



COL
SUMERS



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COL-SUMERS PROJECT

< Development of a Training Program For Enhancing Sustainable Collaborative Consumption in Elder Persons >

Read More

Collaborative Consumption in the field of wellbeing
(health and emotional)

SESSION 3

Presentation of Session 4: Collaborative Consumption in the field of wellbeing (health and emotional)

Competences:

- Knowledge about Sustainable Collaborative Consumption platforms and wellbeing

Duration:

- Face to face session (2 hours) + Online training session (2 hours)

Educational resources:

Face to face sessions:

PowerPoint presentation

Selected videos

Practical exercise

Virtual sessions:

Computer App

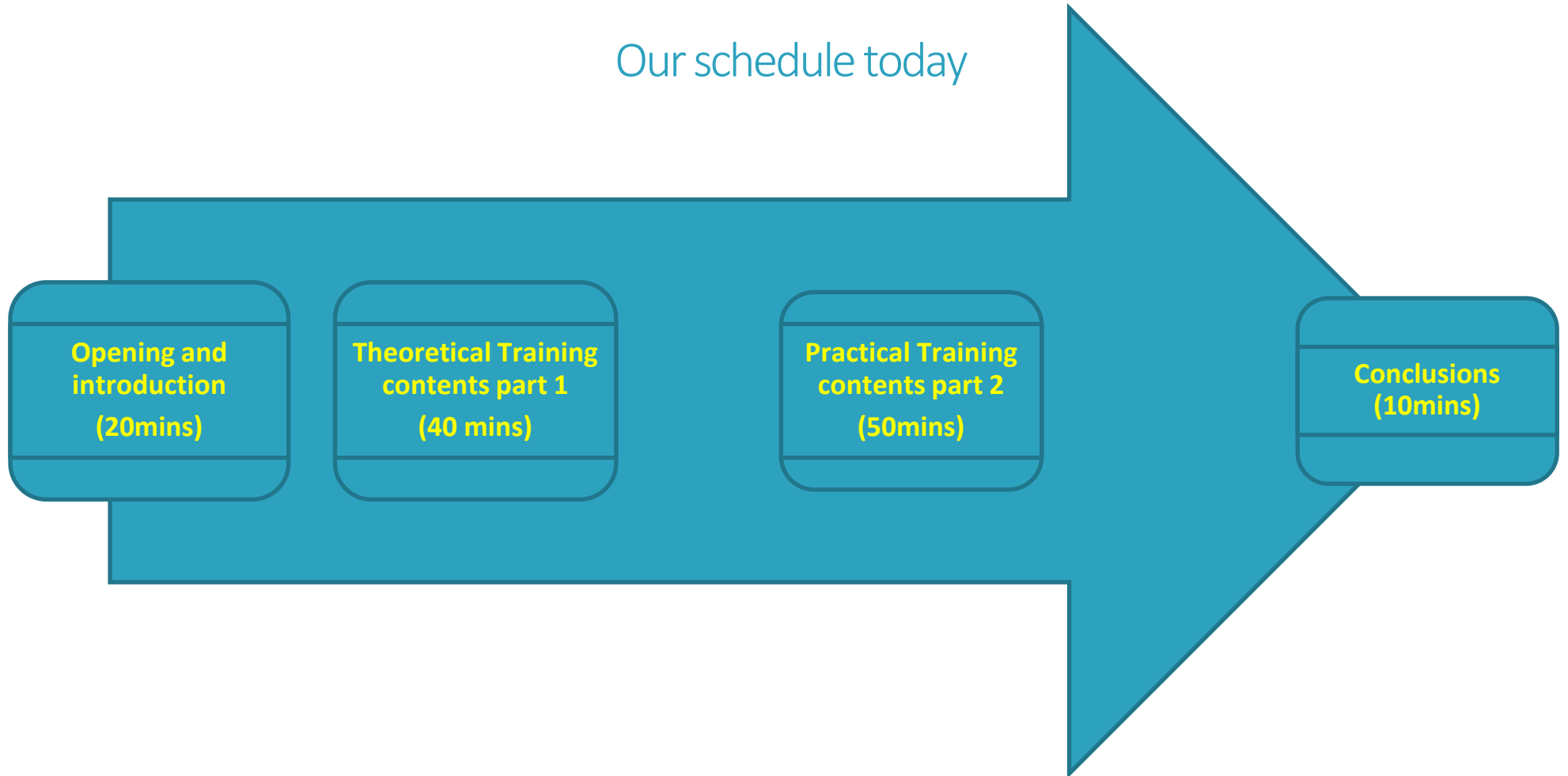


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Schedule

Introduction

Our schedule today



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Session 3 – Wellbeing (health and emotional) and Collaborative Consumption CC

□ Introduction

- Welcome
- Structure of the Lecture

□ Content (*theoretical and practical*)

- Sustainable Collaborative Consumption and wellbeing

□ Conclusions

- Key points of the session
- Participants' feedbacks

Schedule



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Session 3 – Wellbeing (health and emotional) and Collaborative Consumption CC

❏ Main Learning objectives

- To increase the competences of elder persons in terms of integration between *knowledge, skills and attitudes* regarding the exploitation of Collaborative Consumption from social dimensions perspective;
- To define the main opportunities presented by Collaborative Consumption from social dimensions perspective;
- To examine and present the main Collaborative Consumption platforms focused on social issues through practical examples.



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Session 3 – Wellbeing (health and emotional) and Colaborative Consumption CC

❏ Specific Learning objectives

- To develop the abilities of elder persons – *to increase self-awareness, to feel more self-confident and to improve the ability to relate to others*
- To highlight the main openings offered by platforms regarding *the increase of emotional well-being who are related to mental health.*
- To prevent concerns such as stress, and anxiety regarding CC concluded by practical exercises

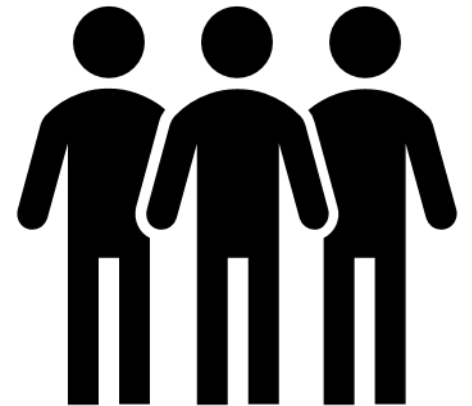
Objectives



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Introduction. Welcome

- What are all the course objectives?
- What is the difference between this course and other similar courses?
- Course Content
- Course Evaluations
- *Communication is Key!*



Introduction. Wellbeing (health and emotional) and Collaborative Consumption CC

CC occurs within a triangle of actors:

- ☐ a platform provider (e.g., Uber) that enables exchange,
- ☐ a peer service provider (e.g., an Uber driver) grants this access,
- ☐ a customer try to find access to resources

(Benoit, Baker, Bolton, Gruber, & Kandampully, 2017)



Which is the role of wellbeing?



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Introduction. Wellbeing (health and emotional) and Collaborative Consumption CC

Customers engage in CC out of several different **motives**, **engage in different activities** and **possess certain necessary resources** and **capabilities** to participate in CC

(Benoit, Baker, Bolton, Gruber, & Kandampully, 2017)



Which is the role of wellbeing?



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Introduction. Wellbeing (health and emotional) and Collaborative Consumption CC

Which is the role of wellbeing?

Deliberate what is most valuable to you gives by CC.

Deliberate why the values are so important for you.

Examine your values to help you make good decisions.

Discuss about your generally wishes regarding CC and social aspects

Introduction
Section

Practice

Trustworthiness and
resources of the
platform provider



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Practice

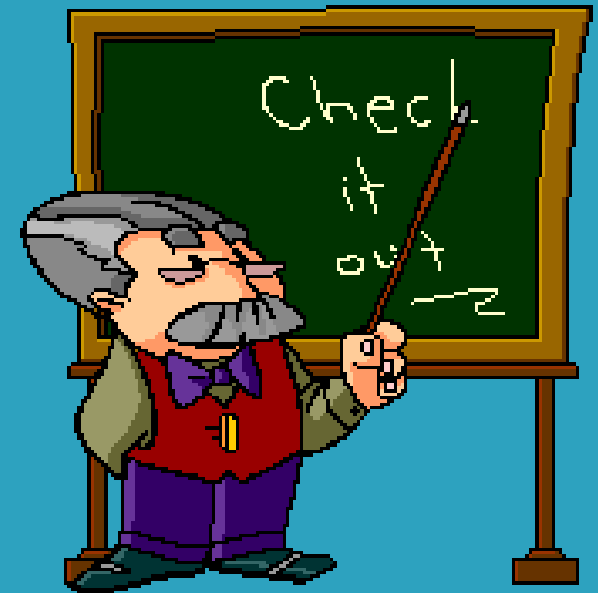
Way> Comparative

Resources>Digital resources

Form> Cluster of 3-4 peoples

"Things have long been created to allow users to express their wealth, beliefs and values. Increasingly, emotional environments has become a precision tool used by businesses to boost sales and brand loyalty" (Magids et al. 2015)

Magids, S. et al. (2015) The New Science of Customer Emotions. Harvard Business Review, November 2015 Edition, pp.66–74, 76 <https://hbr.org/2015/11/the-new-science-of-customer-emotions>



Mobility

<https://www.youtube.com/watch?v=y3ovNUPAleA>

Accommodation

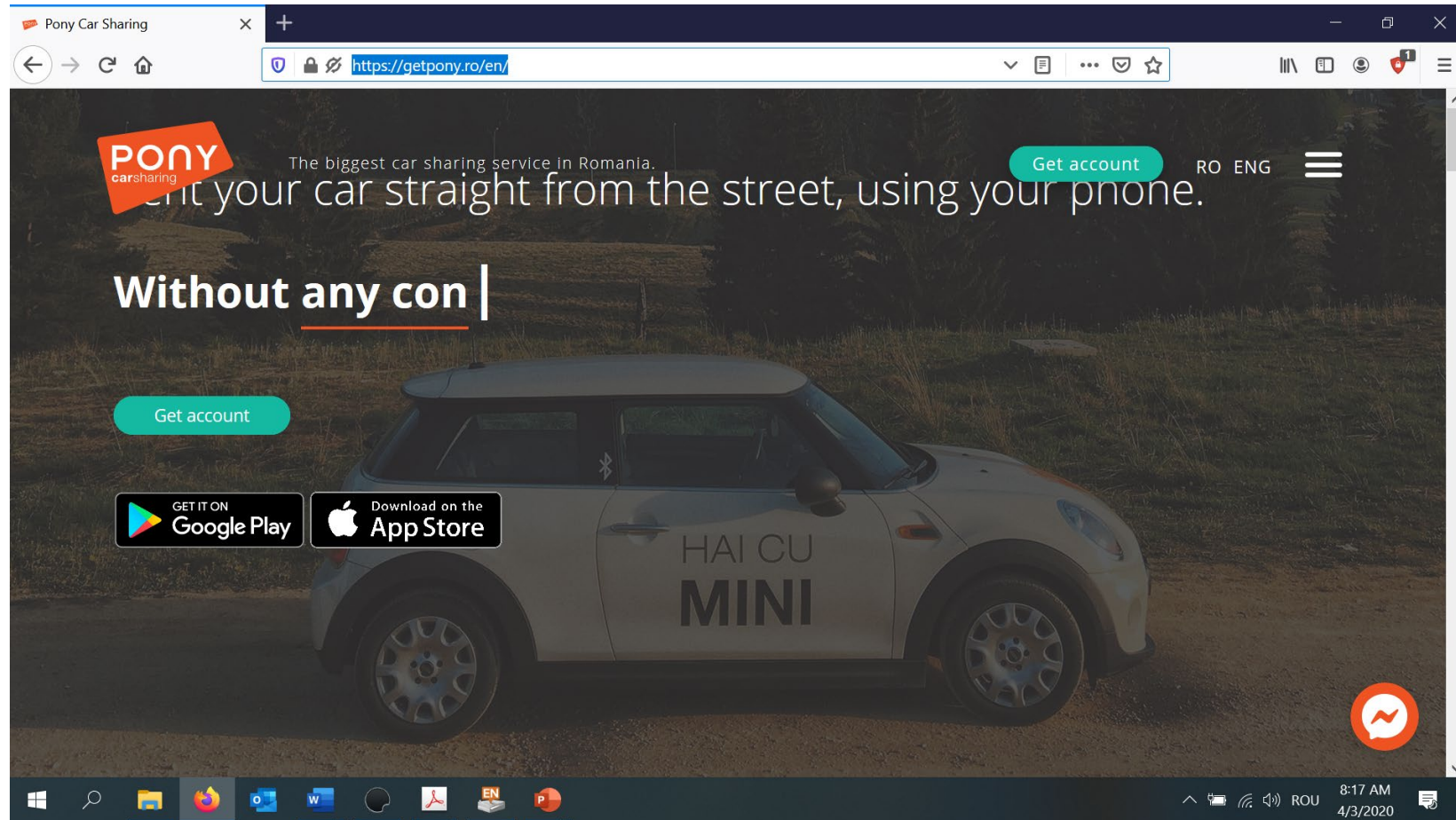
https://www.youtube.com/watch?v=_JKEjbd96xl



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Practice

II. Practical case 1: <https://getpony.ro/en/>



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Describe the apps

PONY is the first and largest carsharing service in Romania, which provides users with a fleet of over 150 cars available in Bucharest, Cluj and Alba Julia.

Users create an account free of charge, upload the necessary information and they will be ready to get behind the roll in less than 24h from the registration.

PONY community: 20.000 happy active users use the service as a means of transport.

Users have 24/7 machines that they can open with your smartphone. They can check the map in the application and see where is the nearest car to them, which they book for 30-minute free.

Courses are charged per minute, hour or day and include fuel, insurance, taxes and maintenance.

Users only pay while they drive.

The race history, related costs and invoices are directly accessible in the application.



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Describe the apps

How does it work?

Create your account free of charge, upload photos with an identity document, driver's license and valid bank card data. Set the location on the ON mode to locate yourself on the map and see the fleet cars.

Payment is made directly with the bank card added to the account, or by the quick purchase of a prepay pack of units (1 unit=1 Ron), directly from the application.

If you have any questions or have encountered difficulties of any kind, write at contact@getpony.ro.

Practice

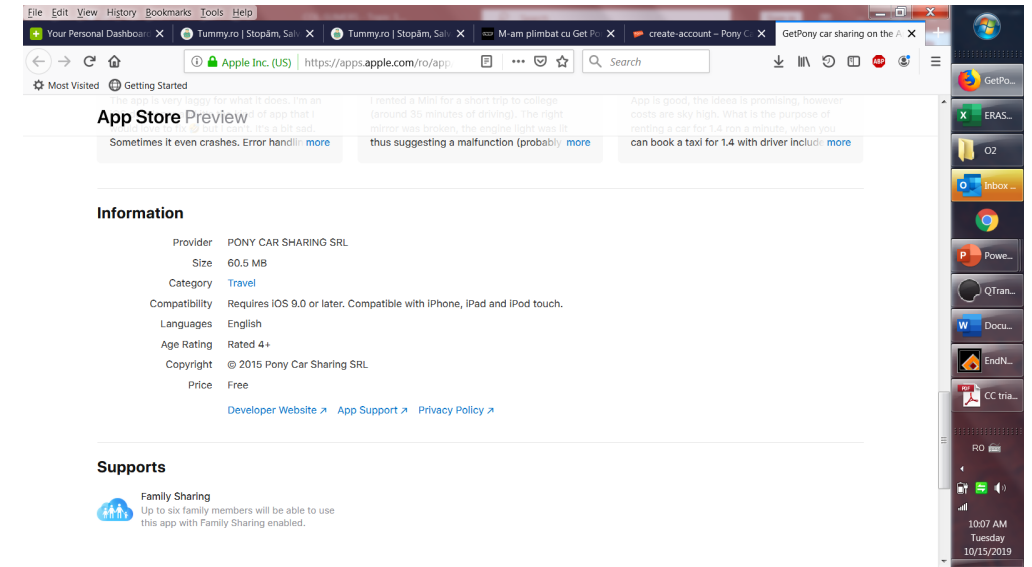
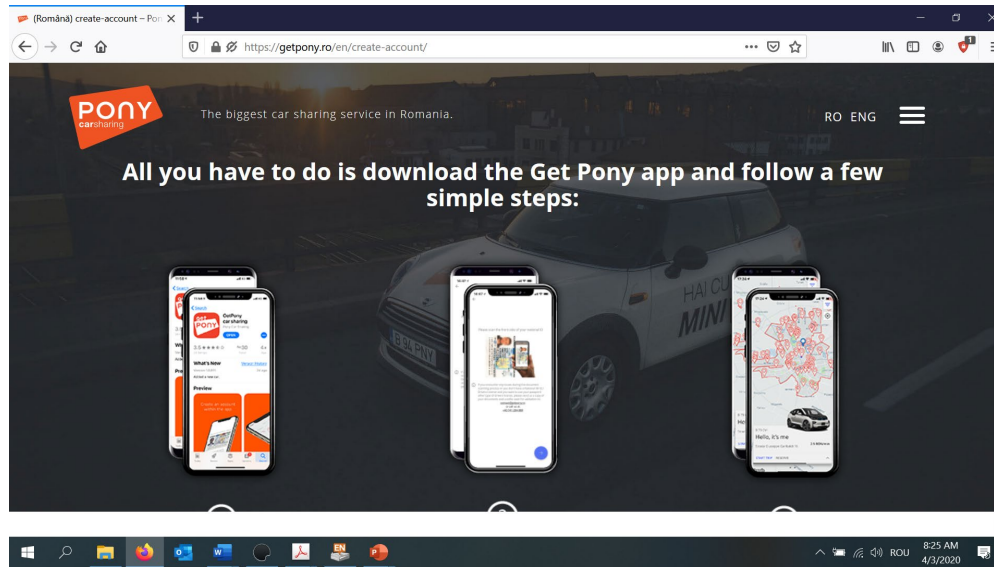


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Step 1: download the application on your smartphone

Step 2: Verify the compatibilities

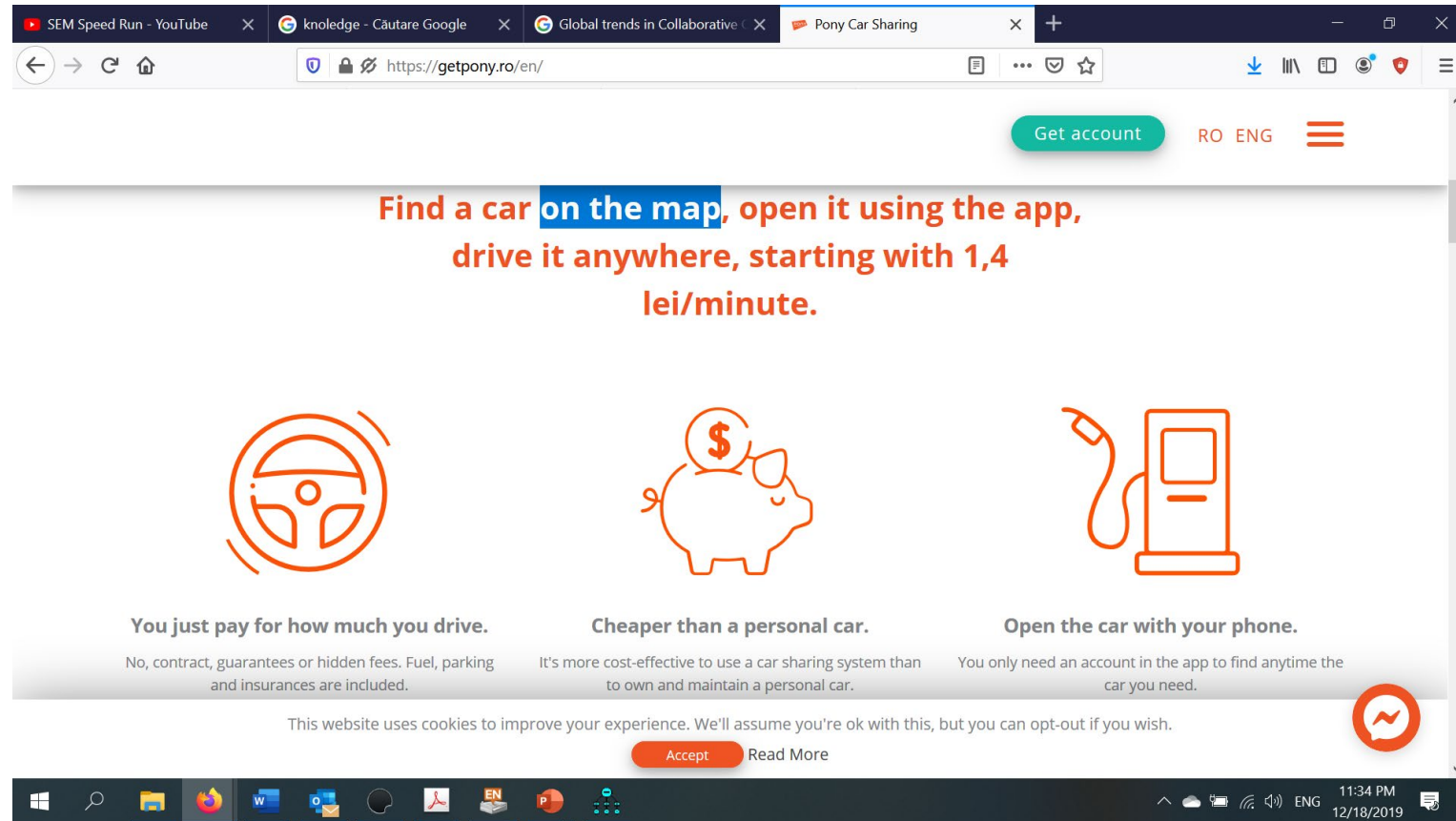
Practice




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Practice


Step 3: Find a car on the map



The screenshot shows a web browser window with the URL <https://getpony.ro/en/>. The browser has several tabs open: 'SEM Speed Run - YouTube', 'knowledge - Căutare Google', 'Global trends in Collaborative', and 'Pony Car Sharing'. The website's header includes a 'Get account' button and language options 'RO' and 'ENG'. The main content area features a large heading: 'Find a car on the map, open it using the app, drive it anywhere, starting with 1,4 lei/minute.' Below this, there are three icons and their corresponding benefits:

- 

You just pay for how much you drive.
No, contract, guarantees or hidden fees. Fuel, parking and insurances are included.
- 

Cheaper than a personal car.
It's more cost-effective to use a car sharing system than to own and maintain a personal car.
- 

Open the car with your phone.
You only need an account in the app to find anytime the car you need.

At the bottom of the website, there is a cookie notice: 'This website uses cookies to improve your experience. We'll assume you're ok with this, but you can opt-out if you wish.' with 'Accept' and 'Read More' buttons. The Windows taskbar at the bottom shows various application icons and the system clock indicating 11:34 PM on 12/18/2019.



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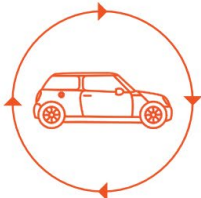

Practice

Step 4: Find a park

The screenshot shows a web browser window with the URL <https://getpony.ro/en/>. The browser has several tabs open: "SEM Speed Run - YouTube", "knowledge - Căutare Google", "Global trends in Collaborative", and "Pony Car Sharing". The website features a navigation bar with a "Get account" button, language options "RO ENG", and a menu icon. The main heading is "Like a rental, but simpler". Below this, three icons illustrate the service: a hand pointing at a map, a car in a circular loop, and a car parked next to a 'P' sign. The text below the icons describes the process: "You can drive any car available on the map. The cars are parked on the street, you can track them in real time on the app map.", "You don't need to bring the car back to where you picked it up from. You can drive anywhere, keep it as long as you need, leave it anywhere in the operational area, in a public parking space.", and "You park the car and the ride is done. You don't need to refuel, leave the key to anyone or inform anyone." At the bottom, a cookie notice states: "This website uses cookies to improve your experience. We'll assume you're ok with this, but you can opt-out if you wish." with "Accept" and "Read More" buttons. The Windows taskbar at the bottom shows the time as 11:36 PM on 12/18/2019.

Get account RO ENG

Like a rental, but simpler



You can drive any car available on the map.
The cars are parked on the street, you can track them in real time on the app map.

You don't need to bring the car back to where you picked it up from.
You can drive anywhere, keep it as long as you need, leave it anywhere in the operational area, in a public parking space.

You park the car and the ride is done.
You don't need to refuel, leave the key to anyone or inform anyone.

This website uses cookies to improve your experience. We'll assume you're ok with this, but you can opt-out if you wish.
Accept Read More



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Practice

Step 5: Find a price

The screenshot shows a web browser with multiple tabs open. The active tab is 'Pony Car Sharing' with the URL 'https://getpony.ro/en/'. The website header includes a Google search bar, a 'Get account' button, and language options 'RO' and 'ENG'. The main heading is 'How much does it cost'. Below this, there are two location buttons: 'Cluj & Alba Iulia' and 'Bucuresti'. Three car models are displayed with their starting prices in orange circles: 'Smart fortwo' at 'from 140 lei/min', 'MINI ONE' at 'from 160 lei/min', and 'Mercedes A180' at 'from 250 lei/min'. A cookie consent banner is visible at the bottom of the page content, with 'Accept' and 'Read More' buttons. The Windows taskbar at the bottom shows various application icons and the system clock indicating 11:37 PM on 12/18/2019.

Car Model	Price (lei/min)
Smart fortwo	from 140
MINI ONE	from 160
Mercedes A180	from 250

Practice

Step 6: Find the reviews

The screenshot shows a web browser with multiple tabs. The active tab is 'Pony Car Sharing' with the URL 'https://getpony.ro/en/'. The website has a navigation bar with 'Get account', 'RO ENG', and a menu icon. Below the navigation bar is an Instagram follow button. The main content area is titled 'Reviews' and displays four user reviews, each with a profile picture, name, and text. The first review is by Daniel Zabolotnii, the second by Camille Michel, the third by Adina Cristiana Porca, and the fourth by Forro Attila. Each review includes a quote and a star rating. At the bottom of the reviews section, there is a cookie consent message with 'Accept' and 'Read More' buttons. The Windows taskbar is visible at the bottom of the browser window.

Reviews

Daniel Zabolotnii
"Cea mai utila si utilizata aplicatie din telefon. Mi-a inlocuit taxi-ul de aproape un an. Bravo."
★★★★★

Camille Michel
"I used a pony car all Weekend long. The car Was clean, and Even had a GPS which is great since I am not Romanian. Easy to drive and easy to access , I will definitely use get pony a

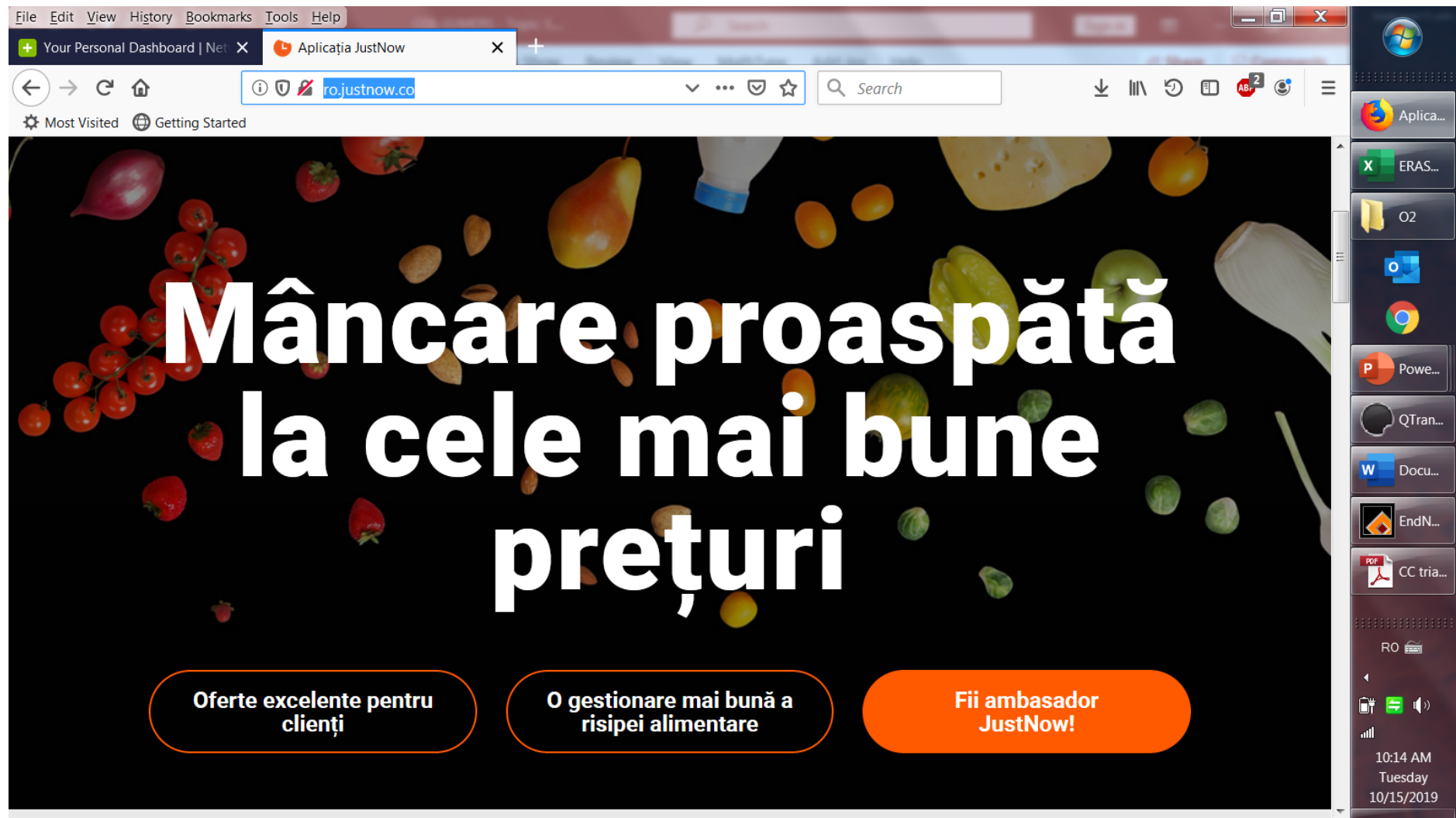
Adina Cristiana Porca
"Mașinile sunt mereu acolo unde ai nevoie , daca ar fi după mine nu mi-as mai scoate mașina din garaj daca as avea poneii la dispozitie in

Forro Attila
"I am so glad to see this idea come true in Cluj and really hope it will be successful. The cars are really well equipped so fun to use them. I know it is in its early days and there will

This website uses cookies to improve your experience. We'll assume you're ok with this, but you can opt-out if you wish.
Accept Read More

Practice

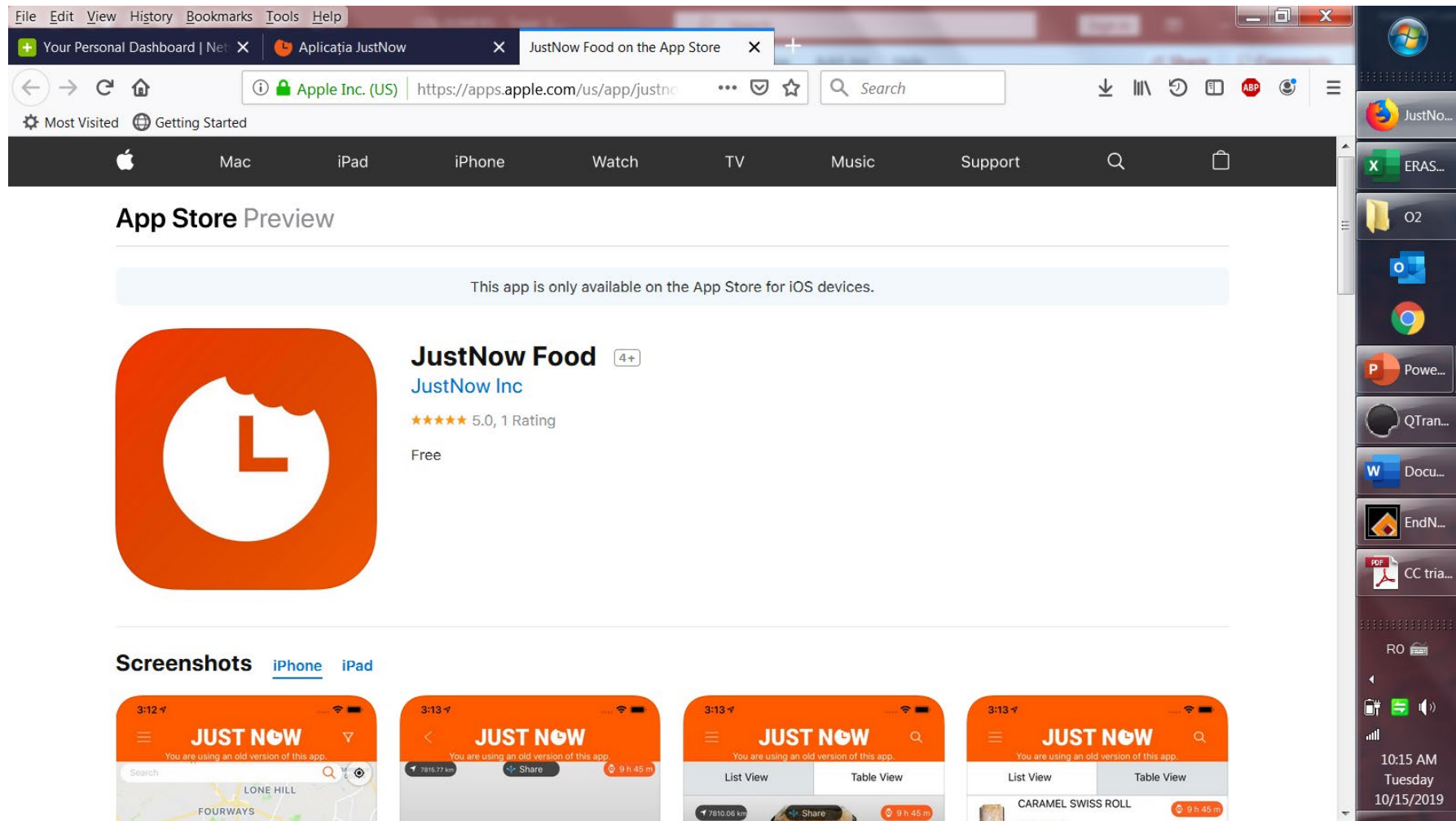
II. Practical case 2 <http://ro.justnow.co/>



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Practice

II. Practical case 2 <http://ro.justnow.co/>



Step 1: download the application on your smartphone



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Practice

II. Practical case 2 <http://ro.justnow.co/>

Just Now is an App that pursues 2 goals:

- 1) Promoting fresh food around the customer with important discount.
- 2) Supporting food retailers, stores, bakeries and cafés to improve their stock management, especially their food waste cost and proposing them a smart mobile advertising tool.



Step 2: Verify the opportunities

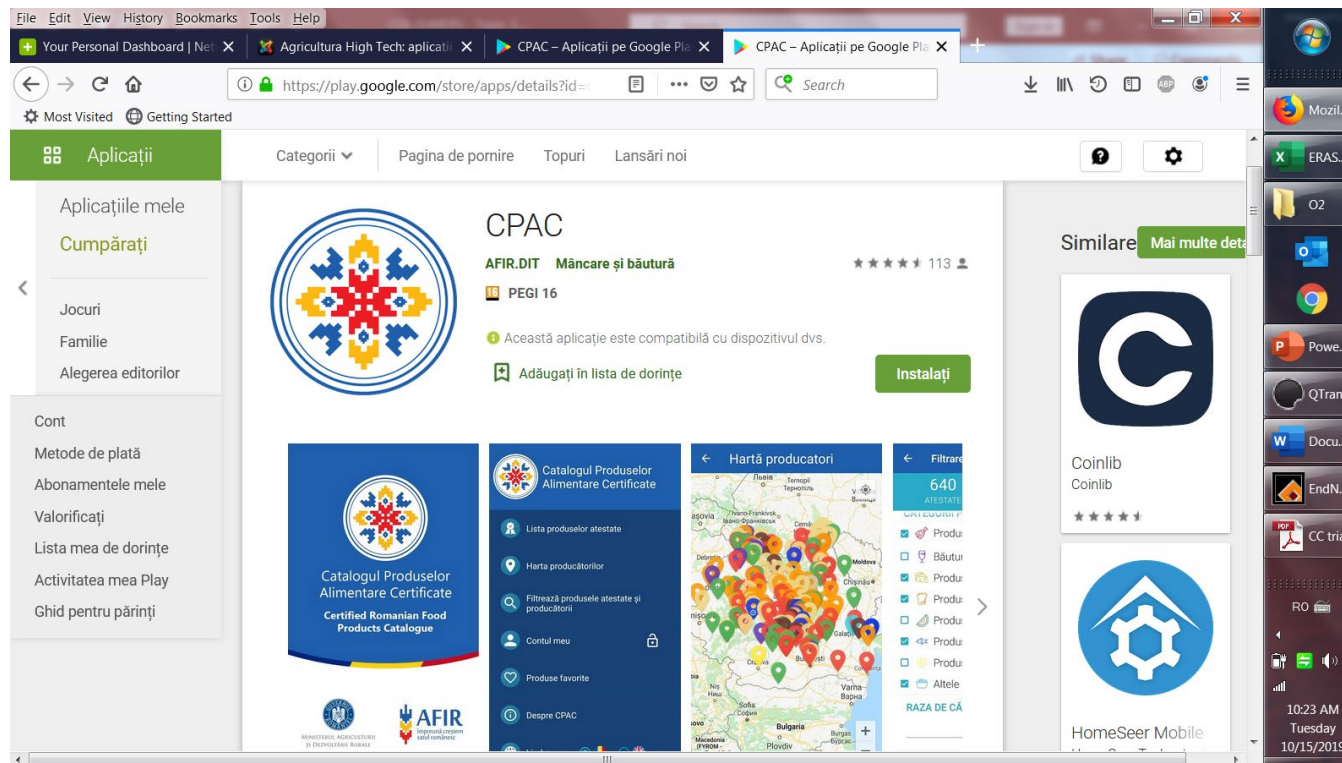


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II. Practical case 3 CPAC app available in Google Play Store and App Store

CPAC- catalog of certified food products instantly connect buyers with local producers – without intermediaries! Feel safe!

Practice



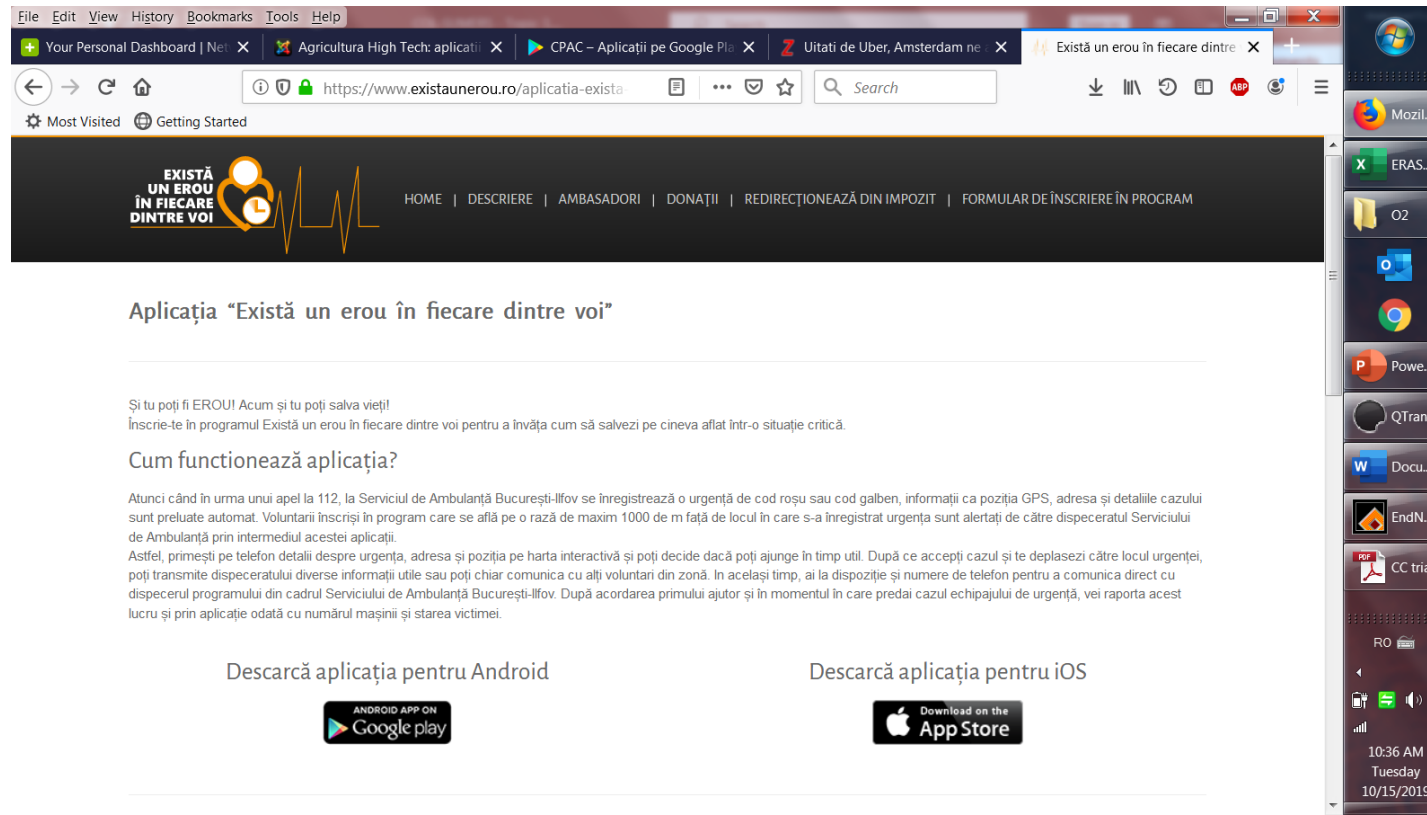
Step 1: download the application on your smartphone and find the opportunities



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II. Practical case 4 The application "There is a hero in each of you"

You can be a hero! Now you can save lives too!
Enroll in the program and learn how to save someone in a critical situation.



Practice



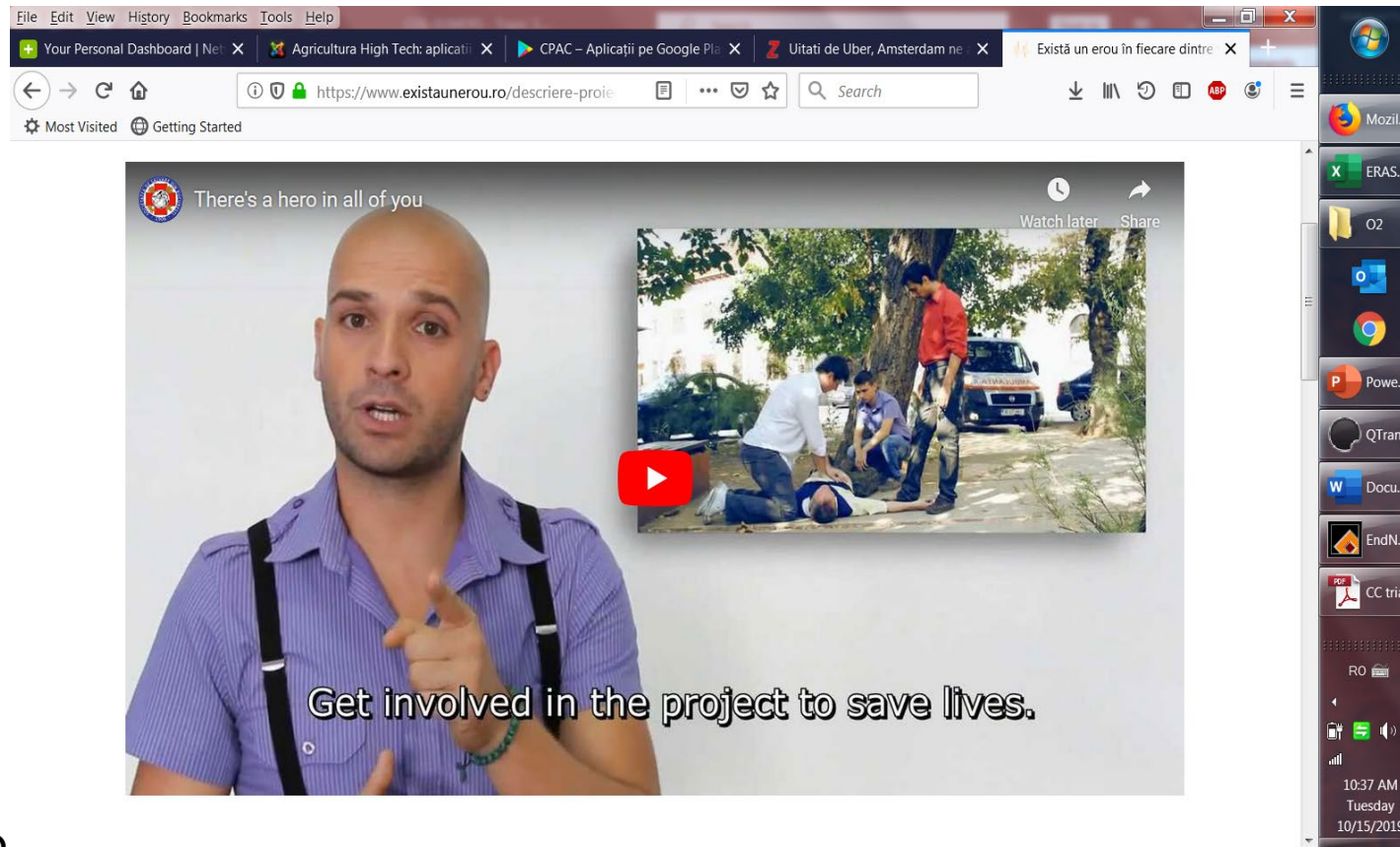
Step 1: Download the application on your smartphone



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II. Practical case 4 The application "There is a hero in each of you"

You can be a hero! Now you can save lives too!
Enroll in the program and learn how to save someone in a critical situation.



Share with other
peoples your
experience!!



Step 2: Find the opportunities

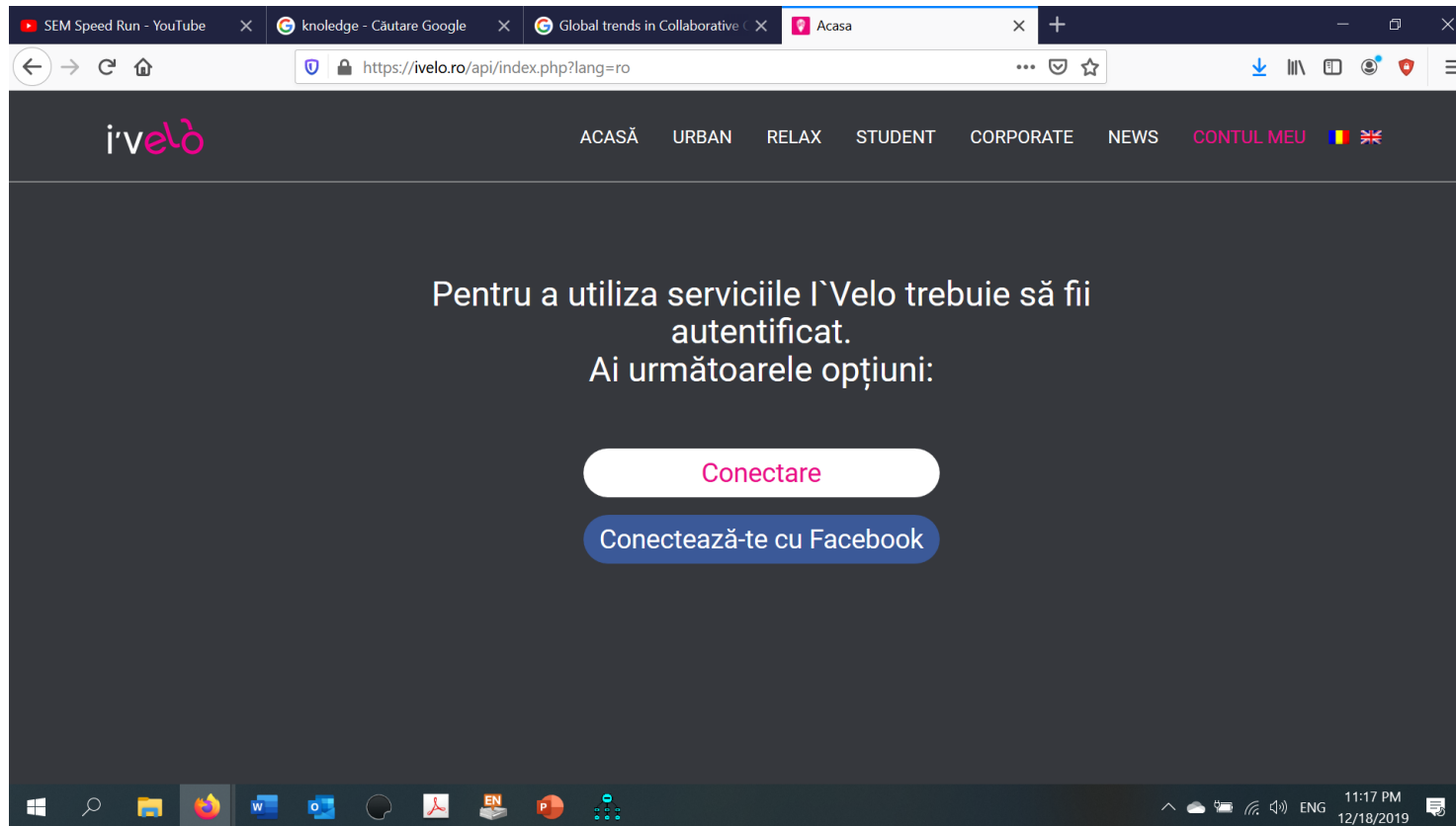


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Practice

II. Practical case 5 The application "Rent a bike"

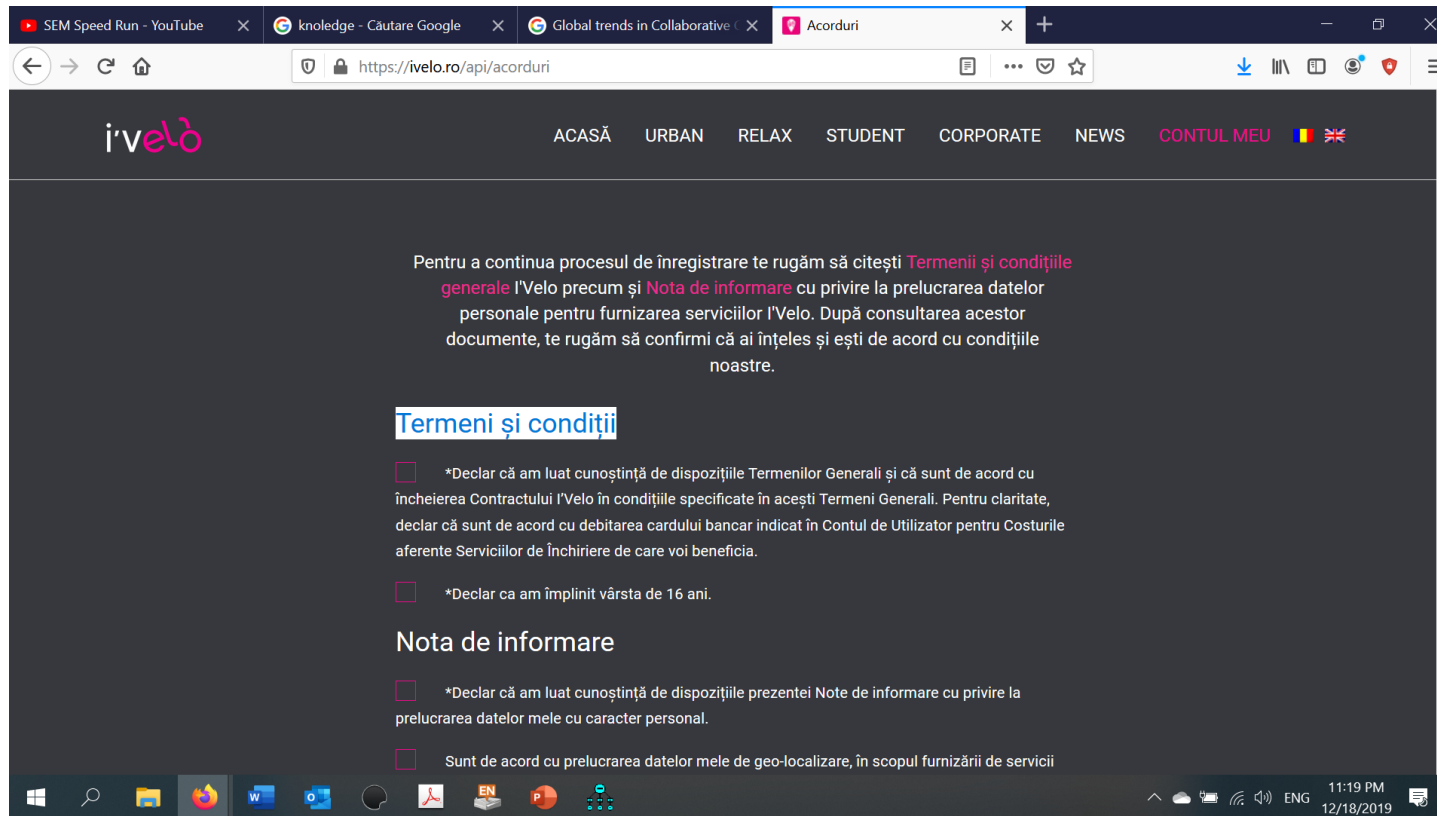
Step 1: Sign-up or Sign-in



Share with other
peoples your
experience!!

II. Practical case 5 The application "Rent a bike"

Step 2: Read carefully Terms and conditions



SEM Speed Run - YouTube x knowledge - Căutare Google x Global trends in Collaborative x Acorduri x

https://ivelo.ro/api/acorduri

iVelo ACASĂ URBAN RELAX STUDENT CORPORATE NEWS CONTUL MEU

Pentru a continua procesul de înregistrare te rugăm să citești **Termenii și condițiile generale** l'Velo precum și **Nota de informare** cu privire la prelucrarea datelor personale pentru furnizarea serviciilor l'Velo. După consultarea acestor documente, te rugăm să confirmi că ai înțeles și ești de acord cu condițiile noastre.

Termeni și condiții

☐ *Declar că am luat cunoștință de dispozițiile Termenilor Generali și că sunt de acord cu încheierea Contractului l'Velo în condițiile specificate în acești Termeni Generali. Pentru claritate, declar că sunt de acord cu debitarea cardului bancar indicat în Contul de Utilizator pentru Costurile aferente Serviciilor de Închiriere de care voi beneficia.

☐ *Declar că am împlinit vârsta de 16 ani.

Nota de informare

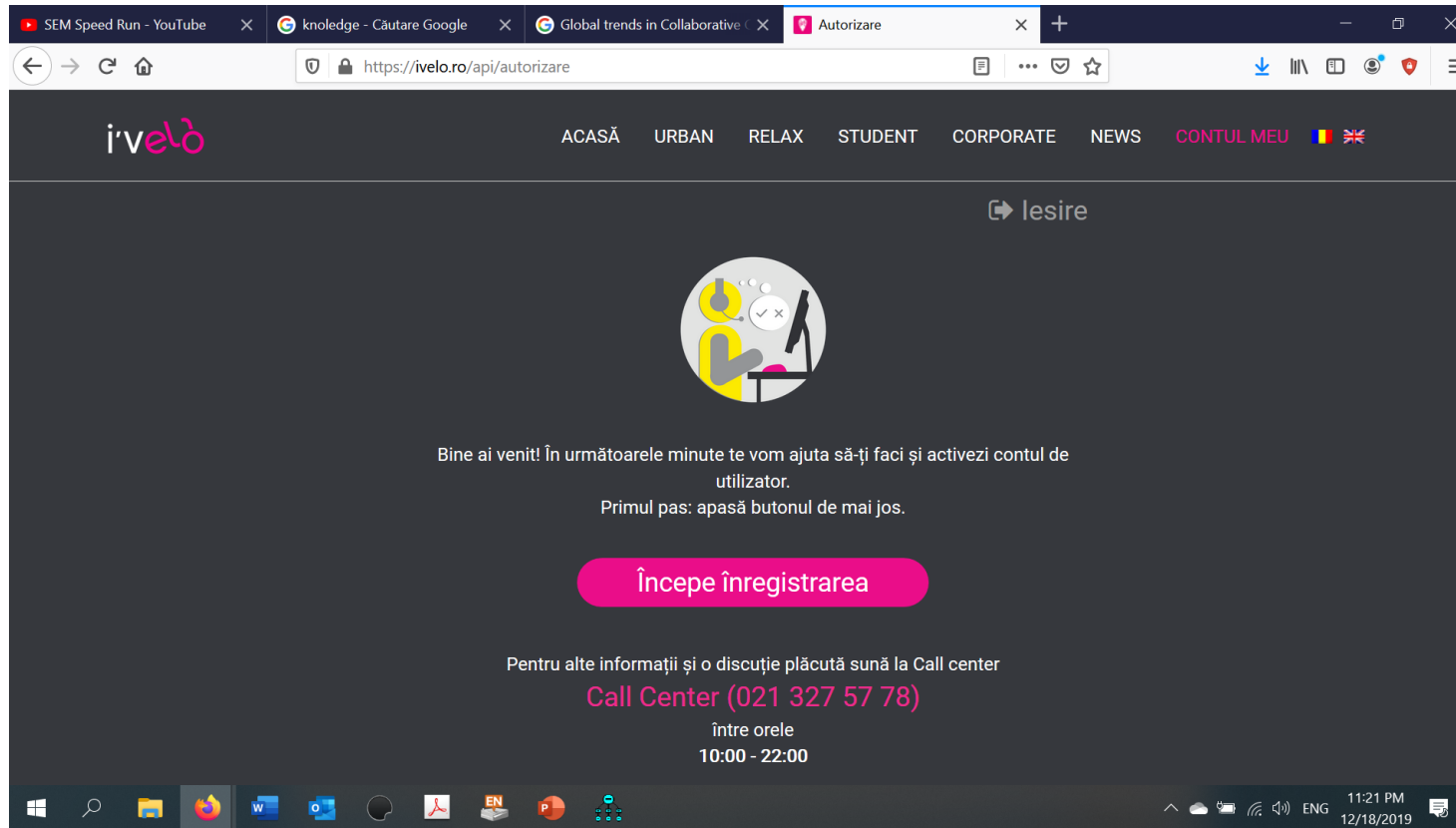
☐ *Declar că am luat cunoștință de dispozițiile prezentei Note de informare cu privire la prelucrarea datelor mele cu caracter personal.

☐ Sunt de acord cu prelucrarea datelor mele de geo-localizare, în scopul furnizării de servicii

Share with other
peoples your
experience!!

II. Practical case 5 The application "Rent a bike"

Step 3: Start the record



Share with other
peoples your
experience!!

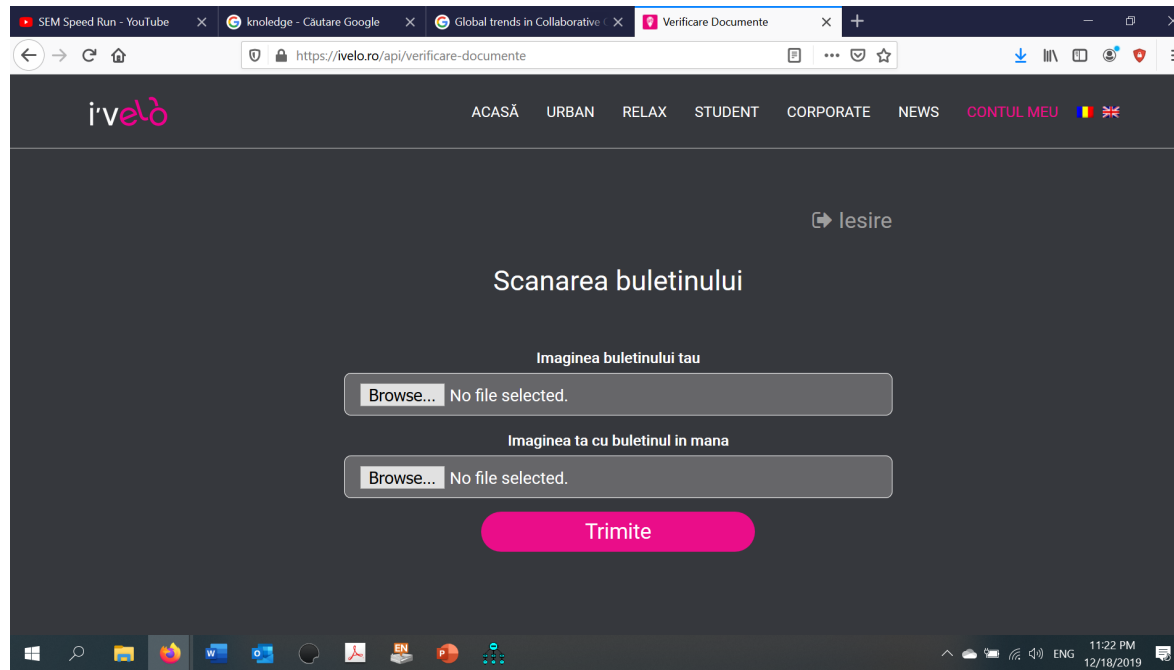


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Practice

II. Practical case 5 The application "Rent a bike"

Step 4: An identity document is required



The screenshot shows a web browser window with the URL <https://ivelo.ro/api/verificare-documente>. The page has a dark grey background and a pink header with the iVelo logo and navigation links: ACASĂ, URBAN, RELAX, STUDENT, CORPORATE, NEWS, and CONTUL MEU. A pink button labeled 'lesire' is in the top right. The main content area is titled 'Scanarea buletinului' and contains two file upload sections. The first section, 'Imaginea buletinului tau', has a 'Browse...' button and the text 'No file selected.'. The second section, 'Imaginea ta cu buletinul in mana', also has a 'Browse...' button and the text 'No file selected.'. A large pink button labeled 'Trimite' is at the bottom of the form. The browser's taskbar at the bottom shows various application icons and the system clock indicating 11:22 PM on 12/18/2019.

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peoples your
experience!!

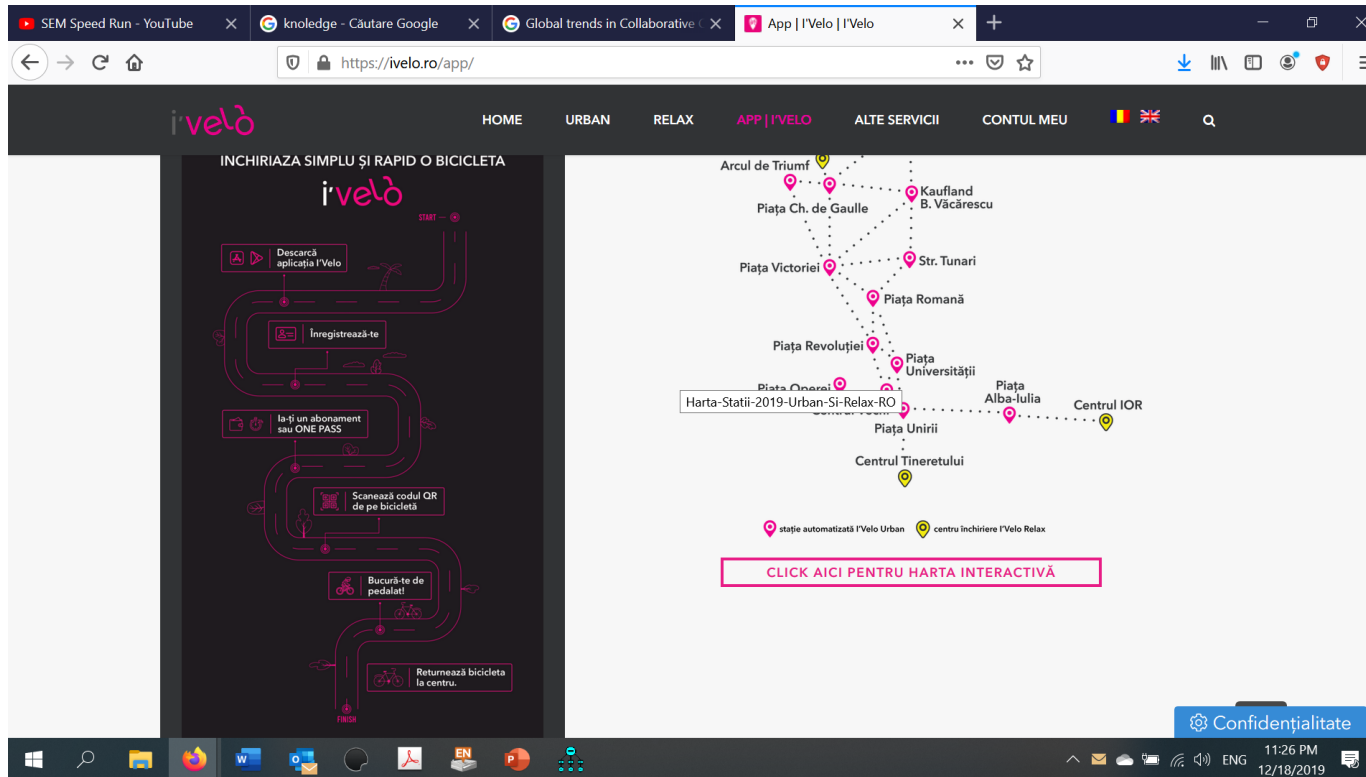


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Practice

II. Practical case 5 The application "Rent a bike"

Step 5: Download the application on your smartphone and follow the steps!

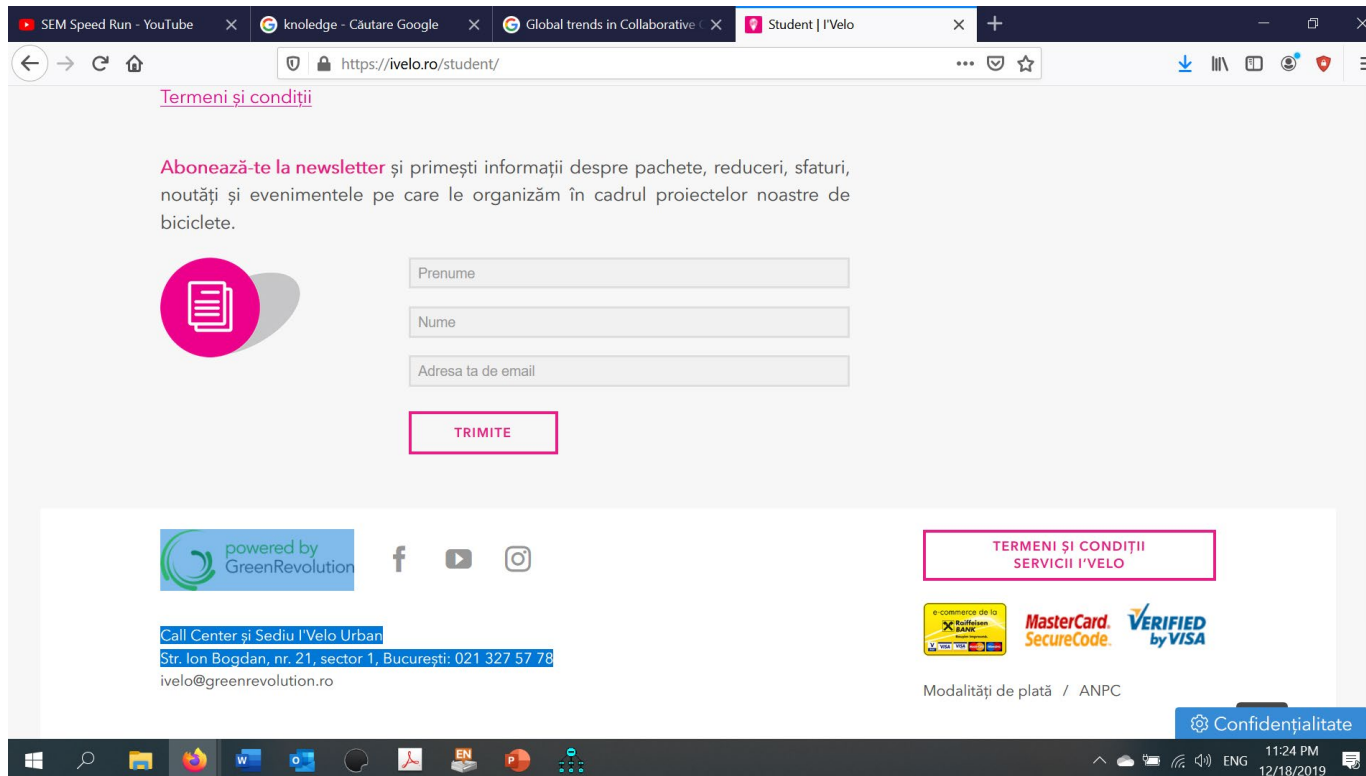


Share with other
peoples your
experience!!

II. Practical case 5 The application "Rent a bike"

Step 6: Subscribe to newsletter for news

Practice



The screenshot shows a web browser window with the URL <https://ivelo.ro/student/>. The page features a newsletter subscription form with the following elements:

- Header:** "Termeni și condiții" (Terms and conditions) link.
- Text:** "Abonează-te la newsletter și primești informații despre pachete, reduceri, sfaturi, noutăți și evenimentele pe care le organizăm în cadrul proiectelor noastre de biciclete." (Subscribe to the newsletter and you receive information about packages, discounts, tips, news and events that we organize within the framework of our bicycle projects).
- Form Fields:** Three input fields for "Prenume" (First name), "Nume" (Last name), and "Adresa ta de email" (Your email address).
- Submit Button:** A pink button labeled "TRIMITE" (SEND).
- Footer:** Includes logos for "powered by GreenRevolution", social media icons (Facebook, YouTube, Instagram), contact information ("Call Center și Sediul I'Velo Urban", "Str. Ion Bogdan, nr. 21, sector 1, București: 021 327 57 78", "ivelo@greenrevolution.ro"), a "TERMENI ȘI CONDIȚII SERVICIUL I'VELO" link, payment logos (e-commerce de la X-BANK, MasterCard SecureCode, VERIFIED by VISA), and a "Modalități de plată / ANPC" (Payment methods / ANPC) link.

Share with other
peoples your
experience!!



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Optional: Col-Summers LAB

Activity 9.4

Collaborative Consumption in the Field of Wellbeing

“The Well-Being Wheel”



□ Main idea

This activity can highlight the importance of construct clarification and self-reflective awareness. Moreover, it serves as an effective means by which to reflect on your life and its current quality in terms of well-being. Finally, you are given an opportunity to explore and understand how CC supports well-being.

□ You will need

Copies of the Well-being wheel, one copy per participant, markers

□ Expected duration

60'

Let's go!



Feedback and conclusions - 10 minutes

- Collaborative consumption has become a significant and increasing section of the economy in Romania. Agree or not agree?
- More knowledge is needed about the concept of CC and wellbeing? Who are the next steps?



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Website of partners

InfoCons Association

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