



# The Value of Community Based Sharing

*Chris Diplock*

# Methodology

## *Objectives*



1

*Understand  
people's  
definition of  
sharing*



2

*Measure what  
people are  
currently  
sharing*



3

*Identify  
what  
people  
want to  
borrow &  
lend*



4

*Determine  
preferences  
for who  
people want  
to share with  
and how they  
want to  
share it*



5

*Identify the  
factors that  
affect  
people's  
willingness  
to share*

# Methodology

## *Research flow*

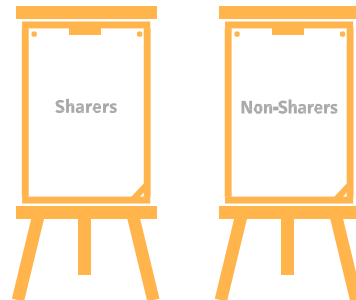
### 1. Interviews

*January -  
February*



### 2. Focus Groups

*February - March*



### 3. Open Survey

*April - June*



### 4. Closed Survey

*April - June*



# Methodology

## *Categories of physical objects and spaces*



**Event &  
Entertainment  
Equipment**

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**Physical  
Media**

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**Recreation**

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**Space**

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**Clothing**

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**Transportation**

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**Tools**

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**Household  
Appliances**

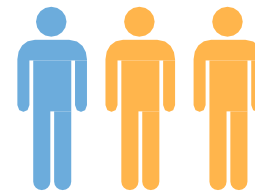
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# Research Findings

More than 50% of Vancouverites anticipate that their sharing of physical objects and spaces will increase over the next 3-5 years.

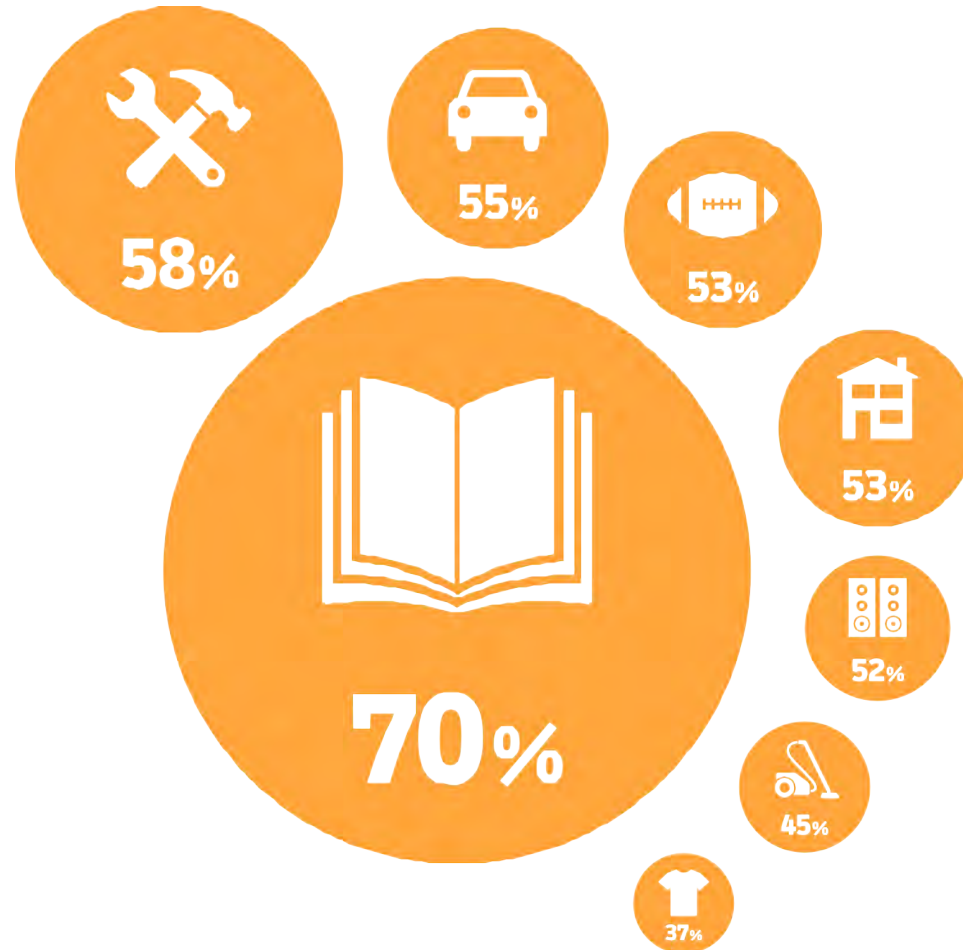


**81%** **BORROWING**  
**78%** **LENDING**

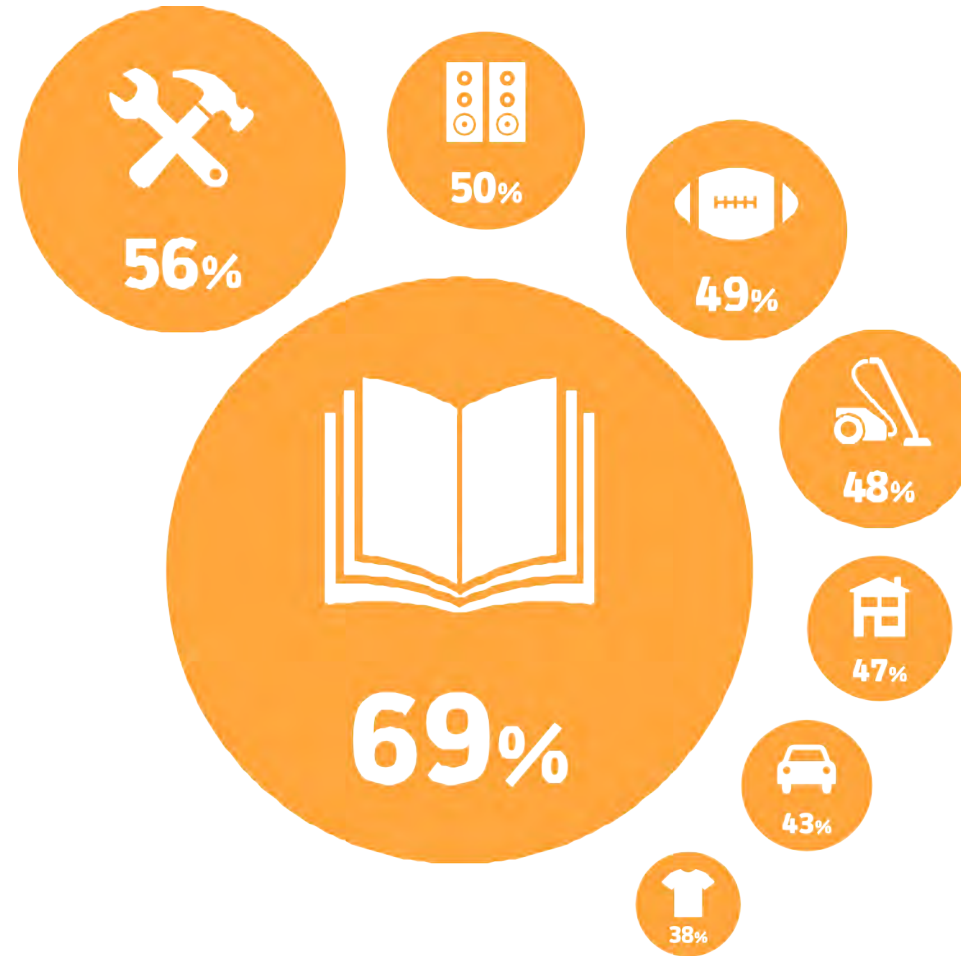


1 out of every 3 people in Vancouver are interested in sharing more with their peers, with individuals 26-40 reporting the most interest of all age groups.

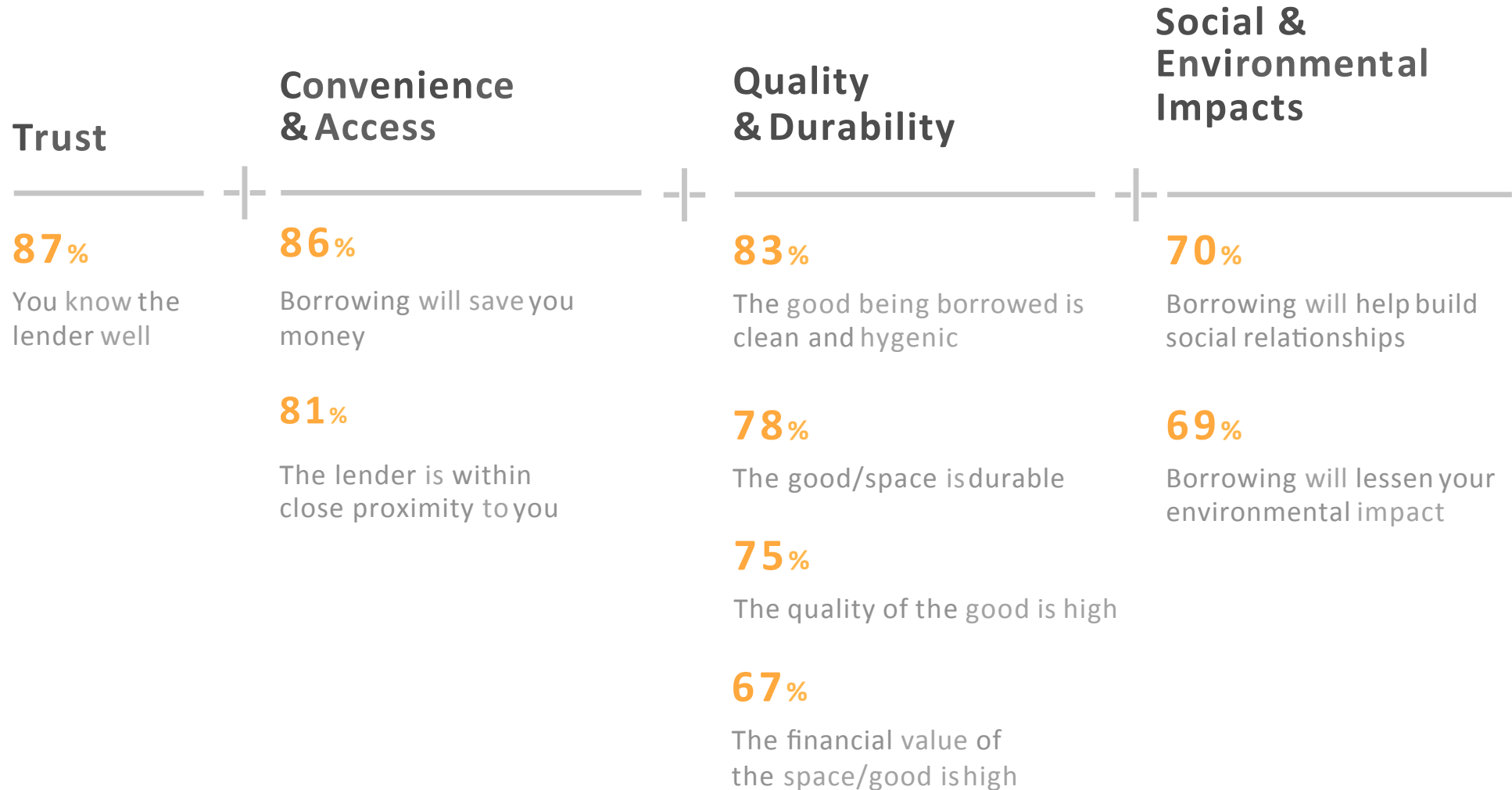
# What We Want To Borrow



# What We Want To Lend

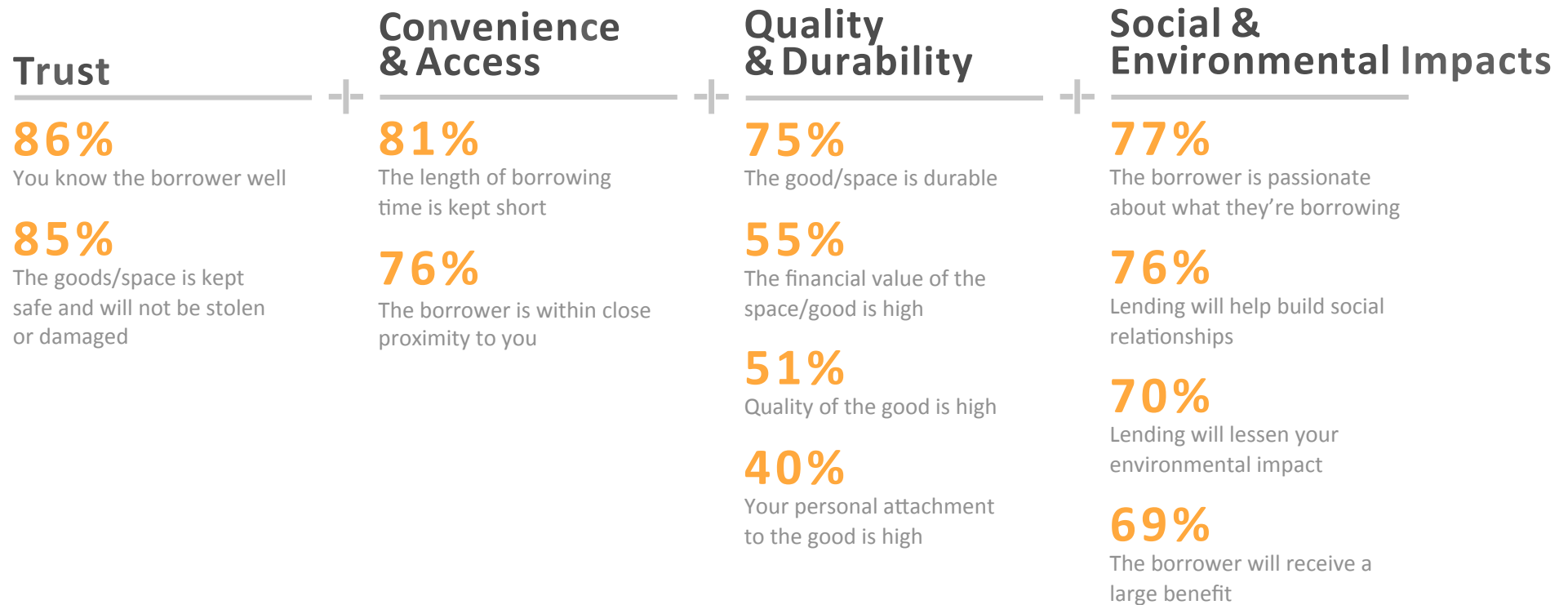


# Factors That Affect Borrowing With Peers

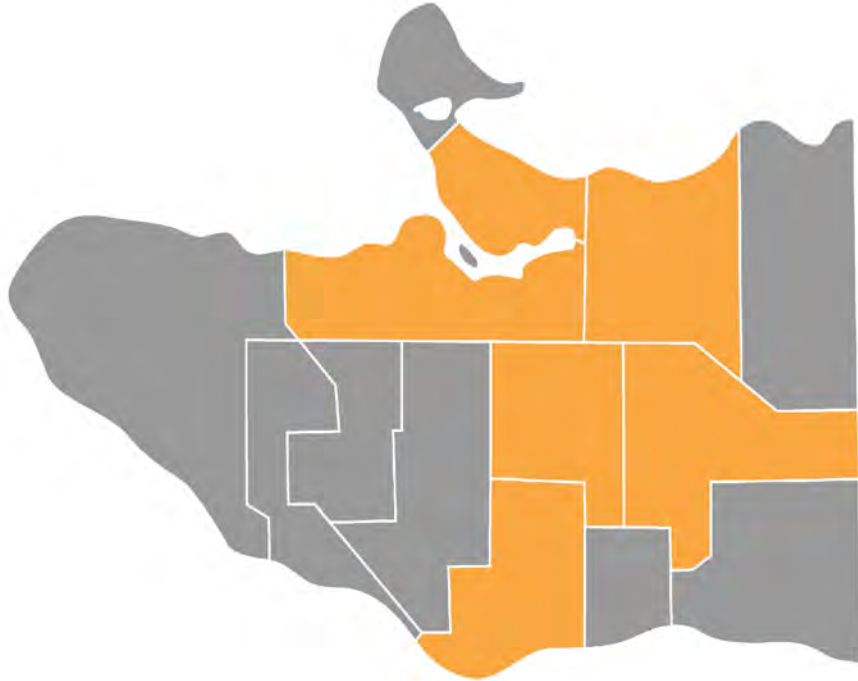




# Factors That Affect Lending With Peers



# The Sharing Tour



**1. Kensington/Cedar  
Cottage (15)**

**5. Kerrisdale/Oakridge  
(12)**

**2. Strathcona/Hastings  
(16)**


**6. Point Grey/Kitsilano  
(17)**

**3. Mount Pleasant  
(8)**



**7. South Cambie/Riley  
Park (24)**


**4. Downtown (14)**

# Shareable & Share Vancouver




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Shareable Vancouver

☒ Lending Libraries

Stylized by Type

 Public Library (22)


 Books and Bike Tools (1)


 Tool Lending Library (1)


☐ Neighbourhood Spaces


☒ Neighbourhood Initiatives

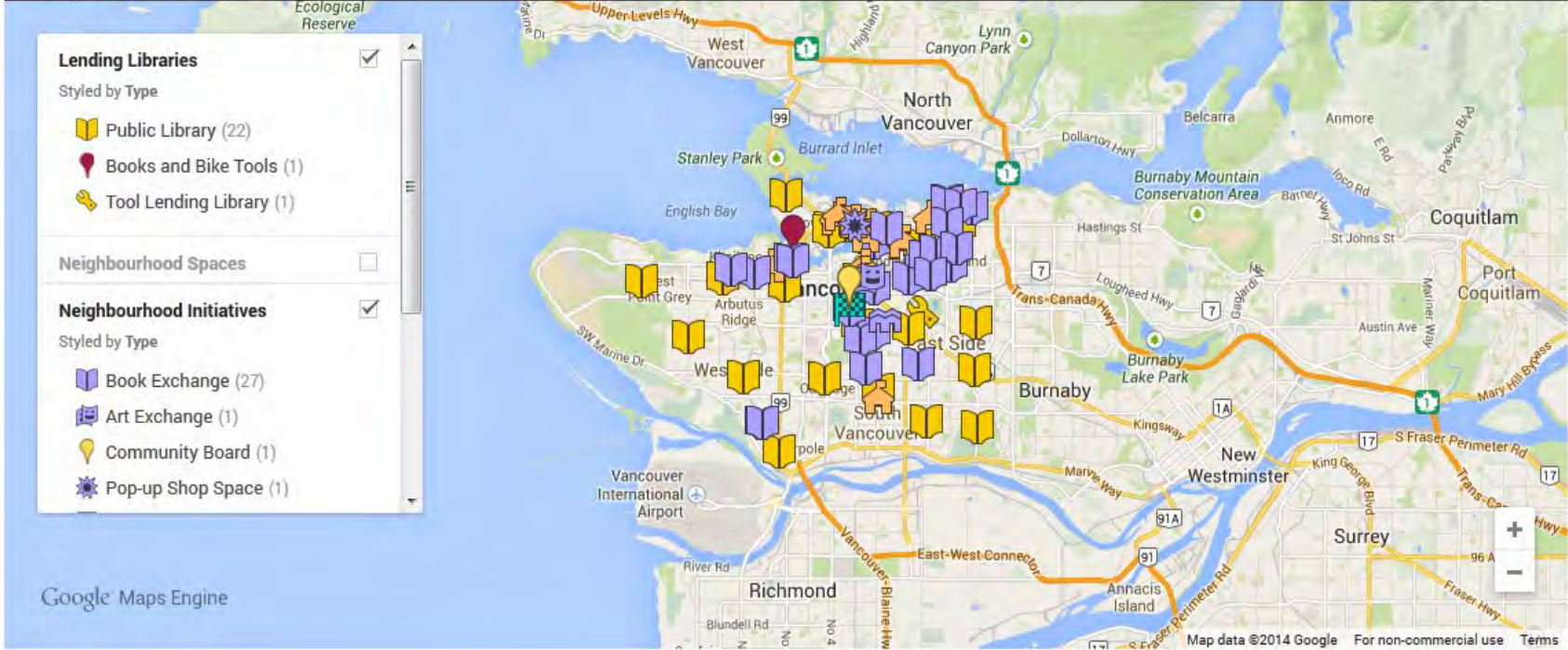
Stylized by Type

 Book Exchange (27)

 Art Exchange (1)

 Community Board (1)

 Pop-up Shop Space (1)



Google Maps Engine

Map data ©2014 Google For non-commercial use Terms



# Types of Sharing Models





# Donation Rate?

70%



50%

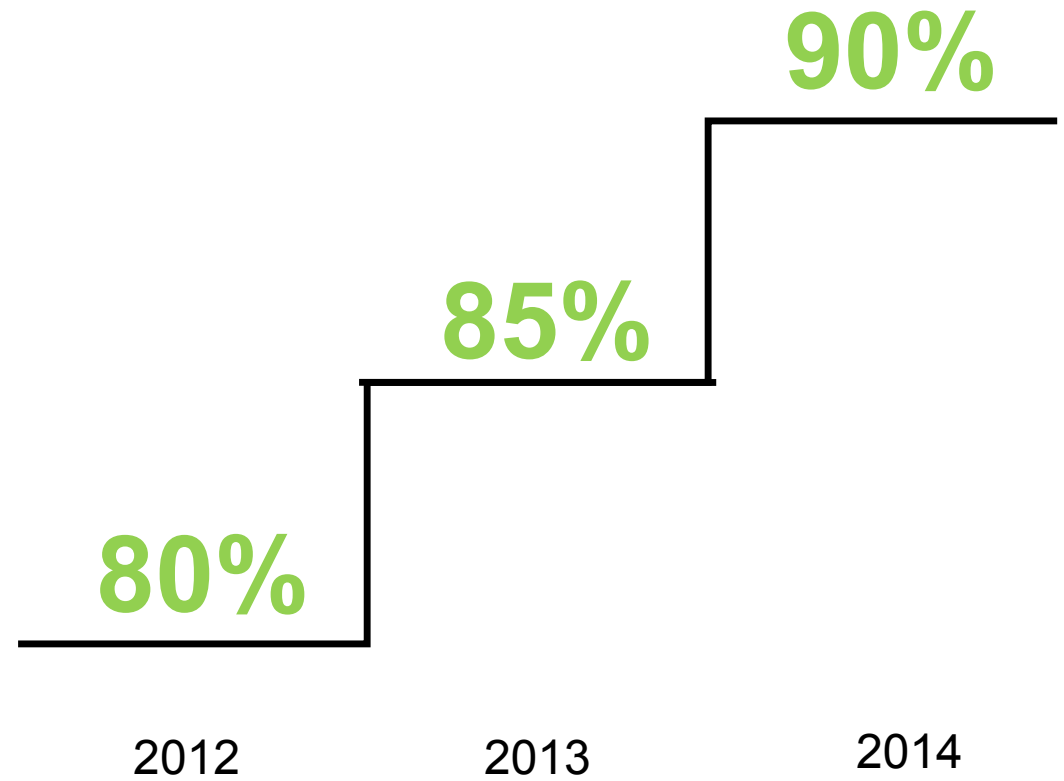


30%





# Actual Rate









# Peer-to-Organization



## Examples

- Lending libraries
- Car Coops
- Public Libraries

## Benefits

- Offset need to purchase
- Extends the life of a good
- Responsibility/Maintenance
- Access/Consistent hours
- Donations/Thinking Collectively



# Peer-to-Peer



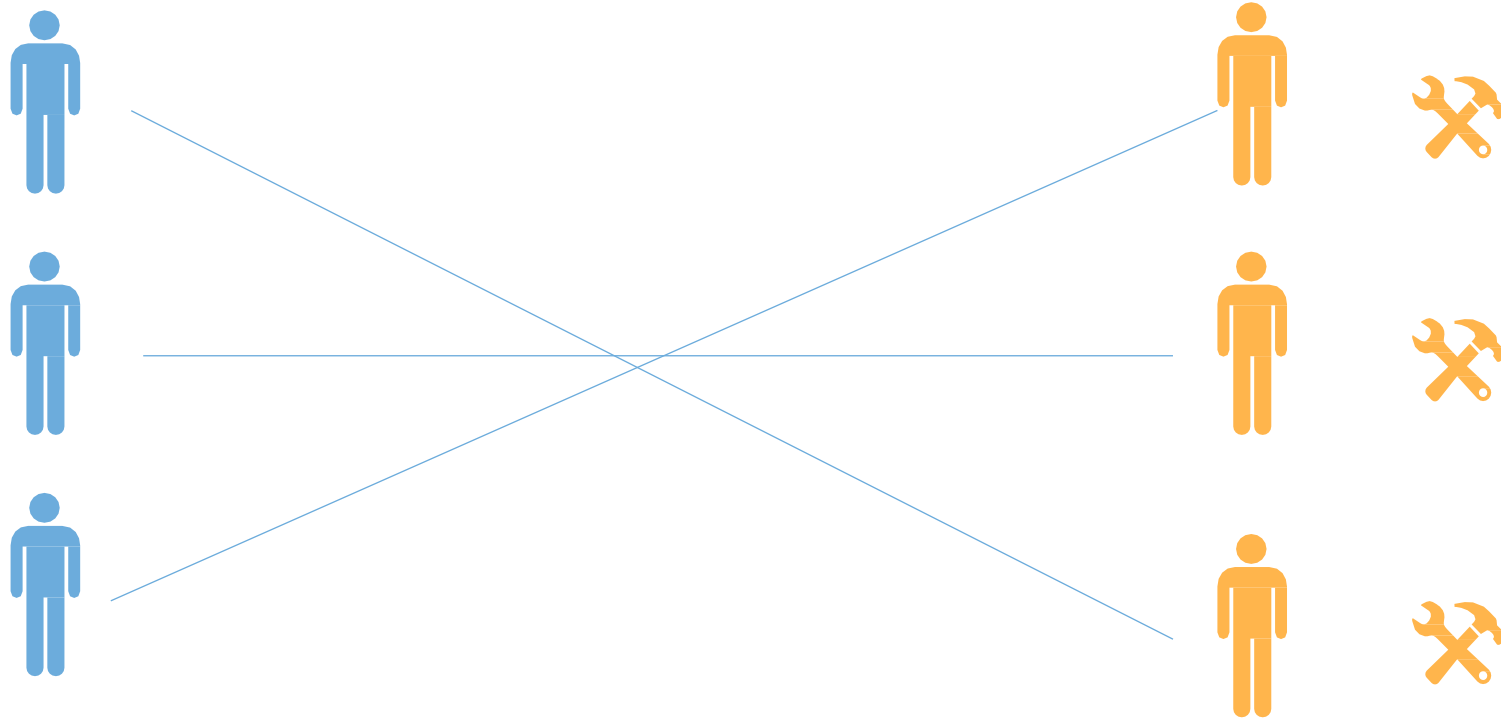
## Examples

- Peerby
- Neighborgoods
- Little Libraries

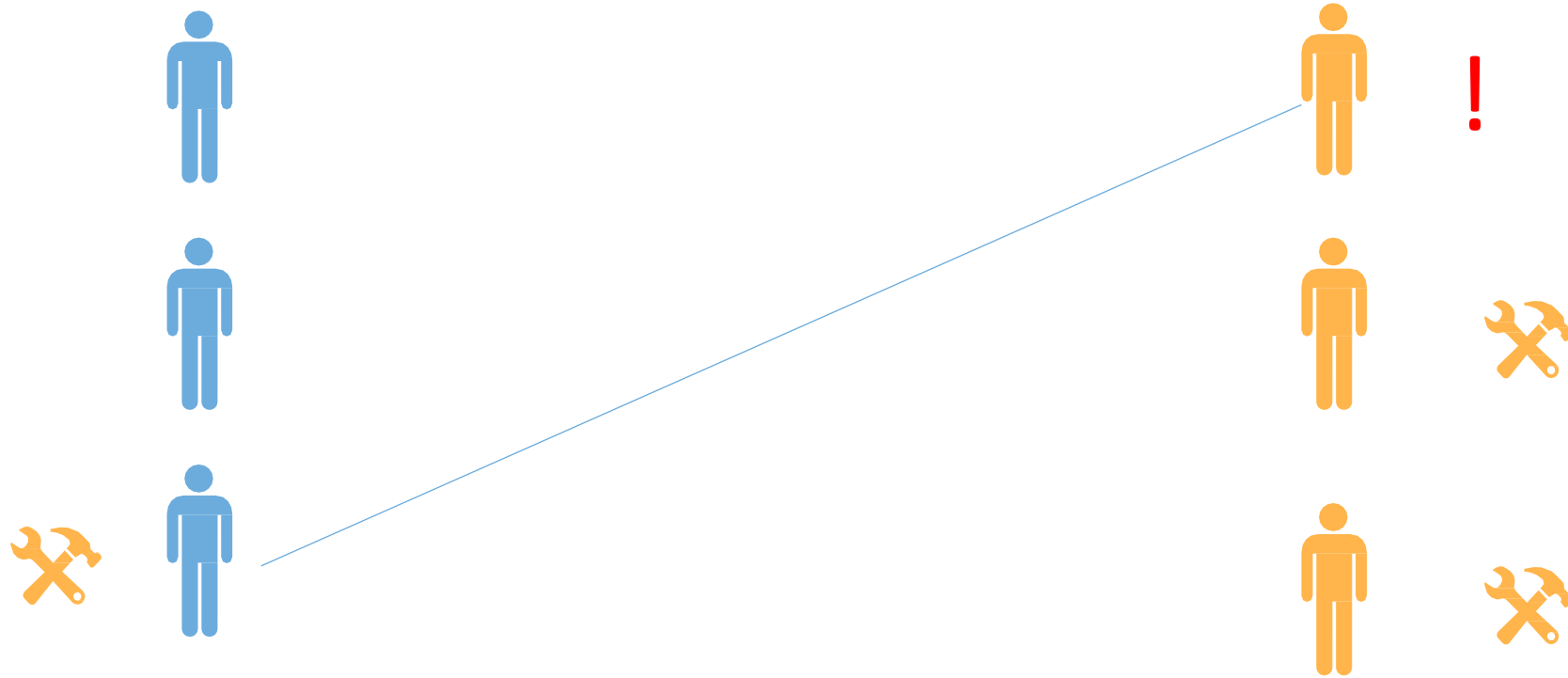
## Benefits

- Offset need to purchase
- Extends the life of a good
- Access/Proximity
- Social Connections

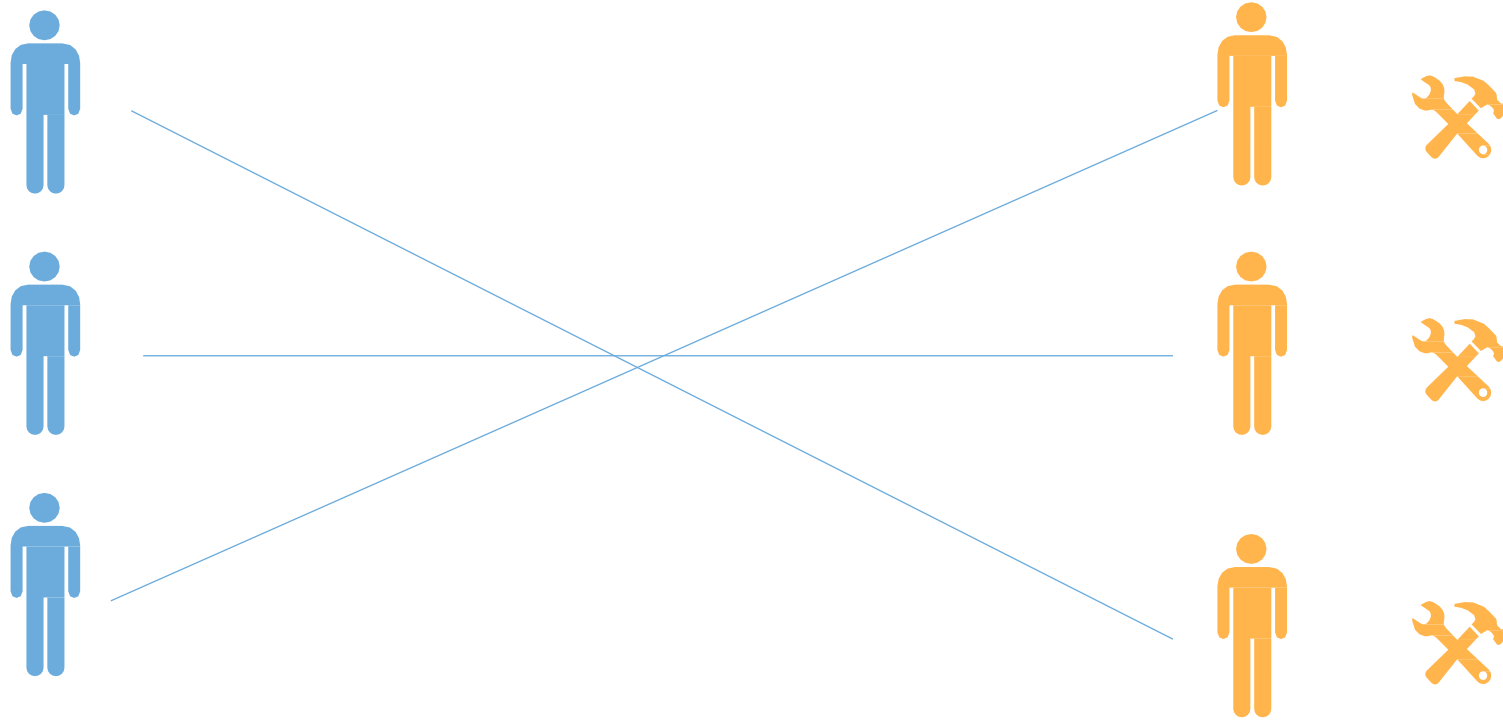
# Peer-2-Peer – Co-ordination



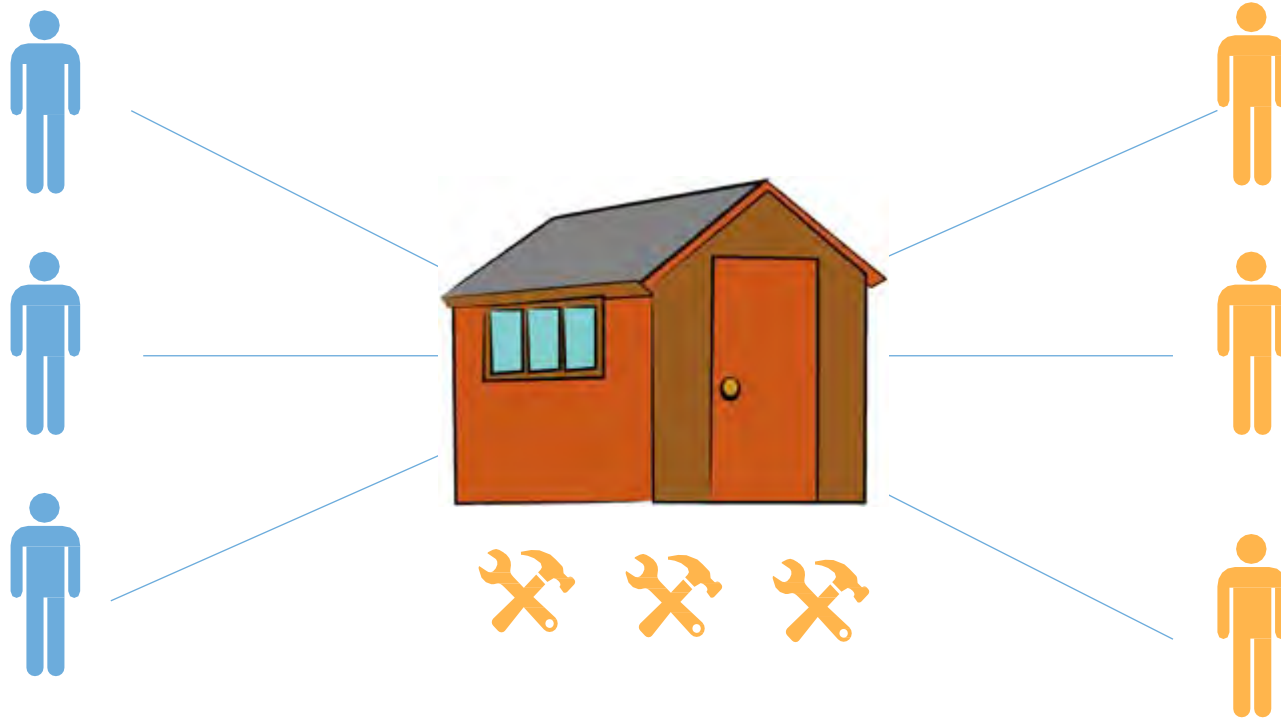
# Peer-2-Peer – Responsibility



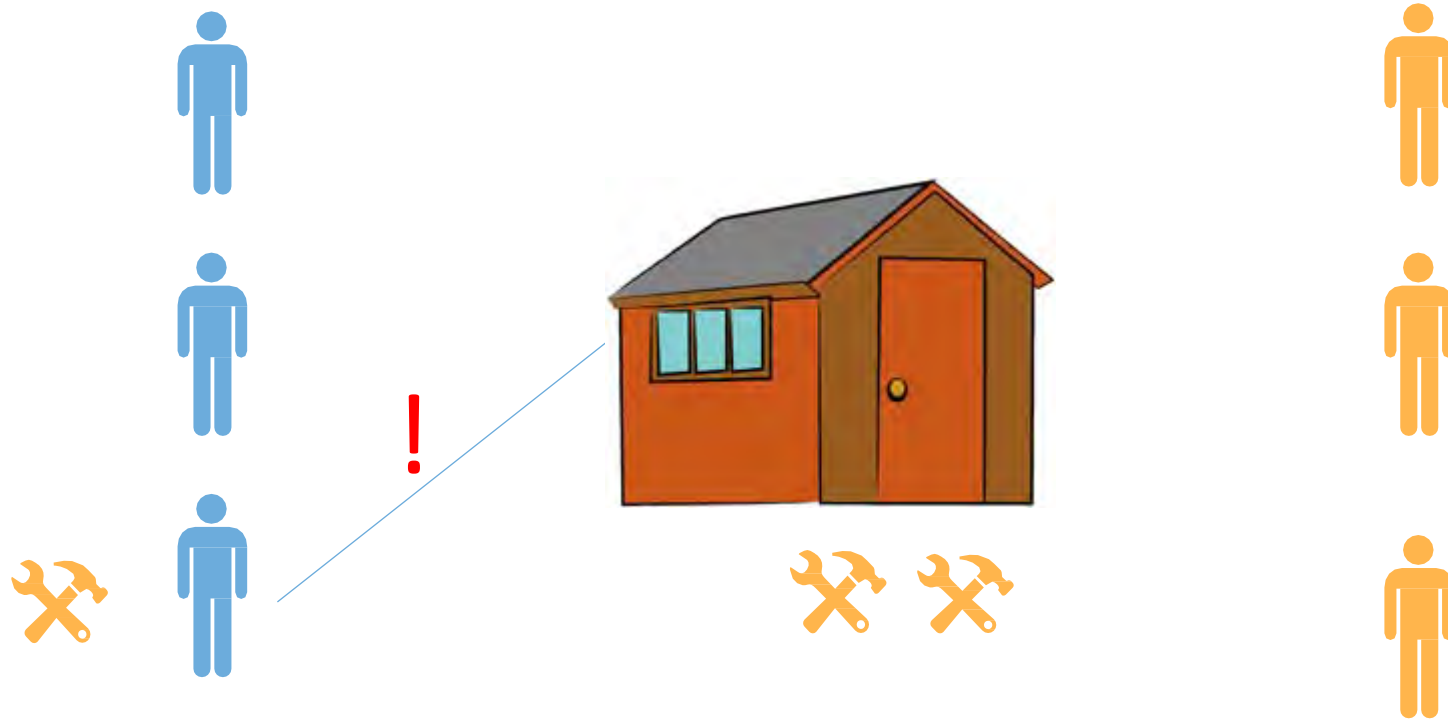
# Peer-2-Peer – Ownership



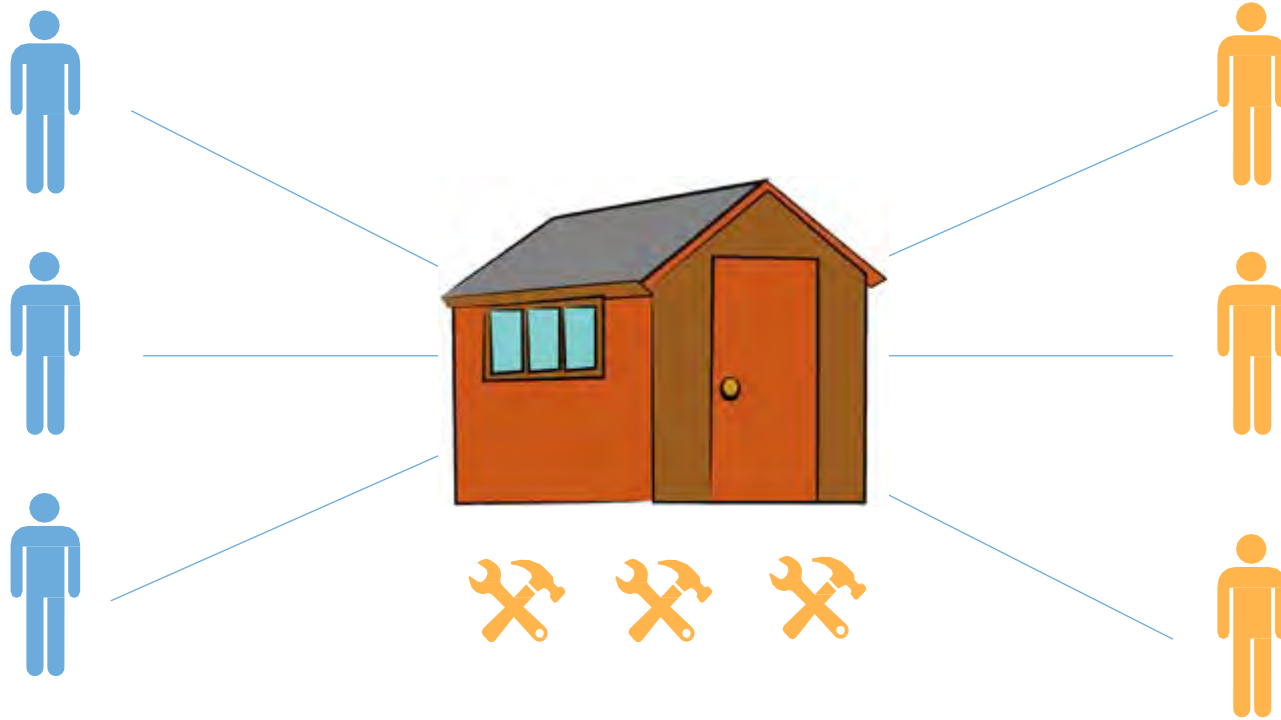
# Peer-2-Org – Co-ordination



# Peer-2-Org – Responsibility



# Peer-2-Org – Ownership





The Value of Community Based Sharing

*Links:*

[www.vancouvertoolibrary.com](http://www.vancouvertoolibrary.com)

[www.thesharingproject.ca](http://www.thesharingproject.ca)

[www.ponderresearch.co](http://www.ponderresearch.co)

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