LOCAL GOVERNMENTS AND THE SHARING ECONOMY

A roadmap helping local governments across North America strategically engage with the sharing economy to foster more sustainable cities.

one earth

Acknowledgements

WHY THIS ROADMAP?

This roadmap is designed to help local governments across North America strategically engage with the Sharing Economy to foster more sustainable cities.

"Local governments are faced with a tsunami of Sharing Economy activities."

In cities across North America, people are sharing tools and equipment, welcoming guests into spare rooms, eating food from people's home kitchens, and paying for rides in the cars of people they don't know. Businesses are hosting others in their office space, industries are sharing transport of goods along their supply chains, and municipalities are offering public land for shared food production.

While Sharing has always been a part of city life – through public libraries and community spaces for example – the past few years have seen a significant revival and acceleration in sharing innovation. This has occurred across many sectors – such as mobility (bikesharing and carsharing), accommodation (Airbnb, couchsurfing), skills (TaskRabbit) and more – among individuals, institutions, businesses and communities.

As a result, local governments are faced with a 'tsunami' of Sharing Economy activities. Many are overwhelmed, with little time or opportunity to develop an effective response. This has led to pushback over concerns such as business competitiveness, jobs, health, safety and other risks and, in some instances, environmental impacts. Many cities have adopted a piecemeal and reactive approach to Sharing Economy activities that absorb scarce resources, rather than a more strategic one that efficiently advances urban sustainability.

This roadmap's focus on the intersection of the Sharing Economy, sustainability and local government is unique. While there are laudable efforts like Shareable's Sharing City Movement, its primary audience is local sharing activists and not local government.[1] Others like the National League of Cities who aim to help cities better understand and regulate the Sharing Economy should be commended, yet sustainability is not a primary focus.[2]

The next few years are critical for determining how cities respond to the Sharing Economy, however, uncertainty clouds the way. This roadmap offers four main tools as outlined below to help local governments address challenges and, perhaps more importantly, understand how to get ahead of the curve and harness the Sharing Economy to advance sustainability. It includes many examples and case studies from cities across North America, and some from the global community.

Local Government and Sharing Economy Roadmap Tools

This roadmap provides four key tools for navigating the sharing economy:

1. Defining the Sharing Economy

Analyzes different definitions of the Sharing Economy and provides one tailored to local government.

2. Sustainability Filter and Sharing Economy Analysis

Describes a sustainability filter with six questions to help local governments prioritize involvement in the Sharing Economy, which is then used to analyze shared mobility, space, and goods and community sharing in depth, plus shared food and energy to a lighter degree. Sustainability impacts and recommendations for local governments are summarized.

3. Strategic Opportunities for Local Governments

Describes key strategic ways that local governments can enable the Sharing Economy to advance sustainable cities given limited resources. Examples include: enable community sharing; address data gaps; focus and align; lead by example; commit to equity; and develop systematic and integrated approaches over time.

4. Sharing Economy Resources

Provides a list of Sharing Economy experts and networks and recommended reading and a sample of local government materials including ordinances and bylaws.

This roadmap does not:

· Celebrate the Sharing Economy without looking at its downside and challenges
· Analyze all Sharing Economy sectors and areas in detail
· Provide advice for other actors beyond local governments in North America
· Suggest exactly what cities should do – each city's choices are based on its unique priorities, interests and resources

What is the Sharing Economy?

The Sharing Economy involves a spectrum of actors – from individuals to non-profit and for-profit entities – as well as those that are community and public sector based – that identify with Sharing Economy beliefs and traits in order to exchange a broad range of tangible and intangible assets. There are different forms of exchange including bartering, sharing, renting, trading, borrowing, lending, leasing and swapping. Likewise, the Sharing Economy features a range of assets including goods, services, time, capital, experiences and space.

The Sharing Economy aims to unlock the idling capacity found in the untapped social, economic, and environmental value of underutilized assets. It promotes access to goods instead of ownership in many, but not all, of its transactions.[3]

There are a number of estimates of the current scale of the Sharing Economy:

· Price Waterhouse Coopers estimates five sharing economy sectors alone could generate $335 bn in revenues between them by 2025.[4]

· Non-monetized transactions are also being measured, such as the rapid growth of Couchsurfing with 10 million plus members around the world.[5]

· Mapping of sharing activities at the neighbourhood scale through Shareable's Sharing Cities Map Jams are also noting a rapid growth.[6]

Technological, economic and social factors all drive the rapid growth of the Sharing Economy. Digital technologies and web platforms increase the ease and convenience of transactions while reducing costs and facilitating the connection of distributed networks of people and assets. Social networking supports reputation systems that build trust and share risk, allowing sharing among strangers in many cases.

Economic drivers include responses to major recessions including the 2008 financial crisis and growing income inequality. This leads to an increased interest in activities that supplement income and in access to goods and services rather than ownership due to lower costs. Decades of stimulation of economic growth and the consumer society has led to an accumulation of an abundance of idle capacity of many goods and services which can be shared and even become monetized.

Socially, the Sharing Economy is a lifestyle trend, particularly among millenials, for whom affordable living is a priority and social networking is an inherent behaviour.[7] The dense concentration of people in an increasingly urban society enables sharing with less friction while a desire or necessity for more independent lifestyles with part-time work attract people to the Sharing Economy. Altruistic and sustainability mindsets also drive some Sharing activity.

A Critical Analysis of the Sharing Economy

Not unlike the printing press and the Internet, the Sharing Economy promises to evoke profound cultural and economic shifts. It spreads across almost every sector of the economy, challenging many traditional business and organizational models. It involves people from all walks of life, and is giving rise to powerful new lobby groups who may or may not align with sustainable city priorities. Which Sharing Economy actors and activities are advancing the public good and sustainability is a critical question.

By creating a definition of the Sharing Economy that includes five categories of actors, we explore the digitally enabled, for-profit companies and start-ups that are dominant in the mainstream media. But we also look beyond these actors as there is a lot more to the Sharing Economy than Airbnb and Uber and new, for-profit ventures. There are also non-profit, social enterprise / cooperative, community sharing innovators, and public sector entities that are part of the Sharing Economy.

Sharing Economy activities do not automatically advance urban sustainability. This roadmap analyzes which Sharing Economy activities advance living within ecological means first and then considers other sustainability dimensions – resilience, natural systems, equity, prosperous local economies and quality of life.

Local governments should care about the Sharing Economy because it could...

· Reduce ecological footprints of city inhabitants and wasteful practices
· Save local government money
· Create jobs and entrepreneurial opportunities
· Advance social connectivity and 'social capital'
· Spur social innovation

· Lower the cost of education, collaboration, and research, and

· Reduce our need to acquire material things to earn status or social distinction

But without thoughtful checks, it could also....

· Appear to reduce overall consumption while simply shifting it from one sector or activity to another
· Increase ecological and carbon footprints by growing the volume of vehicle traffic, travel, and consumer demand
· Erode the tax base as more economic transactions take place outside of spheres subject to accountability
· Negatively impact people not directly involved in Sharing Economy exchanges
· Push local wages and benefits down
· Erode the supply of affordable rental housing
· Exacerbate inequality as status is redefined by access to resources rather than ownership

This roadmap serves to support local governments in making strategic decisions that support those activities of the Sharing Economy that create better cities and that foster human and ecological wellbeing.

WHO IS THIS ROADMAP FOR?

This guide was created for the Urban Sustainability Directors Network – a network of over 130 cities and counties in USA and Canada fostering innovative, sustainable solutions in cities. The goal is to create a roadmap that is useful for local governments that are exploring how to engage with the Sharing Economy with an interest in advancing urban sustainability.

This roadmap can be useful to a range of other audiences:

· City staff and local politicians seeking to understand the scope of the Sharing Economy and effective responses that align with city priorities;

· Sustainability practitioners and members of the Sharing Economy movement analyzing how various Sharing Economy activities impact ecological, social and economic goals in an integrated manner;

· Critics and supporters of the Sharing Economy alike interested in a critical yet rigorous analysis of the Sharing Economy in terms of sustainability impacts; and

· Sharing Economy innovators who are assessing the interests and roles of local government in the Sharing Economy.

THREE
KEY
MESSAGES

The Sharing Economy is not inherently sustainable but local governments can help to make it more so.

Community Sharing is a promising area where local governments can play proactive, enabling roles.

Addressing data gaps is critical for understanding sustainability impacts on cities.

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OVERVIEW

This overview provides a summary of the roadmap content, as well as key findings and recommendations.

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For the first time in human history, the majority of people live in urban areas and so it is critical to understand the role cities play in advancing sustainability. The Sharing Economy is growing incredibly fast and has become the growth sector to invest in.[8] For cities that want to advance sustainability, understanding and effectively responding to the Sharing Economy has become a necessity.

As the Sharing Economy has grown and evolved in North America, it has come under increasing criticism for failing to realize its initial promises – reducing overconsumption, enhancing social connectivity and community, and more fairly distributing economic value. Critics blame economic self-interest of the increasingly dominant for-profit innovators, and call for greater emphasis on cooperative and community-oriented models; however, the reality is more complex.

Juliet Schor, Professor of Sociology at Boston College, has been analyzing the Sharing Economy for a number of years and concludes that it is at a "critical juncture in which users organizing for fair treatment, demands for eco-accountability, and attention to whether human connections are strengthened through these technologies can make a critical difference in realizing the potential of the sharing model."[9] Local government, she stipulates, have a critical role to play:

"Outside the US, the impetus to share in transportation, housing, foods, and goods is more integrally tied to city-level goals of carbon emission reduction, informational transparency and genuine democracy. By embedding sharing practices within those larger municipal level movements, the likelihood that the sharing movement can achieve its stated goals is greater."

An initial scan of local government activity across North America early in this project revealed that a number of municipalities are mirroring their international counterparts and using the Sharing Economy to advance various sustainable

> **"An initial scan of local government activity across North America early in this project revealed that a number of municipalities are mirroring their international counterparts and using the Sharing Economy to advance various sustainable city priorities. Yet there is also tremendous untapped potential."**

city priorities. Their efforts are featured in this roadmap and we draw upon their experiences to generate lessons and recommendations for others.

Yet there is also tremendous untapped potential. A lack of clarity about which Sharing activities genuinely advance sustainability goals confuses and inhibits the most effective actions. The pace of growth of the Sharing Economy favours predominantly piecemeal and reactive responses by local government. Many Sharing activities and local government roles that could advance sustainability are overlooked.

This roadmap advises local governments about ways to consciously tap into the Sharing Economy to not only realize its initial promise, but to do so in a manner that advances local sustainability goals. We also recognize that the Sharing Economy is a dynamic and evolving space and that cities make decisions based on their own priorities and resources.

Approach and Context

One Earth developed this roadmap after a year-long engagement with cities across North America. An Advisory Committee comprised of local government representatives of the Urban Sustainability Directors Network (USDN)[10] was consulted regularly. Other advisors included those from the Sustainable Consumption Research and Action Initiative (SCORAI), Shareable, and the Center for a New American Dream, as well as Sharing Economy experts such as April Rinne and Juliet Schor. The broader USDN membership was also engaged in various ways, including: a workshop session during the USDN's 2014 Annual Meeting led by the City of Vancouver; a USDN Sustainable Consumption User Group conference call; and sessions at the workshop, The Role of Cities in Advancing Sustainable Consumption, co-organized by USDN, SCORAI and the City of Eugene in the fall of 2014.

The roadmap is informed by extensive secondary research supplemented by interviews with city staff. Critical analysis of claims of Sharing Economy impacts was undertaken, while taking into consideration the motivations and funding of the researchers and authors of the sources reviewed.

Four Sharing Economy sectors were analyzed in depth – shared mobility, shared spaces, shared goods and community sharing – with some initial findings in shared food and shared energy. The in-depth areas were chosen because they ranked highly across the following criteria: prevalence in the Sharing Economy, interest by local governments, high number of links to city priorities, potential for local government role and impact, and some opportunities for cutting edge, strategic actions by municipal leaders.

The LGSE project is part of a broader conversation among USDN members about advancing sustainable consumption.

> ## Sustainable Consumption: A Common Definition
>
> The use of services and related products which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials, as well as emissions of waste and pollutants, over the life cycle of the service or product so as not to jeopardize the needs of future generations. – UN Commission on Sustainable Development.[11]

While a relatively new topic for USDN cities, there is a growing interest in building capacity to address sustainable consumption. There is a USDN Sustainable Consumption User Group and two relevant USDN Innovation Fund projects: 1) a report on measuring sustainable consumption[12] and 2) the October 2014 'break-through' convening workshop held in the City of Eugene mentioned above.[13] At this workshop, many participants experienced a fundamental shift towards a more holistic concept of sustainable consumption that goes beyond the resource conservation frameworks that typically drive municipal efforts. This was a convening of municipal sustainability staff, international researchers, policy experts, and NGO representatives to advance the topic of sustainable consumption from the conceptual phase toward actionable programs and policies within a municipal government context.

The outcomes of this convening are heavily informing the ongoing work with Sustainable Consumption aimed at delivering capacity building workshops for USDN members and releasing a toolkit in 2016. One Earth led the Community Sharing working group that emerged from the Eugene workshop and a project on communicating sustainable consumption. One of the workshop outcomes, the Eugene Memorandum: The Role of Cities in Advancing Sustainable Consumption outlines the consensus achieved about sustainable consumption and guiding principles for local government action.[14] This roadmap applies many of the core elements of the Eugene Memo into the sustainability filter.

Roadmap Content by Chapter

The roadmap begins in **Chapter 1** by presenting a definition of the Sharing Economy tailored to local government based on our analysis of many existing definitions and our consultations with this project's advisors. Two categories of the Sharing Economy actors are highlighted as having particular relevance to local governments and advancing urban sustainability – community sharing and public sector organizations.

In **Chapter 2** we present the sustainability filter that local governments can use to determine whether Sharing Economy activities advance multiple facets of urban sustainability. Sustainability is defined as advancing quality of life for all equitably while living within ecological means.

The sustainability filter has six guiding questions that address the ecological, social and economic dimensions of sustainability:

1. **Living within ecological means**
   Does the Sharing Economy activity support absolute reductions in energy and materials flows to live within our ecological means?

2. **Resilience**
   Does the Sharing Economy activity enhance resilience and climate adaptation?

3. **Natural systems**
   Does the Sharing Economy activity protect and restore natural systems?

4. **Equity**
   Does the Sharing Economy activity advance equity and social inclusion and embrace diversity?

5. **Prosperous local economies**
   Does the Sharing Economy activity advance economic vitality and diversity, a level of self-reliance, and decent jobs?

6. **Quality of life**
   Does the Sharing Economy enhance social connectivity and wellbeing for all?

In **Chapter 3** the sustainability filter is applied to five sectors of the Sharing Economy of greatest interest to our local government project advisors. Shared mobility, spaces and goods are covered in the greatest depth, and then shared food and energy are given an initial analysis with less detail. Sustainability impacts across all areas of the filter are summarized first and then we provide recommendations for advancing urban sustainability, including some that advise local governments on how to get ahead of the curve.

Chapter 4 addresses Community Sharing, which was identified as a priority area for local government involvement to advance sustainability. Community Sharing innovators are focused at local or neighbourhood scales and currently use information technology more modestly while placing more emphasis on in-person connections and meeting community needs and sustainability goals. Non-monetized transactions dominate. This chapter explores why local governments should care about Community Sharing, as well as how to enable this type of sharing in order to advance sustainability in effective, cost-efficient ways and then measure impacts on city priorities. Finally, recommendations are provided for how local governments can help scale up the actions of Community Sharing innovators.

Chapter 5 highlights the critical importance of addressing data gaps in order to help local governments understand the impacts of Sharing Economy activities on city priorities. The current data access situation is reviewed and recommendations for further discussion and exploration are provided.

Chapter 6 highlights opportunities for local governments to take strategic action in their engagement with the Sharing Economy given limited time and resources. Strategies include: how local governments can focus and align their involvement, lead by example, play enabling roles matching the spectrum of Sharing Economy actors, advance equity, and pursue more systematic and integrated approaches over time.

Chapter 7 provides additional resources including the identification of key Sharing Economy readings and networks.

In **Chapter 8** the roadmap concludes with some final thoughts and next steps, followed by appendices of relevant local government materials such as sample ordinances, surveys and legislation.

Recommendation Highlights

This section summarizes the key recommendations from this Roadmap for local government to strategically engage with the Sharing Economy in order to advance sustainability. These recommendations are based upon detailed analysis using the roadmap's sustainability filter, which can be found in Chapter 2, as well as additional research and consultations with project advisors.

ADDRESSING DATA GAPS

SHARED MOBILITY

SHARED SPACES

SHARED GOODS

SHARED FOOD

SHARED ENERGY

COMMUNITY SHARING

SHARED MOBILITY

Shared mobility is arguably the most rapidly growing and evolving sector of the Sharing Economy. One-way and peer-to-peer carsharing, as well as ridesourcing, are amongst the many new entrants in the short-term, as-needed shared transportation milieu. Is shared mobility an opportunity or a distraction on our journey towards more sustainable and equitable transportation systems?

KEY RECOMMENDATIONS TO ADVANCE URBAN SUSTAINABILITY:

· Cultivate a shift toward **integrated mobility planning** that considers a suite of mobility options, with public transportation as its foundation, together with land use planning in order to foster car reduced (and free) lifestyles.

· Facilitate the **expansion of ridesourcing and carsharing into suburban municipalities** in order to fill transit gaps and foster first/last mile integration.

· Explore the use of **ride-splitting** (e.g.UberPool and LyftLine) to scale carpooling, particularly for commuting to work.

· Support the **expansion of electric vehicles in carsharing fleets** by providing grants for EV purchase, public charging stations, and favouring EVs in municipal fleets.

· **Address multiple barriers to the participation of low-income people and vulnerable populations** in shared mobility and explore partnerships between public, non-profit & private actors.

WHAT TO WATCH OUT FOR:

· **The rebound effect –** for example, people purchasing new cars in order to rent them out through peer-to-peer carsharing companies like RelayRides and therefore adding more cars to the road rather than reducing car ownership and use.

· **Ridesourcing in downtown locations** as there are indications that this is replacing transit, walking and cycling trips and inducing new vehicle trips.

· **High-level conclusions that hide more nuanced findings,** e.g. that carsharing users both increase and decrease their transit usage.

· **Getting distracted –** for example, the debate about whether ridesourcing and taxis are more efficient is less important than shifting people into more sustainable modes.

TO EXPLORE FURTHER:

See Chapter 3a: Shared Mobility

SHARED SPACES

Shared spaces include the sharing of living space for short-term rentals (e.g. Airbnb), storage, and parking, as well as permanent housing options such as cooperatives, co-living and cohousing. There are also co-working sites that allow independent workers or employees (while traveling) to share workspaces, office services and equipment.

KEY RECOMMENDATIONS TO ADVANCE URBAN SUSTAINABILITY:

· **Thoughtfully regulate short-term rentals,** especially in communities with low vacancy rates, in order to safeguard equity and housing affordability, and to mitigate possible impacts on neighbours, community character, and city resources.

· **Support cooperative housing** directly or by lobbying higher levels of government, and/or by changing local legislation.

· **Encourage cohousing** that locates near transit, emphasizes reducing waste and carbon emissions, and cultivates pro-sustainability behaviours of residents.

· **Promote financial instruments that permit co-ownership.**

· **Explore how to fuse co-working with libraries and business incubators,** prioritizing those whose client businesses show transformative sustainability potential.

WHAT TO WATCH OUT FOR:

· **The rebound effect –** by providing cheaper accommodation short-term rentals may induce more flying and related consumption, increasing carbon emissions; some people are purchasing accommodations for the sole purpose of earning income through short-term rentals.

· The impact of short-term rentals on **reducing affordable housing supply** in neighbourhoods with low vacancy rates.

· **Shared personal storage and parking spaces** that offer little or even negative sustainability gains by supporting accumulation of goods and greater car use.

· **Shared space options like co-living**, which may not live up to their sustainability promise; monitoring and evaluation is required here.

· **Intervening in areas of the Sharing Economy that are thriving without government support** unless there is specific public good purpose e.g. co-working.

TO EXPLORE FURTHER:

See Chapter 3b: Shared Spaces

SHARED GOODS

Shared goods refers to the exchange, sale or loaning of new or used items among different actors. Equipment, toys, tools, clothing, furniture, appliances, books and electronics are examples of items shared. Goods sharing can take the form of peer-to-peer or business-to-peer transactions – often mediated by online platforms such as eBay – or sharing among businesses or municipalities through platforms like Munirent.

KEY RECOMMENDATIONS TO ADVANCE URBAN SUSTAINABILITY:

· Adopt relevant recommendations from **Chapter 4 on Community Sharing.**

· Promote the concept of **access over ownership** of goods through targeted policies and other support of Sharing Economy activities.

· Shift from **waste management to materials management** and prioritize support for **Sharing Economy activities at the top of the waste hierarchy (eliminate, reduce, reuse)** that diminish material and energy **throughput the most**.

· **Support Business-to-Business exchange** through initiating and / or supporting online platforms and Industrial Symbiosis pilot projects, including those where local government provides space or acts as an anchor partner.

· **Demonstrate by example** and share equipment and goods with other municipalities and stakeholders.

· **Inventory civic assets** and use them to support Sharing Economy activities that advance sustainability goals; assets might include community centres, parks, office space, and municipal staff expertise.

· Commit to goals and actions for reducing the city's **ecological footprint** and measure **consumption-based accounting of emissions** in climate action plans.

WHAT TO WATCH OUT FOR:

· **Prioritizing recycling and reusing** – focus instead on waste prevention, materials management and resource reductions.

· Focusing on household goods and **missing out on opportunities to share goods among municipalities, businesses and institutions.**

· **Overemphasizing sharing criteria in purchasing agreements** instead of developing a more fundamental systemic approach to sustainable purchasing.

· **Triggering rebound effects** – avoid investing savings from sharing goods in more goods; instead encourage reinvestment into more sustainable practices and programs.

TO EXPLORE FURTHER:

See Chapter 3c: Shared Goods

SHARED FOOD

Shared Food is the sharing of productive public and private land, idle food, meals, kitchen space and equipment, and farm harvests through digital and in-person means. It involves individuals, farmers, businesses, local government, grassroots organizations, non-profits and cooperatives.

KEY RECOMMENDATIONS TO ADVANCE URBAN SUSTAINABILITY:

· **Encourage food production in public spaces** by allocating public land, removing zoning barriers, and providing promotion and funding for community organizers.

· **Promote community supported food production** such as CSAs and consider purchasing farm shares to meet municipal needs.

· **Offer landsharing** of backyards, farms and other viable land for food growing as an in-house service or provide promotion or grants to non-profits that provide the service.

· Promote, provide grants and/or access to publicly owned spaces to non-profits for **shared kitchen space and/or equipment**.

· **Provide seed funding for local mealsharing initiatives** that target people having difficulty cooking for themselves and/or focused on organic and/or local food.

WHAT TO WATCH OUT FOR:

· Violations of zoning and health and safety regulations, particularly for meal sharing activities in private homes; regulations may need to be updated.

TO EXPLORE FURTHER:

See Chapter 3d: Shared Food

SHARED ENERGY

Shared Energy uses digital technologies and web platforms to enable producers to collaborate directly with customers and investors for the creation, storage, and sharing primarily of renewable energy (solar and wind mainly) but also for energy efficiency. A growing number of peer-to-peer models expand participation to those normally excluded by cost or structural barriers.

KEY RECOMMENDATIONS TO ADVANCE URBAN SUSTAINABILITY:

· Partner with local businesses or non-profits to create or enable **peer-to-peer shared renewable energy marketplaces**.

· Stimulate the renewable energy market through **local government purchasing power or by buying shares in local energy cooperatives**.

· Create municipally owned **renewable or district energy projects**.

WHAT TO WATCH OUT FOR:

· **Missing out on the opportunity** Shared Energy presents to help cities transition to more renewable energy use and meet deep carbon reduction targets.

TO EXPLORE FURTHER:

See Chapter 3e: Shared Energy

COMMUNITY SHARING

Community sharing innovators offer hope to amplify the best aspects of the Sharing Economy – many explicitly adopt practices that enhance a range of ecological, social and economy sustainability goals. These actors are a diverse set of individuals and organizations focused at more local scales that currently use digital technology more modestly and emphasize in-person connection. Non-monetized transactions are more dominant.

KEY RECOMMENDATIONS TO ADVANCE URBAN SUSTAINABILITY:

· **Prioritize support for Community Sharing innovators** who promote reuse, borrowing, swapping, repair and maintenance of goods, combined with educational efforts to promote buying less and smarter.

· Enable Community Sharing by **supporting a sharing inventory and web page, promoting events and ideas, and acting as a facilitator and connector.**

· Consider incubating and/or coordinating **Fix-It Clinics.**

· To **scale Community Sharing**, shift to community-based behaviour change, support expansion into new neighborhoods, help innovators get better organized, and provide underutilized public spaces and municipal infrastructure.

· **Consider adopting a more systematic, on-line approach to sharing spaces** for Community Sharing innovators modelled on the UK Space for Growth programme.

WHAT TO WATCH OUT FOR:

· **Missing out on the opportunity Community Sharing presents** to foster healthy, connected communities while promoting other goals such as more affordable living, reducing eco-footprints, and supporting business and workforce development.

· **Getting too fixated on understanding the impacts on city priorities upfront;** instead tie them into pilot project efforts and/or engage innovators to help measure impacts.

TO EXPLORE FURTHER:

See Chapter 4: Community Sharing

ADDRESSING DATA GAPS

There is a major gap in understanding by local governments about how the Sharing Economy impacts city priorities, which inhibits interest and innovation by cities and somewhat constrains independent research. Sharing Economy businesses are generally reluctant to share data citing concerns over privacy and competition, although there are some exceptions.

KEY RECOMMENDATIONS TO ADVANCE URBAN SUSTAINABILITY:

· **Prioritize Sharing Economy research** and forge partnerships to fund this research.

· **Require data sharing when negotiating regulatory agreements**.

· Continue to rely on **data scraping** as an interim measure where legally defensible.[15]

· **Explore giving preferential access** to city markets for Sharing Economy businesses that share relevant data and/or designing local "carrot and stick" systems.

· **Participate in, and ideally, cultivate, collaborations** of public and private sectors to discuss Sharing Economy topics, including data sharing.

WHAT TO WATCH OUT FOR:

· Stifling positive innovation by expecting Sharing Economy businesses to shoulder too much of the burden for data sharing or research, particularly start-ups.

TO EXPLORE FURTHER:

See Chapter 5: Addressing Data Gaps

1   http://www.shareable.net/sharing-cities

2   http://www.nlc.org/find-city-solutions/city-solutions-and-applied-research/urban-innovation/sharing-economy/cities-the-sharing-economy-and-whats-next

3   Resources:

        Rachel Botsman and Roo Rogers. *What's Mine Is Yours: The Rise of Collaborative Consumption.* (New York: HarperCollins Publications, 2010).

        Lisa Gansky. *The Mesh: Why the Future of Business is Sharing.* (New York: Penguin Press, 2010).

        Bryan Walsh. "The Sharing Project Bryan Walsh 10 Ideas That Will Change the World: Today's Smart Choice: Don't Own. Share." Time Magazine, 17 March 2011. http://content.time.com/time/specials/packages/article/0,28804,2059521_2059717_2059710,00.html

4   http://www.theneweconomy.com/business/the-sharing-economy-shakes-up-traditional-business-models

5   Sadhu A. Johnston, Steven S. Nicholas and Julia Parzen. *The Guide to Greening Cities* (Washington DC: Island Press, 2013).

6   Rachel Botsman and Roo Rogers. *What's Mine Is Yours: The Rise of Collaborative Consumption.* (New York: HarperCollins Publications, 2010).

7   http://www.forbes.com/sites/homaycotte/2015/05/05/millennials-are-driving-the-sharing-economy-and-so-is-big-data/

8   http://venturebeat.com/2015/06/04/the-sharing-economy-has-created-17-billion-dollar-companies-and-10-unicorns/

9   http://www.greattransition.org/publication/debating-the-sharing-economy

10   The USDN is a peer-to-peer learning exchange among municipal sustainability directors to share ideas and experiences.

11   https://sustainabledevelopment.un.org/topics/sustainableconsumptionandproduction

12   Cascadia Consulting Group, *Sustainable Consumption and Cities: Approaches to measuring social, economic, and environmental impacts in cities for the Urban Sustainability Directors Network* (2015) – http://usdn.org/uploads/cms/documents/usdn_measuring_consumption_project_files.zip

13   http://usdn.org/uploads/cms/documents/the_role_of_cities_in_advancing_sustainable_consumption_convening_products.zip

14   http://sspp.proquest.com/archives/vol11iss1/editorial.eugene.html

15   Data scraping is a technique in which a computer program extracts data from publicly available, human-readable output sourced from another program. In this case the program is used to inform a Sharing Economy web platform.

Thank you for exploring **Local Governments and the Sharing Economy** with us.

This is the overview section of a detailed report which you can download from our roadmap website: **LocalGovSharingEcon.com**

The full roadmap is in English and includes the sections found in the table of contents – note that the page numbers correspond to this longer document. The map and table identify the city case studies and examples that can be found in the roadmap.

We'd like to hear from you – contact us at: share@oneearthweb.org
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Project website: LocalGovSharingEcon.com

ABOUT ONE EARTH

One Earth is a Vancouver-based non-profit organization focused on sustainable consumption and production across scales. One Earth led the development of the Local Government and Sharing Economy (LGSE) project, conducted the research, and prepared this roadmap in consultation with an advisory committee and advisors. One Earth is working toward North American leadership in consumption and production and new economies, with partners including the Urban Sustainability Directors Network (USDN), Sustainable Consumption Research and Action Initiative (SCORAI), Canadian Community Economic Development Network (CCEDNet), the Center for a New American Dream, the New Economy Funders Network, the New Economy Coalition, and The Story of Stuff Project. From 2013 to 2015, One Earth was the curator of the New Economies theme of Cities for People, initiated by The J. W. McConnell Family Foundation. The LGSE project is part of Cities for People – an experiment in advancing a movement to create more resilient and livable cities through innovation networks. One Earth is a member of the City of Vancouver Greenest City Advisory Committee, is on the Board of the National Zero Waste Council, and is promoting eco-industrial networking through the National Industrial Symbiosis Program - Canada. One Earth is also a co-founder of the Global Research Forum on Sustainable Production and Consumption and the North American Roundtable on Sustainable Production and Consumption. With international partners, One Earth is catalyzing Disruptive Imaginings: creating better futures – a global initiative aimed at producing positive and compelling visions of life in sustainable futures.