The Rise of Collaborative Economy in a Clusters Perspective

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Collaborative Economy

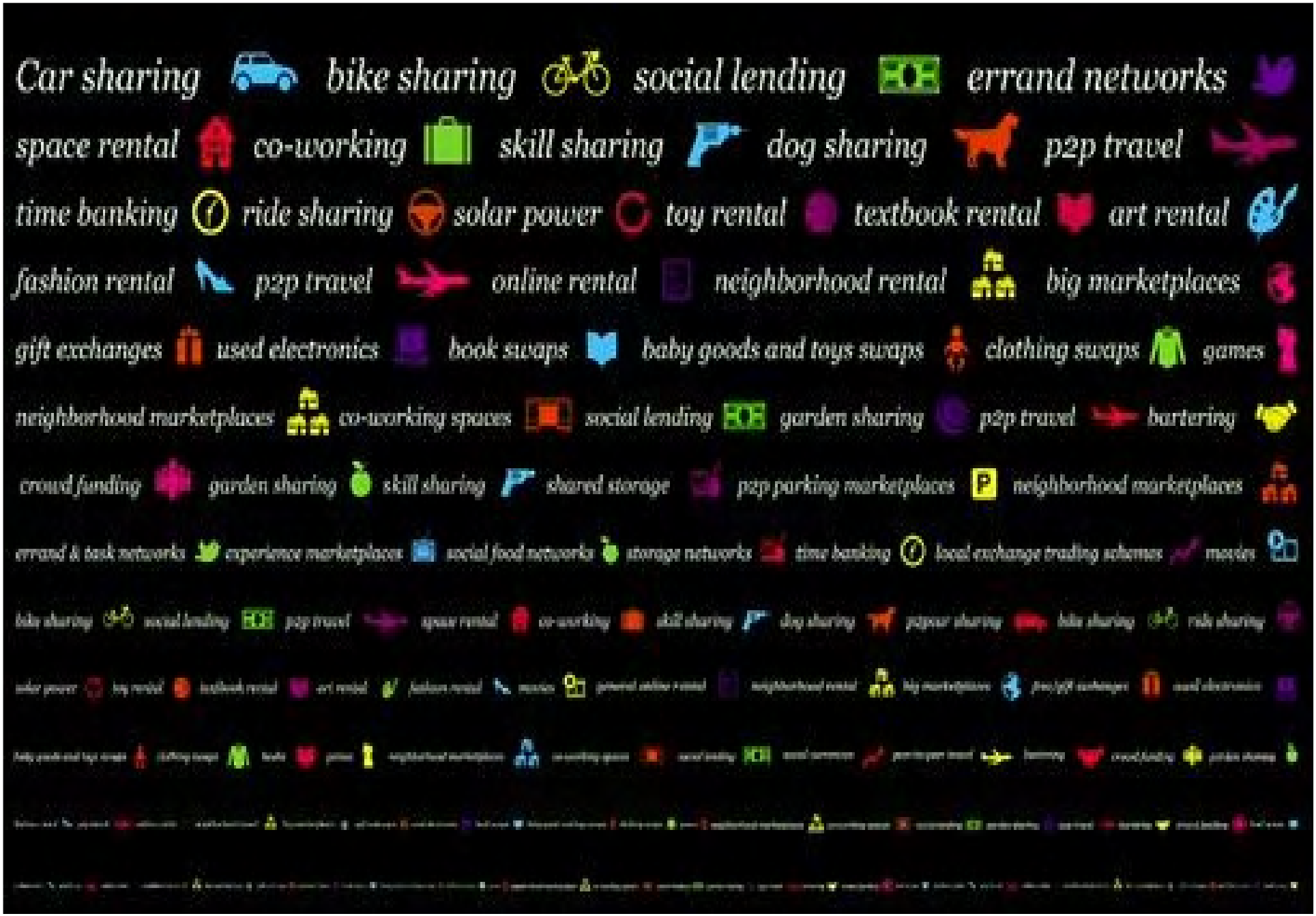
“ A social and economic system driven by network technologies that enable the sharing of assets from space to skills to objects to money in ways and on a scale never possible before”.

Underlining principles:

1. Shared access is better than individual ownership
2. Shift from products to services

Examples of Collaborative Economy

- **Zilok** (peer2peer goods exchanges)
- **Airbnb** (peer2peer home renting)
- **Zopa** (peer2peer money lending)
- **Zipcar** (peer2peer cars rental)
- **Taskrabbit** (peer2peer services)
- **University of Everything** (peer2peer skills)



Source: Rachel Botsman, @collaborativeconsumption

Drivers and Consequences of Collaborative Economy

Drivers

1. Renewed belief in the importance of the community (virtual and real) with sense of togetherness, intimacy, trust
2. Peer to peer (p2p) social network and real time technologies ,like p2p payments, to exchange space, stuff, skills or services
3. Need to reduce carbon footprint by sharing assets, stretching the life cycle of a product and reducing waste
4. Global recession that has shocked consumers behaviours

Consequences

1. Disrupts old business models
2. Saves costs or makes money by borrowing/lending and recycling items
3. Increases happiness and contentment due to positive social interactions

Power of Technology for Collaborative Economy

- Increased efficiency
- Enables to build trust/accountability among strangers
- Peer to peer reviews and stars rating systems
- Online reputation as a credit to spend via data banks

Relevance of Collaborative Economy for Regional Clusters

1. These sharing exchanges typically a feature of collaborative economy happen mostly on a local or neighbourhood level, as people share working spaces, gardens, or parking spots.
2. Concept -> academia -> micro entrepreneurs -> investor -> company -> end-users

Open Questions: clusters in support of the 3 priorities of Horizon 2020: 1. excellent science, 2. industrial leadership, 3. societal challenges

1. How can regional clusters support **commercialisation of research results** and market uptake of technological/service innovation?
2. What effective ways to **inform investors of research outputs** and technological/service innovation?
3. What role for a **cluster of clusters** at pan-European level?
4. How to **create impactful partnerships** with the private sector and Member States (PPPs) at clusters level?
5. How could regional clusters effectively **support internationalisation of SMEs** and avoid regional lock-in?
6. How could best practices emerging from **KICs projects become mainstream** and reach the critical mass needed to make clusters world-class?

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