



Sharing Towns

A strategic project by Sharing Cities Sweden on developing the sharing economy in small cities and towns in Sweden.

“This project focuses on developing the sharing economy in small cities and towns where there are different conditions and characteristics to large cities.”

– **Henric Backman, 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 aims at reducing energy use and climate impact by developing the sharing economy in small cities. Engaging Karlstad and other small cities in dialogue, the strategic project will answer the question – what role can smaller cities and towns play in the sharing economy and how can their work be run?



**Sharing
Cities
Sweden**

The strategic project consists of three parts: network development and support systems, service development, and communication with citizens, and consumers and business. The first part of the project will strengthen the networks and support systems for local sharing economies and link them to national and international networks. The sharing services that will be developed in the second part will be spread and scaled up using national and international networks.

The second part of the project will establish a dedicated test environment with related support functions for development, assessment, launching and scaling of sharing services, all of which should be possible to implement in smaller cities and towns. The test environment will have a relatively simple and resource-efficient structure to be implemented in smaller cities as well.

The third part of the project aims at developing communication methods that address the particular communication challenges that the sharing economy entails. This part will strengthen the knowledge and commitment of consumers and companies for sustainable consumption from using the sharing economy, by guiding them to sharing business activities and solutions.

*The strategic value for Sharing
Cities Sweden is a focus on
developing the sharing economy
in small cities and towns in
Sweden.*



**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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