

11 SUSTAINABLE CITIES
AND COMMUNITIES



Enabling Sharing Towns and Communities:

The Role of Cities



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Malmö - Gothenburg - Amsterdam



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<http://www.urbansharing.org/project-1>

Berlin – London - San Francisco



**Sharing
Cities
Sweden**

www.sharingcities.se

Malmö - Gothenburg – Stockholm – Umeå

Voytenko Palgan, 9 October 2019



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COMMUNICATION



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www.sharingandthecity.net
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Country: The Netherlands
 Population (city): 854,047
 Population (metro): 2,431,000
 City area: 219.32 km²
 Government: Amsterdam municipality, 8 districts



Country: Sweden
 Population (city): 581,821
 Population (metro): 1,015,500



Country: USA
 Population (city & county): 4,727,700
 Population (metro): 4,727,700



Country: Sweden
 Population (city): 312,012
 Population (metro): 728,293

Urban Sharing of a Glance | City Strategies, Agenda and Position on Sharing

Amsterdam is a culturally diverse city, with a strong tradition of innovation and entrepreneurship. It is a busy tourist hub. In 2015, Amsterdam became the first Sharing City in Europe, initiated by the knowledge and networking organisation, shareNL. The municipality adopted an Action Plan on the Sharing Economy in 2016. The urban sharing landscape is vibrant, with commercial sharing platforms dominating over non-profit ones. Solutions for shared mobility are prominent, including cars, electric scooters and bikes, and peer-to-peer (P2P) and business-to-consumer (B2C) car and bike sharing business models can be found. These are both station-based and free-floating. Peerby is the main platform for the sharing of physical goods. Airbnb dominates the accommodation sharing market, but Amsterdam is also home to Booking.com. Other Amsterdam-based platforms include Felix, Urbee and Seat2meet. Important urban sharing actors include national and local authorities, knowledge institutes and universities.

In its Action Plan on the Sharing Economy (2016), the City of Amsterdam encourages innovation, social inclusiveness, sustainability and entrepreneurship. It monitors the sharing economy and responds whenever challenges arise. Amsterdam was the first city in Europe to negotiate a deal with Airbnb in 2014. In 2019, the city introduced a 30-day cap instead of the previous 60-day cap on entire home rentals, in response to the debate on accommodation sharing and its controversial implications for the housing market. The city also called for changes in national legislation to regulate short-term home rentals. The City Agenda on Car Sharing promotes electric cars in shared fleets and specifies parking permit rules for free-floating shared cars. A municipal bike sharing policy is being developed. While the city does not engage directly with the sharing of physical goods, it has a Circular Innovation Agenda. Several city departments work with the sharing economy. The Department of Economic Affairs works with sharing at a strategic level, while the Department of Traffic and Public Space and the Innovation Office work at the operational level. The Startup Amsterdam programme offers services for sharing economy start-ups. The city has been collaborating with shareNL since 2014, and has been a founding member of the Sharing Cities Alliance since 2017. The city is revising its Action Plan on the Sharing Economy into the new Agenda on the Platform Economy.

Urban Sharing at a Glance

Göteborg is known for its explicit civil society and long tradition of local initiatives that have influenced the city. There are many sharing organisations across various sectors, most of which are municipally led ones. They include consumer goods (e.g. bikes, diet and sports equipment), urban farming and experiences. Very few of them are profit-oriented. They appear on the 1000 sharing initiatives in Göteborg. The for-profit sharing is less common in the city. Göteborg is actively engaged with the sharing economy, and is supportive of community-based sharing initiatives.

Malmö is a culturally diverse city with heritage and a strong vision to become a sustainable city. While advancing sustainability, sharing mainly engage with consumer goods and experiences. Very few of them are profit-oriented. They appear on the 1000 sharing initiatives in Göteborg. The for-profit sharing is less common in the city. Göteborg is actively engaged with the sharing economy, and is supportive of community-based sharing initiatives.

The San Francisco Bay Area is seen as collaborative consumption, where or TaskRabbit originated, Transpor, Uber, and home sharing platform. Francisco residents and visitors on not uncommon. The sharing of informal arrangements among neighbours, such as Facebook high rents pushed many non-profit organisations to share. The off-debated term "the sharing economy" has been used to describe public, NGOs and accommodation economic players that have created of ideas related to the gig economy employment in the future. The cur (2.7%) is partially attributed to the

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The Role of Municipalities in the Sharing Economy, a video series of six films:

https://www.youtube.com/playlist?list=PLf_w1_nz9a2iyWS0RqBzCDNxqrn_IJCwL

<https://www.shareable.net/the-roles-of-city-governments-in-the-sharing-economy/>

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SHARING CITIES

The roles of city governments in the sharing economy

Sharing Cities

The Role of Municipalities Introduction

Yuliya Voytenko Palgan

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IEE, LUND UNIVERSITY

Yuliya Voytenko Palgan | October 3, 2019

Cities around the globe are embracing the sharing economy. People share their homes, cars, boats, clothes and household appliances with strangers.

[shareable:signup]

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PROJECT OVERVIEW



URBAN SHARING Sustainability and Institutionalisation

Urban sharing of assets has emerged as a prospective solution to sustainability challenges faced by cities. However, its sustainability potential and institutionalisation pathways have not been systematically examined. This research programme aims to examine, test and advance knowledge about

NEWS



MOBILE RESEARCH LAB IN AMSTERDAM HAS STARTED

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Apr 8, 2019

AREAS



DESIGN



SUSTAINABILITY



INSTITUTIONALISATION

KNOWLEDGE GAPS

KNOWLEDGE



Many examples but no systematic and balanced analysis of governance processes (c.f. Davidson and Infranca, 2016; Finck and Ranchordás, 2016; Ganapati and Reddick, 2018; WEF, 2017)

PRACTICE



Attempts to describe city roles but no links with the theory (WEF 2017; Vidal & Fuster Morell 2018)

THEORY



Urban governance frameworks call for empirical grounding (Bulkeley and Kern, 2006; Kern and Alber, 2008; Hodson and Marvin 2010)

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METHODOLOGY

How do city governments engage with the sharing economy and what is their role in its institutionalisation?

Case studies of 6 cities: interviews (90+), mobile research labs (6), literature analysis (academic + grey), participant observation/workshops (4), focus groups (3)



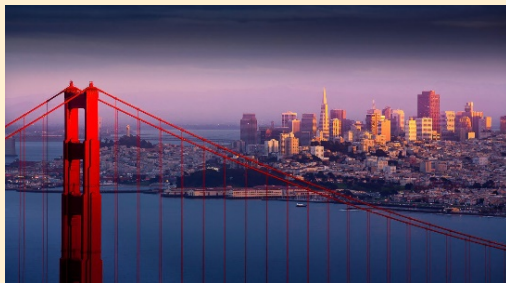
Berlin



Gothenburg



London



San Francisco



Malmö



Amsterdam

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CITY ROLES & GOVERNANCE MECHANISMS

Figure with city roles and governance mechanisms is under development, and it will be publically shared once finalised and published

- 5 mechanisms and 12 roles
- Theory and empirics driven framework
- Evolving framework
- Traditional top-down and collaborative governance
- Experimental governance

Source: Developed from Zvolska et al. 2018

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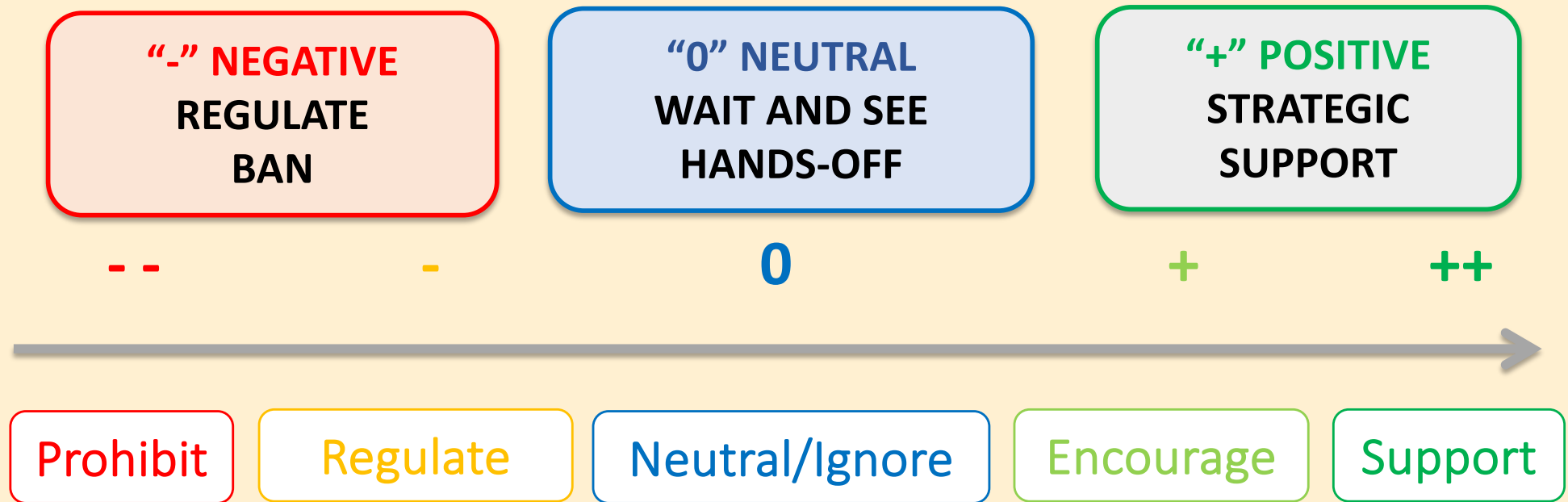
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CITY GOVERNANCE SPECTRUM



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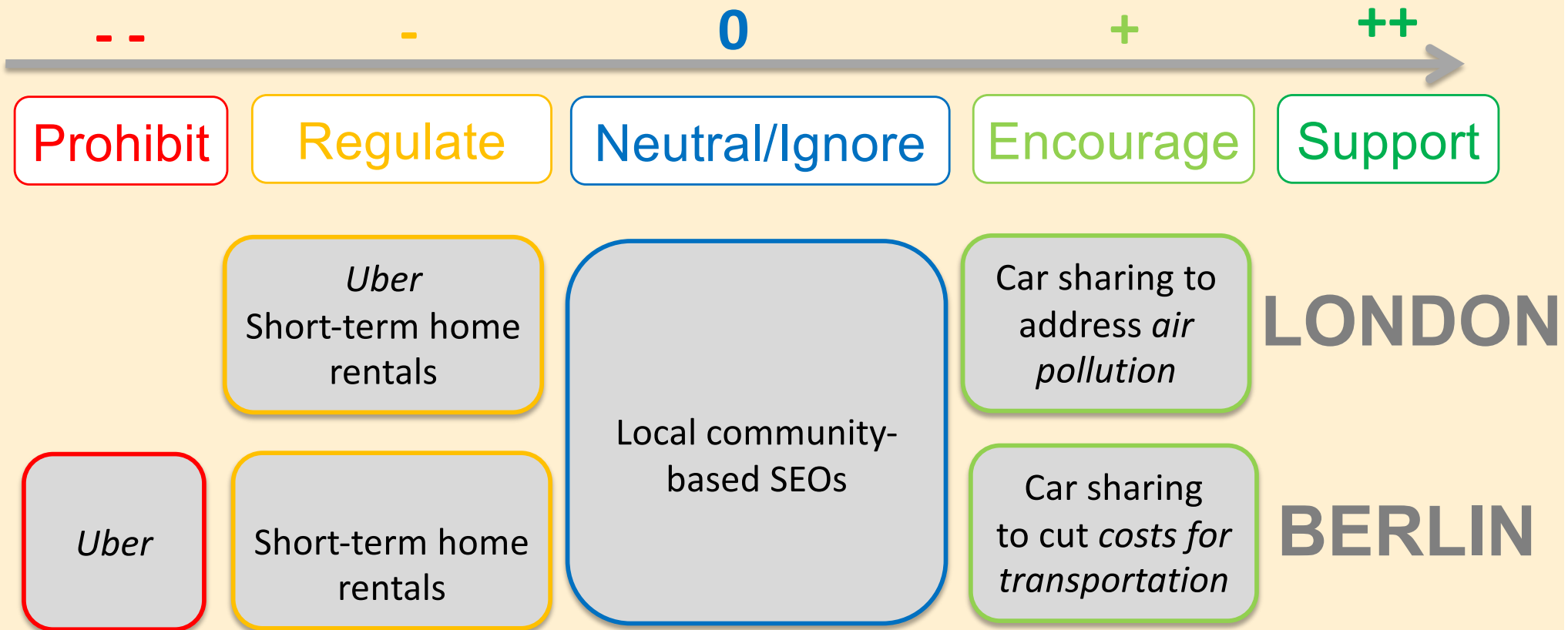
CROSS-CITY COMPARISON



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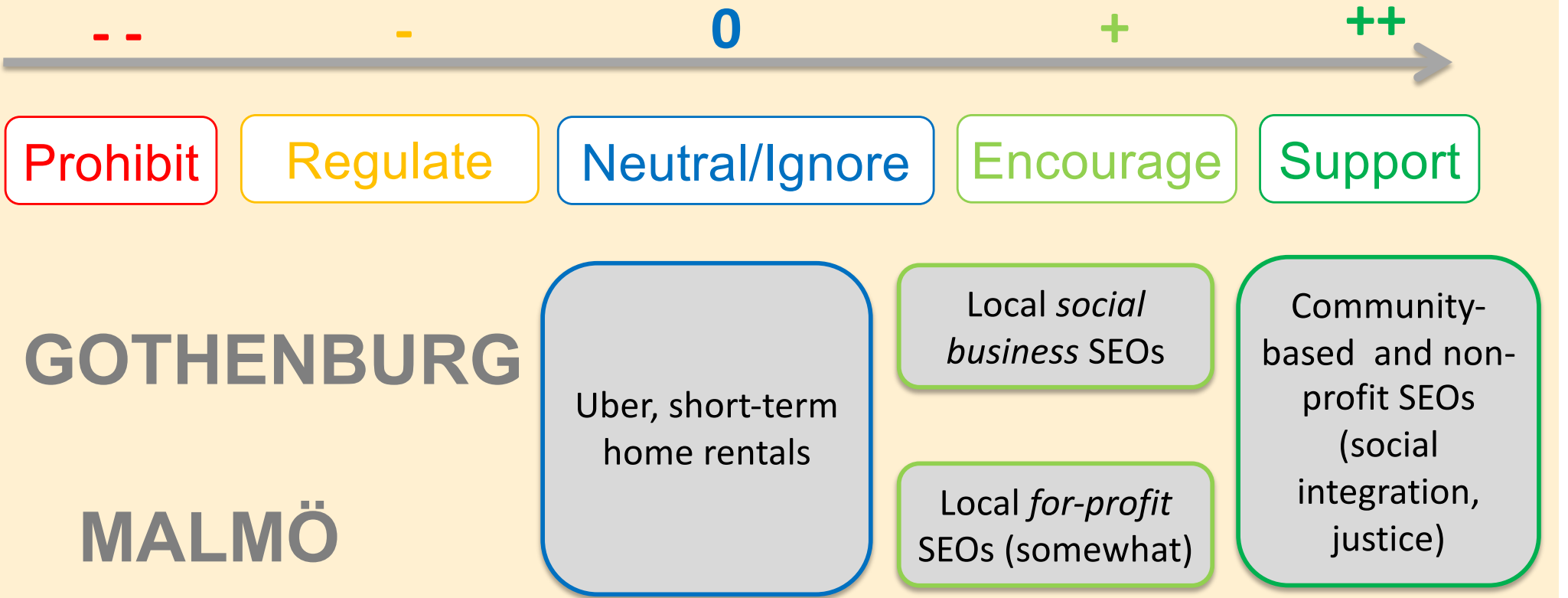
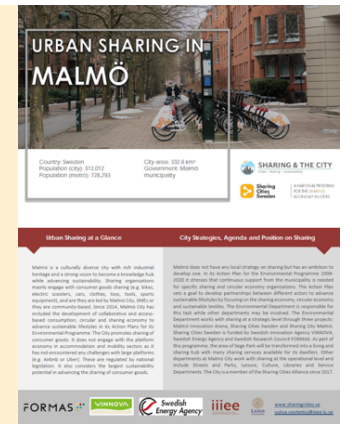
GOVERNANCE SPECTRUM OF CITY ACTIONS IN LONDON & BERLIN



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GOVERNANCE SPECTRUM OF CITY ACTIONS IN GOTHENBURG & MALMÖ



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Country: USA
Population (city & county): 864,363
Population (metro): 4,727,337

State: California
City & county area: 600.59 km²
Government: Mayor-Council



Urban Sharing of a Glance

City Strategies & Position on Sharing

The San Francisco Bay Area is seen as the cradle of the sharing economy and collaborative consumption, where large sharing platforms, such as Airbnb, Uber, or TaskRabbit originated. Transportation network companies (TNCs), e.g. Lyft and Uber, and home sharing platforms, e.g. Airbnb and VRBO, are used by San Francisco residents and visitors on daily basis. Similarly, shared working spaces are not uncommon. The sharing of household goods seems to be dominated by informal arrangements among neighbours and friends and/or is facilitated by social networks, such as Facebook. According to a local expert on urban sharing, high rents pushed many non-profits out of the city.

The oft-debated term "the sharing economy" is no longer widely used by San Francisco sharing organisations (besides Airbnb), city representatives, or the public. TNCs and accommodation sharing organisations are well-established economic players that have created distinct sharing markets. The city is supportive of ideas related to the gig economy, which is viewed as a major facilitator of employment in the future. The currently low unemployment rate in San Francisco (2.7%) is partially attributed to the gig economy.

In 2012, Mayor Edwin M. Lee announced the formation of the Sharing Economy Working Group (SEWG), with the purpose "to take a comprehensive look at the economic benefits, innovative companies and emerging policy issues around the growing sharing economy". In reality, the Group mainly explored regulation of short-term rentals and its key outcome was the establishment of the Office of Short-term Rentals, which currently regulates accommodation sharing.

Otherwise, the City of San Francisco has given urban sharing organisations, particularly TNCs, significant freedom to develop and grow their businesses.



GOVERNANCE SPECTRUM OF CITY ACTIONS IN SAN FRANCISCO



Prohibit

Regulate

Neutral/Ignore

Encourage

Support

Short-term home rentals

Local and global SEOs

*SEO – sharing economy organisation

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OUR CONTRIBUTIONS

KNOWLEDGE



A holistic, balanced, theory and empirics driven conceptual framework on municipal governance of the sharing economy

PRACTICE



A tool for municipalities (e.g. to place their actions, get inspired, communicate with politicians)

THEORY



Urban innovation governance: solid empirical grounding

Increasing prominence of collaborative and experimental governance approaches

Voytenko Palgan, 9 October 2019

LEARN MORE?

- Voytenko Palgan, Y., Sulkakoski, S., Mont, O. 2019. The Role of City Governments in the Sharing Economy. *6th International Workshop on the Sharing Economy*, 28-29 June, Utrecht, The Netherlands.
- Zvolška, L., Lehner, M., Voytenko Palgan, Y., Mont, O. and Plepys, A. 2018. Urban sharing in smart cities: the cases of Berlin and London. *Local Environment* Special Issue: 1–18.
<https://doi.org/10.1080/13549839.2018.1463978>
- Voytenko Palgan, Y., Mont, O., Zvolška, L. 2018. Sharing and the City: Roles, Relations and Governance Mechanisms. In *Best Paper Proceedings of the 5th IWSE “Perspective on the Sharing Economy”*, Cambridge Scholars Publishing.
- Voytenko Palgan, Y., McCormick, K., Leire, C., Singh, J. 2019. Mobile Lab on Sharing in Malmö. Technical report, Lund University.
- Voytenko Palgan, Y. 2019. *Governing Sharing Cities*. Ed. McCormick, K. and Leire, C. In *Exploring the Emerging Landscape of the Sharing Economy in Cities*, report by Sharing Cities Sweden, Lund University. URL:
https://portal.research.lu.se/portal/files/62622818/Sharing_Cities_Exploring_the_emerging_landscape_of_the_sharing_economy_in_cities.pdf
- Six snapshots: Amsterdam, Malmö, Gothenburg, San Francisco, London, Berlin
- Video series of six films on the Role of Municipalities in the Sharing Economy:
https://www.youtube.com/playlist?list=PLf_w1_nz9a2iyWS0RqBzCDNxqrn_IJCwL

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THANK YOU!



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