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4th International Workshop on the Sharing Economy

THE INTERNATIONAL INSTITUTE FOR INDUSTRIAL
ENVIRONMENTAL ECONOMICS AT LUND UNIVERSITY

LUND, SWEDEN, 15-16 JUNE 2017





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SPONSORS:

THE INTERNATIONAL INSTITUTE FOR INDUSTRIAL ENVIRONMENTAL ECONOMICS, AT LUND UNIVERSITY

THE DEPARTMENT OF URBAN PLANNING AND ENVIRONMENT
AT KTH, ROYAL INSTITUTE OF TECHNOLOGY, AT LUND
UNIVERSITY

Blurb

The sharing economy has recently resurfaced as a potential solution to multiple urban challenges. It has been growing at unprecedented pace and its annual growth exceeding 25% is predicted. Although, sharing among families and friends has been a traditional form of exchange in human history, new forms of sharing between strangers enabled by digital technologies are emerging. The sharing economy is an umbrella term for a great variety of organisational models that are transforming marketplaces and cityscapes, where goods and services, skills and spaces are shared, exchanged or rented and leased. Sharing in cities is especially promising due to high density of population with relatively high levels of income, which leads to abundant pools of underutilised assets, and due to the rapidly developing ICT sector, which increases connectivity between the users of sharing platforms.

The proponents of the sharing economy claim that it has a potential to cope with new realities of continuing economic recession, governmental austerity, increasing disparities between “haves and have-nots” and growing environmental problems of consumption. The sharing economy is often seen as a way to reduce environmental impacts by putting underutilised assets to work; to generate economic revenue from urban assets and to improve social cohesion by connecting individuals via ubiquitous digital technology. More than 50 cities – members of the Sharing Cities Network - embraced it as a strategic direction for city development and have become test-beds for sharing organisations. Opponents of the sharing economy warn that there is little evidence to support sustainability claims of sharing. They maintain that awaited environmental benefits failed to materialise and that economic benefits are not equally distributed among the actors. Concerns have been raised about public safety, privacy and health, and limited liability of sharing practices. As a consequence, some national and local governments started to regulate against sharing organisations in an attempt to protect the incumbent market players and residents.



The Sharing Economy

The sharing economy is a global phenomenon and it seems to be here to stay. However, our understanding of its organisations, practices, processes and impacts is still in its infancy. Therefore, this workshop will explore the following conceptual, methodological and empirical questions:

1. CONCEPTS

- a) Which theories and analytical frameworks can be used to understand the emergence, advancement, sustainability or growth of the sharing economy?
- b) What is the relationship between the sharing economy, sustainability, circular economy and sustainability transitions?
- c) What is the role of regulatory, normative and cognitive institutions in shaping the sharing economy?
- d) Does the sharing economy pave the way for new forms of economic order and redefined prosperity? Or, is the sharing economy just a vehicle for corporate interests?

2. METHODS

- a) What kinds of methods can be employed or need to be developed in order to understand the sharing economy and measure its impacts?
- b) How could methodological approaches from different disciplines be integrated in order to advance the study of the sharing economy?
- c) What typologies of sharing organisations and business models exist and what are their strengths and weaknesses? Which typologies still need to be developed and why?

3. IMPACTS

- a) What are the economic, social and environmental impacts of the sharing economy?
- b) How are the potential tensions between social, environmental and economic value creation managed?
- c) How does the sharing economy redefine work-life balance and the boundaries between professional and private spheres?
- d) In what way does the sharing economy influence the modes and provision of welfare in societies?

4. OPERATIONS

- a) What business models have been devised in the sharing economy and why do some succeed and others do not?
- b) Why are sharing organisations and business models more popular in some sectors rather than in others?
- c) What constrains and enables the growth and diffusion of sharing organisations?
- d) What is the impact of sharing platforms on incumbent industries and companies? How do incumbents respond to sharing organisations?
- e) Is the sharing economy dependent on new types of innovation, e.g. open innovation, grassroots innovation, institutional entrepreneurship, or does it rely on traditional innovation processes and actors?

5. GEOGRAPHICAL CONTEXTS

- a) Why are sharing organisations and business models more popular in some cities and geographical contexts rather than in others?
- b) What are the promises of the sharing economy for cities and/or rural areas?
- c) What are the institutional responses to sharing organisations in different cities?
- d) Which lessons on sharing economy can cities and regions in various parts of the world learn from each other?
- e) What is the potential and specificity of sharing economy in the cities with more traditional cultures of sharing (e.g. Eastern Europe, Global South)?

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6. ACTORS

- a) What drives different actors to enter and operate in the sharing economy? What conflicts arise around different understandings and operations of sharing?
- b) What are the characteristics of consumers/participants in the sharing economy?
- c) Why do certain groups of actors engage in the sharing economy while others do not?
- d) In what way does the consumers' role change in the sharing economy compared to the traditional marketplaces?

7. GOVERNANCE

- a) What is the role of policy and regulation in relation to the sharing economy: a barrier or an enabler?
- b) What policy interventions and at which levels are needed to enable different forms of sharing economy?
- c) What policy interventions or novel governance arrangements are needed to ensure the sustainability of the sharing economy, i.e. environmental, social and economic?



Keynote

JULIAN AGYEMAN

Julian Agyeman is a Professor of Urban and Environmental Policy and Planning at Tufts University in Medford, Massachusetts, USA. He is the originator of the concept of 'just sustainabilities,' the full integration of social justice and sustainability, defined as 'the need to ensure a better quality of life for all, now and into the future, in a just and equitable manner, whilst living within the limits of supporting ecosystems.' His publications, which number over 160, include books, peer reviewed articles, book chapters, published conference presentations, published reports, book reviews, newspaper articles, Op-Eds and articles in professional magazines and journals. Together with Duncan McLaren, he co-authored a book on Sharing Cities: A Case for Truly Smart and Sustainable Cities.

MICHAEL KUHNDT

Michael Kuhndt is the Executive Director of the Collaborating Centre on Sustainable Consumption and Production in Wuppertal, Germany. He coordinates the Centre's contribution towards the 10 Year Framework of Programmes (10 YFP) on Sustainable Consumption and Production. He has directed a number of projects in the fields of Sustainable Consumption and Production (SCP) and climate change, policy assessment, sustainable business models, SCP indicators, sustainable and strategic consumption, lifestyle patterns as well as scenario-building for sustainable living. Michael Kuhndt has been Co-Chairman of the Task Force on Sustainable Consumption and Green Development at the China Council for International Cooperation on Environment and Development (CCICED) and a member of various international advisory boards as well as expert groups and has been lecturing at several universities.

MARTIJN ARETS

Martijn Arets is an international expert and thinker in the field of emergence and development of the collaborative economy: sharing economy, gig economy, crowdfunding and crowdsourcing. Martijn, globetrotting for his project Crowd Expedition 3 years now, engaged in talks with 300+ entrepreneurs, experts and other stakeholders in the upcoming collaborative economy. Believing in a sustainable course after the transition period we're in, he now discovers the factual developments, main dilemmas, still necessary changes, and speed bumps on the road to full potential. Previously, Arets was elected 'best Dutch entrepreneur 2011', followed by a request to join the European Young Leader program '40 under 40' in 2012. He authored 'Brand Expedition, a journey visiting Europe's most inspiring brands' and 'crowdfunding, beyond the hype' and published over 300 videos on his Crowd Expedition YouTube channel.

Submissions

EXTENDED ABSTRACT

The submission window opens on 2 January, 2017. Please submit an extended abstract of 750-1000 words to iwse@iiiee.lu.se as an e-mail attachment (Microsoft Word or pdf files) by 1 March, 2017. The extended abstract should present the topic (choose one of the 7 tracks), research methods, expected results and theoretical contribution, if there is any. All submissions will be subjected to a peer review by the Scientific Committee. The authors will be informed about the acceptance decision by 1 April, 2017.

FULL PAPER

We invite you to also submit the full paper, although this is not mandatory. Please submit the full paper (4-6 000 words) by 31 May, 2017 to iwse@iiiee.lu.se. The paper should follow the following format standards: Times New Roman font size 12; bold style for titles and subtitles; double spaced; page numbers in the lower-right corner; top and side margins of 2 cm. Please use Routledge guidelines for the references format. The first page of the document should include: Title of the paper, authors' names, emails and affiliation, full contact details of a corresponding author; an abstract (max 200 words) and 5 keywords.

We are planning to edit a book and/or a special issue of the Journal of Cleaner Production on Sharing Economy. Please, let us know if you would be interested to write a contribution of 6000-7000 words.

REGISTER FOR THE WORKSHOP

The registration opens on 2 January 2017, see: <http://www.iiiee.lu.se/urban-reconomy/4IWSE>
Deadline for online registration is 1 May, 2017.

WORKSHOP FEE

For dinner on 15 June 2017, payment deadline: 1 May, 2017.
The amount and method for payment will be announced online on 2 January, 2017.



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