

# IS SHARING SUSTAINABLE?

Anna Davies, Trinity College Dublin

daviesa@tcd.ie | @sharecityire | www.sharecity.ie

---

ERSCP SKIATHOS 3/10/2017



# SUSTAINABLE

---

**'sustainable development** that meets the **needs** of the present without **compromising** the ability of future generations to meet their own needs' (WCED, 1987)

**Sustainability** is seen as a paradigm for thinking about the future in which **environmental, societal, and economic considerations are balanced in the pursuit of an improved quality of life**. The ideals and principles behind it lays on broad concepts such as intergenerational equity, gender equity, social tolerance, poverty alleviation, environmental preservation and restoration, natural resource conservation, and building just and peaceful societies (Jeronen, 2013)



# SHARING

## share

verb • UK  /ʃeə/ • US  /ʃer/

★ **A2** [I or T] **to have or use something at the same time as someone else:**

*She's very possessive about her toys and finds it hard to share.*

*Bill and I shared an office for years.*

*I share a house **with** four other people.*

★ **A2** [I or T] **to divide food, money, goods, etc. and give part of it to someone else:**

*Will you share your sandwich **with** me?*

*Let's share the sweets (**out**) **among/between** everyone.*

*We should share (**in**) the reward.*

★ **B2** [I or T] **If two or more people share an activity, they each do some of it:**

*Shall we share the driving?*

*We shared the preparation for the party **between** us, so it wasn't too much work.*

★ **B1** [I or T] **If two or more people or things share a feeling, quality, or experience, they both or all have the same feeling, quality, or experience:**

*We share an interest **in** sailing.*

*All hospitals share some common characteristics.*

*I don't share your views/beliefs.*

*The management and the union both share **in** the responsibility for the crisis.*

*She knew that he was the person she wanted to share her life **with**.*

★ **C1** [T] **to tell someone else about your thoughts, feelings, ideas, etc.:**

*He's not very good at sharing his worries.*

*It's nice to have someone you can share your problems **with**.*

*Come on, Bob, share the joke (**with** us).*

★ [T] **to put something on a social media website so that other people can see it, or to let other people see something that someone else has put on a website :**



HikingArtist.com

## sharing economy

noun [C, usually singular] • SPECIALIZED

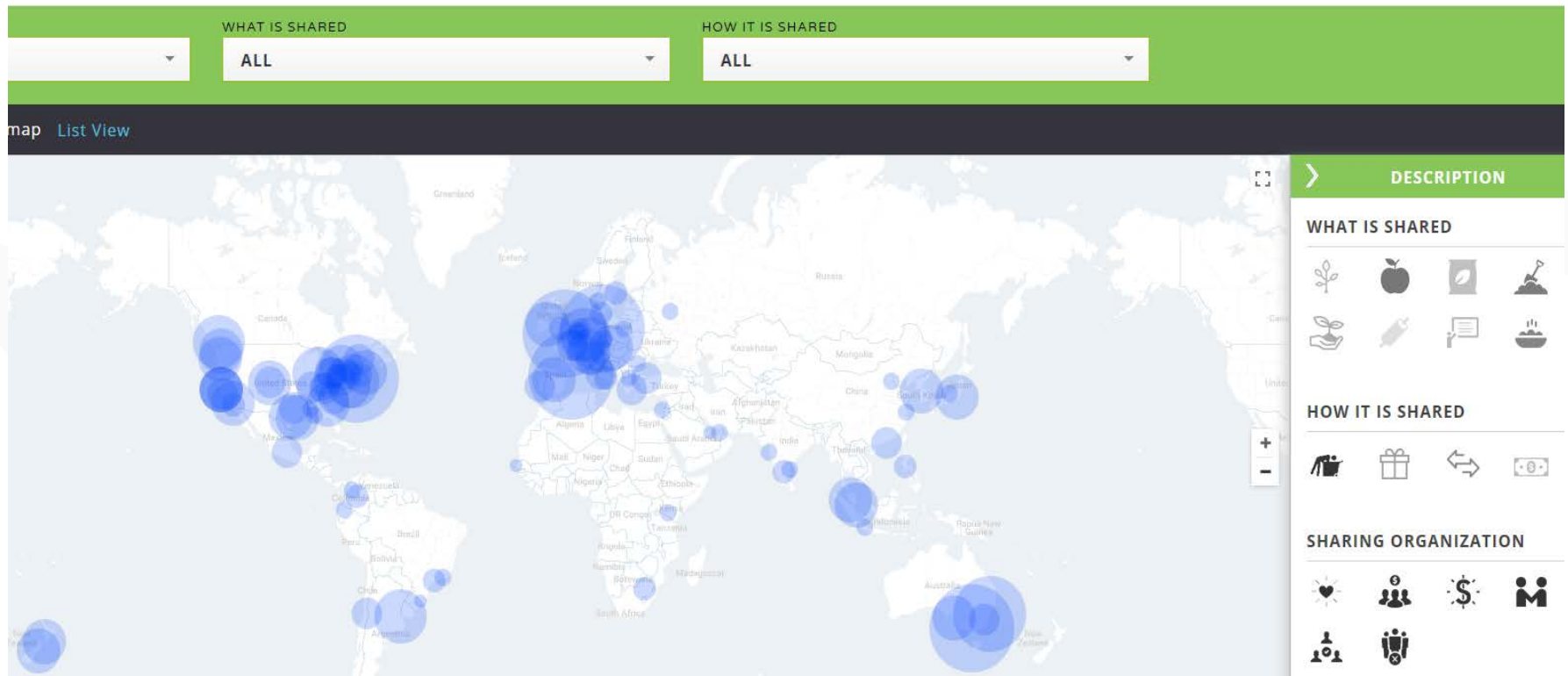
★ **an economic system that is based on people sharing possessions and services, either for free or for payment, usually using the internet to organize this:**

*The article discussed Uber, Airbnb, and the consequences of **the** sharing economy.*

**DAVIES, A. R., Gray, M., Donald, B., Knox-Hayes, J. (2017) Sharing economies: Moving beyond binaries in a digital age, *CJRES*, 10(2) : 209-230**

# DIVERSITY

## SHARECITY100 DATABASE

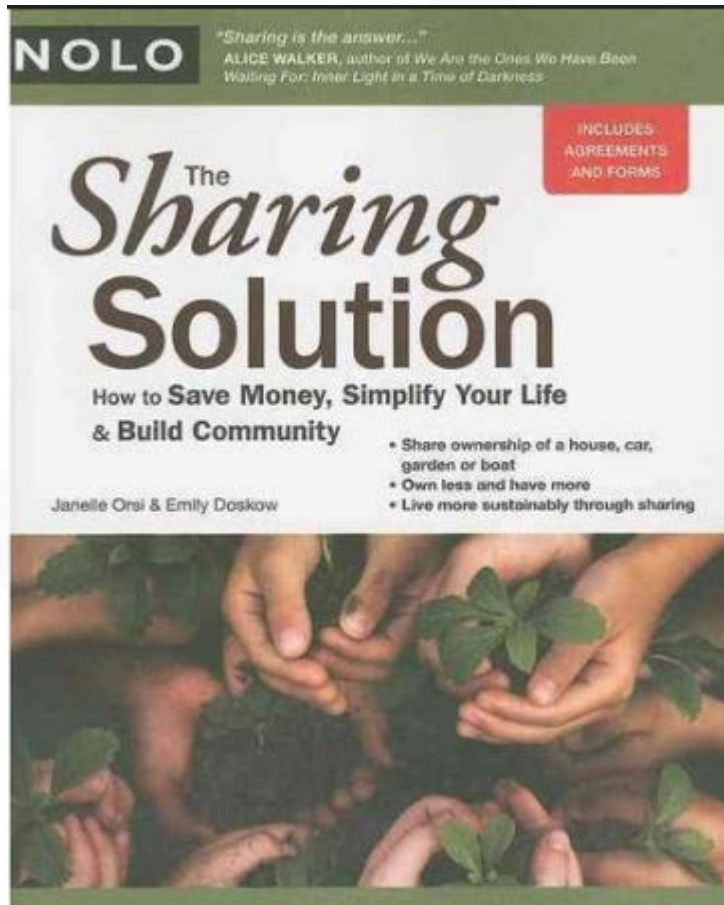


[DAVIES, A.R., Edwards, F., Marovelli, B., Morrow, O., Rut, M., Weymes, M. \(2017\) Creative construction: Crafting, negotiating & performing urban food sharing landscapes. \*Area\*, DOI: 10.1111/area.12340 .](#)

# DIVERSITY

| What is shared   | Mode of sharing   | Informal  | Gifting  | Bartering  | Selling Not-for-profit   | Selling For-profit |
|--|---|---|--|--|--|--------------------|
| <b>Stuff</b><br>From seeds, to unprocessed and processed foodstuffs including utensils, food waste or compost                  | Sharing the food that has been ‘liberated’, foraged or gleaned<br>e.g. <b>510 fruits, Berkeley, USA</b> | Providing foodstuff for free<br>e.g. <b>FoodCloud</b>                         | Swapping foodstuff<br>e.g. Adelaide Hills <b>Produce Swap, Australia</b>   | To redistribute excess food on a not-for-profit basis<br>e.g. <b>Foodsharing.de</b>            | Selling homecooked food that generates income beyond the costs of production<br>e.g. Homemade, Australia |                    |
| <b>Spaces</b><br>From shared growing spaces to shared food preparation and shared eating spaces                                | Guerilla gardening of public open spaces<br>e.g. Elephant and Castle roundabout, London                 | Providing spaces for growing for free<br>e.g. The Monroe Sharing Gardens, USA | Providing spaces where food can be exchanged for labour<br>e.g. Local foodstores                                   | Providing spaces for people to grow food on a NFP basis<br>e.g. Milwaukee Urban Gardens        | Providing spaces for supper clubs<br>e.g. The Underground Supper Club, Dublin                            |                    |
| <b>Skills</b><br>Including the sharing of knowledge and experiences around food from growing to eating and food waste disposal | Identifying places where gleaned or foraging might occur<br>e.g. Fallen Fruit, Los Angeles, USA         | Providing skills around growing, e.g. 3000 acres, Melbourne, Australia        | Opportunities to swap learning about growing food, swap seeds and produce<br>e.g. Grow stuff, Melbourne, Australia | Providing training around nutrition or growing<br>e.g. Hunger mountain co-op, Montpellier, USA | Opportunities for travelers to eat at home with locals<br>e.g. Eat With, operating in cities globally    |                    |

# SHARING & SUSTAINABILITY



“The Sharing Solution: How to save money, simplify your life and build community. Own less, have more. **Live more sustainably through sharing**”  
(Orsi and Daskow, 2009)

“The **environmental promise** of sharing platforms holds that consumers become much less reliant and dependent on individual, private ownership...consumers do not only save money but would also contribute to lower material demand and energy use. As such, the sharing economy can be considered, **at least potentially**, as contributing to a **sustainability transition**.” (Frenken, 2017)





# Why the Sharing Economy Has a Sustainability Problem

Companies like Uber are shaking up traditional industries--but will all this disruption create more sustainable businesses?



By Matthew Yeomans *Founder, Sustainly* [@sustainly](#)

**“Many SE initiatives claim to create environmental benefits – such as reduced CO<sup>2</sup> emissions – but few currently measure it in a systematic or quantifiable way. Rather, typically they focus on economic arguments (saving money, generating income) because doing so gets people more involved directly – it benefits their pocketbook today, rather than benefiting the environment over time. Unfortunately, this also means that a lot of value is left on the table, as these environmental data are lost.”**

– APRIL RINNE

**“SE initiatives identify new wants in society and the potential in changing values and lifestyles. Based on this, they tailor new business models, where the value created not only stems from the product or service, but from further values associated to them, such as social interaction, different consumption models, democratisation of access, etc. SE initiatives find ways of turning this into business models that generate social value and customer identification.” – CHERYL D. HICKS**

**“The problem of the communication of positive impact (beyond economic benefits/savings) is that the numbers quantifying the impacts are very vague.” – ALBERT CAÑIGUERAL**



## How FoodCloud Works



**1,900+**

Retailers & Food  
Industry Partners



**3,600+**

Charity & Community  
Partners

**KG**

Tonnes of Food Donated



**20,316,652**

Meals Redistributed in  
the UK & Ireland



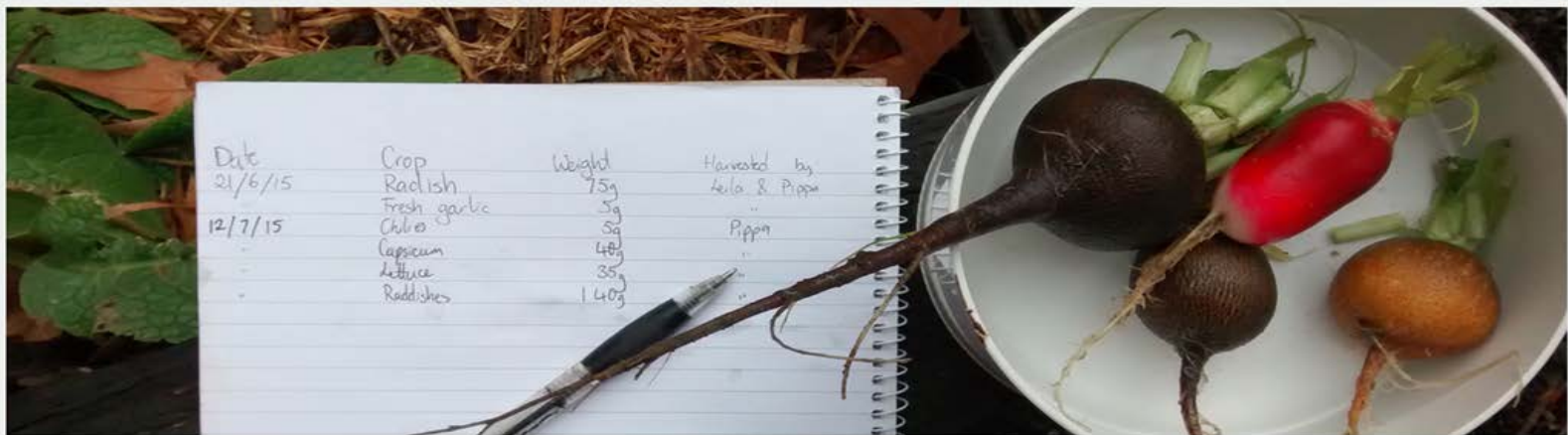
Our partner charities, from breakfast clubs to homeless hostels to family support services, benefit through making savings on their food costs. This allows them to relocate their funding towards their core service and support their underlying mission.





3000  
acres

## Measure the benefits



- Want to become a citizen scientist contributing to a global dataset which records the outputs of urban food growing?
- Want to help us understand the role of urban agriculture in resilient future cities?
- Want to collect and use data about your garden to demonstrate your achievements?
- Want to WIN PRIZES?



# Farming Concrete

[TOOLKIT](#)[MILL](#)[BARN](#)[CONTACT](#)[DONATE](#)[HISTORY](#)[FAQ](#)

The Farming Concrete Toolkit is a way to help measure all of the good things growing in your farm, garden, or yard, from hot peppers to happiness. Urban farmers and gardeners contribute every day to the social and environmental health of their communities. The Toolkit helps you track your output to showcase the benefits of your farm or garden, to improve and share your practice, and to raise awareness of your impact to funders and policymakers.

The Toolkit was created by and for urban farmers and gardeners in collaboration with Design Trust for Public Space and Farming Concrete. This website is the newest component of a multi-year project documenting the impact of urban farming and gardening. To learn more about our past work, visit the [History](#) section.

Ready to get started? Download the [Farming Concrete Data Collection Toolkit](#).

To enter your garden or farm's data, create an account in to [Barn](#).

To download data on the impact of urban farming and gardening, visit the [Mill](#).

369

GARDENS RECORDING DATA

71

CITIES RECORDING DATA

118,090

POUNDS OF FOOD HARVESTED

19,431

POUNDS OF COMPOST

# DO WE NEED A SUSTAINABILITY SHARESCORE?

---

- What happens to the collective, relational or affective dimensions of sharing - generosity, community, self-esteem - when attempts are made to measure these?
- Are meanings for these dimensions expanded or diminished by the use of metrics?
- Whose interests will be advanced and whose neglected?
- May failures of precision in measurement also be associated with gains in knowledge, advocacy and more critical and reflective practices?





# IS SHARING SUSTAINABLE?

---



Photo Acknowledgement: Alan Levine  
Set 72157638934279076, ID 8188824613



# THANK YOU

## SHARECITY SESSIONS TODAY:

12.30-14.30    Fare Sharing - The practice and sustainability potential of food-sharing

15.30-18.30    World Café - Sharing and sustainability

---

**Anna Davies, Trinity College Dublin**

daviesa@tcd.ie    |    @sharecityire    |    [www.sharecity.ie](http://www.sharecity.ie)

