

Collaborative Consumption and the Consumer

What's in it for sustainability?



Dessau, 22.07.2014

Dr. Gerd Scholl

IÖW – Institut für ökologische
Wirtschaftsforschung, Berlin



The collaborative economy (1)





The collaborative economy (2)

The image displays a collection of logos for various collaborative economy platforms and organizations, arranged in a 2x2 grid separated by a black cross. The logos are as follows:

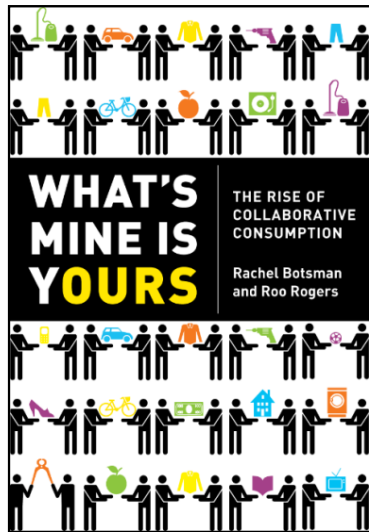
- Top-Left Quadrant:** knqk, Cookinging, airbnb, BlaBlaCar, HUB, freecycle.org, Etsy, Djump, carpooling.com, social car, Sharetribe, LA RUCHE QUI DIT OUI!, WHY own.it
- Top-Right Quadrant:** FABLAB, MAKER SPACE, ARDUINO, MakerBot INDUSTRIES, Maker Faire THE EUROPEAN EDITION, openPicus, WIKISPEED, coen source ecology
- Bottom-Left Quadrant:** Linux, creative commons, Open Government Partnership, WIKIPEDIA, open source hardware, Sharelex SHARING LAW FOR CHANGE, Hack your phd
- Bottom-Right Quadrant:** KissKiss Bank Bank.com, ulule, WIR Bank, SEEDRS, GOTEIO, Funding Circle, Zopa, prêt d'union, friendsurance, KANTOX FX peer hedging, prestiamoci



The rise of collaborative consumption



The collaborative consumption movement



Source: collaborativeconsumption.com



Source: <http://ouishare.net/>

KoKonsum.org



Source: kokonsum.org

SHAREABLE

Source: www.shareable.net



Source: www.thepeoplewhoshare.com



What is collaborative consumption?

- different form of consuming goods and services
- ownership is no longer a requirement for the use of goods
- access gains importance

- collaborative consumption substituting ownership
 - lending, renting, sharing or leasing

- collaborative consumption based on ownership
 - reuse of second-hand goods by donating, selling or swapping

What is collaborative consumption?



- **Botsman/Rogers (2010):**
 - product service systems (PSS)
 - sharing, renting and leasing services
 - redistribution markets
 - reuse and reselling
 - collaborative lifestyles
 - sharing/exchanging time, space, skills, money etc.



Source:
collaborativeconsumption.com

Collaborative consumption 1.0



library



laundrette



tool rental



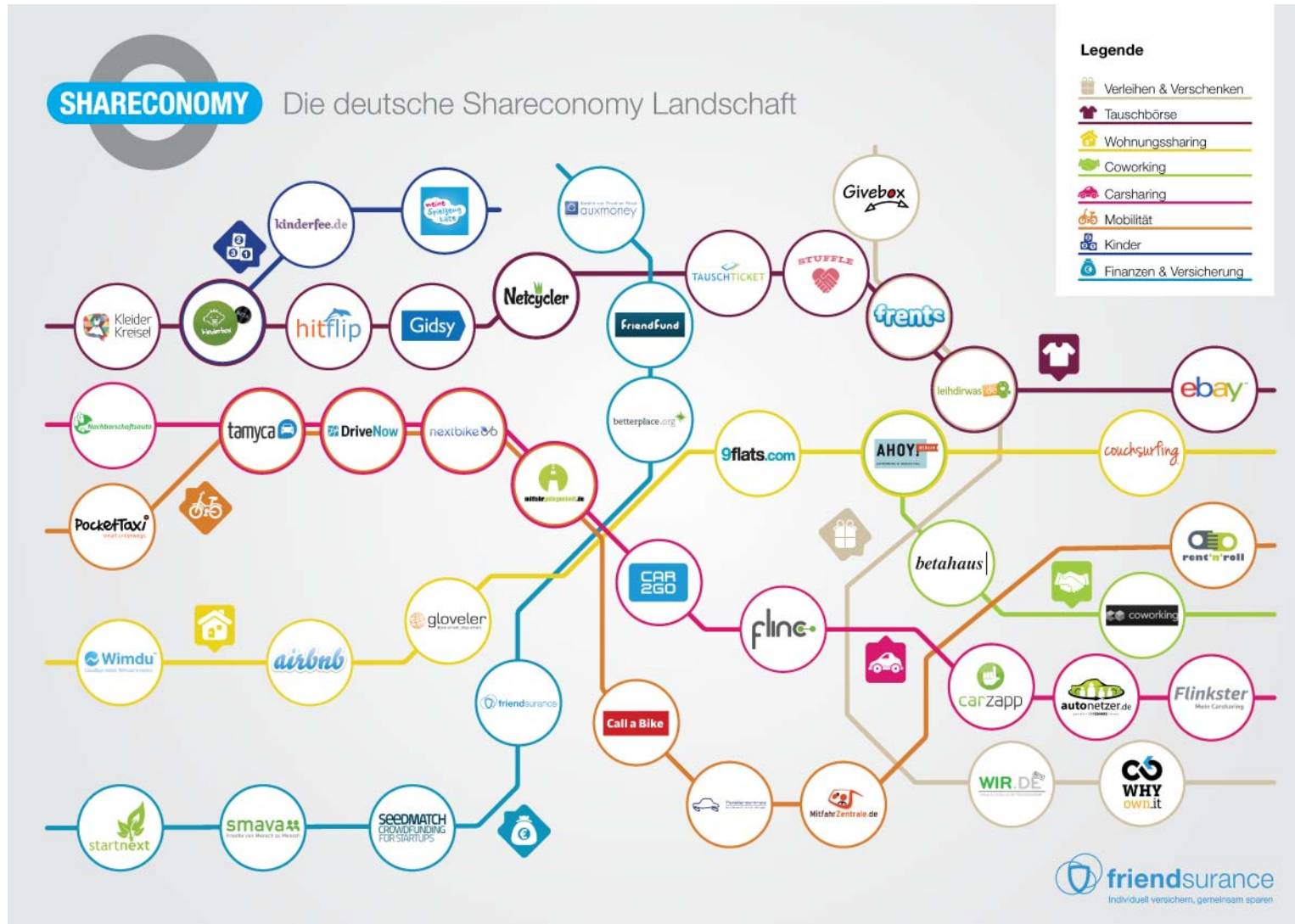
car-sharing



video rental store



Collaborative consumption 2.0





Collaborative consumption 2.0: Mobility

 DriveNow

tamyca 



 Nachbarschaftsauto

multicity
CITROËN

 auto netzer.de
mein carsharing netzwerk

 FLIGHTCAR™
RUNS ON A HANDSHAKE

fliinc 

Call a Bike 



 nextbike

velib' 

 UBER

i | ö | w

Collaborative consumption 2.0: Lodging



Collaborative consumption 2.0: Leisure



thredUP
helping you shop... in other people's closets.

ZiLok.com
Rent anything online !

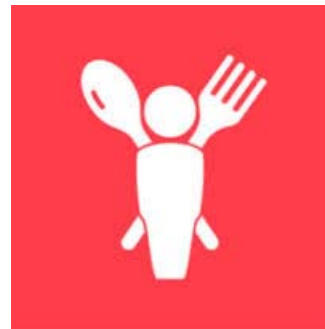
KLEIDER
KREISEL
Kleidung Accessoires Selbstgemachtes

frents

 LifeThek
BESSER LEIHEN


WHY
own.it

Collaborative consumption 2.0: Food





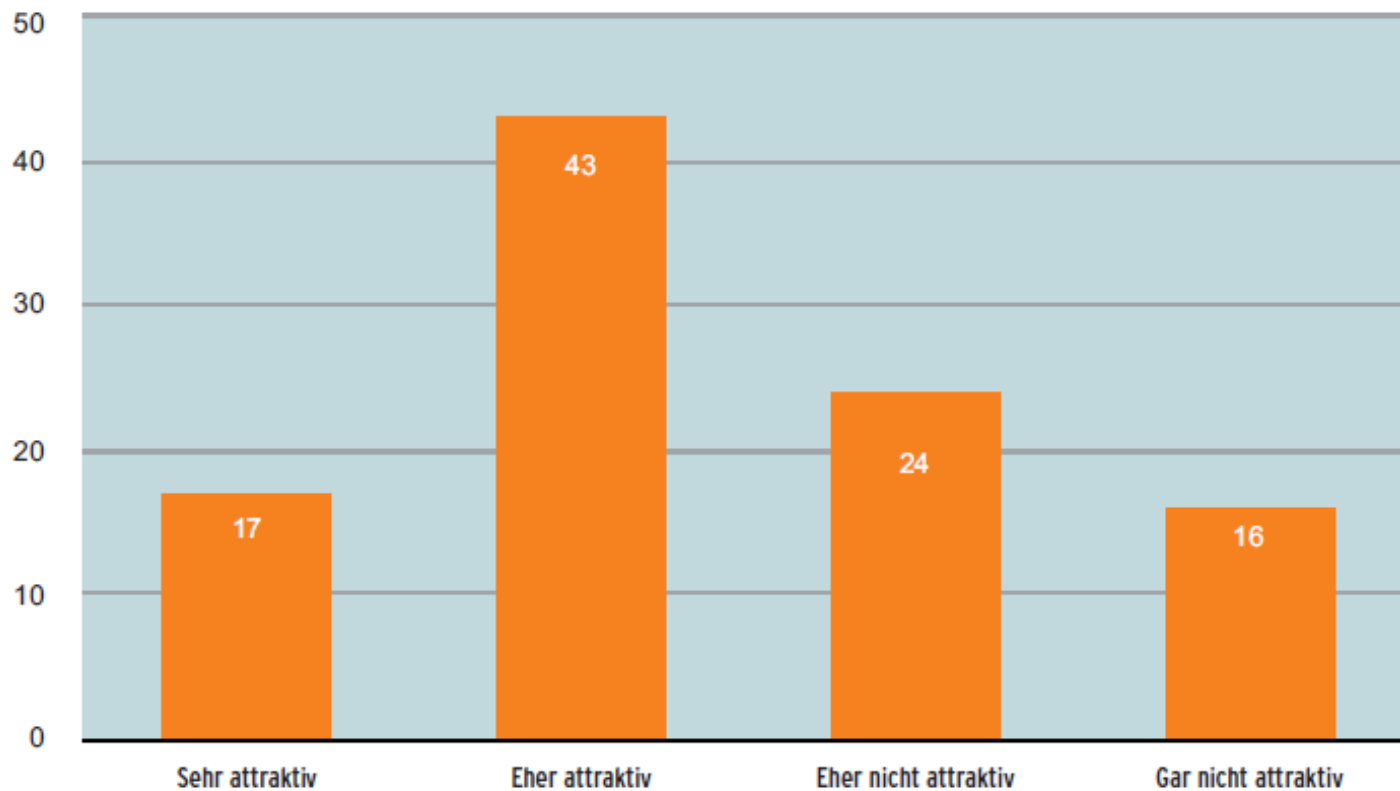
Drivers of collaborative consumption

- **technology**
new communication and information technologies, social media, mobile internet → critical mass & convenience
- **culture**
changing attitudes towards ownership ; nomadic lifestyles; sustainable lifestyles
- **reciprocity**
rating and reputation systems (trust as new currency)
- **sharing as business case**
e.g. innovative insurance solutions



Interest in collaborative consumption

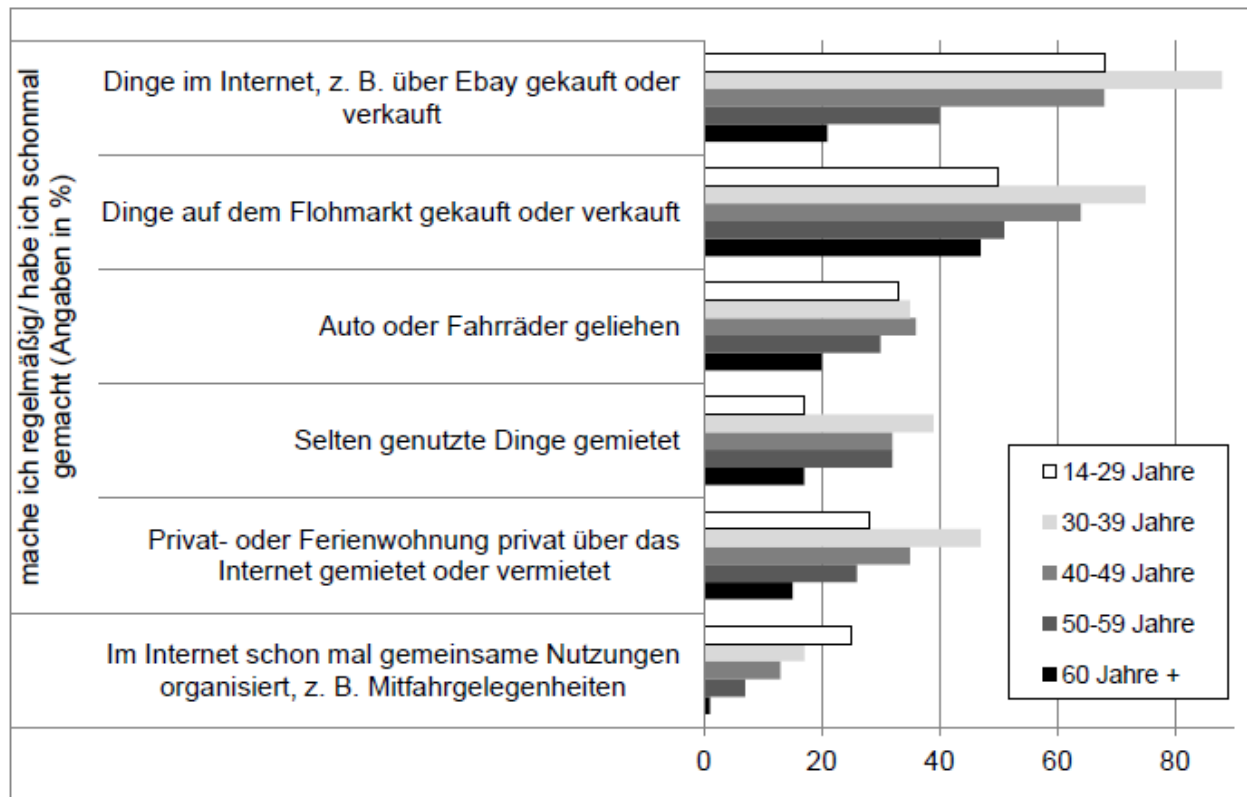
60 % of German population find renting and sharing (very) attractive





Spread of collaborative consumption (1)

- half of German population has tried collaborative modes of consumption (young segment, higher income)





Spread of collaborative consumption (2)

- „turning personal assets into income via a share economy is expected to surpass \$3.5 billion in 2014, with growth exceeding 25 %“
- **goods people are most wiling to share or rent**
 - electronic devices (28%)
 - power tools (23%)
 - bicycles, clothing, household items, sports equipment (22% each)
 - cars (21%)



Types of collaborative consumers

		Postmaterialistic values	Open to collab. consumption	Share in %
1	Socially innovative co-consumers	+	+	23,5
2	Consumption pragmatics	-	+	13,5
3	Postmaterialistic-conventional shoppers	+	-	37,4
4	Consumers of the basis	-	-	25,6



Environmental effects



Global resource consumption

- **global annual resource consumption per capita 10 tons**
 - US: 27.5 tons
 - Europe: 14.7 tons
 - Asia: 13.8 tons

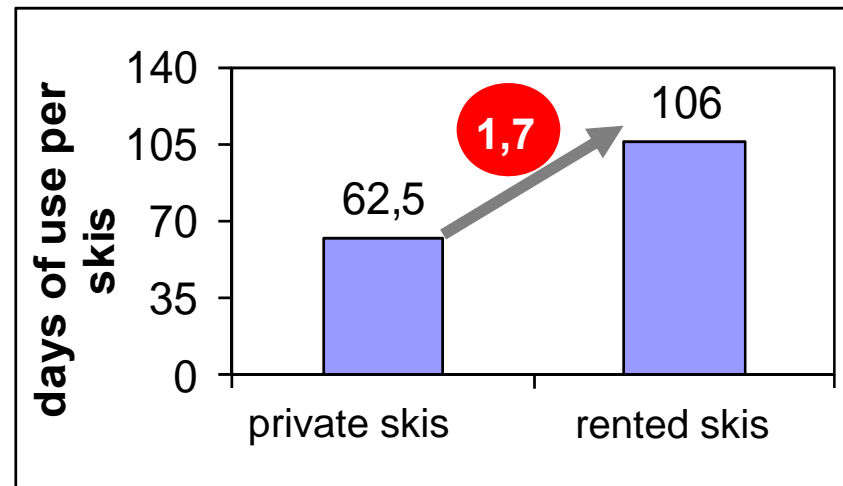
- **resource extraction has increased by 80% in the last 30 years**



Environmental effects of coll. consumption

– increase of resource productivity through ...

– more intensive use of products



– favoring (re-) use of long-life products that offer more service units



Rebound effects!?



- **undesired ecological side-effects**

- direct rebound effects

- over-utilisation or misuse due to shared use
 - additional transports induced through e.g. rentals
 - increased demand of used goods due to lower price

- indirect rebound effects

- money saved (through sharing or second hand) spent for other goods and services with bigger environmental footprint
 - access to additional consumption opportunities („additive consumption“)



Car-Sharing

Types of Car-Sharing



business-to-consumer (B2C)



Classic Car-Sharing



Fully flexible Car-Sharing

consumer-to-consumer (C2C)



Peer-to-Peer Car-Sharing



Car-Pooling

Car-Sharing 2.0



fully flexible car-sharing

- almost all producers offer own services
- e.g. car2go:
6 German cities, 2,650 vehicles (2012)

multicity
CITROËN



citeecar
DRIVEN BY YOU

 **DriveNow**

peer-to-peer car-sharing

- e.g. tamyca:
3,500 hirers, 35,000 users (2013)

tamyca 



carzapp



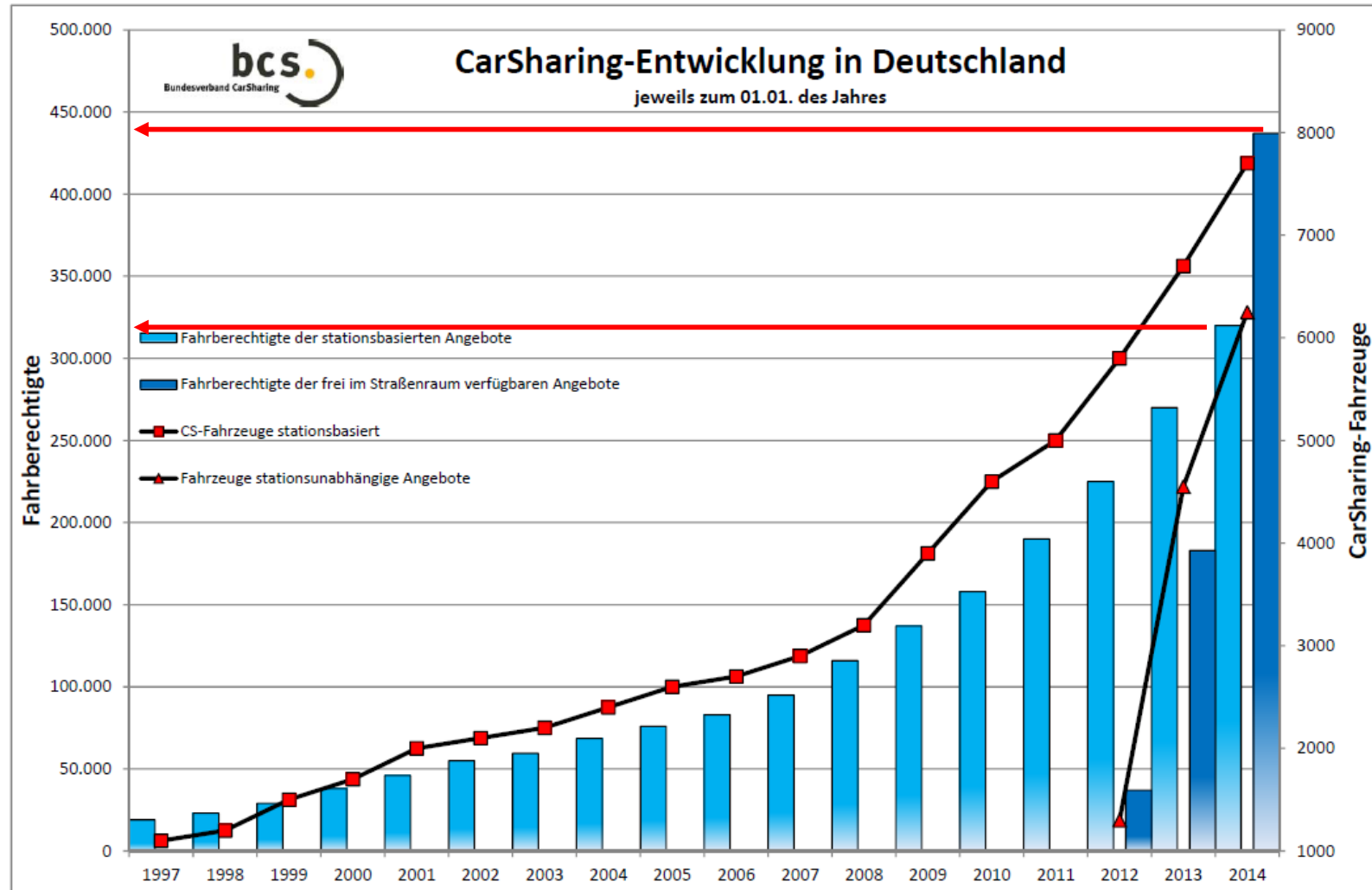
sharoo



Nachbarschaftsauto



Development of Car-Sharing



437.000
flexible
+
320.000
station-based
=
757.000
in total

≈ 1.13 % of all
licence holders
in Germany



Environmental effects of Car-Sharing

- **Reduction of vehicle fleet (substitution of approx. 6 cars)**
- **Decrease of traffic-related emissions (CO₂-emissions, noise, noxious substances)**
- **Reduction of required parking space, relief of urban traffic**
- **More environmentally friendly vehicle fleet (car-sharing usually uses smaller vehicles with lower emissions)**
- **Positive impact on user's regular mobility patterns (increased use of eco-friendly means of transportation)**



Controversies



Different perspectives

- „This [*collaborative consumption*] is the transition from a culture of ego consumption to a culture of mutual supplementation and cooperation at eye level with direct opportunities for social contact and participation.“
(Dönnebrink 2014)
- „The success of companies such as Airbnb and Uber (...) results from information technology invading domains of life that previously have not been in the focus of commercialisation. This is not a revival of the idea of the commons, but rather its end“
(Staun 2013)



„The Rental War“

Politik | Wirtschaft | Panorama | Sport | Kultur | Netzwelt | Wissenschaft | Gesundheit | einestages | Karriere | Uni | Schule | Reise | Auto


Nachrichten > Auto > Aktuell > Carsharing > Mietwagenfirmen klagen gegen Carsharing-Plattform

Toyota

Privates Carsharing: Der Mietkrieg

Von Michael Kröger

Privates Carsharing boomt. Viele Autobesitzer vermieten ihre Wagen, anstatt sie unbenutzt in der Garage stehen zu lassen. Professionelle Autovermieter sehen darin verdeckte Geschäfte zu Dumpingpreisen - und klagen jetzt gegen eine Internetplattform für Gelegenheitsanbieter.




ANZEIGE

100.000 KM. NULL FEHLER.

NOPEL IST LINDGLÜCK

TOYOTA



Autonetzer.de (Screenshot): Luxuskombi als heimlicher Star im Angebot

Das Mietangebot klingt wirklich verlockend: Ein Audi A6 Avant für knapp 36 Euro pro Tag, 100 Kilometer inklusive. Der Fahrer genießt dafür den Komfort der Oberklasse mit Automatik, Xenonlicht, CD-Wechsler und elektrisch verstellbaren Sitzen. Seine Laufleistung von mehr als 150.000 Kilometern sieht man dem Audi in keiner Weise an - was will man mehr?

Der Luxuskombi ist so etwas wie der heimliche Star im Angebot von autonetzer.de. Die Internetplattform - mit 4000 Autos nach eigenen Angaben Marktführer im sogenannten Peer-to-Peer-Carsharing in Deutschland - versteht sich als Forum für Autobesitzer, die ihren Wagen mit anderen teilen möchten, um die monatlichen Festkosten zu reduzieren. Audi-Vermieter Sven Laux nutzt die Möglichkeit regelmäßig: "Ich brauche das Auto nicht oft", erzählt er. "Und vom Stehen wird es schließlich nicht besser."

Autonetzer spielt in der rasant wachsenden Branche der Carsharing-Anbieter die Rolle des aufmüpfigen Rebellen, der die Etablierten gründlich aufmischt - genauso wie die etwas kleineren Plattformen

Sonntag, 13.10.2013 - 16:34 Uhr

Drucken | Versenden | Merken

Nutzungsrechte | Feedback

Twittern 65 | Empfehlen 111 | +1

Facebook

Spiegel Online Auto

4.340 Personen gefällt Spiegel Online Auto.

Traditional rental business fears competition from peer-to-peer sharing platforms.



Critique of the sharing economy

- **circumvention of work, quality and legal standards**
- **commercialisation of formerly informal modes of exchange**
- **disproportionate benefits of a ‚renting class‘**
- **trust (as the new currency) is increasingly replaced by control mechanisms**



Conclusions



What's in it for sustainability?

- **collaborative consumption embraces a diversity of concepts**
- **collaborative consumption will supplement rather than fully replace conventional (ownership-based) consumption patterns**
- **collaborative consumption bears potential for higher resource efficiency and social cohesion**
- **commercialisation and dynamic growth requires a new regulatory framework**

Thank you very much.



Gerd Scholl
IÖW – Institut für ökologische
Wirtschaftsforschung, Berlin
gerd.scholl@ioew.de

22.07.2014

IÖW studies on collaborative consumption



2001



2007



2009



2010



2013