



## **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**

# ***Intervention Strategy***



# **Intervention Strategy of “MedShare network” in the Mediterranean Region**

## **Open Doors project**

**March 2018**

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## 1. Introduction

The Intervention Strategy for the MedShare network has been created within the Open DOORS project. The latter is built on the heritage left by 5 capitalization projects which have produced communities, networks and services dealing with creativeness and innovation as drivers for a smart and sustainable growth and it promotes the creation of a formal Mediterranean network addressing the new global challenge of the Sharing Economy.

The MedShare network was formally established in the transnational conference in Valencia, Spain in October 2017. With the view and desire to contribute to a smarter, more sustainable and more economically and socially inclusive European Union, and awareness that we live in a global and evolving world, believe that the sharing and collaborative economy is a new window of opportunity that may spark innovation processes, improve the efficiency and effectiveness of exchanges, enhance the use of available resources, bring back friendlier forms of sociability and exchange and contribute to the dissemination of values such as sustainability, respect for the environment and trust in the community.

This transnational "MedShare Network" offers to its members (the involved territories and the acting innovator actors) a mix of innovative information, services, advises for those active in the field of or entering the sharing economy practices.

Specifically open DOORS creates the "MedShare Network" and designs the information, advise and services to be offered after based on the analyses done within the project (Needs analysis, SWOT analyses, Benchmarking and comparative analyses).

What has changed when comparing sharing economy with the existing economy as we have known it for years, is not only the concept of sharing economy but the way it manifests itself with the purpose to deliver services, produce changes of culture, economy, technology and infrastructure. This is in the revolutionary nature of the sharing economy itself.

The message we want to convey is that the "MedShare Network" provides transnational services for developing the sharing economy that is tailor-made for the territorial needs. Furthermore, it is open for new transnational providers of services and will establish a network of actors (companies, decision makers, other users), starting from the communities of partners involved in the project, and extending them in a »MedShare Network«.

## **What is INTERVENTION STRATEGY**

The strategy is built taking into account the role that the "MedShare Network" will play as a promoter of the sharing economy in the Mediterranean territories. It includes the presence of the network in the MED context.

The Intervention Strategy defines the main lines that the network follows for exercising its role of promoter and supporter of the sharing economy development. Specifically, it outlines the network's governance after the end of the Open DOORS project.

## **Description of "MedShare Network"**

The network was established with desire to **D**esign a network of **cO**operating **cR**eative communities for developing a **S**haring economy. Network is organised as a group of it's Members (founding, full, associated and individual).

The creation of "MedShare Network" represents one of the main objectives of Open DOORS project because it puts in value the best experiences of capitalization projects and addresses them towards the new frontier of the sharing economy which is completely changing the view of socio-economic growth.

## 2. Vision and Goals of the “MedShare Network”

One of the Open DOORS project objectives is to define the strategy in order to assure the continuity of action of the created »MedShare Network« for facilitating its promotion in the sharing economy.

Intervention Strategy will utilize and propose the further building of a consolidated »MedShare Network« of public authorities, scientific institutions, economic actors and citizens as parts of an ecosystem where it's possible to share resources (services/goods/knowledge) and create a common place for ideas and resources in accordance with a new social, economic and cultural vision, built under the principles of the sharing economy (access, sharing).

The goals of the MedShare Network are to raise awareness about the sharing economy and its benefits, to connect all the current and potential actors in the sharing economy field. The main goal is to develop a strategy that will enable the »MedShare Network« to be independent and sustainable.

Due to sharing economy being a relatively new and unexploited territory of economy and as seen in previous steps of the OpenDOORS project it is of essential value for Sharing economy to be promoted. The MedShare Network is thus seen as a tool. Most actors of Sharing economy are using modern means of communication. Through the MedShare network experiences will be exchanged, awareness will be raised and stakeholder will be informed and influenced. Through this Network and subsequent forum new actors will be engaged thus the community will spread and this will ensure the sustainability of the Network itself.

As the Sharing economy is a new field before it takes full swing it has to improve awareness, contribute to regulative environments and subsequently expand only when clear benefits but also constraints are known. Lastly the consumer protection has to be ensured. Thus in its first phase the Network will only serve as promotional, networking, exchange of experience and awareness raising tool. In subsequent years however it could expand to a place where goods and services will be exchanged. MedShare is an open informal network and new subscriptions are welcome.

Financial sources for operation of the Network will be obtained by:

- Applying for various tender opportunities locally, regionally and internationally where possible
- Inclusion of in kind work for the operation of the Network

- In future years when goods and services will be exchanged membership fees could be introduced.

The network will be administered by its founders. Specifically the network was set up by Köster Pau Rausell from University of Valencia so it will be temporarily managed by the same institution with the support of OpenDOORS lead partner Lazio Region Association of Cities and Municipalities - ANCI LAZIO and contributions of the remaining partners and stakeholders of OpenDOORS.

The OpenDOORS project founded two committees - the scientific and institutional committee all composed of OpenDOORS project partners. Quality control especially for publishing of articles, reviews and applicable materials will be ensured by the Scientific committee, whereas the Institutional committee will contribute to spreading the news through its networks.

Network is organised as a group of it's Members (founding, full, associated and individual).

Each member of MedShare network commits to :

- Support of setting up of interregional links that will foster alignment between innovation roadmaps for co-investment in sharing economy priority areas,
- Facilitate access to combined funding for co-investment projects, taking advantage of better synergies between regional, national and European instruments to support interregional collaboration.
- Explore solutions to leverage public-private investments through European Investment Bank/European Investment Fund, in particular to support demonstration and piloting of new value chains in European sharing platforms clusters.
- Work on implementation of sharing economy strategies to foster better alignment between the regions, bottom-up platforms and top-down European partnering initiatives. We will continue to engage in pilots for policy learning in the framework of specific policy support actions and platforms.
- Further develop the MedShare initiative as a valued, focused partnership to stimulate and support a strategic dialogue among members and with the European Commission to counter bottlenecks and create opportunities for new growth through smart specialization
- Create a series of interest groups along the MedShare Strategic Action Fields to be coordinated by the respective nominated Network Chairs with the purpose of informing each other, identifying, initiating and jointly undertaking relevant measures on regional, national, transnational and – where appropriate – also European level;
- continuously identify, screen and analyze funding options via contacts with relevant funding and financing institutions in order to generate funding for relevant measures;
- continuously inform decision makers in the field of sharing economy in the med area

about the MedShare activities

- inform and promote available results of the SE project as well as future activities within all relevant stakeholders
- participate in international exchange of information and experience; the organization or workshops, seminars, conferences and other events with internal or external objectives; the compilation, editing and publishing of publications of all kinds as well as advertisement for this and relevant distribution of all kind.
- Participate in European-wide cooperation of its members with regard to joint outsourcing, common purchases and procurement in such areas like common tasks in internal and external communication, marketing and sales, professional training, human resources management as well as consulting, advisory services, project development and management.
- provide their support in developing the network: sharing opinion in order to sustain a cultural growth.



### **3. Governance and the Vision of the MedShare Network in the following 2 years**

#### **1. General structure and membership as determined in the MedShare Network Agreement**

The General Assembly is the decision-making body of the network. The General Assembly shall consist of one representative of each Party (hereinafter referred to as “Member”).

Each Member shall be deemed to be duly authorised to deliberate, negotiate and decide on the following matters:

- Content, finances and intellectual property rights
- Proposals for changes to Network Agreement
- Evolution of the network
- Entry of a new Party to the network and approval of the settlement on the conditions of the accession of such a new Party
- Withdrawal of a Party from the network and the approval of the settlement on the conditions of the withdrawal
- Identification of a breach by a Party of its obligations under this Network Agreement or the Grant Agreement
- Declaration of a Party to be a Defaulting Party
- Remedies to be performed by a Defaulting Party
- Termination of a Defaulting Party’s participation in the network and measures relating thereto
- Proposal for a change of the Chair and Vice-Chair
- An other topic relevant for the Network

The Chair or Vice-Chair shall chair all meetings of the General Assembly, unless decided otherwise by the General Assembly. The Members agree to abide by all decisions of the General Assembly.

#### **2. Operational procedures for the General Assembly**

##### **2.1 Representation in meetings**

Founding and Full Member

- should be present or represented at any meeting;
- shall participate in a cooperative manner in the meetings.
- may appoint a substitute or a proxy to attend and vote at any meeting;

Associate Member

- can be present at any meeting;

- shall participate in a cooperative manner in the meetings.
- cannot vote

#### Individual Member

- can be present at any meeting;
- shall participate in a cooperative manner in the meetings.
- cannot vote

## **2.2 Preparation and organisation of meetings**

### 2.2.1 Convening meetings:

The Chair shall convene meetings of the General Assembly at least once every twelve months and shall also convene extraordinary meetings at any time upon written request of any Member. Meetings could be virtual or physical as needed.

### 2.2.2 Notice of a meeting

The Chair shall give notice in writing of a meeting to each Member as soon as possible and no later than 30 calendar days preceding an ordinary meeting and 14 calendar days preceding an extraordinary meeting.

### 2.2.3 Sending the agenda:

The Chair shall prepare and send each Member a written original agenda no later than 30 calendar days preceding the meeting, or 14 calendar days before an extraordinary meeting.

### 2.2.4 Adding agenda items:

Any agenda item requiring a decision by the Members must be identified as such on the agenda.

Any Member may add an item to the original agenda by written notification to all of the other Members no later than 14 calendar days preceding the meeting.

2.2.5 During a meeting of the General Assembly the Members present or represented can unanimously agree to add a new item to the original agenda.

2.2.6 Meetings of the General Assembly may also be held by teleconference or other telecommunication means.

#### 2.2.7 Decisions will only be binding once the relevant part of the minutes has been accepted

The Chair shall produce written minutes of each meeting which shall be the formal record of all decisions taken. He/she shall send draft minutes to all Members within 14 calendar days of the meeting.

The minutes shall be considered as accepted if, within 15 calendar days from sending, no Member has sent an objection in writing to the Chair with respect to the accuracy of the draft of the minutes.

The Chair shall send the accepted minutes to all the Members of the General Assembly, and to the Chair, who shall safeguard them. If requested the Chair shall provide authenticated duplicates to Members.

2.2.8 Any decision may also be taken without a meeting if the Chair circulates to all Members of the Network Body a written document, which is then agreed by the defined majority (see Section 2.3) of all Members of the Network Body. Such document shall include the deadline for responses.

Decisions taken without a meeting shall be considered as accepted if, within the period previously set out.

and no Member has sent an objection in writing to the Chair. The decisions will be binding after the Chair sends to all Members of the Network Body and to the Chair a written notification of this acceptance.

### 2.3 Voting rules and quorum

2.3.1 The General Assembly shall not deliberate and decide validly unless two-thirds (2/3) of its voting Members are present or represented (quorum).

If the quorum is not reached, the Chair of the General Assembly shall convene another ordinary meeting within 45 calendar days. If in this meeting the quorum is not reached once more, the Chair shall convene an extraordinary meeting which shall be entitled to decide even if less than the quorum of Members are present or represented.

2.3.2 Each Member with voting rights present or represented in the meetings shall have one vote.

2.3.3 A Party which the General Assembly has declared according to Section 2.5 to be a Defaulting Party may not vote.

2.3.4 Decisions shall be taken by a majority of two-thirds (2/3) of the votes cast.

#### 2.5 Decisions of the General Assembly

The General Assembly shall be free to act on its own initiative to formulate proposals and take decisions in accordance with the procedures set out herein.

The following decisions shall be taken by the General Assembly:

- Content, finances and intellectual property rights
- Proposals for changes to Network Agreement
- Evolution of the network
- Entry of a new Party to the network and approval of the settlement on the conditions of the accession of such a new Party
- Withdrawal of a Party from the network and the approval of the settlement on the conditions of the withdrawal
- Identification of a breach by a Party of its obligations under this Network Agreement or the Grant Agreement
- Declaration of a Party to be a Defaulting Party
- Remedies to be performed by a Defaulting Party
- Termination of a Defaulting Party's participation in the network and measures relating thereto
- Proposal for a change of the Chair and Vice-Chair
- An other topic relevant for the Network
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### **3. Chair and Vice-Chair**

3.1 The Chair and Vice Chair shall be the intermediary between the Members and the Network organisation and shall perform all tasks assigned to it as described in the Network Agreement.

3.2 In particular, the Chair and Vice-Chair shall be responsible for:

- monitoring compliance by the Members with their obligations
- keeping the address list of Members and other contact persons updated and available
- collecting, reviewing to verify consistency and submitting reports, other deliverables (including financial statements and related certification) and specific requested documents
- preparing the meetings, proposing decisions and preparing the agenda of General Assembly meetings, chairing the meetings, preparing the minutes of the meetings and monitoring the implementation of decisions taken at meetings
- transmitting promptly documents and information connected with the Project to any other Party concerned,
- administering the financial contribution of the Members/Funding Authority and fulfilling the financial tasks

3.3 If the Chair or Vice-Chair fails in its coordination tasks, the General Assembly may propose to change the Chair or Vice-Chair.

3.4 The Chair or Vice-Chair shall not be entitled to act or to make legally binding declarations on behalf of any other Party or of the network, unless explicitly stated otherwise in the Network Agreement.

3.5 The Chair or Vice-Chair shall not enlarge its role beyond the tasks specified in this Network Agreement

#### **4. Financial contribution of the Members/Funding Authority**

Network is organized as non-profit informal organisation.

In order to enable sustainable operation of the Network and its activities General Assembly shall decide on most appropriate type of financial contribution of the Members/Funding Authority.

#### **4. Desired influences of the MedShare Network**

The »MedShare Network« aims to develop real and concrete experiences of Sharing Economy.

By involving the interested citizens in the MedShare Network they not only become users but eventually they become also a deliverers of sharing economy. This could serve as a ground to offer services where economy has failed and a MedShare Network could contribute and serve as a creative asset.

Project estimates that social networks (which MedShare Network is) can have an influence on economic utility and it allows the business model to spread to more markets and become more convenient and flexible and further more creates new markets.

Sharing economy usually is based on the re-use of underutilized goods, services, space, time and skill and so on. Therefore, it is often seen as an environmentally friendly economy and that is what MedShare Network will support in the future.

In the Med Regions, there are no real technological barriers for the development of the sharing economy. Both the telecommunications infrastructures and their use by citizens allow the generation of a wide demand and supply of the goods and services that could be part of the “MedShare Network”. It could benefit social participation by bringing together everyone involved through sharing activities and thus social capital is spreading.

## 5. Potential risks for the MedShare Network

- The network does not have its own values, goals and vision. It only mentions the Open DOORS project. What does it aim to, concretely? What are the benefits?
- Not attractive enough. Currently it serves as a website with some information on sharing economy. You can register as a member but are able only to participate in a forum.
- The network itself uses the terms collaborative and sharing economy and does not explain them or differentiate them.
- There is no clear segments or sectors. You are not aware who are the members and what are the benefits of being a member.
- Network's potential: Will it serve as a place to exchange goods and services in the future? Will it develop its potential?
- How will the implementation of the Agreement work?
- The Network promises tools but it only currently offers forum and other potentially interesting information on sharing economy.
- The MedShare network should act as place to connect. How can it offer that to its users? How to upgrade the existing tools (for now only forum)?
- Financial sustainability of the MedShare Network. Is it possible that it will be self sustainable?
- Governance of the MedShare Network and how will the execution work?
- Lack of promotion of the Network due to unclear benefits
- Sustainability of the network without financial resources will require partners of the network to contribute in-kind which could be a potential risk due to lack of interest.

## 6. Measures of intervention (actions) for a 2-year period

Suggested actions for the MedShare Network

1. **Promotion and awareness raising:** MedShare Network serves as a tool since most actors of sharing economy are using modern means of communication. The MedShare Network is promoted through the networking activities of all partners and the MedShare network will be exchanged, awareness will be raised and stakeholders will be informed and influenced. Through this network and subsequent forum new actors will be engaged thus the community will spread and this will ensure the sustainability of the Network itself. Possible activities are:

- projects with common topics (e.g. social economy, collaborative economy, circular economy, green economy etc.).
- conferences and events on the similar topics
- articles
- cooperation with universities
- forum on the MedShare network with possibilities of communicating and posting news and articles

institutional committee will contribute to spreading the news through its networks.

2. **Consumer protection:** registration to the Network is possible with the entrance of thorough data. If the Network will expand to a place of exchange of goods and services then the consumer needs to be protected and framework need to be set. Network is and informal and open to new subscriptions – registration is needed. The Network could offer in the future both informal place to gain knowledge and communicate and/or potentially share/exchange goods. Both should be separate and different type of registration should be applied.

3. **Administration:** should be in a accordance with the Agreement mentioned in the previous chapters.

4. **Quality control:** it will be ensured by the scientific committee.

5. **Available tools:** forum, articles, reviews, videos...

6. **Implementation of the agreement:** The MedShare Network Agreement is a separate document that all current and future partners should respect.

If after two years, the network is not sustainable and the interest is dropping the network will be abandoned.