Barcelona Sharing Cities Plan

Joint Action Barcelona City Council & Dimmons UOC

Mayo Fuster Morell
Sharing Team

Projects

**European Projects**
- DECODE Giving people ownership of their personal data. Data Commons (2017-2019).

Co-creation Policies
- **SHARING CITIES ACTION** Programme of action coordination among cities on platform economy, in collaboration with Barcelona City Council. Organizers of the Sharing Cities Action Stand Lab 2019 at Smart City Expo World Congress, which gathers actors of the whole sharing ecosystem.
- Procomuns.net Forum for the co-creation of public policies that support common collaborative economy & public-commons partnerships at Barcelona.

Experimentation
- **Innovation methodologies** Methods & materials for new participative research ideation & distributed project management of collaborative research processes.

Team

- **Mayo Fuster Morell** PhD & Dimmons Director. Faculty affiliated at the Berkman Klein Center - Harvard University.
- **Ricard Espelt** PhD. Focus on platform cooperativism, agroecological cooperativism & art.

Doctoral Research

- **Enric Senabre** PhD candidate. Focus on co-design & Agile methods for collaborative research.
- **Vera Vidal** PhD candidate on sharing cities & Barcelona. Collaborator in projects as OuiShare Paris.
- **Sara Moreira** PhD candidate on communication strategies and tools for the commons in Portugal & Catalonia.

Action Production

- **Núria Valero** Coordinator of the research group in the Sharing Cities Action Task Force. Background in engineering.
- **Thais Ruiz** Coordinator of the Sharing Cities Action Stand Lab at Smart City Expo World Congress. Focus on gender & data. Founder of Digital Fems.
- **Mirela Manjón** Develops the communication strategy. Mainly focused on Sharing Cities Action. Background on cultural communication & production.
- **Jessica Agnel** Works around the topic of Sharing Cities Action ecosystem. Specialized in Citizenship, Interculturality, Youth and Non Formal Education.

Collaborators

- PhD candidates: Sergi Frías (4-helix), Marc Rocos (Blockchain).
- Mara Balestrini, Bruno Carballa, Paola Imperatore, Susana Martín, Manel Rebordosa, Guido Smorto, Elsa Soro, Monica Bernardi, Núria Reguero Jiménez, Natalia Rodríguez.

Dimmons is a research group part of the Internet Interdisciplinary Institute (IN3) recognized by the Catalan Government (2017 SGR 1590).

Dimmons research, as well as their strategic & gender plan, is open and available at www.dimmons.net.
Sharing economy

Consumption, exchange and production of goods and services between distributed groups of people supported by a digital platform

High sustainability expectations
(Botsman & Rogers, 2010; Cohen & Kietzmann, 2014; Heinrichs, 2013)

Disruptive expansion
(32 areas of activity)
Framework to assess sustainability of sharing economy platforms
State of sustainability studies sharing economy

- Only **9% of the studies** has focused on the potential benefits, costs and impact (Codagnone et al., 2016)
- **Social, economic and environmental sustainability dimensions** (Botsman and Rogers, 2010).
  - Most ex ante analysis (limited ex post analysis) and on extractionist models
    - **Social:** Increase or reduction of social inequalities? (Richardson, 2015; Dillahunt and Malone, 2015; Fraiberger and Sundararajan, 2015; Reich, 2015; Schor & Fitzmaurice, 2015)
    - **Environmental:** Favor or increase environmental problems? (Demailly et al. 2016; Parguel et al., 2016; Brimont et al., 2016)
  - Interested studies by platforms as lobbying strategies
Framework to assess sustainability of sharing economy platforms

Social
Economical
Environmental
+ Gender Equality
Political Sustainability
Internet Sustainability
GOVERNANCE AT THE LEVEL OF INTERACTION BETWEEN THE PEOPLE CREATING VALUE
- Definition of the mission
- Management of contributions
- Decision making in relation to community interaction
- Formal rules and policies and roles applied to community interaction
- Social norms
- Design of the platform

GOVERNANCE ON THE PROVISION OF THE PLATFORM
- Platform user status with regard to the provision of platforms
- Legal entity of the platform
- Decision making at the legal entity
- Transparency in the provision of platforms

ECONOMIC SUSTAINABILITY & purpose embedded in the economic model
- Oriented to economic benefits versus orientation to the social mission (type of entity)
- Distribution of benefits
- Growth model
- Commercial character of the interactions
- Bank practices
- Sustainability model
- Sources of income and capital

SOCIAL RESPONSIBILITY
- Performance of the mission
- Commitment to communal and relational capital
- Value of social use
- Reputation of the building
- Monetary value

KNOWLEDGE (data and content) policy
- License Website Content
- License Data
- Privacy

SOFTWARE & architecture policy
- Website code of the software platform: Free versus proprietary software.
- Infrastructure architecture: Decentralization level (e.g. A distributed architecture with Blockchain applications)

IMPACT on the creation of value
- Impacts on the creation of value and social responsibility in the face of externalities
- Favor social equality
- Favor gender diversity
- Favor the functional diversity of social inclusion or other groups at risk of social exclusion
- To favor economies of social responsibility - Intercooperation
- Environmental responsibility
- "Potential external impacts in case of exponential growth"
### Models of platforms

<table>
<thead>
<tr>
<th><strong>GOVERNANCE, DEMOCRATIC ECONOMY, ECONOMICAL SUSTAINABILITY AND PURPOSE EMBEDDED IN THE ECONOMIC MODEL</strong></th>
<th><strong>Open Commons</strong></th>
<th><strong>Unicorn</strong></th>
<th><strong>Platform coops</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundations, with systems of community participation</td>
<td>Economic models adapted to keep community governance</td>
<td>International company</td>
<td>SMEs &amp; cooperatives</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>POWER DISTRIBUTION; FREEDOM ALLOCATIONS AND OWNERSHIP EMBEDDED IN THE TECN AND KNOWLEDGE POLICY</strong></th>
<th><strong>Open Commons</strong></th>
<th><strong>Unicorn</strong></th>
<th><strong>Platform coops</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Collective and public ownership</td>
<td>Private ownership</td>
<td>Open software (replicable) Data policy depend</td>
<td></td>
</tr>
<tr>
<td>Open software (replicable)</td>
<td>Proprietary software</td>
<td>Closed data Restricted Copyright</td>
<td></td>
</tr>
<tr>
<td>Open data</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open licenses (eg Creative Commons)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>IMPACT ON VALUE CREATION AND SOCIAL RESPONSIBILITY TOWARDS EXTERNALITIES</strong></th>
<th><strong>Open Commons</strong></th>
<th><strong>Unicorn</strong></th>
<th><strong>Platform coops</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Social value</td>
<td>Economic value</td>
<td>Social and economic value</td>
<td></td>
</tr>
<tr>
<td>Circular economy - environmental impact</td>
<td>Gender discrimination complaints</td>
<td>Circular economy - environmental impact</td>
<td></td>
</tr>
<tr>
<td>Gender active policies</td>
<td>Environmental discrepancies</td>
<td>Gender active policies</td>
<td></td>
</tr>
</tbody>
</table>
Barcelona ecosystem
1000 identified cases directory.p2pvalue.eu

Study sample 10 & 100 cases
### Governance
- Involving the community in contributing to the digital platform in the decision making
- Possibility to participate at the platform so as to contribute to the contents of the initiative

### Economy
- The main objective of the project and/or organization is not profitability
- Everybody in the organization has economical information of it

### Knowledge policies
- Copy left license. The contents are able to be reuse it.
- Open data licence. Everybody could get and use data platform.

### Technological policies
- The platform is developed in Free/Libre and Open Source Software
- Software is hosted in differents servers

### Social responsibility
- Inclusion of socially disadvantaged groups and active gender inclusion policy
- Initiative takes care and promote environmental impact reduction
**DEMOCRATIC DIMENSIONS CORRELATIONS**

**TYPE OF COLLABORATIVE**
platform & production

**SOFTWARE & architecture policy**

**SOFTWARE & architecture policy**  ** KNOWLEDGE (data and content) policy**

**GOVERNANCE of community & platform**

**ECONOMIC SUSTAINABILITY & purpose embedded in the economic model**

**SOCIAL RESPONSIBILITY**

**IMPACT on the creation of value**

Low correlation  
High correlation  

**DIMMONS**

Digital Commons Research Group
1. Are the services adapted or available to people with functional diversity?
2. Is social responsibility prioritized when choosing the services providers (tech, fungibles...) to the platform? (like those linked to Procommons or SSE ecosystem)
3. Does the case have an environmental purpose or sensibility? Does the production undertaken by the community search a positive environmental impact?
4. Does the platform promote the recycling and circularity of materials?
5. Does the production support the proximity of consumption?

Social responsibility

- Social inclusion: 40%
- Procommun ecosystem: 66%
- Environmental responsibility: 20%
- Circular economy: 50%
- Local consumption: 70%

n=50
What would be the percentage among the people participating in the platform of men and woman?
A Framework for Assessing Democratic Qualities in Collaborative Economy Platforms: Analysis of 10 Cases in Barcelona

Mayo Fuster Morell 1 and Ricard Espelt 2,3

1 Berkman Klein Center for Internet and Society, Harvard University, Cambridge, MA 02138, USA
2 Internet Interdisciplinary Institute, Open University of Catalonia, 08009 Barcelona, Spain
3 Correspondence: ricard@icsi.edu; Tel.: +34-627-515-560

Received: 2 June 2018; Accepted: 21 July 2018; Published: 23 July 2018

Abstract: The term “collaborative economy” or “collaborative economy platforms” refers to the exchange, sharing, and collaboration in the consumption and production of capital and labor among distributed groups, supported by a digital platform. Collaborative economies’ use is growing rapidly and exponentially, creating high expectations of sustainability and their potential to contribute to the democratization of the economy. However, collaborative economy platforms lack a holistic framework to assess their sustainability and pro-democratization qualities. In addition, there is confusion about platforms which present themselves as collaborative when they actually are not, and similar uncertainties and ambiguities are associated with diverse models. To address this confusion, this article provides a framework for assessing the pro-democratic qualities of collaborative economy initiatives. It was applied to 10 cases in the context of the city of Barcelona. The methods used in this study include mapping and typifying 10 collaborative economy cases in the city, structured and in-depth interviews, and a co-creation session.

Keywords: collaborative economy; platform economy; city of Barcelona

1. Introduction

The term “collaborative economy” or “co-creation economy” refers to the exchange, sharing, and collaboration in the consumption and production of capital, and labor supported by a digital platform. The use of collaborative economy platforms is growing rapidly and exponentially, bringing high expectations of sustainability and their potential to contribute to the democratization of the economy. However, collaborative economy platforms lack a holistic framework to assess their sustainability and pro-democratization qualities. In addition, there is confusion about platforms which present themselves as collaborative when they actually are not, and similar uncertainties and ambiguities are associated with diverse models. To address this confusion, this article provides a framework for assessing the pro-democratic qualities of collaborative economy initiatives. It was applied to 10 cases in the context of the city of Barcelona. The methods used in this study include mapping and typifying 10 collaborative economy cases in the city, structured and in-depth interviews, and a co-creation session.
Program of collaboration between 70 cities councils around the world to support commons actions on challenges and opportunities of digital platforms policies

www.sharingcitiesaction.net
Declaration of Sharing Cities

Principle #1
Platform models differentiation
Distinguish between the different models of digital platforms regarding their functioning and impacts, in order to design public policies according to this differentiation.

Principle #2
Labour
Empower people to have opportunities to earn or increase their income through new work agreements and adapt fiscal policies without contributing to social precariousness or constituting an administrative burden.

Principle #3
Labour
Provide fair working conditions and access to benefits and rights for workers.

Principle #4
Inclusion
Prevent discrimination and bias by supporting fair and equal access to work for people of all incomes, genders and backgrounds.

Principle #5
Public protection
Prevent discrimination and bias by supporting fair and equal access to work for people of all incomes, genders and backgrounds.

Principle #6
Environmental sustainability
Promote sustainable practices and share within the framework of a circular economy, to foster and promote the development of these activities in order to reduce emissions and waste.

Principle #7
Data sovereignty and citizens’ digital rights
Protect citizens’ digital rights through the implementation of Technological Sovereignty policies and ethical digital standards.

Principle #8
City sovereignty
 Guarantee respect for the legal jurisdictions of cities given the potential disruption from the digital platforms, create a coordination mechanism and tools to support cities in their negotiation and work together among cities to encourage changes in regulatory and framework policies.

Principle #9
Economic promotion
Promote the development of local collaborative economic ecosystems and particularly small and medium enterprises (SME), based on positive impact in cities–as described in the first principle–through entrepreneurship support programs, participative tools, funding or other promotion tools.

Principle #10
General interest
Preserve the Right to the City and Urban Commons, strengthen communities, protect General interest, public space, and basic human rights, such as access to affordable and adequate housing.
Dimmons Strategic Planning (v1.0) for 2018-2023

SHARING CITIES DECLARATION: CITIES’ COMMON PRINCIPLES AND COMMITMENTS FOR CITY SOVEREIGNTY REGARDING THE PLATFORM ECONOMY

The Sharing Cities Summit Mayors and Deputy Mayors gathered from leading cities around the world in November 2018 to discuss how the continuous growth of platform economies impacts on the life and economic development of the cities, as well as what innovative measures can be taken to meet the challenges and opportunities cities face.

Models of platform economy based on collaboration and sharing foster an atmosphere of vibrancy, innovation and economic prosperity for citizens and cities by creating opportunities for individuals and communities to interact, support and benefit from mutual engagements in shared interests. At the same time, some cases and models of platform economy are challenging cities’ sovereignty. As a result of previous summits in Amsterdam 2016, NYC 2017, and the formal agreements of the Barcelona Summit in November 2018, 42 cities attending concurred on the following common Declaration of principles and commitments of the cities to take advantage of these opportunities and to face the challenges.

PLATFORM MODELS DIFFERENTIATION

Principle #1. To distinguish between the different models of digital platforms regarding their functioning and impacts, in order to design public policies according to these differentiations.

Distinguish digital platforms and platform activities which are not built on truly collaborative models, from platform models that are collaborative and constitute opportunities for the city’s economic activity. The set of qualities that characterize collaborative platforms and determine differences between platforms are to host pro-actively peer-to-peer relationships; to be based on fair economic models and contributions; to favor participative community governance; openness and transparency of its technology and data; inclusion by providing equal services to the different segments of the city inhabitants avoiding any discrimination; and responsibility towards negative impact.

Labour

Principle #2. Empower people to have opportunities to earn or increase their income through new work agreements and adapted fiscalities without contributing to social precariousness or constituting an administrative burden.

Principle #3. Ensure fair, legally compliant and timely compensation. Provide fair working conditions and access to benefits and rights for workers (earnings maximization, minimum or regulated wages, income security, wage predictability, protection against arbitrary behavior, rejection of excessive workplace surveillance, right to log off, collective bargaining).

Inclusion

Principle #4. To prevent discrimination and bias by supporting fair and equal access to work for people of all incomes, genders and backgrounds.
Governance: 10%
Economic sustainability: 59%
Data policies: 8%
Technology policies: 3%
Social responsibility and Impact: 20%
Governance: 0%
Economic sustainability: 67,6%
Data policies: 0%
Technology policies: 1,9%
Social responsibility and Impact: 30,6%
1. Platform model differentiation
2 & 3 Labour
4. Inclusion
5. Public protection

Democratic Governance

6. Environmental sustainability
7. Data sovereignty & citizens' digital rights
8. City sovereignty

ECONOMIC MODEL

9. Economic promotion

TECHNOLOGY

10. General interest

DATA

11. Governance

GOVERNANCE

12. Responsible consumption and production

13. Health

SOCIAL RESPONSIBILITY

14. Water

IMPACT

15. Peace, justice, and strong institutions

16. Partnerships for the goals

17. Global partnerships

Positive social impact

Equity and inclusion

Circular economy

Free and open tech

2, 3, 5 Labour

Fair economy
Work in progress: Sustainability qualities of platform and Sustainable Development Goals (SDG).

Initial hypothesis:

- SDG are embedded mainly in the **impact and responsibility dimensions**, and, then, **economic model (Governance and knowledge dimensions are not consider at SDG)**
- The **impact and responsibility dimension** is among the worth performed by the sample
- A lot of work and improvements ahead on sharing economy platforms sustainability!!!
- The **Sustainability Start and Sharing Declaration** is a step forward for shifting Sharing Economy towards the ODS
Sharing Cities Encounter
@ Smart City World Congress Expo

Barcelona, 19 & 21 Nov 2019

www.sharingcitiesaction.net