



# Sharing Business Models

**A strategic project by Sharing Cities Sweden on conducting an international investigation of novel business models for the sharing economy in cities.**

*“This strategic project investigates the emergence of novel business models in the sharing economy in Sweden, the UK and Europe.”*

**– Nancy Bocken, strategic project coordinator**

Sharing Cities Sweden aims to put Sweden on the map as a country that actively and critically works with the sharing economy in cities.

We will develop world-leading test-beds for the sharing economy in Stockholm, Gothenburg, Malmö and Umeå.

We will develop a national node to significantly improve national and international cooperation and promote an exchange of experience on sharing cities.



**Sharing  
Cities  
Sweden**

A NATIONAL PROGRAM  
FOR THE **SHARING**  
ECONOMY IN CITIES

This strategic project will use the 'ecologies of business models' framework, which builds on a metaphor of ecological dynamics in natural ecosystems, to advance understanding of how new business models reinforce existing ones or jeopardize them. It will do this via an empirical focus on digital platforms.



**Sharing  
Cities  
Sweden**

Digital platforms (e.g. such as Uber, Citymapper, Zeelo, Mobike) have the potential to disrupt current systems of provision in relation to urban development. Individual platforms operate according to various business models. The operation of multiple digital platforms within a city, thus, allows us, through comparison between cities, to understand the emerging ecologies of business models.

This will help us to assess the real impact of new business models by understanding the interlinkages between business models in multiple cities. For example, to what extent does a car sharing business model reduce the environmental impact of personal mobility, or boost them?

This strategic project aims specifically to provide an empirical testing ground for the conceptual advances around the 'ecologies of business models' framework. It seeks to comparatively analyse ecologies of business models in Gothenburg, Malmö, Stockholm and Umeå (Sweden) and also in Manchester (UK) as well as drawing insights from Europe.

*The strategic value for Sharing Cities Sweden is an international investigation of novel business models for the sharing economy in cities.*



**Strategic project  
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The lead partners include Lund University, KTH Royal Institute of Technology, City of Malmö, City of Umeå, and City of Göteborg. The program is carried out within Viable Cities, a Swedish Innovation Programme for smart sustainable cities, jointly funded by the Swedish Innovation Agency (VINNOVA), the Swedish Energy Agency and the Swedish Research Council for Environment, Agricultural Sciences and Spatial Planning (FORMAS).

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