

URBAN SHARING IN MALMÖ

Country: Sweden
Population (city): 312,012
Population (metro): 728,293

City area: 332.6 km²
Government: Malmö
municipality



SHARING & THE CITY

Cities – Sharing – Sustainability



**Sharing
Cities
Sweden**

A NATIONAL PROGRAM
FOR THE SHARING
ECONOMY IN CITIES

Urban Sharing at a Glance

Malmö is a culturally diverse city with rich industrial heritage and a strong vision to become a knowledge hub while advancing sustainability. Sharing organisations mainly engage with consumer goods sharing (e.g. bikes, electric scooters, cars, clothes, toys, tools, sports equipment), and are they are led by Malmö City, SMEs or they are community-based. Since 2014, Malmö City has included the development of collaborative and access-based consumption, circular and sharing economy to advance sustainable lifestyles in its Action Plans for its Environmental Programme. The City promotes sharing of consumer goods. It does not engage with the platform economy in accommodation and mobility sectors as it has not encountered any challenges with large platforms (e.g. Airbnb or Uber). These are regulated by national legislation. It also considers the largest sustainability potential in advancing the sharing of consumer goods.

City Strategies, Agenda and Position on Sharing

Malmö does not have any local strategy on sharing but has an ambition to develop one. In its Action Plan for the Environmental Programme 2009-2020 it stresses that continuous support from the municipality is needed for specific sharing and circular economy organisations. The Action Plan sets a goal to develop partnerships between different actors to advance sustainable lifestyles by focusing on the sharing economy, circular economy and sustainable textiles. The Environmental Department is responsible for this task while other departments may be involved. The Environmental Department works with sharing at a strategic level through three projects: Malmö Innovation Arena, Sharing Cities Sweden and Sharing City Malmö. Sharing Cities Sweden is funded by Swedish Innovation Agency VINNOVA, Swedish Energy Agency and Swedish Research Council FORMAS. As part of this programme, the area of Sege Park will be transformed into a living and sharing hub with many sharing services available for its dwellers. Other departments at Malmö City work with sharing at the operational level and include Streets and Parks, Leisure, Culture, Libraries and Service Departments. The City is a member of the Sharing Cities Alliance since 2017.

Drivers for Sharing

Drivers for sharing in Malmö include:

- Openness to innovation and creative ways of mobilising resources by the City
- Strong socialistic movements, participatory processes and experimental culture
- Tradition of successful collaborations between the City and external actors
- Explicit targets by the City to catalyse partnerships between the sharing actors
- National funding through Sharing Cities Sweden programme
- Potential of sharing to contribute to resource-efficiency, reduce environmental impacts, build social capital and save money for users



Barriers to Sharing

Barriers to sharing in Malmö include:

- A need for explicit distribution of roles and responsibilities between Malmö City departments in their work on sharing
- Internal City bureaucracy and resistance to change its routines
- Economic struggles of for-profit sharing organisations resulting in low dynamics of business start up scene for sharing
- A need for a critical mass to have a pool of resources to be shared and uneven distribution of these resources
- Consumerist society built around owning stuff and creation of identity through possessions
- Lack of knowledge about sharing initiatives and resistance to change among citizens
- Uncertainty about social, economic and environmental impacts of sharing

Sustainability and Sharing

Environmental sustainability

For Malmö City, environmental sustainability is an important driver to advance sharing. The intention is “to connect social and environmental sustainability to enable simplicity and a good life.” Sharing of consumer goods and bikes is prioritised since these are viewed as the most environmentally promising forms of sharing. Sharing is not seen as a panacea to all consumption problems, but as one possible solution.

Social sustainability

The work of Malmö City on sharing is very connected to social sustainability and its goals on social inclusion and equity. The social agenda dominates strategic planning for sharing in Malmö. For example, sharing is seen as having potential to offer access to assets for population groups, who cannot afford owning such assets, and therefore contribute to elimination of poverty. Some sharing initiatives (e.g. Fritidsbanken, Garaget, STPLN) clearly support the values of inclusiveness, equity, social justice and affordability for all.

Economic sustainability

There is an interest by the City to see whether sharing offers a possibility to create higher living standards and jobs. The sharing business start up scene in Malmö is not that dynamic yet. However, in Sege Park the City encourages developers to implement sharing solutions. There is also an intention to capitalise on the knowledge and experience of sharing entrepreneurs to develop sharing services in Sege Park.

Malmö Citizens and Sharing

According to the survey by Malmö City, 83% of Malmö citizens consider sharing something. Key motivations to share include saving money (60%), environmental sustainability (56%), a possibility to meet other people and help out (37%) and the problem of stuff taking up too much space at home (34%). The main barriers to sharing include inability to control alternatives (38%), sharing being troublesome (28%) and desire to own (27%). Malmö City argues that to spread sharing it has to be “easy and attractive”.

