

Lecture

Collaborative/Sharing Economy

Quote of the day

« The **past** decade was about finding new collaboration and innovation models on the web.

The **next** decade will be about applying them to the real world »



THE NEW
INDUSTRIAL
REVOLUTION

CHRIS ANDERSON

Author of the bestseller *The Long Tail*

COOPERATIVE

Author of the bestseller *The Long Tail*

CHRIS ANDERSON

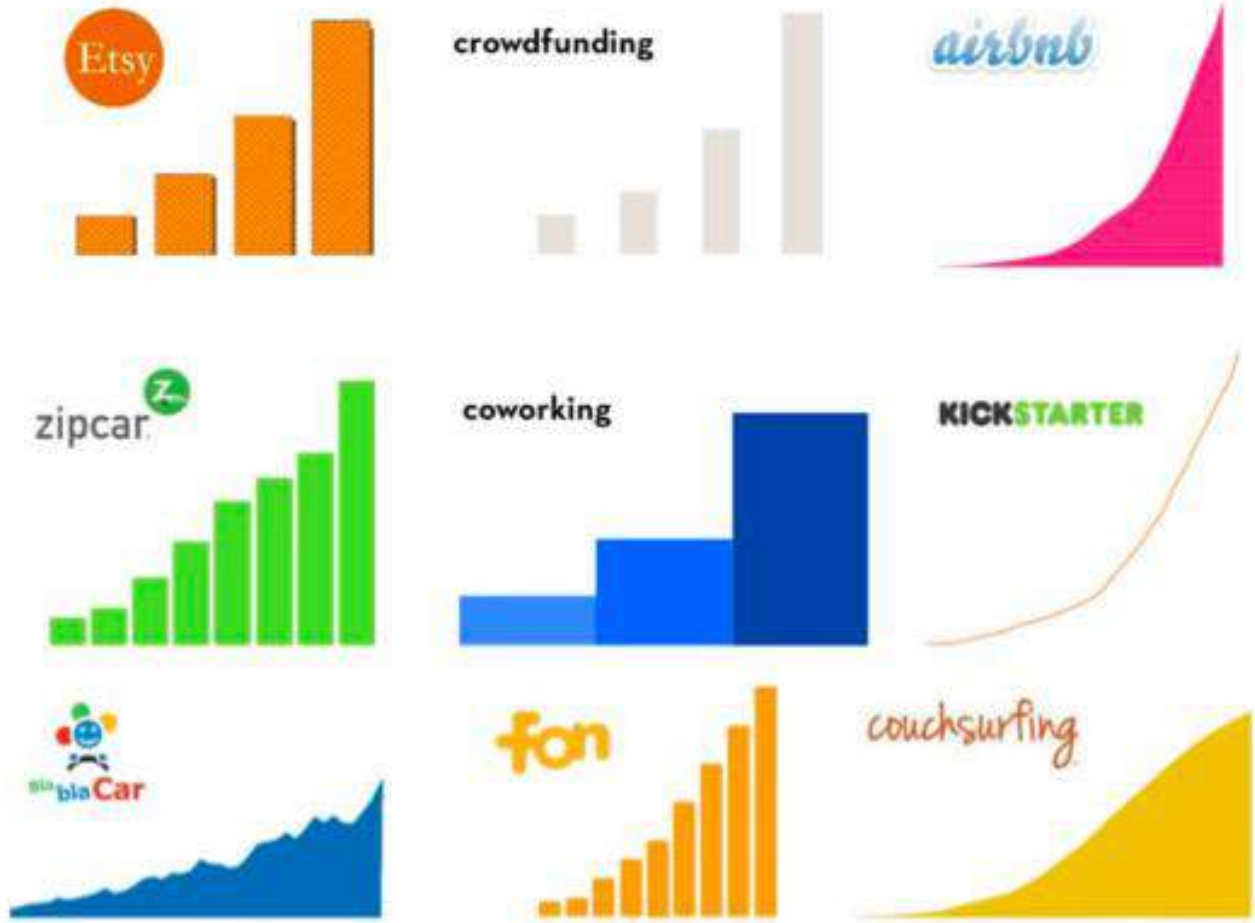
Collaborative Economy

“It is time to start caring about sharing” – The Economist



Collaborative Economy

It is already happening



Collaborative Economy



Collaborative Economy

The collage features logos for various collaborative economy and open source initiatives, organized into four quadrants by a black cross:

- Top-Left Quadrant:** Knok, Airbnb, Freecycle.org, Carpooling.com, Social Car, Cookening, BlaBlaCar, HUB, Etsy, Djump, Sharetribe, LA RUCHE, Why Own.it.
- Top-Right Quadrant:** FabLab, Maker Space, Arduino, MakerBot Industries, Maker Faire, open Picus, Wikispeed, Open Source Ecology.
- Bottom-Left Quadrant:** Linux, Creative Commons, Open Government Partnership, Wikipedia, Open Source Hardware, Sharelex.
- Bottom-Right Quadrant:** Kiss Kiss Bank Bank.com, Ulule, WIR Bank, European Crowdfunding Network, Goteo, Funding Circle, Zopa, Prêt d'union, Friendsurance, Kantox, Prestiamoci.

Collaborative Economy

Bottom Up Driven



Collaborative Economy



Collaborative Economy



FAB 10
BCN
FROM FAB LABS TO FAB CITIES

10^a CONFERENCIA
INTERNACIONAL DE FAB
LABS Y FAB FESTIVAL

BARCELONA
2-8 JULIO 2014

 PHOTO GALLERY

 OFFICIAL DOCUMENTARY

Collaborative Economy

About

Schedule

Speakers

Judges

Coaches

Organizers

Blog



Startup Weekend Barcelona

Powered by Google for Entrepreneurs

Collaborative Economy

GLOBAL SUSTAINABILITY JAM, 2014 NOVEMBER 21-23

48 HOURS
TO SAVE THE WORLD



Home What's a Jam? Host a Jam Join a Jam Locations Rules FAQ About us Archive

What's a Jam?

Each year in Autumn, people interested in **a design-based approach to creativity** will meet at locations all over the globe.

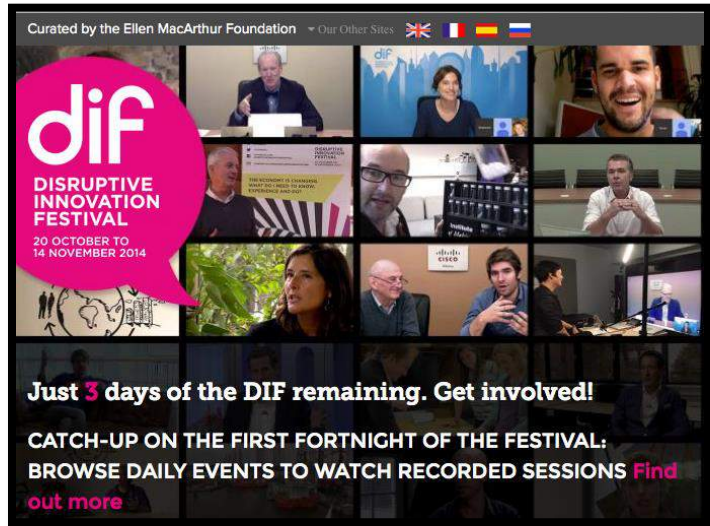
Everyone is welcome - service designers, object designers, sustainability experts, professors, business people, teachers, hackers, makers, artists, students, kids, mums and grandpas - you will **form teams and work together** for 48 hours to create **brand-new real-world ideas** which can make that little difference.

Or perhaps a big difference - it's up to you.

Through the weekend, you'll be **linked to other jammers** at other sites all over the globe, working in different ways on different answers to the same challenge, sharing problems, advice, and insights. And on Sunday at 3pm, you will **publish your results** to the world.

<http://barcelonasustainabilityjam.wordpress.com/>

Collaborative Economy



HEADLINERS



ELLEN MACARTHUR FOUNDATION STAGES



BIG TOP TENTS



FESTIVAL LABS



OPEN MIC



CAFÉ

What's Happening?

NEWS / 11-11-14

My Top 5 themes for Designers at #ThinkDiF 2014

NEWS / 10-11-14

Dernière semaine et Grand Final

NEWS / 10-11-14

Week 4 of the DIF begins!

NEWS / 08-11-14

Hear our top pics for week three with our Friday roundup

NEWS / 07-11-14

Week 4: Must See Events for Entrepreneurs, Educators & Designers

<http://www.thinkdif.co/>

Collaborative Economy



VAILETS HACKLAB DAY 2014

Posted 32 weeks ago by *Marc Florit*

Full day event

Lots of activities & workshops for Kids, parents & teachers based on programming & robotics. Enjoy, create and learn are the goals of this great social day in Barcelona.

3+ years. All the Family:



<http://day.scratch.mit.edu/>

Collaborative Economy

MIUSEOMIX 7-8-9+ NOV. 2014

2014 LOCATIONS

PROTOTYPES

2011-2013

ABOUT

ENGLISH



Vision

Missions

Principles

Video Summary

Inspiration

Vision

Below is the shared vision, mission, and principles that animate the Museomix community. This document is Version 1, and is a collaborative effort.

The vision of Museomix is to create...

- An open museum with a place for everyone;
- A living-lab museum that evolves with its users;
- A networked museum in touch with its communities.

MIUSEOMIX
PEOPLE MAKE MUSEUMS

08 09 10 NOV 2013

3 jours pour remixer le musée à l'heure du numérique

6 MUSÉES | 3 PAYS | 72 HEURES

GRENOBLE - LENS - NANTES - PARIS - QUÉBEC - SHROPSHIRE



<http://www.museomix.org>

<http://vimeo.com/69001382>

Collaborative Economy

WIKISPEED is a **volunteer based green automotive-prototyping company**, with a goal to change the world for the better. We're a collaborative team of skilled individuals who volunteer time to design and build safe, low-cost, ultra-efficient, road-legal vehicles. **We're passionately committed to rapidly solving problems for social good.**



Our main goal is to **reduce the pollution and stress on global resources** generated by traditional gas powered automobiles. All money earned by or donated to WIKISPEED is invested back into the company to assure movement forward with WIKISPEED's vision.

Our current projects include **ultra-efficient transportation**, which currently achieve 69.01 mpg highway in prototype form, and the WIKISPEED MicroHouse to help end involuntary homelessness

Collaborative Economy

Business Driven

The corporations bigger than nations

37 of the world's 100 largest economies are corporations.

Norway's GDP: \$414.46 billion

Walmart's Revenue: \$421.89 billion

Walmart 

...

28 – *Wall Mart*

29 – *Royal Dutch Shell*

30 – *Exxon Mobil*

...

Collaborative Economy

DIY: Do it Yourself

Weekly Ad | Store Locator | My Account

Deals ▾ Services ▾ Weekly Ad

CELL PHONES & ACCESSORIES | **ELECTRONICS & ACCESSORIES** | **HOBBY & DO-IT-YOURSELF** | **BA**

HOBBY & DIY

Sign In to add projects. New user? [Click here.](#)

Welcome to The RadioShack DIY Project Center. We want to know what great creations you've come up with using RadioShack parts. Our goal is to gather the coolest projects from our most creative customers and share them here. So, show us what you've got and submit your project now. Let the making begin.

RadioShack DIY

PARTNERS: WIREID | POPULAR SCIENCE | instructables | Popular Mechanics | Make: technology on your time

Collaborative Economy

Made in You

The screenshot shows the top navigation bar of the Leroy Merlin website. On the left is the Leroy Merlin logo with the slogan "et vos envies prennent vie!". In the center is a search bar with the placeholder text "Que recherchez-vous?". On the right are links for "Mon magasin" (with sub-link "Trouver un magasin") and "Mon compte" (with sub-link "Connectez-vous").

Below the search bar is a horizontal menu with categories: Terrasse Jardin, Salle de bains, Cuisine, Rangement Dressing, Matériaux Menuiserie, Carrelage Parquet, Décoration Eclairage, Peinture Droguerie, Electricité Domotique, Chauffage Plomberie, and Quincaillerie Sécurité.

The main content area features a large orange banner for the "MADE IN VOUS" community. It includes a cartoon illustration of a man holding a glowing lightbulb, the text "[MADE IN] VOUS", and a message: "Nouveau produit, nouveau service, vos idées deviennent réalité. Co-créez le Leroy Merlin de demain!".

Below the banner is a navigation bar for the community page: "Accueil > Communauté Made in Vous". It contains four tabs: "Produit", "Magasin", "Service", and "Site Internet". Below these are three buttons: "Idées populaires", "Meilleures idées", and "Dernières idées", followed by a "Déposer une idée" button with a lightbulb icon. On the right side of this section are social media icons for email, Facebook, and Twitter, and an "Options" dropdown menu.

On the far right, there are partial views of two cartoon characters: a woman in a red dress and a man in a blue shirt.

<http://communaute.leroymerlin.fr/t5/Communaut%C3%A9-Made-in-Vous/idb-p/made-in-vous>

Collaborative Economy

Second hand

Ikea Creates Platform for Customers to Sell Their Second-Hand Furniture -- No. 5 in Print

& THE SECOND HAND CAMPAIGN

CHALLENGE

When someone buy a new IKEA sofa, the old one is likely to end up on the junk yard even if it's still good. We think it's sad because we love furniture. And even if we want people to buy our new furniture, we don't like to see old furniture go to waste. We wanted to raise sustainability awareness, through targeting a narrow group: people about to buy new furniture. We decided to help our customers sell their old furniture in national media.

IDEA

We asked customers about to buy new IKEA-furniture: "Can we help you sell your old furniture?" Lot 's of people said yes, and we chose approx. 50 real people for the campaign, and started collecting their old furniture. Then we produced print ads, TVC spots and banners for these old products featuring the sellers phone numbers. For 8 weeks we shared all of IKEA's advertising space with our customers. We turned IKEA's facebook page into a digital flea market where people could sell their old products every sunday.

RESULTS

Selling single pieces of old furniture in national media, and sharing the advertising space with our customers, sends a powerful message of sustainability. We showed that we mean business in finding new homes for old sofas, cabinets and chairs, by putting them before our own. Yet we had a 40% increase in our sales of the new products online. Sales in stores increased by 5,5%. All ads featured the new IKEA-catalogue as packshot, and the number downloaded catalogue apps increased from 115 000 to over 200 000.

And hey, all the old products were sold as well.

"Can we help you
sell your old furniture?"



Collaborative Economy

Sharing services

LES **TROC**
HEURES.fr

TROUVER
UN MEMBRE

CONSULTER
LES ANNONCES

RÉDIGER
UNE ANNONCE

AIDE

S'INSCRIRE GRATUITEMENT

S'IDENTIFIER

Ex : Jardin Lille 59000



RECHERCHER

Vous avez besoin d'un coup de main en bricolage, trouvez un troc'heures

PARTAGEZ DES HEURES DE BRICOLAGE ENTRE VOUS

Rejoignez la communauté des Troc'Heures,
inscrivez-vous et lancez-vous !

Vous avez besoin d'un coup de main pour votre projet
et vous avez du temps et/ou une compétence à offrir :
partagez des heures de bricolage entre vous.

Bricoler à deux, c'est plus facile, plus rapide, plus sympa.

S'INSCRIRE

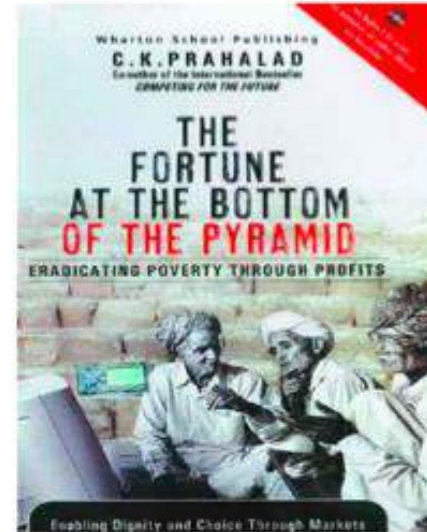
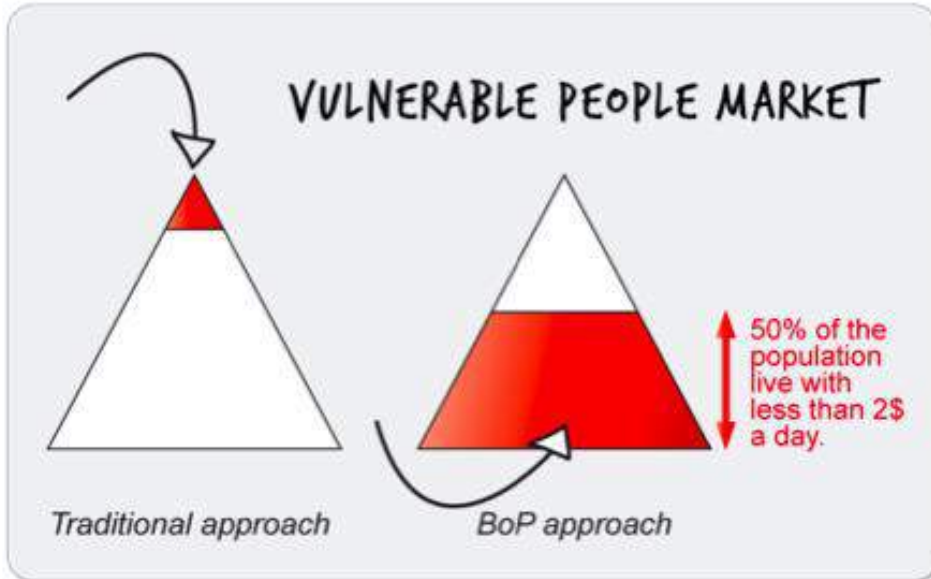
Je l'aide
3 heures
pour aménager
son dressing

et moi
3 heures
pour tapisser

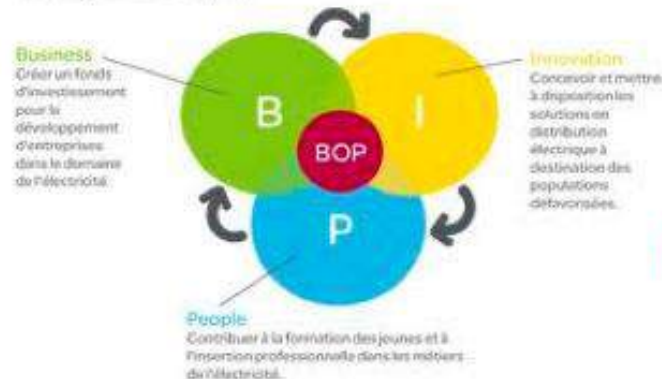
<http://www.lestrocheures.fr/#>

Collaborative Economy

Le Bottom of the pyramid (BOP)



Le programme "BipBop"



danone).communities

Schneider Electric

noveterra

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New Partnerships



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Business Co-creation



Collaborative Economy

Radical Collaboration: From Competition to Coopetition

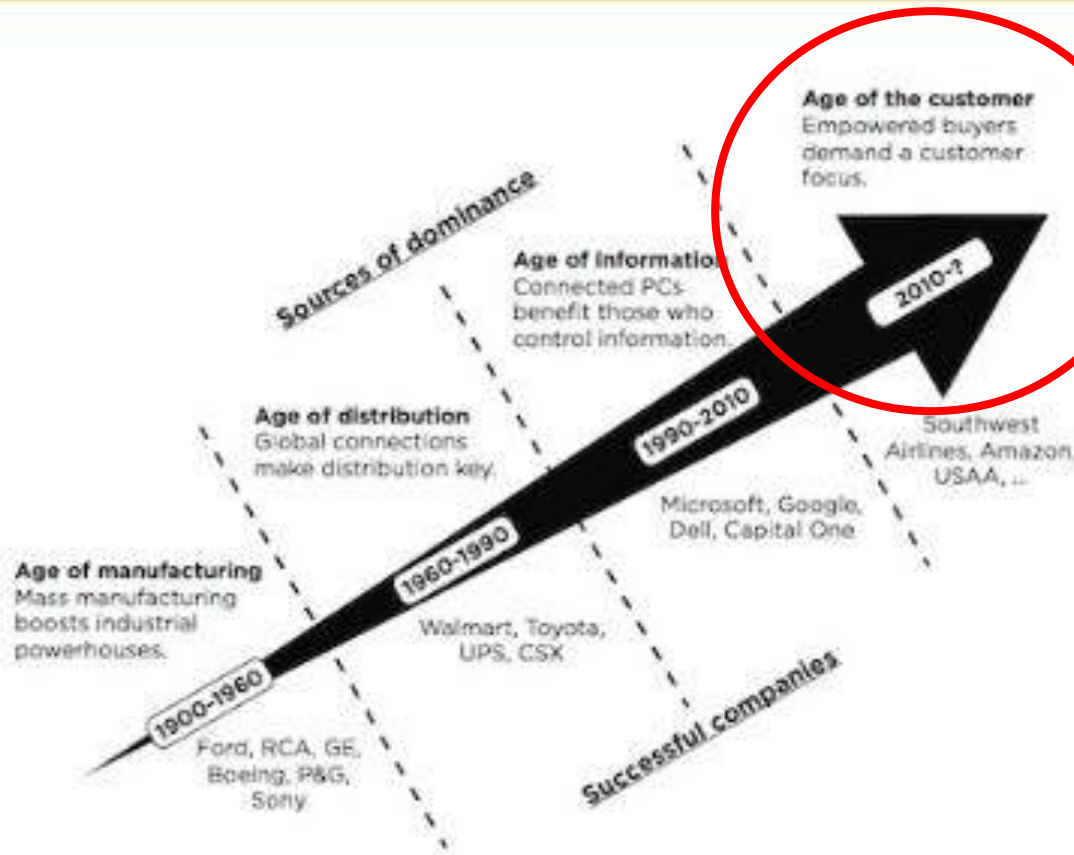


Competing cost overall around 50Billions\$ a year – 3% of Annual World GDP

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Customer Landscape

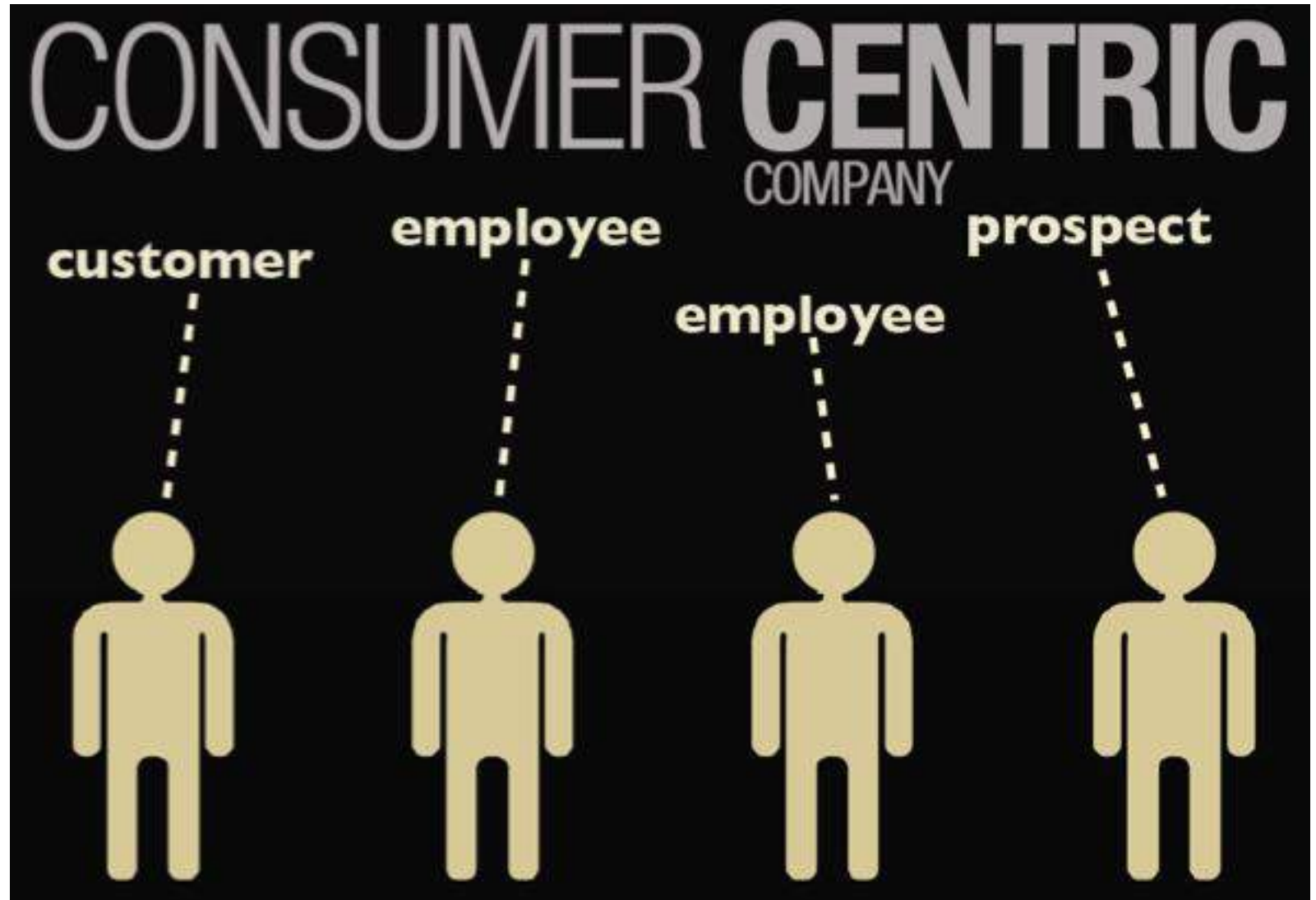
"Customers are sharing their experiences in real time. Banks with poor service have no where to hide."



"Getting to Know You: Building a Customer-Centric Business Model for Retail Banks," PwC FS Viewpoint, April 2011.

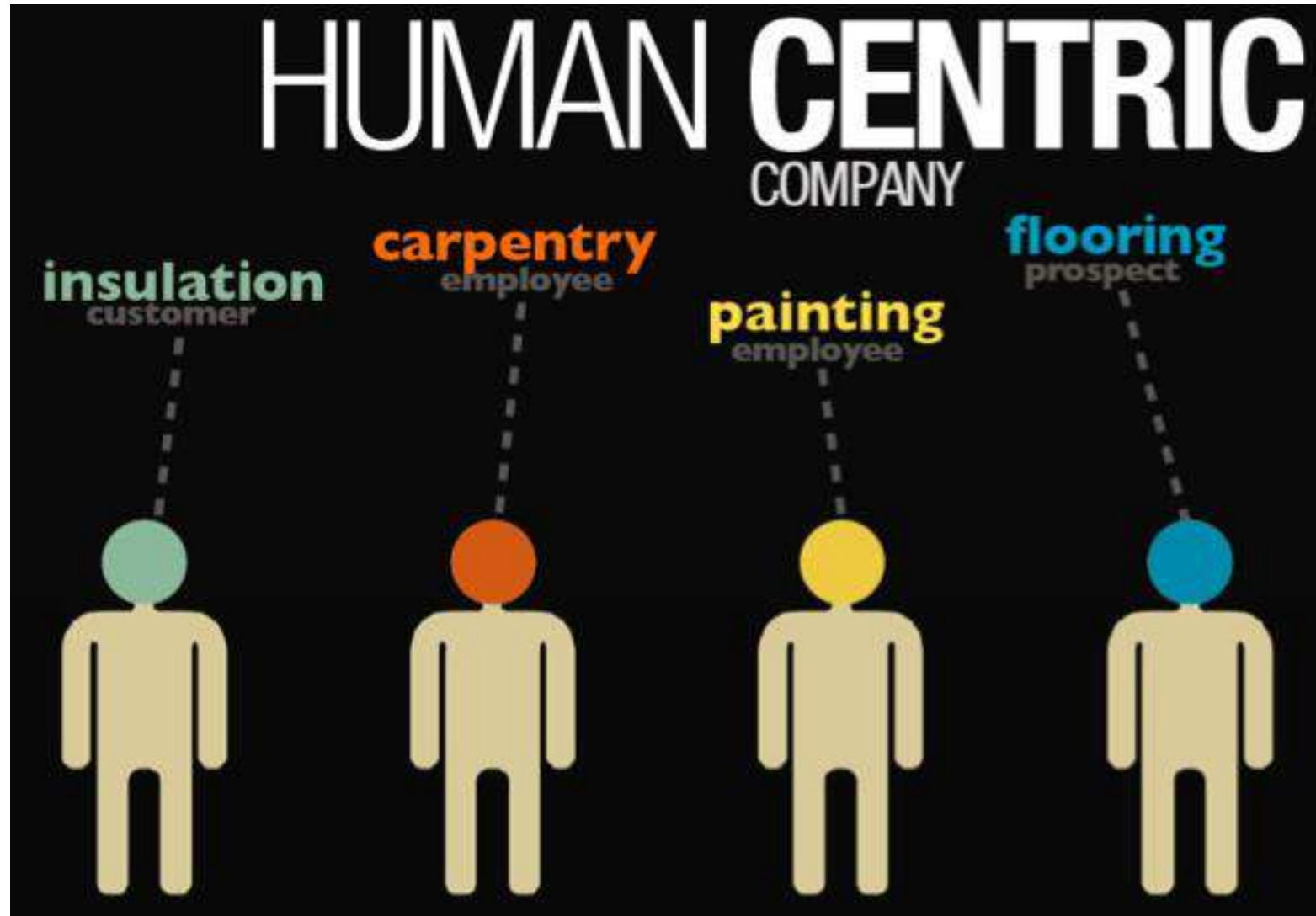
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To Conclude...



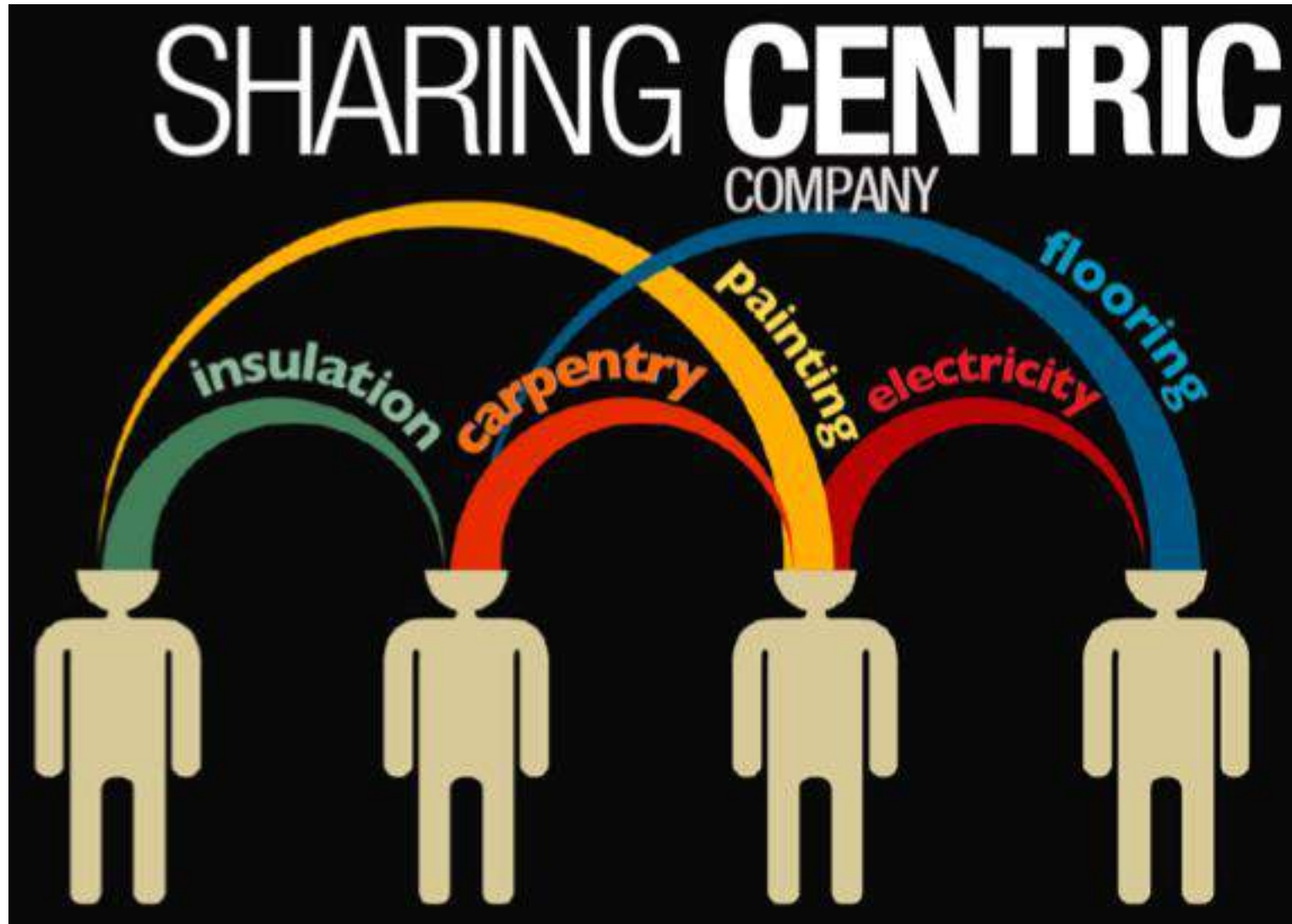
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To Conclude...



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