

Panorama de la Economía Colaborativa

FIDE, 3 Marzo 2015

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Compartir no es nada nuevo...



Algunos apuntes previos...

- El procomún medieval: pocos poseían, muchos accedían
- Ilustración, Primera y Segunda Revolución Industrial



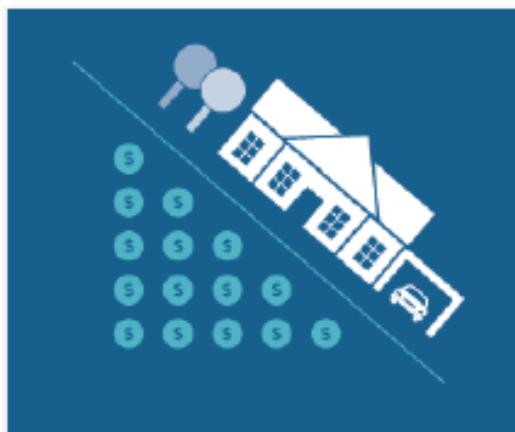
*Third
industrial
revolution?*

Las cooperativas: un precedente

- 1000 millones de personas pertenecen a cooperativas
- Emplean a +100 millones de personas
- En EEUU y Alemania, 1 de cada 4 pertenecen a una cooperativa
- En Francia, las cooperativas tienen 32 millones de miembros
- En EEUU dan trabajo a 2 mill de personas, 120 mill de socios

Por qué emerge la Economía Colaborativa

Economic



- Economic Crisis
- Unemployment
- New generations debt load

Technology



- Internet becomes global
- Mobile Devices and platform
- Payment systems evolve
- Social networking rise

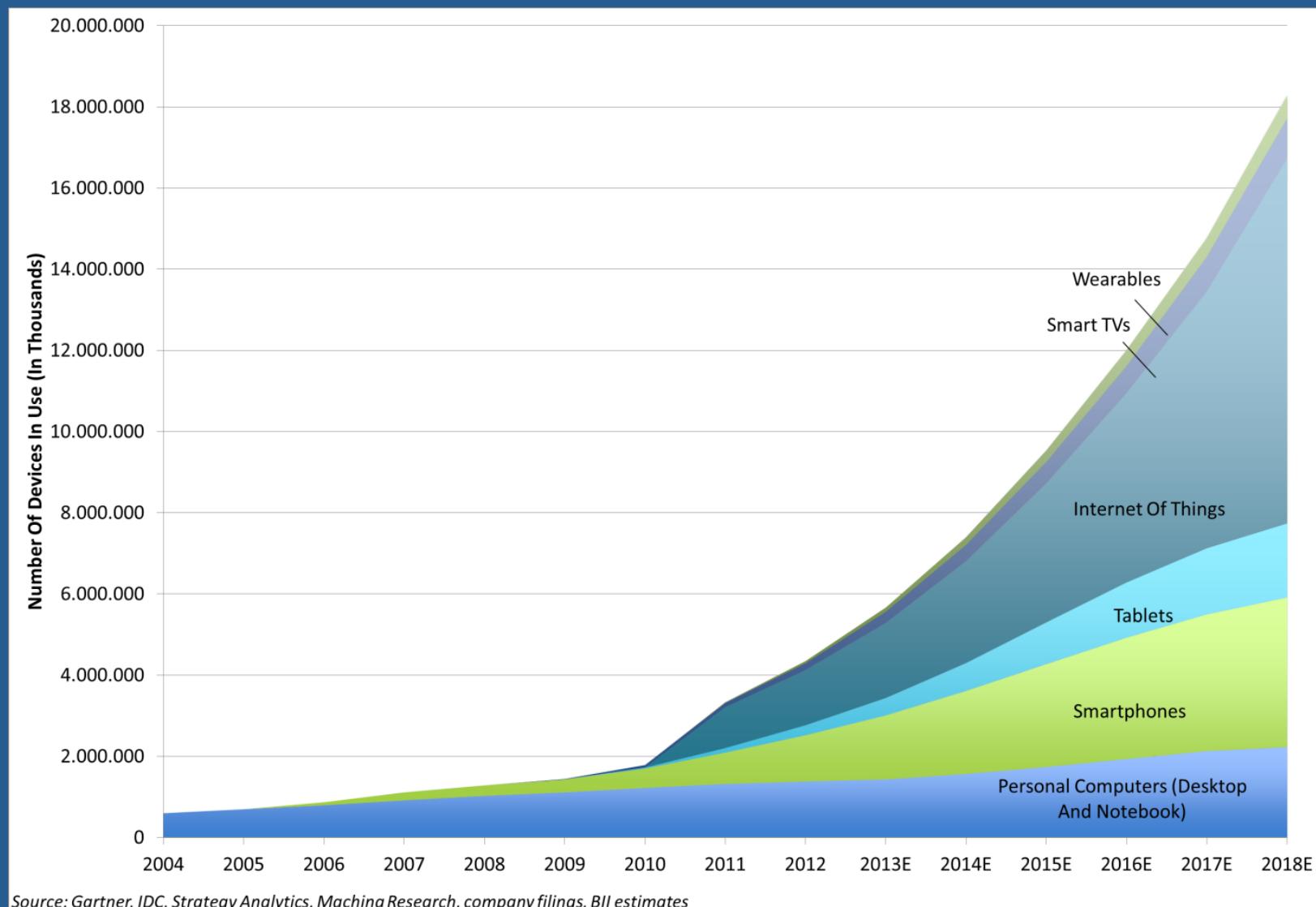
Social



- Increasing population density
- Drive for Sustainability
- Desire for Community
- Generational Altruism

Retos para el modelo económico y social

Atención al Internet de las Cosas

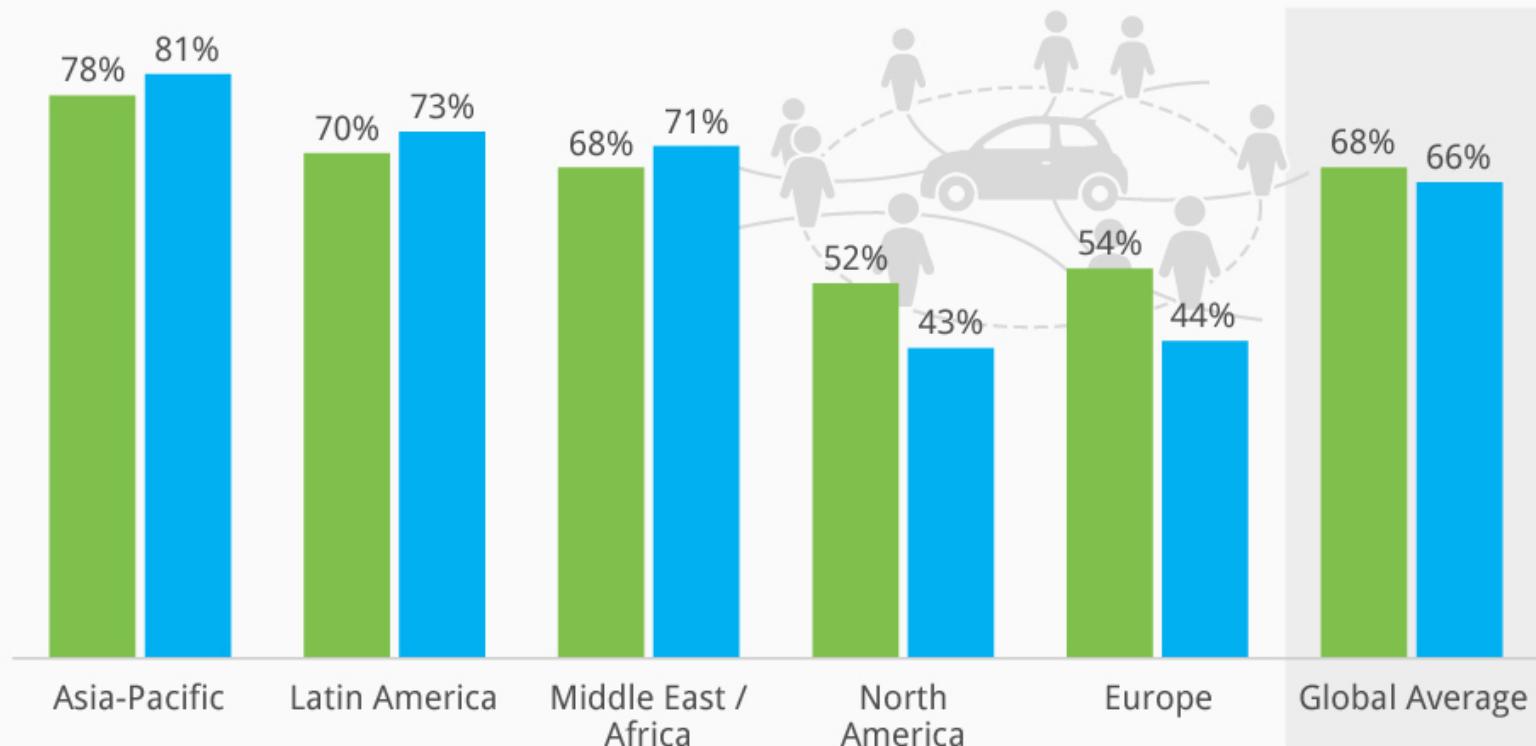


Propensión a compartir

The Rise of the Sharing Economy

% of online consumers willing to participate in sharing communities*

█ Willing to share own assets █ Willing to share from others



* based on an online survey among 30.000 consumers in
60 countries conducted in Q3 2013

Source: Nielsen



Economía colaborativa: una posible definición

Innovaciones que usan la tecnología para permitir compartir, financiar, intercambiar conocimientos y recursos, dinero y activos de forma y a escala no posible hasta ahora

- Bits versus átomos: reducción precios chips, 3D
- Recursos ociosos y nuevos productos
- Personas, empresas e instituciones
- Nuevas plataformas, nuevos usuarios
- Sectores regulados están especialmente afectados
- Fragilización condiciones trabajo

Qué es?

COLLABORATIVE ECONOMY

An economy built on distributed networks of connected individuals and communities as opposed to centralized institutions, transforming how we can produce, consume, finance and learn.



PRODUCTION

Design, production and distribution of goods through collaborative networks.



CONSUMPTION

Maximum utilization of assets through efficient models of redistribution and shared access.



FINANCE

Person-to-person banking and crowd-driven investment models that decentralize finance.



EDUCATION

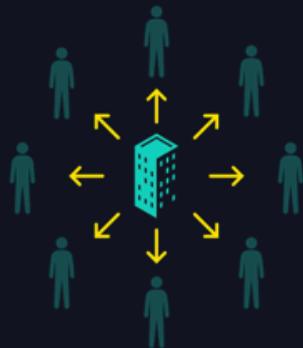
Open education and person-to-person learning models that democratize education.



Ejes de interacción

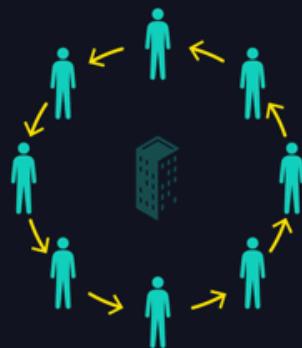
COLLABORATIVE CONSUMPTION

There are three distinct transaction models that can be applied.



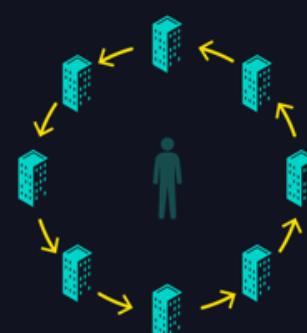
**BUSINESS-TO-CONSUMER
(B2C)**

Business owns inventory and facilitates transactions amongst users.



**PEER-TO-PEER
(P2P)**

Assets are owned and exchanged directly person-to-person.



**BUSINESS-TO-BUSINESS
(B2B OR ENTERPRISE)**

Solutions that enable businesses to unlock and monetize the idling capacity of their existing assets.



Pese a las barreras, las innovaciones afectan a cada vez más sectores

Sector	Economía Tradicional	Economía Colaborativa
Transporte, Logística	Taxis, Autobuses	Uber, Blablacar, Lyft, relayRides
Espacios	Cadenas hoteleras, edificios corporativos	Airbnb, CoachSourfing, LiquidSpace
Financiación, sistemas de intercambio	Bancos, mercados de capitales	Kickstarter, Lending Club, Bitcoin
Educación	Sistema educativo	Wikipedia, Coursera, Khan Academy
Prestación servicios personales	Empleo por cuenta ajena	TaskRabbit, Timebanks
Productos manufacturados	Empresas producción centralizada	Etsy, Ebay, Make, Arduino
Energía, Telecomunicaciones	Empresas verticales	Solarcity, Fon

Factores de la Economía Colaborativa

- 1) La tecnología reduce economía de escala necesaria
- 2) La reputación es la nueva moneda – agencia de rating democrática
- 3) Cambios en los modelos de pensamiento: acceso vs propiedad
- 4) Descentralización – de consumidores a prosumidores
- 5) Desintermediación de las estructuras actuales

Algunas reacciones...



1. La mentalidad corporativa intenta retener el control –y los beneficios
2. Muchos gobiernos, lobbies e instituciones se oponen
3. La fragmentación de alternativas crea confusión
4. El exceso de startups crea incertidumbre – cual seguirá?



Qué hacen las empresas?

1- Ignorarlo (y esperar que pase de largo)



Qué hacen las empresas?

2- Denunciarlo y lobby

El gremio de hoteleros del mundo, contra Airbnb

- Un juez de Nueva York ha declarado ilegal que los particulares alquilen habitaciones a través de Internet. Quebec también promueve una limitación. Barcelona y Río de Janeiro han pactado acuerdos.
- [Airbnb abre oficina en España](#)
- [Entrevista con el cofundador de la 'start up'](#)

Las empresas de autobuses, contra el negocio de compartir coche



Más noticias sobre: [transporte](#), [transporte y turismo](#), [jurídico](#)



Qué hacen las empresas?

3- Esponsorizar proyectos / Comunicar



ING DIRECT lanza la Guía #CoolCost: un magazine online sobre consumo inteligente

Qué hacen las empresas?

4- Invertir o comprar

Avis buying Zipcar in deal worth nearly \$500M

AP By SAMANTHA BOMKAMP
January 2, 2013 8:21 PM

Y + X f t e



[Carsharing] Koolicar lève 2,6 millions d'euros auprès de la MAIF



OUISHARE

Qué hacen las empresas?

5- Acuerdos con terceros (puntual)

Stay a night in IKEA by way of AirBnB

For one night only, you have the opportunity to live out a weird fantasy: staying the night in an IKEA store.

by Michelle Starr @riding_red / August 26, 2014 9:17 PM PDT



Aussies who were kids in the 80s might recall watching a film in which a brother and sister end up locked in a department store after the brother spills a jar of honey. Based on a 1976 book called *Hide Till Day-Time* by Joan Phipson, it seems to have disappeared completely from the face of the earth, leaving behind a trail of images: sleeping in display beds, eating cake from the bakery and pretending to be mannequins to hide from the night guards.



Qué hacen las empresas?

5- Acuerdos con terceros (permanente)

The screenshot shows the homepage of multicity, a car sharing platform. The top navigation bar includes links for 'Location de voiture', 'Partage de voiture', 'Itinéraires & Mobilité', 'Services & GPS CITROËN', 'Guide & Conseils mobilité', and 'Aide & FAQ'. Below the navigation, there are two main sections: 'Partager une voiture' (Sharing a car) and 'Covoiturage' (Carpooling). Under 'Partager une voiture', there are links for 'Location voiture entre particuliers' and 'Location voiture électrique autrement'. Under 'Covoiturage', there is a link for 'Covoiturage'. A large central image features a silver Citroën car parked on a road next to a red location pin. Text at the bottom of the image reads: 'Cet été, profitez d'une remise exceptionnelle sur votre mise à jour de GPS Citroën' and 'COMMANDER >'. On the left side, there are input fields for 'Agence de départ' (Departure agency), 'Date de départ' (Departure date), and 'Date de retour' (Return date).

The screenshot shows the homepage of the Patagonia + eBay partnership. The top navigation bar includes links for 'men's', 'women's', 'kids & baby', and 'packs & travel gear'. Below the navigation, there are five buttons: 'REDUCE', 'REPAIR', 'REUSE', 'RECYCLE', and 'REIMAGINE'. A prominent section features the 'COMMON THREADS PARTNERSHIP' logo, which includes a circular emblem with a mountain and the text 'COMMON THREADS PARTNERSHIP'. To the right of the logo is a portrait of a smiling man. Text in the center of the section reads: 'Patagonia, eBay and You: Together, we can reduce our environmental impact.' On the right side of the page, there is a call-to-action button 'TAKE THE PLEDGE'. Below the main section, there is a smaller box with the text 'Used gear for sale by Common Threads Partnership members.' and an image of a person outdoors.

Desks Near Me

W Hotels has Luxury Workspaces in the Heart of New York City

Qué hacen las empresas?

6.1 - Del producto al servicio



A screenshot of a website for 'Comm'1outil'. At the top left is the logo 'Comm'1outil' with a green icon of a wrench and a screwdriver. At the top right is the 'LEROY MERLIN' logo with the tagline 'Où et quand tu veux !'. Below the logo is a photograph of a red and black power drill being used to drill a hole into a piece of light-colored wood. A speech bubble from the drill says 'Besoin d'installer une barre à rideau ?'. A green speech bubble from the bottom right says 'Pas de soucis, on vous prête la perceuse !'. At the bottom of the page, there is descriptive text in French: 'Profitez dès maintenant de notre service 100% GRATUIT de prêt d'outils ! Pendant 48h, nous vous prêtons l'outil dont vous avez besoin.' There are three circular icons at the bottom: a smiley face, a clock, and a wrench, each with text below it: '100% GRATUIT', '48H DE PRÊT', and '11 OUTILS'.

Qué hacen las empresas?

6.2 - Recirculación de productos

The screenshot shows the homepage of the Decathlon Trocathlon website. At the top, there's a search bar and navigation links for 'Mi cuenta' (My account), 'Mi tienda' (My store), and 'Cestas' (Shopping baskets). Below this, a banner for the 'FERIA DEL MATERIAL DEPORTIVO DE OCASIÓN' (Second-hand sports equipment fair) is displayed, with a timer showing 'Faltan 3D 08H 34M 46S'. The main content area is divided into two main sections: 'COMPRAR' (Buy) and 'VENDER' (Sell). Under 'COMPRAR', there's a question '¿QUIERES COMPRAR MATERIAL DEPORTIVO DE OCASIÓN A BUEN PRECIO?' (Do you want to buy second-hand sports equipment at a good price?) with a 'SABER MÁS' button. Under 'VENDER', there's a question '¿QUIERES VENDER TU ANTIGUO MATERIAL DEPORTIVO?' (Do you want to sell your old sports equipment?) with a 'SABER MÁS' button. To the right of these sections are vertical columns for 'PRE-DEPÓSITO ON-LINE' (Online pre-deposit), 'FECHAS Y TIENDAS' (Dates and stores), 'ENCUENTRA PRODUCTO NUEVO' (Find new products), and 'TARJETA CLIENTE' (Client card). At the bottom, there are links for 'NUEVOS ESTRENOS' (New arrivals) and 'COUPONES DESCUENTO' (Discount coupons).

The advertisement features a large green banner at the top with the text 'VENDE, COMPRA, RENUEVA'. Below it, a central message reads 'Dale una segunda vida a las cosas que ya no uses' (Give a second life to things you no longer use). To the right, there's a cartoon illustration of a cardboard box overflowing with various household items like a lamp, a drill, and a vacuum cleaner, with confetti falling around it. The word 'BRICOOCASIÓN' is written across the box. On the far right, there are four green buttons with white text: 'VENDE' (Sell), '+ COMPRO' (Buy), and 'RENUVEA' (Renew). To the left of the central text, there are two small boxes with icons and text: one for a calendar ('Del 19 de Septiembre al 5 de Octubre de 2014') and another for a location ('En la carpa exterior de Leroy Merlin Málaga').

Qué hacen las empresas?

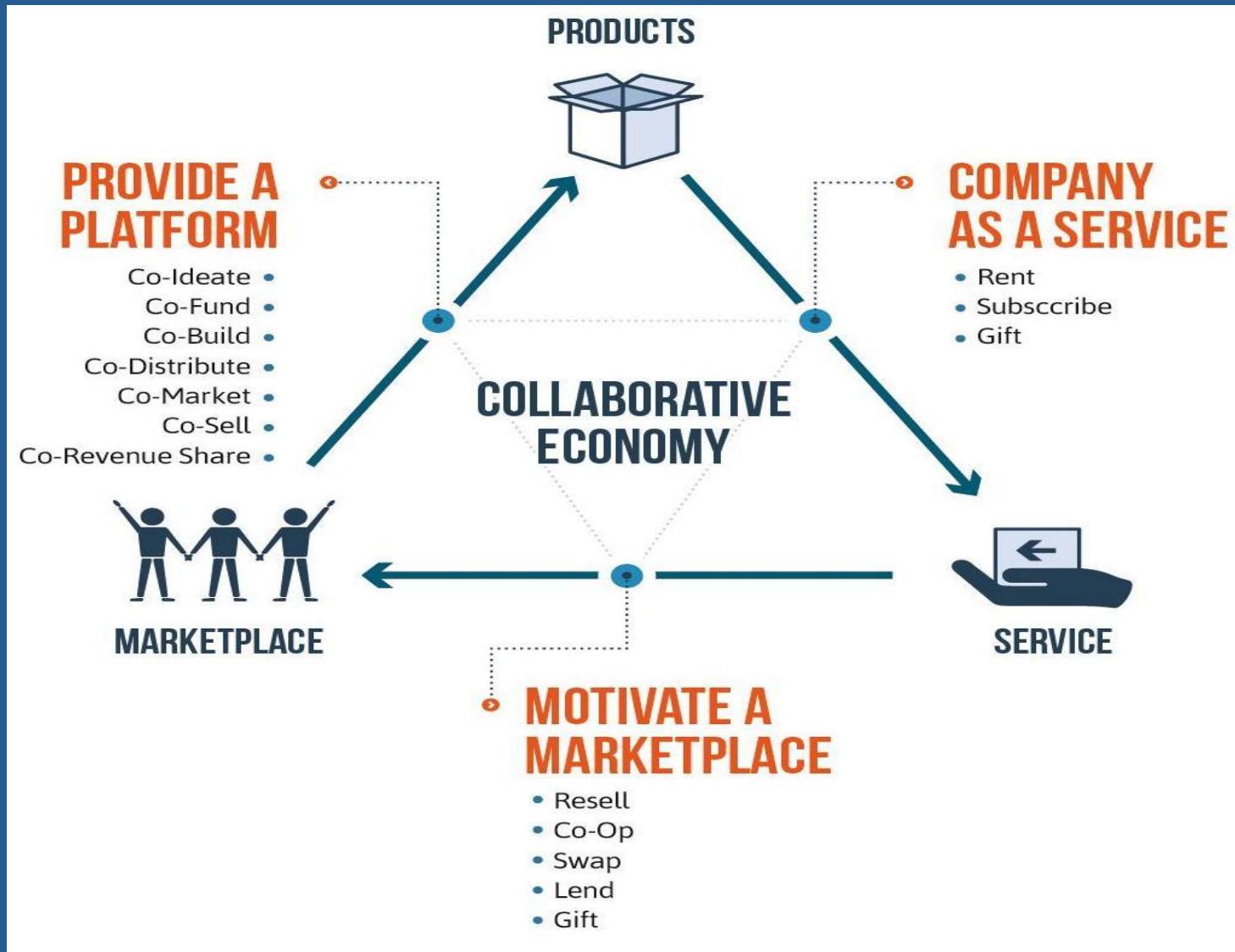
6.3 - Crear un marketplace

20 SEPTIEMBRE, 2014

El hotel híbrido para competir en tiempos de Airbnb



Adopción integral de la EC por parte de la empresa



Preguntas?



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