



ESDGs!



**Co-funded by
the European Union**

Sustainable Development Goals in education and in action!

2021-1-CZ01-KA220-HED-000031187

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

This work is licensed under a Creative Commons Attribution 4.0 International License.





Case Study

Sharing Economy



Case study - Amsterdam

This case study focuses on an example of a positive application of sharing economy principles in cities, specifically in the city of Amsterdam.

Introduction to the issues

The sharing economy, as a system based on exchange, is a part of economics that brings a completely new perspective on economic processes. Its aim is to use resources as efficiently as possible. The sharing economy is based on the sharing of commodities or assets based on their rental or exchange. In academia, the sharing economy is most often defined as an economic ecosystem that is typically based on temporary access to goods or services using internet platforms that connect different members of a community (Karobliene, Pilinkere, 2021, p. 2). The sharing economy is most often encountered in the following areas:

- Transportation,
- Accommodation,
- Financial services,
- Workstations,
- Manpower,
- Provision of services,
- Work tools,
- Education,
- Music and videos,
- Cloud services, etc. (Deloitte, 2017)

However, the sharing economy can also serve as a tool for promoting and applying the principles of sustainable development.

A typical example of where the sharing economy can help develop sustainable development is in communities of people, usually in larger cities. These cities try to eliminate the effects of concentrating more people in one place by introducing elements of the sharing economy in particular sectors. These negative consequences include, for example, increased traffic on the roads and the associated increased air pollution, the emergence of residential areas where no one lives, parking problems, lack of office space, etc.

By implementing the elements of the sharing economy gradually, it is possible to reduce these negative phenomena and possibly eliminate them altogether.

The sharing economy and sustainable development in cities

The sharing economy can be an interesting tool for eliminating negative phenomena in cities. The world's major metropolises are gradually introducing various elements of the sharing economy, in particular the introduction of alternative modes of shared transport. These cities include, for example:

- San Francisco,
- Amsterdam,
- Seoul,
- Singapore,

- Copenhagen,
- Beijing,
- Barcelona etc.

However, elements of the sharing economy can be found almost in all cities.

As already mentioned above, the most frequent introduction of alternative modes of transport, such as bike sharing, scooters, electric bikes, electric scooters, cars. Some of these elements can be found in practically all cities today. Car sharing in the form of Uber, Liftago and Bolt will usually be the most widespread, even in smaller communities. Over time, these platforms have become versatile tools competing with traditional modes of transport such as private cars, car rental or taxi services. In cities with larger populations or facing traffic problems (parking, congestion, etc.), services using alternative modes of transport such as bicycles, e-bikes, scooters or e-scooters are developing to varying degrees. The advantage of these means of transport is that they can be used not only on the roads but also on cycle paths and pavements. This ensures that their users are not delayed on their journey to their destination as they would be if they were using their own car. At the same time, there will be less traffic on the roads, which on the one hand ensures a greater level of safety and on the other hand less air pollution.

However, in order for these methods to have an impact on sustainable urban development, cities also need to facilitate their development. This can be achieved in various ways. The simplest and most effective way is to ban conventional cars with internal combustion engines from city centres. The drivers of these cars will then be forced to use alternatives in the form of public transport, which has a far greater element of sustainability, or alternative modes of transport in the form of bicycles, electric bikes, scooters and electric scooters. Cities often have a range of other tools.

But the sharing economy can have a positive impact in cities in other ways too. Shared accommodation will lead to the efficient use of accommodation spaces, which on the one hand will be used to a much greater extent and on the other hand will not be gradually degraded due to under-use. If these spaces are used, it is likely that their surroundings will also be maintained, thus improving the public space.

Shared workspaces, on the other hand, will allow a larger number of people to be employed in the same space, or a larger number of entrepreneurs to use the space. This eliminates the need to build new office buildings, warehouses, factories, etc. Instead, the city will be able to use these places for its development.

Amsterdam as a positive example of the impact of the sharing economy on sustainable urban development

Amsterdam is the capital of the Netherlands. It is a seaport city that is the commercial and financial centre of the Netherlands. The city itself covers an area of 165 square kilometres and had a population of 1,028,603 in 2008. If the surrounding areas are included, the total population of the 635 square kilometres is 1,482,676 (Britannica, 2023).

In 2016, the City adopted the Sharing Economy Action Plan, which has led to a number of innovations that increase access to and use of public and private assets. This was particularly related to sharing household items, space, modes of transportation, and food.

Several other action plans followed, which eventually led to Amsterdam becoming a city with a proactive approach to the sharing economy and sustainable development. All of this is working towards the commitment to make Amsterdam 100% circular economy by 2050.

In 2015, there were only a few companies in Amsterdam accepting elements of the sharing economy. Today, however, thanks to the active support of the city, this system is much more widespread.

Amsterdam has thus coped very well with the challenges of sustainable development and can be cited as a role model for other cities.

This case study on the city of Amsterdam illustrates that there are many opportunities for cities to actively contribute to sustainable development by introducing elements of the sharing economy. Some cities are already actively introducing these elements and can set a positive example for others.

Sources

- Andreotti, A., Anselmi, G., Eichhorn, T., Hoffmann, C. P., & Micheli, M. (2017). *Participation in the sharing economy*. SSRN Electronic Journal. <https://doi.org/10.2139/ssrn.2961745>
- Belk, R. W., Eckhardt, G. M., & Bardhi, F. (2019). *Handbook of the sharing economy*.
- Commission, E. (2016). *Use of Collaborative Platforms. Eurobarometer*. Retrieved October 20, 2023, from <https://europa.eu/eurobarometer/surveys/detail/2112>
- Cotrim, J. M. O. (2020). *Sharing Economy: a powerful tool for a new era of sustainability. Circular Conversations*. Retrieved October 20, 2022, from <https://www.circularconversations.com/research-series-young-researchers/sharing-economy-a-powerful-tool-for-a-new-era-of-sustainability>
- Davidson, N. M., Finck, M., & Infranca, J. J. (2018). *The Cambridge handbook of the law of the sharing economy*. Cambridge University Press.
- Deloitte. (2017). *Sdílená ekonomika: Bohatství bez vlastnictví*. Deloitte Česká republika. Retrieved October 20, 2022, from <https://www2.deloitte.com/content/dam/Deloitte/cz/Documents/deloitte-analytics/Sdilena-ekonomika.pdf>
- Einav, L., Farronato, C., & Levin, J. (2016). *Peer-to-peer markets*. *Annual Review of Economics*, 8(1), 615-635. <https://doi.org/10.1146/annurev-economics-080315-015334>
- Ellen MacArthur Foundation (2023). Retrieved October 20, 2023, from <https://www.ellenmacarthurfoundation.org/circular-examples/shaping-a-sharing-economy-amsterdam>
- Frenken, K., & Schor, J. (2017). *Putting the Sharing Economy into Perspective*. *Environmental Innovation and Societal Transitions*, 23: 3–10. <https://doi.org/10.1016/j.eist.2017.01.003>
- Görög, Georgina. (2018). *The Definitions of Sharing Economy: A Systematic Literature Review*. *Management*. 175-189. [10.26493/1854-4231.13.175-189](https://doi.org/10.26493/1854-4231.13.175-189).
- Goudin P. (2016). *The Cost of Non-Europe in the Sharing Economy: Economic, Social and Legal Challenges and Opportunities*, European Parliamentary Research Service, 2016
- Heinrichs, H. (2013). *Sharing economy: A potential new pathway to sustainability*. *GAIA - Ecological Perspectives for Science and Society*, 22(4), 228-231. <https://doi.org/10.14512/gaia.22.4.5>
- Karobliene, V., & Pilinkiene, V. (2021). *The sharing economy in the framework of sustainable development goals: Case of European Union countries*. *Sustainability*, 13(15), 8312. <https://doi.org/10.3390/su13158312>
- Mi, Z., Coffman, D. (2019). *The sharing economy promotes sustainable societies*. *Nat Commun* 10, 1214 (2019). <https://doi.org/10.1038/s41467-019-09260-4>
- Miguel, C., Martos-Carrión, E., Santa, M. (2022). *A Conceptualisation of the Sharing Economy: Towards Theoretical Meaningfulness*. In: Česnuitý, V., Klimczuk, A., Miguel, C., Avram, G. (eds) *The Sharing Economy in Europe*. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-86897-0_2
- Pawlicz, Adam. (2019). *Pros and cons of sharing economy regulation. Implications for sustainable city logistics*. *Transportation Research Procedia*. 39. 398-404. [10.1016/j.trpro.2019.06.042](https://doi.org/10.1016/j.trpro.2019.06.042).

Published by Statista Research Department, & 5, A. (2022). *Most sharing economy- friendly cities worldwide 2021*. Statista. Retrieved October 20, 2022, from <https://www.statista.com/statistics/1259263/most-sharing-friendly-cities-worldwide/>

Thierer, A. D., Koopman, C., Hobson, A., & Kuiper, C. (2015). *How the internet, the sharing economy, and Reputational feedback mechanisms solve the 'Lemons problem*. SSRN Electronic Journal. <https://doi.org/10.2139/ssrn.2610255>

Udržitelná doprava pro zaměstnance: Nadace partnerství. (2022). ČR 2030. Retrieved October 20, c2022, from <https://www.cr2030.cz/zavazky/dobrapraxe/udrzitelna-doprava-pro-zamestnance/>

Vincent, P. F. , Werkman, . Evert and Wintle, . Michael J. (2023). *Amsterdam*. Encyclopedia Britannica. <https://www.britannica.com/place/Amsterdam>