

An aerial photograph of Vancouver, British Columbia, Canada. The image shows the city's skyline on the left, with numerous skyscrapers and buildings. The city is situated along the coast of the Burrard Inlet. In the center, there's a large body of water with several ships, including a large cruise ship docked at a pier. To the right, there's a large industrial area with many red cranes and shipping containers. The background features a range of mountains under a clear blue sky. A green horizontal line is visible across the top of the image, just below the blue header area.

City of Vancouver

Understanding the Sharing Economy

Tuesday January 14, 2014

Presentation Overview

1. Why Study the Sharing Economy
2. Current state of sharing in Vancouver
3. Sharing behaviors
4. Next steps



Why study the Sharing Economy?

PHASE 1

Communication

YAHOO!



CompuServe

PHASE 2

Web 2.0

Google

PayPal

amazon.com

ebay

skype

facebook

iTunes

Spotify

PHASE 3

Social Media and the new shared economy

Zilok.com
Rent anything online!

LendingClub

zipcar



airbnb
Travel like a human.

CAR
2GO

HOUSE
TRIP

ARTIFY-IT

velib'

kodesk
My office is Your office

ParkatmyHouse.com

The Greenest City Action Plan

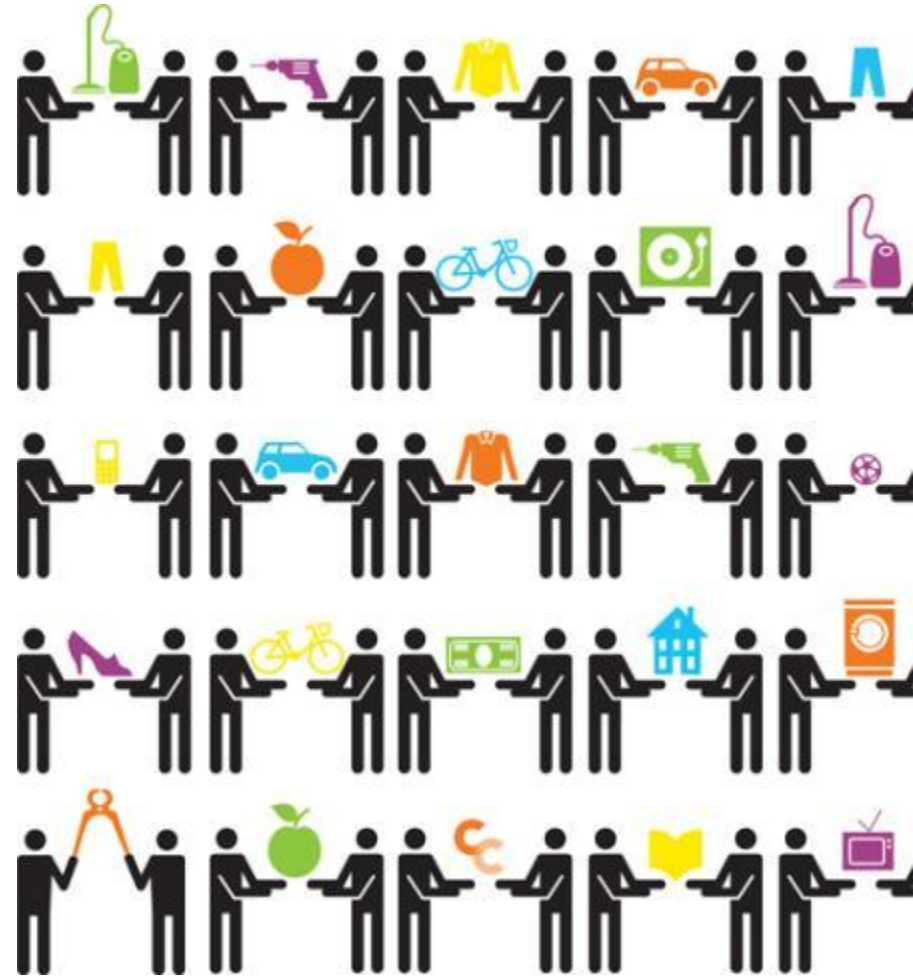
10 Goals

1. **Green Economy** - growing green jobs and businesses
2. **Climate Leadership** - reduce community emissions by 33%
3. **Green Buildings** - carbon neutral buildings by 2020
4. **Green Transportation** - more walking and biking
5. **Zero Waste** - reduce waste to landfill by 50%
6. **Access to Nature** - increasing quality and quantity of green space
7. **Clean Water**
8. **Clean Air**
9. **Lighter Footprint** - reducing our ecological footprint
10. **Local Food** - increasing food security and access



Why study the Sharing Economy?

- It is growing
- It aligns with Vancouver's Greenest City Action Plan goals to reduce waste and reduce our ecological footprint
- There is a potential opportunity to reduce our impact on the environment and support social equity



Sharing Economy Development in Other Cities

- Report called: *Promoting Innovation In Vancouver's Sharing Economy* by Larissa Ardis, Sergio Fernandez Lozada, Tobias Schmidt, and Andreas Tize
- Studied sharing economy and best practices in San Francisco, Portland, New York, Montreal
- Studied current state of Vancouver's sharing economy



Current State of Sharing in Vancouver

CAR
2GO



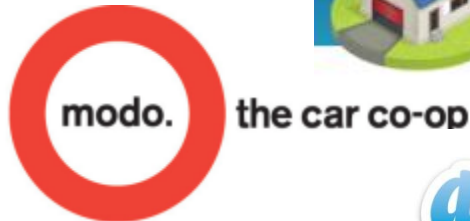
VANCOUVER
COMMUNITY
LABORATORY



HiVE
VANCOUVER
work. create. cross-pollinate.



LOWER MAINLAND
TIMEBANK
Vancouver, British Columbia, Canada



VHS Vancouver Hack Space
270 1st Ave E, Vancouver BC V5T 1A6

THE NETWORK HUB



Our Community Bikes

thetoast
DIY in East Van.

Sharing Backyards is brought to you by



City Farmer

Key Findings

- Support sharing with resources to facilitate sharing, and making connections; as well as leveraging neighborhood level groups



Understanding Sharing Behaviors



Vancity



- Team led by Chris Diplock
- Defining sharing
- Finding out what and how people want to share
- Full report at www.thesharingproject.ca

- What do people want to share?
- Who do they want to share it with?
- How do they want to share it?

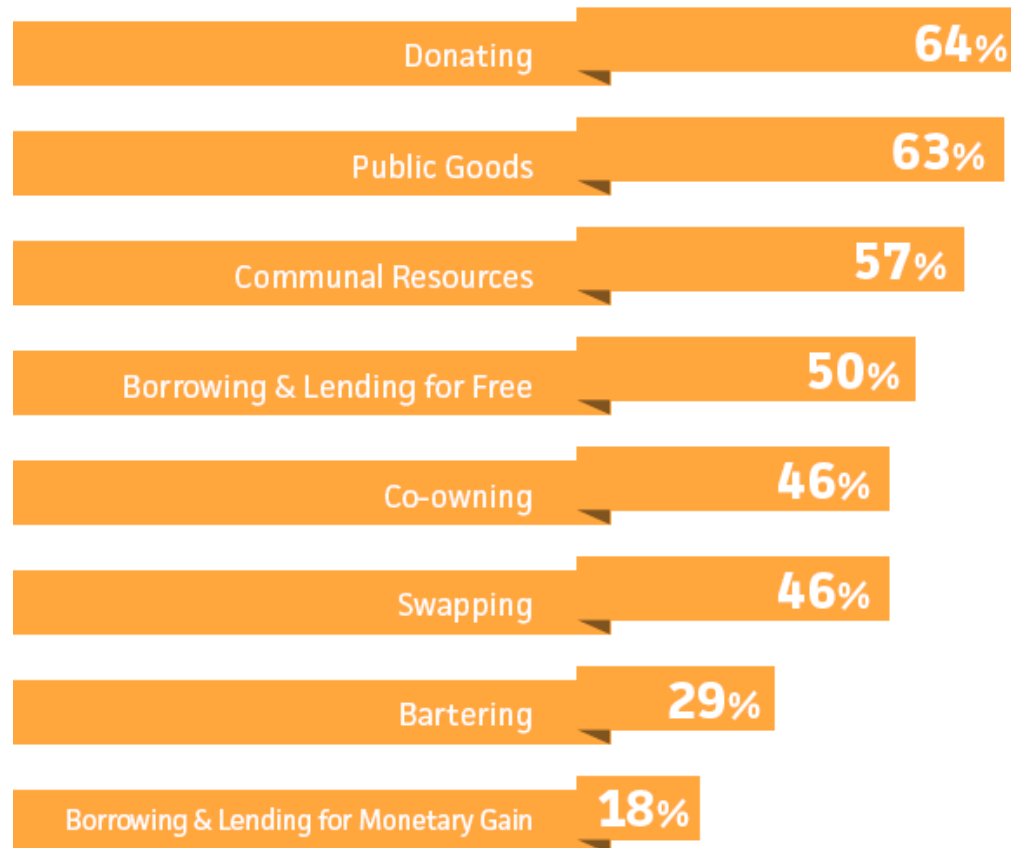
More than 50% of Vancouverites anticipate that their sharing of physical objects and spaces will increase over the next 3-5 years.



How do People Define Sharing?

- A lot of people thought of sharing as donating

Percentage of respondents who indicated that this word/phrase has a strong association with sharing



What do People Want to Share?

Respondents were asked to select what they wanted to share with each of the following groups:

- Community Organizations
- Companies
- Friends
- Neighbors
- Family members
- Random community members



Physical Media

Books
DVD's/Tapes/CD's
Newspapers & Magazines



Household Appliances

Cleaning Equipment
Cooking Equipment
Brewing & Distilling Equipment



Repair & Maintenance Tools

Garden Tools
Craft Tools
Woodworking Tools



Space

Living Space
General Storage Space
Recreation Space



Event & Entertainment Equipr

Tables & Chairs
Dishes & Cutlery
Tents & Stages



Transportation

Non-Motorized Vehicles
Specialized NMV
Standard Motorized Vehicles



Recreation Equipment

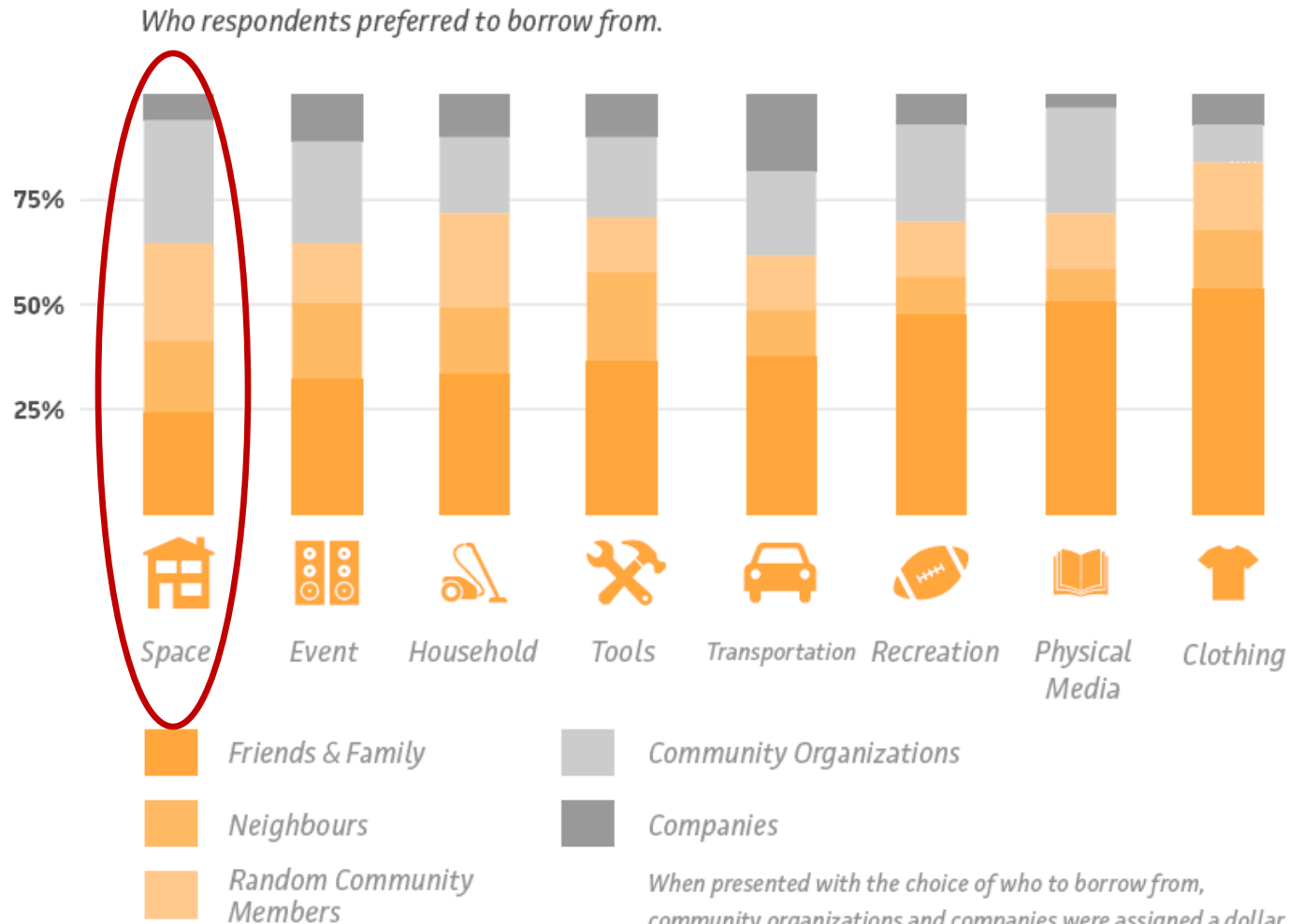
Camping & Hiking Equipment
Winter Sports Equipment
General Sports Equipment



Clothing

Formal Wear
Work Attire
Outdoor Clothing

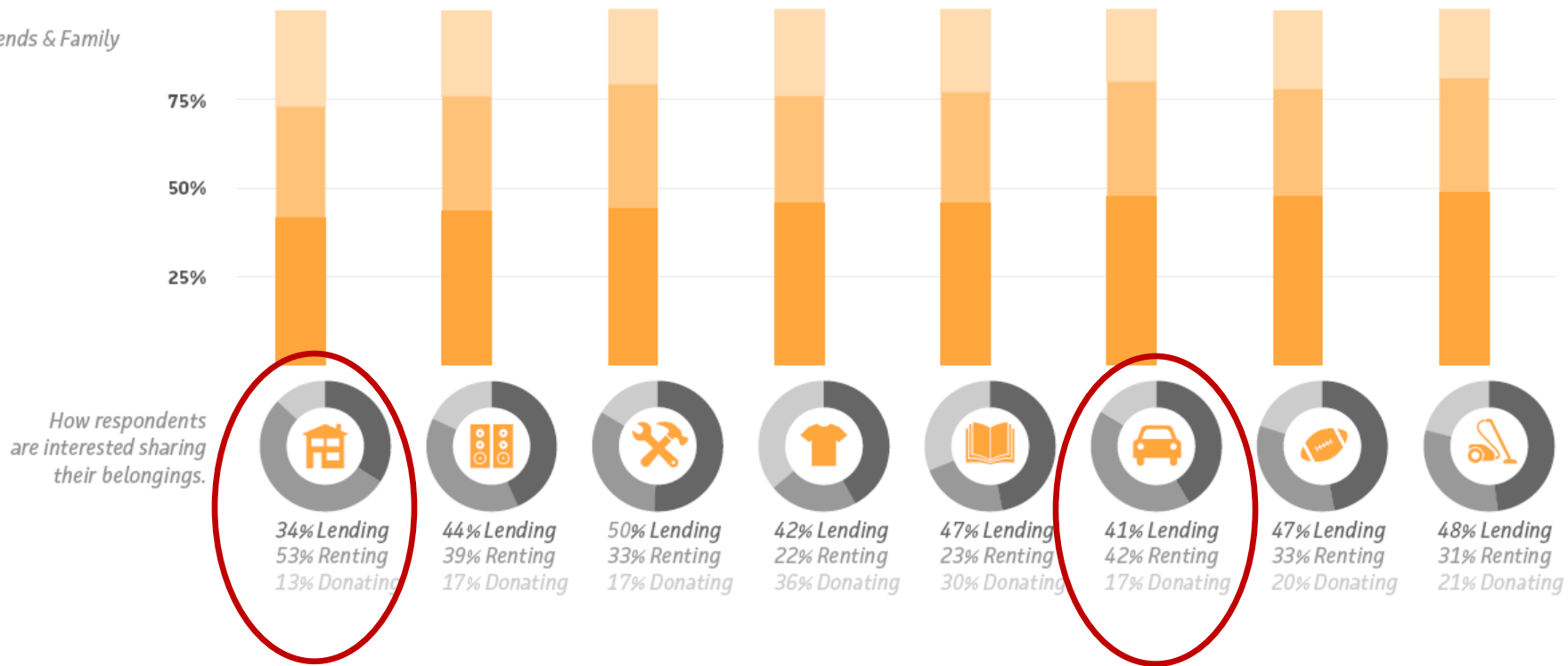
Who People Would Like to Borrow From



When presented with the choice of who to borrow from, community organizations and companies were assigned a dollar symbol (\$) to indicate that a small rental/borrowing charge may be applied when borrowing from these groups.

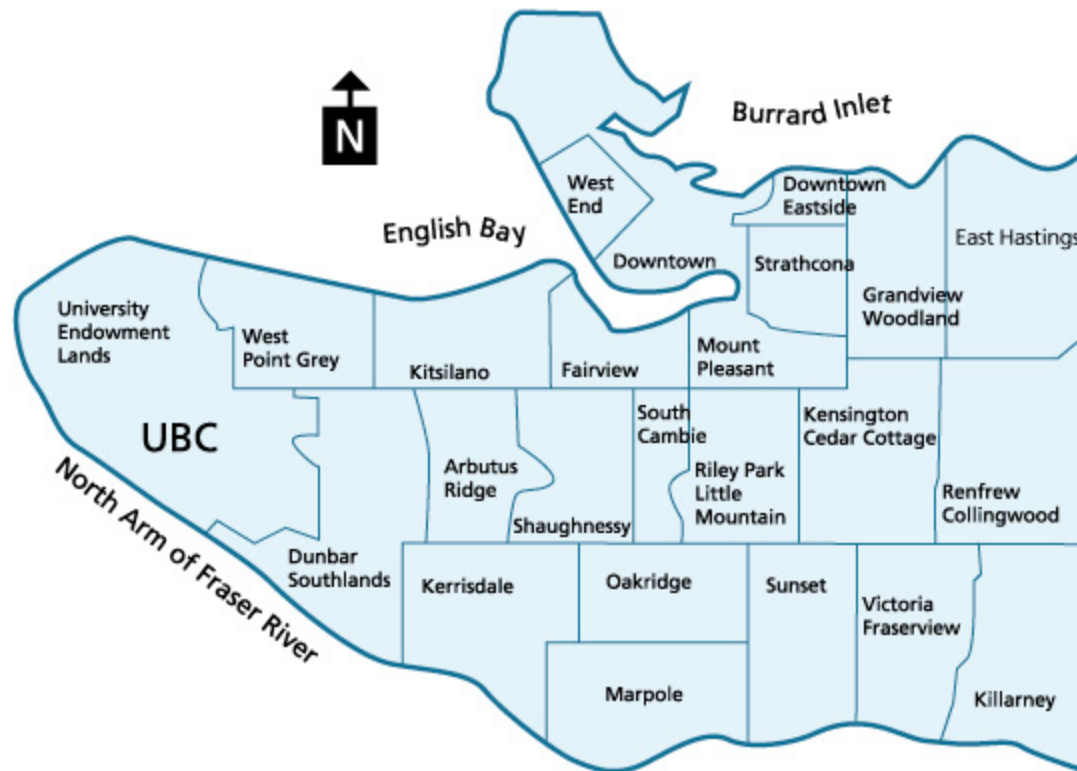
Who People Would Like to Lend to and How

Who respondents preferred to lend to.



How Far People are Willing to Go

- At least 60% of respondents wanted to borrow within their neighborhood (within 12 blocks).



How People want to Borrow

- At least 58% of respondents indicated their preference for the borrowing transaction to be facilitated by an online service in every category except Repair & Maintenance Tools, Household Appliances and Physical Media (where the preference sunk below 50%).



Some conclusions

- Most people want to share with their friends and neighbors
- Proximity is important
- Convenience of an online system can help
- The sharing of tools, recreation equipment, and event and entertainment equipment are areas of opportunity

Growing Vancouver's Sharing Economy

- Next steps for the Sharing Project are looking into: what sharing initiatives are neighborhoods in Vancouver interested in starting?
- To participate in the work of the Cities and the Sharing Economy, to increase the understanding of local government policies and practices that enable the diversity of sharing economy models

Thank You!

