



# Las ciudades colaborativas



MUNICIPALS 2015  
SEMINARI



Albert Cañigueral  
@AlbertCanig



**CONSUMO**  
COLABORATIVO



**OUI SHARE**

@AlbertCanig  
#consumocolaborativo

@OuiShare\_ES  
#ouishare







# OUISHARE

## A global community

with the mission to **build and nurture a collaborative society** by connecting people, organizations and ideas around fairness, openness and trust.



# community

we are building a global network of local communities of peer-to-peer practitioners and analysts, through events, online groups and network weaving

# think tank

we produce knowledge on the peer-to-peer transformation, through research, publications, our collaborative online magazine and participatory events, in partnerships with academia, think tanks and our global expert network

# do tank

we instigate, support and incubate meaningful projects and experimentations from our community members and social innovators, and enable fruitful collaborations with public institutions and progressive companies

# education

inspiring and enabling students and professionals to apply community thinking to the challenge of building a more collaborative society, through interactive classes within universities, coworking spaces and online webinars

# La Economía Colaborativa

= las prácticas y modelos económicos basados en **estructuras horizontales** y **comunidades** que transforman nuestra manera de vivir, trabajar y crear

# *Economía colaborativa: el futuro nunca estuvo tan presente*

MARCEL BEYER

Actualizado: 15/07/2014 **12:28 horas**

Aunque parezca mentira, ya no se trata de acumular, de poseer, de tener la propiedad de las cosas, sino que el futuro de la sociedad está en el acceso a los bienes. En lugar de comprar un coche para ir cada día al trabajo, lo compartes con otros que van a la misma zona cada mañana. Ya no comprarás una segunda residencia, sino que intercambiarás la tuya por otra en alguna ciudad del mundo donde nunca antes hayas estado. ¿Tienes una idea? Monta tu propio negocio y comparte un edificio de oficinas con otros como tú. Si ya no te cabe ropa en el



# Collaborative Economy includes all practices and economic models based on horizontal structures and communities

1 CONSUMPTION  
*sharing economy*



2 DESIGN & FABRICATION  
*open design & manufact.*



3 OPEN KNOWLEDGE



4 P2P FINANCES  
*crowdfunding*



5 GOVERNMENT  
*opengov & flat orgs*



6 EXCHANGE SYSTEMS  
*currencies, timebanks*





**Collaborative Economy** includes all practices and economic models based on **horizontal structures** and **communities**

1

CONSUMPTION

share

**CIUDADANOS COMPARTEN**



2

DESIGN & FABRICATION

open design & manufact.

Make:



3

OPEN KNOWLEDGE

**CIUDADANOS PRODUCEN**



4

P2P FINANCES

crowdfunding

verkami



5

GOVERNMENT

open

**CIUDADANOS CREAN PROCOMÚN**



6

EXCHANGE SYSTEMS

currencies, timebanks



ADBdT



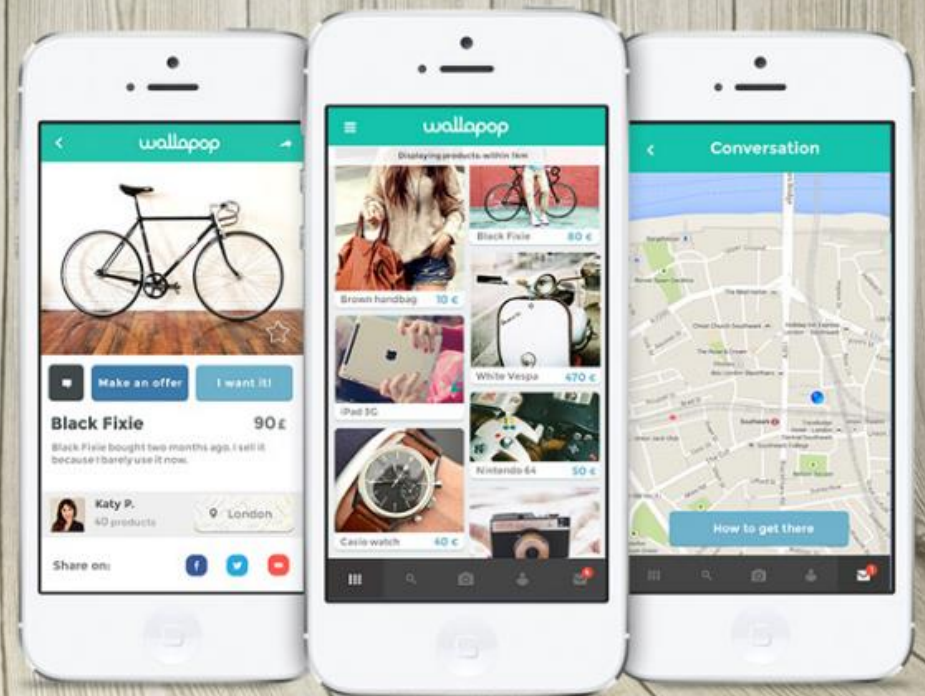
OpenBadges

**CIUDADANOS  
COMPARTEN**



- ✓ 3+ M de descargas
- ✓ 20 M €/mes en transacciones

Discover nice things in your area and  
make some money by selling what  
you don't need any more





# Alquiler de vehículos entre particulares

Fácil, económico y cercano

¿Dónde buscas vehículo?

Recogida

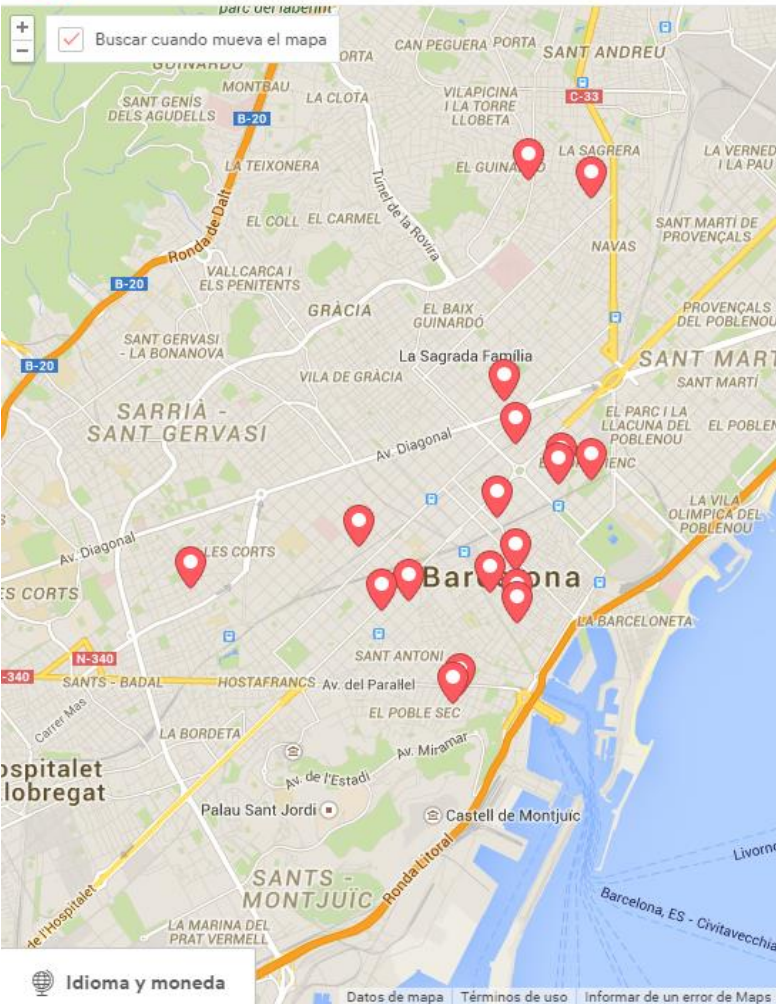
09 ▼ 00 ▼

Devolución

18 ▼ 00 ▼

Mini One de olga en Madrid





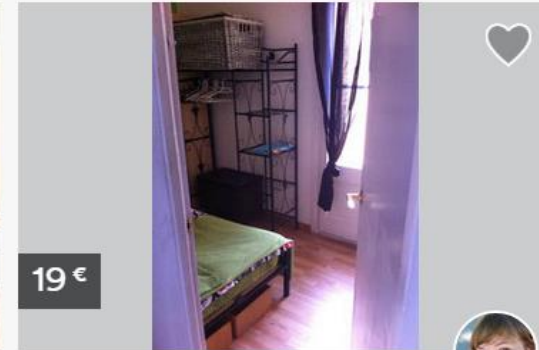
Filtros

Más de 1000 alquileres · Barcelona



80 €

Casa del Pi Private double room.  
Habitación privada · 19 evaluaciones · Barcelona



19 €

habitación con balcón céntrica BCN  
Habitación privada · 20 evaluaciones · El Poble-sec, B...



40 €

Apartamento zona Sagrada Familia  
Casa/apto. entero · 140 evaluaciones · Guinardó, Barc...



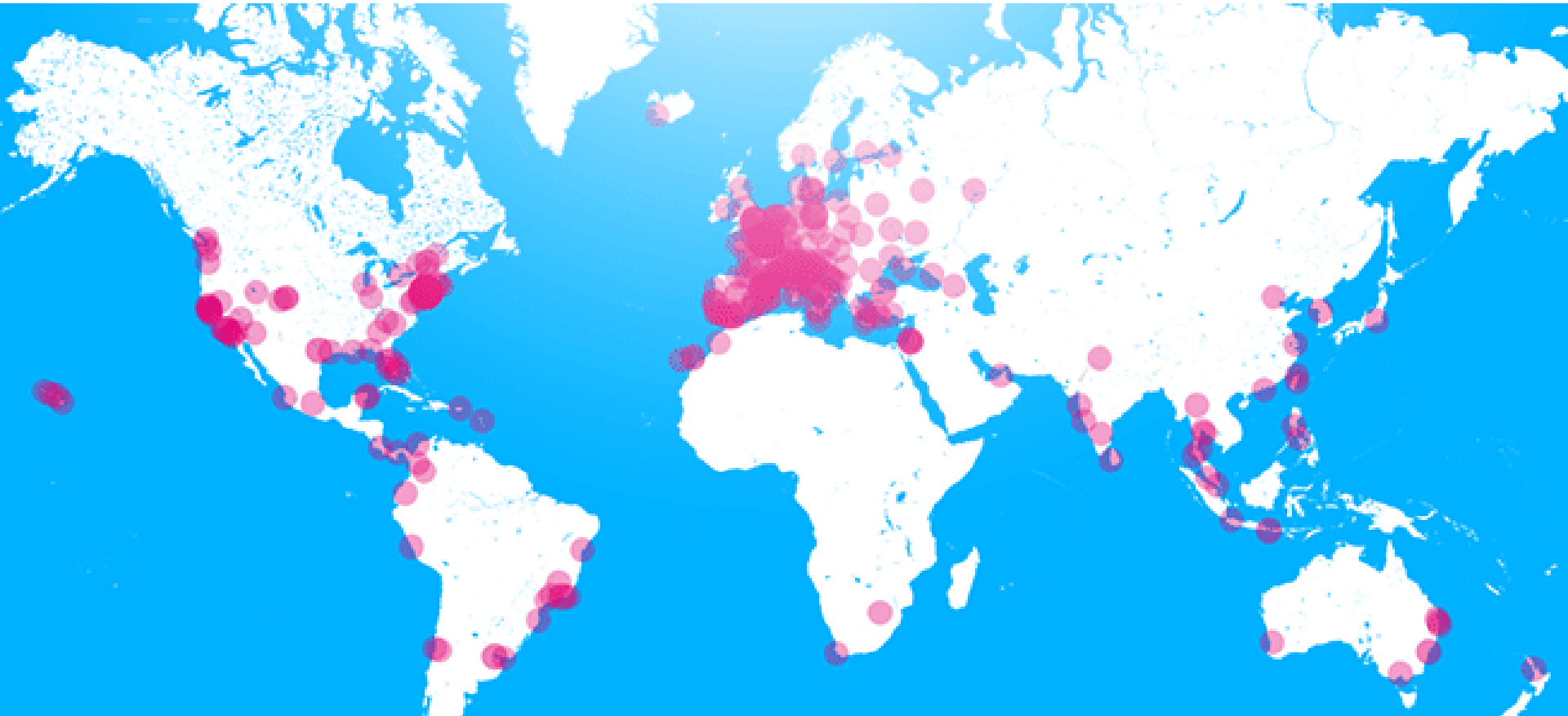
45 €

Amazing location with two bikes!  
Habitación privada · 16 evaluaciones · Barcelona





- ✓ 34.000 ciudades
- ✓ 1 millón viajeros/mes



# airbnb

# InterContinental Hotels Group

650,000 hab.

650,000 hab.

6 años

63 años

SIN inventario

PROPIETARIO

1000 empleados

120,000 empleados

Market cap. \$13B

Market cap. \$10B



**Brian Chesky**

@bchesky

Marriott wants to add 30,000 rooms this year.  
We will add that in the next 2 weeks.

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [Buffer](#) [⋮ More](#)

RETWEETS

299

FAVORITES

232



8:11 PM - 10 Jan 2014



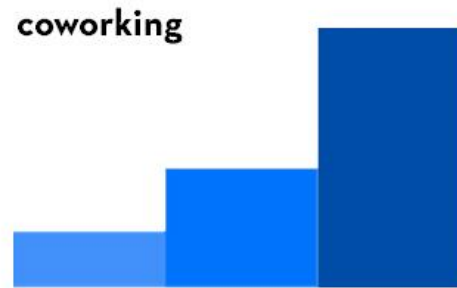
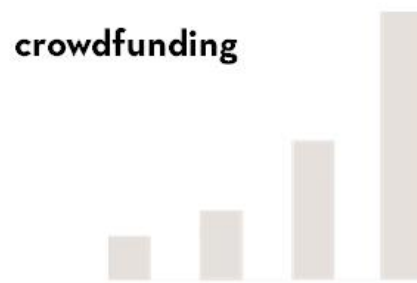
@JaviCreus



Las organizaciones de **la economía abierta y colaborativa** son capaces de hacer cosas [...] de **una forma más económica, más transparente y más eficiente ...**



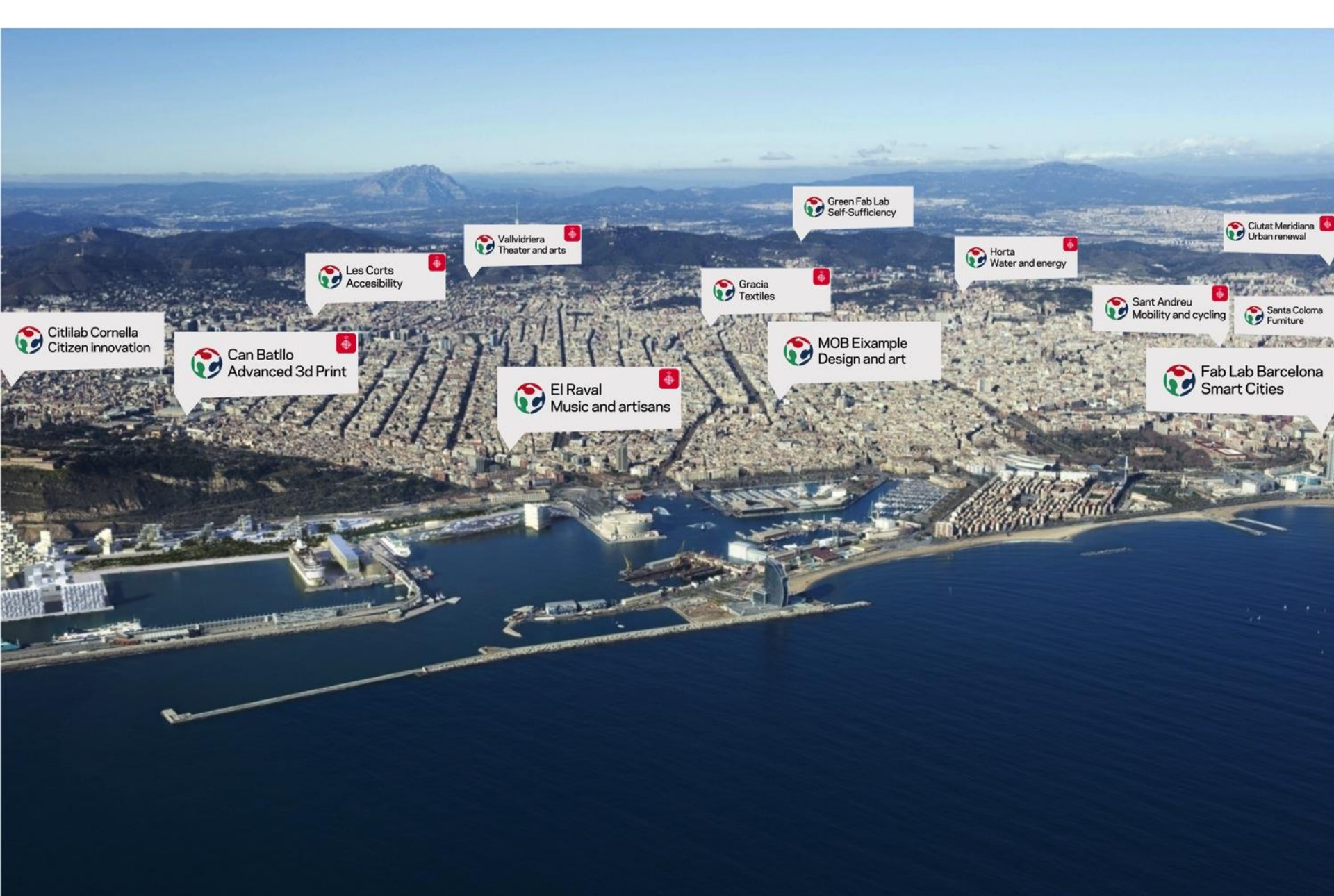
# ... a veces insultantemente mejor



**CIUDADANOS  
PRODUCEN**







global  knowledge

# decentralized production

local  infrastructure





open source  
hardware

OpenDesk 



Designs

Makers



Studio

Workshop

Fit out your **work space** with **open furniture** »





open source  
hardware

**LM LOCAL MOTORS**

[Explore](#) [Shop](#) [Microfactory](#) [Vehicles](#) [Blog](#)

[Q](#) [Log In](#) [☰](#)

# Introducing The World's First 3D-Printed Car

A fully functional 3D-printed vehicle designed and developed with a global community

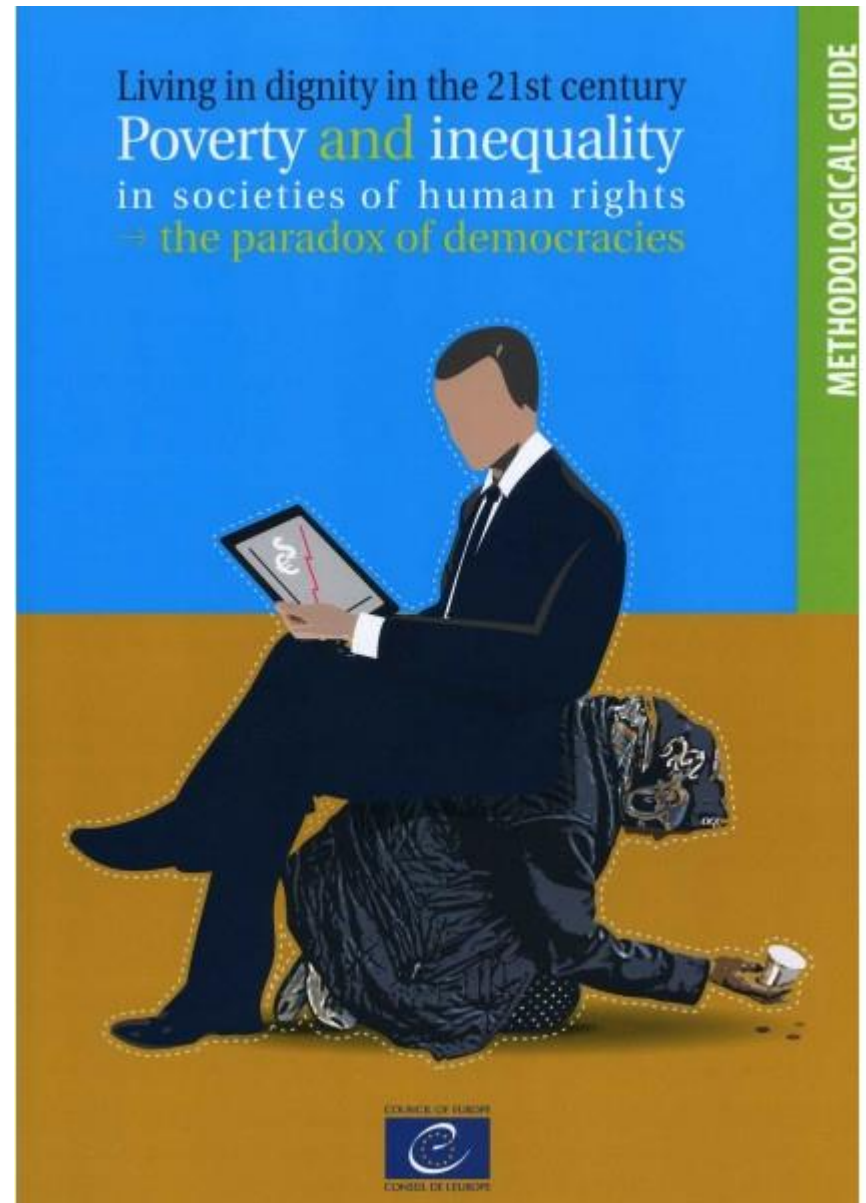
[Learn More](#)



**CIUDADANOS  
CREAN PROCOMÚN**

“**Commonification** is a process in which the inhabitants of a territory regain capability and power to make decisions, to orientate choices, rules and priorities, **reappropriating themselves of the very possibility of governing and managing goods and services in a participatory manner.** It is this first-person activity which **changes citizens into commoners.**”

Tommaso Fattori in *Living in Dignity in the XXIst century.*



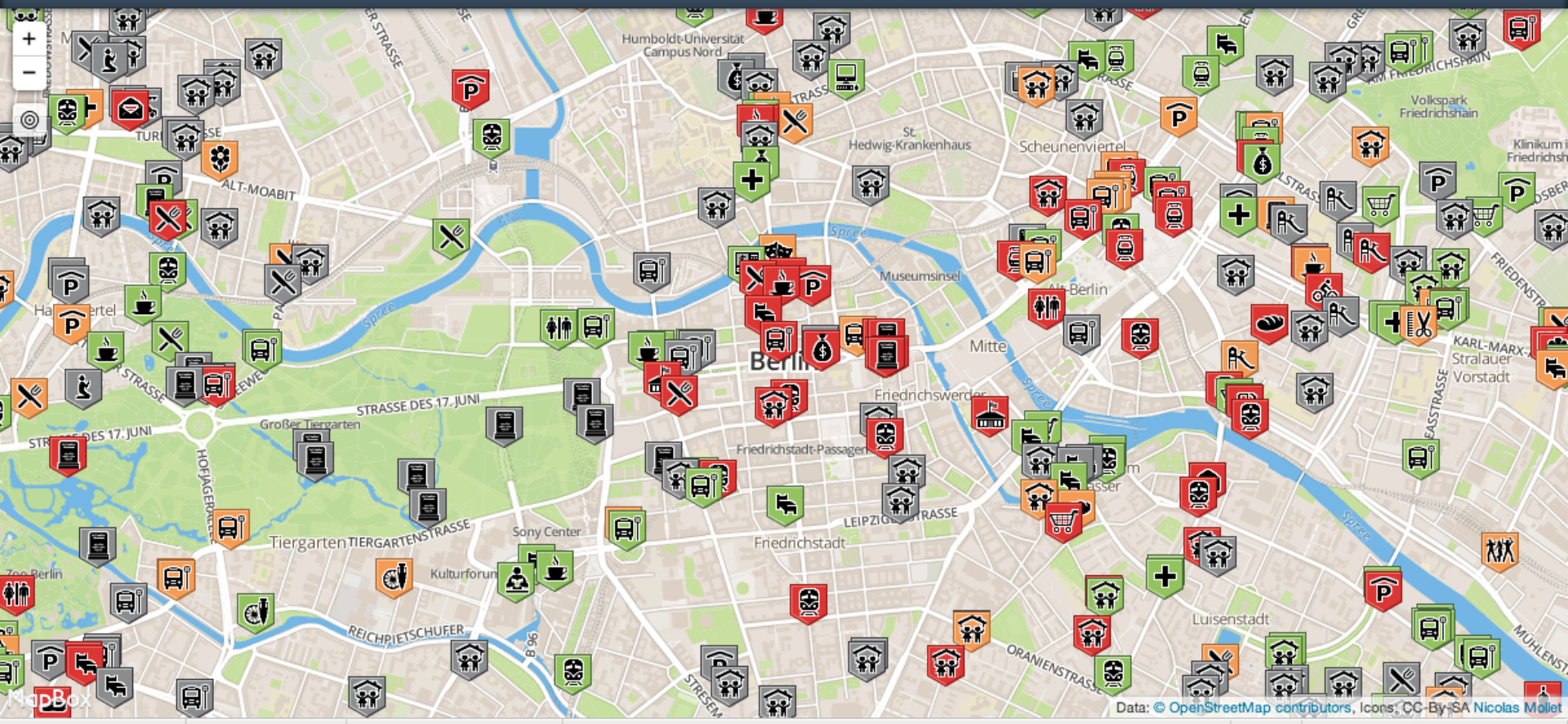


# Crowdfunding local (Bologna)





# Mapas y apps

berlin       Categories 12



Data: © OpenStreetMap contributors, Icons: CC-BY-SA Nicolas Möller

 447274  Tweet 301  Like 353

Main supporter  Imprint A project by  SOZIALHELDEN





**VIQUIPÈDIA**  
L'enciclopèdia lliure

[Portada](#)  
[Portals temàtics](#)  
[Article a l'atzar](#)  
[Articles de qualitat](#)

[Comunitat](#)  
[Portal viquipedista](#)  
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[Llengües](#)

Projecte [Discussió](#)

Mostra [Modifica](#) [Modifica el codi](#) [Mostra l'historial](#) [Més](#) ▾

## Viquiprojecte:Viquitrobada 2014



# Viquitrobada 2014

15 i 16 de novembre de 2014 - Tarragona



Biblioteca Pública de Tarragona

La Viquitrobada 2014 ja ha acabat. [\(refresca\)](#)

### Viquitrobades

#### Llista de viquitrobades

- 2007: Lleida
- 2008: Barcelona (Raval)
- 2009: Figueres
- 2010: Badalona
- 2011: no celebrada
- 2012: Sabadell
- 2013: Barcelona (Horta-Guinardó)
- 2014: Tarragona**
- Viquitrobades futures**
- 2015: Girona



[Què és la Viquitrobada?](#) [\[ modifica | modifica el codi \]](#)



**¿Cómo sería una plaza que funcionase como Wikipedia? ¿Cómo se leería un espacio urbano en el que cualquier persona pudiese agregar párrafos, objetos, como en una entrada de Wikipedia? ¿Cómo sería la gestión colectiva de su contenido? ¿Quién redactaría las normas? ¿Qué procesos activaría la inteligencia coletiva?**



**Compartir lo cambia todo**

Clay Shirky



# Understanding “New Power”





# Legalidad, licencia, seguros, fiscalidad, etc.

## Cataluña multa al portal Airbnb por comercializar pisos turísticos ilegales

- La Generalitat considera pedir que se impida el acceso al portal si no los retira
- Coto a la economía colaborativa

LLUÍS PELLICER | Barcelona | 6 JUL 2014 - 21:15 CET

164

Archivado en: Apartamentos turísticos Airbnb Generalitat Cataluña Cataluña Alojamiento España Administración autonómica Hostelería Empresa



## Huelga de taxistas contra una aplicación para compartir coche

En Barcelona habrá una manifestación en la plaza de Catalunya



RICARD CUGAT

Plaza de Sants, el 26 de septiembre.

## Titulares

Servicio de noticias de agencias

TODOS

EMPRESAS

Banca

TMT

Energía

Inmobiliario y Construcción

Transporte y Turismo

Automoción e Industria

Distribución

BOLSAS

ECONOMÍA

## Fenebús pide cerrar blablacar.es porque perjudica a usuarios y transportistas

Menéame

Twitter 0

Recomendar

Sé el primero de tus amigos en recomendar

Tags: empresas, transporte y turismo



13/03/2014 | EFE

Madrid, 13 mar (EFECOM).- La Federación Nacional Empresarial de Transporte de Autobús (Fenebús) ha solicitado hoy el cierre de la página web blablacar.es, que pone en contacto a usuarios para compartir coche, al considerar que lesiona gravemente los intereses de las empresas de transporte de viajeros legalmente establecidas.

Según ha señalado la federación en una nota de prensa, la actividad de blablacar.es (relacionar particulares que van a hacer un mismo viaje para compartir vehículo a cambio de un precio determinado) no cuenta en España



# Competencia OK!



COMISIÓN NACIONAL DE LOS  
MERCADOS Y LA COMPETENCIA

CNMC

Competencia

Telecomunicaciones y  
S. Audiovisuales

Energía

Transportes y Sector  
Postal

## Consulta pública sobre los nuevos modelos de prestación de servicios y la economía colaborativa



**A** Autoritat Catalana  
de la Competència

### L'ACCO fa públic l'estudi ES 07/2014 TRANSACCIONS ENTRE IGUALS (P2P) i COMPETÈNCIA

L'ACCO fa públic l'estudi ES 07/2014 **ES 07/2014 TRANSACCIONS ENTRE IGUALS (P2P) I COMPETÈNCIA**, que podeu llegir, en les seves versions catalana, castellana i anglesa a l'apartat **Estudis**.

El document recull una aproximació a la **innovació tecnològica que suposen els marketplaces**, entesos com a llocs web o aplicacions per a dispositius mòbils que esdevenen punt de trobada d'oferta i demanda, que **faciliten que gairebé qualsevol ciutadà es pugui convertir en oferent de béns i serveis a canvi d'una remuneració (peer to peer – P2P)**.

L'aparició d'aquests **marketplaces** és un fenomen **global**, de **ràpida evolució** i **transcendència creixent** que reporta **beneficis en termes de competència** i, **tot i que alhora suscita reptes**, no sembla convenient ni possible aturar. Així, es considera **oportú proporcionar un entorn de mercat propici per al seu desenvolupament**.

# Gentrificació



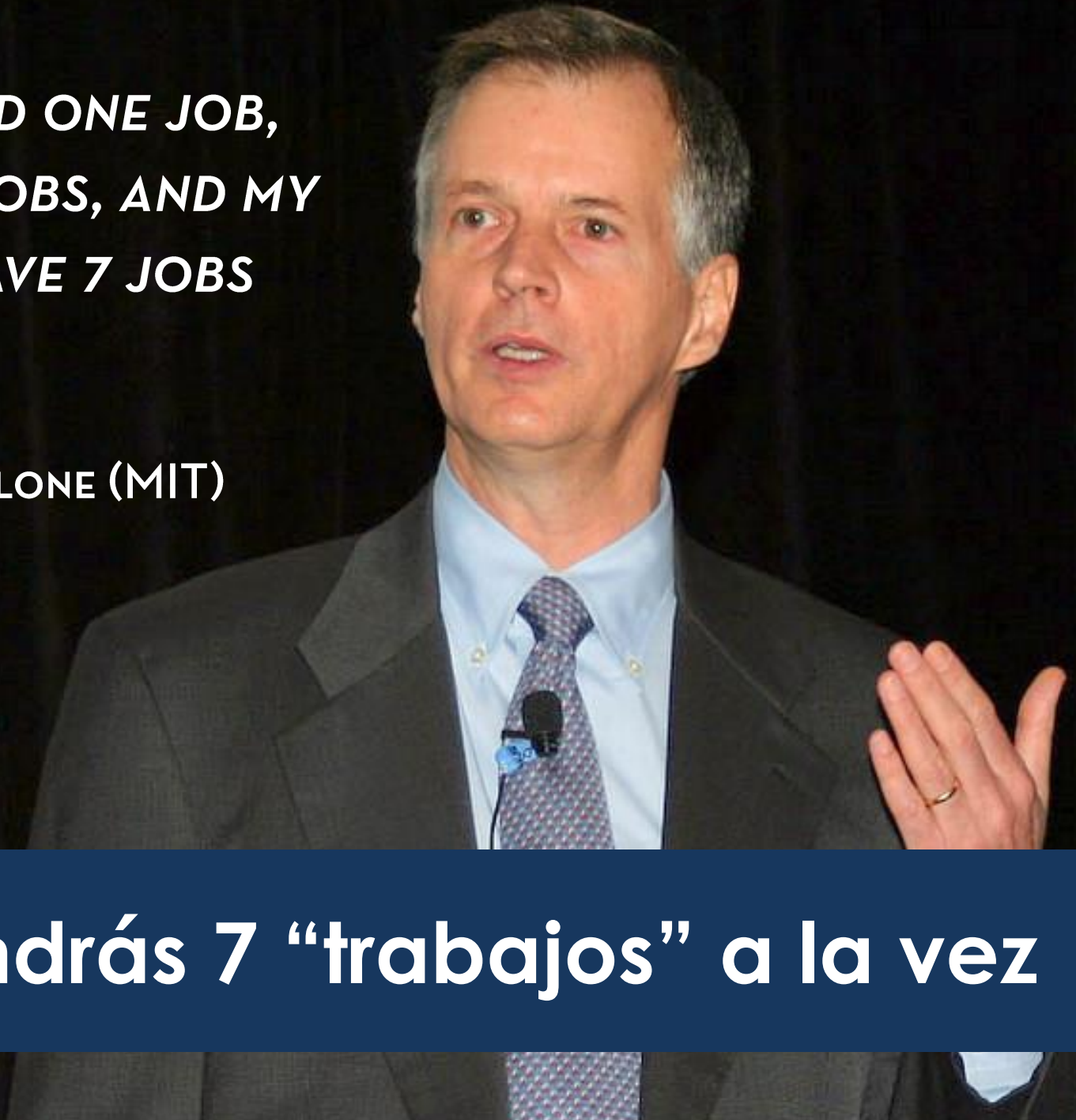




***“MY DAD HAD ONE JOB,  
I'LL HAVE 7 JOBS, AND MY  
KIDS WILL HAVE 7 JOBS  
AT ONCE.”***

**THOMAS W. MALONE (MIT)**

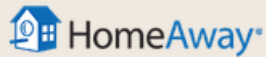
**#7 – Tendrás 7 “trabajos” a la vez**







## HOMESHARING



Rent your vacation home to travelers from around the world.



AVG EARNINGS  
\$4000.  
00/mon



Make money renting out your place.



AVG EARNINGS  
\$1648.  
00/mon



Earn income by renting out your home or vacation home.



AVG EARNINGS  
\$5000.  
00/mon



A vacation rental marketplace with rentals around the world.



AVG EARNINGS  
\$600.  
00/mon



## RIDESHARING, CARSHARING AND DELIVERY



Lease a car to start work as a rideshare driver right away



AVG EARNINGS  
\$37.  
00/hr



"Your friend with a car," Lyft is a friendly community that connects drivers with passengers who need a ride.



AVG EARNINGS  
\$17.  
00/hr



A nationwide peer-to-peer car rental marketplace.



AVG EARNINGS  
\$400.  
00/mon



Connects everyday drivers with people looking for rides



AVG EARNINGS  
\$23.  
00/hr



## SKILLS AND TALENTS



Lead cultural experiences in your city for travelers from around the world.



AVG EARNINGS  
\$100.  
00/wk



Food with a story: Discover unique meals outside the restaurant.



AVG EARNINGS  
\$300.  
00/mon



Sell handmade goods, vintage items or craft supplies



AVG EARNINGS  
\$42.  
50/mon



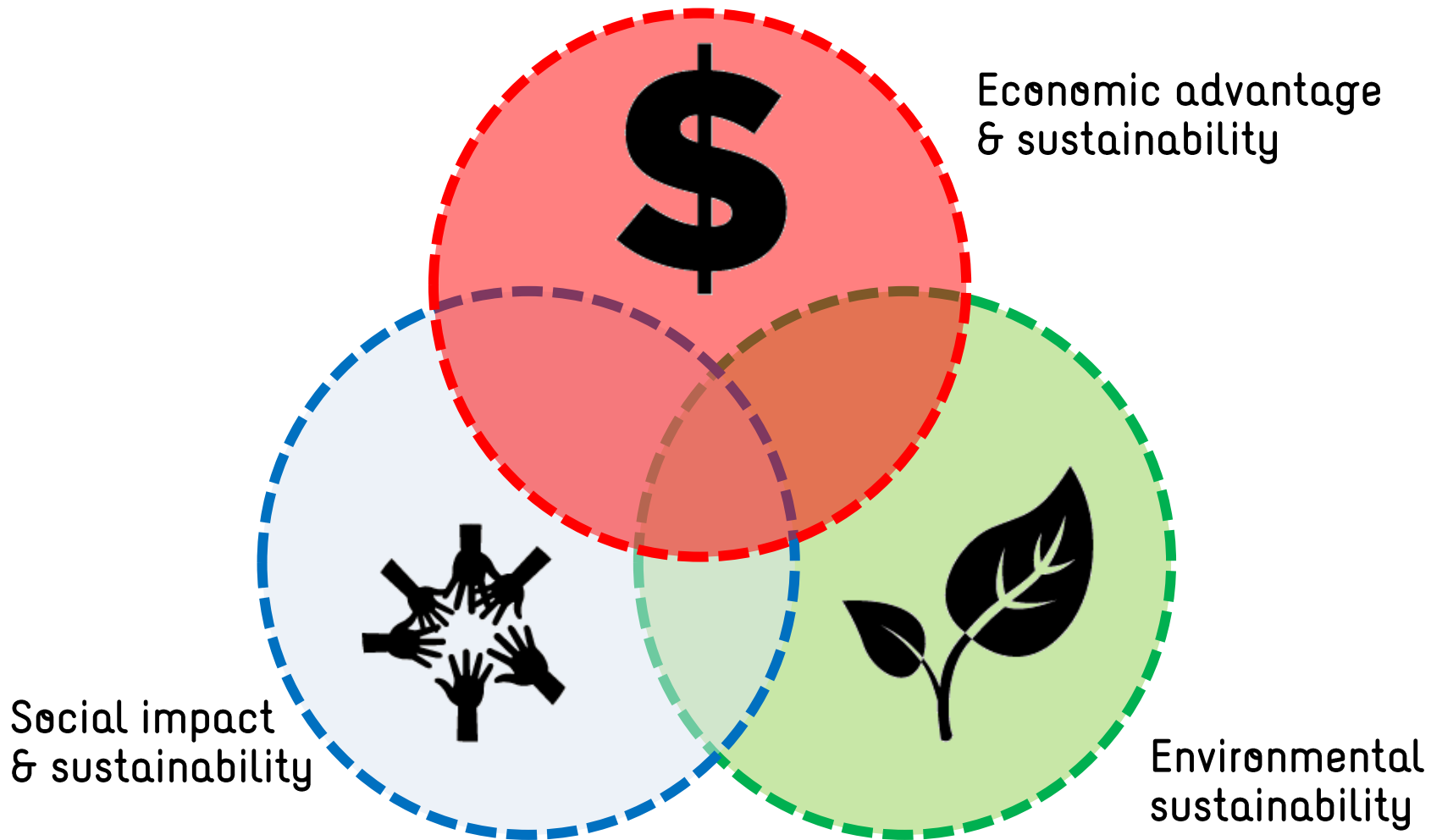
TaskRabbit is a marketplace to get things done.



AVG EARNINGS  
\$48.  
00/hr



HOKUSAI



# 'Smart Cities' Should Mean 'Sharing Cities'

**TIME**

IDEAS

When mayors and developers focus on technology rather than people, smart quickly becomes stupid

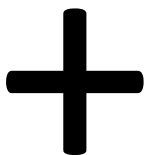
## SHAREABLE CITIES







**Oportunidades  
Colaborativas**



**Administración  
Plataforma**

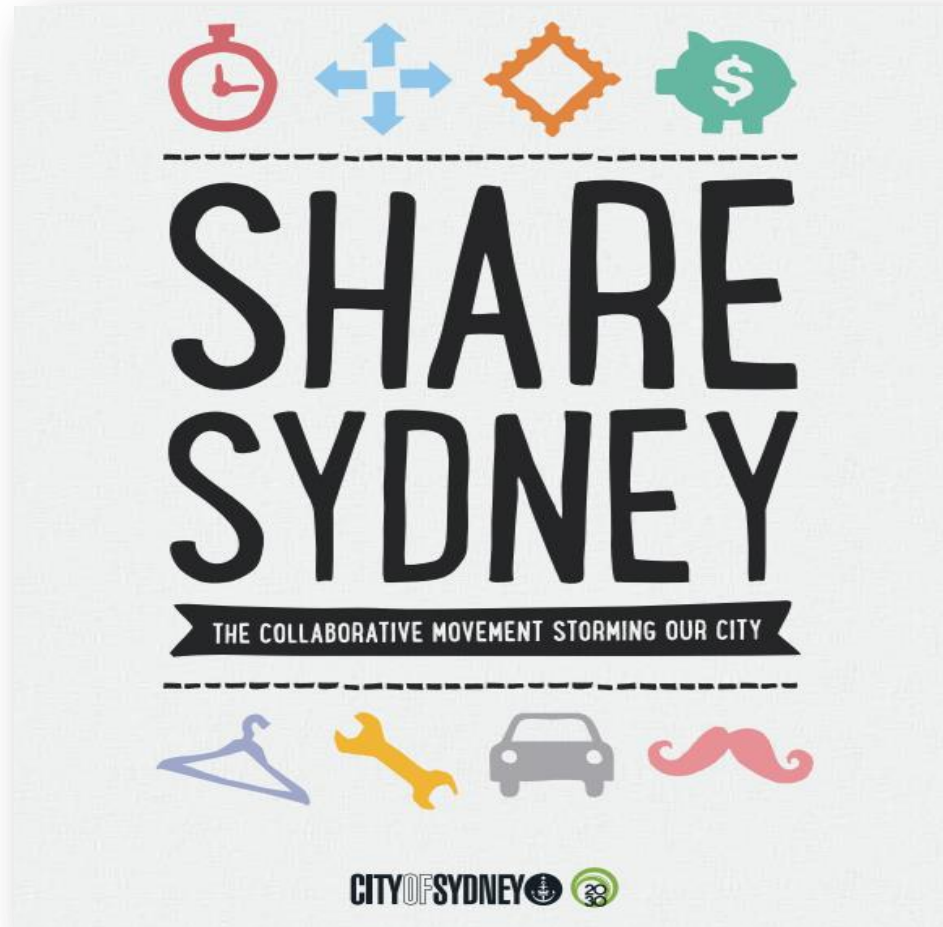
# #ShareableCities (Asia)

## Seoul Sharing City

A 10-year plan to build a Sharing City



# #ShareableCities (Oceania)



# #ShareableCities (America)

*Amazing!*

US mayors just passed a resolution to make our cities more *shareable*.



*Thank you  
to the sponsors*

Ed Lee, San Francisco  
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Francis Slay, St. Louis  
Jonathan Rothschild, T  
Charlie Hales, Portlan  
Thomas Menino, Bost



## SHAREABLE CITY

IMPROVING QUALITY OF LIFE IN THE CITY BY CONNECTING COMMUNITIES  
TO RESOURCES THAT PROMOTE ACCESS OVER OWNERSHIP

**MAP JAM** APRIL 9, 2014  
7PM - 9PM  
1800 SPYGLASS PLACE

**the sharing project**  
**CityStudio**

Be a part of Vancouver's first MapJam  
Join us to map Vancouver's sharing economy

HEATHER HAMILTON | ERIK HANCOCK | SARAH WENESS | PETER WARKENTON

**OUISHARE**



# #ShareableCities (EU)

## AMSTERDAM: EUROPE'S FIRST SHAREABLE CITY?



This week the Dutch platform for Collaborative Consumption, [shareNL](#), has started its mission: To make Amsterdam Europe's first [Shareable City](#).

All pre-conditions are being fulfilled. The Netherlands (and Amsterdam in particular) have a thriving collaborative economy. There are numerous start-ups that are growing rapidly and some are even crossing into neighbouring countries. Investment is slowly arriving as well (for instance this week, skill sharing platform [Konnektid](#) has received €250.000,- in private funding). Mainstream industry and large institutional bodies are becoming aware the collaborative economy. [Research](#) has demonstrated that despite the rapid growth over the last two years, there still is a significant consumer potential. With a still increasing media attention, this potential will be tapped into in the coming years.

# #Shareable Countries?

Press release



GOV.UK

## Move to make UK global centre for sharing economy

### Unlocking the sharing economy An independent review

- The government should embrace the opportunities offered by the sharing economy, both to make its own operations more efficient, and to make better use of public resources
- Regulations must be examined to ensure they are still fit for purpose and meet people's expectations – particularly for accommodation and online task-sharing platforms
- We need to support start-ups in the sharing economy – by encouraging experimentation and innovation – and sharing what works
- The sharing economy itself needs to come together – to have a single common concerns, and to set benchmarks and standards of service so consumers know what they can expect when they use these services

Nesta...

COLLABORATIVE LAB

## MAKING SENSE OF THE UK COLLABORATIVE ECONOMY

Kathleen Stokes, Emma Clarence, Lauren Anderson, April Rinne

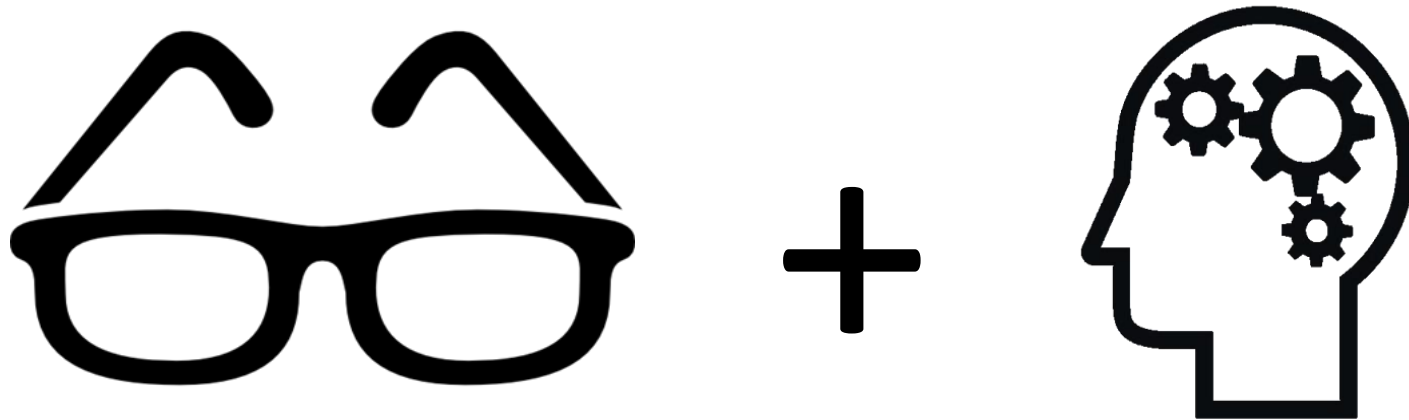
September 2014

## The Telegraph

### Sharing economy to create a nation of 'microentrepreneurs'

The sharing economy has the potential to turn the UK into a nation of "microentrepreneurs", unlocking up to £9 billion a year by 2025

COLLABORATIVE  
TERRITORIES  
TOOLKIT



# Sharitories – Il Progetto

*Sharitories - progetto globale OuiShare*

Iniziato a Giugno 2014

Partner co-fondatore: Forum PA.

*The Collaborative Territories Toolkit (CTT)*

Uno strumento per *policy-makers* in giro per il mondo che desiderano attuare iniziative di collaborazione o condivisione nelle loro aree locali e aiutarle a prosperare,



# Collaborative Territories Toolkit

All'interno del focus che vi siete dati, identificate 4 o 5 sfide:

- Come risolvere un problema specifico (es: come creare nuove opportunità di generazione di un reddito?)
- Come migliorare un aspetto del territorio? (es: come migliorare la mobilità nel territorio?)
- Come superare una sfida della PA (come ottimizzare gli investimenti che siamo in grado di fare nell'ambito scelto?)



# Bolegna Hands-on: Collaborative Territories Toolkit





Angelo Meuleman agregó fotos al álbum "Ghent - Sharitories".

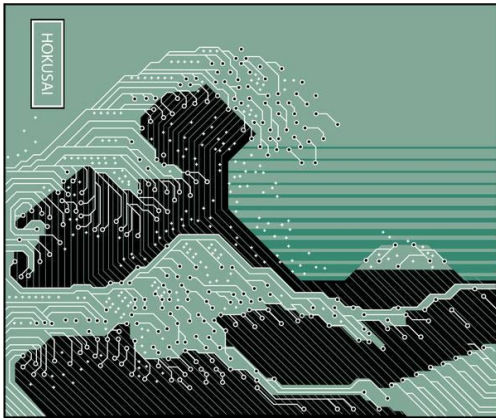
24 de noviembre a la(s) 11:56

Sharitories workshop, In Ghent 22 November 2014. Activity organized by the green members of the city council. Main question: "What does it mean for us to be a sharing city". Outcome was really great: "We have so many initiatives already in the city. We should focus more on impact and support user cooperatives."



Ghent (BE)  
Hands-on:  
Collaborative  
Territories  
Toolkit



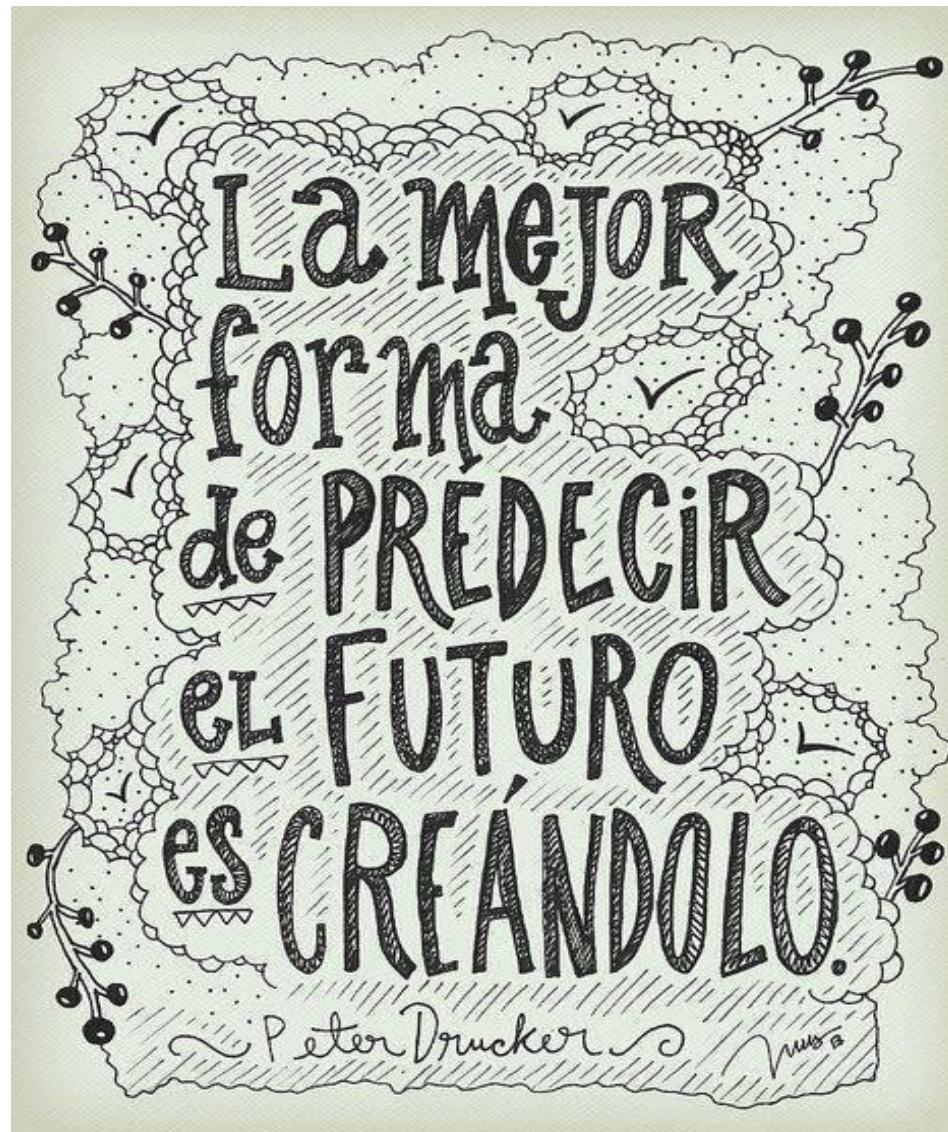




*“La economía colaborativa  
está en la pubertad”*

@instigating  
(Lisa Gansky)







The background image shows a festival setting with people and whiteboards. The whiteboards contain various hand-drawn diagrams and text. One prominent whiteboard on the right has the title 'THE FUTURE OF CURRENCY' and 'Human versus Techno Trust'. Below this, it asks 'How we trust?' and lists 'CURRENCY AS A SOCIAL AGREEMENT' leading to 'DECIDING ON A NEW REGIONAL CURRENCY'. It also states 'DIFFERENT CURRENCIES CAN EXPLAIN DIFFERENT VALUES & OBJECTIVES'. Another whiteboard in the center has the title 'Lost in Transition?' and 'The future of currencies are collaborative'.

# OUI SHARE

## FEST 2015

### Lost in Transition?

A three-day festival about the collaborative society

Paris. May 20-22 at Cabaret Sauvage

<http://2015.ouisharefest.com/>

# OUISHARE

[albert@ouishare.net](mailto:albert@ouishare.net)

