

# Cultura e Saperi per le Citta' del Futuro

Competenze Strumenti e Relazioni

15 Dicembre 2016

## Sharing Economy

Un nuovo modello di governance?

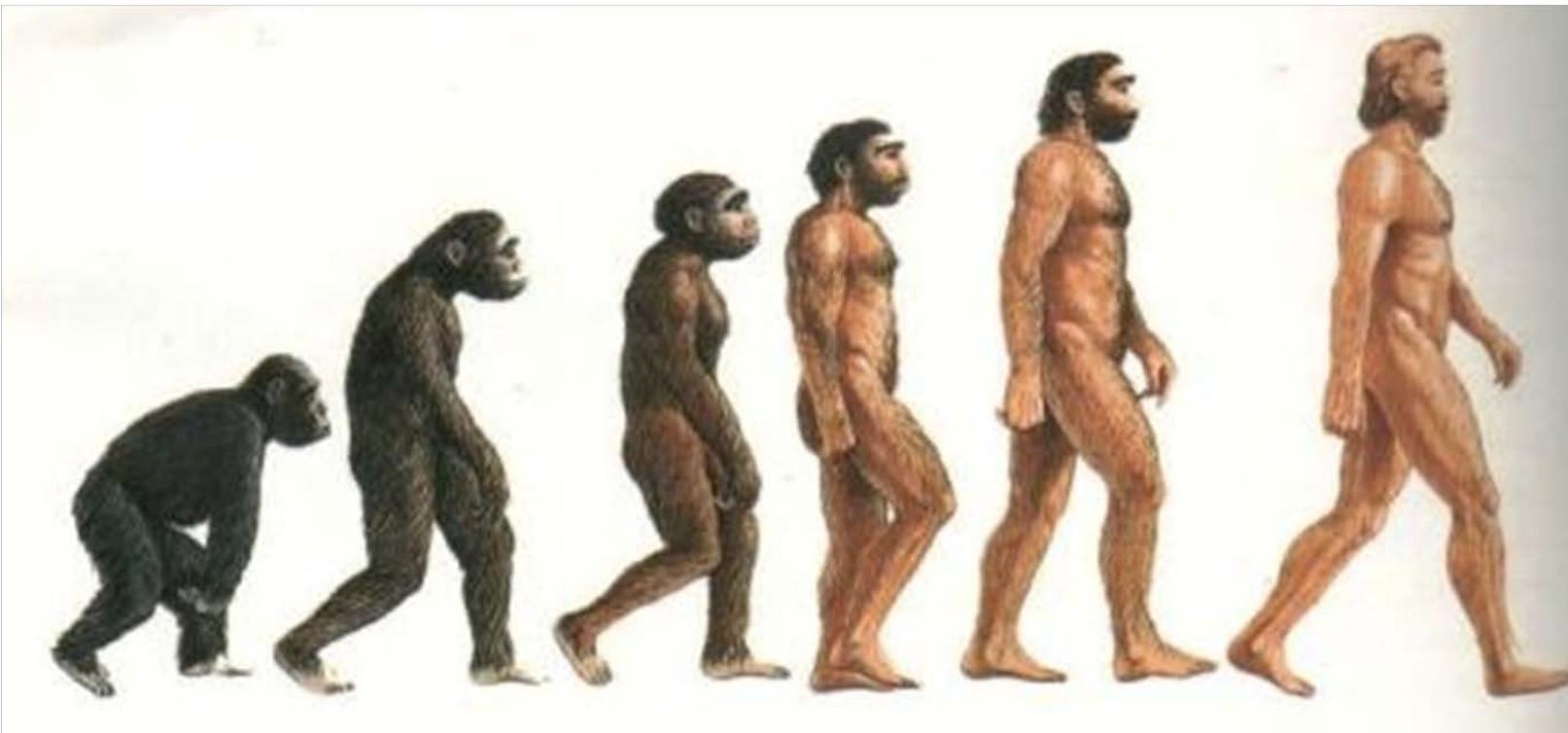
Benedetta Brighenti

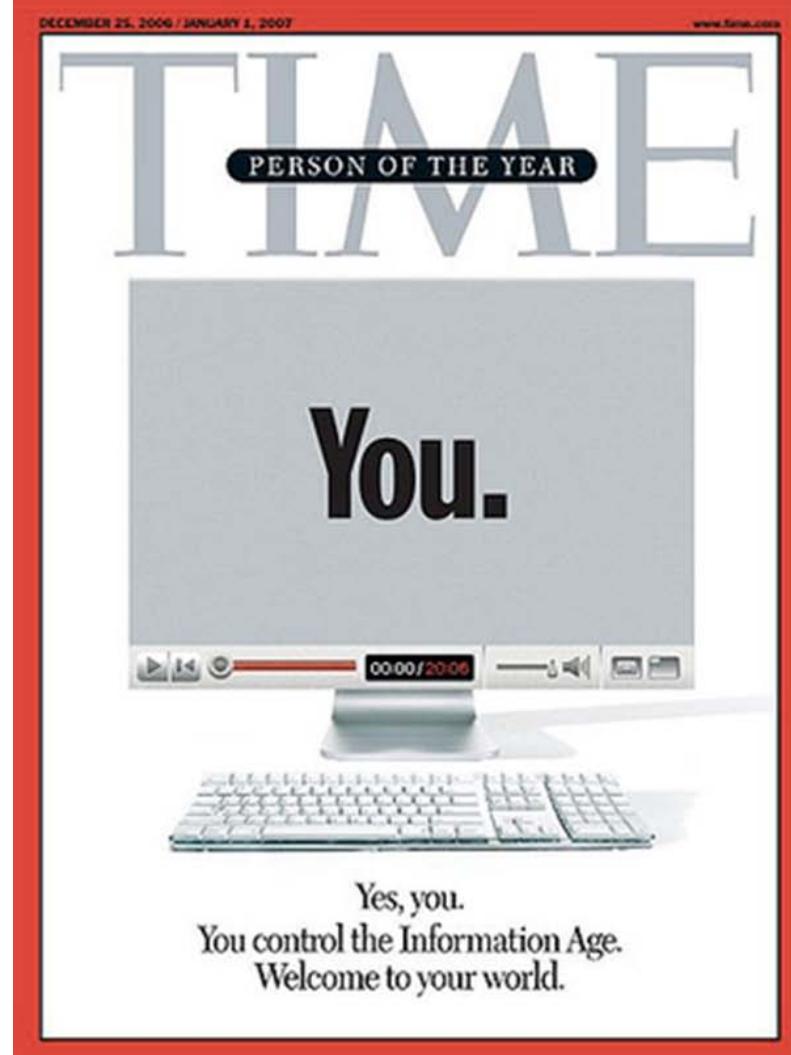
Vicesindaco del Comune di Castelnuovo Rangone

Membro del Comitato delle Regioni

Relatrice del parere sulla Sharing Economy

# Un po' di storia







# Ogni minuto nel web



# THE ZERO MARGINAL COST SOCIETY

THE INTERNET OF THINGS, THE COLLABORATIVE COMMONS, & THE ECLIPSE OF CAPITALISM

A book by *Jeremy Rifkin*

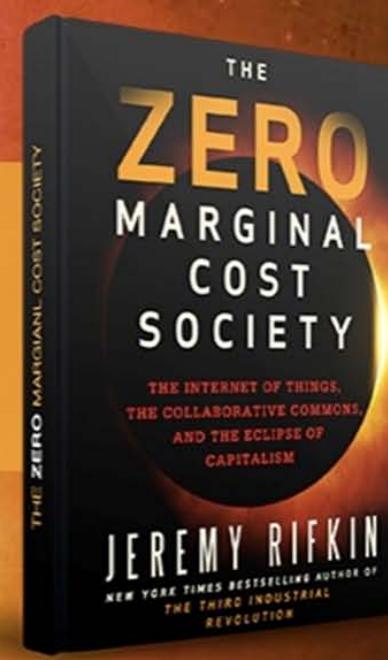
[HOME](#) [THE BOOK](#) [AUTHOR](#) [MILESTONES](#) [PRESS](#)



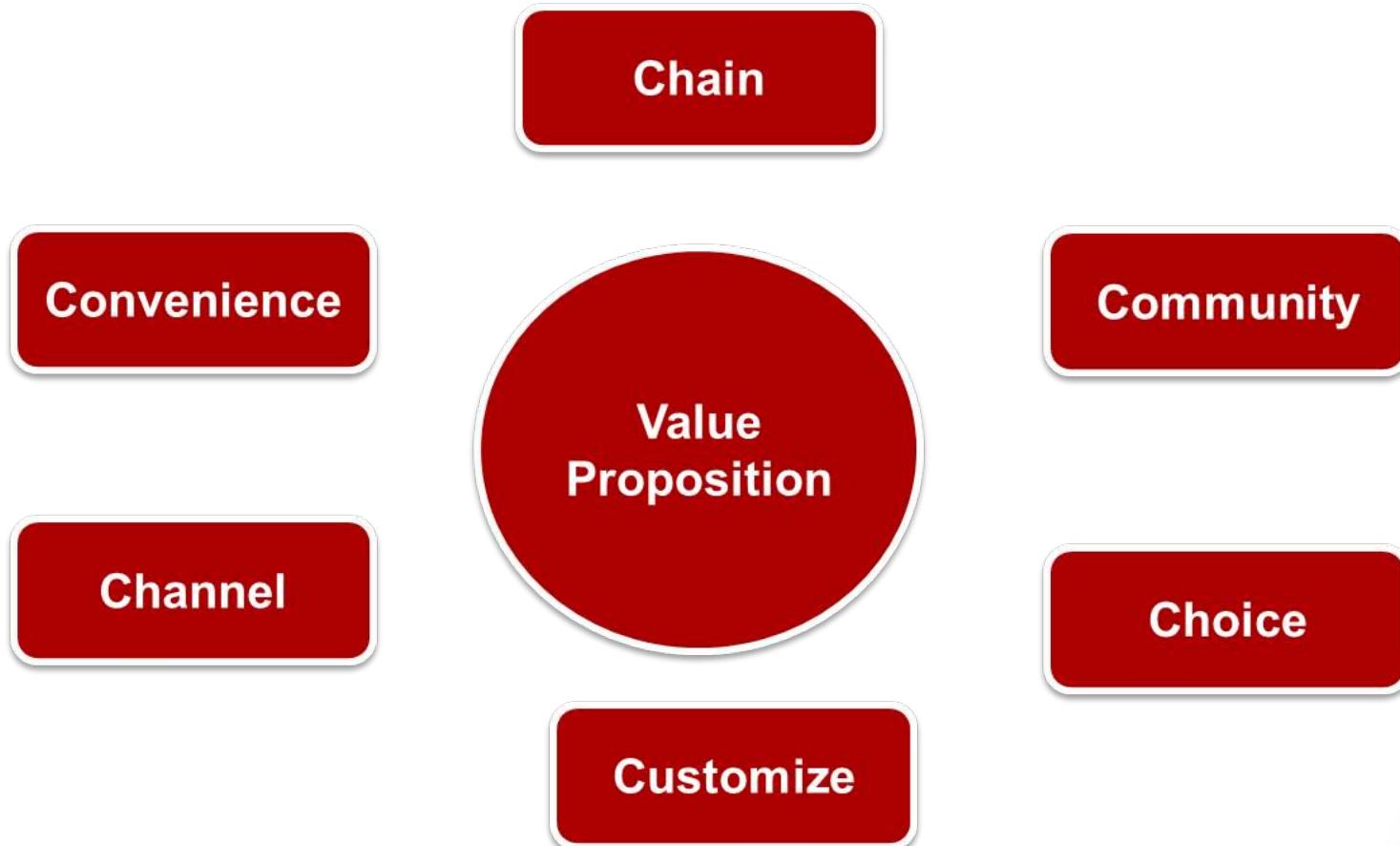
## BEST SELLING AUTHOR JEREMY RIFKIN

[ABOUT THE BOOK >](#)

[BUY THE BOOK >](#)



# Come funziona un servizio collaborativo





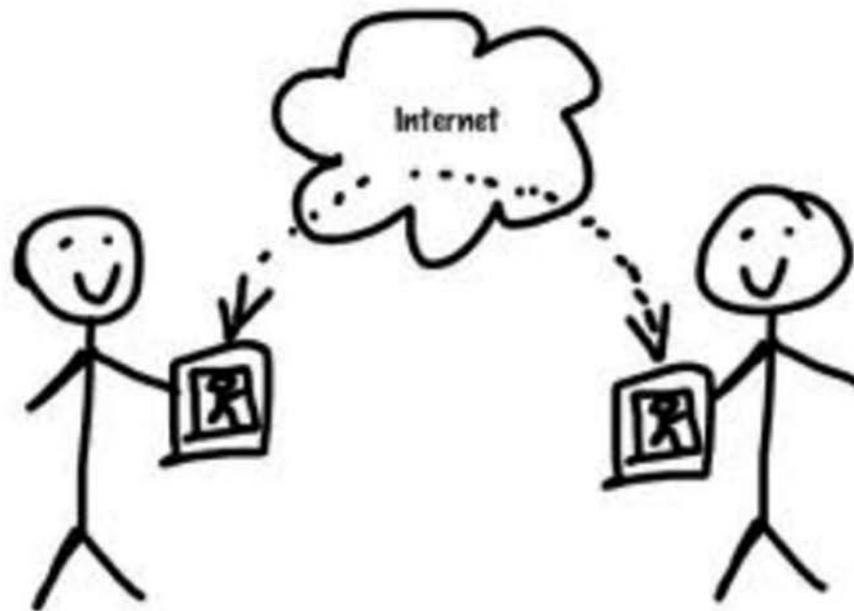
**Value  
Proposition**

**“Non sarebbe bello se in rete ci fosse un servizio dove scrivere che abbiamo bisogno di qualcuno che porti il cibo per il nostro cane?” Leah Busque, Taskrabbit**

**“Perché non posso noleggiare un’auto che rimane ferma per la maggior parte del suo tempo?” Shelby Clark,  
*RelayRides***

**“Possibile non trovare in rete un posto dove depositare gli oggetti che non servono a te ma possono servire ad altri?”  
*Irina, Reoose***

Chain



CERCO

OFFRO



**La community unico asset della piattaforma**

**standbymi**  
NEVER A STRANGER WITH US

**Customize**

**18.30**  
Giro in bici  
sul Naviglio  
Grande

**20.00**  
Massage a  
casa del  
pittore

**Loft 100**  
**m<sup>2</sup>**  
da € 80 a

**19.30**  
Aperitivo  
a  
casa  
di  
Mauro

**L'esperienza è personalizzata**



Choice

**Si può scegliere sempre e ovunque**



**Vincono tutti**

Channel



**Non più pubblicità ma passa parola**

# Cosa cambia

PRIMA	OGGI
Azienda	Piattaforma
Clienti	Membri
Prodotto	Esperienza
Orari/luoghi	24/24
Pubblicità	Passaparola
Prezzo	Soddisfazione

## *Sharing economy sector and traditional rental sector projected revenue growth*

### *Sharing economy sector*



Peer-to-peer  
lending and  
crowdfunding



Online  
staffing



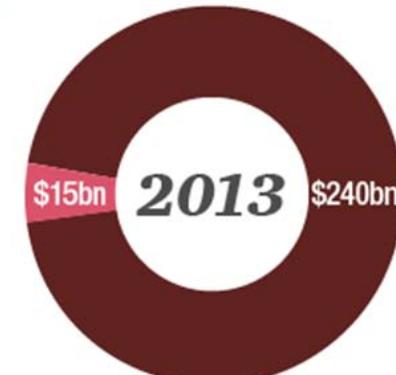
Peer-to-peer  
accommodation



Car sharing



Music and  
video streaming



### *Traditional rental sector*



Equipment  
rental



B&B and  
hostels



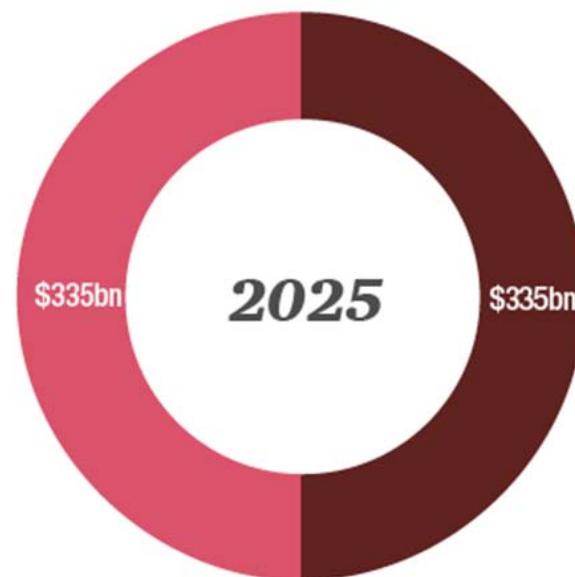
Book rental



Car rental



DVD rental



Sharing economy sectors      Traditional rental sectors

Source: PwC analysis

# airbnb

**650,000** ROOMS

**6** YEARS

**NO** INVENTORY

MARKET CAP **\$10B**

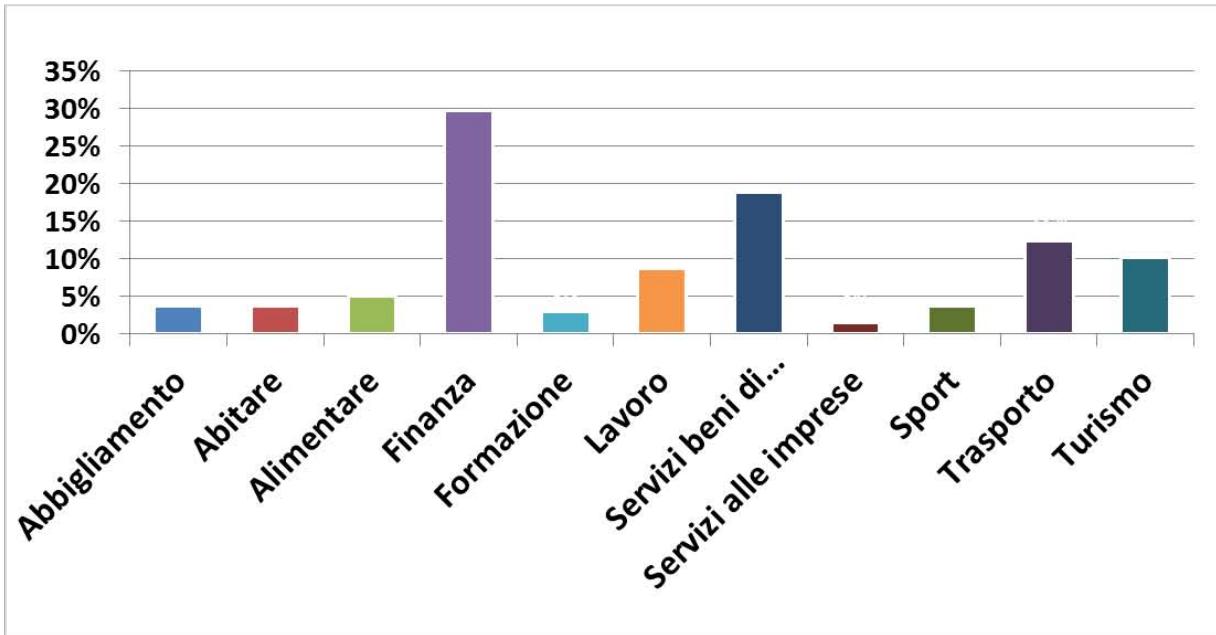
# INTERCONTINENTAL

**650,000** ROOMS

**63** YEARS

OWNS PROPERTIES  
EMPLOYS  
**120,000** PEOPLE

MARKET CAP **\$10B**



138

**Le piattaforme collaborative che operano in Italia divise per ambito**

## What is Sharing/Collaborative Economy?

- ✓ The economic target/actor is no longer the consumer willing to own something, but rather a user, maker, producer, creative, designer, co-worker, commoner willing to have access to some service or asset that is needed to satisfy some of this new economic actor needs;
- ✓ SE adopts a platform approach whereby relations and trust within a community become one of the main economic drivers;
- ✓ SE makes intensive use of digital technologies, although some SE initiatives may also be limited to the common use of physical assets (e.g. co-working spaces).

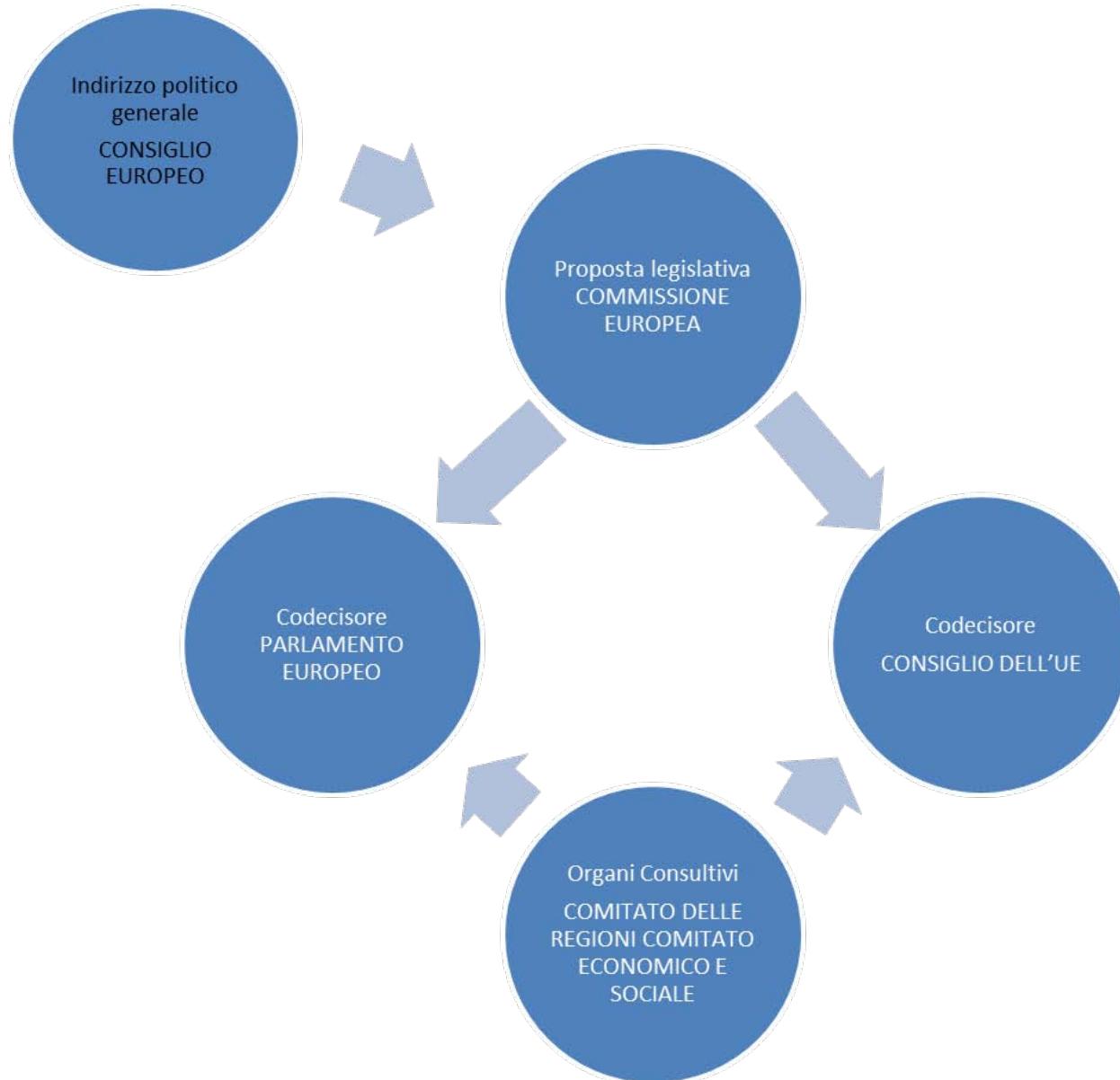
**CHANGE OF SOCIAL ECONOMIC AND INSTITUTIONAL  
PARIGM**

# WHY CoR SHOULD TAKE ACTION?

- It is quintessential to accompany a phenomenon which could either improve the quality of life and foster growth or threaten local traditions, customs, social practices and small and medium size economic ventures, transform the urban landscape and behavioural patterns that under an urban/local ecosystem point of view could be linked to quality of life in certain areas.
- The principle of self-organization of local and regional authorities
- Collaborative is LOCAL and human-centered
- Relations and trust within a community become one of the main economic drivers, and local and regional authorities are those who should cultivate those relations and trust within communities

Il Comitato delle regioni (CdR) è un **organo consultivo** dell'UE composto da rappresentanti eletti a livello locale e regionale provenienti da tutti i 28 Stati membri. Attraverso il CdR, essi possono scambiarsi pareri sulle norme dell'UE che incidono direttamente sulle regioni e le città.





1. **Primo Parere** <http://cor.europa.eu/it/activities/opinions/Pages/opinion-factsheet.aspx?OpinionNumber=CDR%202698/2015>
2. **Proposta di Legge Italiana** <http://www.camera.it/leg17/126?tab=2&leg=17&idDocumento=3564&sede=&tipo=>
3. **Linee guida della Commissione Europea** <https://ec.europa.eu/transparency/regdoc/rep/1/2016/IT/1-2016-356-IT-F1-1.PDF>
4. **Secondo Parere** (in risposta alle linee guida della Comissione) <http://cor.europa.eu/it/activities/opinions/pages/opinion-factsheet.aspx?OpinionNumber=CDR%204163/2016>