Enabling Sharing Towns and Communities: The Role of Cities

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URBAN SHARING AT THE IIIEE

SHARING & THE CITY
Cities – Sharing – Sustainability

Grant Agreement No. 771872

URBAN SHARING
Sustainability & Institutionalisation

Malmö - Gothenburg - Amsterdam

URBAN SHARING
From Excess Economy to Access Economy

Amsterdam – Shanghai - Toronto – Seoul – Melbourne

http://www.urbansharing.org/project-1

Berlin – London - San Francisco

Sharing Cities Sweden

Malmö - Gothenburg – Stockholm – Umeå

www.urbansharing.org/
www.sharingcities.se

Voytenko Palgan, 9 October 2019

URBAN SHARING
Sustainability & Institutionalisation

Lund University

Sharing Cities Sweden

European Research Council

Grant Agreement No. 771872
The Role of Municipalities in the Sharing Economy, a video series of six films:

https://www.youtube.com/playlist?list=PLf_w1_nz9a2iyWS0RqBzCDNxqm_IJCwL

Urban sharing of assets has emerged as a prospective solution to sustainability challenges faced by cities. However, its sustainability potential and institutionalisation pathways have not been systematically examined. This research programme aims to examine, test and advance knowledge about...
KNOWLEDGE GAPS

Many examples but no systematic and balanced analysis of governance processes (c.f. Davidson and Infranca, 2016; Finck and Ranchordás, 2016; Ganapati and Reddick, 2018; WEF, 2017)

Attempts to describe city roles but no links with the theory (WEF 2017; Vidal & Fuster Morell 2018)

Urban governance frameworks call for empirical grounding (Bulkeley and Kern, 2006; Kern and Alber, 2008; Hodson and Marvin 2010)
METHODOLOGY

How do city governments engage with the sharing economy and what is their role in its institutionalisation?

Case studies of 6 cities: interviews (90+), mobile research labs (6), literature analysis (academic + grey), participant observation/workshops (4), focus groups (3)

Berlin
Gothenburg
London
Malmo
San Francisco
Amsterdam
CITY ROLES & GOVERNANCE MECHANISMS

• 5 mechanisms and 12 roles
• Theory and empirics driven framework
• Evolving framework
• Traditional top-down and collaborative governance
• Experimental governance

Source: Developed from Zvolska et al. 2018
CITY GOVERNANCE SPECTRUM

“-” NEGATIVE
REGULATE
BAN

“0” NEUTRAL
WAIT AND SEE
HANDS-OFF

“+” POSITIVE
STRATEGIC
SUPPORT

Prohibit Regulate Neutral/Ignore Encourage Support

Voytenko Palgan, 9 October 2019
CROSS-CITY COMPARISON
GOVERNANCE SPECTRUM OF CITY ACTIONS IN AMSTERDAM

- Prohibit
- Regulate
0 Neutral/Ignore
+ Encourage
++ Support

Uberpop & free floating bike sharing
Uber Short-term home rental
Local community-based SEOs
Car sharing to reduce congestion

*SEO – sharing economy organisation

Voytenko Palgan, 9 October 2019
GOVERNANCE SPECTRUM OF CITY ACTIONS IN LONDON & BERLIN

Prohibit

Regulate

Neutral/Ignore

Encourage

Support

Uber

Short-term home rentals

Uber

Short-term home rentals

Local community-based SEOs

Car sharing to address air pollution

Car sharing to cut costs for transportation

LONDON

BERLIN

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URBAN SHARING
Sustainability & Institutionalisation

Sharing & The City
Cities - Sharing - Sustainability

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GOVERNANCE SPECTRUM OF CITY ACTIONS IN GOTHENBURG & Malmö

Prohibit | Regulate | Neutral/Ignore | Encourage | Support

GOTHENBURG

Uber, short-term home rentals

MALMÖ

Local social business SEOs

Community-based and non-profit SEOs (social integration, justice)

Local for-profit SEOs (somewhat)

Voytenko Palgan, 9 October 2019
GOVERNANCE SPECTRUM OF CITY ACTIONS IN SAN FRANCISCO

- - - 0 + ++

Prohibit  Regulate  Neutral/Ignore  Encourage  Support

Short-term home rentals  Local and global SEOs

*SEO – sharing economy organisation
OUR CONTRIBUTIONS

**KNOWLEDGE**
A holistic, balanced, theory and empirics driven conceptual framework on municipal governance of the sharing economy

**PRACTICE**
A tool for municipalities (e.g. to place their actions, get inspired, communicate with politicians)

**THEORY**
Urban innovation governance: solid empirical grounding
Increasing prominence of collaborative and experimental governance approaches

Voytenko Palgan, 9 October 2019
LEARN MORE?


• Six snapshots: Amsterdam, Malmö, Gothenburg, San Francisco, London, Berlin

• Video series of six films on the Role of Municipalities in the Sharing Economy: https://www.youtube.com/playlist?list=PLf_w1_nz9a2iyWS0RqBzCDNxqrn_IJCwL
THANK YOU!

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