

MILAN GUIDELINES ON SHARING ECONOMY

Today's global challenges when properly managed can lead to the process of major development in innovation and bring about well-being and widespread economic growth. In such a context metropolitan areas are the natural incubators for ideas which transform critical issues into opportunities and find new solutions to ongoing problems.

The growing need for a pragmatic approach, active citizenship, broad creativity, the willingness to cooperate, the creation of extended local "bottom-up" networks, the influence of cultural diversity and manifold ideas of self-identity, the coming together of new social groups, are all elements that make the European and world metropolitan areas able to react, at times proactively, to these constant and rapid changes that characterize the times we live in.

Transforming cities into dynamic, inclusive intelligent, interconnected places is a complex process which calls for deep-rooted innovation of both hard and soft infrastructure, the rethinking of social interaction, the redesigning of, and finding new uses for, urban spaces, developing and stimulating an economy which brings together all levels of society to make it truly "glocal". This vision requires a reappraisal of policies to create communities able to live and compete in an increasingly changing and globalized world.

In this context, and taking into account Expo 2015 the Universal Exhibition hosted by Milan, the sharing economy experiences in the fields of accommodation, hospitality, mobility, nutrition, information and knowledge, welfare and work practice, the understanding of the physical environment as shared heritage, new models of services for culture and tourism and the work of non-profit organizations continue to thrive.

A multiplicity of players work within this frame of reference, that unlike traditional ones, range from large multinationals to social enterprises, small and medium size businesses to universities, research centers to groups and associations, from "social streets" to formal and informal networks, without forgetting individuals.

In large cities such as Milan there is fertile ground for the establishment and expansion of the sharing economy. The cultural, economic and social effect of their development for the city can be wide-ranging; from the potential for job creation and cost reduction, to the promotion of more sustainable lifestyles, the fostering of a culture of collaboration and exchange while not forgetting greater local coordination, newer forms of welfare and the empowerment of individuals.

Innovation by its very nature can bring about potential conflict which when not regulated or managed effectively can have a negative impact. "Sharing" should, above all, be the necessary sharing of responsibilities, including common assets, in order to answer needs. The sharing economy is not just a temporary reaction to a crisis, but it can produce a virtuous system giving everyone the opportunity to take advantage of goods or services which otherwise would be inaccessible, while sharing them with others.

To this end activating strategic alliances and new forms of cooperation between public authorities, business, associations and individuals, as part of an ecosystem where the different players are not just stakeholders with possible conflict with or in contrast to the public good, but are seen as solutionholders in a virtuous circle of fruitful exchange to co-design, co-develop and co-manage methods, spaces and goods and services. A process that requires a major cultural paradigm shift, where each individual has a social and

economic role in which, not only their profession counts, but also their ability to use and offer various types of services based on their abilities and skill sets.

Within this framework, local authorities, are called upon to play a central role in facilitation and coordination that, while not inhibiting individual initiative, protects public interest. In an inter-institutional and multi-governance context the Local Authority is able to create the conditions so that all potential ends up giving effective opportunities for growth, innovation and inclusion for the city which, in turn, enhance existing practices and inspire new ones that answer the city's needs.

In order to make Milan a Sharing City it is therefore necessary to map, promote, connect and tweak those local initiatives related to that economy of sharing and collaboration. Therefore having a strategic framework that can guarantee an "institutional collaborative ecosystem" is of utmost importance. It must promote the idea of shared development with common objectives and, at the same time, also be regulated, inclusive and sustainable. ensuring all operators equal opportunities, and identifies the criteria by which the sharing economy is defined.

Based on the objectives it has set itself, the council promotes the initiatives of sharing economy as being:

- ★ the freeing-up of varying procedures and services , which are the testing ground for forms of collaboration, sharing, cooperation, cogeneration and / or co-management and can generate shared value and improve the quality of people's lives;
- ★ the introduction of complementary procedures and services, additional and / or alternative to traditional or existing ones, respecting laws presently in force, or the principle that inspired them;
- ★ sustainable and ongoing, producing follow-up innovative business models;
- ★ inclusive, both in terms of design management and delivery, with the ultimate goal of not leaving anyone behind or at least encouraging others to similar opportunities of departure;
- ★ able to create new networks and relationships, trust, community ties and a sense of belonging;
- ★ the promotion of exchanges between different sectors of the population, by age, culture or background;
- ★ the strengthening of the process of participation and collaboration with active citizenship and promoting open design, co-design and co-production trials;
- ★ the facilitation, through direct or soft-touch mediation, of both social relationships and economic exchanges between peergroups;
- ★ based on a process of mutual trust and reputation (particularly through peer-to-peer evaluation);

- ★ able to encourage the development of new skills;
- ★ to encourage new concepts of conscious consumerism with a more sustainable mindset;
- ★ the maximization of benefits and the lowering of ownership costs for users and consumers;
- ★ the optimization of resources and time, through incentives for the recycling and reuse of goods, the provision of greater access to information, skills, spaces, facilities, and both digital and physical assets;
- ★ the enhancement of common assets and underlining the availability of unused or under-used material and non-material public resources ;
- ★ the provision of one or more technology platforms to support digital as well as physical relationships fostering both simplification and participation;
- ★ the promotion of the use of open technologies and open/shared hardware ;
- ★ based on the essential requirement of the principles of transparency, openness and accountability;
- ★ accessible to all, being the most flexible and straightforward as possible, ensuring that standards of confidentiality, integrity and availability are in accordance with principles of same , are up to current technological standards, and are delivered through various channels;

In order to encourage the creation and strengthening of models economic collaboration and sharing in line with these principles, the city's Authority, in line with what has been done thus far and without prejudice to its rights of supervision, planning and monitoring, aims to develop a specific action plan for Milan Sharing City to:

- ★ map and communicate the more relevant experiences in the Milan area in order to encourage like initiatives;
- ★ promote public debate, communication, training and information on the sharing economy and the culture of collaboration, using its own facilities (libraries, schools, public offices, etc.), in order to inform a critical mass of potential users ;
- ★ encourage the development of training programmes for new job roles stemming from the sharing economy;
- ★ train and keep up-to-date public officials on the relevant issues of the sharing economy;

- ★ promote the critical analysis and monitoring of the effects and impact of new forms of innovative sharing and its experimentation, investigating the conditions in which collaboration can be implemented in order to better understand the phenomenon and assess future regulation to avoid market distortions, unfair competition and / or abuse;
- ★ promote research into economic, environmental and social effects of the sharing economy ;
- ★ contextualize national , regional and local legislation with a view to better understand who is involved in the production and use of collaborative services, particularly with regard to taxation and security, in order to generate greater awareness and promote compliance with rules ;
- ★ promote a system of approval and recognition of quality standards in the sharing economy within terms of best practice and with clear and easily applicable rules;
- ★ foster actions to reduce the existing digital divide;
- ★ provide adept infrastructure such as physical and virtual spaces for dialogue and exchange; tools for organizational, relational and strategic support; open data and open services (ie. identification systems of users and / or online payment systems);
- ★ strengthen and enhance potential active citizenship with a view to participation, co-design and co-operation;
- ★ strengthen the links between collaborative businesses and the experience of active citizenship;
- ★ strive to reduce complex administrative procedures;
- ★ use some sharing economy tools for initiatives aimed at the general public, contributing effectively to their development, as the end user in turn becomes the prime user ;
- ★ set up an open digital crowdfunding platform ;
- ★ raise dedicated human and financial resources, by using EU funding;
- ★ provide funding for business ventures and start-ups dealing within sharing economy;
- ★ create synergies with similar initiatives in other areas where there is active alliance between local authorities, civil society and the business world.

The Comune di Milano is committed to pursuing the objectives defined in this document and acquire all means necessary in order to carry it out.