HARNESSING THE SHARING ECONOMY FOR URBAN DEVELOPMENT

Sharing Economy in cities in the Global South: understanding its trade-offs

Organizing Committee:
Center for the Implementation of Public Policies Promoting Equity and Growth (CIPPEC)
International Development Research Centre (IDRC)
Multilateral Investment Fund, Inter-American Development Bank (IDB-MIF)

Cities are growing at an accelerated pace, transforming the social, political and economic organization of the world. This growth creates new challenges for inclusiveness, resilience and sustainability. The recent explosion of digital platforms, which connect producers and consumers organizing transactions online, are altering the traditional patterns of economic relationships. Both exponential growth in urbanization and the spread of new digital platforms are leading to disruption and uncertainty in terms of the developmental challenges contemporary societies and governments face.

These challenges raise the question about how we can make a proper use of available resources to achieve a sustainable development, understanding cities planning as the inherent arena to define the strategic answers. The concern about resources management is thus deeply interwoven to the design of public policies that address the urban growth and the emergence of the sharing economy, with better-informed criteria and solid evidence-based knowledge.

The Cities Program of CIPPEC, IDRC and IDB-MIF are pleased to announce the **International Call for Concept Notes** on how the Sharing Economy is affecting cities in the Global South.

The general objective of the project is to improve the evidence-base for policies and programs that aim to harness the sharing economy to address pressing developmental challenges in cities in emerging countries.

In particular, this call aims to promote research that will focus on the relationship between urban resources –such as space, vehicles, water, energy, waste, etc.- and consumers through digital platforms and its impacts on the quality of urban life.

The project "Harnessing the Sharing Economy for Urban Development" will fund a series of detailed case studies addressing the implications of the spread of these platforms in cities of the Global South. Case studies should build evidence on the impacts of issues such as social inclusion, resilience, gender, regulation,

competitiveness and rights of workers, producers consumers and, as new economic actors, *prosumers*.

Research partners will be invited to take part of an international research network over the course of 2017. The authors of the preliminary selected concept notes will be invited, with all expenses covered, to participate in the initial project workshop in Buenos Aires between 7 and 9 June 2017, co-located with the International Forum of Sharing Economy and Urban Development.

As a result of this call, we expect to issue a series of grants ranging from USD$15,000 to USD$25,000, which will take into consideration the discussion held at the initial workshop. The duration of each project will not exceed 12 months, with projects expected to start in July 2017. The call for proposals sets out full details of what we are looking for in the case studies, and the process for application.

The closing date for the call is 30th April 2017.

1. BACKGROUND

The sharing economy has grown steadily in recent years. According to Forbes, in 2014 it expanded by 25% globally, reaching $3,5bn in revenues. Combining technological development, the emergence of new forms of association, and the focus on environmental sustainability – new business models related to the sharing economy are impacting current consumer levels and habits as much as traditional means of production and distribution of goods and services. Through participation in openly accessible, digital and internet-based platforms, citizens have begun exchanging hitherto untapped assets, goods and services without any transfer of ownership.

Clearly, this phenomenon is not restricted to developed economies. Emerging economies have also seen the growth in 'digitalization' and take-up of new technologies, and a sustained rise in the use of social networks. According to CAF, between 2006 and 2013 numbers with access to internet in Latin America doubled. In sub-Saharan Africa, the mobile connection has evolved rapidly, but internet penetration in Africa only raised to 18%[1], significantly lower than the global average, 40%. Meanwhile, in the region of Southeast Asia, from 2010 to 2014[2], the average penetration of internet throughout the region reached in 2014 almost as the world average, up to 38%. Increase access have been conducive to the introduction of new models of socio-economic organization that promise opportunities for social inclusion and entrepreneurship, and for unleashing a wave of innovation that may help address social, economic and environmental problems.

Largely urbanized regions with substantial challenges related to transport, climate change and housing – have seen an explosion in the use of sharing models, responding to specific characteristics of the economy:

·   In Latin America, for instance, the focus has been on the sectors of mobility, tourism and crowd-funding. A BID FOMIN study shows that the

vast majority of the initiatives in the Latin American region have got underway in the last 5 years.

· In Africa, the sharing economy market is still taking off. Its population (over 1 billion people) looks for solutions to some infrastructure shortcomings, as well as improving access to affordable goods and services.

· In Asia, it is already transforming a group of diverse and interconnected markets in the Internet era, which is disrupting industries ranging from logistics to hospitality and employment. Asian sharing economy market is expected to grow to US$335 billion in revenue by 2025 from US$15 billion in 2015[3].

While, conceptually, sharing economies display features and practices in common with traditional mechanisms of exchange, the diversity of the processes it exhibits lends it a degree of complexity in terms of how to regulate and promote it. In particular, large cities in developing countries have been at the epicenter of this transformation. Cities are uniquely fertile ground for innovation and have a key role to play in determining which collaborative consumption models or practices succeed and which do not. As such, we strongly believe that research into sharing economies linked to the notion of urban development is important.

Most of the world urbanization is taking place in countries in the Global South, and a major part of it takes place in informal settlements. Furthermore, the impacts of global problems -such as the effects of climate change- strike with greater severity the most vulnerable communities. Hence, a Southern-led research network exploring the relationship between the sharing economy and the urban development aims to provide crucial information to identify how to take on regulatory and programmatic opportunities and mitigate risks.

The project will be vital to develop a multi-faceted relationship between Sharing Economy and urban development.

This research will also seek, through a collaborative approach among experts, to feed into and help define the Sharing Economy Pilot Project in Argentine cities, planned to be run with the support of MIF-IDB, and other major initiatives in different regions.

The driving research question is about how cities in developing countries can create nuanced regulation and create policies to accommodate the business models of the future. It will explore how cities can adapt and leverage the spread of these new models to become more nimble, responsive and adaptive. It is our view that this project is crucial to build a richer understanding of how the sharing economy's future ties in with cities' hopes to become more collaborative spaces.

2. OBJECTIVES OF THE CALL

Researchers are expected to develop an in-depth research of a selected case-study. The studies will provide a fertile ground for understanding the key role played by collaborative consumption models or practices and how traditional industries are being pushed aside or needing to hastily adapt in the face of sharing economy models.

The overall objective is to improve the life of urban inhabitants in cities of the Global South, particularly of marginalized groups, by generating evidence-based for public policies.

The specific objectives include:

- to study how the inroad of the sharing economies in developing countries is linked to urban development in order to inform city leaders, urban planners, regulators and other stakeholders

- to build reliable and unbiased evidence to strengthen the capacity of institutions to adapt and harness the disruptive potential of the sharing economy to those that need the most

- to critically examine the relationship between the sharing economy and urban development, providing crucial information –quantitative data and/or qualitative information- to better harness the benefits and mitigate harms for citizens in developing countries

- to create a network of peers that will develop high quality evidence-based research on the sharing economy in cities in the Global South

3. FUNDING SCOPE AND DURATION

To enroll in this call:

- You must be a citizen or permanent resident of any developing country in Latin America, Africa or Asia. Individual as well as Multidisciplinary research teams are accepted.

- Your proposed research must undertake a case-study in your country of residence.

- You must be able to attend as a preliminary selected researcher and participate at a workshop and a Conference on Sharing Economy and Urban Development that will take place from 7th to 9th June in Buenos Aires. Travel and accommodation expenses are covered by the call organization but any visa, permit or further conditions rely on the researcher.

- After the final selection of researchers, you will have up to 12 months to complete the research.

Research award recipients will undertake a one-year research on the topic they have submitted, and will be supervised by the Advisory Board of the project.

4. IMPORTANT DATES AND SUBMISSION PROCESS

Launch of the call: 1st April 2017

Reception of proposals: 30th April 2017

Communication of preliminary selected researchers: 10th May 2017

Workshop in Buenos Aires: 7-9th June 2017

Final selection of researchers: 23th June 2017

Final reports: 30th June 2018

To apply you must submit your Concept Notes before the deadline. Late and/or incomplete applications will **NOT** be considered.

Applications must be submitted in English or Spanish, but a tittle and abstract in English is mandatory. The final selected researchers can develop the research in their mother tongue but the researcher is responsible for translating the final version into English or Spanish for its publication.

We will only consider applications submitted through the email provided below. Please read carefully the information and eligibility criteria provided on this page before submitting your proposal.

Proposals must be submitted in a single PDF document to **ciudades@cippec.org**

The document should contain in a maximum total length of 4000 words:

- Full name
- Contact email and phone number
- Institutional Affiliation
- Short bio
- Concept notes on the proposed research including: title, abstract, background and justification, objectives, methodology, expected results and work schedule

Announcement of results

We thank all applicants for their interest. At the time of submission, you will receive a confirmation email from the organization team which serves as acknowledgement of receipt of your application.

The list of preliminary selected researchers to participate in the workshop in Buenos Aires will be posted on the Cities Program of CIPPEC, IDRC and IDB-FOMIN social networks by 10th May 2017.

The participation in the workshop in Buenos Aires does not imply the final selection of the proposed Concept Note. After the workshop, a final process of selection will take

part and the researchers selected to develop the one year investigation will be notified by email.

Results will be announced as well through the Cities Program of CIPPEC, IDRC and IDB-FOMIN social networks by 23rd June 2017.

5. ELIGIBILITY CRITERIA

Case-studies will be selected considering:

- The proposed research focuses on one or more Global South countries

- It focuses on impacts of the sharing economy in urban development, analyzing and measuring real dynamics and considering the implications of the *commons* as a main asset of the sharing economy

- It studies how the use of digital platforms impacts in social-economic inclusion, as well as the quality and the capacity of access of the population, understanding its relation to income

- It explores how to regulate benefiting both the entrepreneurs and the communities, studying the experience in countries where specific laws and ordinances have not been developed and considering that law may exists but lacks operative regulation

- It includes approaches involving issues such as social inclusion, labor markets, gender perspective, labor rights, and climate resilience

- Potential contribution to existing knowledge on the issue, involving specific indicators in order to better understand the sharing economy dynamics

- Potential for research results to benefit the communities where the research is taking place as well as to be disseminated and used to improve public policies

- Originality of the research, as well as overall feasibility, appropriateness and duration

- The applicant's academic training, related experience, scientific merit

If your research poses ethical concerns the organization committee may consult the concept note with an ethics committee.

Applications that are complete, that meet the eligibility criteria and whose research subjects are deemed to fit with CIPPEC, IDRC and IDB-FOMIN thematic priorities will be forwarded to the Advisory Board. External evaluators may occasionally be involved.

Using the criteria listed below, the Advisory Board will rate each application and will select the participants of the workshop in Buenos Aires, ensuring that the selection represents different countries and continents in the Global South.

5. PERMISSION FOR USE AND DISCLOSURE OF INFORMATION

The final works of the selected researchers will be edited and published in a book by the Organization Committee and its results will be disseminated through channels defined by the same committee.
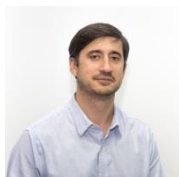
The researcher agrees that it will not, without authority, make use of, disseminate or in any way disclose any contents of the research to any person, firm or business. All the contents of the works produced under this Call thereof, whether created by the researchers or the Organizing Committee, remain the property of the Organizing Committee and no license or other rights is granted or hereby implied.

If you still have a question after reading all of the above, you may contact us at

ciudades@cippec.org

ORGANIZATION COMMITTEE

Gabriel Lanfranchi (CIPPEC)

Architect UBA, Magister in Urban Economy UTDT and SPURS Fellow of MIT. He was responsible for the Metropolitan Office of the Province of Buenos Aires; in the Verona Mobility Plan and in the Barcelona Green Plan (Barcelona Urban Ecology Agency). He is Director of the Cities Program of CIPPEC and has served as a consultant in urban development for the IDB and other institutions. He is Head of Workshop at the Faculty of Architecture, Design and Urbanism of the University of Buenos Aires and founder of MIT Metro Lab initiative.

Fernando Perini (IDRC)

Fernando Perini is a Senior Program Specialist at IDRC. He is involved in the development of policy-oriented research projects that aim to understand how information networks positively and negatively affect developing countries' citizens, especially citizens belonging to marginalized communities. The projects focus particularly on transformations in the areas of creative industries, governance, learning, and science. Perini has worked particularly on policy-oriented research related to the information and communication technologies (ICTs) in Latin America and the Caribbean and their potential for improving education, citizen participation in decision-making and productivity in the public and private sectors. Previously, Fernando Perini was Lecturer and DPhil researcher in Innovation Management at SPRU - University of Sussex.

Cesar Buenadicha (IDB FOMIN)

César is a Lead Specialist at the Inter-American Development Bank (IDB) in Washington, DC (Multilateral Investment Fund unit). In his work at the IDB, he has led a variety of programs in social innovation, crowdfunding, social entrepreneurship and inclusive business in countries throughout Latin American. He holds a PhD in Economics (UNED, Spain) with the dissertation entitled "Scalability Analysis in the identification and design of Development Projects"; in addition, he holds professional advanced degrees in Law and Economics from the University of Comillas (ICADE E-3, Spain). Before joining the IDB, he worked for ten years in Honduras, El Salvador and Bolivia in microenterprise development and employment programs through Spanish and Dutch National Development Agencies. Prior to entering the development field, César worked as a lawyer in the private sector for Clifford Chance Law Firm.

ADVISORY BOARD

Dennys Antonialli

Dennys Antonialli is the Executive Director of Internet Lab, a law and technology research center. Dennys has worked in the technology and civil liberties team of the Policy Department of the American Civil Liberties Union of Northern California.

InternetLab is an independent interdisciplinary research center that promotes academic debate and the production of knowledge in the areas of law and technology, especially in the field of the internet. Constituted as a non-profit entity, InternetLab acts as a point of articulation between students and researchers, encouraging the development of projects that address the challenges of designing and implementing public policies on new technologies, such as privacy, freedom of expression and network neutrality.

Albert Cañigueral

He is an entrepreneur who works to promote the adoption of the collaborative economy that is changing society, with deep socio-economic innovations. He is founder and main editor of the Spanish blog **www.consumcolaborativo.com** and Connector in Barcelona of the network **www.ouishare.net** and is deeply involved in the vanguard of the collaborative economy movement. OuiShare provides significant strategic innovation by building bridges between those who are leading the disruption caused by the power to collaborate and those companies, governments and public agencies willing to explore the possibilities of the new paradigm.

Jeremy De Beer

Award-winning professor at the University of Ottawa's Faculty of Law and a co-founding director of **the Open African Innovation Research network, Open AIR,** which connects dozens of multi-disciplinary researchers across African countries, Canada and elsewhere to scale up innovation by easing tensions between intellectual property and access to knowledge. He looks forward empowering the next generation of research leaders, and transforming public policies and real-world practices. He is currently investigating the role of intellectual property for open innovation.

I*nnovation and Intellectual Property: Collaborative Dynamics in Africa* is the most recent of his five books in these areas. He published over three-dozen peer-reviewed chapters and articles across the disciplines of law, business, political science, and public policy.

Helani Galpaya

Helani Galpaya is CEO of LIRNEasia, a pro-poor, pro-market think tank working across the emerging Asia Pacific on ICT policy and regulatory issues.

She researches, does consulting work and engages in public discourse on issue related to net neutrality, policy and regulatory barriers in Internet access, e-Government, broadband quality of service, and how knowledge and information disseminated via ICTs can improve inclusiveness SMMEs (small, medium and micro enterprises) in agriculture and micro-work markets. She has been working in Myanmar since 2013, and is currently carrying out an impact analysis of the mobile phone roll-out that is taking place.

Katherine Reilly

Ph.D in Political Science, Comparative Development, MPPA (Public Policy and Administration) focused on Developing Countries, Hns. BES (Environmental Studies) with a double major in Economics.

Katherine works on global social networks, communication rights, social justice, human rights and citizenship. Broadly speaking, her research is in the area of international and development communication with a particular focus on Latin America. Much of this work considered the ways in which Latin American civil society was taking up new digital communications technologies, and how this impacted their engagement with democratization and transnational political processes. She is currently working on a research project that considers localized processes of Latin American media reform from the perspective of IPEC. This project will produce a manuscript about the geopolitics of information in Latin America. This includes thinking about how a localized researcher engages in thinking about globally integrated processes, which implies consideration of how epistemology mediates the relationship between communication and global social justice.