



COL
SUMERS



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**Collaborative consumption
for sharing essential goods**

Session 6: Collaborative consumption for sharing essential goods

Introduction

- Icebreaker; Getting to know each other.
- COL SUMERS project, Objectives, Contents, Planning.

□ Content

- CC in sharing essential goods (clothes, households);
- CC platforms for clothing exchange – opportunities & risks.

□ Conclusions

- Summary
- Feedback



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Introduction

Objectives:

- Delivering data and information on the subject of overconsumption, and justification of the existence of CC
- Introducing the participants to collaborative consumption of clothing, shoes, houses, etc.

Competences:

- To be able and to know how and where to search for sharing essential goods in any moment and country.
- Skills to join sharing economy - theory & practice: rent a bag, dress, rent or share a house (AirBnB & Couchsurfing)

Duration:

- Face to face session: 2 hours + Online training



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Sharing essential goods

The traditional categorical distinction between consumption and production as separate activities is increasingly disappearing (*Contemporary Collaborative Consumption: Trust and Reciprocity Revisited*, 2018).

The traditional business model in the fashion industry has been built around a four-step process:

- **designing** and creating a new collection;
- **presenting** the collection to showrooms;
- **sourcing** and **producing** the collected orders;
- **distributing** and **selling** the final product through wholesale channels (Moore & Birtwistle 2004).



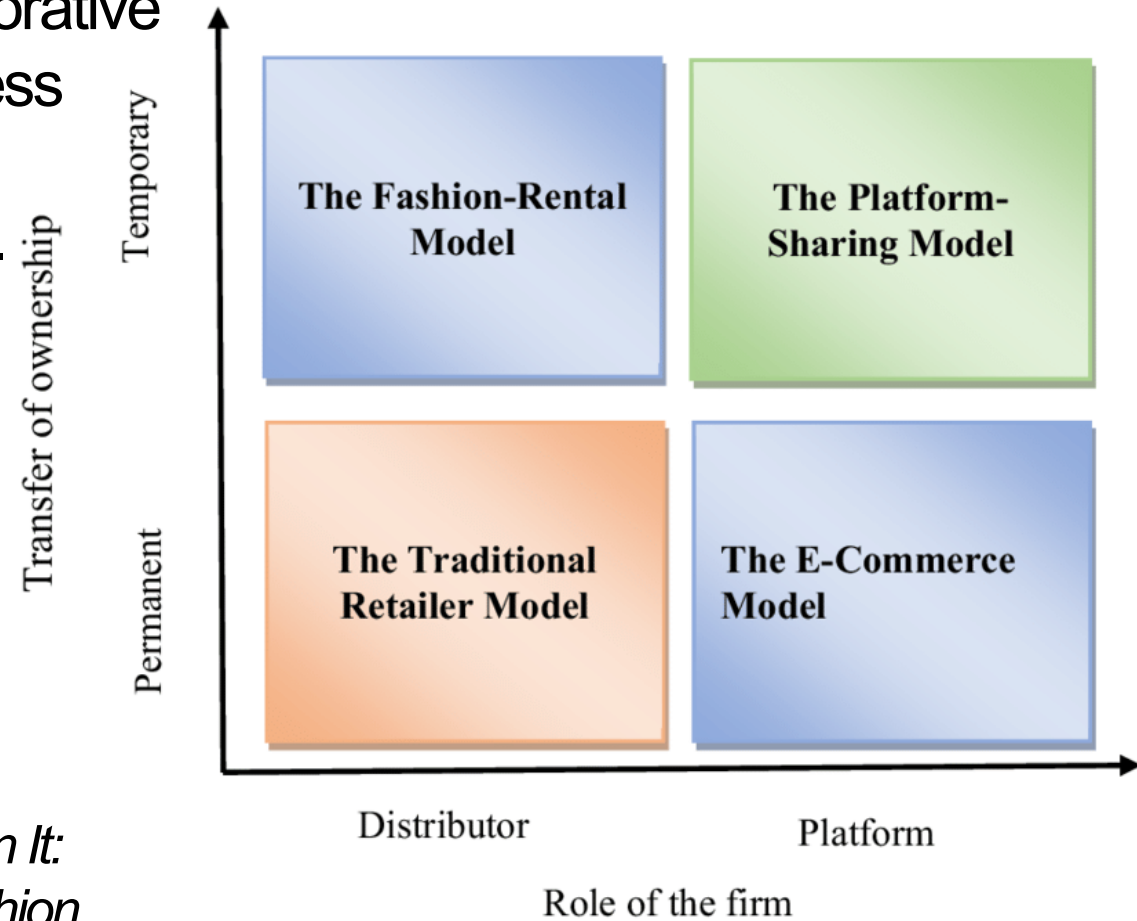
Sharing essential goods: the ownership

Recently, a rising number of businesses are emphasizing the importance of collaborative consumption and building their business models on a new understanding of ownership (Botsman & Rogers 2011).

They offer consumers to:

- rent,
- swap,
- lend,
- and share their personal wardrobe.

(Perlacia, et al (2017), *Live Fashion, Don't Own It: Developing New Business Models for the Fashion Industry*. 10.18261/issn.1504-3134-2017-01-01.)



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Fashion sharing

'fashion-sharing' is defined as all transactions between consumers, or between the retailer and the consumer, that include renting, lending, swapping or sharing of clothing items.

Examples:

- **Drexcode,**
- LeTote,
- thredUP,
- Swapstyle,
- Resecond.

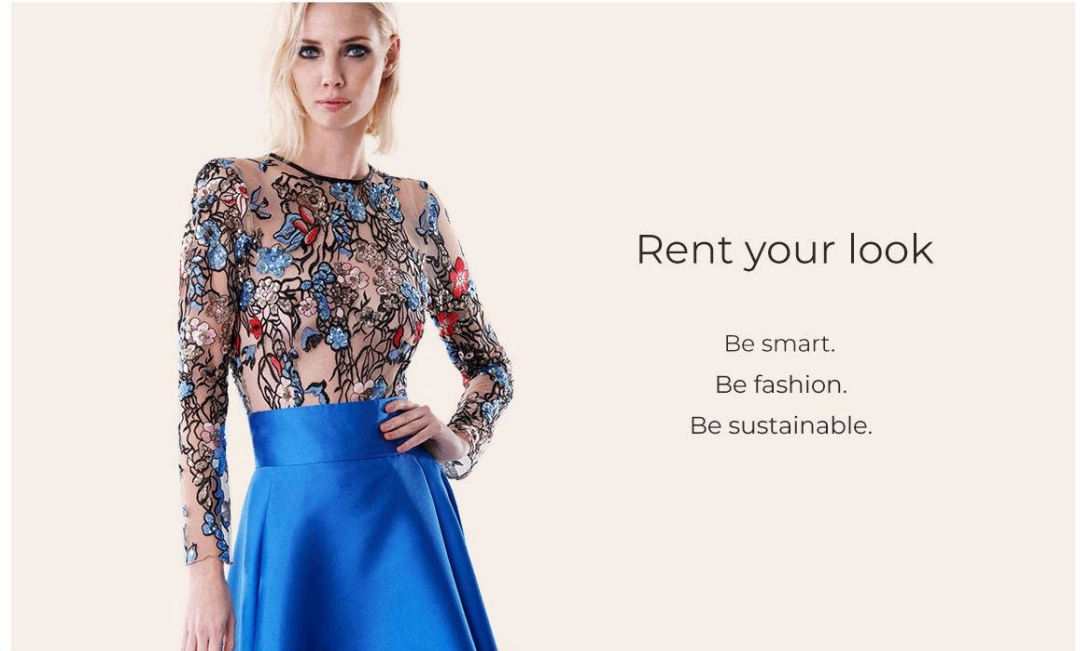


EN | ENG

DREXCODE



RENTAL DESIGNERS OCCASIONS SALES HOW IT WORKS BLOG



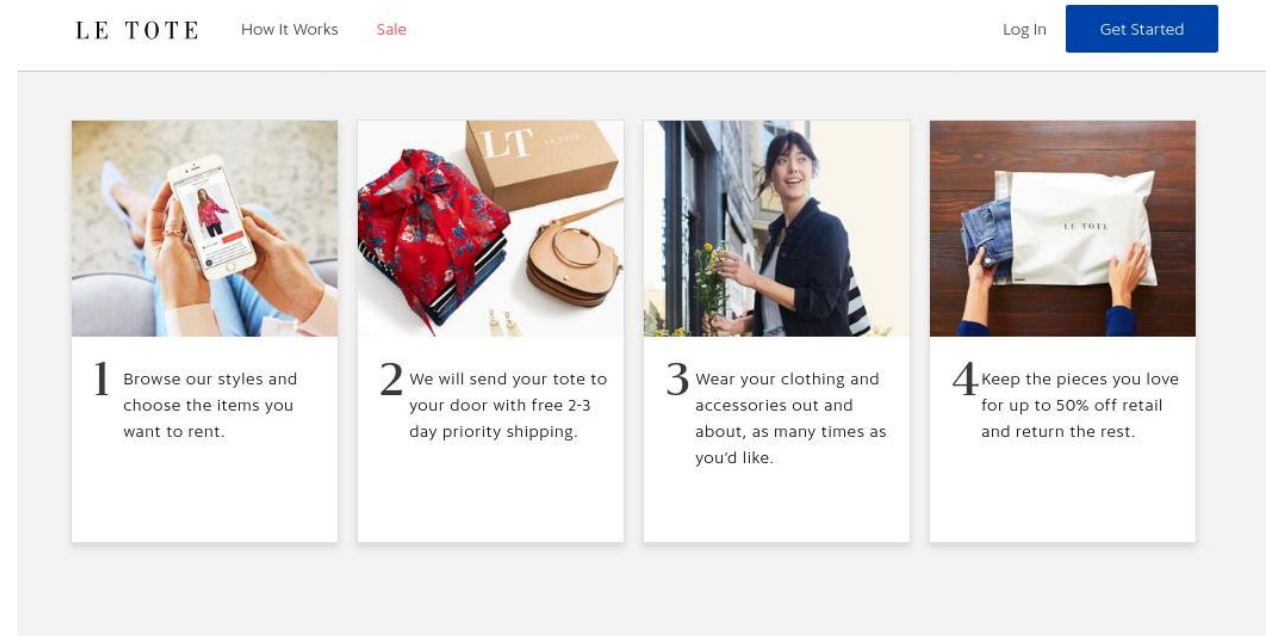
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Examples:


- Rent the Runway,
- **LeTote**,
- thredUP,
- Resecond.




LE TOTE How It Works Sale Log In Get Started

- 

1 Browse our styles and choose the items you want to rent.
- 

2 We will send your tote to your door with free 2-3 day priority shipping.
- 

3 Wear your clothing and accessories out and about, as many times as you'd like.
- 

4 Keep the pieces you love for up to 50% off retail and return the rest.



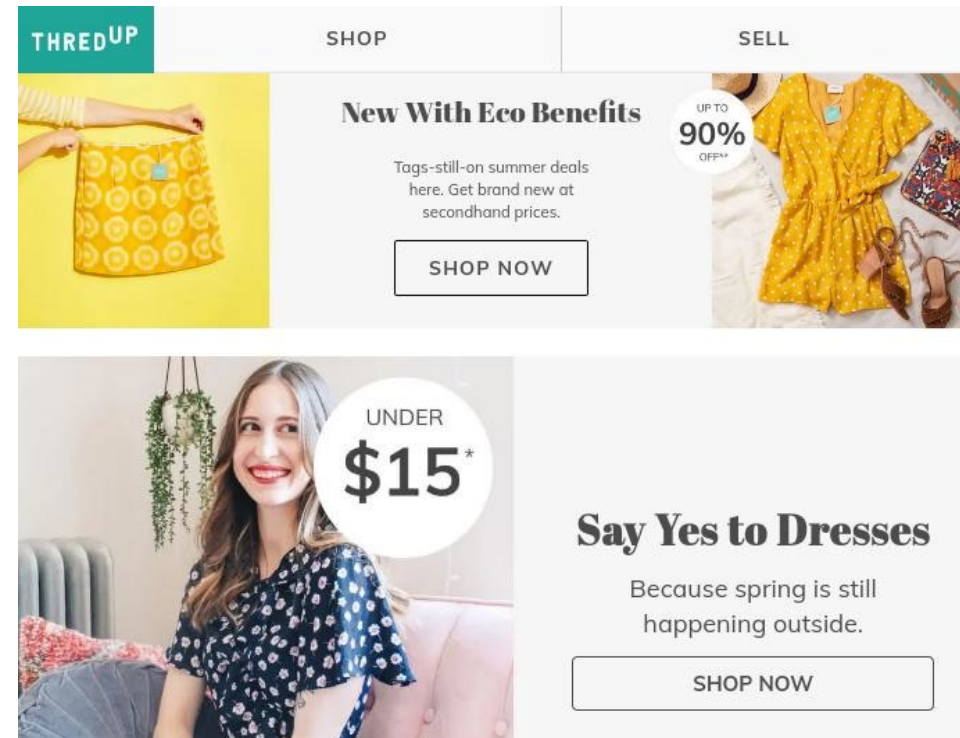
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Rent a dress at <https://www.stylelend.com>

 **StyleLend**

[How To Rent](#)[How To Lend](#)[Guide](#)[Sign Up](#)[Cart](#)[Search](#)

Categories ▾


Brands ▾

GO

Shine at your next event!

**RENT A DESIGNER
DRESS, A CHANEL BAG
OR LOUBOUTIN SHOES**

[SIGN UP NOW](#)





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Collaborative consumption: in depth

Motivations for consumers to engage in collaborative consumption include:

- **Social** - interacting within a community;
- **Economic & practical** - saving money and time;
- **Sustainability** – limit the harm to the environment.

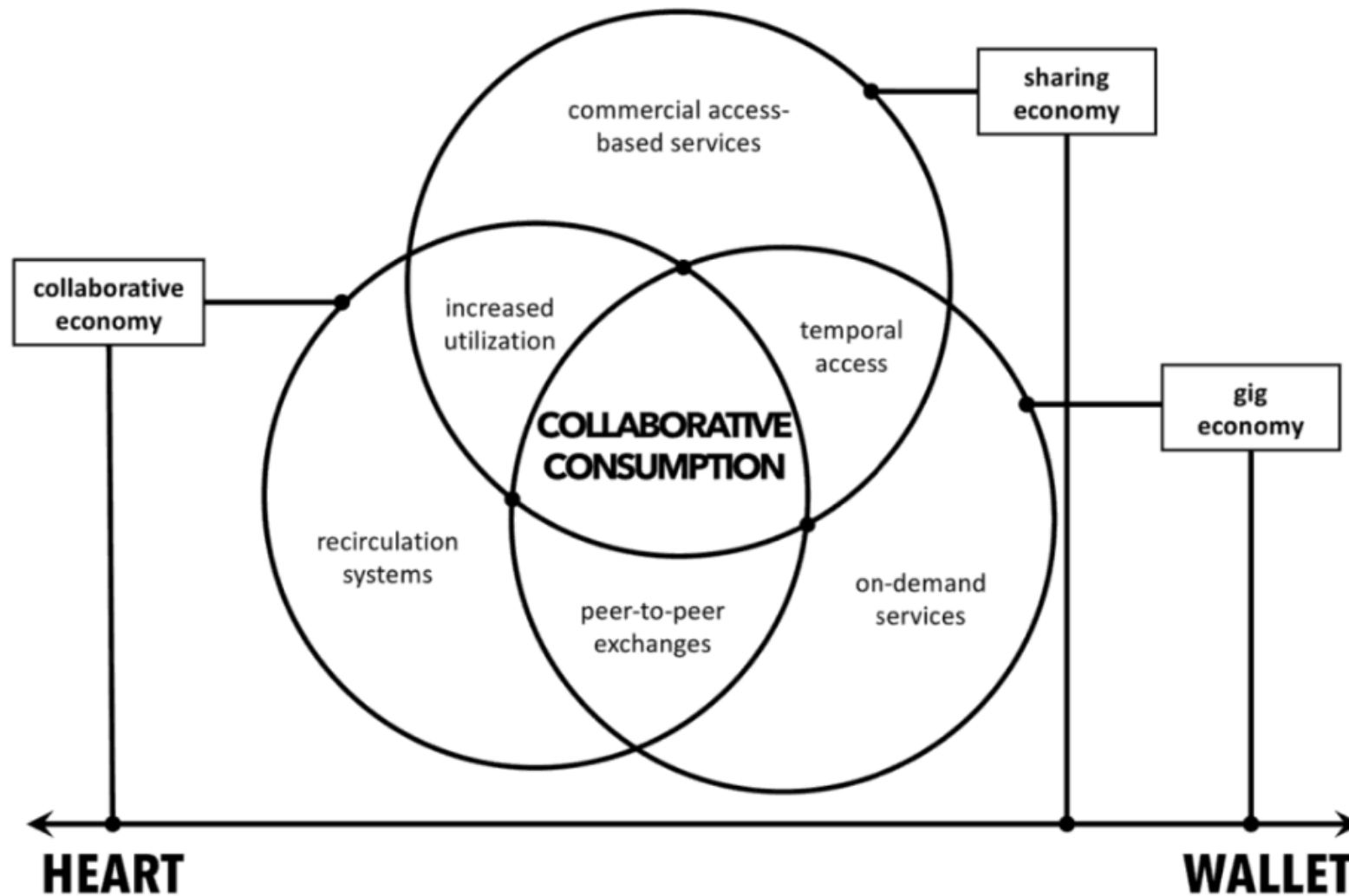
What is "sharewashing" and is there a difference between the model of a library and that of a renting platform?

Is there a difference between sharing economy and collaborative consumption?



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Collaborative consumption & Sharing economy



Collaborative consumption: Types

Concept	Definition
Collaborative Economy	An economic system of decentralized networks and marketplaces that unlocks the value of underused assets by matching needs and haves, in ways that bypass the middlemen (Botsman 2015)
Collaborative Consumption	The reinvention of traditional market behaviors – renting, lending, swapping, sharing, bartering, gifting – through technology, taking place in ways and on a scale not possible before the Internet (Botsman 2015)
Sharing Economy	The sharing economy is the growing ecosystem of providers and consumers of temporary access to products and services (Santana & Parigi 2015)
	The sharing economy is the value in taking underutilized assets and making them accessible online to a community, leading to a reduced need for ownership (Stephany 2015)
	Sharing economy is a market which satisfies the following conditions: Users are individuals, businesses, or machines; There is excess supply of an asset or skillset and sharing creates economic benefit for both the sharer and the user; The internet provides means for communication and coordination of the sharing (Olson & Kemp 2015)
On-demand services	Platforms that directly match customer needs with providers to immediately deliver goods and services (Botsman 2015)

Other stuff to rent: Rent a baby gear

The screenshot displays the BabyQuip website interface. At the top, there's a navigation bar with the BabyQuip logo, a search bar for location and dates, and a shopping cart icon showing 0 items. Below the navigation bar, a dark blue banner reads "Baby Equipment Rentals in Chicago" with the text "Families and little ones adore Chicago. Don't want to lug all your baby gear? No problem, we're here to help!". The main content area is divided into three tabs: "Providers", "Cribs", and "Car Seats". Under the "Providers" tab, three providers are listed: Christine Salzman, Nicole Ramos, and Hanna Parsons. Each provider's card includes a profile picture, a star rating, the number of reviews and successful reservations, a "VIEW ALL PRODUCTS" link, and a "RESERVE NOW" button. Christine Salzman has 4 stars, 14 reviews, and 33 successful reservations. Nicole Ramos has 4.5 stars, 45 reviews, and 148 successful reservations. Hanna Parsons has no star rating yet but is noted as "Be the first to review!". To the right of the provider cards is a map of the Chicago area with several location pins. Below the map is a button that says "Let Us Plan Your Reservation".

website:
www.babyquip.com



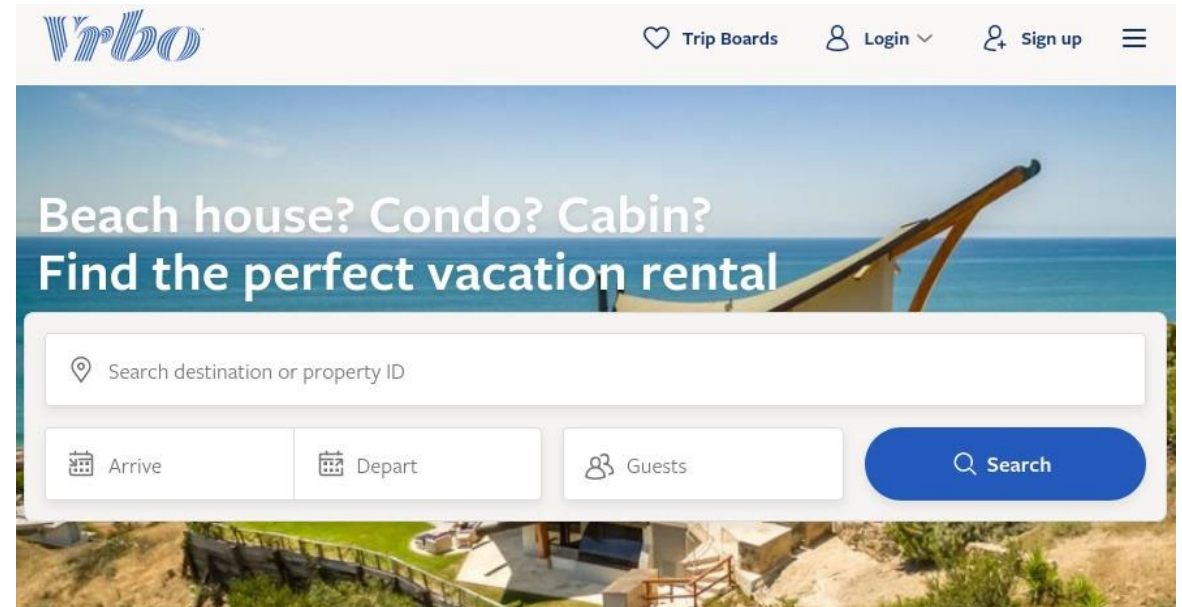
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How? Why?

- Already in 1953 the Dutch and Swiss teacher unions established home-swapping to make summer travelling to foreign countries affordable for teachers.

VRBO in the 2000s:

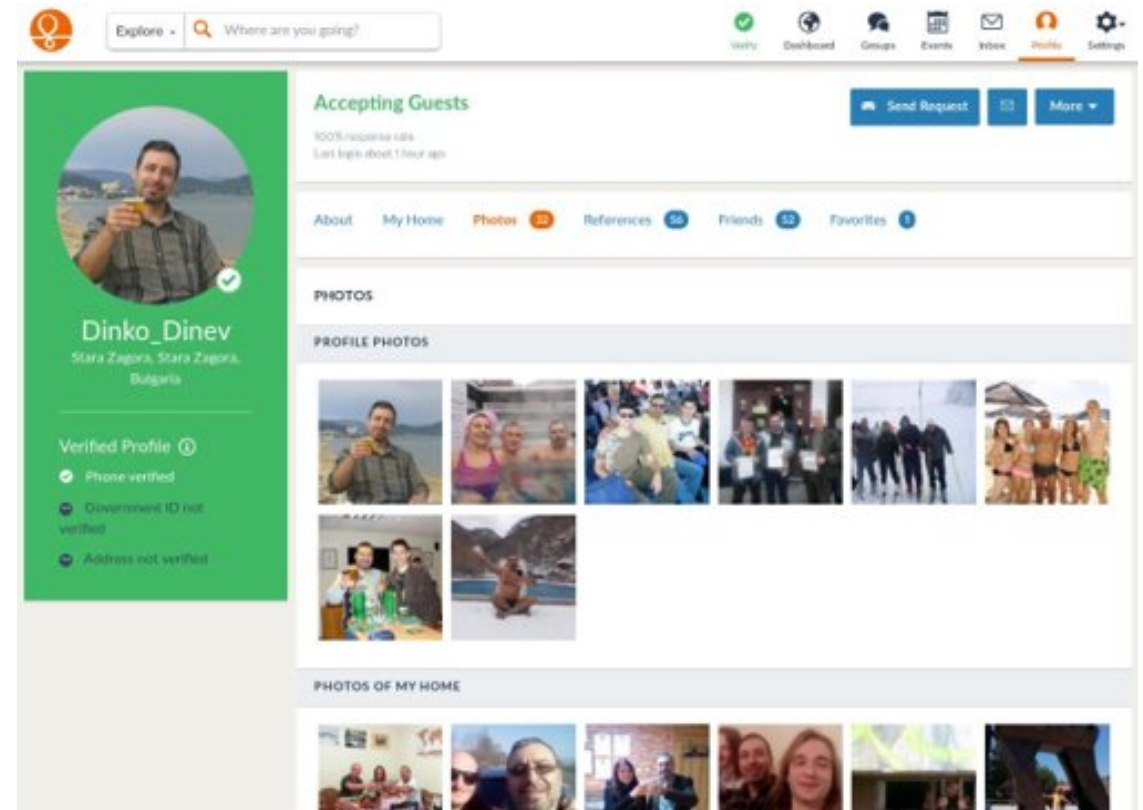
- 65 000 properties;
- 25 million travelers/yr
- Sold to Expedia.



Home sharing/rental

Examples:

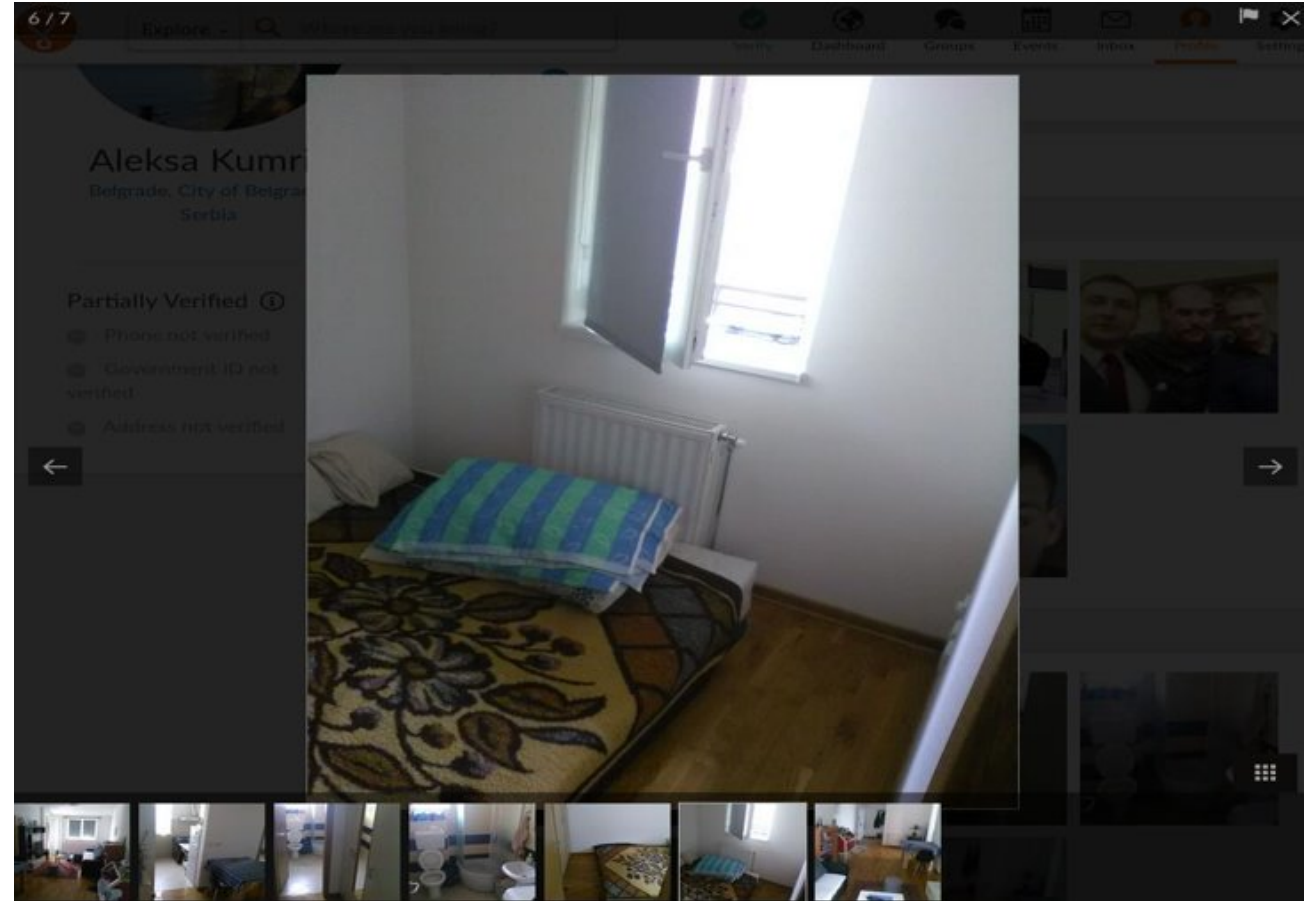
- VRBO/Homeaway
- **CouchSurfing**,
- AirBnb,
- CampSpace.



Home sharing/rental

Examples:

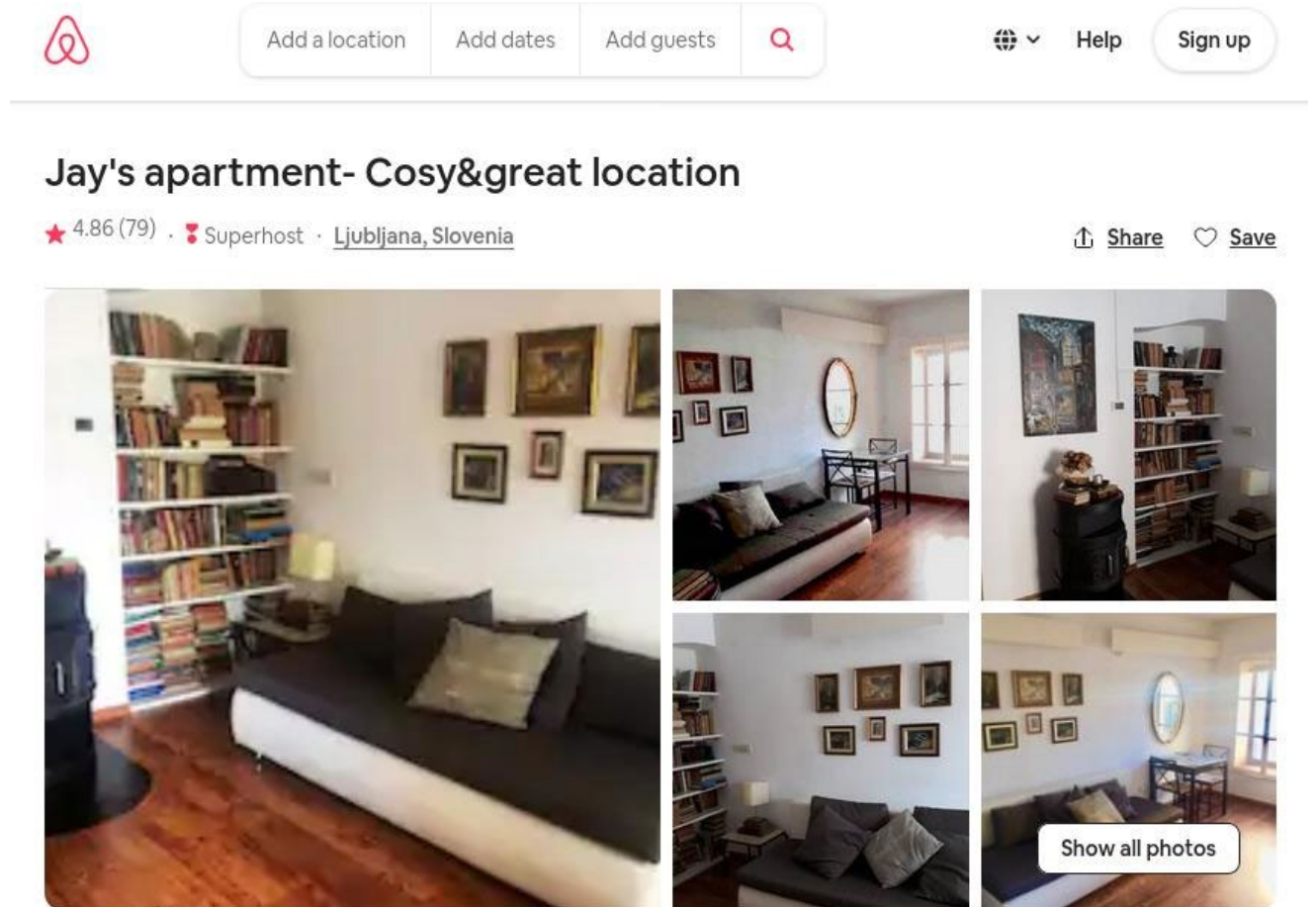
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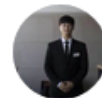
★ 4.86 (79 reviews)

Cleanliness	<div><div></div></div>	4.9
Accuracy	<div><div></div></div>	5.0
Communication	<div><div></div></div>	5.0
Location	<div><div></div></div>	5.0
Check-in	<div><div></div></div>	4.9
Value	<div><div></div></div>	4.9



Jeffrey
February 2020

Great place. Comfortable. Great location.



Sunghyun
January 2020

Wonderful place to stay!

€35 / night

★ 4.86 (79)

CHECK-IN 09/16/2020	CHECKOUT 09/19/2020
GUESTS 1 guest	

Reserve

You won't be charged yet

€35 x 3 nights	€105
Cleaning fee	€15
Service fee	€20
Total	€140



[Report this listing](#)

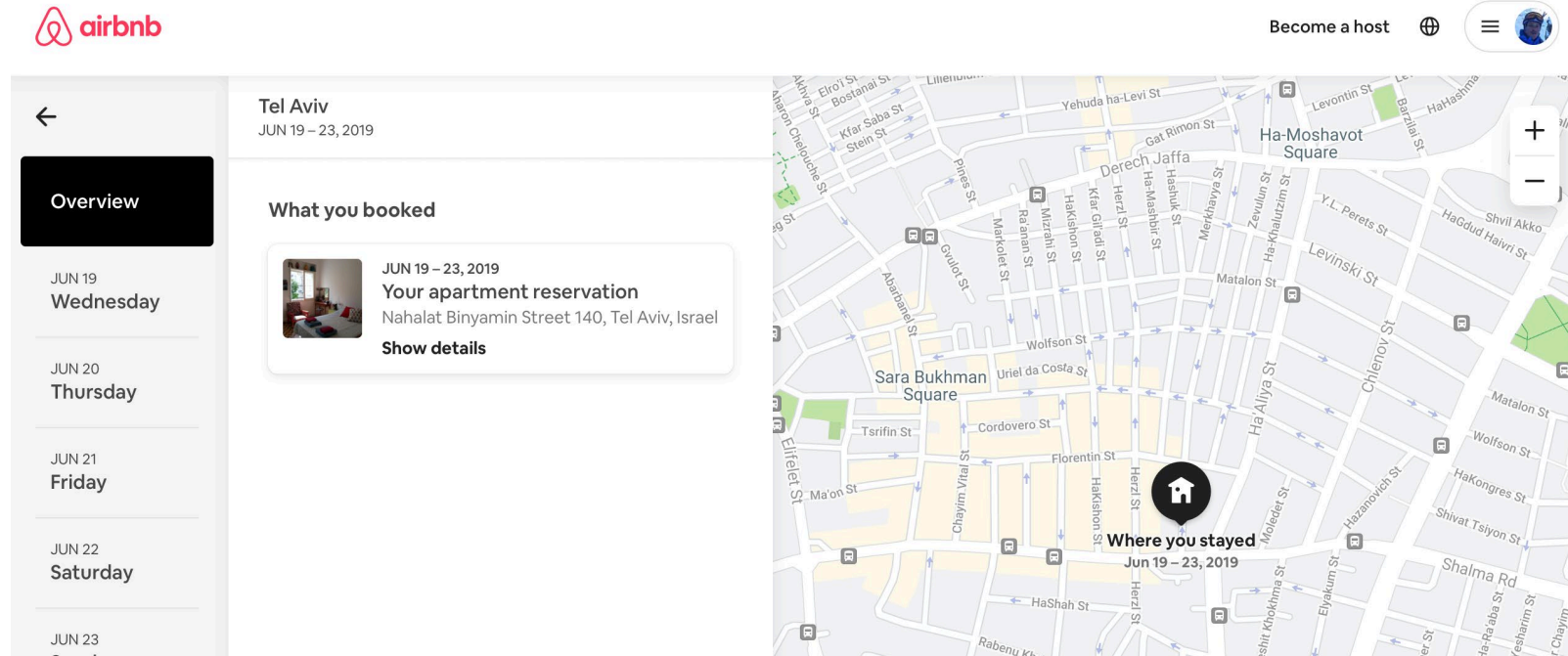


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Home sharing/rental

Online:

www.airbnb.com

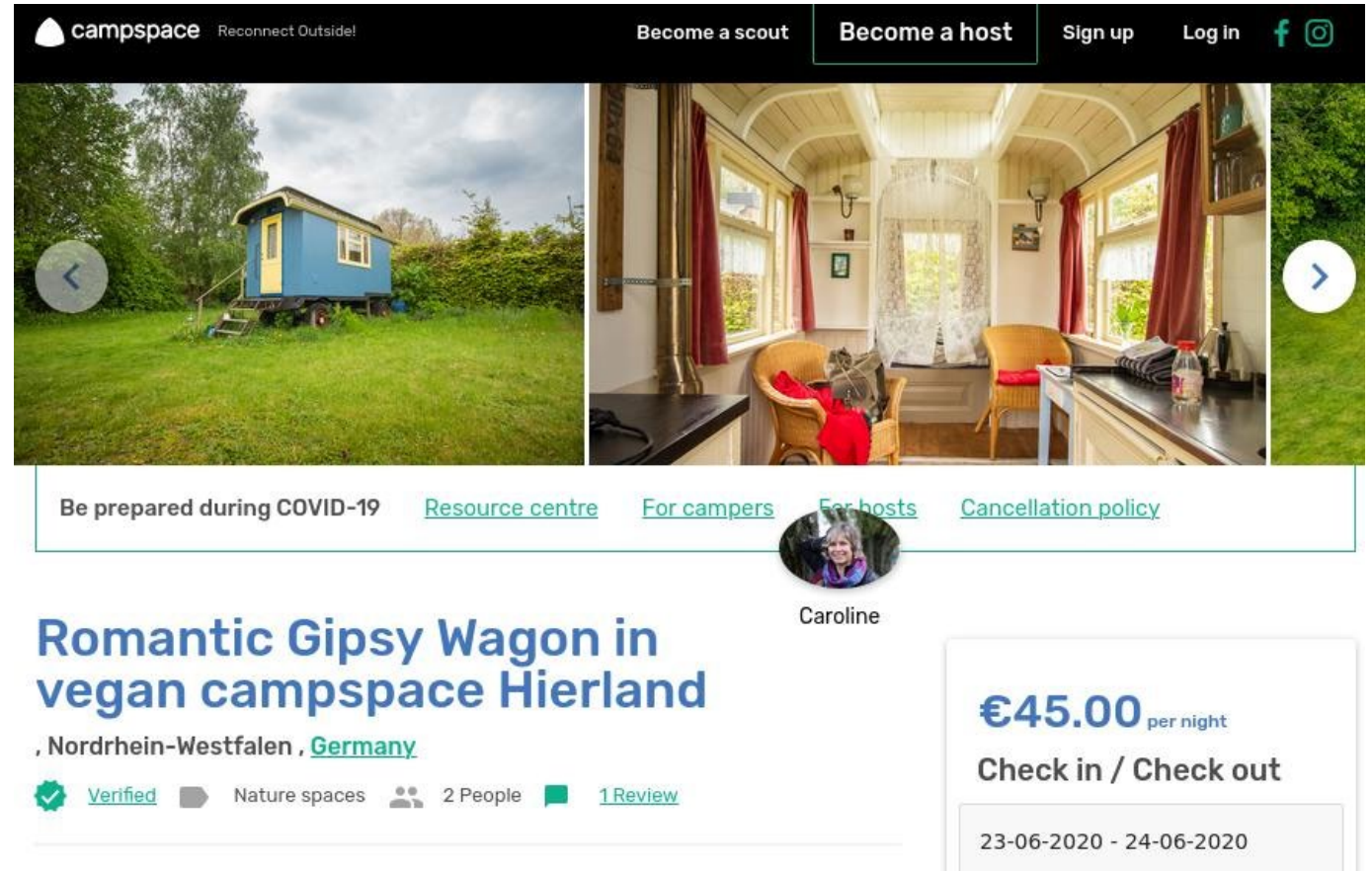


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Home sharing/rental

Examples:

- VRBO/Homeaway
- CouchSurfing,
- AirBnb,
- **CampSpace**



The screenshot shows the CampSpace website interface. At the top, there's a navigation bar with the CampSpace logo and tagline 'Reconnect Outside!'. Navigation links include 'Become a scout', 'Become a host', 'Sign up', and 'Log in', along with social media icons for Facebook and Instagram. Below the navigation bar is a large image slider showing two photos: a blue gypsy wagon on a grassy field and the interior of the wagon, which is cozy with yellow chairs and a kitchenette. Below the images are several links: 'Be prepared during COVID-19', 'Resource centre', 'For campers', 'For hosts', and 'Cancellation policy'. A circular profile picture of a woman named Caroline is shown next to the listing title. The listing title is 'Romantic Gipsy Wagon in vegan campspace Hierland', with the location 'Nordrhein-Westfalen, Germany'. Below the title, there are icons for 'Verified', 'Nature spaces', '2 People', and '1 Review'. To the right of the listing, a price box shows '€45.00 per night' and 'Check in / Check out' dates of '23-06-2020 - 24-06-2020'.

campspace Reconnect Outside!

Become a scout Become a host Sign up Log in f i

Be prepared during COVID-19 Resource centre For campers For hosts Cancellation policy

Caroline

**Romantic Gipsy Wagon in
vegan campspace Hierland**

, Nordrhein-Westfalen , [Germany](#)

Verified Nature spaces 2 People 1 Review

€45.00 per night

Check in / Check out

23-06-2020 - 24-06-2020



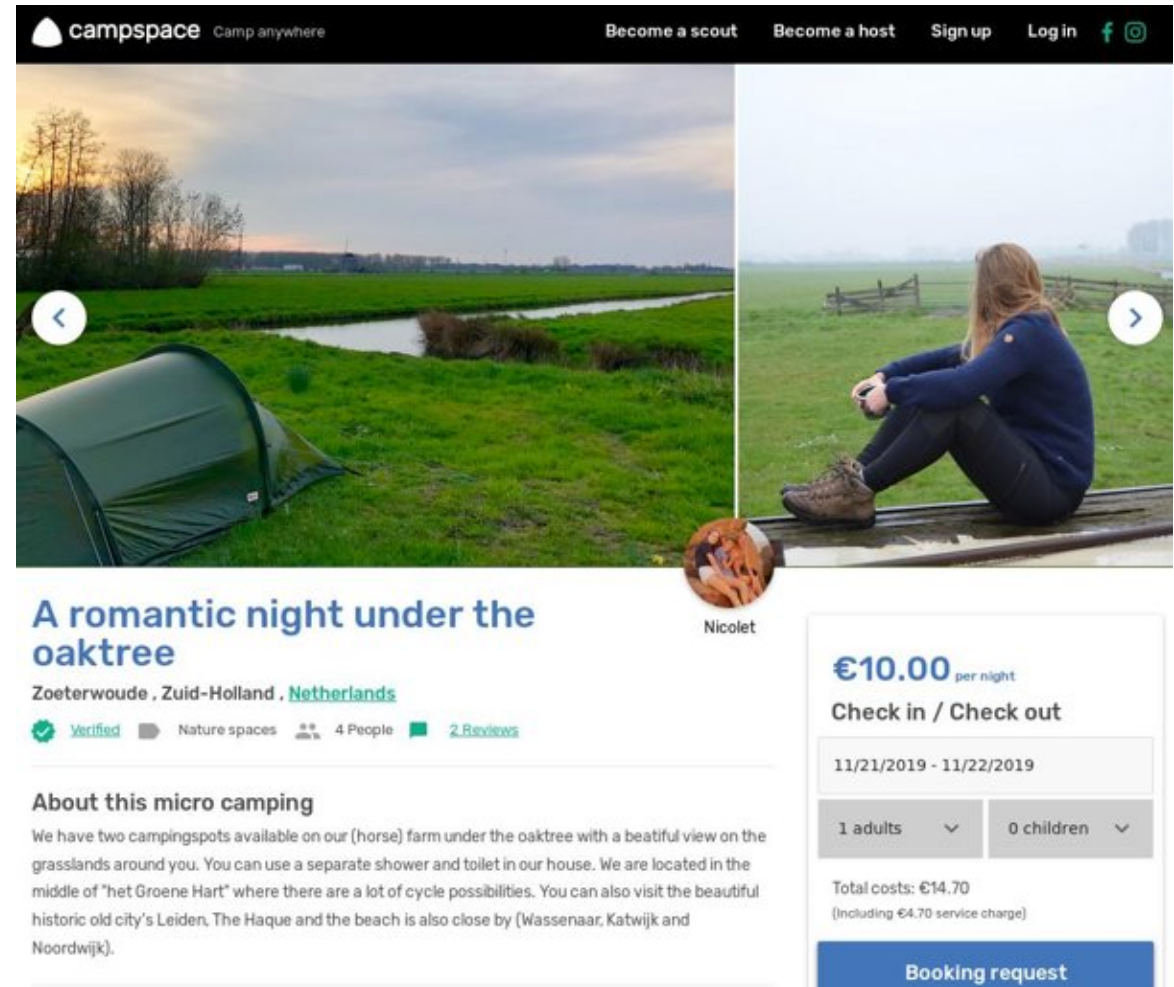
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Home sharing/rental

Examples:

VRBO/Homeaway
CouchSurfing,
AirBnb,

- **CampSpace**



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Questions?



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New session: Group work



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Group work #1: Clothing

Argument map

Objective: Transfer and absorption of knowledge.

Questions: Where is my place in collaborative consumption of clothing/housing? How could I join? Where are my limits? Why? Why would I join?

Materials: 4x A2 sheets.

Rules: In the middle of the sheet a some of the questions are written, then in on the corners of the sheet we write the following: **prerequisite, status, why to solve, how to solve**; and the participants has time to discuss and write their arguments and solution.



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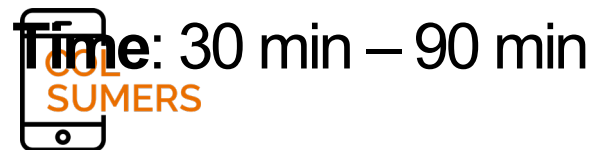
Group work #2: Clothing

Silent Discussion

Objective: Sharing arguments on a topic of interest. Demonstration of the usability of sharing goods.

Materials: 6x A2 sheets.

Rules: There are several A2 sheets on the wall and every one of them has a question or statement. Every participant writes on the topic on every A2 sheet at least once. The participants are discussing three goods – one that they would give away; one that they would rent out; and another that they would sell. Discussion follows after the presentation of every sheet to the participants.



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Group work #3: Housing

Discussion in small groups

Objective: Reiterating on the learned information

Questions: Would I rent an apartment for a weekend vacation? Would I
I Would I share my apartment for free? How would I do that?

Rules: Every group chooses two of the questions and discuss on them. After the end of the discussions, member of the group is presenting their discussion to the other participants.

Time: 45+15 min



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Optional: Col-Summers LAB

Activity 9.8

Collaborative Consumption for Sharing Essential Goods

“Let’s make a deal”



□ Main idea

This main aim of the activity is to understand how CC is directly connecting with the exchange of goods and the shared use of goods and gain a clearer understanding of the definition of CC. Also, you will identify and discuss ways for exchanging and sharing goods and services.

□ You will need

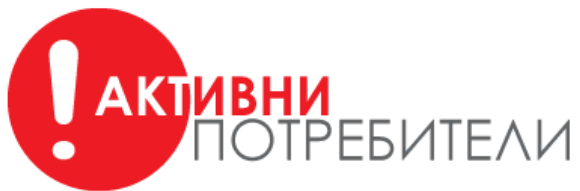
Pens and papers

□ Expected duration

60’

Let’s go!





www.aktivnipotrebiteli.bg

Active Consumers

Thank you for your attention



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For more information about the
project, please visit us:

www.col-sumers.eu