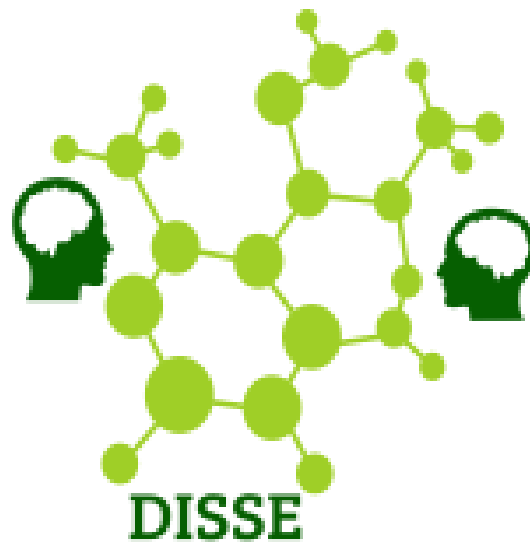




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Sharing Economy National Reports

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National Report – Turkey

Introduction

As in the rest of the world, the proliferation of network services along with developing technology increases the number of sharing platform members and users. While global applications such as Uber and Airbnb have become widespread in Turkey, various organizations that support collaborative consumption on a local basis have been and continue to be implemented. The concept of sharing economy tends to develop in Turkey as in all countries. According to a report published by ING Bank in 2015, Turkey is among the 15 countries with the highest percentage of those who have knowledge about the sharing economy at 50 percent and the highest percentage of active participation in the sharing economy at 9 percent (Kaygısız, E. G., & Demirtaş, 2016).

However, it is seen that the number of users has not yet reached sufficient for the sharing applications to become successful and widespread. Therefore, it is observed that these applications terminate their activities, change their names, or change their sharing formats within a short period of time. For example, Eşya Kütüphanesi (Tool Library in English), which started 10 years ago and has more than 5000 members, has been differentiated as a co-creation platform.

When sharing applications in Turkey are examined, it is seen that collaborative consumption platforms that offer usage-based product and service services are actively used and these applications are mostly aimed at reducing transportation costs and sharing unused items for free. The usage-based product service systems applications mentioned in the table are only available in Turkey and have local characteristics. Although the fact that such applications provide services for free and without the movement of money fits the concept of sharing, uncertainties in the transfer of goods, security, return channels, and the fact that the applications are not mobile, and users are not mobile negatively affect the reach of these platforms to large masses. The failure of these models in a society like Turkey, where the culture of sharing is rooted in a culture of sharing, lies in the fact that such initiatives cannot reach a sufficient number of users, that is, they cannot exceed critical mass. Lack of sufficient users reduces product diversity and decreases the preference rate of the platform. In addition, the most important obstacle for such platforms is the establishment of trust.

The insufficient number of users prevents the feedback mechanism from working objectively along with the amount of collaborative consumption.

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.

3 Best Practices

BU KOLI

Bukoli, which was launched with the slogan 'We will never make anyone walk more than 500 meters in Istanbul', is a Borusan Group initiative. Bukoli is a new and reliable delivery model where you can reach the products you buy online with the flexibility of time and place. Instead of choosing your home or work address to receive your orders in traditional cargo services, in this model you choose Bukoli points. Grocery stores/markets, communication points selling phones and phone accessories, stationery stores, florists, pet shops now also serve as Bukoli points. Thanks to an app like Modacruz, users can sell luxury clothing brands in their wardrobes to strangers at more affordable prices when they expire (when they no longer want to use them). Thanks to an initiative called otobusbankasi.com, users can rent luxury and spacious buses for all kinds of events and trips and rent a car for a daily tour.

ZUMBARA

Imagine a sharing platform where the biggest medium of exchange is time instead of money. And depending on that time, you exchange. For teaching 1 hour of Spanish, you can earn 2 hours, and with the "time" accumulated in your piggy bank, you can buy the art history course you really want with the time in your own time

piggy bank. In this way, we now have a place where we use time most effectively and create benefit: Zumbara.com. This is both an alternative economy system and a very inspiring project. Time is the most valuable thing today. Zumbara.com is a place where time is real cash. The founders Ayşegül Güzel and Meltem Şendağ met while studying International Trade at Boğaziçi University. After university, Ayşegül Güzel started living in Spain and Meltem Şendağ in Ireland. Both have been involved in business life for years. But this lifestyle, especially society's dependence on money and the market, has always bothered them. Then Ayşegül Güzel came across the "Time Bank system" in Spain, which offered them a brand-new alternative. They wanted to be a part of this alternative economic system and bring this understanding to Turkey. Thus began the adventure of "Zumbara" for Güzel and Şendağ. Today, Zumbara, or "Time Piggy Bank", where time and skills are exchanged instead of money, is one of the most remarkable examples of the sharing culture in Turkey, with 12 thousand users exchanging nearly 1000 hours of service per month. The time bank system is used in 33 countries around the world. For example, in Spain, you go to the local office in your neighborhood, you say, "I can help people with these issues, I need support with these issues," and someone registers you in the system. Then you exchange services using time checks instead of money. It's more of a localized system. It aims to revitalize the neighborhood and help the neighborhood help each other. Zumbara means time piggy bank. What makes what we are doing in Turkey different from other examples in the world is that we combine this alternative economy system with a social network.

VERRR

A new platform has been added to the platforms where you can give the things you don't use at home to someone in need without any hassle: Verrr. To use **Verrr.com**, one of the successful examples of 'freecycle', you take photos of your unused items and upload them to the site, and people in need apply to receive these items and pay only the shipping fee and get the items you no longer use. This way, you get rid of the excess stuff in your home and someone in need gets the chance to fulfill their needs without buying anything new. Developed by interface designer and web developer Ömer Arı, Verrr has dozens of different objects ranging from computers to baby beds, travel bags to work lamps.

Extract from the Interviews

SBTC has interviewed three people who work closely to promote the circular economy. One of the first respondents is Uğur ÇALIŞKAN, and he is working for Faculty of Tourism, in Muğla Sıtkı Koçman University. I have been working as a full-time associate professor and for 7 years in this university and Faculty And for Uğur “Sharing economy means to let other people utilize your premises or belongings with low wages. For example, you can rent a spare room in your house, or you can share your car with other people. Thus, while home or car owners earn income, other people can get the service they need more cheaply.”

For Uğur “One of the most important benefits of the sharing economy is experienced in the field of education. Technological innovations also offer solutions that will significantly reduce the cost of education and provide easier access to education, thanks to new education methods. Today, nearly 1000 universities around the world have been organizing 10000 online courses or training programs, and online-education platforms and programs reach more than 100 million students. Many universities have launched online courses based on the traditional classroom structure, including pre-recorded video lectures and assessments such as quizzes, tests, projects.

According to him “the main appeal of these platforms is that they are easily accessible, and that their users have a quality and varied experience. With online education, trainings on various subjects are organized independently of the place, and social learning and interaction, especially between the peers takes place. Technologies such as web browsers, blogs, online forums, and social networks such as YouTube and Vimeo, and educational games enable users to learn from their peers. By using technological opportunities, educators meet students from different parts of the world. So many more students may benefit the experience and knowledge of professors. Moreover, students may also understand the different perspectives on subject through intercultural interactions of the students all over the world or country.”

The second respondent is Murat Aktan who is an academic on logistic management. According to him sharing economy took place in the traditional Turkish culture. Mothers were sending their kids to the next-door neighbor to ask for eggs, oils, etc. Also, when people cooked, they were giving these foods to their neighbors as a courteous behavior. Example for Nontraditional sharing economy includes Couchsurfing, Uber, Airbnb. Murat’s concrete and personal sharing

economy experiences are valuable. Accordingly, he used *mitfahrelegenheit* – a car ride-sharing platform- in Germany in 2006, which was later acquired by UBER I suppose. He also used Airbnb in the US for couple of times.

Besides that, sharing economy was more budget-friendly in comparison with renting a car or a hotel room, they let one know about different cultures and lifestyles. Thus, he could say it is more culturally rich.

The third respondent is Dr. Muge Adnan who is the manager of the distance learning centre of MSKU. And she has experienced many digital sharing platforms during the teaching activities. According to her the sharing economy opens many opportunities in case that educational tools and devices are expensive to afford, different schools can obtain different equipment and share them with their counterparts when they are needed.

List of topics

- ✓ Collaborative consumption
- ✓ Circular Economy
- ✓ Shared Resources
- ✓ Collaborative Platforms
- ✓ Social Responsibility

National Report – Poland

Introduction

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

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 carsharing 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, “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

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 access to shared physical assets (office, infrastructure, cafeteria etc.), and the sharing of intangible assets (information, knowledge etc.).

Conclusions

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, Co-working. 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.

National Report – Italy

Introduction

In an era of "permanent crisis", like the present one, the need for new organisational models is evident. Economic, food, health, environmental and social emergencies push us to review the very structure of the projects, both from a strictly architectural point of view and from a value point of view. How can the individual survive, dream, operate in this complex, challenging, constantly evolving context, marked by extreme circumstances that run after each other? Does an individual know and can have the resources, energy, creativity to face them? And the rules that determine his activity, even when motivated and determined to the supreme good, are they only those of hegemonic capitalism, ranging from credit to state contributions, or private?

It is also from these awareness and questions that the Sharing Economy is born, in which an idea can activate many energies, making it possible for many people to participate in projects that cannot be carried out by the individual, and also favoring the application of individual resources to actions. municipalities capable of not passing through traditional credit channels (whether financial, state or business).

In the beginning, probably, there were the "communes" of the late Eighteenth Century. Then, after the Restoration, the European anarchist thought. Even experiences such as that of Adriano Olivetti, albeit completely different in use and origin of the capital, can be inserted in a "different riverbed" of the design action. In many parts of the world, from the Tibetan cooperative coexistence, to the Chinese popular experience (at least of the first hour), up to the Cuban solidarity cooperatives, passing through the Israeli kibbutz, up to the thousand experiences, also Italian, of the "communes" of the Seventies, and to the following experiences of cooperatives in the social field, of the entire culture of associations, up to the most recent seasons of GAS and Co-Housing, there is an alternative path, never completely covered, both to individualism and to business. We can say that the tendency to collaboration, sharing, communion, in the religious but also non-denominational fields, constitutes a long red thread that runs through the entire modern history of the Planet, certainly European, equally Italian.

In this overall, international and Italian framework, the associative experience must be inserted, whether it is only joint action or specifically that of the shared economy.

3 Best Practices

If we want to talk about best practices in the sharing economy, we must consider some tenets that cannot be overlooked within a community, especially if it aims at changing one of the cornerstones on which the society is based: the economy. Values such as honesty, transparency, ecology, competence, accessibility, integration... cannot be neglected. Therefore, the best practice principle must necessarily take these values into account.

Some examples of best practices:

- Making technical information regarding a product/service freely available and easy to access, in order to allow a fair evaluation and comparison;
- Making all information regarding the environmental impact derived from the usage of a specific product/service available and easy to access, with an assessment for both private and shared use;
- Making available and easy to access all information regarding the competence of those who offer that particular product/service, considering that in traditional economy there are stringent regulations concerning the professionalism, skills and degree of reliability of those who offer a product/service;
- Guaranteeing the accessibility of the product/service to disabled/impaired users, free of additional charge;
- Making every product/service available and easily accessible regardless of social, economic, cultural and religious conditions of the user.

Extract from the Interviews

Mr. Simone Perotti, creator and co-founder of Progetto Mediterranea, nautical, cultural, scientific and social expedition: "(...) we have found a way to unbalance everything strongly to the detriment of money, making everything else central: time,

quality, experience, learning, collaboration, culture, intervention, incisiveness, involvement. A small amount of money for all the participants, that is, money in common that everyone needs, and a lot of time, energy, motivation, of many, to bring value, to carry out common projects, even ambitious ones. We have overturned the traditional concept: I pay-I demand, with a much more fascinating one: I share a little money to commit myself to work on something greater than me, than us, than everyone. And all this without invoking any religion, any politics, any faith in anything ideological. Only according to logic, according to the most fundamental human values: to live in the best way. (...)"

Mrs. Marta Dante, co-founder of La Collina del Barbagianni, solidarity co-housing: "(...) the idea of cohabitation as a non-mononuclear family stemmed from the need for a better life, since the environmental resources, those of our planet, are running out. We therefore copied what plant and animal systems already do and which instead humanity has long forgotten in favor of a consumerist life devoid of environmental ethics. We did it for our children, to whom we leave space to be able to create their own vision of the future. (...)"

Mr. Paolo Arena, co-founder of Magazzino di Mutuo Soccorso, association: "(...) we are a group of people who have always asked themselves questions on the great social issues and who at a certain point decided to "act". Our first deed was to create Popular Purchase Groups, or GAPs that relate small local producers to consumers. A way to fight large-scale distribution and the consumption of environmental resources by using local resources at zero km instead. (...) In Italy there is no legislation that effectively regulates Purchasing Groups; for this reason we are thinking of setting up a cooperative. (...)"

List of topics

Governments and public institutions should foster the spread of the sharing economy in multiple fields, beyond those already commonly associated with the concept like the sharing of the means of transportation and the co-working environments.

The Sharing Economy embraces several aspects, from cultural to scientific to social, ludic, and recreational:

- ✓ The possibility of accessing cultural programs, which today are increasingly reserved for a narrow audience;
- ✓ The opportunity to actively participate in scientific research programs, favoring and encouraging the activities of Citizen Science;
- ✓ The possibility of sharing the space of a private parking lot;
- ✓ The possibility of salvaging leftover food, as a systematic practice for restaurants and food shops;
- ✓ The possibility of reusing, repairing, upcycling and recycling any material asset, guaranteed by an effective quality control system;
- ✓ The possibility of sharing a luxury good with a minimal expense;
- ✓ The possibility of pooling resources for a greater good, such as a house, a library, a boat, an agricultural area, an experience.

Conclusions

Governments and institutions should spread the concept of sharing economy widely, allowing a global vision and an approach more relevant to reality to address the environmental crisis already underway.

Sharing-Economy is not merely the arithmetic operation of putting resources together to make them sufficient to achieve something. It is rather a kaleidoscope of concepts, ranging from a different vision of society to the need for stronger and more authentic relations, to the search for new stimuli, to the re-engagement of energy and psychological cycles (strongly threatened by the prevailing individualism), up to the need for active participation, to the most diverse motivations but all responding to a social, cultural, epochal demand.

National Report – Ireland

Introduction

The project DISSE - Digital Storytelling on Sharing Economy - aims to reevaluate the concepts of property and sharing across Europe. Technological changes are quickly transforming society. The rise of online platforms has guaranteed that sharing is easier than ever, therefore a sharing economy has emerged from this becoming a billion-euro market.

The DISSE project is focused on the development of a methodology to introduce the Sharing economy concept within secondary schools through the basics of digital storytelling. Results generated by this project are aligned with four main phases, which are

- ✓ Fundamentals (preparing the conceptual and methodological basis of the project)
- ✓ Competencies (building competencies with the target group, project staff and network)
- ✓ Use (testing and using DISSE frameworks in classroom workshops)
- ✓ Exploitation (extensive exploitative activities of the projects outputs)

The intellectual outputs are:

- ✓ • Best Practices for Sharing Stories
- ✓ • Digital Storytelling Classrooms Toolkit

The Sharing Economy, also called collaborative economy, is based on shared resources and peer-to-peer interactions. Shared resources can include service, room, skills, and car. This is facilitated via the internet, mainly in a brief exchange. Consumers in the sharing economy use digital platforms to buy, sell, share or rent goods and services between private individuals. A sharing economy is a new form of consumption based on the development of the internet and further information and communication technologies. Sharing economy is based on the exchange, sharing, and collaboration between individuals of goods, services, resources, time or knowledge, with or without monetary exchanges via platforms.

A peer-to-peer economy involves two individual parties (buyer/seller). There is no need for an intermediary third party to be involved. The sharing economy uses applications such as Uber and Airbnb, allowing the peer-to-peer economy to thrive as they cut out third-party roles.

There are five types of collaborative platforms:

1. Platforms for creation of everyday goods – Wikipedia
2. Platforms for sharing of costs – Liftshare
3. Platforms for the contribution of the economy – Waze
4. Platforms for intermediaries – Amazon
5. Platforms for activities – Uber/Just Eat

Factors leading to the economic sharing model

- ✓ Digital boom
- ✓ Low growth prospects
- ✓ Environmental worries
- ✓ Lack of confidence in institutions

The sharing economy increases the available and utilising resources for individuals while offering new services.

3 Best Practices

The Urban Co-op (<https://www.theurbanco-op.ie/>)

The Urban Co-op, situated in Limerick, Ireland, is an enterprise group of individuals who have come together to create and sustain an environment that encourages our community to thrive. It began operating in July 2013 as a Buying club (small providers selling fruit, vegetables, bread and eggs). Out of this great initiative grew the co-op that is now a full-service retail store and community wellness hub with over 2,500 members and proudly showcases all local produce. The co-op has also introduced a wellness hub to make healthcare enjoyable and easy for all to access. They provide a large range of classed & individual sessions

The co-op is guided by a fundamental mission:

- ✓ To be a successful co-operative model, both in Limerick and beyond.
- ✓ To supply good produce, enhance the lives of our members, customers and the community.
- ✓ To contribute to a more sustainable and fairer world.
- ✓ We are a social enterprise guided by the Principles of Cooperatives.

Community Power (<https://communitypower.ie/>)

Community Power is Ireland's first community owned renewable electricity utility company which launched in November 2019. This initiative followed on from the Templederry Wind Farm in County Tipperary, which is also a first of its kind in Ireland as a community-owned wind farm. In 2013 Templederry Wind Farm became the first entirely community-owned Wind Farm to connect to the National Grid and began selling renewable electricity for the benefit of its members. The company purchases electricity from small and micro renewable energy projects (specifically hydro and wind) from across the island of Ireland and sells this onto its users. Their mission is to support Ireland to run on clean, renewable power, but as if that's not enough they also think people should also have a real stake in it and own it for themselves.

The Development Unit: Technological University of the Shannon

The Development Unit is dedicated to implementing their vision of supporting individuals, companies, and industries in the Mid-West to achieve social, economic and environmental changes through applying its expertise in a collaborative manner. They pride themselves on working with people to solve real problems and challenges. With their focus on sustainable energy, climate action, social enterprise, rural development and technology for education, the team leads and partners in projects and activities while working closely with academic staff and experts across the Institute. TUS Midwest prides itself on the extensive networks and connections it has developed with community, enterprise, industry and public sectors in the Midwest region, throughout Ireland and internationally.

Extract from the Interviews

The three interviews highlighted the need to ensure collaboration, communication and practice-based learning is at the fore-front of learning so that students/teachers take ownership of the work that is being done and have some tangible experiences.

Dr Marie Taylor, Senior Project Officer

New Education Forum, looking at increasing the use of digital tools within outdoor education and the development of a network of educators at different levels and interests. The development of a website with links to digital storytelling with educators telling their experiences and best practices so that others can learn from it. This will allow people to incorporate this type of work into their own teachings.

Work-based learning experience (as part of the social-b project) for students is based in social enterprises which allows for a community to develop, learning on the ground in these social enterprise means a real exchange of knowledge experience and ideas.

Dr Margaret Browne, GIS and Data Manager

As part of the PhD, open-source data was really useful, being able to access open data from nearly 70 cores across the Mediterranean Sea meant that a greater understanding of what the environmental changes were happening over a longer period of time. This is only made possible by people willing to share their data and create new collaborations.

Working on a geological survey as part of a government department, allows us to create maps and datasets and generating useful and needed information for the public. Communication is key for people to realise that information is available, providing freely available viewers of the data and working with other organisations to create added value is key to creating a sense of use for this data.

Dr Julie McGrath, Historian and Secondary School Teacher

Transition year is a uniquely Irish idea and bridges the gap between Junior students and senior and we open them up to new ideas, practical skills, travel, different subjects and languages that they might not have a chance to do otherwise.

We have created a community of practice within our school that allows us to meet to share ideas, strategies, resources, especially within our subject areas that allows use to develop a catalogue of things that will benefit each other.

Starting the Green Schools initiative, a great take-up among the students as this was very much student led as they took on roles and so was a real and tangible experience for them to be involved in.

List of topics

- ✓ Horizontal: Addressing digital transformation through the development of digital readiness, resilience and capacity.

The environment and fight against climate change in many parts of the world are put on hold due to the coronavirus pandemic; the focus must be on facing the following climate change crisis. Sharing economy services have been disrupted through the Covid 19 pandemic. The sharing economy combines the need for climate solutions and digital accessibility. The Horizontal project provides teachers with the innovative technology to create and share digital stories about the environment and the fight against climate change. Teachers acquire knowledge in the digital storytelling method and apply it in the digital learning context. Provided also will be relevant background information on climate change, different types of sharing economy, the societal impact of the sharing economy, how to combat different ideologies on sharing assets and the sharing of resources in various youth resources. DISSE aims to reconsider the concepts of property and communicate to regulate and reduce the impact of climate change. The Sharing economy that DISSE wants to promote is based on collaboration, allowing adult learners and teachers to think about the forms of the sharing economy in their context of sharing assets according to their interests and home environments. The DISSE project combines digital media and economic and soft skills. Participating in adult education centres will encourage them to present their platforms as an educational sharing platform. Sharing assets reduces waste, boosts

consumption and personal income and reduces environmental impacts from the sharing economy.

✓ The Collaborative Economy

It is part of the solution to curb the impacts of climate change, environmental degradation, and human-caused global temperature increases. The sharing economy contributes to sustainable development as it aligns with “meeting the needs of the present and the ability to meet the needs of the future generations to meet their own needs”. There is a finite amount of resources on the planet. The collaborative economy is a positive occurrence because it contributes to sustainable development. The transnational cooperation in the project will reduce disparities and increase cohesion in the organisation, build trust across the staff and foster integration, macro decision making between European countries, territorial cohesion, helping public authorities have better services for citizens, improving policy and public investment.

Conclusions

The Sharing Economy is funded on shared resources such as, but not limited to, a house, a car, a skill or knowledge between individuals, groups or communities and is often completed over a digital network. This sharing can be limited to a short period such as renting a car or longer term such as sharing of datasets through open source information. In particular, we have seen over the course of the global Covid19 pandemic as well as the increasing focus on climate action, people are more aware now than ever before of the use of digital platforms to create a sharing economy, a term sometimes people don't realise they are partaking in, in which all people can thrive.

In particular, it is noted from the best practice examples in an Irish viewpoint, the idea of a community coming together to create new economic and social outputs is particularly useful. The creation of community generated power, micro-generation and community led wind farms allows people to take part in Ireland's goal of climate neutrality while creating profit. This again can be noted through one of the many co-ops that have been successful in the Irish market. The co-op utilises local

agriculture, craft suppliers and gardeners to create a useful business that benefits the wider community. These collaborative approaches put ownership and responsibility back into people's hands and allows for more meaningful social inclusion and economic development.

Speaking with practitioners of the sharing economy within an academic and research point-of-view was important as it highlight the ways in which a collaborative approach to sharing skills, knowledge and data is important. In particular, as noted by Dr Julie McGrath, transition year students are at the crossroads in their education between junior and senior cycle and it is at this point they are thinking of their futures. They are developing new skills, knowledge bases and generating new ideas and so are at the perfect spot in Ireland to build on this sharing economy ethos for them to bring further in their careers.

Sharing Economy, collaborative approaches, new skillsets through knowledge upskilling and resourcing identification is at the heart of a sustainable community and this needs to start in all education sectors and the role of digital storytelling as set out through the DISSE project will be invaluable to creating this movement.

National Report – Spain

Introduction

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

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

ELC has interviewed three people who work closely to promote the circular economy in the surroundings of the Sierra de Cádiz. Isabel M^a, 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^a 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^a, 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

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

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.

National Report – Sweden

Introduction

The sharing economy in Sweden was a growing and dynamic sector. The sharing economy involves individuals sharing resources, goods, or services directly with each other through online platforms.

Here are some key aspects of the sharing economy in Sweden:

Transportation: Ride-sharing services, such as Uber and local alternatives like Lyft and ViaVan, were gaining popularity in major cities like Stockholm and Gothenburg. Additionally, bike-sharing and electric scooter-sharing services were becoming common in urban areas.

Accommodation: Platforms like Airbnb were widely used for short-term accommodation rentals, allowing individuals to rent out their homes or spare rooms to travelers. However, it's worth noting that there were discussions and regulations in place to address the impact of short-term rentals on the housing market.

Goods and Services: Various platforms facilitated the sharing of goods and services. For example, peer-to-peer lending platforms, tool-sharing platforms, and skill-sharing platforms allowed people to borrow or rent items and skills from others.

Sustainability Focus: Sweden has a strong commitment to sustainability, and the sharing economy aligns well with this ethos. Sharing resources rather than owning them outright can contribute to reducing overall consumption and environmental impact.

Regulations: The Swedish government was actively working on regulating and adapting to the sharing economy. Some regulations were in place to ensure safety and fair practices, especially in the transportation and accommodation sectors.

3 Best practices

Here are some examples of best practices in the sharing economy in Sweden:

Fritidsbanken: a sharing service with a positive impact.

In Sweden, one in every twelve children grows up in a family with a lot of debt or even at risk of bankruptcy. These children cannot participate on equal terms with their classmates, neighbours or relatives.

Fritidsbanken Umeå is a public lending service for sports equipment, toys and leisure items that helps even out some of these inequalities. At Fritidsbanken, people can borrow equipment such as skis, skates, rollerblades, life jackets and snowboards. Fritidsbanken receives used sports items from private donors, local companies and public sources. If necessary, the items are repaired, and then catalogued and lent free of charge.

It's common for student groups or schools to contact Fritidsbanken when planning events or outings. Fritidsbanken also offers opportunities, on a work or volunteer basis, for people who are unemployed, immigrants and/or individuals with disabilities to participate in the sharing service. This makes Fritidsbanken a concept with both social and environmental benefits.

U-bike: electric cargo bikes for hire.

U-bike offers electric cargo bikes for hire to anyone who wants to try them out. Cargo bikes have low carbon emissions, can carry up to 100 kilos and replace many unnecessary inner-city car journeys. The box at the front is roomy and can also carry a child. U-bike is owned by the municipality in partnership with real-estate company Akademiska hus.

Umeå Showroom: a centre focusing on water and waste.

Umeå Showroom is a meeting place to increase knowledge and engagement about issues related to water and waste. Through collaboration, the project aims to create a mobile exhibition that encourages the city's residents to share knowledge and engage in issues about water and waste, in a creative, inspirational and educational way. The goal is to contribute to greater responsibility and behavioural change among residents and, in the long term, encourage a sustainable residential environment.

Umeå's focus on the sharing economy involves many partners, from the municipality, the regional government and the university to companies like Umeå Energy and Akademiska hus.

Extract from the Interviews

The interviews emphasised the need to ensure that collaboration, communication and practice-based learning are at the forefront of learning, using a digital environment and informal/non-formal education to bring young people closer to shared economy issues.

Kanan Khalilov, Lund University

<https://www.youtube.com/watch?v=jntTyNAwpkA&t=19s>

Sara Margarida Santos, GASPORTO - Mozambique

<https://www.youtube.com/watch?v=2D0gj4IGk3Q>

List of topics

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

- ✓ Shared Resources
- ✓ Collaborative Platforms
- ✓ Social Responsibility

List of Topics

Collection of topics/assets, nationally diversified, as preliminary findings of the topical analysis and explorative interviews to sparkle and initiate stories on the sharing economy.

Turkey	<ul style="list-style-type: none">✓ Collaborative consumption✓ Circular Economy✓ Shared Resources✓ Collaborative Platforms✓ Social Responsibility
Poland	<ul style="list-style-type: none">✓ Access Economy (Sharing Economy sensu largo)

	<ul style="list-style-type: none"> ✓ Peer Economy ✓ Sharing Economy (sensu stricto) ✓ On-demand Economy (Economy "On Demand") ✓ Collaborative Economy ✓ Access-based consumption ✓ Collaborative consumption ✓ Coworking
Italy	<ul style="list-style-type: none"> ✓ Accessing cultural programs ✓ Actively participate in scientific research programs/ activities of Citizen Science; ✓ Sharing the space of a private parking lot; ✓ Save leftover food ✓ Reusing, repairing, upcycling and recycling any material asset, guaranteed by an effective quality control system; ✓ Sharing a luxury good with a minimal expense; ✓ Pooling resources for a greater good
Ireland	<ul style="list-style-type: none"> ✓ Addressing digital transformation through the development of digital readiness, resilience and capacity. ✓ The Collaborative Economy
Spain	<ul style="list-style-type: none"> ✓ Collaborative consumption ✓ Shared Resources ✓ Coworking ✓ Cooperation Networks ✓ Peer-to-peer Economy ✓ Collaborative Platforms ✓ Social Responsibility
Sweden	<ul style="list-style-type: none"> ✓ Shared Resources ✓ Collaborative Platforms ✓ Social Responsibility