

What we know about the Global Sharing Economy

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Benita Matofska

- **Global Sharing Economy Expert**
- **Founder of Compare and Share, world's comparison marketplace of the Sharing Economy**



Compare and Share works in partnership with companies to help them succeed in the Sharing Economy acting as a gateway to the whole market



**WE ARE
MACMILLAN.
CANCER SUPPORT**



Virgin

**Compare and
Share works
with brands to
help them
succeed in the
Sharing
Economy.**



Join me on a journey to the...
Sharing Economy



**No need to
bring
anything.**

**Everything
you need is
there...**



First, let's define it...

**The Sharing Economy is
an economic system built
around the sharing of
human, physical &
intellectual resources**

**Simply put, a system built for sharing:
cars, property, utilities, skills, jobs,
goods, knowledge, ideas...**



What we know about the Global Sharing Economy

First comprehensive overview of data from around the world

First piece of *living* research

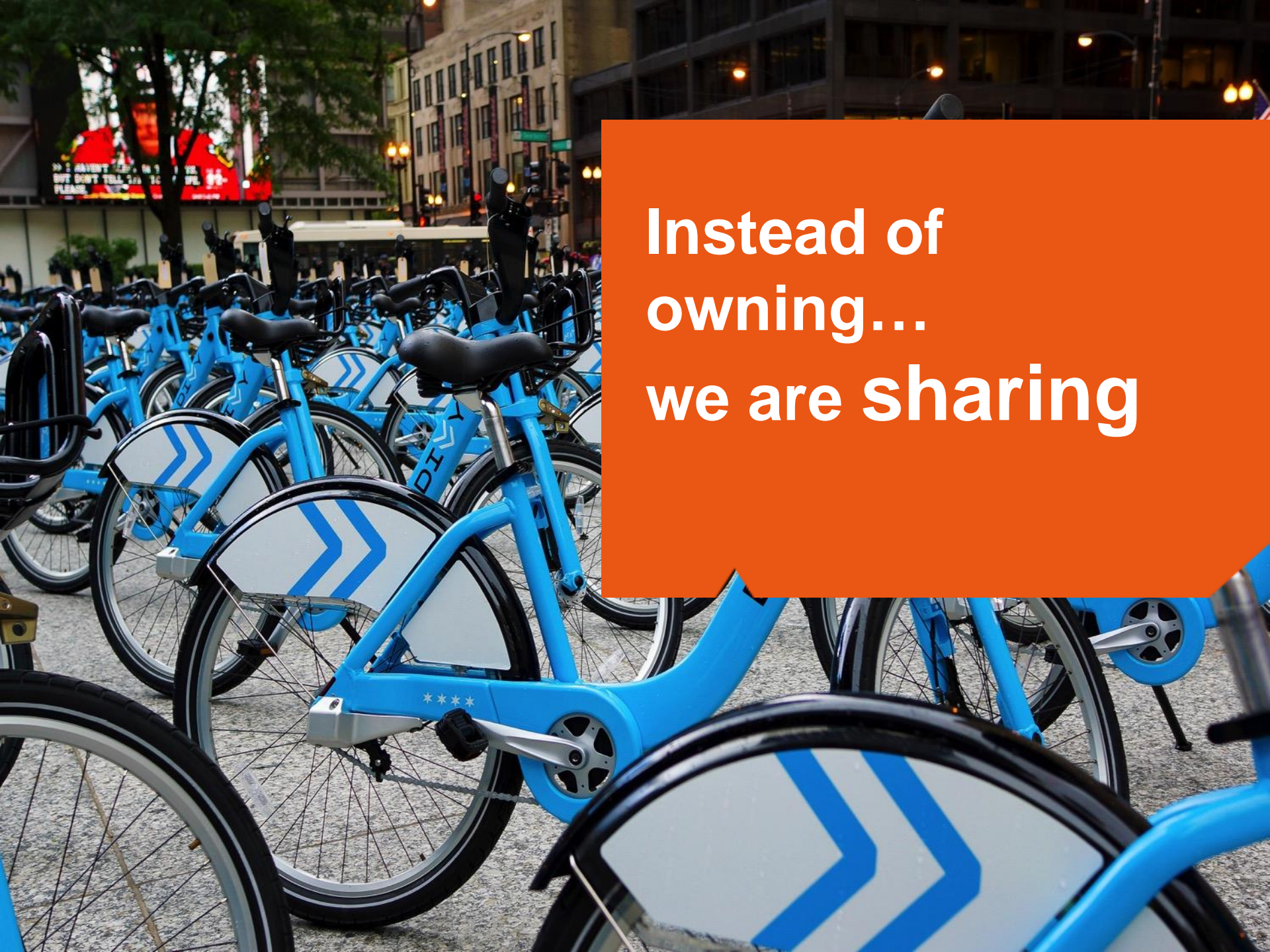
www.compareandshare.com/what-we-know-about-the-global-sharing-economy/



**The Sharing Economy is
changing the world as we
know it. Here's how...**



The Sharing Economy promotes access over ownership. Access the things you need, pay for what you use, not for what you don't. Swap, borrow, rent, exchange, share.



Instead of
owning...
we are sharing



There are
£3.5 trillion¹ of idle
resources
worldwide like food,
homes, clothing,
transport...

1. The People Who Share, 2013



**Yet 40,000²
people die
each day
because they
don't have
access to
food, shelter,
water.**

2. Share the World's Resources



The global population is set to grow from 7 billion to 9.3 billion by 2050.

Our towns & cities will need to accommodate 70% more people.



Towns & cities generate more than 67% of greenhouse gases.
Drivers looking for a parking space cause 30% of urban congestion & pollution.

The Sharing Economy uses technology to help people & companies access, share and trade idle resources





The Sharing Economy puts sharing at the heart of the system, solving our societal problems creating healthy, sustainable towns and cities.

The Sharing Economy is growing faster than Facebook, Google and Yahoo combined²

Valued at \$15 billion² in its first 7 years³ compared to the combined growth of Facebook, Google and Yahoo of \$11 billion⁴

2. Business Insider

3. PwC, 2014

4. Business Insider

An aerial photograph of a large, diverse crowd of people, likely at a festival or public gathering. The crowd is dense, with people of various ages and ethnicities visible. The background is a mix of green grass and paved areas.

Participation is on the rise

28% sharing globally⁶

68% adults globally willing to share or rent goods for money⁷

Highest in Asia-Pacific 78% willing to share goods⁸

64% participation in UK⁹

Participation to double within next 12 months¹⁰

6. Havas Worldwide, 2014

7. Nielsen., 2014

8. Nielsen, 2014

9. Nesta, 2014, The People Who Share, 2013

10. Crowd Companies, 2014



Sharing Economy Drivers

- Saving & making money¹⁶
- Sustainability & collective good¹⁷
- Technology¹⁸
- Changing values¹⁹
- Convenience²⁰

16 Vision Critical & Collaborative Lab, PwC, 2014

17. Leo Burnett, 2014, Havas Worldwide, 2014

18.. Zipcar, 2013, Latitude & Shareable, 2010

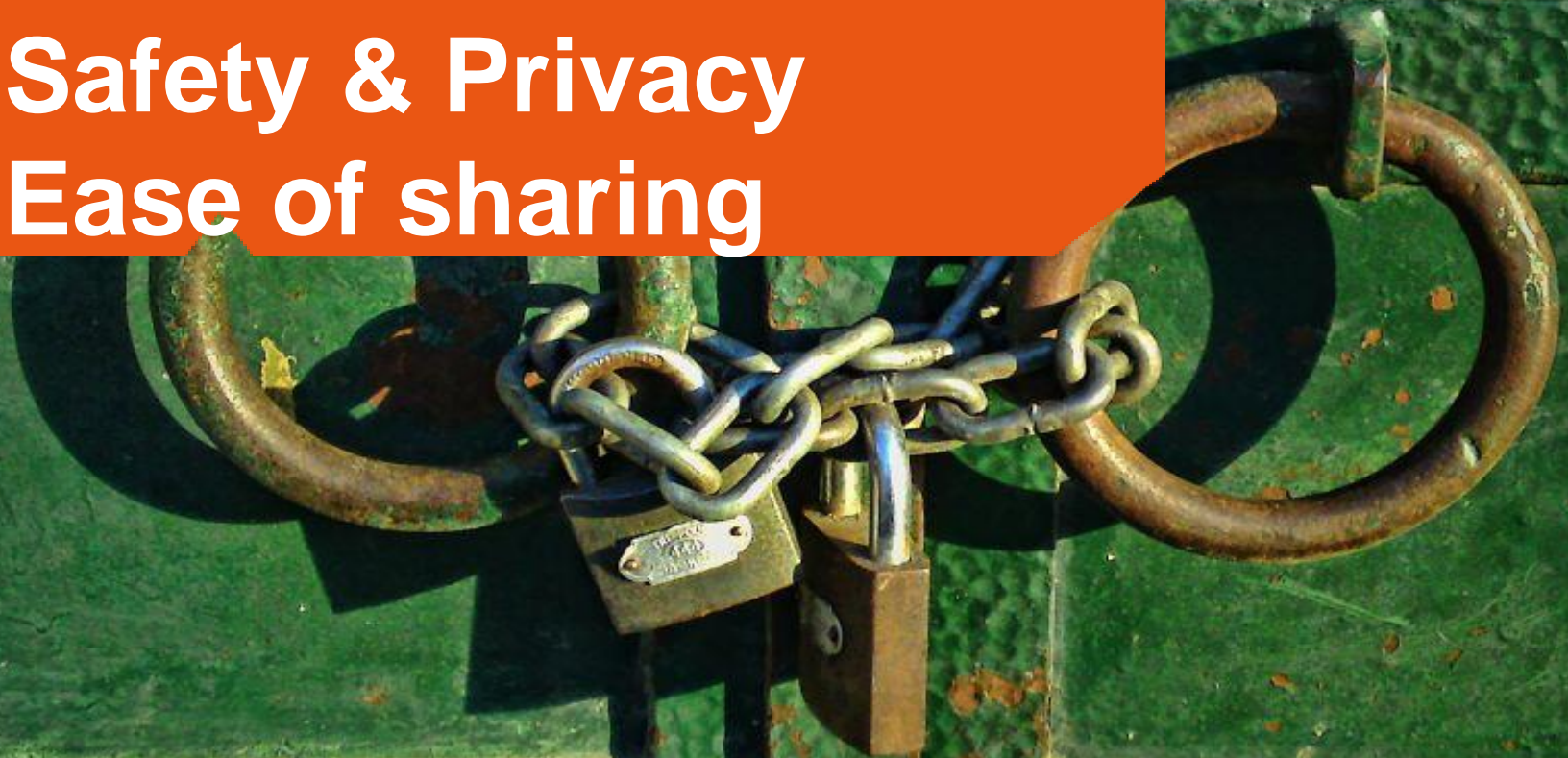
19. Vision Critical & Collaborative Lab, 2014, Havas Worldwide, 2014, IPSOS, 2013, Heinrichs & Grunenberg, 2013, Leo Burnett, 2014

Sharing Economy Barriers

Trust

Safety & Privacy

Ease of sharing





**We are finding
innovative ways to
break down the barriers
so we can transform
our society**



**Sharetrade trust
kitemark launched
for Global Sharing
Week**

**Developed
collaboratively with
500+ people and
organisations**

**Vital trust
framework,
infrastructure to
facilitate trust
between strangers**



**The Sharing Economy is delivering
social and environmental impact
through innovation**



Transport Sharing

Car sharing could save 3 million tonnes of carbon per year

Peer-to-peer parking could reduce congestion & pollution by 30%

Car sharing connects people, brings communities together



Sharing Reduces Poverty

13.2 million meals diverted from landfill to people in food poverty in UK by FareShare⁹

Craigslist diverted 5 million tonnes of goods from landfill in 2014¹⁰

Sharing Economy 3 x greater impact for low income communities¹¹

9. FareShare UK


10. Anders Fremstad

11. Arun Sundarajan, NYU Stern, 2015

Sharing Economy in Europe

- 3,000 + companies
- Increasing European Commission Support
- European Sharing Economy Coalition
- UK the easiest place to do business in the SE
- Amsterdam Council supports
- Regulatory issues in Berlin



A large, dense crowd of people is gathered at an outdoor event, filling the entire frame. The crowd is diverse in age and appearance, with many people looking towards the camera or slightly away. An orange rectangular text box is overlaid in the center of the image, containing white text. The background shows a vast expanse of people, suggesting a large-scale public gathering or festival.

For business, the Sharing Economy signals a seismic shift in the way that commerce happens...



People are no longer reliant on corporations for their products & services.

Now they can trade peer-to-peer.

The Sharing Economy is an opportunity for companies to turn costs into revenue.





**90% of
consumers want
brands to share.
Only 10%
perceived as
doing it well⁸**

The businesses of the future will be those built around sharing.



Companies already engaging with the Sharing Economy include:

Home Depot

Walgreens

Walmart

Kingfisher

M&S

Mariott Hotels

Avis

Pepsi

Disney

Panasonic

Visa

BMW

Enterprise Rent-A-Car

Patagonia

W Hotels

U Haul

Tesco

IKEA

Cisco

Intel

Verizon

Swisscom

Hallmark

Ford

Nestle

Adobe

Barclaycard

Visa

Oracle

Samsung

Whole Foods

Taco Bell

Fujitsu

Xerox

Future Predictions

40% say they will attempt new types of sharing¹²

91% of sharers say they will recommend sharing services via social media¹³

60% of adults in the UK say they'll swap goods in the future¹⁴

91% of adults intend to continue sharing in future¹⁵

12. Havas, 2014

13. Vision Critical & Crowd Companies, 2014

14. The State of the Sharing Economy, Opinium Research for The People Who Share, 2013

**The Sharing Economy
is our future economy**





Thanks for Sharing!

@benitamatofska @compareandshare

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www.compareandshare.com