

## Shared economy: Setting up a sharing network



Dematerialisation stands for using less or no material to **deliver the same level of functionality to the user**. It includes **improving the use of materials** or **shifting from products to services**. Sharing products or services is a clever way to prevent avoidable uses of material or energy.

**Principle: A shared product/service = material/energy waste prevented!**

A lot of different websites exist to help you share/borrow goods, but you can't always find what you are searching for. This is why it's also very useful to set up a sharing network, whether it is at a municipal, a neighborhood, a workplace or a flat scale. It is a way to act locally, as well as it is the occasion to promote the sharing economy and meet your neighbors!

### Objectives

- ▶ Promote a sustainable and waste saving consumption
- ▶ Encourage consumers to think about the way they buy, use and dispose of their products
- ▶ Stimulate creativity and ingenuity, and reinforce social bounds
- ▶ Encourage European citizens to act locally

### What you need

- ▶ **Information and communication material:** Advertise for your sharing network by putting up promotional posters on strategic points or via other communication means and inform target group about the action by giving out information on why the shared economy is important
- ▶ **The tool that you will use to organise your sharing network:** The most simple option is to create a shared document (excel list) where everyone who participates can fill in the items they want to share (tools, games, books, DVDs, car/bike, sport articles, etc.) and their contact details so that people who want to lend it can contact them directly. Other options are blackboards or a software/website that manages the different entries more automatically, and allows also for sorting in categories, etc.
- ▶ An **information stand** to explain the EWWR and the purpose of the action to visitors
- ▶ **Refreshments** (paying or free) are always welcome and can help to create a friendly atmosphere
- ▶ **Measuring equipment:** weighing scales to weigh the shared products

### Preparing the action

#### Before the EWWR (one month beforehand)

- ▶ **Decide what kind of network you want to set up:** which items shall be shared?
- ▶ Decide on which level(s) you want to set up your sharing network: with your flatmates or direct neighbours, with all neighbours from the street, with your neighbourhood, at your workplace, in your school, etc.
- ▶ **Determine the most appropriate tool** and develop it
- ▶ **Prepare a poster** to advertise for your sharing network



- ▶ **Search for the most strategic location** or way to promote your sharing network (for example: at the office, use the intranet; in your flat, use the entrance hall, etc.)
- ▶ **Send the information on your action** and the EWWR factsheet about sustainable consumption and production (available soon) per mail to your target group
- ▶ **Establish personal contacts to your target group**: this will facilitate substantially further cooperation
- ▶ **Set up a good practice charter** to make participants comfortable to lend their products (for example, make borrowers declare to take good care of the objects they borrow and to replace it when broken, or to make another arrangement with the owner)
- ▶ **Register your action** with your official EWWR Coordinator

## 2 weeks before the EWWR

- ▶ **Create the tool and test it**
- ▶ **Prepare the material** needed for the operation: tables/stands, chairs, drinks, camera/video recorder, etc.
- ▶ **Communicate again** about your sharing network by mail or by meeting your flatmates, your neighbours or your colleagues personally to have as much people as possible involved.
- ▶ **Use the social networks** to set up a page about the sharing network and invite participants to subscribe so they can propose the new products and services they want to share or those they need
- ▶ Display [posters to inform the public](#)
- ▶ **Prepare the equipment** needed for the evaluation: scales, weighing, etc.
- ▶ **Get some visibility** by inviting the local press or by sending out a press release to print and broadcast

## Implementing the action = day of the action!

- ▶ Try to **sort the products and services** proposed in different categories: handiwork tools, kitchen tool, cleaning tools, gardening tools, games, books, music, etc.
- ▶ **Launch officially the sharing network** with a symbolic first share between two of the participant
- ▶ **Manage the sharing network** and go to meet participants to explain the purpose of the EWWR and of waste prevention
- ▶ If you plan to **organise a buffet**, get in contact with a **charity organisation to donate potential leftover food**
- ▶ **Talk about reuse and waste prevention** in general (more information on [www.ewwr.eu](http://www.ewwr.eu))
- ▶ Remember to **take photos and videos**
- ▶ **Monitor the quantity of products shared** by weighting them, or by using [this pdf](#)

## Evaluation and feedback

- ▶ **Insert the final number of products shared** in worksheet 1 of this [excel](#) (this will give you a comprehensive overview of how much waste you avoided by implementing this EWWR action)
- ▶ **Send the results**, pictures and other relevant feedback to your EWWR Coordinator
- ▶ **Continue to advertise for your sharing platform** to get as much participants as possible (the more people there are, the more efficient is the platform!)

## More information

- ▶ Find the electronic version of this factsheet here: [www.ewwr.eu/en/support/prevention-thematic-days-2015](http://www.ewwr.eu/en/support/prevention-thematic-days-2015)



With the financial support  
of the European Commission





- ▶ Information material
  - Dispose of the throwaway society! (available soon)
  - Dare to be aware (available soon)
- ▶ Examples of actions
  - [Ready to share](#) (BE)
- ▶ EWWR Coordinator's website/contact: [www.ewwr.eu/list-organisers](http://www.ewwr.eu/list-organisers)
- ▶ European Week for Waste Reduction: [www.ewwr.eu](http://www.ewwr.eu) [contact@ewwr.eu](mailto:contact@ewwr.eu)  
[Facebook](#) [Twitter](#)
- ▶ Relevant stakeholders
  - [The people who share](#)
- ▶ Interesting links
  - [I share, you share, let's share](#) – EWWR
  - [What is the Sharing Economy?](#) – The people who share
  - [Share your time](#) – Catalan sharing platform (in Catalan)
- ▶ Publications
  - [The sharing economy: Accessibility Based Business Models for Peer-to-Peer Markets](#) – European Commission
  - [Unlocking the sharing economy: An independent review](#) - Debbie Wosskow

