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# A Critical Analysis of Sharing Cities

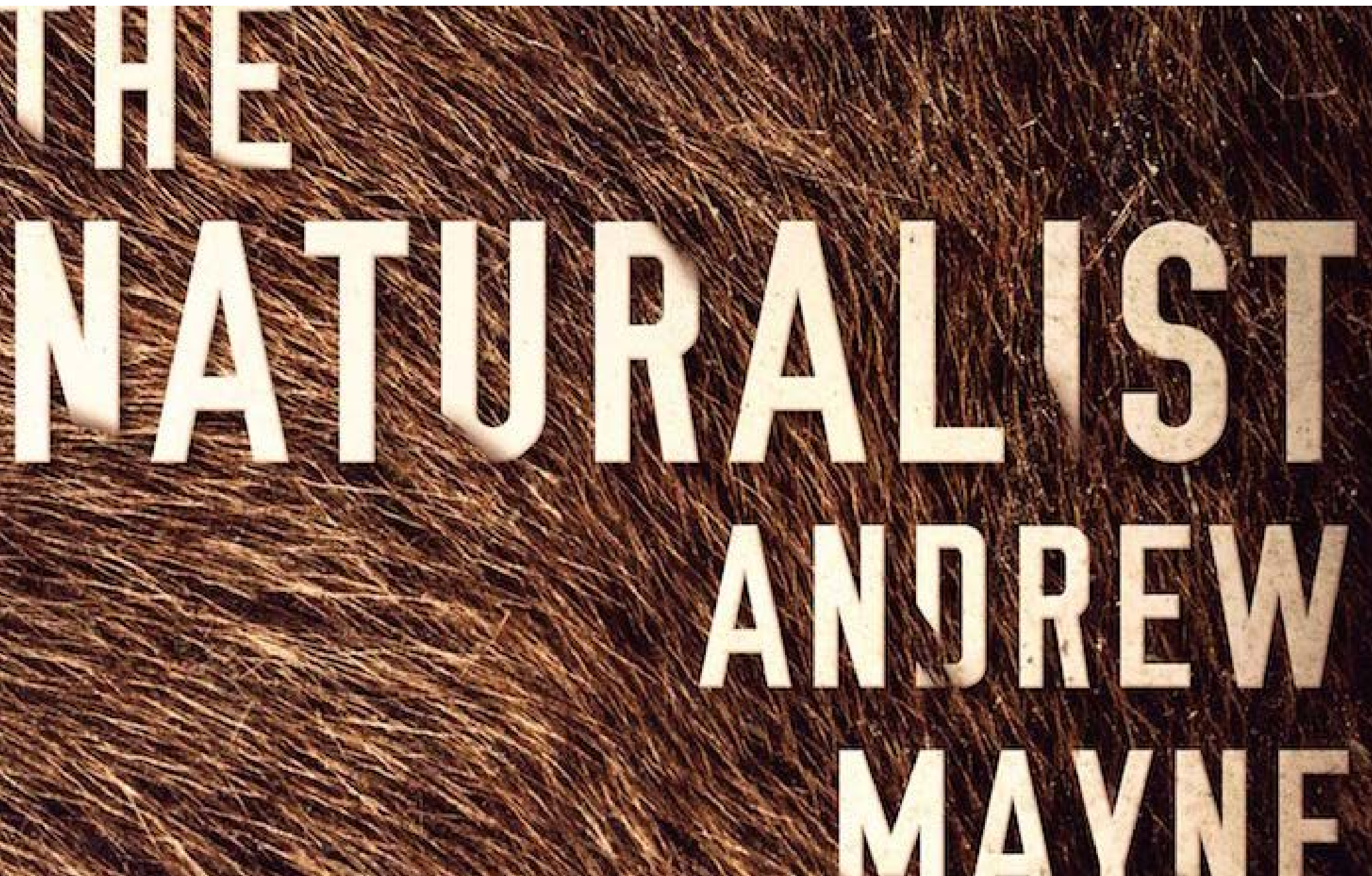
STEVEN CURTIS | SWEDISH NATIONAL LABORATORY ON SUSTAINABLE LIFESTYLES | 16 NOVEMBER 2017



# Outline

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- 1. Challenge**
- 2. Motivation**
- 3. Risks**
- 4. Definition**



THE  
NATURALIST  
ANDREW  
MAYNE

*“A mistake we make too often in science is thinking that having a name for something is the same as understanding it.”*



# Sustainability

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**Sustainability is living within the REGENERATIVE**



# Sharing Economy



*The Communication Review*, 16:113–131, 2013  
Copyright © Taylor & Francis Group, LLC  
ISSN: 1071-4421 print/1547-7487 online  
DOI: 10.1080/10714421.2013.807119

## The Social Logics of Sharing

NICHOLAS A. JOHN

Department of Communication, The Hebrew University of Jerusalem,  
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This article explores the concept of sharing in three distinct spheres: Web 2.0, whose constitutive activity is sharing (links, photos, status updates, and so on); “sharing economies” of production and consumption; and intimate interpersonal relationships, in which the therapeutic ethos includes a cultural requirement that we share our emotions. It is argued that a range of distributive and communicative practices—not all of which are entirely new—are converging under the metaphor of sharing. Thus, practices in one sphere are conceptualized in terms of practices from other spheres. What all three spheres of sharing have in common are values such as equality, mutuality, honesty, openness, empathy, and an ethic of care. Moreover, they all challenge prevalent perceptions of the proper boundary between the public and the private.



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... to cut into equal parts

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... act of distribution

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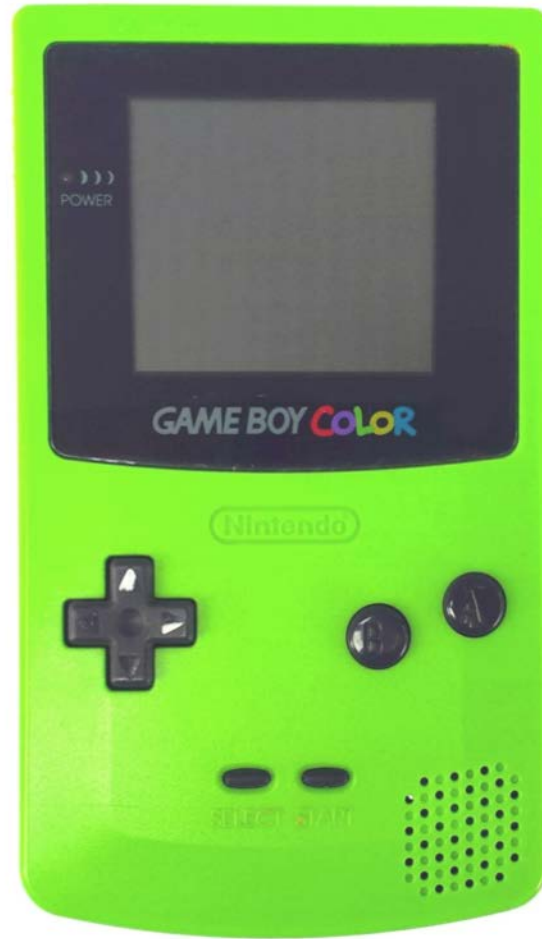
... act of distribution

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... act of shared access

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# ... act of common ownership

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(Just Between Us, 2016)





# ... act of common ownership

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(Hepburn Wind, 2011)



(Solar, 2014)

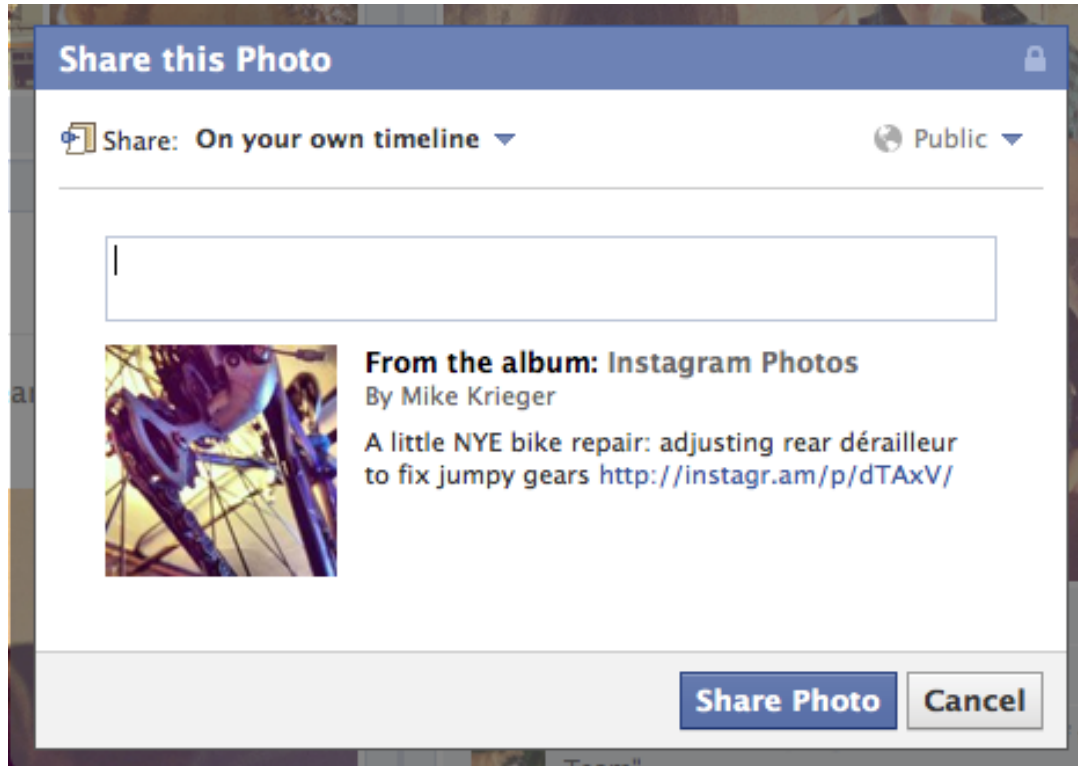


# ... act of communication

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# ... act of individual expression



(Share Photo, 2012)



Share this:



(Share This, 2015)





**Sharing + Economy**

# Sharing Economy

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# Motivation

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(Triple Bottom Line, n.d.)



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# Risk of Poor Definition

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- Failure to achieve potential
  - Growing Awareness



A promotional image for the TV show 'Unbreakable Kimmy Schmidt'. It features the main character, Kimmy Schmidt, smiling and leaning out of the window of a yellow taxi. She is wearing a bright yellow cardigan with butterfly and floral embroidery over a colorful floral patterned blouse. The background is a blurred city street with buildings and a bus. The title 'UNBREAKABLE KIMMY SCHMIDT' is written in large, white, bold, sans-serif capital letters on the right side of the image.

UNBREAKABLE  
**KIMMY  
SCHMIDT**





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## THE CONVERSATION

Academic rigour, journalistic flair

[Arts + Culture](#) [Busin](#)

### Sharing ethical c

November 9, 2017 7:19pm Gi



We need to look behind the s

BUSINESS

Postmates

# WHY THE "SHARING

A new lawsuit filed against Postm  
labor.



BY MAYA KOSOFF

NOVEMBER 9, 2017 11:52 AM



BRIEF

## Report: 51% of city residents have mixed feelings about the sharing economy

AUTHOR

Kristin Musulin  
[@kristinmusulin](#)

### Dive Brief:

- A new study on the sharing economy, conducted by the National League of Cities, found a majority of city residents (51%) have mixed feelings about the sharing economy, such as ride-sharing, office-sharing or home-

- Airbnb
- Lyft
- smart cities
- sharing economy
- Collaborative Consumption

Popular Posts



Are flyi  
the fut

# Risk of Poor Definition

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- Failure to achieve potential
  - Growing Awareness
  - Co-opting





# Risk of Poor Definition

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- Failure to achieve potential
  - Growing Awareness
  - Co-opting
  - Sharewashing / Pseudosharing
  - Regulation

# Criticism of the Sharing Economy

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U B E R

(Uber, 2015)

# What is in a name?

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*Access Economy*

Collaborative Consumption

***Collaborative Economy***

Share Economy

**Sharing Economy**

Peer Economy

***On-Demand Economy***

*Gig Economy*

Crowdfunding



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# Sharing Economy

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Sharing

Gift-Giving

Access-Based  
Consumption

Product Service  
System

Renting

Leasing

Commodity  
Exchange





# URBAN SHARING

From Excess Economy to Access Economy

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## **Design**

To examine the ways in which urban sharing schemes are designed and how they vary across cities.

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## **Practices**

To study the sustainability of daily practices of urban sharing schemes and why and how they vary in different cities.

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## **Processes**

To develop and test a theoretical framework for integrative and comparative assessment of institutionalisation processes of urban sharing schemes across cities.





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# Conceptualising the Sharing Economy

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- Systematic Literature Review
- Qualitative Content Analysis
- Bibliometric Analysis



# Conceptualising the Sharing Economy

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- Physical Goods
- Idling Capacity
- Rivalrous
- No Transfer of Ownership\*
- Peer-to-Peer
- ICT-enabled

# Carsharing

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(Sunfleet, 2017)



# Carsharing

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GoMore 

(GoMore, 2017)

**Bla Bla Car**

(BlaBlaCar, n.d.)



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# Accommodation Sharing

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(Airbnb, n.d.)



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# Summary

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- There is a need to better define the sharing economy
- There is a need to disclose our motivation to promote sharing economy
- There is a need to better collaborate
  
- Achieve the potential of the sharing economy in cities



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# Thank You!

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