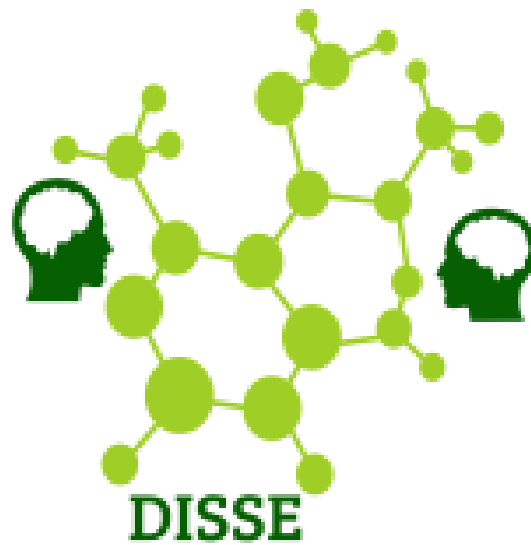




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National Report

Introduction (1 page)

The sharing economy is a consumer trend that is based on exchanging, lending and sharing one's goods with other users. This trend focuses on the functionality of a product without the need to acquire ownership of it. The economic crisis after 2008 made millions of Poles realise that they owned a huge amount of stuff, most of which they did not use, while being burdened with various debts they had taken on to finance them. This is when start-ups began to emerge to share possessions and provide services to each other. Examples of such services include: Airbnb, Couchsurfing, Uber, as well as movements promoting the voluntary disposal of excess belongings. There is a noticeable strengthening of conscious consumption, an interest among consumers in information about the products they purchase, their production process and their subsequent disposal. Progressive criticism of previous forms of consumption has contributed to the perception of excessive acquisition of goods as a threat not only to the economic situation of the individual, but also to other people and the state of the environment.

In Poland, sharing consumption is a new trend observed in consumer behaviour, which shows that it is more important to just have access to a product than to purchase and own a product. The aim of the report is to provide knowledge on the sharing economy as an alternative to possession-based consumption and to present the best practices/apps that are available in Poland that promote access-based consumption. The growing popularity of platforms and applications is resulting in the increasing development of access-based consumption rather than consumerism in Poland.

The DISSE project (Digital Storytelling on Sharing Economy), focuses on understanding the concept of sharing economy in Europe. There are two main outcomes that this project will have:

1. Best practices for sharing stories
2. Digital Storytelling Classroom Kit

DISSE uses a very innovative tool for sharing different stories called Digital Storytelling. It is a technological way of sharing personal stories that facilitates distribution across countries to reach many people in different countries.

The use of the Sharing Economy has increased significantly since the advancement of technology and digital sites. Platforms are constantly being created and adapted to better share different resources - such as clothes or some other items, etc.

In most European countries, the Sharing Economy has become a common practice used by many people in their daily lives as a direct result of the need to change from the previous system. The Polish Government has subscribed to the importance of the sharing economy considering it as a global economic trend, creating new opportunities for a wide range of service providers and innovative entrepreneurs. The sharing economy gives consumers more choice, and is also associated with lower prices for the services or products offered. As of 2016, Poland already recognised then that the sharing economy could weaken the existing market position of entrepreneurs operating in traditional models, as well as create risks, e.g. in issues of consumer rights protection or tax obligations.

3 Best practices (1 page)

Traficar

It is an application that allows you to rent a vehicle thanks to a publicly available fleet of cars. Traficar allows you to book a vehicle and drive it within various cities in Poland. The car-sharing system, operates in cities such as Warsaw, Łódź, Kraków, Wrocław, Poznań, Tricity and Szczecin. Launched in Kraków in 2016, it also became the first car-sharing service in Poland.

The manufacturers' premise was to create a smartphone-based system, which was an exception to other operators in Europe and the United States. Not being able to use a solution proven by other brands meant that the entire system had to be designed in-house. As of March 2019, the app had more than 200,000 registered users, around 80% of system users are male and the average age group of customers is 25-34.

Traficar has more than 1.7k vehicles, most of which (1.5k) are Renault Clio cars. In December 2020, the service was also joined by an electric car, the Renault Zoe, as well as larger Renault Master vans, which joined the TrafiCargo group. Vehicles are hired via an app on your phone and then activated with a card left in the glove box of the car. Once the car has been booked, the phone shows the exact address, side number of the car, approximate access time and the route plotted on a map. Hiring is done by scanning the QR code placed on the vehicle.

Audioteka

Another company and good practice example of a company in the sharing economy model is Audioteka. It is a service that allows you to listen to audiobooks. All you need is a phone or tablet with an installed app to enjoy access to thousands of items. The service is gaining more and more recognition among Poles - currently, Audioteka Plus subscription is used by more than 35,000 people every month.

Polakpotrafi

Polak Potrafi - a Polish-language crowdfunding website where fundraising is carried out to finance a variety of projects from many areas of life. It is the most popular crowdfunding platform in Poland. It funds projects such as films, animations, computer games, card games, board games, comic books, music albums, as well as projects related to art, fashion, photography, journalism, theatre, dance, food and modern technologies.

During its first year of operation, the company helped realise 15 ideas, raising a total of 75,000 zloty for them. It had 230,000 visits and 4,000 users during this time. Some of the most interesting projects include funding the construction of a school in Nepal or an expedition to the previously unclimbed winter mountain Nanga Parbat.

Extract from the interviews

As part of the project, we interviewed three experts. Two of the three interviews were conducted in Polish and one in English, nevertheless all videos are available with English subtitles. All of these interviews highlight the importance of the sharing economy in our daily lives.

The interviewees were:

1. Ms Krystyna Kmiotek, a university professor in the research and teaching staff group

<https://youtu.be/-Nlfn8XqJ1Q>

2. Mr. Mateusz Wachowski, Senior Inspector in the Investors Assistance Department

<https://youtu.be/KYXu9PshfYI>

3. Mr. Przemysław Ruchlicki, Deputy Director, Economic Policy Office of the PCC

<https://youtu.be/UhXB6GvzUx4>

As the experts emphasize, the sharing economy is a very broad term, but it is something that exists in our lives, even if we are not aware of it. In the interviews, the experts give interesting experiences related to the sharing economy, as well as tools and methods that can be used in an educational approach.

List of topics (1 page)

Topics that could be included in the Disse project.

- **Access economy (Sharing economy sensu largo)**

A broader view of Sharing economy, taking into account the greater role of business actors providing resources for a fee, not just on a shared consumption basis. Intermediaries have more control and are more strongly profit-oriented.

- **Peer Economy**

It is a so-called collaborative and community economy, based on decentralised network markets, built from the bottom up bypassing traditional intermediaries.

- **Sharing economy (Sensu stricto)**

A narrower take on the Sharing economy, an economy based on sharing free or under-utilised resources and services, for a fee or for free, directly from individuals. Intermediaries have less control, it is the community that counts.

- **On-demand economy (Economy "On Demand")**

Platforms that directly match customers' needs with suppliers for immediate access to goods and services.

- **Collaborative economy**

The collaborative economy.

- **Access-based consumption**

Access-based consumption.

- **Collaborative consumption**

Shared consumption.

- **Coworking**

Coworking-spaces refer to the idea of a sharing economy in two dimensions providing the access to shared physical assets (office, infrastructure, cafeteria etc.) and the sharing of intangible assets (information, knowledge etc.)

Conclusions (1 page)

Access-based consumption reflects the mindset of an increasing number of consumers who are striving for sustainability, eliminating over-consumption and often excluding consumption as the mere act of acquiring new objects. Observation and analysis of the Sharing economy leads to the conclusion that this is a rapidly developing area, but one that has so far been poorly practised by companies. Thus, the Disse project aims, through the use of Digital Storytelling, to make more stakeholders aware of the benefits of operating in the sharing economy.

The existence of platforms, applications and systems representing the sharing economy in Poland is proof that over-consumption is slowly being replaced by its sustainable counterpart, and that it is increasingly important for consumers to increase their quality of life, not necessarily linked to the purchase of new goods or services. The main problem faced by collective consumption in Poland is social trust. However, it can be observed that consumers, despite their resistance to sharing goods and services, engage in such practices of collaborative consumption as exchanging and giving away unused goods and travelling together in the convention of 'carpooling'. The high popularity of platforms, applications and systems available in Poland that disseminate consumption based on access to goods and services allows us to assume that shared consumption will continue to develop, especially in the area of carpooling and sharing and exchanging objects.

If we are talking about the sharing economy, it is important to look at the subject in a broad way, and to define the concept through a number of key themes such as: Sharing economy (*sensu largo, stricto*), Peer economy, On-demand economy, Collaborative economy, Access-based consumption, Collaborative consumption, Coworking. A tool that aims to introduce these sharing economy concepts into the everyday lives of all citizens and entrepreneurs is the DISSE project, which aims to promote a shift away from the standard consumption model. The sharing economy will continue to grow in the future because of the benefits it brings to the economy as a whole and, above all for consumers.