Developing business models for the sharing economy

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Sharing Economy

- Leveraging the idling capacity of goods and services

What is it?

Sharing Economy

• Leveraging the idling capacity of goods and services

• Offering access over ownership

What is it?

Sharing Economy

- Leveraging the idling capacity of goods and services
- Offering access over ownership
- To reduce our overall consumption and resource use

Tough questions: resource use

To what extent does “sharing” reduce the total need for products?

- e.g. Car sharing → number of cars?
- e.g. Clothing sharing → number of items sold?

Trends:

The global vehicle stock will be 2.5 times greater in 2030 than in 2002 and new car registrations are on the rise.

In the past 15 years clothing production doubled.

Ecologies of Business Models

A new way of investigating the real impact of sharing business models is the ‘ecologies of business models’ approach

→ analyses the symbiotic and competitive relations between new and existing business models.

→ Helps us understand the patterns of business models in a context (here, a city) rather than single business models.

→ To understand how these trends might contribute to sustainable development.

The impact of sharing on non-sharing

1. Impact of sharing vs. non-sharing
2. Dependencies
3. Nature of dependencies?
4. Modify, destroy or create through partnerships

- Modify
- Destroy
- Create

- Resources
- Infrastructure
- Products
- Services

- Neutral
- Competition
- Symbiosis

- Communities
- NGOs
- Partner X
- Partner Y
- Business X
- Business Y

Analyze dependencies
Increase positive impact and reduce negative impact
Sharing Business Models project

- A **strategic project** by Sharing Cities Sweden on novel business models for the sharing economy in cities.

- In partnership with **Manchester University** (investigates patterns in Manchester and London).

- Aims to investigate the real **impact of sharing business models** in cities by comparing multiple cities and the different business models operating therein.

- Uses the ‘**ecologies of business models**’ approach, to analyze the totality or patterns of business models in a context and across multiple systems rather than single business models.

- First focus on **mobility** and **car sharing**.
Gothenburg Timeline

Results

Neighborhood cooperatives in Sweden
- SAMBIL: 1980- present [Cooperative P2P]
- Majornas Bilkooperativ: early 1980s - 2018
- Sunfleet: early 2000s - present [Station-based]
- Bilpoolen.nu: 2007 – present [Station-based]
- MoveAbout: 2009-present [Electric station-based]
- Skjutsgruppen: 2007 – present [Ridesharing]
- Snappcar: 2009-present [P2P for profit]
- GoMore: 2015-present [P2P carshare, leasing, and rideshare]
- Ubigo: 2016 pilot in Gothenburg [MaaS]
- Passenger: 2018 – present [Ridesharing]
- Scooter start ups: 2018 – present
Results

Stockholm Timeline

- **Neighborhood cooperatives in Sweden (late 70s)**
  - SAMBIL: 1980–present [Cooperative P2P]
  - Stockholms Bilpool: 1997–present [Cooperative P2P]

- **Scooter start ups: 2018–present**
  - Aimo: 2018–present [Electric station-based]
  - Passenger: 2018–present [Ridesharing]

- **2000s**
  - Snappcar: 2009–present [P2P for profit]
  - Sunfleet: 2008–present [Station-based]
  - Bilpoolen.nu: 2007–present [Station-based]
  - MoveAbout: 2009–present [Electric station-based]

- **2010s**
  - DriveNow: 2015–2018 [Station-based]
  - Aimo: 2018–present [Electric station-based]
  - Skjutsgruppen: 2007–present [Ridesharing]
  - GoMore: 2015–present [P2P carshare, leasing, and rideshare]

- **2019**
  - Ubigo: 2019 pilot Stockholm [MaaS]

- **2019–present**
  - Scooter start ups: 2018–present
Timeline of car sharing in Sweden

1980-now
SAMBLIL.
[Cooperative]
Tech: view cars

1998-now.
Sunfleet.
[Station-based
car-sharing]

2007-now.
Bilpoolen.nu
[Cooperative]

2007-now.
Skjutsgruppen.
[Ride-sharing]

2014-2016.
Car2go.
[Free-floating
car-sharing]

2014-now.
Bil.coop
[Association]

2002-now.
GoMore.
[P2P Car-share
and ride-share]

Drivenow.
[Station-based
car-sharing]

2016-2016.
Ubigo.
[MaaS]

2018-now.
Snappcar.
[P2P car-
sharing]

2018-now.
Aimo.
[Electric Car-
sharing]

2018-now.
VOI Scooters
[Scooters]

2018-now.
Passenger
[Ride-sharing]

1980
1990
2000
2010

1985
1995
2005
2015

Neighborhood
car pools started
emerging around this
time, some of which
are around to this
day.
Examples of organisations

*Developed from ongoing work by Mike Hodson, AndY McMeekin, Frank Boons, Manchester University*
Findings & developments

- Long-standing experimentation and piloting with car sharing in Sweden, by individuals (since the 70’s), cities and companies
- .. but the sharing economy did not gain popularity in the common language until 2015 and is far from mainstream
- Sunfleet has emerged as a major carsharing player in Sweden, but car ownership is still the predominant mode of transport and is increasing
- In 2018, there were 4.8 million private vehicles on roads, a number that has only gone up in recent years (Trafik Analys 2019)
# Role of cities

<table>
<thead>
<tr>
<th>Role of cities</th>
<th>Self-government, provider and authority</th>
<th>Governing by partnership and enabling</th>
<th>Citizens / volunteer</th>
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<td>Initiator</td>
<td>Cities; Local government/ authorities</td>
<td>Cities; Local government together with others</td>
<td>Citizens or NGOs</td>
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Systemic innovations – mobility solutions that really lower environmental impact and reduce car dependencies

Ecologies of Business Models - recommendations

- Walking and cycling infrastructure top priority; not harmed by below developments
- Solutions part of systemic offering
- Car sharing to replace private ownership

Picture: own development of a ‘mobility hierarchy’
Concluding thoughts

- Long-standing experimentation and piloting with car sharing in Sweden ... but sharing economy is far from mainstream
- Worrying trends of rising car ownership and declining public transport usage (and perhaps less walking and cycling)
- Non-systemic handling and lack of integration of new initiatives (e.g., scooters)
- Ecologies of business models – modify, destroy or creating new dependencies – and ‘mobility hierarchy’ - might facilitate thinking about new pilots
- Successful examples emerge from support through public procurement; cities as enablers
- Various roles of cities: more steering, cooperative, or stimulating and facilitating on a needs-basis
- Need to remain critical about real environmental impact reductions
Questions / Feedback?

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