

# Sharing in an Age of Abundance

## The Sharing & Reuse Economy



It's a Shareable Life

@chelsearustrum

#2015RCACCS

# My Work in Sharing Economy

SHAREABLE



listia



couchsurfing



COLLABORATIVECONSUMPTION.COM



Near Me  
POWERING MARKETPLACES



• IT'S A  
**shareable**  
A PRACTICAL GUIDE ON SHARING LIFE •

PAY FOR YOUR CAR



LIVE RENT



GET PAID FOR  
YOUR FREE TIME



CONNECT  
WITH YOUR  
NEIGHBORS



TRAVEL AND WORK FROM ANYWHERE

Chelsea Rustrum, Gabriel Stempinski and Alexandra Liss  
Foreward by: Neal Gorenflo

IT'S A shareable LIFE  
IT'S A shareable LIFE  
IT'S A shareable LIFE



# The Book Was Crowdfunded

**KICKSTARTER**

**MODERN SHARING**  
It's a Shareable Life - ...

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## It's a Shareable Life - A Practical Guide to Sharing Economy

by Chelsea Rustrum

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**Funded!** This project was successfully funded on February 1, 2013.

IT'S A  
**shareable**  
LIFE

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### MODERN SHARING

With this practical guide, learn how to share what you already have to save money, make money, and have unique experiences.

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KICKSTART

couchsurfing



INTRODUCING:  
IT'S A SHAREABLE  
LIFE

As we say goodbye to the old ownership society and enter an age of sharing, "It's a Shareable Life" introduces you to the new sharing economy.

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**136**

backers

**\$8,169**

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Project by

**Chelsea Rustrum**  
[San Francisco, CA](#)

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We'll show you how you can save money, make money and lead a richer, more fulfilling life using the new sharing economy.

**Pledge \$5 or more**

**15** backers [All gone!](#)

# What is the Sharing Economy?

1. An underutilized resource
2. A peer-to-peer exchange



Resulting in:

The ability for people to  
save and/or make money



Supported by:

Trust created via digital networks



# Types of Exchange

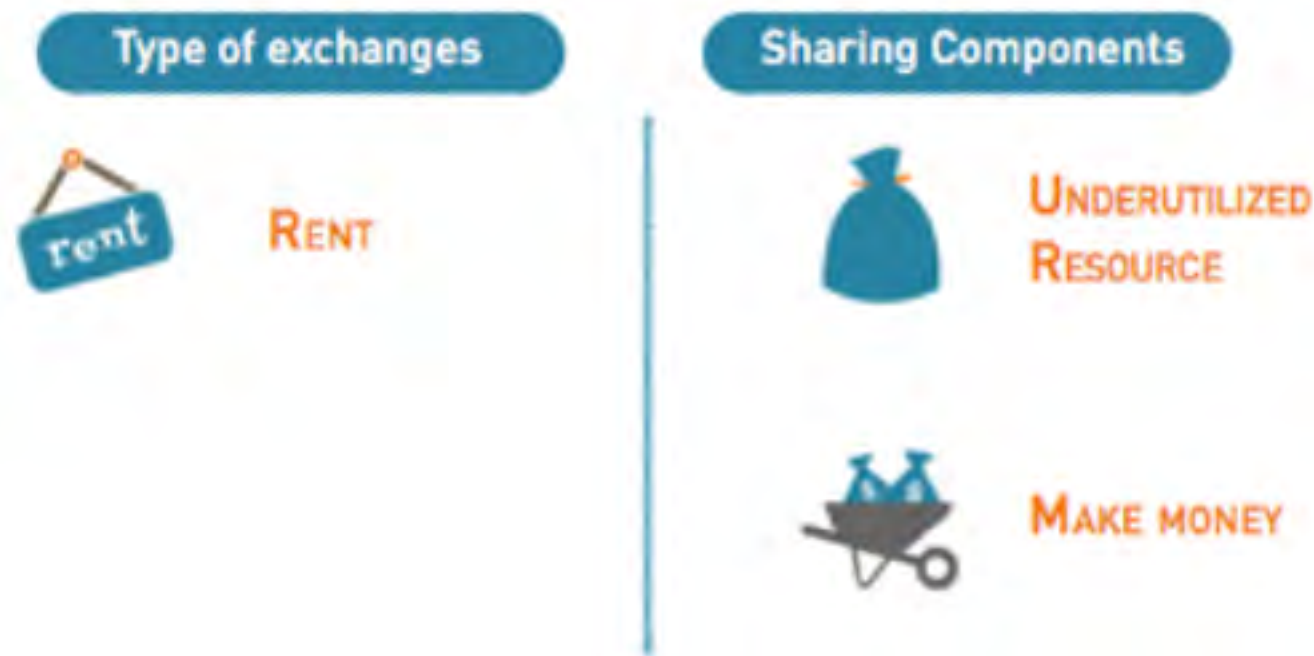




# How the Definition is Used

## HOW TO MAKE \$300 A MONTH BY RENTING OUT YOUR CAR

GETAROUND.COM



Car sharing companies like Getaround and Relayrides, and others are changing the way people rent cars by offering peer-to-peer options. As discussed previously, in the new sharing economy “peer-to-peer” essentially means person-to-person, as opposed to the traditional person-to-business model where consumers do business with established companies. A big difference between



# Collaborative Process





# Building Community



## Sharers of San Francisco

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**San Francisco, CA**  
Founded Feb 26, 2012

[About us...](#)

Sharers	890
Group reviews	16
Upcoming Meetups	3
Past Meetups	29
Our calendar	

**Organizers:**  
**Chelsea**  
**Rustrum, Katie**  
**Chin, Olivia**  
**Frazao**



### Sharing Economy Events

[+ SCHEDULE A NEW MEETUP](#)

[Upcoming 3](#) [Suggested 0](#) [Past](#) [Draft 1](#) [Calendar](#)

#### Grilled Cheese & Wine Soiree at Couchsurfing Headquarters

Couchsurfing  
340 Kansas St, San Francisco, CA ([map](#))



Tue Oct 21  
6:30 PM

[✓ I'M GOING](#)

27 going  
0 comments

Grilled Cheese & Wine Soiree at CS HQ  
Music. Dancing. Grilled Cheese. Vino.  
Laughter. Swings. Pool Table. Games. That's  
what will be happening at Couchsurfing HQ  
on... [LEARN MORE](#)

Hosted by: [Chelsea Rustrum](#) (Sharing Economy Evangelist)

#### Stories & Beer: The State of the Sharing Economy

Impact Hub  
925 Mission Street, San Francisco, CA ([map](#))



Wed Oct 22  
6:30 PM

[✓ I'M GOING](#)

22 going  
1 comment

The "sharing economy" describes a type of



[MORE](#)

 **NEW MEMBER**  
[John Briggs](#) joined  
2m ago 

 **NEW RSVP**  
[RJM Joynt](#) RSVPed  
**Yes** for Grilled  
Cheese & Wine Soiree  
at Couchsurfing  
Headquarters 



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## COLLABORATIVE CONSUMPTION

Sharing reinvented through technology

### THE EMERGING COLLABORATIVE ECONOMY IN AUSTRALIA

STUDY BY VISION CRITICAL WITH COLLABORATIVE LAB  
THANKS TO OUR PARTNER NINE1 REWARDS

#### REPORT: THE EMERGING COLLABORATIVE ECONOMY IN AUSTRALIA

A new report, The Emerging Collaborative Economy in Australia, produced by Vision Critical in partnership with Collaborative Lab and Nine1 Rewards, reveals promising uptake of and...

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#### WEEKLY ROUND-UP: COLLCONS MUST-READS 17TH OCTOBER

We scour the internet to find the most interesting news on the collaborative consumption front. Here are our... [Read More](#)



#### THE SHARING ECONOMY IN 3 U.S. CITIES, PART 1: NEW YORK CITY

Lucy Gao, Canadian Global Curator, visited various companies in three U.S. cities as part of a Sharing Economy tour... [Read More](#)



#### COLLABORATIVE PIONEER INTERVIEW WITH ANDY TAYLOR, FOUNDER OF YATANGO

Andy is the co-founder of Yatango, a collaborative consumption technology platform based in



## New



**New eBook Details Seoul's Sharing City Project**

Cat Johnson  
October 8, 2014



**15 Participatory Budgeting Projects that Give Power to the People**

Cat Johnson  
October 8, 2014



**The Top 10 TED Talks about Cities**

Kelly McCartney  
October 6, 2014



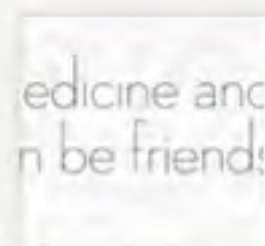
**How to Celebrate #RideSharingDay**

Cat Johnson  
October 6, 2014



**How to Apply Plaza Principles to Transit Hubs**

ioby  
October 6, 2014



**Freelancers Union to Expand Health Centers Nationally**

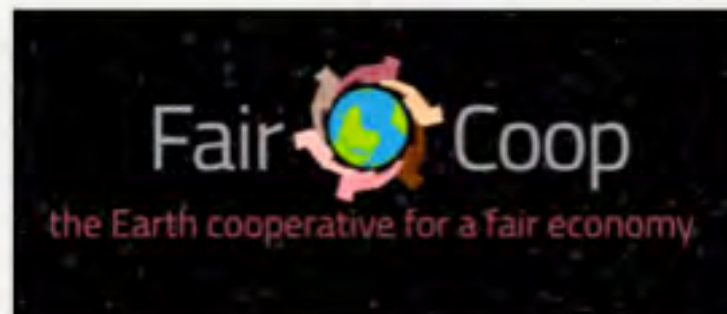
Kelly McCartney  
October 2, 2014

## Popular



**How to Become a Lawyer Without Going to Law School**

Cat Johnson November 26, 2013



**Fair.coop: Using Cryptocurrency to Bring Economic Justice to the World**

Cat Johnson Thursday

## Featured



**Solidarity Economy Organizing in the Wake of M Brown**

Mira Luna October 9, 2014



**Join the Global #MapJam to Organize the New Economy in Your City**

Tom Llewellyn October 7, 2014



# Is it Really Sharing?

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BA Chief Says, 'Place Your Bets!'

Why Warren Buffett Just Bought Duracell

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EVERYDAY MONEY AUTOS

## Can We Stop Pretending the Sharing Economy Is All About Sharing?

Brad Tuttle @bradrtuttle June 30, 2014



It sure seems like a stretch to say that selling a public parking space or renting out multiple apartments to tourists constitutes "sharing."

The "sharing economy" is the all-purpose term used to describe transactions in which someone in possession of a car, or home, or self-storage space, or commercial real estate, or almost anything else imaginable "shares" it with a stranger. But is "sharing" the right word? Sharing is something people generally do



Good luck finding someone in San Francisco who will share a parking space out of the goodness of his heart.

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# A Step in the Right Direction



## Redefining Value, Ownership, and Exchange



# What is Value?

- Is it currency?
- GDP?
- Work?
- Flexible time?
- Access to stuff?
- Food and warmth?
- Health and safety?
- Love and community?
- Happiness?

# Bhutan Measures GNH: Gross National Happiness





# How Can Value be Exchanged?

- Money/Currency
- Gifts
- Points
- Pay-it-forward
- Barter
- Swapping
- Renting

# What is Ownership?

Started with land/property - use of resources no longer available to all, but rather “owned”

agricultural settlement spurred this change







Why the sharing  
economy is a  
**good** thing...

# #1: The Sharing Economy Reveals an Abundance of Value

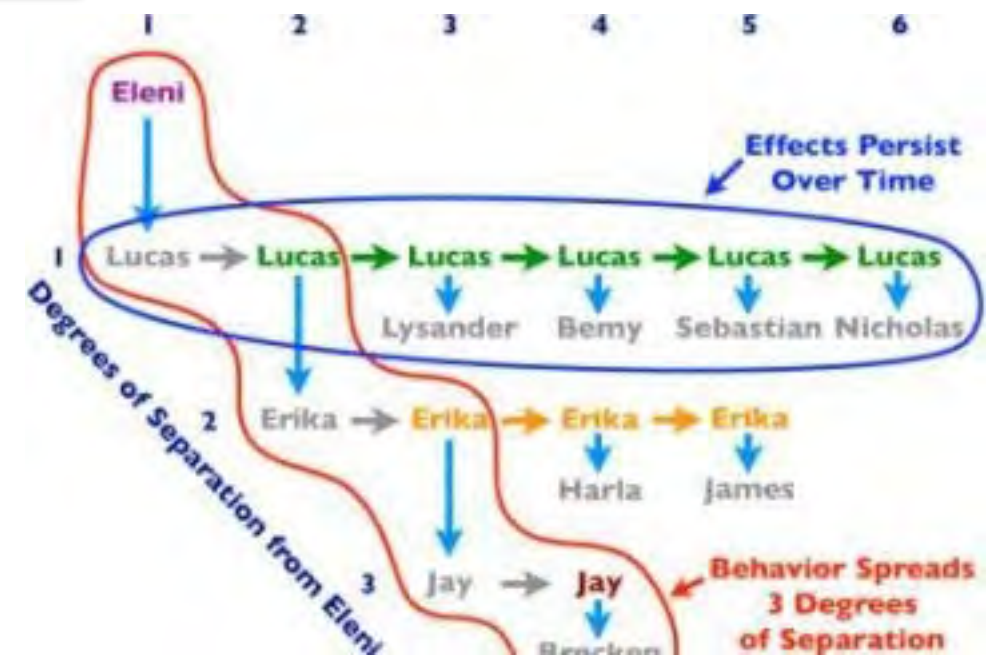
- Time
- Space
- Resources
- Stuff
- Transportation
- Knowledge





## #2: The Sharing Economy Creates New Opportunities for Generosity

“Generosity Can Be Contagious”  
- Time Magazine, 2010





# #3: The Sharing Economy Refocuses us on Access and Experiences



Place to sleep  
Novel experiences  
Mobility  
Learning  
Human connection





## #4: The Sharing Economy Creates a Mentality of Participation

Anyone can be a:

- Maker
- Hotelier
- Cab driver
- Artist
- Crafter
- Author



## #5: The Sharing Economy Promotes Co-everything (Collaboration)

- Open source
- Creative commons
- Crowdfunding
- Crowdsourcing
- Crowdgifting
- Commoning





## #6: The Sharing Economy Reduces Waste & Promotes Reuse

- Sharing vs. idle resources
- Renting vs. buying
- Gifting vs. disposing
- Accessing vs. owning

RENT THE RUNWAY



## Get in Touch



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chelsea@rustrum.com