

THE RISE OF THE SHARING ECONOMY



Koen Frenken



2006

> 30 million members (EU)



airbnb

2008

> 5 million accommodations (World)



2011

> 250,000 members (NL)



peerby

2011

> 100,000 members (NL)

DEFINITION

Consumers
granting each other
temporary access
to under-utilised
physical assets



SHARING
ECONOMY

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DEFINITION

Consumers

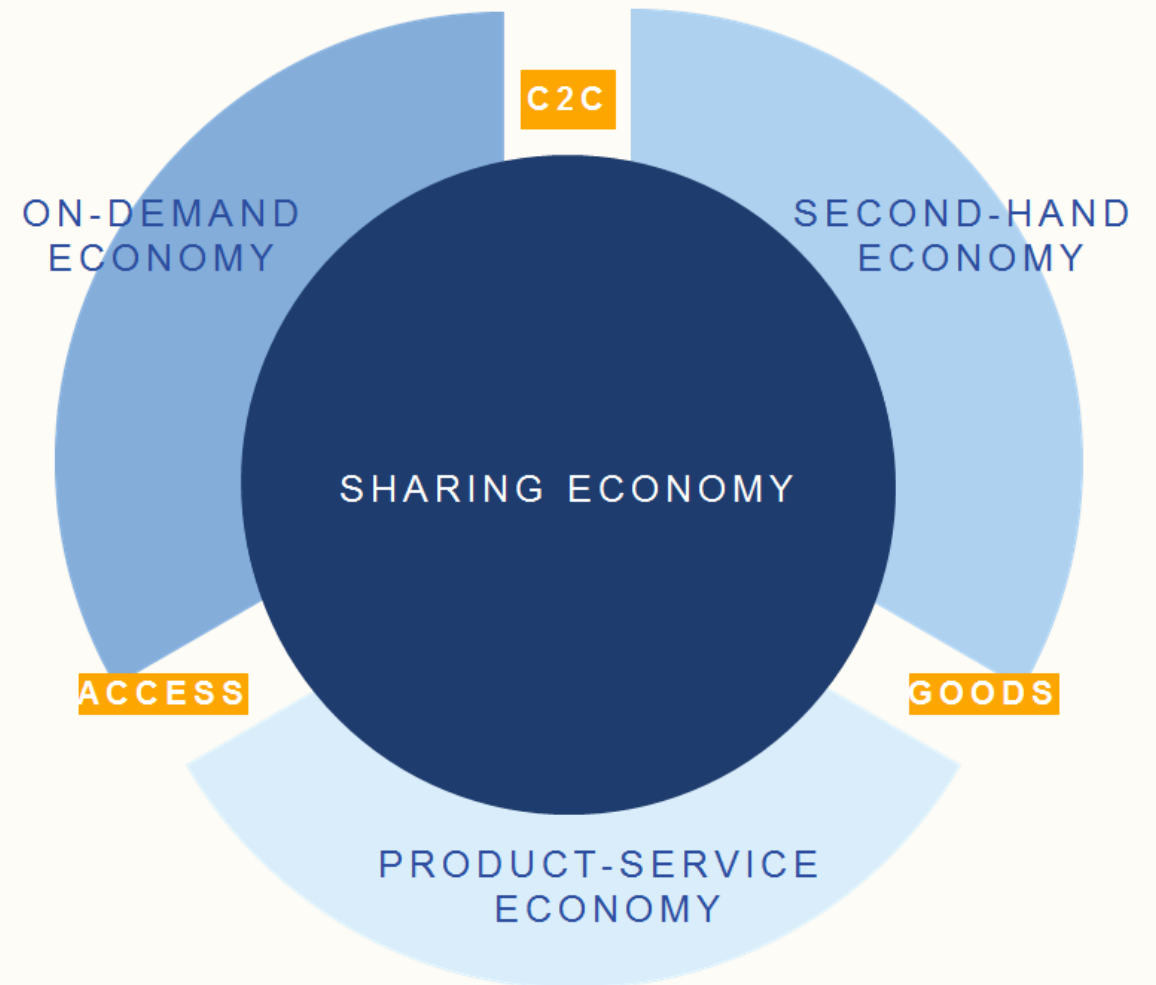
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SHARING
ECONOMY

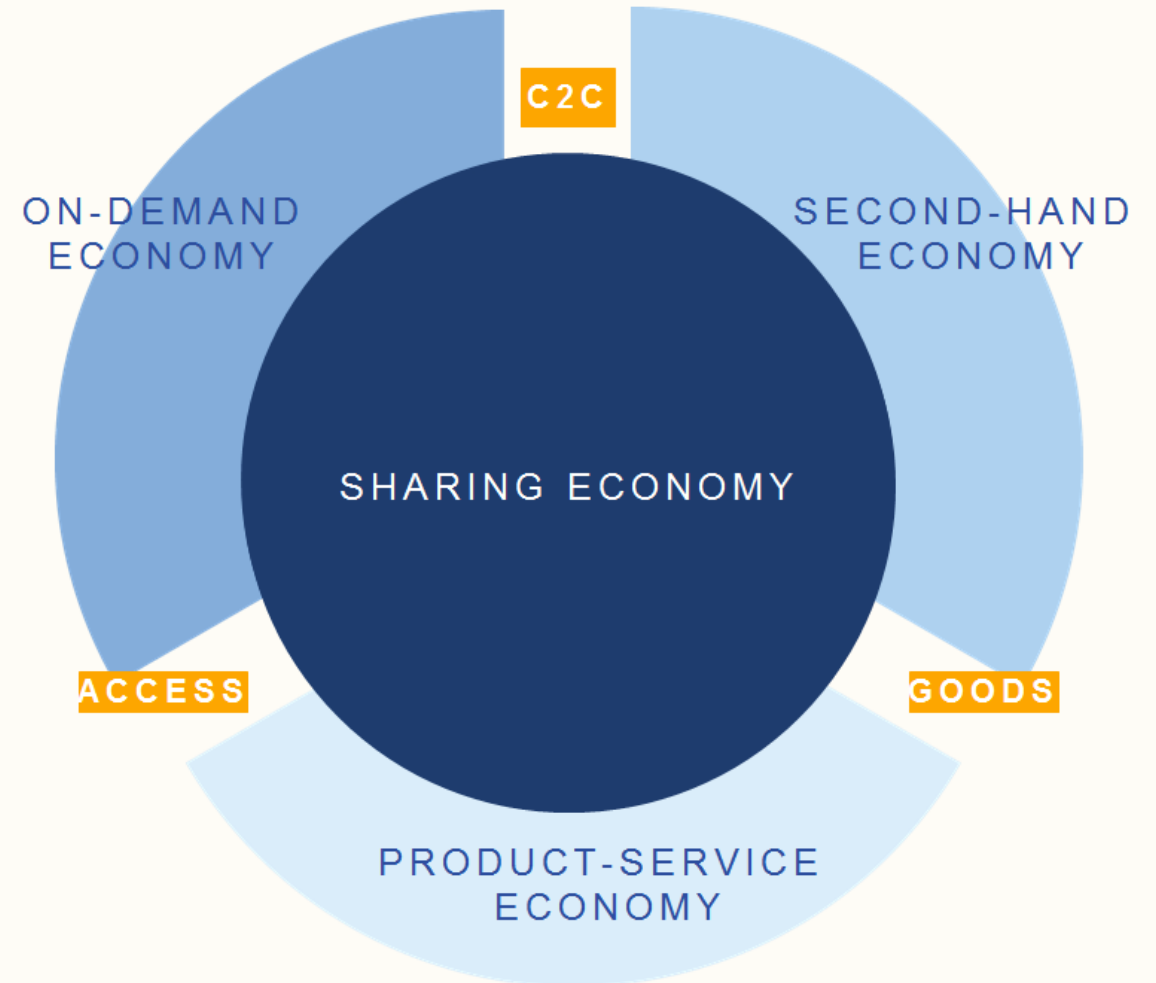
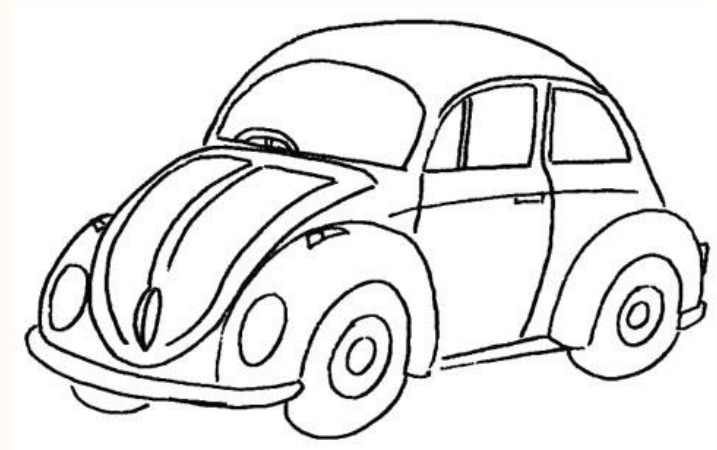
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SCALING

The infographic features a central white vertical pole with four black arrow-shaped signs pointing to the right. Each sign points to a company name, which is then followed by a descriptive text block. The companies listed are Uber, Facebook, Alibaba, and Airbnb.

Uber → The world's largest taxi company, owns no vehicles.

← The world's most popular media owner, creates no content. **Facebook**

Alibaba → The most valuable retailer, has no inventory.

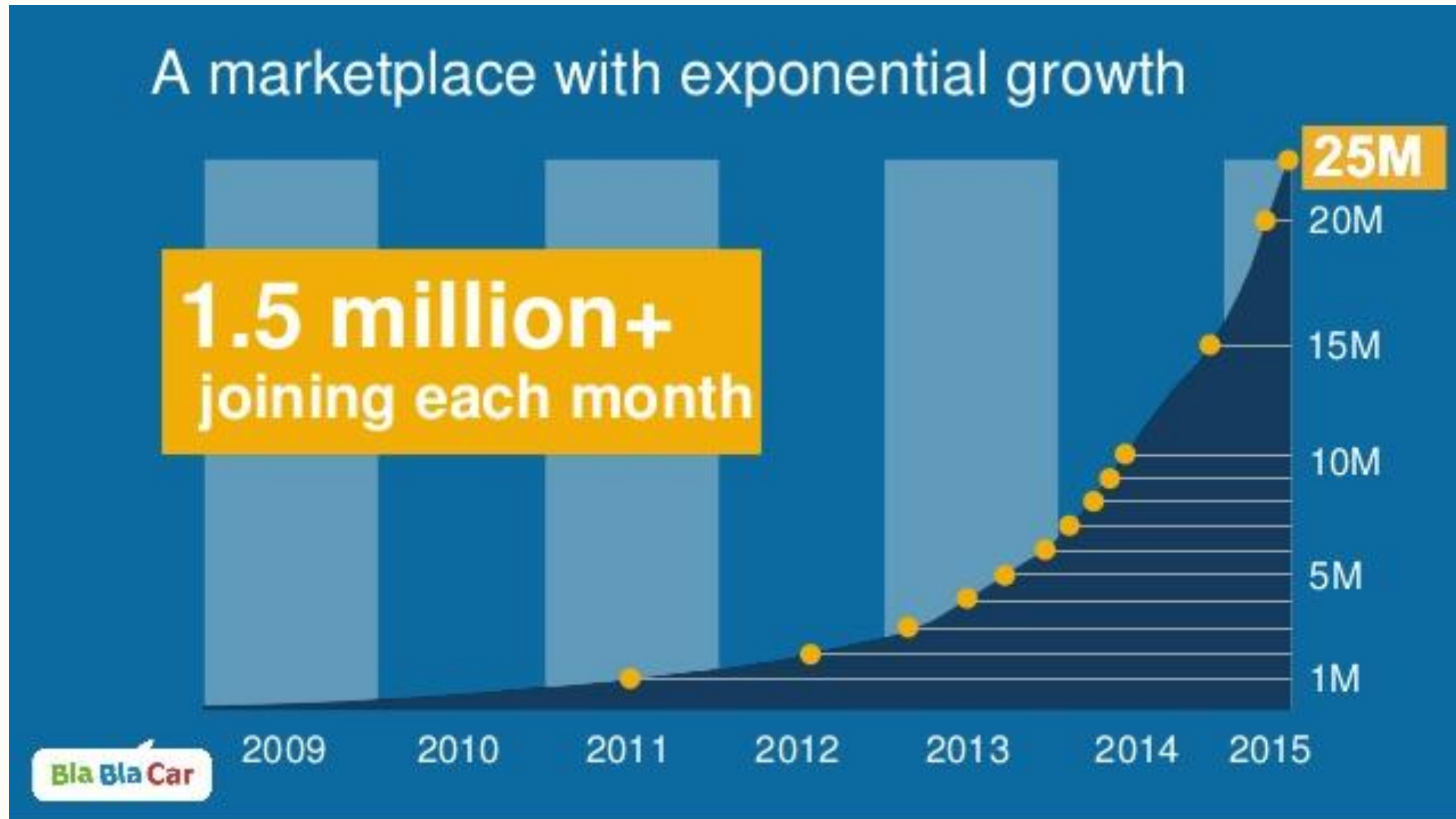
← The world's largest accommodation provider, owns no real estate. **Airbnb**

Something interesting is happening.
TOM GOODWIN

wetp@int
creative digital solutions

© /WetpaintMENA

Ride-sharing

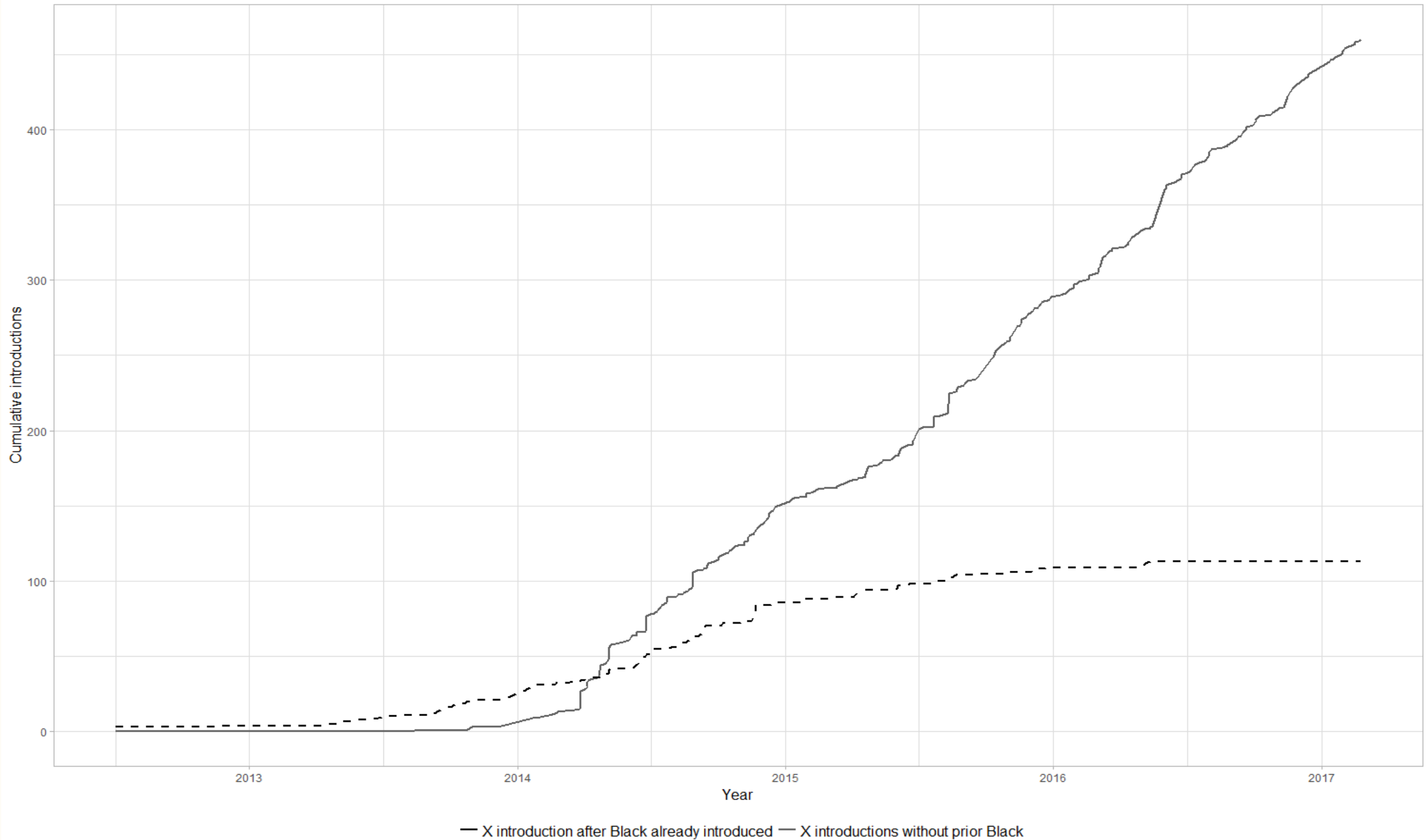


Source: BlaBlaCar

Ride-hailing

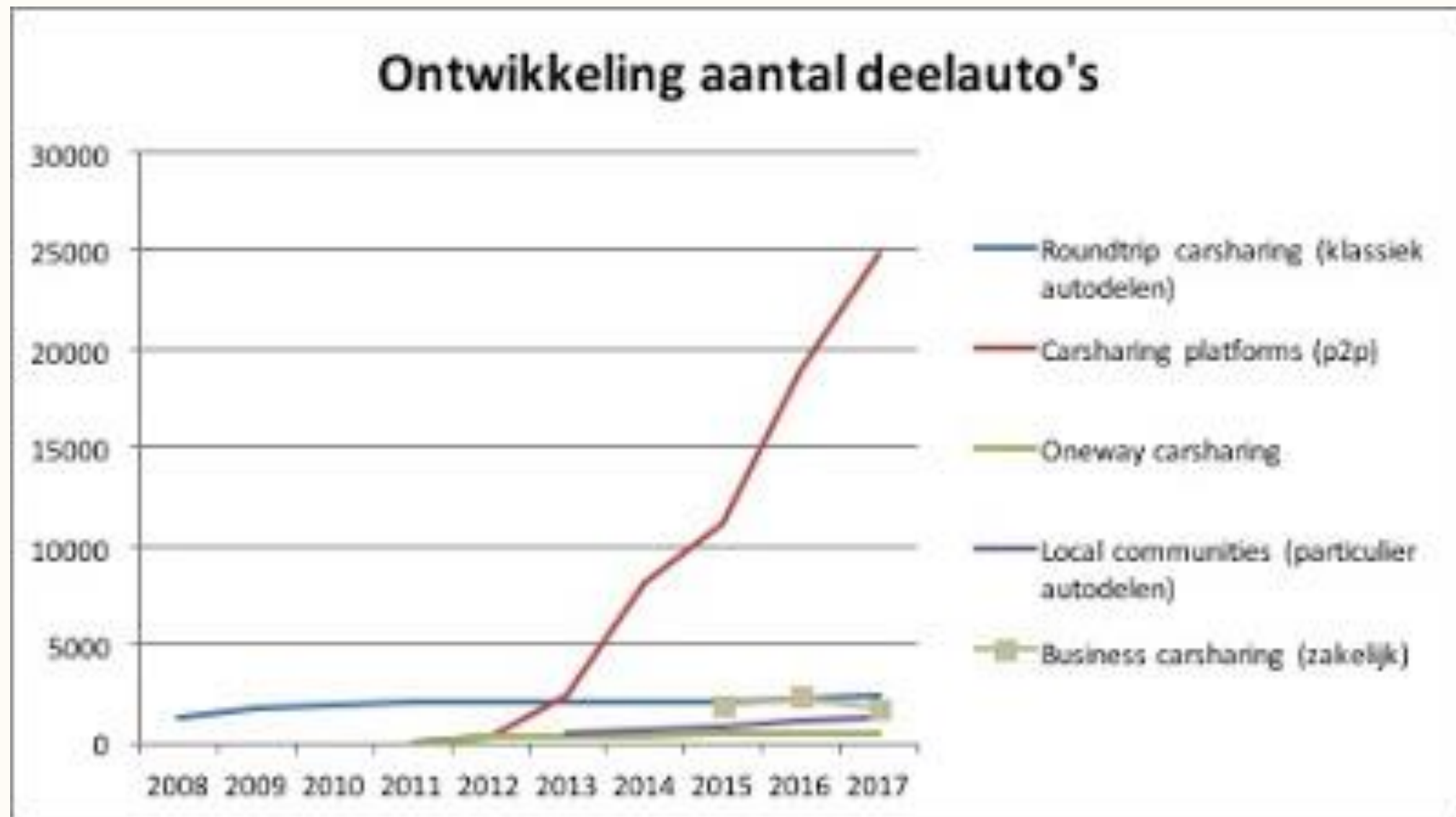
Cumulative uberx introductions

Comparison between cities with and without prior Uber Black activity



Source: Punt et al. 2018, *in preparation*.

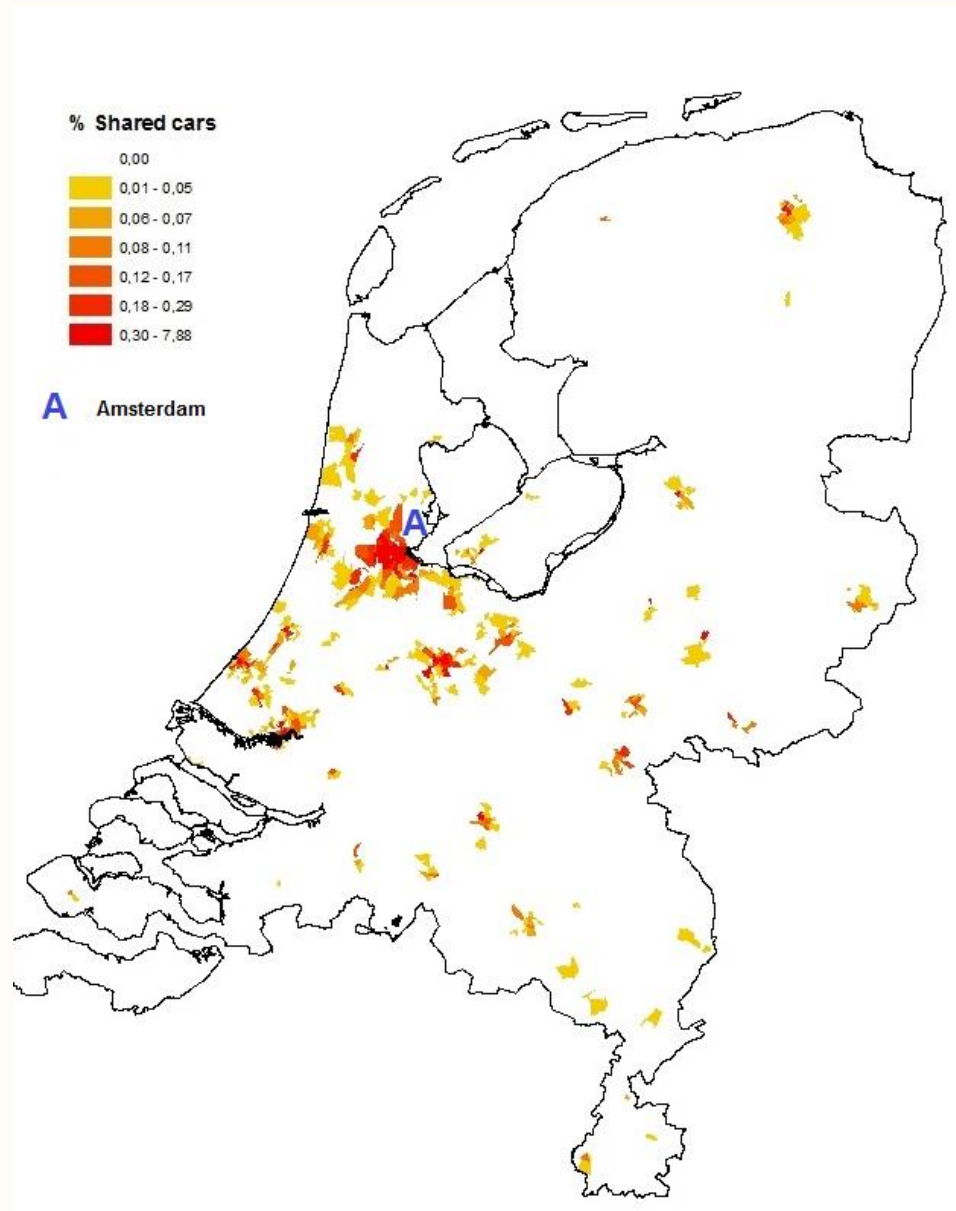
Car-sharing



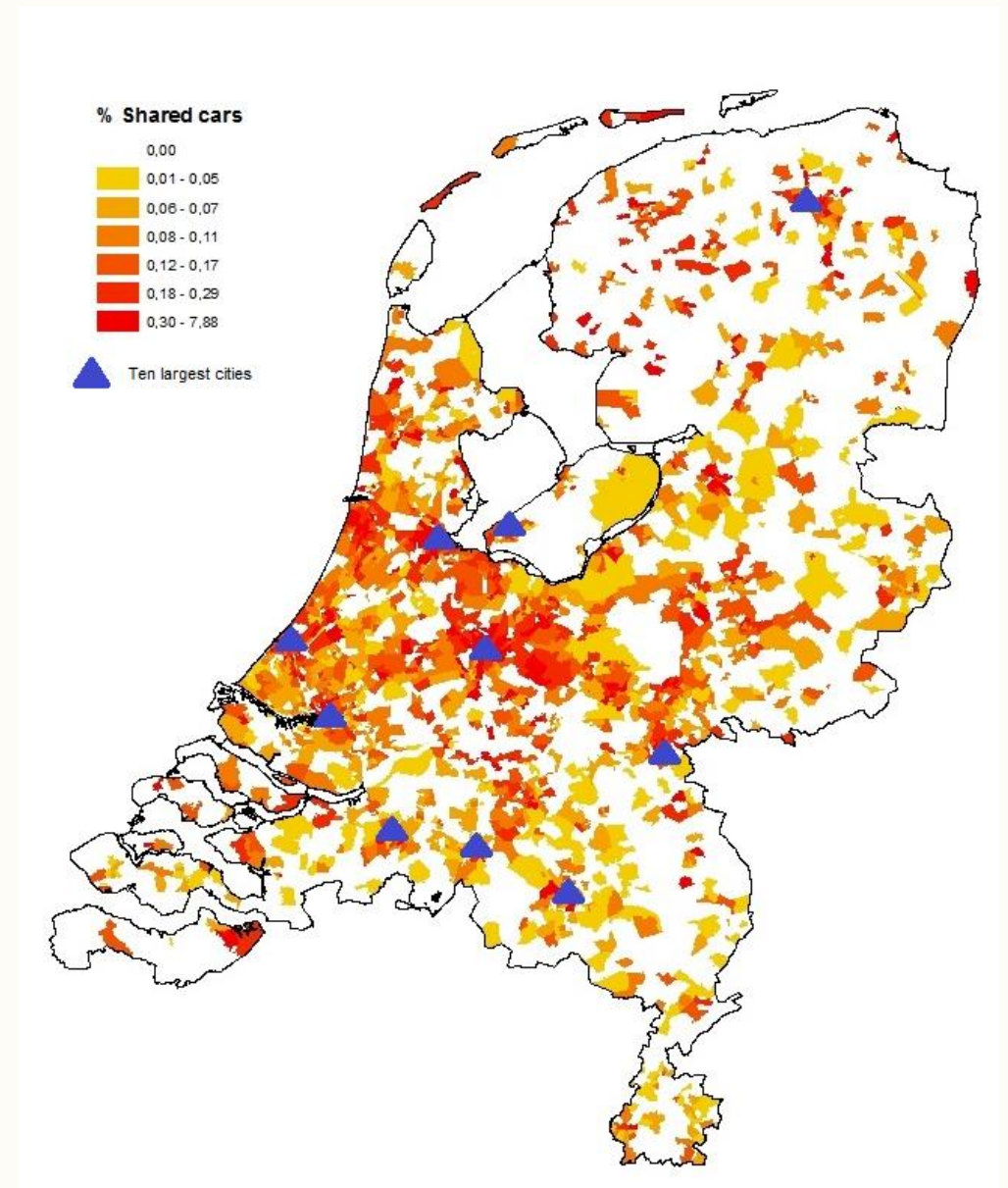
Country: The Netherlands. Source: KpVV, 2017

Car-sharing

Traditional b2c rental model



Sharing-economy c2c model



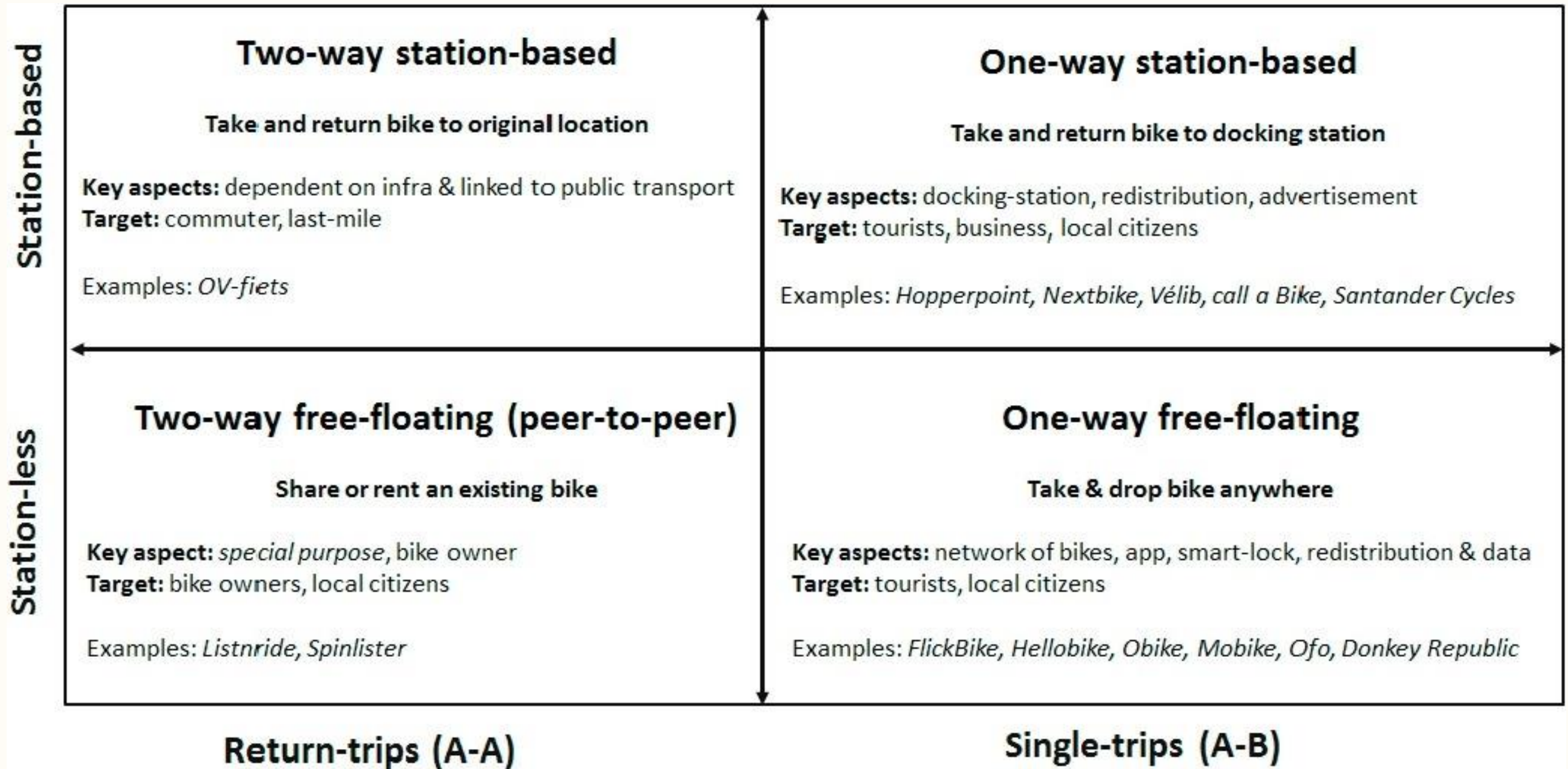
Car-sharing

Reference category: Not interested in carsharing	Carsharer	Potential carsharer
	Exp(B)	Exp(B)
Age	0.99**	0.98***
Gender (Male)	2.04***	0.98
Education level	1.27***	1.08
Household income	1.06**	0.98
Dummy Children (<18) in household	1.77***	0.85
Dummy Green party voter	2.18***	1.11
Dummy Public transport subscription	2.52***	1.30
Dummy Carfree household	5.46***	1.11
Dummy G4 cities	1.17	1.27
	N 1292	
	Nagelkerke	0.21

Car-sharing

Reference category: Not providing but car owner	P2P platform provider	Private provider
	Exp(B)	Exp(B)
Age	0.98	1.02***
Gender (Male)	2.27*	0.80*
Education level	1.45**	1.17***
Household income	1.01	0.94***
Dummy Children (<18) in household	1.45	1.09
Dummy Green party voter	2.80*	1.03
Dummy Public transport subscription	2.83***	0.87
Dummy G4 cities	1.30	1.02
Crime rate in municipality	1.00	1.00
	N 1023	
	Nagelkerke	0.071

Bike-sharing





IMPACTS

Profit

High welfare gains by unevenly distributed
(home owners, platform monopoly, 1st movers)

Planet

Positive but probably much less than hoped for

People

Unclear and possibly negative
(externalities, discrimination, economization)

“Reverse Technology Assessment”

Platforms claim environmental and social effects, but evidence-base is hard to establish, without access to data



← REVERSE TECHNOLOGY ASSESSMENT

TECNOLOGY ASSESSMENT



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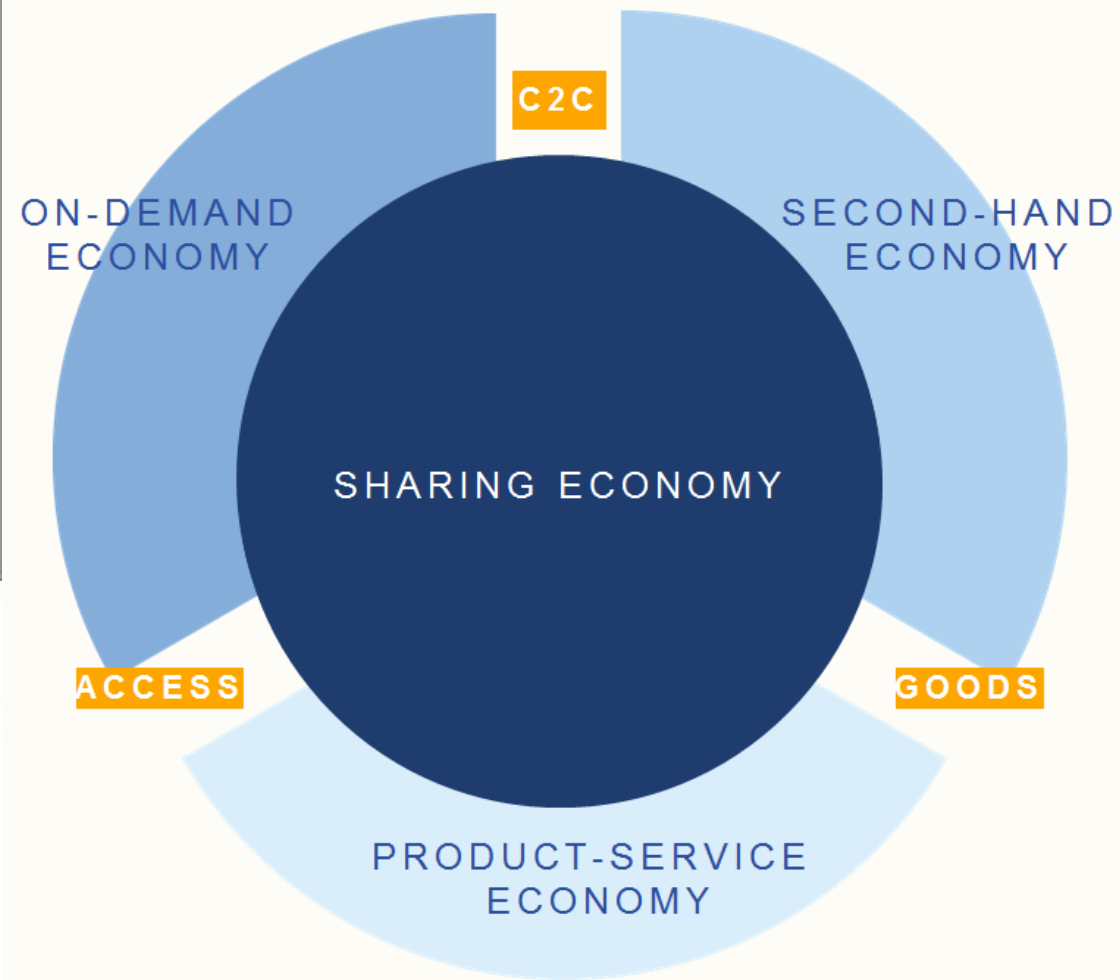
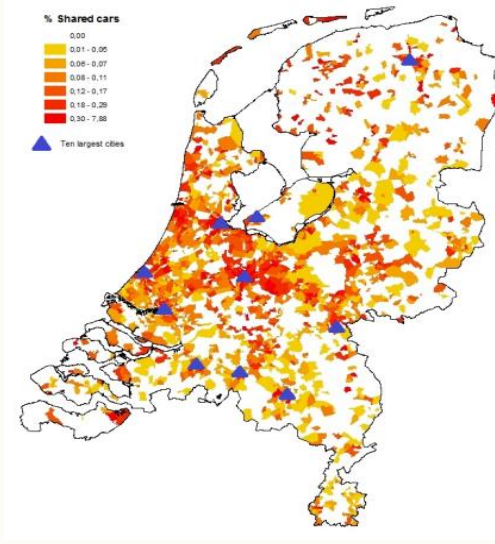
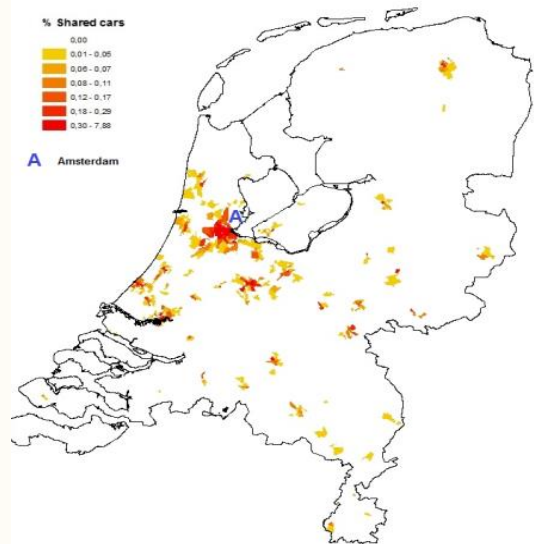
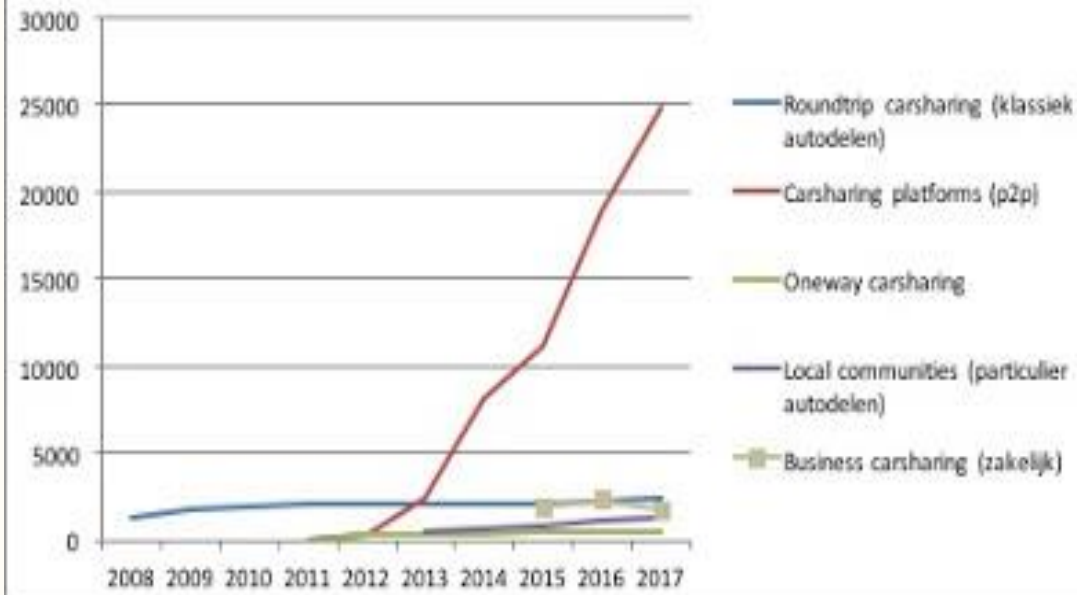
Carsharing

Technology-neutral policy

- Parking policy
- Tax on ownership
- Campaigns
- Inter-modality

POLICY

Ontwikkeling aantal deelauto's



Twitter
[@kfrenken](https://twitter.com/kfrenken)

Blogs

<http://http://www.theguardian.com/science/political-science/2015/may/20/smarter-regulation-for-the-sharing-economy>