

Notes closing words Sharing Economy session Dutch Embassie in Berlin Martijn Arets

Contact Martijn: @martijnarets - martijn@collaborative-economy.com - www.collaborative-economy.com - www.deeleconomieinnederland.nl - www.platformrevolutie.nl - www.youtube.com/crowdexpedition (over 300 video interviews online).

Expedition:

- travelled the world, 400 interviews in 13 countries
- explore what, how, why, dilemma's and future scenario's
- **practise what you preach!!**
- **what peer2peer platform economy is?**
 - lower thresholds to meet and have overview of demand and supply
 - create trust
 - facilitate transaction

Recap:

- **technical discussions** ratio vs emotion
- platform = tool
- **many discussions are not sharing economy related** > accelerate existing 'default errors' in society
 - flexible labour market
 - old school way of measuring economy > GDP, we are missing something
 - A blurring border private vs professional role
 - a society that is getting more complex every day and our operating system (government) too > need to simplify government, regulation and taxation > how use platforms > from default distrust to default trust
- **trust:** > peer trust and insurance, what about brand? shift peer trust to trust of the brand of the platform
- **network effect is** limited, since demand and supply is located in the same area
- **underestimating indirect effects**
 - consumers used to 'as a service'
 - change of what consumers expect from their suppliers (also government)
- **not an end station**, part of a transition (not only digital) > don't judge on the current usage numbers
- **reversed innovation process of platforms** check article <http://www.collaborative-economy.com/featured/fck-the-rules-how-platforms-like-airbnb-and-uber-turn-innovation-processes-upside-down/>

Dutch sharing economy landscape

- 140 players active > all data is open
- we only talk about Uber and Airbnb, platforms with the real local and social impact are not included

- as society need to recognise the added value and reward > growing is in many cases bad for social effects

Dilemma's

- responsibilities vs scale & business model
- transparency: data, algorithms > trusted 3rd party
- lock-in on platforms
- (rating and reputation) data > make mistakes?? > check article: <http://www.collaborative-economy.com/featured/online-reputation-and-valuation-systems/>
- regulate is not the problem: maintain? > platform independent approach
- all come together with the ownership question > platform coops

Future:

- how platforms can become a part of the public infrastructure
 - government of Estonia > 10x / 10x > check article <https://www.linkedin.com/pulse/how-estonia-became-most-digital-country-world-martijn-arets>
 - government facilitate and lower thresholds
 - how digital government > link API's
 - not top down crowdsourcing

Why talk it about now?

- unique situation: demand and supply are local
- added value of global platforms in sharing economy is decreasing
 - open source software > check article and video <https://www.intrapreneur.nl/2017/06/22/de-toekomst-van-de-uber-en-airbnbs-li-gt-decentraal-en-sharetribe-heeft-de-sleutel/>
 - external reputation services > check article and video: <http://www.collaborative-economy.com/featured/trust-in-the-sharing-economy-interview-with-deemly/>
- crossroad, 2 scenario's > impact scale vs impact replicity
 - winner takes all
 - decentralized landscape with ownership & governance by the users

if we want to reach decentralized: collaborate and share > and that is not happening right now

key question: what kind of society do we want (and how do we measure value?)

Slides:

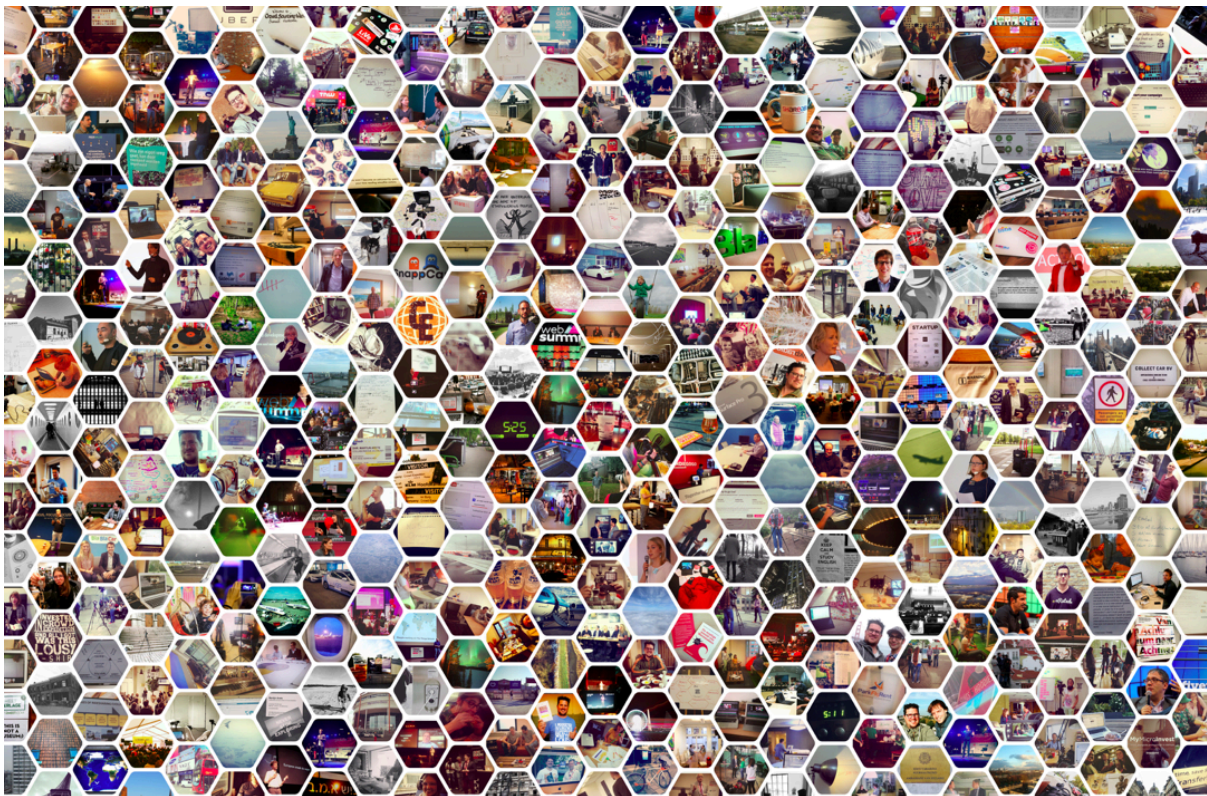


The Platformrevolution

How online platforms like Airbnb and Uber are changing our society and economy.

by: @martijnarets

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collaborative-economy.com



The Dutch Sharing Economy Landscape

DEELECONOMIE
IN NEDERLAND

SERVICES			KNOWLEDGE
ENERGY			GOODS
TRANSPOR TATION			LOGISTICS
SPACE			FOOD
CARE			ECO SYSTEM

This overview is offered to you by Martijn Arets, founder of "Deeconomie in Nederland" (Sharing Economy in the Netherlands). All initiatives in the sharing economy currently active in the Netherlands are included in this infographic. The extensive profiles with information about the organizations behind these platforms are described in Dutch on www.deeconomiein nederland.nl. Is a platform you know not yet included? Let us know through our website. Questions? Send an email to martijn@collaborative-economy.com.

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