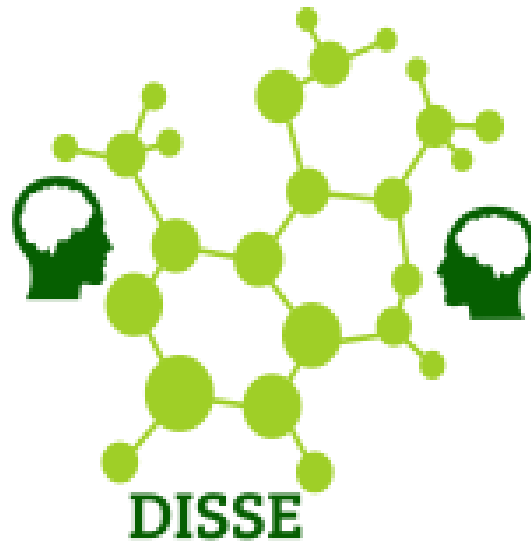




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**National Report**

## Introduction (1 page)

For many years, in countries such as Spain resources have been used in a 'Lineal Model'. This means that resources are consumed for production, then thrown away after use disregarding any other use they can have and not worrying about the amount of trash this can create. The usage (or misuse) of these resources have created a large consumption that cannot be sustained by the natural resources that we have on Earth.

To combat this, the lineal model of economy has been transformed to a more sustainable one: Sharing economy. In this economic model assets or services are shared between individuals, typically through the use of the internet. This creates less waste and is a more sustainable model for the environment as well as creating a more direct peer-to-peer economy that helps individuals boom.

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

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

DISSE uses a very innovative tool to share the different stories called Digital Storytelling. This is a technological way to share personal stories that makes it easy to distribute across different countries so that it reaches many people.

The use of Sharing Economy has risen significantly since the advancement of technology and digital sites. Platforms are continuously created and adapted to better the sharing of resources – such as lifts, repurposing of clothes or objects, etc. In most European countries, sharing economy has become a common practice used by many people in their day to day lives as a direct result of the need for change from the previous system. Everything can be shared – everything can be reused and given a second life by other individuals.

## 3 Best practices (1 page)

### CICLOGREEN

Ciclogreen is a company that developed a corporate mobile application with which employees win prizes for registering their sustainable journeys to work by participating in fun challenges. Ciclogreen helps companies and public institutions to quantify and reduce their type 3 carbon footprint (the one associated with employee travel), through the promotion of sustainable mobility. The system is made up of two parts. On the one hand, there is the mobile application and on the other, the control panel for the company. The mobile application is used by employees to quantify the journeys made by indicating in the application the means of transport they are going to use (walking, public transport, bicycle, shared car or electric scooter), start the activity and then stop it when they arrive at their destination. In this way it is possible to calculate the exact CO2 savings compared to the use of the car, in addition to the money not spent or the calories consumed in the case of active mobility.

On the other hand, through the control panel, the company can view the total and partial metrics and statistics of the program in real time, such as the total CO2 not emitted into the atmosphere, distances traveled by employees and ranking, among others. This way you can constantly measure the level of employee participation in the program, while always respecting their privacy.

### RELENDO

Relendo was born in 2015 as a collaborative consumption platform that allows the rental of products between people who are in the same area. Through the application, users can rent and exchange products from the platform with other users who are nearby, in a safe way. It is estimated that globally, there are more than 533,000 million euros invested in items that are not used. Relendo's objective is to give a new life to each one of them, creating a community of people willing to share all kinds of products with other people around them, giving use to all those products that are not used and bringing to society towards a more efficient consumption model. In this way, intelligent consumption is encouraged and "hyper consumerism" is reduced.

### WALLAPOP

Wallapop is a Spanish startup that arises from the need to buy and sell products through an app on our Smartphone. It is based on the geolocation of both the buyer and the seller, and shows you the products you are looking for depending on their proximity to your position. Today, Wallapop is the leading platform for sustainable and responsible consumption among people thanks to its ease of use and the multiple services it offers consumers.

## Extract from the interviews (1 page)

ELC has interviewed three people who work closely to promote the circular economy in the surroundings of the Sierra de Cádiz. Isabel M<sup>a</sup>, councilor of the Ubrique City Council and head of the circular economy project in Ubrique; Francisco, coordinator of the circular economy project and worker of the company that is executing the activities related to this project and Nieves, who is an environmental awareness trainer who is in charge of raising awareness and raising awareness of circular and sharing economy.

The first question we asked the interviewees was how the meaning of sharing economy could be explained to children. They all agreed on the importance of educating and raising awareness about the sharing economy at an early age. Nieves proposed to explain the concept to them in a simple way "Nature takes what it needs, uses it and returns it" and the human being only has to "imitate what nature normally does". On the other hand, Isabel M<sup>a</sup> told us that within the project they are carrying out, the company in charge of environmental awareness had held talks with the teachers and with the students of the schools to make the little ones aware of the importance of the sharing economy "we know that it is the future that we have to leave our boys and girls" he concluded. Francisco would also use a simplistic vision with schoolchildren in which he would explain to them that sharing economy is "Giving a second life to a product". We suggested that they mention an example of a sharing economy and they all told us about the project that is being implemented in the town of Ubrique. The project tries to modify the current waste collection system in order to achieve a more efficient classification of these remains and increase the amount to be recycled. According to the figures provided by Isabel M<sup>a</sup>, the collection of this waste is increasing by more than 10%.

Among the challenges that the sharing economy can bring with it is the difficulty of the human being to become aware that the way of consuming and relating to the environment is not appropriate and the misinformation that exists about this fact today. As an opportunity, the sharing economy represents an improvement for the environment, which in turn is a common good for all." The sharing economy gives us hope and gives us a future, it is the only way we have to be able to continue, without being setting ourselves a deadline" Nieves told us.

The tools or methods that the interviewees would use for an effective circular economy training in children would be to inform and explain the background of the circular economy concept so that they can understand in depth what it entails. In addition, the realization of workshops and activities in which the damage that we are doing to nature can be seen closely.

Digital storytelling or digital stories can be considered a useful technique for children to assimilate the concept of sharing economy and what it implies. Some of our interviewees had not heard of digital storytelling as it is a new technique. After explaining what it was all about, they agree that it could be an interesting initiative that encourages creativity among children. The use of this method implies that children can give a simplistic but very practical vision of what sharing economy is, which can in turn be very educational for everyone, including adults.

## List of topics (1 page)

There are many topics that must be considered when talking about the DISSE project.

### **Collaborative consumption**

This is a new approach to consumption of goods and services that is based on a peer-to-peer model. Botsman and Rogers (2010) identified 3 systems within collaborative consumption:

- Product-service systems
- Redistribution markets
- Collaborative lifestyles

### **Shared Resources**

These resources are outsourced, meaning that resources, including personnel, are shared between different teams, programs or organizations so that they can support many clients, service lines and industries at once.

### **Coworking**

This is the use of a work environment by people who are self-employed or working for different companies in which they share equipment.

### **Cooperation Networks**

This happens when there are organizations that are working together towards a common goal, but they each have their separate identity and control over their resources.

### **Peer-to-peer Economy**

In this economic model, individuals interact with each other to buy or sell goods and services from each other, instead of having an intermediary. The use of technology has facilitated this model and has increased the ability of the selling and buying peer-to-peer.

### **Collaborative Platforms**

A collaborative platform is a category of business software, adding a social networking aspect to businesses. The aim of these platforms is to create a space where information can be shared and businesses' problems can be solved more efficiently.

### **Social Responsibility**

Business now a days must act in a way that benefits society, not only focus on profitability. Nowadays, social responsibility has become really important especially for younger generations as it forces businesses to care for the welfare of society and the environment.

## Conclusions (1 page)

Sharing economy is a relatively new concept that is trying to be introduced in Spain in an effort to minimize the impact on resources and help the environment.

Although it has gotten more traction, many organizations and individuals are not fully aware of how important it is to change from a lineal model of economy to a sharing economy model. This is what projects like DISSE will aim to accomplish. Through the use of Digital Storytelling it will raise awareness on this topic and help it reach a wider audience in Europe. This will bring many benefits to society in general and will help protect the environment.

In Spain the three best practices that we must highlight are Ciclogreen, Relendo and Wallapop. These three companies are at the front of the sharing economy movement in Spain promoting the peer-to-peer model and incentivizing a more environmentally friendly consumption.

Through the interviews we carried out with professionals in the field of environmental sustainability in our country we realized that there is still a lot of work to be done in the area of sharing economy. However, we also spoke about some interesting initiatives that the Spanish government is starting. The experts we interviewed all agreed about the importance of using digital platforms to inform the younger generations. For them, Digital Storytelling was something they had never heard of before but they all agreed that it is a great tool to promote the use of sharing economy.

Cooperation Networks, peer-to-peer economy, shared resources, collaborative platforms are among some of the most important topics when speaking about sharing economy. These terms help define what is sharing economy and different ideas that all revolve around this type of economy. Given the current state of the environment, all citizens and particularly all organizations and businesses must act in a way that helps decrease the use of resources, especially non-renewable ones, to help slow down the consumption of these. The DISSE project will act as a tool to help promote the sharing economy model, leaving behind the 'use and discard' consumerist economic model of the past.