

I believe in the powerful  
possibilities  
of the  
sharing economy  
for solving  
urban challenges





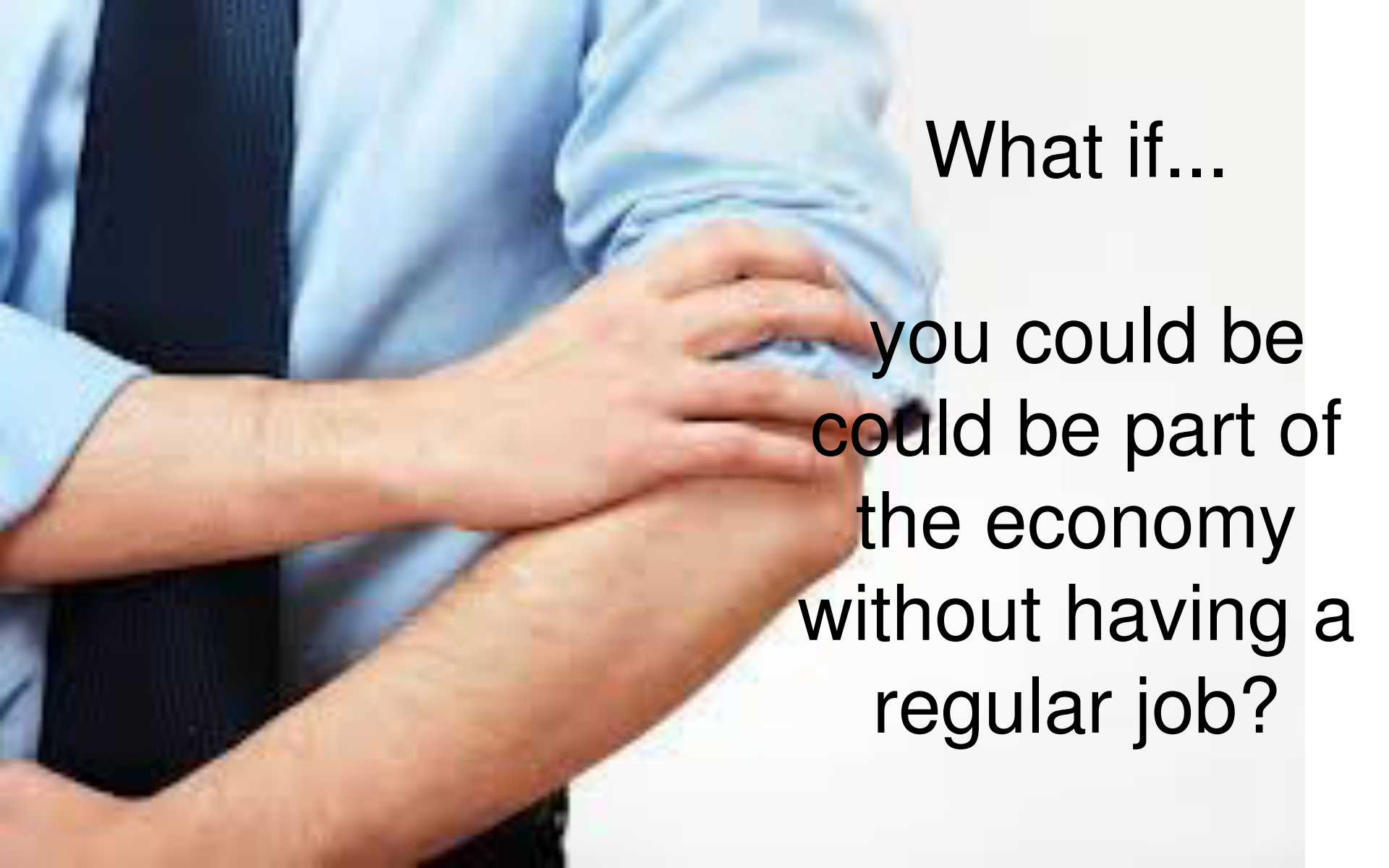
**Because  
Sharing Economy  
taps into  
unused  
Resources & Potential**



What if...

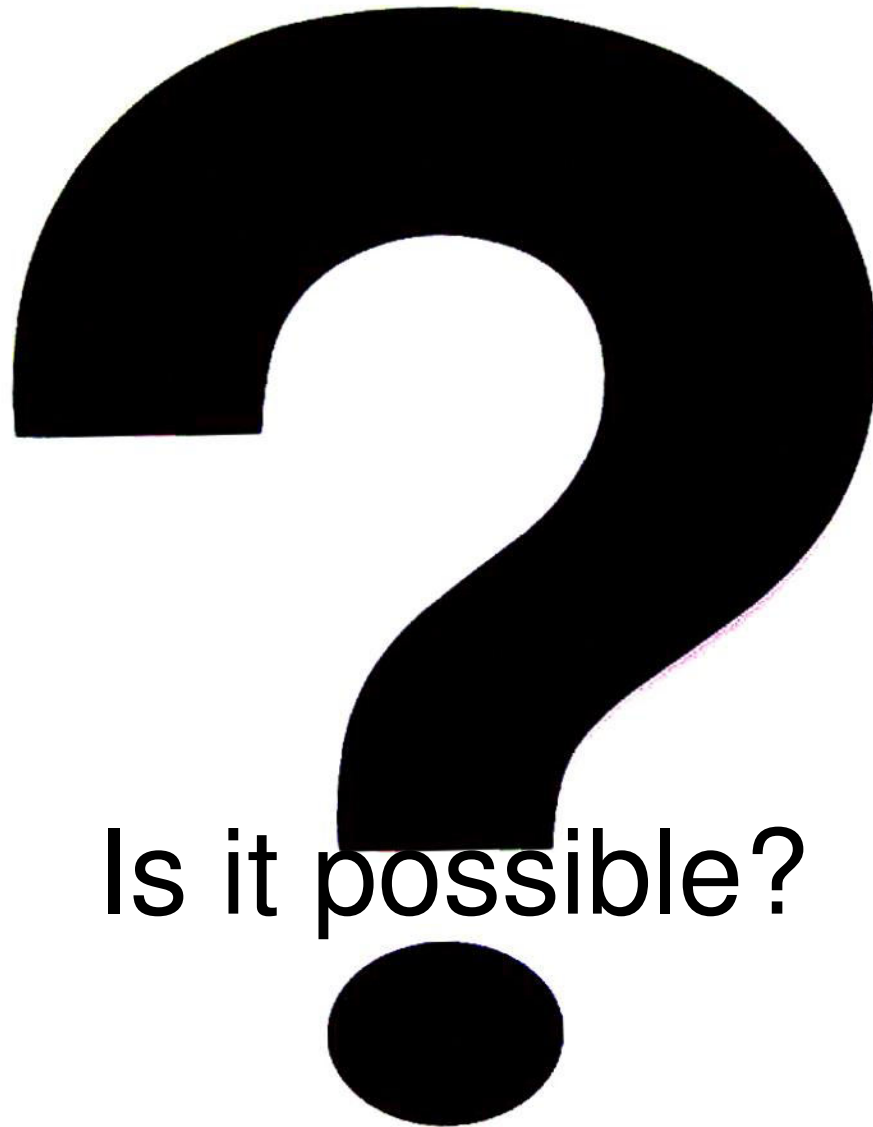
you could get  
all the things you need  
without paying money?





What if...

you could be  
could be part of  
the economy  
without having a  
regular job?



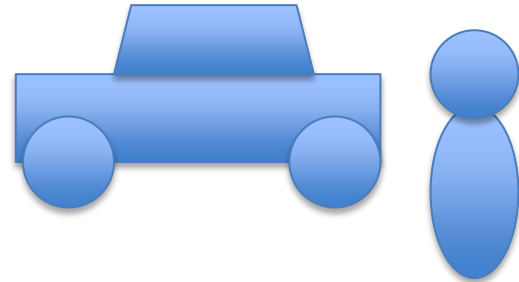
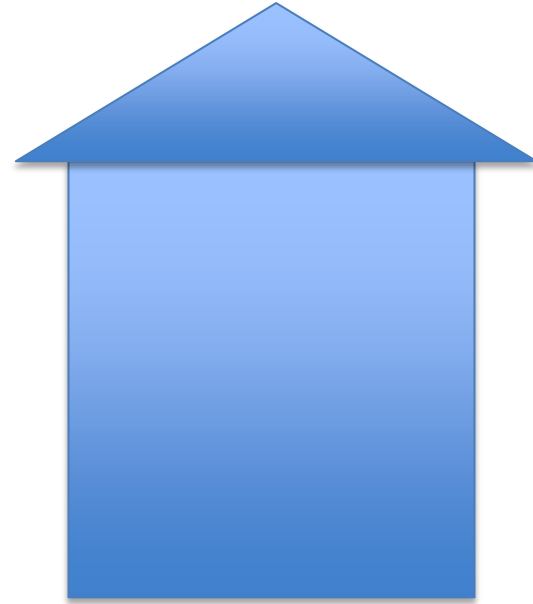
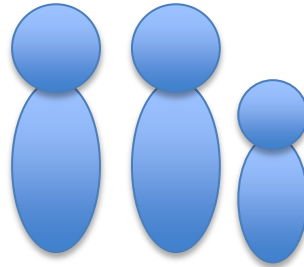
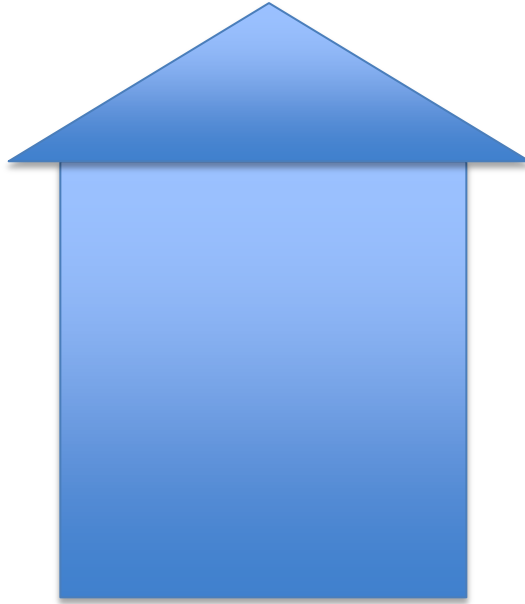
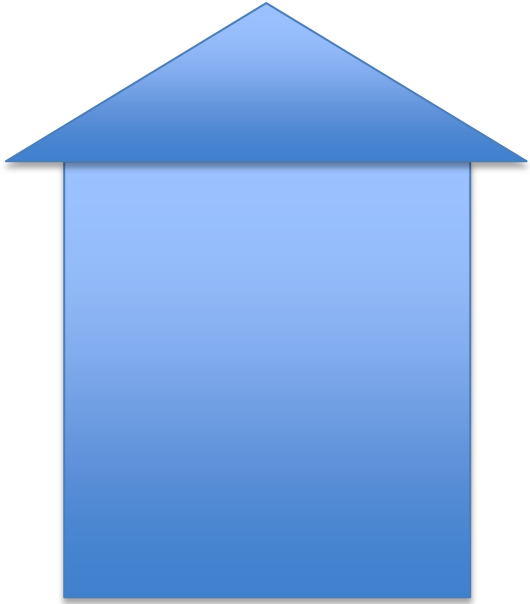
Is it possible?

Two large, black, curved arrows forming a circular cycle. The left arrow points downwards and to the right, while the right arrow points upwards and to the left, meeting at the center.

Sharing economy



# Basics





# Principles

Sharing of resources

Community

Link supply & demand

Access not ownership

Trust/reputation is currency

Works best in cities

Data is key







Fair trade cooperatives, borrowing shops  
and hippie communes

*Vs*

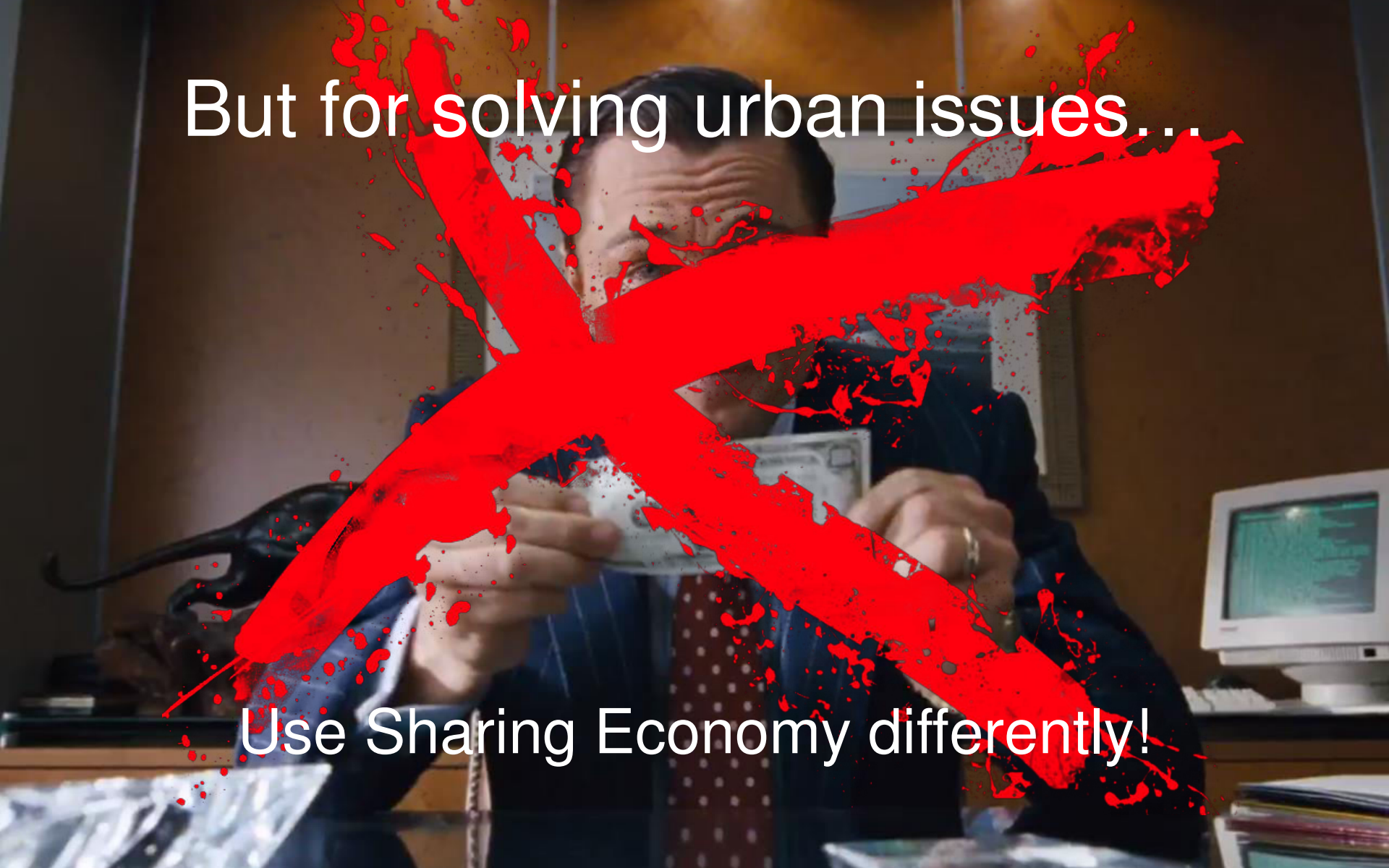
Massively funded technology start-ups like  
*Uber* and *AirBnB*

# Challenges

Who is in control of access?

Platform Capitalism



A man in a dark suit and tie is holding a stack of money. A large, thick red 'X' is drawn over the image, with red splatters and paint-like effects around it. The background shows an office setting with a computer monitor and a desk.

But for solving urban issues...

Use Sharing Economy differently!



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Jeremy Rifkin



SHAREABLE



**MENEER DE LEEUW**

Sapienza Business Game