

An aerial photograph of Amsterdam, showing a dense grid of streets and numerous canals. The city is viewed from a high angle, looking towards the horizon. The sky is clear and blue. The text 'PLATFORM ECONOMY' is overlaid on a black rectangular background in the upper center of the image.

# PLATFORM ECONOMY

An aerial photograph of Amsterdam, showing a dense grid of streets and numerous canals. The city is viewed from a high angle, looking towards the horizon. The sky is clear and blue. The text 'AMSTERDAM' is overlaid on a red rectangular background in the center of the image.

# AMSTERDAM

nieuw

An aerial photograph of Amsterdam, showing a dense grid of streets and numerous canals. The city is viewed from a high angle, looking towards the horizon. The sky is clear and blue. The text 'Nanette Schippers City of Amsterdam 10 oktober 2019' is overlaid on a red rectangular background in the bottom right corner of the image.

Nanette Schippers  
City of Amsterdam  
10 oktober 2019

# Looking back

- **Encouraging** sharing initiatives
  - **Intervene** when necessary
  - **Pro-active** attitude
  - **Talk with** platforms not only about them
  - Agreement with Airbnb was our **showpony**
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- A photograph of a white Smart car parked on a cobblestone street in a city with a canal and historic buildings. The car is a two-seater with a blue roof rack. In the background, there are multi-story buildings with many windows, a canal with a bridge, and a person riding a bicycle. The scene is set in a European city, likely Amsterdam.

# And then

- (New) City Boards' ambition is to maintain an **open attitude towards platforms**
- Work together **to reach city goals**
- Conclude legally binding **agreements with platforms**



## But also:

- Agreement with Airbnb has **ended**.
- **No negotiations** as long 30 days rental rule is not implemented
- At the same time, the city reached an agreement with **Uber**

# Social Charter Uber - Amsterdam

**TRAFFIC SAFETY**



**INCOME AND DRIVING TIMES**



**SUSTAINABILITY**



**ENFORCEMENT and SANCTIONING**



**SHARING DATA/INFORMATION**

# Bijons.amsterdam

AMSTERDAM

Zoek lokale producten en winkels



## Een paar leuke suggesties

Ben jij op zoek naar de leukste, hipste, lekkerste of coolste producten in Amsterdam? Check hier een paar leuke suggesties.



**ZEUREN  
DOE JE  
MAAR  
BIJ MIJN**



# Learnings

- General policy nearly impossible
- Focus on effects
- Still lot's of time goes to A and U
- Love to spend more time on projects

# CHALLENGES

- **Sharing** or **business** operation
- Maintaining an **level playing field**
- Ensure (social) **safety** net and job security
- Who is **responsible** for what
- Income **inequality** issues
- Social **inclusiveness**
- How **work together** with platforms to reach our (city) goals?
- Redefine the trend: from sharing to **platform economy**



# MORE INFORMATION

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