



SYNTHESIS OF THE WORKINGPAPER

SHARING CITIES AND TERRITORIES

A collaborative economy serving territories

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Car pooling, house renting between private individuals, bartering, exchanging, giving gifts, shared working spaces, opening recycling centres and Fab Labs: **the sharing economy has been largely developed** in France since 2010. Based on the exchange of goods, services and knowledge between individuals, its growing success changes drastically our citizen and consumer behaviours.

First, this working paper analyzes the great dynamics of initiatives and innovations of the sharing economy. New places appear (recycling centres, Fab Labs, coworking), new practices emerge or renew themselves (exchanging, bartering, gifts, and sale directly from the Producer) and new modes of transportation develop and reinvent themselves (carpooling, shared bikes...).

New activities emerge and impact the economic world; the traditional market is transformed and must face a new competition which uses latent capacities of territories (underused objects, unoccupied spaces...).

Individual are no longer consumers, but can also become stakeholders and producers of goods and services. The sharing economy thus reveals a growing involvement of citizens and the willingness to recreate social bonds. It can create positive externalities for the environment, thanks specifically to the development of dynamics such as the reuse of resources, eco-conception, and circular economy. It has thus to play a major part for the repossession of territories by citizens.

Facing the complexity of the sharing economy, which is based on several models (internet platforms, local relationships), the stake for local decision-makers is to have citizens' and local economic stakeholders' initiatives be in line with dynamics of mutual enrichment. To enable local managers and elected representatives to play this role of facilitators, this note analyses potential levers of action, basing themselves on three great public policies aspects: see, inform and promote the emergence of initiatives on territories.

- 1) First, we need to draft a map of the collaborative stakeholders on territories to favour sharing between all organizations and citizens. The objective is to inventory the existing initiatives in order to apprehend the potential sharing dynamics on a specific territory. A research centre or a Chair could thus be created to support players' knowledge and existing initiatives.
- 2) The second proposal consists in co-building and promoting collaborative dynamics around large-scale events. Organizing frequent events such as the Disco Soups or the implementation of a major festival can favour citizens' commitment, mobilize energies and initiate dialogue.
- 3) It is finally suggested to create a "Sharing cities" Charter. We could consider the implementation of a label and of a regulatory committee composed by various sharing stakeholders who would ensure compliance with the charter.

France is lucky to be a pathfinder country in terms of sharing economy. It must develop and highlight that advantage which represents an economic, social and environmental potential, but also model public policies in order to include this phenomenon. Such an evolution must develop on a local and on a collaborative basis.

