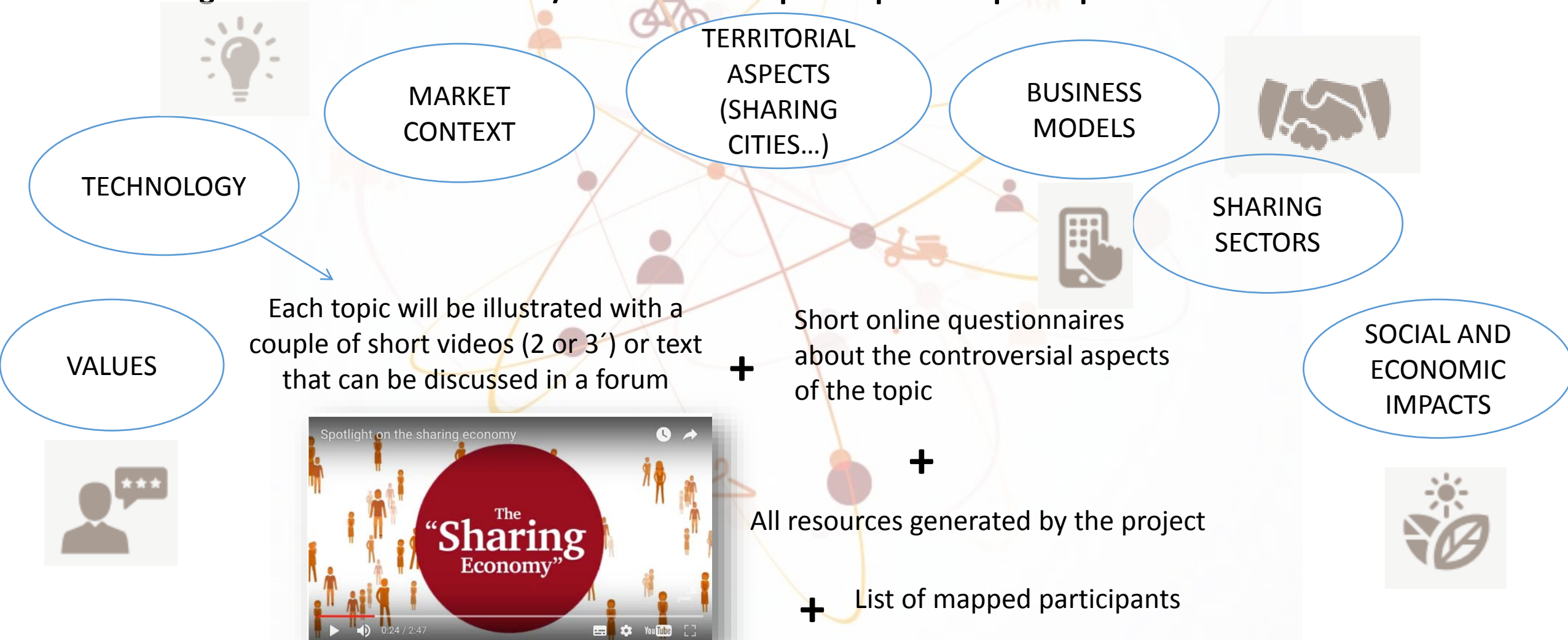


VI. DATABASE



VII. Proposal for the Forum

Organized around attractive /controversial topics to provoke participation



VII. Proposal for the Forum

The website will be in English with an automatic translation feature

The content of the site could be organized around two concepts: Discuss & Learn.

"Learn" as a tool to gain knowledge and resources through videos and uploaded documents.

"Discuss" as a place to exchange ideas among community users.

Each of the seven themes or "topics" is thus divided into three parts:

- Videos to learn about the subject.

- Resources to learn more and have arguments to participate in the debate.

- A space for debate inspired by Reddit, StackExchange and similar platforms.

In this area, users suggest ideas or make comments. The community can comment and answer to them. The community also could vote for the most interesting or penalize those that have no interest or are inappropriate/irrelevant to the discussion.

Thus we could highlight conversations or proposals made on the issues that generate more interest among users.

VII. Proposal for the Forum.

To facilitate understanding of our proposal, we elaborated a draft of what could be the page of a topic

Sharing Economy Forum

About Topics Resources Participants

Sing up or Log in

Featured topic

LEARN MORE +

Learn

Values

Technology

Market context

Territorial aspects

Business models

Browse all topics

Discuss

85 votes

Featured idea or comment from user on the forum by username on Technology

42 votes

Featured idea or comment from user on the forum by username on Territorial aspects

21 votes

Featured idea or comment from user on the forum by username on Business models

18 votes

Featured idea or comment from user on the forum by username on Technology

Sharing Economy Forum

About Topics Resources Participants

Sing up or Log in

Technology

05:00

Video being watched's name or description

04:30

Another video available about the current topic

Have your say

Answer our questionnaire and help us to know better your thoughts on this topic.

Let's start

Resources to discuss

Name of the resource

Name of the resource

Name of the resource

Name of the resource

Browse ideas

85 votes

Featured idea or comment from user on the forum by username | 20 comments

12 votes

Idea or comment from user on the forum by username | 20 comments

6 votes

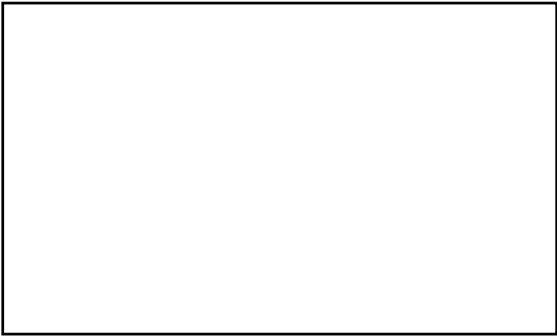
Idea or comment from user on the forum by username | 20 comments

2 votes

Idea or comment from user on the forum by username | 20 comments

VIII. A consensual definition of sharing and collaborative economy

For this project, we have established that in order to be considered part of the collaborative and sharing economy, exchange processes need to meet **at least 5 of the following 7 key criteria**

- 
- A large, empty rectangular box with a thin black border, positioned to the left of the list of criteria.
1. The participants in the sharing process have a certain awareness of belonging to a **new way of doing things** that has innovation at the core.
 2. The exchanges are mediated by a technical interface (Internet)
 3. Peer to peer exchanges take place in a more or less **decentralized** way.
 4. Re-use of or **idle assets** or resources that are **not usually considered as resources** in the traditional economic view
 5. There is a **set of values** behind the exchanges
 6. The activities involved contribute to the **building of social capital**
 7. Rules are set less through coercive agreements and more through mechanisms of **trust and reputation**

VIII. A consensual definition of sharing and collaborative economy

For this project, we have established that in order to be considered part of the collaborative and sharing economy, exchange processes need to meet **at least 5 of the following 7 key criteria**

- The participants in the sharing process have a certain awareness of belonging to a **new way of doing things** that has innovation at the core. For some, owning a car is no longer the symbol of status it once was – membership of a car club means they can still drive when they need to, but don't have to worry about MOTs or finding a parking space. Others are meeting their neighbours for the first time through platforms that help people share their gardening tools in their local areas. And many, particularly young people, are finding that staying with someone in their home is an entirely different way to see a new city. (Woskrow, 2014)
- **Technical Interface through Internet.** Internet has reduced the transaction costs that limited the growth of the collaborative economy. Internet is a space that allows a significant increase in demand and potential supply for the exchange of a particular good or service, granting access to any connected agents. Also, the applications developed reduce the transaction costs of the exchanges (costs of obtaining information on goods or services, negotiation and decision costs, and monitoring and enforcement costs). The sharing economy, through the use of the Internet and real time reputational feedback mechanisms, provides a solution for the asymmetric information problem (Thierer, Koopman, Hobson, & Kuiper, 2015). The phenomenon of the sharing economy thus emerges from a number of technological developments that have simplified sharing of both physical and nonphysical goods and services through the availability of various information systems on the Internet (Hamari, Sjöklint, & Ukkonen, 2016) and usually digital platforms can generate strong network effects: the value of a platform and the number of transactions increases more than proportionally with the number of participants. The higher the number of participants already on the platform, the more others will want to join because it increases consumer choice and boosts markets for service suppliers (Codagnone & Martens, 2016).
- **Exchanges occur in a more or less decentralized way.** In the collaborative and sharing economy, the relations between supply and demand are horizontal and mediation is in many cases limited to simply being a mediation interface that assumes no risk on the exchange nor does it take advantage of any informational asymmetry or take advantage of any monopoly position. The term peer-to-peer is commonly associated with file sharing. However, it also refers to the larger phenomenon of collaborative activities between users online, such as consumer-to-consumer exchanges in which content generation is highly distributed and decentralized as a result of the organic growth and strong user self-organization. Moreover, an essential aspect of this type of platforms is the focus on collaboration (Hamari et al., 2016).
- **Implies the re-use of or idle assets** or resources that are not usually considered as resources. This concept links with the concept of circular economy, a regenerative model based on feedback-rich flows allied to new circular economy business models. The economic advantage lies in designing out waste, enabling access over ownership, using materials in cascading systems and radical resource productivity with the prospect of rebuilding capital and resilience. The use of the sharing economy always impacts on the sustainability of the economic model.

VIII. A consensual definition of sharing and collaborative economy

For this project, we have established that in order to be considered part of the collaborative and sharing economy, exchange processes need to meet **at least 5 of the following 7 key criteria**

- **Values framework.** In a way, the cases and experiences of the sharing economy are embedded in “other values”. The ‘sharing’ discourse and movement emerged as a form of social utopianism out of the broader narrative on the wisdom of the crowds and the creativity of the commons. The final end is not only to maximize individual utility but some kind of social, collaborative, participated, common, global end. This global end goes from sustainable consumption and production to overcoming the philosophy of capitalism as a predatory economic system. Heinrichs (2013) highlights the main aspects of this vision: -the relevance of materialist and post-materialist values related to consumer practices together with a reflection on new results of happiness research in this context;- the influence of environmental and sustainability awareness on consumer habits and practices; -the broader debate on limits to (material) growth and new indicators of wealth and quality of life as the macro-political sibling of sharing economy practices; -the disruptive development of information and communication technologies facilitating the sharing economy; -the role of critical perspectives on capitalism and consumerism; - the anthropological and socio-psychological discourse on *homo economicus* versus *homo collaborans* and the role of trust in human interaction. Other studies add that enjoyment plays an essential role in attitude formation and intentions of use . Some people might take part in CC simply because it is fun and provides a meaningful way to interact with other members of the community.
- The activities involved contribute to the **building of social capital**. The new digital platforms allow the social aspects of the exchange, the communicative dimension of the physical market in the style of the souk or the Mediterranean market, creating a new form of crowd-based capitalism powered by the digital trust grid (Mazzella, Sundararajan, Butt d’Espous, & Möhlmann, 2016). As stated by J. Schor (Schor, 2014), although there are exceptions [...]people share inside their own social networks. Today’s sharing platforms facilitate sharing among people who do not know each other and who do not have friends or connections in common. Stranger sharing entails higher degrees of risk, and many of today’s exchanges are quite intimate—sharing one’s home or car, going into strangers’ homes to do work, or eating food prepared by unknown cooks. The platforms reduce risk by posting information on users via feedback and ratings. This points to a second novel dimension—the use of digital technology to reduce transaction costs, create opportunities in real time and crowdsource information. The uniqueness of this new sharing economy is that it mobilizes technology, markets, and the “wisdom of crowds” to bring strangers together. (Sundararajan, 2013).
- Rules set less through coercive agreements and more through mechanisms of **trust and reputation**. In “traditional” (B2C) e-commerce, trust can be understood as a willingness to depend on an online vendor, but the picture of C2C markets is more complex. Sharing Economy users engage in interactions with multiple parties, usually the platform operator and another private individual. Consequently, both the vendor’s and the customer’s roles are taken by private individuals, sharing a ride, renting out a car, apartment, or other equipment – or seeking to rent it. The platform, however, acts as a broker and mediator between both sides of the market and may also appear trustworthy or not (Hawlitschek, Teubner, & Weinhardt, 2016).

VIII.A consensual definition for sharing and collaborative economy.

References

- Codagnone, C., & Martens, B. (2016). *Scoping the Sharing Economy: Origins, Definitions, Impact and Regulatory Issues* (No. JRC100369).
- Hamari, J., Sjöklint, M., & Ukkonen, A. (2016). The sharing economy: Why people participate in collaborative consumption. *Journal of the Association for Information Science and Technology*, 67(9), 2047–2059. <http://doi.org/10.1002/asi.23552>
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- Thierer, A. D., Koopman, C., Hobson, A., & Kuiper, C. (2015). How the Internet, the Sharing Economy, and Reputational Feedback Mechanisms Solve the “Lemons Problem.” *University of Miami Law Review*, 70(3), 50. <http://doi.org/10.2139/ssrn.2610255>
- Wosskow, D. (2014). *Unlocking the sharing economy: An independent review*. London.

PART II. Timeline and partners' tasks

1. State of the Art. 3.2.1

WHAT

Point 3. Current definition.... + Specific Definition of sharing and collaborative economy

WHO



Basic document (CNR)

Patrizia Grifoni (CNR),
Fernando Ferri (CNR),
Maria Chiara Caschera
(CNR), Alessia
D'Andrea (CNR),
Arianna D'Ulizia (CNR),
Tiziana Guzzo (CNR).

Point 4. Sharing economy and economic implications

We have a 4.1 about business models and sectors.

Probably we need a 4.2 about economic implications in a meso approach (which sectors are affected, i.e. tourism) and some reflections on transversal issues like skills, education, demographic gaps(?), and a 4.3 about macroeconomic implications in innovation, growth and productivity

Point 5. Sharing economy and technological implications. To complete the online resources in Spain, Croatia & Slovenia

Point 6. Sharing economy and territorial implications

Links between sharing/collaborative and territorial dimensions. Global and local questions, the territorial framework to analyse SE/CE. Mapping the S/C Economy (Database)? Specificities from MED area?

Point 7. Sharing economy and Social implications

Changes in values needed/occurred. Impacts on social interaction, equality and inclusion

Point 8. Sharing economy and Challenges for Policies

Regulation of markets. Innovation policies. Cultural policies, Regional Policies (*added*)

Point 9. Law and regulations

Point 10. The current situation in Europe

Point 11. The current situations in Italy, Spain, Croatia and Slovenia

Point 12. Conclusions and discussion

UVAL

UVAL

UVAL

UZAG

UMAR

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UVAL

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CNR

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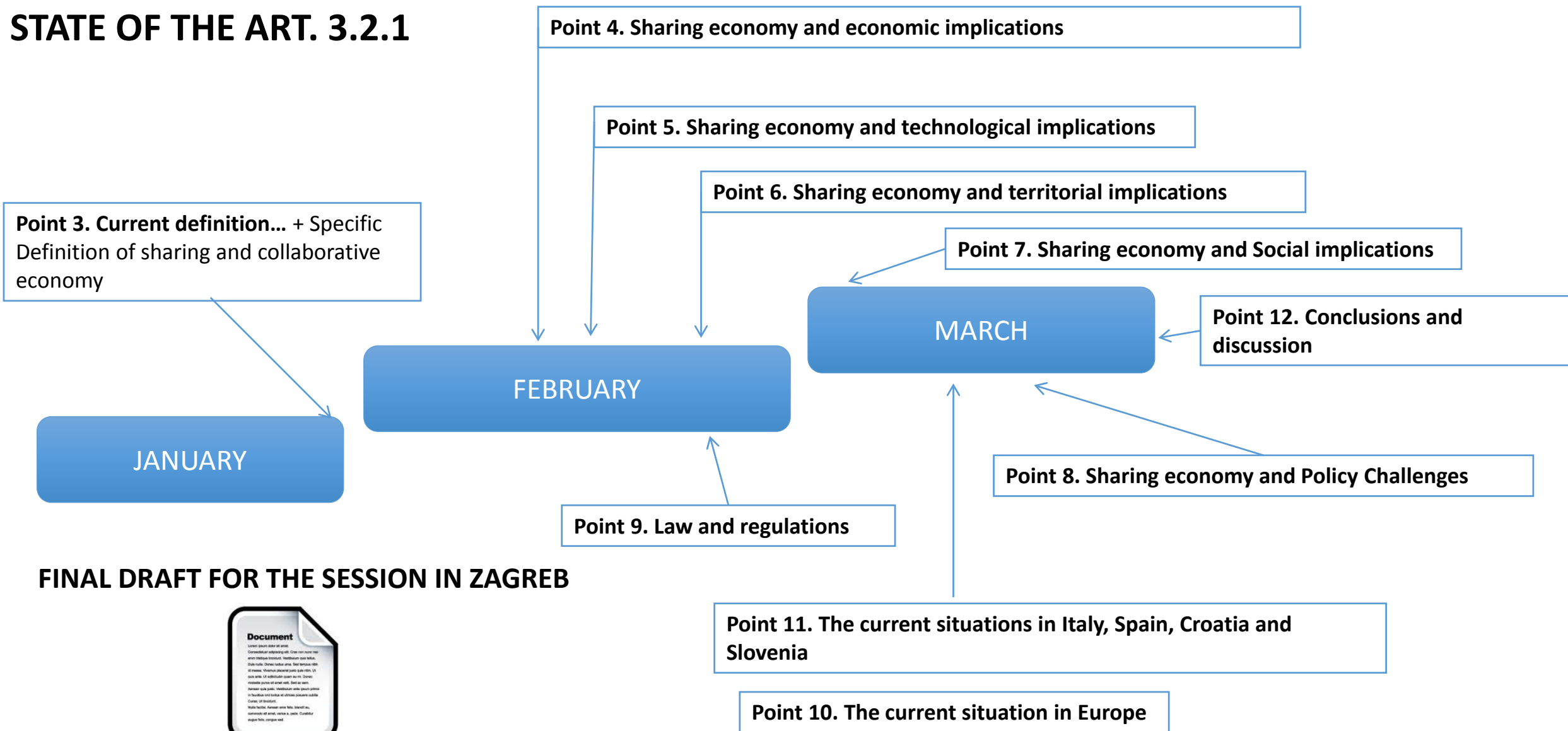
UZAG

UMAR

CNR

UVAL

STATE OF THE ART. 3.2.1



SWOT ANALISYS. 3.2.2

WHEN

INSPIRED/GUIDED BY THE CONTENTS
OF THE STATE OF THE ART REPORT

3.2.1



3.2.2



FEBRUARY

MARCH

APRIL

PREPARATION OF THE ONLINE
QUESTIONNAIRE

UZAG

UVAL

SUPPORT

CNR

UMAR

Pilot test with Croatian agents

QA In Zagreb Meeting

First contact with
territorial stakeholders

SPAIN
ITALY
SLOVENIA

UVAL

CNR

UMAR

RESULTS

UZAG

30/60-PAGE REPORT ON
RESULTS

NEED ANALYSIS. 3.2.3



3.2.1

To check initial hypotheses

APRIL

Preparation (deskwork)

UMAR

IDENTIFICATION OF:

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



3.2.2

Consultation process
(meetings with stakeholders, one per region)

MAY

SPAIN
ITALY
SLOVENIA
CROATIA

UVAL

CNR

UMAR

UZAG

JUNE

3.2.3



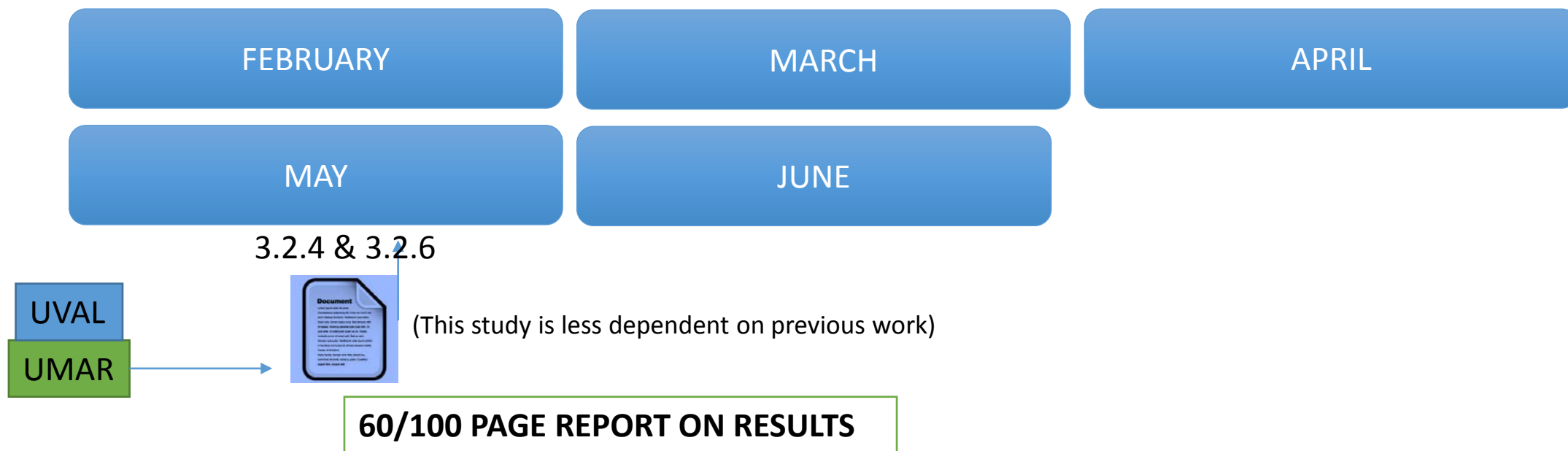
UMAR

**DELIVERABLE: DETAILED
CATALOGUE OF POTENTIAL
NEEDED PRODUCTS AND
SERVICES**

WHEN

COMPARATIVE ANALYSIS AND BENCHMARKING. 3.2.4 & 3.2.6

“Compare different situations in the regions involved and highlight the differences and similarities with other regions where the development of the S/C is advanced and its impacts are remarkable”





Project co-financed by the European
Regional Development Fund

Annex. 56 main selected references and platforms

Selected and extracted from Codogne, C., Biagi, F., Abadie, F (2016): “The passions and the Interestys: Unpacking the Sharing Economy”. Institute for Prospective Technological Studies, JRC Science of Policy Report. EUR 27914
Doi:10.2791/474555

Source	Source type/Domain/ topic	Contribution type / method & source	Main points/findings
1.(Agyeman, et al., 2013)	<ul style="list-style-type: none"> • Report • Sharing economy & cities (general) • Regulation to maximise benefits 	<ul style="list-style-type: none"> • Prescriptive essay • Secondary sources plus short examples 	If well steered and regulated at city level the 'sharing economy' can produce economic, social, and environmental benefits to cities as reinvigorated polis, through increased social participation and sense of community
2.(Allen & Berg, 2014)	<ul style="list-style-type: none"> • Report • Sharing economy in general • Critique of regulation 	<ul style="list-style-type: none"> • Regulatory essay; • Secondary sources 	The authors propose a new approach to bottom- up self-regulation. Various forms of licensing should be reduced to allow private certification schemes and reputation mechanisms to evolve; avoid regulations making it difficult for start-ups to compete for labour (contractors should not be turned into employees)
3.(Arsel & Dobsha, 2011)	<ul style="list-style-type: none"> • Journal Article • NFP (Freecycle, platform for reuse of goods) • Social capital, community cohesion 	<ul style="list-style-type: none"> • Empirical study • Case study based on blog mining, archival search, and interviews with 22 regular participants of Freecycle. 	The authors find tensions between the goals of the institution (the owners of the Freecycle brand) and its community members (participants in local chapters). The findings contrast with other studies reporting improved community cohesion as a result of such kind of pro-social communitarian activities and sharing.
4.(Balck & Cracau, 2015)	<ul style="list-style-type: none"> • Paper • Various platforms (space rental, car sharing, recirculation of goods) • Motivations 	<ul style="list-style-type: none"> • Empirical study • Survey based on a convenience sample (Pilot N=15; main survey N=105) of German users of different types of platforms 	The most important motivation are lower prices. Other motives include sustainability, preference for access over ownership

Source	Source type/Domain/ topic	Contribution type / method & source	Main points/findings
5.(Barnes & Mattsson, 2015)	<ul style="list-style-type: none"> Journal article Sharing economy in general Future driver of growth 	<ul style="list-style-type: none"> Empirical study Four stage Delphi with 25 experts 	The driver most cited by experts is the economic one (need to economise in view of crisis), followed by technology and socio- cultural changes. The environmental drivers did not emerge as very important. Socio-cultural attitudes are also cited as inhibitors, together with ongoing political and regulatory controversies.
6. (Baumeister & Wangenheim, 2014)	<ul style="list-style-type: none"> Paper Various platforms (bike and car sharing, books, bags) Motivations / consumers' preferences 	<ul style="list-style-type: none"> Empirical study Online experiment (N=2098, Germany) Respondents were randomly assigned to one of four conditions, which differed in the product category (cars, bicycles, books and handbags). They were instructed about different scenarios with respect to which they had to express their perceptions on access and ownership. 	The main finding is that the attitude towards access is found to be consistently worse than the attitude towards ownership across all product categories. In other and simpler words the respondents expressed preference for ownership across all the four product categories.
7.(Belk, 2014b)	<ul style="list-style-type: none"> Journal Article Sharing Economy in general Definitions / typology 	<ul style="list-style-type: none"> Conceptual and theoretical review; Secondary sources; 	Sharing and collaborative consumption as alternative ways of consuming and as new business paradigms should not be overlooked and few industries will be exempted from potential disruptive change these practices introduce. Sharing makes a great deal of practical and economic sense for the consumer, the environment, and the community

Source	Source type/Domain/ topic	Contribution type / method & source	Main points/findings
8.(Benjaafar et al., 2015)	<ul style="list-style-type: none"> • Paper • Owning and renting • Equilibrium outcomes (ownership, usage levels, consumer surplus, and social welfare) 	<ul style="list-style-type: none"> • Theoretical economic modelling • No empirical sources used, based on key hypotheses from standard economics 	According to this theoretical modelling exercise and its underlying assumptions, consumers always benefit from collaborative consumption. Under the model assumptions a platform is least profitable when the cost of ownership is either very high or very low. The authors also claim that a platform may not have an incentive to completely eliminate moral hazard. This is because the platform can leverage moral hazard to induce desirable ownership levels without resorting to extreme pricing, which can be detrimental to its revenue.
9. (Brinkø <i>et al.</i> , 2015)	<ul style="list-style-type: none"> • Journal Article • Conceptual essay; • Space rental • Typology of access over ownership models 	<ul style="list-style-type: none"> • Conceptual essay • Secondary source 	Typology proposed with the following types: a) sharing a specific facility – a desk or a workspace in a semi-closed community; b) sharing several facilities in an open or semi-closed community; c) sharing physical space in a building or a building in itself in a closed community; d) sharing facilities between users in a network of buildings/organisations in an open, semi-closed or closed community
10.(Buksh & Mouat, 2015)	<ul style="list-style-type: none"> • Journal Article • Sharing of productive assets (work hubs) • Urban work 	<ul style="list-style-type: none"> • Conceptual essay; • Secondary sources; 	The paper re-orientates attention to the networked interplay of agglomeration, collaborative consumption and co-working towards urban revitalisation as part of suburban and regional development policies to strengthen local communities.

Source	Source type/Domain/ topic	Contribution type / method & source	Main points/findings
11 .(Cannon & Chung, 2015)	<ul style="list-style-type: none"> • Report • Sharing Economy in general • Co-regulation approach 	<ul style="list-style-type: none"> • Regulatory essay • Secondary sources 	Sharing platforms do not fit traditional- regulatory approaches and it is in the public interest not to curb such forms of innovation; neither is laissez-faire appropriate because of possible negative externalities on local level public goods. The author propose a framework for co-regulatory scheme that can effectively complement the inherent attributes of the sharing economies to improve effectiveness and the optimal level of protection of public interests over interest groups
12.(Cohen & Muñoz, 2015)	<ul style="list-style-type: none"> • Journal article • Sharing economy and cities • Sustainable consumption and production 	<ul style="list-style-type: none"> • Empirically informed conceptual essay • Mesh database of 9400 sharing initiatives around the globe 	The authors develop an empirically grounded typological mapping of sharing activities with respect to the topic of Sustainable Consumption and Production (SCP) in the context of cities. They identify five groups 18 sharing activities to create a Sharing Cities-SCP
13.(Demailly & Novel, 2014)	<ul style="list-style-type: none"> • Report • Sharing Economy in general (French context) • Sustainability 	<ul style="list-style-type: none"> • Policy analysis • Secondary sources and official statistics for the discussion of sustainability and social impacts 	The authors argue that if sharing models could be operated under the most favourable conditions, savings of up to 7% in the household budget and 20% in terms of waste could be achieved.
14. (Dervojeda, et al., 2013a)	<ul style="list-style-type: none"> • Report • Sharing Economy in general (Europe) • Trends, impacts, drivers and barriers 	<ul style="list-style-type: none"> • Policy Report commissioned by European Commission • Based on a four case studies and interviews focusing on peer-to-peer '<i>sharing economy</i>' examples in Europe 	Trust is a main driver or bottleneck and measures to boost confidence include peer-to-peer rating systems and ID checks. Policy makers could provide valuable contributions in the form of minimum quality and safety requirements.

Source	Source type/Domain/ topic	Contribution type / method & source	Main points/findings
15.(Dervojeda et al., 2013b)	<ul style="list-style-type: none"> • Report • Sharing of productive assets • Trends, impacts, drivers and barriers 	<ul style="list-style-type: none"> • Policy Report commissioned by European Commission Report • Based on a few case studies and interviews focusing on sharing productive facilities examples in Europe 	The obstacles include: the resistance to change by organisations considering the implementation of mobility measures; the lack of skills of middle management to manage more flexible employees; and the (perceived) cost associated with implementing more mobility into work processes. In contrast, the drivers are employee's perceptions of flexibility, productivity and reduced commuting and the reduction of operational costs for businesses.
16.(Dredge & Gyimóthy, 2015)	<ul style="list-style-type: none"> • Journal article • Sharing economy in general • Discourses on effects on tourism 	<ul style="list-style-type: none"> • Critical review essay • Secondary sources 	Critical exploration and assessment of the sharing economy and its implication for the tourist industry. Five claims made by the supporters of the sharing economy are critically appraised.
17.(Dubois, et al., 2014)	<ul style="list-style-type: none"> • Book chapter • NFP (Exchange of services, Time Bank) • Motivation to participate 	<ul style="list-style-type: none"> • Empirical study • In depth qualitative case study of one Time Bank 	Anti-capitalist sentiments, discontent with consumption, and an ideology of sustainability emerged as strong motivations for participation. On the other hand, the authors also find that high cultural capital and distinction (in the sense specified by Bourdieu) matter and create contradictions forms of social differentiation between members with high and low cultural capital.
18.(Edelman & Geradin, 2015)	<ul style="list-style-type: none"> • Paper • Sharing economy in general • Platforms efficiencies and scope for intervention 	<ul style="list-style-type: none"> • Regulatory essay • Secondary sources 	After reviewing the potential efficiency gains that sharing platforms can produce, the authros discuss the issue of regulation and propose that: a) regulatory restrictions should be avoided; but b) certain evident market failures should be corrected with smart regulatory interventions

Source	Source type/Domain/ topic	Contribution type / method & source	Main points/findings
19.(Einav, et al., 2015)	<ul style="list-style-type: none"> • Paper • Uber, Airbnb, TaskRabbit (peer-to-peer markets) • Two-sided market functioning and implication for regulation 	<ul style="list-style-type: none"> • Conceptual and theoretical essay • Formalised economic theory informed by data from empirical economic studies 	According to the authors matching algorithms, pricing, and reputation systems are the main features making such platforms successful or not. A simple model of how these markets enable entry by small or flexible suppliers, and the resulting impact on existing firms is developed and used to consider when and how such platforms should be regulated. The economic arguments for different approaches to licensing and certification, data, and employment regulation are discussed.
20.(Fang et al., 2015)	<ul style="list-style-type: none"> • Journal article • Airbnb (space rental) • Spill-over effects on tourism industry employment 	<ul style="list-style-type: none"> • Empirical study • Panel data analysis and extrapolation at macro-economic level of the impact of Airbnb tourism industry employment 	The findings are ambivalent and identify both positive and negative effects without concluding on the net results. Airbnb has positive overspill on tourism but may reduce employment in the low end of the hotel industry as its penetration increases
21. (Farronato & Fradkin, 2015)	<ul style="list-style-type: none"> • Paper • Airbnb (space rental) • Impacts 	<ul style="list-style-type: none"> • Quantitative study • Econometric analysis of data on Airbnb and the hotel industry 	The authors show that Airbnb has two effects: a) market expansion (meeting demands of previously under-served consumers); and b) business stealing (attracting consumers away from conventional suppliers). Hotels and peer-to-peer suppliers differ in their fixed (higher for hotels) and marginal costs (higher for peer-to-peer suppliers). The authors conclude that efficient market structure depends on the level and variability of demand, and quantify the welfare gains from peer-to-peer entry in the accommodation industry.
22. (Fellander <i>et al.</i> , 2015)	<ul style="list-style-type: none"> • Report • Sharing Economy in general (global considerations and analysis of situation in Sweden) • Trends, policy and regulatory implications 	<ul style="list-style-type: none"> • Policy report for Swedish government • Secondary sources and statistics 	The reports review the benefits and the potential risks of the sharing economy and propose a flexible trial and error approach to regulation that would also support innovation and entrepreneurship

Source	Source type/Domain/ topic	Contribution type / method & source	Main points/findings
23.(Foden, 2015)	<ul style="list-style-type: none"> • Journal Article • Sharing Economy in general • Sharing, inclusion/exclusion 	<ul style="list-style-type: none"> • Theoretical essay • Practice theories and secondary sources 	Findings suggest that technologically mediated reuse 'communities' connect some people but exclude others. Eliminating money from the exchange process gives participants access to goods they would otherwise struggle to afford, but at the same time raises questions as to how goods are allocated, potentially privileging other unequally distributed material and cultural resources.
24.(Forno & Garibaldi, 2015)	<ul style="list-style-type: none"> • Journal Article • NFP (Home swapping) • Motivations 	<ul style="list-style-type: none"> • Empirical study • Qualitative analysis (i.e. in depth interviews) of Italian home- swappers. 	The authors analyse and discuss the socio- economic profiles, motivations, and lifestyles of Italian home- swappers. This alternative form of tourism requires trust, open-mindedness, inventiveness, enthusiasm, and flexibility. While the economic aspect is arguably one of the key driving factors when opting for this type of travelling accommodation, it cannot account alone for the current popularity of the social phenomenon.
25. (Hamari, et al., 2015)	<ul style="list-style-type: none"> • Paper • Sharing economy in general plus empirical study of one Finnish platform • Motivations to participate 	<ul style="list-style-type: none"> • Quantitative study; • Survey (N=168) of members of www.sharetribe.com 	Participation is motivated by many factors such as its sustainability, enjoyment of the activity as well as economic gains. It includes also a conceptual discussion of what the sharing economy means.
26. (Heinrichs, 2013)	<ul style="list-style-type: none"> • Journal Article • Sharing Economy in general • Sustainability 	<ul style="list-style-type: none"> • Normative/prescriptive essay (optimistic) • Analysis of the '<i>sharing economy</i>' as a new path for sustainability beyond the hype 	The ' <i>sharing economy</i> ' has the potential to serve as an umbrella concept that may bring together and re-frame older and recent alternative forms of economic activity and their academic conceptualisation. The significant (public) attention, evoked by the ' <i>sharing economy</i> ' over the past two years, indicates the attractiveness of the phenomenon for broader parts of society. The ' <i>sharing economy</i> ' approach might bring together the fragmented landscape of diverse academic perspectives and practices in specific milieu and niches.

Source	Source type/Domain/ topic	Contribution type / method & source	Main points/findings
27.(Hirshon et al., 2015)	<ul style="list-style-type: none"> • Report • Sharing Economy in general in cities • Trends, benefits, drafting regulation 	<ul style="list-style-type: none"> • Policy analysis (stakeholders' consultation) • Interviews with city leaders around the US who were looking for guidance on how to modify or develop new regulations for the sharing economy 	There is no one size fits all approach to regulating the sharing economy. It emerges from interviews with all stakeholders the need to balance issues of innovation, economic development, tourism, equity, access, and safety.
28.(Kuttner, 2013)	<ul style="list-style-type: none"> • Journal Article • Sharing Economy in general • Labour issues / inequality 	<ul style="list-style-type: none"> • Radical critique • Secondary sources 	The author illustrates claims that the ' <i>sharing economy</i> ' cause labour insecurity and the weakening of the broadly defined labour contract. The ' <i>sharing economy</i> ' represents the latest manifestation in the precarisation of work.
29.(Lee, 2015)	<ul style="list-style-type: none"> • Journal Article • Sharing Economy in general • Sharing as marketing instrument 	<ul style="list-style-type: none"> • Normative/prescriptive (critical) essay • Secondary sources 	According to the author, the ' <i>sharing economy</i> ' is just the latest example of insurgent sentiment being used to sell the bona fides of profit-making corporations. In today's post-crash reality, ' <i>sharing economy</i> ' giants like Uber and Airbnb compete to be seen as leading the charge against "Big Taxi" and "Big Hotel."
30.(Martin, 2016)	<ul style="list-style-type: none"> • Journal article • Sharing economy in general • Discourse analysis 	<ul style="list-style-type: none"> • Empirically based discourse analysis • Secondary sources and online ethnography 	Through his discourse analysis the author observe that the sharing economy is framed in contrasting ways from being seen as a pathway to sustainability to being considered a nightmarish form of neoliberalism. The author identifies six different ways in which current discourses frame the sharing economy as: economic opportunity; sustainable consumption; decentralised and more equitable economy; unregulated marketplaces; reinforcing the neoliberal paradigm; incoherent field of innovation.

Source	Source type/Domain/ topic	Contribution type / method & source	Main points/findings
31.(Matzler & Kathan, 2015)	<ul style="list-style-type: none"> Journal Article Sharing Economy in general Strategies and business models 	<ul style="list-style-type: none"> Prescriptive strategic management essay Secondary sources 	According to the authors, while the shift toward more sustainable modes of consumption represents a major threat to established business models and revenue streams, it also offers several potentially profitable paths by which also established companies can benefit.
32.(Miller, 2015)	<ul style="list-style-type: none"> Paper Sharing Economy in general Ad hoc policy regime 	<ul style="list-style-type: none"> Regulatory essay Secondary sources 	The paper presents a normative and prescriptive analysis proposing 10 principles to regulated the ' <i>sharing economy</i> '. The ten principles proposed include among others the following: ' <i>sharing economy</i> ' requires differentiated regulatory regime; need to daylight activities; information based regulation; traditional regulation not appropriate
33.(Neeser, 2015)	<ul style="list-style-type: none"> Paper Airbnb (Rental Space) Effects on hotel business in Nordic countries 	<ul style="list-style-type: none"> Empirical study Quasi-experimental counterfactual analysis of the impact of Airbnb on the hotel industry in Nordic countries 	The paper measures the impact of Airbnb on hotel revenues in Norway, Finland, and Sweden using a difference-in-differences strategy with many time periods and different level of treatment. The data are used to differentiate among Airbnb listings and to identify which type of hotel costumers Airbnb is more likely to attract. The main findings are that: a) Airbnb does not significantly affect hotel's revenue per available room in average; b) it contributes to a reduction in the average price of a room where Airbnb entered the most; c) it is relatively more attractive for foreigners than locals.
34.(OECD, 2015)	<ul style="list-style-type: none"> Report Sharing Economy in general Labour issues 	<ul style="list-style-type: none"> Conceptual essay as background paper prepared for the workshop held in June 2015 on new forms of work in the sharing economy Secondary sources 	It distinguishes three types: P2P selling, P2P sharing, and Crowdsourcing. The effects of these activities on working arrangements and their implications for workers are still poorly understood. Firms can increasingly source inputs of different types all along the value chain.

Source	Source type/Domain/ topic	Contribution type / method & source	Main points/findings
35.(Piscicelli et al., 2015)	<ul style="list-style-type: none"> Journal Article Recirculation of goods Motivation, values, acceptance 	<ul style="list-style-type: none"> Empirical study Mixed qualitative and quantitative study (in depth interviews and survey among users of Ecomodo, a UK-based online marketplace where people can lend and borrow each other's objects, spaces and skills) 	This paper investigates how consumers' values can influence the acceptance, adoption, and diffusion of collaborative consumption. It concludes with a discussion of the role of values in relation to the introduction and scaling up of Product Service Systems (PSSs) that enable collaborative consumption
36.(Probst, et al., 2015a)	<ul style="list-style-type: none"> Report Collaborative production business models Trends, impacts, drivers and barriers 	<ul style="list-style-type: none"> Policy Report commissioned by European Commission Secondary sources and interviews 	The report defines the collaborative production business model, analyses trends, and identifies drivers and obstacles, and presents policy recommendations. The key recommendations are to: support the provision of common physical infrastructures; promote the platforms marketplace; introduce regulatory frameworks to democratising and scaling up the makers collaboration and also to create flexible labour contracts; Assure quality of products and services through government, community and industry standards
37.(Probst, et al., 2015b)	<ul style="list-style-type: none"> Report Crowdsolving business models Trends, impacts, drivers and barriers 	<ul style="list-style-type: none"> Policy Report commissioned by European Commission Secondary sources and interviews 	The report defines the crowdsolving business model, analyses trends, and identifies drivers and obstacles, and presents policy recommendations. The key recommendations are to: support marketing efforts; have governments as first buyer and door opener; raise awareness and educate on Intellectual Property and Taxation issues
38.(Probst, et al., 2015c)	<ul style="list-style-type: none"> Report Freemium business models Trends, impacts, drivers and barriers 	<ul style="list-style-type: none"> Policy Report commissioned by European Commission Secondary sources and interviews 	The key recommendations are to: support in early stages to help companies grow their user base; create community for Freemium companies; devise proper safeguard to protect consumers' from in app purchase abuse.

Source	Source type/Domain/ topic	Contribution type / method & source	Main points/findings
39.(Ranchordas, 2015)	<ul style="list-style-type: none"> • Journal Article • Sharing Economy in general • Regulation of Innovation 	<ul style="list-style-type: none"> • Regulatory essay • Secondary sources 	Regulation and policy review of challenges faced by regulators in dealing with the emergent disputes on 'sharing economy', frames as regulating innovation. Challenging questions included: should the regulation of these platforms be designed to pursue same goals as the regulatory regime of established businesses? How can regulation be technology neutral as to avoid steady need of catching up with innovations. The solution to these problems requires analysing two fields of study, both of which seem to be at an embryonic stage in legal literature: the study of 'sharing economy' practices and the relationship between innovation and law in this area.
40 (Rauch & Schleicher, 2015)	<ul style="list-style-type: none"> • Paper • Sharing Economy in general • Local government 	<ul style="list-style-type: none"> • Regulatory essay • Secondary sources 	Regulation and policy review considering in particular local government options in dealing with the 'sharing economy'. The authors argue that the local governments will adopt some combination of the following policies in addition to insisting on consumer/incumbent protections: (1) subsidize sharing firms to encourage expansion of services that produce public goods, generate substantial consumer surplus and/or minimize the need for excessive regulation of the property market; (2) harness sharing firms as a tool for redistribution; and/or (3) contract with sharing firms to provide traditional local government services.
41.(Richardson, 2015)	<ul style="list-style-type: none"> • Journal article • Sharing economy in general • Rhetoric and discourse 	<ul style="list-style-type: none"> • Empirical analysis • Participant observation at sharing economy festival and discourse analysis of online platform material 	According to the author the discourses and actual practices of the sharing economy have the potential to both shake up and further entrench 'business-as-usual'. The sharing economy does simultaneously two contrasting things: a) it presents a narrative of more socially connect and less isolated activities; but b) it also masks new forms of inequality and polarisations The author, however, concludes that the sharing economy should be used as an opportunity to use the 'digital' transformations of economy as a source of change

Source	Source type/Domain/ topic	Contribution type / method & source	Main points/findings
42.(Sablik, 2014)	<ul style="list-style-type: none"> Journal Article Sharing Economy in general Benefits and costs 	<ul style="list-style-type: none"> Critical review essay Secondary sources 	Critical review essay that contrasts potential economic benefits against risks for consumer safety and potential for consumers' detriments The author concludes by observing that even the most enthusiast supporters of the sharing economy do not claim that it should be unaccountable. Rather they urge regulators to allow firms to experiment and seek solutions to problems after they arise.
43.(Schor, 2014)	<ul style="list-style-type: none"> Report Sharing Economy in general Various topics (typology, impacts, conflicts) 	<ul style="list-style-type: none"> Review essay Secondary sources 	The review shows a polarisation of opinions and analyses. As an alternative the author envisages the possibility that sharing entities become part of a larger movement that seeks to redistribute wealth and foster participation, ecological protection, and social connection.
44. (Schor & Fitzmaurice, 2015)	<ul style="list-style-type: none"> Book chapter Sharing Economy in general Various topics (typology, motivation, impacts, conflicts) 	<ul style="list-style-type: none"> Review essay Secondary sources 	The authors suggest that participation in the ' <i>sharing economy</i> ' is motivated by economic and ecological concerns, as well as a desire to increase social connections. But they question how effective the ' <i>sharing economy</i> ' has been in meeting these goals. They underscore the importance of digital technologies, facilitating the emergence of "circuits of commerce," in overcoming the trust and reputational barriers that once restricted sharing to kin and community.
45.(Schor, et al., 2014)	<ul style="list-style-type: none"> Paper NFP Sharing Class and other forms of inequality 	<ul style="list-style-type: none"> Empirical study Qualitative empirical fieldwork conducted at four NFP sharing platforms 	The authors find considerable evidence of distinguishing practices and the deployment of cultural capital. This exercise of class power in turn undermines the ability to forge relations of exchange and the volume of trades. This results in an inconsistency between actual practice and the ' <i>sharing economy</i> ' widely articulated goals of openness and even equality, which they call the "paradox of openness and distinction."

Source	Source type/Domain/ topic	Contribution type / method & source	Main points/findings
46.(Stokes et al., 2014)	<ul style="list-style-type: none"> • Report • Sharing Economy in general • Miscellaneous 	<ul style="list-style-type: none"> • Policy analysis by NESTA • Secondary sources 	According to this report the most obvious question for policymakers is how to manage any direct collaborative economy risks. Providing effective oversight that encourages positive innovation, whilst managing public concerns and potential risks, can be remarkably difficult.
47.(Sundararajan, 2014)	<ul style="list-style-type: none"> • Report • Sharing Economy in general • Benefits/regulation 	<ul style="list-style-type: none"> • Written testimony for the hearing titled, The Power of Connection: Peer-to-Peer Businesses, held by the Committee on Small Business of the United States House of Representatives, January 15th, 2014 	The author affirms that peer-to-peer business enabled by digital platforms will constitute a significant segment of the economy in the future with likely positive impact on economic growth and welfare, by stimulating new consumption, raising productivity, and catalysing individual innovation and entrepreneurship. The current regulatory infrastructure can impede the growth of these businesses, because of misalignment between new business models/roles and older guidelines developed to mitigate safety concerns and economic externalities for the existing ways of providing the same or similar services.
48.(Thierer, et al., 2015)	<ul style="list-style-type: none"> • Paper • Sharing Economy in general • Reputation systems as self-regulation 	<ul style="list-style-type: none"> • Regulatory essay • Secondary sources and classical economics hypotheses 	The authors argue that the Internet, the ' <i>sharing economy</i> ', and reputational Feedback Mechanisms solve the classical "Lemons Problem". They also discuss how these new realities affect public policy and conclude that asymmetric information is not a legitimate rationale for policy intervention in light of technological changes
49.(Walker, 2015)	<ul style="list-style-type: none"> • Journal Article • Sharing economy in general • Rhetoric to cover exploitative practices 	<ul style="list-style-type: none"> • Normative/prescriptive essay (critical) • Secondary sources 	The author argues that the rhetoric of sharing is a smoke-screen hiding exploitative practices. Highly profitable companies like Airbnb and Uber are grouped alongside voluntary gift-giving exchanges like Freecycle or CouchSurfing.

Source	Source type/Domain/ topic	Contribution type / method & source	Main points/findings
50.(WEF, 2013)	<ul style="list-style-type: none"> • Report • Sharing Economy in general • Contribution to circular economy 	<ul style="list-style-type: none"> • Prescriptive/foresight essay • Secondary sources and statistics 	According to this report, the adoption of sharing economy principles, systems and drivers has the potential to reshape business models and create valuable opportunities for companies – large and small, start-up and established – who can understand and harness the advantages available.
51.(WEF, 2014)	<ul style="list-style-type: none"> • Report • Sharing Economy in general • Contribution to circular economy 	<ul style="list-style-type: none"> • Prescriptive/foresight essay • Secondary sources and statistics 	According to this report, accelerating the scale- up of the circular economy (of which the sharing economy is a component) promises to deliver substantial macro-economic benefits.
52.(Wittel, 2011)	<ul style="list-style-type: none"> • Journal Article • Sharing Economy in general • Social capital 	<ul style="list-style-type: none"> • Theoretical essay • Secondary sources 	The hypothesis developed by the author is that different forms of sharing have different qualities with respect to social capital. Whereas sharing in the pre-digital age was meant to produce social exchange, sharing in the digital age is about social exchange on the one hand and about distribution and dissemination on the other hand. What makes sharing with digital media so hard to understand is exactly this blurring of two rather different purposes.
53.(Wosskow, 2014)	<ul style="list-style-type: none"> • Report • Sharing Economy in general • UK policy approach 	<ul style="list-style-type: none"> • Advocacy report • Secondary sources and anecdotal evidence 	The report affirms that there has been tremendous growth in the ' <i>sharing economy</i> ' in recent years, and that this is set to continue. The author argues that this is a huge opportunity for the UK where ambition should be to be the world's leading ' <i>sharing economy</i> '.
54.(Zekanovic-Korona & Grzunov, 2014)	<ul style="list-style-type: none"> • Paper • Airbnb in Croatia (space rental) • Adoption/motivation 	<ul style="list-style-type: none"> • Empirical study • A convenience online survey posted on the Facebook page of Airbnb in Croatia to explore the drivers of adoption and main motivations 	The main findings are the users were mostly in the middle range income and with high level of technological readiness, and motivated mostly by practical needs and benefits

Source	Source type/Domain/ topic	Contribution type / method & source	Main points/findings
55.(Zrenner, 2015)	<ul style="list-style-type: none"> • Report • Sharing Economy in general • Ethical aspects of sharing economy regulation 	<ul style="list-style-type: none"> • Regulatory essay • Secondary sources 	Main issues discussed include: competition, consumer protection, taxes, and legality of practices.
56.(Zervas, et al., 2015)	<ul style="list-style-type: none"> • Journal Article • Airbnb (space rental) • Reputational ratings 	<ul style="list-style-type: none"> • Empirical study • Quantitative analysis of 600.000 rating collected from Airbnb contrasted with the ratings of approximately half a million hotels worldwide collected on TripAdvisor. 	The authors find that nearly 95% of Airbnb properties boast an average user-generated rating of either 4.5 or 5 stars (the maximum); virtually none have less than a 3.5 star rating. This is much higher of the 3.8 average rating found for hotels in TripAdvisor. This is to be considered as a first step is a first step towards understanding and interpreting nuances of user- generated ratings in the context of the 'sharing economy'

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