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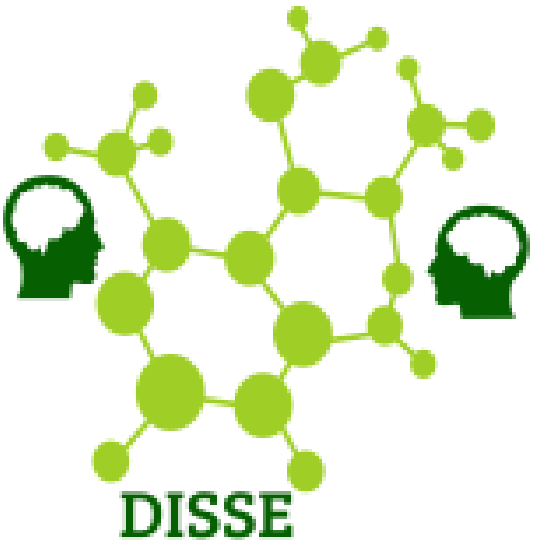


**Project Title: DISSE, DIgital Storytelling on Sharing Economy.**

**Project ID: KA220-ADU-EAA1272E**

# National Report

# Turkey/SBTC

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## 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 (1 page)**

BU KOLİ

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 of them 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 (1 page)

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 and etc. Also, when people cooked, they were giving these foods to their neighbors as a courteous behavior. Example for Nontraditional sharing economy includes coachsurfing, uber, airbnb. Murat's conncrete and personal sharing economy experiences are valuable. Accordingly, he used mitfahrengelegenheit – 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 equipments and share them with their counterparts when they are needed.

## List of topics

Collaborative consumption

Circular Economy

Shared Resources

Collaborative Platforms

Social Responsibility