



# Sharing Behaviour

A strategic project by Sharing Cities Sweden applying behavioural economics to advance sustainable sharing economy in cities.

*"This strategic project will seek to increase our understanding of cognitive, motivational and contextual factors affecting decision-making processes of environmentally-friendly choices in urban sharing initiatives."*

– Luis Mundaca, 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 are developing world-leading test-beds for the sharing economy in Stockholm, Gothenburg, Malmö and Umeå.

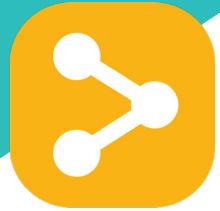
We are developing a national node to significantly improve national and international cooperation and promote an exchange of experience on sharing cities.



**Sharing  
Cities  
Sweden**

A NATIONAL PROGRAM  
FOR THE SHARING  
ECONOMY IN CITIES

Sharing economy initiatives are being implemented around the world with the prospects of offering sustainable solutions to cities. However, there is a lack of knowledge regarding the underlying reasons for adoption, scaling and mainstreaming among users.



**Sharing  
Cities  
Sweden**

This strategic project will develop behavioural economics experiments that will test, examine and generate policy recommendations to advance sustainable urban sharing economy initiatives in Sweden. This will be done by utilising international insights and establishing collaboration with scientific experts in Spain.

With a strong focus on users and cities, the strategic project will seek to increase understanding of cognitive, motivational and contextual factors affecting decision-making processes and choices in urban sharing initiatives. Behavioural interventions (via social norms, choice settings, goal commitment) targeting the adoption of environmentally-friendly urban sharing initiatives will be tested and impacts analysed.

Building upon a multidisciplinary team of researchers, the strategic project will provide policy recommendations for improvements, scaling and mainstreaming of urban sharing initiatives in Sweden.

*The strategic value for Sharing Cities Sweden is to utilize international insights and tools from behavioral economics to support the design and development of sustainable sharing cities.*



Strategic project coordinator

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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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