

TRAINING LESSON 7 - Part 1

Title	<ul style="list-style-type: none"> ○ The Sharing Economy
Part of the training course referred to in this lesson	<ul style="list-style-type: none"> ○ X Part 1 General information about sustainability and CE Part 2 Specific Information about: <ul style="list-style-type: none"> <input type="checkbox"/> Wood sector <input type="checkbox"/> Plastic sector <input type="checkbox"/> Agrifood sector
EQF level	Level 3
Where the lesson was tested	//
General Learning objective(s) according to the Bloom Taxonomy https://cft.vanderbilt.edu/guides-sub-pages/blooms-taxonomy/	<ul style="list-style-type: none"> <input type="checkbox"/> Create Produce new or original work (design, assemble, construct, investigate, formulate) <input type="checkbox"/> Evaluate Justify a stand or decision (appraise, argue, defend, critique, select, support) <input type="checkbox"/> Analyze Draw connections among ideas (differentiate, organize, relate, compare, distinguish, test, experiment) <input type="checkbox"/> Apply Use information in new situations (execute, implement, solve, use, demonstrate, operate) X Understand Explain ideas or concepts (classify, discuss, describe, identify, locate, translate) <input type="checkbox"/> Remember Recall facts and basic concepts (define, duplicate, list, memorize, repeat)
Specific learning objective(s)	<ul style="list-style-type: none"> ● <i>understand what the sharing economy concept;</i> ● <i>understand the differences between the sharing economy, the on-demand economy/services, the gig economy, the peer-to-peer (P2P) economy and the collaborative economy/consumption;</i> ● <i>analyse the impact of the sharing economy on the environment;</i> ● <i>develop a critical approach to the news the student reads about the sharing economy, learning to consider multiple factors.</i>

<p>Cognitive, socioemotional and behavioural outcomes based on https://www.unesco.de/sites/default/files/2018-08/unesco_education_for_sustainable_development_goals.pdf</p>	<p>SDG 4 “Quality education”</p> <p><u>Cognitive learning objectives:</u> the learner understands the important role of culture in achieving sustainability; the learner understands that education can help create a more sustainable, equitable and peaceful world.</p> <p><u>Behavioural learning objectives:</u> the learner is able to use all opportunities for their own education throughout their life, and to apply the acquired knowledge in everyday situations to promote sustainable development.</p> <p>SDG 8 “Decent Work and Economic Growth”</p> <p><u>Cognitive learning objectives:</u> The learner understands how innovation, entrepreneurship and new job creation can contribute to decent work and a sustainability-driven economy and to the decoupling of economic growth from the impacts of natural hazards and environmental degradation.</p> <p><u>Socio-emotional learning objectives:</u> The learner is able to understand how one’s own consumption affects the working conditions of others in the global economy.</p> <p><u>Behavioural learning objectives:</u> The learner is able to develop criteria and make responsible consumption choices as a means to support fair working conditions and efforts to decouple production from the impact of natural hazards and environmental degradation.</p> <p>SDG 9 “Industry, Innovation and Infrastructure”</p> <p><u>Cognitive learning objectives:</u> The learner understands the concepts of sustainable infrastructure and industrialization and society’s needs for a systemic approach to their development; the learner is aware of new opportunities and markets for sustainability innovation, resilient infrastructure and industrial development.</p> <p><u>Socio-emotional learning objectives:</u> The learner is able to argue for sustainable, resilient and inclusive infrastructure in their local area.</p> <p><u>Behavioural learning objectives:</u> The learner is able to evaluate various forms of industrialization and compare their resilience.</p>
<p>Green skill(s) addressed</p>	<p>X Creative problem-solving <input type="checkbox"/> Management skills</p> <p>X Forward-thinking <input type="checkbox"/> Impact quantification</p> <p><input type="checkbox"/> Monitoring skills <input type="checkbox"/> Life-cycle management</p> <p>X Analytical skills <input type="checkbox"/> Science skills</p>

	<input type="checkbox"/> Lean production <input type="checkbox"/> Waste management <input type="checkbox"/> Maintenance and repair skills <input type="checkbox"/> Environmental auditing <input checked="" type="checkbox"/> Pollution prevention <input type="checkbox"/> Ecosystem management <input type="checkbox"/> Eco-design <input type="checkbox"/> Other _____
<p>Duration</p>	<p>15 minutes</p>
<p>Structure and content of the lesson</p>	<p>INTRODUCTION</p> <p>The concept of sharing economy (SE) has emerged in recent years and it has been used to indicate different concepts.</p> <p>Because of the diverse way in which this type of economy involves different sectors, along with the term "sharing economy," others with related but different meanings have arisen, such as: peer-to-peer economy, collaborative economy, gig economy, or on-demand economy (more on these concepts will be found below in the next paragraphs). According to some experts, in fact, these would be very similar concepts while according to others substantially different. Within this lesson we will learn what is meant by SE and what it implies.</p> <p>TOPIC 1: THE CONCEPT OF THE SHARING ECONOMY AND EXAMPLES</p> <p>Due to the facts that the SE is continuously evolving over time, that it involves very different actions in different fields, and that these actors do not set specific criteria on SE transactions, there are different definitions of sharing economy. One of the most generic is the one provided by Simon Lovick (2020) "<i>a sharing economy is defined as an economic system in which assets and services are shared between private individuals. It's used as an umbrella term for many different services, apps, and products.</i>" The well-known Oxford Advanced Learners' Dictionary reported the following definition of SE: "<i>an economic system in which people can share possessions, services, etc., usually by means of the Internet</i>". On the Internet it is then possible to find dozens of slightly different definitions, and this can make us feel lost in front of a concept that, precisely, we cannot fully describe. Rachel Botsman (2015) can help us understanding what the main characteristics of SE are:</p> <ul style="list-style-type: none"> ● the core idea is to share services/goods that are underused or under-utilised with other people; ● a company that operates in the sharing economy should be driven by clearly set principles and strategies, and should define a reliable value-chain; ● consumers should benefit from the ability to have goods and services available easily and efficiently, paying for access to that good/service rather than for ownership; ● businesses operating in this sector must create a real sense of belonging to that community and of collective accountability in

consumers.

Many link the sharing economy with the internet and phone apps, as it is through these tools that the majority of transactions take place.

So in the SE individuals and organisations can share services or goods by paying a fee or for free. The reasons for the emergence of this type of economy are basically 4: “practical”, economical, technological and ecological.

1. The "practical" reason is related to the fact that many of the items we have remain unused for most of their life cycle. Already in 2016, for example, David Z. Morris reported that our cars remain parked (and are therefore unused) 95% of the time. Another example comes to us from research showing that English 10-year-olds have about 238 toys on average, but play with only 12 daily.
2. The economic reason is linked to people’s savings. In fact, temporarily renting a car to be used only when needed saves considerable amounts of money; the same thing happens with clothes, houses, toys, etc.
3. The third reason is linked to the very rapid technological development that we have witnessed in the last 30 years. This has enabled everyone everywhere to be connected to the Internet by having access to all kinds of platforms and apps for buying and selling services and goods.
4. The last reason is that there has been a growing awareness of the environment’s protection over the years. Organisations and individuals think that sharing a good or service with someone, especially one that is commonly underutilised, allows companies to produce less and pollute significantly less.

According to the Copenhagen Business School, it is possible to identify three types of sharing economy:

1. Real sharing, which is the sharing economy *per se*.
2. Gift giving, which is when you share a product or a service with others and you expect that they will do the same in the future. For example, in some music platforms you can have access freely to others music if you upload yours.
3. “Pseudo” sharing, which is the monetization and regulation of the informal economy. It usually includes services/goods that are considered “off the books” and that require the payment of a small amount of money (e.g. street food).

Finally, it is useful to better define other concepts, similar but not identical to the sharing economy.

- on-demand economy/services are introduced by technology companies that are willing to satisfy customers’ needs by providing goods/services immediately. For example, there are now apps for calling a doctor at home or ordering medicine. This concept is part of the broader concept of sharing economy, however sharing economy

has (or should have) more complexity in terms of collaboration, common accountability, sharing.

- gig economy indicates a type of economy in which the labour force is mainly represented by freelancers, instead of permanent employees. One example is riders or delivery people.
- peer-to-peer (P2P) economy, coined by Bauwens in 1958, individuals sell/buy goods and services directly from each other without intermediaries or third parties.
- A collaborative economy/consumption (CC) is based on sharing, swapping, trading, or renting products and services. Although this term is often used synonymously with the sharing economy, research conducted in Brazil with 400 participants has shown differences. This is what emerged: *“Results show that SE is explained mostly by intrinsic reasons, while CC is driven by the extrinsic factor economics and the intrinsic reason enjoyment. Economic motivations are significantly stronger in CC than in SE, while convenience and environmental orientation are predominant in SE.”* (Minami, Ramos, Bortoluzzo 2021).

Examples of the sharing economy are all the situations/platform that allow you to:

- share information/create common goods, such as Wikipedia, <https://www.wikipedia.org/>.
- share costs, such as Splitwise, <https://www.splitwise.com/> ;
- have intermediaries, such as Amazon, <https://www.amazon.com/> ;
- do activities, such as Airbnb <https://www.airbnb.com/> or JustEats www.justeat.eu
- sharing mobility (bike/car/scooter sharing), such as Uber <https://www.uber.com/it/en/>.

TOPIC 2: THE IMPACT OF THE COVID-19 PANDEMIC ON THE SHARING ECONOMY

The Covid-19 pandemic has had a profound impact on our society. Globally, states have taken extraordinary measures to contain the infections, including curfews, masks and social distancing. This situation also had a strong impact on sharing economy activities, which in many cases could not physically guarantee social distancing, for example in the case of drivers.

Both consumers and companies operating these services have also been very concerned about hygiene and the need to sanitise everything. In addition to this, the impact of Covid-19 on the sharing economy included from the providers point of view:

- uncertainty about the future;
- Significant loss of customers;
- no booking / booking cancelation;

- salary reduction.

From the customers' point of view:

- uncertainty about the future;
- fear to use goods/ services shared with other people;
- budget cuts.

Although some companies operating in the sharing economy sectors have initiated courses on hygiene and safety for workers to cope with the situation from Covid-19, the pandemic has made apparent systemic failures in this sector, especially from the perspective of worker protections and from the legislation. According to what was underlined by Hossain (2020, pg. 7): *“To minimise the adverse effect of the Covid-19 on the SE, developing insurance policies, treat service providers more like employees, and implement safety measures are necessary so that SE does not receive backlash for their guileful business practices”*.

At the European and national levels in many countries, clearer regulations are being introduced for companies and workers operating in the sharing economy sectors. In addition, some criticism related to the lack of adequate consumer protections from many quarters is fostering a process of change in their business model.

TOPIC 3: THE SHARING ECONOMY AND SUSTAINABILITY

The positive impact of the sharing economy on the environment is taken for granted in many cases. Sharing goods and services with others reduces demand for their production and pollutes less. By using car sharing, for example, one can rent a car only when needed without buying one, and this reduces the pollution associated with the production of new cars; or renting apartments in existing buildings reduces the likelihood of new ones being built.

Despite this common belief, doubts about it have been raised by some experts. A systematic and comprehensive treatment of the topic will not be included in this text, but insights will be offered that can be further explored through the recommended readings.

The first element to consider is that of so-called "greenwashing." It is a practice whereby some companies/organisations adopt a façade of environmental concern, that is, one that does not correspond to their real commitment to this cause. It is therefore good to ask: what do organisations operating in the sharing economy do with their earnings? Are they really environmentally conscious?

The second element is that some experts believe that some platforms, such as those for clothes, rather than pushing people to buy less, incentivize them to buy more. People would be led to buy more by the ability to then put those

	<p>clothes on rent.</p> <p>The third element to consider is that, precisely because of the wide variety of sectors and actors involved in the sharing economy, the many studies available on the subject cover limited topics. Therefore, it is often difficult to make generalisations regarding the topic of environmental sustainability that apply to all countries, all sectors and all actors involved.</p> <p>Having made these clarifications, there are numerous studies that take these factors into account and help us shed light on the sustainability of the sharing economy (pointing out, however, that what was said about greenwashing is not often taken into account because it is difficult to quantify).</p> <p>It is worth mentioning the study conducted on 18 OECD countries between 2014 and 2018 that took into consideration how and whether the sharing economy could promote sustainable economic development and energy efficiency. In particular, the study emphasised “<i>empirical evidence for the importance of this new system as a tool to increase both sustainable economic development and energy efficiency.</i>” (Dabbous & Tarhini, 2020).</p> <p>CONCLUSION</p> <p>The sharing economy has emerged in recent years and involves the shared use of goods or services normally underutilised for free or for a fee (most of the time through apps or platforms). Due to the extremely diverse and evolving nature of this type of economy, it is not easy to have an unambiguous definition of this concept. The Covid-19 pandemic has also hit sharing economy activities hard and shown some of their weaknesses. Indeed, it has made clear the need for clearer regulation of these sectors and more guarantees for workers and consumers.</p> <p>Regarding the relationship between sharing economy and sustainability, while some doubts remain on whether it is really effective in all the sectors it encompasses and in every state, the fact remains that the starting point of this economy seeks to provide an answer to the problem of overproduction and underutilization of some of the goods and services we use every day.</p>
<p>References</p>	<p>Maci L. (2022). <i>Sharing economy, cosa è (e perché è difficile dire cosa è)</i> (eng. “<i>Sharing economy, what it is (and why it is so difficult to define it)</i>”). EconomyUp. https://www.economyup.it/innovazione/sharing-economy-cosa-e-e-perche-e-difficile-dire-cosa-e/</p> <p>Munichiello K., Scott G., Investopedia Team (2020). <i>Sharing Economy. Fundamental analysis, Sectors and industries.</i> https://www.investopedia.com/terms/s/sharing-economy.asp#:~:text=What%20is%20the%20Sharing%20Economy,a%20community%2Dbased%20online%20platform</p>

	<p>Lovick S. (2020). <i>What Is The Sharing Economy?</i> BusinessBecause (BB). https://www.businessbecause.com/news/insights/6736/what-is-the-sharing-economy</p> <p>Morris D.Z. (2016). Today's Cars Are Parked 95% of the Time. Fortune - Tech Transformation. https://fortune.com/2016/03/13/cars-parked-95-percent-of-time/</p> <p>Hossain M. (2020). <i>Sharing economy: A comprehensive literature review</i>. International Journal of Hospitality Management, Volume 87, 102470 https://doi.org/10.1016/j.ijhm.2020.102470</p> <p>The Telegraph (2010). <i>Ten-year-olds have £7,000 worth of toys but play with just £330</i>. https://www.telegraph.co.uk/finance/newsbysector/retailandconsumer/8074156/Ten-year-olds-have-7000-worth-of-toys-but-play-with-just-330.html</p> <p>Oxford Advanced Learners' Dictionary (n.d.). <i>Sharing Economy</i> https://www.oxfordlearnersdictionaries.com/definition/english/sharing-economy?q=sharing+economy</p> <p>Kumar R. (2021). <i>On-demand economy: A short-term trend or a high-time revolution</i>. Jungleworks. https://jungleworks.com/on-demand-economy-a-short-term-trend-or-a-high-time-revolution/#:~:text=The%20On%2DDemand%20Economy%20is,top%20of%20existing%20infrastructure%20networks.</p> <p>Minami A.L., Ramos C., Bruscatto Bortoluzzo A. (2021). <i>Sharing economy versus collaborative consumption: What drives consumers in the new forms of exchange?</i> Journal of Business Research Volume 128, May 2021, Pages 124-137. https://doi.org/10.1016/j.jbusres.2021.01.035</p> <p>Amit, S., Kafy, A . A content-based analysis to identify the influence of COVID-19 on sharing economy activities. Spat. Inf. Res. 30, 321–333 (2022). https://doi.org/10.1007/s41324-022-00433-w</p> <p>Hossain M. (2020). The effect of the Covid-19 on sharing economy activities. Journal of Cleaner Production. Volume 280, Part 1, 20 January 2021, 124782. https://doi.org/10.1016/j.jclepro.2020.124782</p> <p>Shor J. (2014). Debating the Sharing Economy. Great Transition Initiative - Toward a transformative vision and praxis. https://www.icscarsharing.it/wp-content/uploads/2019/02/2014-Schor-Debating-the-Sharing-Economy.pdf</p> <p>Dabbous A., Tarhini A. (2020). Does sharing economy promote sustainable economic development and energy efficiency? Evidence from OECD countries. Journal of Innovation & Knowledge. Volume 6, Issue 1, January–March 2021, Pages 58-68. https://doi.org/10.1016/j.jik.2020.11.001</p>
<p>Interactive questions</p>	<ul style="list-style-type: none"> ● According to Botsman (2015), the core idea of the Sharing Economy (SE) is to share services/goods that are underused with other people.

<p>for R3</p>	<p>A. True (correct) B. False</p> <ul style="list-style-type: none"> ● According to the Copenhagen Business School, which are the three types of SE? <p>A. Real sharing, pseudo sharing and gift giving (correct) B. Pseudo sharing, gift giving and fair sharing C. Fair sharing, peer-to-peer sharing, on-demand services</p>
<p>Keywords</p>	<p>sharing economy, sustainability, cooperation, Covid-19</p>
<p>Questions for reflection</p>	<ol style="list-style-type: none"> 1. Can you provide other examples of a sharing economy? 2. Can you provide other examples of activities for the on-demand economy/services, the gig economy, the peer-to-peer (P2P) economy and the collaborative economy/consumption? 3. What other factors that need to be considered when talking about SE's sustainability? 4. What do organisations operating in the sharing economy do with their earnings? Are they really environmentally conscious? 5. Can you think about other ways in which the Covid-19 pandemic has had an impact on SE?
<p>Additional resources</p>	<ul style="list-style-type: none"> - Overview on the sharing economy: https://www.youtube.com/watch?v=yy7MH9TyZck - Scientific research on the relationship between sharing economy and sustainability in 18 OECD countries: Dabbous A., Tarhini A. (2020). Does sharing economy promote sustainable economic development and energy efficiency? Evidence from OECD countries. Journal of Innovation & Knowledge. Volume 6, Issue 1, January–March 2021, Pages 58-68. https://doi.org/10.1016/j.jik.2020.11.001 - On the situation of workers in the sharing economy's sectors: Bessa, I., Joyce, S., Neumann, D., Stuart, M., Trappmann, V., Umney, C. (2022). A global analysis of worker protest in digital labour platforms, ILO Working Paper 70 (Geneva, ILO). https://www.ilo.org/wcmsp5/groups/public/---dgreports/---inst/documents/publication/wcms_849215.pdf
<p>Icons & related info for the hints of the PowerPoint presentation</p>	 <p>This hint is used to indicate that there's a link to other websites with additional information.</p>

	 <p>This is used within the PPT to indicate that something important is written/ to invite the reader to pay attention to essential information.</p>  <p>It indicates a question for reflection</p>
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