Action plan sharing economy

Vision of the College of Mayor and Alderpersons on the sharing economy

The College of Mayor and Alderpersons has adopted a proactive attitude towards the sharing economy. The College is committed to making the most of this new form of economy. This means encouraging activities in the sharing economy that will benefit innovation, social inclusiveness, entrepreneurship and sustainability. The College welcomes the disruptive nature of the sharing economy wherever this strengthens the city and can benefit its inhabitants. At the same time, the College is aware of excesses that can negatively impact the city, for example if they lead to an unequal playing field or a lack of social security. The College will intervene when unwelcome situations arise as a result of particular initiatives. This means that the approach to the sharing economy is not a matter of permitting or prohibiting aspects of it, but rather one of closely monitoring and actively responding to certain developments and of utilising opportunities wherever these occur.

Amsterdam as Sharing City

On account of factors such as the startup-friendly business climate, the City of Amsterdam's openness to the trend and the population's positive attitude towards sharing, Amsterdam is

known as a Sharing City[1]. Amsterdam residents are very happy to share, with 84% saying yes to sharing[2]. This trend was recently confirmed by Snappcar: in 2015, peer-to-peer car sharing in Amsterdam increased rapidly[3]. Not only residents' willingness to share is striking, the City of Amsterdam's attitude is, too. In particular its approach to the subject of private holiday rentals – which includes rapidly responding to a new trend and an intensive effort to collaborate with platforms – is perceived as progressive. Proclaiming Amsterdam as a Sharing City (as ShareNL, a hub for sharing platforms, did in February 2015) has drawn further attention to the issue. With its entrepreneurial-minded environment and lively startup scene, Amsterdam is a hotspot for the emergence and development of sharing economy initiatives. But there are critics of the trend, too: the sharing economy is sometimes referred to as the stealing economy and it is feared that it will breed social inequality. People who already have a lot to share (such as a car or a property they own) can increase their income by sharing/renting out their assets. Critics furthermore put into question the fact that many sharing initiatives assume a business-like nature as opposed to emphasising the social and sustainable aspects of sharing. There is

---

[1] http://www.shareable.net/blog/amsterdam-is-now-europes-first-named-sharing-city
http://uk.businessinsider.com/citie-report-the-5-best-cities-in-the-world-for-government-support-of-entrepreneurs-2015- 6?op=1
[2] http://deeleconomie.nl/onderzoek-deeleconomie-bereidhied-te-delen-zeer-hoog/ (in Dutch)
[3] http://blog.snappcar.nl/2016/01/13/recordgroei-autodelen-in-amsterdam/ (in Dutch)

also the danger of creating an unequal playing field for existing businesses. All in all, sharing and the sharing economy are much-debated topics, also in Amsterdam. But what exactly are we talking about?

The context – what is the sharing economy?

It is impossible to give a single definition of a sharing economy that is valid across the world. The sharing economy is an evolving concept, and many terms are used to point to the same phenomenon. Thus, besides the ***sharing economy***, there is talk of a ***platform economy, collaborative economy, collaborative consumption, new economy, peer2peer economy and disruptive economy.*** Recent additions to the list are ***gig economy***, ***renting economy*** and ***on-demand economy***. And as a negative reference, there is the term ***stealing economy***[4].

Each of these terms comes with its own definition. Rachel Botsman, who brought the phenomenon to international attention, mainly uses the term ***collaborative consumption***; a term whose scope and definition she has recently refined[5]. Meelen and Frenken (2014) have described the sharing economy as "the phenomenon that consumers enable each other to make use of underutilised consumption goods, optionally against payment". Share NL (2016) uses the following definition: "The sharing economy in the wider sense of the word consists of economic systems of local networks and marketplaces that make the value of underutilised goods and services available by directly connecting demand and offer, making traditional and institutional intermediaries superfluous"[6]. Although the definitions of the terms are similar and sometimes overlap, it is not possible to distil them into a single definition.

Features of the sharing economy

Although a single definition cannot be provided, there is widespread consensus on the characteristics of the sharing economy, such as:

o   it is mostly about <u>utilising unused capacity</u> and/or <u>using capacity more efficiently,</u>
o   with 'capacity' meaning goods, services, skills and premises
o   the user no longer purchases products, but buys (or arranges free-of-charge) <u>temporary access</u> to products; in short, the user goes <u>'from owning to using'</u>

---

[4] http://www.eddial.nl/trendrapport-2-deeleconomie-of-steeleconomie/ (in Dutch)

[5] http://www.fastcoexist.com/3046119/defining-the-sharing-economy-what-is-collaborative-consumption-andwhat-isnt

[6] http://www.sharenl.nl/nieuws/ecosysteem-deeleconomie (in Dutch)

- new <u>technological and electronic possibilities are used;</u> these make it easier to measure and match data-driven issues and they additionally ensure a large scale/reach. This is driving an <u>exponential growth</u> of (the use of) the platform.
- By being connected online, either on a <u>platform</u> or as part of an online <u>community,</u> virtually everyone can engage in casual entrepreneurship. In other words, virtually anyone can become an <u>entrepreneur,</u> with no thresholds.
- Data-driven technology enhances the <u>transparency</u> of transactions.
- The success of a sharing economy depends on transparency and on the <u>trust</u> built up through <u>(online) identification</u> and peer-to-peer reviews. <u>Rating and reference</u> systems give an indication of the trustworthiness of an individual.
- Transactions almost always consist of an <u>online</u> and an <u>offline</u> component (a physical meeting), and some form of 'payment' (this does not necessarily involve money).
- The classic distribution or sales model of manufacturer to end user, via an intermediary (e.g. a shop), is changing. The intermediary and/or shop is removed from the equation and replaced by a 'virtual marketplace'/platform, where the end user obtains goods directly from the provider.

(See also, the sharing economy ecosystem by Share NL in Appendix 2).

Opportunities and challenges within the sharing economy

For the city and its inhabitants, the sharing economy (or the businesses that are part of it) represents both opportunities and challenges. Opportunities include:

- The consumer takes centre stage
- The consumer has easier and cheaper access to services and goods
- Ease of use for the consumer (and provider)
- Possibility to acquire new, additional means of livelihood
- Casual participation (e.g. low threshold to becoming an entrepreneur)
- More sustainable and efficient use of scarce goods
- Competition for existing monopolies/power holders
- Promotes (an acceleration of) innovations in terms of products and services
- Attracting creative and knowledge economy actors
- Fosters social engagement
- Improves social cohesion (and sense of safety)
- Opportunities for new public-private partnerships
- Growth in local economic investments

Challenges include:

Products are being connected to sensors more frequently and more effectively. These sensors are connected to the internet and can be controlled by various apps and sites. Sensors can measure our energy use, can alert us to an open fridge door or direct us to the location of a parked car (with tracking systems).
This development offers opportunities for the sharing economy. For instance, remote locking and unlocking makes it easier to share your car, bicycle or boat with others.

- The emergence of an unequal playing field, for instance for existing businesses that have had to meet specific conditions (permits, taxes)
- Risk of power and/or monopoly positions
- The loss of a (social) safety net and job security
- The distinction between sharing and business operation (with a view to applying rules and regulations) is difficult to determine in advance
- How can state/municipal authorities monitor quality, safety and potential public nuisance, and how can they intervene
- Public nuisance, or the perception thereof
- Unrefined/one-sided representation (e.g. focus on an existing market or paying little attention to the customer's perspective)
- How the trend of the sharing economy (and hence the impact of various initiatives) will develop is hard to predict
- Income inequality: the income generated through the sharing economy goes to platforms and people who already own a lot.
- Rebound effects: easier access to services and goods promotes more purchases, which may be detrimental to e.g. the environment.

Does paying for something qualify as sharing?

A public debate is ongoing as to whether a transaction still qualifies as sharing when the goods or services are paid for. Many providers and users believe that it does, and most indeed pay for the used goods or services. This was confirmed in a recent survey by Onderzoek, Informatie en Statistiek (Department for Research, Information and Statistics) among Amsterdam citizens. Sixty percent of the people who had made use of sharing platforms (and who considered this transaction a form of sharing) had paid for the goods or service.

Sharing is nothing new, so why does the sharing economy seem like something new?

A novel factor is the use and impact of technology. The sharing economy makes extensive use of online platforms: websites on which goods and services are offered. These new digital resources give the provider (and user) a much larger reach. Sharing is taking place on a much larger scale now. We not only share with our neighbours but also with people living in other city districts or other parts of the country, even in other parts of the world.

Another new factor is the potential for immense growth within a short space of time. The world appears to have fully embraced this new way of using goods and services. Thanks to its exponential growth, the trend is having a huge impact on the current, traditional economy.

Who is sharing what?

People can 'offer' goods and services in various ways, for instance through (co-)production, hiring, loaning, exchanging, giving, sharing or buying. Individuals can easily fulfil various roles within the sharing economy: they can be user, customer, participant, consumer and producer,

and can act as an individual or as part of a community. In addition to peer-to-peer sharing there is also a business-to-business sharing market[7].

In principle, everything can be shared, ranging from goods, accommodation, knowledge and skills to care and energy. Well-known examples are the sharing of tools via Peerby,sharing food via Thuisafgehaald, sharing a residence via Airbnb, improving the use of taxi capacity via the Uber app, and sharing one's own car via Snappcar[8].

Sharing in the Netherlands and in Amsterdam

The amount of sharing initiatives that have been launched in the Netherlands and in Amsterdam is remarkable. Aside from the familiar large platforms operating in Amsterdam (Airbnb and Uber), there are many smaller initiatives based on the concept of sharing, from a local to a national level (and, in the future, perhaps an international level). To name a few examples: Jan Eef, Buuv (examples of sharing information and social communities), Wij krijgen kippen, Peerby, Lena the Fashion Library, Croqqer, Konnektid, Thuisafgehaald, Tippiq, Airdnd, Makkie (collecting credits through community engagement), Nextdoor etc.[9] Such sharing platforms in turn trigger further enterprises, such as Iambnb and 60Days, which offer services that facilitate renting out one's residence, and courier companies that facilitate the sharing of goods.

A new economy: it's here to stay

There's no disputing the fact that the economy has been expanded with a new way of linking together supply and demand. The platforms are here to stay, and the sharing economy is an irreversible trend.

No two sharing initiatives are the same, hence the necessity for a toolkit for assessment and monitoring purposes

Developments in the sharing economy are rapid and highly varied, so there is no ready-to-use assessment framework or decision-making model that can help public authorities determine what they can or should do in response to the launch or growth of a new sharing initiative or platform. To help authorities decide nonetheless whether a new initiative requires government intervention, and if so, what kind of intervention, a toolkit has been developed in the form of a process wheel and a checklist[10]. These tools help to collect more information about an initiative, and particularly what impact it will or could have on Amsterdam in social and/or economic respects.

To maintain a pro-active role in the field, it is important to closely monitor developments in the sharing economy. ShareNL offers access to the relevant knowledge and networks. Through monitoring by interviews (four times a year), ShareNL explores developments in the fields of research, impact and new initiatives, and what all this can mean for the municipality.

---

[7] http://platformsocialbusiness.nl/deeleconomie/ (in Dutch)

[8] Also see Sharenl.nl for an overview of sharing platforms.

[9] Also see Sharenl.nl for an overview of sharing platforms.

[10] See Appendix 1

In addition, designated pilot projects are monitored to study their effects, benefits and necessity.

Opportunities for the city

In short, the College recognises that the sharing economy offers many opportunities to the city, its residents and visitors. These opportunities include:

o the opportunity to use scarce goods more effectively and sustainably
o An example investigated in this context is how much car sharing could contribute to efficient car usage in the city and to cleaner air[11]. It is often assumed that car sharing will lead to fewer cars in the city. Yet it is also acknowledged that the number of people dispensing with their car because of the option of car sharing remains limited. In addition, the city's population and hence the number of car owners continues to grow, leading to an increase in demand for facilities for both car owners and car sharers.
o sharing goods instead of continually buying new goods; increasing social engagement and hence enhancing social cohesion and safety
o there is a growing need for the sharing of knowledge, skills and goods. The sharing transaction is generally organised via platforms, but (almost) always includes a physical moment as well, which expands people's networks. The mutual contact between residents contributes to building trust among people and to their wellbeing and health[12].
o opportunities with regard to enterprise. Under the banner of the sharing economy, the College sees new companies emerge that provide for an acceleration of innovations regarding goods and services, which often provide easier and cheaper access to goods and services for the consumer. This innovative enterprise blends in seamlessly with the start-up environment found in Amsterdam.

For these reasons, the College has chosen to adopt an open and pro-active approach to the sharing economy. At the same time it remains alert to its possible negative effects, and will intervene in cases that adversely impact the city.

How does the College pursue its open and proactive approach to the sharing economy?

### 1.	Stimulating the sharing economy

The College aims to use the power of the sharing economy to tackle urban challenges hand in hand with Amsterdam residents. It does so by connecting people within its networks, by removing obstacles and by supporting pilot projects that contribute to the municipality's policy goals. For example:

o Sharing platform Tippiq (part of Alliander) and PostNL are collaborating in a pilot project to support the City's ambition of reducing logistical traffic by combining tasks. Transportation

---

[11] As part of the parking policy

[12] http://trueprice.org/press-release-dutch-4-miljoen-euro-maatschappelijke-impact-door-te-delen/

movements in the city could be combined efficiently without incurring extra costs while reducing CO2 emissions and traffic density in the inner city.

o A study is underway to determine if and how car sharing can contribute to the municipality's parking and sustainability goals. The analysis will result in a new municipal policy and is part of the implementation agenda for mobility.

o The Expatcenter and Peerby are exploring means of collaborating. Expats arriving in Amsterdam do not immediately have all the tools they need at hand, and some tools are only needed once, so why purchase them? With a Peerby account one can easily obtain the required tools from someone in the neighbourhood. One option that's being looked into is whether Expatcenter clients can be helped on their way with a Peerby loan credit. In this way newly arrived expats don't need to buy tools or other things unnecessarily, which might only end up in a landfill.

2. Leading by example

The College intends to launch its own pilot project, involving the free-of-charge sharing of its own assets, starting with its vehicle fleet, office space and tools and other items available at the city wharfs[13]. The access to tools and the question of liability when using the tools are matters that require further examination. The municipality has already started with a pilot involving part of its own vehicle fleet within municipal departments and city districts. It will look closely at the method used and experiences gained in the effort to expand this pilot. The municipality will also examine whether the system of sharing can be expanded in stages: starting first with sharing internally, then moving on to sharing between departments, and then, for instance, to sharing with public trusts. One important aspect is that sharing government property can have a positive social impact on the city and its inhabitants. A collaborative relationship with the Peerby tool sharing platform could be a part of this. The municipality is also looking at the set-up and results of Comoodle, which is a sharing platform set up by the council of Kirklees in the UK[14].

3. A sharing economy for all Amsterdam residents

The College wants the sharing economy to offer opportunities to *all* Amsterdam citizens, and therefore sets store by initiatives that can expand the reach of the sharing economy and thereby enhance the social inclusion of Amsterdam residents.

- A good example is connecting sharing platforms to the city pass (Stadspas). This pass offers a means to introduce around 180,000 residents (low-income and elderly groups) to the sharing economy. Increasing their familiarity with sharing platforms is expected to boost their use of the platforms. This can benefit city pass holders, both as providers and as customers (not having to buy things but loaning them via the platform instead). Collaborations between the city pass and Nudge (for various social and ecological initiatives), Thuisafgehaald (a meal-sharing platform) and Peerby are currently being looked into.

---

[13] Lessons learned from the pilot on sharing the vehicle fleet will be taken on board.

[14] http://www.comoodle.com/

- The public library (OBA), Share NL and Airbnb recently set up a project aimed at gaining a better understanding of the sharing economy and how this can serve everyone's interests. A first introductory meeting on what the sharing economy is and how people can participate in it was held at one of the library locations.

4. *Rules and regulations*

The City of Amsterdam always looks after the public interest – that's just 'business as usual'. With regard to the sharing economy, the City on the one hand examines the positive effects produced by new initiatives. At times, the City will want to remove hindrances posed by rules and regulations in order to stimulate this new form of economy.

On the other hand, the City must keep a close eye on any excesses that may have an adverse impact on the city. In such cases, the City will intervene. Examples include a proper regulation for letting private residences to tourists and preventing public nuisances caused by illegal hotels, as well as working with the national government on issues relating to the transportation service

Uberpop, which did not operate in accordance with taxi regulations (e.g. the 2000 Passenger

Challenges regarding rules and regulations and government intervention

1. Explosive growth
The explosive growth of some platforms makes developments in the sharing economy highly unpredictable, while platforms' responsiveness to trends makes them very dynamic. It is therefore hard to tell in advance whether an idea will take off and hence become disruptive and/or require regulation by the government.

2. Preserving a level playing field
The market playing field must remain accessible for all (aspiring) entrepreneurs, and everyone has to play by the same rules. Both existing and new enterprises should have fair and equal opportunities. Market disruption is part of renewal. This can add to the diversity of supply, which is good for the market. It remains a task for the government to preserve this fair and level playing field. This includes monitoring compliance with agreements in the sector and obligations with respect to having permits and paying taxes.

3. Disruption of existing markets
Existing market parties may feel threatened by the rapid growth of disruptive platforms. From a competition law perspective, a platform that autonomously acquires a (near) monopoly position is, in principle, free to operate. But it must of course adhere to the rules that exist for its particular activity. The challenge is to work with the relevant market authority and the existing market sector to arrive at a clear picture of what is and remains fair. This should incorporate the permits, taxes and other arrangements that apply to the existing market and hence apply to newcomers as well.

4. Social security & labour rights
The traditional labour model, in which people are employed by an organisation or earn standard hourly wages, often does not apply when working for or via a sharing platform. This kind of work is of another character, and platforms increasingly determine the price of labour. This is clearly relevant to the matter of protecting social security and labour rights.

5. Value system change
With data-driven platforms, there is a lot that can be measured. Financial transactions have their value, but so does being active in the community and in society at large. Still other indicators may be worth measuring as well. If the economy starts producing fewer goods because more goods are being shared, then the GNP will decline; but this alone is not an indicator of economic developments in the country. If social and recycling values become measurable as well, then this may change the value system of the economy. This presents an opportunity, but to successfully entrench this change is also a challenge.

Transport Act). Certain features of the sharing economy require specific regulation. The

activities of the sharing economy largely take place online, which implies issues concerning the on of privacy, identification and the access to and reliability of data. In the face of rapidly growing companies, it is an important duty of the government to prevent the emergence of monopolies and cartels. With regard to investigation and enforcement, new digital investigation techniques are available which the public authorities must become familiar with.

The sharing economy and/or online traffic also have effects in respect of social security, labour rights and tax issues.

There is no ready-to-use assessment framework or decision-making model that can help public authorities determine what they can or should do in response to the launch (or growth) of a new sharing initiative/sharing platform. To nonetheless help authorities decide whether a new initiative requires government intervention, and then what kind of intervention, a tool kit has been developed in the form of a process wheel and checklist[15]. These tools help to collect more information about an initiative, and particularly what impact it will or may have on Amsterdam in social and/or economic respects.
As the College is not always in a position to make or modify rules, it works closely with and fulfils a signalling role towards the state government and (e.g.) the European Commission.

5. Putting Amsterdam on the map as Amsterdam Sharing City with a Sharing City Event

Amsterdam is known as a Sharing City (see also page 2[16]). Various cities, including Paris, Vienna, Stockholm, Oslo, Aarhus, Barcelona, York and New York are showing in interest in Amsterdam's attitude and approach towards the sharing economy.

The approach to the matter of private holiday rentals clearly demonstrates Amsterdam's progressive approach towards the sharing economy. Amsterdam is the first city outside the United States to implement a policy that permits citizens to share their residence under certain conditions. As part of this policy the municipality actively reached out to the platforms to enter into collaboration. In 2015 Amsterdam made arrangements with Airbnb about the payment of tourist taxes, public information, enforcement and the prevention of public nuisance. Arrangements with other platforms are expected to be concluded in 2016. The agreement with Airbnb is viewed worldwide as the most far-reaching agreement concluded with the platform so far. The approach is seen as progressive and innovative.

In short, Amsterdam is in the international spotlights as Sharing City. Its open attitude and ways of identifying opportunities are valued. As a result, Amsterdam is frequently contacted by other cities with requests to explain its approach to initiatives in the sharing economy.

---

[15] See Appendix 1

[16] https://www.amsterdam.nl/gemeente/organisatie/ruimte-economie/economie/economieamsterdam/thema's/amsterdam-europa/nieuwsberichten/amsterdam-sharing/
http://www.shareable.net/blog/amsterdam-is-now-europes-first-named-sharing-city
http://uk.businessinsider.com/citie-report-the-5-best-cities-in-the-world-for-government-support-of-entrepreneurs-2015- 6?op=1

We wish to share our knowledge at a Sharing City Event, to be held under the umbrella of The Next Web conference on 26 & 27 May 2016. For this event, cities have been invited to join in a discussion of the challenges of and approaches to the sharing economy. The goal is specifically to find a common approach to regulations on and making arrangements with large sharing platforms with global reach.

Pro-active Sharing Cities include New York, San Francisco, Seoul, Barcelona, Paris and London. The decision-makers of these cities will be invited to participate in the conference.

Aside from exchanging knowledge and discussing best practices, the goal is to examine how cities can coordinate their approach to create clear rules and regulations, or to counter or prevent undesirable effects. This could include common policies on private holiday rental, mobility, labour conditions and data exchange. The themes will be fleshed out further in consultation with partners and cities.

Planning

Project	*Planning*
Pilot Tippiq & Post NL	Q1 2016: report feasibility
Parking policy examining the possibilities and the pros and cons of car sharing	Q1 2016: discuss the draft recommendation with alderman Litjens
Expatcenter & Peerby	Q2 2016: start collaboration
Municipality shares office space and tools	Q2 2016: (administrative) instruction and project set up; Q4 2016: first sharing transactions
City pass: promoting and sharing platforms	Q4 2015 and Q1 2016: promotion of sharing platforms and engaging in collaborations
OBA & Share NL: increase knowledge on the sharing economy	Already started Q4 2015: evaluation, follow-up in Q1 2016 if desired
Rules and regulations: contact with national and European governments	Continuously Q4 2015 participation in EC knowledge day on the sharing economy
Monitoring the sharing economy in collaboration with Share NL	Q1, Q2, Q3, Q4 2016 update on the status quo of the sharing economy through monitoring discussions
Sharing City Event	Q2 (May 2016) with optional follow-up in Q4

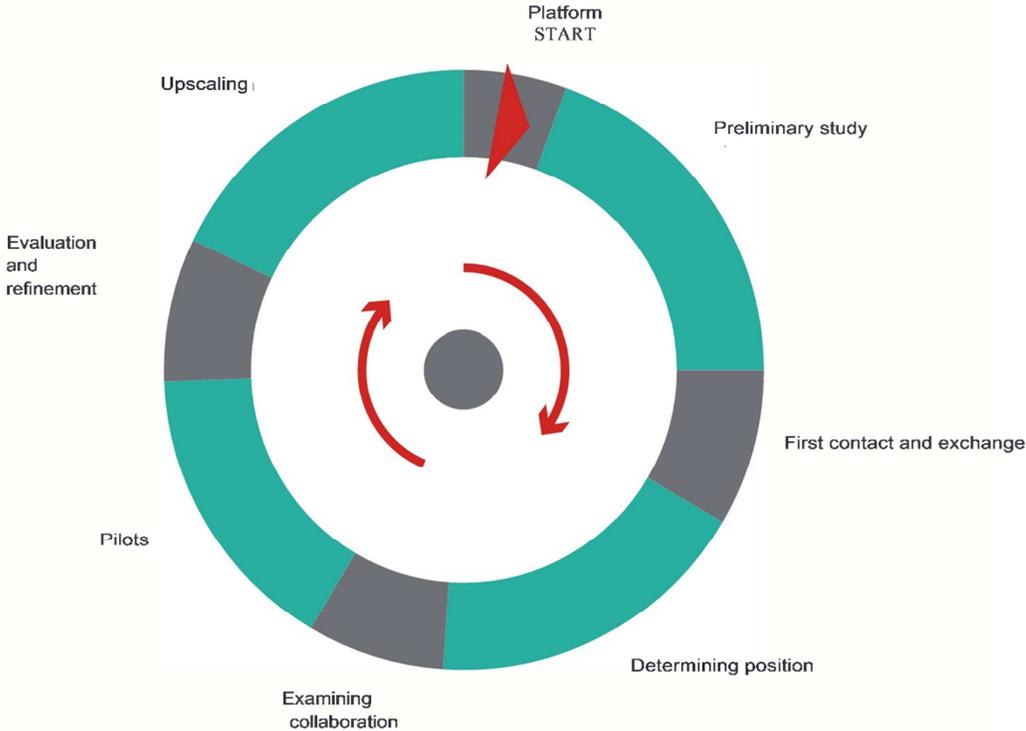**Appendix 1 Methods: Process wheel & Checklist**

Process wheel

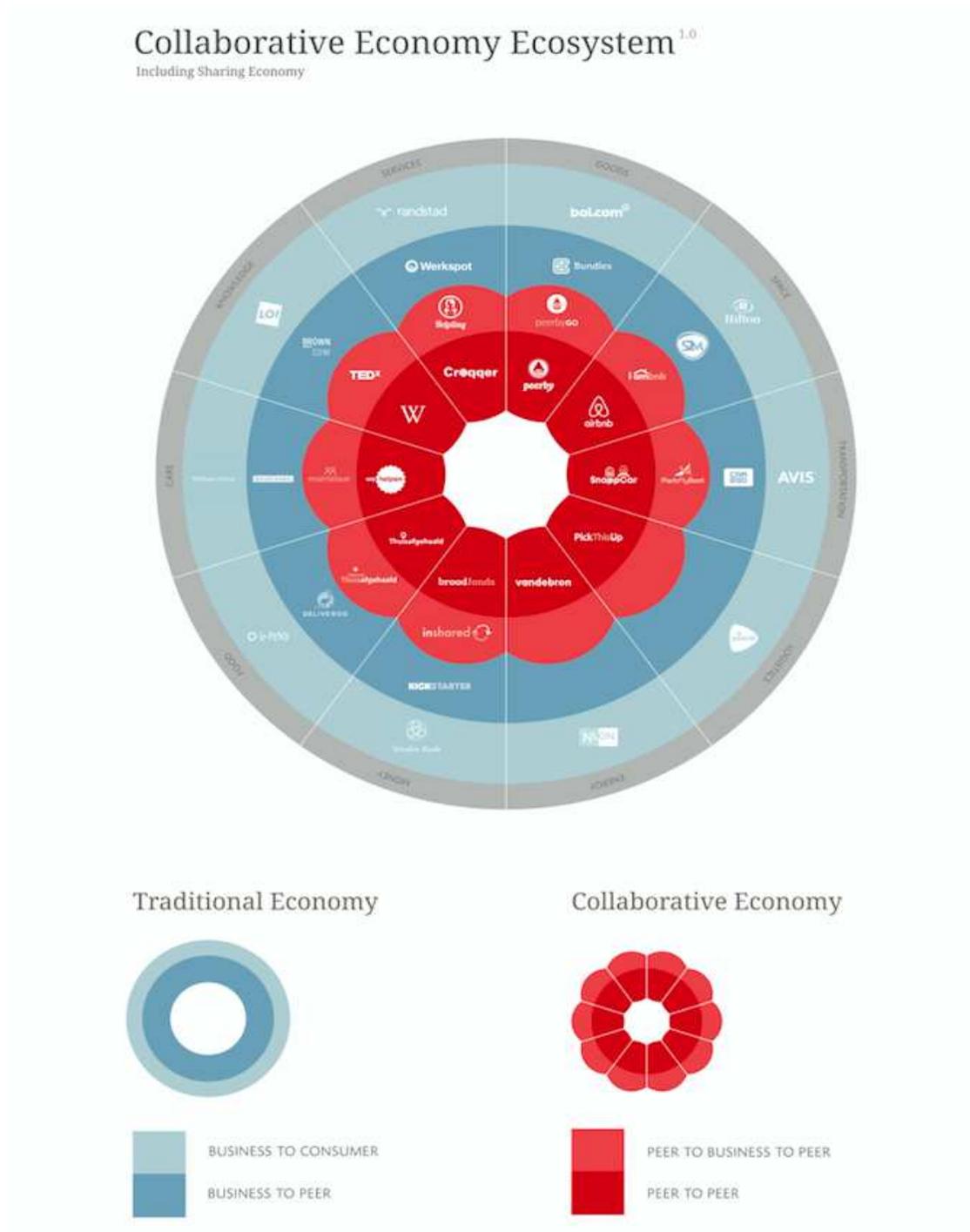*Figure 1 Process wheel to examine sharing economy platforms*

Checklist to determine the impact of a sharing economy initiative

	Question	Explanation and motivation
1	Is the initiative part of the sharing economy?	Features of the sharing economy: - making (more efficient) use of (underutilised) capacity - online (platform)/offline component - availability of reviews
2	Is the initiative in accord with the City's vision on the sharing economy?	Vision (in brief): embrace sharing economy initiatives if they open up opportunities for the city.
3	Does the initiative meet the City's goals?	Goals in respect of sustainability, innovation, entrepreneurship, social cohesion, care etc
4	What can the initiative achieve?	What can the initiative do for the city and its residents, visitors and/or businesses? - from a consumer's perspective - from a business perspective - from a job opportunity perspective - with regard to sustainability, social cohesion etc
5	Size of the initiative	- How much is offered? - How much is purchased? - How many transactions take place? - Is there any clear idea of how the initiative will develop? The size of the initiative can determine the City's choice of role. This should be considered in conjunction with the negative and/or positive effects of the initiative
6	Does the initiative affect the existing market?	- Are comparable services already on offer? - Could this initiative become a competitor for the existing services? - Degree of disruption
7	Are there any applicable rules and regulations and if so, which?	An initiative may be so new in form or content that it is not described in any existing regulations. Consider regulations here that apply to existing comparable markets/services. Consider local, national and European regulations.

8	What is the core of the applicable regulation?* * or the regulation that applies to existing/comparable markets or services; see point 7.	To what purpose was this regulation created? E.g. to ensure quality, safety, to protect the consumer?
9	Why does the existing regulation not or insufficiently apply to the initiative?	- What part of the regulation is not or does not seem applicable? - Which intended goal (of the regulation) is not accomplished? - In what way are different demands imposed on the existing/comparable market and on the new market?
10	Does the initiative cause any danger, unfairness, unrest, public nuisance?	- Are certain quality or safety checks absent, so that damage or injury can result? - Can this be measured?

Collaborative Economy Ecosystem 1.0
Including Sharing Economy

Traditional Economy

Collaborative Economy

BUSINESS TO CONSUMER

BUSINESS TO PEER

PEER TO BUSINESS TO PEER

PEER TO PEER

Consulted sources

o http://www.mejudice.nl/artikelen/detail/wat-is-nu-eigenlijk-deeleconomie
o http://www.fastcoexist.com/3046119/defining-the-sharing-economy-what-is-collaborativeconsumption-and-what-isnt
o http://trueprice.org/press-release-dutch-4-miljoen-euro-maatschappelijke-impact-door-tedelen/
o http://www.ois.amsterdam.nl/pdf/2013 presentatie pietervandeglind.pdf
o http://www.juulmartin.nl/onderzoek-deeleconomie-bereidheid-delen-hoog/
o http://platformsocialbusiness.nl/deeleconomie/
o http://www.nesta.org.uk/publications/making-sense-uk-collaborative-economy
o http://www.advito.com/advito-sharing-economy/
o http://rachelbotsman.com/
o http://www.collaborativeconsumption.com/
o http://en.wikipedia.org/wiki/Sharing economy
o http://nl.wikipedia.org/wiki/Deeleconomie
o http://www.sharenl.nl/#sharenl
o http://www.mejudice.nl/artikelen/detail/wat-is-nu-eigenlijk-deeleconomie
o Participants of class 7 of THNK, school of creative leadership, which are looking into the question: 'How to (re)design Amsterdam to become the Sharing Capital of the World?'
o http://www.theguardian.com/technology/2015/oct/05/why-the-term-sharing-economyneeds-to-die
o https://www.gov.uk/government/publications/unlocking-the-sharing-economyindependent-review
o https://www.justpark.com/creative/sharing-economy-index/
o http://blog.snappcar.nl/2016/01/13/recordgroei-autodelen-in-amsterdam/ www.comoodle.com
o McKinsey Global Institute, Disruptive technologies: Advances that will transform life, business, and the global economy, May 2013
o Koen Frenken, Toon Meelen, Martijn Arets, Pieter van de Glind, "*Wat is nu eigenlijk deeleconomie?*", Me Judice, 27 March 2015.
o Koen Frenken, Inaugural lecture held on 12 February 2016: *Deeleconomie onder één noemer*
o Nesta (September 2014) Making sense of the UK collaborative economy.
o Pieter van de Glind (2013) Master thesis: the consumer potential of collaborative consumption.
o 'Sharing economy' study performed by OIS
o Share NL: *Innoveren in de deeleconomie*, November 2015.