

Barcelona Sharing Cities Plan

Joint Action Barcelona City Council
& Dimmons UOC

Mayo Fuster Morell



Sharing Team



**SHARING
CITIES ACTION**

Team



Mayo Fuster Morell PhD & Dimmons Director. Faculty affiliated at the Berkman Klein Center - Harvard University.



Ricard Espelt PhD. Focus on platform cooperativism, agroecological cooperativism & art.

Doctoral Research



Eric Senabre PhD candidate. Focus on co-design & Agile methods for collaborative research.



Vera Vidal PhD candidate on sharing cities & Barcelona. Collaborator in projects as OuisShare Paris.



Sara Moreira PhD candidate on communication strategies and tools for the commons in Portugal & Catalonia.



Adrià Garcia i Mateu PhD candidate on design for policy making. Founding member of Holon & focused on transition design & housing cooperatives.



Melissa Renau Studying how social & technological innovation can contribute to lessen inequalities. Focus on riders.

Action Production



Núria Valero Coordinator of the research group in the Sharing Cities Action Task Force. Background in engineering.



Thais Ruiz Coordinator of the Sharing Cities Action Stand Lab at Smart City Expo World Congress. Focus on gender & data. Founder of Digital Fems.



Mireia Manjón Develops the communication strategy. Mainly focused on Sharing Cities Action. Background on cultural communication & production.



Jessica Agnel Works around the topic of Sharing Cities Action ecosystem. Specialized in Citizenship, Interculturality, Youth and Non formal Education.

Collaborators



PhD candidates: Sergi Frías (4-helix), Marc Rocas (Blockchain).

Mara Balestrini, Bruno Carballa, Paola Imperatore, Susana Martín, Manel Rebordosa, Guido Smorto, Elsa Soro, Monica Bernardi, Núria Reguero Jiménez, Natalia Rodríguez.

Projects

European Projects



PLUS Platform Labour in Urban Spaces: Fairness, Welfare, Development (2018-2020). Ground-breaking trans-urban approach.



DECODE Giving people ownership of their personal data. Data Commons (2017-2019).

Co-creation Policies



SHARING CITIES ACTION Programme of action coordination among cities on platform economy, in collaboration with Barcelona City Council. Organizers of the Sharing Cities Action Stand Lab 2019 at Smart City Expo World Congress, which gathers actors of the whole sharing ecosystem.



Procomuns.net Forum for the co-creation of public policies that support common collaborative economy & public-commons partnerships at Barcelona.

Experimentation



Innovation methodologies Methods & materials for new participative research ideation & distributed project management of collaborative research processes.

Dimmons is a research group part of the Internet Interdisciplinary Institute (IN3) recognized by the Catalan Generalitat Government (2017 SGR 1590).

Dimmons research, as well as their strategic & gender plan, is open and available at www.dimmons.net.

Sharing economy

Consumption, exchange and production of
goods and services
between distributed groups of people
supported by a digital platform



High sustainability expectations

(Botsman & Rogers, 2010; Cohen & Kietzmann, 2014;
Heinrichs, 2013)

Disruptive expansion

(32 areas of activity)

Framework to assess sustainability of sharing economy platforms

State of sustainability studies sharing economy

- Only **9% of the studies** has focused on the potential benefits, costs and impact (Codagnone et al., 2016)
- **Social, economic and environmental sustainability dimensions** (Botsman and Rogers, 2010).
 - Most ex ante analysis (limited ex post analysis) and on extractionist models
 - **Social:** Increase or reduction of social inequalities? (Richardson, 2015; Dillahunt and Malone, 2015; Fraiberger and Sundararajan, 2015; Reich, 2015; Schor & Fitzmaurice, 2015)
 - **Environmental:** Favor or increase environmental problems? (Demailly et al. 2016; Parguel et al., 2016; Brimont et al., 2016)
 - Interested studies by platforms as lobbying strategies

Framework to assess sustainability of sharing economy platforms

Social

Economical

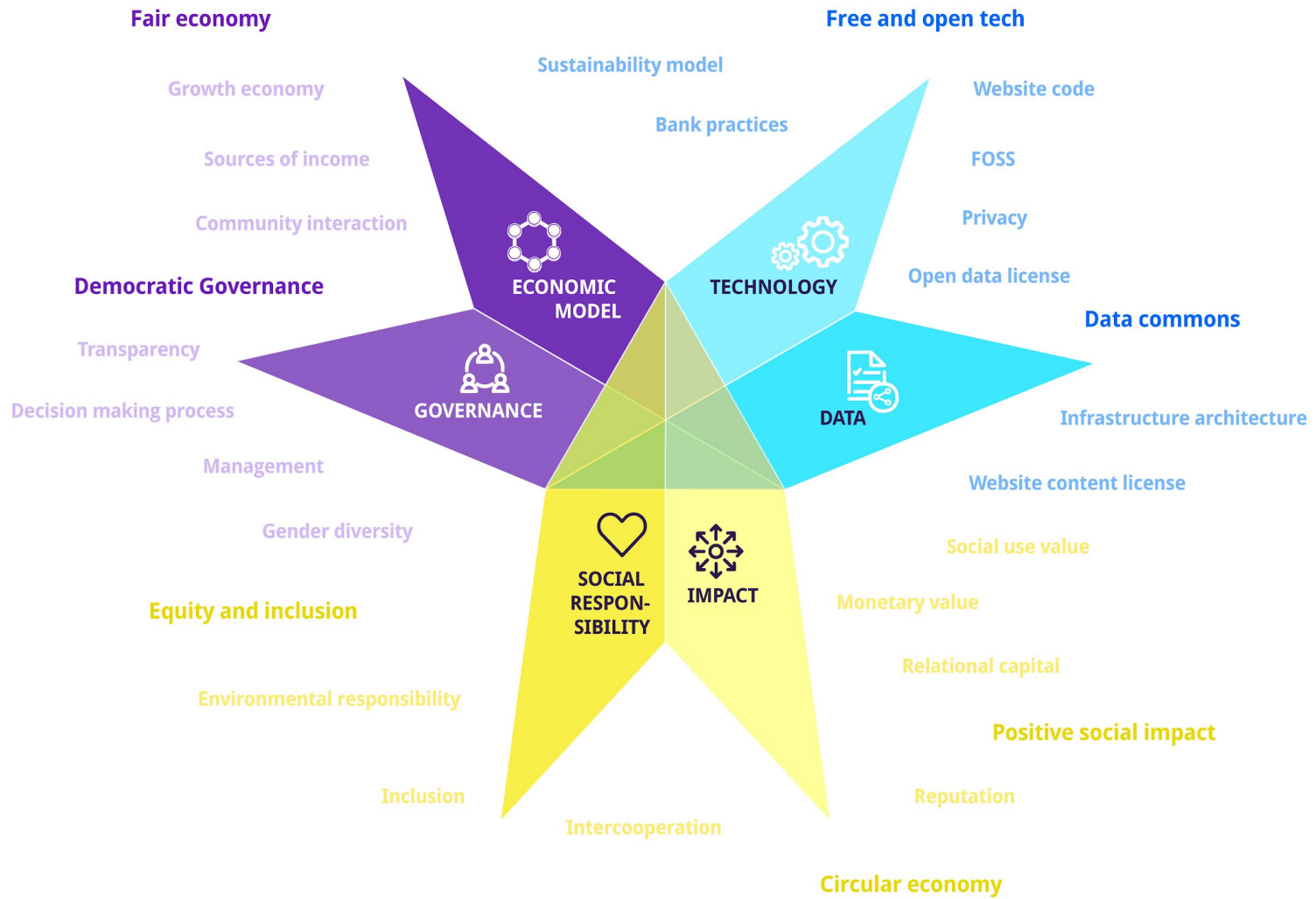
Environmental

+

Gender Equality

Political Sustainability

Internet Sustainability



Authors: Mayo Fuster, Ricard Espelt

ECONOMIC SUSTAINABILITY & purpose embedded in the economic model

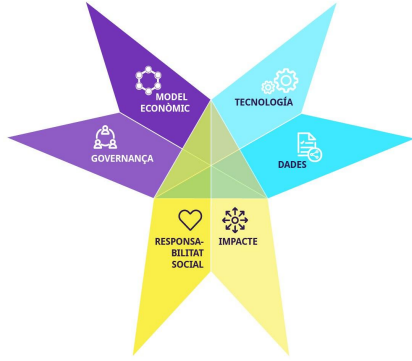
- Oriented to economic benefits versus orientation to the social mission (type of entity)
- Distribution of benefits
- Growth model
- Commercial character of the interactions
- Bank practices
- Sustainability model
- Sources of income and capital

KNOWLEDGE (data and content) policy

- License Website Content
- License Data
- Privacy

SOFTWARE & architecture policy

- Website code of the software platform: Free versus proprietary software.
- Infrastructure architecture: Decentralization level (e.g. A distributed architecture with Blockchain applications)



SOCIAL RESPONSIBILITY

- Performance of the mission
- Commitment to communal and relational capital
- Value of social use
- Reputation of the building
- Monetary value

IMPACT on the creation of value

- Impacts on the creation of value and social responsibility in the face of externalities
- Favor social equality
- Favor gender diversity
- Favor the functional diversity of social inclusion or other groups at risk of social exclusion
- To favor economies of social responsibility - Intercooperation
- Environmental responsibility
- "Potential external impacts in case of exponential growth"

TYPE OF CREATION

GOVERNANCE of community & platform

GOVERNANCE AT THE LEVEL OF INTERACTION OF THE PLATFORM BETWEEN THE PEOPLE CREATING VALUE

- Definition of the mission
- Management of contributions
- Decision making in relation to community interaction
- Formal rules and policies and roles applied to community interaction
- Social norms
- Design of the platform

GOVERNANCE ON THE PROVISION OF THE PLATFORM

- Platform user status with regard to the provision of platforms
- Legal entity of the platform
- Decision making at the legal entity
- Transparency in the provision of platforms

Models of platforms



Open Commons



Unicorn



Platform coops



GOVERNANCE, DEMOCRATIC ECONOMY, ECONOMICAL SUSTAINABILITY AND PURPOSE EMBEDDED IN THE ECONOMIC MODEL

Foundations, with systems of community participation
Economic models adapted to keep community governance

International company
Economic models driving governance

SMEs & cooperatives

POWER DISTRIBUTION; FREEDOM ALLOCATIONS AND OWNERSHIP EMBEDDED IN THE TECN AND KNOWLEDGE POLICY

Collective and public ownership
Open software (replicable)
Open data
Open licenses (eg Creative Commons)

Private ownership
Proprietary software
Closed data
Restricted Copyright

Open software (replicable)
Data policy depend

IMPACT ON VALUE CREATION AND SOCIAL RESPONSIBILITY TOWARDS EXTERNALITIES

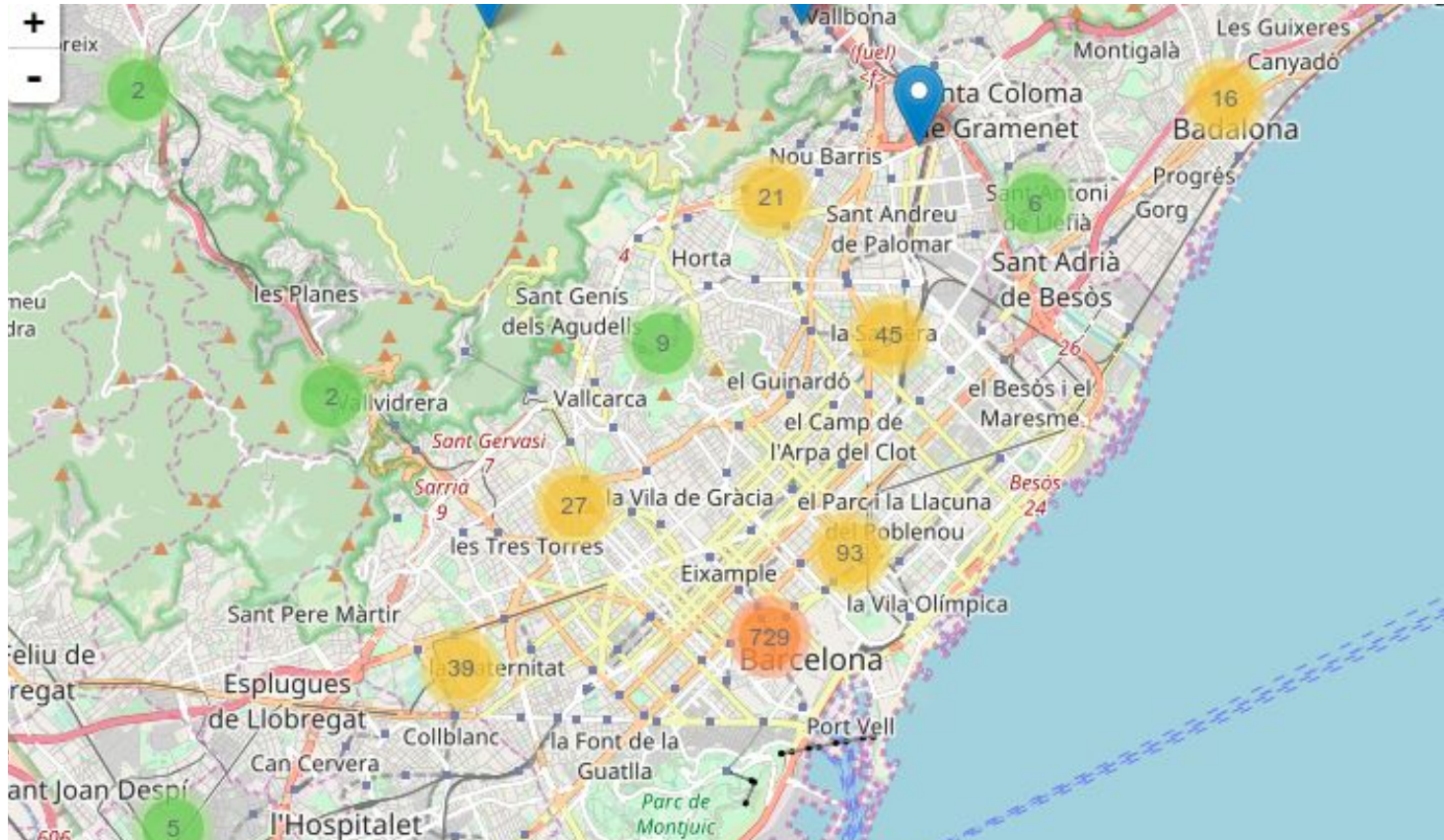
Social value
Circular economy - environmental impact
Gender active policies

Economic value
Gender discrimination complaints
Environmental discrepancies

Social and economic value
Circular economy - environmental impact
Gender active policies

Barcelona ecosystem

1000 identified cases directory.p2pvalue.eu



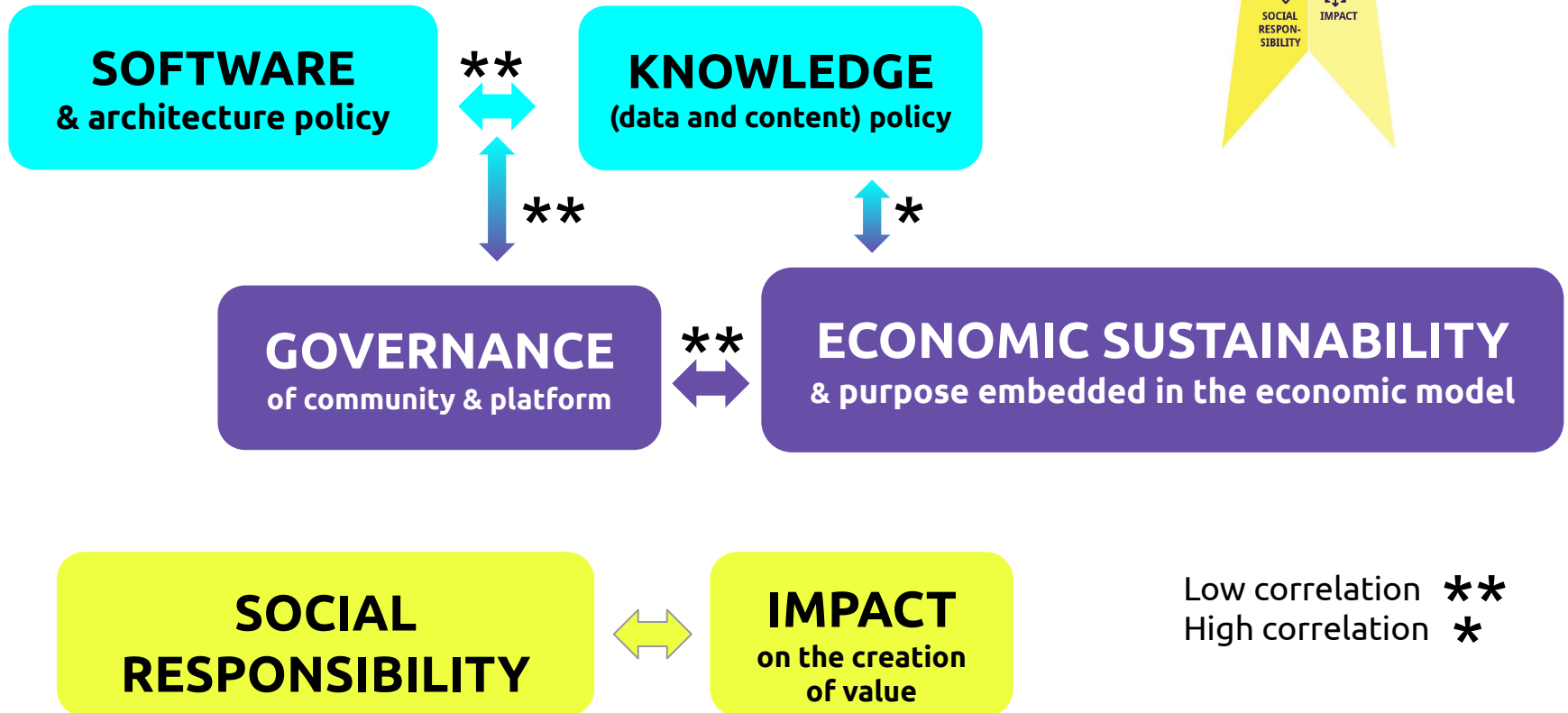
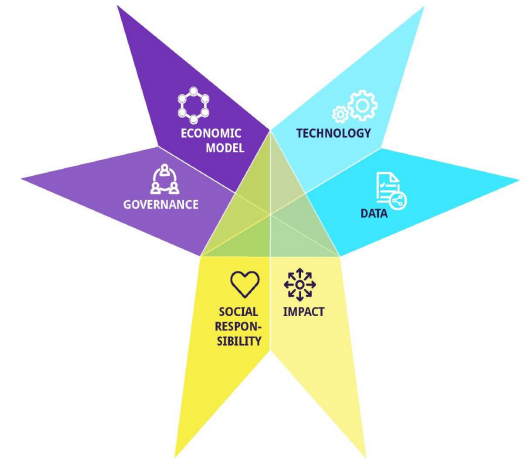
www.p2pvalue.eu/

Study sample 10 & 100 cases

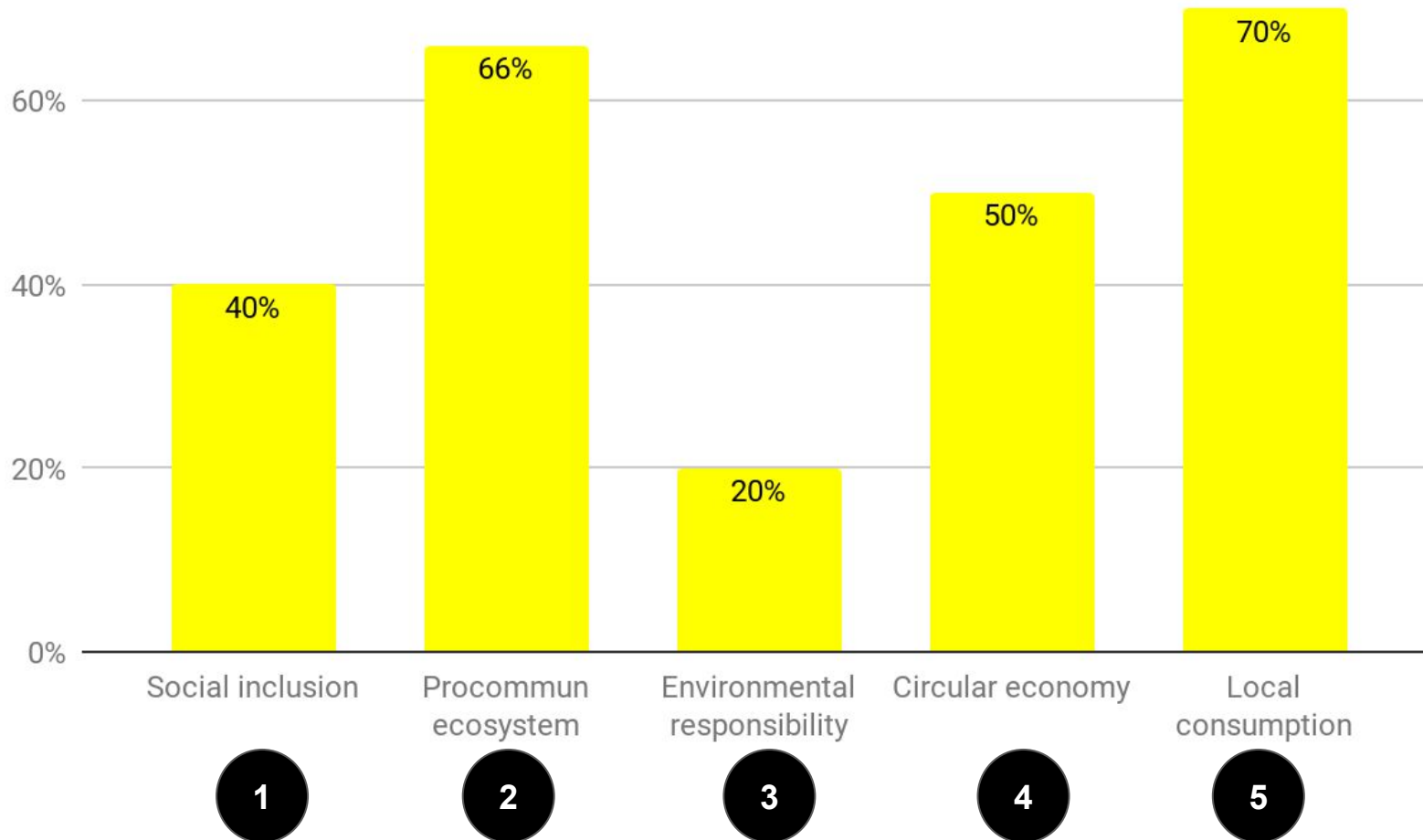
		El Recetario	Smart IB	Goteo	Katuma	Time bank	Free sound	XOBB	eReuse	Sentilo	Pam a Pam
Governance	Involving the community in contributing to the digital platform in the decision making	Green	Orange	Orange	Orange	Green	Red	Green	Green	Orange	Green
	Possibility to participate at the platform so as to contribute to the contents of the initiative	Green	Orange	Green	Green	Green	Green	Green	Green	Green	Green
Economy	The main objective of the project and/or organization is not profitability	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
	Everybody in the organization has economical information of it	Orange	Orange	Green	Green	Green	Red	Orange	Orange	Orange	Green
Knowledge policies	Copy left license. The contents are able to be reuse it.	Green	Red	Green	Green	Green	Green	Green	Green	Green	Green
	Open data licence. Everybody could get and use data platform.	Red	Red	Green	Red	Red	Green	Green	Green	Green	Orange
Technological policies	The platform is developed in Free/Libre and Open Source Software	Orange	Red	Green	Green	Orange	Green	Green	Green	Green	Green
	Software is hosted in differents servers	Red	Red	Red	Green	Red	Red	Orange	Orange	Red	Red
Social responsibility	Inclusion of socially disadvantaged groups and active gender inclusion policy	Green	Green	Green	Red	Orange	Orange	Green	Red	Red	Green
	Initiative takes care and promote environmental impact reduction	Green	Green	Orange	Green	Orange	Red	Red	Green	Green	Green

DEMOCRATIC DIMENSIONS CORRELATIONS

TYPE OF COLLABORATIVE
platform & production



Social responsibility

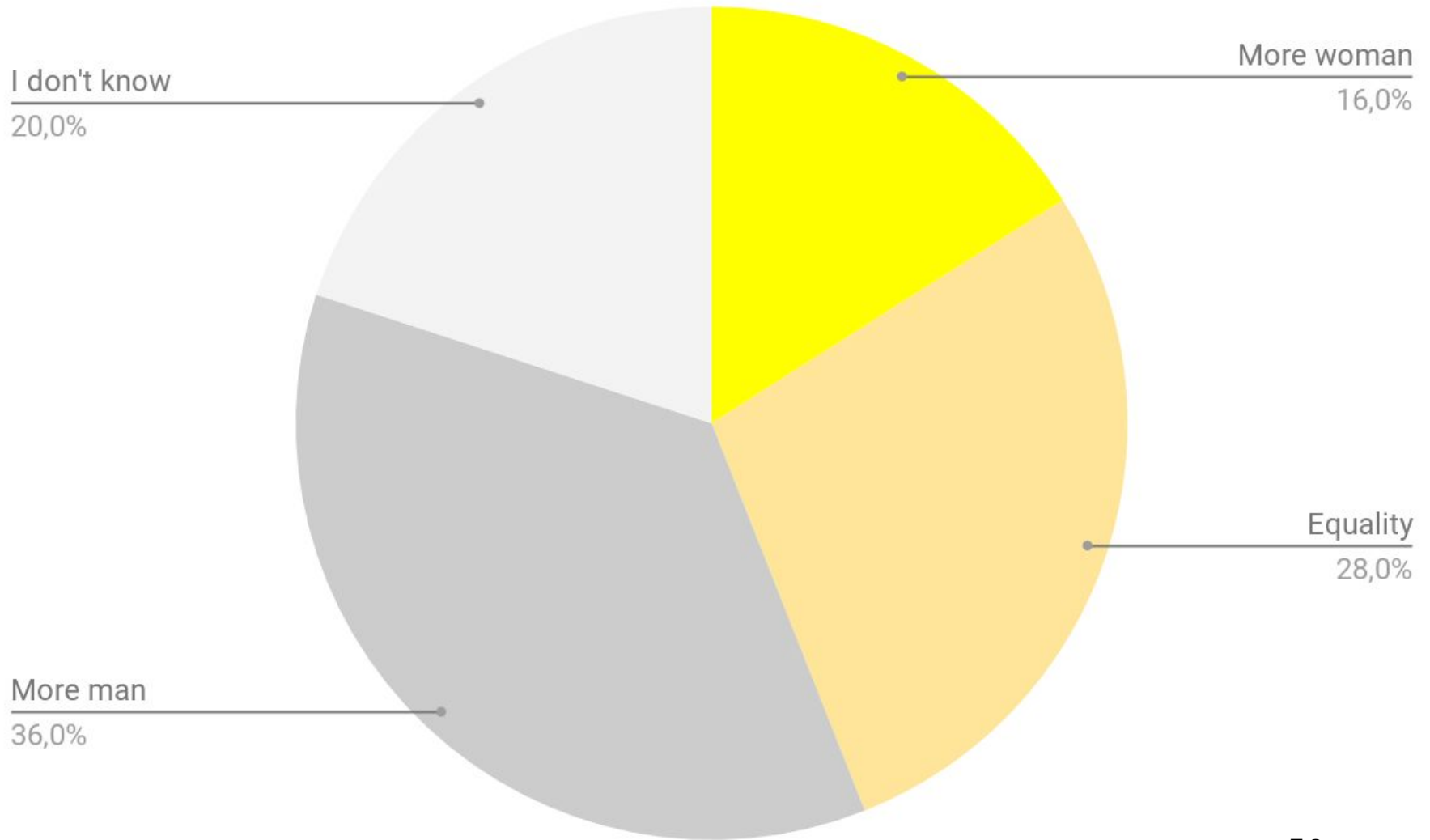


1. Are the services adapted or available to people with functional diversity?
2. Is social responsibility prioritized when choosing the services providers (tech, fungibles...) to the platform? (like those linked to Procommons or SSE ecosystem)
3. Does the case have an environmental purpose or sensibility? Does the production undertaken by the community search a positive environmental impact?
4. Does the platform promote the recycling and circularity of materials?
5. Does the production support the proximity of consumption?

n=50



Social responsibility · Gender participation



n=50

What would be the percentage among the people participating in the platform of men and woman?

Sharing Cities


A worldwide cities overview
on platform economy policies
with a focus on Barcelona

Mayo Fuster Morell (ed.)
Dimmons Research Group



Article

A Framework for Assessing Democratic Qualities in Collaborative Economy Platforms: Analysis of 10 Cases in Barcelona

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Abstract: The term “collaborative economy” or “collaborative economy platforms” refers to exchange, sharing, and collaboration in the consumption and production of capital and labor among distributed groups, supported by a digital platform. Collaborative economies’ use is growing rapidly and exponentially, creating high expectations of sustainability and their potential to contribute to the democratization of the economy. However, collaborative economy platforms lack a holistic framework to assess their sustainability and pro-democratization qualities. In addition, there is confusion about platforms which present themselves as collaborative when they actually are not, and similar uncertainties and ambiguities are associated with diverse models. To address this confusion, this article provides a framework for assessing the pro-democratic qualities of collaborative economy initiatives. It was applied to 10 cases in the context of the city of Barcelona. The methods used in this study include mapping and typifying 10 collaborative economy cases in the city, structured and in-depth interviews, and a co-creation session. The results show the potential of collaborative economy for favoring democratic values in a collaborative economy.

Keywords: collaborative economy; platform economy

1. Introduction

The term “collaborative economy” or “collaborative economy platforms” refers to exchange, sharing, and collaboration in the consumption and production of capital and labor among distributed groups, supported by a digital platform. The use of collaborative economy platforms is growing rapidly and exponentially, bringing high expectations of sustainability and their potential to contribute to the democratization of the economy. However, collaborative economy platforms lack a holistic framework to assess their sustainability and pro-democratization qualities. In addition, there is confusion about platforms which present themselves as collaborative when they actually are not, and similar uncertainties and ambiguities are associated with diverse models. To address this confusion, this article provides a framework for assessing the pro-democratic qualities of collaborative economy initiatives. It was applied to 10 cases in the context of the city of Barcelona. The methods used in this study include mapping and typifying 10 collaborative economy cases in the city, structured and in-depth interviews, and a co-creation session. The results show the potential of collaborative economy for favoring democratic values in a collaborative economy.

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www.sharingcitiesaction.net

Program of collaboration between
70 cities councils around the world to support
commons actions on challenges and opportunities of
digital platforms policies

Declaration of Sharing Cities

Principle #1

Platform models differentiation

Distinguish between the different models of digital platforms regarding their functioning and impacts, in order to design public policies according to this differentiation.

Principle #2

Labour

Empower people to have opportunities to earn or increase their income through new work agreements and adapted fiscal policy without contributing to social precariousness or constituting an administrative burden.

Principle #3

Labour

Provide fair working conditions and access to benefits and rights for workers.

Principle #4

Inclusion

Prevent discrimination and Bias by supporting fair and equal access to work for people of all incomes, genders and backgrounds.

Principle #5

Public protection

Prevent discrimination and bias by supporting fair and equal access to work for people of all incomes, genders and backgrounds.

Principle #6

Environmental sustainability

Promote sustainable practices and to share within the framework of a circular economy, to foster and promote the development of these activities in order to reduce emissions and waste.

Principle #7

Data sovereignty and citizens' digital rights

Protect citizens' digital rights Through the implementation of Technological Sovereignty policies and ethical digital standards.

Principle #8

City sovereignty

Guarantee respect for the legal jurisdictions of cities given the potential disruption from the digital platforms, create a coordination mechanism And tools to support cities in their negotiation and work together among cities to encourage changes in regulatory and framework policies.

Principle #9

Economic promotion

Promote the development of local collaborative economic ecosystems and particularly small and medium enterprises (SME), based on positive impact in cities –as described in the first principle– through entrepreneurship support programs, participative tools, funding or other promotion tools.

Principle #10

General interest

Preserve the Right to the City and Urban Commons, strengthen communities, protect General Interest, public space, and basic human rights, such as access to affordable and adequate housing.





SHARING CITIES DECLARATION: CITIES' COMMON PRINCIPLES AND COMMITMENTS FOR CITY SOVEREIGNTY REGARDING THE PLATFORM ECONOMY

Sharing Cities Summit, 12th-15th NOV 2018

The Sharing Cities Summit Mayors and Deputy Mayors gathered from leading cities all around the world to discussed at the Sharing Cities Summit Barcelona 2018 how the continuous growth of platform economies impacts on the life and economic development of the cities, as well as what innovative measures can be taken to meet the challenges and opportunities cities face.

Models of platform economy based on collaboration and sharing foster an atmosphere of vibrancy, innovation and economic prosperity for citizens and cities by creating opportunities for individuals and communities to interact, support and benefit from mutual engagements in shared interests. At the same time, some cases and models of platform economy are challenging cities' sovereignty. As a result of previous summits in Amsterdam 2016 and NYC 2017, and the formal agreements of the Barcelona Summit in November 2018, 42 cities attending concurred on the following common Declaration of principles and commitments of the cities to take advantage of these opportunities and to face the challenges.

PLATFORM MODELS DIFFERENTIATION

Principle #1. To distinguish between the different models of digital platforms regarding their functioning and impacts, in order to design public policies according to these differentiations.

Distinguish digital platforms and platform activity which are not built on truly collaborative models, from platform models that are collaborative and constitute opportunities for the city's economic activity. The set of qualities that characterise collaborative platforms and determine differences between platforms are: to host predominantly peer-to-peer relationships; to be based on fair economic models and retributions; to favor participative community governance; openness and transparency of its technology and data; inclusion by providing equal services to the different segments of the city inhabitants avoiding any discrimination; and responsibility towards negative impact.

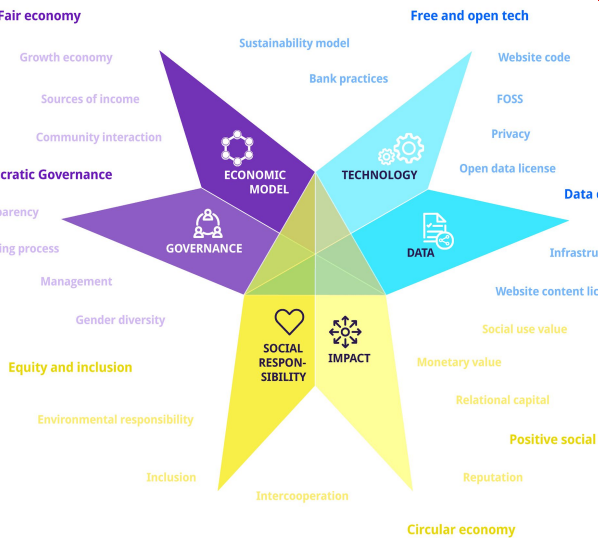
LABOUR

Principle #2. Empower people to have opportunities to earn or increase their income through new work agreements and adapted fiscalty without contributing to social precariousness or constituting an administrative burden.

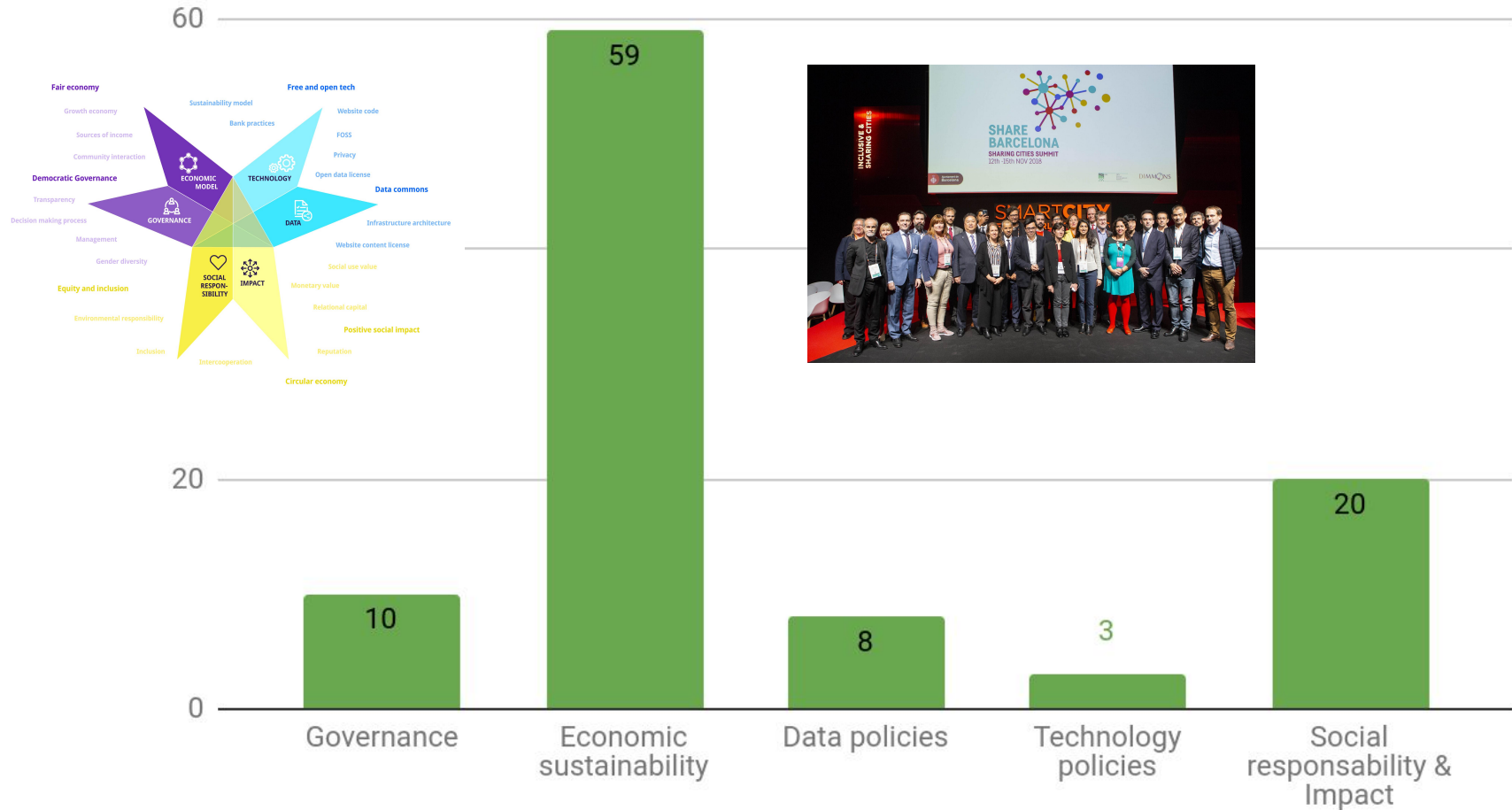
Principle #3. Ensure fair, legally compliant and timely compensation. Provide fair working conditions and access to benefits and rights for workers (earnings maximization, minimum or regulated wages, income security, wage predictability, protection against arbitrary behaviour, rejection of excessive workplace surveillance, right to log off, collective bargaining).

INCLUSION

Principle #4. To prevent discrimination and bias by supporting fair and equal access to work for people of all incomes, genders and backgrounds.



SHARING CITIES DECLARATION vs. PLATFORM SUSTAINABILITY DIMENSIONS



Governance: 10%

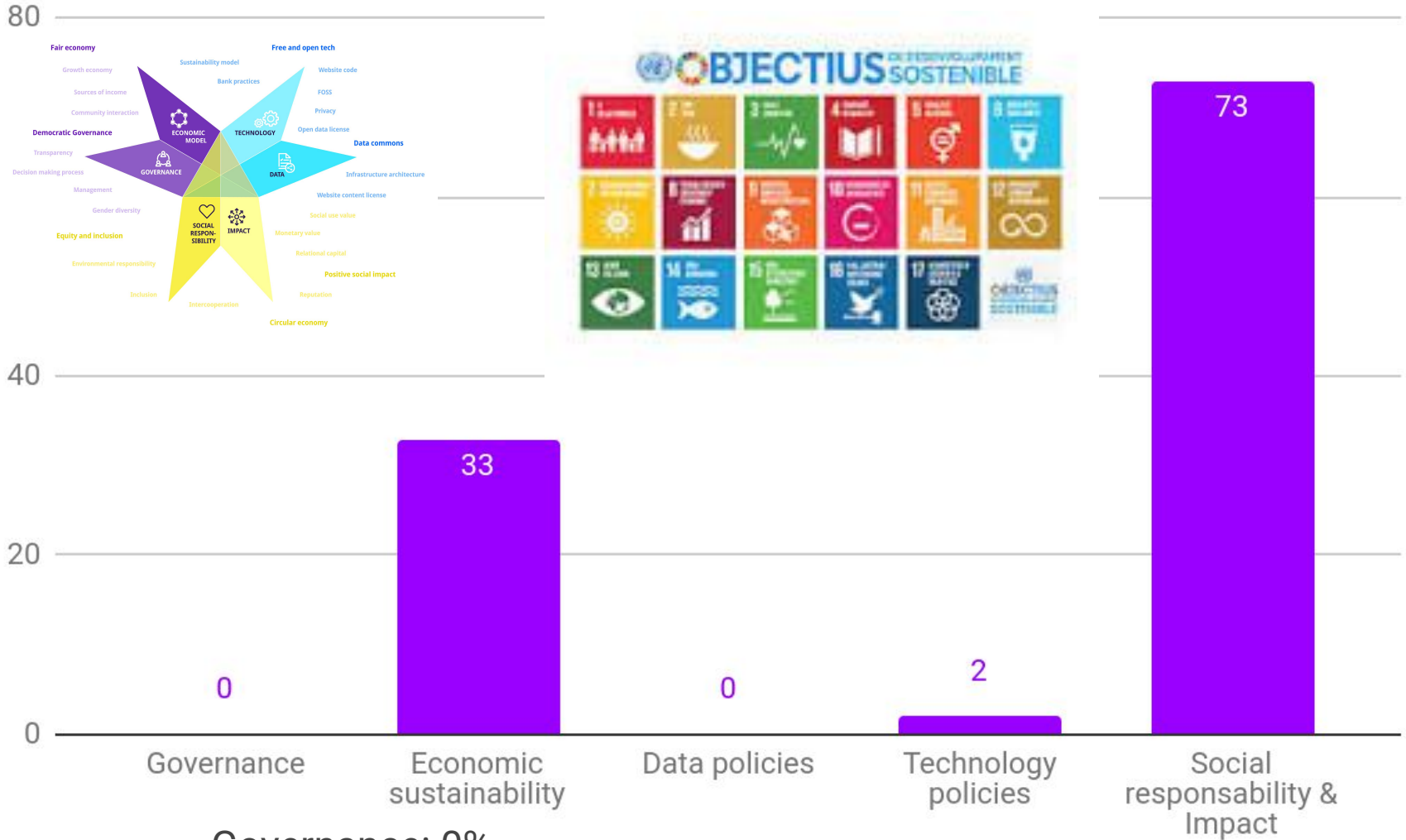
Economic sustainability: 59%

Data policies: 8%

Technology policies: 3%

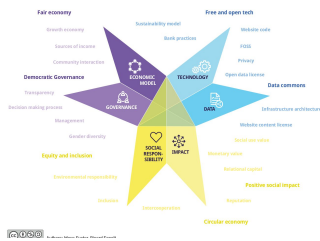
Social responsibility and Impact: 20%

SDG vs PLATFORM SUSTAINABILITY DIMENSIONS



Governance: 0%
 Economic sustainability: 67,6%
 Data policies: 0%
 Technology policies: 1,9%
 Social responsibility and Impact: 30,6%





Work in progress: Sustainability qualities of platform and Sustainable Development Goals (SDG). Initial hypothesis:

- **SDG** are embedded mainly in the **impact and responsibility dimensions**, and, then, **economic model (Governance and knowledge dimensions** are not consider at SDG)
- The **impact and responsibility dimension** is among the worth performed by the sample
- A lot of work and improvements ahead on sharing economy platforms sustainability!!!
- The **Sustainability Start and Sharing Declaration** is a step forward for shifting Sharing Economy towards the **ODS**



**SHARING
CITIES ACTION**

**Sharing Cities Encounter
@ Smart City World Congress Expo**



Barcelona, 19 & 21 Nov 2019

www.sharingcitiesaction.net

**Barcelona
City Council**



DIMMONS
Digital Commons Research Group

