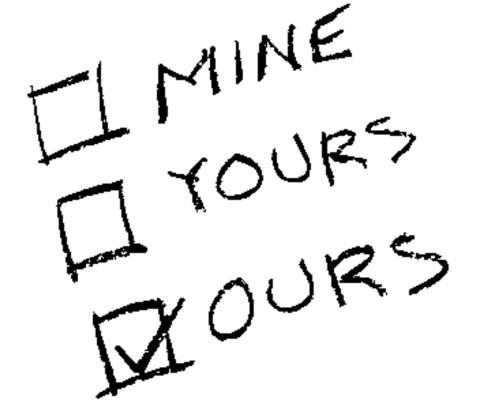
NRP 71

Acceptance

Collaborative consumption: Hype or Promise?

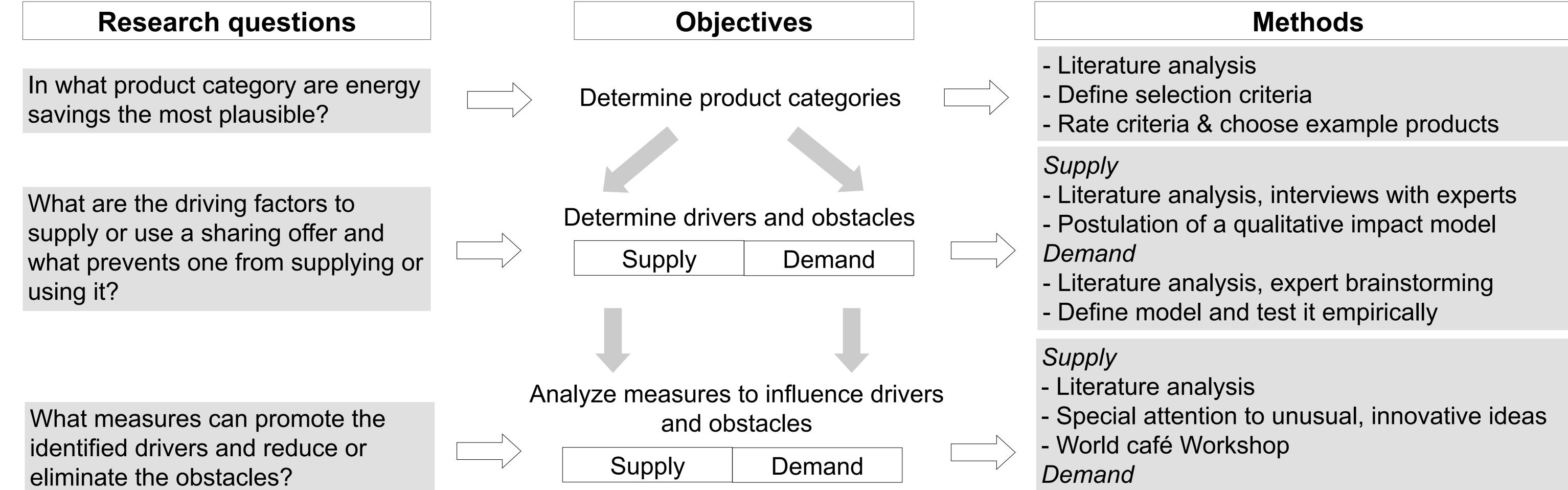
Overview

- "Collaborative consumption" or simply "Sharing" has received considerable attention as a promising, resource-saving economic arrangement for individuals.
- For this project, collaborative consumption is defined as the collective and parallel use of a material or immaterial resource. It includes examples such as Airbnb, Sharoo, Velospot, Couchsurfing, Repair Café etc.



This research project aims to analyze the energy-saving potential of collaborative consumption, examine the

involved drivers and obstacles and identify practical measures for promoting it.



What is the overall energy-saving potential of collaborative consumption?

Derive energy saving potential of collaborative consumption

- Focus groups to identify variables to be manipulated
- Laboratory experiments to test chosen measure
- Calculate the energy saving potential Synthesis of findings

Partners and Collaboration

Energy Turnaround

Administration Stadt Zürich BAFU **Practitioners** Research BLS AG Econcept GDI Mobility Project FHNW sharoo; m-way AG

- Establish new knowledge about a fairly new form of consumption, i.e. collaborative consumption regarding energy-saving potential.
- Evaluate new or existing measures to promote this form of consumption – on the supply and the demand side.
- Support people from the world of practice at implementing these new findings.
- Advise policy makers how to strengthen energy-saving forms of

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collaborative consumption.

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