



COL
SUMERS



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COL-SUMERS PROJECT

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

[Read More](#)

INTRODUCTION TO COLLABORATIVE CONSUMPTION (CC)

SESSION 1

Session 1 – Introduction to Collaborative Consumption

□ Introduction

- Welcome
- The COL-SUMERS project
- Presentation of the course
- Presentation of session 1

□ Content

- Concept and types of CC
- CC Platforms

□ Conclusions

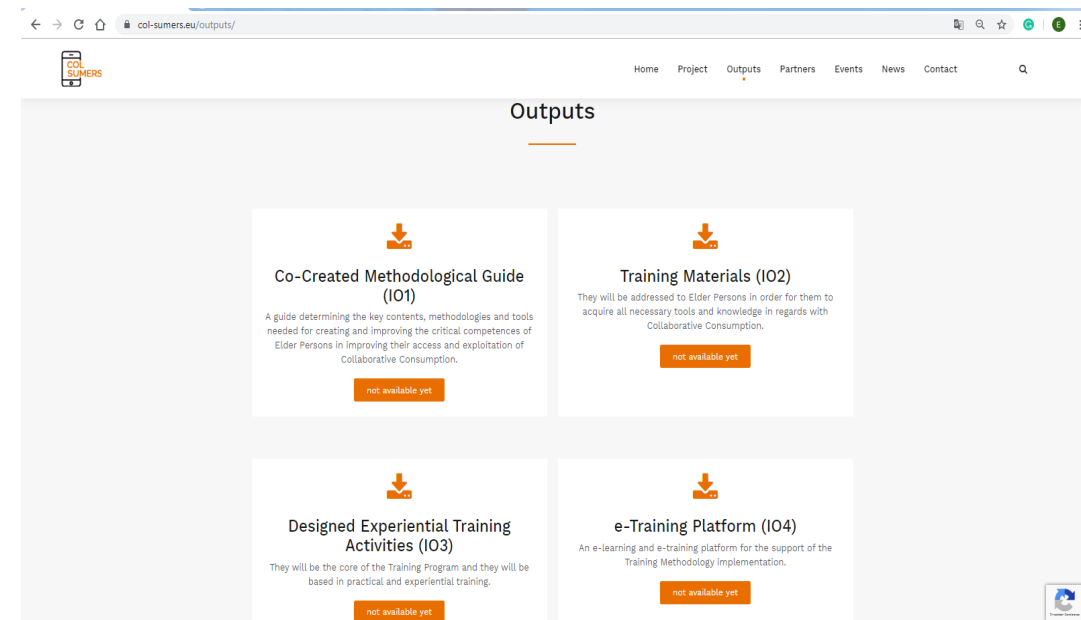
- Key points of the session
- Participants' feedbacks



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Introduction

The COL SUMERS project



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Introduction

Presentation of the course

Objectives

- To increase the competences (attitudes, skills, knowledge) of elder persons about how to exploit Collaborative Consumption
- To present the main opportunities offered by the CC to the elder people
- Analyze and access the main CC platforms through practical exercises



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Introduction

Presentation of the course

Training course planning and content

	F2F / ONLINE	PARTICIPANTS	DURATION	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6
1. Introduction to collaborative consumption	F2F	ALL	1h.						
	ONLINE	ALL	1h.						
2. Impact of collaborative consumption in sustainability (enviroment, society and economy)	F2F	ALL	1h.						
	ONLINE	ALL	1h.						
3. Evaluating my competences and expectations in CC, Self-assessment	F2F	ALL	2h.						
4. Collaborative consumption in the field of wellbeing (health and emotional)	F2F	ALL	2h.						
	ONLINE	ALL	2h.						
5. Collaborative consumption in the field of Energy and Water Consumption	F2F	ALL	1h.						
	ONLINE	ALL	1h.						
6. Collaborative consumption to reduce wastes (including food) and promoting recycling and reusing	F2F	ALL	2h.						
	ONLINE	ALL	2h.						
7. Collaborative consumption in the field of mobility	F2F	ALL	2h.						
	ONLINE	ALL	2h.						
8. Collaborative consumption for sharing essential goods (clothes, households,...)	F2F	ALL	2h.						
	ONLINE	ALL	2h.						
9. COL-SUMERS LAB	F2F / ONLINE	ALL	8 h.						



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Introduction

Presentation of Session 1: Introduction to CC

Objectives:

- To learn the basic concepts of Collaborative Consumption
- To understand the potentialities of Collaborative Consumption
- To increase trainees' awareness and motivation about the benefits of Collaborative Consumption



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Introduction

Presentation of Session 1: Introduction to CC

Competences:

- Knowledge about Collaborative Consumption

Duration:

- Face to face session (1 hour) + Online training session (1 hour)

Material:

Face to face sessions:

Powerpoint presentation

Selected videos

Press Articles

On line sessions:

Computer

App



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Introduction

Presentation of Session 1: Introduction to CC

Contents of Face to Face session

Concept and
types of CC

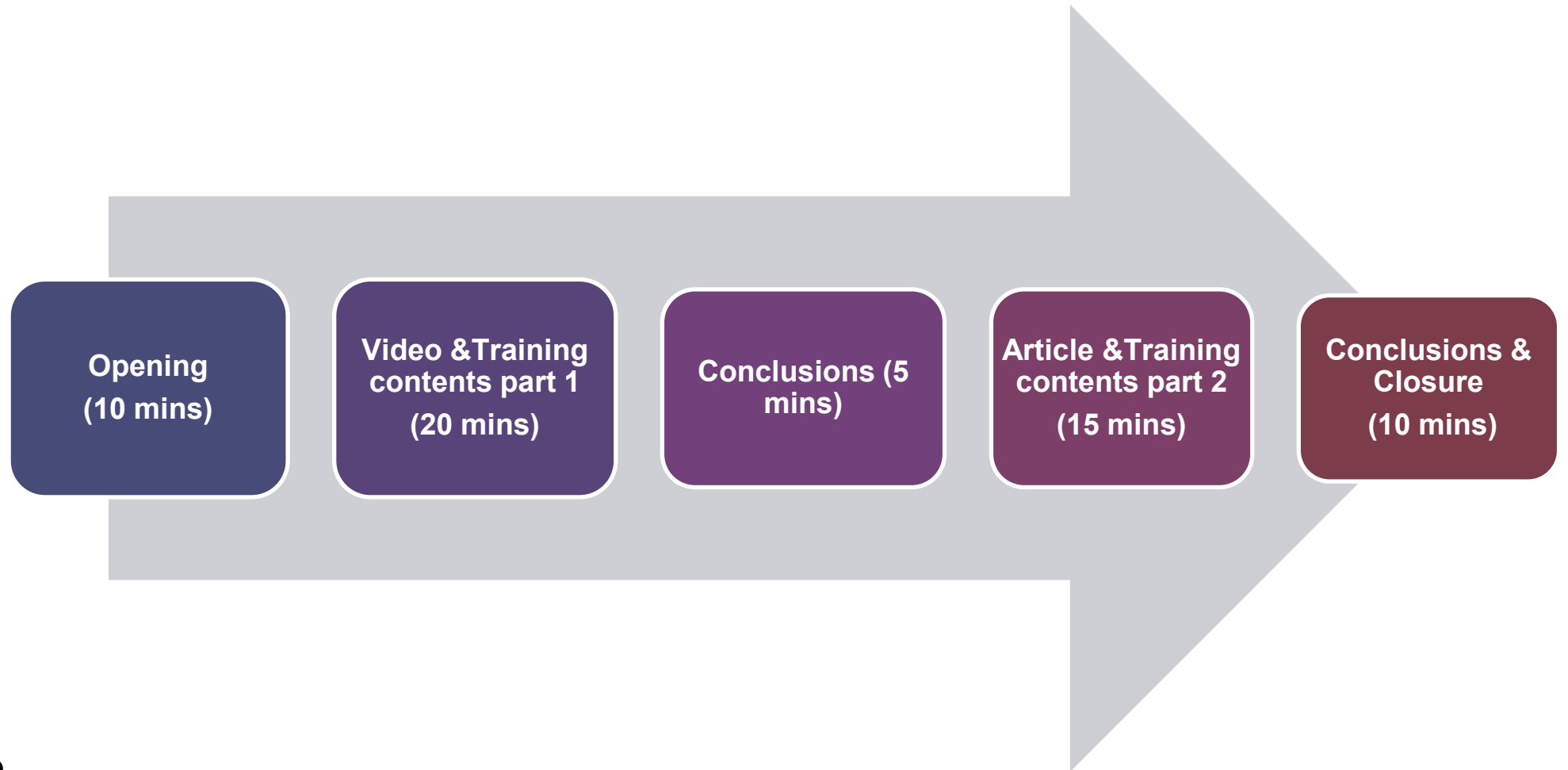
CC Platforms.
Main
characteristics



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Introduction

Our schedule today



Introduction

To break the ice...



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FACE-TO-FACE SESSION



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1. Concept and types of CC

But ... what is collaborative consumption?

- <https://www.youtube.com/watch?v=-R3WtXOPYfs>
- <https://www.youtube.com/watch?v=1Qfgrn67Le0>



1. Concept and types of CC

Collaborative Consumption (CC) – Some definitions

Access of goods and services without being owned through the variety of digital platforms

It is a new economic model of consumption based on exchange, rent, shared use, loan, re-commercialization or donation



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1. Concept and types of CC

Types of CC

Product based system: You pay for the use of the product not for its property.

Example: I need a hammer, but its price is 40€ while the use of hammer once is 3€. If I only need it once. What is the smartest option?



1. Concept and types of CC

Types of CC

Redistribution systems: Resignation of the ownership because it is not useful anymore.

Example: used clothes.



1. Concept and types of CC

Types of CC

Collaborative lifestyles: Exchange of non-tradable goods, Skills, services, knowledge or experiences.

Example: I need a journey in order to go to Madrid and according to the traditional provider I have to take one train and a bus with a cost of 65€ while if I would take a Blablacar I would only need one main of transport and I would pay 28€. What is the smartest option?



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1. Concept and types of CC

CC and Sustainable Development Goals



1. Concept and types of CC

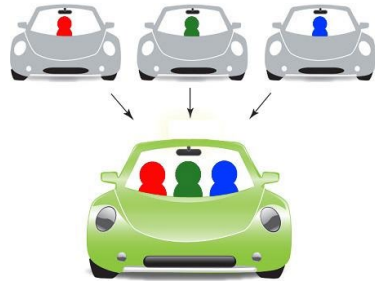
CC and Sustainable Development Goals

The expansion of Collaborative Consumption tends to generate positive social impact in local communities and reduce the environmental impact, for example through a shift to business models that deliver services rather than products, the reduction of overproduction and the decrease of natural resources exploitation. In this sense, collaborative consumption directly impacts the following SDG:



2. Current practices of CC platforms of Elder Persons

CC Platforms - According to the activity / areas of goods and services



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2. Current practices of CC platforms of Elder Persons

CC Platforms - According to the activity / areas of goods and services

- Collaborative consumption in the field of wellbeing (health and emotional) - Session 4
- Collaborative consumption in the field of energy and water consumption - Session 5
- Collaborative consumption to reduce wastes (including food) and promoting recycling and reusing - Session 6
- Collaborative consumption in the field of mobility - Session 7
- Collaborative consumption for sharing essential goods (clothes, households) - Session 8



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2. Current practices of CC platforms of Elder Persons

CC Platforms - According to the social function

- A. Non-profit. Main platforms which share in a free and altruistic way the goods and services in order to enhance social relations.
- B. Profit maximization. Business model with maximization of benefits as principal value.



2. Current practices of CC platforms of Elder Persons

CC Platforms - According to the system applied

- A. Consumer to consumer model (c2c): collaboration between “equal partners”.
- B. Business to consumer model (b2c): provider of the service and the intermediate channel are the company behind the platform.



Conclusions

- Which are the main benefits/problems that CC can offer you, taking into account your specific situation?
- Do you think that CC can be interesting for you to improve the quality of your life?
- Why elder people should increase their CC competences?
- Do elder people have specific CC needs different from the younger population?



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PRACTICAL CASE: PRESS ARTICLE EXAMPLES

- https://www.eldiario.es/economia/consumo-colaborativo-temblar-economia-tradicional_0_265624060.html
- <https://www.elmundo.es/economia/2014/05/25/537f5644e2704eab698b457b.htm>
- https://elpais.com/economia/2016/02/18/actualidad/1455817896_691350.html
- https://www.huffingtonpost.es/2016/07/21/yo-no-desperdicio-la-web-para-acabar-con-el-despilfarro-de-alim_n_10694868.html
- https://www.hosteltur.com/116658_seniors-comienzan-interesarse-economia-colaborativa.html
- <https://www.emprendedores.es/ideas-de-negocio/a63104/seniors-economia-colaborativa-consumo/>



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Optional: Col-Summers LAB

Activity 9.1

Introduction to CC

“Revolving Pros and Cons”



Main idea

The main idea of this activity is that you learn to see your peer’s perspectives on the one hand and on the other hand you exchange ideas, views and opinions. This activity will lead to an open discussion on the DETA topics, which will result in better understanding CC and its benefits.

You will need

pens, green and red strips of paper, a board/ a flipchart/sheets of A1 to place on the walls

Expected duration

60’

Let’s go!



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ON LINE SESSION



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2.1. The COL SUMERS e-training platform

➤ Create an account



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2.1. The COL SUMERS e-training platform

➤ Log In



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2.1. The COL SUMERS e-training platform

- Download training materials



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2.1. The COL SUMERS e-training platform

- Send messages / Chats



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2.1. The COL SUMERS e-training platform

➤ Log Out



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**THANK YOU
FOR
YOUR
ATTENTION!
ANY QUESTIONS?**



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