

The Smart Map

Your guide to the sharing economy

Living in a sustainable manner has become more and more relevant. The sharing economy is a way to tackle unsustainable consumption where the idea is access before ownership.

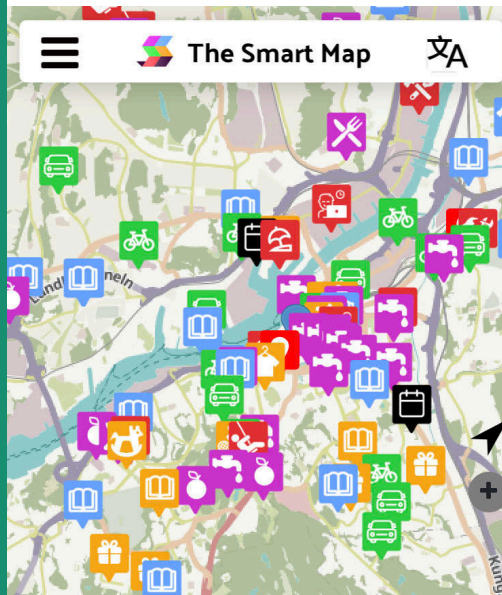
Sharing, borrowing or renting things and services is often a more resource efficient way of consuming than buying everything yourself. Another positive aspect is that it often creates new meetings between people in the city.

Gothenburg consists of an exiting mix of sharing services initiated by companies and not the least from civil society. The Smart Map shows the way to more than hundred different initiatives such as bike kitchens, co-working spaces, digital services, a toy library, mobility pools, clothes swapping days and much more.

The City of Gothenburg is working in several ways to promote the growth of sharing services. The Smart Map is a way to visualize them.



City of
Gothenburg



The Smart Map is a digital platform developed to be easy to navigate on your mobile phone, on your go through the city. Check it out:

www.thesmartmap.com

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Background of the Smart Map

In Gothenburg a group of citizens started to map the growing sharing economy in the city back in 2015. It was a good way to understand the new phenomena in the city.

Soon the civil society organisation Kollaborativ Ekonomi Göteborg (KEG) was founded and led to a long-term collaboration with the City of Gothenburg.

The arrangement between KEG and the city was formalised in 2016 with the signing of a joint equal partnership, a Swedish model for cooperation between a local government and a civil society organisation to rise to a common challenge.

The collaboration led to the launch of the Smart Map in November 2016. Already one year later it won Eurocities Award in 2017 for its participatory process of developing and co-creating the map with citizens.

Open-source and more cities joining

Thanks to the national program **Sharing Cities Sweden**, running 2017-2021, the map can continue to evolve with new resources.

New functions and an open-source version of the Smart Map was launched in April 2019. Soon afterwards new cities and regions launched their local versions of the Smart Map in the city of Malmö and the Sjuhärad region, with more cities on the way.



www.sharingcities.se