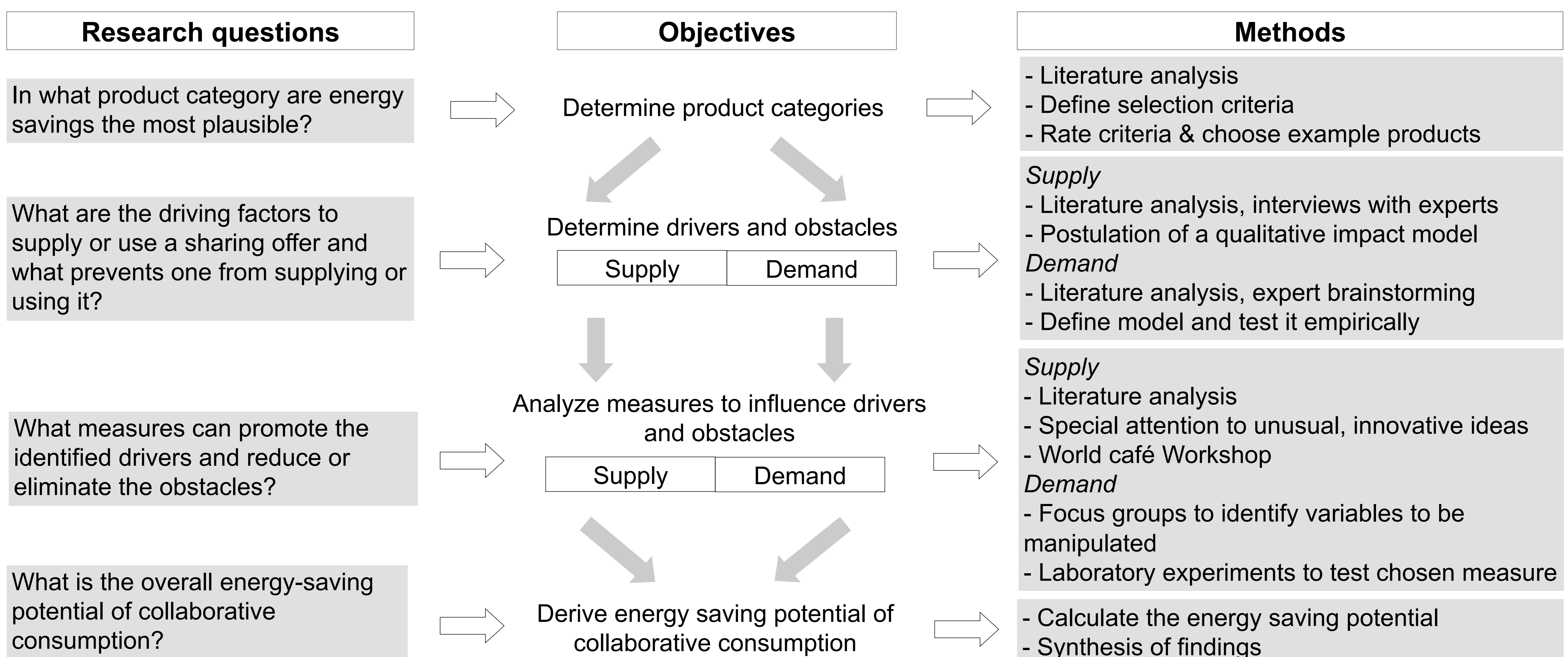


Collaborative consumption: Hype or Promise?

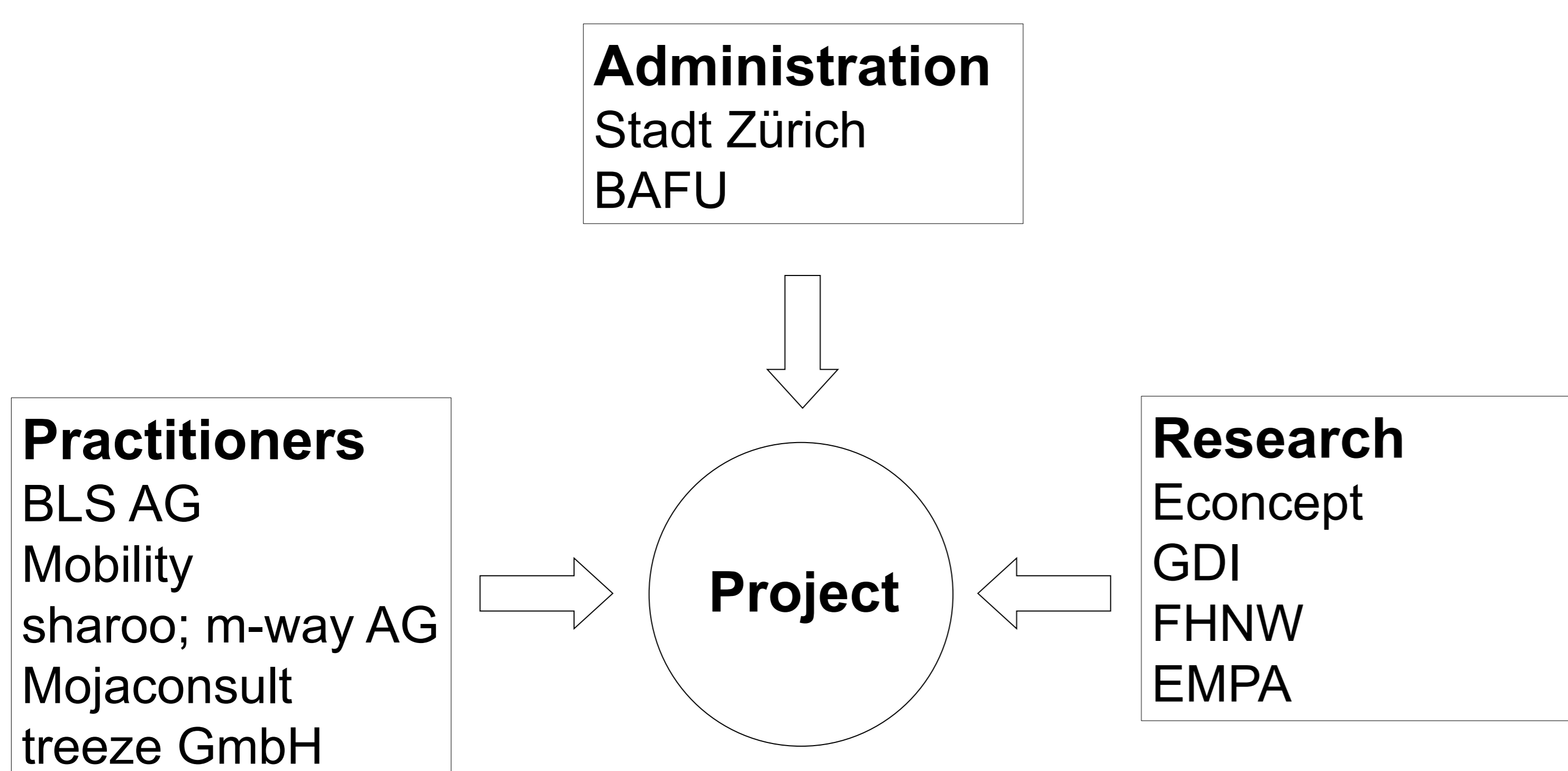
Overview

- “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.**

MINE
 YOURS
 OURS



Partners and Collaboration



Energy Turnaround

- 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 collaborative consumption.

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