

Nesta...

Helen Goulden, Executive Director

November 2015

@helengou

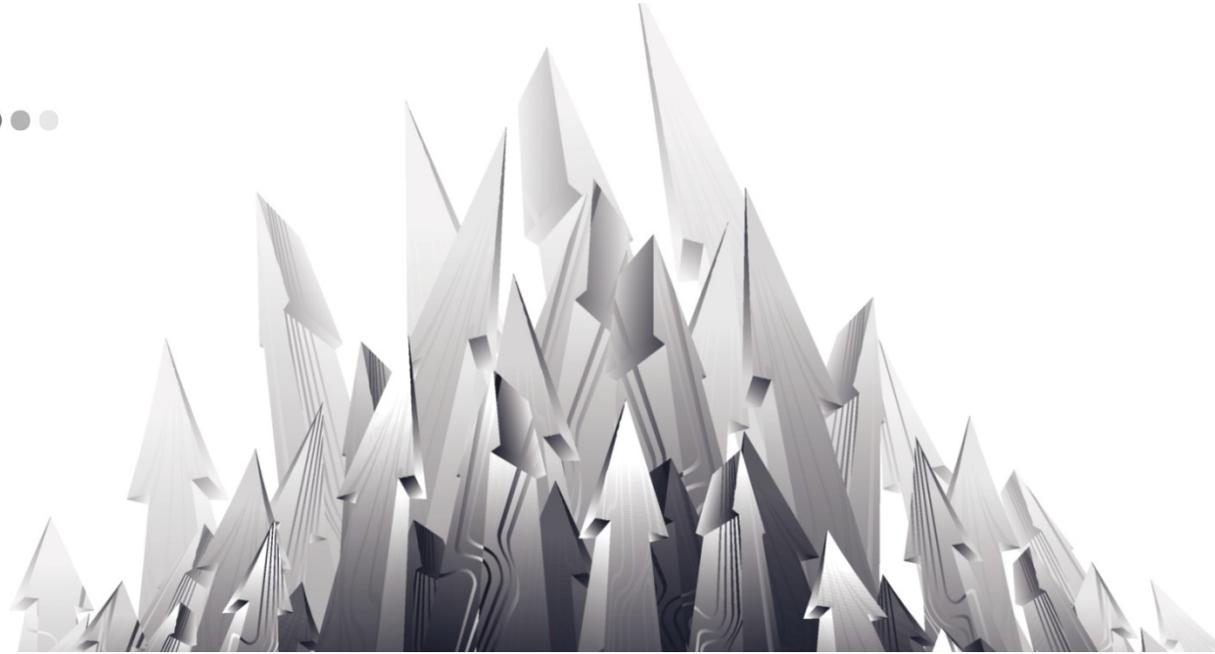
www.nesta.org.uk

Nesta...



The Many Roads Ahead for the Sharing Economy

Nesta...



Emerging (often digital) infrastructures that enable the co-ordination of knowledge, resources, money and labour. At scale.



Sharing economy sector and traditional rental sector projected revenue growth

Sharing economy sector



Peer-to-peer lending and crowdfunding



Online staffing



Peer-to-peer accommodation



Car sharing



Music and video streaming

Traditional rental sector



Equipment rental



B&B and hostels



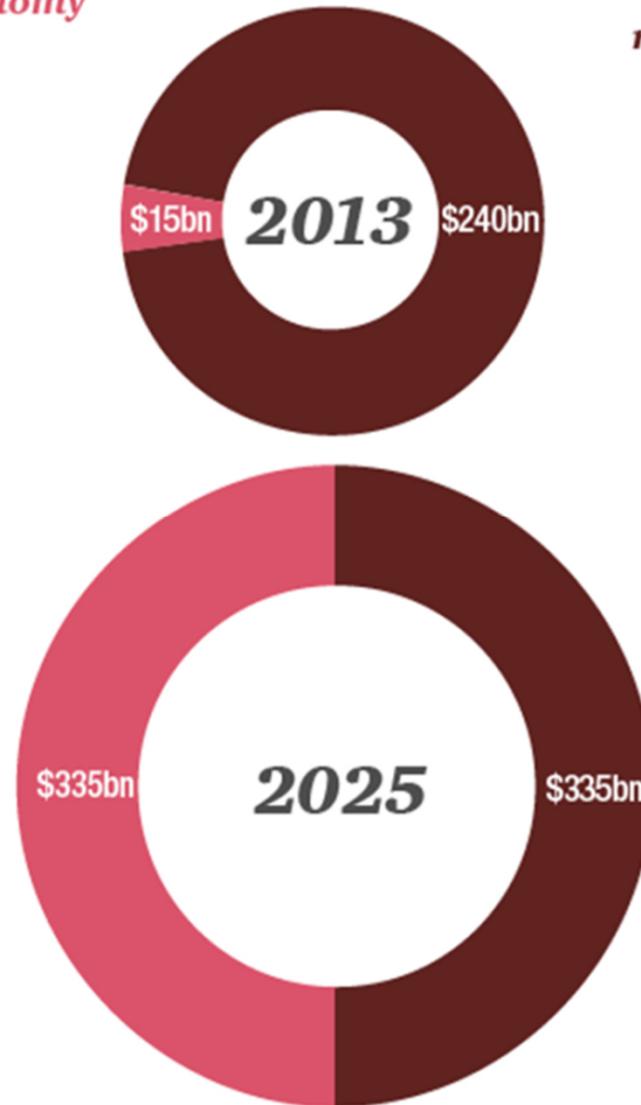
Book rental



Car rental



DVD rental



Sharing economy sectors ■ Traditional rental sectors

Nesta...



In the last year **25%** of people have used the internet to take part in collaborative activities

Sector breakdown

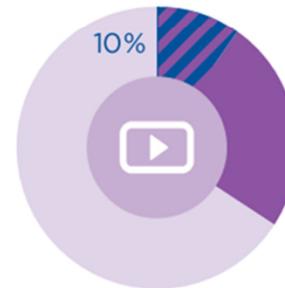
Percentage of people taking part in:

-  Collaborative activities
-  Collaborative activities enabled by the internet (Percentage figure shown)

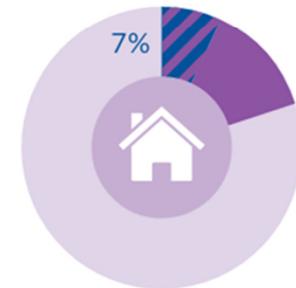
Clothes and accessories



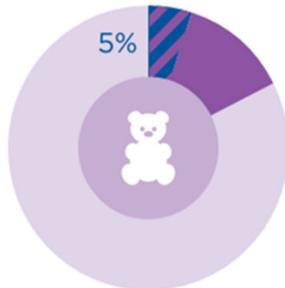
Media



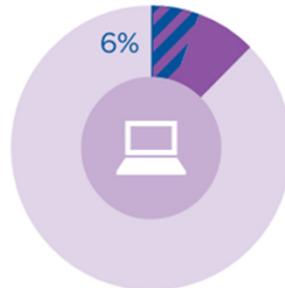
Household goods



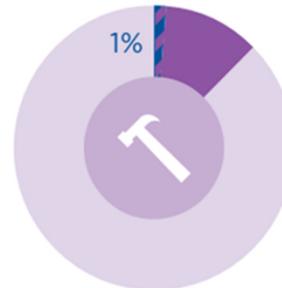
Children's equipment and toys



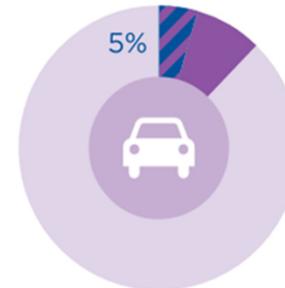
Tech and electronics



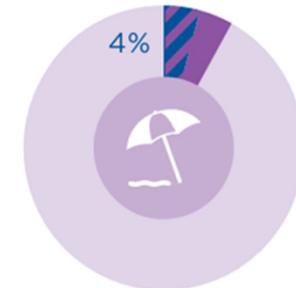
Odd jobs



Transport



Holidays



Nesta... What do we know?

- Disruptive businesses that offer different ways to meet our needs
- Challenge regulation, licensing & embedded habits & behaviours
- Safer than we might have predicted
- Makes more efficient use of existing resources; sweating unused assets
- Tends to also identify new resources, new inventory
- Tends to be more affordable; but that affordability may come at a price
- Inherently more personalised, social & flexible



**Efficiencies
in
production**



**Efficiencies
in
consumption**

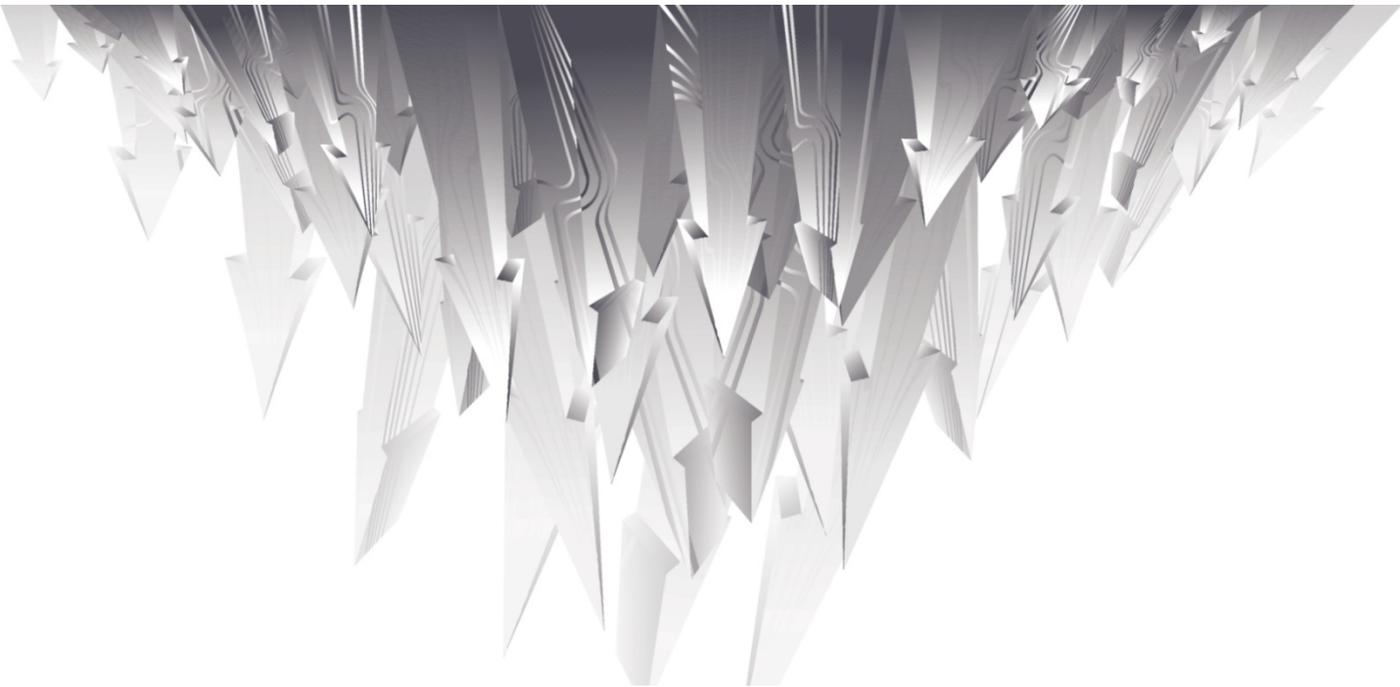


Nesta...

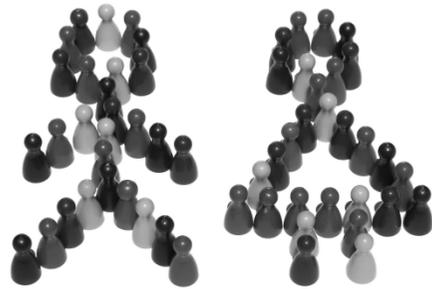
Nesta...



What are the roads ahead?



This is for everyone



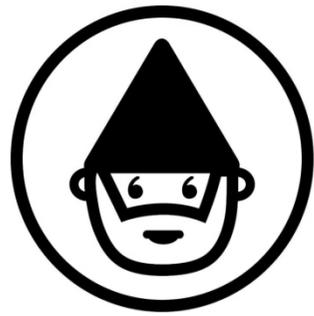
Participation is low in groups that could most benefit from making & saving money

Old prejudices can play out in new ways
re: discrimination because of age, gender, ethnicity and sexual orientation

Some promising data e.g. greater success for women accessing finance in collaborative economy... but

Most interactions are monetised; commercial
Data shows prime driver
is to make money

A world of
micro-entrepreneurs?



It's about sharing

But Jobs 'below the API'
with unresolved issues –
Employment status, tax,
predictable income etc

Nesta...

Challenging Assumptions

Many business-to-consumer models are emerging
(This is good for driving sustainable product development)

It's peer to peer



But also many P2P platforms are evolving into mixed models

We must question the idea that the sharing economy builds social value by default

Nesta...

Challenging Assumptions

New models of public service provision



Public Sector Efficiencies



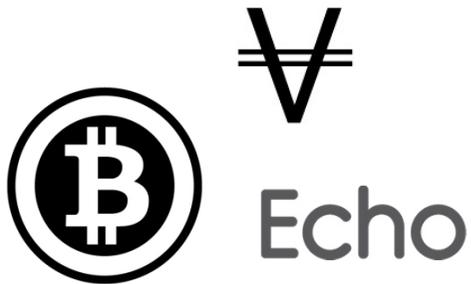
This is about consumers, beds and cars



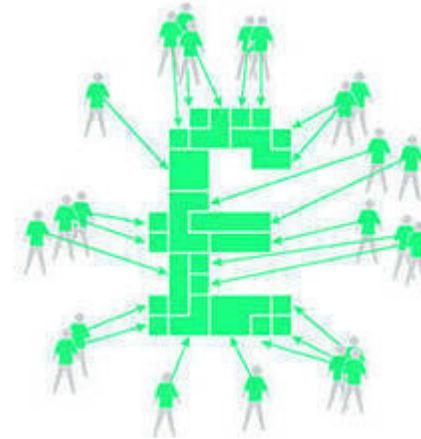
New sources of knowledge

Nesta... Building Alternative Infrastructures

Alternative/ New currencies



Crowdfunding & alternative finance



Mobilising people / action



Collective Intelligence

Nesta...

Challenging Assumptions

Press, Venture Capital & Silicon Valley tell one story, but some cities are taking another route...

It's Global

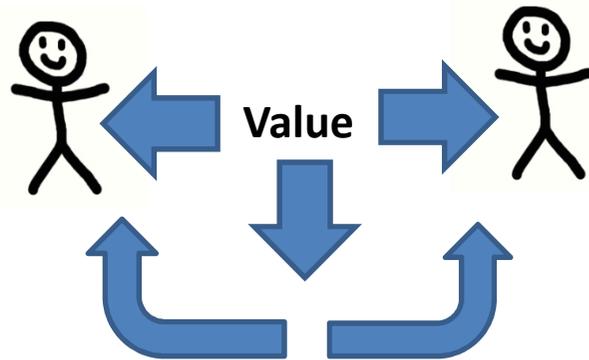


An organising principle for a smart, sustainable city

Nesta...

Challenging Assumptions

Will we see new models of ownership?



Does the sharing economy have monopolistic tendencies?



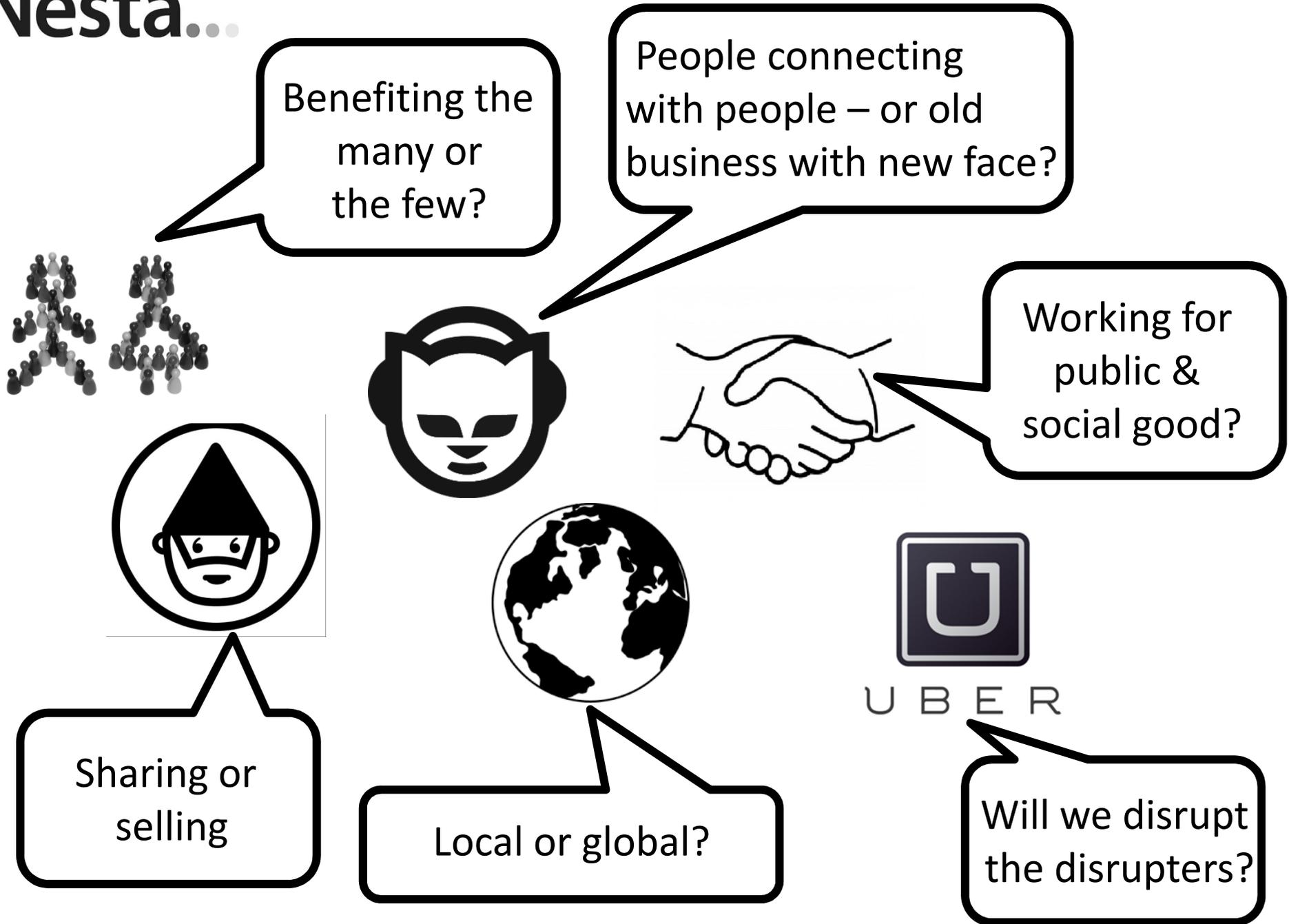
U B E R

Platforms do one thing

The Amazon logo features the word "amazon" in a bold, lowercase, sans-serif font. Below the word is a curved arrow that starts under the letter 'a' and ends under the letter 'n', pointing from left to right.

But Amazon used to only sell books...

Nesta...



Nesta...

Danke

Helen Goulden, Executive Director

November 2015

@helengou

What's next?

- **Standing Workgroup** zum interdisziplinären Forschungsaustausch zur Sharing Economy
- Eintragen von Sharing Economy Organisationen in das i-share Verzeichnis - www.i-share-economy.org
- Zweites **Symposium** am 5. Oktober 2016 in München - register@i-share-economy.org